

ADFEST 2021 FINALIST LIST

**EFFECTIVE
LOTUS**



Remark: Only sub-categories with Finalists are included.

CATEGORY EF01: EFFECTIVE LOTUS: CAMPAIGN SUCCESS

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
EF01/002	YOUR PLASTIC DIET	WWF	GREY MALAYSIA, KUALA LUMPUR	GREY MALAYSIA, KUALA LUMPUR	FINALIST
EF01/012	BONDS UNPLUGGED	BONDS	LEO BURNETT MELBOURNE, MELBOURNE	LEO BURNETT SYDNEY, SYDNEY	FINALIST
EF01/014	IYEMON STRIPPED	IYEMON	HAKUHODO INC., TOKYO/ HAKUHODO DESIGN INC., TOKYO/ SIGNING LTD., TOKYO/ HAPPY HOURS HAKUHODO INC., TOKYO	HAKUHODO INC., TOKYO	FINALIST

CATEGORY EF02: EFFECTIVE LOTUS: SMALL BUDGET

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
EF02/003	YOUR PLASTIC DIET	WWF	GREY MALAYSIA, KUALA LUMPUR	GREY MALAYSIA, KUALA LUMPUR	FINALIST
EF02/004	FROZEN COMICS	ITACHOCO ICE	ORICOM CO., LTD., TOKYO	ORICOM CO., LTD., TOKYO	FINALIST
EF02/008	SEE YOU & THANK YOU	BURGERKING JAPAN	DAIKO ADVERTISING INC., TOKYO/DAIKO WEDO CREATIVE & DEVELOPMENT INC., TOKYO/DE.INC, TOKYO	DAIKO & DAIKO WEDO, TOKYO	FINALIST

CATEGORY EF04: RESILIENCE THROUGH CREATIVITY ***NEW

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
EF04/006	TUNA SCOPE 2020	TUNA SCOPE	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST