

ENTRIES LIST
PROMO LOTUS

ADFEST 2018
TRANSFORM

CATEGORY PM01 : GUERILLA MARKETING

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PM01/001	CUT THROUGH THE COLOUR, OREO	MONDELEZ JAPAN	MCCANN TOKYO	TOKYO
PM01/002	GREEN LIGHT RUN	PURE BOOST	TBWA\HAKUHODO INC.	TOKYO
PM01/003	BRAND'S GENU THINK FAST GET FREE - BRAIN ATTITUDE ENCOURAGEMENT	BRAND'S GENU	WUNDERMAN THAILAND	BANGKOK
PM01/004	GET YOUR HEALTHY EYES BACK	PHILIPS BEAUTY	ISOBAR	TAIPEI
PM01/005	A 'FINE' WAY TO SAVE	BUDGET DIRECT INSURANCE	COHORT COMMUNICATIONS	SINGAPORE
PM01/006	STEAL PROPHERE	PROPHERE	TOHOKUSHINSHA FILM CORPORATION	TOKYO
PM01/007	HOME IS NOT A BOXING RING	WOMEN AND MEN PROGRESSIVE FOUNDATION	J. WALTER THOMPSON	BANGKOK
PM01/008	DID YOU SEE THAT?	FOUNDATION FOR WOMEN	DENTSU ONE (BANGKOK) LTD.	BANGKOK
PM01/009	ALL-STAR RESTAURANT	XC90 EXCELLENCE	DENTSU INC.	TOKYO
PM01/010	SIMCITY BUILDIT SCHOOL OF POLITICS	SIMCITY BUILDIT	DENTSU INC.	TOKYO
PM01/011	THE ANTI-PERFECT COLLECTION	DIESEL	AMBER CHINA	SHANGHAI
PM01/012	THE HONEST INTERVIEW	HAKUHODO / HAKUHODO DY MEDIA PARTNERS RECRUIT	SIX INC	TOKYO
PM01/013	WITHDRAWN			
PM01/014	FLASHMOB "BEATING BAD GUY"	HIRAKATA PARK	TOEI COMMERCIAL FILM CO., LTD	TOKYO

CATEGORY PM02 : EXPERIENTIAL & EVENTS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PM02/001	FISHERMEN'S WAKE-UP CALL	FISHERMAN JAPAN	PYRAMID FILM QUADRA INC.	TOKYO
PM02/002	GREEN LIGHT RUN	PURE BOOST	TBWA\HAKUHODO INC.	TOKYO
PM02/003	BRAND'S GENU THINK FAST GET FREE - BRAIN ATTITUDE ENCOURAGEMENT	BRAND'S GENU	WUNDERMAN THAILAND	BANGKOK

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PM02/004	TOKYO PEN PIXEL	MUJI	R/GA TOKYO	TOKYO
PM02/005	THE FRAME GALLERY	THE FRAME	CHEIL WORLDWIDE	SEOUL
PM02/006	3DIMENSIONAL UNPACKED	GALAXY NOTE8	CHEIL WORLDWIDE	SEOUL
PM02/007	SIMCITY BUILDIT SCHOOL OF POLITICS	SIMCITY BUILDIT	DENTSU INC.	TOKYO
PM02/008	HYDROGEN ELECTRIC HOUSE	HYUNDAI FCEV	INNOCEAN WORLDWIDE	SEOUL
PM02/009	TAP FOR YOUR TOWN	MASTERCARD CONTACTLESS	MCCANN	SYDNEY
PM02/010	WORLD'S FIRST MIDI CONTROLLER CAR	NEXA IGNIS	HAKUHODO INDIA	DELHI
PM02/011	STEAL PROPHERE	PROPHERE	TOHOKUSHINSHA FILM CORPORATION	TOKYO
PM02/012	MAJOLICA MUSEUM	MAJOLICA MAJORCA	BBMEDIA INC	TOKYO
PM02/013	LICENCE TO THRILL	PORSCHE	HAVAS SINGAPORE	SINGAPORE
PM02/014	LIVING LANDSCAPES	LATROBE UNIVERSITY	AIRBAG	MELBOURNE
PM02/015	HAAGEN-DAZS BAKERY	HAAGEN-DAZS	J. WALTER THOMPSON JAPAN	TOKYO
PM02/016	DO MORE	BMW KOREA	HAVAS KOREA	SEOUL
PM02/017	MY FIRST OUTFIT	MY FIRST OUTFIT	HAKUHODO INC.	TOKYO
PM02/018	INCONVENIENCE STORES	SWANN INSURANCE	CHE PROXIMITY	MELBOURNE
PM02/019	ALL-STAR RESTAURANT	XC90 EXCELLENCE	DENTSU INC.	TOKYO
PM02/020	WILD ISLAND ARTS EXHIBITION	W & THE JOY CITY	W	SHANGHAI
PM02/021	THE MELODICAR	PTT LUBRICANTS	CREATIVE JUICE\BANGKOK	BANGKOK
PM02/022	IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, AFGHANISTAN	MCCANN WORLDGROUP INDIA	MUMBAI
PM02/023	SWEET CHANGE	PAYTM	MCCANN WORLDGROUP INDIA	MUMBAI
PM02/024	XFLAG PARK & MONSTER STRIKE GRANDPRIX	XFLAG	DENTSU LIVE INC.	TOKYO
PM02/025	DIGITAL PUPPETRY	MELBOURNE INTERNATIONAL FILM FESTIVAL	MCCANN MELBOURNE	MELBOURNE

