

**ENTRIES LIST**  
RADIO LOTUS

**ADFEST 2018**  
**TRANSFORM**

**BROADCAST SUB-CATEGORIES**
**CATEGORY R01 : FAST MOVING CONSUMER GOODS**

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
R01/001	BREATHE	BELO MEN DEO	DENTSU JAYME SYFU	MANILA
R01/002	UNCOMFORTABLE BABY NAMES- LEGNA	BABYLOVE	BWM DENTSU	SYDNEY
R01/003	UNCOMFORTABLE BABY NAMES- DIJON	BABYLOVE	BWM DENTSU	SYDNEY
R01/004	UNCOMFORTABLE BABY NAMES- VERJONIKA	BABYLOVE	BWM DENTSU	SYDNEY
R01/005	LOVER	RELAXA	DENTSU ONE INDONESIA	JAKARTA
R01/006	EMPLOYEE	RELAXA	DENTSU ONE INDONESIA	JAKARTA
R01/007	THE BEAT	DIATABS	DENTSU ONE INDONESIA	JAKARTA
R01/008	ROBBERY	SYSTEMA NANO	DENTSU ONE INDONESIA	JAKARTA
R01/009	GROWLING SOUND: WILD ANIMAL	SNICKERS	BBDO BANGKOK LTD	BANGKOK
R01/010	GROWLING SOUND: STROM	SNICKERS	BBDO BANGKOK LTD	BANGKOK
R01/011	KOSANAARAI	TEXAS CHICKEN	SPA-HAKUHODO., LTD (HEAD OFFICE)	BANGKOK
R01/012	AHEM AHEM 1	DABUR HONITUS	MCCANN WORLDGROUP INDIA	MUMBAI
R01/013	AHEM AHEM 2	DABUR HONITUS	MCCANN WORLDGROUP INDIA	MUMBAI
R01/014	AHEM AHEM 3	DABUR HONITUS	MCCANN WORLDGROUP INDIA	MUMBAI
R01/015	AHEM AHEM 4	DABUR HONITUS	MCCANN WORLDGROUP INDIA	MUMBAI
R01/016	DUDE	DERMACLINIX	MCCANN WORLDGROUP INDIA	MUMBAI
R01/017	SCIENTIST	DERMACLINIX	MCCANN WORLDGROUP INDIA	MUMBAI
R01/018	AIRPORT	DABUR JASMINE	MCCANN WORLDGROUP INDIA	MUMBAI
R01/019	ARTIST	DABUR JASMINE	MCCANN WORLDGROUP INDIA	MUMBAI

# RADIO LOTUS

# ALL ENTRIES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
R01/020	DIM DADS - NED	MAGGI MAGIC SARAP	MCCANN WORLDGROUP PHILIPPINES	MANILA
R01/021	DIM DADS - PEDRO	MAGGI MAGIC SARAP	MCCANN WORLDGROUP PHILIPPINES	MANILA
R01/022	DIM DADS - RUFUS	MAGGI MAGIC SARAP	MCCANN WORLDGROUP PHILIPPINES	MANILA
R01/023	MILK SLAMS 'INSIDE-OUT'	ANCHOR	COLENZO BBDO	AUCKLAND

## CATEGORY R02 : DURABLE CONSUMER GOODS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
R02/001	REPORTS ON TOILET USAGE AMONG MEN IN JAPAN "MR. IMURA"	AROUNO	DENTSU INC.	OSAKA
R02/002	REPORTS ON TOILET USAGE AMONG MEN IN JAPAN "MR. MITAMURA"	AROUNO	DENTSU INC.	OSAKA
R02/003	REPORTS ON TOILET USAGE AMONG MEN IN JAPAN "MR. HIJIKATA"	AROUNO	DENTSU INC.	OSAKA
R02/004	PRINCESS	PRODIET	OGILVY & MATHER GROUP HK	HONG KONG
R02/005	CHARLES	PRODIET	OGILVY & MATHER GROUP HK	HONG KONG
R02/006	FIFI	PRODIET	OGILVY & MATHER GROUP HK	HONG KONG
R02/007	BRIEF BRUSH	SAMSUNG WASHING MACHINE	MULLENLOWE INDONESIA	JAKARTA
R02/008	QUEER SNEER	SAMSUNG WASHING MACHINE	MULLENLOWE INDONESIA	JAKARTA
R02/009	CHEAP TEASE	SAMSUNG WASHING MACHINE	MULLENLOWE INDONESIA	JAKARTA
R02/010	MISSED	HEARTS ON FIRE	UNITED ADVERTISING CO.,LTD	TAIPEI

## CATEGORY R03 : CARS, OTHER VEHICLES, ACCESSORIES & AUTO SERVICES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
R03/001	TOYOTY	TOYOTA GENUINE PARTS	PT. HARDANA WIDYA MAHIR (HYBRID:H)	JAKARTA

