

PRINT CRAFT LOTUS



20 YEARS OF DIVERSITY

**ADFEST 2017
FINALIST**

CATEGORY CP01 : PHOTOGRAPHY
NO AWARD
CATEGORY CP02 : BEST USE OF PHOTOGRAPHY/DI

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
CP02/007	LOVING THE NIGHT 1	MCDONALD'S	TBWA\THAILAND	BANGKOK	TBWA (THAILAND) CO., LTD.	BANGKOK	FINALIST
CP02/009	LOVING THE NIGHT 3	MCDONALD'S	TBWA\THAILAND	BANGKOK	TBWA (THAILAND) CO., LTD.	BANGKOK	FINALIST
CP02/011	GET BACK, TOHOKU.1	TOHOKU SHINKANSEN	DENTSU INC.	TOKYO	DENTSU INC.	TOKYO	FINALIST
CP02/012	GET BACK, TOHOKU.2	TOHOKU SHINKANSEN	DENTSU INC.	TOKYO	DENTSU INC.	TOKYO	FINALIST
CP02/013	GET BACK, TOHOKU.3	TOHOKU SHINKANSEN	DENTSU INC.	TOKYO	DENTSU INC.	TOKYO	FINALIST
CP02/017	CAT	WORLD FOR ALL	MCCANN WORLDGROUP INDIA	MUMBAI	MCCANN WORLDGROUP INDIA	MUMBAI	FINALIST
CP02/018	DOG	WORLD FOR ALL	MCCANN WORLDGROUP INDIA	MUMBAI	MCCANN WORLDGROUP INDIA	MUMBAI	FINALIST

CATEGORY CP03 : ILLUSTRATION

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
CP03/003	ASIAN BLOOM	ASIA UNIVERSITY	TOKYU AGENCY INC.	TOKYO	TOKYU AGENCY INC.	TOKYO	FINALIST

CATEGORY CP04 : BEST USE OF ILLUSTRATION

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
CP04/002	ONE HOUR CAN MAKE A BIG DIFFERENCE_DROUGHT	EARTH HOUR	LEO BURNETT	SYDNEY	LEO BURNETT	SYDNEY	FINALIST
CP04/003	ONE HOUR CAN MAKE A BIG DIFFERENCE_REEF	EARTH HOUR	LEO BURNETT	SYDNEY	LEO BURNETT	SYDNEY	FINALIST
CP04/004	ONE HOUR CAN MAKE A BIG DIFFERENCE_BUSH	EARTH HOUR	LEO BURNETT	SYDNEY	LEO BURNETT	SYDNEY	FINALIST
CP04/016	SLOW TRAIN, SLOW LIFE. "GET BACK, TOHOKU."1	TOHOKU SHINKANSEN	DENTSU INC.	TOKYO	DENTSU INC.	TOKYO	FINALIST
CP04/017	SLOW TRAIN, SLOW LIFE. "GET BACK, TOHOKU."2	TOHOKU SHINKANSEN	DENTSU INC.	TOKYO	DENTSU INC.	TOKYO	FINALIST
CP04/018	SLOW TRAIN, SLOW LIFE. "GET BACK, TOHOKU."3	TOHOKU SHINKANSEN	DENTSU INC.	TOKYO	DENTSU INC.	TOKYO	FINALIST
CP04/025	BOAT	ABS CBN FOUNDATION	TBWA\SANTIAGO MANGADA PUNO	MANILA	TBWA\SANTIAGO MANGADA PUNO	MANILA	FINALIST
CP04/027	FLOAT	ABS CBN FOUNDATION	TBWA\SANTIAGO MANGADA PUNO	MANILA	TBWA\SANTIAGO MANGADA PUNO	MANILA	FINALIST

CATEGORY CP05 : TYPOGRAPHY

NO AWARD

CATEGORY CP06 : BEST USE OF TYPOGRAPHY

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
CP06/002	WOOL	BREEZE	MULLENLOWE SINGAPORE	SINGAPORE	MULLENLOWE SINGAPORE	SINGAPORE	FINALIST
CP06/003	DENIM	BREEZE	MULLENLOWE SINGAPORE	SINGAPORE	MULLENLOWE SINGAPORE	SINGAPORE	FINALIST
CP06/004	LINEN	BREEZE	MULLENLOWE SINGAPORE	SINGAPORE	MULLENLOWE SINGAPORE	SINGAPORE	FINALIST

CATEGORY CP07 : ART DIRECTION

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
CP07/019	LOVING THE NIGHT 1	MCDONALD'S	TBWA\THAILAND	BANGKOK	TBWA (THAILAND) CO., LTD.	BANGKOK	FINALIST
CP07/021	LOVING THE NIGHT 3	MCDONALD'S	TBWA\THAILAND	BANGKOK	TBWA (THAILAND) CO., LTD.	BANGKOK	FINALIST
CP07/024	DUCK	SUNLIGHT	MULLENLOWE SINGAPORE	SINGAPORE	MULLENLOWE SINGAPORE	SINGAPORE	FINALIST
CP07/043	BOY	REGIONAL ENVIRONMENTAL AWARENESS CAMERON HIGHLANDS	DENTSU SINGAPORE	SINGAPORE	DENTSU SINGAPORE PTE LTD	SINGAPORE	FINALIST
CP07/044	GRANDFATHER	REGIONAL ENVIRONMENTAL AWARENESS CAMERON HIGHLANDS	DENTSU SINGAPORE	SINGAPORE	DENTSU SINGAPORE PTE LTD	SINGAPORE	FINALIST
CP07/059	TREE 1	SEUB NAKHASATHIEN FOUNDATION	OGILVY GROUP THAILAND	BANGKOK	OGILVY GROUP THAILAND	BANGKOK	FINALIST
CP07/060	TREE 2	SEUB NAKHASATHIEN FOUNDATION	OGILVY GROUP THAILAND	BANGKOK	OGILVY GROUP THAILAND	BANGKOK	FINALIST
CP07/061	TREE 3	SEUB NAKHASATHIEN FOUNDATION	OGILVY GROUP THAILAND	BANGKOK	OGILVY GROUP THAILAND	BANGKOK	FINALIST
CP07/062	LIQUID NAVY SEALS	VIDISEP PROVIDONE IODINE	HAKUHODO INDONESIA	JAKARTA	HAKUHODO INDONESIA	JAKARTA	FINALIST
CP07/070	CAT	WORLD FOR ALL	MCCANN WORLDGROUP INDIA	MUMBAI	MCCANN WORLDGROUP INDIA	MUMBAI	FINALIST
CP07/071	DOG	WORLD FOR ALL	MCCANN WORLDGROUP INDIA	MUMBAI	MCCANN WORLDGROUP INDIA	MUMBAI	FINALIST

