

EFFECTIVE LOTUS

FINALIST LIST
ADFEST 2022

CATEGORY EF01: EFFECTIVE LOTUS: CAMPAIGN SUCCESS

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
EF01/003	DISEASE DILEMMAS	GARVAN INSTITUTE OF MEDICAL RESEARCH	BWM ISOBAR, SYDNEY	BWM ISOBAR, SYDNEY	FINALIST
EF01/007	GFW ENTERTAINMENT	NETFLIX / BRAVO! STUDIOS / GMM STUDIOS INTERNATIONAL	SOUR BANGKOK, BANGKOK	THE SOUR BANGKOK CO., LTD., BANGKOK	FINALIST

CATEGORY EF03: EFFECTIVE LOTUS: LONG-TERM CREATIVITY

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
EF03/002	THE FIRST TAKE	THE FIRST TAKE	TBWA\HAKUHODO INC., TOKYO	TBWA\HAKUHODO INC., TOKYO	FINALIST