

**ADFEST
2021
ENTRIES
LIST**

**OUTDOOR
LOTUS**

BILLBOARD & STREET FURNITURE SUB-CATEGORIES

CATEGORY OD01: LARGE/HIGHWAY BILLBOARDS

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
OD01/001	CLEOPATRA	NEMESIS	DENTSU (THAILAND) LTD.	BANGKOK
OD01/002	50% DISCOUNT	LION PARCEL	BUJUKRAYU	JAKARTA
OD01/003	THE PRINCESSES	PLEASURE POINT	DDB GROUP HONG KONG	HONG KONG
OD01/004	QUEEN AND SCOUNDREL	PLEASURE POINT	DDB GROUP HONG KONG	HONG KONG
OD01/005	PRINCE AND PIRATE	PLEASURE POINT	DDB GROUP HONG KONG	HONG KONG
OD01/006	WHO'S ASKING - LACES	NIGHTINGALES MEDICAL TRUST	MCCANN WORLDGROUP INDIA	MUMBAI
OD01/007	WHO'S ASKING - NAME	NIGHTINGALES MEDICAL TRUST	MCCANN WORLDGROUP INDIA	MUMBAI
OD01/008	WHO'S ASKING - ADDRESS	NIGHTINGALES MEDICAL TRUST	MCCANN WORLDGROUP INDIA	MUMBAI
OD01/009	THE BEST WAY TO SHORTEN THE DISTANCE - CYCLE	STORYTEL	MCCANN WORLDGROUP INDIA	MUMBAI
OD01/010	THE BEST WAY TO SHORTEN THE DISTANCE - CAR	STORYTEL	MCCANN WORLDGROUP INDIA	MUMBAI
OD01/011	THE BEST WAY TO SHORTEN THE DISTANCE - RICKSHAW	STORYTEL	MCCANN WORLDGROUP INDIA	MUMBAI

CATEGORY OD02: MOBILE BILLBOARD & TRANSIT MEDIUM

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
OD02/001	GIANT, SQUISHY CAT'S PAWS HELP STUDENTS RELAX.	MEITETSU SAKURA PROJECT	DENTSU MEITETSU COMMUNICATIONS INC.	NAGOYA
OD02/002	THE BEST WAY TO SHORTEN THE DISTANCE - CYCLE	STORYTEL	MCCANN WORLDGROUP INDIA	MUMBAI
OD02/003	THE BEST WAY TO SHORTEN THE DISTANCE - CAR	STORYTEL	MCCANN WORLDGROUP INDIA	MUMBAI
OD02/004	THE BEST WAY TO SHORTEN THE DISTANCE - RICKSHAW	STORYTEL	MCCANN WORLDGROUP INDIA	MUMBAI

CATEGORY OD03: STREET SIGNS & STREET FURNITURE

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
OD03/001	POETRY IN BRAILLE TACTILE PLATES	INCHEON TRANSPORTATION CORPORATION	IDEOT	SEOUL

AMBIENT & OTHER OUTDOOR SUB-CATEGORIES

CATEGORY OD04: AMBIENT: SMALL SCALE

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
OD04/001	THE CHEERING BANDAGE	THE CHEERING BANDAGE	INNOCEAN WORLDWIDE	SEOUL
OD04/002	HOPE TAPE	HOPE TAPE	CHEIL WORLDWIDE	SEOUL
OD04/003	SAFE SALE	EMART	CHEIL WORLDWIDE	SEOUL
OD04/004	LIGHT SAVER	EMART	CHEIL WORLDWIDE	SEOUL
OD04/005	SEE YOU & THANK YOU	BURGERKING JAPAN	DAIKO & DAIKO WEDO	TOKYO
OD04/006	MY POLICE TOTE	HONDA	HAKUHODO INC.	TOKYO
OD04/007	THE REAL HUNGER MARKETING	KFC TAIWAN	DENTSU ONE TAIPEI	TAIPEI
OD04/008	RUNNING ADWEAR	DENTSU ONE TAIPEI	DENTSU ONE TAIPEI	TAIPEI
OD04/009	SAVEBOARD PROJECT	QUIKSILVER	HAKUHODO INTERNATIONAL THAILAND	BANGKOK
OD04/010	THE MASK WITH A MASK (SURAKSHA KE MUKHAOTE)	PARINAAM FOUNDATION	MCCANN WORLDGROUP INDIA	MUMBAI

