

WINNERS



**BRANDED
ENTERTAINMENT
LOTUS**



CATEGORY BC01: USE OF FICTION FILM

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BC01/005	THE TRANSLATOR	JULIE'S	GOVT SINGAPORE, SINGAPORE	GOVT SINGAPORE, SINGAPORE	SILVER
BC01/027	MORE THAN LIKES	Y!MOBILE	HAKUHODO KETTLE INC., TOKYO	HAKUHODO KETTLE INC., TOKYO	SILVER

CATEGORY BC02: USE OF NON-FICTION FILM

NO AWARD

CATEGORY BC03: USE OF MUSIC CONTENT *NEW**

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BC03/002	#TIRORITUNE	500 YEN EXTRA VALUE MEAL	TBWA\HAKUHODO, TOKYO	TBWA\HAKUHODO INC., TOKYO	SILVER

CATEGORY BC04: USE OF AUDIO CONTENT

NO AWARD

CATEGORY BC05: USE OF PRINT & CONVENTIONAL OUTDOOR

NO AWARD

CATEGORY BC06: USE OF EXPERIENTIAL

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BC06/008	THE MOST CHALLENGING PINGPONG TABLE	PARA PINGPONG TABLE	TBWA\HAKUHODO, TOKYO	TBWA\HAKUHODO INC., TOKYO	GOLD
BC06/009	THE RESTAURANT OF MISTAKEN ORDERS	THE RESTAURANT OF MISTAKEN ORDERS	TBWA\HAKUHODO, TOKYO/ OGUNISHIRO OFFICE, TOKYO	TBWA\HAKUHODO INC., TOKYO	SILVER
BC06/013	I'M A HERO PROGRAM	I'M A HERO PROGRAM	AID-DCC INC., TOKYO	TAIYO KIKAKU CO.,LTD., TOKYO	BRONZE
BC06/011	THE DYSTOPIA EXPERIENCE	AMAZARASHI	SIX INC., TOKYO/HAKUHODO INC., TOKYO/ HAKUHODO KETTLE INC., TOKYO	SIX INC., TOKYO	FINALIST

CATEGORY BC07: USE OF INTERACTIVE & SOCIAL MEDIA

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BC07/003	EVA STORIES	K'S GALLERIES	LEO BURNETT ISRAEL, TEL AVIV	K'S GALLERIES, TEL AVIV	SILVER

CATEGORY BC08: USE OF USER GENERATED CONTENT

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BC08/009	#TIRORITUNE	500 YEN EXTRA VALUE MEAL	TBWA\HAKUHODO, TOKYO	TBWA\HAKUHODO INC., TOKYO	BRONZE
BC08/007	LEANING TOWER OF BLACK KOALA'S MARCH	KOALA'S MARCH COCOA VANILLA	DENTSU ONE (BANGKOK), BANGKOK	DENTSU ONE (BANGKOK) LTD., BANGKOK	FINALIST

CATEGORY BC09: USE OF BRAND INTEGRATION

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BC09/001	CURING HOMESICKNESS	SYDNEY CHILDREN'S HOSPITALS FOUNDATION	CHE PROXIMITY, MELBOURNE	CHE PROXIMITY, MELBOURNE	SILVER

CATEGORY BC10: USE OF TALENT

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BC10/008	BRING ON WINTER	AIR NEW ZEALAND	HOST/HAVAS, SYDNEY	HOST/HAVAS, SYDNEY	SILVER

CATEGORY BC11: USE OF GAMES

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BC11/003	BACK2LIFE	SAMSUNG	CHEIL PENGTAI, BEIJING/ CHEIL HONG KONG, HONG KONG	CHEIL BEIJING, BEIJING	BRONZE

CATEGORY BC12: USE OF SPORTS

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BC12/004	A TEAM OF ONE	CHINA ORGAN DONATION	LOONG, BEIJING	LOONG, BEIJING	GRANDE FOR HUMANITY

CATEGORY BC13: INTEGRATED BRANDED ENTERTAINMENT CAMPAIGN

NO AWARD