

ADFEST 2021 FINALIST LIST

**MEDIA
LOTUS**

Remark: Only sub-categories with Finalists are included.

CATEGORY ME03: USE OF PRINT/OUTDOOR & TRANSIT

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
ME03/005	BRAUN X FORMOSA CHANG	BRAUN	UNITED COMMUNICATION GROUP/ UNI-SURF DIGITAL MARKETING, TAIPEI	UNITED COMMUNICATION GROUP/ UNI-SURF DIGITAL MARKETING, TAIPEI	FINALIST
ME03/007	BONDS OUT NOW	BONDS	LEO BURNETT MELBOURNE, MELBOURNE	LEO BURNETT SYDNEY, SYDNEY	FINALIST
ME03/008	LIFE BEHIND THE GLASSES	TOP CHAROEN	WUNDERMAN THOMPSON THAILAND, BANGKOK	WUNDERMAN THOMPSON THAILAND, BANGKOK	FINALIST

CATEGORY ME04: USE OF AMBIENT: SMALL SCALE

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
ME04/004	HOPE TAPE	HOPE TAPE	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	FINALIST

CATEGORY ME07: USE OF GUERRILLA MARKETING

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
ME07/001	BRAUN X FORMOSA CHANG	BRAUN	UNITED COMMUNICATION GROUP/ UNI-SURF DIGITAL MARKETING, TAIPEI	UNITED COMMUNICATION GROUP/ UNI-SURF DIGITAL MARKETING, TAIPEI	FINALIST

CATEGORY ME08: USE OF DIGITAL

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
ME08/002	THE SECRET SUPPORTER	DUTCH MILL	CJ WORX, BANGKOK	CJ WORX, BANGKOK	FINALIST

CATEGORY ME10: USE OF SOCIAL MEDIA & EARNED MEDIA

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
ME10/007	PLAY NZ	TOURISM NEW ZEALAND	TBWA, SYDNEY	TBWA, SYDNEY	FINALIST
ME10/010	A CIPHERED RELEASE OF MUSIC VIDEO : STRAY SHEEP CODE	KENSHI YONEZU	SIX INC., TOKYO/HAKUHODO INC., TOKYO/ HAKUHODO KETTLE INC., TOKYO	SIX INC., TOKYO	FINALIST
ME10/011	WALK FREE	THE MINDEROO FOUNDATION	LEO BURNETT SYDNEY, SYDNEY	LEO BURNETT SYDNEY, SYDNEY	FINALIST

CATEGORY ME12: USE OF BRANDED ENTERTAINMENT & CONTENT: PROGRAM & PLATFORM

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
ME12/001	RED RESTAURANTS DRIVE	TV TOKYO	HAKUHODO KETTLE INC., TOKYO	HAKUHODO KETTLE INC., TOKYO	FINALIST