



FINALIST

OUTDOOR LOTUS



RISE
ADFEST 2023

BILLBOARD, AMBIENT & OTHER OUTDOOR

OD01: Traditional Billboards

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
OD01/001	THE EYEBALLS HEIST	NETFLIX TH	WUNDERMAN THOMPSON THAILAND, BANGKOK	WUNDERMAN THOMPSON THAILAND, BANGKOK	FINALIST

OD02: Digital Billboard

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
OD02/003	I'M POSSIBLE BILLBOARDS	ADIDAS	HAVAS MIDDLE EAST, DUBAI	HAVAS MIDDLE EAST, DUBAI	FINALIST
OD02/004	INVISIBLE ZONE	ZONE ENERGY	DENTSU INC., TOKYO	DENTSU CREATIVE X INC., TOKYO	FINALIST

OD04: Transit

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
OD04/001	HYDROGEN GARBAGE TRUCK	HYUNDAI MOTOR GROUP	INNOCEAN, SEOUL	INNOCEAN, SEOUL	FINALIST

OD07: Ambient: Special Build ***NEW

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
OD07/007	THE SNOW COMIC	SHUEISHA	TBWA\HAKUHODO INC., TOKYO/ HAKUHODO INC., TOKYO	HAKUHODO INC., TOKYO	FINALIST
OD07/013	THE MODEL CITY 1:1 SCALE	SHIZUOKA CITY	HAKUHODO KETTLE INC., TOKYO	DEA INC., TOKYO	FINALIST

OD09: Events, Guerrilla Marketing & Stunts

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
OD09/002	THE EYEBALLS HEIST	NETFLIX TH	WUNDERMAN THOMPSON THAILAND, BANGKOK	WUNDERMAN THOMPSON THAILAND, BANGKOK	FINALIST
OD09/004	THE ELECTIONS EDITION	ANNAHAR NEWSPAPER	IMPACT BBDO DUBAI, DUBAI	IMPACT BBDO, DUBAI	FINALIST
OD09/006	MCDONALD'S CARABAO-THRU	MCDONALD'S RIDE THRU	TBWA\SANTIAGO MANGADA PUNO, MANILA	TBWA\SANTIAGO MANGADA PUNO, MANILA	FINALIST

POSTER

OD22: Corporate Image & Corporate Social Responsibility

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
OD22/001	STREETCODE	HP	EDELMAN, SYDNEY	EDELMAN, SYDNEY	FINALIST

CAMPAIGN

OD24: Innovative Use of Outdoor ***NEW

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
OD24/003	THE EYEBALLS HEIST	NETFLIX TH	WUNDERMAN THOMPSON THAILAND, BANGKOK	WUNDERMAN THOMPSON THAILAND, BANGKOK	FINALIST