



**DIRECT
LOTUS**

20 YEARS OF DIVERSITY
ADFEST 2017
ENTRIES LIST



DIRECT LOTUS

ALL ENTRIES

CATEGORY DM01 : FLAT MAIL & PRINT

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM01/001	NEIGHBOR	JULANT	HAVAS ORTEGA	MANILA
DM01/002	FORWARD THE CURE	UHMPANG HOSPITAL FOUNDATION	THE LEO BURNETT GROUP THAILAND	BANGKOK

CATEGORY DM02 : DIMENSIONAL MAIL

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM02/001	THE COLOUR OF CALM	MERCEDES-BENZ AUTOMOBILES	BBDO SINGAPORE	SINGAPORE
DM02/002	KIBO SCIENCE 360 - A SPACE EXPERIMENT WITH GOOGLE	GOOGLE	DENTSU TEC INC.	TOKYO
DM02/003	THE POWER BANK BOOK	POWER BANK BOOK ANNUAL REPORT	DENTSU JAYME SYFU	MANILA
DM02/004	THAI FARMER CALENDAR	MABIN FERTILIZER	DENTSU (THAILAND) LTD	BANGKOK

CATEGORY DM03 : LOW BUDGET MAILER

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM03/001	NEIGHBOR	JULANT	HAVAS ORTEGA	MANILA
DM03/002	FORWARD THE CURE	UHMPANG HOSPITAL FOUNDATION	THE LEO BURNETT GROUP THAILAND	BANGKOK
DM03/003	DON'T TEAR!	DIABETES PREVENTION	PHOENIX OGILVY & MATHER (PVT) LTD	COLOMBO

CATEGORY DM04 : BEST USE OF FILM & INFOMERCIALS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM04/001	CUP NOODLE XV	CUP NOODLE	P.I.C.S.CO., LTD.	TOKYO
DM04/002	AWAJIKOKU VR VERCHAN REALITY	CITY PROMOTION	KOEI PLANNING CO., LTD.	OSAKA
DM04/003	CREATORS WANTED	SAMSUNG	LEO BURNETT	SYDNEY

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CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM04/004	LASER OR L'OREAL	L'OREAL PARIS	MCCANN MELBOURNE	MELBOURNE
DM04/005	GRATEFUL FOR THE HEAT	THERMOS	MCCANN ERICKSON JAPAN	TOKYO
DM04/006	TOUR TO THE SPINNING WORLD	VAN HOUTEN COCOA	TOKYU AGENCY INC.	TOKYO
DM04/007	EXTREME WASH	SUPER KEEPING FOLD LINES SLACKS	TOKYU AGENCY INC.	TOKYO
DM04/008	TRY! NOODLE CRADLE	KAGAWA PREFECTURE	DENTSU INC.	TOKYO
DM04/009	DADS #SHARETHELOAD	ARIEL MATIC	BBDO INDIA	MUMBAI
DM04/010	HEADGEAR-COVER PLAN	CLEAR	ADK JAPAN	TOKYO
DM04/011	BENQ BE A FAMILY PERSON SERIES	BENQ	BBDO TAIWAN	TAIPEI
DM04/012	FLYING SUMO WRESTLER	INSTAX SHARE SP-2	HAKUHODO INC.	TOKYO
DM04/013	THE MISSING LOOK-ALIKE	MISSING PERSON CENTER	BBDO BANGKOK LTD	BANGKOK
DM04/014	LIGHT A LIFE	MAXIS	STAR REACHER ADVERTISING SDN BHD	KUALA LUMPUR
DM04/015	BAR-B-Q FULFILL	BAR-B-Q PLAZA	GREYNJ UNITED	BANGKOK
DM04/016	THANK YOU FOR SHARING	DTAC	THE LEO BURNETT GROUP THAILAND	BANGKOK
DM04/017	BEAT THE ORDINARY	SAMSUNG GALAXY NOTE	THE LEO BURNETT GROUP THAILAND	BANGKOK
DM04/018	THUMB-STOPPING THUMB VIDEOS	YELLOW CAB PIZZA COMPANY	BBDO GUERRERO	MANILA
DM04/019	ADIDAS ODDS	ADIDAS	TAPROOT DENTSU	MUMBAI
DM04/020	MEMORIES FOR LIFE	HDFC LIFE INSURANCE	LEO BURNETT INDIA	MUMBAI
DM04/021	HOUSE OF LITTLE MOMENTS SEASON 1&2	UNI NOODLE	ADK TAIWAN	TAIPEI
DM04/022	COLOUR TEST	TOYOTA	DENTSU SINGAPORE PTE LTD	SINGAPORE
DM04/023	CATS IN BOXES	TOYOTA	DENTSU SINGAPORE PTE LTD	SINGAPORE
DM04/024	HOMECOMING GOES ABROAD	VISA	BBDO CHINA	SHANGHAI