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CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PM02/026	THE ZODIAC RE-RACE	MONSTER STRIKE	HAKUHODO KETTLE INC.	TOKYO
PM02/027	TRIAL ZONE	NIKE BASKETBALL TAIWAN	+ING	TAIPEI
PM02/028	YURU SPORTS ~SPORTS FOR ALL, TRULY FOR ALL~	YURU SPORTS	DENTSU INC.	TOKYO
PM02/029	HOTEL HIGHWAY	SLEEPDAYS	HAKUHODO KETTLE INC.	TOKYO
PM02/030	WASO VEGETABLE MUSEUM	WASO	1→10DESIGN, INC.	TOKYO
PM02/031	STEP UP FOR LOVE	TENCENT FOUNDATION	IDO	SHANGHAI
PM02/032	LET'S BAND BEFORE BAND	HEINEKEN	MEDIALAND DIGITAL STRATEGY LIMITED	TAIPEI
PM02/033	THE FRAGRANT PICTURE BOOK	FRAGRANCE NEW BEADS	TOW CO.,LTD	TOKYO
PM02/034	TRISHAW 360	SINGAPORE TOURISM BOARD	TBWA SINGAPORE PTE LTD	SINGAPORE
PM02/035	COOLEST SUIT	M.J. BALE	TBWA	SYDNEY

CATEGORY PM03 : AMBIENT PROMOTION: SMALL SCALE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PM03/001	THE EDIBLE BUSINESS CARD	SAGA NORI	GEOMETRY GLOBAL JAPAN	TOKYO
PM03/002	TOKYO PEN PIXEL	MUJI	R/GA TOKYO	TOKYO
PM03/003	BORING BOXES	PACIFIC WERRIBEE	BWM DENTSU	SYDNEY
PM03/004	HOOD HOUSE	MOLLY'S PET SHOP	CHEIL WORLDWIDE	SEOUL
PM03/005	A 'FINE' WAY TO SAVE	BUDGET DIRECT INSURANCE	COHORT COMMUNICATIONS	SINGAPORE
PM03/006	SINGING COKE	COCA-COLA	MCCANN & SPENCER	HONG KONG
PM03/007	SCHICK WINNING RESUME	SCHICK HYDRO5 PREMIUM	J. WALTER THOMPSON JAPAN	TOKYO
PM03/008	THE MOST LOVING INSTRUCTION MANUAL	HAND IN HAND PROJECT	DRILL	TOKYO
PM03/009	CLEAN LIGHT HAND SOAP	ZANTIIS	DENTSU ONE (BANGKOK) LTD.	BANGKOK

