

**FINALIST**  
INNOVA LOTUS

**ADFEST 2018**  
**TRANSFORM**

**INNOVA LOTUS**
**FINALISTS**
**CATEGORY IN01 : INNOVATION IN CREATIVITY**

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
IN01/011	IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, AFGHANISTAN	MCCANN WORLDGROUP INDIA, MUMBAI	MCCANN WORLDGROUP INDIA, MUMBAI	FINALIST

**CATEGORY IN02 : INNOVATION IN TECHNOLOGY**

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
IN02/002	GREEN LIGHT RUN	PURE BOOST	TBWA\HAKUHODO, TOKYO	TBWA\HAKUHODO INC., TOKYO	FINALIST
IN02/003	COGY WHEELCHAIR	COGY	TBWA\HAKUHODO, TOKYO	TBWA\HAKUHODO INC., TOKYO	FINALIST

**CATEGORY IN03 : INNOVATION IN PROTOTYPE TECHNOLOGY**

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
IN03/003	ELI / WEARABLE ENGLISH TEACHER	ELI / WEARABLE ENGLISH TEACHER	HAKUHODO INC., TOKYO/TBWA\HAKUHODO, TOKYO	HAKUHODO INC., TOKYO	FINALIST

**CATEGORY IN04 : INNOVATION IN LOCAL CULTURE APPLICATION**

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
IN04/011	IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, AFGHANISTAN	MCCANN WORLDGROUP INDIA, MUMBAI	MCCANN WORLDGROUP INDIA, MUMBAI	FINALIST