CATEGORY OD05: AMBIENT: LARGE SCALE

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
OD05/001	COCA-COLA FLOATING IN THE AIR	COCA-COLA	TOKYU AGENCY INC.	TOKYO
OD05/002	ONE RACE	NEW NATIONAL STADIUM JAPAN	DENTSU INC.	TOKYO
OD05/003	TRUE KING LISTENS	BURGERKING JAPAN	DAIKO & DAIKO WEDO	TOKYO
OD05/004	SHAOLIN KUNGFU MONKS	NANFU BATTERY	THE NINE SHANGHAI	SHANGHAI

CATEGORY OD06: DIGITAL POSTER & VIDEO

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
OD06/001	SECOND FIRST STEPS H-MEX : HYUNDAI WEARABLE ROBOT)	HYUNDAI MOTOR COMPANY	INNOCEAN WORLDWIDE	SEOUL

CATEGORY OD07: GUERRILLA MARKETING

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
OD07/001	BRAUN X FORMOSA CHANG	BRAUN	UNITED COMMUNICATION GROUP/ UNI-SURF DIGITAL MARKETING	TAIPEI
OD07/002	FORGOTTEN CORNERS OF THE WORLD - MICRO ART EXHIBITION	WORLD VISION TAIWAN	WUNDERMAN THOMPSON TAIPEI	TAIPEI
OD07/003	THE MASK WITH A MASK (SURAKSHA KE MUKHAOTE)	PARINAAM FOUNDATION	MCCANN WORLDGROUP INDIA	MUMBAI
OD07/004	KAAKKUM AMMAN	DHEEPAM LAMP OIL	MCCANN WORLDGROUP INDIA	MUMBAI

POSTER SUB-CATEGORIES

CATEGORY OD08: FOOD & BEVERAGES

NO ENTRY

CATEGORY OD09: BEAUTY, HEALTH & PERSONAL CARE

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
OD09/001	FOOD	MARINA	FLOCK CREATIVE NETWORK	JAKARTA
OD09/002	TRAVEL	MARINA	FLOCK CREATIVE NETWORK	JAKARTA
OD09/003	AESTHETIC	MARINA	FLOCK CREATIVE NETWORK	JAKARTA
OD09/004	RIP OFF YOUR STRESS	KLYNE, ANTI-STRESS CREAM	WORKKIT BANGKOK	BANGKOK

CATEGORY OD10: FASHION, SPORTS & ACCESSORIES

NO ENTRY

CATEGORY OD11: CARS, OTHER VEHICLES, ACCESSORIES & AUTO SERVICES

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
OD11/001	MAJESTIC MOUNTAIN	JEEP	FLOCK CREATIVE NETWORK	JAKARTA
OD11/002	REMOTE CASTLE	JEEP	FLOCK CREATIVE NETWORK	JAKARTA
OD11/003	UNTOUCHED RIVERSIDE	JEEP	FLOCK CREATIVE NETWORK	JAKARTA

CATEGORY OD12: HOUSEHOLD PRODUCTS & MAINTENANCE

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
OD12/001	CLEOPATRA	NEMESIS	DENTSU (THAILAND) LTD.	BANGKOK

CATEGORY OD13: ELECTRONICS, HOME APPLIANCES & FURNISHING

NO ENTRY

CATEGORY OD14: RETAIL

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
OD14/001	KISS 1	MCDONALD'S	TBWA (THAILAND) CO.,LTD	BANGKOK
OD14/002	KISS 2	MCDONALD'S	TBWA (THAILAND) CO.,LTD	BANGKOK
OD14/003	KISS 3	MCDONALD'S	TBWA (THAILAND) CO.,LTD	BANGKOK
OD14/004	THE PRINCESSES	PLEASURE POINT	DDB GROUP HONG KONG	HONG KONG
OD14/005	QUEEN AND SCOUNDREL	PLEASURE POINT	DDB GROUP HONG KONG	HONG KONG
OD14/006	PRINCE AND PIRATE	PLEASURE POINT	DDB GROUP HONG KONG	HONG KONG
OD14/007	SAKE SUSHI HOUSE	SUSHI SEI	HAKUHODO INDONESIA	JAKARTA
OD14/008	TAMAGO SUSHI HOUSE	SUSHI SEI	HAKUHODO INDONESIA	JAKARTA

