

**FINALIST**  
PRINT CRAFT LOTUS

**ADFEST 2018**  
**TRANSFORM**



# PRINT CRAFT LOTUS

# FINALISTS

## CATEGORY CP01 : PHOTOGRAPHY

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
CP01/006	WINDOW DRESSER	MCDelivery	TBWA\THAILAND, BANGKOK	TBWA (THAILAND) CO.,LTD., BANGKOK	FINALIST

## CATEGORY CP02 : BEST USE OF PHOTOGRAPHY/DI

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
CP02/009	LOVING BANGKOK NIGHT 1	MCDONALD'S	TBWA\THAILAND, BANGKOK	TBWA (THAILAND) CO.,LTD., BANGKOK	FINALIST
CP02/010	LOVING BANGKOK NIGHT 2	MCDONALD'S	TBWA\THAILAND, BANGKOK	TBWA (THAILAND) CO.,LTD., BANGKOK	FINALIST
CP02/011	LOVING BANGKOK NIGHT 3	MCDONALD'S	TBWA\THAILAND, BANGKOK	TBWA (THAILAND) CO.,LTD., BANGKOK	FINALIST
CP02/012	LOVING BANGKOK NIGHT 4	MCDONALD'S	TBWA\THAILAND, BANGKOK	TBWA (THAILAND) CO.,LTD., BANGKOK	FINALIST
CP02/021	PARROT	SOCIETY TEA	BLACK SWAN LIFE, MUMBAI	BLACK SWAN LIFE COMMUNICATIONS PVT. LTD., MUMBAI	FINALIST
CP02/026	SUMO GIRLS	THE 101ST KANAZAWA HIGH SCHOOL SUMO WRESTLING TOURNAMENT	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST

## CATEGORY CP03 : ILLUSTRATION

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
CP03/004	CHOP-CHOP 1.0_DYNAMICCOW	AMMELOO CHEF'S EDITION KNIFE SERIES	AMBER CHINA, SHANGHAI	AMBER CHINA, SHANGHAI	FINALIST
CP03/005	CHOP-CHOP 1.0_ATOMICBOMBPIG	AMMELOO CHEF'S EDITION KNIFE SERIES	AMBER CHINA, SHANGHAI	AMBER CHINA, SHANGHAI	FINALIST
CP03/006	ORGAN TRAFFICKED VICTIMS	MI BUNNY WATCH Q	PUBLICIS CHINA, SHANGHAI	IDO, SHANGHAI	FINALIST
CP03/008	URBAN JUNGLE	MI BUNNY WATCH Q	PUBLICIS CHINA, SHANGHAI	IDO, SHANGHAI	FINALIST
CP03/011	BURDOCK ROOT	TOKADA KOZO SHOTEN	CREATORS GROUP MAC CO.,LTD., TOKYO	CREATORS GROUP MAC CO.,LTD, TOKYO	FINALIST
CP03/015	PRISON OF THE HEAD - JONG-UN'S PRISON	AMNESTY INTERNATIONAL	THE NINE, SHANGHAI	THE NINE SHANGHAI, SHANGHAI	FINALIST
CP03/016	PRISON OF THE HEAD - VLADIMIR PUTIN'S PRISON	AMNESTY INTERNATIONAL	THE NINE, SHANGHAI	THE NINE SHANGHAI, SHANGHAI	FINALIST

# PRINT CRAFT LOTUS

# FINALISTS

## CATEGORY CP04 : BEST USE OF ILLUSTRATION

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
CP04/008	BLOCK OUT THE CHAOS: BABIES	JBL	CHEIL WORLDWIDE, HONG KONG	CHEIL WORLDWIDE, HONG KONG	FINALIST
CP04/009	BLOCK OUT THE CHAOS: DOGS	JBL	CHEIL WORLDWIDE, HONG KONG	CHEIL WORLDWIDE, HONG KONG	FINALIST
CP04/010	BLOCK OUT THE CHAOS: WIFE & DAUGHTER	JBL	CHEIL WORLDWIDE, HONG KONG	CHEIL WORLDWIDE, HONG KONG	FINALIST
CP04/018	DEPRESSION IN WOMAN	DEPRESSION AWARENESS CAMPAIGN	HAKUHODO INDONESIA, JAKARTA	HAKUHODO INDONESIA, JAKARTA	FINALIST
CP04/019	DEPRESSION IN CHILD	DEPRESSION AWARENESS CAMPAIGN	HAKUHODO INDONESIA, JAKARTA	HAKUHODO INDONESIA, JAKARTA	FINALIST

