

ENTRIES LIST
DIRECT LOTUS

ADFEST 2018
TRANSFORM

DIRECT LOTUS

ALL ENTRIES

CATEGORY DM01 : FLAT MAIL & PRINT

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM01/001	A WRITE TO MOVE	FEND : FOUNDATION TO ERADICATE NEUROMUSCULAR DISEASES	YOUNGSANTI	BANGKOK
DM01/002	#PUPPYNEWYEAR	LIFEBOAT FOR ABANDONED DOGS AND CATS	TOKYU AGENCY INC.	TOKYO
DM01/003	THE GOOD NEWS MAILER	DR. KIRAN S. GAUTAM	DENTSU WEBCHUTNEY	HARYANA

CATEGORY DM02 : DIMENSIONAL MAIL

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM02/001	CLEAN LIGHT HAND SOAP	ZANTIIS	DENTSU ONE (BANGKOK) LTD.	BANGKOK
DM02/002	BORING BOXES	PACIFIC WERRIBEE	BWM DENTSU	SYDNEY
DM02/003	THE MOST LOVING INSTRUCTION MANUAL	HAND IN HAND PROJECT	DRILL	TOKYO
DM02/004	BOXTEM	HIMADE	DAEHONG COMMUNICATIONS	SEOUL
DM02/005	PEPSI SALT	PEPSI	BBDO VIETNAM	HO CHI MINH CITY
DM02/006	VEGELOOP	COMPOSTER	DAIKO ADVERTISING INC.	TOKYO

CATEGORY DM03 : LOW BUDGET MAILER

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM03/001	A WRITE TO MOVE	FEND : FOUNDATION TO ERADICATE NEUROMUSCULAR DISEASES	YOUNGSANTI	BANGKOK
DM03/002	#PUPPYNEWYEAR	LIFEBOAT FOR ABANDONED DOGS AND CATS	TOKYU AGENCY INC.	TOKYO

CATEGORY DM04 : BEST USE OF FILM & INFOMERCIALS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM04/001	VOTE FOR SICK CHILDREN	NTU CHILDREN'S HEALTH FOUNDATION	MCCANN WORLDGROUP TAIWAN	TAIPEI
DM04/002	3DIMENSIONAL UNPACKED	GALAXY NOTE8	CHEIL WORLDWIDE	SEOUL
DM04/003	STOP DOWNLOADKILL	BUSAN METROPOLITAN POLICE AGENCY	CHEIL WORLDWIDE	SEOUL
DM04/004	SHACKLETON'S RETURN	HYUNDAI MOTOR COMPANY	INNOCEAN WORLDWIDE	SEOUL
DM04/005	GO GO TEA "I MISS YOU MEANS I WANT TO WARM YOU UP."	"GOGO-NO-KOCHA"	TOHOKUSHINSHA FILM CORPORATION	TOKYO
DM04/006	MOTORCYCLE TAXI ACTIVIST	OKMD (PUBLIC ORGANIZATION)	CHOOJAI AND FRIENDS	BANGKOK
DM04/007	THE BILLION POINT GIVEAWAY	VELOCITY FREQUENT FLYER	CHE PROXIMITY	MELBOURNE
DM04/008	INCONVENIENCE STORES	SWANN INSURANCE	CHE PROXIMITY	MELBOURNE
DM04/009	THE HEARING TEST IN DISGUISE	COCHLEAR	CHE PROXIMITY	MELBOURNE
DM04/010	THE MYSTERY OF SPRING ROLLS	UNILEVER FOOD SOLUTIONS	HAVAS TAIWAN	TAIPEI
DM04/011	LINE CYBER EMERGENCY DRILL	CORPORATE COMMUNICATION	HAKUHODO INC.	TOKYO
DM04/012	SYN MUN KONG: THANK YOU THAILAND	SMK HEALTH INSURANCE BY FIT	RABBIT DIGITAL GROUP COMPANY LIMITED	BANGKOK
DM04/013	THE ZODIAC RE-RACE	MONSTER STRIKE	HAKUHODO KETTLE INC.	TOKYO
DM04/014	RELEASE THE PRESSURE	MIRINDA	BBDO INDIA	MUMBAI
DM04/015	EXPERIMENT FOR THE SMART	TENCENT	TENCENT	SHENZHEN
DM04/016	GIRL'S LAYERS OF TECHNIQUES	KAKANE-DOLCE	TYO TECHNICAL RANCH INC.	TOKYO
DM04/017	THE HOUSE THAT FRIED CHICKEN BUILT	MAXS CHICKEN	PETCH	MANILA

CATEGORY DM05 : BEST USE OF AUDIO

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM05/001	THE HEARING TEST IN DISGUISE	COCHLEAR	CHE PROXIMITY	MELBOURNE
DM05/002	THE LOUDER. THE FASTER.	CITY OF DREAMS	OGILVY & MATHER GROUP HK	HONG KONG
DM05/003	THE SOUND OF ARCHITECTURE	NOBLE DEVELOPMENT PUBLIC COMPANY LIMITED	RABBIT DIGITAL GROUP COMPANY LIMITED	BANGKOK
DM05/004	SPEED LIMIT MONK STATUE	ROAD SAFETY CAMPAIGN	BBDO BANGKOK LTD	BANGKOK
DM05/005	HEARING RESCUE	THAI HEALTH PROMOTION FOUNDATION & DEAF ASSOCIATION OF BANGKOK	BBDO BANGKOK LTD	BANGKOK
DM05/006	SMARTWIG, POWERED BY THE STAR	THE STAR SYDNEY	BASHFUL	SYDNEY
DM05/007	PINKY PADOSAN- BIGG BOSS SEASON 11	COLORS	VIACOM 18 MEDIA PVT LTD	MUMBAI

CATEGORY DM06 : BEST USE OF PRINT & CONVENTIONAL OUTDOOR

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM06/001	MAJOLICA MUSEUM	MAJOLICA MAJORCA	BBMEDIA INC	TOKYO
DM06/002	LIGHTNING-POWERED BILLBOARD	VOLVO	GREYNJ UNITED	BANGKOK
DM06/003	HAIR FALLING BILLBOARD	PANTENE	GREYNJ UNITED	BANGKOK
DM06/004	NOTHING SAYS LOVE LIKE TODAY'S PAPER. A TREASURE FOREVER.	ORONAMIN C DRINK	ADK JAPAN	TOKYO
DM06/005	EMERGENCY COLLECTIBLES	DISASTER PREVENTION	DENTSU INC.	TOKYO
DM06/006	WASHABLE BOOK	SAVE SOAP PROJECT	MCCANN HEALTHCARE WORLDWIDE JAPAN, INC.	TOKYO
DM06/007	RE-BAG	STDECAUX	JCDECAUX, STDECAUX	SHANGHAI

