

**ADFEST
2021
WINNERS
LIST**

**BRANDED
ENTERTAINMENT
LOTUS**

Remark: Only sub-categories with Winners are included.

CATEGORY BC02: USE OF NON-FICTION FILM

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BC02/003	THE PERFECT VOICEOVERS	CAUSES FOR ANIMALS SINGAPORE	EDELMAN, SINGAPORE	EDELMAN SINGAPORE, SINGAPORE	SILVER

CATEGORY BC03: USE OF MUSIC CONTENT

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BC03/004	BONDS UNPLUGGED	BONDS	LEO BURNETT MELBOURNE, MELBOURNE	LEO BURNETT SYDNEY, SYDNEY	SILVER

CATEGORY BC05: USE OF PRINT & CONVENTIONAL OUTDOOR

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BC05/003	BRAUN X FORMOSA CHANG	BRAUN	UNITED COMMUNICATION GROUP/ UNI-SURF DIGITAL MARKETING, TAIPEI	UNITED COMMUNICATION GROUP/ UNI-SURF DIGITAL MARKETING, TAIPEI	SILVER

CATEGORY BC07: USE OF INTERACTIVE & SOCIAL MEDIA

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BC07/004	A CIPHERED RELEASE OF MUSIC VIDEO : STRAY SHEEP CODE	KENSHI YONEZU	SIX INC., TOKYO/HAKUHODO INC., TOKYO/ HAKUHODO KETTLE INC., TOKYO	SIX INC., TOKYO	BRONZE

CATEGORY BC08: USE OF USER GENERATED CONTENT

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BC08/002	BRAUN X FORMOSA CHANG	BRAUN	UNITED COMMUNICATION GROUP/ UNI-SURF DIGITAL MARKETING, TAIPEI	UNITED COMMUNICATION GROUP/ UNI-SURF DIGITAL MARKETING, TAIPEI	FINALIST

CATEGORY BC10: USE OF TALENT

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BC10/005	A SCRIPTED LIFE	PANTENE	GREYRJ UNITED, BANGKOK	GREYRJ UNITED BANGKOK, BANGKOK	BRONZE

CATEGORY BC11: USE OF GAMES

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BC11/004	POCKY K.O.	POCKY	HAKUHODO INC., OSAKA	HAKUHODO INC., TOKYO	BRONZE
BC11/001	DUREX "THE GAME OF SEX"	DUREX	MEDIALAND DIGITAL STRATEGY LIMITED, TAIPEI	MEDIALAND DIGITAL STRATEGY LIMITED, TAIPEI	FINALIST

Remark: Only sub-categories with Winners are included.

CATEGORY BC12: USE OF SPORTS

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BC12/002	PILLOWS ARE FOR FIGHTING	CITY PROMOTION (PILLOW FIGHT)	FACT, TOKYO	FACT, TOKYO	BRONZE

CATEGORY BC14: RESILIENCE THROUGH CREATIVITY *NEW**

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BC14/003	RED RESTAURANTS DRIVE	TV TOKYO	HAKUHODO KETTLE INC., TOKYO	HAKUHODO KETTLE INC., TOKYO	BRONZE

AS OF 15 MAR 2021