



PROMO LOTUS

20 YEARS OF DIVERSITY
ADFEST 2017
ENTRIES LIST

CATEGORY PM01 : GUERILLA MARKETING

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|------------------------------------|--|----------------------------|-----------|
| PM01/001 | FINGER LICKIN' GOOD | KFC | OGILVY & MATHER GROUP HK | HONG KONG |
| PM01/002 | THE DYSLEXIC CAPTCHA | JASLOK HOSPITAL | DENTSU WEBCHUTNEY | HARYANA |
| PM01/003 | SOLEMATE | KEDS | J. WALTER THOMPSON JAKARTA | JAKARTA |
| PM01/004 | REINDEER DELIVERY PROJECT | DOMINO'S PIZZA | MOMENTUM WORLDWIDE | TOKYO |
| PM01/005 | TELKOMSEL - PARKIRIN | TELKOMSEL - BROADBAND | HAKUHODO INDONESIA | JAKARTA |
| PM01/006 | HUNTSMAN CONDOMS | PETA (PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS) | MULLENLOWE SINGAPORE | SINGAPORE |
| PM01/007 | THE LONG-LASTING UNIFORM | HYGIENE | BBDO BANGKOK LTD | BANGKOK |
| PM01/008 | VOLKSWAGEN EASY RIDE GO WITH KAKAO | VOLKSWAGEN KOREA | LEO BURNETT KOREA | SEOUL |
| PM01/009 | THE UNUSUAL FOOTBALL FIELD | AP (THAILAND) PUBLIC COMPANY LIMITED | CJ WORX | BANGKOK |
| PM01/010 | SPREAD THE JOY | SAMSUNG TELEVISIONS | CHEIL INDIA | GURGAON |
| PM01/011 | DETTOL GERMBURSTERS | DETTOL | MCCANN WORLDGROUP INDIA | MUMBAI |
| PM01/012 | KAFA "LEGALLY BRIDE" | KAFA WOMAN'S RIGHTS NGO | LEO BURNETT BEIRUT | BEIRUT |

CATEGORY PM02 : EXPERIENTIAL & EVENTS

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|---------------------------|----------------------------|-------------------------|--------|
| PM02/001 | SPRINKLE M&M'S | M&M'S | HAKUHODO PRODUCT'S INC. | TOKYO |
| PM02/002 | GREEN TOKYO TOWER PROJECT | BISCO | DAIKO ADVERTISING INC. | OSAKA |
| PM02/003 | GIGA SELFIE | AUSTRALIA | TBWA\HAKUHODO INC. | TOKYO |
| PM02/004 | INTELLIGENT PARKING CHAIR | INTELLIGENT PARKING ASSIST | TBWA\HAKUHODO INC. | TOKYO |
| PM02/005 | FAST FOOD AID | DOHTONBORI | TYO INC. | TOKYO |
| PM02/006 | REMOTE RISTORANTE | RISTORANTE | BWM DENTSU | SYDNEY |

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ALL ENTRIES

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|--|-----------------------------------|--------------------------------|-----------|
| PM02/007 | DALI-NOH: DALI BACK FROM THE BEYOND | SALVADOR DALI EXHIBITION | DENTSU INC. | TOKYO |
| PM02/008 | NO SALT RESTAURANT | ELECTRO 'SALT-FLAVOURED' FORK | J. WALTER THOMPSON JAPAN | TOKYO |
| PM02/009 | SOBA ALLERGY TATTOO CHECKER | SOBA (BUCKWHEAT NOODLE) PROMOTION | J. WALTER THOMPSON JAPAN | TOKYO |
| PM02/010 | A TABLE TO END HUNGER | THE HUNGER PROJECT AUSTRALIA | MCCANN SYDNEY | SYDNEY |
| PM02/011 | BATTERY BELIEVERS | AEG POWERTOOLS | FENTON STEPHENS | MELBOURNE |
| PM02/012 | KINOKONUYAMA ECHO | KINOKONUYAMA | SODA!COMMUNICATIONS INC. | TOKYO |
| PM02/013 | DINE SURPRISE DRIVE | LEXUS RC 200T | DENTSU MEDIA THAILAND | BANGKOK |
| PM02/014 | MADE POSSIBLE BY MELBOURNE | UNIVERSITY OF MELBOURNE | MCCANN MELBOURNE | MELBOURNE |
| PM02/015 | YMCA PLAYNASIUM | YMCA VICTORIA | MCCANN MELBOURNE | MELBOURNE |
| PM02/016 | TV PROGRAM PROMOTION CARVED INTO A RED PENCIL LEAD | PROOFREADER ETSUKO KOHNO | I&S BBDO INC. | TOKYO |
| PM02/017 | PINK LIGHT CAMPAIGN | BUSAN-GIMHAE LIGHT RAIL TRANSIT | DAEHONG COMMUNICATIONS | SEOUL |
| PM02/018 | STILL LIFE | END ALS | MCCANN ERICKSON JAPAN | TOKYO |
| PM02/019 | SUPERMARKET TAKEOVER | IDFC MUTUAL FUND | TBWA\INDIA | MUMBAI |
| PM02/020 | DANCING IN THE DARKNESS | SAMSUNG GALAXY S7 | CHEIL WORLDWIDE | SEOUL |
| PM02/021 | MAXIM MOCHA DABANG | MAXIM MOCHAGOLD | CHEIL WORLDWIDE | SEOUL |
| PM02/022 | UNPACKING UNPACKED | SAMSUNG GALAXY S7 UNPACKED | CHEIL WORLDWIDE | SEOUL |
| PM02/023 | LIFE PUMP | CARIBBEAN BAY WATER PARK | CHEIL WORLDWIDE | SEOUL |
| PM02/024 | REVITALIZING FROM THAT DAY | TOHOKU SIX-SOUL FESTIVAL | DENTSU INC. | TOKYO |
| PM02/025 | FEATS OF WONDER | OREO | SAPIENTRAZORFISH | MELBOURNE |
| PM02/026 | DIGITAL GOLDFISH SCOOPING | GALAXY S7 EDGE | TOHOKUSHINSHA FILM CORPORATION | TOKYO |
| PM02/027 | SCIENCE PHOBIA CAMP | SCIENCE PHOBIA CAMP | TOHOKUSHINSHA FILM CORPORATION | TOKYO |
| PM02/028 | TELKOMSEL - PARKIRIN | TELKOMSEL - BROADBAND | HAKUHODO INDONESIA | JAKARTA |
| PM02/029 | NOVITA COMFORT CAFE | NOVITA | LEO BURNETT KOREA | SEOUL |

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| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|----------------------------|--------------------------------------|-------------------------------------|----------|
| PM02/030 | CHOOSE NON-SMELLY TAXI | FEBREZE FOR CAR | GREY TOKYO | TOKYO |
| PM02/031 | HENNESSY X.O ODYSSEY | HENNESSY X.O | GEOMETRY GLOBAL JAPAN | TOKYO |
| PM02/032 | DREAM FITA PROJECT | PANASONIC | DENTSU INC. | OSAKA |
| PM02/033 | BREATH-SYNC | KITTE | ADK JAPAN | TOKYO |
| PM02/034 | EVACUATION GAME | STAMP MAKER | DENTSU INC.CHUBU | NAGOYA |
| PM02/035 | HAND MEETS HAND | TIFFANY & CO. | HAKUHODO INC. | TOKYO |
| PM02/036 | LIFE CHARGER | GIFT OF LIFE FOUNDATION | DDB PHILIPPINES | MANILA |
| PM02/037 | BACKYARD BURGER KING | WHOPPER | COLENZO BBDO | AUCKLAND |
| PM02/038 | RE_PIZZA | XINTIANDI SHANGHAI | BEIJING DENTSU ADVERTISING CO., LTD | BEIJING |
| PM02/039 | THE UNUSUAL FOOTBALL FIELD | AP (THAILAND) PUBLIC COMPANY LIMITED | CJ WORX | BANGKOK |
| PM02/040 | MAKE YOUR RUN COUNT | AIRTEL | J. WALTER THOMPSON INDIA | MUMBAI |
| PM02/041 | BLOOD BANKING | INDIAN RED CROSS SOCIETY | J. WALTER THOMPSON INDIA | MUMBAI |
| PM02/042 | RUN BELL | ANTA | J. WALTER THOMPSON SHANGHAI | SHANGHAI |
| PM02/043 | LIFE IS ELECTRIC | PANASONIC | DENTSU INC. | TOKYO |
| PM02/044 | BEHIND THE LEATHER | PETA ASIA | OGILVY GROUP THAILAND | BANGKOK |
| PM02/045 | DIRTY WATERCOLOR | ABS CBN FOUNDATION | TBWA\SANTIAGO MANGADA PUNO | MANILA |
| PM02/046 | REV STRETCH | BRAND SLOGAN (REVS YOUR HEART) | GREAT WORKS KK | TOKYO |