CATEGORY DM07 : BEST USE OF DIRECT AMBIENT: SMALL SCALE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM07/001	PARFUMS DE VOYAGE	CATHAY PACIFIC	MCCANN	SYDNEY
DM07/002	A 'FINE' WAY TO SAVE	BUDGET DIRECT INSURANCE	COHORT COMMUNICATIONS	SINGAPORE
DM07/003	TOKYO PEN PIXEL	MUJI	R/GA TOKYO	TOKYO
DM07/004	THE EDIBLE BUSINESS CARD	SAGA NORI	GEOMETRY GLOBAL JAPAN	TOKYO
DM07/005	SCHICK WINNING RESUME	SCHICK HYDRO5 PREMIUM	J. WALTER THOMPSON JAPAN	TOKYO
DM07/006	THE BINBOX	NEXA IGNIS	HAKUHODO INDIA	DELHI
DM07/007	DEER OF NARA	NARA PARK	SIMPLESHOW JAPAN INC.	TOKYO
DM07/008	UNFAIR PLATES	FROEBEL-KAN CO., LTD	BBMEDIA INC	TOKYO
DM07/009	77 AMAZING DRESSING ROOM	77 NOUGAT CHOCOLATE BARS	DENTSU TAIWAN INC.	TAIPEI
DM07/010	THE MOST LOVING INSTRUCTION MANUAL	HAND IN HAND PROJECT	DRILL	TOKYO
DM07/011	WITH STAMP (=NAME STAMPS DESIGNED WITH REDLIST ANIMALS)	WWF JAPAN	ADK JAPAN	TOKYO
DM07/012	FACE TARGETING AD	MICROSOFT JAPAN CO., LTD.	HAKUHODO INC.	TOKYO
DM07/013	IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, AFGHANISTAN	MCCANN WORLDGROUP INDIA	MUMBAI
DM07/014	SWEET CHANGE	PAYTM	MCCANN WORLDGROUP INDIA	MUMBAI
DM07/015	#PUPPYNEWYEAR	LIFEBOAT FOR ABANDONED DOGS AND CATS	TOKYU AGENCY INC.	TOKYO
DM07/016	LIVING TRASH	RHR HOME	BBDO CHINA	SHANGHAI
DM07/017	SPEED LIMIT MONK STATUE	ROAD SAFETY CAMPAIGN	BBDO BANGKOK LTD	BANGKOK
DM07/018	HEARING RESCUE	THAI HEALTH PROMOTION FOUNDATION & DEAF ASSOCIATION OF BANGKOK	BBDO BANGKOK LTD	BANGKOK
DM07/019	SMARTPHONE ZOMBIES	LAST EMPIRE WAR Z	DENTSU CREATIVE X INC.	TOKYO
DM07/020	THE FRAGRANT PICTURE BOOK	FRAGRANCE NEW BEADS	TOW CO.,LTD	TOKYO
DM07/021	VEGELOOP	COMPOSTER	DAIKO ADVERTISING INC.	TOKYO

CATEGORY DM08 : BEST USE OF DIRECT AMBIENT: LARGE SCALE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM08/001	DEAD WHALE	REFUSE PLASTIC	DENTSU JAYME SYFU	MANILA
DM08/002	DID YOU SEE THAT?	FOUNDATION FOR WOMEN	DENTSU ONE (BANGKOK) LTD.	BANGKOK
DM08/003	SIMCITY BUILDIT SCHOOL OF POLITICS	SIMCITY BUILDIT	DENTSU INC.	TOKYO
DM08/004	THE FRAME GALLERY	THE FRAME	CHEIL WORLDWIDE	SEOUL
DM08/005	HAAGEN-DAZS BAKERY	HAAGEN-DAZS	J. WALTER THOMPSON JAPAN	TOKYO
DM08/006	DUNK THE JUNK	ADIDAS	CHEIL INDIA	GURGAON
DM08/007	LIVING LANDSCAPES	LATROBE UNIVERSITY	AIRBAG	MELBOURNE
DM08/008	"LORD BAO'S BUN...LUNCHTIME BAO"	THANACHART CASH YOUR CAR	YOUNGSANTI	BANGKOK
DM08/009	MY FIRST OUTFIT	MY FIRST OUTFIT	HAKUHODO INC.	TOKYO
DM08/010	LIGHTNING-POWERED BILLBOARD	VOLVO	GREYNJ UNITED	BANGKOK
DM08/011	GRADONATION	THE NATIONAL CENTER FOR CHILD HEALTH AND DEVELOPMENT	ADK JAPAN	TOKYO
DM08/012	ALL-STAR RESTAURANT	XC90 EXCELLENCE	DENTSU INC.	TOKYO
DM08/013	BOXTEM	HIMADE	DAEHONG COMMUNICATIONS	SEOUL
DM08/014	HOTEL HIGHWAY	SLEEPDAYS	HAKUHODO KETTLE INC.	TOKYO
DM08/015	THE HONEST INTERVIEW	HAKUHODO / HAKUHODO DY MEDIA PARTNERS RECRUIT	SIX INC	TOKYO
DM08/016	RAINBOW LIONS	HSBC	GREY ADVERTISING HONG KONG LIMITED	HONG KONG
DM08/017	RHYTHM OF LOVE WALL	7-ELEVEN TAIWAN CSR	ADK TAIWAN	TAIPEI
DM08/018	COOLEST SUIT	M.J. BALE	TBWA	SYDNEY
DM08/019	KINDNESS AMBASSADORS	VISA INDIA	BBDO INDIA	MUMBAI
DM08/020	MAKER'S MARK ICONIC GALLERY	MAKER'S MARK	SIX INC	TOKYO
DM08/021	CHINATOWN COMES ALIVE	SINGAPORE TOURISM BOARD	TBWA SINGAPORE PTE LTD	SINGAPORE
DM08/022	POLAR PROMOTION DOGGY	TAIWAN BEER	UNITED ADVERTISING CO.,LTD	TAIPEI

