

LOTUS ROOTS



20 YEARS OF DIVERSITY

ADFEST 2017

WINNERS LIST

CATEGORY LR : LOTUS ROOTS

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
LRDM/014 MOVE FROM DM11/028	CORRECTING HISTORY	CAMPAIGN AGAINST THE RETURN OF THE MARCOSES TO MALACAÑANG (CARMMA)	TBWA\SANTIAGO MANGADA PUNO	MANILA	TBWA\SANTIAGO MANGADA PUNO	MANILA	GRANDE LOTUS ROOTS
LRBC/013	KAFA "LEGALLY BRIDE"	KAFA WOMAN'S RIGHTS NGO	LEO BURNETT BEIRUT	BEIRUT	LEO BURNETT BEIRUT	BEIRUT	LOTUS ROOTS
LRIN/007	HEART TO HEART : ALL FOR THAT FIRST HELLO	ELEVIT	J. WALTER THOMPSON SHANGHAI	SHANGHAI	J. WALTER THOMPSON SHANGHAI	SHANGHAI	LOTUS ROOTS
LRME/007	WARDROBE APARTMENT	SOCIETY FOR COMMUNITY ORGANIZATION	BBDO HONG KONG	HONG KONG	BBDO HONG KONG	HONG KONG	LOTUS ROOTS
LRBC/003	POCKET PATROL	SAMSUNG	LEO BURNETT	SYDNEY	LEO BURNETT	SYDNEY	FINALIST
LRBC/009	"WAITING4U~LET YOU MOFU MOFU~"	MOFU MOFU★DOGS	DENTSU INC./ DENTSU PUBLIC RELATIONS INC.	TOKYO/TOKYO	TAIYO KIKAKU CO., LTD.	TOKYO	FINALIST
LRCF/002	TOKYO CULTURE STORY	BEAMS	SIX INC./ COSMO COMMUNICATIONS INC.	TOKYO/TOKYO	SIX INC.	TOKYO	FINALIST
LRCF/007	INSTANT BUZZ / SAMURAI DRONE CAT IDOLS SUPERHUMAN RUBEN GOLDBERG VIEWER WARNING TOO EXPLOSIVE HIGH SCHOOL GIRL	CHIKIN RAMEN	DENTSU INC./ DENTSU PUBLIC RELATIONS INC	TOKYO/TOKYO	DASH CO., LTD.	TOKYO	FINALIST
LRCF/012	MEET ME AT THE HOME	VISA	BBDO AND PROXIMITY CHINA	SHANGHAI	BBDO CHINA	SHANGHAI	FINALIST
LRCF/014	NIKE #MINOHODOSHIRAZU	NIKE	WIEDEN + KENNEDY TOKYO	TOKYO	DICTIONARY FILMS TOKYO/ CUTTERS TOKYO	TOKYO	FINALIST
LRDE/003	MODERN KIDAI SHÔRAN	NIHONBASHI REVITALIZATION	DENTSU INC.	TOKYO	DENTSU INC.	TOKYO	FINALIST
LRDE/012	THE CURSE SIGN	"DON'T LET ANYONE BLAME THAI" CAMPAIGN	CREATIVE JUICE\BANGKOK	BANGKOK	CREATIVE JUICE\BANGKOK	BANGKOK	FINALIST
LRDE/015	THAI FARMER CALENDAR	MABIN FERTILIZER	DENTSU (THAILAND) LTD	BANGKOK	DENTSU (THAILAND) LTD	BANGKOK	FINALIST
LRDM/008	ABSORBPLATE	THAI HEALTH PROMOTION FOUNDATION	BBDO BANGKOK	BANGKOK	BBDO BANGKOK LTD	BANGKOK	FINALIST
LRDM/009	THAI FARMER CALENDAR	MABIN FERTILIZER	DENTSU (THAILAND) LTD	BANGKOK	DENTSU (THAILAND) LTD	BANGKOK	FINALIST
LRDM/010	HEART TO HEART : ALL FOR THAT FIRST HELLO	ELEVIT	J. WALTER THOMPSON SHANGHAI	SHANGHAI	J. WALTER THOMPSON SHANGHAI	SHANGHAI	FINALIST
LRF/004	PERSONAL INNOVATION ACT	SOFTBANK CORP.	SIX INC./HAKUHODO INC.	TOKYO/TOKYO	SIX INC.	TOKYO	FINALIST
LRF/011	INSTANT BUZZ / SAMURAI DRONE CAT IDOLS SUPERHUMAN RUBEN GOLDBERG VIEWER WARNING TOO EXPLOSIVE HIGH SCHOOL GIRL	CHIKIN RAMEN	DENTSU INC./ DENTSU PUBLIC RELATIONS INC.	TOKYO/TOKYO	DASH CO., LTD.	TOKYO	FINALIST
LRF/016	RUBBER BOY	PETRONAS	LEO BURNETT MALAYSIA	KUALA LUMPUR	STAR REACHER ADVERTISING SDN BHD	KUALA LUMPUR	FINALIST
LRF/018	LEPAS TU (AND THEN)	TNB	LEO BURNETT MALAYSIA	KUALA LUMPUR	STAR REACHER ADVERTISING SDN BHD	KUALA LUMPUR	FINALIST

CATEGORY LR : LOTUS ROOTS

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
LRF/023	HIJUP #EMPOWERCHANGE	HIJUP	ANATMAN PICTURES	JAKARTA	ANATMAN PICTURES	JAKARTA	FINALIST
LRF/043	KEEP WALKING: XYZA BACANI	JOHNNIE WALKER	PROXIMITY PHILIPPINES	MANILA	BBDO GUERRERO	MANILA	FINALIST
LRIT/003	PERSONAL INNOVATION ACT	SOFTBANK CORP.	SIX INC./HAKUHODO INC.	TOKYO/TOKYO	SIX INC.	TOKYO	FINALIST
LRME/001	TOILET PAPER FOR SMARTPHONES	SERVICES FOR TRAVELERS	TOKYU AGENCY INC.	TOKYO	TOKYU AGENCY INC.	TOKYO	FINALIST
LRME/010	SRI PADA - MERIT BIN	RATNAPURA DIVISIONAL COUNCIL (PRADESHIYA SABAWA)	LEO BURNETT SRI LANKA	COLOMBO	LEO BURNETT SOLUTIONS INC.	COLOMBO	FINALIST
LROD/001	PREGNANT GOVERNORS	WORK LIFE BALANCE PROMOTING CAMPAIGN	NISHIKO	FUKUOKA	CS NISHIKO	FUKUOKA	FINALIST
LROD/006	ABSORBPLATE	THAI HEALTH PROMOTION FOUNDATION	BBDO BANGKOK	BANGKOK	BBDO BANGKOK LTD	BANGKOK	FINALIST
LRPM/002	+ MET PROJECT	+ MET	J. WALTER THOMPSON JAPAN	TOKYO	J. WALTER THOMPSON JAPAN	TOKYO	FINALIST

*LRBC/006 BEHIND THE SCENE MOVE TO BC01/023

*LRIN/001 PERSONAL INNOVATION ACT MOVE TO IN/037

*LRIN/002 SMILE LOCK OUTLET MOVE TO IN/038

AS OF 24 MARCH 2017