

ADFEST 2021 ENTRIES LIST

**PRESS
LOTUS**

CATEGORY P01: FOOD & BEVERAGES

NO ENTRY

CATEGORY P02: BEAUTY & PERSONAL CARE

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
P02/001	#PRIDEHAIR	PANTENE	GREY TOKYO	TOKYO
P02/002	FOOD	MARINA	FLOCK CREATIVE NETWORK	JAKARTA
P02/003	TRAVEL	MARINA	FLOCK CREATIVE NETWORK	JAKARTA
P02/004	AESTHETIC	MARINA	FLOCK CREATIVE NETWORK	JAKARTA

CATEGORY P03: HEALTHCARE

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
P03/001	WHO'S ASKING - LACES	NIGHTINGALES MEDICAL TRUST	MCCANN WORLDGROUP INDIA	MUMBAI
P03/002	WHO'S ASKING - NAME	NIGHTINGALES MEDICAL TRUST	MCCANN WORLDGROUP INDIA	MUMBAI
P03/003	WHO'S ASKING - ADDRESS	NIGHTINGALES MEDICAL TRUST	MCCANN WORLDGROUP INDIA	MUMBAI

CATEGORY P04: FASHION, SPORTS & ACCESSORIES

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
P04/001	BITI'S HANOI RISING	BITI'S HUNTER	DENTSU REDDER	HO CHI MINH CITY

CATEGORY P05: CARS, OTHER VEHICLES, ACCESSORIES & AUTO SERVICES

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
P05/001	MAJESTIC MOUNTAIN	JEEP	FLOCK CREATIVE NETWORK	JAKARTA
P05/002	REMOTE CASTLE	JEEP	FLOCK CREATIVE NETWORK	JAKARTA
P05/003	UNTOUCHED RIVERSIDE	JEEP	FLOCK CREATIVE NETWORK	JAKARTA
P05/004	HUMAN! FIT- WIDTH-AD	HONDA FIT	DENTSU INC.	TOKYO

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
P05/005	HUMAN! FIT-LENGTH-AD	HONDA FIT	DENTSU INC.	TOKYO
P05/006	HUMAN! FIT-WHEELBASE-AD	HONDA FIT	DENTSU INC.	TOKYO
P05/007	HUMAN! FIT-WEIGHT-AD	HONDA FIT	DENTSU INC.	TOKYO
P05/008	HUMAN! FIT-HEIGHT-AD	HONDA FIT	DENTSU INC.	TOKYO

CATEGORY P06: ELECTRONICS

NO ENTRY

CATEGORY P07: HOUSEHOLD PRODUCTS & MAINTENANCE

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
P07/001	CLEOPATRA	NEMESIS	DENTSU (THAILAND) LTD	BANGKOK

CATEGORY P08: HOME APPLIANCES & FURNISHINGS

NO ENTRY

CATEGORY P09: RETAIL

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
P09/001	KISS 1	MCDONALD'S	TBWA (THAILAND) CO.,LTD	BANGKOK
P09/002	KISS 2	MCDONALD'S	TBWA (THAILAND) CO.,LTD	BANGKOK
P09/003	KISS 3	MCDONALD'S	TBWA (THAILAND) CO.,LTD	BANGKOK
P09/004	THE PRINCESSES	PLEASURE POINT	DDB GROUP HONG KONG	HONG KONG
P09/005	QUEEN AND SCOUNDREL	PLEASURE POINT	DDB GROUP HONG KONG	HONG KONG
P09/006	PRINCE AND PIRATE	PLEASURE POINT	DDB GROUP HONG KONG	HONG KONG



CATEGORY P10: TRAVEL, LEISURE & ENTERTAINMENT

NO ENTRY

CATEGORY P11: COMMUNICATION MEDIA & PUBLICATIONS

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
P11/001	THE BEST WAY TO SHORTEN THE DISTANCE - CYCLE	STORYTEL	MCCANN WORLDGROUP INDIA	MUMBAI
P11/002	THE BEST WAY TO SHORTEN THE DISTANCE - CAR	STORYTEL	MCCANN WORLDGROUP INDIA	MUMBAI
P11/003	THE BEST WAY TO SHORTEN THE DISTANCE - RICKSHAW	STORYTEL	MCCANN WORLDGROUP INDIA	MUMBAI

CATEGORY P12: FINANCE, COMMERCIAL PUBLIC SERVICES, BUSINESS PRODUCTS & SERVICES

NO ENTRY

CATEGORY P13: CORPORATE IMAGE

NO ENTRY

CATEGORY P14: CORPORATE SOCIAL RESPONSIBILITY

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
P14/001	ABOUT 116.	NARA NEWSPAPER	HAKUHODO INC.	TOKYO

CATEGORY P15: PUBLIC SERVICES & CAUSE APPEALS

NO ENTRY

CATEGORY P16: USE OF PRINT

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
P16/001	WAGYU NEWSPAPER	WAGYU (JAPANESE BEEF)	DENTSU INC.	TOKYO
P16/002	INDONESIAN MARKETING EXECUTIVE	SHE RADIO 99.6FM	HAKUHODO INDONESIA	JAKARTA
P16/003	SOUTH KOREAN STOREKEEPER	SHE RADIO 99.6FM	HAKUHODO INDONESIA	JAKARTA
P16/004	INDIAN BRANCH SUPERVISOR	SHE RADIO 99.6FM	HAKUHODO INDONESIA	JAKARTA
P16/005	ISRAELI BUSINESS MANAGER	SHE RADIO 99.6FM	HAKUHODO INDONESIA	JAKARTA
P16/006	SOUTH AFRICAN SALES REPRESENTATIVE	SHE RADIO 99.6FM	HAKUHODO INDONESIA	JAKARTA
P16/007	NEWSPAPER SIZED PEACE MEMORIAL VENUE	NAGASAKI SHIMBUN	DENTSU INC.	TOKYO
P16/008	PANDA TELEPORTATION VIA NEWSPAPER	TOKYO SHIMBUN	DENTSU INC.	TOKYO
P16/009	CAMOUFLAGE ENGLISH WORKBOOK	GS CALTEX	IDEOT	SEOUL

CATEGORY P17: RESILIENCE THROUGH CREATIVITY *NEW**

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
P17/001	WAGYU NEWSPAPER	WAGYU (JAPANESE BEEF)	DENTSU INC.	TOKYO
P17/002	NEWSPAPER SIZED PEACE MEMORIAL VENUE	NAGASAKI SHIMBUN	DENTSU INC.	TOKYO
P17/003	PANDA TELEPORTATION VIA NEWSPAPER	TOKYO SHIMBUN	DENTSU INC.	TOKYO

CATEGORY LRP: LOTUS ROOTS

NO ENTRY