



**MEDIA LOTUS**

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

**CATEGORY ME01 : BEST USE OF SCREENS & DISPLAYS**

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME01/001	DYNAMIC LOOKBOOK	PENSHOPPE	WUNDERMAN INTL PHILS INC	MANILA
ME01/002	CUP NOODLE XV	CUP NOODLE	P.I.C.S.CO., LTD.	TOKYO
ME01/003	DADS #SHARETHELOAD	ARIEL MATIC	BBDO INDIA	MUMBAI
ME01/004	THE MISSING LOOK-ALIKE	MISSING PERSON CENTER	BBDO BANGKOK LTD	BANGKOK
ME01/005	SPREAD THE JOY	SAMSUNG TELEVISIONS	CHEIL INDIA	GURGAON

**CATEGORY ME02 : BEST USE OF AUDIO**

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME02/001	SINGING NATURE	NEW MUSIC PROMOTION FOR SHINICHI OSAWA	J. WALTER THOMPSON JAPAN	TOKYO
ME02/002	SUGAR FREE RADIO	TNL RADIO NETWORK	TBWA\SRI LANKA	COLOMBO
ME02/003	TWISTED STORY	TELKOMSEL VIDEOMAX	LEO BURNETT JAKARTA	JAKARTA
ME02/004	MEOWSIC VIDEO	SHINEE	DENTSU INC.	TOKYO
ME02/005	FRENCH FRIES	MCDONALDS	LEO BURNETT JAKARTA	JAKARTA
ME02/006	CLAIRVOYANCE	XENON BULBS	MCCANN WORLDGROUP PHILIPPINES	MANILA
ME02/007	POEM CALLS	CORPORATE	PUBLICIS JIMENEZ BASIC	MANILA
ME02/008	SAFE&SOUND MUSIC PLAYER	LMG INSURANCE ROAD SAFETY CAMPAIGN	BBDO BANGKOK LTD	BANGKOK
ME02/009	AIRTIME FOR SALE	HISO FRIED INSECT SNACK	GREYNJ UNITED	BANGKOK
ME02/010	BEAT THE ORDINARY	SAMSUNG GALAXY NOTE	THE LEO BURNETT GROUP THAILAND	BANGKOK
ME02/011	THE DEAD HOUR BY NESCAFE	NESCAFE	MCCANN WORLDGROUP INDIA	MUMBAI



# MEDIA LOTUS

# ALL ENTRIES

## CATEGORY ME03 : BEST USE OF PRINT

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME03/001	MATCH DAY NEWSPAPER	THE ASAHI SHIMBUN FOOTBALL STADIUM SPECIAL EDITION	HAKUHODO DY MEDIA PARTNERS INCORPORATED	TOKYO
ME03/002	THE GREAT REMINDER ABOUT MOTHERS' DAY.	SHINANO MAINICHI NEWSPAPER	FRONTAGE INC.	TOKYO
ME03/003	AFTERLIFE	CEYLON TODAY	TBWA\SRI LANKA	COLOMBO
ME03/004	THE ALTERNATIVE FORECAST	YKK AP	DENTSU INC.	TOKYO
ME03/005	DON'T BURY THEIR FUTURE: BRICKWORK	CHILD LABOR PROTECTION	DENTSU MEDIA THAILAND	BANGKOK
ME03/006	LET'S EAT JIMOTO GOHAN	KYOTO SHIMBUN	DENTSU INC.	TOKYO
ME03/007	THE MISSING LOOK-ALIKE	MISSING PERSON CENTER	BBDO BANGKOK LTD	BANGKOK
ME03/008	GLEAMING NEWSPAPER	HATO BUS CO.,LTD	DENTSU INC.	TOKYO
ME03/009	FORWARD THE CURE	UHMPANG HOSPITAL FOUNDATION	THE LEO BURNETT GROUP THAILAND	BANGKOK
ME03/010	BOOK OF HEALING POWER	BAND - AID	BBDO CHINA	SHANGHAI

## CATEGORY ME04 : BEST USE OF OUTDOOR & TRANSIT

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME04/001	TOILET PAPER FOR SMARTPHONES	SERVICES FOR TRAVELERS	TOKYU AGENCY INC.	TOKYO
ME04/002	THE FLAME GRILLED SUBWAY	WHOPPER / QSR	CHEIL WORLDWIDE	SEOUL
ME04/003	HAPPY NEW GEAR	SAMSUNG GEAR S2	CHEIL WORLDWIDE	SEOUL
ME04/004	MADE POSSIBLE BY MELBOURNE	UNIVERSITY OF MELBOURNE	MCCANN MELBOURNE	MELBOURNE
ME04/005	FLOSS STITCHING	JOHNSON&JOHNSON.K.K.CONSUMER COMPANY	J. WALTER THOMPSON JAPAN	TOKYO
ME04/006	MR.NEBUTA LIGHTS UP AOMORI PROJECT	HOKKAIDO BULLET TRAIN	YOMIKO ADVERTISING INC.	TOKYO
ME04/007	PINK LIGHT CAMPAIGN	BUSAN-GIMHAE LIGHT RAIL TRANSIT	DAEHONG COMMUNICATIONS	SEOUL



