

FINALIST
OUTDOOR LOTUS

ADFEST 2018
TRANSFORM

OUTDOOR LOTUS

FINALISTS

BILLBOARD & STREET FURNITURE SUB-CATEGORIES

CATEGORY OD01 : LARGE/HIGHWAY BILLBOARDS

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
OD01/001	LIGHTNING-POWERED BILLBOARD	VOLVO	GREYNJ UNITED, BANGKOK	GREYNJ UNITED, BANGKOK	FINALIST

CATEGORY OD02 : MOBILE BILLBOARD & TRANSIT MEDIUM

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
OD02/019	GRANDPA	PIPILTIN COCOA	DENTSU INDONESIA, JAKARTA	DENTSU INDONESIA, JAKARTA	FINALIST
OD02/020	GIRL	PIPILTIN COCOA	DENTSU INDONESIA, JAKARTA	DENTSU INDONESIA, JAKARTA	FINALIST

CATEGORY OD03 : STREET SIGNS & STREET FURNITURE

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
OD03/001	NOW IN FRUIT FLAVOURS	TIC TAC	GREYNJ UNITED, BANGKOK	GREYNJ UNITED, BANGKOK	FINALIST
OD03/002	ASTRONAUT	LEGO	OGILVY GROUP THAILAND, BANGKOK	OGILVY GROUP THAILAND, BANGKOK	FINALIST
OD03/003	FIREFIGHTER	LEGO	OGILVY GROUP THAILAND, BANGKOK	OGILVY GROUP THAILAND, BANGKOK	FINALIST
OD03/004	ROCKSTAR	LEGO	OGILVY GROUP THAILAND, BANGKOK	OGILVY GROUP THAILAND, BANGKOK	FINALIST

AMBIENT & OTHER OUTDOOR SUB-CATEGORIES

CATEGORY OD04 : AMBIENT: SMALL SCALE

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
OD04/002	TOKYO PEN PIXEL	MUJI	R/GA, TOKYO	R/GA TOKYO, TOKYO	FINALIST
OD04/009	IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, AFGHANISTAN	MCCANN WORLDGROUP INDIA, MUMBAI	MCCANN WORLDGROUP INDIA, MUMBAI	FINALIST

CATEGORY OD05 : AMBIENT: LARGE SCALE

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
OD05/003	GREEN LIGHT RUN	PURE BOOST	TBWA\HAKUHODO, TOKYO	TBWA\HAKUHODO INC., TOKYO	FINALIST
OD05/004	INCONVENIENCE STORES	SWANN INSURANCE	CHE PROXIMITY, MELBOURNE	CHE PROXIMITY, MELBOURNE	FINALIST
OD05/007	DEAD WHALE	REFUSE PLASTIC	DENTSU JAYME SYFU, MANILA	DENTSU JAYME SYFU, MANILA	FINALIST
OD05/014	DB EXPORT BEER BOTTLE SAND	DB EXPORT	COLENZO BBDO, AUCKLAND	COLENZO BBDO, AUCKLAND	FINALIST
OD05/021	RHYTHM OF LOVE WALL	7-ELEVEN TAIWAN CSR	ADK TAIWAN, TAIPEI	ADK TAIWAN, TAIPEI	FINALIST

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CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
OD05/022	A THREAD OF HOPE	BAO BEI HUI JIA - NGO FOR MISSING CHILDREN	TBWA\SHANGHAI, SHANGHAI	TBWA\SHANGHAI, SHANGHAI	FINALIST
OD05/025	WATCHING POSTERS	PANASONIC CCTV CAMERAS	TAPROOT DENTSU, MUMBAI	TAPROOT DENTSU, MUMBAI	FINALIST

CATEGORY OD06 : ELECTRONIC POSTER & VIDEO

NO FINALIST

CATEGORY OD07 : POINT OF PURCHASE (POP) DISPLAY

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
OD07/002	WATCHING POSTERS	PANASONIC CCTV CAMERAS	TAPROOT DENTSU, MUMBAI	TAPROOT DENTSU, MUMBAI	FINALIST

CATEGORY OD08 : GUERILLA MARKETING

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
OD08/002	GREEN LIGHT RUN	PURE BOOST	TBWA\HAKUHODO, TOKYO	TBWA\HAKUHODO INC., TOKYO	FINALIST
OD08/004	DEAD WHALE	REFUSE PLASTIC	DENTSU JAYME SYFU, MANILA	DENTSU JAYME SYFU, MANILA	FINALIST
OD08/005	CRUISING JEANS	ORIGINAL JEANS	HAKUHODO INC., TOKYO/ HAKUHODO DY MEDIA PARTNERS INC., TOKYO/ CHUGOKU SHIKOKU HAKUHODO INC., HIROSHIMA	HAKUHODO INC., TOKYO	FINALIST
OD08/006	HOME IS NOT A BOXING RING	WOMEN AND MEN PROGRESSIVE FOUNDATION	J. WALTER THOMPSON BANGKOK, BANGKOK	J. WALTER THOMPSON, BANGKOK	FINALIST