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CATEGORY DM05 : BEST USE OF AUDIO

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM05/001	POEM CALLS	CORPORATE	PUBLICIS JIMENEZ BASIC	MANILA
DM05/002	MEOWSIC VIDEO	SHINEE	DENTSU INC.	TOKYO
DM05/003	SAFE&SOUND MUSIC PLAYER	LMG INSURANCE ROAD SAFETY CAMPAIGN	BBDO BANGKOK LTD	BANGKOK
DM05/004	SONIC SWEETENER	XINCAFE	BEIJING DENTSU ADVERTISING CO., LTD	BEIJING
DM05/005	THE DEAD HOUR BY NESCAFE	NESCAFE	MCCANN WORLDGROUP INDIA	MUMBAI

CATEGORY DM06 : BEST USE OF PRINT & CONVENTIONAL OUTDOOR

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM06/001	HEAT TECH WINDOW	HEAT TECH	CHEIL WORLDWIDE	SEOUL
DM06/002	SUMMER FACE HERE	NODOGOSHI SUMMER SPECIAL	DENTSU INC.	TOKYO
DM06/003	THE MISSING LOOK-ALIKE	MISSING PERSON CENTER	BBDO BANGKOK LTD	BANGKOK
DM06/004	GLEAMING NEWSPAPER	HATO BUS CO.,LTD	DENTSU INC.	TOKYO
DM06/005	DIRTY WATERCOLOR	ABS CBN FOUNDATION	TBWA\SANTIAGO MANGADA PUNO	MANILA
DM06/006	BOOK OF HEALING POWER	BAND - AID	BBDO CHINA	SHANGHAI

CATEGORY DM07 : BEST USE OF DIRECT AMBIENT: SMALL SCALE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM07/001	MARUTI SUZUKI NO PO PO	MARUTI SUZUKI	DENTSU WEBCHUTNEY	HARYANA
DM07/002	GUESS HUE	PENSHOPPE	WUNDERMAN INTL PHILS INC	MANILA
DM07/003	#KNOCK KNOCK CATS PROJECT	#KNOCK KNOCK CATS PROJECT	TBWA\HAKUHODO INC.	TOKYO
DM07/004	INTELLIGENT PARKING CHAIR	INTELLIGENT PARKING ASSIST	TBWA\HAKUHODO INC.	TOKYO

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CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM07/005	SALE SCENT	REALESTATE.COM.AU	BWM DENTSU	SYDNEY
DM07/006	VR COOL LOVE INVITATION	RIVON TAIWANESE WEDDING COOKIES	DENTSU ONE TAIPEI	TAIPEI
DM07/007	POCKET WITH LOVE	TENCENT CHARITY / XIHAN ACTION	PUBLICIS CHINA	SHANGHAI
DM07/008	SOBA ALLERGY TATTOO CHECKER	SOBA(BUCKWHEAT NOODLE) PROMOTION	J. WALTER THOMPSON JAPAN	TOKYO
DM07/009	PAPER SOCKS IN THE SHOES	MIHARA YASUHIRO SOCKS	J. WALTER THOMPSON JAPAN	TOKYO
DM07/010	BURNKERY	P60 URBAN BOOTCAMP	DENTSU MEDIA THAILAND	BANGKOK
DM07/011	NAPPY NOTES	HELLO ANGEL	CHEIL	HONG KONG
DM07/012	#BETHEIREYES	SAMSUNG	CHEIL	HONG KONG
DM07/013	TV PROGRAM PROMOTION CARVED INTO A RED PENCIL LEAD	PROOFREADER ETSUKO KOHNO	I&S BBDO INC.	TOKYO
DM07/014	PINK LIGHT CAMPAIGN	BUSAN-GIMHAE LIGHT RAIL TRANSIT	DAEHONG COMMUNICATIONS	SEOUL
DM07/015	HÄAGEN-HEARTS	HÄAGEN-DAZS	TBWA\HAKUHODO INC.	TOKYO
DM07/016	PROUD COLOR	NERIMA CITY	HAKUHODO KETTLE INC.	TOKYO
DM07/017	SUPERMARKET TAKEOVER	IDFC MUTUAL FUND	TBWA\INDIA	MUMBAI
DM07/018	TOILET PAPER FOR SMARTPHONES	SERVICES FOR TRAVELERS	TOKYU AGENCY INC.	TOKYO
DM07/019	TASTE DRIVING	PRIUS	DENTSU INC.	TOKYO
DM07/020	PRAYER FOR GOOD	DENGUE PREVENTION ACTIVATION CAMPAIGN	HAKUHODO INDONESIA	JAKARTA
DM07/021	BUTTERFLY EFFECT FAN	TORAY CORPORATION	MCCANN ERICKSON JAPAN	TOKYO
DM07/022	"LOOK AT ME."	PREVENTION OF CHILD ABUSE AND NEGLECT CANGPAIN	HAKUHODO INC.	OSAKA
DM07/023	RUSSIAN ROULETTE FERRIS WHEEL	HIRAKATA PARK	HAKUHODO INC.	OSAKA
DM07/024	LET'S EAT JIMOTO GOHAN	KYOTO SHIMBUN	DENTSU INC.	TOKYO
DM07/025	ABSORBPLATE	THAI HEALTH PROMOTION FOUNDATION	BBDO BANGKOK LTD	BANGKOK



