

**ENTRIES LIST**  
BRANDED CONTENT LOTUS

**ADFEST 2018**  
**TRANSFORM**

**CATEGORY BC01 : BEST USE OF FICTION FILM**

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
BC01/001	FAMILY'S SECRETS	REGAINE	ISOBAR	TAIPEI
BC01/002	THE DAUGHTER'S LITTLE LOVE SONG	HONDA CR-V	DENTSU ONE TAIPEI	TAIPEI
BC01/003	THE LIPSTICK OF PERSEVERANCE	SHISEIDO	DENTSU ONE TAIPEI	TAIPEI
BC01/004	#TACKLE THE RISK	ACTIVE CARE	TBWA\HAKUHODO INC.	TOKYO
BC01/005	WOW GIRLS' LAB	WACOAL SPORTS	X-LINE CO., LTD. (DENTSU)	TAIPEI
BC01/006	OILY OFFICE	SCALP D	NIBAN-KOBO PRODUCTIONS CORP.	TOKYO
BC01/007	#TOKYOUNEXPECTED	VISA	BBDO BANGKOK LTD	BANGKOK
BC01/008	400	UNIF	GREYNJ UNITED	BANGKOK
BC01/009	GRAVITY CAT	GRAVITY DAZE 2	HAKUHODO INC.	TOKYO
BC01/010	FREESTYLE PLAYGROUND	DESTINY 2	HAKUHODO INC.	TOKYO
BC01/011	MILK BEAM	RAKUNOH MILK	DENTSU KYUSHU	FUKUOKA
BC01/012	HONEST LIPS	CUTE PRESS	THE SOUR BANGKOK CO., LTD.	BANGKOK
BC01/013	HOPE FOR THE BEST	SPDB	W	SHANGHAI
BC01/014	CHRISTMAS IN 2042	COMPANY	ASAHI ADVERTISING INC.	TOKYO
BC01/015	SUSHI BOAT	COMPANY	ASAHI ADVERTISING INC.	TOKYO
BC01/016	LOVE BEHIND SURPRISE	VIP.COM	KARMA	SHANGHAI
BC01/017	CLOSE SHAVE KISSES	LAMDASH	BEIJING DENTSU ADVERTISING CO., LTD	BEIJING
BC01/018	HAPPINESS ALONGSIDE YOUR JOURNEY	COROLLA	BEIJING DENTSU ADVERTISING CO., LTD	BEIJING
BC01/019	LOVE FLYING?	FLYSTATION	FRONTAGE INC.	TOKYO

# BRANDED CONTENT LOTUS

# ALL ENTRIES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
BC01/020	THE BROTHER WHO NEVER GROWS UP	E-LIFE MALL BRANDING	J. WALTER THOMPSON TAIPEI	TAIPEI
BC01/021	GRANDPA'S TV	E-LIFE MALL BRANDING	J. WALTER THOMPSON TAIPEI	TAIPEI
BC01/022	ONE SECOND SMOOTH DAUGHTER IN LAW CLASS	VIVA KITCHEN TOWELS	J. WALTER THOMPSON TAIPEI	TAIPEI
BC01/023	THE HOUSE THAT FRIED CHICKEN BUILT	MAXS CHICKEN	PETCH	MANILA

## CATEGORY BC02 : BEST USE OF NON-FICTION FILM

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
BC02/001	RISE	GUINNESS	BBDO SINGAPORE	SINGAPORE
BC02/002	FAMILY TIME TEST	PROMOTION OF MIGRATION TO WESTERN TOTTORI PREFECTURE	DENTSU INC.	TOKYO
BC02/003	REDEFINING DISTANCE	5G MOBILE NETWORK TECHNOLOGY	DENTSU INC.	TOKYO
BC02/004	MY PERSONAL BEST	TOKYO 2020 GOLD SECURITIES PARTNER	ENJIN TOKYO	TOKYO
BC02/005	THE MOST LOVING INSTRUCTION MANUAL	HAND IN HAND PROJECT	DRILL	TOKYO
BC02/006	KAL KAN VOICE DELIVERY	KAL KAN	I&S BBDO INC.	TOKYO
BC02/007	SHACKLETON'S RETURN	HYUNDAI MOTOR COMPANY	INNOCEAN WORLDWIDE	SEOUL
BC02/008	YAMAZAKI MOMENTS	SUNTORY YAMAZAKI DISTILLERY	TOHOKUSHINSHA FILM CORPORATION	TOKYO
BC02/009	THE HAPPIEST MOMENTS IN THE WORLD	KIKUSUI	HAKUHODO INC.	TOKYO
BC02/010	RUN WITH SHINKANSEN	EAST JAPAN RAILWAY COMPANY	TYO CAMP KAZ	TOKYO
BC02/011	UNHAUNTING	PHILIPS HUE	TBWA	SYDNEY
BC02/012	EXPERIMENT FOR THE SMART	TENCENT	TENCENT	SHENZHEN
BC02/013	OBSESSION FOR SMOOTHNESS	DOUBLE A	SIX INC	TOKYO