# MEDIA LOTUS

# ALL ENTRIES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME04/008	FORZA HORIZON 3 - SETTING A NEW LAND SPEED RECORD	FORZA HORIZON 3	MCCANN SYDNEY	SYDNEY
ME04/009	SUMMER FACE HERE	NODOGOSHI SUMMER SPECIAL	DENTSU INC.	TOKYO
ME04/010	THE MISSING LOOK-ALIKE	MISSING PERSON CENTER	BBDO BANGKOK LTD	BANGKOK
ME04/011	POCKY ORCHESTRA ROAD	POCKY	BEIJING DENTSU ADVERTISING CO., LTD	BEIJING
ME04/012	MEDIA FOR SALE	HISO FRIED INSECT SNACK	GREYNJ UNITED	BANGKOK
ME04/013	THE CONSCIOUS CROSSING	KIWIRAIL	CLEMENGER BBDO WELLINGTON	WELLINGTON
ME04/014	#KEEPWALKING	JOHNNIE WALKER	BBDO GUERRERO	MANILA
ME04/015	DIRTY WATERCOLOR	ABS CBN FOUNDATION	TBWA\SANTIAGO MANGADA PUNO	MANILA
ME04/016	I WANT A HOUSE.	NONE	KEN-TSAI LEE DESIGN LAB/TAIWAN TECH	TAIPEI

## CATEGORY ME05 : BEST USE OF AMBIENT: SMALL SCALE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME05/001	TOILET PAPER FOR SMARTPHONES	SERVICES FOR TRAVELERS	TOKYU AGENCY INC.	TOKYO
ME05/002	HEAT TECH WINDOW	HEAT TECH	CHEIL WORLDWIDE	SEOUL
ME05/003	SALE SCENT	REALESTATE.COM.AU	BWM DENTSU	SYDNEY
ME05/004	SOBA ALLERGY TATTOO CHECKER	SOBA(BUCKWHEAT NOODLE) PROMOTION	J. WALTER THOMPSON JAPAN	TOKYO
ME05/005	PAPER SOCKS IN THE SHOES	MIHARA YASUHIRO SOCKS	J. WALTER THOMPSON JAPAN	TOKYO
ME05/006	HÄAGEN-HEARTS	HÄAGEN-DAZS	TBWA\HAKUHODO INC.	TOKYO
ME05/007	BURNKERY	P60 URBAN BOOTCAMP	DENTSU MEDIA THAILAND	BANGKOK
ME05/008	PINK LIGHT CAMPAIGN	BUSAN-GIMHAE LIGHT RAIL TRANSIT	DAEHONG COMMUNICATIONS	SEOUL
ME05/009	TASTE DRIVING	PRIUS	DENTSU INC.	TOKYO
ME05/010	NAPPY NOTES	HELLO ANGEL	CHEIL	HONG KONG
ME05/011	#BETHEIREYES	SAMSUNG	CHEIL	HONG KONG

# MEDIA LOTUS

# ALL ENTRIES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME05/012	PROUD COLOR	NERIMA CITY	HAKUHODO KETTLE INC.	TOKYO
ME05/013	PHOTOBOX	CESAR	INNORED	SEOUL
ME05/014	DADS #SHARETHELOAD	ARIEL MATIC	BBDO INDIA	MUMBAI
ME05/015	PRESERVED MEMORIES	SPC	LEO BURNETT MELBOURNE	MELBOURNE
ME05/016	ABSORBPLATE	THAI HEALTH PROMOTION FOUNDATION	BBDO BANGKOK LTD	BANGKOK
ME05/017	THE POWER BANK BOOK	POWER BANK BOOK ANNUAL REPORT	DENTSU JAYME SYFU	MANILA
ME05/018	FOOD RESCUE STICKER	FOODLOSS CHALLENGE ASSOCIATION	HAKUHODO INC.	TOKYO
ME05/019	X-RAY CASTS	ANCHOR	COLENSO BBDO	AUCKLAND
ME05/020	FORWARD THE CURE	UHPANG HOSPITAL FOUNDATION	THE LEO BURNETT GROUP THAILAND	BANGKOK
ME05/021	DON'T DRIVE HUNGRY	SNICKERS	BBDO GUERRERO	MANILA
ME05/022	AD-FREE MOVIES	DISH TV	MCCANN WORLDGROUP INDIA	MUMBAI
ME05/023	DONATE YOUR SIGNATURE	DONATE YOUR SIGNATURE	BEACON COMMUNICATIONS K.K.	TOKYO
ME05/024	DELICIOUS SUPPLEMENT	DELICIOUS SUPPLEMENT	BEACON COMMUNICATIONS K.K.	TOKYO

