

**WINNERS LIST**  
DESIGN LOTUS

**ADFEST 2018**  
**TRANSFORM**

**CATEGORY DE01 : CORPORATE IDENTITY**

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
DE01/003	KAPPA SUSHI RE-BRANDING	KAPPA SUSHI	HAKUHODO INC., TOKYO	HAKUHODO INC., TOKYO	BRONZE

**CATEGORY DE02 : PRODUCT DESIGN: CONSUMER PRODUCTS**

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
DE02/001	COGY WHEELCHAIR	COGY	TBWA\HAKUHODO, TOKYO	TBWA\HAKUHODO INC., TOKYO	GRANDE
DE02/002	THE ALTITUDE BREW	CATHAY PACIFIC AIRWAYS	MCCANN WORLDGROUP HONG KONG, HONG KONG	MCCANN WORLDGROUP HONG KONG, HONG KONG	BRONZE
DE02/009	VOICE CHOCOLATE	CORPORATE	HAKUHODO INC., TOKYO	TAIYO KIKAKU CO.,LTD., TOKYO	BRONZE

**CATEGORY DE03 : PRODUCT DESIGN: INNOVATIVE & SUSTAINABLE DESIGN**

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
DE03/010	IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, AFGHANISTAN	MCCANN WORLDGROUP INDIA, MUMBAI	MCCANN WORLDGROUP INDIA, MUMBAI	GOLD
DE03/004	CLEAN LIGHT HAND SOAP	ZANTIIS	DENTSU ONE (BANGKOK), BANGKOK	DENTSU ONE (BANGKOK) LTD., BANGKOK	SILVER
DE03/015	HEARING RESCUE	THAI HEALTH PROMOTION FOUNDATION & DEAF ASSOCIATION OF BANGKOK	BBDO BANGKOK, BANGKOK	BBDO BANGKOK LTD, BANGKOK	SILVER

**CATEGORY DE04 : PACKAGING DESIGN**

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
DE04/006	BORING BOXES	PACIFIC WERRIBEE	BWM DENTSU, MELBOURNE/ HAYSTAC, MELBOURNE	BWM DENTSU, SYDNEY	FINALIST
DE04/013 MOVE FROM DE02/003	NIKE BADGE OF HONOR	NIKE	WIEDEN + KENNEDY SHANGHAI, SHANGHAI	WIEDEN+KENNEDY SHANGHAI, SHANGHAI	FINALIST

**CATEGORY DE05 : BRAND COLLATERAL**

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
DE05/001	JOURNEY AROUND HEARTLAND	HEARTLAND BEER	DENTSU INC., TOKYO	DENTSU INC., TOKYO	GOLD
DE05/007	VOICE CHOCOLATE	CORPORATE	HAKUHODO INC., TOKYO	TAIYO KIKAKU CO.,LTD., TOKYO	SILVER
DE05/002	THE EDIBLE BUSINESS CARD	SAGA NORI	GEOMETRY GLOBAL JAPAN, TOKYO	GEOMETRY GLOBAL JAPAN, TOKYO	BRONZE
DE05/004	THE MOST LOVING INSTRUCTION MANUAL	HAND IN HAND PROJECT	TERAMOBILE, TOKYO/DRILL, TOKYO	DRILL, TOKYO	FINALIST



**CATEGORY DE06 : POSTER**

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
DE06/022	THE BEAUTY OF FOOD LOGISTICS	LOGISTICS& FORKLIFT	DENTSU INC., TOKYO/ARC.B2C,INC., TOKYO	DENTSU CREATIVE X INC., TOKYO	GOLD
DE06/042	PRISON OF THE HEAD	AMNESTY INTERNATIONAL	THE NINE, SHANGHAI	THE NINE SHANGHAI, SHANGHAI	SILVER
DE06/013	WITH STAMP SMALL STAMPS FOR A BIGGER CAUSE.	WWF JAPAN	ADK TOKYO, TOKYO/PARTY, TOKYO	ADK JAPAN, TOKYO	BRONZE
DE06/027-028	ASTRONAUT/FIREFIGHTER	LEGO	OGILVY GROUP THAILAND, BANGKOK	OGILVY GROUP THAILAND, BANGKOK	BRONZE
DE06/002	DENTSU CREATIVE WORK WAY	CSR	DENTSU INC., TOKYO	ADBRAIN.INC, TOKYO	FINALIST
DE06/029	ROCKSTAR	LEGO	OGILVY GROUP THAILAND, BANGKOK	OGILVY GROUP THAILAND, BANGKOK	FINALIST
DE06/044	NEW ENCOUNTERS IN ART & CULTURE	TOKYO METROPOLITAN FOUNDATION FOR HISTORY AND CULTURE	TOKYU AGENCY INC., TOKYO	TOKYU AGENCY INC., TOKYO	FINALIST

**CATEGORY DE07 : TYPOGRAPHY**

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
DE07/008	EARWORM BILLBOARDS	3M	CHEIL WORLDWIDE, HONG KONG	CHEIL WORLDWIDE, HONG KONG	BRONZE
DE07/006	MISHEARD FONT	PANASONIC HEARING AID	HAKUHODO INC., TOKYO	HAKUHODO INC., TOKYO	FINALIST

