

FINALIST
PROMO LOTUS

ADFEST 2018
TRANSFORM

CATEGORY PM01 : GUERILLA MARKETING

NO FINALIST

CATEGORY PM02 : EXPERIENTIAL & EVENTS

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
PM02/009	TAP FOR YOUR TOWN	MASTERCARD CONTACTLESS	MCCANN, SYDNEY	MCCANN, SYDNEY	FINALIST
PM02/018	INCONVENIENCE STORES	SWANN INSURANCE	CHE PROXIMITY, MELBOURNE	CHE PROXIMITY, MELBOURNE	FINALIST
PM02/023	SWEET CHANGE	PAYTM	MCCANN WORLDGROUP INDIA, MUMBAI	MCCANN WORLDGROUP INDIA, MUMBAI	FINALIST

CATEGORY PM03 : AMBIENT PROMOTION: SMALL SCALE

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
PM03/001	THE EDIBLE BUSINESS CARD	SAGA NORI	GEOMETRY GLOBAL JAPAN, TOKYO	GEOMETRY GLOBAL JAPAN, TOKYO	FINALIST
PM03/006	SINGING COKE	COCA-COLA	MCCANN & SPENCER, HONG KONG	MCCANN & SPENCER, HONG KONG	FINALIST
PM03/011	IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, AFGHANISTAN	MCCANN WORLDGROUP INDIA, MUMBAI	MCCANN WORLDGROUP INDIA, MUMBAI	FINALIST

CATEGORY PM04 : AMBIENT PROMOTION: LARGE SCALE

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
PM04/005	CRUISING JEANS	ORIGINAL JEANS	HAKUHODO INC., TOKYO/ HAKUHODO DY MEDIA PARTNERS INC., TOKYO/ CHUGOKU SHIKOKU HAKUHODO INC., HIROSHIMA	HAKUHODO INC., TOKYO	FINALIST
PM04/007	HOTEL HIGHWAY	SLEEPDAYS	HAKUHODO KETTLE INC., TOKYO	HAKUHODO KETTLE INC., TOKYO	FINALIST
PM04/008	DB EXPORT BEER BOTTLE SAND	DB EXPORT	COLENZO BBDO, AUCKLAND	COLENZO BBDO, AUCKLAND	FINALIST

CATEGORY PM05 : BEST USE OF MERCHANDISING & IN-STORE MARKETING

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
PM05/006	HAHON HOHAHO HIE	BACON POTATO PIE	BEACON/LEO BURNETT TOKYO, TOKYO	TYO MONSTER, TOKYO	FINALIST

CATEGORY PM06 : BEST NEW PRODUCT LAUNCH/RE-LAUNCH

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
PM06/001	MY STRAW	BINGGRAE BANANA FLAVORED MILK	INNORED, SEOUL	INNORED, SEOUL	FINALIST
PM06/005	MIMIC ICE CREAM	BLACK MONTBLANC	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST

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CATEGORY PM07 : BEST USE OF GAMES

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
PM07/005	THE MAINLAND 2000-PIECE VOUCHER	MAINLAND	COLENZO BBDO, AUCKLAND	COLENZO BBDO, AUCKLAND	FINALIST

CATEGORY PM08 : SPONSORSHIP & PARTNERSHIP CAMPAIGN

NO FINALIST

CATEGORY PM09 : BEST USE OF FILM & RADIO

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
PM09/008	THE BILLION POINT GIVEAWAY	VELOCITY FREQUENT FLYER	CHE PROXIMITY, MELBOURNE	CHE PROXIMITY, MELBOURNE	FINALIST

CATEGORY PM10 : BEST USE OF PRINT & CONVENTIONAL OUTDOOR

NO FINALIST

CATEGORY PM11 : BEST USE OF INTERNET & ONLINE ADVERTISING

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
PM11/012	PASSPORT TAKE OFF	QANTAS	BWM DENTSU, SYDNEY	BWM DENTSU, SYDNEY	FINALIST

CATEGORY PM12 : BEST USE OF OTHER DIGITAL MEDIA

NO FINALIST

CATEGORY PM13 : BEST USE OF SOCIAL MEDIA

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
PM13/004	TAP FOR YOUR TOWN	MASTERCARD CONTACTLESS	MCCANN, SYDNEY	MCCANN, SYDNEY	FINALIST

CATEGORY PM14 : BEST USE OF USER GENERATED CONTENT

NO FINALIST

CATEGORY PM15 : BEST USE OF TECHNOLOGY

NO FINALIST

CATEGORY PM16 : BEST INTEGRATED PROMO CAMPAIGN

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PM16/004	TAP FOR YOUR TOWN	MASTERCARD CONTACTLESS	MCCANN, SYDNEY	MCCANN, SYDNEY	FINALIST

AS OF 19 MARCH 2018