

**INTERACTIVE**

**LOTUS**

20 YEARS OF DIVERSITY

**ADFEST 2017**

ENTRIES LIST

**WEB PLATFORM SUB-CATEGORIES**
**CATEGORY IT01 : WEBSITE: BEST CONSUMER WEBSITE**

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IT01/001	LIVE STATS LOTTERY	FOOTBALL CHANNEL	ADK JAPAN	TOKYO
IT01/002	IT MAKES YOU THINK	NSW DEPARTMENT OF EDUCATION	MCCANN SYDNEY	SYDNEY
IT01/003	HOUSEWIFE ANNUAL INCOME SIMULATOR	KIRIN NODOGOSHI ALLRIGHT	HAT INC.	TOKYO
IT01/004	CAT STREET VIEW	HIROSHIMA TOURISM	I&S BBDO INC.	TOKYO
IT01/005	CAPTURE THE WORLD	CANON	DENTSU SINGAPORE PTE LTD	SINGAPORE
IT01/006	HEARTLAND FOREST	HEARTLAND BEER	DENTSU INC.	TOKYO
IT01/007	INFINITE REVOLVING SUSHI BAR	MUTEN KURA-SUSHI	RECRUIT COMMUNICATIONS	OSAKA
IT01/008	CHINA AIRLINE WEBSITE RE-DESIGN	CHINA AIRLINES	SAPIENTRAZORFISH	SHANGHAI
IT01/009	REIMAGINING GUEST EXPERIENCE FOR TAJ HOTELS	TAJ GROUP OF HOTELS	SAPIENTRAZORFISH	GURGAON
IT01/010	SKIP FRIDAY 13	LA LIBANAISE DES JEUX	IMPACT BBDO DUBAI	DUBAI

**CATEGORY IT02 : WEBSITE: SELF-PROMOTION & CORPORATE WEBSITE**

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IT02/001	ONETEAM	APP GAME	SHIFTBRAIN INC.	TOKYO
IT02/002	HAKUHODO FUTURE ME	HAKUHODO	HAKUHODO I-STUDIO INC.	TOKYO
IT02/003	DIRT IS GOOD - NATIONAL HEROES DAY	RINSO	MULLENLOWE INDONESIA	JAKARTA
IT02/004	LIFE IS ELECTRIC	PANASONIC	DENTSU INC.	TOKYO
IT02/005	MUSEUM IN THE CLOUD	IS JAPAN COOL?	ENJIN INC.	TOKYO
IT02/006	JAPAN - WHERE TRADITION MEETS THE FUTURE	VISIT JAPAN	ENJIN INC.	TOKYO
IT02/007	DONATE 4 BIRDS   THE NEW ECOSYSTEM	CONSERVATION INTERNATIONAL JAPAN	BIRDMAN INC.	TOKYO

**DIGITAL INTEGRATED CAMPAIGN SUB-CATEGORIES**
**CATEGORY IT03 : DIGITAL INTEGRATED CAMPAIGN: FAST MOVING CONSUMER GOODS**

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IT03/001	THE LONGEST RED ENVELOPE	THE BALVENIE	MCCANN WORLDGROUP TAIWAN	TAIPEI
IT03/002	HEADGEAR-COVER PLAN	CLEAR	ADK JAPAN	TOKYO
IT03/003	5572320 / MASHUP MUSIC PLAYER	COCONUT SABLE	BIRDMAN INC.	TOKYO
IT03/004	A.I. VS. HUMAN CREATIVE BATTLE	CLORETS MINT TAB	MONDELEZ JAPAN	TOKYO
IT03/005	MR. SNIFF	ACUO	DENTSU INC.	TOKYO
IT03/006	HAIR-STYLE CHANGE ROOM	AXE	ADK JAPAN	TOKYO
IT03/007	SIMPLY IRRESISTIBLE 8 MINUTES	NISSIN RAOH	HAKUHODO PRODUCT'S INC.	TOKYO
IT03/008	WEIS JUICY CUTS	WEIS ICE CREAM	CLEMENGER BRISBANE	BRISBANE
IT03/009	PRESERVED MEMORIES	SPC	LEO BURNETT MELBOURNE	MELBOURNE

**CATEGORY IT04 : DIGITAL INTEGRATED CAMPAIGN: DURABLE CONSUMER GOODS**

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IT04/001	MEAL AT HOME, FEEL AT HOME	TAIWAN SAKURA CORPORATION	HEARTBEAT CREATIVE LAB	TAIPEI
IT04/002	LEAP	EOS 80D	LEO BURNETT	SYDNEY
IT04/003	POCKET PATROL	SAMSUNG	LEO BURNETT	SYDNEY
IT04/004	DIGITAL GOLDFISH SCOOPING	GALAXY S7 EDGE	TOHOKUSHINSHA FILM CORPORATION	TOKYO
IT04/005	VACUUM CLIMBING	LG CORDZERO CYKING	HS AD	SEOUL
IT04/006	THE COOLEST GIFT OF MY LIFE	LG DIOS WATER AND ICE DISPENSER REFRIGERATOR	HS AD	SEOUL
IT04/007	<b>WITHDRAWN</b>			
IT04/008	DADS #SHARETHELOAD	ARIEL MATIC	BBDO INDIA	MUMBAI
IT04/009	HAND MEETS HAND	TIFFANY & CO.	SPICEBOX INC,	TOKYO

**CATEGORY IT05 : DIGITAL INTEGRATED CAMPAIGN: CARS, OTHER VEHICLES, ACCESSORIES & AUTO SERVICES**

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IT05/001	TAILOR A GIANT HOODIE BY HONDA CITY X ZHIQIAN XUE	GUANGQI HONDA CITY	GUANGDONG GDAD-HAKUHODO ADVERTISING CO., LTD.	GUANGZHOU
IT05/002	INTELLIGENT PARKING CHAIR	INTELLIGENT PARKING ASSIST	TBWA\HAKUHODO INC.	TOKYO
IT05/003	PRIUS! PARTS CHARACTERS	PRIUS	DENTSU INC.	TOKYO
IT05/004	OLA - DRUNK TWEETS	OLA	HAPPY MCGARRYBOWEN	BANGALORE
IT05/005	SAFETY TEAM	HYUNDAI MOTOR COMPANY	INNOCEAN WORLDWIDE	SEOUL

**CATEGORY IT06 : DIGITAL INTEGRATED CAMPAIGN: FINANCE, BUSINESS PRODUCTS & SERVICES, COMMERCIAL PUBLIC SERVICES**

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IT06/001	CERITA BINTANG	PERMATA TABUNGAN BINTANG	DDB GROUP INDONESIA/PT INAZUMA INDONESIA	JAKARTA
IT06/002	EXPERIMENTAL EXPERIENCE	IBM SOFTLAYER	1-10DESIGN, INC.	TOKYO
IT06/003	GOOD HEARTED LIBRARY	STANDARD CHARTERED BANK	TBWA KOREA	SEOUL
IT06/004	WALK WITH ME	SC ASSET	OGILVY GROUP THAILAND	BANGKOK
IT06/005	VISA_ THE CHASE	VISA	BBDO CHINA	SHANGHAI

**CATEGORY IT07 : DIGITAL INTEGRATED CAMPAIGN: RETAIL, TRAVEL, ENTERTAINMENT & COMMUNICATION MEDIA**

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IT07/001	MARRIAGE IN THE AIR	CATHAY PACIFIC AND CATHAY DRAGON	MCCANN WORLDGROUP HK	HONG KONG
IT07/002	GIGA SELFIE	AUSTRALIA	TBWA\HAKUHODO INC.	TOKYO
IT07/003	IKEA STORYTELLING COMPETITION	IKEA INDONESIA	IRIS WORLDWIDE INDONESIA	JAKARTA
IT07/004	BREATH-SYNC	KITTE	ADK JAPAN	TOKYO
IT07/005	CAT STREET VIEW	HIROSHIMA TOURISM	I&S BBDO INC.	TOKYO