## CATEGORY ME06 : BEST USE OF AMBIENT: LARGE SCALE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME06/001	HUGGABLE PILLAR THERAPY	POM POM PURIN	TOKYU AGENCY INC.	TOKYO
ME06/002	LIFE PUMP	CARIBBEAN BAY WATER PARK	CHEIL WORLDWIDE	SEOUL
ME06/003	YMCA PLAYNASIUM	YMCA VICTORIA	MCCANN MELBOURNE	MELBOURNE
ME06/004	SINGING NATURE	NEW MUSIC PROMOTION FOR SHINICHI OSAWA	J. WALTER THOMPSON JAPAN	TOKYO
ME06/005	TE - THE INNOVATION BEHIND INNOVATION	TE CONNECTIVITY	KBS	SHANGHAI
ME06/006	HUMAN CUT-OFF TIMER	OFFICAIL TIMER	DENTSU INC.	TOKYO



## MEDIA LOTUS

## ALL ENTRIES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME06/007	HEALTH CHARGING BOX	HYUNDAI MOTOR COMPANY	INNOCEAN WORLDWIDE	SEOUL
ME06/008	PROJECT: MINI SONATA	SONATA	INNOCEAN WORLDWIDE	SEOUL
ME06/009	DOG POO FOR DOG FOOD	GREENIES	DENTSU TAIWAN INC.	TAIPEI
ME06/010	BREATH-SYNC	KITTE	ADK JAPAN	TOKYO
ME06/011	LOST IN THE RAIN	CHEVROLET	MRM//MCCANN SINGAPORE	SINGAPORE
ME06/012	TEAMWORK	MCDONALD'S	LEO BURNETT MANILA	MANILA
ME06/013	THE UNUSUAL FOOTBALL FIELD	AP (THAILAND) PUBLIC COMPANY LIMITED	CJ WORX	BANGKOK
ME06/014	THE CONSCIOUS CROSSING	KIWIRAIL	CLEMENGER BBDO WELLINGTON	WELLINGTON
ME06/015	BEHIND THE LEATHER	PETA ASIA	OGILVY GROUP THAILAND	BANGKOK
ME06/016	THE RIDERLESS BIKE	STEVE WAUGH FOUNDATION	HAVAS WORLDWIDE AUSTRALIA	SYDNEY
ME06/017	SRI PADA - MERIT BIN	RATNAPURA DIVISIONAL COUNCIL (PRADESHIYA SABAWA)	LEO BURNETT SOLUTIONS INC.	COLOMBO
ME06/018	JUKE VS YOU	NISSAN JUKE	TBWA\SANTIAGO MANGADA PUNO	MANILA

## CATEGORY ME07 : BEST USE OF EVENTS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME07/001	MADE POSSIBLE BY MELBOURNE	UNIVERSITY OF MELBOURNE	MCCANN MELBOURNE	MELBOURNE
ME07/002	LENOVO PROVIDES SUPPORT FOR CHINA'S MANNED SPACE PROGRAM	LENOVO	BLUEFOCUS DIGITAL	BEIJING
ME07/003	DESERTED CITY PHOTO FESTIVAL	MURORAN CITY	MOTHERS	TOKYO
ME07/004	SINGING NATURE	NEW MUSIC PROMOTION FOR SHINICHI OSAWA	J. WALTER THOMPSON JAPAN	TOKYO
ME07/005	SOBA ALLERGY TATTOO CHECKER	SOBA(BUCKWHEAT NOODLE) PROMOTION	J. WALTER THOMPSON JAPAN	TOKYO
ME07/006	SMS LAST WORDS	GLOBAL ROAD SAFETY	HAVAS SHANGHAI	SHANGHAI
ME07/007	KIDS MOTOR SHOW	HYUNDAI MOTOR COMPANY	INNOCEAN WORLDWIDE	SEOUL