CATEGORY DM09 : BEST USE OF ONLINE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM09/001	SURNAME STORIES	HISTORY CHANNEL	THE GOVT PTE LTD	SINGAPORE
DM09/002	STOP DOWNLOADKILL	BUSAN METROPOLITAN POLICE AGENCY	CHEIL WORLDWIDE	SEOUL
DM09/003	SHACKLETON'S RETURN	HYUNDAI MOTOR COMPANY	INNOCEAN WORLDWIDE	SEOUL
DM09/004	ALERT AD	VICTORIAN GOVERNMENT	BWM DENTSU	SYDNEY
DM09/005	MAKING THE LIST	LEGO	CHE PROXIMITY	MELBOURNE
DM09/006	ELECTION IN THE DARK	WEBSERVICE	DENTSU INC.	TOKYO
DM09/007	A MEME GALLERY	TENCENT	TENCENT	SHENZHEN
DM09/008	WITH STAMP (=NAME STAMPS DESIGNED WITH REDLIST ANIMALS)	WWF JAPAN	ADK JAPAN	TOKYO
DM09/009	#PUPPYNEWYEAR	LIFEBOAT FOR ABANDONED DOGS AND CATS	MONOPO	TOKYO
DM09/010	PROJECT RE-SEARCH	THE COLOR OF GREY CELLS	DENTSU WEBCHUTNEY	BANGALORE
DM09/011	IMMORTAL ADOPTION	THAI DOG HOUSE	BBDO BANGKOK LTD	BANGKOK
DM09/012	CLOSE SHAVE KISSES	LAMDASH	BEIJING DENTSU ADVERTISING CO., LTD	BEIJING
DM09/013	PASSPORT TAKE OFF	QANTAS	BWM DENTSU	SYDNEY
DM09/014	PINKY PADOSAN - BIGGBOSS SEASON 11	COLORS	VIACOM 18 MEDIA PVT LTD	MUMBAI
DM09/015	PADOSPUR - BIGGBOSS SEASON 11	COLORS	VIACOM 18 MEDIA PVT LTD	MUMBAI

CATEGORY DM10 : BEST USE OF MOBILE MARKETING

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM10/001	SPRITE RAMADAN	SPRITE	BERAKAR KOMUNIKASI	JAKARTA
DM10/002	BEAUTY CHAT	CLARINS	ISOBAR	TAIPEI
DM10/003	CYBERBULLYING VACCINE APP	KOREA ASSOCIATION OF SCHOOL VIOLENCE VICTIMS FAMILIES	INNOCEAN WORLDWIDE	SEOUL
DM10/004	ALERT AD	VICTORIAN GOVERNMENT	BWM DENTSU	SYDNEY
DM10/005	HADA-PASHA	SHISEIDO COMPANY, LIMITED	HAKUHODO I-STUDIO INC.	TOKYO
DM10/006	IEYESHADOW	MAQUILLAGE	HAKUHODO I-STUDIO INC.	TOKYO
DM10/007	FISHERMEN'S WAKE-UP CALL	FISHERMAN JAPAN	PYRAMID FILM QUADRA INC.	TOKYO
DM10/008	CLOSE YOUR EYES	JINS	HAKUHODO MAGNET INC.	TOKYO
DM10/009	SMARTPHONE SHRINE PETTOTO	PETTOTO (SMARTPHONE SHRINE)	HAKUHODO INC.	TOKYO
DM10/010	BAND TEE DETECTOR	JOOX	BBDO BANGKOK LTD	BANGKOK
DM10/011	SPEED LIMIT MONK STATUE	ROAD SAFETY CAMPAIGN	BBDO BANGKOK LTD	BANGKOK
DM10/012	HEARING RESCUE	THAI HEALTH PROMOTION FOUNDATION & DEAF ASSOCIATION OF BANGKOK	BBDO BANGKOK LTD	BANGKOK
DM10/013	UNLOCK HAN ZI	AIRASIA	BBDO BANGKOK LTD	BANGKOK
DM10/014	PASS ME	SHINKENJUKU	PT. HARDANA WIDYA MAHIR (HYBRID:H)	JAKARTA
DM10/015	SAFE NEWS	SAFE NEWS INDONESIA	DENTSU INDONESIA	JAKARTA
DM10/016	WITHDRAWN			

