

An abstract graphic composed of various geometric shapes in black, grey, and white. The shapes are arranged in a way that suggests a stylized letter 'L' or a similar form. The text 'DIRECT LOTUS' is overlaid on the grey portion of the graphic.

**DIRECT
LOTUS**

20 YEARS OF DIVERSITY
**ADFEST 2017
FINALIST**

CATEGORY DM01 : FLAT MAIL & PRINT

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
DM01/002	FORWARD THE CURE	UHMPANG HOSPITAL FOUNDATION	THE LEO BURNETT GROUP THAILAND	BANGKOK	THE LEO BURNETT GROUP THAILAND	BANGKOK	FINALIST

CATEGORY DM02 : DIMENSIONAL MAIL

NO AWARD

CATEGORY DM03 : LOW BUDGET MAILER

NO AWARD

CATEGORY DM04 : BEST USE OF FILM & INFOMERCIALS

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
DM04/003	CREATORS WANTED	SAMSUNG	LEO BURNETT	SYDNEY	LEO BURNETT	SYDNEY	FINALIST
DM04/004	LASER OR L'OREAL	L'OREAL PARIS	MCCANN MELBOURNE	MELBOURNE	MCCANN MELBOURNE	MELBOURNE	FINALIST
DM04/008	TRY! NOODLE CRADLE	KAGAWA PREFECTURE	DENTSU INC.	TOKYO	DENTSU INC.	TOKYO	FINALIST
DM04/009	DADS #SHARETHELOAD	ARIEL MATIC	BBDO INDIA	MUMBAI	BBDO INDIA	MUMBAI	FINALIST
DM04/015	BAR-B-Q FULFILL	BAR-B-Q PLAZA	GREYNJ UNITED	BANGKOK	GREYNJ UNITED	BANGKOK	FINALIST
DM04/016	THANK YOU FOR SHARING	DTAC	THE LEO BURNETT GROUP THAILAND	BANGKOK	THE LEO BURNETT GROUP THAILAND	BANGKOK	FINALIST

CATEGORY DM05 : BEST USE OF AUDIO

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
DM05/003	SAFE&SOUND MUSIC PLAYER	LMG INSURANCE ROAD SAFETY CAMPAIGN	BBDO BANGKOK	BANGKOK	BBDO BANGKOK LTD	BANGKOK	FINALIST

*DM05/005 THE DEAD HOUR BY NESCAFE MOVE TO PM09/006

CATEGORY DM06 : BEST USE OF PRINT & CONVENTIONAL OUTDOOR

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
DM06/001	HEAT TECH WINDOW	HEAT TECH	CHEIL WORLDWIDE	SEOUL	CHEIL WORLDWIDE	SEOUL	FINALIST
DM06/003	THE MISSING LOOK-ALIKE	MISSING PERSON CENTER	BBDO BANGKOK	BANGKOK	BBDO BANGKOK LTD	BANGKOK	FINALIST
DM06/005	DIRTY WATERCOLOR	ABS CBN FOUNDATION	TBWA\SANTIAGO MANGADA PUNO	MANILA	TBWA\SANTIAGO MANGADA PUNO	MANILA	FINALIST

CATEGORY DM07 : BEST USE OF DIRECT AMBIENT: SMALL SCALE

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
DM07/007	POCKET WITH LOVE	TENCENT CHARITY / XIHAN ACTION	PUBLICIS CHINA	GUANGZHOU	PUBLICIS CHINA	SHANGHAI	FINALIST
DM07/008	SOBA ALLERGY TATTOO CHECKER	SOBA(BUCKWHEAT NOODLE) PROMOTION	J. WALTER THOMPSON JAPAN	TOKYO	J. WALTER THOMPSON JAPAN	TOKYO	FINALIST
DM07/011	NAPPY NOTES	HELLO ANGEL	CHEIL	HONG KONG	CHEIL	HONG KONG	FINALIST
DM07/012	#BETHEIREYES	SAMSUNG	CHEIL	HONG KONG	CHEIL	HONG KONG	FINALIST
DM07/020	PRAYER FOR GOOD	DENGUE PREVENTION ACTIVATION CAMPAIGN	HAKUHODO INDONESIA	JAKARTA	HAKUHODO INDONESIA	JAKARTA	FINALIST
DM07/027	X-RAY CASTS	ANCHOR	COLENZO BBDO	AUCKLAND	COLENZO BBDO	AUCKLAND	FINALIST
DM07/029	DAMAGED HAIR BRUSH EXPERIMENT	PANTENE 3 MINUTE MIRACLE	GREYNJ UNITED	BANGKOK	GREYNJ UNITED	BANGKOK	FINALIST
DM07/032	DELICIOUS SUPPLEMENT	DELICIOUS SUPPLEMENT	BEACON/LEO BURNETT TOKYO	TOKYO	BEACON COMMUNICATIONS K.K.	TOKYO	FINALIST
DM07/033	SHAME PIECE CUTTER	DOMINO'S PIZZA	DENTSU ONE	HO CHI MINH CITY	DENTSU ONE	HO CHI MINH CITY	FINALIST