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DM07/026	THAI FARMER CALENDAR	MABIN FERTILIZER	DENTSU (THAILAND) LTD	BANGKOK
DM07/027	X-RAY CASTS	ANCHOR	COLENZO BBDO	AUCKLAND
DM07/028	TAIWAN TRUE COLOR CRAYONS	NEW FORD KUGA	J. WALTER THOMPSON TAIPEI	TAIPEI
DM07/029	DAMAGED HAIR BRUSH EXPERIMENT	PANTENE 3 MINUTE MIRACLE	GREYNJ UNITED	BANGKOK
DM07/030	DON'T DRIVE HUNGRY	SNICKERS	BBDO GUERRERO	MANILA
DM07/031	DONATE YOUR SIGNATURE	DONATE YOUR SIGNATURE	BEACON COMMUNICATIONS K.K.	TOKYO
DM07/032	DELICIOUS SUPPLEMENT	DELICIOUS SUPPLEMENT	BEACON COMMUNICATIONS K.K.	TOKYO
DM07/033	SHAME PIECE CUTTER	DOMINO'S PIZZA	DENTSU ONE	HU CHI MINH CITY

CATEGORY DM08 : BEST USE OF DIRECT AMBIENT: LARGE SCALE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM08/001	TE - THE INNOVATION BEHIND INNOVATION	TE CONNECTIVITY	KBS	SHANGHAI
DM08/002	GIGA SELFIE	AUSTRALIA	TBWA\HAKUHODO INC.	TOKYO
DM08/003	FAST FOOD AID	DOHTONBORI	TYO INC.	TOKYO
DM08/004	DESERTED CITY PHOTO FESTIVAL	MURORAN CITY	MOTHERS	TOKYO
CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM08/005	TAILOR MADE STORE	CHADSTONE	BWM DENTSU	SYDNEY
DM08/006	SINGING NATURE	NEW MUSIC PROMOTION FOR SHINICHI OSAWA	J. WALTER THOMPSON JAPAN	TOKYO
DM08/007	NO SALT RESTAURANT	ELECTRO 'SALT-FLAVOURED' FORK	J. WALTER THOMPSON JAPAN	TOKYO
DM08/008	MADE POSSIBLE BY MELBOURNE	UNIVERSITY OF MELBOURNE	MCCANN MELBOURNE	MELBOURNE
DM08/009	HUMAN CUT-OFF TIMER	OFFICAIL TIMER	DENTSU INC.	TOKYO
DM08/010	HUGGABLE PILLAR THERAPY	POM POM PURIN	TOKYU AGENCY INC.	TOKYO



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DM08/011	SORRY TO SMILE, SMILE BOX	SMILEBOX	CHEIL WORLDWIDE	SEOUL
DM08/012	LIFE PUMP	CARIBBEAN BAY WATER PARK	CHEIL WORLDWIDE	SEOUL
DM08/013	STORY-LISTENING BOOK	FROEBEL-KAN CO., LTD.	BBMEDIA INC.	TOKYO
DM08/014	AXE HAIR-CHANGING ROOM	AXE	ADK JAPAN	TOKYO
DM08/015	SCIENCE PHOBIA CAMP	SCIENCE PHOBIA CAMP	TOHOKUSHINSHA FILM CORPORATION	TOKYO
DM08/016	WARDROBE APARTMENT	SOCIETY FOR COMMUNITY ORGANIZATION	BBDO HONG KONG	HONG KONG
DM08/017	LIGHT UP WITH A PEN-VOTE	GOOGLE IMPACT CHALLENGE KOREA	LEO BURNETT KOREA	SEOUL
DM08/018	THE CURSE SIGN	"DON'T LET ANYONE BLAME THAI" CAMPAIGN	CREATIVE JUICE\BANGKOK	BANGKOK
DM08/019	BREATH-SYNC	KITTE	ADK JAPAN	TOKYO
DM08/020	LOST IN THE RAIN	CHEVROLET	MRM//MCCANN SINGAPORE	SINGAPORE
DM08/021	THE UNUSUAL FOOTBALL FIELD	AP (THAILAND) PUBLIC COMPANY LIMITED	CJ WORX	BANGKOK
DM08/022	THE CONSCIOUS CROSSING	KIWIRAIL	CLEMENGER BBDO WELLINGTON	WELLINGTON
DM08/023	BLOOD BANKING	INDIAN RED CROSS SOCIETY	J. WALTER THOMPSON INDIA	MUMBAI
DM08/024	DETTOL GERMBURSTERS	DETTOL	MCCANN WORLDGROUP INDIA	MUMBAI
DM08/025	BEHIND THE LEATHER	PETA ASIA	OGILVY GROUP THAILAND	BANGKOK
DM08/026	THE RIDERLESS BIKE	STEVE WAUGH FOUNDATION	HAVAS WORLDWIDE AUSTRALIA	SYDNEY
DM08/027	SRI PADA - MERIT BIN	RATNAPURA DIVISIONAL COUNCIL (PRADESHIYA SABAWA)	LEO BURNETT SOLUTIONS INC.	COLOMBO



