

FINALIST
PRESS LOTUS

ADFEST 2018
TRANSFORM

PRESS LOTUS

FINALISTS

CATEGORY PR01 : FOOD

NO FINALIST

CATEGORY PR02 : BEVERAGES

NO FINALIST

CATEGORY PR03 : BEAUTY & PERSONAL CARE

NO FINALIST

CATEGORY PR04 : HEALTHCARE

NO FINALIST

CATEGORY PR05 : FASHION, SPORTS & ACCESSORIES

NO FINALIST

CATEGORY PR06 : CARS, OTHER VEHICLES, ACCESSORIES & AUTO SERVICES

NO FINALIST

CATEGORY PR07 : ELECTRONICS

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
PR07/019	BLOCK OUT THE CHAOS: BABIES	JBL	CHEIL WORLDWIDE, HONG KONG	CHEIL WORLDWIDE, HONG KONG	FINALIST
PR07/020	BLOCK OUT THE CHAOS: DOGS	JBL	CHEIL WORLDWIDE, HONG KONG	CHEIL WORLDWIDE, HONG KONG	FINALIST
PR07/021	BLOCK OUT THE CHAOS: WIFE & DAUGHTER	JBL	CHEIL WORLDWIDE, HONG KONG	CHEIL WORLDWIDE, HONG KONG	FINALIST

CATEGORY PR08 : HOUSEHOLD PRODUCTS & MAINTENANCE

NO FINALIST

CATEGORY PR09 : HOME APPLIANCES & FURNISHINGS

NO FINALIST

CATEGORY PR10 : RETAIL

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
PR10/001	LOVING BANGKOK NIGHT 1	MCDONALD'S	TBWA\THAILAND, BANGKOK	TBWA (THAILAND) CO.,LTD., BANGKOK	FINALIST
PR10/002	LOVING BANGKOK NIGHT 2	MCDONALD'S	TBWA\THAILAND, BANGKOK	TBWA (THAILAND) CO.,LTD., BANGKOK	FINALIST
PR10/003	LOVING BANGKOK NIGHT 3	MCDONALD'S	TBWA\THAILAND, BANGKOK	TBWA (THAILAND) CO.,LTD., BANGKOK	FINALIST
PR10/004	LOVING BANGKOK NIGHT 4	MCDONALD'S	TBWA\THAILAND, BANGKOK	TBWA (THAILAND) CO.,LTD., BANGKOK	FINALIST
PR10/005	LOVING BANGKOK NIGHT 5	MCDONALD'S	TBWA\THAILAND, BANGKOK	TBWA (THAILAND) CO.,LTD., BANGKOK	FINALIST
PR10/012	MOUND	UBEREATS	CHEIL GREATER CHINA, BEIJING/ CHEIL WORLDWIDE HK, HONG KONG	CHEIL CHINA, BEIJING	FINALIST
PR10/013	ROAD	UBEREATS	CHEIL GREATER CHINA, BEIJING/ CHEIL WORLDWIDE HK, HONG KONG	CHEIL CHINA, BEIJING	FINALIST

CATEGORY PR11 : TRAVEL & ENTERTAINMENT

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
PR11/004	ASTRONAUT	LEGO	OGILVY GROUP THAILAND, BANGKOK	OGILVY GROUP THAILAND, BANGKOK	FINALIST
PR11/005	FIREFIGHTER	LEGO	OGILVY GROUP THAILAND, BANGKOK	OGILVY GROUP THAILAND, BANGKOK	FINALIST
PR11/006	ROCKSTAR	LEGO	OGILVY GROUP THAILAND, BANGKOK	OGILVY GROUP THAILAND, BANGKOK	FINALIST

CATEGORY PR12 : COMMUNICATION MEDIA & PUBLICATIONS

NO FINALIST

CATEGORY PR13 : FINANCE, COMMERCIAL PUBLIC SERVICES, BUSINESS PRODUCTS & SERVICES

NO FINALIST

CATEGORY PR14 : CORPORATE IMAGE

NO FINALIST

CATEGORY PR15 : CORPORATE SOCIAL RESPONSIBILITY

NO FINALIST

CATEGORY PR16 : PUBLIC SERVICES & CAUSE APPEALS

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
PR16/007	DROUGHT	GREENPEACE	HAKUHODO MALAYSIA, SELANGOR	HAKUHODO MALAYSIA, SELANGOR	FINALIST

CATEGORY PR17 : BEST USE OF PRINT

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
PR17/002	EMERGENCY COLLECTIBLES	DISASTER PREVENTION	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST