

ENTRIES LIST
MEDIA LOTUS

ADFEST 2018
TRANSFORM

CATEGORY ME01 : BEST USE OF SCREENS & DISPLAYS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME01/001	PASSION AMPLIFIED	OCBC BANK	THE GOVT PTE LTD	SINGAPORE
ME01/002	A MEME GALLERY	TENCENT	TENCENT	SHENZHEN
ME01/003	3DIMENSIONAL UNPACKED	GALAXY NOTE8	CHEIL WORLDWIDE	SEOUL
ME01/004	THE FRAME GALLERY	THE FRAME	CHEIL WORLDWIDE	SEOUL
ME01/005	INTERACTIVE LIVE CM	KIRIN TANREI GREEN LABEL	DENTSU INC.	TOKYO
ME01/006	SSG.COM MEDIA WALL BRAND FILM	SSG.COM	HS AD	SEOUL

CATEGORY ME02 : BEST USE OF AUDIO

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME02/001	THE LOUDER. THE FASTER.	CITY OF DREAMS	OGILVY & MATHER GROUP HK	HONG KONG
ME02/002	PASSION AMPLIFIED	OCBC BANK	THE GOVT PTE LTD	SINGAPORE
ME02/003	PERIOD EUPHEMISMS FIGHT BACK	LIBRESSE	BBDO (MALAYSIA) SDN BHD	KUALA LUMPUR
ME02/004	BODREX TRAFFICTAINMENT	BODREX	OGILVY & MATHER	JAKARTA
ME02/005	MOON MUSIC	CORPORATE	HAKUHODO INC.	OSAKA
ME02/006	BAND TEE DETECTOR	JOOX	BBDO BANGKOK LTD	BANGKOK
ME02/007	SUMMER WONDERLAND	AIR NEW ZEALAND	HOST/HAVAS	SYDNEY
ME02/008	SONGS OF TRANSIENCE	CHEER CHEN	MEDIALAND DIGITAL STRATEGY LIMITED	TAIPEI
ME02/009	PINKY PADOSAN- BIGGBOSS SEASON 11	COLORS	VIACOM 18 MEDIA PVT LTD	MUMBAI

CATEGORY ME03 : BEST USE OF PRINT

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME03/001	PRESIDENT THE FATHER	PRESIDENT OF SOCIALIST REPUBLIC OF SRI LANKA	MEDIA GANG ADVERTISING AGENCY (PVT) LTD	COLOMBO
ME03/002	LEXUS NEW TAKUMI PROJECT	LEXUS	DENTSU INC.	TOKYO
ME03/003	ULTRA CHALLENGING ORIGAMI	KINCHOL	DENTSU INC.	OSAKA
ME03/004	NOTHING SAYS LOVE LIKE TODAY'S PAPER. A TREASURE FOREVER.	ORONAMIN C DRINK	ADK JAPAN	TOKYO
ME03/005	SILENCED NEWSPAPER	TOKYO SHIMBUN	DENTSU INC.	TOKYO
ME03/006	#PUPPYNEWYEAR	LIFEBOAT FOR ABANDONED DOGS AND CATS	TOKYU AGENCY INC.	TOKYO
ME03/007	EMERGENCY COLLECTIBLES	DISASTER PREVENTION	DENTSU INC.	TOKYO
ME03/008	WASHABLE BOOK	SAVE SOAP PROJECT	MCCANN HEALTHCARE WORLDWIDE JAPAN, INC.	TOKYO
ME03/009	INDIA MAP WITH CHARACTERS + BURNT NEWSPAPER	COLORS	VIACOM 18 MEDIA PVT LTD	MUMBAI
ME03/010	'BLACK-ON-BLACK SPOT-UV' NEWSPRINT FRONT COVER	ION ORCHARD	SINGAPORE PRESS HOLDINGS	SINGAPORE
ME03/011	THE BACK FOR FATHER'S DAY.	THE SHINANO MAINICHI SHIMBUN NEWSPAPER	FRONTAGE INC.	TOKYO

CATEGORY ME04 : BEST USE OF OUTDOOR & TRANSIT

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME04/001	PLAY THE GIFT	HI-STANDARD	DENTSU INC.	TOKYO
ME04/002	LIGHTNING-POWERED BILLBOARD	VOLVO	GREYNJ UNITED	BANGKOK
ME04/003	HAIR FALLING BILLBOARD	PANTENE	GREYNJ UNITED	BANGKOK
ME04/004	MAJOLICA MUSEUM	MAJOLICA MAJORCA	BBMEDIA INC	TOKYO

