



**RADIO LOTUS**

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

**BROADCAST SUB-CATEGORIES**
**CATEGORY R01 : FAST MOVING CONSUMER GOODS**

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
R01/001	BUTTER CHICKEN	PASSAGE TO INDIA	BWM DENTSU	SYDNEY
R01/002	IMPRESSING A GIRL	PASSAGE TO INDIA	BWM DENTSU	SYDNEY
R01/003	NO SPICE	PASSAGE TO INDIA	BWM DENTSU	SYDNEY
R01/004	GAS ROOM	READY	FAR EAST DDB PLC.	BANGKOK
R01/005	POLITIC	ARTIKA CONDOM	IRIS WORLDWIDE INDONESIA	JAKARTA
R01/006	SOCCER	ARTIKA CONDOM	IRIS WORLDWIDE INDONESIA	JAKARTA
R01/007	SWEET DREAMS	JOHNSON'S BABY	IMPACT BBDO DUBAI	DUBAI
R01/008	FIRECRACKER	KFC	IMPACT BBDO DUBAI	DUBAI
R01/009	THE MAN BUN	CLEAR	MULLENLOWE SINGAPORE	SINGAPORE
R01/010	THE COMB OVER	CLEAR	MULLENLOWE SINGAPORE	SINGAPORE
R01/011	FRENCH FRIES	MCDONALD'S	LEO BURNETT JAKARTA	JAKARTA

**CATEGORY R02 : DURABLE CONSUMER GOODS**

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
R02/001	CARRIE IN WONDERLAND	HITACHI E SERIES REFRIGERATOR	LOTUS INDONESIA	JAKARTA
R02/002	TOM IN NEVERLAND	HITACHI E SERIES REFRIGERATOR	LOTUS INDONESIA	JAKARTA
R02/003	BARRY IN THE CHOCOLATE FACTORY	HITACHI E SERIES REFRIGERATOR	LOTUS INDONESIA	JAKARTA
R02/004	ALDO	SHARP	J. WALTER THOMPSON JAKARTA	JAKARTA
R02/005	MAADEE	SHARP	J. WALTER THOMPSON JAKARTA	JAKARTA
R02/006	MARIAM	SHARP	J. WALTER THOMPSON JAKARTA	JAKARTA
R02/007	NEVER TOO OLD (MAN)	THOMAS COOK	LAW & KENNETH SAATCHI & SAATCHI	MUMBAI

**RADIO LOTUS**
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CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
R02/008	NEVER TOO OLD (WOMAN)	THOMAS COOK	LAW & KENNETH SAATCHI & SAATCHI	MUMBAI
R02/009	THE TRUTH 1	PROSECURE	SPA-HAKUHODO., LTD (HEAD OFFICE)	BANGKOK
R02/010	THE TRUTH 2	PROSECURE	SPA-HAKUHODO., LTD (HEAD OFFICE)	BANGKOK
R02/011	THE TRUTH 3	PROSECURE	SPA-HAKUHODO., LTD (HEAD OFFICE)	BANGKOK
R02/012	ADIDAS ODDS	ADIDAS	TAPROOT DENTSU	MUMBAI

**CATEGORY R03 : CARS, OTHER VEHICLES, ACCESSORIES & AUTO SERVICES**

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
R03/001	ITSY BITSY SPIDER	NISSAN TECHNOLOGY	TBWA\HAKUHODO INC.	TOKYO
R03/002	SUPER TAP DANCE	NISSAN AUTONOMOUS DRIVING TECHNOLOGY	TBWA\HAKUHODO INC.	TOKYO
R03/003	STRESS TEST	NISSAN AUTONOMOUS DRIVING TECHNOLOGY	TBWA\HAKUHODO INC.	TOKYO
R03/004	LIGHT1	MERCEDES BENZ	BBDO BANGKOK LTD	BANGKOK
R03/005	LIGHT2	MERCEDES BENZ	BBDO BANGKOK LTD	BANGKOK
R03/006	PETE	MERCEDES-BENZ BLIND SPOT ASSIST	BBDO BANGKOK LTD	BANGKOK
R03/007	ALPHABET	HONDA ACCORD	DENTSU ONE INDONESIA	JAKARTA
R03/008	WOMAN	XENON	MCCANN WORLDGROUP PHILIPPINES	MANILA
R03/009	WOLFPACK	XENON	MCCANN WORLDGROUP PHILIPPINES	MANILA
R03/010	BEST FRIENDS	XENON	MCCANN WORLDGROUP PHILIPPINES	MANILA

