

FINALIST
RADIO LOTUS

ADFEST 2018
TRANSFORM

RADIO LOTUS
FINALISTS
BROADCAST SUB-CATEGORIES
CATEGORY R01 : FAST MOVING CONSUMER GOODS

| CODE | ENTRY TITLE | BRAND | AGENCY | COMPANY ENTERING | AWARD |
|---------|--|-------------------|--|--|----------|
| R01/002 | UNCOMFORTABLE BABY NAMES- LEGNA | BABYLOVE | BWM DENTSU, SYDNEY | BWM DENTSU, SYDNEY | FINALIST |
| R01/003 | UNCOMFORTABLE BABY NAMES- DIJON | BABYLOVE | BWM DENTSU, SYDNEY | BWM DENTSU, SYDNEY | FINALIST |
| R01/004 | UNCOMFORTABLE BABY NAMES- VERJONIKA | BABYLOVE | BWM DENTSU, SYDNEY | BWM DENTSU, SYDNEY | FINALIST |
| R01/020 | DIM DADS - NED | MAGGI MAGIC SARAP | MCCANN WORLDGROUP PHILIPPINES, MANILA | MCCANN WORLDGROUP PHILIPPINES, MANILA | FINALIST |
| R01/021 | DIM DADS - PEDRO | MAGGI MAGIC SARAP | MCCANN WORLDGROUP PHILIPPINES, MANILA | MCCANN WORLDGROUP PHILIPPINES, MANILA | FINALIST |
| R01/022 | DIM DADS - RUFUS | MAGGI MAGIC SARAP | MCCANN WORLDGROUP PHILIPPINES, MANILA | MCCANN WORLDGROUP PHILIPPINES, MANILA | FINALIST |

CATEGORY R02 : DURABLE CONSUMER GOODS

NO FINALIST

CATEGORY R03 : CARS, OTHER VEHICLES, ACCESSORIES & AUTO SERVICES

NO FINALIST

CATEGORY R04 : FINANCE, COMMERCIAL PUBLIC SERVICES, BUSINESS PRODUCTS & SERVICES

NO FINALIST

CATEGORY R05 : RETAIL, TRAVEL, ENTERTAINMENT & COMMUNICATION MEDIA

| CODE | ENTRY TITLE | BRAND | AGENCY | COMPANY ENTERING | AWARD |
|---------|----------------------|--------------|--|--|----------|
| R05/002 | LIVES 1 OF 3 - FRANK | FULLY BOOKED | MCCANN WORLDGROUP PHILIPPINES, MANILA | MCCANN WORLDGROUP PHILIPPINES, MANILA | FINALIST |
| R05/003 | LIVES 2 OF 3 - NICKY | FULLY BOOKED | MCCANN WORLDGROUP PHILIPPINES, MANILA | MCCANN WORLDGROUP PHILIPPINES, MANILA | FINALIST |
| R05/004 | LIVES 3 OF 3 - HANNA | FULLY BOOKED | MCCANN WORLDGROUP PHILIPPINES, MANILA | MCCANN WORLDGROUP PHILIPPINES, MANILA | FINALIST |

RADIO LOTUS

FINALISTS

CATEGORY R06 : CORPORATE IMAGE

NO FINALIST

CATEGORY R07 : CORPORATE SOCIAL RESPONSIBILITY

NO FINALIST

CATEGORY R08 : PUBLIC SERVICES & CAUSE APPEALS

NO FINALIST

USE OF RADIO SUB-CATEGORY

CATEGORY R09 : BEST USE OF RADIO MEDIUM

| CODE | ENTRY TITLE | BRAND | AGENCY | COMPANY ENTERING | AWARD |
|---------|-------------------------------|-----------------|-----------------------------|------------------|----------|
| R09/005 | SMARTWIG, POWERED BY THE STAR | THE STAR SYDNEY | BASHFUL, SYDNEY/TSE, SYDNEY | BASHFUL, SYDNEY | FINALIST |

AS OF 20 MARCH 2018