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ADFEST 2019
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DAY



ENTRIES LIST

INTERACTIVE LOTUS



INTERACTIVE LOTUS

ALL ENTRIES

WEBSITE SUB-CATEGORIES

CATEGORY IT01: WEBSITE: BEST CONSUMER WEBSITE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IT01/001	BUDDIENCE	NARA UNIVERSITY	HAKUHODO I-STUDIO INC.	TOKYO
IT01/002	DONATE YOUR FACE	OPERATION SMILE	CHEIL CHINA	BEIJING

CATEGORY IT02: WEBSITE: SELF-PROMOTION & CORPORATE WEBSITE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IT02/001	SAMURAI AVATAR	IS JAPAN COOL?	ENJIN TOKYO	TOKYO

DIGITAL INTEGRATED CAMPAIGN SUB-CATEGORIES

CATEGORY IT03: DIGITAL INTEGRATED CAMPAIGN: FAST MOVING CONSUMER GOODS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IT03/001	TO SHARE OR NOT TO SHARE	YUKIMI DAIFUKU	DENTSU INC.	TOKYO
IT03/002	RECIPEOKE	SPAM® BRAND	BBDO GUERRERO	MANILA
IT03/003	THE LEAST ACTIVE KIDS IN HISTORY	OMO	FP7 DUBAI	DUBAI
IT03/004	GOULBURN VALLEY FOOD TOURS	GOULBURN VALLEY	LEO BURNETT MELBOURNE	MELBOURNE

CATEGORY IT04: DIGITAL INTEGRATED CAMPAIGN: DURABLE CONSUMER GOODS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IT04/001	SUPER AIR DOWN DRONE ATTACK	THE NORTH FACE	INNORED	SEOUL

INTERACTIVE LOTUS

ALL ENTRIES

CATEGORY IT05: DIGITAL INTEGRATED CAMPAIGN: CARS, OTHER VEHICLES, ACCESSORIES & AUTO SERVICES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IT05/001	TIME TRAVEL NAVIGATOR	THE WEEKEND EXPLORER	HAKUHODO I-STUDIO INC.	TOKYO
IT05/002	PROPILOT HOTEL	PROPILOT	TBWA\HAKUHODO INC.	TOKYO
IT05/003	THE 10 TH ACCORD LAUNCH CAMPAIGN	GAC HONDA ACCORD	GIMC-HAKUHODO INTEGRATED MARKETING CO., LTD.	GUANGZHOU
IT05/004	WE ARE NOT THE SAME	HONDA HR V	LEO BURNETT MELBOURNE	MELBOURNE

CATEGORY IT06: DIGITAL INTEGRATED CAMPAIGN: FINANCE, COMMERCIAL PUBLIC SERVICES, BUSINESS PRODUCTS & SERVICES

NO ENTRY

CATEGORY IT07: DIGITAL INTEGRATED CAMPAIGN: RETAIL, TRAVEL, ENTERTAINMENT & COMMUNICATION MEDIA

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IT07/001	THE LOW-BUDGET MANGA PARODY	KODANSHA COMICS	DENTSU INC.	TOKYO
IT07/002	A SINGING MASTERPIECE	TENCENT	TENCENT	SHENZHEN

CATEGORY IT08: DIGITAL INTEGRATED CAMPAIGN: CORPORATE IMAGE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IT08/001	CONNECTED SILENCE: A DAY WITHOUT INTERNET IN BALI	CORPORATE & BROADBAND	NARRADA COMMUNICATIONS	JAKARTA

INTERACTIVE LOTUS

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CATEGORY IT09: DIGITAL INTEGRATED CAMPAIGN: CORPORATE SOCIAL RESPONSIBILITY

