



**FINALIST**

**BRAND EXPERIENCE LOTUS**

**RISE**  
ADFEST2023

## BE01: Guerrilla Marketing & Stunts

| CODE     | ENTRY TITLE                 | BRAND                | AGENCY                             | COMPANY ENTERING                             | AWARDS   |
|----------|-----------------------------|----------------------|------------------------------------|----------------------------------------------|----------|
| BE01/008 | THE HIDDEN SPONSORSHIP TENT | SANGSOM              | SOUR BANGKOK, BANGKOK              | THE SOUR BANGKOK CO., LTD., BANGKOK          | FINALIST |
| BE01/009 | MCDONALD'S CARABAO-THRU     | MCDONALD'S RIDE THRU | TBWA\SANTIAGO MANGADA PUNO, MANILA | TBWA\SANTIAGO MANGADA PUNO, MANILA           | FINALIST |
| BE01/012 | #BRINGBACK2011              | OREO INDIA           | LEO BURNETT INDIA, MUMBAI          | MONDELEZ INTERNATIONAL FOODS PVT LTD, MUMBAI | FINALIST |

## BE02: Events

| CODE     | ENTRY TITLE  | BRAND                  | AGENCY                    | COMPANY ENTERING          | AWARDS   |
|----------|--------------|------------------------|---------------------------|---------------------------|----------|
| BE02/002 | PROPILOT MOP | NISSAN MOTOR CO., LTD. | TBWA\HAKUHODO INC., TOKYO | TBWA\HAKUHODO INC., TOKYO | FINALIST |

## BE03: Exhibitions & Installations

| CODE     | ENTRY TITLE   | BRAND   | AGENCY          | COMPANY ENTERING | AWARDS   |
|----------|---------------|---------|-----------------|------------------|----------|
| BE03/005 | SOLAR BEEHIVE | HANWHA  | INNOCEAN, SEOUL | INNOCEAN, SEOUL  | FINALIST |
| BE03/009 | FUEL STATION  | NETFLIX | GIGIL, MANILA   | GIGIL, MANILA    | FINALIST |

## BE06: In-Store Experience

| CODE     | ENTRY TITLE | BRAND    | AGENCY                        | COMPANY ENTERING | AWARDS   |
|----------|-------------|----------|-------------------------------|------------------|----------|
| BE06/005 | SMART FILL  | UNILEVER | VMLY&R COMMERCE INDIA, MUMBAI | VMLY&R, MUMBAI   | FINALIST |

## BE07: Launch/Re-Launch

| CODE     | ENTRY TITLE    | BRAND      | AGENCY                    | COMPANY ENTERING                             | AWARDS   |
|----------|----------------|------------|---------------------------|----------------------------------------------|----------|
| BE07/010 | #BRINGBACK2011 | OREO INDIA | LEO BURNETT INDIA, MUMBAI | MONDELEZ INTERNATIONAL FOODS PVT LTD, MUMBAI | FINALIST |

## BE08: Competitions & Promotions

| CODE     | ENTRY TITLE                 | BRAND   | AGENCY                | COMPANY ENTERING                    | AWARDS   |
|----------|-----------------------------|---------|-----------------------|-------------------------------------|----------|
| BE08/011 | THE HIDDEN SPONSORSHIP TENT | SANGSOM | SOUR BANGKOK, BANGKOK | THE SOUR BANGKOK CO., LTD., BANGKOK | FINALIST |

## BE09: Sponsorship & Brand Partnership

| CODE     | ENTRY TITLE             | BRAND  | AGENCY                   | COMPANY ENTERING         | AWARDS   |
|----------|-------------------------|--------|--------------------------|--------------------------|----------|
| BE09/003 | ADIDAS SUPERSTAR RAVI'S | ADIDAS | HAVAS MIDDLE EAST, DUBAI | HAVAS MIDDLE EAST, DUBAI | FINALIST |

## BE11: Use of Print & Conventional Outdoor

| CODE     | ENTRY TITLE           | BRAND             | AGENCY                   | COMPANY ENTERING   | AWARDS   |
|----------|-----------------------|-------------------|--------------------------|--------------------|----------|
| BE11/001 | THE ELECTIONS EDITION | ANNAHAR NEWSPAPER | IMPACT BBDO DUBAI, DUBAI | IMPACT BBDO, DUBAI | FINALIST |