CATEGORY DM11 : BEST USE OF SOCIAL MEDIA

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM11/001	PARFUMS DE VOYAGE	CATHAY PACIFIC	MCCANN	SYDNEY
DM11/002	TAP FOR YOUR TOWN	MASTERCARD CONTACTLESS	MCCANN	SYDNEY
DM11/003	SURNAME STORIES	HISTORY CHANNEL	THE GOVT PTE LTD	SINGAPORE
DM11/004	SHACKLETON'S RETURN	HYUNDAI MOTOR COMPANY	INNOCEAN WORLDWIDE	SEOUL
DM11/005	TATA CAPITAL SALAAM LOANS	TATA CAPITAL FINANCIAL SERVICE	TATA CAPITAL FINANCIAL SERVICES LIMITED	MUMBAI
DM11/006	DISAPPEARING PERSONS	QUEENSLAND POLICE	BWM DENTSU	SYDNEY
DM11/007	MOTORCYCLE TAXI ACTIVIST	OKMD (PUBLIC ORGANIZATION)	CHOOJAI AND FRIENDS	BANGKOK
DM11/008	FACEBOOK LIVE STUNT	AIS	CHOOJAI AND FRIENDS	BANGKOK
DM11/009	DONATE YOUR FENCING GEAR PROJECT	INTERNATIONAL FENCING FEDERATION (FIE)	SIMPLESHOW JAPAN INC.	TOKYO
DM11/010	A WRITE TO MOVE	FEND : FOUNDATION TO ERADICATE NEUROMUSCULAR DISEASES	YOUNGSANTI	BANGKOK
DM11/011	PERIOD EUPHEMISMS FIGHT BACK	LIBRESSE	BBDO (MALAYSIA) SDN BHD	KUALA LUMPUR
DM11/012	INSTADRIVE	MERCEDES BENZ	BBDO (MALAYSIA) SDN BHD	KUALA LUMPUR
DM11/013	RAP BATTLE	LINE TODAY	MULLENLOWE INDONESIA	JAKARTA
DM11/014	LESSON NEVER LEARNED IN SCHOOL	FAMILY MART CO., LTD	DENTSU TAIWAN INC.	TAIPEI
DM11/015	#HUNGEREPLY	SNICKERS	I&S BBDO INC.	TOKYO
DM11/016	INSTANT PARTY	MARTINI	I&S BBDO INC.	TOKYO
DM11/017	A MEME GALLERY	TENCENT	TENCENT	SHENZHEN
DM11/018	THE MOST INSTAGRAMMABLE TEA	LIPTON FRUITS IN TEA	HAKUHODO INC.	TOKYO
DM11/019	LINE CYBER EMERGENCY DRILL	CORPORATE COMMUNICATION	HAKUHODO INC.	TOKYO
DM11/020	FAKEBLOK	FAKEBLOK	BBDO GUERRERO	MANILA
DM11/021	DELHI AIRPORT TERMINAL 2 REOPENS	DELHI AIRPORT	DIGIQOM	GURGAON