CATEGORY PM03 : AMBIENT PROMOTION: SMALL SCALE

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|--|---------------------------------------|--------------------------|-----------|
| PM03/001 | PREGNANT GOVERNORS | WORK LIFE BALANCE PROMOTING CAMPAIGN | CS NISHIKO | FUKUOKA |
| PM03/002 | #KNOCK KNOCK CATS PROJECT | #KNOCK KNOCK CATS PROJECT | TBWA\HAKUHODO INC. | TOKYO |
| PM03/003 | POCKET WITH LOVE | TENCENT CHARITY / XIHAN ACTION | PUBLICIS CHINA | SHANGHAI |
| PM03/004 | SOBA ALLERGY TATTOO CHECKER | SOBA(BUCKWHEAT NOODLE) PROMOTION | J. WALTER THOMPSON JAPAN | TOKYO |
| PM03/005 | TV PROGRAM PROMOTION CARVED INTO A RED PENCIL LEAD | PROOFREADER ETSUKO KOHNO | I&S BBDO INC. | TOKYO |
| PM03/006 | #BETHEIREYES | SAMSUNG | CHEIL | HONG KONG |
| PM03/007 | PINK LIGHT CAMPAIGN | BUSAN-GIMHAE LIGHT RAIL TRANSIT | DAEHONG COMMUNICATIONS | SEOUL |
| PM03/008 | HÄAGEN-HEARTS | HÄAGEN-DAZS | TBWA\HAKUHODO INC. | TOKYO |
| PM03/009 | PROUD COLOR | NERIMA CITY | HAKUHODO KETTLE INC. | TOKYO |
| PM03/010 | TOILET PAPER FOR SMARTPHONES | SERVICES FOR TRAVELERS | TOKYU AGENCY INC. | TOKYO |
| PM03/011 | TASTE DRIVING | PRIUS | DENTSU INC. | TOKYO |
| PM03/012 | PRAYER FOR GOOD | DENGUE PREVENTION ACTIVATION CAMPAIGN | HAKUHODO INDONESIA | JAKARTA |
| PM03/013 | PHOTOBOX | CESAR | INNORED | SEOUL |
| PM03/014 | TATTOO BOTTLE STICKERS | KINTORA CO.,LTD. | DENTSU INC. | TOKYO |
| PM03/015 | RUSSIAN ROULETTE FERRIS WHEEL | HIRAKATA PARK | HAKUHODO INC. | OSAKA |
| PM03/016 | ODD-EVEN PACK | ARIEL MATIC | BBDO INDIA | MUMBAI |
| PM03/017 | PRESERVED MEMORIES | SPC | LEO BURNETT MELBOURNE | MELBOURNE |
| PM03/018 | FOOD RESCUE STICKER | FOOD RESCUE STICKER | HAKUHODO INC. | TOKYO |
| PM03/019 | TOROTATE (RIGHT OFF HARVEST) | TOROTATE (RIGHT OFF HARVEST) | HAKUHODO INC. | TOKYO |
| PM03/020 | ABSORBPLATE | THAI HEALTH PROMOTION FOUNDATION | BBDO BANGKOK LTD | BANGKOK |
| PM03/021 | THE LONG-LASTING UNIFORM | HYGIENE | BBDO BANGKOK LTD | BANGKOK |

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|----------|--------------------------------|-----------------------------|--------------------------------|------------------|
| PM03/022 | FORWARD THE CURE | UHMPANG HOSPITAL FOUNDATION | THE LEO BURNETT GROUP THAILAND | BANGKOK |
| PM03/023 | DONATE YOUR SIGNATURE | DONATE YOUR SIGNATURE | BEACON COMMUNICATIONS K.K. | TOKYO |
| PM03/024 | DON'T DRIVE HUNGRY | SNICKERS | BBDO GUERRERO | MANILA |
| PM03/025 | SPEED PACKAGING | KFC DELIVERY 1150 | OGILVY GROUP THAILAND | BANGKOK |
| PM03/026 | SHAME PIECE CUTTER | DOMINO'S PIZZA | DENTSU ONE | HO CHI MINH CITY |
| PM03/027 | RECOVER THE DISAPPEARING WORDS | JD READING | CHEIL CHINA | BEIJING |
| PM03/028 | ENGLISH LEARNING COASTER | AMUSEMENT PARK SPACE WORLD | HAKUHODO INC. | TOKYO |

CATEGORY PM04 : AMBIENT PROMOTION: LARGE SCALE

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|------------------------------------|---|----------------------------------|--------------|
| PM04/001 | GIGA SELFIE | AUSTRALIA | TBWA\HAKUHODO INC. | TOKYO |
| PM04/002 | INTELLIGENT PARKING CHAIR | INTELLIGENT PARKING ASSIST | TBWA\HAKUHODO INC. | TOKYO |
| PM04/003 | TAILOR MADE STORE | CHADSTONE | BWM DENTSU | SYDNEY |
| PM04/004 | SINGING NATURE | NEW MUSIC PROMOTION FOR SHINICHI OSAWA | J. WALTER THOMPSON JAPAN | TOKYO |
| PM04/005 | YMCA PLAYNASIUM | YMCA VICTORIA | MCCANN MELBOURNE | MELBOURNE |
| PM04/006 | ARTISTIC PERFORMANCE | MARK X | PICT INC. | TOKYO |
| PM04/007 | SORRY TO SMILE, SMILE BOX | SMILEBOX | CHEIL WORLDWIDE | SEOUL |
| PM04/008 | DIGITAL GOLDFISH SCOOPING | GALAXY S7 EDGE | TOHOKUSHINSHA FILM CORPORATION | TOKYO |
| PM04/009 | BREATH-SYNC | KITTE | ADK JAPAN | TOKYO |
| PM04/010 | THE UNUSUAL FOOTBALL FIELD | AP (THAILAND) PUBLIC COMPANY LIMITED | CJ WORX | BANGKOK |
| PM04/011 | HAPPINESS WITHOUT BORDERS | HARBIN BEER | BBH CHINA LTD. | SHANGHAI |
| PM04/012 | ART IMITATES LIFE | WOMEN OF WILL | STAR REACHER ADVERTISING SDN BHD | KUALA LUMPUR |
| PM04/013 | THE WORLD'S HIGHEST SHOW APARTMENT | BLUE MOUNTAIN APARTMENTS | LEO BURNETT SOLUTIONS INC. | COLOMBO |