CATEGORY DM08 : BEST USE OF DIRECT AMBIENT: LARGE SCALE

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
DM08/003	FAST FOOD AID	DOHTONBORI	TYO INC.	TOKYO	TYO INC.	TOKYO	FINALIST
DM08/007	NO SALT RESTAURANT	ELECTRO 'SALT-FLAVOURED' FORK	J. WALTER THOMPSON JAPAN	TOKYO	J. WALTER THOMPSON JAPAN	TOKYO	FINALIST
DM08/008	MADE POSSIBLE BY MELBOURNE	UNIVERSITY OF MELBOURNE	MCCANN MELBOURNE	MELBOURNE	MCCANN MELBOURNE	MELBOURNE	FINALIST
DM08/021	THE UNUSUAL FOOTBALL FIELD	AP (THAILAND) PUBLIC COMPANY LIMITED	CJ WORX	BANGKOK	CJ WORX	BANGKOK	FINALIST
DM08/025	BEHIND THE LEATHER	PETA ASIA	OGILVY GROUP THAILAND	BANGKOK	OGILVY GROUP THAILAND	BANGKOK	FINALIST
DM08/026	THE RIDERLESS BIKE	STEVE WAUGH FOUNDATION	HAVAS GROUP/RED AGENCY	SYDNEY/SYDNEY	HAVAS WORLDWIDE AUSTRALIA	SYDNEY	FINALIST

*DM08/022 THE CONSCIOUS CROSSING MOVE TO PM01/013

CATEGORY DM09 : BEST USE OF ONLINE

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
DM09/012	BLOOD BANKING	INDIAN RED CROSS SOCIETY	J. WALTER THOMPSON	BANGALORE	J. WALTER THOMPSON INDIA	MUMBAI	FINALIST
DM09/016	THE MISSING LOOK-ALIKE	MISSING PERSON CENTER	BBDO BANGKOK	BANGKOK	BBDO BANGKOK LTD	BANGKOK	FINALIST

CATEGORY DM10 : BEST USE OF MOBILE MARKETING

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
DM10/004	POCKET PATROL	SAMSUNG	LEO BURNETT	SYDNEY	LEO BURNETT	SYDNEY	FINALIST
DM10/010	HELPMET	THAI HEALTH PROMOTION FOUNDATION	BBDO BANGKOK	BANGKOK	BBDO BANGKOK LTD	BANGKOK	FINALIST

CATEGORY DM11 : BEST USE OF SOCIAL MEDIA

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
DM11/002	FINGER LICKIN' GOOD	KFC	OGILVY & MATHER GROUP HK	HONG KONG	OGILVY & MATHER GROUP HK	HONG KONG	FINALIST
DM11/008	BIC CHAMPENSHIPS	BIC	MCCANN MELBOURNE	MELBOURNE	MCCANN MELBOURNE	MELBOURNE	FINALIST
DM11/011	#BETHEIREYES	SAMSUNG	CHEIL	HONG KONG	CHEIL	HONG KONG	FINALIST
DM11/016	PINTRASH	RIVER CLEANING ACTIVATION	HAKUHODO INDONESIA	JAKARTA	HAKUHODO INDONESIA	JAKARTA	FINALIST
DM11/026	HELLO	NZ TRANSPORT AGENCY	CLEMENGER BBDO WELLINGTON	WELLINGTON	CLEMENGER BBDO WELLINGTON	WELLINGTON	FINALIST

*DM11/028 CORRECTING HISTORY MOVE TO LRDM/014

*DM11/029 KAFA "LEGALLY BRIDE" MOVE TO PM09/007

CATEGORY DM12 : USER GENERATED CONTENT

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
DM12/003	MADE FROM MEMORY	MELBOURNE INTERNATIONAL FILM FESTIVAL	MCCANN MELBOURNE	MELBOURNE	MCCANN MELBOURNE	MELBOURNE	FINALIST
DM12/004	#BETHEIREYES	SAMSUNG	CHEIL	HONG KONG	CHEIL	HONG KONG	FINALIST
DM12/009	REWORD	REWORD	LEO BURNETT	MELBOURNE	LEO BURNETT MELBOURNE	MELBOURNE	FINALIST
DM12/013	THE DEAD HOUR BY NESCAFE	NESCAFE	MCCANN WORLDGROUP INDIA	MUMBAI	MCCANN WORLDGROUP INDIA	MUMBAI	FINALIST
DM12/016	MEMORIES FOR LIFE	HDFC LIFE INSURANCE	LEO BURNETT	MUMBAI	LEO BURNETT INDIA	MUMBAI	FINALIST

