

ENTRIES LIST
INNOVA LOTUS

ADFEST 2018
TRANSFORM

CATEGORY IN01 : INNOVATION IN CREATIVITY

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IN01/001	EXPLORINGTEA MICRO CHADO	EXPLORINGTEA	ISOBAR	TAIPEI
IN01/002	NIKE BADGE OF HONOR	NIKE	WIEDEN+KENNEDY SHANGHAI	SHANGHAI
IN01/003	GRADONATION	THE NATIONAL CENTER FOR CHILD HEALTH AND DEVELOPMENT	ADK JAPAN	TOKYO
IN01/004	DISAPPEARING PERSONS	QUEENSLAND POLICE	BWM DENTSU	SYDNEY
IN01/005	GIVE NOTHING TO RACISM	NEW ZEALAND HUMAN RIGHTS COMMISSION	CLEMENGER BBDO WELLINGTON	WELLINGTON
IN01/006	PASSION AMPLIFIED	OCBC BANK	THE GOVT PTE LTD	SINGAPORE
IN01/007	PARFUMS DE VOYAGE	CATHAY PACIFIC	MCCANN	SYDNEY
IN01/008	IMMORTAL ADOPTION	THAI DOG HOUSE	BBDO BANGKOK LTD	BANGKOK
IN01/009	INTEL AI PRESERVE THE CHINESE TRADITIONAL CULTURE- SHADOW PLAY	INTEL	INNOKIDS COMMUNICATIONS LIMITED	BEIJING
IN01/010	RISING! CHINESE HIP-HOP	MCDONALD'S CHINA	IQIYI	BEIJING
IN01/011	IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, AFGHANISTAN	MCCANN WORLDGROUP INDIA	MUMBAI
IN01/012	SHACKLETON'S RETURN	HYUNDAI MOTOR COMPANY	INNOCEAN WORLDWIDE	SEOUL
IN01/013	UNFAIR PLATES	FROEBEL-KAN CO., LTD	BBMEDIA INC	TOKYO
IN01/014	DB EXPORT BEER BOTTLE SAND	DB EXPORT	COLENZO BBDO	AUCKLAND
IN01/015	PENGUIN FROZEN STORYBOOK	PENGUIN BOOKS	TBWA\SHANGHAI	SHANGHAI
IN01/016	HAHON HOHAHO HIE	BACON POTATO PIE	TYO MONSTER	TOKYO
IN01/017	SINGING COKE	COCA-COLA	MCCANN & SPENCER	HONG KONG
IN01/018	RHYTHM OF LOVE WALL	7-ELEVEN TAIWAN CSR	ADK TAIWAN	TAIPEI
IN01/019	THE SOUND OF ARCHITECTURE	NOBLE DEVELOPMENT PUBLIC COMPANY LIMITED	RABBIT DIGITAL GROUP COMPANY LIMITED	BANGKOK

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CATEGORY IN02 : INNOVATION IN TECHNOLOGY

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IN02/001	THE FRAME TO GO	THE FRAME	PENGTAI KOREA	SEOUL
IN02/002	GREEN LIGHT RUN	PURE BOOST	TBWA\HAKUHODO INC.	TOKYO
IN02/003	COGY WHEELCHAIR	COGY	TBWA\HAKUHODO INC.	TOKYO
IN02/004	THE FIRST INTERACTIVE WEBTOON 'WE GOT MET'	NAVER WEBTOON	NAVER WEBTOON CORP.	SEOUL
IN02/005	ALERT AD	VICTORIAN GOVERNMENT	BWM DENTSU	SYDNEY
IN02/006	WORLD'S FIRST MIDI CONTROLLER CAR	NEXA IGNIS	HAKUHODO INDIA	DELHI
IN02/007	SITU	FGMNT	AIRBAG	MELBOURNE
IN02/008	EBALLUTION	PONG!PONG!	HAKUHODO INC.	TOKYO
IN02/009	MAPLESTORY 2 INNOVATIVE AI BLACK TECH MARKETING CAMPAIGN	MAPLESTORY 2	TENCENT INTERACTIVE ENTERTAINMENT GROUP	SHENZHEN
IN02/010	SOUND IN SILENCE	INTEL HYPER-SENSE MUSIC SHIRT	MCGARRYBOWEN	SHANGHAI
IN02/011	MORE LIGHT	SONY HDR WORLD AND CLEDIS	SONY PCL	TOKYO
IN02/012	CLEAN LIGHT HAND SOAP	ZANTIIS	DENTSU ONE (BANGKOK) LTD.	BANGKOK
IN02/013	CYBERBULLYING VACCINE APP	KOREA ASSOCIATION OF SCHOOL VIOLENCE VICTIMS FAMILIES	INNOCEAN WORLDWIDE	SEOUL
IN02/014	CHATTY SCHOOL BUS	HYUNDAI MOTOR GROUP	INNOCEAN WORLDWIDE	SEOUL
IN02/015	HYDROGEN ELECTRIC HOUSE	HYUNDAI FCEV	INNOCEAN WORLDWIDE	SEOUL