CATEGORY PM05 : BEST USE OF MERCHANDISING & IN-STORE MARKETING

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|-----------------------------------|-----------------------------|-------------------------------------|---------|
| PM05/001 | SOLEMATE | KEDS | J. WALTER THOMPSON JAKARTA | JAKARTA |
| PM05/002 | FOOD RESCUE STICKER | FOOD RESCUE STICKER | HAKUHODO INC. | TOKYO |
| PM05/003 | RE_PIZZA | XINTIANDI SHANGHAI | BEIJING DENTSU ADVERTISING CO., LTD | BEIJING |
| PM05/004 | THE "ALL-YOU-CAN'T-EAT" DOGGY BAG | BAR-B-Q PLAZA | GREYNJ UNITED | BANGKOK |
| PM05/005 | FORWARD THE CURE | UHMPANG HOSPITAL FOUNDATION | THE LEO BURNETT GROUP THAILAND | BANGKOK |
| PM05/006 | SPREAD THE JOY | SAMSUNG TELEVISIONS | CHEIL INDIA | GURGAON |
| PM05/007 | DELICIOUS SUPPLEMENT | DELICIOUS SUPPLEMENT | BEACON COMMUNICATIONS K.K. | TOKYO |
| PM05/008 | DONATE YOUR SIGNATURE | DONATE YOUR SIGNATURE | BEACON COMMUNICATIONS K.K. | TOKYO |

CATEGORY PM06 : BEST NEW PRODUCT LAUNCH/RE-LAUNCH

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|-------------------------------|--------------------------------|-----------------------------|-----------|
| PM06/001 | LANDCRUISER EMERGENCY NETWORK | TOYOTA | SAATCHI & SAATCHI AUSTRALIA | SYDNEY |
| PM06/002 | SAMPLING BOOTH FROM HELL | MAGGI | GOVT SINGAPORE | SINGAPORE |
| PM06/003 | SALE SCENT | REALESTATE.COM.AU | BWM DENTSU | SYDNEY |
| PM06/004 | POCKET WITH LOVE | TENCENT CHARITY / XIHAN ACTION | PUBLICIS CHINA | SHANGHAI |
| PM06/005 | + MET PROJECT | + MET | J. WALTER THOMPSON JAPAN | TOKYO |
| PM06/006 | DINE SURPRISE DRIVE | LEXUS RC 200T | DENTSU MEDIA THAILAND | BANGKOK |
| PM06/007 | LASER OR L'OREAL | L'OREAL PARIS | MCCANN MELBOURNE | MELBOURNE |
| PM06/008 | VERY CHOCOLATE | VERY CHOCOLATE | CHEIL | HONG KONG |
| PM06/009 | UNPACKING UNPACKED | SAMSUNG GALAXY S7 UNPACKED | CHEIL WORLDWIDE | SEOUL |
| PM06/010 | PRIUS! PARTS CHARACTERS | PRIUS | DENTSU INC. | TOKYO |
| PM06/011 | THE CHRISSY BRA | BERLEI | J.WALTER THOMPSON SYDNEY | SYDNEY |

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| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|--|----------------------------|----------------------------|----------|
| PM06/012 | PROMOTION OF SHELL HELIX ULTRA WT SERIES | SHELL HELIX ULTRA WT | BLUEFOCUS DIGITAL | SHANGHAI |
| PM06/013 | ADIDAS ODDS | ADIDAS | TAPROOT DENTSU | MUMBAI |
| PM06/014 | DELICIOUS SUPPLEMENT | DELICIOUS SUPPLEMENT | BEACON COMMUNICATIONS K.K. | TOKYO |
| PM06/015 | NATIONS BIKE | BAJAJ V | LEO BURNETT INDIA | MUMBAI |
| PM06/016 | ENGLISH LEARNING COASTER | AMUSEMENT PARK SPACE WORLD | HAKUHODO INC. | TOKYO |

CATEGORY PM07 : BEST USE OF GAMES

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|------------------------------|--------------|-------------------------------------|----------|
| PM07/001 | SPACE JAM 20 : DEFY THE POST | JORDAN BRAND | AKQA SHANGHAI | SHANGHAI |
| PM07/002 | GLICODE | GLICO | DENTSU INC. | TOKYO |
| PM07/003 | AIR POLLUTION DISCOUNT | HADAGOKOCHI | BEIJING DENTSU ADVERTISING CO., LTD | BEIJING |

CATEGORY PM08 : SPONSORSHIP & PARTNERSHIP CAMPAIGN

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|--|--|---------------------------|--------------|
| PM08/001 | CUP NOODLE XV | CUP NOODLE | P.I.C.S.CO., LTD. | TOKYO |
| PM08/002 | BUY OUT SLAVERY | HISTORY | GOVT SINGAPORE | SINGAPORE |
| PM08/003 | A TABLE TO END HUNGER | THE HUNGER PROJECT AUSTRALIA | MCCANN SYDNEY | SYDNEY |
| PM08/004 | TEAM THAILAND | THE NATIONAL OLYMPIC COMMITTEE OF THAILAND (NOCT) | DENTSU MEDIA THAILAND | BANGKOK |
| PM08/005 | POKEMOBILE: THE ULTIMATE POKEMON GO HUNTING EXPERIENCE | HOTLINK | ENSEMBLE WORLDWIDE | KUALA LUMPUR |
| PM08/006 | ROYAL WARRANT IN THE FANTASY | AUDI | TYO INC.MONSTER. DIVISION | TOKYO |
| PM08/007 | TOUCHABLE INK | THAI SAMSUNG ELECTRONICS / THAI ASSOCIATION OF THE BLIND | J. WALTER THOMPSON | BANGKOK |
| PM08/008 | HEADGEAR-COVER PLAN | CLEAR | ADK JAPAN | TOKYO |