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CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PM03/010	WITH STAMP (=NAME STAMPS DESIGNED WITH REDLIST ANIMALS)	WWF JAPAN	ADK JAPAN	TOKYO
PM03/011	IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, AFGHANISTAN	MCCANN WORLDGROUP INDIA	MUMBAI
PM03/012	#PUPPYNEWYEAR	LIFEBOAT FOR ABANDONED DOGS AND CATS	TOKYU AGENCY INC.	TOKYO
PM03/013	WASHABLE BOOK	SAVE SOAP PROJECT	MCCANN HEALTHCARE WORLDWIDE JAPAN, INC.	TOKYO
PM03/014	SPEED LIMIT MONK STATUE	ROAD SAFETY CAMPAIGN	BBDO BANGKOK LTD	BANGKOK
PM03/015	THE FRAGRANT PICTURE BOOK	FRAGRANCE NEW BEADS	TOW CO.,LTD	TOKYO

CATEGORY PM04 : AMBIENT PROMOTION: LARGE SCALE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PM04/001	GREEN LIGHT RUN	PURE BOOST	TBWA\HAKUHODO INC.	TOKYO
PM04/002	DIGITAL PUPPETRY	MELBOURNE INTERNATIONAL FILM FESTIVAL	MCCANN MELBOURNE	MELBOURNE
PM04/003	WALK YOUR FASHION	FASHION WALK	MCCANN & SPENCER	HONG KONG
PM04/004	"LORD BAO'S BUN...LUNCHTIME BAO"	THANACHART CASH YOUR CAR	YOUNGSANTI	BANGKOK
PM04/005	CRUISING JEANS	ORIGINAL JEANS	HAKUHODO INC.	TOKYO
PM04/006	SIMCITY BUILDIT SCHOOL OF POLITICS	SIMCITY BUILDIT	DENTSU INC.	TOKYO
PM04/007	HOTEL HIGHWAY	SLEEPDAYS	HAKUHODO KETTLE INC.	TOKYO
PM04/008	DB EXPORT BEER BOTTLE SAND	DB EXPORT	COLENZO BBDO	AUCKLAND
PM04/009	GREAT MOMENTS CAN LAST	TENCENT VIDEO	THE NINE SHANGHAI	SHANGHAI
PM04/010	RHYTHM OF LOVE WALL	7-ELEVEN TAIWAN CSR	ADK TAIWAN	TAIPEI
PM04/011	CHINATOWN COMES ALIVE	SINGAPORE TOURISM BOARD	TBWA SINGAPORE PTE LTD	SINGAPORE

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CATEGORY PM05 : BEST USE OF MERCHANDISING & IN-STORE MARKETING

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PM05/001	TOKYO PEN PIXEL	MUJI	R/GA TOKYO	TOKYO
PM05/002	BORING BOXES	PACIFIC WERRIBEE	BWM DENTSU	SYDNEY
PM05/003	200% EDIBLE	KFC	OGILVY & MATHER GROUP HK	HONG KONG
PM05/004	THE CONVENIENCE ICE GLASS	HYOKETSU	DENTSU INC.	TOKYO
PM05/005	HAAGEN-DAZS BAKERY	HAAGEN-DAZS	J. WALTER THOMPSON JAPAN	TOKYO
PM05/006	HAHON HOHAHO HIE	BACON POTATO PIE	TYO MONSTER	TOKYO
PM05/007	SWEET CHANGE	PAYTM	MCCANN WORLDGROUP INDIA	MUMBAI
PM05/008	FRAGRANT MEMORIES FLOWER GIFT	LES MILLE FEUILLES DE LIBERTE	DENTSU ISOBAR INC.	TOKYO
PM05/009	RHYTHM OF LOVE WALL	7-ELEVEN TAIWAN CSR	ADK TAIWAN	TAIPEI

CATEGORY PM06 : BEST NEW PRODUCT LAUNCH/RE-LAUNCH

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PM06/001	MY STRAW	BINGGRAE BANANA FLAVORED MILK	INNORED	SEOUL
PM06/002	EXPLORINGTEA MICRO CHADO	EXPLORINGTEA	ISOBAR	TAIPEI
PM06/003	STEAL PROPHERE	PROPERE	TOHOKUSHINSHA FILM CORPORATION	TOKYO
PM06/004	HONEST LIPS	CUTE PRESS	THE SOUR BANGKOK CO., LTD.	BANGKOK
PM06/005	MIMIC ICE CREAM	BLACK MONTBLANC	DENTSU INC.	TOKYO
PM06/006	KOSANAARAI	TEXAS CHICKEN	SPA-HAKUHODO., LTD (HEAD OFFICE)	BANGKOK
PM06/007	MCDONALD'S "CAN'T STOP" BILLBOARD	MCDONALD'S HONG KONG	DDB GROUP HONG KONG	HONG KONG
PM06/008	CLOSE SHAVE KISSES	LAMDASH	BEIJING DENTSU ADVERTISING CO., LTD	BEIJING
PM06/009	HAUNTED M&MS	M&MS	COLENSO BBDO	AUCKLAND
PM06/010	UNLIMITED JOY MACHINE	STANDARD CHARTERED BANK UNLIMITED CASH BACK CREDIT CARD	TBWA SINGAPORE PTE LTD	SINGAPORE

