

BRAND EXPERIENCE LOTUS

FINALIST LIST
ADFEST 2022

CATEGORY BE03: EXHIBITIONS AND INSTALLATIONS

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BE03/003	RIGHT THE RIDE: JEEPNEYS AGAINST MISOGYNY	COMMISSION ON HUMAN RIGHTS OF THE PHILIPPINES	WUNDERMAN THOMPSON PHILIPPINES, MANILA	WUNDERMAN THOMPSON PHILIPPINES, MANILA	FINALIST

CATEGORY BE04: USE OF AMBIENT: SMALL SCALE

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BE04/009	DONATION DOLLAR	THE ROYAL AUSTRALIAN MINT	SAATCHI & SAATCHI AUSTRALIA, MELBOURNE	SAATCHI & SAATCHI AUSTRALIA, MELBOURNE	FINALIST

CATEGORY BE06: MERCHANDISING/IN-STORE EXPERIENCE

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BE06/001	EATQUAL	MCDONALD'S	DDB MUDRA GROUP, MUMBAI	DDB MUDRA GROUP, MUMBAI	FINALIST
BE06/009	SHELTER SIGNBOARD	MONGKUT FERTILIZER	WUNDERMAN THOMPSON THAILAND, BANGKOK	WUNDERMAN THOMPSON THAILAND, BANGKOK	FINALIST
BE06/010	V-KEBAYA	LIBRESSE	MUMA MALAYSIA, KUALA LUMPUR	MUMA MALAYSIA, KUALA LUMPUR	FINALIST

CATEGORY BE07: LAUNCH/RE-LAUNCH

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BE07/001	EATQUAL	MCDONALD'S	DDB MUDRA GROUP, MUMBAI	DDB MUDRA GROUP, MUMBAI	FINALIST
BE07/009	ONE HOUSE TO SAVE MANY	SUNCORP INSURANCE	LEO BURNETT AUSTRALIA, MELBOURNE	LEO BURNETT AUSTRALIA, MELBOURNE	FINALIST

CATEGORY BE08: USE OF COMPETITIONS & PROMOTIONAL GAMES

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BE08/003	21KM FINGER MARATHON	PCHOME 24H SHOPPING	ADK TAIWAN, TAIPEI	ADK TAIWAN, TAIPEI	FINALIST

CATEGORY BE09: SPONSORSHIP & BRAND PARTNERSHIP

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BE09/002	SLOW ROAD	SLOW ROAD	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	FINALIST
BE09/003	HOME SWEET HOME EP. 2	TOURISM AUTHORITY OF THAILAND X YGGDRAZIL	OGILVY GROUP THAILAND, BANGKOK	OGILVY GROUP THAILAND, BANGKOK	FINALIST
BE09/005	#PRIDEHAIR	PANTENE	GREY TOKYO, TOKYO	GREY TOKYO, TOKYO	FINALIST

CATEGORY BE10: USE OF FILM & AUDIO

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BE10/001	"8 IN 1 COMMERCIAL"	NISSIN CUP NOODLE	DENTSU INC., OSAKA	DENTSU INC., OSAKA	FINALIST

CATEGORY BE12: USE OF MOBILE & DEVICES

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BE12/003	SLOW ROAD	SLOW ROAD	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	FINALIST
BE12/006	THE COST OF BULLYING	SAMSUNG	CHEIL PENGTAI BEIJING, BEIJING/ CHEIL HONG KONG, HONG KONG	CHEIL PENGTAI BEIJING, BEIJING	FINALIST
BE12/008	21KM FINGER MARATHON	PCHOME 24H SHOPPING	ADK TAIWAN, TAIPEI	ADK TAIWAN, TAIPEI	FINALIST

CATEGORY BE14: USE OF DIGITAL & SOCIAL PLATFORMS

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BE14/011	BK TOWN ROOM	BURGER KING JAPAN	DAIKO ADVERTISING INC., TOKYO/ DAIKO WEDO CREATIVE & DEVELOPMENT INC., TOKYO	DAIKO ADVERTISING INC., TOKYO	FINALIST
BE14/012	THE FIRST TAKE	THE FIRST TAKE	TBWA\HAKUHODO INC., TOKYO	TBWA\HAKUHODO INC., TOKYO	FINALIST

CATEGORY BE15: TOUCHPOINT TECHNOLOGY & TECH-LED BRAND EXPERIENCE

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BE15/004	LITTLE BIG E-MOTION	HYUNDAI MOTOR GROUP	INNOCEAN WORLDWIDE, SEOUL	INNOCEAN WORLDWIDE, SEOUL	FINALIST

CATEGORY BE16: INTEGRATED BRAND EXPERIENCE CAMPAIGN

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BE16/004	21KM FINGER MARATHON	PCHOME 24H SHOPPING	ADK TAIWAN, TAIPEI	ADK TAIWAN, TAIPEI	FINALIST

CATEGORY BE17: RESILIENCE THROUGH CREATIVITY

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BE17/001	VACCINATION RIDES	GOJEK	FORSMAN & BODENFORS, SINGAPORE	FORSMAN & BODENFORS, SINGAPORE	FINALIST
BE17/003	BEYOND THE STADIUM	SK-II	FORSMAN & BODENFORS, SINGAPORE	FORSMAN & BODENFORS, SINGAPORE	FINALIST