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME07/008	STILL LIFE	END ALS	MCCANN ERICKSON JAPAN	TOKYO
ME07/009	TELKOMSEL - INDONESIA SKY EXPEDITION	TELKOMSEL - BROADBAND	HAKUHODO INDONESIA	JAKARTA
ME07/010	BREATH-SYNC	KITTE	ADK JAPAN	TOKYO
ME07/011	EVACUATION GAME	STAMP MAKER	DENTSU INC.CHUBU	NAGOYA
ME07/012	HAND MEETS HAND	TIFFANY & CO.	SPICEBOX INC,	TOKYO
ME07/013	RE_PIZZA	XINTIANDI SHANGHAI	BEIJING DENTSU ADVERTISING CO., LTD	BEIJING
ME07/014	MASTERCARD ID CHECK	MASTERCARD ASIA PACIFIC	MCCANN WORLDGROUP SINGAPORE PTE LTD	SINGAPORE
ME07/015	BLOOD BANKING	INDIAN RED CROSS SOCIETY	J. WALTER THOMPSON INDIA	MUMBAI
ME07/016	DETTOL GERMBURSTERS	DETTOL	MCCANN WORLDGROUP INDIA	MUMBAI
ME07/017	BEHIND THE LEATHER	PETA ASIA	OGILVY GROUP THAILAND	BANGKOK
ME07/018	DIRTY WATERCOLOR	ABS CBN FOUNDATION	TBWA\SANTIAGO MANGADA PUNO	MANILA
ME07/019	REV STRETCH	BRAND SLOGAN (REVS YOUR HEART)	GREAT WORKS KK	TOKYO
ME07/020	HUAXIA INSURANCE-LOOK FOR VETERANS	HUAXIA INSURANCE	TENCENT TECHNOLOGY (BEIJING) CO., LTD.	BEIJING

**CATEGORY ME08 : BEST USE OF GUERILLA MARKETING**

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME08/001	INVISIBLE MESSAGE	CONSERVATION	LEO BURNETT	SYDNEY
ME08/002	FINGER LICKIN' GOOD	KFC	OGILVY & MATHER GROUP HK	HONG KONG
ME08/003	THE DYSLEXIC CAPTCHA	JASLOK HOSPITAL	DENTSU WEBCHUTNEY	HARYANA
ME08/004	FAST FOOD AID	DOHTONBORI	TYO INC.	TOKYO
ME08/005	AXE HAIR-CHANGING ROOM	AXE	ADK JAPAN	TOKYO
ME08/006	SOLEMATE	KEDS	J. WALTER THOMPSON JAKARTA	JAKARTA



ADFEST

**MEDIA LOTUS****ALL ENTRIES**

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME08/007	EXTREME SHOPPING	THE NORTH FACE	INNORED	SEOUL
ME08/008	THE FIRST DRIVE	BMW KOREA	INNORED	SEOUL
ME08/009	REINDEER DELIVERY PROJECT	DOMINO'S PIZZA	MOMENTUM WORLDWIDE	TOKYO
ME08/010	TELKOMSEL - INDONESIA SKY EXPEDITION	TELKOMSEL - BROADBAND	HAKUHODO INDONESIA	JAKARTA
ME08/011	WARDROBE APARTMENT	SOCIETY FOR COMMUNITY ORGANIZATION	BBDO HONG KONG	HONG KONG
ME08/012	LOST IN THE RAIN	CHEVROLET	MRM//MCCANN SINGAPORE	SINGAPORE
ME08/013	IQ TRASHCANS	CHINA ENVIRONMENTAL PROTECTION FOUNDATION	J. WALTER THOMPSON SHANGHAI	SHANGHAI
ME08/014	DETTOL GERMBURSTERS	DETTOL	MCCANN WORLDGROUP INDIA	MUMBAI
ME08/015	AD-FREE MOVIES	DISH TV	MCCANN WORLDGROUP INDIA	MUMBAI
ME08/016	HAPPINESS WITHOUT BORDERS	HARBIN BEER	BBH CHINA LTD.	SHANGHAI
ME08/017	BEAUTY ID	KLEENEX MOISTURE TOUCH	OGILVY GROUP THAILAND	BANGKOK
ME08/018	KAFA "LEGALLY BRIDE"	KAFA WOMAN'S RIGHTS NGO	LEO BURNETT BEIRUT	BEIRUT

**CATEGORY ME09 : BEST USE OF DIGITAL**

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME09/001	THE DYSLEXIC CAPTCHA	JASLOK HOSPITAL	DENTSU WEBCHUTNEY	HARYANA
ME09/002	HOUSEWIFE ANNUAL INCOME SIMULATOR	KIRIN NODOGOSHI ALLRIGHT	HAT INC.	TOKYO
ME09/003	PRIUS! PARTS CHARACTERS	PRIUS	DENTSU INC.	TOKYO
ME09/004	THE KONGSIHOME PROJECT: USING E-COMMERCE PLATFORMS AS A NEW MEDIUM	MAXIS	ENSEMBLE WORLDWIDE	KUALA LUMPUR
ME09/005	CAT STREET VIEW	HIROSHIMA TOURISM	I&S BBDO INC.	TOKYO





