

ADFEST 2021 FINALIST LIST

**PR
LOTUS**

Remark: Only sub-categories with Finalists are included.

IMPLEMENTATION SUB-CATEGORIES

CATEGORY PR01: CORPORATE IMAGE

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PR01/001	CHIEF FUTURE OFFICER	EUGLENA CO., LTD.	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST

CATEGORY PR03: CORPORATE SOCIAL RESPONSIBILITY

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PR03/013	BONDS OUT NOW	BONDS	LEO BURNETT MELBOURNE, MELBOURNE	LEO BURNETT SYDNEY, SYDNEY	FINALIST

CATEGORY PR06: USE OF TALENT

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PR06/001	UNSUNG	WARNER MUSIC	IRIS, SINGAPORE	IRIS, SINGAPORE	FINALIST
PR06/003	BRAUN X FORMOSA CHANG	BRAUN	UNITED COMMUNICATION GROUP/ UNI-SURF DIGITAL MARKETING, TAIPEI	UNITED COMMUNICATION GROUP/ UNI-SURF DIGITAL MARKETING, TAIPEI	FINALIST

CATEGORY PR07: SPONSORSHIP & PARTNERSHIP

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PR07/003	HOPE TAPE	HOPE TAPE	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	FINALIST

CATEGORY PR09: BRAND VOICE & STRATEGIC STORYTELLING

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PR09/001	SECOND FIRST STEPS H-MEX (HYUNDAI WEARABLE ROBOT)	HYUNDAI MOTOR COMPANY	INNOCEAN WORLDWIDE, SEOUL	INNOCEAN WORLDWIDE, SEOUL	FINALIST

CATEGORY PR10: CONTENT-LED ENGAGEMENT

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PR10/001	STRETCHEEEESE	MORINAGA KRAFT MOZZARELLA	WUNDERMAN THOMPSON TOKYO, TOKYO	WUNDERMAN THOMPSON TOKYO, TOKYO	FINALIST
PR10/002	WALK FREE	THE MINDER00 FOUNDATION	LEO BURNETT SYDNEY, SYDNEY	LEO BURNETT SYDNEY, SYDNEY	FINALIST



FINALISTS



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DIGITAL & SOCIAL SUB-CATEGORIES

CATEGORY PR11: USE OF DIGITAL IN A PR CAMPAIGN

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PR11/002	PLAY NZ	TOURISM NEW ZEALAND	TBWA, SYDNEY	TBWA, SYDNEY	FINALIST

CATEGORY PR12: USE OF SOCIAL IN A PR CAMPAIGN

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PR12/003	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 PR13: USE OF TECHNOLOGY

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PR13/004	TUNA SCOPE 2020	TUNA SCOPE	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST

DATA SUB-CATEGORIES

CATEGORY PR14: PR EFFECTIVENESS

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PR14/001	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 PR17: RESILIENCE THROUGH CREATIVITY ***NEW

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PR17/003	EMERGENCY EEL EXHIBITION	SUMIDA AQUARIUM	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST
PR17/004	RED RESTAURANTS DRIVE	TV TOKYO	HAKUHODO KETTLE INC., TOKYO	HAKUHODO KETTLE INC., TOKYO	FINALIST
PR17/014	STAY HOME MILES EXCHANGE	THAI AIRWAYS	WUNDERMAN THOMPSON THAILAND, BANGKOK	WUNDERMAN THOMPSON THAILAND, BANGKOK	FINALIST