DIRECT LOTUS

ALL ENTRIES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM11/022	HIDDEN VIOLENCE PHOTO	DOMESTIC VIOLENCE	HAKUHODO INDONESIA	JAKARTA
DM11/023	#PROUDTOBEGUJARATI	#PROUDTOBEGUJARATI	MOVING PIXELS PVT. LTD.	AHMEDABAD
DM11/024	PREMMIE PROUD	BABYLOVE	BWM DENTSU	SYDNEY
DM11/025	STEP UP FOR LOVE	TENCENT FOUNDATION	IDO	SHANGHAI
DM11/026	RELEASE THE PRESSURE	MIRINDA	BBDO INDIA	MUMBAI
DM11/027	DONATE 4 BIRDS	CHARITIES & NON-PROFIT	DENTSU INC.	TOKYO

CATEGORY DM12 : USER GENERATED CONTENT

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM12/001	PLAY THE GIFT	HI-STANDARD	DENTSU INC.	TOKYO
DM12/002	SHACKLETON'S RETURN	HYUNDAI MOTOR COMPANY	INNOCEAN WORLDWIDE	SEOUL
DM12/003	STEAL PROPHERE	PROPERE	TOHOKUSHINSHA FILM CORPORATION	TOKYO
DM12/004	THE SCENT OF NORTHALGIA	MINISTRY OF UNIFICATION	BBDO KOREA	SEOUL
DM12/005	LIMITED EDUCATION	YUVABADHANA FOUNDATION, LEARN EDUCATION, TEACH FOR THAILAND, A-CHIEVE AND EDWINGS	CHOOJAI AND FRIENDS	BANGKOK
DM12/006	"BULLET TRAIN" CONNECTED MUSIC VIDEO	CHOTOKKYU "BULLET TRAIN"	I&S BBDO INC.	TOKYO
DM12/007	THE ANTI-PERFECT COLLECTION	DIESEL	AMBER CHINA	SHANGHAI
DM12/008	IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, AFGHANISTAN	MCCANN WORLDGROUP INDIA	MUMBAI
DM12/009	GREAT MOMENTS CAN LAST	TENCENT VIDEO	THE NINE SHANGHAI	SHANGHAI
DM12/010	PREMMIE PROUD	BABYLOVE	BWM DENTSU	SYDNEY

CATEGORY DM13 : BEST USE OF TECHNOLOGY

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM13/001	GREEN LIGHT RUN	PURE BOOST	TBWA\HAKUHODO INC.	TOKYO
DM13/002	CYBERBULLYING VACCINE APP	KOREA ASSOCIATION OF SCHOOL VIOLENCE VICTIMS FAMILIES	INNOCEAN WORLDWIDE	SEOUL
DM13/003	HYDROGEN ELECTRIC HOUSE	HYUNDAI FCEV	INNOCEAN WORLDWIDE	SEOUL
DM13/004	VOICE CHOCOLATE	CORPORATE	TAIYO KIKAKU CO.,LTD.	TOKYO
DM13/005	FACE TARGETING AD	MICROSOFT JAPAN CO., LTD.	HAKUHODO INC.	TOKYO
DM13/006	24/7 NEWSCASTER	D MAGAZINE	HAKUHODO INC.	TOKYO
DM13/007	THE SOUND OF ARCHITECTURE	NOBLE DEVELOPMENT PUBLIC COMPANY LIMITED	RABBIT DIGITAL GROUP COMPANY LIMITED	BANGKOK
DM13/008	FRAGRANT MEMORIES FLOWER GIFT	LES MILLE FEUILLES DE LIBERTE	DENTSU ISOBAR INC.	TOKYO
DM13/009	SPEED LIMIT MONK STATUE	ROAD SAFETY CAMPAIGN	BBDO BANGKOK LTD	BANGKOK
DM13/010	HEARING RESCUE	THAI HEALTH PROMOTION FOUNDATION & DEAF ASSOCIATION OF BANGKOK	BBDO BANGKOK LTD	BANGKOK
DM13/011	IMMORTAL ADOPTION	THAI DOG HOUSE	BBDO BANGKOK LTD	BANGKOK
DM13/012	BAND TEE DETECTOR	JOOX	BBDO BANGKOK LTD	BANGKOK
DM13/013	UNKAI NAVI	CORPORATE	ROBOT COMMUNICATIONS INC.	TOKYO
DM13/014	RHYTHM OF LOVE WALL	7-ELEVEN TAIWAN CSR	ADK TAIWAN	TAIPEI
DM13/015	BOLT RATE	GATORADE	TBWA	SYDNEY

