



FINALISTS
MEDIA LOTUS

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CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
USE OF MEDIA					
ME01: USE OF SCREENS & DISPLAYS					
ME01/002	UNMASK YOUR IDOL BILLBOARD	NETFLIX BLACK KNIGHT	GOODSTUPH THAILAND, BANGKOK	GOODSTUPH THAILAND, BANGKOK	FINALIST
ME03: USE OF PRINT & CONVENTIONAL OUTDOOR					
ME03/001	THE ADS THAT YOU CAN KICK	HEINEKEN EXPERIENCE SILVER	FLASH BOMBER, BANGKOK	FLASH BOMBER, BANGKOK	FINALIST
ME03/003	BOONTHAVORN DOOR POSTER	BOONTHAVORN	VML THAILAND, BANGKOK	VML THAILAND, BANGKOK	FINALIST
ME03/005	DRUG TEST POSTER	DRAMA 'STRONG GIRL NAM-SOON'	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	FINALIST
ME03/009	THE NEWSPAPERS INSIDE THE NEWSPAPER EDITION	ANNAHAR NEWSPAPER	IMPACT BBDO, DUBAI	IMPACT BBDO, DUBAI	FINALIST
ME04: USE OF AMBIENT: SMALL SCALE					
ME04/003	HEINEKEN STAR ICE	HEINEKEN LAO	VML THAILAND, BANGKOK	VML THAILAND, BANGKOK	FINALIST
ME04/004	MILK MANGA	SEKI MILK	VML OGILVY JAPAN, TOKYO	VML OGILVY JAPAN, TOKYO	FINALIST
ME04/007	PARK O'CLOCK	PLUGLINK	IDEOT, SEOUL	IDEOT, SEOUL	FINALIST
ME05: USE OF AMBIENT: LARGE SCALE					
ME05/002	YELLOW CANTEEN	DULUX	INNOCEAN INDONESIA, JAKARTA	INNOCEAN INDONESIA, JAKARTA	FINALIST
ME06: USE OF EVENTS					
ME06/001	PEOPLE-POWERED LOGO	JAPANESE PARA POWERLIFTING FEDERATION	DENTSU DIGITAL INC., TOKYO	DENTSU DIGITAL, TOKYO	FINALIST
ME08: USE OF DIGITAL PLATFORMS					
ME08/003	POWER OF CARE FORTNITE	MOH HOLDINGS	BBDO SINGAPORE PTE LTD., SINGAPORE/ LIVEWIRE, SYDNEY	BBDO SINGAPORE, SINGAPORE	FINALIST
CONTENT & INFLUENCERS					
ME13: BRANDED ENTERTAINMENT & CONTENT: PROGRAM & PLATFORMS					
ME13/001	THE DIRTY LAUNCH	CHEVROLET	MCCANN WORLDGROUP CHINA, SHANGHAI	MCCANN WORLDGROUP CHINA, SHANGHAI	FINALIST
ME14: BRANDED ENTERTAINMENT & CONTENT: DIGITAL & SOCIAL PLATFORMS					
ME14/001	MY JAPAN RAILWAY	JAPAN RAILWAY 150TH ANNIVERSARY CAMPAIGN	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST
ME14/002	MY DESTINY, MY CHOICE	SK-II	FORSMAN & BODENFORS SINGAPORE, SINGAPORE	FORSMAN & BODENFORS SINGAPORE, SINGAPORE	FINALIST
ME15: USE OF INFLUENCER *NEW*					
ME15/001	KAMI	DOWN SYNDROME INTERNATIONAL	FORSMAN & BODENFORS SINGAPORE, SINGAPORE	FORSMAN & BODENFORS SINGAPORE, SINGAPORE	FINALIST
ME15/002	BENTO BOSS	ZEN RESTAURANT	SOUR BANGKOK, BANGKOK	THE SOUR BANGKOK CO., LTD., BANGKOK	FINALIST