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ADFEST 2019
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DAY



ENTRIES LIST

eCOMMERCE LOTUS

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ALL ENTRIES

CATEGORY EC01: FOOD & BEVERAGE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
EC01/001	TASTE FIRST. LABEL SECOND.	MIRAI SAKE STORE	HAKUHODO I-STUDIO INC.	TOKYO
EC01/002	VEGI-BUS	VEGI-BUS	HAKUHODO INC.	TOKYO
EC01/003	OREO OBOX	OREO	INSPIRE INTEGRATED MARKETING COMMUNICATIONS	SHANGHAI
EC01/004	OIL HIJACK	PINDUODUO	BEIJING DENTSU ADVERTISING CO., LTD	BEIJING

CATEGORY EC02: BEAUTY, HEALTH & PERSONAL CARE

NO ENTRY

CATEGORY EC03: FASHION, SPORTS & ACCESSORIES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
EC03/001	NEVER DONE SHOP	NIKE	AKQA SHANGHAI	SHANGHAI
EC03/002	THE X DANCE	LEE X-LINE	MCCANN WORLDGROUP HONG KONG	HONG KONG

CATEGORY EC04: HOUSEHOLD PRODUCTS & MAINTENANCE

NO ENTRY

CATEGORY EC05: ELECTRONICS, HOME APPLIANCES & FURNISHING

NO ENTRY

CATEGORY EC06: CARS, OTHER VEHICLES, ACCESSORIES & AUTO SERVICES

NO ENTRY

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CATEGORY EC07: RETAIL

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
EC07/001	11 SHOPPING HOLIDAY CAMPAIGN	11STREET	SM CULTURE AND CONTENTS	SEOUL
EC07/002	SHOP2GIVE	UNILEVER	GIGIL	MANILA

CATEGORY EC08: TRAVEL & LEISURE, ENTERTAINMENT & COMMUNICATION MEDIA

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
EC08/001	THE LOW-BUDGET MANGA PARODY	KODANSHA COMICS	DENTSU INC.	TOKYO
EC08/002	SAMURAI AVATAR	IS JAPAN COOL?	ENJIN TOKYO	TOKYO
EC08/003	THE BOT OFFICE	DISNEY	DENTSU X	SINGAPORE

CATEGORY EC09: FINANCE, COMMERCIAL PUBLIC SERVICES, BUSINESS PRODUCTS & SERVICES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
EC09/001	THE ALGORITHM AGENT	STANDARD CHARTERED SIMPLY CASH VISA	TBWA\ HONG KONG	HONG KONG
EC09/002	WE REMIT	TENCENT	TENCENT	SHENZHEN

CATEGORY EC10: CORPORATE IMAGE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
EC10/001	OGASAWARA 50 COLORS	OGASAWARA ISLANDS	DAIKO ADVERTISING INC.	TOKYO
EC10/002	UNSUAY	PRUCANCER X	BONSEY JADEN PTE LTD	SINGAPORE

CATEGORY EC11: CORPORATE SOCIAL RESPONSIBILITY

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
EC11/001	WE REMIT	TENCENT	TENCENT	SHENZHEN



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CATEGORY EC12: PUBLIC SERVICES & CAUSE APPEALS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
EC12/001	CHECK UP BEFORE CHECK UP	THAI HEALTH PROMOTION FOUNDATION	THE LEO BURNETT GROUP THAILAND	BANGKOK
EC12/002	#KIDSNOTFORSALE	SNAPDEAL AND SAVE THE CHILDREN	WAT MEDIA PVT	MUMBAI

CATEGORY LREC: LOTUS ROOTS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
LREC/001	VEGI-BUS	VEGI-BUS	HAKUHODO INC.	TOKYO
LREC/002	WE REMIT	TENCENT	TENCENT	SHENZHEN

AS OF 12 MAR 2019