

PRESS LOTUS

20 YEARS OF DIVERSITY

ADFEST 2017

ENTRIES LIST

CATEGORY PR01 : FOOD

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PR01/001	SHINKANSEN	SHIROI KOIBITO	DENTSU HOKKAIDO INC.	SAPPORO
PR01/002	MOUNTAIN	BANGO	MULLENLOWE INDONESIA	JAKARTA
PR01/003	BEACH	BANGO	MULLENLOWE INDONESIA	JAKARTA
PR01/004	RICE FIELD	BANGO	MULLENLOWE INDONESIA	JAKARTA
PR01/005	SOUR-FACED MAN	SUPER ZUPER SOUR CANDY	HAKUHODO INDONESIA	JAKARTA
PR01/006	SOUR-FACED WOMAN	SUPER ZUPER SOUR CANDY	HAKUHODO INDONESIA	JAKARTA
PR01/007	EVIL	SNICKERS	IMPACT BBDO DUBAI	DUBAI
PR01/008	ANGRY	SNICKERS	IMPACT BBDO DUBAI	DUBAI
PR01/009	LIFELESS	SNICKERS	IMPACT BBDO DUBAI	DUBAI
PR01/010	BEAR	SNICKERS	IMPACT BBDO DUBAI	DUBAI
PR01/011	CROC	SNICKERS	IMPACT BBDO DUBAI	DUBAI
PR01/012	SHARK	SNICKERS	IMPACT BBDO DUBAI	DUBAI
PR01/013	AS WELL AS - PORKY SILKWORM	HISO FRIED INSECT SNACK	GREYNJ UNITED	BANGKOK
PR01/014	AS WELL AS - SALMONY CRICKET	HISO FRIED INSECT SNACK	GREYNJ UNITED	BANGKOK

CATEGORY PR02 : BEVERAGES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PR02/001	NO EXAGGERATION	VITA NO SUGAR TEA	BBDO HONG KONG	HONG KONG
PR02/002	MAN	ARABUS 3 IN 1	MONDAY	BANGKOK
PR02/003	LADY	ARABUS 3 IN 1	MONDAY	BANGKOK
PR02/004	OFFICE	ARABUS 3 IN 1	MONDAY	BANGKOK

CATEGORY PR03 : BEAUTY & PERSONAL CARE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PR03/001	CLEAR OVERNIGHT	PROVAMED ACNE SPOT GEL	DENTSU ONE (BANGKOK) LTD.	BANGKOK
PR03/002	SURF	COPPERTONE	J. WALTER THOMPSON HONG KONG	HONG KONG
PR03/003	BASKETBALL	COPPERTONE	J. WALTER THOMPSON HONG KONG	HONG KONG
PR03/004	SKATEBOARD	COPPERTONE	J. WALTER THOMPSON HONG KONG	HONG KONG

CATEGORY PR04 : HEALTHCARE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PR04/001	MISPLACED SERIES - TOOTHBRUSH	LS OPTICAL	DENTSU ONE TAIPEI	TAIPEI
PR04/002	MISPLACED SERIES - TEA BAG	LS OPTICAL	DENTSU ONE TAIPEI	TAIPEI
PR04/003	LIQUID NAVY SEALS	VIDISEP PROVIDONE IODINE	HAKUHODO INDONESIA	JAKARTA
PR04/004	NONSTOP HAPPENS - HAMSTER	HUA RUN SAN JIU	J. WALTER THOMPSON SHANGHAI	SHANGHAI
PR04/005	FISH	GASTRINA	MCCANN WORLDGROUP INDIA	MUMBAI
PR04/006	PIG	GASTRINA	MCCANN WORLDGROUP INDIA	MUMBAI
PR04/007	ROOSTER	GASTRINA	MCCANN WORLDGROUP INDIA	MUMBAI

CATEGORY PR05 : FASHION, SPORTS & ACCESSORIES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PR05/001	ADIDAS ODDS	ADIDAS	TAPROOT DENTSU	MUMBAI
PR05/002	ADIDAS TALE OF TWO	ADIDAS	TAPROOT DENTSU	MUMBAI

CATEGORY PR06 : CARS, OTHER VEHICLES, ACCESSORIES & AUTO SERVICES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PR06/001	INCLINES	YAMAHA MOTORCYCLES	DENTSU JAYME SYFU	MANILA
PR06/002	PEDESTRIANS	YAMAHA MOTORCYCLES	DENTSU JAYME SYFU	MANILA
PR06/003	VEHICLES	YAMAHA MOTORCYCLES	DENTSU JAYME SYFU	MANILA
PR06/004	FOOTWEARS	AUDI	BBH CHINA LTD.	SHANGHAI
PR06/005	COUNTING SHEEP	AUDI	BBH CHINA LTD.	SHANGHAI
PR06/006	FEET	AUDI	BBH CHINA LTD.	SHANGHAI
PR06/007	R8 ENGINE	AUDI	BBH CHINA LTD.	SHANGHAI
PR06/008	NO WINDOWS SERIES - SEDAN	EDAIJIA	CHEIL CHINA	BEIJING
PR06/009	NO WINDOWS SERIES - SUV	EDAIJIA	CHEIL CHINA	BEIJING

