

WINNERS LIST
EFFECTIVE LOTUS

ADFEST 2018
TRANSFORM

EFFECTIVE LOTUS
WINNERS
CATEGORY EF01 : EFFECTIVE LOTUS - CAMPAIGN SUCCESS

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
EF01/008	MADE POSSIBLE BY MELBOURNE	UNIVERSITY OF MELBOURNE	MCCANN MELBOURNE, MELBOURNE	MCCANN MELBOURNE, MELBOURNE	EFFECTIVE
EF01/016	TAP FOR YOUR TOWN	MASTERCARD CONTACTLESS	MCCANN, SYDNEY	MCCANN, SYDNEY	EFFECTIVE
EF01/025	A MEME GALLERY	TENCENT	TENCENT, SHENZHEN	TENCENT, SHENZHEN	EFFECTIVE
EF01/029	DADS #SHARETHELOAD	ARIEL MATIC	BBDO INDIA, MUMBAI	BBDO INDIA, MUMBAI	EFFECTIVE
EF01/031	MOTORCYCLE TAXI ACTIVIST	OKMD (PUBLIC ORGANIZATION)	CHOOJAI&FRIENDS, BANGKOK	CHOOJAI AND FRIENDS, BANGKOK	EFFECTIVE
EF01/007	SCORCHY INTEGRATED	JEMENA	BWM DENTSU, SYDNEY	BWM DENTSU, SYDNEY	FINALIST
EF01/009	L'OREAL OR LASER	L'OREAL	MCCANN MELBOURNE, MELBOURNE	MCCANN MELBOURNE, MELBOURNE	FINALIST
EF01/012	THE HEARING TEST IN DISGUISE	COCHLEAR	CHE PROXIMITY, SYDNEY	CHE PROXIMITY, MELBOURNE	FINALIST
EF01/028	CAPTURE	SURE	MCCANN WORLDGROUP THAILAND, BANGKOK	MCCANN WORLDGROUP THAILAND, BANGKOK	FINALIST

CATEGORY EF02 : EFFECTIVE LOTUS - SMALL BUDGET

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
EF02/004	WOW GIRLS' LAB	WACOAL SPORTS	X-LINE CO., LTD. (DENTSU GROUP), TAIPEI	X-LINE CO., LTD. (DENTSU), TAIPEI	EFFECTIVE
EF02/005	DEAD WHALE	REFUSE PLASTIC	DENTSU JAYME SYFU, MANILA	DENTSU JAYME SYFU, MANILA	EFFECTIVE
EF02/015	FLAWLESS FOR ALL	BELO ESSENTIALS (PRODUCT: BELO BB BODY CREAM)	NUWORKS INTERACTIVE LABS, INC., MANILA	NUWORKS INTERACTIVE LABS, INC., MANILA	EFFECTIVE
EF02/018	STOP DOWNLOADKILL	BUSAN METROPOLITAN POLICE AGENCY	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	EFFECTIVE
EF02/020	CAPTURE	SURE	MCCANN WORLDGROUP THAILAND, BANGKOK	MCCANN WORLDGROUP THAILAND, BANGKOK	EFFECTIVE