# INTERACTIVE LOTUS

# ALL ENTRIES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IT07/006	SKIP FRIDAY 13	LA LIBANAISE DES JEUX	IMPACT BBDO DUBAI	DUBAI
IT07/007	MUSEUM IN THE CLOUD	IS JAPAN COOL?	ENJIN INC.	TOKYO
IT07/008	JAPAN - WHERE TRADITION MEETS THE FUTURE	VISIT JAPAN	ENJIN INC.	TOKYO
IT07/009	SYNC! THE "DISNEYLAND PARADE"	TOKYO DISNEY RESORT	ENJIN INC.	TOKYO
IT07/010	THUMB-STOPPING THUMB VIDEOS	YELLOW CAB PIZZA COMPANY	BBDO GUERRERO	MANILA

## CATEGORY IT08 : DIGITAL INTEGRATED CAMPAIGN: CORPORATE IMAGE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IT08/001	DNA GLASS	SUNTORY	DENTSU INC.	TOKYO
IT08/002	CREATORS WANTED	SAMSUNG	LEO BURNETT	SYDNEY
IT08/003	TOUCH OF PAINTING	UNIQLO CHINA	D2C CHINA	SHANGHAI
IT08/004	DREAM FITA PROJECT	PANASONIC	DENTSU INC.	OSAKA
IT08/005	TROUBLEMAKERS	SAPIENTNITRO	SAPIENTRAZORFISH	GURGAON
IT08/006	MUSEUM IN THE CLOUD	IS JAPAN COOL?	ENJIN INC.	TOKYO
IT08/007	CANON LIFE REDEFINE : THAI ALPHABET	CANON	RABBIT'S TALE CO., LTD.	BANGKOK
IT08/008	DONATE 4 BIRDS   THE NEW ECOSYSTEM	CONSERVATION INTERNATIONAL JAPAN	BIRDMAN INC.	TOKYO

**DIGITAL DESIGN SUB-CATEGORIES**
**CATEGORY IT09 : USER EXPERIENCE ON WEBSITE**

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IT09/001	SHINOZAKI "AI-PHONE"	SONY MUSIC LABELS INC.	TOKYU AGENCY INC.	TOKYO
IT09/002	HAKUHODO FUTURE ME	HAKUHODO	HAKUHODO I-STUDIO INC.	TOKYO
IT09/003	CO-CREATION COMMUNITY WITH BEER LOVERS	100 BEER LOVERS LAB COMPANY	VOICEVISION INC.	TOKYO
IT09/004	LIVE STATS LOTTERY	FOOTBALL CHANNEL	ADK JAPAN	TOKYO
IT09/005	HOUSEWIFE ANNUAL INCOME SIMULATOR	KIRIN NODOGOSHI ALLRIGHT	HAT INC.	TOKYO
IT09/006	THE FRUS-TWEET BURNER	KIRIN NODOGOSHI ALL LIGHT	PICT INC.	TOKYO
IT09/007	REIMAGINING GUEST EXPERIENCE FOR TAJ HOTELS	TAJ GROUP OF HOTELS	SAPIENTRAZORFISH	GURGAON
IT09/008	MAJOLIGA	SHISEIDO CO,LTD	TOW CO., LTD.	TOKYO
IT09/009	MUSEUM IN THE CLOUD	IS JAPAN COOL?	ENJIN INC.	TOKYO
IT09/010	JAPAN - WHERE TRADITION MEETS THE FUTURE	VISIT JAPAN	ENJIN INC.	TOKYO
IT09/011	SYNC! THE "DISNEYLAND PARADE"	TOKYO DISNEY RESORT	ENJIN INC.	TOKYO
IT09/012	#STAYNEGATHIVE	FREE HIV TESTING	DENTSU JAYME SYFU	MANILA
IT09/013	DONATE 4 BIRDS   THE NEW ECOSYSTEM	CONSERVATION INTERNATIONAL JAPAN	BIRDMAN INC.	TOKYO

**CATEGORY IT10 : WEB BANNER, DISPLAY AD, RICH MEDIA**

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IT10/001	OVERTURN THE LIFE	GREAT MASTERS IN THE WORLD	GUANGDONG GDAD-HAKUHODO ADVERTISING CO., LTD.	GUANGZHOU
IT10/002	ABUSIVE COMMENT KILLING BANNER	RIAD	BBDO KOREA	SEOUL
IT10/003	AIR POLLUTION DISCOUNT	HADAGOKOCHI	BEIJING DENTSU ADVERTISING CO., LTD	BEIJING
IT10/004	MUSEUM IN THE CLOUD	IS JAPAN COOL?	ENJIN INC.	TOKYO

**CATEGORY IT11 : GAME**

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IT11/001	TON-TON VOICE SUMO	REHABILITATION SERVICE	DENTSU INC.	TOKYO

**CATEGORY IT12 : UTILITY**

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IT12/001	REFUNBILITATION CLINIC	REHABILITATION SERVICE	DENTSU INC.	TOKYO
IT12/002	SMILE LOCK OUTLET	TOYOTA I-ROAD	DENTSU INC.	TOKYO
IT12/003	NO SALT RESTAURANT	ELECTRO 'SALT-FLAVOURED' FORK	J. WALTER THOMPSON JAPAN	TOKYO
IT12/004	TELEBEAUTY	TELEBEAUTY	HAKUHODO KETTLE INC.	TOKYO
IT12/005	SAFE&SOUND MUSIC PLAYER	LMG INSURANCE ROAD SAFETY CAMPAIGN	BBDO BANGKOK LTD	BANGKOK
IT12/006	VISA_ THE CHASE	VISA	BBDO CHINA	SHANGHAI

**CATEGORY IT13 : APPLICATION**

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IT13/001	GUESS HUE	PENSHOPPE	WUNDERMAN INTL PHILS INC	MANILA
IT13/002	HOUSEWIFE ANNUAL INCOME SIMULATOR	KIRIN NODOGOSHI ALLRIGHT	HAT INC.	TOKYO
IT13/003	FAMI-NAVI	DONGFENG CITROEN	BEIJING DENTSU ADVERTISING CO., LTD	BEIJING
IT13/004	SAFE&SOUND MUSIC PLAYER	LMG INSURANCE ROAD SAFETY CAMPAIGN	BBDO BANGKOK LTD	BANGKOK
IT13/005	GLICODE	GLICO	DENTSU INC.	TOKYO
IT13/006	DIGITAL GOLDFISH SCOOPING	GALAXY S7 EDGE	TOHOKUSHINSHA FILM CORPORATION	TOKYO
IT13/007	REWORD	REWORD	LEO BURNETT MELBOURNE	MELBOURNE

**ONLINE VIDEO AD SUB-CATEGORIES**
**CATEGORY IT14 : VDO, SERIES & WEBISODE**

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IT14/001	TOKYOITE	TOKYO	HAKUHODO I-STUDIO INC.	TOKYO
IT14/002	HOUSE OF LITTLE MOMENTS SEASON 2	UNI NOODLE	ADK TAIWAN	TAIPEI
IT14/003	LIFE IS ELECTRIC	PANASONIC	DENTSU INC.	TOKYO



