

**ADFEST
2021
WINNERS
LIST**

**DIRECT
LOTUS**

Remark: Only sub-categories with Winners are included.

CATEGORY DM05: USE OF DIRECT AMBIENT: SMALL SCALE

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DM05/006	HOPE TAPE	HOPE TAPE	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	BRONZE

CATEGORY DM13: DIRECT CAMPAIGN FOR RETENTION/LOYALTY

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DM13/003	STAY HOME MILES EXCHANGE	THAI AIRWAYS	WUNDERMAN THOMPSON THAILAND, BANGKOK	WUNDERMAN THOMPSON THAILAND, BANGKOK	GOLD

CATEGORY DM17: RESILIENCE THROUGH CREATIVITY *NEW**

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DM17/013	STAY HOME MILES EXCHANGE	THAI AIRWAYS	WUNDERMAN THOMPSON THAILAND, BANGKOK	WUNDERMAN THOMPSON THAILAND, BANGKOK	GRANDE
DM17/004	THE CHEERING BANDAGE	THE CHEERING BANDAGE	INNOCEAN WORLDWIDE, SEOUL	INNOCEAN WORLDWIDE, SEOUL	FINALIST