



RADIO LOTUS

20 YEARS OF DIVERSITY
ADFEST 2017
FINALIST

BROADCAST SUB-CATEGORIES
CATEGORY R01 : FAST MOVING CONSUMER GOODS

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
R01/007	SWEET DREAMS	JOHNSON'S BABY	IMPACT BBDO DUBAI	DUBAI	IMPACT BBDO DUBAI	DUBAI	FINALIST
R01/009	THE MAN BUN	CLEAR	MULLENLOWE SINGAPORE	SINGAPORE	MULLENLOWE SINGAPORE	SINGAPORE	FINALIST
R01/010	THE COMB OVER	CLEAR	MULLENLOWE SINGAPORE	SINGAPORE	MULLENLOWE SINGAPORE	SINGAPORE	FINALIST

CATEGORY R02 : DURABLE CONSUMER GOODS

NO AWARD

CATEGORY R03 : CARS, OTHER VEHICLES, ACCESSORIES & AUTO SERVICES

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
R03/008	WOMAN	XENON	MCCANN WORLDGROUP PHILIPPINES	MANILA	MCCANN WORLDGROUP PHILIPPINES	MANILA	FINALIST
R03/009	WOLFPACK	XENON	MCCANN WORLDGROUP PHILIPPINES	MANILA	MCCANN WORLDGROUP PHILIPPINES	MANILA	FINALIST
R03/010	BEST FRIENDS	XENON	MCCANN WORLDGROUP PHILIPPINES	MANILA	MCCANN WORLDGROUP PHILIPPINES	MANILA	FINALIST

CATEGORY R04 : FINANCE, BUSINESS PRODUCTS & SERVICES, COMMERCIAL PUBLIC SERVICES

NO AWARD

CATEGORY R05 : RETAIL, TRAVEL, ENTERTAINMENT & COMMUNICATION MEDIA

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
R05/018	PARESH	IXIGO	MCCANN WORLDGROUP INDIA	MUMBAI	MCCANN WORLDGROUP INDIA	MUMBAI	FINALIST

CATEGORY R06 : CORPORATE IMAGE

NO AWARD

CATEGORY R07 : PUBLIC SERVICES & CAUSE APPEALS

NO AWARD

USE OF RADIO SUB-CATEGORY

CATEGORY R08 : BEST USE OF RADIO MEDIUM

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
R08/001	MADE FROM MEMORY	MELBOURNE INTERNATIONAL FILM FESTIVAL	MCCANN MELBOURNE	MELBOURNE	MCCANN MELBOURNE	MELBOURNE	FINALIST
R08/005	THE DEAD HOUR BY NESCAFE	NESCAFE	MCCANN WORLDGROUP INDIA	MUMBAI	MCCANN WORLDGROUP INDIA	MUMBAI	FINALIST

CATEGORY LRR : LOTUS ROOTS

NO AWARD

AS OF 19 MARCH 2017