



**INTEGRATED  
LOTUS**

20 YEARS OF DIVERSITY  
**ADFEST 2017**  
ENTRIES LIST



# INTEGRATED LOTUS

# ALL ENTRIES

## CATEGORY INT : INTEGRATED LOTUS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
INT/001	MADE POSSIBLE BY MELBOURNE	UNIVERSITY OF MELBOURNE	MCCANN MELBOURNE	MELBOURNE
INT/002	SAFETY DRIVERS ON THE WAY	GUANGQI HONDA	GUANGDONG GDAD-HAKUHODO ADVERTISING CO., LTD.	GUANGZHOU
INT/003	BRAINBAND	BRAINBAND	LEO BURNETT	SYDNEY
INT/004	LEAP	EOS 80D	LEO BURNETT	SYDNEY
INT/005	POCKET PATROL	SAMSUNG	LEO BURNETT	SYDNEY
INT/006	TAILOR MADE STORE	CHADSTONE	BWM DENTSU	SYDNEY
INT/007	SING IT OUT	CANESTEN	J. WALTER THOMPSON HONG KONG	HONG KONG
INT/008	HEADGEAR-COVER PLAN	CLEAR	ADK JAPAN	TOKYO
INT/009	TIGER BEER STREET FOOD CAMPAIGN	TIGER BEER	BBDO SINGAPORE	SINGAPORE
INT/010	STOP NURSERY CRIMES	PUBLIC SERVICE ANNOUNCEMEMNT	NAGA DDB TRIBAL SDN BHD	PETALING JAYA
INT/011	#BETHEIREYES	SAMSUNG	CHEIL	HONG KONG
INT/012	THE MISSING LOOK-ALIKE	MISSING PERSON CENTER	BBDO BANGKOK LTD	BANGKOK
INT/013	LIFE IS ELECTRIC	PANASONIC	DENTSU INC.	TOKYO
INT/014	TIDE - DOUBLE CHALLENGE, DOUBLE CLEAN CHAMPAIGN	TIDE	LEO BURNETT CHINA	SHANGHAI
INT/015	DREAM CRUISES 'THE MERMAID'S DREAM'	DREAM CRUISES	LEO BURNETT CHINA	SHANGHAI
INT/016	BAR-B-Q FULFILL	BAR-B-Q PLAZA	GREYNJ UNITED	BANGKOK
INT/017	PRESERVED MEMORIES	SPC	LEO BURNETT MELBOURNE	MELBOURNE
INT/018	WARDROBE APARTMENT	SOCIETY FOR COMMUNITY ORGANIZATION	BBDO HONG KONG	HONG KONG
INT/019	VACUUM CLIMBING	LG CORDZERO CYKING	HS AD	SEOUL
INT/020	DADS #SHARETHELOAD	ARIEL MATIC	BBDO INDIA	MUMBAI
INT/021	BEHIND THE LEATHER	PETA ASIA	OGILVY GROUP THAILAND	BANGKOK



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CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
INT/022	JINGDONG SUPERMARKET ANNIVERSARY STAR PROMOTION CAMPAIGN COMMUNICATION	BEIJING JINGDONG CENTURY TRADING CO., LTD.	BLUEFOCUS DIGITAL	BEIJING
INT/023	ADIDAS ODDS	ADIDAS	TAPROOT DENTSU	MUMBAI
INT/024	#KEEPWALKING	JOHNNIE WALKER	BBDO GUERRERO	MANILA

## CATEGORY LRINT : LOTUS ROOTS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
LRINT/001	BRAINBAND	BRAINBAND	LEO BURNETT	SYDNEY
LRINT/002	POCKET PATROL	SAMSUNG	LEO BURNETT	SYDNEY

AS OF 15 MARCH 2017