

ENTRIES LIST
PRESS LOTUS

ADFEST 2018
TRANSFORM

CATEGORY PR01 : FOOD

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PR01/001	COW	RELAXA	DENTSU ONE INDONESIA	JAKARTA
PR01/002	GOAT	RELAXA	DENTSU ONE INDONESIA	JAKARTA
PR01/003	AUTHENTIC TASTE JAPANESE	SOUPDAREN	MCGARRYBOWEN	SHANGHAI
PR01/004	AUTHENTIC TASTE KOREAN	SOUPDAREN	MCGARRYBOWEN	SHANGHAI
PR01/005	GRANDPA	PIPILTIN COCOA	DENTSU INDONESIA	JAKARTA
PR01/006	GIRL	PIPILTIN COCOA	DENTSU INDONESIA	JAKARTA

CATEGORY PR02 : BEVERAGES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PR02/001	BRING THE PUB HOME - LIVING ROOM	GUINNESS	BBDO SINGAPORE	SINGAPORE
PR02/002	BRING THE PUB HOME - KITCHEN	GUINNESS	BBDO SINGAPORE	SINGAPORE
PR02/003	BRING THE PUB HOME - DINING ROOM	GUINNESS	BBDO SINGAPORE	SINGAPORE

CATEGORY PR03 : BEAUTY & PERSONAL CARE

NO ENTRY

CATEGORY PR04 : HEALTHCARE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PR04/001	SHRIMP	DIATABS	DENTSU ONE INDONESIA	JAKARTA
PR04/002	CHICKEN	DIATABS	DENTSU ONE INDONESIA	JAKARTA
PR04/003	DOSA	DABUR GASTRINA	MCCANN WORLDGROUP INDIA	MUMBAI
PR04/004	THALI	DABUR GASTRINA	MCCANN WORLDGROUP INDIA	MUMBAI

PRESS LOTUS

ALL ENTRIES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PR04/005	LOVE TO PLAY - COMBINED	PLAYBOY CONDOMS	MCGARRYBOWEN	SHANGHAI
PR04/006	LOVE TO PLAY - DOTTED	PLAYBOY CONDOMS	MCGARRYBOWEN	SHANGHAI
PR04/007	LOVE TO PLAY - ULTRA THIN	PLAYBOY CONDOMS	MCGARRYBOWEN	SHANGHAI

CATEGORY PR05 : FASHION, SPORTS & ACCESSORIES

NO ENTRY

CATEGORY PR06 : CARS, OTHER VEHICLES, ACCESSORIES & AUTO SERVICES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PR06/001	MASTERPIECES OF A MASTERPIECE	MERCEDES BENZ	BBDO (MALAYSIA) SDN BHD	KUALA LUMPUR

CATEGORY PR07 : ELECTRONICS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PR07/001	CATCH	SAMSUNG VR 9300 POWERBOT	MULLENLOWE INDONESIA	JAKARTA
PR07/002	GOOD BOY	SAMSUNG VR 9300 POWERBOT	MULLENLOWE INDONESIA	JAKARTA
PR07/003	FETCH	SAMSUNG VR 9300 POWERBOT	MULLENLOWE INDONESIA	JAKARTA
PR07/004	EGG	SAMSUNG REFRIGERATOR	MULLENLOWE INDONESIA	JAKARTA
PR07/005	OLIVE	SAMSUNG REFRIGERATOR	MULLENLOWE INDONESIA	JAKARTA
PR07/006	MILK	SAMSUNG REFRIGERATOR	MULLENLOWE INDONESIA	JAKARTA
PR07/007	BURN-PROOF IRON	VISION ELECTRONICS LIMITED	ASIATIC MARKETING COMMUNICATIONS LIMITED	DHAKA
PR07/008	SPLASHED	OPPO	J. WALTER THOMPSON JAKARTA	JAKARTA
PR07/009	SMOKED	OPPO	J. WALTER THOMPSON JAKARTA	JAKARTA
PR07/010	ORGAN TRAFFICKED VICTIMS	MI BUNNY WATCH Q	IDO	SHANGHAI
PR07/011	RURAL	MI BUNNY WATCH Q	IDO	SHANGHAI