**CATEGORY IT15 : VIRAL VDO**

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IT15/001	CREATORS WANTED	SAMSUNG	LEO BURNETT	SYDNEY
IT15/002	PERSONAL INNOVATION ACT	SOFTBANK CORP.	SIX INC.	TOKYO
IT15/003	TOKYO CULTURE STORY	BEAMS	SIX INC.	TOKYO
IT15/004	CUP NOODLE XV	CUP NOODLE	P.I.C.S.CO., LTD.	TOKYO
IT15/005	TELENOVELA	INDOMIE GORENG RASA KUAH	MULLENLOWE INDONESIA	JAKARTA
IT15/006	ART OF TIME	SEIKO	AOI PRO. INC.	TOKYO
IT15/007	HEADGEAR-COVER PLAN	CLEAR	ADK JAPAN	TOKYO
IT15/008	HAPPY METER	SAPPE BEAUTI DRINK	DENTSU MEDIA THAILAND	BANGKOK
IT15/009	NURSERY CRIMES: ITSY-BITSY FINGERS	PUBLIC SERVICE ANNOUNCEMEMNT	NAGA DDB TRIBAL SDN BHD	PETALING JAYA
IT15/010	NURSERY CRIMES: SURIRAM	PUBLIC SERVICE ANNOUNCEMEMNT	NAGA DDB TRIBAL SDN BHD	PETALING JAYA
IT15/011	THE SICKEST MANNEQUIN CHALLENGE	PUBLIC SERVICE ANNOUNCEMEMNT	NAGA DDB TRIBAL SDN BHD	PETALING JAYA
IT15/012	ZERO ONE BELT PROJECT	OKAMOTO ZERO ONE	BIRDMAN INC.	TOKYO
IT15/013	18 YEARS OLD GRANDPA	KALKAN	I&S BBDO INC.	TOKYO
IT15/014	THE NORTHE WIND AND THE SUN	NODOGOSHI BEER	DENTSU INC.	TOKYO
IT15/015	SPAMUSEMENT PARK	BEPPU CITY,OITA	INVISIBLE DESIGNS LAB	TOKYO
IT15/016	SURVIVAL WAY HOME	CITY PROMOTION	DENTSU INC.	TOKYO
IT15/017	DAN GREETING VIDEO	DENTSU SINGAPORE PTE LTD	DENTSU SINGAPORE PTE LTD	SINGAPORE
IT15/018	LOVE THERMO #WARMUPWITHLOVE	FUDAN PREMIUM	DENTSU ISOBAR INC.	TOKYO
IT15/019	THE BREAK-UP	NAUTILUS TUNA SPREAD	GREYNJ UNITED	BANGKOK
IT15/020	THE COUNTER OF THE LOSER	BLACK THUNDER	HAKUHODO INC.	TOKYO
IT15/021	LOVE IS A TRAP	TOYOTA SIENTA	SEVEN SUNDAY FILMS	JAKARTA
IT15/022	HOT DRIVE	JMS	HAKUHODO KETTLE INC.	TOKYO

# INTERACTIVE LOTUS

# ALL ENTRIES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IT15/023	NEVER MISS A BEAT	OPPO	GUANGDONG OPPO MOBILE TELECOMMUNICATION CORP.LTD	SHENZHEN
IT15/024	SAMUEL GOES TO CONAN	KOREA TOURISM ORGANIZATION	HS AD	SEOUL
IT15/025	A SPECIAL GIFT FROM KOREA	KOREA TOURISM ORGANIZATION	HS AD	SEOUL
IT15/026	SABOTAGE	CENTREPOINT	IMPACT BBDO DUBAI	DUBAI
IT15/027	LIES	CENTREPOINT	IMPACT BBDO DUBAI	DUBAI
IT15/028	GLOBE PREPAID ROGUE ONE MASK	GLOBE TELECOM	PUBLICIS JIMENEZ BASIC	MANILA
IT15/029	CURV REAL TEST	SAMSONITE	INNOCEAN WORLDWIDE	SEOUL
IT15/030	THANK YOU FOR SHARING	DTAC	THE LEO BURNETT GROUP THAILAND	BANGKOK
IT15/031	THE BOY WHO LOVES TO STUDY	MCDONALD'S	LEO BURNETT MANILA	MANILA
IT15/032	HANDOG	MCDONALD'S	LEO BURNETT MANILA	MANILA
IT15/033	THE BOAT	MCDONALD'S	LEO BURNETT MANILA	MANILA
IT15/034	DADS #SHARETHELOAD	ARIEL MATIC	BBDO INDIA	MUMBAI
IT15/035	PLOY THE FIGHTER	KIATNAKIN BANK	OGILVY GROUP THAILAND	BANGKOK
IT15/036	MESSAGE FROM A DEAD MAN	AP	OGILVY GROUP THAILAND	BANGKOK
IT15/037	HELLO	NZ TRANSPORT AGENCY	CLEMENGER BBDO WELLINGTON	WELLINGTON
IT15/038	ADIDAS ODDS	ADIDAS	TAPROOT DENTSU	MUMBAI