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CATEGORY DM09 : BEST USE OF ONLINE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM09/001	SIGNEMOJI	CHINA ASSOCIATION OF THE DEAF	TBWA\ SHANGHAI	SHANGHAI
DM09/002	BUY OUT SLAVERY	HISTORY	GOVT SINGAPORE	SINGAPORE
DM09/003	NADERU VOTE -VOTING BY PETTING-	SANRIO CHARACTER RANKING	HAKUHODO I-STUDIO INC.	TOKYO
DM09/004	CREATORS WANTED	SAMSUNG	LEO BURNETT	SYDNEY
DM09/005	CAT STREET VIEW	HIROSHIMA TOURISM	I&S BBDO INC.	TOKYO
DM09/006	SECOND LIFE TOYS	ORGAN TRANSPLANT	DENTSU INC.	TOKYO
DM09/007	IS THERE A PROBLEM OFFICER?	METROPOLITAN MANILA DEVELOPMENT AUTHORITY	MCCANN WORLDGROUP PHILIPPINES	MANILA
DM09/008	DADS #SHARETHELOAD	ARIEL MATIC	BBDO INDIA	MUMBAI
CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM09/009	LIVE STATS LOTTERY	FOOTBALL CHANNEL	ADK JAPAN	TOKYO
DM09/010	#STAYNEGATHIVE	FREE HIV TESTING	DENTSU JAYME SYFU	MANILA
DM09/011	SHOCK THE HEART	AED (AUTOMATED EXTERNAL DEFIBRILLATOR)	DAIKO ADVERTISING INC.	TOKYO
DM09/012	BLOOD BANKING	INDIAN RED CROSS SOCIETY	J. WALTER THOMPSON INDIA	MUMBAI
DM09/013	REUNITING MEMORIES FROM 1947	OLX	LEO BURNETT INDIA	MUMBAI
DM09/014	MAKE YOUR MAD AD	OLX	LEO BURNETT INDIA	MUMBAI
DM09/015	MEMORIES FOR LIFE	HDFC LIFE INSURANCE	LEO BURNETT INDIA	MUMBAI
DM09/016	THE MISSING LOOK-ALIKE	MISSING PERSON CENTER	BBDO BANGKOK LTD	BANGKOK
DM09/017	DONATE 4 BIRDS THE NEW ECOSYSTEM	CONSERVATION INTERNATIONAL JAPAN	BIRDMAN INC.	TOKYO



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CATEGORY DM10 : BEST USE OF MOBILE MARKETING

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM10/001	TEXT FROM YOUR EX	AIDS CONCERN	TBWA HONG KONG	HONG KONG
DM10/002	GIGA SELFIE	AUSTRALIA	TBWA\HAKUHODO INC.	TOKYO
DM10/003	AWAJIKOKU VR VERCHAN REALITY	CITY PROMOTION	KOEI PLANNING CO., LTD.	OSAKA
DM10/004	POCKET PATROL	SAMSUNG	LEO BURNETT	SYDNEY
DM10/005	MY SOLE STORY	NIKE RUNNING	AKQA SHANGHAI	SHANGHAI
DM10/006	TOILET PAPER FOR SMARTPHONES	SERVICES FOR TRAVELERS	TOKYU AGENCY INC.	TOKYO
DM10/007	SHINOZAKI "AI-PHONE"	AI SHINOZAKI	TOKYU AGENCY INC.	TOKYO
DM10/008	THE WORLD'S FIRST VR MOBILE LIVE BASEBALL GAME BROADCAST, KT GIGA VR	KT GIGA VR	CHEIL WORLDWIDE	SEOUL
DM10/009	LIVE STATS LOTTERY	FOOTBALL CHANNEL	ADK JAPAN	TOKYO
DM10/010	HELPMET	THAI HEALTH PROMOTION FOUNDATION	BBDO BANGKOK LTD	BANGKOK
DM10/011	LIGHT A LIFE	MAXIS	STAR REACHER ADVERTISING SDN BHD	KUALA LUMPUR
DM10/012	FAMI-NAVI	DONGFENG CITROEN	BEIJING DENTSU ADVERTISING CO., LTD	BEIJING
DM10/013	AIR POLLUTION DISCOUNT	HADAGOKOCHI	BEIJING DENTSU ADVERTISING CO., LTD	BEIJING
DM10/014	BLOOD BANKING	INDIAN RED CROSS SOCIETY	J. WALTER THOMPSON INDIA	MUMBAI
DM10/015	THUMB-STOPPING THUMB VIDEOS	YELLOW CAB PIZZA COMPANY	BBDO GUERRERO	MANILA
DM10/016	COLOUR TEST	TOYOTA	DENTSU SINGAPORE PTE LTD	SINGAPORE
DM10/017	CATS IN BOXES	TOYOTA	DENTSU SINGAPORE PTE LTD	SINGAPORE
DM10/018	VISA_ THE CHASE	VISA	BBDO CHINA	SHANGHAI