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CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME04/005	THE WORLD'S 1ST #SMARTPHONE FIREWORKS FESTIVAL	NTT DOCOMO	ADK JAPAN	TOKYO
ME04/006	MCDONALD'S "CAN'T STOP" BILLBOARD	MCDONALD'S HONG KONG	DDB GROUP HONG KONG	HONG KONG
ME04/007	IT WAS THIS HIGH	YAHOO! JAPAN	HAKUHODO INC.	TOKYO
ME04/008	GO-FOOD 3000 STEPS	GO-FOOD	GO-JEK INDONESIA	JAKARTA
ME04/009	BILLBOARD GO-RIDE SHORT STORY	GO-JEK	GO-JEK INDONESIA	JAKARTA
ME04/010	#HOWDIDTHEPINKGETIN	ANCHOR NEWDALE STRAWBERRY FLAVORED MILK & YOGURT	BBDO	COLOMBO
ME04/011	CHINATOWN COMES ALIVE	SINGAPORE TOURISM BOARD	TBWA SINGAPORE PTE LTD	SINGAPORE
ME04/012	RE-BAG	STDECAUX	JCDECAUX, STDECAUX	SHANGHAI

CATEGORY ME05 : BEST USE OF AMBIENT: SMALL SCALE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME05/001	THE MOST LOVING INSTRUCTION MANUAL	HAND IN HAND PROJECT	DRILL	TOKYO
ME05/002	200% EDIBLE	KFC	OGILVY & MATHER GROUP HK	HONG KONG
ME05/003	CLEAN LIGHT HAND SOAP	ZANTIIS	DENTSU ONE (BANGKOK) LTD.	BANGKOK
ME05/004	SCHICK WINNING RESUME	SCHICK HYDRO5 PREMIUM	J. WALTER THOMPSON JAPAN	TOKYO
ME05/005	DEER OF NARA	NARA PARK	SIMPLESHOW JAPAN INC.	TOKYO
ME05/006	SINGING COKE	COCA-COLA	MCCANN & SPENCER	HONG KONG
ME05/007	WITH STAMP (=NAME STAMPS DESIGNED WITH REDLIST ANIMALS)	WWF JAPAN	ADK JAPAN	TOKYO
ME05/008	SIDEWAYS GROWTH CHARTS	SINGAPORE WELLNESS ASSOCIATION	MCCANN HEALTH	SINGAPORE
ME05/009	FACE TARGETING AD	MICROSOFT JAPAN CO., LTD.	HAKUHODO INC.	TOKYO
ME05/010	IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, AFGHANISTAN	MCCANN WORLDGROUP INDIA	MUMBAI
ME05/011	SWEET CHANGE	PAYTM	MCCANN WORLDGROUP INDIA	MUMBAI

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CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME05/012	#PUPPYNEWYEAR	LIFEBOAT FOR ABANDONED DOGS AND CATS	TOKYU AGENCY INC.	TOKYO
ME05/013	LIVING TRASH	RHR HOME	BBDO CHINA	SHANGHAI
ME05/014	SPEED LIMIT MONK STATUE	ROAD SAFETY CAMPAIGN	BBDO BANGKOK LTD	BANGKOK
ME05/015	THE FRAGRANT PICTURE BOOK	FRAGRANCE NEW BEADS	TOW CO.,LTD	TOKYO
ME05/016	SAFETY BAGS	TESCO	CHEIL WORLDWIDE	HONG KONG
ME05/017	VEGELOOP	COMPOSTER	DAIKO ADVERTISING INC.	TOKYO

