



**WINNERS
LIST**

BRAND EXPERIENCE LOTUS

BE01: Guerrilla Marketing & Stunts

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

BE03: Exhibitions & Installations

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

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	BRONZE

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	GRANDE

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	BRONZE

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	SILVER

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	GOLD

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/ SERVICEPLAN GERMANY, MUNICH	SERVICEPLAN KOREA, SEOUL	SILVER
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	SILVER
BE14/018	UNBRANDED MENU	MCDONALD'S	LEO BURNETT GROUP MANILA, MANILA	LEO BURNETT GROUP MANILA, MANILA	SILVER
BE14/020	THE MOVIES THAT MADE (FROM) US	FIVE STAR	BBDO BANGKOK , BANGKOK	BBDO BANGKOK LIMITED, BANGKOK	BRONZE

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	SILVER
BE15/002	HYDROGEN GARBAGE TRUCK	HYUNDAI MOTOR GROUP	INNOCEAN, SEOUL	INNOCEAN, SEOUL	BRONZE

BE16: Branded Games ***NEW

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BE16/005	AMAZING THAILAND. CULTURE TO COMMERCE	TOURISM AUTHORITY OF THAILAND	OGILVY GROUP THAILAND, BANGKOK	OGILVY GROUP THAILAND, BANGKOK	SILVER
BE16/001	QUEST FOR DYSLEXIA	SAMSUNG	CHEIL HONG KONG, HONG KONG/ CHEIL PENGTAI BEIJING, BEIJING	CHEIL PENGTAI BEIJING, BEIJING	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	GOLD
BE17/010	BUNDY MIXER	BUNDABERG RUM	LEO BURNETT AUSTRALIA, SYDNEY	LEO BURNETT AUSTRALIA, SYDNEY	SILVER