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CATEGORY DM11 : BEST USE OF SOCIAL MEDIA

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM11/001	PRIUS! PARTS CHARACTERS	PRIUS	DENTSU INC.	TOKYO
DM11/002	FINGER LICKIN' GOOD	KFC	OGILVY & MATHER GROUP HK	HONG KONG
DM11/003	THE DISGUISE	RSPCA NSW	SAATCHI & SAATCHI AUSTRALIA	SYDNEY
DM11/004	SIGNEMOJI	CHINA ASSOCIATION OF THE DEAF	TBWA\ SHANGHAI	SHANGHAI
DM11/005	CULL THE KALE	PAPA GIUSEPPI'S	BWM DENTSU	SYDNEY
DM11/006	CREATORS WANTED	SAMSUNG	LEO BURNETT	SYDNEY
DM11/007	LEAP	EOS 80D	LEO BURNETT	SYDNEY
DM11/008	BIC CHAMPENSHIPS	BIC	MCCANN MELBOURNE	MELBOURNE
DM11/009	LASER OR L'OREAL	L'OREAL PARIS	MCCANN MELBOURNE	MELBOURNE
DM11/010	WEIDER IN JELLY FOR YOUR ALMA MATER	WEIDER IN JELLY	DENTSU INC.	TOKYO
DM11/011	#BETHEIREYES	SAMSUNG	CHEIL	HONG KONG
DM11/012	HÄAGEN-HEARTS	HÄAGEN-DAZS	TBWA\HAKUHODO INC.	TOKYO
DM11/013	SNAP COUNSELLORS	LOVEDOCTOR.IN	TBWA\INDIA	MUMBAI
DM11/014	ELECTRIC ELECTION	ELECTION IN TOKYO	TOKYU AGENCY INC.	TOKYO
DM11/015	INSTAZOOM	CANON	DENTSU SINGAPORE PTE LTD	SINGAPORE
DM11/016	PINTRASH	RIVER CLEANING ACTIVATION	HAKUHODO INDONESIA	JAKARTA
DM11/017	DESIGNING VERANDA	VERANDA RESORT AND SPA	RABBIT'S TALE CO., LTD.	BANGKOK
DM11/018	THE BEAUTIFUL TRUTH	MAXI-PEEL	PUBLICIS JIMENEZ BASIC	MANILA
DM11/019	DADS #SHARETHELOAD	ARIEL MATIC	BBDO INDIA	MUMBAI
DM11/020	THE FACEBOOK MUSEUM	ROCK ED PHILIPPINES	Y&R PHILIPPINES, INC.	MANILA
DM11/021	PRESERVED MEMORIES	SPC	LEO BURNETT MELBOURNE	MELBOURNE
DM11/022	THE MOST ENVIOUS TWEET	NOGIKOI	TAIYO KIKAKU CO., LTD.	TOKYO



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CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM11/023	THE MISSING LOOK-ALIKE	MISSING PERSON CENTER	BBDO BANGKOK LTD	BANGKOK
DM11/024	ANYONE CAN BUY	HOMEPRO EXPO	BBDO BANGKOK LTD	BANGKOK
DM11/025	TIPSY LIVE	CHAM I SUL	NEWEARLY	SEOUL
DM11/026	HELLO	NZ TRANSPORT AGENCY	CLEMENGER BBDO WELLINGTON	WELLINGTON
DM11/027	DONATE 4 BIRDS THE NEW ECOSYSTEM	CONSERVATION INTERNATIONAL JAPAN	BIRDMAN INC.	TOKYO
DM11/028	CORRECTING HISTORY	CAMPAIGN AGAINST THE RETURN OF THE MARCOSES TO MALACAÑANG (CARMMA)	TBWA\SANTIAGO MANGADA PUNO	MANILA
DM11/029	KAFA "LEGALLY BRIDE"	KAFA WOMAN'S RIGHTS NGO	LEO BURNETT BEIRUT	BEIRUT