CATEGORY ME06 : BEST USE OF AMBIENT: LARGE SCALE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME06/001	SIMCITY BUILDIT SCHOOL OF POLITICS	SIMCITY BUILDIT	DENTSU INC.	TOKYO
ME06/002	WORLD'S FIRST MIDI CONTROLLER CAR	NEXA IGNIS	HAKUHODO INDIA	DELHI
ME06/003	LIGHTNING-POWERED BILLBOARD	VOLVO	GREYNJ UNITED	BANGKOK
ME06/004	TOKYO PEN PIXEL	MUJI	R/GA TOKYO	TOKYO
ME06/005	HYDROGEN ELECTRIC HOUSE	HYUNDAI FCEV	INNOCEAN WORLDWIDE	SEOUL
ME06/006	DIGITAL PUPPETRY	MELBOURNE INTERNATIONAL FILM FESTIVAL	MCCANN MELBOURNE	MELBOURNE
ME06/007	WALK YOUR FASHION	FASHION WALK	MCCANN & SPENCER	HONG KONG
ME06/008	HOTEL HIGHWAY	SLEEPPAYS	HAKUHODO KETTLE INC.	TOKYO
ME06/009	MOUNTAIN BEACH HOUSE	CUP NOODLES SEAFOOD NOODLE	DENTSU INC.	TOKYO
ME06/010	THE VERTIGO INVITATION	HEINEKEN	J. WALTER THOMPSON	BANGKOK
ME06/011	PAID HOLIDAY PRESENT PROJECT.	KIRIN AFTERNOON TEA	FRONTAGE INC.	TOKYO
ME06/012	RHYTHM OF LOVE WALL	7-ELEVEN TAIWAN CSR	ADK TAIWAN	TAIPEI
ME06/013	RAINBOW LIONS	HSBC	GREY ADVERTISING HONG KONG LIMITED	HONG KONG
ME06/014	GREAT MOMENTS CAN LAST	TENCENT VIDEO	THE NINE SHANGHAI	SHANGHAI
ME06/015	CHINATOWN COMES ALIVE	SINGAPORE TOURISM BOARD	TBWA SINGAPORE PTE LTD	SINGAPORE

CATEGORY ME07 : BEST USE OF EVENTS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME07/001	BRAND'S GENU THINK FAST GET FREE - BRAIN ATTITUDE ENCOURAGEMENT	BRAND'S GENU	WUNDERMAN THAILAND	BANGKOK
ME07/002	TAP FOR YOUR TOWN	MASTERCARD CONTACTLESS	MCCANN	SYDNEY
ME07/003	TOKYO PEN PIXEL	MUJI	R/GA TOKYO	TOKYO
ME07/004	HYDROGEN ELECTRIC HOUSE	HYUNDAI FCEV	INNOCEAN WORLDWIDE	SEOUL
ME07/005	ALL-STAR RESTAURANT	XC90 EXCELLENCE	DENTSU INC.	TOKYO
ME07/006	SIMCITY BUILDIT SCHOOL OF POLITICS	SIMCITY BUILDIT	DENTSU INC.	TOKYO
ME07/007	THE 4K CINEMA GAME	SONY PS4	AMBER CHINA	SHANGHAI
ME07/008	THE MELODICAR	PTT LUBRICANTS	CREATIVE JUICE\BANGKOK	BANGKOK
ME07/009	XFLAG PARK & MONSTER STRIKE GRANDPRIX	XFLAG	DENTSU LIVE INC.	TOKYO
ME07/010	HOTEL HIGHWAY	SLEEPDAYS	HAKUHODO KETTLE INC.	TOKYO
ME07/011	THE ZODIAC RE-RACE	MONSTER STRIKE	HAKUHODO KETTLE INC.	TOKYO
ME07/012	REAL BEAUTY IS UNIVERSAL	DOVE	OGILVY & MATHER PHILIPPINES	MANILA
ME07/013	WASO VEGETABLE MUSEUM	WASO	1→10DESIGN, INC.	TOKYO
ME07/014	VIRTUAL EQUALITY	QUEERAZ	J. WALTER THOMPSON SYDNEY	SYDNEY
ME07/015	A THREAD OF HOPE	BAO BEI HUI JIA - NGO FOR MISSING CHILDREN	TBWA\SHANGHAI	SHANGHAI
ME07/016	ACTIVATION - WOMEN'S CLUB	COLORS	VIACOM 18 MEDIA PVT LTD	MUMBAI
ME07/017	BOLT RATE	GATORADE	TBWA	SYDNEY
ME07/018	KINDNESS AMBASSADORS	VISA INDIA	BBDO INDIA	MUMBAI