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IT09/001	MAKE MY IDEA	SAMSUNG	LEO BURNETT SYDNEY	SYDNEY
IT09/002	CLOSE OPEN DEFECATION	WE ARE WATER FOUNDATION INDIA	DENTSU IMPACT PRIVATE LIMITED (DENTSU AEGIS NETWORK)	GURGAON
IT09/003	VOICE UP FOR WILDERNESS	THE SOCIETY OF WILDERNESS	DENTSUX TAIWAN	TAIPEI
IT09/004	#FORESTRESCUE	THE FORESTIAS BY MODC	J. WALTER THOMPSON	BANGKOK
IT09/005	THE BUDDAH'S PROVIDER	TENCENT	TENCENT	SHENZHEN
IT09/006	#POWERLESSQUEEN	PROJECT NANHI KALI	WAT MEDIA PVT	MUMBAI
IT09/007	#KIDSNOTFORSALE	SNAPDEAL AND SAVE THE CHILDREN	WAT MEDIA PVT	MUMBAI

DIGITAL DESIGN SUB-CATEGORIES

CATEGORY IT10: USER EXPERIENCE ON WEBSITE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IT10/001	WOMENWILL THE DIVIDE AND DATA EXPLORER	WOMENWILL	GOOGLE	TOKYO
IT10/002	EMPATHIC JUKEBOX	POCKY	HAKUHODO INC.	OSAKA
IT10/003	SAMURAI AVATAR	IS JAPAN COOL?	ENJIN TOKYO	TOKYO
IT10/004	THE LAST LETTER	U-CAN	HAKUHODO INC.	TOKYO
IT10/005	GOULBURN VALLEY FOOD TOURS	GOULBURN VALLEY	LEO BURNETT MELBOURNE	MELBOURNE

CATEGORY IT11: WEB BANNER, DISPLAY AD, RICH MEDIA

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IT11/001	HI I AM UNIQLO	UNIQLO ROADSIDE STORE	THE LEO BURNETT GROUP THAILAND	BANGKOK
IT11/002	THE BUDDAH'S PROVIDER	TENCENT	TENCENT	SHENZHEN
IT11/003	FULL STOP DELIVERY	MCDONALD'S	TBWA (THAILAND) CO.,LTD	BANGKOK

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CATEGORY IT12: GAME

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IT12/001	NIKE REACTLAND	NIKE CHINA	WIEDEN+KENNEDY SHANGHAI	SHANGHAI
IT12/002	THE DRAW-ALONG SONG WITH NO ONE ANSWER	GREENDAKARA	DENTSU CREATIVE X INC.	TOKYO
IT12/003	CAR CURLING	HYUNDAI MOTOR COMPANY	INNOCEAN WORLDWIDE	SEOUL

CATEGORY IT13: UTILITY

NO ENTRY

CATEGORY IT14: APPLICATION

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IT14/001	WE REMIT	TENCENT	TENCENT	SHENZHEN

ONLINE VIDEO SUB-CATEGORIES

CATEGORY IT15: VDO, SERIES & WEBISODE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IT15/001	DRAMABAIT CAM	HISTORY CHANNEL	THE GOVT PTE LTD	SINGAPORE
IT15/002	ZEMILY'S MASTERPIECE: SINGAPORE'S YOUNGEST DIRECTOR	OCBC MIGHTY SAVERS	THE GOVT PTE LTD	SINGAPORE
IT15/003	RECIPEOKE	SPAM® BRAND	BBDO GUERRERO	MANILA
IT15/004	MAKE IT A RUNWAY	TOMMY HILFIGER	ADK CREATIVE ONE	TOKYO
IT15/005	HOUSE OF LITTLE MOMENTS SEASON 3	UNI NOODLE	UNITED ASATSU INTERNATIONAL LTD.	TAIPEI
IT15/006	WATCHING OBSESSION	LINE TV	CJ WORX	BANGKOK

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CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IT15/007	KTB YOUNG MAN AND THE SEAL	KRUNGTHAI BANK	CJ WORX	BANGKOK
IT15/008	WE ARE NOT THE SAME	HONDA HR V	LEO BURNETT MELBOURNE	MELBOURNE
IT15/009	UNWRITTEN REVIEWS- MAREE CLARKE	MELBOURNE INTERNATIONAL FILM FESTIVAL	MCCANN MELBOURNE	MELBOURNE