CATEGORY DM12 : USER GENERATED CONTENT

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM12/001	DINE SURPRISE DRIVE	LEXUS RC 200T	DENTSU MEDIA THAILAND	BANGKOK
DM12/002	LEAP	EOS 80D	LEO BURNETT	SYDNEY
DM12/003	MADE FROM MEMORY	MELBOURNE INTERNATIONAL FILM FESTIVAL	MCCANN MELBOURNE	MELBOURNE
DM12/004	#BETHEIREYES	SAMSUNG	CHEIL	HONG KONG
DM12/005	PROUD COLOR	NERIMA CITY	HAKUHODO KETTLE INC.	TOKYO
DM12/006	KIDS MOTOR SHOW	HYUNDAI MOTOR COMPANY	INNOCEAN WORLDWIDE	SEOUL
DM12/007	MAJOLIGA	SHISEIDO CO,LTD	TOW CO., LTD.	TOKYO
DM12/008	CANON LIFE REDEFINE : THAI ALPHABET	CANON	RABBIT'S TALE CO., LTD.	BANGKOK
DM12/009	REWORD	REWORD	LEO BURNETT MELBOURNE	MELBOURNE
DM12/010	THE MOST ENVIIOUS TWEET	NOGIKOI	TAIYO KIKAKU CO., LTD.	TOKYO



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CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM12/011	#NOTATOURIST THAILAND POSTCARD RESHOOT	VISA THAILAND TOURISM CAMPAIGN	BBDO BANGKOK LTD	BANGKOK
DM12/012	BLACK IS NOW	BAR-B-Q PLAZA	GREYNJ UNITED	BANGKOK
DM12/013	THE DEAD HOUR BY NESCAFE	NESCAFE	MCCANN WORLDGROUP INDIA	MUMBAI
DM12/014	REUNITING MEMORIES FROM 1947	OLX	LEO BURNETT INDIA	MUMBAI
DM12/015	MAKE YOUR MAD AD	OLX	LEO BURNETT INDIA	MUMBAI
DM12/016	MEMORIES FOR LIFE	HDFC LIFE INSURANCE	LEO BURNETT INDIA	MUMBAI

CATEGORY DM13 : BEST USE OF TECHNOLOGY

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM13/001	CERITA BINTANG	PERMATA TABUNGAN BINTANG	DDB GROUP INDONESIA/PT INAZUMA INDONESIA	JAKARTA
DM13/002	TON-TON VOICE SUMO	REHABILITATION SERVICE	DENTSU INC.	TOKYO
DM13/003	LANDCRUISER EMERGENCY NETWORK	TOYOTA	SAATCHI & SAATCHI AUSTRALIA	SYDNEY
DM13/004	GUESS HUE	PENSHOPPE	WUNDERMAN INTL PHILS INC	MANILA
DM13/005	GIGA SELFIE	AUSTRALIA	TBWA\HAKUHODO INC.	TOKYO
DM13/006	INTELLIGENT PARKING CHAIR	INTELLIGENT PARKING ASSIST	TBWA\HAKUHODO INC.	TOKYO
DM13/007	PERSONAL INNOVATION ACT	SOFTBANK CORP.	SIX INC.	TOKYO
DM13/008	SMILE LOCK OUTLET	TOYOTA I-ROAD	DENTSU INC.	TOKYO
DM13/009	NO SALT RESTAURANT	ELECTRO 'SALT-FLAVOURED' FORK	J. WALTER THOMPSON JAPAN	TOKYO
DM13/010	POCKET PATROL	SAMSUNG	LEO BURNETT	SYDNEY
DM13/011	BRAINBAND	BRAINBAND	LEO BURNETT	SYDNEY
DM13/012	NAPPY NOTES	HELLO ANGEL	CHEIL	HONG KONG
DM13/013	PINK LIGHT CAMPAIGN	BUSAN-GIMHAE LIGHT RAIL TRANSIT	DAEHONG COMMUNICATIONS	SEOUL
DM13/014	MR. SNIFF	ACUO	DENTSU INC.	TOKYO

