

FINALIST
INTEGRATED LOTUS

ADFEST 2018
TRANSFORM

INTEGRATED LOTUS
FINALISTS
CATEGORY INT : INTEGRATED LOTUS

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
INT/005	NIKE BADGE OF HONOR	NIKE	WIEDEN + KENNEDY SHANGHAI, SHANGHAI	WIEDEN+KENNEDY SHANGHAI, SHANGHAI	FINALIST
INT/009	THE BILLION POINT GIVEAWAY	VELOCITY FREQUENT FLYER	CHE PROXIMITY, SYDNEY	CHE PROXIMITY, MELBOURNE	FINALIST
INT/017	SHACKLETON'S RETURN	HYUNDAI MOTOR COMPANY	INNOCEAN WORLDWIDE, SEOUL	INNOCEAN WORLDWIDE, SEOUL	FINALIST
INT/018	THE FADING FONT	ALZHEIMER'S DISEASE AWARENESS COMMUNICATION	MCGARRYBOWEN, SHANGHAI	MCGARRYBOWEN, SHANGHAI	FINALIST
INT/019	COOLEST SUIT	M.J. BALE	TBWA, SYDNEY	TBWA, SYDNEY	FINALIST
INT/021	BOLT RATE	GATORADE	TBWA, SYDNEY	TBWA, SYDNEY	FINALIST
INT/022	RELEASE THE PRESSURE	MIRINDA	BBDO INDIA, GURGAON	BBDO INDIA, MUMBAI	FINALIST
INT/027	THE CHILD REPLACEMENT PROGRAMME	PEDIGREE	COLENZO BBDO, AUCKLAND	COLENZO BBDO, AUCKLAND	FINALIST

AS OF 20 MARCH 2018