

FINALIST
INTERACTIVE LOTUS

ADFEST 2018
TRANSFORM

INTERACTIVE LOTUS

FINALISTS

WEB PLATFORM SUB-CATEGORIES

CATEGORY IT01 : WEBSITE: BEST CONSUMER WEBSITE

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
IT01/004	IMMORTAL ADOPTION	THAI DOG HOUSE	BBDO BANGKOK, BANGKOK	BBDO BANGKOK LTD, BANGKOK	FINALIST

CATEGORY IT02 : WEBSITE: SELF-PROMOTION & CORPORATE WEBSITE

NO FINALIST

DIGITAL INTEGRATED CAMPAIGN SUB-CATEGORIES

CATEGORY IT03 : DIGITAL INTEGRATED CAMPAIGN: FAST MOVING CONSUMER GOODS

NO FINALIST

CATEGORY IT04 : DIGITAL INTEGRATED CAMPAIGN: DURABLE CONSUMER GOODS

NO FINALIST

CATEGORY IT05 : DIGITAL INTEGRATED CAMPAIGN: CARS, OTHER VEHICLES, ACCESSORIES & AUTO SERVICES

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
IT05/001	UNKAI NAVI	CORPORATE	HAKUHODO INC., TOKYO/ HAKUHODO I-STUDIO INC., TOKYO	AID-DCC INC., TOKYO	FINALIST

CATEGORY IT06 : DIGITAL INTEGRATED CAMPAIGN: FINANCE, COMMERCIAL PUBLIC SERVICES, BUSINESS PRODUCTS & SERVICES

NO FINALIST

CATEGORY IT07 : DIGITAL INTEGRATED CAMPAIGN: RETAIL, TRAVEL, ENTERTAINMENT & COMMUNICATION MEDIA

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
IT07/002	PARFUMS DE VOYAGE	CATHAY PACIFIC	MCCANN, SYDNEY	MCCANN, SYDNEY	FINALIST

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CATEGORY IT08 : DIGITAL INTEGRATED CAMPAIGN: CORPORATE IMAGE

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
IT08/004	SHACKLETON'S RETURN	HYUNDAI MOTOR COMPANY	INNOCEAN WORLDWIDE, SEOUL	INNOCEAN WORLDWIDE, SEOUL	FINALIST

CATEGORY IT09 : DIGITAL INTEGRATED CAMPAIGN: CORPORATE SOCIAL RESPONSIBILITY

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
IT09/015	RHYTHM OF LOVE WALL	7-ELEVEN TAIWAN CSR	ADK TAIWAN, TAIPEI	ADK TAIWAN, TAIPEI	FINALIST

DIGITAL DESIGN SUB-CATEGORIES
CATEGORY IT10 : USER EXPERIENCE ON WEBSITE

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
IT10/005	HITOTOKI CLOCK	HITOTOKI	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST

CATEGORY IT11 : WEB BANNER, DISPLAY AD, RICH MEDIA

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
IT11/002	MAKING THE LIST	LEGO	CHE PROXIMITY, SYDNEY	CHE PROXIMITY, MELBOURNE	FINALIST

CATEGORY IT12 : GAME

NO FINALIST

CATEGORY IT13 : UTILITY

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
IT13/002	SPEED LIMIT MONK STATUE	ROAD SAFETY CAMPAIGN	BBDO BANGKOK, BANGKOK	BBDO BANGKOK LTD, BANGKOK	FINALIST
IT13/004	SOUND IN SILENCE	INTEL HYPER-SENSE MUSIC SHIRT	MCGARRYBOWEN, SHANGHAI	MCGARRYBOWEN, SHANGHAI	FINALIST

CATEGORY IT14 : APPLICATION

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
IT14/003	IMMORTAL ADOPTION	THAI DOG HOUSE	BBDO BANGKOK, BANGKOK	BBDO BANGKOK LTD, BANGKOK	FINALIST

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ONLINE VIDEO AD SUB-CATEGORIES

CATEGORY IT15 : VDO, SERIES & WEBISODE

NO FINALIST

CATEGORY IT16 : VIRAL VDO

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
IT16/002	OBSSESSION FOR SMOOTHNESS	DOUBLE A	SIX INC., TOKYO/ SPA-HAKUHODO CO., LTD., BANGKOK	SIX INC, TOKYO	FINALIST
IT16/011	GRAVITY CAT	GRAVITY DAZE 2	HAKUHODO INC., TOKYO	HAKUHODO INC., TOKYO	FINALIST
IT16/013	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 IT17 : INTERACTIVE VDO

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
IT17/006	THROUGH THE DARK	GOOGLE PLAY MUSIC	R/GA, SYDNEY	R/GA SYDNEY, SYDNEY	FINALIST

BEST USE OF TECHNOLOGY SUB-CATEGORIES

CATEGORY IT18 : USE OF DIGITAL TECHNOLOGY

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
IT18/005	REDEFINING DISTANCE	5G MOBILE NETWORK TECHNOLOGY	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST
IT18/014	SOUND IN SILENCE	INTEL HYPER-SENSE MUSIC SHIRT	MCGARRYBOWEN, SHANGHAI	MCGARRYBOWEN, SHANGHAI	FINALIST
IT18/016	HEARING RESCUE	THAI HEALTH PROMOTION FOUNDATION & DEAF ASSOCIATION OF BANGKOK	BBDO BANGKOK, BANGKOK	BBDO BANGKOK LTD, BANGKOK	FINALIST
IT18/021	THROUGH THE DARK	GOOGLE PLAY MUSIC	R/GA, SYDNEY	R/GA SYDNEY, SYDNEY	FINALIST

CATEGORY IT19 : BEST USE OF A PROTOTYPE TECHNOLOGY

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
IT19/003	WATCHDOGS	SOI DOG FOUNDATION	CHEIL (THAILAND) LTD, BANGKOK	CHEIL (THAILAND) LTD, BANGKOK	FINALIST
IT19/004	ELI / WEARABLE ENGLISH TEACHER	ELI / WEARABLE ENGLISH TEACHER	HAKUHODO INC., TOKYO/ TBWA\HAKUHODO, TOKYO	HAKUHODO INC., TOKYO	FINALIST

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CATEGORY IT20 : USE OF DATA

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
IT20/005	MAKING THE LIST	LEGO	CHE PROXIMITY, MELBOURNE	CHE PROXIMITY, MELBOURNE	FINALIST

CATEGORY IT21 : USE OF SOCIAL

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
IT21/006	TATA CAPITAL SALAAM LOANS	TATA CAPITAL FINANCIAL SERVICE	LEO BURNETT, MUMBAI	TATA CAPITAL FINANCIAL SERVICES LIMITED, MUMBAI	FINALIST
IT21/007	FACEBOOK LIVE STUNT	AIS	CHOOJAI&FRIENDS, BANGKOK	CHOOJAI AND FRIENDS, BANGKOK	FINALIST

CATEGORY IT22 : SOCIAL APP & TOOLS

NO FINALIST