

**ADFEST
2021
WINNERS
LIST**

**BRAND
EXPERIENCE
LOTUS**

Remark: Only sub-categories with Winners are included.

CATEGORY BE03: EXHIBITIONS AND INSTALLATIONS

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BE03/001	HALF PIANO	HUAWEI DEVICE CO., LTD.	CIG, BEIJING	BEIJING CREATIVE & INTERACTIVE DIGITAL TECHNOLOGY COMPANY LIMITED, BEIJING	SILVER

CATEGORY BE06: MERCHANDISING/IN-STORE EXPERIENCE

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BE06/001	THE GALACTIC BOTTLES	COCA-COLA	OGILVY MALAYSIA, KUALA LUMPUR	OGILVY MALAYSIA, KUALA LUMPUR	SILVER
BE06/002	MEMORIES FOREVER	NTT DOCOMO	ADK CREATIVE ONE INC., TOKYO	ADK CREATIVE ONE, TOKYO	SILVER

CATEGORY BE09: SPONSORSHIP & BRAND PARTNERSHIP

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BE09/001	THE GALACTIC BOTTLES	COCA-COLA	OGILVY MALAYSIA, KUALA LUMPUR	OGILVY MALAYSIA, KUALA LUMPUR	SILVER

CATEGORY BE11: USE OF PRINT OR CONVENTIONAL OUTDOOR

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BE11/003	#CLOSETHEGAP	SHE RADIO 99.6FM	HAKUHODO INDONESIA, JAKARTA	HAKUHODO INDONESIA, JAKARTA	BRONZE

CATEGORY BE12: USE OF MOBILE & DEVICES

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BE12/010	STAY HOME MILES EXCHANGE	THAI AIRWAYS	WUNDERMAN THOMPSON THAILAND, BANGKOK	WUNDERMAN THOMPSON THAILAND, BANGKOK	GOLD
BE12/001	SPOILER BLOCKER	SKY PERFECTV! ON-DEMAND	DENTSU DIGITAL INC., TOKYO/ DENTSU INC., TOKYO/ DENTSU EAST JAPAN INC., TOKYO	DENTSU DIGITAL INC., TOKYO	BRONZE

CATEGORY BE14: USE OF DIGITAL & SOCIAL PLATFORMS

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BE14/009	PLAY NZ	TOURISM NEW ZEALAND	TBWA, SYDNEY	TBWA, SYDNEY	BRONZE

Remark: Only sub-categories with Winners are included.

CATEGORY BE15: TOUCHPOINT TECHNOLOGY & TECH-LED BRAND EXPERIENCE

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BE15/002	SECOND FIRST STEPS H-MEX (HYUNDAI WEARABLE ROBOT)	HYUNDAI MOTOR COMPANY	INNOCEAN WORLDWIDE, SEOUL	INNOCEAN WORLDWIDE, SEOUL	BRONZE

CATEGORY BE17: RESILIENCE THROUGH CREATIVITY *NEW**

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BE17/013	LIGHT SAVER	EMART	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	BRONZE

AS OF 2 MAR 2021