CATEGORY IN03 : INNOVATION IN PROTOTYPE TECHNOLOGY

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IN03/001	STREETCUBES	STREETCUBES	BBDO GUERRERO	MANILA
IN03/002	DIGITAL PUPPETRY	MELBOURNE INTERNATIONAL FILM FESTIVAL	MCCANN MELBOURNE	MELBOURNE
IN03/003	ELI / WEARABLE ENGLISH TEACHER	ELI / WEARABLE ENGLISH TEACHER	HAKUHODO INC.	TOKYO

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IN03/004	HEARING RESCUE	THAI HEALTH PROMOTION FOUNDATION & DEAF ASSOCIATION OF BANGKOK	BBDO BANGKOK LTD	BANGKOK
IN03/005	THE LIFE - SAVING FURNITURE	ELIDE FIRE FIRE EXTINGUISHING BALL®	DENTSU X (THAILAND) LTD. (HEAD OFFICE)	BANGKOK
IN03/006	CREATIVE FLOW_ER	SHIROMARU	MCCANN TOKYO	TOKYO

CATEGORY IN04 : INNOVATION IN LOCAL CULTURE APPLICATION

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IN04/001	PRESIDENT THE FATHER	PRESIDENT OF SOCIALIST REPUBLIC OF SRI LANKA	MEDIA GANG ADVERTISING AGENCY (PVT) LTD	COLOMBO
IN04/002	THE SCENT OF NORTHALGIA	MINISTRY OF UNIFICATION	BBDO KOREA	SEOUL
IN04/003	SHEDDING LIGHT ON THE BLIND	MOBITEL CORPORATE	MANDARIN REID (PVT) LTD	COLOMBO
IN04/004	GABBIE, THE ANTI-SEXUAL HARASSMENT CHATBOT	GABRIELA	DENTSU JAYME SYFU	MANILA
IN04/005	PASSPORT TAKE OFF	QANTAS	BWM DENTSU	SYDNEY
IN04/006	DISAPPEARING PERSONS	QUEENSLAND POLICE	BWM DENTSU	SYDNEY
IN04/007	WATCHDOGS	SOI DOG FOUNDATION	CHEIL (THAILAND) LTD	BANGKOK
IN04/008	PARFUMS DE VOYAGE	CATHAY PACIFIC	MCCANN	SYDNEY
IN04/009	SPEED LIMIT MONK STATUE	ROAD SAFETY CAMPAIGN	BBDO BANGKOK LTD	BANGKOK
IN04/010	INTEL AI PRESERVE THE CHINESE TRADITIONAL CULTURE- SHADOW PLAY	INTEL	INNOKIDS COMMUNICATIONS LIMITED	BEIJING
IN04/011	IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, AFGHANISTAN	MCCANN WORLDGROUP INDIA	MUMBAI
IN04/012	THE FADING FONT	ALZHEIMER'S DISEASE AWARENESS COMMUNICATION	MCGARRYBOWEN	SHANGHAI
IN04/013	CYBERBULLYING VACCINE APP	KOREA ASSOCIATION OF SCHOOL VIOLENCE VICTIMS FAMILIES	INNOCEAN WORLDWIDE	SEOUL
IN04/014	IT WAS THIS HIGH	YAHOO! JAPAN	HAKUHODO INC.	TOKYO