## BE12: Use of Mobile & Devices

| CODE     | ENTRY TITLE                                        | BRAND                   | AGENCY                                                   | COMPANY ENTERING              | AWARDS   |
|----------|----------------------------------------------------|-------------------------|----------------------------------------------------------|-------------------------------|----------|
| BE12/004 | DOT PAD. THE FIRST SMART TACTILE GRAPHICS DISPLAY. | DOT                     | SERVICEPLAN KOREA, SEOUL/<br>SERVICEPLAN GERMANY, MUNICH | SERVICEPLAN KOREA, SEOUL      | FINALIST |
| BE12/010 | JUKE "MUSIC IN A CAN"                              | HEINEKEN                | LEO BURNETT VIETNAM, HO CHI MINH CITY                    | LEO BURNETT, HO CHI MINH CITY | FINALIST |
| BE12/011 | KNOCK KNOCK                                        | A SILENT EMERGENCY CALL | CHEIL WORLDWIDE, SEOUL                                   | CHEIL WORLDWIDE, SEOUL        | FINALIST |

## BE13: Digital Installations

| CODE     | ENTRY TITLE | BRAND | AGENCY                    | COMPANY ENTERING                               | AWARDS   |
|----------|-------------|-------|---------------------------|------------------------------------------------|----------|
| BE13/003 | ABLE CUBES  | MAXIS | LEO BURNETT, KUALA LUMPUR | STAR REACHER ADVERTISING SDN BHD, KUALA LUMPUR | FINALIST |

## BE14: Use of Digital & Social Platforms

| CODE     | ENTRY TITLE                    | BRAND      | AGENCY                           | COMPANY ENTERING                 | AWARDS   |
|----------|--------------------------------|------------|----------------------------------|----------------------------------|----------|
| BE14/002 | CITY HALL OF LOVE              | CLOSEUP    | MULLENLOWE SINGAPORE, SINGAPORE  | MULLENLOWE SINGAPORE, SINGAPORE  | FINALIST |
| BE14/018 | UNBRANDED MENU                 | MCDONALD'S | LEO BURNETT GROUP MANILA, MANILA | LEO BURNETT GROUP MANILA, MANILA | FINALIST |
| BE14/020 | THE MOVIES THAT MADE (FROM) US | FIVE STAR  | BBDO BANGKOK , BANGKOK           | BBDO BANGKOK LIMITED, BANGKOK    | FINALIST |

## BE15: Touchpoint Technology & Tech-led Brand Experience

| CODE     | ENTRY TITLE            | BRAND                  | AGENCY                    | COMPANY ENTERING          | AWARDS   |
|----------|------------------------|------------------------|---------------------------|---------------------------|----------|
| BE15/001 | PROPILOT MOP           | NISSAN MOTOR CO., LTD. | TBWA\HAKUHODO INC., TOKYO | TBWA\HAKUHODO INC., TOKYO | FINALIST |
| BE15/002 | HYDROGEN GARBAGE TRUCK | HYUNDAI MOTOR GROUP    | INNOCEAN, SEOUL           | INNOCEAN, SEOUL           | FINALIST |

## BE16: Branded Games \*\*\*NEW

| CODE     | ENTRY TITLE                           | BRAND                         | AGENCY                                                        | COMPANY ENTERING               | AWARDS   |
|----------|---------------------------------------|-------------------------------|---------------------------------------------------------------|--------------------------------|----------|
| BE16/001 | QUEST FOR DYSLEXIA                    | SAMSUNG                       | CHEIL HONG KONG, HONG KONG/<br>CHEIL PENGTAI BEIJING, BEIJING | CHEIL PENGTAI BEIJING, BEIJING | FINALIST |
| BE16/005 | AMAZING THAILAND. CULTURE TO COMMERCE | TOURISM AUTHORITY OF THAILAND | OGILVY GROUP THAILAND, BANGKOK                                | OGILVY GROUP THAILAND, BANGKOK | FINALIST |

## BE17: Integrated Brand Experience Campaign

| CODE     | ENTRY TITLE    | BRAND         | AGENCY                        | COMPANY ENTERING                             | AWARDS   |
|----------|----------------|---------------|-------------------------------|----------------------------------------------|----------|
| BE17/009 | #BRINGBACK2011 | OREO INDIA    | LEO BURNETT INDIA, MUMBAI     | MONDELEZ INTERNATIONAL FOODS PVT LTD, MUMBAI | FINALIST |
| BE17/010 | BUNDY MIXER    | BUNDABERG RUM | LEO BURNETT AUSTRALIA, SYDNEY | LEO BURNETT AUSTRALIA, SYDNEY                | FINALIST |