**CATEGORY DE08 : ILLUSTRATION**

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
DE08/004	"MIST"ERY TRAIN	KYOTO TANGO RAILWAY	DENTSU INC., TOKYO	DENTSU INC., TOKYO	SILVER
DE08/013	THE BEAUTY OF FOOD LOGISTICS	LOGISTICS& FORKLIFT	DENTSU INC., TOKYO/ARC.B2C,INC., TOKYO	DENTSU CREATIVE X INC., TOKYO	BRONZE
DE08/018	PRISON OF THE HEAD	AMNESTY INTERNATIONAL	THE NINE, SHANGHAI	THE NINE SHANGHAI, SHANGHAI	BRONZE
DE08/020	THROUGH THE DARK	GOOGLE PLAY MUSIC	R/GA, SYDNEY	R/GA SYDNEY, SYDNEY	FINALIST
DE08/022	PENGUIN FROZEN STORYBOOK	PENGUIN BOOKS	TBWA\SHANGHAI, SHANGHAI	TBWA\SHANGHAI, SHANGHAI	FINALIST

**CATEGORY DE09 : BOOKS & PUBLICATIONS**

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
DE09/011	PENGUIN FROZEN STORYBOOK	PENGUIN BOOKS	TBWA\SHANGHAI, SHANGHAI	TBWA\SHANGHAI, SHANGHAI	GOLD
DE09/001	JOURNEY AROUND HEARTLAND	HEARTLAND BEER	DENTSU INC., TOKYO	DENTSU INC., TOKYO	SILVER
DE09/010	THE WHOLE EARTH CATALOG	THE WHOLE EARTH CATALOG	DENTSU INC., TOKYO/MORI INC., TOKYO	DENTSU INC., TOKYO	BRONZE
DE09/007	SIMCITY BUILDIT SCHOOL OF POLITICS TEXTBOOKS	SIMCITY BUILDIT	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST

**CATEGORY DE10 : SELF-PROMOTION**

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
DE10/001	PIECES IN HARMONY	KINTSUGI	I&S BBDO, TOKYO	I&S BBDO INC., TOKYO	SILVER
DE10/010	EMERGENCY COLLECTIBLES	DISASTER PREVENTION	DENTSU INC., TOKYO	DENTSU INC., TOKYO	SILVER
DE10/005	CRUISING JEANS	ORIGINAL JEANS	HAKUHODO INC., TOKYO/ HAKUHODO DY MEDIA PARTNERS INC., TOKYO/ CHUGOKU SHIKOKU HAKUHODO INC., HIROSHIMA	HAKUHODO INC., TOKYO	FINALIST

**CATEGORY DE11 : POINT OF SALE: SMALL SCALE**

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
DE11/005	RHYTHM OF LOVE WALL	7-ELEVEN TAIWAN CSR	ADK TAIWAN, TAIPEI	ADK TAIWAN, TAIPEI	BRONZE
DE11/002	TOKYO PEN PIXEL	MUJI	R/GA, TOKYO	R/GA TOKYO, TOKYO	FINALIST

**CATEGORY DE12 : POINT OF SALE: LARGE SCALE**

NO AWARD

**CATEGORY DE13 : MOTION & DIGITAL DESIGN**

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
DE13/020	THROUGH THE DARK	GOOGLE PLAY MUSIC	R/GA, SYDNEY	R/GA SYDNEY, SYDNEY	GOLD
DE13/008	INFINITE FUTURE FILM	UNIVERSITY OF MELBOURNE	MCCANN MELBOURNE, MELBOURNE	MCCANN MELBOURNE, MELBOURNE	SILVER
DE13/019	NEW ENCOUNTERS IN ART & CULTURE	TOKYO METROPOLITAN FOUNDATION FOR HISTORY AND CULTURE	TOKYU AGENCY INC., TOKYO	TOKYU AGENCY INC., TOKYO	SILVER
DE13/004	THE TANGIBLE MANNER	IS JAPAN COOL?	ENJIN TOKYO, TOKYO	ENJIN TOKYO, TOKYO	FINALIST
DE13/006	GRAVITY CAT	GRAVITY DAZE 2	HAKUHODO INC., TOKYO	TOHOKUSHINSHA FILM CORPORATION, TOKYO	FINALIST
DE13/009	NOTHING LIKE HANDMADE	B2S	CHOOJAI&FRIENDS, BANGKOK	CHOOJAI AND FRIENDS, BANGKOK	FINALIST
DE13/014	HITOTOKI CLOCK	HITOTOKI	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST

**CATEGORY DE14 : EXHIBITIONS, EVENTS & PUBLIC ENVIRONMENT**

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
DE14/002	DEAD WHALE	REFUSE PLASTIC	DENTSU JAYME SYFU, MANILA	DENTSU JAYME SYFU, MANILA	SILVER
DE14/014	IT WAS THIS HIGH	YAHOO! JAPAN	HAKUHODO KETTLE INC., TOKYO	HAKUHODO INC., TOKYO	BRONZE
DE14/015	HOTEL HIGHWAY	SLEEPDAYS	HAKUHODO KETTLE INC., TOKYO	HAKUHODO KETTLE INC., TOKYO	BRONZE
DE14/005	TOKYO PEN PIXEL	MUJI	R/GA, TOKYO	R/GA TOKYO, TOKYO	FINALIST

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## WINNERS

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
DE14/020	RHYTHM OF LOVE WALL	7-ELEVEN TAIWAN CSR	ADK TAIWAN, TAIPEI	ADK TAIWAN, TAIPEI	FINALIST
DE14/021	GREAT MOMENTS CAN LAST	TENCENT VIDEO	THE NINE, SHANGHAI	THE NINE SHANGHAI, SHANGHAI	FINALIST

### CATEGORY DE15 : BEST INTEGRATED DESIGN CAMPAIGN

NO AWARD

AS OF 4 MAY 2018