



**PRINT CRAFT LOTUS**

20 YEARS OF DIVERSITY

**ADFE 2017**  
**WINNERS LIST**

**CATEGORY CP01 : PHOTOGRAPHY**

NO AWARD

**CATEGORY CP02 : BEST USE OF PHOTOGRAPHY/DI**

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
CP02/007,009	LOVING THE NIGHT 1/ LOVING THE NIGHT 3	MCDONALD'S	TBWA\THAILAND	BANGKOK	TBWA (THAILAND) CO., LTD.	BANGKOK	SILVER
CP02/011	GET BACK, TOHOKU.1	TOHOKU SHINKANSEN		TOKYO	DENTSU INC.	TOKYO	SILVER
CP02/012	GET BACK, TOHOKU.2	TOHOKU SHINKANSEN	DENTSU INC.	TOKYO	DENTSU INC.	TOKYO	BRONZE
CP02/013	GET BACK, TOHOKU.3	TOHOKU SHINKANSEN	DENTSU INC.	TOKYO	DENTSU INC.	TOKYO	FINALIST
CP02/017	CAT	WORLD FOR ALL	MCCANN WORLDGROUP INDIA	MUMBAI	MCCANN WORLDGROUP INDIA	MUMBAI	FINALIST
CP02/018	DOG	WORLD FOR ALL	MCCANN WORLDGROUP INDIA	MUMBAI	MCCANN WORLDGROUP INDIA	MUMBAI	FINALIST

**CATEGORY CP03 : ILLUSTRATION**

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
CP03/003	ASIAN BLOOM	ASIA UNIVERSITY	TOKYU AGENCY INC.	TOKYO	TOKYU AGENCY INC.	TOKYO	BRONZE

**CATEGORY CP04 : BEST USE OF ILLUSTRATION**

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
CP04/016-018	SLOW TRAIN, SLOW LIFE. "GET BACK, TOHOKU."1-3	TOHOKU SHINKANSEN	DENTSU INC.	TOKYO	DENTSU INC.	TOKYO	SILVER
CP04/027	FLOAT	ABS CBN FOUNDATION	TBWA\SANTIAGO MANGADA PUNO	MANILA	TBWA\SANTIAGO MANGADA PUNO	MANILA	BRONZE
CP04/002	ONE HOUR CAN MAKE A BIG DIFFERENCE_DROUGHT	EARTH HOUR	LEO BURNETT	SYDNEY	LEO BURNETT	SYDNEY	FINALIST
CP04/003	ONE HOUR CAN MAKE A BIG DIFFERENCE_REEF	EARTH HOUR	LEO BURNETT	SYDNEY	LEO BURNETT	SYDNEY	FINALIST
CP04/004	ONE HOUR CAN MAKE A BIG DIFFERENCE_BUSH	EARTH HOUR	LEO BURNETT	SYDNEY	LEO BURNETT	SYDNEY	FINALIST
CP04/025	BOAT	ABS CBN FOUNDATION	TBWA\SANTIAGO MANGADA PUNO	MANILA	TBWA\SANTIAGO MANGADA PUNO	MANILA	FINALIST

**CATEGORY CP05 : TYPOGRAPHY**

NO AWARD

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## CATEGORY CP06 : BEST USE OF TYPOGRAPHY

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
CP06/002	WOOL	BREEZE	MULLENLOWE SINGAPORE	SINGAPORE	MULLENLOWE SINGAPORE	SINGAPORE	SILVER
CP06/003	DENIM	BREEZE	MULLENLOWE SINGAPORE	SINGAPORE	MULLENLOWE SINGAPORE	SINGAPORE	BRONZE
CP06/004	LINEN	BREEZE	MULLENLOWE SINGAPORE	SINGAPORE	MULLENLOWE SINGAPORE	SINGAPORE	BRONZE