CATEGORY DM14 : FIELD MARKETING

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM14/001	TAP FOR YOUR TOWN	MASTERCARD CONTACTLESS	MCCANN	SYDNEY
DM14/002	STEAL PROPHERE	PROPERE	TOHOKUSHINSHA FILM CORPORATION	TOKYO

DIRECT LOTUS

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DM14/003	LICENCE TO THRILL	PORSCHE	HAVAS SINGAPORE	SINGAPORE
DM14/004	CUT THROUGH THE COLOUR, OREO	MONDELEZ JAPAN	MCCANN TOKYO	TOKYO
DM14/005	THE 4K CINEMA GAME	SONY PS4	AMBER CHINA	SHANGHAI
DM14/006	HOTEL HIGHWAY	SLEEPDAYS	HAKUHODO KETTLE INC.	TOKYO
DM14/007	FRAGRANT MEMORIES FLOWER GIFT	LES MILLE FEUILLES DE LIBERTE	DENTSU ISOBAR INC.	TOKYO
DM14/008	RHYTHM OF LOVE WALL	7-ELEVEN TAIWAN CSR	ADK TAIWAN	TAIPEI
DM14/009	CHINATOWN COMES ALIVE	SINGAPORE TOURISM BOARD	TBWA SINGAPORE PTE LTD	SINGAPORE

CATEGORY DM15 : DIRECT CAMPAIGN FOR RETENTION/LOYALTY

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM15/001	NIKE BADGE OF HONOR	NIKE	WIEDEN+KENNEDY SHANGHAI	SHANGHAI
DM15/002	DRAW AND RELEASE	GALAXY	DENTSU INC.	TOKYO
DM15/003	THE THINGS WE SHARE	JOY (DISHWASHING DETERGENT)	PROCTER AND GAMBLE JAPAN KK	KOBE
DM15/004	IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, AFGHANISTAN	MCCANN WORLDGROUP INDIA	MUMBAI
DM15/005	SHOES: IMPOSSIBLE	ABC-MART	TBWA KOREA	SEOUL
DM15/006	ACTIVATION - WOMEN'S CLUB	COLORS	VIACOM 18 MEDIA PVT LTD	MUMBAI

CATEGORY DM16 : BEST INTEGRATED DIRECT CAMPAIGN

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM16/001	TAP FOR YOUR TOWN	MASTERCARD CONTACTLESS	MCCANN	SYDNEY
DM16/002	#MYREALCAREERLINE	THE WOMEN'S FOUNDATION	J. WALTER THOMPSON HONG KONG	HONG KONG
DM16/003	SHACKLETON'S RETURN	HYUNDAI MOTOR COMPANY	INNOCEAN WORLDWIDE	SEOUL
DM16/004	LITTLE HANDS	MAGICAL LIGHT FOUNDATION	MULLENLOWE SINGAPORE	SINGAPORE

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DM16/005	PERIOD EUPHEMISMS FIGHT BACK	LIBRESSE	BBDO (MALAYSIA) SDN BHD	KUALA LUMPUR
DM16/006	MAKING THE LIST	LEGO	CHE PROXIMITY	MELBOURNE
DM16/007	INCONVENIENCE STORES	SWANN INSURANCE	CHE PROXIMITY	MELBOURNE
DM16/008	MISHEARD FONT	PANASONIC HEARING AID	HAKUHODO INC.	TOKYO
DM16/009	RHYTHM OF LOVE WALL	7-ELEVEN TAIWAN CSR	ADK TAIWAN	TAIPEI
DM16/010	MAHAKALI BINDI AV	COLORS	VIACOM 18 MEDIA PVT LTD	MUMBAI
DM16/011	RELEASE THE PRESSURE	MIRINDA	BBDO INDIA	MUMBAI
DM16/012	#KINDNESSISCASHLESS (INTEGRATED)	VISA INDIA	BBDO INDIA	MUMBAI
DM16/013	THE HOUSE THAT FRIED CHICKEN BUILT	MAXS CHICKEN	PETCH	MANILA