CATEGORY PM07 : BEST USE OF GAMES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PM07/001	PASSION AMPLIFIED	OCBC BANK	THE GOVT PTE LTD	SINGAPORE
PM07/002	STEAL PROPHERE	PROPERE	TOHOKUSHINSHA FILM CORPORATION	TOKYO
PM07/003	THE 4K CINEMA GAME	SONY PS4	AMBER CHINA	SHANGHAI
PM07/004	THE ZODIAC RE-RACE	MONSTER STRIKE	HAKUHODO KETTLE INC.	TOKYO
PM07/005	THE MAINLAND 2000-PIECE VOUCHER	MAINLAND	COLENZO BBDO	AUCKLAND

CATEGORY PM08 : SPONSORSHIP & PARTNERSHIP CAMPAIGN

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PM08/001	ART OF ENERGY	BMW	WIEDEN+KENNEDY SHANGHAI	SHANGHAI
PM08/002	MEETING YOU THROUGH THE PALACE MUSEUM	TENCENT	TENCENT	SHENZHEN
PM08/003	PASSION AMPLIFIED	OCBC BANK	THE GOVT PTE LTD	SINGAPORE
PM08/004	HAAGEN-DAZS BAKERY	HAAGEN-DAZS	J. WALTER THOMPSON JAPAN	TOKYO
PM08/005	LIVE MASCOT CAM	NIKE BASKETBALL TAIWAN	+ING	TAIPEI
PM08/006	RISING! CHINESE HIP-HOP	MCDONALD'S CHINA	IQIYI	BEIJING
PM08/007	PREMMIE PROUD	BABYLOVE	BWM DENTSU	SYDNEY
PM08/008	GLOBAL COLLABORATION OF TWO RISING STARS: HOUSE OF KARD	LG MOBILE	POSTCOMMUNICATIONS	SEOUL
PM08/009	BOLT RATE	GATORADE	TBWA	SYDNEY

CATEGORY PM09 : BEST USE OF FILM & RADIO

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PM09/001	THE SURPRISAL	THE DIAMOND CONCIERGE	MCCANN WORLDGROUP	GOLD COAST
PM09/002	STOP DOWNLOADKILL	BUSAN METROPOLITAN POLICE AGENCY	CHEIL WORLDWIDE	SEOUL
PM09/003	FAMILY TIME TEST	PROMOTION OF MIGRATION TO WESTERN TOTTORI PREFECTURE	DENTSU INC.	TOKYO
PM09/004	GO GO TEA "I MISS YOU MEANS I WANT TO WARM YOU UP."	"GOGO-NO-KOCHA"	TOHOKUSHINSHA FILM CORPORATION	TOKYO
PM09/005	MILK BEAM	RAKUNOH MILK	DENTSU KYUSHU	FUKUOKA
PM09/006	WE ARE ALL LABOUR	VIERA BY RAGAZZE	THE SOUR BANGKOK CO., LTD.	BANGKOK
PM09/007	INTERACTIVE LIVE CM	KIRIN TANREI GREEN LABEL	DENTSU INC.	TOKYO
PM09/008	THE BILLION POINT GIVEAWAY	VELOCITY FREQUENT FLYER	CHE PROXIMITY	MELBOURNE
PM09/009	LINE CYBER EMERGENCY DRILL	CORPORATE COMMUNICATION	HAKUHODO INC.	TOKYO
PM09/010	SYN MUN KONG: THANK YOU THAILAND	SMK HEALTH INSURANCE BY FIT	RABBIT DIGITAL GROUP COMPANY LIMITED	BANGKOK
PM09/011	CLOSE SHAVE KISSES	LAMDASH	BEIJING DENTSU ADVERTISING CO., LTD	BEIJING
PM09/012	THE HOUSE THAT FRIED CHICKEN BUILT	MAXS CHICKEN	PETCH	MANILA

