

**INTERACTIVE**

**LOTUS**

20 YEARS OF DIVERSITY

**ADFEST 2017  
WINNERS LIST**

**WEB PLATFORM SUB-CATEGORIES**
**CATEGORY IT01 : WEBSITE: BEST CONSUMER WEBSITE**

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
IT01/006	HEARTLAND FOREST	HEARTLAND BEER	DENTSU INC.	TOKYO	DENTSU INC.	TOKYO	BRONZE

**CATEGORY IT02 : WEBSITE: SELF-PROMOTION & CORPORATE WEBSITE**

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
IT02/004	LIFE IS ELECTRIC	PANASONIC	DENTSU INC.	TOKYO	DENTSU INC.	TOKYO	SILVER

**DIGITAL INTEGRATED CAMPAIGN SUB-CATEGORIES**
**CATEGORY IT03 : DIGITAL INTEGRATED CAMPAIGN: FAST MOVING CONSUMER GOODS**

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
IT03/005	MR. SNIFF	ACUO	DENTSU INC./ TOW CO.,LTD(PRODUCTION COMPANY)/ SUNNY SIDE UP, INC.(PR AGENCY)	TOKYO/ TOKYO/ TOKYO	DENTSU INC.	TOKYO	SILVER

**CATEGORY IT04 : DIGITAL INTEGRATED CAMPAIGN: DURABLE CONSUMER GOODS**

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
IT04/009	HAND MEETS HAND	TIFFANY & CO.	HAKUHODO INC.	TOKYO	SPICEBOX INC,	TOKYO	BRONZE

**CATEGORY IT05 : DIGITAL INTEGRATED CAMPAIGN: CARS, OTHER VEHICLES, ACCESSORIES & AUTO SERVICES**

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
IT05/002	INTELLIGENT PARKING CHAIR	INTELLIGENT PARKING ASSIST	TBWA\HAKUHODO	TOKYO	TBWA\HAKUHODO INC.	TOKYO	FINALIST

**CATEGORY IT06 : DIGITAL INTEGRATED CAMPAIGN: FINANCE, BUSINESS PRODUCTS & SERVICES, COMMERCIAL PUBLIC SERVICES**

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
IT06/004	WALK WITH ME	SC ASSET	OGILVY GROUP THAILAND	BANGKOK	OGILVY GROUP THAILAND	BANGKOK	FINALIST

**CATEGORY IT07 : DIGITAL INTEGRATED CAMPAIGN: RETAIL, TRAVEL, ENTERTAINMENT & COMMUNICATION MEDIA**

**NO AWARD**

**CATEGORY IT08 : DIGITAL INTEGRATED CAMPAIGN: CORPORATE IMAGE**

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
IT08/001	DNA GLASS	SUNTORY	DENTSU INC.	TOKYO	DENTSU INC.	TOKYO	FINALIST

# INTERACTIVE LOTUS

# WINNERS

## DIGITAL DESIGN SUB-CATEGORIES

### CATEGORY IT09 : USER EXPERIENCE ON WEBSITE

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
IT09/012	#STAYNEGATHIVE	FREE HIV TESTING	DENTSU JAYME SYFU	MANILA	DENTSU JAYME SYFU	MANILA	BRONZE

### CATEGORY IT10 : WEB BANNER, DISPLAY AD, RICH MEDIA

NO AWARD

### CATEGORY IT11 : GAME

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
IT11/001	TON-TON VOICE SUMO	REHABILITATION SERVICE	DENTSU INC./TONGULLMAN INC.	TOKYO/OSAKA	DENTSU INC.	TOKYO	FINALIST

### CATEGORY IT12 : UTILITY

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
IT12/001	REFUNBILITATION CLINIC	REHABILITATION SERVICE	DENTSU INC./TONGULLMAN INC.	TOKYO/OSAKA	DENTSU INC.	TOKYO	FINALIST

### CATEGORY IT13 : APPLICATION

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
IT13/007	REWORD	REWORD	LEO BURNETT	MELBOURNE	LEO BURNETT MELBOURNE	MELBOURNE	GOLD
IT13/004	SAFE&SOUND MUSIC PLAYER	LMG INSURANCE ROAD SAFETY CAMPAIGN	BBDO BANGKOK	BANGKOK	BBDO BANGKOK LTD	BANGKOK	FINALIST