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| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|------------------------------------|---------------|--------------------------|--------|
| PM08/009 | CLEAN & CLEAR STAR MAGIC READY IMC | CLEAN & CLEAR | DDB PHILIPPINES | MANILA |
| PM08/010 | MAKE YOUR RUN COUNT | AIRTEL | J. WALTER THOMPSON INDIA | MUMBAI |

CATEGORY PM09 : BEST USE OF FILM & RADIO

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|-----------------------------|-------------------|-----------------------|--------|
| PM09/001 | SPAMUSEMENT PARK | BEPPU CITY,OITA | INVISIBLE DESIGNS LAB | TOKYO |
| PM09/002 | LOVE THERMO #WARMUPWITHLOVE | FUDAN PREMIUM | DENTSU ISOBAR INC. | TOKYO |
| PM09/003 | TRY! NOODLE CRADLE | KAGAWA PREFECTURE | DENTSU INC. | TOKYO |
| PM09/004 | DADS #SHARETHELOAD | ARIEL MATIC | BBDO INDIA | MUMBAI |
| PM09/005 | ADIDAS ODDS | ADIDAS | TAPROOT DENTSU | MUMBAI |

CATEGORY PM10 : BEST USE OF PRINT & CONVENTIONAL OUTDOOR

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|--|----------------------------|----------------------------|-------|
| PM10/001 | THE GREAT REMINDER ABOUT MOTHERS' DAY. | SHINANO MAINICHI NEWSPAPER | FRONTAGE INC. | TOKYO |
| PM10/002 | TOILET PAPER FOR SMARTPHONES | SERVICES FOR TRAVELERS | TOKYU AGENCY INC. | TOKYO |
| PM10/003 | HEAT TECH WINDOW | HEAT TECH | CHEIL WORLDWIDE | SEOUL |
| PM10/004 | LET'S EAT JIMOTO GOHAN | KYOTO SHIMBUN | DENTSU INC. | TOKYO |
| PM10/005 | GLEAMING NEWSPAPER | HATO BUS CO.,LTD | DENTSU INC. | TOKYO |
| PM10/006 | DONATE YOUR SIGNATURE | DONATE YOUR SIGNATURE | BEACON COMMUNICATIONS K.K. | TOKYO |

CATEGORY PM11 : BEST USE OF INTERNET & ONLINE ADVERTISING

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|------------------------------------|--|-------------------------------------|---------|
| PM11/001 | HOUSEWIFE ANNUAL INCOME SIMULATOR | KIRIN NODOGOSHI ALLRIGHT | HAT INC. | TOKYO |
| PM11/002 | CAT STREET VIEW | HIROSHIMA TOURISM | I&S BBDO INC. | TOKYO |
| PM11/003 | EXTREME WASH | SUPER KEEPING FOLD LINES SLACKS | TOKYU AGENCY INC. | TOKYO |
| PM11/004 | TOUR TO THE SPINNING WORLD | VAN HOUTEN COCOA | TOKYU AGENCY INC. | TOKYO |
| PM11/005 | SECOND LIFE TOYS | ORGAN TRANSPLANT | DENTSU INC. | TOKYO |
| PM11/006 | ZERO ONE BELT PROJECT | OKAMOTO ZERO ONE | BIRDMAN INC. | TOKYO |
| PM11/007 | INDUSTRIAL JP | INDUSTRIAL JP | DENTSU INC. | TOKYO |
| PM11/008 | HEADGEAR-COVER PLAN | CLEAR | ADK JAPAN | TOKYO |
| PM11/009 | LIVE STATS LOTTERY | FOOTBALL CHANNEL | ADK JAPAN | TOKYO |
| PM11/010 | ELDERLY CAMPAIGN | HUASHAN WELFARE FOUNDATION — ELDERLY CARE | J. WALTER THOMPSON TAIPEI | TAIPEI |
| PM11/011 | AIR POLLUTION DISCOUNT | HADAGOKOCHI | BEIJING DENTSU ADVERTISING CO., LTD | BEIJING |
| PM11/012 | GO LIVE GO RIDE | HARLEY-DAVIDSON | AKQA | TOKYO |
| PM11/013 | BEAT THE ORDINARY | SAMSUNG GALAXY NOTE | THE LEO BURNETT GROUP THAILAND | BANGKOK |
| PM11/014 | BLOOD BANKING | INDIAN RED CROSS SOCIETY | J. WALTER THOMPSON INDIA | MUMBAI |
| PM11/015 | SHOCK THE HEART | AED (AUTOMATED EXTERNAL DEFIBRILLATOR) | DAIKO ADVERTISING INC. | TOKYO |
| PM11/016 | REUNITING MEMORIES FROM 1947 | OLX | LEO BURNETT INDIA | MUMBAI |
| PM11/017 | MEMORIES FOR LIFE | HDFC LIFE INSURANCE | LEO BURNETT INDIA | MUMBAI |
| PM11/018 | LONG LIFE LOVE | DUNLOP TYRE | GREAT WORKS KK | TOKYO |
| PM11/019 | DONATE 4 BIRDS THE NEW ECOSYSTEM | CONSERVATION INTERNATIONAL JAPAN | BIRDMAN INC. | TOKYO |