CATEGORY ME08 : BEST USE OF GUERILLA MARKETING

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME08/001	DEAD WHALE	REFUSE PLASTIC	DENTSU JAYME SYFU	MANILA
ME08/002	YOUTUBE PRE-ROLL HIJACK	NEXA S-CROSS	HAKUHODO INDIA	DELHI
ME08/003	CUT THROUGH THE COLOUR, OREO	MONDELEZ JAPAN	MCCANN TOKYO	TOKYO
ME08/004	DID YOU SEE THAT?	FOUNDATION FOR WOMEN	DENTSU ONE (BANGKOK) LTD.	BANGKOK
ME08/005	STOP DOWNLOADKILL	BUSAN METROPOLITAN POLICE AGENCY	CHEIL WORLDWIDE	SEOUL
ME08/006	FACEBOOK LIVE STUNT	AIS	CHOOJAI AND FRIENDS	BANGKOK
ME08/007	HOME IS NOT A BOXING RING	WOMEN AND MEN PROGRESSIVE FOUNDATION	J. WALTER THOMPSON	BANGKOK
ME08/008	ALL-STAR RESTAURANT	XC90 EXCELLENCE	DENTSU INC.	TOKYO
ME08/009	SIMCITY BUILDIT SCHOOL OF POLITICS	SIMCITY BUILDIT	DENTSU INC.	TOKYO
ME08/010	THE ANTI-PERFECT COLLECTION	DIESEL	AMBER CHINA	SHANGHAI
ME08/011	SWEET CHANGE	PAYTM	MCCANN WORLDGROUP INDIA	MUMBAI
ME08/012	RAINBOW LIONS	HSBC	GREY ADVERTISING HONG KONG LIMITED	HONG KONG
ME08/013	WITHDRAWN			
ME08/014	POLAR PROMOTION DOGGY	TAIWAN BEER	UNITED ADVERTISING CO.,LTD	TAIPEI

CATEGORY ME09 : BEST USE OF DIGITAL

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME09/001	SCROLL FOLLOWER	HYUNDAI MOTOR COMPANY	INNOCEAN WORLDWIDE	SEOUL
ME09/002	HAPPY WRONG NUMBER	PANTENE	C3 FILM CO.,LTD.	TOKYO
ME09/003	ALERT AD	VICTORIAN GOVERNMENT	BWM DENTSU	SYDNEY
ME09/004	MAKING THE LIST	LEGO	CHE PROXIMITY	MELBOURNE
ME09/005	30 MILLION GAMERS AND 4 MILLIONS AT A TIME	JIO KBC	JIO	MUMBAI

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CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME09/006	SHACKLETON'S RETURN	HYUNDAI MOTOR COMPANY	INNOCEAN WORLDWIDE	SEOUL
ME09/007	ELECTION IN THE DARK	WEBSERVICE	DENTSU INC.	TOKYO
ME09/008	WITH STAMP (=NAME STAMPS DESIGNED WITH REDLIST ANIMALS)	WWF JAPAN	ADK JAPAN	TOKYO
ME09/009	#PUPPYNEWYEAR	LIFEBOAT FOR ABANDONED DOGS AND CATS	MONOPO	TOKYO
ME09/010	PROJECT RE-SEARCH	THE COLOR OF GREY CELLS	DENTSU WEBCHUTNEY	BANGALORE
ME09/011	DREAMLAB	VODAFONE AUSTRALIA	J. WALTER THOMPSON SYDNEY	SYDNEY
ME09/012	PADOSPUR - BIGGBOSS SEASON 11	COLORS	VIACOM 18 MEDIA PVT LTD	MUMBAI
ME09/013	DONATE 4 BIRDS	CHARITIES & NON-PROFIT	DENTSU INC.	TOKYO

CATEGORY ME10 : BEST USE OF MOBILE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME10/001	HAPPY WRONG NUMBER	PANTENE	C3 FILM CO.,LTD.	TOKYO
ME10/002	ALERT AD	VICTORIAN GOVERNMENT	BWM DENTSU	SYDNEY
ME10/003	IEYESHADOW	MAQUILLAGE	HAKUHODO I-STUDIO INC.	TOKYO
ME10/004	BLOOMING GIFT	ECRIDOR	I&S BBDO INC.	TOKYO
ME10/005	BACARDI GRAFFITI HALLOWEEN	BACARDI	I&S BBDO INC.	TOKYO
ME10/006	CAT CRITIC	FRISKIES	MCCANN	SYDNEY
ME10/007	CYBERBULLYING VACCINE APP	KOREA ASSOCIATION OF SCHOOL VIOLENCE VICTIMS FAMILIES	INNOCEAN WORLDWIDE	SEOUL
ME10/008	UNLOCK HAN ZI	AIRASIA	BBDO BANGKOK LTD	BANGKOK
ME10/009	PASS ME	SHINKENJUKU	PT. HARDANA WIDYA MAHIR (HYBRID:H)	JAKARTA
ME10/010	WITHDRAWN			
ME10/011	DONATE 4 BIRDS	CHARITIES & NON-PROFIT	DENTSU INC.	TOKYO
ME10/012	SCRABBLE KEYBOARD	SCRABBLE CLUB (HK)	CHEIL WORLDWIDE	HONG KONG