PRESS LOTUS

ALL ENTRIES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PR07/012	URBAN JUNGLE	MI BUNNY WATCH Q	IDO	SHANGHAI
PR07/013	NATURAL DISASTER	MI BUNNY WATCH Q	IDO	SHANGHAI
PR07/014	EQUAL COMFORT 1	HITACHI	DENTSU IMPACT PRIVATE LIMITED (DENTSU AEGIS NETWORK)	GURGAON
PR07/015	EQUAL COMFORT 2	HITACHI	DENTSU IMPACT PRIVATE LIMITED (DENTSU AEGIS NETWORK)	GURGAON
PR07/016	EQUAL COMFORT 3	HITACHI	DENTSU IMPACT PRIVATE LIMITED (DENTSU AEGIS NETWORK)	GURGAON
PR07/017	DISCONNECTED MOM	COOLPAD SMARTPHONE	DIGITAL ACTIVE	JAKARTA
PR07/018	DISCONNECTED DAD	COOLPAD SMARTPHONE	DIGITAL ACTIVE	JAKARTA
PR07/019	BLOCK OUT THE CHAOS: BABIES	JBL	CHEIL WORLDWIDE	HONG KONG
PR07/020	BLOCK OUT THE CHAOS: DOGS	JBL	CHEIL WORLDWIDE	HONG KONG
PR07/021	BLOCK OUT THE CHAOS: WIFE & DAUGHTER	JBL	CHEIL WORLDWIDE	HONG KONG

CATEGORY PR08 : HOUSEHOLD PRODUCTS & MAINTENANCE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PR08/001	RAISING UP YOUR EYES	QUICKLEWIPER	KAO CORPORATION	TOKYO
PR08/002	INK	BREEZE LAUNDRY DETERGENT	MULLENLOWE SINGAPORE	SINGAPORE
PR08/003	MUSTARD	BREEZE LAUNDRY DETERGENT	MULLENLOWE SINGAPORE	SINGAPORE
PR08/004	SOY SAUCE	BREEZE LAUNDRY DETERGENT	MULLENLOWE SINGAPORE	SINGAPORE
PR08/005	BUILDING FAILS - DRAWER	MASTER BUILDERS ASSOCIATION OF VICTORIA	FENTON STEPHENS	MELBOURNE
PR08/006	BUILDING FAILS - TOILET	MASTER BUILDERS ASSOCIATION OF VICTORIA	FENTON STEPHENS	MELBOURNE
PR08/007	BUILDING FAILS - TAP	MASTER BUILDERS ASSOCIATION OF VICTORIA	FENTON STEPHENS	MELBOURNE

PRESS LOTUS

ALL ENTRIES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PR08/008	CHOP-CHOP 2.0 _BEEF	AMMELOO CHEF'S EDITION KNIFE SERIES	AMBER CHINA	SHANGHAI
PR08/009	CHOP-CHOP 2.0 _PORK	AMMELOO CHEF'S EDITION KNIFE SERIES	AMBER CHINA	SHANGHAI
PR08/010	CHOP-CHOP 2.0 _MUTTON	AMMELOO CHEF'S EDITION KNIFE SERIES	AMBER CHINA	SHANGHAI

CATEGORY PR09 : HOME APPLIANCES & FURNISHINGS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PR09/001	FIRE TRUCK	ELIDE FIRE EXTINGUISHING BALL	BBDO BANGKOK LTD	BANGKOK
PR09/002	FIRE FIGHTER	ELIDE FIRE EXTINGUISHING BALL	BBDO BANGKOK LTD	BANGKOK
PR09/003	FIRE HYDRANT	ELIDE FIRE EXTINGUISHING BALL	BBDO BANGKOK LTD	BANGKOK

CATEGORY PR10 : RETAIL

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PR10/001	LOVING BANGKOK NIGHT 1	MCDONALD'S	TBWA (THAILAND) CO.,LTD.	BANGKOK
PR10/002	LOVING BANGKOK NIGHT 2	MCDONALD'S	TBWA (THAILAND) CO.,LTD.	BANGKOK
PR10/003	LOVING BANGKOK NIGHT 3	MCDONALD'S	TBWA (THAILAND) CO.,LTD.	BANGKOK
PR10/004	LOVING BANGKOK NIGHT 4	MCDONALD'S	TBWA (THAILAND) CO.,LTD.	BANGKOK
PR10/005	LOVING BANGKOK NIGHT 5	MCDONALD'S	TBWA (THAILAND) CO.,LTD.	BANGKOK
PR10/006	CONTRACTOR	MCDELIVERY	TBWA (THAILAND) CO.,LTD.	BANGKOK
PR10/007	BASKETBALL	MCDELIVERY	TBWA (THAILAND) CO.,LTD.	BANGKOK
PR10/008	WINDOW DRESSER	MCDELIVERY	TBWA (THAILAND) CO.,LTD.	BANGKOK
PR10/009	HURRICANE-JESSICA	CLOSE TO NATURE FLOWERS	BBDO BANGKOK LTD	BANGKOK
PR10/010	HURRICANE-KATHY	CLOSE TO NATURE FLOWERS	BBDO BANGKOK LTD	BANGKOK
PR10/011	HURRICANE-JUSTIN	CLOSE TO NATURE FLOWERS	BBDO BANGKOK LTD	BANGKOK