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CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM13/015	#BEFEARLESS	SAMSUNG ELECTRONICS	CHEIL WORLDWIDE	SEOUL
DM13/016	AXE HAIR-CHANGING ROOM	AXE	ADK JAPAN	TOKYO
DM13/017	DNA GLASS	SUNTORY	DENTSU INC.	TOKYO
DM13/018	TOUCHABLE INK	THAI SAMSUNG ELECTRONICS / THAI ASSOCIATION OF THE BLIND	J. WALTER THOMPSON	BANGKOK
DM13/019	KIBO SCIENCE 360 - A SPACE EXPERIMENT WITH GOOGLE	GOOGLE	DENTSU TEC INC.	TOKYO
DM13/020	MOTION CAPTURE TECHNOLOGY USED IN DONGFENGFENGSHEN AX5 RELEASE CONFERENCE	DONGFENGFENGSHEN	MEILAMEILA (BEIJING) TECHNOLOGY LTD.	BEIJING
DM13/021	REWORD	REWORD	LEO BURNETT MELBOURNE	MELBOURNE
DM13/023	SAFE&SOUND MUSIC PLAYER	LMG INSURANCE ROAD SAFETY CAMPAIGN	BBDO BANGKOK LTD	BANGKOK
DM13/022	IGNORE THE MOBILE TEMPTATION	KDDI CORPORATION	HAKUHODO INC.	TOKYO
DM13/024	HELPMET	THAI HEALTH PROMOTION FOUNDATION	BBDO BANGKOK LTD	BANGKOK
DM13/025	FAMI-NAVI	DONGFENG CITROEN	BEIJING DENTSU ADVERTISING CO., LTD	BEIJING
DM13/026	HEART TO HEART : ALL FOR THAT FIRST HELLO	ELEVIT	J. WALTER THOMPSON SHANGHAI	SHANGHAI
DM13/027	BLOOD BANKING	INDIAN RED CROSS SOCIETY	J. WALTER THOMPSON INDIA	MUMBAI

CATEGORY DM14 : FIELD MARKETING

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM14/001	#KNOCK KNOCK CATS PROJECT	#KNOCK KNOCK CATS PROJECT	TBWA\HAKUHODO INC.	TOKYO
DM14/002	POCKET PATROL	SAMSUNG	LEO BURNETT	SYDNEY
DM14/003	HÄAGEN-HEARTS	HÄAGEN-DAZS	TBWA\HAKUHODO INC.	TOKYO
DM14/004	TOILET PAPER FOR SMARTPHONES	SERVICES FOR TRAVELERS	TOKYU AGENCY INC.	TOKYO
DM14/005	REINDEER DELIVERY PEOJECT	DOMINO'S PIZZA	MOMENTUM WORLDWIDE	TOKYO



DIRECT LOTUS

ALL ENTRIES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM14/006	BREATH-SYNC	KITTE	ADK JAPAN	TOKYO
DM14/007	JACKPOTATO	TOKYO HARVEST	GEOMETRY GLOBAL JAPAN	TOKYO
DM14/008	KIBO SCIENCE 360 - A SPACE EXPERIMENT WITH GOOGLE	GOOGLE	DENTSU TEC INC.	TOKYO
DM14/009	THE LONG-LASTING UNIFORM	HYGIENE	BBDO BANGKOK LTD	BANGKOK
DM14/010	ABSORBPLATE	THAI HEALTH PROMOTION FOUNDATION	BBDO BANGKOK LTD	BANGKOK
DM14/011	RE_PIZZA	XINTIANDI SHANGHAI	BEIJING DENTSU ADVERTISING CO., LTD	BEIJING
DM14/012	MASTERCARD ID CHECK	MASTERCARD ASIA PACIFIC	MCCANN WORLDGROUP SINGAPORE PTE LTD	SINGAPORE
DM14/013	HEART TO HEART : ALL FOR THAT FIRST HELLO	ELEVIT	J. WALTER THOMPSON SHANGHAI	SHANGHAI
DM14/014	BLOOD BANKING	INDIAN RED CROSS SOCIETY	J. WALTER THOMPSON INDIA	MUMBAI
DM14/015	DETTOL GERMBURSTERS	DETTOL	MCCANN WORLDGROUP INDIA	MUMBAI

CATEGORY DM15 : DIRECT CAMPAIGN FOR RETENTION/LOYALTY

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM15/001	PRIUS! PARTS CHARACTERS	PRIUS	DENTSU INC.	TOKYO
DM15/002	LANDCRUISER EMERGENCY NETWORK	TOYOTA	SAATCHI & SAATCHI AUSTRALIA	SYDNEY
DM15/003	THE ARTMAP	CATHAY PACIFIC	MCCANN WORLDGROUP HK	HONG KONG
DM15/004	NISSAN X-TREME GOLF CUP	X-TRAIL HYBRID	TBWA\HAKUHODO INC.	TOKYO
DM15/005	NADERU VOTE -VOTING BY PETTING-	SANRIO CHARACTER RANKING	HAKUHODO I-STUDIO INC.	TOKYO
DM15/006	CO-CREATION WITH 1500 SUPER-LOYAL-PARTNERS "THE 100 BEER LOVERS COMPANY"	THE 100 BEER LOVERS COMPANY	VOICEVISION INC.	TOKYO
DM15/007	SOLEMATE	KEDS	J. WALTER THOMPSON JAKARTA	JAKARTA
DM15/008	FREE PUPPIES FOREVER	SEEING EYE DOGS AUSTRALIA	MCCANN MELBOURNE	MELBOURNE



