

PRESS LOTUS

20 YEARS OF DIVERSITY

ADFEST 2017
WINNERS LIST

CATEGORY PR01 : FOOD

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
PR01/007-009	BALLOONS CAMPAIGN	SNICKERS	IMPACT BBDO DUBAI	DUBAI	IMPACT BBDO DUBAI	DUBAI	GOLD
PR01/005-006	SOUR-FACED MAN/ SOUR-FACED WOMAN	SUPER ZUPER SOUR CANDY	HAKUHODO INDONESIA	JAKARTA	HAKUHODO INDONESIA	JAKARTA	FINALIST

CATEGORY PR02 : BEVERAGES

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
PR02/002-004	THE EPIC SLEEP CAMPAIGN	ARABUS 3 IN 1	MONDAY	BANGKOK	MONDAY	BANGKOK	BRONZE

CATEGORY PR03 : BEAUTY & PERSONAL CARE

NO AWARD

CATEGORY PR04 : HEALTHCARE

NO AWARD

CATEGORY PR05 : FASHION, SPORTS & ACCESSORIES

NO AWARD

CATEGORY PR06 : CARS, OTHER VEHICLES, ACCESSORIES & AUTO SERVICES

NO AWARD

CATEGORY PR07 : ELECTRONICS

NO AWARD

CATEGORY PR08 : HOUSEHOLD PRODUCTS & MAINTENANCE

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
PR08/004-006	BUBBLES CAMPAIGN	SUNLIGHT	MULLENLOWE SINGAPORE	SINGAPORE	MULLENLOWE SINGAPORE	SINGAPORE	BRONZE

CATEGORY PR09 : HOME APPLIANCES & FURNISHINGS

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
PR09/001	DAD	IKEA INDONESIA	IRIS WORLDWIDE	JAKARTA	IRIS WORLDWIDE INDONESIA	JAKARTA	FINALIST
PR09/002	MOM	IKEA INDONESIA	IRIS WORLDWIDE	JAKARTA	IRIS WORLDWIDE INDONESIA	JAKARTA	FINALIST

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
PR09/003	BOYFRIEND	IKEA INDONESIA	IRIS WORLDWIDE	JAKARTA	IRIS WORLDWIDE INDONESIA	JAKARTA	FINALIST
PR09/010	PYTHON	CIRCULON	DENTSU JAYME SYFU	MANILA	DENTSU JAYME SYFU	MANILA	FINALIST

CATEGORY PR10 : RETAIL

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
PR10/001-002	LOVING THE NIGHT 1-2	MCDONALD'S	TBWA\THAILAND	BANGKOK	TBWA (THAILAND) CO., LTD.	BANGKOK	SILVER
PR10/003	LOVING THE NIGHT 3	MCDONALD'S	TBWA\THAILAND	BANGKOK	TBWA (THAILAND) CO., LTD.	BANGKOK	FINALIST

CATEGORY PR11 : TRAVEL & ENTERTAINMENT

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
PR11/004	THE BATTLE	WORLD EXPLORER	OGILVY GROUP THAILAND	BANGKOK	OGILVY GROUP THAILAND	BANGKOK	GOLD

CATEGORY PR12 : COMMUNICATION MEDIA & PUBLICATIONS

NO AWARD

CATEGORY PR13 : FINANCE, BUSINESS PRODUCTS & SERVICES, COMMERCIAL PUBLIC SERVICES

NO AWARD

CATEGORY PR14 : CORPORATE IMAGE

NO AWARD

CATEGORY PR15 : PUBLIC SERVICES & CAUSE APPEALS

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
PR15/007-009	BOY/GRANDFATHER/FAMILY	REGIONAL ENVIRONMENTAL AWARENESS CAMERON HIGHLANDS	DENTSU SINGAPORE	SINGAPORE	DENTSU SINGAPORE PTE LTD	SINGAPORE	SILVER
PR15/016-018	THE MISSING LOOK-ALIKE CAMPAIGN	MISSING PERSON CENTER	BBDO BANGKOK	BANGKOK	BBDO BANGKOK LTD	BANGKOK	BRONZE
PR15/022-024	WFA PET ADOPTION CAMPAIGN	WORLD FOR ALL	MCCANN WORLDGROUP INDIA	MUMBAI	MCCANN WORLDGROUP INDIA	MUMBAI	BRONZE

CATEGORY PR16 : BEST USE OF PRINT

NO AWARD