## MEDIA LOTUS

## ALL ENTRIES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME09/006	SIGNEMOJI	CHINA ASSOCIATION OF THE DEAF	TBWA\ SHANGHAI	SHANGHAI
ME09/007	SKIP FRIDAY 13	LA LIBANAISE DES JEUX	IMPACT BBDO DUBAI	DUBAI
ME09/008	TRAX UNLOCK THE CITY	CHEVROLET INDONESIA	MCCANN//COMMONWEALTH	BANGKOK
ME09/009	VACUUM CLIMBING	LG CORDZERO CYKING	HS AD	SEOUL
ME09/010	LIVE STATS LOTTERY	FOOTBALL CHANNEL	ADK JAPAN	TOKYO
ME09/011	DONATE MY LUNCH	YAYASAN KOMUNITAS SAHABAT ANAK INDONESIA	TCP-TBWA\INDONESIA	JAKARTA
ME09/012	THE MOST ENVIOUS TWEET	NOGIKOI	TAIYO KIKAKU CO., LTD.	TOKYO
ME09/013	AMNESTY UNBLOCKER	WORLD DAY AGAINST CYBER CENSORSHIP	COLENZO BBDO	AUCKLAND
ME09/014	REUNITING MEMORIES FROM 1947	OLX	LEO BURNETT INDIA	MUMBAI
ME09/015	MEMORIES FOR LIFE	HDFC LIFE INSURANCE	LEO BURNETT INDIA	MUMBAI
ME09/016	DONATE 4 BIRDS   THE NEW ECOSYSTEM	CONSERVATION INTERNATIONAL JAPAN	BIRDMAN INC.	TOKYO

### CATEGORY ME10 : BEST USE OF MOBILE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME10/001	NEW SMART BUSINESS PERSON	ESPRESSO TEA LATTE	FRONTAGE INC.	TOKYO
ME10/002	POCKET PATROL	SAMSUNG	LEO BURNETT	SYDNEY
ME10/003	TEXT FROM YOUR EX	AIDS CONCERN	TBWA HONG KONG	HONG KONG
ME10/004	NATIVE MOBILE MUSIC VIDEO	LYRICAL SCHOOL	TBWA\HAKUHODO INC.	TOKYO
ME10/005	LANDCRUISER EMERGENCY NETWORK	TOYOTA	SAATCHI & SAATCHI AUSTRALIA	SYDNEY
ME10/006	MY SOLE STORY	NIKE RUNNING	AKQA SHANGHAI	SHANGHAI
ME10/007	SAY HI WIFI	BROADBAND	LEO BURNETT JAKARTA	JAKARTA
ME10/008	10 MINUTE SAFETAIMENT	BROADBAND	LEO BURNETT JAKARTA	JAKARTA



# MEDIA LOTUS

# ALL ENTRIES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME10/009	#BETHEIREYES	SAMSUNG	CHEIL	HONG KONG
ME10/010	SIGNEMOJI	CHINA ASSOCIATION OF THE DEAF	TBWA\ SHANGHAI	SHANGHAI
ME10/011	LIVE STATS LOTTERY	FOOTBALL CHANNEL	ADK JAPAN	TOKYO
ME10/012	SAFE&SOUND MUSIC PLAYER	LMG INSURANCE ROAD SAFETY CAMPAIGN	BBDO BANGKOK LTD	BANGKOK
ME10/013	FAMI-NAVI	DONGFENG CITROEN	BEIJING DENTSU ADVERTISING CO., LTD	BEIJING
ME10/014	AIR POLLUTION DISCOUNT	HADAGOKOCHI	BEIJING DENTSU ADVERTISING CO., LTD	BEIJING
ME10/015	BEAT THE ORDINARY	SAMSUNG GALAXY NOTE	THE LEO BURNETT GROUP THAILAND	BANGKOK
ME10/016	PANCAKE HOUSE DOODLE VOUCHER	PANCAKE HOUSE	BBDO GUERRERO	MANILA

## CATEGORY ME11 : BEST USE OF SOCIAL MEDIA & EARNED MEDIA

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME11/001	WEIDER IN JELLY FOR YOUR ALMA MATER	WEIDER IN JELLY	DENTSU INC.	TOKYO
ME11/002	FREE PUPPIES FOREVER	SEEING EYE DOGS AUSTRALIA	MCCANN MELBOURNE	MELBOURNE
ME11/003	BIC CHAMPENSHIPS	BIC	MCCANN MELBOURNE	MELBOURNE
ME11/004	CREATORS WANTED	SAMSUNG	LEO BURNETT	SYDNEY
ME11/005	SPRINKLE M&M'S	M&M'S	HAKUHODO PRODUCT'S INC.	TOKYO
ME11/006	SAMPLING BOOTH FROM HELL	MAGGI	GOVT SINGAPORE	SINGAPORE
ME11/007	BUY OUT SLAVERY	HISTORY	GOVT SINGAPORE	SINGAPORE
ME11/008	HOUSEWIFE ANNUAL INCOME SIMULATOR	KIRIN NODOGOSHI ALLRIGHT	HAT INC.	TOKYO
ME11/009	#BETHEIREYES	SAMSUNG	CHEIL	HONG KONG
ME11/010	THE FRUS-TWEET BURNER	KIRIN NODOGOSHI ALL LIGHT	PICT INC.	TOKYO
ME11/011	TIGER BEER STREET FOOD CAMPAIGN	TIGER BEER	BBDO SINGAPORE	SINGAPORE



