



PROMO LOTUS

20 YEARS OF DIVERSITY
ADFEST 2017
FINALIST

CATEGORY PM01 : GUERILLA MARKETING

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
PM01/001	FINGER LICKIN' GOOD	KFC	OGILVY & MATHER GROUP HK	HONG KONG	OGILVY & MATHER GROUP HK	HONG KONG	FINALIST
PM01/006	HUNTSMAN CONDOMS	PETA (PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS)	MULLENLOWE SINGAPORE	SINGAPORE	MULLENLOWE SINGAPORE	SINGAPORE	FINALIST
PM01/013 MOVE FROM DM08/022	THE CONSCIOUS CROSSING	KIWIRAIL	CLEMENGER BBDO WELLINGTON	WELLINGTON	CLEMENGER BBDO WELLINGTON	WELLINGTON	FINALIST

CATEGORY PM02 : EXPERIENTIAL & EVENTS

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
PM02/003	GIGA SELFIE	AUSTRALIA	TBWA\HAKUHODO	TOKYO	TBWA\HAKUHODO INC.	TOKYO	FINALIST
PM02/009	SOBA ALLERGY TATTOO CHECKER	SOBA (BUCKWHEAT NOODLE) PROMOTION	J. WALTER THOMPSON JAPAN	TOKYO	J. WALTER THOMPSON JAPAN	TOKYO	FINALIST
PM02/010	A TABLE TO END HUNGER	THE HUNGER PROJECT AUSTRALIA	MCCANN SYDNEY/DEC PR	SYDNEY/SYDNEY	MCCANN SYDNEY	SYDNEY	FINALIST
PM02/015	YMCA PLAYNASIUM	YMCA VICTORIA	MCCANN MELBOURNE	MELBOURNE	MCCANN MELBOURNE	MELBOURNE	FINALIST
PM02/018	STILL LIFE	END ALS	MCCANN ERICKSON JAPAN	TOKYO	MCCANN ERICKSON JAPAN	TOKYO	FINALIST
PM02/037	BACKYARD BURGER KING	WHOPPER	COLENZO BBDO	AUCKLAND	COLENZO BBDO	AUCKLAND	FINALIST
PM02/039	THE UNUSUAL FOOTBALL FIELD	AP (THAILAND) PUBLIC COMPANY LIMITED	CJ WORX	BANGKOK	CJ WORX	BANGKOK	FINALIST
PM02/044	BEHIND THE LEATHER	PETA ASIA	OGILVY GROUP THAILAND	BANGKOK	OGILVY GROUP THAILAND	BANGKOK	FINALIST
PM02/045	DIRTY WATERCOLOR	ABS CBN FOUNDATION	TBWA\SANTIAGO MANGADA PUNO	MANILA	TBWA\SANTIAGO MANGADA PUNO	MANILA	FINALIST

CATEGORY PM03 : AMBIENT PROMOTION: SMALL SCALE

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
PM03/003	POCKET WITH LOVE	TENCENT CHARITY / XIHAN ACTION	PUBLICIS CHINA	GUANGZHOU	PUBLICIS CHINA	SHANGHAI	FINALIST
PM03/004	SOBA ALLERGY TATTOO CHECKER	SOBA(BUCKWHEAT NOODLE) PROMOTION	J. WALTER THOMPSON JAPAN	TOKYO	J. WALTER THOMPSON JAPAN	TOKYO	FINALIST
PM03/006	#BETHEIREYES	SAMSUNG	CHEIL	HONG KONG	CHEIL	HONG KONG	FINALIST
PM03/012	PRAYER FOR GOOD	DENGUE PREVENTION ACTIVATION CAMPAIGN	HAKUHODO INDONESIA	JAKARTA	HAKUHODO INDONESIA	JAKARTA	FINALIST
PM03/020	ABSORBPLATE	THAI HEALTH PROMOTION FOUNDATION	BBDO BANGKOK	BANGKOK	BBDO BANGKOK LTD	BANGKOK	FINALIST

CATEGORY PM04 : AMBIENT PROMOTION: LARGE SCALE

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
PM04/005	YMCA PLAYNASIUM	YMCA VICTORIA	MCCANN MELBOURNE	MELBOURNE	MCCANN MELBOURNE	MELBOURNE	FINALIST
PM04/010	THE UNUSUAL FOOTBALL FIELD	AP (THAILAND) PUBLIC COMPANY LIMITED	CJ WORX	BANGKOK	CJ WORX	BANGKOK	FINALIST