CATEGORY LRDM : LOTUS ROOTS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
LRDM/001	SURNAME STORIES	HISTORY CHANNEL	THE GOVT PTE LTD	SINGAPORE
LRDM/002	#MYREALCAREERLINE	THE WOMEN'S FOUNDATION	J. WALTER THOMPSON HONG KONG	HONG KONG
LRDM/003	SHEDDING LIGHT ON THE BLIND	MOBITEL CORPORATE	MANDARIN REID (PVT) LTD	COLOMBO
LRDM/004	THE EDIBLE BUSINESS CARD	SAGA NORI	GEOMETRY GLOBAL JAPAN	TOKYO
LRDM/005	BREAK-UP INSURANCE	GOODROOM.CO.,LTD	DENTSU INC.	TOKYO
LRDM/006	CYBERBULLYING VACCINE APP	KOREA ASSOCIATION OF SCHOOL VIOLENCE VICTIMS FAMILIES	INNOCEAN WORLDWIDE	SEOUL
LRDM/007	TATA CAPITAL SALAAM LOANS	TATA CAPITAL FINANCIAL SERVICE	TATA CAPITAL FINANCIAL SERVICES LIMITED	MUMBAI
LRDM/008	WITH STAMP (=NAME STAMPS DESIGNED WITH REDLIST ANIMALS)	WWF JAPAN	ADK JAPAN	TOKYO
LRDM/009	GRADONATION	THE NATIONAL CENTER FOR CHILD HEALTH AND DEVELOPMENT	ADK JAPAN	TOKYO

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ALL ENTRIES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
LRDM/010	NOTHING SAYS LOVE LIKE TODAY'S PAPER. A TREASURE FOREVER.	ORONAMIN C DRINK	ADK JAPAN	TOKYO
LRDM/011	MISHEARD FONT	PANASONIC HEARING AID	HAKUHODO INC.	TOKYO
LRDM/012	THE MOST INSTAGRAMMABLE TEA	LIPTON FRUITS IN TEA	HAKUHODO INC.	TOKYO
LRDM/013	IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, AFGHANISTAN	MCCANN WORLDGROUP INDIA	MUMBAI
LRDM/014	WASHABLE BOOK	SAVE SOAP PROJECT	MCCANN HEALTHCARE WORLDWIDE JAPAN, INC.	TOKYO
LRDM/015	PEPSI SALT	PEPSI	BBDO VIETNAM	HO CHI MINH CITY
LRDM/016	SPEED LIMIT MONK STATUE	ROAD SAFETY CAMPAIGN	BBDO BANGKOK LTD	BANGKOK
LRDM/017	UNLOCK HAN ZI	AIRASIA	BBDO BANGKOK LTD	BANGKOK
LRDM/018	THE HONEST INTERVIEW	HAKUHODO / HAKUHODO DY MEDIA PARTNERS RECRUIT	SIX INC	TOKYO
LRDM/019	MAHAKALI BINDI AV	COLORS	VIACOM 18 MEDIA PVT LTD	MUMBAI
LRDM/020	JUSTICE BAO TRAVEL INSURANCE	SINGAPORE TOURISM BOARD	TBWA SINGAPORE PTE LTD	SINGAPORE
LRDM/021	CHINATOWN COMES ALIVE	SINGAPORE TOURISM BOARD	TBWA SINGAPORE PTE LTD	SINGAPORE
LRDM/022	EXPERIMENT FOR THE SMART	TENCENT	TENCENT	SHENZHEN

AS OF 16 MARCH 2018