# MEDIA LOTUS

# ALL ENTRIES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME11/012	#HIRESIMON	SIMON JOHNSON	POLLEN	SYDNEY
ME11/013	INSTAZOOM	CANON	DENTSU SINGAPORE PTE LTD	SINGAPORE
ME11/014	SIGNEMOJI	CHINA ASSOCIATION OF THE DEAF	TBWA\ SHANGHAI	SHANGHAI
ME11/015	DADS #SHARETHELOAD	ARIEL MATIC	BBDO INDIA	MUMBAI
ME11/016	THE FACEBOOK MUSEUM	ROCK ED PHILIPPINES	Y&R PHILIPPINES, INC.	MANILA
ME11/017	THE BOY WHO LOVES TO STUDY	MCDONALD'S	LEO BURNETT MANILA	MANILA
ME11/018	M&M'S VOTING COLORS FOR FUN	M&M'S	BBDO TAIWAN	TAIPEI
ME11/019	THE MISSING LOOK-ALIKE	MISSING PERSON CENTER	BBDO BANGKOK LTD	BANGKOK
ME11/020	ANYONE CAN BUY	HOMEPRO EXPO	BBDO BANGKOK LTD	BANGKOK
ME11/021	THE MOST ENVIOUS TWEET	NOGIKOI	TAIYO KIKAKU CO., LTD.	TOKYO
ME11/022	PANCAKE HOUSE DOODLE VOUCHER	PANCAKE HOUSE	BBDO GUERRERO	MANILA
ME11/023	HELLO	NZ TRANSPORT AGENCY	CLEMENGER BBDO WELLINGTON	WELLINGTON
ME11/024	MEMORIES FOR LIFE	HDFC LIFE INSURANCE	LEO BURNETT INDIA	MUMBAI
ME11/025	DEADFEED	THAIHEALTH	MINTERACTION	BANGKOK
ME11/026	DONATE 4 BIRDS   THE NEW ECOSYSTEM	CONSERVATION INTERNATIONAL JAPAN	BIRDMAN INC.	TOKYO
ME11/027	CORRECTING HISTORY	CAMPAIGN AGAINST THE RETURN OF THE MARCOSES TO MALACAÑANG (CARMMA)	TBWA\SANTIAGO MANGADA PUNO	MANILA

## CATEGORY ME12 : BEST USE OF TECHNOLOGY

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME12/001	VISUALLY IMPAIRED REALITY	UNIVERSITY OF MELBOURNE	MCCANN MELBOURNE	MELBOURNE
ME12/002	SMILE LOCK OUTLET	TOYOTA I-ROAD	DENTSU INC.	TOKYO
ME12/003	POCKET PATROL	SAMSUNG	LEO BURNETT	SYDNEY
ME12/004	BRAINBAND	BRAINBAND	LEO BURNETT	SYDNEY

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME12/005	LANDCRUISER EMERGENCY NETWORK	TOYOTA	SAATCHI & SAATCHI AUSTRALIA	SYDNEY
ME12/006	CERITA BINTANG	PERMATA TABUNGAN BINTANG	DDB GROUP INDONESIA/PT INAZUMA INDONESIA	JAKARTA
ME12/007	HAPPY METER	SAPPE BEAUTI DRINK	DENTSU MEDIA THAILAND	BANGKOK
ME12/008	PINK LIGHT CAMPAIGN	BUSAN-GIMHAE LIGHT RAIL TRANSIT	DAEHONG COMMUNICATIONS	SEOUL
ME12/009	NAPPY NOTES	HELLO ANGEL	CHEIL	HONG KONG
ME12/010	#BETHEIREYES	SAMSUNG	CHEIL	HONG KONG
ME12/011	MR. SNIFF	ACUO	DENTSU INC.	TOKYO
ME12/012	AXE HAIR-CHANGING ROOM	AXE	ADK JAPAN	TOKYO
ME12/013	PROJECT: MINI SONATA	SONATA	INNOCEAN WORLDWIDE	SEOUL
ME12/014	TELKOMSEL - INDONESIA SKY EXPEDITION	TELKOMSEL - BROADBAND	HAKUHODO INDONESIA	JAKARTA
ME12/015	LIGHT UP WITH A PEN-VOTE	GOOGLE IMPACT CHALLENGE KOREA	LEO BURNETT KOREA	SEOUL
ME12/016	REWORD	REWORD	LEO BURNETT MELBOURNE	MELBOURNE
ME12/017	SAFE&SOUND MUSIC PLAYER	LMG INSURANCE ROAD SAFETY CAMPAIGN	BBDO BANGKOK LTD	BANGKOK
ME12/018	HELPMET	THAI HEALTH PROMOTION FOUNDATION	BBDO BANGKOK LTD	BANGKOK
ME12/019	HEART TO HEART : ALL FOR THAT FIRST HELLO	ELEVIT	J. WALTER THOMPSON SHANGHAI	SHANGHAI
ME12/020	RED BULL AR TORCH RELAY	RED BULL	TENCENT TECHNOLOGY (BEIJING) CO., LTD.	BEIJING

