

PR LOTUS

FINALIST LIST  
ADFEST 2022

## IMPLEMENTATION SUB-CATEGORIES

## CATEGORY PR03: CORPORATE SOCIAL RESPONSIBILITY

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PR03/001	ONE HOUSE TO SAVE MANY	SUNCORP INSURANCE	LEO BURNETT AUSTRALIA, MELBOURNE	LEO BURNETT AUSTRALIA, MELBOURNE	FINALIST
PR03/003	EATQUAL	MCDONALD'S	DDB MUDRA GROUP, MUMBAI	DDB MUDRA GROUP, MUMBAI	FINALIST
PR03/018	IN HER SHOES	LUX	WUNDERMAN THOMPSON SINGAPORE, SINGAPORE	WUNDERMAN THOMPSON SINGAPORE, SINGAPORE	FINALIST
PR03/019	LITTLE BIG E-MOTION	HYUNDAI MOTOR GROUP	INNOCEAN WORLDWIDE, SEOUL	INNOCEAN WORLDWIDE, SEOUL	FINALIST
PR03/020	DONATION DOLLAR	THE ROYAL AUSTRALIAN MINT	SAATCHI & SAATCHI AUSTRALIA, MELBOURNE	SAATCHI & SAATCHI AUSTRALIA, MELBOURNE	FINALIST

## CATEGORY PR05: USE OF EVENTS &amp; STUNTS

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PR05/001	LIQUID BILLBOARD	ADIDAS	HAVAS MIDDLE EAST, DUBAI	HAVAS MIDDLE EAST, DUBAI	FINALIST
PR05/002	THE WORLD'S MOST HATED RESTAURANT	SEIYU	ENJIN TOKYO, TOKYO	ENJIN TOKYO, TOKYO	FINALIST
PR05/005	MCDONALD'S CLASSROOM	MCDONALD'S	LEO BURNETT GROUP MANILA, MANILA	LEO BURNETT GROUP MANILA, MANILA	FINALIST

## CATEGORY PR06: USE OF TALENT

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PR06/003	THE CENTER LANE	SK-II	GREY TOKYO, TOKYO	GREY TOKYO, TOKYO	FINALIST

## CATEGORY PR08: LAUNCH/RE-LAUNCH

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PR08/002	ECOLATE	LIFULL	LIFULL, TOKYO	PEAK INC., TOKYO	FINALIST

## CATEGORY PR10: CONTENT-LED ENGAGEMENT

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PR10/001	ONE HOUSE TO SAVE MANY	SUNCORP INSURANCE	LEO BURNETT AUSTRALIA, MELBOURNE	LEO BURNETT AUSTRALIA, MELBOURNE	FINALIST

**DIGITAL & SOCIAL SUB-CATEGORIES****CATEGORY PR11: USE OF DIGITAL IN A PR CAMPAIGN**

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PR11/003	MASK ID	DAL.KOMM CAFE / MINISTRY OF HEALTH AND WELFARE & KOREA ASSOCIATION OF SOCIAL WELFARE CENTERS	INNOCEAN WORLDWIDE, SEOUL	INNOCEAN WORLDWIDE, SEOUL	FINALIST

**CATEGORY PR12: USE OF SOCIAL IN A PR CAMPAIGN**

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PR12/006	IN A RELATIONSHIP WITH LOTUS'S	LOTUS'S	THE LEO BURNETT GROUP THAILAND, BANGKOK	THE LEO BURNETT GROUP THAILAND, BANGKOK	FINALIST

**CATEGORY PR13: USE OF TECHNOLOGY**

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PR13/001	CAMOUFLAGE AGAINST THE MACHINES	UNLABELED, NEXUSVII.	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST
PR13/003	MISSING PERSON REPORTERS	THE MIRROR FOUNDATION / KUNANA	BBDO BANGKOK, BANGKOK	BBDO BANGKOK LIMITED, BANGKOK	FINALIST
PR13/006	LITTLE BIG E-MOTION	HYUNDAI MOTOR GROUP	INNOCEAN WORLDWIDE, SEOUL	INNOCEAN WORLDWIDE, SEOUL	FINALIST

**DATA SUB-CATEGORIES****CATEGORY PR14: PR EFFECTIVENESS**

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PR14/002	THE CENTER LANE	SK-II	GREY TOKYO, TOKYO	GREY TOKYO, TOKYO	FINALIST

**CATEGORY PR15: RESEARCH, DATA ANALYTICS & INSIGHT GENERATION**

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PR15/001	SLOW ROAD	SLOW ROAD	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	FINALIST

**INTEGRATED CAMPAIGN SUB-CATEGORY****CATEGORY PR16: INTEGRATED PR CAMPAIGN**

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PR16/002	DONATION DOLLAR	THE ROYAL AUSTRALIAN MINT	SAATCHI & SAATCHI AUSTRALIA, MELBOURNE	SAATCHI & SAATCHI AUSTRALIA, MELBOURNE	FINALIST

**OTHER SUB-CATEGORY****CATEGORY PR17: RESILIENCE THROUGH CREATIVITY**

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PR17/002	SLOW ROAD	SLOW ROAD	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	FINALIST
PR17/007	MASK ID	DAL.KOMM CAFE / MINISTRY OF HEALTH AND WELFARE & KOREA ASSOCIATION OF SOCIAL WELFARE CENTERS	INNOCEAN WORLDWIDE, SEOUL	INNOCEAN WORLDWIDE, SEOUL	FINALIST
PR17/008	MCDONALD'S CLASSROOM	MCDONALD'S	LEO BURNETT GROUP MANILA, MANILA	LEO BURNETT GROUP MANILA, MANILA	FINALIST