



FINALIST

MEDIA LOTUS



RISE
ADFEST 2023

ME01: Use of Screens & Displays

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
ME01/003	DIGITAL SHOW WINDOW	SAMSUNG AVENUE IN CES 2022	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	FINALIST

ME02: Use of Audio

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
ME02/001	JOURNA-RHYTHM	JOURNA-RHYTHM	TBWA\HAKUHODO INC., TOKYO	TBWA\HAKUHODO INC., TOKYO	FINALIST
ME02/004	THE FAKE NEWS BROADCAST	KBP	BBDO GUERRERO, MANILA	BBDO GUERRERO, MANILA	FINALIST
ME02/007	JUKE "MUSIC IN A CAN"	HEINEKEN	LEO BURNETT VIETNAM, HO CHI MINH CITY	LEO BURNETT, HO CHI MINH CITY	FINALIST

ME03: Use of Print & Conventional Outdoor

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
ME03/003	THE EYEBALLS HEIST	NETFLIX TH	WUNDERMAN THOMPSON THAILAND, BANGKOK	WUNDERMAN THOMPSON THAILAND, BANGKOK	FINALIST

ME04: Use of Ambient: Small Scale

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
ME04/002	INCENSE OF MEMORIES	INCENSE OF MEMORIES	WUNDERMAN THOMPSON TOKYO, TOKYO	WUNDERMAN THOMPSON TOKYO, TOKYO	FINALIST
ME04/004	THE LOTTO MOVIE POSTERS	NETFLIX	CJ WORX, BANGKOK	CJ WORX, BANGKOK	FINALIST
ME04/011	HELP STICKER	HELP STICKER	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	FINALIST

ME06: Use of Events

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
ME06/003	PROPILOT MOP	NISSAN MOTOR CO., LTD.	TBWA\HAKUHODO INC., TOKYO	TBWA\HAKUHODO INC., TOKYO	FINALIST

ME07: Use of Guerrilla Marketing & Stunts

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
ME07/001	THE EYEBALLS HEIST	NETFLIX TH	WUNDERMAN THOMPSON THAILAND, BANGKOK	WUNDERMAN THOMPSON THAILAND, BANGKOK	FINALIST
ME07/004	THE ELECTIONS EDITION	ANNAHAR NEWSPAPER	IMPACT BBDO DUBAI, DUBAI	IMPACT BBDO, DUBAI	FINALIST

ME08: Use of Digital Platforms

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
ME08/002	QUEST FOR DYSLEXIA	SAMSUNG	CHEIL HONG KONG, HONG KONG/ CHEIL PENGTAI BEIJING, BEIJING	CHEIL PENGTAI BEIJING, BEIJING	FINALIST
ME08/004	UNBRANDED MENU	MCDONALD'S	LEO BURNETT GROUP MANILA, MANILA	LEO BURNETT GROUP MANILA, MANILA	FINALIST

ME09: Use of Mobile & Devices

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
ME09/006	JUKE "MUSIC IN A CAN"	HEINEKEN	LEO BURNETT VIETNAM, HO CHI MINH CITY	LEO BURNETT, HO CHI MINH CITY	FINALIST
ME09/007	KNOCK KNOCK	A SILENT EMERGENCY CALL	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	FINALIST

ME11: Use of Technology

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
ME11/003	VOICE WATCH	TOYOTA MOBILITY FOUNDATION	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST

ME13: Branded Entertainment & Content: Digital & Social Platforms

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
ME13/001	SUPER COMEDY GRAND PRIX	MINASAMANO OSUMITSUKI	ENJIN TOKYO, TOKYO	ENJIN TOKYO, TOKYO	FINALIST

ME16: Media Planning & Execution *NEW**

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
ME16/001	THE EYEBALLS HEIST	NETFLIX TH	WUNDERMAN THOMPSON THAILAND, BANGKOK	WUNDERMAN THOMPSON THAILAND, BANGKOK	FINALIST

ME17: Integrated Media Campaign

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
ME17/003	SEE EQUAL #SHARETHELOAD	ARIEL	BBDO INDIA PVT LTD., MUMBAI	BBDO INDIA, MUMBAI	FINALIST