



PROMO LOTUS

20 YEARS OF DIVERSITY

ADFEST 2017
WINNERS LIST

CATEGORY PM01 : GUERILLA MARKETING

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
PM01/001	FINGER LICKIN' GOOD	KFC	OGILVY & MATHER GROUP HK	HONG KONG	OGILVY & MATHER GROUP HK	HONG KONG	SILVER
PM01/013 MOVE FROM DM08/022	THE CONSCIOUS CROSSING	KIWIRAIL	CLEMENGER BBDO WELLINGTON	WELLINGTON	CLEMENGER BBDO WELLINGTON	WELLINGTON	SILVER
PM01/006	HUNTSMAN CONDOMS	PETA (PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS)	MULLENLOWE SINGAPORE	SINGAPORE	MULLENLOWE SINGAPORE	SINGAPORE	FINALIST

CATEGORY PM02 : EXPERIENTIAL & EVENTS

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
PM02/015	YMCA PLAYNASIUM	YMCA VICTORIA	MCCANN MELBOURNE	MELBOURNE	MCCANN MELBOURNE	MELBOURNE	GOLD
PM02/044	BEHIND THE LEATHER	PETA ASIA	OGILVY GROUP THAILAND	BANGKOK	OGILVY GROUP THAILAND	BANGKOK	SILVER
PM02/010	A TABLE TO END HUNGER	THE HUNGER PROJECT AUSTRALIA	MCCANN SYDNEY/DEC PR	SYDNEY/SYDNEY	MCCANN SYDNEY	SYDNEY	BRONZE
PM02/003	GIGA SELFIE	AUSTRALIA	TBWA\HAKUHODO	TOKYO	TBWA\HAKUHODO INC.	TOKYO	FINALIST
PM02/009	SOBA ALLERGY TATTOO CHECKER	SOBA (BUCKWHEAT NOODLE) PROMOTION	J. WALTER THOMPSON JAPAN	TOKYO	J. WALTER THOMPSON JAPAN	TOKYO	FINALIST
PM02/018	STILL LIFE	END ALS	MCCANN ERICKSON JAPAN	TOKYO	MCCANN ERICKSON JAPAN	TOKYO	FINALIST
PM02/037	BACKYARD BURGER KING	WHOPPER	COLENZO BBDO	AUCKLAND	COLENZO BBDO	AUCKLAND	FINALIST
PM02/039	THE UNUSUAL FOOTBALL FIELD	AP (THAILAND) PUBLIC COMPANY LIMITED	CJ WORX	BANGKOK	CJ WORX	BANGKOK	FINALIST
PM02/045	DIRTY WATERCOLOR	ABS CBN FOUNDATION	TBWA\SANTIAGO MANGADA PUNO	MANILA	TBWA\SANTIAGO MANGADA PUNO	MANILA	FINALIST

CATEGORY PM03 : AMBIENT PROMOTION: SMALL SCALE

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
PM03/020	ABSORBPLATE	THAI HEALTH PROMOTION FOUNDATION	BBDO BANGKOK	BANGKOK	BBDO BANGKOK LTD	BANGKOK	SILVER
PM03/004	SOBA ALLERGY TATTOO CHECKER	SOBA(BUCKWHEAT NOODLE) PROMOTION	J. WALTER THOMPSON JAPAN	TOKYO	J. WALTER THOMPSON JAPAN	TOKYO	BRONZE
PM03/012	PRAYER FOR GOOD	DENGUE PREVENTION ACTIVATION CAMPAIGN	HAKUHODO INDONESIA	JAKARTA	HAKUHODO INDONESIA	JAKARTA	BRONZE
PM03/006	#BETHEIREYES	SAMSUNG	CHEIL	HONG KONG	CHEIL	HONG KONG	FINALIST

CATEGORY PM04 : AMBIENT PROMOTION: LARGE SCALE

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
PM04/005	YMCA PLAYNASIUM	YMCA VICTORIA	MCCANN MELBOURNE	MELBOURNE	MCCANN MELBOURNE	MELBOURNE	GOLD
PM04/014 MOVE FROM PM03/003	POCKET WITH LOVE	TENCENT CHARITY / XIHAN ACTION	PUBLICIS CHINA	GUANGZHOU	PUBLICIS CHINA	SHANGHAI	SILVER
PM04/010	THE UNUSUAL FOOTBALL FIELD	AP (THAILAND) PUBLIC COMPANY LIMITED	CJ WORX	BANGKOK	CJ WORX	BANGKOK	FINALIST