CATEGORY ME11 : BEST USE OF SOCIAL MEDIA & EARNED MEDIA

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME11/001	SPEEDY DADDY	CALTRATE	ISOBAR	TAIPEI
ME11/002	HAPPY WRONG NUMBER	PANTENE	C3 FILM CO.,LTD.	TOKYO
ME11/003	DISAPPEARING PERSONS	QUEENSLAND POLICE	BWM DENTSU	SYDNEY
ME11/004	BREAK-UP INSURANCE	GOODROOM.CO.,LTD	DENTSU INC.	TOKYO
ME11/005	PLAY THE GIFT	HI-STANDARD	DENTSU INC.	TOKYO
ME11/006	A WRITE TO MOVE	FEND : FOUNDATION TO ERADICATE NEUROMUSCULAR DISEASES	YOUNGSANTI	BANGKOK
ME11/007	INSTANT PARTY	MARTINI	I&S BBDO INC.	TOKYO
ME11/008	SURNAME STORIES	HISTORY CHANNEL	THE GOVT PTE LTD	SINGAPORE
ME11/009	YOUTUBE PRE-ROLL HIJACK	NEXA S-CROSS	HAKUHODO INDIA	DELHI
ME11/010	BIGG BOSS SOCIAL MEDIA	COLORS, VIACOM18	VIACOM MEDIA PVT. LTD.	MUMBAI
ME11/011	A MEME GALLERY	TENCENT	TENCENT	SHENZHEN
ME11/012	SHACKLETON'S RETURN	HYUNDAI MOTOR COMPANY	INNOCEAN WORLDWIDE	SEOUL
ME11/013	TATA CAPITAL SALAAM LOANS	TATA CAPITAL FINANCIAL SERVICE	TATA CAPITAL FINANCIAL SERVICES LIMITED	MUMBAI
ME11/014	BACHELORS & BACHELOTTES	AUSTRALIAN MARRIAGE EQUALITY	AIRBAG	MELBOURNE
ME11/015	LIMITED EDUCATION	YUVABADHANA FOUNDATION, LEARN EDUCATION, TEACH FOR THAILAND, A-CHIEVE AND EDWINGS	CHOOJAI AND FRIENDS	BANGKOK
ME11/016	FACEBOOK LIVE STUNT	AIS	CHOOJAI AND FRIENDS	BANGKOK
ME11/017	FAN THE FIRE	ADIDAS	CHEIL INDIA	GURGAON
ME11/018	HAHON HOHAHO HIE	BACON POTATO PIE	TYO MONSTER	TOKYO
ME11/019	THE MOST INSTAGRAMMABLE TEA	LIPTON FRUITS IN TEA	HAKUHODO INC.	TOKYO
ME11/020	FAKEBLOK	FAKEBLOK	BBDO GUERRERO	MANILA

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CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME11/021	SEARCH FOR THE GOBLIN'S BRIDE	KFC	OGILVY & MATHER PHILIPPINES	MANILA
ME11/022	DIVIDE & RULE?	#PROUDTOBEGUJARATI	MOVING PIXELS PVT. LTD.	AHMEDABAD
ME11/023	CAN NOT WAIT	CHINA ORGAN TRANSPLANTATION DEVELOPMENT FOUNDATION	HAVAS SHANGHAI	SHANGHAI
ME11/024	PREMMIE PROUD	BABYLOVE	BWM DENTSU	SYDNEY
ME11/025	BOYSEN GIRLS	BOYSEN PAINTS	TBWA\SANTIAGO MANGADA PUNO	MANILA
ME11/026	DREAMLAB	VODAFONE AUSTRALIA	J. WALTER THOMPSON SYDNEY	SYDNEY
ME11/027	COOLEST SUIT	M.J. BALE	TBWA	SYDNEY
ME11/028	LG PURICARE WATER PURIFIER - INSTAGRAM AD CAMPAIGN	LG PURICARE WATER PURIFIER	HS AD	SEOUL

