

ENTRIES LIST
EFFECTIVE LOTUS

ADFEST 2018
TRANSFORM

EFFECTIVE LOTUS

ALL ENTRIES

CATEGORY EF01 : EFFECTIVE LOTUS - CAMPAIGN SUCCESS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
EF01/001	BANGGA DENGAN WARNA KULITMU	CLEAN & CLEAR	DDB GROUP INDONESIA/ PT INAZUMA INDONESIA	JAKARTA
EF01/002	2018 HAPPY TOGETHER SOCIAL CAMPAIGN	TAIPEI 101	ISOBAR	TAIPEI
EF01/003	BEAUTY CHAT	CLARINS	ISOBAR	TAIPEI
EF01/004	THE DAUGHTER'S LITTLE LOVE SONG	HONDA CR-V	DENTSU ONE TAIPEI	TAIPEI
EF01/005	BRAND'S GENU THINK FAST GET FREE - BRAIN ATTITUDE ENCOURAGEMENT	BRAND'S GENU	WUNDERMAN THAILAND	BANGKOK
EF01/006	A SMARTPHONE'S NEW BEST FRIEND	SAMSUNG	CHEIL INTEGRATED PHILIPPINES	MANILA
EF01/007	SCORCHY INTEGRATED	JEMENA	BWM DENTSU	SYDNEY
EF01/008	MADE POSSIBLE BY MELBOURNE	UNIVERSITY OF MELBOURNE	MCCANN MELBOURNE	MELBOURNE
EF01/009	L'OREAL OR LASER	L'OREAL	MCCANN MELBOURNE	MELBOURNE
EF01/010	THE CONVENIENCE ICE GLASS	HYOKETSU	DENTSU INC.	TOKYO
EF01/011	GRILL GRILL CHEESE	MOKJANG NADEULI	MCCANN WORLDGROUP KOREA	SEOUL
EF01/012	THE HEARING TEST IN DISGUISE	COCHLEAR	CHE PROXIMITY	MELBOURNE
EF01/013	ACER DAY-FRIENDSHIP CARNIVAL	ACER	DENTSU TAIWAN INC.	TAIPEI
EF01/014	GOLDEN FORTUNE BUCKET	KFC	OGILVY & MATHER GROUP HK	HONG KONG
EF01/015	MADE OF FLESH AND BLOOD	ROBI AXIATA LIMITED	X	DHAKA
EF01/016	TAP FOR YOUR TOWN	MASTERCARD CONTACTLESS	MCCANN	SYDNEY
EF01/017	INTELLIGENT MISSION - GAC HONDA ACCORD EXTREME CHALLENGE	GAC HONDA ACCORD	GIMC-HAKUHODO INTEGRATED MARKETING CO., LTD	GUANGZHOU
EF01/018	SUNDAY IS HER HOLIDAY	COLORS, VIACOM18	VIACOM MEDIA PVT. LTD.	MUMBAI
EF01/019	UNLIMITED JOY MACHINE	STANDARD CHARTERED BANK UNLIMITED CASH BACK CREDIT CARD	TBWA SINGAPORE PTE LTD	SINGAPORE

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EF01/020	BIGGBOSS SEASON 11	COLORS	VIACOM 18 MEDIA PVT LTD	MUMBAI
EF01/021	WITH YOUR PARTNERS " DO! TTC TOGETHER "	DOTEST LH	HAKUHODO DY DIGITAL INC.	TOKYO
EF01/022	RISING! CHINESE HIP-HOP	MCDONALD'S CHINA	IQIYI	BEIJING
EF01/023	CONNECTING INDIANS TOGETHER-JIO IPL	RELIANCE JIO	JIO	MUMBAI
EF01/024	VOW	JOLLIBEE	MCCANN WORLDGROUP PHILIPPINES	MANILA
EF01/025	A MEME GALLERY	TENCENT	TENCENT	SHENZHEN
EF01/026	SHACKLETON'S RETURN	HYUNDAI MOTOR COMPANY	INNOCEAN WORLDWIDE	SEOUL
EF01/027	GO GO TEA "I MISS YOU MEANS I WANT TO WARM YOU UP."	"GOGO-NO-KOCHA"	TOHOKUSHINSHA FILM CORPORATION	TOKYO
EF01/028	CAPTURE	SURE	MCCANN WORLDGROUP THAILAND	BANGKOK
EF01/029	DADS #SHARETHELOAD	ARIEL MATIC	BBDO INDIA	MUMBAI
EF01/030	SAMSUNG SERVICE – VAN	SAMSUNG	CHEIL INDIA	GURGAON
EF01/031	MOTORCYCLE TAXI ACTIVIST	OKMD (PUBLIC ORGANIZATION)	CHOOJAI AND FRIENDS	BANGKOK
EF01/032	BLOCK THEM ALL	LAURIER SOFT & SAFE	DENTSU (THAILAND) LTD	BANGKOK
EF01/033	ELECTION IN THE DARK	WEBSERVICE	DENTSU INC.	TOKYO
EF01/034	MCDONALD'S GENERAL ELECTION (SOSENKYO)	MCDONALD'S	ONION INC.	TOKYO
EF01/035	RHYTHM OF LOVE WALL	7-ELEVEN TAIWAN CSR	ADK TAIWAN	TAIPEI
EF01/036	DELHI AIRPORT TERMINAL 2 REOPENS	DELHI AIRPORT	DIGIQOM	GURGAON
EF01/037	THE FIRST FILIPINO COLONEL	KFC	OGILVY & MATHER PHILIPPINES	MANILA