**CATEGORY ME13 : BEST USE OF BRANDED ENTERTAINMENT & CONTENT: PROGRAM & PLATFORM**

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME13/001	BRAINBAND	BRAINBAND	LEO BURNETT	SYDNEY
ME13/002	10 MINUTE SAFETAIMENT	BROADBAND	LEO BURNETT JAKARTA	JAKARTA
ME13/003	ROYAL WARRANT IN THE FANTASY	AUDI	D2C DOT INC.	TOKYO
ME13/004	SAMUEL GOES TO CONAN	KOREA TOURISM ORGANIZATION	HS AD	SEOUL
ME13/005	DADS #SHARETHELOAD	ARIEL MATIC	BBDO INDIA	MUMBAI
ME13/006	THE UNUSUAL FOOTBALL FIELD	AP (THAILAND) PUBLIC COMPANY LIMITED	CJ WORX	BANGKOK
ME13/007	THANK YOU FOR SHARING	DTAC	THE LEO BURNETT GROUP THAILAND	BANGKOK
ME13/008	#KEEPWALKING	JOHNNIE WALKER	BBDO GUERRERO	MANILA
ME13/009	REUNITING MEMORIES FROM 1947	OLX	LEO BURNETT INDIA	MUMBAI

**CATEGORY ME14 : BEST USE OF BRANDED ENTERTAINMENT & CONTENT: USER GENERATED CONTENT**

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME14/001	MADE FROM MEMORY	MELBOURNE INTERNATIONAL FILM FESTIVAL	MCCANN MELBOURNE	MELBOURNE
ME14/002	LEAP	EOS 80D	LEO BURNETT	SYDNEY
ME14/003	PROUD COLOR	NERIMA CITY	HAKUHODO KETTLE INC.	TOKYO
ME14/004	BACARDI WANTED	BACARDI HALLOWEEN CAMPAIGN	I&S BBDO INC.	TOKYO
ME14/005	KIDS MOTOR SHOW	HYUNDAI MOTOR COMPANY	INNOCEAN WORLDWIDE	SEOUL
ME14/006	MAJOLIGA	SHISEIDO CO,LTD	TOW CO., LTD.	TOKYO
ME14/007	CANON LIFE REDEFINE : THAI ALPHABET	CANON	RABBIT'S TALE CO., LTD.	BANGKOK
ME14/008	A SONG BY 180 INTERVIEWS	SOLVIL ET TITUS	MCCANN & SPENCER	HONG KONG
ME14/009	#NOTATOURIST THAILAND POSTCARD RESHOOT	VISA THAILAND TOURISM CAMPAIGN	BBDO BANGKOK LTD	BANGKOK

# MEDIA LOTUS

# ALL ENTRIES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME14/010	THE MOST ENVIOUS TWEET	NOGIKOI	TAIYO KIKAKU CO., LTD.	TOKYO
ME14/011	THE CROWD-COORDINATED MUSIC VIDEO	KIRIGAMINE STYLE	HAKUHODO INC.	TOKYO
ME14/012	BLACK IS NOW	BAR-B-Q PLAZA	GREYNJ UNITED	BANGKOK
ME14/013	THE DEAD HOUR BY NESCAFE	NESCAFE	MCCANN WORLDGROUP INDIA	MUMBAI
ME14/014	REUNITING MEMORIES FROM 1947	OLX	LEO BURNETT INDIA	MUMBAI
ME14/015	MEMORIES FOR LIFE	HDFC LIFE INSURANCE	LEO BURNETT INDIA	MUMBAI

