

**FINALIST**  
DIRECT LOTUS

**ADFEST 2018**  
**TRANSFORM**

**DIRECT LOTUS**
**FINALISTS**
**CATEGORY DM01 : FLAT MAIL & PRINT**

NO FINALIST

**CATEGORY DM02 : DIMENSIONAL MAIL**

NO FINALIST

**CATEGORY DM03 : LOW BUDGET MAILER**

NO FINALIST

**CATEGORY DM04 : BEST USE OF FILM & INFOMERCIALS**

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
DM04/003	STOP DOWNLOADKILL	BUSAN METROPOLITAN POLICE AGENCY	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	FINALIST
DM04/008	INCONVENIENCE STORES	SWANN INSURANCE	CHE PROXIMITY, MELBOURNE	CHE PROXIMITY, MELBOURNE	FINALIST
DM04/009	THE HEARING TEST IN DISGUISE	COCHLEAR	CHE PROXIMITY, MELBOURNE	CHE PROXIMITY, MELBOURNE	FINALIST

**CATEGORY DM05 : BEST USE OF AUDIO**

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
DM05/001	THE HEARING TEST IN DISGUISE	COCHLEAR	CHE PROXIMITY, MELBOURNE	CHE PROXIMITY, MELBOURNE	FINALIST
DM05/006	SMARTWIG, POWERED BY THE STAR	THE STAR SYDNEY	BASHFUL, SYDNEY/TSE, SYDNEY	BASHFUL, SYDNEY	FINALIST

**CATEGORY DM06 : BEST USE OF PRINT & CONVENTIONAL OUTDOOR**

NO FINALIST

**CATEGORY DM07 : BEST USE OF DIRECT AMBIENT: SMALL SCALE**

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
DM07/001	PARFUMS DE VOYAGE	CATHAY PACIFIC	MCCANN, SYDNEY	MCCANN, SYDNEY	FINALIST
DM07/004	THE EDIBLE BUSINESS CARD	SAGA NORI	GEOMETRY GLOBAL JAPAN, TOKYO	GEOMETRY GLOBAL JAPAN, TOKYO	FINALIST
DM07/014	SWEET CHANGE	PAYTM	MCCANN WORLDGROUP INDIA, MUMBAI	MCCANN WORLDGROUP INDIA, MUMBAI	FINALIST
DM07/021	VEGELOOP	COMPOSTER	DAIKO ADVERTISING INC., TOKYO	DAIKO ADVERTISING INC., TOKYO	FINALIST

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**CATEGORY DM08 : BEST USE OF DIRECT AMBIENT: LARGE SCALE**

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
DM08/001	DEAD WHALE	REFUSE PLASTIC	DENTSU JAYME SYFU, MANILA	DENTSU JAYME SYFU, MANILA	FINALIST
DM08/014	HOTEL HIGHWAY	SLEEPDAYS	HAKUHODO KETTLE INC., TOKYO	HAKUHODO KETTLE INC., TOKYO	FINALIST

**CATEGORY DM09 : BEST USE OF ONLINE**

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
DM09/004	ALERT AD	VICTORIAN GOVERNMENT	BWM DENTSU, MELBOURNE/ COLUMBUS, MELBOURNE/ DENTSU MITCHELL, MELBOURNE	BWM DENTSU, SYDNEY	FINALIST
DM09/013	PASSPORT TAKE OFF	QANTAS	BWM DENTSU, SYDNEY	BWM DENTSU, SYDNEY	FINALIST

**CATEGORY DM10 : BEST USE OF MOBILE MARKETING**

NO FINALIST

**CATEGORY DM11 : BEST USE OF SOCIAL MEDIA**

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
DM11/006	DISAPPEARING PERSONS	QUEENSLAND POLICE	BWM DENTSU, MELBOURNE/ COX INALL CHANGE, MELBOURNE/ VIZEUM, MELBOURNE	BWM DENTSU, SYDNEY	FINALIST
DM11/022	HIDDEN VIOLENCE PHOTO	DOMESTIC VIOLENCE	HAKUHODO INDONESIA, JAKARTA	HAKUHODO INDONESIA, JAKARTA	FINALIST

**CATEGORY DM12 : USER GENERATED CONTENT**

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
DM12/010	PREMMIE PROUD	BABYLOVE	BWM DENTSU, SYDNEY	BWM DENTSU, SYDNEY	FINALIST

**CATEGORY DM13 : BEST USE OF TECHNOLOGY**

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
DM13/001	GREEN LIGHT RUN	PURE BOOST	TBWA\HAKUHODO, TOKYO	TBWA\HAKUHODO INC., TOKYO	FINALIST
DM13/014	RHYTHM OF LOVE WALL	7-ELEVEN TAIWAN CSR	ADK TAIWAN, TAIPEI	ADK TAIWAN, TAIPEI	FINALIST

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### CATEGORY DM14 : FIELD MARKETING

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
DM14/001	TAP FOR YOUR TOWN	MASTERCARD CONTACTLESS	MCCANN, SYDNEY	MCCANN, SYDNEY	FINALIST
DM14/006	HOTEL HIGHWAY	SLEEPDAYS	HAKUHODO KETTLE INC., TOKYO	HAKUHODO KETTLE INC., TOKYO	FINALIST

### CATEGORY DM15 : DIRECT CAMPAIGN FOR RETENTION/LOYALTY

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
DM15/001	NIKE BADGE OF HONOR	NIKE	WIEDEN + KENNEDY SHANGHAI, SHANGHAI	WIEDEN+KENNEDY SHANGHAI, SHANGHAI	FINALIST
DM15/004	IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, AFGHANISTAN	MCCANN WORLDGROUP INDIA, MUMBAI	MCCANN WORLDGROUP INDIA, MUMBAI	FINALIST

### CATEGORY DM16 : BEST INTEGRATED DIRECT CAMPAIGN

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
DM16/007	INCONVENIENCE STORES	SWANN INSURANCE	CHE PROXIMITY, MELBOURNE	CHE PROXIMITY, MELBOURNE	FINALIST