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ADFEST 2019  
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# **ENTRIES LIST**

**EFFECTIVE LOTUS**

# EFFECTIVE LOTUS

# ALL ENTRIES

## CATEGORY EF01: EFFECTIVE LOTUS: CAMPAIGN SUCCESS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
EF01/001	COSPLAY ENCYCLOPEDIA	ANIMAL ENCYCLOPEDIA "MOVE"	DENTSU INC.	TOKYO
EF01/002	NIKE REACT STUNT	NIKE CHINA	WIEDEN+KENNEDY SHANGHAI	SHANGHAI
EF01/003	THE TRIP YOU HAVE PROMISED	CHINA AIRLINES	LEO BURNETT TAIWAN	TAIPEI
EF01/004	UNFORGETTABLE BAG	TESCO MALAYSIA	GREY WORLDWIDE SDN BHD	KUALA LUMPUR
EF01/005	FRIENDSHIT	K PLUS	GREY NJ UNITED	BANGKOK
EF01/006	BLACK SPOTS CAMPAIGN	TAIWAN STAR TELECOM CO., LTD.	X-LINE CO., LTD. (DENTSU)	TAIPEI
EF01/007	MAE-MA-NEE MONEY SOLUTION	SIAM COMMERCIAL BANK	RABBIT DIGITAL GROUP COMPANY LIMITED	BANGKOK
EF01/008	BE SAFETY LEADERS: AMAZING ROADS	TOYOTA SAFETY FEATURES	PT DENTSU INDONESIA	JAKARTA
EF01/009	WINE IS NORMAL	EMART	TBWA KOREA	SEOUL
EF01/010	OSHI TOPPO - THE PERFECT ALLY IN THE CRUNCHY WORLD	LOTTE THAILAND	DENTSU X (THAILAND) CO., LTD	BANGKOK
EF01/011	TNGA SENSATION CHALLENGE	TOYOTA MOTOR THAILAND CO.,LTD.	DELPHYS HAKUHODO (THAILAND) CO., LTD.	BANGKOK
EF01/012	PK CARD, A WIN-WIN COLLABORATION BY CONNECTING DATA FROM 2 LEADING BRANDS!	PIZZA HUT & KFC	DENTSUX TAIWAN	TAIPEI
EF01/013	TONS OF REAL HAPPINESS	MITSUBISHI XPANDER	H:THREE	JAKARTA
EF01/014	COCA-COLA FACES OF THE CITY	COCA-COLA	MCCANN WORLDGROUP CHINA	SHANGHAI
EF01/015	SMOOOOOTH	CARLSBERG	MCCANN WORLDGROUP HONG KONG	HONG KONG
EF01/016	RED RESTAURANTS LIST	TAKASAKI CITY	HAKUHODO KETTLE INC.	TOKYO
EF01/017	#ANAKBANGSABISA	GOJEK	GO-JEK INDONESIA	JAKARTA
EF01/018	PUCCHO A-N 4D GOGGLES	PUCCHO	PYRAMIDFILM QUADRA INC.	TOKYO
EF01/019	GIRL FROM NOWHERE	GMM GRAMMY	THE SOUR BANGKOK CO., LTD.	BANGKOK
EF01/020	DELICIOUS DECIBELS (AYAM GORENG MCD)	MCDONALD'S MALAYSIA	STAR REACHER ADVERTISING SDN BHD	KUALA LUMPUR
EF01/021	WE REMIT	TENCENT	TENCENT	SHENZHEN

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CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
EF01/022	THE BUDDAH'S PROVIDER	TENCENT	TENCENT	SHENZHEN
EF01/023	CIGNA UNDERSTANDS TAKE CONTROL.	CIGNA	MRM//MCCANN	BANGKOK
EF01/024	FERTILE FARMING LIFE	KAIMOOK	MCCANN WORLDGROUP THAILAND	BANGKOK
EF01/025	OREO 2018 CREATIVE CAMPAIGN	OREO	SHANGHAI BRO ADVERTISING CO., LTD.	SHANGHAI
EF01/026	BREAK AWAY FROM UNNECESSARY	ACER SWIFT NOTEBOOK	UNITED ASATSU INTERNATIONAL LTD.	TAIPEI
EF01/027	THE LOCAL AMBASSADOR	UNIQLO ROADSIDE STORE	THE LEO BURNETT GROUP THAILAND	BANGKOK
EF01/028	MY SUZUKI MY STORY	SUZUKI	ORIENTM MCCANN	KARACHI
EF01/029	MIX TEA WORLD RECORD	NESTLE EVERYDAY	ORIENTM MCCANN	KARACHI
EF01/030	TENCENT DNF CARNIVAL 2018	TENCENT DNF	GEORGE P JOHNSON	SHANGHAI
EF01/031	AL UMOBUWAH: PUTTING 'MUM' INTO 'PARENTHOOD'	BABYSHOP	FP7 DUBAI	DUBAI
EF01/032	THE WOMAN BEHIND THE VEIL	AL RAJHI BANK	FP7 DUBAI	DUBAI
EF01/033	THE LEAST ACTIVE KIDS IN HISTORY	OMO	FP7 DUBAI	DUBAI
EF01/034	GENERATIONS OF CARE	VICKS INDIA	PUBLICIS SINGAPORE	SINGAPORE
EF01/035	INFINITE FUTURES	UNIVERSITY OF MELBOURNE	MCCANN MELBOURNE	MELBOURNE
EF01/036	BADYA THE CREATIVE CITY	BADYA	FP7/CAI	CAIRO
EF01/037	PAYTM GOLD: INDIA'S DIGITAL LOCKER	PAYTM	MCCANN WORLDGROUP INDIA	MUMBAI
EF01/038	THE WORLD'S LONGEST CATALOGUE	IKEA	MCCANN WORLDGROUP INDIA	MUMBAI
EF01/039	NOON ASSEMBLY	KWALITY MILK	MCCANN WORLDGROUP INDIA	MUMBAI