## CATEGORY CP07 : ART DIRECTION

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
CP07/059-061	ONE CUT KILL ALL CAMPAIGN	SEUB NAKHASATHIEN FOUNDATION	OGILVY GROUP THAILAND	BANGKOK	OGILVY GROUP THAILAND	BANGKOK	SILVER
CP07/062	LIQUID NAVY SEALS	VIDISEP PROVIDONE IODINE	HAKUHODO INDONESIA	JAKARTA	HAKUHODO INDONESIA	JAKARTA	SILVER
CP07/019,021	LOVING THE NIGHT 1/ LOVING THE NIGHT 3	MCDONALD'S	TBWA\THAILAND	BANGKOK	TBWA (THAILAND) CO., LTD.	BANGKOK	BRONZE
CP07/043-044	BOY/GRANDFATHER	REGIONAL ENVIRONMENTAL AWARENESS CAMERON HIGHLANDS	DENTSU SINGAPORE	SINGAPORE	DENTSU SINGAPORE PTE LTD	SINGAPORE	BRONZE
CP07/024	DUCK	SUNLIGHT	MULLENLOWE SINGAPORE	SINGAPORE	MULLENLOWE SINGAPORE	SINGAPORE	FINALIST
CP07/070	CAT	WORLD FOR ALL	MCCANN WORLDGROUP INDIA	MUMBAI	MCCANN WORLDGROUP INDIA	MUMBAI	FINALIST
CP07/071	DOG	WORLD FOR ALL	MCCANN WORLDGROUP INDIA	MUMBAI	MCCANN WORLDGROUP INDIA	MUMBAI	FINALIST

## CATEGORY CP08 : RETOUCHING/IMAGE MANIPULATION

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
CP08/001-003	ONE CUT KILL ALL CAMPAIGN	SEUB NAKHASATHIEN FOUNDATION	OGILVY GROUP THAILAND	BANGKOK	ILLUSION CO.,LTD.	BANGKOK	SILVER

## CATEGORY CP09 : BEST USE OF RETOUCHING/IMAGE MANIPULATION

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
CP09/006-008	ONE CUT KILL ALL CAMPAIGN	SEUB NAKHASATHIEN FOUNDATION	OGILVY GROUP THAILAND	BANGKOK	OGILVY GROUP THAILAND	BANGKOK	SILVER
CP09/001-003	BOY/GRANDFATHER/FAMILY	REGIONAL ENVIRONMENTAL AWARENESS CAMERON HIGHLANDS	DENTSU SINGAPORE	SINGAPORE	DENTSU SINGAPORE PTE LTD	SINGAPORE	BRONZE

## CATEGORY CP10 : COMPUTER GENERATED IMAGERY (CGI)

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
CP10/010	LIQUID NAVY SEALS	VIDISEP PROVIDONE IODINE	HAKUHODO INDONESIA	JAKARTA	ILLUSION CO.,LTD.	BANGKOK	GOLD
CP10/006	DUCK	SUNLIGHT	MULLENLOWE SINGAPORE	SINGAPORE	ILLUSION CO.,LTD.	BANGKOK	BRONZE
CP10/013	LUGGAGE MAN	NAT GEO TRAVELER MAGAZINE	HAKUHODO INDONESIA	JAKARTA	ILLUSION CO.,LTD.	BANGKOK	BRONZE

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CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
CP10/004	SQUID	SUNLIGHT	MULLENLOWE SINGAPORE	SINGAPORE	ILLUSION CO.,LTD.	BANGKOK	FINALIST
CP10/005	PIG	SUNLIGHT	MULLENLOWE SINGAPORE	SINGAPORE	ILLUSION CO.,LTD.	BANGKOK	FINALIST
CP10/011-012	SOUR-FACED MAN/ SOUR-FACED WOMAN	SUPER ZUPER SOUR CANDY	HAKUHODO INDONESIA	JAKARTA	ILLUSION CO.,LTD.	BANGKOK	FINALIST
CP10/014	BACKPACK MAN	NAT GEO TRAVELER MAGAZINE	HAKUHODO INDONESIA	JAKARTA	ILLUSION CO.,LTD.	BANGKOK	FINALIST

### CATEGORY CP11 : BEST USE OF COMPUTER GENERATED IMAGERY (CGI)

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
CP11/001	LIQUID NAVY SEALS	VIDISEP PROVIDONE IODINE	HAKUHODO INDONESIA	JAKARTA	HAKUHODO INDONESIA	JAKARTA	GOLD
CP11/002	LUGGAGE MAN	NAT GEO TRAVELER MAGAZINE	HAKUHODO INDONESIA	JAKARTA	HAKUHODO INDONESIA	JAKARTA	BRONZE
CP11/003	BACKPACK MAN	NAT GEO TRAVELER MAGAZINE	HAKUHODO INDONESIA	JAKARTA	HAKUHODO INDONESIA	JAKARTA	FINALIST

### CATEGORY CP12 : PRODUCTION DESIGN/STYLING

NO AWARD