CATEGORY PM12 : BEST USE OF OTHER DIGITAL MEDIA

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|-----------------------------------|--|-----------------------------|-----------|
| PM12/001 | THE DYSLEXIC CAPTCHA | JASLOK HOSPITAL | DENTSU WEBCHUTNEY | HARYANA |
| PM12/002 | LANDCRUISER EMERGENCY NETWORK | TOYOTA | SAATCHI & SAATCHI AUSTRALIA | SYDNEY |
| PM12/003 | SIGNEMOJI | CHINA ASSOCIATION OF THE DEAF | TBWA\ SHANGHAI | SHANGHAI |
| PM12/004 | HOUSEWIFE ANNUAL INCOME SIMULATOR | KIRIN NODOGOSHI ALLRIGHT | HAT INC. | TOKYO |
| PM12/005 | #BETHEIREYES | SAMSUNG | CHEIL | HONG KONG |
| PM12/006 | PINK LIGHT CAMPAIGN | BUSAN-GIMHAE LIGHT RAIL TRANSIT | DAEHONG COMMUNICATIONS | SEOUL |
| PM12/007 | SHINOZAKI "AI-PHONE" | AI SHINOZAKI | TOKYU AGENCY INC. | TOKYO |
| PM12/008 | CHOOSE NON-SMELLY TAXI | FEBREZE FOR CAR | GREY TOKYO | TOKYO |
| PM12/009 | DONATE MY LUNCH | YAYASAN KOMUNITAS SAHABAT ANAK INDONESIA | TCP-TBWA\INDONESIA | JAKARTA |
| PM12/010 | REWORD | REWORD | LEO BURNETT MELBOURNE | MELBOURNE |
| PM12/011 | SAFE&SOUND MUSIC PLAYER | LMG INSURANCE ROAD SAFETY CAMPAIGN | BBDO BANGKOK LTD | BANGKOK |
| PM12/012 | BLOOD BANKING | INDIAN RED CROSS SOCIETY | J. WALTER THOMPSON INDIA | MUMBAI |

CATEGORY PM13 : BEST USE OF SOCIAL MEDIA

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|--------------------------|--------------------------------------|------------------|-----------|
| PM13/001 | PREGNANT GOVERNORS | WORK LIFE BALANCE PROMOTING CAMPAIGN | CS NISHIKO | FUKUOKA |
| PM13/002 | SIGNEMOJI | CHINA ASSOCIATION OF THE DEAF | TBWA\ SHANGHAI | SHANGHAI |
| PM13/003 | SAMPLING BOOTH FROM HELL | MAGGI | GOVT SINGAPORE | SINGAPORE |
| PM13/004 | CULL THE KALE | PAPA GIUSEPPI'S | BWM DENTSU | SYDNEY |

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| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|-------------------------------------|----------------------------------|--------------------------------|-----------|
| PM13/005 | HOUSEWIFE ANNUAL INCOME SIMULATOR | KIRIN NODOGOSHI ALLRIGHT | HAT INC. | TOKYO |
| PM13/006 | TIGER BEER STREET FOOD CAMPAIGN | TIGER BEER | BBDO SINGAPORE | SINGAPORE |
| PM13/007 | BIC CHAMPENSHIPS | BIC | MCCANN MELBOURNE | MELBOURNE |
| PM13/008 | #BETHEIREYES | SAMSUNG | CHEIL | HONG KONG |
| PM13/009 | WEIDER IN JELLY FOR YOUR ALMA MATER | WEIDER IN JELLY | DENTSU INC. | TOKYO |
| PM13/010 | HÄAGEN-HEARTS | HÄAGEN-DAZS | TBWA\HAKUHODO INC. | TOKYO |
| PM13/011 | #HIRESIMON | SIMON JOHNSON | POLLEN | SYDNEY |
| PM13/012 | THE FRUS-TWEET BURNER | KIRIN NODOGOSHI ALL LIGHT | PICT INC. | TOKYO |
| PM13/013 | PINTRASH | RIVER CLEANING ACTIVATION | HAKUHODO INDONESIA | JAKARTA |
| PM13/014 | DESIGNING VERANDA | VERANDA RESORT AND SPA | RABBIT'S TALE CO., LTD. | BANGKOK |
| PM13/015 | DADS #SHARETHELOAD | ARIEL MATIC | BBDO INDIA | MUMBAI |
| PM13/016 | INSTAZOOM | CANON | DENTSU SINGAPORE PTE LTD | SINGAPORE |
| PM13/017 | M&M'S VOTING COLORS FOR FUN | M&M'S | BBDO TAIWAN | TAIPEI |
| PM13/018 | PRESERVED MEMORIES | SPC | LEO BURNETT MELBOURNE | MELBOURNE |
| PM13/019 | REWORD | REWORD | LEO BURNETT MELBOURNE | MELBOURNE |
| PM13/020 | ANYONE CAN BUY | HOMEPRO EXPO | BBDO BANGKOK LTD | BANGKOK |
| PM13/021 | VOLKSWAGEN EASY RIDE GO WITH KAKAO | VOKLSWAGEN KOREA | LEO BURNETT KOREA | SEOUL |
| PM13/022 | THE MOST ENVIOUS TWEET | NOGIKOI | TAIYO KIKAKU CO., LTD. | TOKYO |
| PM13/023 | NO MORE HIDING | PHILIPPINE COMMISSION ON WOMEN | DDB PHILIPPINES | MANILA |
| PM13/024 | THANK YOU FOR SHARING | DTAC | THE LEO BURNETT GROUP THAILAND | BANGKOK |
| PM13/025 | PANCAKE HOUSE DOODLE VOUCHER | PANCAKE HOUSE | BBDO GUERRERO | MANILA |
| PM13/026 | REUNITING MEMORIES FROM 1947 | OLX | LEO BURNETT INDIA | MUMBAI |
| PM13/027 | DONATE 4 BIRDS THE NEW ECOSYSTEM | CONSERVATION INTERNATIONAL JAPAN | BIRDMAN INC. | TOKYO |