CATEGORY PR07 : ELECTRONICS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PR07/001	PROM NIGHT	SAMSUNG GEAR 360	LEO BURNETT JAKARTA	JAKARTA
PR07/002	WORLD TOUR CONCERT	SAMSUNG GEAR 360	LEO BURNETT JAKARTA	JAKARTA
PR07/003	SUMMER HOLIDAY	SAMSUNG GEAR 360	LEO BURNETT JAKARTA	JAKARTA
PR07/004	SHOWER BATTLE-ICE BEARS VS FIRE DRAGONS	SAKURA	J. WALTER THOMPSON SHANGHAI	SHANGHAI
PR07/005	SHOWER BATTLE-BLAZING PUMPKIN VS EVIL SNOWMAN	SAKURA	J. WALTER THOMPSON SHANGHAI	SHANGHAI
PR07/006	SHOWER BATTLE-FLAMING WITCH VS FROST QUEEN	SAKURA	J. WALTER THOMPSON SHANGHAI	SHANGHAI

CATEGORY PR08 : HOUSEHOLD PRODUCTS & MAINTENANCE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PR08/001	WOOL	BREEZE	MULLENLOWE SINGAPORE	SINGAPORE
PR08/002	DENIM	BREEZE	MULLENLOWE SINGAPORE	SINGAPORE
PR08/003	LINEN	BREEZE	MULLENLOWE SINGAPORE	SINGAPORE
PR08/004	SQUID	SUNLIGHT	MULLENLOWE SINGAPORE	SINGAPORE
PR08/005	PIG	SUNLIGHT	MULLENLOWE SINGAPORE	SINGAPORE
PR08/006	DUCK	SUNLIGHT	MULLENLOWE SINGAPORE	SINGAPORE
PR08/007	PITBULL	JERKY TREATS SOFT SNACK	THE LEO BURNETT GROUP THAILAND	BANGKOK
PR08/008	ROTTWEILER	JERKY TREATS SOFT SNACK	THE LEO BURNETT GROUP THAILAND	BANGKOK
PR08/009	TAUBMANS SNOWGLOBE - BRICK BUNGALOW	ENDURE MAXIMUM PROTECTION	NAKED COMMUNICATIONS	SYDNEY
PR08/010	FOOD GONE BAD-GAMBLING DEN	LUMINARC	J. WALTER THOMPSON SHANGHAI	SHANGHAI
PR08/011	FOOD GONE BAD-STRIPCLUB	LUMINARC	J. WALTER THOMPSON SHANGHAI	SHANGHAI
PR08/012	KITCHEN	MORTEIN	HAVAS WORLDWIDE	JAKARTA
PR08/013	BATHROOM	MORTEIN	HAVAS WORLDWIDE	JAKARTA

CATEGORY PR09 : HOME APPLIANCES & FURNISHINGS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PR09/001	DAD	IKEA INDONESIA	IRIS WORLDWIDE INDONESIA	JAKARTA
PR09/002	MOM	IKEA INDONESIA	IRIS WORLDWIDE INDONESIA	JAKARTA
PR09/003	BOYFRIEND	IKEA INDONESIA	IRIS WORLDWIDE INDONESIA	JAKARTA
PR09/004	SURPRISING WAY	TRUE SAFES	J. WALTER THOMPSON JAKARTA	JAKARTA
PR09/005	ROMANTIC WAY	TRUE SAFES	J. WALTER THOMPSON JAKARTA	JAKARTA

PRESS LOTUS

ALL ENTRIES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PR09/006	WELCOMING WAY	TRUE SAFES	J. WALTER THOMPSON JAKARTA	JAKARTA
PR09/007	GOD	NEOREST TOTO	DENTSU IMPACT	JAKARTA
PR09/008	SUPER HERO	NEOREST TOTO	DENTSU IMPACT	JAKARTA
PR09/009	INTERGALACTIC BOSS	NEOREST TOTO	DENTSU IMPACT	JAKARTA
PR09/010	PYTHON	CIRCULON	DENTSU JAYME SYFU	MANILA
PR09/011	PITBULL	CIRCULON	DENTSU JAYME SYFU	MANILA
PR09/012	CROC	CIRCULON	DENTSU JAYME SYFU	MANILA
PR09/013	BIRTHDAY	VAULTEK BIOMETRIC SAFES	MCCANN WORLDGROUP INDIA	MUMBAI
PR09/014	ANNIVERSARY	VAULTEK BIOMETRIC SAFES	MCCANN WORLDGROUP INDIA	MUMBAI