**CATEGORY BC03 : BEST USE OF MUSIC**

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
BC03/001	LIVE JACKET	ONE OK ROCK	AID-DCC INC.	TOKYO
BC03/002	REDEFINING DISTANCE	5G MOBILE NETWORK TECHNOLOGY	DENTSU INC.	TOKYO
BC03/003	HAT HEROES	CLEAR	CHOOJAI AND FRIENDS	BANGKOK
BC03/004	MOON MUSIC	CORPORATE	HAKUHODO INC.	OSAKA
BC03/005	THE SOUNDS OF TRAVELLING WELL	CATHAY PACIFIC / CATHAY DRAGON	MCCANN ERICKSON (M) SDN BHD	PETALING JAYA
BC03/006	DEUS EX MACHINA	MAGICAL PUNCHLINE	GUNSROCK INC.	TOKYO
BC03/007	THE SOUND OF ARCHITECTURE	NOBLE DEVELOPMENT PUBLIC COMPANY LIMITED	RABBIT DIGITAL GROUP COMPANY LIMITED	BANGKOK
BC03/008	WALK WITH ME	JOMOO	MCCANN WORLDWIDE GROUP SHANGHAI	SHANGHAI
BC03/009	THROUGH THE DARK	GOOGLE PLAY MUSIC	R/GA SYDNEY	SYDNEY

**CATEGORY BC04 : BEST USE OF PRINT & CONVENTIONAL OUTDOOR**

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
BC04/001	LIGHTNING-POWERED BILLBOARD	VOLVO	GREYNJ UNITED	BANGKOK
BC04/002	MCDONALD'S "CAN'T STOP" BILLBOARD	MCDONALD'S HONG KONG	DDB GROUP HONG KONG	HONG KONG
BC04/003	EMERGENCY COLLECTIBLES	DISASTER PREVENTION	DENTSU INC.	TOKYO
BC04/004	WASHABLE BOOK	SAVE SOAP PROJECT	MCCANN HEALTHCARE WORLDWIDE JAPAN, INC.	TOKYO
BC04/005	THE BACK FOR FATHER'S DAY.	THE SHINANO MAINICHI SHIMBUN NEWSPAPER	FRONTAGE INC.	TOKYO