**RADIO LOTUS**
**ALL ENTRIES**
**CATEGORY R04 : FINANCE, BUSINESS PRODUCTS & SERVICES, COMMERCIAL PUBLIC SERVICES**

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
R04/001	DRUM	INSTITUT MUSIC INDONESIA	BATES CHI & PARTNERS	JAKARTA
R04/002	GUITAR	INSTITUT MUSIC INDONESIA	BATES CHI & PARTNERS	JAKARTA
R04/003	VOCAL	INSTITUT MUSIC INDONESIA	BATES CHI & PARTNERS	JAKARTA
R04/004	DILEMMA	COMMERCIAL INSURANCE	IMPACT BBDO DUBAI	DUBAI
R04/005	NOKIA	TRUE CALLER	CONTRACT ADVERTISING	MUMBAI
R04/006	APPLE	TRUE CALLER	CONTRACT ADVERTISING	MUMBAI
R04/007	AMBULANCE	JUST DIAL	MCCANN WORLDGROUP INDIA	MUMBAI
R04/008	WEDDING	JUST DIAL	MCCANN WORLDGROUP INDIA	MUMBAI
R04/009	VIDEO GAME	JUST DIAL	MCCANN WORLDGROUP INDIA	MUMBAI
R04/010	PLUMBER	JUST DIAL	MCCANN WORLDGROUP INDIA	MUMBAI
R04/011	THE SCIENTIST	DERMACLINIX	MCCANN WORLDGROUP INDIA	MUMBAI
R04/012	THE DUDE	DERMACLINIX	MCCANN WORLDGROUP INDIA	MUMBAI
R04/013	WARLORD	TELKOMSEL VIDEOMAX	LEO BURNETT JAKARTA	JAKARTA
R04/014	FATHER	TELKOMSEL VIDEOMAX	LEO BURNETT JAKARTA	JAKARTA

**CATEGORY R05 : RETAIL, TRAVEL, ENTERTAINMENT & COMMUNICATION MEDIA**

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
R05/001	OVERLY POSSESSIVE PARTNER-CLONE	EXPEDIA	OGILVY & MATHER GROUP HK	HONG KONG
R05/002	ODORIZED ELECTRIC BOYFRIEND BLANKET	EXPEDIA	OGILVY & MATHER GROUP HK	HONG KONG
R05/003	LONELY LOVERS LATEX HAND GRIP	EXPEDIA	OGILVY & MATHER GROUP HK	HONG KONG
R05/004	SIRIOUSLY CLUELESS	XL 4G LTE	MULLENLOWE INDONESIA	JAKARTA
R05/005	MERMAIDS ON ICE	ARU	BWM DENTSU	SYDNEY

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R05/006	WATER WONDERLAND	ARU	BWM DENTSU	SYDNEY
R05/007	WEXLEY MARKETS	ARU	BWM DENTSU	SYDNEY
R05/008	BRAGGING PARENTS	CENTREPOINT	IMPACT BBDO DUBAI	DUBAI
R05/009	KID BLUES	URBAN ASHRAM KIDS YOGA	MCCANN WORLDGROUP PHILIPPINES	MANILA
R05/010	EL TORO MACHO	ALDI AUSTRALIA	BMF ADVERTISING	SYDNEY
R05/011	HIGHLAND EARL BLENDED SCOTCH WHISKEY	ALDI AUSTRALIA	BMF ADVERTISING	SYDNEY
R05/012	RENBERG CIDER	ALDI AUSTRALIA	BMF ADVERTISING	SYDNEY
R05/013	FUDGE	ALDI AUSTRALIA	BMF ADVERTISING	SYDNEY
R05/014	LOBSTER TAILS	ALDI AUSTRALIA	BMF ADVERTISING	SYDNEY
R05/015	PRAWNS	ALDI AUSTRALIA	BMF ADVERTISING	SYDNEY
R05/016	MINCE PIES	ALDI AUSTRALIA	BMF ADVERTISING	SYDNEY
R05/017	RAMESH	IXIGO	MCCANN WORLDGROUP INDIA	MUMBAI
R05/018	PARESH	IXIGO	MCCANN WORLDGROUP INDIA	MUMBAI

**CATEGORY R06 : CORPORATE IMAGE**

**NO ENTRY**

**CATEGORY R07 : PUBLIC SERVICES & CAUSE APPEALS**

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
R07/001	PARKINSON'S - WEARING TROUSERS	VICHAIYUTH HOSPITAL	BBDO BANGKOK LTD	BANGKOK
R07/002	PARKINSON'S - BUTTONING UP	VICHAIYUTH HOSPITAL	BBDO BANGKOK LTD	BANGKOK
R07/003	PARKINSON'S - OPENING THE DOOR	VICHAIYUTH HOSPITAL	BBDO BANGKOK LTD	BANGKOK
R07/004	SUHARTO	YAYASAN OLAHRAGAWAN INDONESIA (INDONESIAN ATHLETES FOUNDATION)	CELSIUS CREATIVE LAB	JAKARTA

## RADIO LOTUS

## ALL ENTRIES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
R07/005	CHARMING	GABRIELA	DENTSU JAYME SYFU	MANILA
R07/006	PREGNANCY	GABRIELA	DENTSU JAYME SYFU	MANILA

### USE OF RADIO SUB-CATEGORY

#### CATEGORY R08 : BEST USE OF RADIO MEDIUM

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
R08/001	MADE FROM MEMORY	MELBOURNE INTERNATIONAL FILM FESTIVAL	MCCANN MELBOURNE	MELBOURNE
R08/002	SUGAR FREE RADIO	TNL RADIO NETWORK	TBWA\SRI LANKA	COLOMBO
R08/003	CLAIRVOYANCE	XENON	MCCANN WORLDGROUP PHILIPPINES	MANILA
R08/004	WEIS JUICY CUTS	WEIS ICE CREAM	CLEMENGER BRISBANE	BRISBANE
R08/005	THE DEAD HOUR BY NESCAFE	NESCAFE	MCCANN WORLDGROUP INDIA	MUMBAI

#### CATEGORY LRR : LOTUS ROOTS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
LRR/001	CHARMING	GABRIELA	DENTSU JAYME SYFU	MANILA
LRR/002	PREGNANCY	GABRIELA	DENTSU JAYME SYFU	MANILA