CATEGORY PM10 : BEST USE OF PRINT & CONVENTIONAL OUTDOOR

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PM10/001	PLAY THE GIFT	HI-STANDARD	DENTSU INC.	TOKYO
PM10/002	LIGHTNING-POWERED BILLBOARD	VOLVO	GREYNJ UNITED	BANGKOK
PM10/003	HAIR FALLING BILLBOARD	PANTENE	GREYNJ UNITED	BANGKOK
PM10/004	MCDONALD'S "CAN'T STOP" BILLBOARD	MCDONALD'S HONG KONG	DDB GROUP HONG KONG	HONG KONG

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PM10/005	EMERGENCY COLLECTIBLES	DISASTER PREVENTION	DENTSU INC.	TOKYO
PM10/006	WASHABLE BOOK	SAVE SOAP PROJECT	MCCANN HEALTHCARE WORLDWIDE JAPAN, INC.	TOKYO
PM10/007	THE BACK FOR FATHER'S DAY.	THE SHINANO MAINICHI SHIMBUN NEWSPAPER	FRONTAGE INC.	TOKYO

CATEGORY PM11 : BEST USE OF INTERNET & ONLINE ADVERTISING

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PM11/001	VOTE FOR SICK CHILDREN	NTU CHILDREN'S HEALTH FOUNDATION	MCCANN WORLDGROUP TAIWAN	TAIPEI
PM11/002	SCROLL FOLLOWER	HYUNDAI MOTOR COMPANY	INNOCEAN WORLDWIDE	SEOUL
PM11/003	CUBE MOVIE	GALAXY S8	CHEIL WORLDWIDE	SEOUL
PM11/004	MEETING YOU THROUGH THE PALACE MUSEUM	TENCENT	TENCENT	SHENZHEN
PM11/005	REDEFINE FULL MOON	SANGSOM	THE SOUR BANGKOK CO., LTD.	BANGKOK
PM11/006	BLOCK THEM ALL	LAURIER SOFT & SAFE	DENTSU (THAILAND) LTD	BANGKOK
PM11/007	ELECTION IN THE DARK	WEBSERVICE	DENTSU INC.	TOKYO
PM11/008	WITH STAMP (=NAME STAMPS DESIGNED WITH REDLIST ANIMALS)	WWF JAPAN	ADK JAPAN	TOKYO
PM11/009	THE BILLION POINT GIVEAWAY	VELOCITY FREQUENT FLYER	CHE PROXIMITY	MELBOURNE
PM11/010	#PUPPYNEWYEAR	LIFEBOAT FOR ABANDONED DOGS AND CATS	MONOPO	TOKYO
PM11/011	IMMORTAL ADOPTION	THAI DOG HOUSE	BBDO BANGKOK LTD	BANGKOK
PM11/012	PASSPORT TAKE OFF	QANTAS	BWM DENTSU	SYDNEY

CATEGORY PM12 : BEST USE OF OTHER DIGITAL MEDIA

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PM12/001	STOP DOWNLOADKILL	BUSAN METROPOLITAN POLICE AGENCY	CHEIL WORLDWIDE	SEOUL
PM12/002	CYBERBULLYING VACCINE APP	KOREA ASSOCIATION OF SCHOOL VIOLENCE VICTIMS FAMILIES	INNOCEAN WORLDWIDE	SEOUL
PM12/003	LIVING LANDSCAPES	LATROBE UNIVERSITY	AIRBAG	MELBOURNE
PM12/004	NOODLES SLURPING NOISE CANCELING FORK "OTOHIKO"	NISSIN FOODS HOLDINGS CO., LTD. (CORPORATE BRAND)	DENTSU INC.	TOKYO
PM12/005	PASS ME	SHINKENJUKU	PT. HARDANA WIDYA MAHIR (HYBRID:H)	JAKARTA
PM12/006	BAND TEE DETECTOR	JOOX	BBDO BANGKOK LTD	BANGKOK
PM12/007	HEARING RESCUE	THAI HEALTH PROMOTION FOUNDATION & DEAF ASSOCIATION OF BANGKOK	BBDO BANGKOK LTD	BANGKOK
PM12/008	UNLOCK HAN ZI	AIRASIA	BBDO BANGKOK LTD	BANGKOK
PM12/009	STEP UP FOR LOVE	TENCENT FOUNDATION	IDO	SHANGHAI
PM12/010	CHINATOWN COMES ALIVE	SINGAPORE TOURISM BOARD	TBWA SINGAPORE PTE LTD	SINGAPORE
PM12/011	EXPERIMENT FOR THE SMART	TENCENT	TENCENT	SHENZHEN
PM12/012	WITHDRAWN			
PM12/013	SCRABBLE KEYBOARD	SCRABBLE CLUB (HK)	CHEIL WORLDWIDE	HONG KONG