**CATEGORY R04 : FINANCE, COMMERCIAL PUBLIC SERVICES, BUSINESS PRODUCTS & SERVICES**

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
R04/001	LONG - NAME	VISA CHECKOUT	BBDO SINGAPORE	SINGAPORE
R04/002	LONG - TOWN	VISA CHECKOUT	BBDO SINGAPORE	SINGAPORE
R04/003	LONG - EMAIL	VISA CHECKOUT	BBDO SINGAPORE	SINGAPORE
R04/004	EAT	SIHARTA	BOLA SALJU	JAKARTA
R04/005	10 SECONDS	VICHAIYUT HOSPITAL	DENTSU ONE (BANGKOK) LTD.	BANGKOK
R04/006	LOLA DEDS	TMC CARDIO CENTER	HIT PRODUCTIONS INC	MANILA
R04/007	LA KANAKASBU	TMC CARDIO CENTER	HIT PRODUCTIONS INC	MANILA
R04/008	ENTREPRENEUR	JOBSDB.COM	J. WALTER THOMPSON JAKARTA	JAKARTA
R04/009	DELIEVERY WOMAN	JOBSDB.COM	J. WALTER THOMPSON JAKARTA	JAKARTA
R04/010	CHAPERONE	JOBSDB.COM	J. WALTER THOMPSON JAKARTA	JAKARTA

**CATEGORY R05 : RETAIL, TRAVEL, ENTERTAINMENT & COMMUNICATION MEDIA**

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
R05/001	RADIO CAMPAIGN	COLORS	VIACOM 18 MEDIA PVT LTD	MUMBAI
R05/002	LIVES 1 OF 3 - FRANK	FULLY BOOKED	MCCANN WORLDGROUP PHILIPPINES	MANILA
R05/003	LIVES 2 OF 3 - NICKY	FULLY BOOKED	MCCANN WORLDGROUP PHILIPPINES	MANILA
R05/004	LIVES 3 OF 3 - HANNA	FULLY BOOKED	MCCANN WORLDGROUP PHILIPPINES	MANILA
R05/005	MISSING	SM SUPERMALLS	TONY HERTZ: RADIO & BRAND SOUND	MANILA
R05/006	MOM AND ME	REGALE INTERNATIONAL TRAVEL	DENTSU ONE (BANGKOK) LTD.	BANGKOK
R05/007	SOUL CHICKEN	MCDONALD'S	FP7 DUBAI	DUBAI
R05/008	OLD SCHOOL CHICKEN	MCDONALD'S	FP7 DUBAI	DUBAI
R05/009	DEAD CHICKEN	MCDONALD'S	FP7 DUBAI	DUBAI

**CATEGORY R06 : CORPORATE IMAGE**

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
R06/001	C10H12N20	I-TATTOO	BBDO HONG KONG	HONG KONG

**CATEGORY R07 : CORPORATE SOCIAL RESPONSIBILITY**

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
R07/001	STORIES OF VICTORY	ROBI AXIATA LIMITED	X	DHAKA
R07/002	PERIOD EUPHEMISMS FIGHT BACK	LIBRESSE	BBDO (MALAYSIA) SDN BHD	KUALA LUMPUR

**CATEGORY R08 : PUBLIC SERVICES & CAUSE APPEALS**

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
R08/001	BAPAK	REMOTIVI	J. WALTER THOMPSON JAKARTA	JAKARTA
R08/002	PAK RT	REMOTIVI	J. WALTER THOMPSON JAKARTA	JAKARTA
R08/003	JENG	REMOTIVI	J. WALTER THOMPSON JAKARTA	JAKARTA
R08/004	HOLIDAY DEADLINE	WORKSAFE	MCCANN MELBOURNE	MELBOURNE
R08/005	ANG	ORBIS	OGILVY & MATHER GROUP HK	HONG KONG
R08/006	TAJ	ORBIS	OGILVY & MATHER GROUP HK	HONG KONG
R08/007	VAT	ORBIS	OGILVY & MATHER GROUP HK	HONG KONG
R08/008	MAMA	BAD QUALITY PROGRAMMING	BATES CHI & PARTNERS	JAKARTA
R08/009	PAPA	BAD QUALITY PROGRAMMING	BATES CHI & PARTNERS	JAKARTA
R08/010	MARIE	THE CAMPAIGN AGAINST THE RETURN OF THE MARCOSES TO MALACANANG OR CARMMA	TBWA\SANTIAGO MANGADA PUNO	MANILA
R08/011	BONIFACIO	THE CAMPAIGN AGAINST THE RETURN OF THE MARCOSES TO MALACANANG OR CARMMA	TBWA\SANTIAGO MANGADA PUNO	MANILA

**USE OF RADIO SUB-CATEGORY**
**CATEGORY R09 : BEST USE OF RADIO MEDIUM**

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
R09/001	RISE UP FOR WOMEN	RADIO SHADHIN PVT LTD	RADIO SHADHIN PVT LTD	DHAKA
R09/002	BODREX TRAFFICTAINMENT	BODREX	OGILVY & MATHER	JAKARTA
R09/003	MOON MUSIC	CORPORATE	HAKUHODO INC.	OSAKA
R09/004	SONGS OF TRANSIENCE	CHEER CHEN	MEDIALAND DIGITAL STRATEGY LIMITED	TAIPEI
R09/005	SMARTWIG, POWERED BY THE STAR	THE STAR SYDNEY	BASHFUL	SYDNEY

**CATEGORY LRR : LOTUS ROOTS**

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
LRR/001	MARIE	THE CAMPAIGN AGAINST THE RETURN OF THE MARCOSES TO MALACANANG OR CARMMA	TBWA\SANTIAGO MANGADA PUNO	MANILA