

ADFEST 2021 FINALIST LIST

**DIRECT
LOTUS**



Remark: Only sub-categories with Finalists are included.

CATEGORY DM05: USE OF DIRECT AMBIENT: SMALL SCALE

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DM05/006	HOPE TAPE	HOPE TAPE	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	FINALIST

CATEGORY DM13: DIRECT CAMPAIGN FOR RETENTION/LOYALTY

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DM13/003	STAY HOME MILES EXCHANGE	THAI AIRWAYS	WUNDERMAN THOMPSON THAILAND, BANGKOK	WUNDERMAN THOMPSON THAILAND, BANGKOK	FINALIST

CATEGORY DM17: RESILIENCE THROUGH CREATIVITY ***NEW

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DM17/004	THE CHEERING BANDAGE	THE CHEERING BANDAGE	INNOCEAN WORLDWIDE, SEOUL	INNOCEAN WORLDWIDE, SEOUL	FINALIST
DM17/013	STAY HOME MILES EXCHANGE	THAI AIRWAYS	WUNDERMAN THOMPSON THAILAND, BANGKOK	WUNDERMAN THOMPSON THAILAND, BANGKOK	FINALIST