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

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
PM05/004	THE "ALL-YOU-CAN'T-EAT" DOGGY BAG	BAR-B-Q PLAZA	GREYNJ UNITED	BANGKOK	GREYNJ UNITED	BANGKOK	FINALIST
PM05/005	FORWARD THE CURE	UHMPANG HOSPITAL FOUNDATION	THE LEO BURNETT GROUP THAILAND	BANGKOK	THE LEO BURNETT GROUP THAILAND	BANGKOK	FINALIST
PM05/007	DELICIOUS SUPPLEMENT	DELICIOUS SUPPLEMENT	BEACON/LEO BURNETT TOKYO	TOKYO	BEACON COMMUNICATIONS K.K.	TOKYO	FINALIST

CATEGORY PM06 : BEST NEW PRODUCT LAUNCH/RE-LAUNCH

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
PM06/004	POCKET WITH LOVE	TENCENT CHARITY / XIHAN ACTION	PUBLICIS CHINA	GUANGZHOU	PUBLICIS CHINA	SHANGHAI	FINALIST
PM06/005	+ MET PROJECT	+ MET	J. WALTER THOMPSON JAPAN	TOKYO	J. WALTER THOMPSON JAPAN	TOKYO	FINALIST
PM06/013	ADIDAS ODDS	ADIDAS	TAPROOT DENTSU	MUMBAI	TAPROOT DENTSU	MUMBAI	FINALIST
PM06/015	NATIONS BIKE	BAJAJ V	LEO BURNETT	MUMBAI	LEO BURNETT INDIA	MUMBAI	FINALIST

CATEGORY PM07 : BEST USE OF GAMES

NO AWARD

CATEGORY PM08 : SPONSORSHIP & PARTNERSHIP CAMPAIGN

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
PM08/002	BUY OUT SLAVERY	HISTORY	GOVT SINGAPORE	SINGAPORE	GOVT SINGAPORE	SINGAPORE	FINALIST
PM08/003	A TABLE TO END HUNGER	THE HUNGER PROJECT AUSTRALIA	MCCANN SYDNEY/DEC PR	SYDNEY/SYDNEY	MCCANN SYDNEY	SYDNEY	FINALIST

CATEGORY PM09 : BEST USE OF FILM & RADIO

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
PM09/004	DADS #SHARETHELOAD	ARIEL MATIC	BBDO INDIA	MUMBAI	BBDO INDIA	MUMBAI	FINALIST
PM09/005	ADIDAS ODDS	ADIDAS	TAPROOT DENTSU	MUMBAI	TAPROOT DENTSU	MUMBAI	FINALIST
PM09/006 MOVE FROM DM05/005	THE DEAD HOUR BY NESCAFE	NESCAFE	MCCANN WORLDGROUP INDIA	MUMBAI	MCCANN WORLDGROUP INDIA	MUMBAI	FINALIST

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CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
PM09/007 MOVE FROM DM11/029	KAFA "LEGALLY BRIDE"	KAFA WOMAN'S RIGHTS NGO	LEO BURNETT BEIRUT	BEIRUT	LEO BURNETT BEIRUT	BEIRUT	FINALIST

CATEGORY PM10 : BEST USE OF PRINT & CONVENTIONAL OUTDOOR

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
PM10/001	THE GREAT REMINDER ABOUT MOTHERS' DAY.	SHINANO MAINICHI NEWSPAPER	FRONTAGE INC.	TOKYO	FRONTAGE INC.	TOKYO	FINALIST
PM10/003	HEAT TECH WINDOW	HEAT TECH	CHEIL WORLDWIDE	SEOUL	CHEIL WORLDWIDE	SEOUL	FINALIST

CATEGORY PM11 : BEST USE OF INTERNET & ONLINE ADVERTISING

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
PM11/001	HOUSEWIFE ANNUAL INCOME SIMULATOR	KIRIN NODOGOSHI ALLRIGHT	DENTSU INC.	TOKYO	HAT INC.	TOKYO	FINALIST
PM11/005	SECOND LIFE TOYS	ORGAN TRANSPLANT	DENTSU INC.	TOKYO	DENTSU INC.	TOKYO	FINALIST