PRESS LOTUS

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PR10/012	MOUND	UBEREATS	CHEIL CHINA	BEIJING
PR10/013	ROAD	UBEREATS	CHEIL CHINA	BEIJING

CATEGORY PR11 : TRAVEL & ENTERTAINMENT

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PR11/001	CEO	GOJEK	J. WALTER THOMPSON JAKARTA	JAKARTA
PR11/002	STUDENT	GOJEK	J. WALTER THOMPSON JAKARTA	JAKARTA
PR11/003	FAN	GOJEK	J. WALTER THOMPSON JAKARTA	JAKARTA
PR11/004	ASTRONAUT	LEGO	OGILVY GROUP THAILAND	BANGKOK
PR11/005	FIREFIGHTER	LEGO	OGILVY GROUP THAILAND	BANGKOK
PR11/006	ROCKSTAR	LEGO	OGILVY GROUP THAILAND	BANGKOK

CATEGORY PR12 : COMMUNICATION MEDIA & PUBLICATIONS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PR12/001	COVERED RAW	ADVERTISING AGE	TBWA\SANTIAGO MANGADA PUNO	MANILA
PR12/002	THE MAN BEHIND KEYBOARD 1	INTERNET SAFETY AWARENESS	HAKUHODO INDONESIA	JAKARTA
PR12/003	THE MAN BEHIND KEYBOARD 2	INTERNET SAFETY AWARENESS	HAKUHODO INDONESIA	JAKARTA
PR12/004	MEMORIES IN MUSIC - COUPLE	PENGUIN FM	BBDO CHINA	SHANGHAI
PR12/005	MEMORIES IN MUSIC - PRIEST	PENGUIN FM	BBDO CHINA	SHANGHAI
PR12/006	MEMORIES IN MUSIC - BOXER	PENGUIN FM	BBDO CHINA	SHANGHAI
PR12/007	INDIA MAP WITH CHARACTERS	COLORS	VIACOM 18 MEDIA PVT LTD	MUMBAI
PR12/008	BURNT NEWSPAPER	COLORS	VIACOM 18 MEDIA PVT LTD	MUMBAI

CATEGORY PR13 : FINANCE, COMMERCIAL PUBLIC SERVICES, BUSINESS PRODUCTS & SERVICES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PR13/001	THERE ARE FEWER AND FEWER TIMES WHEN YOU HEAR MY VOICE.	MOBILE PHONE	SUN-AD COMPANY LIMITED	TOKYO
PR13/002	INJURED FERRARI	BAJAJ ALLIANZ INSURNACE	TAPROOT DENTSU	MUMBAI
PR13/003	INJURED PEUGEOT	BAJAJ ALLIANZ INSURNACE	TAPROOT DENTSU	MUMBAI
PR13/004	INJURED JAGUAR	BAJAJ ALLIANZ INSURNACE	TAPROOT DENTSU	MUMBAI
PR13/005	INJURED LAMBORGHINI	BAJAJ ALLIANZ INSURNACE	TAPROOT DENTSU	MUMBAI

CATEGORY PR14 : CORPORATE IMAGE

NO ENTRY

CATEGORY PR15 : CORPORATE SOCIAL RESPONSIBILITY

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PR15/001	DEDICATED TO SUSTAINING ALL LIFE.	THE NORINCHUKIN BANK	DENTSU CREATIVE X INC.	TOKYO
PR15/002	SCARS OF MISERY - BOY	INTERNATIONAL DAY OF PEACE CAMPAIGN	HAKUHODO INDONESIA	JAKARTA
PR15/003	SCARS OF MISERY - OLD MAN	INTERNATIONAL DAY OF PEACE CAMPAIGN	HAKUHODO INDONESIA	JAKARTA
PR15/004	FAKE NEWS - SOCIAL	FAKE NEWS AWARENESS	HAKUHODO INDONESIA	JAKARTA
PR15/005	FAKE NEWS - BLOG	FAKE NEWS AWARENESS	HAKUHODO INDONESIA	JAKARTA