CATEGORY ME12 : BEST USE OF TECHNOLOGY

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME12/001	THE FRAME TO GO	THE FRAME	PENGTAI KOREA	SEOUL
ME12/002	GABBIE, THE ANTI-SEXUAL HARASSMENT CHATBOT	GABRIELA	DENTSU JAYME SYFU	MANILA
ME12/003	ALERT AD	VICTORIAN GOVERNMENT	BWM DENTSU	SYDNEY
ME12/004	IEYESHADOW	MAQUILLAGE	HAKUHODO I-STUDIO INC.	TOKYO
ME12/005	HYDROGEN ELECTRIC HOUSE	HYUNDAI FCEV	INNOCEAN WORLDWIDE	SEOUL
ME12/006	DIGITAL PUPPETRY	MELBOURNE INTERNATIONAL FILM FESTIVAL	MCCANN MELBOURNE	MELBOURNE
ME12/007	SINGING COKE	COCA-COLA	MCCANN & SPENCER	HONG KONG
ME12/008	FACE TARGETING AD	MICROSOFT JAPAN CO., LTD.	HAKUHODO INC.	TOKYO
ME12/009	THE SOUND OF ARCHITECTURE	NOBLE DEVELOPMENT PUBLIC COMPANY LIMITED	RABBIT DIGITAL GROUP COMPANY LIMITED	BANGKOK
ME12/010	CREATIVE FLOW_ER	SHIROMARU	MCCANN TOKYO	TOKYO

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CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME12/011	HEARING RESCUE	THAI HEALTH PROMOTION FOUNDATION & DEAF ASSOCIATION OF BANGKOK	BBDO BANGKOK LTD	BANGKOK
ME12/012	IMMORTAL ADOPTION	THAI DOG HOUSE	BBDO BANGKOK LTD	BANGKOK
ME12/013	GOOD BOOK COFFEES	GOOD BOOK COFFEES	DENTSU INC.	TOKYO
ME12/014	RHYTHM OF LOVE WALL	7-ELEVEN TAIWAN CSR	ADK TAIWAN	TAIPEI
ME12/015	GREAT MOMENTS CAN LAST	TENCENT VIDEO	THE NINE SHANGHAI	SHANGHAI
ME12/016	VIRTUAL EQUALITY	QUEERAZ	J. WALTER THOMPSON SYDNEY	SYDNEY
ME12/017	CATARART	THE JOHN FAWCETT FOUNDATION	TBWA SINGAPORE PTE LTD	SINGAPORE
ME12/018	THE TROJAN HEEL	AUSTRALIAN TURF CLUB	TBWA	SYDNEY
ME12/019	CYBERBULLYING VACCINE APP	KOREA ASSOCIATION OF SCHOOL VIOLENCE VICTIMS FAMILIES	INNOCEAN WORLDWIDE	SEOUL
ME12/020	DONATE 4 BIRDS	CHARITIES & NON-PROFIT	DENTSU INC.	TOKYO
ME12/021	SAFETY BAGS	TESCO	CHEIL WORLDWIDE	HONG KONG

CATEGORY ME13 : BEST USE OF BRANDED ENTERTAINMENT & CONTENT: PROGRAM & PLATFORM

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME13/001	XFLAG PARK & MONSTER STRIKE GRANDPRIX	XFLAG	DENTSU LIVE INC.	TOKYO
ME13/002	THE ZODIAC RE-RACE	MONSTER STRIKE	HAKUHODO KETTLE INC.	TOKYO

CATEGORY ME14 : BEST USE OF BRANDED ENTERTAINMENT & CONTENT

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME14/001	THE SCENT OF NORTH TALGIA	MINISTRY OF UNIFICATION	BBDO KOREA	SEOUL
ME14/002	IMAGINATION	NATIONAL GALLERY SINGAPORE	THE GOVT PTE LTD	SINGAPORE
ME14/003	CAT CRITIC	FRISKIES	MCCANN	SYDNEY