CATEGORY PR10 : RETAIL

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PR10/001	LOVING THE NIGHT 1	MCDONALD'S	TBWA (THAILAND) CO., LTD.	BANGKOK
PR10/002	LOVING THE NIGHT 2	MCDONALD'S	TBWA (THAILAND) CO., LTD.	BANGKOK
PR10/003	LOVING THE NIGHT 3	MCDONALD'S	TBWA (THAILAND) CO., LTD.	BANGKOK
PR10/004	THE BEST WINES HAVE THE BEST STORIES - GROW (1 OF 3)	WINE STORY	ACE SAATCHI& SAATCHI MANILA	MANILA
PR10/005	THE BEST WINES HAVE THE BEST STORIES - HIDDEN (2 OF 3)	WINE STORY	ACE SAATCHI& SAATCHI MANILA	MANILA
PR10/006	THE BEST WINES HAVE THE BEST STORIES - JOSEPHINE (3 OF 3)	WINE STORY	ACE SAATCHI& SAATCHI MANILA	MANILA

CATEGORY PR11 : TRAVEL & ENTERTAINMENT

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PR11/001	DADDY'S RUMBLE FLYOVER	SIKU	J. WALTER THOMPSON JAKARTA	JAKARTA
PR11/002	LE BUSY MAMA VIADUCT	SIKU	J. WALTER THOMPSON JAKARTA	JAKARTA
PR11/003	THE TWINS FEUD BRIDGE	SIKU	J. WALTER THOMPSON JAKARTA	JAKARTA
PR11/004	THE BATTLE	WORLD EXPLORER	OGILVY GROUP THAILAND	BANGKOK
PR11/005	BUS	THAI LION AIR	OGILVY GROUP THAILAND	BANGKOK
PR11/006	TRAIN	THAI LION AIR	OGILVY GROUP THAILAND	BANGKOK

CATEGORY PR12 : COMMUNICATION MEDIA & PUBLICATIONS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PR12/001	THE GREAT REMINDER ABOUT MOTHERS' DAY.	SHINANO MAINICHI NEWSPAPER	FRONTAGE INC.	TOKYO
PR12/002	LUGGAGE MAN	NAT GEO TRAVELER MAGAZINE	HAKUHODO INDONESIA	JAKARTA
PR12/003	BACKPACK MAN	NAT GEO TRAVELER MAGAZINE	HAKUHODO INDONESIA	JAKARTA

CATEGORY PR13 : FINANCE, BUSINESS PRODUCTS & SERVICES, COMMERCIAL PUBLIC SERVICES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PR13/001	WALKING	THANACHART INSURANCE	DENTSU ONE (BANGKOK) LTD.	BANGKOK
PR13/002	RUNNING	THANACHART INSURANCE	DENTSU ONE (BANGKOK) LTD.	BANGKOK
PR13/003	QUICK SEARCH	STABILO HIGHLIGHT PEN	DDB GROUP HONG KONG	HONG KONG
PR13/004	MAKE WAY - ALICE IN WONDERLAND	STABILO HIGHLIGHT PEN	DDB GROUP HONG KONG	HONG KONG
PR13/005	MAKE WAY - BIBLE	STABILO HIGHLIGHT PEN	DDB GROUP HONG KONG	HONG KONG
PR13/006	CARPARK	HUAWEI TECHNOLOGIES, INC.	MCCANN WORLDGROUP PHILIPPINES	MANILA
PR13/007	MUSEUM	HUAWEI TECHNOLOGIES, INC.	MCCANN WORLDGROUP PHILIPPINES	MANILA

PRESS LOTUS

ALL ENTRIES

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PR13/008	OFFICE	HUAWEI TECHNOLOGIES, INC.	MCCANN WORLDGROUP PHILIPPINES	MANILA
PR13/009	ALEXANDER THE GREAT	FABER-CASTELL	FORTUNE INDONESIA	JAKARTA
PR13/010	HMS VICTORY	FABER-CASTELL	FORTUNE INDONESIA	JAKARTA
PR13/011	TYRANNOSAURUS	FABER-CASTELL	FORTUNE INDONESIA	JAKARTA