**CATEGORY BC05 : BEST USE OF EXPERIENTIAL**

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
BC05/001	LIVE JACKET	ONE OK ROCK	GEEK PICTURES INC.	TOKYO
BC05/002	PANGGUNG KAMPUNG SEHAT	PUBLIC HEALTH	DDB GROUP INDONESIA/ PT INAZUMA INDONESIA	JAKARTA
BC05/003	GREEN LIGHT RUN	PURE BOOST	TBWA\HAKUHODO INC.	TOKYO
BC05/004	GAC HONDA VEZEL AVANT- GARDE ART CAMPAIGN WITH TEAMLAB	GAC HONDA VEZEL	GIMC-HAKUHODO INTEGRATED MARKETING CO., LTD	GUANGZHOU
BC05/005	30 MILLION TOUCHES	JIO KBC	JIO	MUMBAI
BC05/006	TOKYO PEN PIXEL	MUJI	R/GA TOKYO	TOKYO
BC05/007	HYDROGEN ELECTRIC HOUSE	HYUNDAI FCEV	INNOCEAN WORLDWIDE	SEOUL
BC05/008	CUBE MOVIE	GALAXY S8	CHEIL WORLDWIDE	SEOUL
BC05/009	DIGITAL PUPPETRY	MELBOURNE INTERNATIONAL FILM FESTIVAL	MCCANN MELBOURNE	MELBOURNE
BC05/010	ALL-STAR RESTAURANT	XC90 EXCELLENCE	DENTSU INC.	TOKYO
BC05/011	SIMCITY BUILDIT SCHOOL OF POLITICS	SIMCITY BUILDIT	DENTSU INC.	TOKYO
BC05/012	WILD ISLAND ARTS EXHIBITION	W & THE JOY CITY	W	SHANGHAI
BC05/013	THE ANTI-PERFECT COLLECTION	DIESEL	AMBER CHINA	SHANGHAI
BC05/014	THE 4K CINEMA GAME	SONY PS4	AMBER CHINA	SHANGHAI
BC05/015	XFLAG PARK & MONSTER STRIKE GRANDPRIX	XFLAG	DENTSU LIVE INC.	TOKYO
BC05/016	SHIBUYA COUNTDOWN EVENT	SHIBUYA CITY	DENTSU LIVE INC.	TOKYO
BC05/017	THE ZODIAC RE-RACE	MONSTER STRIKE	HAKUHODO KETTLE INC.	TOKYO
BC05/018	CREATIVE FLOW_ER	SHIROMARU	MCCANN TOKYO	TOKYO
BC05/019	HOTEL HIGHWAY	SLEEPDAYS	HAKUHODO KETTLE INC.	TOKYO
BC05/020	PAID HOLIDAY PRESENT PROJECT.	KIRIN AFTERNOON TEA	FRONTAGE INC.	TOKYO

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# ALL ENTRIES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
BC05/021	SMARTWIG, POWERED BY THE STAR	THE STAR SYDNEY	BASHFUL	SYDNEY
BC05/022	RHYTHM OF LOVE WALL	7-ELEVEN TAIWAN CSR	ADK TAIWAN	TAIPEI
BC05/023	VIRTUAL EQUALITY	QUEERAZ	J. WALTER THOMPSON SYDNEY	SYDNEY
BC05/024	PADOSPUR - BIGGBOSS SEASON 11	COLORS	VIACOM 18 MEDIA PVT LTD	MUMBAI

## CATEGORY BC06 : BEST USE OF INTERACTIVE & SOCIAL MEDIA

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
BC06/001	EXPLORINGTEA MICRO CHADO	EXPLORINGTEA	ISOBAR	TAIPEI
BC06/002	AI LIFE ADVICE HOTLINE	SNICKERS	HAKUHODO PRODUCT'S INC.	TOKYO
BC06/003	KIND WORDS RINGBACK TONE	GS CALTEX	ADQUA INTERACTIVE	SEOUL
BC06/004	#HUNGEREPLY	SNICKERS	I&S BBDO INC.	TOKYO
BC06/005	THE FIRST RAMADAN CHAT STORY IN INDONESIA	FRESTEA	BERAKAR KOMUNIKASI	JAKARTA
BC06/006	UNLOCK HAN ZI	AIRASIA	BBDO BANGKOK LTD	BANGKOK
BC06/007	A MEME GALLERY	TENCENT	TENCENT	SHENZHEN
BC06/008	KOSANAARAI	TEXAS CHICKEN	SPA-HAKUHODO., LTD (HEAD OFFICE)	BANGKOK
BC06/009	SHACKLETON'S RETURN	HYUNDAI MOTOR COMPANY	INNOCEAN WORLDWIDE	SEOUL
BC06/010	GAMTAN PANTS: OFFICE WORKER	UNIQLQ	INNOCEAN WORLDWIDE	SEOUL
BC06/011	GAMTAN PANTS: DOCTOR	UNIQLQ	INNOCEAN WORLDWIDE	SEOUL
BC06/012	GAMTAN PANTS: JOB SEEKER	UNIQLQ	INNOCEAN WORLDWIDE	SEOUL
BC06/013	STOP DOWNLOADKILL	BUSAN METROPOLITAN POLICE AGENCY	CHEIL WORLDWIDE	SEOUL
BC06/014	MOTORCYCLE TAXI ACTIVIST	OKMD (PUBLIC ORGANIZATION)	CHOOJAI AND FRIENDS	BANGKOK
BC06/015	FACEBOOK LIVE STUNT	AIS	CHOOJAI AND FRIENDS	BANGKOK
BC06/016	INSTADRIVE	MERCEDES BENZ	BBDO (MALAYSIA) SDN BHD	KUALA LUMPUR

