



FINALIST

PR LOTUS



RISE
ADFEST 2023

IMPLEMENTATION

PR01: Corporate Image & Corporate Social Responsibility

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PR01/004	HYDROGEN GARBAGE TRUCK	HYUNDAI MOTOR GROUP	INNOCEAN, SEOUL	INNOCEAN, SEOUL	FINALIST
PR01/007	GREETING MILK	MAEIL DAIRIES	INNORED, SEOUL	INNORED, SEOUL	FINALIST
PR01/018	RESILIENCE ROAD	SUNCORP	LEO BURNETT AUSTRALIA, SYDNEY	LEO BURNETT AUSTRALIA, SYDNEY	FINALIST
PR01/020	STREETCODE	HP	EDELMAN, SYDNEY	EDELMAN, SYDNEY	FINALIST

PR02: Public Services & Cause Appeals ***NEW

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PR02/005	CLASSIFY CONSENT	CONSENT LABS	TBWA\SYDNEY, SYDNEY	TBWA, SYDNEY	FINALIST
PR02/007	KNOCK KNOCK	A SILENT EMERGENCY CALL	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	FINALIST

PR03: Crisis Management

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PR03/001	SOLAR BEEHIVE	HANWHA	INNOCEAN, SEOUL	INNOCEAN, SEOUL	FINALIST

PR05: Use of Guerrilla Marketing & Stunts

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PR05/002	THE EYEBALLS HEIST	NETFLIX TH	WUNDERMAN THOMPSON THAILAND, BANGKOK	WUNDERMAN THOMPSON THAILAND, BANGKOK	FINALIST
PR05/009	#BRINGBACK2011	OREO INDIA	LEO BURNETT INDIA, MUMBAI	MONDELEZ INTERNATIONAL FOODS PVT LTD, MUMBAI	FINALIST

PR06: Use of Events

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PR06/003	PROPILOT MOP	NISSAN MOTOR CO., LTD.	TBWA\HAKUHODO INC., TOKYO	TBWA\HAKUHODO INC., TOKYO	FINALIST
PR06/005	SANGSOM BAR	SANGSOM	SOUR BANGKOK, BANGKOK	THE SOUR BANGKOK CO., LTD., BANGKOK	FINALIST

PR08: Sponsorship & Partnership

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PR08/007	BUNDY MIXER	BUNDABERG RUM	LEO BURNETT AUSTRALIA, SYDNEY	LEO BURNETT AUSTRALIA, SYDNEY	FINALIST

PR09: Launch/Re-launch

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PR09/002	ADIDAS SUPERSTAR RAVI'S	ADIDAS	HAVAS MIDDLE EAST, DUBAI	HAVAS MIDDLE EAST, DUBAI	FINALIST
PR09/003	THE EYEBALLS HEIST	NETFLIX TH	WUNDERMAN THOMPSON THAILAND, BANGKOK	WUNDERMAN THOMPSON THAILAND, BANGKOK	FINALIST

DIGITAL & SOCIAL

PR11: Use of Social

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PR11/001	THE UNOFFICIAL LAUNCH	ADIDAS JAPAN K.K.	TBWA\HAKUHODO INC., TOKYO	TBWA\HAKUHODO INC., TOKYO	FINALIST

PR12: Use of Technology

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PR12/003	HYDROGEN GARBAGE TRUCK	HYUNDAI MOTOR GROUP	INNOCEAN, SEOUL	INNOCEAN, SEOUL	FINALIST
PR12/006	THE AUDIO AD YOU CAN SEE	AUSTRALIAN NAVY	VMLY&R AUSTRALIA AND NEW ZEALAND, MELBOURNE	SQUEAK E. CLEAN STUDIOS, SYDNEY	FINALIST

DATA

PR14: PR Effectiveness

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PR14/001	SEE EQUAL #SHARETHELOAD	ARIEL	BBDO INDIA PVT LTD., MUMBAI	BBDO INDIA, MUMBAI	FINALIST

CAMPAIGN

PR16: Integrated PR Campaign

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PR16/004	R PLATES	R PLATES	TBWA\SYDNEY, SYDNEY	TBWA, SYDNEY	FINALIST