

WINNERS LIST
BRANDED CONTENT LOTUS

ADFEST 2018
TRANSFORM

BRANDED CONTENT LOTUS

WINNERS

CATEGORY BC01 : BEST USE OF FICTION FILM

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
BC01/009	GRAVITY CAT	GRAVITY DAZE 2	HAKUHODO INC., TOKYO	HAKUHODO INC., TOKYO	GRANDE BRANDED CONTENT
BC01/004	#TACKLE THE RISK	ACTIVE CARE	TBWA\HAKUHODO, TOKYO	TBWA\HAKUHODO INC., TOKYO	BRANDED CONTENT

CATEGORY BC02 : BEST USE OF NON-FICTION FILM

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
BC02/001	RISE	GUINNESS	BBDO SINGAPORE, SINGAPORE	BBDO SINGAPORE, SINGAPORE	BRANDED CONTENT
BC02/004	MY PERSONAL BEST	TOKYO 2020 GOLD SECURITIES PARTNER	ENJIN TOKYO, TOKYO	ENJIN TOKYO, TOKYO	BRANDED CONTENT
BC02/002	FAMILY TIME TEST	PROMOTION OF MIGRATION TO WESTERN TOTTORI PREFECTURE	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST
BC02/013	OBSESSION FOR SMOOTHNESS	DOUBLE A	SIX INC., TOKYO/ SPA-HAKUHODO CO., LTD., BANGKOK	SIX INC, TOKYO	FINALIST

CATEGORY BC03 : BEST USE OF MUSIC

NO AWARD

CATEGORY BC04 : BEST USE OF PRINT & CONVENTIONAL OUTDOOR

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
BC04/003	EMERGENCY COLLECTIBLES	DISASTER PREVENTION	DENTSU INC., TOKYO	DENTSU INC., TOKYO	BRANDED CONTENT

CATEGORY BC05 : BEST USE OF EXPERIENTIAL

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
BC05/003	GREEN LIGHT RUN	PURE BOOST	TBWA\HAKUHODO, TOKYO	TBWA\HAKUHODO INC., TOKYO	BRANDED CONTENT

CATEGORY BC06 : BEST USE OF INTERACTIVE & SOCIAL MEDIA

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
BC06/013	STOP DOWNLOADKILL	BUSAN METROPOLITAN POLICE AGENCY	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	BRANDED CONTENT
BC06/022 MOVE FROM BC05/008	CUBE MOVIE	GALAXY S8	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	FINALIST

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CATEGORY BC07 : BEST USE OF USER GENERATED CONTENT

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
BC07/004	BACHELORS & BACHELORETTES	AUSTRALIAN MARRIAGE EQUALITY	LEO BURNETT MELBOURNE, MELBOURNE	AIRBAG, MELBOURNE	BRANDED CONTENT
BC07/005	#HELLOLITTLEDIRECTORS	AIRBNB	TBWA KOREA, SEOUL	TBWA KOREA, SEOUL	FINALIST

CATEGORY BC08 : BEST USE OF BRAND INTEGRATION

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
BC08/006	BOLT RATE	GATORADE	TBWA, SYDNEY	TBWA, SYDNEY	BRANDED CONTENT

CATEGORY BC09 : BEST USE OF TALENT

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
BC09/002	MANNEQUIN IDOL GROUP "GINZAN BOYZ"	IKUNO SILVER MINE	DENTSU INC. KANSAI, OSAKA	DENTSU INC., OSAKA	FINALIST
BC09/010	BOLT RATE	GATORADE	TBWA, SYDNEY	TBWA, SYDNEY	FINALIST

CATEGORY BC10 : BEST USE OF GAMES

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
BC10/001	UJI CITY ~UJI TEA AND THE TALE OF GENJI~	UJI CITY	DENTSU INC. KANSAI, OSAKA	DENTSU INC., OSAKA	FINALIST

CATEGORY BC11 : BEST USE OF SPORTS

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
BC11/001	GREEN LIGHT RUN	PURE BOOST	TBWA\HAKUHODO, TOKYO	TBWA\HAKUHODO INC., TOKYO	BRANDED CONTENT
BC11/002	#TACKLE THE RISK	ACTIVE CARE	TBWA\HAKUHODO, TOKYO	TBWA\HAKUHODO INC., TOKYO	BRANDED CONTENT
BC11/007	TINYDOLL	KLEENEX	J. WALTER THOMPSON BANGKOK, BANGKOK	J. WALTER THOMPSON, BANGKOK	FINALIST

CATEGORY BC12 : BEST INTEGRATED CAMPAIGN

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
BC12/001	THE HEARING TEST IN DISGUISE	COCHLEAR	CHE PROXIMITY, MELBOURNE	CHE PROXIMITY, MELBOURNE	BRANDED CONTENT
BC12/010	COOLEST SUIT	M.J. BALE	TBWA, SYDNEY	TBWA, SYDNEY	BRANDED CONTENT