



EFFECTIVE LOTUS

20 YEARS OF DIVERSITY
ADFEST 2017
ENTRIES LIST



EFFECTIVE LOTUS

ALL ENTRIES

CATEGORY EF01 : EFFECTIVE LOTUS - CAMPAIGN SUCCESS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
EF01/001	SPRINKLE M&M'S	M&M'S	HAKUHODO PRODUCT'S INC.	TOKYO
EF01/002	SAFETY DRIVERS ON THE WAY	GUANGQI HONDA	GUANGDONG GDAD-HAKUHODO ADVERTISING CO., LTD.	GUANGZHOU
EF01/003	TV COMMERCIAL ORIGINAL FOR YOU ONLY	SNACK SANDWICH	DENTSU INC.	TOKYO
EF01/004	NISSAN X-TREME GOLF CUP	X-TRAIL HYBRID	TBWA\HAKUHODO INC.	TOKYO
EF01/005	TRAVELIVING IN NORTH TŌHOKU	JAPAN TOURISM AGENCY	DENTSU ONE TAIPEI	TAIPEI
EF01/006	FORZA HORIZON 3 - SETTING A NEW LAND SPEED RECORD	FORZA HORIZON 3	MCCANN SYDNEY	SYDNEY
EF01/007	CREATORS WANTED	SAMSUNG	LEO BURNETT	SYDNEY
EF01/008	LEAP	EOS 80D	LEO BURNETT	SYDNEY
EF01/009	OJIGI	ICE POPS "GARIGARIKUN"	DENTSU INC.	OSAKA
EF01/010	CAT STREET VIEW	HIROSHIMA TOURISM	I&S BBDO INC.	TOKYO
EF01/011	PINK LIGHT CAMPAIGN	BUSAN-GIMHAE LIGHT RAIL TRANSIT	DAEHONG COMMUNICATIONS	SEOUL
EF01/012	DADICATION	JOHNSON'S BABY	AKQA SHANGHAI	SHANGHAI
EF01/013	ELECTRIC ELECTION	ELECTION IN TOKYO	TOKYU AGENCY INC.	TOKYO
EF01/014	SECOND LIFE TOYS	ORGAN TRANSPLANT	DENTSU INC.	TOKYO
EF01/015	#FIRSTJOBPROBLEMS	SUN POSTPAID	ACE SAATCHI& SAATCHI MANILA	MANILA
EF01/016	TRAX UNLOCK THE CITY	CHEVROLET INDONESIA	MCCANN//COMMONWEALTH	BANGKOK
EF01/017	TELKOMSEL - INDONESIA SKY EXPEDITION	TELKOMSEL - BROADBAND	HAKUHODO INDONESIA	JAKARTA
EF01/018	SHARE THE LOAD	ARIEL MATIC	BBDO INDIA	MUMBAI
EF01/019	HEADGEAR-COVER PLAN	CLEAR	ADK JAPAN	TOKYO
EF01/020	BREAKER BENCHES	KITKAT	J. WALTER THOMPSON PH	MANILA



EFFECTIVE LOTUS

ALL ENTRIES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
EF01/021	TIDE - DOUBLE CHALLENGE, DOUBLE CLEAN CHAMPAIGN	TIDE	LEO BURNETT CHINA	SHANGHAI
EF01/022	DREAM CRUISES 'THE MERMAID'S DREAM'	DREAM CRUISES	LEO BURNETT CHINA	SHANGHAI
EF01/023	BENQ BE A FAMILY PERSON SERIES	BENQ	BBDO TAIWAN	TAIPEI
EF01/024	BLACK IS NOW	BAR-B-Q PLAZA	GREYNJ UNITED	BANGKOK
EF01/025	NAME IT BURGER	MCDONALD'S	BEACON COMMUNICATIONS K.K.	TOKYO
EF01/026	BEHIND THE LEATHER	PETA ASIA	OGILVY GROUP THAILAND	BANGKOK
EF01/027	HOUSE OF LITTLE MOMENTS SEASON 1&2	UNI NOODLE	ADK TAIWAN	TAIPEI
EF01/028	VISA_THE CHASE	VISA	BBDO CHINA	SHANGHAI

