

WINNERS



**BRAND
EXPERIENCE
LOTUS**



CATEGORY BE01: USE OF GUERRILLA MARKETING

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BE01/011	SCUBER	TOURISM & EVENTS QUEENSLAND	PUBLICIS WORLDWIDE AUSTRALIA, BRISBANE	PUBLICIS WORLDWIDE, BRISBANE	FINALIST
BE01/015	NON-BEER OCCASION SPONSORSHIPS	HEINEKEN 0.0	WUNDERMAN THOMPSON THAILAND, BANGKOK	WUNDERMAN THOMPSON THAILAND, BANGKOK	FINALIST

CATEGORY BE02: USE OF LIVE SHOWS/CONCERTS/FESTIVALS

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BE02/004	A TEAM OF ONE	CHINA ORGAN DONATION	LOONG, BEIJING	LOONG, BEIJING	GOLD
BE02/011	ALL HAIL PATRICKS	GUINNESS	IRIS, SINGAPORE	IRIS, SINGAPORE	BRONZE

CATEGORY BE03: EXHIBITIONS AND INSTALLATIONS

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BE03/005	THE MOST CHALLENGING PINGPONG TABLE	PARA PINGPONG TABLE	TBWA\HAKUHODO, TOKYO	TBWA\HAKUHODO INC., TOKYO	GOLD
BE03/015	INVISIBLE CIGARETTE	ACTION ON SMOKING AND HEALTH FOUNDATION	SPICY HAKUHODO, BANGKOK	SPICY HAKUHODO, BANGKOK	FINALIST

CATEGORY BE04: USE OF AMBIENT: SMALL SCALE

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BE04/010	THISABLES	IKEA	MCCANN WORLDGROUP, TEL AVIV	MCCANN TLV, TEL AVIV	BRONZE

CATEGORY BE05: USE OF AMBIENT: LARGE SCALE

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BE05/007	GRAVE OF THRONES	FOXTEL	DDB SYDNEY, SYDNEY	REVOLVER, SYDNEY	GRANDE
BE05/008	SIGNS OF LOVE	ANZ BANK AUSTRALIA	TBWA\MELBOURNE, MELBOURNE	REVOLVER, SYDNEY	GOLD
BE05/005	THE REBORN LIGHT	THE REBORN LIGHT PROJECT	TBWA\HAKUHODO, TOKYO	TBWA\HAKUHODO INC., TOKYO	FINALIST
BE05/012	SOLAR BOAT : CLEAN UP MEKONG	HANWHA	INNOCEAN WORLDWIDE, SEOUL	INNOCEAN WORLDWIDE, SEOUL	FINALIST

CATEGORY BE06: MERCHANDISING/IN-STORE EXPERIENCE

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BE06/012	THISABLES	IKEA	MCCANN WORLDGROUP, TEL AVIV	MCCANN TLV, TEL AVIV	GOLD
BE06/002	CATCH! ENJOY AIR DOWN	THE NORTH FACE KOREA	INNORED, SEOUL	INNORED, SEOUL	FINALIST

CATEGORY BE07: LAUNCH/RE-LAUNCH

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BE07/017	THE RESTAURANT OF MISTAKEN ORDERS	THE RESTAURANT OF MISTAKEN ORDERS	TBWA\HAKUHODO, TOKYO/ OGUNISHIRO OFFICE, TOKYO	TBWA\HAKUHODO INC., TOKYO	GOLD
BE07/004	7:1 FURNITURE COLLECTION	HOMEPRO	BBDO BANGKOK, BANGKOK	BBDO BANGKOK LTD, BANGKOK	BRONZE

CATEGORY BE08: USE OF COMPETITIONS & PROMOTIONAL GAMES

NO AWARD

CATEGORY BE09: SPONSORSHIP & BRAND PARTNERSHIP

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BE09/003	SCUBER	TOURISM & EVENTS QUEENSLAND	PUBLICIS WORLDWIDE AUSTRALIA, BRISBANE	PUBLICIS WORLDWIDE, BRISBANE	SILVER

CATEGORY BE10: USE OF BROADCAST

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BE10/001	RELIEF DRAMA	RCC BROADCASTING	HAKUHODO DY MEDIA PARTNERS INC., TOKYO	GEEK PICTURES INC., TOKYO	SILVER

CATEGORY BE11: USE OF PRINT OR CONVENTIONAL OUTDOOR

NO AWARD

CATEGORY BE12: USE OF MOBILE & DEVICES

NO AWARD

CATEGORY BE13: DIGITAL INSTALLATIONS

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BE13/011	A.I. LOVE	CLOSEUP	MULLENLOWE SINGAPORE, SINGAPORE	MULLENLOWE SINGAPORE, SINGAPORE	BRONZE

CATEGORY BE14: USE OF DIGITAL & SOCIAL PLATFORMS

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BE14/001	POCKET FRANCHISE	KFC	ACCENTURE INTERACTIVE CHINA, SHANGHAI	ACCENTURE INTERACTIVE CHINA, SHANGHAI	SILVER
BE14/011	#BPM100 DANCE PROJECT	#BPM100 DANCE PROJECT	TBWA\HAKUHODO, TOKYO	TBWA\HAKUHODO INC., TOKYO	BRONZE

CATEGORY BE15: TOUCHPOINT TECHNOLOGY & TECH-LED BRAND EXPERIENCE *NEW**

NO AWARD

CATEGORY BE16: INTEGRATED BRAND EXPERIENCE CAMPAIGN

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BE16/023	THISABLES	IKEA	MCCANN WORLDGROUP, TEL AVIV	MCCANN TLV, TEL AVIV	SILVER