CATEGORY IT16: VIRAL VDO

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IT16/001	THE TRIP YOU HAVE PROMISED	CHINA AIRLINES	LEO BURNETT TAIWAN	TAIPEI
IT16/002	THE ROAD GUARDIAN	HENG DIRECT BROKER CO., LTD	RABBIT DIGITAL GROUP COMPANY LIMITED	BANGKOK
IT16/003	WINE IS NORMAL	EMART	TBWA KOREA	SEOUL
IT16/004	HAYA-BEN HACKERS	YAKULT JOIE	HAKUHODO INC.	TOKYO
IT16/005	THE KAWAII TWEAK HAZARD SONG	GATSBY PERFECT SKIN LOTION	DENTSU INC.	TOKYO
IT16/006	AS NEVER BEFORE	TOYOTA VIOS	HAKUHODO MALAYSIA	KUALA LUMPUR
IT16/007	ALIENATION	MAX'S RESTAURANT	PETCH	MANILA
IT16/008	WITHDRAWN			
IT16/009	NATURE KNOWS BEST	WATER CORPORATION	THE BRAND AGENCY	PERTH
IT16/010	DISGUSTING STORIES	BAHAY TULUYAN PHILIPPINES (SHELTER HOUSE)	TBWA\SANTIAGO MANGADA PUNO	MANILA
IT16/011	AUTOADS	CARSALES.COM.AU	CHE PROXIMITY	MELBOURNE
IT16/012	ONE IN A MILLION	VICKS INDIA	PUBLICIS SINGAPORE	SINGAPORE

CATEGORY IT17: INTERACTIVE VDO

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IT17/001	HEARPRINT	COCHLEAR	CHE PROXIMITY	MELBOURNE
IT17/002	VOTE LOVE STORY	PANTENE	GREY TOKYO	TOKYO
IT17/003	THE SONG LETTER	NTT DOCOMO	HAKUHODO INC.	TOKYO

INTERACTIVE LOTUS

ALL ENTRIES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IT17/004	BREAK AWAY FROM UNNECESSARY	ACER SWIFT NOTEBOOK	UNITED ASATSU INTERNATIONAL LTD.	TAIPEI
IT17/005	#GIVESUBTITLESTOSUICIDE	SUICIDE PREVENTION INDIA FOUNDATION	WAT MEDIA PVT	MUMBAI
IT17/006	BLINK TEST	JIMMY NELSON FOUNDATION	J. WALTER THOMPSON INDIA	MUMBAI

BEST USE OF TECHNOLOGY SUB-CATEGORIES

CATEGORY IT18: USE OF DIGITAL TECHNOLOGY

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IT18/001	UNMUTE DANIEL	SINGAPORE CHILDREN'S SOCIETY	MULLENLOWE SINGAPORE	SINGAPORE
IT18/002	HEARPRINT	COCHLEAR	CHE PROXIMITY	MELBOURNE
IT18/003	GODZILLA NIGHTS	MICROSOFT HOLOLENS, MICROSOFT AZURE	MOMENTUM WORLDWIDE	TOKYO
IT18/004	BOSSY-TALK DETECTOR	YOHO BREWING	DENTSU INC.	TOKYO
IT18/005	BIXBY VOICE FOREVER	BIXBY VOICE ASSISTANT	CHEIL WORLDWIDE	SEOUL
IT18/006	KUPU	SPARK NEW ZEALAND	COLENZO BBDO	AUCKLAND
IT18/007	DEEP LEARNING JAPAN	RETRIP	HAKUHODO INC.	TOKYO
IT18/008	STRADIVARIUS: TIMELESS JOURNEY	TOKYO STRADIVARIUS FESTIVAL 2018	DENTSU INC.	TOKYO
IT18/009	SKETCHCOOK	OTSUKA PHARMACEUTICAL CO.,LTD.	DENTSU INC.	TOKYO
IT18/010	BONS-AI	TDK	ADK MARKETING SOLUTIONS INC.	TOKYO