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## ALL ENTRIES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
BC06/017	ELECTION IN THE DARK	WEBSERVICE	DENTSU INC.	TOKYO
BC06/018	Dictator Prime Minister?	#PROUDTOBEGUJARATI	MOVING PIXELS PVT. LTD.	AHMEDABAD
BC06/019	#PUPPYNEWYEAR	LIFEBOAT FOR ABANDONED DOGS AND CATS	TOKYU AGENCY INC.	TOKYO
BC06/020	THROUGH THE DARK	GOOGLE PLAY MUSIC	R/GA SYDNEY	SYDNEY
BC06/021	PADOSPUR- BIGGBOSS SEASON 11	COLORS	VIACOM 18 MEDIA PVT LTD	MUMBAI

### CATEGORY BC07 : BEST USE OF USER GENERATED CONTENT

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
BC07/001	PLAY THE GIFT	HI-STANDARD	DENTSU INC.	TOKYO
BC07/002	"BULLET TRAIN" CONNECTED MUSIC VIDEO	CHOTOKKYU "BULLET TRAIN"	I&S BBDO INC.	TOKYO
BC07/003	PARFUMS DE VOYAGE	CATHAY PACIFIC	MCCANN	SYDNEY
BC07/004	BACHELORS & BACHELORETTES	AUSTRALIAN MARRIAGE EQUALITY	AIRBAG	MELBOURNE
BC07/005	#HELLOLITTLEDIRECTORS	AIRBNB	TBWA KOREA	SEOUL
BC07/006	RUN WITH SHINKANSEN	EAST JAPAN RAILWAY COMPANY	TYO CAMP KAZ	TOKYO

### CATEGORY BC08 : BEST USE OF BRAND INTEGRATION

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
BC08/001	GAC HONDA ODYSSEY SPICE FATHER CAMPAIGN	GAC HONDA ODYSSEY	GIMC-HAKUHODO INTEGRATED MARKETING CO., LTD	GUANGZHOU
BC08/002	GAC HONDA VEZEL AVANT- GARDE ART CAMPAIGN WITH TEAMLAB	GAC HONDA VEZEL	GIMC-HAKUHODO INTEGRATED MARKETING CO., LTD	GUANGZHOU
BC08/003	CONNECTING INDIANS TOGETHER-JIO IPL	RELIANCE JIO	JIO	MUMBAI
BC08/004	RISING! CHINESE HIP-HOP	MCDONALD'S CHINA	IQIYI	BEIJING
BC08/005	MAHAKALI BINDI AV	COLORS	VIACOM 18 MEDIA PVT LTD	MUMBAI
BC08/006	BOLT RATE	GATORADE	TBWA	SYDNEY

**CATEGORY BC09 : BEST USE OF TALENT**

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
BC09/001	LIVE JACKET	ONE OK ROCK	AID-DCC INC.	TOKYO
BC09/002	MANNEQUIN IDOL GROUP "GINZAN BOYZ"	IKUNO SILVER MINE	DENTSU INC.	OSAKA
BC09/003	REX TSO TKO	HUAWEI	OGILVY & MATHER GROUP HK	HONG KONG
BC09/004	SAMSUNG A9 PRO BOLD SHORTIES	SAMSUNG	CHEIL INDIA	GURGAON
BC09/005	TAP FOR YOUR TOWN	MASTERCARD CONTACTLESS	MCCANN	SYDNEY
BC09/006	FACEBOOK LIVE STUNT	AIS	CHOOJAI AND FRIENDS	BANGKOK
BC09/007	DOORS OF INDIA	TATA PRAVESH	HUNGAMA DIGITAL SERVICES	MUMBAI
BC09/008	FOLLOW YOUR HEART	ANCHOR LIFE	BBDO	COLOMBO
BC09/009	GLOBAL COLLABORATION OF TWO RISING STARS: HOUSE OF KARD	LG MOBILE	POSTCOMMUNICATIONS	SEOUL
BC09/010	BOLT RATE	GATORADE	TBWA	SYDNEY
BC09/011	OBSESSION FOR SMOOTHNESS	DOUBLE A	SIX INC	TOKYO

**CATEGORY BC10 : BEST USE OF GAMES**

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
BC10/001	UJI CITY ~UJI TEA AND THE TALE OF GENJI~	UJI CITY	DENTSU INC.	OSAKA
BC10/002	PASSION AMPLIFIED	OCBC BANK	THE GOVT PTE LTD	SINGAPORE
BC10/003	30 MILLION GAMERS AND 4 MILLIONS AT A TIME	JIO KBC	JIO	MUMBAI