CATEGORY PM13 : BEST USE OF SOCIAL MEDIA

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PM13/001	BRING THE FAILED DISHES BACK	KNORR	DENTSU ONE TAIPEI	TAIPEI
PM13/002	AI LIFE ADVICE HOTLINE	SNICKERS	HAKUHODO PRODUCT'S INC.	TOKYO
PM13/003	DISAPPEARING PERSONS	QUEENSLAND POLICE	BWM DENTSU	SYDNEY
PM13/004	TAP FOR YOUR TOWN	MASTERCARD CONTACTLESS	MCCANN	SYDNEY

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CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PM13/005	SURNAME STORIES	HISTORY CHANNEL	THE GOVT PTE LTD	SINGAPORE
PM13/006	#LINEFAIL BLACK FRIDAY CAMPAIGN	LINE	BBMEDIA INC	TOKYO
PM13/007	FACEBOOK LIVE STUNT	AIS	CHOOJAI AND FRIENDS	BANGKOK
PM13/008	MOTORCYCLE TAXI ACTIVIST	OKMD (PUBLIC ORGANIZATION)	CHOOJAI AND FRIENDS	BANGKOK
PM13/009	INSTADRIVE	MERCEDES BENZ	BBDO (MALAYSIA) SDN BHD	KUALA LUMPUR
PM13/010	THE THINGS WE SHARE	JOY (DISHWASHING DETERGENT)	PROCTER AND GAMBLE JAPAN KK	KOBE
PM13/011	A WRITE TO MOVE	FEND : FOUNDATION TO ERADICATE NEUROMUSCULAR DISEASES	YOUNGSANTI	BANGKOK
PM13/012	TATA CAPITAL SALAAM LOANS	TATA CAPITAL FINANCIAL SERVICE	TATA CAPITAL FINANCIAL SERVICES LIMITED	MUMBAI
PM13/013	THE MOST INSTAGRAMMABLE TEA	LIPTON FRUITS IN TEA	HAKUHODO INC.	TOKYO
PM13/014	SEARCH FOR THE GOBLIN'S BRIDE	KFC	OGILVY & MATHER PHILIPPINES	MANILA
PM13/015	HIDDEN VIOLENCE PHOTO	DOMESTIC VIOLENCE	HAKUHODO INDONESIA	JAKARTA
PM13/016	STEP UP FOR LOVE	TENCENT FOUNDATION	IDO	SHANGHAI

CATEGORY PM14 : BEST USE OF USER GENERATED CONTENT

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PM14/001	BRING THE FAILED DISHES BACK	KNORR	DENTSU ONE TAIPEI	TAIPEI
PM14/002	#POPBALLOONCHALLENGE	DRUG AWARENESS/ LEGISLATION CAMPAIGN	CHEIL WORLDWIDE	SEOUL
PM14/003	PLAY THE GIFT	HI-STANDARD	DENTSU INC.	TOKYO
PM14/004	IMAGINATION	NATIONAL GALLERY SINGAPORE	THE GOVT PTE LTD	SINGAPORE
PM14/005	"BULLET TRAIN" CONNECTED MUSIC VIDEO	CHOTOKKYU "BULLET TRAIN"	I&S BBDO INC.	TOKYO
PM14/006	LIMITED EDUCATION	YUVABADHANA FOUNDATION, LEARN EDUCATION, TEACH FOR THAILAND, A-CHIEVE AND EDWINGS	CHOOJAI AND FRIENDS	BANGKOK