## ONLINE VIDEO AD SUB-CATEGORIES

### CATEGORY IT14 : VDO, SERIES & WEBISODE

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
IT14/003	LIFE IS ELECTRIC	PANASONIC	DENTSU INC.	TOKYO	DENTSU INC.	TOKYO	GOLD
IT14/002	HOUSE OF LITTLE MOMENTS SEASON 2	UNI NOODLE	ADK TAIWAN	TAIPEI	ADK TAIWAN	TAIPEI	SILVER

### CATEGORY IT15 : VIRAL VDO

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
IT15/037	HELLO	NZ TRANSPORT AGENCY	CLEMENGER BBDO WELLINGTON	WELLINGTON	CLEMENGER BBDO WELLINGTON	WELLINGTON	GRANDE FOR HUMANITY
IT15/028	GLOBE PREPAID ROGUE ONE MASK	GLOBE TELECOM	PUBLICIS JIMENEZBASIC	MANILA	PUBLICIS JIMENEZ BASIC	MANILA	SILVER
IT15/031	THE BOY WHO LOVES TO STUDY	MCDONALD'S	LEO BURNETT GROUP MANILA	MANILA	LEO BURNETT MANILA	MANILA	SILVER
IT15/025	A SPECIAL GIFT FROM KOREA	KOREA TOURISM ORGANIZATION	HS AD	SEOUL	HS AD	SEOUL	FINALIST
IT15/034	DADS #SHARETHELOAD	ARIEL MATIC	BBDO INDIA	MUMBAI	BBDO INDIA	MUMBAI	FINALIST

**CATEGORY IT16 : INTERACTIVE VDO**

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
IT16/005	THE CROWD-COORDINATED MUSIC VIDEO	KIRIGAMINE STYLE	HAKUHODO INC.	TOKYO	TAIYO KIKAKU CO., LTD.	TOKYO	FINALIST
IT16/007	WALK WITH ME	SC ASSET	OGILVY GROUP THAILAND	BANGKOK	OGILVY GROUP THAILAND	BANGKOK	FINALIST

**BEST USE OF TECHNOLOGY SUB-CATEGORIES**
**CATEGORY IT17 : USE OF DIGITAL TECHNOLOGY**

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
IT17/001	REFUNBILITATION CLINIC	REHABILITATION SERVICE	DENTSU INC./TONGULLMAN INC.	TOKYO/OSAKA	DENTSU INC.	TOKYO	FINALIST
IT17/002	VISUALLY IMPAIRED REALITY	UNIVERSITY OF MELBOURNE	MCCANN MELBOURNE	MELBOURNE	MCCANN MELBOURNE	MELBOURNE	FINALIST

**CATEGORY IT18 : BEST USE OF A PROTOTYPE TECHNOLOGY**

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
IT18/001	TON-TON VOICE SUMO	REHABILITATION SERVICE	DENTSU INC./TONGULLMAN INC.	TOKYO/OSAKA	DENTSU INC.	TOKYO	SILVER
IT18/007	PERSONAL INNOVATION ACT	SOFTBANK CORP.	SIX INC./HAKUHODO INC.	TOKYO/TOKYO	SIX INC.	TOKYO	SILVER
IT18/013 MOVE FROM IT17/021	BRAINBAND	BRAINBAND	LEO BURNETT	SYDNEY	LEO BURNETT	SYDNEY	SILVER
IT18/002	LANDCRUISER EMERGENCY NETWORK	TOYOTA	SAATCHI & SAATCHI SYDNEY	SYDNEY	SAATCHI & SAATCHI AUSTRALIA	SYDNEY	FINALIST

**CATEGORY IT19 : USE OF DATA**

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
IT19/001	DNA GLASS	SUNTORY	DENTSU INC.	TOKYO	DENTSU INC.	TOKYO	GOLD

**CATEGORY IT20 : USE OF SOCIAL**

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
IT20/015	DONATE 4 BIRDS   THE NEW ECOSYSTEM	CONSERVATION INTERNATIONAL JAPAN	DLX INC.	TOKYO	BIRDMAN INC.	TOKYO	FINALIST

**CATEGORY IT21 : SOCIAL APP & TOOLS**

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
IT21/001	REWORD	REWORD	LEO BURNETT	MELBOURNE	LEO BURNETT MELBOURNE	MELBOURNE	BRONZE