CATEGORY PM14 : BEST USE OF USER GENERATED CONTENT

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|-------------------------------------|---------------------------------------|------------------------|-----------|
| PM14/001 | TV COMMERCIAL ORIGINAL FOR YOU ONLY | SNACK SANDWICH | DENTSU INC. | TOKYO |
| PM14/002 | "SMALL APPLIANCE GRADUATION" | THE LOW OF SMALL APPLIANCE RECYCLE. | ADK ARTS INC | TOKYO |
| PM14/003 | MADE FROM MEMORY | MELBOURNE INTERNATIONAL FILM FESTIVAL | MCCANN MELBOURNE | MELBOURNE |
| PM14/004 | BACARDI WANTED | BACARDI HALLOWEEN CAMPAIGN | I&S BBDO INC. | TOKYO |
| PM14/005 | #BETHEIREYES | SAMSUNG | CHEIL | HONG KONG |
| PM14/006 | PROUD COLOR | NERIMA CITY | HAKUHODO KETTLE INC. | TOKYO |
| PM14/007 | MAJOLIGA | SHISEIDO CO,LTD | TOW CO., LTD. | TOKYO |
| PM14/008 | THE MOST ENVIOUS TWEET | NOGIKOI | TAIYO KIKAKU CO., LTD. | TOKYO |
| PM14/009 | REUNITING MEMORIES FROM 1947 | OLX | LEO BURNETT INDIA | MUMBAI |
| PM14/010 | MEMORIES FOR LIFE | HDFC LIFE INSURANCE | LEO BURNETT INDIA | MUMBAI |

CATEGORY PM15 : BEST USE OF TECHNOLOGY

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|-------------------------------|--|-----------------------------|--------|
| PM15/001 | REFUNBILITATION CLINIC | REHABILITATION SERVICE | DENTSU INC. | TOKYO |
| PM15/002 | TON-TON VOICE SUMO | REHABILITATION SERVICE | DENTSU INC. | TOKYO |
| PM15/003 | LANDCRUISER EMERGENCY NETWORK | TOYOTA | SAATCHI & SAATCHI AUSTRALIA | SYDNEY |
| PM15/004 | INTELLIGENT PARKING CHAIR | INTELLIGENT PARKING ASSIST | TBWA\HAKUHODO INC. | TOKYO |
| PM15/005 | SINGING NATURE | NEW MUSIC PROMOTION FOR SHINICHI OSAWA | J. WALTER THOMPSON JAPAN | TOKYO |
| PM15/006 | NO SALT RESTAURANT | ELECTRO 'SALT-FLAVOURED' FORK | J. WALTER THOMPSON JAPAN | TOKYO |
| PM15/007 | TELEBEAUTY | TELEBEAUTY | HAKUHODO KETTLE INC. | TOKYO |

PROMO LOTUS

ALL ENTRIES

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|--------------------------------|------------------------------------|--------------------------|---------|
| PM15/008 | PINK LIGHT CAMPAIGN | BUSAN-GIMHAE LIGHT RAIL TRANSIT | DAEHONG COMMUNICATIONS | SEOUL |
| PM15/009 | A.I. VS. HUMAN CREATIVE BATTLE | CLORETS MINT TAB | MONDELEZ JAPAN | TOKYO |
| PM15/010 | MR. SNIFF | ACUO | DENTSU INC. | TOKYO |
| PM15/011 | GLICODE | GLICO | DENTSU INC. | TOKYO |
| PM15/012 | ZERO ONE BELT PROJECT | OKAMOTO ZERO ONE | BIRDMAN INC. | TOKYO |
| PM15/013 | DNA GLASS | SUNTORY | DENTSU INC. | TOKYO |
| PM15/014 | SAFE&SOUND MUSIC PLAYER | LMG INSURANCE ROAD SAFETY CAMPAIGN | BBDO BANGKOK LTD | BANGKOK |
| PM15/015 | HELPMET | THAI HEALTH PROMOTION FOUNDATION | BBDO BANGKOK LTD | BANGKOK |
| PM15/016 | BLOOD BANKING | INDIAN RED CROSS SOCIETY | J. WALTER THOMPSON INDIA | MUMBAI |