**CATEGORY BC11 : BEST USE OF SPORTS**

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
BC11/001	GREEN LIGHT RUN	PURE BOOST	TBWA\HAKUHODO INC.	TOKYO
BC11/002	#TACKLE THE RISK	ACTIVE CARE	TBWA\HAKUHODO INC.	TOKYO
BC11/003	EVERY 2ND COUNTS	JORDAN BRAND	AKQA SHANGHAI	SHANGHAI
BC11/004	PASSION AMPLIFIED	OCBC BANK	THE GOVT PTE LTD	SINGAPORE
BC11/005	CONNECTING MILLIONS OF INDIANS TOGETHER WITH JIO IPL	RELIANCE JIO	JIO	MUMBAI
BC11/006	DONATE YOUR FENCING GEAR PROJECT	INTERNATIONAL FENCING FEDERATION (FIE)	SIMPLESHOW JAPAN INC.	TOKYO
BC11/007	TINYDOLL	KLEENEX	J. WALTER THOMPSON	BANGKOK
BC11/008	LIVE MASCOT CAM	NIKE BASKETBALL TAIWAN	+ING	TAIPEI
BC11/009	SMARTWIG, POWERED BY THE STAR	THE STAR SYDNEY	BASHFUL	SYDNEY

**CATEGORY BC12 : BEST INTEGRATED CAMPAIGN**

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
BC12/001	THE HEARING TEST IN DISGUISE	COCHLEAR	CHE PROXIMITY	MELBOURNE
BC12/002	HOW ARE YOU?	KASIKORNBANK	GREYNJ UNITED	BANGKOK
BC12/003	INTELLIGENT MISSION - GAC HONDA ACCORD EXTREME CHALLENGE	GAC HONDA ACCORD	GIMC-HAKUHODO INTEGRATED MARKETING CO., LTD	GUANGZHOU
BC12/004	BRINGING INDIAN TOGETHER-JIO IPL	RELIANCE JIO	JIO	MUMBAI
BC12/005	SHACKLETON'S RETURN	HYUNDAI MOTOR COMPANY	INNOCEAN WORLDWIDE	SEOUL
BC12/006	XFLAG PARK & MONSTER STRIKE GRANDPRIX	XFLAG	DENTSU LIVE INC.	TOKYO
BC12/007	RHYTHM OF LOVE WALL	7-ELEVEN TAIWAN CSR	ADK TAIWAN	TAIPEI
BC12/008	MAHAKALI BINDI AV	COLORS	VIACOM 18 MEDIA PVT LTD	MUMBAI

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CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
BC12/009	BIGG BOSS SEASON 11	COLORS	VIACOM 18 MEDIA PVT LTD	MUMBAI
BC12/010	COOLEST SUIT	M.J. BALE	TBWA	SYDNEY
BC12/011	BOLT RATE	GATORADE	TBWA	SYDNEY
BC12/012	THE HOUSE THAT FRIED CHICKEN BUILT	MAXS CHICKEN	PETCH	MANILA

## CATEGORY LRBC : LOTUS ROOTS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
LRBC/001	SONG FOR FORGIVENESS	PANTENE & DOWNY	GREY GROUP	JAKARTA
LRBC/002	INTEL AI PRESERVE THE CHINESE TRADITIONAL CULTURE- SHADOW PLAY	INTEL	INNOKIDS COMMUNICATIONS LIMITED	BEIJING
LRBC/003	GRAVITY CAT	GRAVITY DAZE 2	HAKUHODO INC.	TOKYO
LRBC/004	TAGAY	GINEBRA SAN MIGUEL	ASPAC-DAN	MANILA
LRBC/005	ONE PLUS ONE.	SDGS JAPAN	TAKI CORPORATION	TOKYO
LRBC/006	UNKAI NAVI	CORPORATE	HAKUHODO I-STUDIO INC.	TOKYO
LRBC/007	BACK TO HAISHANG	W X STREET VOICE	W	SHANGHAI
LRBC/008	THE ZODIAC RE-RACE	MONSTER STRIKE	HAKUHODO KETTLE INC.	TOKYO

AS OF 16 MARCH 2018