CATEGORY PR14 : CORPORATE IMAGE

NO ENTRY

CATEGORY PR15 : PUBLIC SERVICES & CAUSE APPEALS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PR15/001	THE DISGUISE	RSPCA NSW	SAATCHI & SAATCHI AUSTRALIA	SYDNEY
PR15/002	SCARS - OLD LADY	SEXUAL HARASSMENT COUNSELLING	DENTSU ONE TAIPEI	TAIPEI
PR15/003	SCARS - MIDDLE-AGE LADY	SEXUAL HARASSMENT COUNSELLING	DENTSU ONE TAIPEI	TAIPEI
PR15/004	1 FOR 7	ORGAN DONATION	DDB GROUP HONG KONG	HONG KONG
PR15/005	DON'T BURY THEIR FUTURE: BRICKWORK	CHILD LABOR PROTECTION	DENTSU MEDIA THAILAND	BANGKOK
PR15/006	AFTERLIFE	CEYLON TODAY	TBWA\SRI LANKA	COLOMBO
PR15/007	BOY	REGIONAL ENVIRONMENTAL AWARENESS CAMERON HIGHLANDS	DENTSU SINGAPORE PTE LTD	SINGAPORE
PR15/008	GRANDFATHER	REGIONAL ENVIRONMENTAL AWARENESS CAMERON HIGHLANDS	DENTSU SINGAPORE PTE LTD	SINGAPORE
PR15/009	FAMILY	REGIONAL ENVIRONMENTAL AWARENESS CAMERON HIGHLANDS	DENTSU SINGAPORE PTE LTD	SINGAPORE
PR15/010	#NOFILTER	UNICEF	HAPPINESS VI NA CO., LTD.	HO CHI MINH CITY
PR15/011	UNFRIEND	CARA WELFARE PHILIPPINES	MCCANN WORLDGROUP PHILIPPINES	MANILA
PR15/012	CLIMBING OUT	PHONE-DISTRACTED PARENTING	DENTSU ONE INDONESIA	JAKARTA
PR15/013	CYCLING	PHONE-DISTRACTED PARENTING	DENTSU ONE INDONESIA	JAKARTA

PRESS LOTUS

ALL ENTRIES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PR15/014	BIRD	WWF	LEO BURNETT MANILA	MANILA
PR15/015	LIZARD	WWF	LEO BURNETT MANILA	MANILA
PR15/016	THE MISSING LOOK-ALIKE_GIGI	MISSING PERSON CENTER	BBDO BANGKOK LTD	BANGKOK
PR15/017	THE MISSING LOOK-ALIKE_SAHUTT	MISSING PERSON CENTER	BBDO BANGKOK LTD	BANGKOK
PR15/018	THE MISSING LOOK-ALIKE_AUM	MISSING PERSON CENTER	BBDO BANGKOK LTD	BANGKOK
PR15/019	SABINA	ABS CBN FOUNDATION	TBWA\SANTIAGO MANGADA PUNO	MANILA
PR15/020	FLOAT	ABS CBN FOUNDATION	TBWA\SANTIAGO MANGADA PUNO	MANILA
PR15/021	BOAT	ABS CBN FOUNDATION	TBWA\SANTIAGO MANGADA PUNO	MANILA
PR15/022	CAT	WORLD FOR ALL	MCCANN WORLDGROUP INDIA	MUMBAI
PR15/023	DOG	WORLD FOR ALL	MCCANN WORLDGROUP INDIA	MUMBAI
PR15/024	RABBIT	WORLD FOR ALL	MCCANN WORLDGROUP INDIA	MUMBAI

CATEGORY PR16 : BEST USE OF PRINT

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PR16/001	FACING THE WORLD'S PROBLEMS WITH THE POWER OF LIGHT_1	LIGHT SOLUTION TECHNOLOGY (PANASONIC'S ARTIFICIAL LED PLANT FACTORY SYSTEM)	DAIKO ADVERTISING INC.	TOKYO
PR16/002	FACING THE WORLD'S PROBLEMS WITH THE POWER OF LIGHT_2	LIGHT SOLUTION TECHNOLOGY (PANASONIC'S ARTIFICIAL LED PLANT FACTORY SYSTEM)	DAIKO ADVERTISING INC.	TOKYO
PR16/003	FACING THE WORLD'S PROBLEMS WITH THE POWER OF LIGHT_3	LIGHT SOLUTION TECHNOLOGY (PANASONIC'S ARTIFICIAL LED PLANT FACTORY SYSTEM)	DAIKO ADVERTISING INC.	TOKYO
PR16/004	GLEAMING NEWSPAPER	HATO BUS CO.,LTD	DENTSU INC.	TOKYO

CATEGORY LRPR : LOTUS ROOTS

NO ENTRY

AS OF 15 MARCH 2017