CATEGORY CP08 : RETOUCHING/IMAGE MANIPULATION

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
CP08/001	TREE 1	SEUB NAKHASATHIEN FOUNDATION	OGILVY GROUP THAILAND	BANGKOK	ILLUSION CO.,LTD.	BANGKOK	FINALIST
CP08/002	TREE 2	SEUB NAKHASATHIEN FOUNDATION	OGILVY GROUP THAILAND	BANGKOK	ILLUSION CO.,LTD.	BANGKOK	FINALIST
CP08/003	TREE 3	SEUB NAKHASATHIEN FOUNDATION	OGILVY GROUP THAILAND	BANGKOK	ILLUSION CO.,LTD.	BANGKOK	FINALIST

CATEGORY CP09 : BEST USE OF RETOUCHING/IMAGE MANIPULATION

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
CP09/001	BOY	REGIONAL ENVIRONMENTAL AWARENESS CAMERON HIGHLANDS	DENTSU SINGAPORE	SINGAPORE	DENTSU SINGAPORE PTE LTD	SINGAPORE	FINALIST
CP09/002	GRANDFATHER	REGIONAL ENVIRONMENTAL AWARENESS CAMERON HIGHLANDS	DENTSU SINGAPORE	SINGAPORE	DENTSU SINGAPORE PTE LTD	SINGAPORE	FINALIST
CP09/003	FAMILY	REGIONAL ENVIRONMENTAL AWARENESS CAMERON HIGHLANDS	DENTSU SINGAPORE	SINGAPORE	DENTSU SINGAPORE PTE LTD	SINGAPORE	FINALIST
CP09/006	TREE 1	SEUB NAKHASATHIEN FOUNDATION	OGILVY GROUP THAILAND	BANGKOK	OGILVY GROUP THAILAND	BANGKOK	FINALIST
CP09/007	TREE 2	SEUB NAKHASATHIEN FOUNDATION	OGILVY GROUP THAILAND	BANGKOK	OGILVY GROUP THAILAND	BANGKOK	FINALIST
CP09/008	TREE 3	SEUB NAKHASATHIEN FOUNDATION	OGILVY GROUP THAILAND	BANGKOK	OGILVY GROUP THAILAND	BANGKOK	FINALIST

CATEGORY CP10 : COMPUTER GENERATED IMAGERY (CGI)

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
CP10/004	SQUID	SUNLIGHT	MULLENLOWE SINGAPORE	SINGAPORE	ILLUSION CO.,LTD.	BANGKOK	FINALIST
CP10/005	PIG	SUNLIGHT	MULLENLOWE SINGAPORE	SINGAPORE	ILLUSION CO.,LTD.	BANGKOK	FINALIST
CP10/006	DUCK	SUNLIGHT	MULLENLOWE SINGAPORE	SINGAPORE	ILLUSION CO.,LTD.	BANGKOK	FINALIST
CP10/010	LIQUID NAVY SEALS	VIDISEP PROVIDONE IODINE	HAKUHODO INDONESIA	JAKARTA	ILLUSION CO.,LTD.	BANGKOK	FINALIST
CP10/011	SOUR-FACED MAN	SUPER ZUPER SOUR CANDY	HAKUHODO INDONESIA	JAKARTA	ILLUSION CO.,LTD.	BANGKOK	FINALIST
CP10/012	SOUR-FACED WOMAN	SUPER ZUPER SOUR CANDY	HAKUHODO INDONESIA	JAKARTA	ILLUSION CO.,LTD.	BANGKOK	FINALIST
CP10/013	LUGGAGE MAN	NAT GEO TRAVELER MAGAZINE	HAKUHODO INDONESIA	JAKARTA	ILLUSION CO.,LTD.	BANGKOK	FINALIST
CP10/014	BACKPACK MAN	NAT GEO TRAVELER MAGAZINE	HAKUHODO INDONESIA	JAKARTA	ILLUSION CO.,LTD.	BANGKOK	FINALIST

CATEGORY CP11 : BEST USE OF COMPUTER GENERATED IMAGERY (CGI)

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
CP11/001	LIQUID NAVY SEALS	VIDISEP PROVIDONE IODINE	HAKUHODO INDONESIA	JAKARTA	HAKUHODO INDONESIA	JAKARTA	FINALIST
CP11/002	LUGGAGE MAN	NAT GEO TRAVELER MAGAZINE	HAKUHODO INDONESIA	JAKARTA	HAKUHODO INDONESIA	JAKARTA	FINALIST
CP11/003	BACKPACK MAN	NAT GEO TRAVELER MAGAZINE	HAKUHODO INDONESIA	JAKARTA	HAKUHODO INDONESIA	JAKARTA	FINALIST

CATEGORY CP12 : PRODUCTION DESIGN/STYLING

NO AWARD