DIRECT LOTUS

ALL ENTRIES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM15/009	HEADGEAR-COVER PLAN	CLEAR	ADK JAPAN	TOKYO
DM15/010	LIVE STATS LOTTERY	FOOTBALL CHANNEL	ADK JAPAN	TOKYO
DM15/011	PRESERVED MEMORIES	SPC	LEO BURNETT MELBOURNE	MELBOURNE
DM15/012	TRICK AND TREAT	CHOCOBALL	HAKUHODO INC.	TOKYO
DM15/013	PICTURE BOOK WITHOUT PICTURES	INSTAX	BEIJING DENTSU ADVERTISING CO., LTD	BEIJING
DM15/014	REUNITING MEMORIES FROM 1947	OLX	LEO BURNETT INDIA	MUMBAI
DM15/015	MAKE YOUR MAD AD	OLX	LEO BURNETT INDIA	MUMBAI
DM15/016	MEMORIES FOR LIFE	HDFC LIFE INSURANCE	LEO BURNETT INDIA	MUMBAI
DM15/017	HOUSE OF LITTLE MOMENTS SEASON 1&2	UNI NOODLE	ADK TAIWAN	TAIPEI

CATEGORY DM16 : BEST INTEGRATED DIRECT CAMPAIGN

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM16/001	INTELLIGENT PARKING CHAIR	INTELLIGENT PARKING ASSIST	TBWA\HAKUHODO INC.	TOKYO
DM16/002	LEAP	EOS 80D	LEO BURNETT	SYDNEY
DM16/003	MADE POSSIBLE BY MELBOURNE	UNIVERSITY OF MELBOURNE	MCCANN MELBOURNE	MELBOURNE
DM16/004	ROYAL WARRANT IN THE FANTASY	AUDI	TYO INC.MONSTER. DIVISION	TOKYO
DM16/005	WARDROBE APARTMENT	SOCIETY FOR COMMUNITY ORGANIZATION	BBDO HONG KONG	HONG KONG
DM16/006	DADS #SHARETHELOAD	ARIEL MATIC	BBDO INDIA	MUMBAI
DM16/007	HEADGEAR-COVER PLAN	CLEAR	ADK JAPAN	TOKYO
DM16/008	THE MISSING LOOK-ALIKE	MISSING PERSON CENTER	BBDO BANGKOK LTD	BANGKOK
DM16/009	DAMAGED HAIR BRUSH EXPERIMENT	PANTENE 3 MINUTE MIRACLE	GREYNJ UNITED	BANGKOK
DM16/010	LIFE IS ELECTRIC	PANASONIC	DENTSU INC.	TOKYO
DM16/011	ADIDAS ODDS	ADIDAS	TAPROOT DENTSU	MUMBAI
DM16/012	REUNITING MEMORIES FROM 1947	OLX	LEO BURNETT INDIA	MUMBAI



DIRECT LOTUS

ALL ENTRIES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM16/013	HOUSE OF LITTLE MOMENTS SEASON 1&2	UNI NOODLE	ADK TAIWAN	TAIPEI

CATEGORY LRDM : LOTUS ROOTS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
LRDM/001	BRAINBAND	BRAINBAND	LEO BURNETT	SYDNEY
LRDM/002	POCKET PATROL	SAMSUNG	LEO BURNETT	SYDNEY
LRDM/003	SECOND LIFE TOYS	ORGAN TRANSPLANT	DENTSU INC.	TOKYO
LRDM/004	CANON LIFE REDEFINE : THAI ALPHABET	CANON	RABBIT'S TALE CO., LTD.	BANGKOK
LRDM/005	POEM CALLS	CORPORATE	PUBLICIS JIMENEZ BASIC	MANILA
LRDM/006	EVACUATION GAME	STAMP MAKER	DENTSU INC.CHUBU	NAGOYA
LRDM/007	THE LONG-LASTING UNIFORM	HYGIENE	BBDO BANGKOK LTD	BANGKOK
LRDM/008	ABSORBPLATE	THAI HEALTH PROMOTION FOUNDATION	BBDO BANGKOK LTD	BANGKOK
LRDM/009	THAI FARMER CALENDAR	MABIN FERTILIZER	DENTSU (THAILAND) LTD	BANGKOK
LRDM/010	HEART TO HEART : ALL FOR THAT FIRST HELLO	ELEVIT	J. WALTER THOMPSON SHANGHAI	SHANGHAI
LRDM/011	DETTOL GERMBURSTERS	DETTOL	MCCANN WORLDGROUP INDIA	MUMBAI
LRDM/012	SRI PADA - MERIT BIN	RATNAPURA DIVISIONAL COUNCIL (PRADESHIYA SABAWA)	LEO BURNETT SOLUTIONS INC.	COLOMBO
LRDM/013	ARE YOU MAN ENOUGH?	IODEX	PHOENIX OGILVY & MATHER (PVT) LTD	COLOMBO

AS OF 15 MARCH 2017