## CATEGORY IT16 : INTERACTIVE VDO

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IT16/001	FINAL TO-DO	SWISS MISS	WUNDERMAN INTL PHILS INC	MANILA
IT16/002	5572320 / MASHUP MUSIC PLAYER	COCONUT SABLE	BIRDMAN INC.	TOKYO
IT16/003	JAPAN - WHERE TRADITION MEETS THE FUTURE	VISIT JAPAN	ENJIN INC.	TOKYO
IT16/004	MAKING OF BJÖRK DIGITAL	BJORK	DENTSU INC.	TOKYO

## INTERACTIVE LOTUS

## ALL ENTRIES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IT16/005	THE CROWD-COORDINATED MUSIC VIDEO	KIRIGAMINE STYLE	TAIYO KIKAKU CO., LTD.	TOKYO
IT16/006	LIGHT A LIFE	MAXIS	STAR REACHER ADVERTISING SDN BHD	KUALA LUMPUR
IT16/007	WALK WITH ME	SC ASSET	OGILVY GROUP THAILAND	BANGKOK

### BEST USE OF TECHNOLOGY SUB-CATEGORIES

#### CATEGORY IT17 : USE OF DIGITAL TECHNOLOGY

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IT17/001	REFUNBILITATION CLINIC	REHABILITATION SERVICE	DENTSU INC.	TOKYO
IT17/002	VISUALLY IMPAIRED REALITY	UNIVERSITY OF MELBOURNE	MCCANN MELBOURNE	MELBOURNE
IT17/003	SHINOZAKI "AI-PHONE"	SONY MUSIC LABELS INC.	TOKYU AGENCY INC.	TOKYO
IT17/004	UNITED HEARTS	MANG INASAL	DDB TRIBAL WORLDWIDE PHILIPPINES	MANILA
IT17/005	HAIR-STYLE CHANGE ROOM	AXE	ADK JAPAN	TOKYO
IT17/006	POCKET PATROL	SAMSUNG	LEO BURNETT	SYDNEY
IT17/007	GUESS HUE	PENSHOPPE	WUNDERMAN INTL PHILS INC	MANILA
IT17/008	VR COOL LOVE INVITATION	RIVON TAIWANESE WEDDING COOKIES	DENTSU ONE TAIPEI	TAIPEI
IT17/009	EXPERIMENTAL EXPERIENCE	IBM SOFTLAYER	1-10DESIGN, INC.	TOKYO
IT17/010	HEADGEAR-COVER PLAN	CLEAR	ADK JAPAN	TOKYO
IT17/011	NO SALT RESTAURANT	ELECTRO 'SALT-FLAVOURED' FORK	J. WALTER THOMPSON JAPAN	TOKYO
IT17/012	TELEBEAUTY	TELEBEAUTY	HAKUHODO KETTLE INC.	TOKYO
IT17/013	HAPPY METER	SAPPE BEAUTI DRINK	DENTSU MEDIA THAILAND	BANGKOK
IT17/014	STOP NURSERY CRIMES	PUBLIC SERVICE ANNOUNCEMEMNT	NAGA DDB TRIBAL SDN BHD	PETALING JAYA
IT17/015	ZERO ONE BELT PROJECT	OKAMOTO ZERO ONE	BIRDMAN INC.	TOKYO
IT17/016	CAPTURE THE WORLD	CANON	DENTSU SINGAPORE PTE LTD	SINGAPORE

