

FINALIST
FILM LOTUS

ADFEST 2018
TRANSFORM

FILM LOTUS

FINALISTS

BROADCAST SUB-CATEGORIES

CATEGORY F01 : FOOD

NO FINALIST

CATEGORY F02 : BEVERAGES

NO FINALIST

CATEGORY F03 : BEAUTY, HEALTH & PERSONAL CARE

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
F03/001	THE HEARING TEST IN DISGUISE	COCHLEAR	CHE PROXIMITY, SYDNEY	CHE PROXIMITY, MELBOURNE	FINALIST

CATEGORY F04 : FASHION, SPORTS & ACCESSORIES

NO FINALIST

CATEGORY F05 : CARS, OTHER VEHICLES, ACCESSORIES & AUTO SERVICES

NO FINALIST

CATEGORY F06 : ELECTRONICS, HOUSEHOLD PRODUCTS, HOME APPLIANCES & FURNISHINGS

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
F06/001	EVOLTA NEO 1000M FJORD VARTICAL CLIMB CHALLENGE	EVOLTA NEO	HAKUHODO INC., TOKYO	HAT INC., TOKYO	FINALIST

CATEGORY F07 : RETAIL

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
F07/006	MOTORBIKE	AMAZON PRIME	HAKUHODO INC., TOKYO	HAKUHODO INC., TOKYO	FINALIST

CATEGORY F08 : TRAVEL & LEISURE

NO FINALIST

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CATEGORY F09 : COMMUNICATION MEDIA & PUBLICATIONS

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
F09/001	INTENSITY	JAGRAN FILM FESTIVAL	MCCANN WORLDGROUP INDIA, MUMBAI	MCCANN WORLDGROUP INDIA, MUMBAI	FINALIST

CATEGORY F10 : FINANCE & REAL ESTATE

NO FINALIST

CATEGORY F11 : BUSINESS PRODUCTS & SERVICES

NO FINALIST

CATEGORY F12 : COMMERCIAL PUBLIC SERVICES

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
F12/008	NOW OR NEVER	ORANGE	FP7/CAI, CAIRO/ GOOD PEOPLE CONTENT, CAIRO	FP7/CAI, CAIRO	FINALIST

CATEGORY F13 : CORPORATE IMAGE

NO FINALIST

CATEGORY F14 : CORPORATE SOCIAL RESPONSIBILITY

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
F14/001	SENIOR TO SENIOR CARE	7-ELEVEN TAIWAN CSR	ADK TAIWAN, TAIPEI	ADK TAIWAN, TAIPEI	FINALIST

CATEGORY F15 : PUBLIC SERVICES & CAUSE APPEALS

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
F15/004	THE GIRL IN MASK	OPERATION SMILE	CHEIL GREATER CHINA, BEIJING	CHEIL CHINA, BEIJING	FINALIST
F15/005	ARCHIMEDES TRAJANO	THE CAMPAIGN AGAINST THE RETURN OF THE MARCOSES TO MALACANANG OR CARMMA	TBWA\SANTIAGO MANGADA PUNO, MANILA	TBWA\SANTIAGO MANGADA PUNO, MANILA	FINALIST
F15/006	LOVE THY NEIGHBOR	ASSOCIATION OF BROADCASTERS OF THE PHILIPPINES	TBWA\SANTIAGO MANGADA PUNO, MANILA	TBWA\SANTIAGO MANGADA PUNO, MANILA	FINALIST

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INTERNET FILM & OTHER FILM SUB-CATEGORIES
CATEGORY F16 : INTERNET FILM: FOOD & BEVERAGES

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
F16/024	THE MYSTERY OF SPRING ROLLS	UNILEVER FOOD SOLUTIONS	HAVAS TAIWAN, TAIPEI	HAVAS TAIWAN, TAIPEI	FINALIST

CATEGORY F17 : INTERNET FILM: BEAUTY, HEALTH & PERSONAL CARE

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
F17/014	CAPTURE	SURE	MCCANN WORLDGROUP THAILAND, BANGKOK	MCCANN WORLDGROUP THAILAND, BANGKOK	FINALIST
F17/021	TINYDOLL	KLEENEX	J. WALTER THOMPSON BANGKOK, BANGKOK	J. WALTER THOMPSON, BANGKOK	FINALIST

CATEGORY F18 : INTERNET FILM: SPORTS, FASHION & ACCESSORIES

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
F18/003	WOW GIRLS' LAB	WACOAL SPORTS	X-LINE CO., LTD. (DENTSU GROUP), TAIPEI	X-LINE CO., LTD. (DENTSU), TAIPEI	FINALIST
F18/008	EVERY 2ND COUNTS	JORDAN BRAND	AKQA, SHANGHAI	AKQA SHANGHAI, SHANGHAI	FINALIST