## CATEGORY EF02: EFFECTIVE LOTUS: SMALL BUDGET

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
EF02/001	MCDELIVERY PIN	MCDONALD'S	LEO BURNETT MANILA	MANILA
EF02/002	A TABLE TO END HUNGER	THE HUNGER PROJECT	MCCANN MELBOURNE	MELBOURNE
EF02/003	THE ELECTRICITY FEE SNACK	ALIPAY	BEEKU COMMUNIICATION	BEIJING

**EFFECTIVE LOTUS**
**ALL ENTRIES**

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
EF02/004	DR. INTERNET	KONSULTAMD	GIGIL	MANILA
EF02/005	STUDS	LEVI'S	GIGIL	MANILA
EF02/006	THE X DANCE	LEE X-LINE	MCCANN WORLDGROUP HONG KONG	HONG KONG
EF02/007	HUNGRY PUFFS	FOODBANK WA	THE BRAND AGENCY	PERTH
EF02/008	WE REMIT	TENCENT	TENCENT	SHENZHEN
EF02/009	TALKTOTHEDEAD	THE SAMARITANS OF THAILAND	CHEIL (THAILAND) LTD	BANGKOK
EF02/010	HUAWEI IJACK	HUAWEI	DENTSU X	SINGAPORE
EF02/011	DISGUSTING STORIES	BAHAY TULUYAN PHILIPPINES (SHELTER HOUSE)	TBWA\SANTIAGO MANGADA PUNO	MANILA
EF02/012	LOVE IS ALL WE NEED	LAGABLAB NETWORK	PROPEL MANILA	MANILA
EF02/013	#POWERLESSQUEEN	PROJECT NANHI KALI	WAT MEDIA PVT	MUMBAI
EF02/014	#GIVESUBTITLESTOSUICIDE	SUICIDE PREVENTION INDIA FOUNDATION	WAT MEDIA PVT	MUMBAI
EF02/015	#KIDSNOTFORSALE	SNAPDEAL AND SAVE THE CHILDREN	WAT MEDIA PVT	MUMBAI
EF02/016	SWEET CHANGE	PAYTM	MCCANN WORLDGROUP INDIA	MUMBAI
EF02/017	5 WORDS THAT MADE TOILETS INDIA'S NEW STATUS SYMBOL	HARPIC	MCCANN WORLDGROUP INDIA	MUMBAI
EF02/018	MAKING THE INVISIBLE VISIBLE	DETTOL	MCCANN WORLDGROUP INDIA	MUMBAI
EF02/019	THE WORLD'S LONGEST CATALOGUE	IKEA	MCCANN WORLDGROUP INDIA	MUMBAI

**CATEGORY EF03: EF03 EFFECTIVE LOTUS: LONG-TERM CREATIVITY <sup>\*NEW\*</sup>**

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
EF03/001	SHELL RETAIL - TRAVELLING TO SUPPORT AWAY TEAM	SHELL RETAIL	EXUNIQ	GUANGZHOU
EF03/002	RED RESTAURANTS LIST	TAKASAKI CITY	HAKUHODO KETTLE INC.	TOKYO
EF03/003	THE BOT OFFICE	DISNEY	DENTSU X	SINGAPORE



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CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
EF03/004	COCA-COLA 17 FOODIE FESTIVAL	COCA-COLA	MEITUAN DIANPING	SHANGHAI
EF03/005	UNIVERSITY PRIDE	NESCAFE	FP7/CAI	CAIRO

### CATEGORY LREF: LOTUS ROOTS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
LREF/001	MAE-MA-NEE MONEY SOLUTION	SIAM COMMERCIAL BANK	RABBIT DIGITAL GROUP COMPANY LIMITED	BANGKOK
LREF/002	COCA-COLA FACES OF THE CITY	COCA-COLA	MCCANN WORLDGROUP CHINA	SHANGHAI
LREF/003	RED RESTAURANTS LIST	TAKASAKI CITY	HAKUHODO KETTLE INC.	TOKYO
LREF/004	LOVE IS ALL WE NEED	LAGABLAB NETWORK	PROPEL MANILA	MANILA
LREF/005	AL UMOBUWAH: PUTTING 'MUM' INTO 'PARENTHOOD'	BABYSHOP	FP7 DUBAI	DUBAI
LREF/006	RAKSHA KI CHOODIYAAN (BANGLES THAT PROTECT)	AAKAR INNOVATIONS	WAT MEDIA PVT	MUMBAI
LREF/007	PAYTM GOLD: INDIA'S DIGITAL LOCKER	PAYTM	MCCANN WORLDGROUP INDIA	MUMBAI

AS OF 12 MAR 2019