## CATEGORY ME15 : BEST USE OF BRANDED ENTERTAINMENT & CONTENT: DIGITAL & SOCIAL MEDIA

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME15/001	NATIVE MOBILE MUSIC VIDEO	LYRICAL SCHOOL	TBWA\HAKUHODO INC.	TOKYO
ME15/002	PRIUS! PARTS CHARACTERS	PRIUS	DENTSU INC.	TOKYO
ME15/003	SIGNEMOJI	CHINA ASSOCIATION OF THE DEAF	TBWA\ SHANGHAI	SHANGHAI
ME15/004	MIXXTAIL#HOMEPARTY	MIXXTAIL	GEOMETRY GLOBAL KOREA	SEOUL
ME15/005	THE BEAUTIFUL TRUTH	MAXI-PEEL	PUBLICIS JIMENEZ BASIC	MANILA
ME15/006	DNA GLASS	SUNTORY	DENTSU INC.	TOKYO
ME15/007	LIVE STATS LOTTERY	FOOTBALL CHANNEL	ADK JAPAN	TOKYO
ME15/008	M&M'S VOTING COLORS FOR FUN	M&M'S	BBDO TAIWAN	TAIPEI
ME15/009	THE MISSING LOOK-ALIKE	MISSING PERSON CENTER	BBDO BANGKOK LTD	BANGKOK
ME15/010	THE MOST ENVIOUS TWEET	NOGIKOI	TAIYO KIKAKU CO., LTD.	TOKYO
ME15/011	REUNITING MEMORIES FROM 1947	OLX	LEO BURNETT INDIA	MUMBAI
ME15/012	MEMORIES FOR LIFE	HDFC LIFE INSURANCE	LEO BURNETT INDIA	MUMBAI
ME15/013	DONATE 4 BIRDS   THE NEW ECOSYSTEM	CONSERVATION INTERNATIONAL JAPAN	BIRDMAN INC.	TOKYO



# MEDIA LOTUS

# ALL ENTRIES

## CATEGORY ME16 : BEST INTEGRATED MEDIA CAMPAIGN

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME16/001	MADE POSSIBLE BY MELBOURNE	UNIVERSITY OF MELBOURNE	MCCANN MELBOURNE	MELBOURNE
ME16/002	SING IT OUT	CANESTEN	J. WALTER THOMPSON HONG KONG	HONG KONG
ME16/003	DEVIL AND ANGEL X RIO 360° INTEGRATED ENTERTAINMENT MARKETING CAMPAIGN	RIO	CENTURY KP ENTERTAINMENT MARKETING	BEIJING
ME16/004	WARCRAFT X PINGAN DEEPLY DIGGING FANS ECONOMY MARKETING CAMPAIGN	PINGAN	CENTURY KP ENTERTAINMENT MARKETING	BEIJING
ME16/005	SPRINKLE M&M'S	M&M'S	HAKUHODO PRODUCT'S INC.	TOKYO
ME16/006	STILL LIFE	END ALS	MCCANN ERICKSON JAPAN	TOKYO
ME16/007	REINDEER DELIVERY PROJECT	DOMINO'S PIZZA	MOMENTUM WORLDWIDE	TOKYO
ME16/008	TELKOMSEL - INDONESIA SKY EXPEDITION	TELKOMSEL - BROADBAND	HAKUHODO INDONESIA	JAKARTA
ME16/009	WARDROBE APARTMENT	SOCIETY FOR COMMUNITY ORGANIZATION	BBDO HONG KONG	HONG KONG
ME16/010	HEADGEAR-COVER PLAN	CLEAR	ADK JAPAN	TOKYO
ME16/011	THE MISSING LOOK-ALIKE	MISSING PERSON CENTER	BBDO BANGKOK LTD	BANGKOK
ME16/012	NATIONS BIKE	BAJAJ V	LEO BURNETT INDIA	MUMBAI

## CATEGORY LRME : LOTUS ROOTS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
LRME/001	TOILET PAPER FOR SMARTPHONES	SERVICES FOR TRAVELERS	TOKYU AGENCY INC.	TOKYO
LRME/002	MR.NEBUTA LIGHTS UP AOMORI PROJECT	HOKKAIDO BULLET TRAIN	YOMIKO ADVERTISING INC.	TOKYO
LRME/003	PROUD COLOR	NERIMA CITY	HAKUHODO KETTLE INC.	TOKYO
LRME/004	THE KONGSIHOME PROJECT: USING E-COMMERCE PLATFORMS AS A NEW MEDIUM	MAXIS	ENSEMBLE WORLDWIDE	KUALA LUMPUR

# MEDIA LOTUS

# ALL ENTRIES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
LRME/005	THE INVISIBLE MOM	WYETH MAMA	MCCANN WORLDWIDE GROUP SHANGHAI	SHANGHAI
LRME/006	HAIR GROWTH STATION	MESOCARE-PLUS	ORICOM	TOKYO
LRME/007	WARDROBE APARTMENT	SOCIETY FOR COMMUNITY ORGANIZATION	BBDO HONG KONG	HONG KONG
LRME/008	DONATE MY LUNCH	YAYASAN KOMUNITAS SAHABAT ANAK INDONESIA	TCP-TBWA\INDONESIA	JAKARTA
LRME/009	HEART TO HEART : ALL FOR THAT FIRST HELLO	ELEVIT	J. WALTER THOMPSON SHANGHAI	SHANGHAI
LRME/010	SRI PADA - MERIT BIN	RATNAPURA DIVISIONAL COUNCIL (PRADESHIYA SABAWA)	LEO BURNETT SOLUTIONS INC.	COLOMBO

AS OF 15 MARCH 2017