POSTER SUB-CATEGORIES

CATEGORY OD09 : FOOD

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
OD09/005	NOW IN MANGO	TIC TAC	GREYNJ UNITED, BANGKOK	GREYNJ UNITED, BANGKOK	FINALIST
OD09/006	NOW IN APPLE	TIC TAC	GREYNJ UNITED, BANGKOK	GREYNJ UNITED, BANGKOK	FINALIST
OD09/007	NOW IN ORANGE	TIC TAC	GREYNJ UNITED, BANGKOK	GREYNJ UNITED, BANGKOK	FINALIST
OD09/008	GRANDPA	PIPILTIN COCOA	DENTSU INDONESIA, JAKARTA	DENTSU INDONESIA, JAKARTA	FINALIST
OD09/009	GIRL	PIPILTIN COCOA	DENTSU INDONESIA, JAKARTA	DENTSU INDONESIA, JAKARTA	FINALIST

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CATEGORY OD10 : BEVERAGES

NO FINALIST

CATEGORY OD11 : BEAUTY, HEALTH & PERSONAL CARE

NO FINALIST

CATEGORY OD12 : FASHION, SPORTS & ACCESSORIES

NO FINALIST

CATEGORY OD13 : CARS, OTHER VEHICLES, ACCESSORIES & AUTO SERVICES

NO FINALIST

CATEGORY OD14 : HOUSEHOLD PRODUCTS & MAINTENANCE

NO FINALIST

CATEGORY OD15 : ELECTRONICS, HOME APPLIANCES & FURNISHING

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
OD15/009	FIRE FIGHTER	ELIDE FIRE EXTINGUISHING BALL	BBDO BANGKOK, BANGKOK	BBDO BANGKOK LTD, BANGKOK	FINALIST
OD15/011	FIRE HYDRANT	ELIDE FIRE EXTINGUISHING BALL	BBDO BANGKOK, BANGKOK	BBDO BANGKOK LTD, BANGKOK	FINALIST
OD15/015	BLOCK OUT THE CHAOS: BABIES	JBL	CHEIL WORLDWIDE, HONG KONG	CHEIL WORLDWIDE, HONG KONG	FINALIST
OD15/016	BLOCK OUT THE CHAOS: DOGS	JBL	CHEIL WORLDWIDE, HONG KONG	CHEIL WORLDWIDE, HONG KONG	FINALIST
OD15/017	BLOCK OUT THE CHAOS: WIFE & DAUGHTER	JBL	CHEIL WORLDWIDE, HONG KONG	CHEIL WORLDWIDE, HONG KONG	FINALIST

CATEGORY OD16 : RETAIL

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
OD16/004	LOVING BANGKOK NIGHT 1	MCDONALD'S	TBWA\THAILAND, BANGKOK	TBWA (THAILAND) CO.,LTD., BANGKOK	FINALIST
OD16/005	LOVING BANGKOK NIGHT 2	MCDONALD'S	TBWA\THAILAND, BANGKOK	TBWA (THAILAND) CO.,LTD., BANGKOK	FINALIST
OD16/006	LOVING BANGKOK NIGHT 3	MCDONALD'S	TBWA\THAILAND, BANGKOK	TBWA (THAILAND) CO.,LTD., BANGKOK	FINALIST
OD16/007	LOVING BANGKOK NIGHT 4	MCDONALD'S	TBWA\THAILAND, BANGKOK	TBWA (THAILAND) CO.,LTD., BANGKOK	FINALIST
OD16/008	LOVING BANGKOK NIGHT 5	MCDONALD'S	TBWA\THAILAND, BANGKOK	TBWA (THAILAND) CO.,LTD., BANGKOK	FINALIST

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CATEGORY OD17 : TRAVEL, ENTERTAINMENT & COMMUNICATION MEDIA

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
OD17/008	TONGUE-TIED	WISE MONKEY PUBLICATIONS	DENTSU SINGAPORE, SINGAPORE	DENTSU SINGAPORE PTE LTD, SINGAPORE	FINALIST
OD17/009	INTROVERT	WISE MONKEY PUBLICATIONS	DENTSU SINGAPORE, SINGAPORE	DENTSU SINGAPORE PTE LTD, SINGAPORE	FINALIST
OD17/011	ASTRONAUT	LEGO	OGILVY GROUP THAILAND, BANGKOK	OGILVY GROUP THAILAND, BANGKOK	FINALIST
OD17/012	FIREFIGHTER	LEGO	OGILVY GROUP THAILAND, BANGKOK	OGILVY GROUP THAILAND, BANGKOK	FINALIST
OD17/013	ROCKSTAR	LEGO	OGILVY GROUP THAILAND, BANGKOK	OGILVY GROUP THAILAND, BANGKOK	FINALIST

CATEGORY OD18 : FINANCE, COMMERCIAL PUBLIC SERVICES, BUSINESS PRODUCTS & SERVICES

NO FINALIST

CATEGORY OD19 : CORPORATE IMAGE

NO FINALIST

CATEGORY OD20 : CORPORATE SOCIAL RESPONSIBILITY

NO FINALIST

CATEGORY OD21 : PUBLIC SERVICES & CAUSE APPEALS

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
OD21/014	DROUGHT	GREENPEACE	HAKUHODO MALAYSIA, SELANGOR	HAKUHODO MALAYSIA, SELANGOR	FINALIST