CATEGORY PM05 : BEST USE OF MERCHANDISING & IN-STORE MARKETING

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
PM05/007	DELICIOUS SUPPLEMENT	DELICIOUS SUPPLEMENT	BEACON/LEO BURNETT TOKYO	TOKYO	BEACON COMMUNICATIONS K.K.	TOKYO	BRONZE
PM05/004	THE "ALL-YOU-CAN'T-EAT" DOGGY BAG	BAR-B-Q PLAZA	GREYNJ UNITED	BANGKOK	GREYNJ UNITED	BANGKOK	FINALIST
PM05/005	FORWARD THE CURE	UHMPANG HOSPITAL FOUNDATION	THE LEO BURNETT GROUP THAILAND	BANGKOK	THE LEO BURNETT GROUP THAILAND	BANGKOK	FINALIST

CATEGORY PM06 : BEST NEW PRODUCT LAUNCH/RE-LAUNCH

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
PM06/013	ADIDAS ODDS	ADIDAS	TAPROOT DENTSU	MUMBAI	TAPROOT DENTSU	MUMBAI	GOLD
PM06/004	POCKET WITH LOVE	TENCENT CHARITY / XIHAN ACTION	PUBLICIS CHINA	GUANGZHOU	PUBLICIS CHINA	SHANGHAI	SILVER
PM06/005	+ MET PROJECT	+ MET	J. WALTER THOMPSON JAPAN	TOKYO	J. WALTER THOMPSON JAPAN	TOKYO	BRONZE
PM06/015	NATIONS BIKE	BAJAJ V	LEO BURNETT	MUMBAI	LEO BURNETT INDIA	MUMBAI	FINALIST

CATEGORY PM07 : BEST USE OF GAMES

NO AWARD

CATEGORY PM08 : SPONSORSHIP & PARTNERSHIP CAMPAIGN

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
PM08/003	A TABLE TO END HUNGER	THE HUNGER PROJECT AUSTRALIA	MCCANN SYDNEY/DEC PR	SYDNEY/SYDNEY	MCCANN SYDNEY	SYDNEY	GOLD
PM08/002	BUY OUT SLAVERY	HISTORY	GOVT SINGAPORE	SINGAPORE	GOVT SINGAPORE	SINGAPORE	FINALIST

CATEGORY PM09 : BEST USE OF FILM & RADIO

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
PM09/006 MOVE FROM DM05/005	THE DEAD HOUR BY NESCAFE	NESCAFE	MCCANN WORLDGROUP INDIA	MUMBAI	MCCANN WORLDGROUP INDIA	MUMBAI	GRANDE
PM09/007 MOVE FROM DM11/029	KAFA "LEGALLY BRIDE"	KAFA WOMAN'S RIGHTS NGO	LEO BURNETT BEIRUT	BEIRUT	LEO BURNETT BEIRUT	BEIRUT	SILVER
PM09/004	DADS #SHARETHELOAD	ARIEL MATIC	BBDO INDIA	MUMBAI	BBDO INDIA	MUMBAI	FINALIST
PM09/005	ADIDAS ODDS	ADIDAS	TAPROOT DENTSU	MUMBAI	TAPROOT DENTSU	MUMBAI	FINALIST

CATEGORY PM10 : BEST USE OF PRINT & CONVENTIONAL OUTDOOR

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
PM10/003	HEAT TECH WINDOW	HEAT TECH	CHEIL WORLDWIDE	SEOUL	CHEIL WORLDWIDE	SEOUL	SILVER
PM10/001	THE GREAT REMINDER ABOUT MOTHERS' DAY.	SHINANO MAINICHI NEWSPAPER	FRONTAGE INC.	TOKYO	FRONTAGE INC.	TOKYO	FINALIST

CATEGORY PM11 : BEST USE OF INTERNET & ONLINE ADVERTISING

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
PM11/005	SECOND LIFE TOYS	ORGAN TRANSPLANT	DENTSU INC.	TOKYO	DENTSU INC.	TOKYO	SILVER
PM11/001	HOUSEWIFE ANNUAL INCOME SIMULATOR	KIRIN NODOGOSHI ALLRIGHT	DENTSU INC.	TOKYO	HAT INC.	TOKYO	FINALIST

