

DIGITAL LOTUS

FINALIST LIST
ADFEST 2022

WEBSITE SUB-CATEGORIES**CATEGORY DI01: WEBSITE: BEST CONSUMER WEBSITE**

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DI01/001	MARK OF GREATNESS	HOUSE OF HOOPS	BWM ISOBAR, SYDNEY/MERKLE, SYDNEY	BWM ISOBAR, SYDNEY	FINALIST

CATEGORY DI02: WEBSITE: SELF-PROMOTION & CORPORATE WEBSITE

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DI02/001	SLOW ROAD	SLOW ROAD	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	FINALIST

ONLINE VIDEO SUB-CATEGORIES**CATEGORY DI04: VIRAL VDO**

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DI04/002	GAME RESPONSIBLY - MACHINE-GUN MOUTH	BATTELGROUNDS MOBILE INDIA	DDB MUDRA GROUP, MUMBAI	DDB MUDRA GROUP, MUMBAI	FINALIST
DI04/011	CARE LIVES ON	VICKS INDIA	PUBLICIS SINGAPORE, SINGAPORE	PUBLICIS SINGAPORE, SINGAPORE	FINALIST

CATEGORY DI05: INTERACTIVE VDO

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DI05/003	IN HER SHOES	LUX	WUNDERMAN THOMPSON SINGAPORE, SINGAPORE	WUNDERMAN THOMPSON SINGAPORE, SINGAPORE	FINALIST
DI05/004	SONGKRAN STRANGER - TIKTOK INTERACTIVE FILM	TIKTOK	WUNDERMAN THOMPSON THAILAND, BANGKOK	WUNDERMAN THOMPSON THAILAND, BANGKOK	FINALIST

SOCIAL SUB-CATEGORIES**CATEGORY DI06: USE OF SOCIAL**

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DI06/006	HELLO GOOD DAY	THE ALZHEIMER FOUNDATION OF THAILAND	DENTSU ONE (BANGKOK), BANGKOK	DENTSU ONE (BANGKOK) LTD., BANGKOK	FINALIST

OTHER SUB-CATEGORIES

CATEGORY DI10: INTEGRATED DIGITAL CAMPAIGN

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DI10/001	CARBON THUMBPRINT	BELONG	DELOITTE DIGITAL AUSTRALIA, MELBOURNE	DELOITTE DIGITAL AUSTRALIA, MELBOURNE	FINALIST
DI10/002	DISEASE DILEMMAS	GARVAN INSTITUTE OF MEDICAL RESEARCH	BWM ISOBAR, SYDNEY	BWM ISOBAR, SYDNEY	FINALIST

CATEGORY DI11: RESILIENCE THROUGH CREATIVITY

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DI11/005	MASK ID	DAL.KOMM CAFE / MINISTRY OF HEALTH AND WELFARE & KOREA ASSOCIATION OF SOCIAL WELFARE CENTERS	INNOCEAN WORLDWIDE, SEOUL	INNOCEAN WORLDWIDE, SEOUL	FINALIST
DI11/008	CARE LIVES ON	VICKS INDIA	PUBLICIS SINGAPORE, SINGAPORE	PUBLICIS SINGAPORE, SINGAPORE	FINALIST