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
OD14/009	IKA SUSHI HOUSE	SUSHI SEI	HAKUHODO INDONESIA	JAKARTA
OD14/010	MAGURO SUSHI HOUSE	SUSHI SEI	HAKUHODO INDONESIA	JAKARTA
OD14/011	TAKO SUSHI HOUSE	SUSHI SEI	HAKUHODO INDONESIA	JAKARTA

CATEGORY OD15: TRAVEL, LEISURE, ENTERTAINMENT & COMMUNICATION MEDIA

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
OD15/001	ANTI CANCELLATION	GRAB CAR PLUS	BUJUKRAYU	JAKARTA

CATEGORY OD16: FINANCE, COMMERCIAL PUBLIC SERVICES, BUSINESS PRODUCTS & SERVICES

NO ENTRY

CATEGORY OD17: CORPORATE IMAGE

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
OD17/001	A POSTER AD THAT GOT TWITTERATI EXCITED	INTERNATIONAL ADVERTISING ASSOCIATION	MADISON BMB	MUMBAI

CATEGORY OD18: CORPORATE SOCIAL RESPONSIBILITY

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
OD18/001	BONDS OUT NOW	BONDS	LEO BURNETT SYDNEY	SYDNEY

CATEGORY OD19: PUBLIC SERVICES & CAUSE APPEALS

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
OD19/001	SAFE BEHIND DOOR	LBH APIK JAKARTA	IRIS WORLDWIDE INDONESIA	JAKARTA
OD19/002	ANTI SMOKING AWARENESS CAMPAIGN: KERNING	CANCER AID SOCIETY	MADISON BMB	MUMBAI
OD19/003	ANTI-SMOKING AWARENESS CAMPAIGN: STROKES	CANCER AID SOCIETY	MADISON BMB	MUMBAI

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
OD19/004	WHO'S ASKING - LACES	NIGHTINGALES MEDICAL TRUST	MCCANN WORLDGROUP INDIA	MUMBAI
OD19/005	WHO'S ASKING - NAME	NIGHTINGALES MEDICAL TRUST	MCCANN WORLDGROUP INDIA	MUMBAI
OD19/006	WHO'S ASKING - ADDRESS	NIGHTINGALES MEDICAL TRUST	MCCANN WORLDGROUP INDIA	MUMBAI

INTEGRATED CAMPAIGN SUB-CATEGORY

CATEGORY OD20: INTEGRATED OUTDOOR CAMPAIGN

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
OD20/001	BONDS OUT NOW	BONDS	LEO BURNETT SYDNEY	SYDNEY
OD20/002	LIFE BEHIND THE GLASSES	TOP CHAROEN	WUNDERMAN THOMPSON THAILAND	BANGKOK

CATEGORY OD21: RESILIENCE THROUGH CREATIVITY ***NEW

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
OD21/001	THE CHEERING BANDAGE	THE CHEERING BANDAGE	INNOCEAN WORLDWIDE	SEOUL
OD21/002	THE MASK WITH A MASK (SURAKSHA KE MUKHAOTE)	PARINAAM FOUNDATION	MCCANN WORLDGROUP INDIA	MUMBAI
OD21/003	KAAKKUM AMMAN	DHEEPAM LAMP OIL	MCCANN WORLDGROUP INDIA	MUMBAI

CATEGORY LROD: LOTUS ROOTS

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
LROD/001	MY POLICE TOTE	HONDA	HAKUHODO INC.	TOKYO
LROD/002	THE MASK WITH A MASK (SURAKSHA KE MUKHAOTE)	PARINAAM FOUNDATION	MCCANN WORLDGROUP INDIA	MUMBAI
LROD/003	KAAKKUM AMMAN	DHEEPAM LAMP OIL	MCCANN WORLDGROUP INDIA	MUMBAI