



BRANDED CONTENT & ENTERTAINMENT LOTUS

20 YEARS OF DIVERSITY

ADFEST 2017
WINNERS LIST

CATEGORY BC01 : BEST USE OF FICTION FILM

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
BC01/010	INSTANT BUZZ / SAMURAI DRONE CAT IDOLS SUPERHUMAN RUBEGOLDBERG VIEWER WARNING TOO EXPLOSIVE HIGH SCHOOL GIRL	CHIKIN RAMEN	DENTSU INC./ DENTSU PUBLIC RELATIONS INC.	TOKYO/ TOKYO	DASH CO., LTD.	TOKYO	BRANDED CONTENT
BC01/018	THANK YOU FOR SHARING	DTAC	THE LEO BURNETT GROUP THAILAND	BANGKOK	THE LEO BURNETT GROUP THAILAND	BANGKOK	BRANDED CONTENT
BC01/011	THE BREAK-UP	NAUTILUS TUNA SPREAD	GREYNJ UNITED	BANGKOK	GREYNJ UNITED	BANGKOK	FINALIST
BC01/020	HOUSE OF LITTLE MOMENTS SEASON 2	UNI NOODLE	ADK TAIWAN	TAIPEI	ADK TAIWAN	TAIPEI	FINALIST
BC01/023 MOVE FROM LRBC/006	BEHIND THE SCENE	HISO FRIED INSECT SNACK	GREYNJ UNITED	BANGKOK	GREYNJ UNITED	BANGKOK	FINALIST

CATEGORY BC02 : BEST USE OF NON-FICTION FILM

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
BC02/022 MOVE FROM BC01/004	SINGLE BELIEF	THE GLENLIVET	DENTSU TAIWAN INC.	TAIPEI	DENTSU TAIWAN INC.	TAIPEI	GRANDE BRANDED CONTENT

CATEGORY BC03 : BEST USE OF MUSIC

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
BC03/007	SAFE&SOUND MUSIC PLAYER	LMG INSURANCE ROAD SAFETY CAMPAIGN	BBDO BANGKOK	BANGKOK	BBDO BANGKOK LTD	BANGKOK	FINALIST

CATEGORY BC04 : BEST USE OF PRINT & CONVENTIONAL OUTDOOR

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
BC04/001	THE MISSING LOOK-ALIKE	MISSING PERSON CENTER	BBDO BANGKOK	BANGKOK	BBDO BANGKOK LTD	BANGKOK	FINALIST

CATEGORY BC05 : BEST USE OF EXPERIENTIAL

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
BC05/012	POCKET PATROL	SAMSUNG	LEO BURNETT	SYDNEY	LEO BURNETT	SYDNEY	BRANDED CONTENT
BC05/013	STILL LIFE	END ALS	MCCANN ERICKSON JAPAN	TOKYO	MCCANN ERICKSON JAPAN	TOKYO	BRANDED CONTENT
BC05/003	GIGA SELFIE	AUSTRALIA	TBWA\HAKUHODO	TOKYO	TBWA\HAKUHODO INC.	TOKYO	FINALIST
BC05/004	TAILOR MADE STORE	CHADSTONE	BWM DENTSU	MELBOURNE	BWM DENTSU	SYDNEY	FINALIST
BC05/009	BRAINBAND	BRAINBAND	LEO BURNETT	SYDNEY	LEO BURNETT	SYDNEY	FINALIST
BC05/014	MADE POSSIBLE BY MELBOURNE	UNIVERSITY OF MELBOURNE	MCCANN MELBOURNE	MELBOURNE	MCCANN MELBOURNE	MELBOURNE	FINALIST
BC05/015	YMCA PLAYNASIUM	YMCA VICTORIA	MCCANN MELBOURNE	MELBOURNE	MCCANN MELBOURNE	MELBOURNE	FINALIST
BC05/023	EXTREME SHOPPING	THE NORTH FACE	INNORED	SEOUL	INNORED	SEOUL	FINALIST

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CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
BC05/024	THE FIRST DRIVE	BMW KOREA	INNORED	SEOUL	INNORED	SEOUL	FINALIST
BC05/030	THE UNUSUAL FOOTBALL FIELD	AP (THAILAND) PUBLIC COMPANY LIMITED	CJ WORX	BANGKOK	CJ WORX	BANGKOK	FINALIST
BC05/033	DELICIOUS SUPPLEMENT	DELICIOUS SUPPLEMENT	BEACON/LEO BURNETT TOKYO	TOKYO	BEACON COMMUNICATIONS K.K.	TOKYO	FINALIST

CATEGORY BC06 : BEST USE OF INTERACTIVE & SOCIAL MEDIA

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
BC06/004	GIGA SELFIE	AUSTRALIA	TBWA\HAKUHODO	TOKYO	TBWA\HAKUHODO INC.	TOKYO	BRANDED CONTENT
BC06/010	REWORD	REWORD	LEO BURNETT	MELBOURNE	LEO BURNETT MELBOURNE	MELBOURNE	BRANDED CONTENT
BC06/024 MOVE FROM BC03/002	NATIVE MOBILE MUSIC VIDEO	LYRICAL SCHOOL	TBWA\HAKUHODO	TOKYO	TBWA\HAKUHODO INC.	TOKYO	BRANDED CONTENT
BC06/022	KAFA "LEGALLY BRIDE"	KAFA WOMAN'S RIGHTS NGO	LEO BURNETT BEIRUT	BEIRUT	LEO BURNETT BEIRUT	BEIRUT	FINALIST

CATEGORY BC07 : BEST USE OF USER GENERATED CONTENT

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
BC07/003	MADE FROM MEMORY	MELBOURNE INTERNATIONAL FILM FESTIVAL	MCCANN MELBOURNE	MELBOURNE	MCCANN MELBOURNE	MELBOURNE	FINALIST

CATEGORY BC08 : BEST USE OF BRAND INTEGRATION

NO AWARD

CATEGORY BC09 : BEST USE OF TALENT

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
BC09/005	THE MISSING LOOK-ALIKE	MISSING PERSON CENTER	BBDO BANGKOK	BANGKOK	BBDO BANGKOK LTD	BANGKOK	BRANDED CONTENT
BC09/004	SAMUEL GOES TO CONAN	KOREA TOURISM ORGANIZATION	HS AD	SEOUL	HS AD	SEOUL	FINALIST

CATEGORY BC10 : BEST USE OF GAMES

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
BC10/002	A DOG'S STORY	PEDIGREE	COLENZO BBDO	AUCKLAND	COLENZO BBDO	AUCKLAND	BRANDED CONTENT
BC10/001	GLICODE	GLICO	DENTSU INC./GOOGLE ZOO	TOKYO/TOKYO	DENTSU INC.	TOKYO	FINALIST

CATEGORY BC11 : BEST USE OF SPORTS

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
BC11/006	THE UNUSUAL FOOTBALL FIELD	AP (THAILAND) PUBLIC COMPANY LIMITED	CJ WORX	BANGKOK	CJ WORX	BANGKOK	BRANDED CONTENT
BC11/002	BRAINBAND	BRAINBAND	LEO BURNETT	SYDNEY	LEO BURNETT	SYDNEY	FINALIST

CATEGORY BC12 : BEST INTEGRATED CAMPAIGN

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
BC12/003	BRAINBAND	BRAINBAND	LEO BURNETT	SYDNEY	LEO BURNETT	SYDNEY	FINALIST
BC12/010	DADS #SHARETHELOAD	ARIEL MATIC	BBDO INDIA	MUMBAI	BBDO INDIA	MUMBAI	FINALIST

AS OF 22 MARCH 2017