CATEGORY PR16 : PUBLIC SERVICES & CAUSE APPEALS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PR16/001	DUGONG	ANIMAL SAVING	DENTSU X (THAILAND) LTD. (HEAD OFFICE)	BANGKOK
PR16/002	HORNBILL	ANIMAL SAVING	DENTSU X (THAILAND) LTD. (HEAD OFFICE)	BANGKOK
PR16/003	GIBBON	ANIMAL SAVING	DENTSU X (THAILAND) LTD. (HEAD OFFICE)	BANGKOK
PR16/004	ANNA	BANTAY BATA 163	TBWA\SANTIAGO MANGADA PUNO	MANILA
PR16/005	BERNARD	BANTAY BATA 163	TBWA\SANTIAGO MANGADA PUNO	MANILA
PR16/006	KAREN	BANTAY BATA 163	TBWA\SANTIAGO MANGADA PUNO	MANILA
PR16/007	DROUGHT	GREENPEACE	HAKUHODO MALAYSIA	SELANGOR
PR16/008	BEAUTIFUL DISHES OF UGLY VEGGIES - ASPARAGUS	THANK FOOD PROJECT	KIRAKUSHA	TOKYO
PR16/009	BEAUTIFUL DISHES OF UGLY VEGGIES - CARROTS	THANK FOOD PROJECT	KIRAKUSHA	TOKYO
PR16/010	BEAUTIFUL DISHES OF UGLY VEGGIES - CUCUMBERS AND CELERY	THANK FOOD PROJECT	KIRAKUSHA	TOKYO
PR16/011	BEAUTIFUL DISHES OF UGLY VEGGIES - LOTUS ROOTS AND BAMBOO SHOOTS	THANK FOOD PROJECT	KIRAKUSHA	TOKYO
PR16/012	BEAUTIFUL DISHES OF UGLY VEGGIES - TOMATO	THANK FOOD PROJECT	KIRAKUSHA	TOKYO
PR16/013	BEAUTIFUL DISHES OF UGLY VEGGIES - EGGPLANTS AND SNAP BEANS	THANK FOOD PROJECT	KIRAKUSHA	TOKYO
PR16/014	FEMALE IN THE WOMB	DONATE ORGAN	DENTSU IMPACT PRIVATE LIMITED (DENTSU AEGIS NETWORK)	GURGAON
PR16/015	MALE IN THE WOMB	DONATE ORGAN	DENTSU IMPACT PRIVATE LIMITED (DENTSU AEGIS NETWORK)	GURGAON

PRESS LOTUS

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CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PR16/016	OLD MAN IN THE WOMB	DONATE ORGAN	DENTSU IMPACT PRIVATE LIMITED (DENTSU AEGIS NETWORK)	GURGAON
PR16/017	HIGH CRASHES - CITY STREET	NZ TRANSPORT AGENCY	CLEMENGER BBDO WELLINGTON	WELLINGTON
PR16/018	HIGH CRASHES - COUNTRYSIDE	NZ TRANSPORT AGENCY	CLEMENGER BBDO WELLINGTON	WELLINGTON
PR16/019	HIGH CRASHES - NEIGHBOURHOOD	NZ TRANSPORT AGENCY	CLEMENGER BBDO WELLINGTON	WELLINGTON
PR16/020	BUNKER BED	ANTI CHILD ABUSE	BATES CHI & PARTNERS	JAKARTA
PR16/021	TAKE COVER	ANTI CHILD ABUSE	BATES CHI & PARTNERS	JAKARTA

CATEGORY PR17 : BEST USE OF PRINT

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PR17/001	ULTRA CHALLENGING ORIGAMI	KINCHOL	DENTSU INC.	OSAKA
PR17/002	EMERGENCY COLLECTIBLES	DISASTER PREVENTION	DENTSU INC.	TOKYO
PR17/003	PENGUIN FROZEN STORYBOOK	PENGUIN BOOKS	TBWA\SHANGHAI	SHANGHAI
PR17/004	'BLACK-ON-BLACK SPOT-UV' NEWSPRINT FRONT COVER	ION ORCHARD	SINGAPORE PRESS HOLDINGS	SINGAPORE
PR17/005	WASHABLE BOOK	SAVE SOAP PROJECT	MCCANN HEALTHCARE WORLDWIDE JAPAN, INC.	TOKYO

CATEGORY LRPR : LOTUS ROOTS

NO ENTRY