# INTERACTIVE LOTUS

# ALL ENTRIES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IT17/017	TOUCH OF PAINTING	UNIQLO CHINA	D2C CHINA	SHANGHAI
IT17/018	GLICODE	GLICO	DENTSU INC.	TOKYO
IT17/019	CROSS FIRE MASTER KANG VR	TENCENT	DIGITAL DOMAIN CHINA	SHANGHAI
IT17/020	KIBO SCIENCE 360 - A SPACE EXPERIMENT WITH GOOGLE	GOOGLE	DENTSU TEC INC.	TOKYO
IT17/021	BRAINBAND	BRAINBAND	LEO BURNETT	SYDNEY
IT17/022	THE SWIMMING SUSHI	FISH OF ISHINOMAKI, SANRIKU KINKA OFFSHORE	HAKUHODO INC.	TOKYO
IT17/023	HAND MEETS HAND	TIFFANY & CO.	HAKUHODO INC.	TOKYO
IT17/024	<b>WITHDRAWN</b>			

## CATEGORY IT18 : BEST USE OF A PROTOTYPE TECHNOLOGY

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IT18/001	TON-TON VOICE SUMO	REHABILITATION SERVICE	DENTSU INC.	TOKYO
IT18/002	LANDCRUISER EMERGENCY NETWORK	TOYOTA	SAATCHI & SAATCHI AUSTRALIA	SYDNEY
IT18/003	DYNAMIC LOOKBOOK	PENSHOPPE	WUNDERMAN INTL PHILS INC	MANILA
IT18/004	GIGA SELFIE	AUSTRALIA	TBWA\HAKUHODO INC.	TOKYO
IT18/005	INTELLIGENT PARKING CHAIR	INTELLIGENT PARKING ASSIST	TBWA\HAKUHODO INC.	TOKYO
IT18/006	COMMUNICATION STUFFED BEAR "COMI KUMA"	AU	HAKUHODO DY MEDIA PARTNERS INCORPORATED	TOKYO
IT18/007	PERSONAL INNOVATION ACT	SOFTBANK CORP.	SIX INC.	TOKYO
IT18/008	SMILE LOCK OUTLET	TOYOTA I-ROAD	DENTSU INC.	TOKYO
IT18/009	PEGGY	OMO	J.WALTER THOMPSON SYDNEY	SYDNEY
IT18/010	SONIC SWEETENER	XINCAFE	BEIJING DENTSU ADVERTISING CO., LTD	BEIJING
IT18/011	HELPMET	THAI HEALTH PROMOTION FOUNDATION	BBDO BANGKOK LTD	BANGKOK
IT18/012	BLISCENT	SHISEIDO	SHISEIDO CO., LTD.	TOKYO

**CATEGORY IT19 : USE OF DATA**

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IT19/001	DNA GLASS	SUNTORY	DENTSU INC.	TOKYO
IT19/002	THE ARTMAP	CATHAY PACIFIC	MCCANN WORLDGROUP HK	HONG KONG
IT19/003	DELICIOUS TREND-MAPPING	HOUSEHOLD ACCOUNTING APP	HAKUHODO INC.	TOKYO
IT19/004	LIVE STATS LOTTERY	FOOTBALL CHANNEL	ADK JAPAN	TOKYO
IT19/005	FAMI-NAVI	DONGFENG CITROEN	BEIJING DENTSU ADVERTISING CO., LTD	BEIJING
IT19/006	A.I. VS. HUMAN CREATIVE BATTLE	CLORETS MINT TAB	MONDELEZ JAPAN	TOKYO
IT19/007	MR. SNIFF	ACUO	DENTSU INC.	TOKYO
IT19/008	COFFEE TIME	TENCENT GAMES	TENCENT TECHNOLOGY(SHENZHEN) COMPANY LIMITED	SHENZHEN
IT19/009	BRIAN ENO'S THE SHIP A GENERATIVE FILM	THE SHIP	DENTSU INC.	TOKYO
IT19/010	BEYOND A NOVEL	KODANSHA TAIGA	DENTSU INC.	TOKYO