## CATEGORY CP05 : TYPOGRAPHY

NO FINALIST

## CATEGORY CP06 : BEST USE OF TYPOGRAPHY

NO FINALIST

## CATEGORY CP07 : ART DIRECTION

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
CP07/020	HURRICANE-JESSICA	CLOSE TO NATURE FLOWERS	BBDO BANGKOK, BANGKOK	BBDO BANGKOK LTD, BANGKOK	FINALIST
CP07/027	SUMO GIRLS	THE 101ST KANAZAWA HIGH SCHOOL SUMO WRESTLING TOURNAMENT	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST
CP07/032	BLOCK OUT THE CHAOS: BABIES	JBL	CHEIL WORLDWIDE, HONG KONG	CHEIL WORLDWIDE, HONG KONG	FINALIST
CP07/033	BLOCK OUT THE CHAOS: DOGS	JBL	CHEIL WORLDWIDE, HONG KONG	CHEIL WORLDWIDE, HONG KONG	FINALIST
CP07/034	BLOCK OUT THE CHAOS: WIFE & DAUGHTER	JBL	CHEIL WORLDWIDE, HONG KONG	CHEIL WORLDWIDE, HONG KONG	FINALIST

## CATEGORY CP08 : RETOUCHING/IMAGE MANIPULATION

NO FINALIST

## CATEGORY CP09 : BEST USE OF RETOUCHING/IMAGE MANIPULATION

NO FINALIST

**PRINT CRAFT LOTUS**
**FINALISTS**
**CATEGORY CP10 : COMPUTER GENERATED IMAGERY (CGI)**

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
CP10/006	SCARS OF MISERY - MAN	INTERNATIONAL DAY OF PEACE CAMPAIGN	HAKUHODO INDONESIA, JAKARTA	ILLUSION CO.,LTD., BANGKOK	FINALIST
CP10/007	CHOP-CHOP 2.0 _BEEF	AMMELOO CHEF'S EDITION KNIFE SERIES	AMBER CHINA, SHANGHAI	ILLUSION CO.,LTD., BANGKOK	FINALIST
CP10/008	CHOP-CHOP 2.0 _PORK	AMMELOO CHEF'S EDITION KNIFE SERIES	AMBER CHINA, SHANGHAI	ILLUSION CO.,LTD., BANGKOK	FINALIST
CP10/009	CHOP-CHOP 2.0 _MUTTO	AMMELOO CHEF'S EDITION KNIFE SERIES	AMBER CHINA, SHANGHAI	ILLUSION CO.,LTD., BANGKOK	FINALIST
CP10/012	ASTRONAUT	LEGO	OGILVY GROUP THAILAND, BANGKOK	ILLUSION CO.,LTD., BANGKOK	FINALIST
CP10/013	FIREFIGHTER	LEGO	OGILVY GROUP THAILAND, BANGKOK	ILLUSION CO.,LTD., BANGKOK	FINALIST
CP10/015	HIPPO	HILL'S	RED FUSE COMMUNICATIONS HONG KONG [Y&R], HONG KONG	ILLUSION CO.,LTD., BANGKOK	FINALIST

**CATEGORY CP11 : BEST USE OF COMPUTER GENERATED IMAGERY (CGI)**

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
CP11/010	DROUGHT	GREENPEACE	HAKUHODO MALAYSIA, SELANGOR	HAKUHODO MALAYSIA, SELANGOR	FINALIST
CP11/012	SCARS OF MISERY - OLD MAN	INTERNATIONAL DAY OF PEACE CAMPAIGN	HAKUHODO INDONESIA, JAKARTA	HAKUHODO INDONESIA, JAKARTA	FINALIST
CP11/020	CHOP-CHOP 2.0 _BEEF	AMMELOO CHEF'S EDITION KNIFE SERIES	AMBER CHINA, SHANGHAI	AMBER CHINA, SHANGHAI	FINALIST
CP11/021	CHOP-CHOP 2.0 _PORK	AMMELOO CHEF'S EDITION KNIFE SERIES	AMBER CHINA, SHANGHAI	AMBER CHINA, SHANGHAI	FINALIST
CP11/022	CHOP-CHOP 2.0 _MUTTON	AMMELOO CHEF'S EDITION KNIFE SERIES	AMBER CHINA, SHANGHAI	AMBER CHINA, SHANGHAI	FINALIST

**CATEGORY CP12 : PRODUCTION DESIGN/STYLING**

NO FINALIST