

**ADFEST
2021
WINNERS
LIST**

**OUTDOOR
LOTUS**

Remark: Only sub-categories with Winners are included.

AMBIENT & OTHER OUTDOOR SUB-CATEGORIES

CATEGORY OD04: AMBIENT: SMALL SCALE

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
OD04/005	SEE YOU & THANK YOU	BURGERKING JAPAN	DAIKO ADVERTISING INC., TOKYO/DAIKO WEDO CREATIVE & DEVELOPMENT INC., TOKYO/DE.INC, TOKYO	DAIKO & DAIKO WEDO, TOKYO	BRONZE
OD04/002	HOPE TAPE	HOPE TAPE	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	FINALIST

CATEGORY OD05: AMBIENT: LARGE SCALE

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
OD05/003	TRUE KING LISTENS	BURGERKING JAPAN	DAIKO ADVERTISING INC., TOKYO/DAIKO WEDO CREATIVE & DEVELOPMENT INC., TOKYO/DE.INC, TOKYO	DAIKO & DAIKO WEDO, TOKYO	SILVER

CATEGORY OD07: GUERRILLA MARKETING

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
OD07/001	BRAUN X FORMOSA CHANG	BRAUN	UNITED COMMUNICATION GROUP/ UNI-SURF DIGITAL MARKETING, TAIPEI	UNITED COMMUNICATION GROUP/ UNI-SURF DIGITAL MARKETING, TAIPEI	SILVER

POSTER SUB-CATEGORIES

CATEGORY OD14: RETAIL

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
OD14/007-011	FLAVOUR OF HOME CAMPAIGN	SUSHI SEI	HAKUHODO INDONESIA, JAKARTA	HAKUHODO INDONESIA, JAKARTA	SILVER
OD14/001-003	BURGER & ME CAMPAIGN	MCDONALD'S	TBWA\THAILAND, BANGKOK	TBWA (THAILAND) CO.,LTD, BANGKOK	BRONZE

CATEGORY OD18: CORPORATE SOCIAL RESPONSIBILITY

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
OD18/001	BONDS OUT NOW	BONDS	LEO BURNETT MELBOURNE, MELBOURNE	LEO BURNETT SYDNEY, SYDNEY	GOLD



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INTEGRATED CAMPAIGN SUB-CATEGORY

CATEGORY OD20: INTEGRATED OUTDOOR CAMPAIGN

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
OD20/001	BONDS OUT NOW	BONDS	LEO BURNETT MELBOURNE, MELBOURNE	LEO BURNETT SYDNEY, SYDNEY	SILVER
OD20/002	LIFE BEHIND THE GLASSES	TOP CHAROEN	WUNDERMAN THOMPSON THAILAND, BANGKOK	WUNDERMAN THOMPSON THAILAND, BANGKOK	BRONZE

CATEGORY OD21: RESILIENCE THROUGH CREATIVITY *NEW**

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
OD21/001	THE CHEERING BANDAGE	THE CHEERING BANDAGE	INNOCEAN WORLDWIDE, SEOUL	INNOCEAN WORLDWIDE, SEOUL	FINALIST

AS OF 15 MAR 2021