

FINALIST
MEDIA LOTUS

ADFEST 2018
TRANSFORM

MEDIA LOTUS
FINALISTS
CATEGORY ME01 : BEST USE OF SCREENS & DISPLAYS

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
ME01/002	A MEME GALLERY	TENCENT	TENCENT, SHENZHEN	TENCENT, SHENZHEN	FINALIST
ME01/003	3DIMENSIONAL UNPACKED	GALAXY NOTE8	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	FINALIST
ME01/004	THE FRAME GALLERY	THE FRAME	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	FINALIST
ME01/005	INTERACTIVE LIVE CM	KIRIN TANREI GREEN LABEL	DENTSU INC., TOKYO/ HAROID INC., TOKYO	DENTSU INC., TOKYO	FINALIST

CATEGORY ME02 : BEST USE OF AUDIO

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
ME02/004	BODREX TRAFFICTAINMENT	BODREX	PT. WIRA PAMUNGKAS PARIWARA, JAKARTA	OGILVY & MATHER, JAKARTA	FINALIST
ME02/007	SUMMER WONDERLAND	AIR NEW ZEALAND	HOST/HAVAS, SYDNEY	HOST/HAVAS, SYDNEY	FINALIST

CATEGORY ME03 : BEST USE OF PRINT

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
ME03/003	ULTRA CHALLENGING ORIGAMI	KINCHOL	DENTSU INC. KANSAI, OSAKA	DENTSU INC., OSAKA	FINALIST
ME03/007	EMERGENCY COLLECTIBLES	DISASTER PREVENTION	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST

CATEGORY ME04 : BEST USE OF OUTDOOR & TRANSIT

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
ME04/002	LIGHTNING-POWERED BILLBOARD	VOLVO	GREYNJ UNITED, BANGKOK	GREYNJ UNITED, BANGKOK	FINALIST
ME04/003	HAIR FALLING BILLBOARD	PANTENE	GREYNJ UNITED, BANGKOK	GREYNJ UNITED, BANGKOK	FINALIST

CATEGORY ME05 : BEST USE OF AMBIENT: SMALL SCALE

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
ME05/006	SINGING COKE	COCA-COLA	MCCANN & SPENCER, HONG KONG	MCCANN & SPENCER, HONG KONG	FINALIST
ME05/010	IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, AFGHANISTAN	MCCANN WORLDGROUP INDIA, MUMBAI	MCCANN WORLDGROUP INDIA, MUMBAI	FINALIST
ME05/011	SWEET CHANGE	PAYTM	MCCANN WORLDGROUP INDIA, MUMBAI	MCCANN WORLDGROUP INDIA, MUMBAI	FINALIST

MEDIA LOTUS
FINALISTS
CATEGORY ME06 : BEST USE OF AMBIENT: LARGE SCALE

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
ME06/003	LIGHTNING-POWERED BILLBOARD	VOLVO	GREYNJ UNITED, BANGKOK	GREYNJ UNITED, BANGKOK	FINALIST
ME06/004	TOKYO PEN PIXEL	MUJI	R/GA, TOKYO	R/GA TOKYO, TOKYO	FINALIST
ME06/008	HOTEL HIGHWAY	SLEEPDAYS	HAKUHODO KETTLE INC., TOKYO	HAKUHODO KETTLE INC., TOKYO	FINALIST
ME06/012	RHYTHM OF LOVE WALL	7-ELEVEN TAIWAN CSR	ADK TAIWAN, TAIPEI	ADK TAIWAN, TAIPEI	FINALIST

CATEGORY ME07 : BEST USE OF EVENTS

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
ME07/002	TAP FOR YOUR TOWN	MASTERCARD CONTACTLESS	MCCANN, SYDNEY	MCCANN, SYDNEY	FINALIST
ME07/011	THE ZODIAC RE-RACE	MONSTER STRIKE	HAKUHODO INC., TOKYO	HAKUHODO KETTLE INC., TOKYO	FINALIST
ME07/017	BOLT RATE	GATORADE	TBWA, SYDNEY	TBWA, SYDNEY	FINALIST

CATEGORY ME08 : BEST USE OF GUERILLA MARKETING

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
ME08/001	DEAD WHALE	REFUSE PLASTIC	DENTSU JAYME SYFU, MANILA	DENTSU JAYME SYFU, MANILA	FINALIST
ME08/005	STOP DOWNLOADKILL	BUSAN METROPOLITAN POLICE AGENCY	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	FINALIST
ME08/007	HOME IS NOT A BOXING RING	WOMEN AND MEN PROGRESSIVE FOUNDATION	J. WALTER THOMPSON BANGKOK, BANGKOK	J. WALTER THOMPSON, BANGKOK	FINALIST

CATEGORY ME09 : BEST USE OF DIGITAL

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
ME09/003	ALERT AD	VICTORIAN GOVERNMENT	BWM DENTSU, MELBOURNE/ COLUMBUS, MELBOURNE/ DENTSU MITCHELL, MELBOURNE	BWM DENTSU, SYDNEY	FINALIST
ME09/007	ELECTION IN THE DARK	WEBSERVICE	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST

MEDIA LOTUS

FINALISTS

CATEGORY ME10 : BEST USE OF MOBILE

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
ME10/002	ALERT AD	VICTORIAN GOVERNMENT	BWM DENTSU, MELBOURNE/ COLUMBUS, MELBOURNE/ DENTSU MITCHELL, MELBOURNE	BWM DENTSU, SYDNEY	FINALIST
ME10/006	CAT CRITIC	FRISKIES	MCCANN, SYDNEY	MCCANN, SYDNEY	FINALIST
ME10/008	UNLOCK HAN ZI	AIRASIA	BBDO BANGKOK, BANGKOK	BBDO BANGKOK LTD, BANGKOK	FINALIST

CATEGORY ME11 : BEST USE OF SOCIAL MEDIA & EARNED MEDIA

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
ME11/003	DISAPPEARING PERSONS	QUEENSLAND POLICE	BWM DENTSU, MELBOURNE/ COX INALL CHANGE, MELBOURNE/ VIZEUM, MELBOURNE	BWM DENTSU, SYDNEY	FINALIST
ME11/006	A WRITE TO MOVE	FEND : FOUNDATION TO ERADICATE NEUROMUSCULAR DISEASES	YOUNGSANTI, BANGKOK	YOUNGSANTI, BANGKOK	FINALIST
ME11/011	A MEME GALLERY	TENCENT	TENCENT, SHENZHEN	TENCENT, SHENZHEN	FINALIST
ME11/012	SHACKLETON'S RETURN	HYUNDAI MOTOR COMPANY	INNOCEAN WORLDWIDE, SEOUL	INNOCEAN WORLDWIDE, SEOUL	FINALIST
ME11/014	BACHELORS & BACHELORETTES	AUSTRALIAN MARRIAGE EQUALITY	LEO BURNETT MELBOURNE, MELBOURNE	AIRBAG, MELBOURNE	FINALIST
ME11/018	HAHON HOHAHO HIE	BACON POTATO PIE	BEACON/LEO BURNETT TOKYO, TOKYO	TYO MONSTER, TOKYO	FINALIST
ME11/026	DREAMLAB	VODAFONE AUSTRALIA	J. WALTER THOMPSON SYDNEY, SYDNEY	J. WALTER THOMPSON SYDNEY, SYDNEY	FINALIST

CATEGORY ME12 : BEST USE OF TECHNOLOGY

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
ME12/003	ALERT AD	VICTORIAN GOVERNMENT	BWM DENTSU, MELBOURNE/ COLUMBUS, MELBOURNE/ DENTSU MITCHELL, MELBOURNE	BWM DENTSU, SYDNEY	FINALIST

CATEGORY ME13 : BEST USE OF BRANDED ENTERTAINMENT & CONTENT: PROGRAM & PLATFORM

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
ME13/002	THE ZODIAC RE-RACE	MONSTER STRIKE	HAKUHODO INC., TOKYO	HAKUHODO KETTLE INC., TOKYO	FINALIST

MEDIA LOTUS

FINALISTS

CATEGORY ME14 : BEST USE OF BRANDED ENTERTAINMENT & CONTENT: USER GENERATED CONTENT

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
ME14/003	CAT CRITIC	FRISKIES	MCCANN, SYDNEY	MCCANN, SYDNEY	FINALIST

CATEGORY ME15 : BEST USE OF BRANDED ENTERTAINMENT & CONTENT: DIGITAL & SOCIAL MEDIA

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
ME15/004	KIND WORDS RINGBACK TONE	GS CALTEX	ADQUA INTERACTIVE, SEOUL	ADQUA INTERACTIVE, SEOUL	FINALIST
ME15/005	A MEME GALLERY	TENCENT	TENCENT, SHENZHEN	TENCENT, SHENZHEN	FINALIST
ME15/006	SHACKLETON'S RETURN	HYUNDAI MOTOR COMPANY	INNOCEAN WORLDWIDE, SEOUL	INNOCEAN WORLDWIDE, SEOUL	FINALIST
ME15/008	MOTORCYCLE TAXI ACTIVIST	OKMD (PUBLIC ORGANIZATION)	CHOOJAI&FRIENDS, BANGKOK	CHOOJAI AND FRIENDS, BANGKOK	FINALIST
ME15/014	THE HOUSE THAT FRIED CHICKEN BUILT	MAXS CHICKEN	PETCH, MANILA	PETCH, MANILA	FINALIST

CATEGORY ME16 : BEST INTEGRATED MEDIA CAMPAIGN

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
ME16/001	#MYREALCAREERLINE	THE WOMEN'S FOUNDATION	J. WALTER THOMPSON HONG KONG, HONG KONG	J. WALTER THOMPSON HONG KONG, HONG KONG	FINALIST
ME16/003	TAP FOR YOUR TOWN	MASTERCARD CONTACTLESS	MCCANN, SYDNEY	MCCANN, SYDNEY	FINALIST
ME16/008	SCORCHY INTEGRATED	JEMENA	BWM DENTSU, SYDNEY	BWM DENTSU, SYDNEY	FINALIST
ME16/009	BOLT RATE	GATORADE	TBWA, SYDNEY	TBWA, SYDNEY	FINALIST
ME16/010	SHACKLETON'S RETURN	HYUNDAI MOTOR COMPANY	INNOCEAN WORLDWIDE, SEOUL	INNOCEAN WORLDWIDE, SEOUL	FINALIST
ME16/011	#KINDNESSISCASHLESS (INTEGRATED)	VISA INDIA	BBDO INDIA, MUMBAI	BBDO INDIA, MUMBAI	FINALIST