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CATEGORY EF02 : EFFECTIVE LOTUS - SMALL BUDGET

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
EF02/001	PRESIDENT THE FATHER	PRESIDENT OF SOCIALIST REPUBLIC OF SRI LANKA	MEDIA GANG ADVERTISING AGENCY (PVT) LTD	COLOMBO
EF02/002	#MYREALCAREERLINE	THE WOMEN'S FOUNDATION	J. WALTER THOMPSON HONG KONG	HONG KONG
EF02/003	MANNEQUIN IDOL GROUP "GINZAN BOYZ"	IKUNO SILVER MINE	DENTSU INC.	OSAKA
EF02/004	WOW GIRLS' LAB	WACOAL SPORTS	X-LINE CO., LTD. (DENTSU)	TAIPEI
EF02/005	DEAD WHALE	REFUSE PLASTIC	DENTSU JAYME SYFU	MANILA
EF02/006	THE ALTITUDE BREW	CATHAY PACIFIC AIRWAYS	MCCANN WORLDGROUP HONG KONG	HONG KONG
EF02/007	BREAK-UP INSURANCE	GOODROOM.CO.,LTD	DENTSU INC.	TOKYO
EF02/008	CHAMPENSHIPS	BIC	MCCANN MELBOURNE	MELBOURNE
EF02/009	ALL-STAR RESTAURANT	XC90 EXCELLENCE	DENTSU INC.	TOKYO
EF02/010	A WRITE TO MOVE	FEND : FOUNDATION TO ERADICATE NEUROMUSCULAR DISEASES	YOUNGSANTI	BANGKOK
EF02/011	MAKING THE LIST	LEGO	CHE PROXIMITY	MELBOURNE
EF02/012	DA GAO JIE & ZUO GAO JIE	EASYCARD	DENTSU TAIWAN INC.	TAIPEI
EF02/013	MILK BEAM	RAKUNOH MILK	DENTSU KYUSHU	FUKUOKA
EF02/014	MADE OF FLESH AND BLOOD	ROBI AXIATA LIMITED	X	DHAKA
EF02/015	FLAWLESS FOR ALL	BELO ESSENTIALS (PRODUCT: BELO BB BODY CREAM)	NUWORKS INTERACTIVE LABS, INC.	MANILA
EF02/016	THE SURPRISAL	THE DIAMOND CONCIERGE	MCCANN WORLDGROUP	GOLD COAST
EF02/017	A MEME GALLERY	TENCENT	TENCENT	SHENZHEN
EF02/018	STOP DOWNLOADKILL	BUSAN METROPOLITAN POLICE AGENCY	CHEIL WORLDWIDE	SEOUL
EF02/019	#UBERSTORIES	UBER	DENTSU JAYME SYFU	MANILA

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EF02/020	CAPTURE	SURE	MCCANN WORLDGROUP THAILAND	BANGKOK
EF02/021	FAN THE FIRE	ADIDAS	CHEIL INDIA	GURGAON
EF02/022	FIFA U17 WORLD CUP ANTHEM	ADIDAS	CHEIL INDIA	GURGAON
EF02/023	ELECTION IN THE DARK	WEBSERVICE	DENTSU INC.	TOKYO
EF02/024	WARDROBE APARTMENT	SOCIETY FOR COMMUNITY ORGANIZATION	BBDO HONG KONG	HONG KONG

CATEGORY LREF : LOTUS ROOTS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
LREF/001	#MYREALCAREERLINE	THE WOMEN'S FOUNDATION	J. WALTER THOMPSON HONG KONG	HONG KONG
LREF/002	2018 HAPPY TOGETHER SOCIAL CAMPAIGN	TAIPEI 101	ISOBAR	TAIPEI
LREF/003	SONG FOR FORGIVENESS	PANTENE & DOWNY	GREY GROUP	JAKARTA
LREF/004	DA GAO JIE & ZUO GAO JIE	EASycARD	DENTSU TAIWAN INC.	TAIPEI
LREF/005	MAHAKALI BINDI AV	COLORS	VIACOM 18 MEDIA PVT LTD	MUMBAI
LREF/006	THE FIRST FILIPINO COLONEL	KFC	OGILVY & MATHER PHILIPPINES	MANILA