CATEGORY F19 : INTERNET FILM: CARS, OTHER VEHICLES, ACCESSORIES, & AUTO SERVICES

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
F19/002	THE PROFESSIONAL OF JAPAN	NISSAN NV350 CARAVAN	TBWA\HAKUHODO, TOKYO	TBWA\HAKUHODO INC., TOKYO	FINALIST

CATEGORY F20 : INTERNET FILM: ELECTRONICS, HOUSEHOLD PRODUCTS, HOME APPLIANCES & FURNISHINGS

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
F20/010	GRAVITY CAT	GRAVITY DAZE 2	HAKUHODO INC., TOKYO	HAKUHODO INC., TOKYO	FINALIST
F20/012	BURGLAR	CENTRIX SECURITY	HAKUHODO MALAYSIA, SELANGOR	HAKUHODO MALAYSIA, SELANGOR	FINALIST

CATEGORY F21 : INTERNET FILM: RETAIL, TRAVEL, LEISURE & COMMUNICATION MEDIA

NO FINALIST

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CATEGORY F22 : INTERNET FILM: FINANCE, COMMERCIAL PUBLIC SERVICES, BUSINESS PRODUCTS & SERVICES

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
F22/006	MACH CAR WASH	MACHBAITO	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST
F22/011	OBSESSION FOR SMOOTHNESS	DOUBLE A	SIX INC., TOKYO/ SPA-HAKUHODO CO., LTD., BANGKOK	SIX INC, TOKYO	FINALIST
F22/028	SYN MUN KONG: THANK YOU THAILAND	SMK HEALTH INSURANCE BY FIT	RABBIT DIGITAL GROUP CO., LTD., BANGKOK	RABBIT DIGITAL GROUP COMPANY LIMITED, BANGKOK	FINALIST

CATEGORY F23 : INTERNET FILM: CORPORATE IMAGE

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
F23/010	SHACKLETON'S RETURN	HYUNDAI MOTOR COMPANY	INNOCEAN WORLDWIDE, SEOUL	INNOCEAN WORLDWIDE, SEOUL	FINALIST

CATEGORY F24 : INTERNET FILM: CORPORATE SOCIAL RESPONSIBILITY

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
F24/002	KIND WORDS RINGBACK TONE	GS CALTEX	ADQUA INTERACTIVE, SEOUL	ADQUA INTERACTIVE, SEOUL	FINALIST
F24/004	EXPERIMENT FOR THE SMART	TENCENT	TENCENT, SHENZHEN/ ZHENG&CO., GUANGZHOU	TENCENT, SHENZHEN	FINALIST

CATEGORY F25 : INTERNET FILM: PUBLIC SERVICES & CAUSE APPEALS

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
F25/013	GIVE NOTHING TO RACISM	NEW ZEALAND HUMAN RIGHTS COMMISSION	CLEMENGER BBDO WELLINGTON, WELLINGTON	CLEMENGER BBDO WELLINGTON, WELLINGTON	FINALIST
F25/014	THE HOLD	PARKINSON NSW	J. WALTER THOMPSON SYDNEY, SYDNEY	J. WALTER THOMPSON SYDNEY, SYDNEY	FINALIST

CATEGORY F26 : VIRAL FILM

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
F26/002	WOW GIRLS' LAB	WACOAL SPORTS	X-LINE CO., LTD. (DENTSU GROUP), TAIPEI	X-LINE CO., LTD. (DENTSU), TAIPEI	FINALIST

CATEGORY F27 : INTERACTIVE FILM

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
F27/001	ZHOU DONGYU : BELIEVE IN MORE	NIKE WOMEN	AKQA, SHANGHAI	AKQA SHANGHAI, SHANGHAI	FINALIST
F27/002	FACEBOOK LIVE STUNT - WALKING	AIS	CHOOJAI&FRIENDS, BANGKOK	CHOOJAI AND FRIENDS, BANGKOK	FINALIST
F27/003	FACEBOOK LIVE STUNT - RIDING	AIS	CHOOJAI&FRIENDS, BANGKOK	CHOOJAI AND FRIENDS, BANGKOK	FINALIST
F27/004	FACEBOOK LIVE STUNT - DRIVING	AIS	CHOOJAI&FRIENDS, BANGKOK	CHOOJAI AND FRIENDS, BANGKOK	FINALIST
F27/008	THROUGH THE DARK	GOOGLE PLAY MUSIC	R/GA, SYDNEY	R/GA SYDNEY, SYDNEY	FINALIST

AS OF 20 MARCH 2018