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CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PM14/007	IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, AFGHANISTAN	MCCANN WORLDGROUP INDIA	MUMBAI
PM14/008	CO-CREATE OUR AI GIRL	SWORD ART ONLINE: HOLLOW REALIZATION	DENTSU INC.	TOKYO
PM14/009	GREAT MOMENTS CAN LAST	TENCENT VIDEO	THE NINE SHANGHAI	SHANGHAI
PM14/010	PREMMIE PROUD	BABYLOVE	BWM DENTSU	SYDNEY

CATEGORY PM15 : BEST USE OF TECHNOLOGY

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PM15/001	GREEN LIGHT RUN	PURE BOOST	TBWA\HAKUHODO INC.	TOKYO
PM15/002	REDEFINING DISTANCE	5G MOBILE NETWORK TECHNOLOGY	DENTSU INC.	TOKYO
PM15/003	CYBERBULLYING VACCINE APP	KOREA ASSOCIATION OF SCHOOL VIOLENCE VICTIMS FAMILIES	INNOCEAN WORLDWIDE	SEOUL
PM15/004	CHATTY SCHOOL BUS	HYUNDAI MOTOR GROUP	INNOCEAN WORLDWIDE	SEOUL
PM15/005	DIGITAL PUPPETRY	MELBOURNE INTERNATIONAL FILM FESTIVAL	MCCANN MELBOURNE	MELBOURNE
PM15/006	NOODLES SLURPING NOISE CANCELING FORK "OTOHIKO"	NISSIN FOODS HOLDINGS CO., LTD. (CORPORATE BRAND)	DENTSU INC.	TOKYO
PM15/007	FACE TARGETING AD	MICROSOFT JAPAN CO., LTD.	HAKUHODO INC.	TOKYO
PM15/008	UNKAI NAVI	CORPORATE	AID-DCC INC.	TOKYO
PM15/009	THE SOUND OF ARCHITECTURE	NOBLE DEVELOPMENT PUBLIC COMPANY LIMITED	RABBIT DIGITAL GROUP COMPANY LIMITED	BANGKOK
PM15/010	LIVE JACKET	ONE OK ROCK	GO INC.	TOKYO
PM15/011	FRAGRANT MEMORIES FLOWER GIFT	LES MILLE FEUILLES DE LIBERTE	DENTSU ISOBAR INC.	TOKYO
PM15/012	CREATIVE FLOW_ER	SHIROMARU	MCCANN TOKYO	TOKYO
PM15/013	SPEED LIMIT MONK STATUE	ROAD SAFETY CAMPAIGN	BBDO BANGKOK LTD	BANGKOK

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CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PM15/014	HEARING RESCUE	THAI HEALTH PROMOTION FOUNDATION & DEAF ASSOCIATION OF BANGKOK	BBDO BANGKOK LTD	BANGKOK
PM15/015	IMMORTAL ADOPTION	THAI DOG HOUSE	BBDO BANGKOK LTD	BANGKOK
PM15/016	GOOD BOOK COFFEES	GOOD BOOK COFFEES	DENTSU INC.	TOKYO
PM15/017	LET'S BAND BEFORE BAND	HEINEKEN	MEDIALAND DIGITAL STRATEGY LIMITED	TAIPEI
PM15/018	VIRTUAL EQUALITY	QUEERAZ	J. WALTER THOMPSON SYDNEY	SYDNEY
PM15/019	CATARART	THE JOHN FAWCETT FOUNDATION	TBWA SINGAPORE PTE LTD	SINGAPORE
PM15/020	BOLT RATE	GATORADE	TBWA	SYDNEY
PM15/021	DRESS FOR VENUS	ART FAIR TOKYO 2017	DENTSU LIVE INC.	TOKYO