CATEGORY ME15 : BEST USE OF BRANDED ENTERTAINMENT & CONTENT: DIGITAL & SOCIAL MEDIA

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME15/001	A WRITE TO MOVE	FEND : FOUNDATION TO ERADICATE NEUROMUSCULAR DISEASES	YOUNGSANTI	BANGKOK
ME15/002	REX TSO TKO	HUAWEI	OGILVY & MATHER GROUP HK	HONG KONG
ME15/003	THE SURPRISAL	THE DIAMOND CONCIERGE	MCCANN WORLDGROUP	GOLD COAST
ME15/004	KIND WORDS RINGBACK TONE	GS CALTEX	ADQUA INTERACTIVE	SEOUL
ME15/005	A MEME GALLERY	TENCENT	TENCENT	SHENZHEN
ME15/006	SHACKLETON'S RETURN	HYUNDAI MOTOR COMPANY	INNOCEAN WORLDWIDE	SEOUL
ME15/007	BACHELORS & BACHELORETTES	AUSTRALIAN MARRIAGE EQUALITY	AIRBAG	MELBOURNE
ME15/008	MOTORCYCLE TAXI ACTIVIST	OKMD (PUBLIC ORGANIZATION)	CHOOJAI AND FRIENDS	BANGKOK
ME15/009	INSTADRIVE	MERCEDES BENZ	BBDO (MALAYSIA) SDN BHD	KUALA LUMPUR
ME15/010	#PUPPYNEWYEAR	LIFEBOAT FOR ABANDONED DOGS AND CATS	TOKYU AGENCY INC.	TOKYO
ME15/011	UNLOCK HAN ZI	AIRASIA	BBDO BANGKOK LTD	BANGKOK
ME15/012	30 YEARS OF GIF	SCOOPWHOOOP	DENTSU WEBCHUTNEY	HARYANA
ME15/013	EXPERIMENT FOR THE SMART	TENCENT	TENCENT	SHENZHEN
ME15/014	THE HOUSE THAT FRIED CHICKEN BUILT	MAXS CHICKEN	PETCH	MANILA

CATEGORY ME16 : BEST INTEGRATED MEDIA CAMPAIGN

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME16/001	#MYREALCAREERLINE	THE WOMEN'S FOUNDATION	J. WALTER THOMPSON HONG KONG	HONG KONG
ME16/002	PLAY THE GIFT	HI-STANDARD	DENTSU INC.	TOKYO
ME16/003	TAP FOR YOUR TOWN	MASTERCARD CONTACTLESS	MCCANN	SYDNEY

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CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME16/004	HOW ARE YOU?	KASIKORNBANK	GREYNJ UNITED	BANGKOK
ME16/005	THE SURPRISAL	THE DIAMOND CONCIERGE	MCCANN WORLDGROUP	GOLD COAST
ME16/006	SINGING COKE	COCA-COLA	MCCANN & SPENCER	HONG KONG
ME16/007	RHYTHM OF LOVE WALL	7-ELEVEN TAIWAN CSR	ADK TAIWAN	TAIPEI
ME16/008	SCORCHY INTEGRATED	JEMENA	BWM DENTSU	SYDNEY
ME16/009	BOLT RATE	GATORADE	TBWA	SYDNEY
ME16/010	SHACKLETON'S RETURN	HYUNDAI MOTOR COMPANY	INNOCEAN WORLDWIDE	SEOUL
ME16/011	#KINDNESSISCASHLESS (INTEGRATED)	VISA INDIA	BBDO INDIA	MUMBAI
ME16/012	RELEASE THE PRESSURE	MIRINDA	BBDO INDIA	MUMBAI
ME16/013	THE HOUSE THAT FRIED CHICKEN BUILT	MAXS CHICKEN	PETCH	MANILA

CATEGORY LRME : LOTUS ROOTS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
LRME/001	#MYREALCAREERLINE	THE WOMEN'S FOUNDATION	J. WALTER THOMPSON HONG KONG	HONG KONG
LRME/002	SONG FOR FORGIVENESS	PANTENE & DOWNY	GREY GROUP	JAKARTA
LRME/003	THE SCENT OF NORTHALGIA	MINISTRY OF UNIFICATION	BBDO KOREA	SEOUL
LRME/004	HOME IS NOT A BOXING RING	WOMEN AND MEN PROGRESSIVE FOUNDATION	J. WALTER THOMPSON	BANGKOK
LRME/005	WITH STAMP (=NAME STAMPS DESIGNED WITH REDLIST ANIMALS)	WWF JAPAN	ADK JAPAN	TOKYO