

ADFEST 2021 FINALIST LIST

**MOBILE
LOTUS**

Remark: Only sub-categories with Finalists are included.

USE OF TECHNOLOGY SUB-CATEGORIES

CATEGORY MB09: USE OF TECHNOLOGY FOR MOBILE

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
MB09/007	STAY HOME MILES EXCHANGE	THAI AIRWAYS	WUNDERMAN THOMPSON THAILAND, BANGKOK	WUNDERMAN THOMPSON THAILAND, BANGKOK	FINALIST

CATEGORY MB11: USE OF SOCIAL FOR MOBILE

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
MB11/001	TIKTIONARY	TIKTOK	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST
MB11/004	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

CATEGORY MB13: RESILIENCE THROUGH CREATIVITY ***NEW

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
MB13/005	STAY HOME MILES EXCHANGE	THAI AIRWAYS	WUNDERMAN THOMPSON THAILAND, BANGKOK	WUNDERMAN THOMPSON THAILAND, BANGKOK	FINALIST

AS OF 4 MAR 2021