



FINALISTS

EFFECTIVE LOTUS

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CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
EFFECTIVE LOTUS					
EF01: CAMPAIGN SUCCESS					
EF01/004	THE AIR DRUMMER	ROBINSON DEPARTMENT STORE	WOLF BKK, BANGKOK	WOLF BKK, BANGKOK	FINALIST
EF01/005	GO FOR LAUNCH	CP CHICKEN	WOLF BKK, BANGKOK	WOLF BKK, BANGKOK	FINALIST
EF01/011	#BRINGBACK2011	OREO	LEO BURNETT INDIA, MUMBAI	MONDELEZ INTERNATIONAL FOODS PVT LTD, MUMBAI	FINALIST
EF02: LONG-TERM CREATIVITY					
EF02/001	SEE THE SIGNS OF 'SILENT SEPARATION' #SHARETHELOAD	ARIEL INDIA	BBDO INDIA PVT LTD., MUMBAI	BBDO INDIA, MUMBAI	FINALIST
EF03: SMALL BUDGET					
EF03/002	PLASTIC FARMING	MGI	ASIATIC MARKETING COMMUNICATIONS LIMITED, DHAKA	ASIATIC MARKETING COMMUNICATIONS LIMITED, DHAKA	FINALIST
EF03/004	RALCO NO PRESSURE DELIVERY	RALCO TYRES	BBDO INDIA PVT LTD., MUMBAI	BBDO INDIA, MUMBAI	FINALIST
EF03/005	OISHI THE MEMEMORABLE PRESENTER	OISHI	ADAPTER DIGITAL AGENCY, BANGKOK	ADAPTER DIGITAL AGENCY, BANGKOK	FINALIST
EF04: LAUNCH/RE-LAUNCH *NEW*					
EF04/007	#BRINGBACK2011	OREO	LEO BURNETT INDIA, MUMBAI	MONDELEZ INTERNATIONAL FOODS PVT LTD, MUMBAI	FINALIST
EF06: COLLABORATION & PARTNERSHIP *NEW*					
EF06/003	SOLEMATES	BITISHUNTER	DENTSU CREATIVE VIETNAM / DENTSU REDDER, HO CHI MINH CITY	DENTSU CREATIVE VIETNAM / DENTSU REDDER, HO CHI MINH CITY	FINALIST
EF06/004	GO FOR LAUNCH	CP CHICKEN	WOLF BKK, BANGKOK	WOLF BKK, BANGKOK	FINALIST

AS OF 19 MAR 2024