CATEGORY PM16 : BEST INTEGRATED PROMO CAMPAIGN

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|-------------------------------|------------------------------------|---|-----------|
| PM16/001 | THE LONGEST RED ENVELOPE | THE BALVENIE | MCCANN WORLDGROUP TAIWAN | TAIPEI |
| PM16/002 | FINGER LICKIN' GOOD | KFC | OGILVY & MATHER GROUP HK | HONG KONG |
| PM16/003 | INTELLIGENT PARKING CHAIR | INTELLIGENT PARKING ASSIST | TBWA\HAKUHODO INC. | TOKYO |
| PM16/004 | SHIBUYA2200 | PHANTOM OF THE KILL [PROJECT ZERO] | HAKUHODO DY MEDIA PARTNERS INCORPORATED | TOKYO |
| PM16/005 | MCDONALD'S TURN BACK THE TIME | MCDONALD'S | DDB GROUP HONG KONG | HONG KONG |
| PM16/006 | MAMA TO TSUKUROPPi- | MEGMILK SNOW BRAND CO., LTD. | HAKUHODO INC. | TOKYO |
| PM16/007 | MADE POSSIBLE BY MELBOURNE | UNIVERSITY OF MELBOURNE | MCCANN MELBOURNE | MELBOURNE |
| PM16/008 | #BETHEIREYES | SAMSUNG | CHEIL | HONG KONG |
| PM16/009 | MAXIM MOCHA DABANG | MAXIM MOCHAGOLD | CHEIL WORLDWIDE | SEOUL |
| PM16/010 | HAPPY CHUPA CHUPS DAY! | CHUPA CHUPS | MCCANN WORLDGROUP KOREA | SEOUL |
| PM16/011 | REINDEER DELIVERY PEOJECT | DOMINO'S PIZZA | MOMENTUM WORLDWIDE | TOKYO |

PROMO LOTUS

ALL ENTRIES

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|------------------------------|-----------------|-------------------|--------|
| PM16/012 | DADS #SHARETHELOAD | ARIEL MATIC | BBDO INDIA | MUMBAI |
| PM16/013 | HEADGEAR-COVER PLAN | CLEAR | ADK JAPAN | TOKYO |
| PM16/014 | GO LIVE GO RIDE | HARLEY-DAVIDSON | AKQA | TOKYO |
| PM16/015 | ADIDAS ODDS | ADIDAS | TAPROOT DENTSU | MUMBAI |
| PM16/016 | REUNITING MEMORIES FROM 1947 | OLX | LEO BURNETT INDIA | MUMBAI |
| PM16/017 | NATIONS BIKE | BAJAJ V | LEO BURNETT INDIA | MUMBAI |

CATEGORY LRPM : LOTUS ROOTS

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|--|--------------------------|----------------------------|-----------|
| LRPM/001 | DALI-NOH: DALI BACK FROM THE BEYOND | SALVADOR DALI EXHIBITION | DENTSU INC. | TOKYO |
| LRPM/002 | + MET PROJECT | + MET | J. WALTER THOMPSON JAPAN | TOKYO |
| LRPM/003 | PROUD COLOR | NERIMA CITY | HAKUHODO KETTLE INC. | TOKYO |
| LRPM/004 | HUGGABLE PILLAR THERAPY | POM POM PURIN | TOKYU AGENCY INC. | TOKYO |
| LRPM/005 | MAXIM MOCHA DABANG | MAXIM MOCHAGOLD | CHEIL WORLDWIDE | SEOUL |
| LRPM/006 | LIFE PUMP | CARIBBEAN BAY WATER PARK | CHEIL WORLDWIDE | SEOUL |
| LRPM/007 | SECOND LIFE TOYS | ORGAN TRANSPLANT | DENTSU INC. | TOKYO |
| LRPM/008 | REVITALIZING FROM THAT DAY | TOHOKU SIX-SOUL FESTIVAL | DENTSU INC. | TOKYO |
| LRPM/009 | #BETHEIREYES | SAMSUNG | CHEIL | HONG KONG |
| LRPM/010 | THE LONG-LASTING UNIFORM | HYGIENE | BBDO BANGKOK LTD | BANGKOK |
| LRPM/011 | THE "ALL-YOU-CAN'T-EAT" DOGGY BAG | BAR-B-Q PLAZA | GREYNJ UNITED | BANGKOK |
| LRPM/012 | DELICIOUS SUPPLEMENT | DELICIOUS SUPPLEMENT | BEACON COMMUNICATIONS K.K. | TOKYO |