CATEGORY PM16 : BEST INTEGRATED PROMO CAMPAIGN

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PM16/001	THE SURPRISAL	THE DIAMOND CONCIERGE	MCCANN WORLDGROUP	GOLD COAST
PM16/002	#MYREALCAREERLINE	THE WOMEN'S FOUNDATION	J. WALTER THOMPSON HONG KONG	HONG KONG
PM16/003	PLAY THE GIFT	HI-STANDARD	DENTSU INC.	TOKYO
PM16/004	TAP FOR YOUR TOWN	MASTERCARD CONTACTLESS	MCCANN	SYDNEY
PM16/005	REMAKE VINTAGE	INDOMIE	MULLENLOWE INDONESIA	JAKARTA
PM16/006	LITTLE HANDS	MAGICAL LIGHT FOUNDATION	MULLENLOWE SINGAPORE	SINGAPORE
PM16/007	THE BILLION POINT GIVEAWAY	VELOCITY FREQUENT FLYER	CHE PROXIMITY	MELBOURNE
PM16/008	XFLAG PARK & MONSTER STRIKE GRANDPRIX	XFLAG	DENTSU LIVE INC.	TOKYO
PM16/009	MCDONALD'S FULL-HEART SUPPORT DURING GAOKAO	MCDONALD'S (CHINA)	BBDO CHINA	SHANGHAI
PM16/010	DRIVE LIKE A BOSS	SCORPIO	SIGNET MEDIA SERVICE PVT. LTD.	KOLKATA

PROMO LOTUS

ALL ENTRIES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PM16/011	RHYTHM OF LOVE WALL	7-ELEVEN TAIWAN CSR	ADK TAIWAN	TAIPEI
PM16/012	BOLT RATE	GATORADE	TBWA	SYDNEY
PM16/013	RELEASE THE PRESSURE	MIRINDA	BBDO INDIA	MUMBAI
PM16/014	POLAR PROMOTION DOGGY	TAIWAN BEER	UNITED ADVERTISING CO.,LTD	TAIPEI
PM16/015	THE HOUSE THAT FRIED CHICKEN BUILT	MAXS CHICKEN	PETCH	MANILA

CATEGORY LRPM : LOTUS ROOTS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
LRPM/001	THE EDIBLE BUSINESS CARD	SAGA NORI	GEOMETRY GLOBAL JAPAN	TOKYO
LRPM/002	#MYREALCAREERLINE	THE WOMEN'S FOUNDATION	J. WALTER THOMPSON HONG KONG	HONG KONG
LRPM/003	CYBERBULLYING VACCINE APP	KOREA ASSOCIATION OF SCHOOL VIOLENCE VICTIMS FAMILIES	INNOCEAN WORLDWIDE	SEOUL
LRPM/004	#HUNGEREPLY	SNICKERS	I&S BBDO INC.	TOKYO
LRPM/005	I SELECT SHOP	SRHR AWARENESS CAMPAIGN	DENTSU INC.	TOKYO
LRPM/006	GRADONATION	THE NATIONAL CENTER FOR CHILD HEALTH AND DEVELOPMENT	ADK JAPAN	TOKYO
LRPM/007	THE MOST INSTAGRAMMABLE TEA	LIPTON FRUITS IN TEA	HAKUHODO INC.	TOKYO
LRPM/008	IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, AFGHANISTAN	MCCANN WORLDGROUP INDIA	MUMBAI
LRPM/009	THE ZODIAC RE-RACE	MONSTER STRIKE	HAKUHODO KETTLE INC.	TOKYO
LRPM/010	MCDONALD'S FULL-HEART SUPPORT DURING GAOKAO	MCDONALD'S (CHINA)	BBDO CHINA	SHANGHAI
LRPM/011	UNLOCK HAN ZI	AIRASIA	BBDO BANGKOK LTD	BANGKOK
LRPM/012	SPEED LIMIT MONK STATUE	ROAD SAFETY CAMPAIGN	BBDO BANGKOK LTD	BANGKOK
LRPM/013	PASSPORT TAKE OFF	QANTAS	BWM DENTSU	SYDNEY

PROMO LOTUS

ALL ENTRIES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
LRPM/014	TRISHAW 360	SINGAPORE TOURISM BOARD	TBWA SINGAPORE PTE LTD	SINGAPORE
LRPM/015	JUSTICE BAO TRAVEL INSURANCE	SINGAPORE TOURISM BOARD	TBWA SINGAPORE PTE LTD	SINGAPORE
LRPM/016	CHINATOWN COMES ALIVE	SINGAPORE TOURISM BOARD	TBWA SINGAPORE PTE LTD	SINGAPORE

AS OF 16 MARCH 2018