CATEGORY EF02 : EFFECTIVE LOTUS - SMALL BUDGET

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
EF02/001	SPRINKLE M&M'S	M&M'S	HAKUHODO PRODUCT'S INC.	TOKYO
EF02/002	THANKS HANDS TRAFFIC MANNER	GUANGQI HONDA	GUANGDONG GDAD-HAKUHODO ADVERTISING CO., LTD.	GUANGZHOU
EF02/003	BUY OUT SLAVERY	HISTORY	GOVT SINGAPORE	SINGAPORE
EF02/004	SAMPLING BOOTH FROM HELL	MAGGI	GOVT SINGAPORE	SINGAPORE
EF02/005	POCKET WITH LOVE	TENCENT CHARITY / XIHAN ACTION	PUBLICIS CHINA	SHANGHAI
EF02/006	DINE SURPRISE DRIVE	LEXUS RC 200T	DENTSU MEDIA THAILAND	BANGKOK
EF02/007	FREE PUPPIES FOREVER	SEEING EYE DOGS AUSTRALIA	MCCANN MELBOURNE	MELBOURNE
EF02/008	CAT STREET VIEW	HIROSHIMA TOURISM	I&S BBDO INC.	TOKYO

EFFECTIVE LOTUS
ALL ENTRIES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
EF02/009	PINK LIGHT CAMPAIGN	BUSAN-GIMHAE LIGHT RAIL TRANSIT	DAEHONG COMMUNICATIONS	SEOUL
EF02/010	THE KONGSIHOME PROJECT: USING E-COMMERCE PLATFORMS AS A NEW MEDIUM	MAXIS	ENSEMBLE WORLDWIDE	KUALA LUMPUR
EF02/011	I BRUSH PLUS LAUNCH CAMPAIGN	P&G	BEIJING BLUEFOCUS E-COMMERCE CO., LTD.	BEIJING
EF02/012	SECOND LIFE TOYS	ORGAN TRANSPLANT	DENTSU INC.	TOKYO
EF02/013	WOW GIRL	WACOAL SPORTS	X-LINE HYPERMEDIA	TAIPEI
EF02/014	DESIGNING VERANDA	VERANDA RESORT AND SPA	RABBIT'S TALE CO., LTD.	BANGKOK
EF02/015	M&M'S VOTING COLORS FOR FUN	M&M'S	BBDO TAIWAN	TAIPEI
EF02/016	EVACUATION GAME	STAMP MAKER	DENTSU INC.CHUBU	NAGOYA
EF02/017	SIBER-TURAHIM (CYBER CONNECTION)	SAMSUNG	STAR REACHER ADVERTISING SDN BHD	KUALA LUMPUR
EF02/018	RE_PIZZA	XINTIANDI SHANGHAI	BEIJING DENTSU ADVERTISING CO., LTD	BEIJING
EF02/019	CAREFREE PROJECT INTIMATE	CAREFREE	DDB PHILIPPINES	MANILA
EF02/020	THE UNUSUAL FOOTBALL FIELD	AP (THAILAND) PUBLIC COMPANY LIMITED	CJ WORX	BANGKOK
EF02/021	ANO SA FILIPINO	MANG INASAL	DDB PHILIPPINES	MANILA
EF02/022	THE WORST VIRAL CLIP	STROKE AWARENESS	GREYNJ UNITED	BANGKOK
EF02/023	FORWARD THE CURE	UHMPANG HOSPITAL FOUNDATION	THE LEO BURNETT GROUP THAILAND	BANGKOK
EF02/024	CATS IN BOXES	TOYOTA	DENTSU SINGAPORE PTE LTD	SINGAPORE
EF02/025	COLOUR TEST	TOYOTA	DENTSU SINGAPORE PTE LTD	SINGAPORE
EF02/026	"THE SHI-SAN-WU WHAT?"	THE FU XING LU SHANG STUDIO	BBDO CHINA	SHANGHAI



EFFECTIVE LOTUS

ALL ENTRIES

CATEGORY LREF : LOTUS ROOTS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
LREF/001	CAT STREET VIEW	HIROSHIMA TOURISM	I&S BBDO INC.	TOKYO
LREF/002	THE INVISIBLE MOM	WYETH MAMA	MCCANN WORLDWIDE GROUP SHANGHAI	SHANGHAI
LREF/003	THE KONGSIHOME PROJECT: USING E-COMMERCE PLATFORMS AS A NEW MEDIUM	MAXIS	ENSEMBLE WORLDWIDE	KUALA LUMPUR
LREF/004	SECOND LIFE TOYS	ORGAN TRANSPLANT	DENTSU INC.	TOKYO
LREF/005	SHARE THE LOAD	ARIEL MATIC	BBDO INDIA	MUMBAI
LREF/006	TIDE - DOUBLE CHALLENGE, DOUBLE CLEAN CHAMPAIGN	TIDE	LEO BURNETT CHINA	SHANGHAI
LREF/007	M&M'S VOTING COLORS FOR FUN	M&M'S	BBDO TAIWAN	TAIPEI
LREF/008	ANO SA FILIPINO	MANG INASAL	DDB PHILIPPINES	MANILA

AS OF 15 MARCH 2017