CATEGORY PM12 : BEST USE OF OTHER DIGITAL MEDIA

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
PM12/002	LANDCRUISER EMERGENCY NETWORK	TOYOTA	SAATCHI & SAATCHI SYDNEY	SYDNEY	SAATCHI & SAATCHI AUSTRALIA	SYDNEY	FINALIST
PM12/005	#BETHEIREYES	SAMSUNG	CHEIL	HONG KONG	CHEIL	HONG KONG	FINALIST
PM12/011	SAFE&SOUND MUSIC PLAYER	LMG INSURANCE ROAD SAFETY CAMPAIGN	BBDO BANGKOK	BANGKOK	BBDO BANGKOK LTD	BANGKOK	FINALIST

CATEGORY PM13 : BEST USE OF SOCIAL MEDIA

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
PM13/007	BIC CHAMPENSHIPS	BIC	MCCANN MELBOURNE	MELBOURNE	MCCANN MELBOURNE	MELBOURNE	FINALIST
PM13/008	#BETHEIREYES	SAMSUNG	CHEIL	HONG KONG	CHEIL	HONG KONG	FINALIST
PM13/013	PINTRASH	RIVER CLEANING ACTIVATION	HAKUHODO INDONESIA	JAKARTA	HAKUHODO INDONESIA	JAKARTA	FINALIST
PM13/018	PRESERVED MEMORIES	SPC	LEO BURNETT	MELBOURNE	LEO BURNETT MELBOURNE	MELBOURNE	FINALIST
PM13/019	REWORD	REWORD	LEO BURNETT	MELBOURNE	LEO BURNETT MELBOURNE	MELBOURNE	FINALIST
PM13/024	THANK YOU FOR SHARING	DTAC	THE LEO BURNETT GROUP THAILAND	BANGKOK	THE LEO BURNETT GROUP THAILAND	BANGKOK	FINALIST

CATEGORY PM14 : BEST USE OF USER GENERATED CONTENT

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
PM14/003	MADE FROM MEMORY	MELBOURNE INTERNATIONAL FILM FESTIVAL	MCCANN MELBOURNE	MELBOURNE	MCCANN MELBOURNE	MELBOURNE	FINALIST
PM14/005	#BETHEIREYES	SAMSUNG	CHEIL	HONG KONG	CHEIL	HONG KONG	FINALIST

CATEGORY PM15 : BEST USE OF TECHNOLOGY

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
PM15/001	REFUNBILITATION CLINIC	REHABILITATION SERVICE	DENTSU INC.	TOKYO	DENTSU INC.	TOKYO	FINALIST
PM15/003	LANDCRUISER EMERGENCY NETWORK	TOYOTA	SAATCHI & SAATCHI SYDNEY	SYDNEY	SAATCHI & SAATCHI AUSTRALIA	SYDNEY	FINALIST
PM15/004	INTELLIGENT PARKING CHAIR	INTELLIGENT PARKING ASSIST	TBWA\HAKUHODO	TOKYO	TBWA\HAKUHODO INC.	TOKYO	FINALIST
PM15/014	SAFE&SOUND MUSIC PLAYER	LMG INSURANCE ROAD SAFETY CAMPAIGN	BBDO BANGKOK	BANGKOK	BBDO BANGKOK LTD	BANGKOK	FINALIST
PM15/015	HELPMET	THAI HEALTH PROMOTION FOUNDATION	BBDO BANGKOK	BANGKOK	BBDO BANGKOK LTD	BANGKOK	FINALIST

CATEGORY PM16 : BEST INTEGRATED PROMO CAMPAIGN

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
PM16/007	MADE POSSIBLE BY MELBOURNE	UNIVERSITY OF MELBOURNE	MCCANN MELBOURNE	MELBOURNE	MCCANN MELBOURNE	MELBOURNE	FINALIST
PM16/012	DADS #SHARETHELOAD	ARIEL MATIC	BBDO INDIA	MUMBAI	BBDO INDIA	MUMBAI	FINALIST
PM16/015	ADIDAS ODDS	ADIDAS	TAPROOT DENTSU	MUMBAI	TAPROOT DENTSU	MUMBAI	FINALIST
PM16/017	NATIONS BIKE	BAJAJ V	LEO BURNETT	MUMBAI	LEO BURNETT INDIA	MUMBAI	FINALIST