CATEGORY DM13 : BEST USE OF TECHNOLOGY

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
DM13/003	LANDCRUISER EMERGENCY NETWORK	TOYOTA	SAATCHI & SAATCHI SYDNEY	SYDNEY	SAATCHI & SAATCHI AUSTRALIA	SYDNEY	FINALIST
DM13/006	INTELLIGENT PARKING CHAIR	INTELLIGENT PARKING ASSIST	TBWA\HAKUHODO	TOKYO	TBWA\HAKUHODO INC.	TOKYO	FINALIST
DM13/010	POCKET PATROL	SAMSUNG	LEO BURNETT	SYDNEY	LEO BURNETT	SYDNEY	FINALIST
DM13/011	BRAINBAND	BRAINBAND	LEO BURNETT	SYDNEY	LEO BURNETT	SYDNEY	FINALIST
DM13/018	TOUCHABLE INK	THAI SAMSUNG ELECTRONICS / THAI ASSOCIATION OF THE BLIND	J. WALTER THOMPSON BANGKOK	BANGKOK	J. WALTER THOMPSON	BANGKOK	FINALIST
DM13/021	REWORD	REWORD	LEO BURNETT	MELBOURNE	LEO BURNETT MELBOURNE	MELBOURNE	FINALIST
DM13/023	SAFE&SOUND MUSIC PLAYER	LMG INSURANCE ROAD SAFETY CAMPAIGN	BBDO BANGKOK	BANGKOK	BBDO BANGKOK LTD	BANGKOK	FINALIST
DM13/024	HELPMET	THAI HEALTH PROMOTION FOUNDATION	BBDO BANGKOK	BANGKOK	BBDO BANGKOK LTD	BANGKOK	FINALIST
DM13/026	HEART TO HEART : ALL FOR THAT FIRST HELLO	ELEVIT	J. WALTER THOMPSON SHANGHAI	SHANGHAI	J. WALTER THOMPSON SHANGHAI	SHANGHAI	FINALIST

CATEGORY DM14 : FIELD MARKETING

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
DM14/002	POCKET PATROL	SAMSUNG	LEO BURNETT	SYDNEY	LEO BURNETT	SYDNEY	FINALIST
DM14/010	ABSORBPLATE	THAI HEALTH PROMOTION FOUNDATION	BBDO BANGKOK	BANGKOK	BBDO BANGKOK LTD	BANGKOK	FINALIST

CATEGORY DM15 : DIRECT CAMPAIGN FOR RETENTION/LOYALTY

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
DM15/002	LANDCRUISER EMERGENCY NETWORK	TOYOTA	SAATCHI & SAATCHI SYDNEY	SYDNEY	SAATCHI & SAATCHI AUSTRALIA	SYDNEY	FINALIST
DM15/003	THE ARTMAP	CATHAY PACIFIC	MCCANN WORLDGROUP/ MRM//MCCANN HONG KONG	HONG KONG/ HONG KONG	MCCANN WORLDGROUP HK	HONG KONG	FINALIST
DM15/008	FREE PUPPIES FOREVER	SEEING EYE DOGS AUSTRALIA	MCCANN MELBOURNE	MELBOURNE	MCCANN MELBOURNE	MELBOURNE	FINALIST
DM15/016	MEMORIES FOR LIFE	HDFC LIFE INSURANCE	LEO BURNETT	MUMBAI	LEO BURNETT INDIA	MUMBAI	FINALIST

CATEGORY DM16 : BEST INTEGRATED DIRECT CAMPAIGN

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
DM16/003	MADE POSSIBLE BY MELBOURNE	UNIVERSITY OF MELBOURNE	MCCANN MELBOURNE	MELBOURNE	MCCANN MELBOURNE	MELBOURNE	FINALIST
DM16/006	DADS #SHARETHELOAD	ARIEL MATIC	BBDO INDIA	MUMBAI	BBDO INDIA	MUMBAI	FINALIST
DM16/009	DAMAGED HAIR BRUSH EXPERIMENT	PANTENE 3 MINUTE MIRACLE	GREYNJ UNITED	BANGKOK	GREYNJ UNITED	BANGKOK	FINALIST
DM16/013	HOUSE OF LITTLE MOMENTS SEASON 1&2	UNI NOODLE	ADK TAIWAN	TAIPEI	ADK TAIWAN	TAIPEI	FINALIST