CATEGORY PM12 : BEST USE OF OTHER DIGITAL MEDIA

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
PM12/002	LANDCRUISER EMERGENCY NETWORK	TOYOTA	SAATCHI & SAATCHI SYDNEY	SYDNEY	SAATCHI & SAATCHI AUSTRALIA	SYDNEY	SILVER
PM12/011	SAFE&SOUND MUSIC PLAYER	LMG INSURANCE ROAD SAFETY CAMPAIGN	BBDO BANGKOK	BANGKOK	BBDO BANGKOK LTD	BANGKOK	SILVER
PM12/005	#BETHEIREYES	SAMSUNG	CHEIL	HONG KONG	CHEIL	HONG KONG	FINALIST

CATEGORY PM13 : BEST USE OF SOCIAL MEDIA

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
PM13/019	REWORD	REWORD	LEO BURNETT	MELBOURNE	LEO BURNETT MELBOURNE	MELBOURNE	GOLD
PM13/013	PINTRASH	RIVER CLEANING ACTIVATION	HAKUHODO INDONESIA	JAKARTA	HAKUHODO INDONESIA	JAKARTA	SILVER
PM13/024	THANK YOU FOR SHARING	DTAC	THE LEO BURNETT GROUP THAILAND	BANGKOK	THE LEO BURNETT GROUP THAILAND	BANGKOK	SILVER

PROMO LOTUS
WINNERS

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
PM13/007	BIC CHAMPENSHIPS	BIC	MCCANN MELBOURNE	MELBOURNE	MCCANN MELBOURNE	MELBOURNE	FINALIST
PM13/008	#BETHEIREYES	SAMSUNG	CHEIL	HONG KONG	CHEIL	HONG KONG	FINALIST

CATEGORY PM14 : BEST USE OF USER GENERATED CONTENT

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
PM14/005	#BETHEIREYES	SAMSUNG	CHEIL	HONG KONG	CHEIL	HONG KONG	SILVER
PM14/003	MADE FROM MEMORY	MELBOURNE INTERNATIONAL FILM FESTIVAL	MCCANN MELBOURNE	MELBOURNE	MCCANN MELBOURNE	MELBOURNE	BRONZE
PM14/011 MOVE FROM PM13/018	PRESERVED MEMORIES	SPC	LEO BURNETT	MELBOURNE	LEO BURNETT MELBOURNE	MELBOURNE	FINALIST

CATEGORY PM15 : BEST USE OF TECHNOLOGY

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
PM15/004	INTELLIGENT PARKING CHAIR	INTELLIGENT PARKING ASSIST	TBWA\HAKUHODO	TOKYO	TBWA\HAKUHODO INC.	TOKYO	SILVER
PM15/003	LANDCRUISER EMERGENCY NETWORK	TOYOTA	SAATCHI & SAATCHI SYDNEY	SYDNEY	SAATCHI & SAATCHI AUSTRALIA	SYDNEY	BRONZE
PM15/014	SAFE&SOUND MUSIC PLAYER	LMG INSURANCE ROAD SAFETY CAMPAIGN	BBDO BANGKOK	BANGKOK	BBDO BANGKOK LTD	BANGKOK	BRONZE
PM15/015	HELPMET	THAI HEALTH PROMOTION FOUNDATION	BBDO BANGKOK	BANGKOK	BBDO BANGKOK LTD	BANGKOK	BRONZE
PM15/001	REFUNBILITATION CLINIC	REHABILITATION SERVICE	DENTSU INC.	TOKYO	DENTSU INC.	TOKYO	FINALIST

CATEGORY PM16 : BEST INTEGRATED PROMO CAMPAIGN

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
PM16/007	MADE POSSIBLE BY MELBOURNE	UNIVERSITY OF MELBOURNE	MCCANN MELBOURNE	MELBOURNE	MCCANN MELBOURNE	MELBOURNE	GOLD
PM16/012	DADS #SHARETHELOAD	ARIEL MATIC	BBDO INDIA	MUMBAI	BBDO INDIA	MUMBAI	BRONZE
PM16/015	ADIDAS ODDS	ADIDAS	TAPROOT DENTSU	MUMBAI	TAPROOT DENTSU	MUMBAI	BRONZE
PM16/017	NATIONS BIKE	BAJAJ V	LEO BURNETT	MUMBAI	LEO BURNETT INDIA	MUMBAI	FINALIST