**CATEGORY IT20 : USE OF SOCIAL**

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IT20/001	UNO SOCIAL BARBER	MENS HAIR STYLING BRAND "UNO"	DENTSU INC.	TOKYO
IT20/002	BIC CHAMPENSHIPS	BIC	MCCANN MELBOURNE	MELBOURNE
IT20/003	WEIDER IN JELLY FOR YOUR ALMA MATER	WEIDER IN JELLY	DENTSU INC.	TOKYO
IT20/004	CULL THE KALE	PAPA GIUSEPPI	BWM DENTSU	SYDNEY
IT20/005	#BETHEIREYES	SAMSUNG	CHEIL	HONG KONG
IT20/006	INSTAZOOM	CANON	DENTSU SINGAPORE PTE LTD	SINGAPORE
IT20/007	THE FRUS-TWEET BURNER	KIRIN NODOGOSHI ALL LIGHT	PICT INC.	TOKYO
IT20/008	PINTRASH	RIVER CLEANING ACTIVATION	HAKUHODO INDONESIA	JAKARTA
IT20/009	OLA - DRUNK TWEETS	OLA	HAPPY MCGARRYBOWEN	BANGALORE
IT20/010	MAJOLIGA	SHISEIDO CO,LTD	TOW CO., LTD.	TOKYO

## INTERACTIVE LOTUS

## ALL ENTRIES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IT20/011	PRESERVED MEMORIES	SPC	LEO BURNETT MELBOURNE	MELBOURNE
IT20/012	THE MOST ENVIOUS TWEET	NOGIKOI	TAIYO KIKAKU CO., LTD.	TOKYO
IT20/013	FLOATING FORK	MCDONALD'S	LEO BURNETT MANILA	MANILA
IT20/014	PANCAKE HOUSE DOODLE VOUCHER	PANCAKE HOUSE	BBDO GUERRERO	MANILA
IT20/015	DONATE 4 BIRDS   THE NEW ECOSYSTEM	CONSERVATION INTERNATIONAL JAPAN	BIRDMAN INC.	TOKYO

### CATEGORY IT21 : SOCIAL APP & TOOLS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IT21/001	REWORD	REWORD	LEO BURNETT MELBOURNE	MELBOURNE
IT21/002	SAFE&SOUND MUSIC PLAYER	LMG INSURANCE ROAD SAFETY CAMPAIGN	BBDO BANGKOK LTD	BANGKOK

### CATEGORY LRIT : LOTUS ROOTS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
LRIT/001	GHOST MONEY ATM	BAO-FU TEMPLE	BREMEN DIGITAL CREATIVE	TAIPEI
LRIT/002	COMMUNICATION STUFFED BEAR "COMI KUMA"	AU	HAKUHODO DY MEDIA PARTNERS INCORPORATED	TOKYO
LRIT/003	PERSONAL INNOVATION ACT	SOFTBANK CORP.	SIX INC.	TOKYO
LRIT/004	TELEBEAUTY	TELEBEAUTY	HAKUHODO KETTLE INC.	TOKYO
LRIT/005	BRAINBAND	BRAINBAND	LEO BURNETT	SYDNEY
LRIT/006	MAJOLIGA	SHISEIDO CO,LTD	TOW CO., LTD.	TOKYO
LRIT/007	REWORD	REWORD	LEO BURNETT MELBOURNE	MELBOURNE
LRIT/008	MUSEUM IN THE CLOUD	IS JAPAN COOL?	ENJIN INC.	TOKYO
LRIT/009	CANON LIFE REDEFINE : THAI ALPHABET	CANON	RABBIT'S TALE CO., LTD.	BANGKOK