CATEGORY IT19: BEST USE OF A PROTOTYPE TECHNOLOGY

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IT19/001	YOUR AI ENSEMBLE PARTNER YOO	YOO	HAKUHODO I-STUDIO INC.	TOKYO
IT19/002	PROPILOT HOTEL	PROPILOT	TBWA\HAKUHODO INC.	TOKYO
IT19/003	SAMURAI AVATAR	IS JAPAN COOL?	ENJIN TOKYO	TOKYO
IT19/004	TRULY INTERACTIVE PRESENTATION	BIG MEDIA CONFERENCE	DENTSUX TAIWAN	TAIPEI
IT19/005	CATPLING	NON-PROFIT	ARMZ INC.	TOKYO

INTERACTIVE LOTUS

ALL ENTRIES

CATEGORY IT20: USE OF DATA

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IT20/001	GOOGLE MAPS 2 WHEELERS	GOOGLE MAPS	TOASTER LTD SINGAPORE BRANCH	SINGAPORE
IT20/002	GOOGLE FOOTBALL ANSWERS MADE EASY	GOOGLE SEARCH	TOASTER LTD SINGAPORE BRANCH	SINGAPORE
IT20/003	THE ALGORITHM AGENT	STANDARD CHARTERED SIMPLY CASH VISA	TBWA\ HONG KONG	HONG KONG
IT20/004	AROMA TRAVEL TEA	GOLD COAST	DENTSU ISOBAR	TOKYO
IT20/005	BUDDIENCE	NARA UNIVERSITY	HAKUHODO I-STUDIO INC.	TOKYO
IT20/006	AUTOADS	CARSales.COM.AU	CHE PROXIMITY	MELBOURNE
IT20/007	OIL HIJACK	PINDUODUO	BEIJING DENTSU ADVERTISING CO., LTD	BEIJING
IT20/008	PROJECT REVOICE	THE ALS ASSOCIATION	BWM DENTSU	SYDNEY
IT20/009	RAINFOGRAPHICS	DENTSU INC.	DENTSU INC.	TOKYO
IT20/010	WONDER OF THAI HERBS	THAI HERBS	THE LEO BURNETT GROUP THAILAND	BANGKOK
IT20/011	THE BOT OFFICE	DISNEY	DENTSU X	SINGAPORE

CATEGORY IT21: USE OF SOCIAL

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IT21/001	SACRIFICE FOR THE CROWN	NETFLIX PTE. LTD.	RABBIT DIGITAL GROUP COMPANY LIMITED	BANGKOK
IT21/002	MAKE IT A RUNWAY	TOMMY HILFINGER	ADK CREATIVE ONE	TOKYO
IT21/003	AKUMA NO KIMURA (DEMONICALLY SPICY RAMEN)	CHICKEN RAMEN	DENTSU INC.	TOKYO
IT21/004	TO SHARE OR NOT TO SHARE	YUKIMI DAIHUKU	DENTSU INC.	TOKYO
IT21/005	VISA TRAVEL TRICK	VISA	BBDO TAIWAN	TAIPEI
IT21/006	720 HOURS OF YOUTH	YIMOBILE	HAKUHODO KETTLE INC.	TOKYO
IT21/007	THE BUDDAH'S PROVIDER	TENCENT	TENCENT	SHENZHEN
IT21/008	PRESSURE PK	TAG HEUER	ULTRASUPERNEW	TOKYO
IT21/009	WRONG WORLD FINALS	SNICKERS	BBDO GUERRERO	MANILA

CATEGORY IT22: SOCIAL APP & TOOLS

NO ENTRY

CATEGORY LRIT: LOTUS ROOTS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
LRIT/001	WOMENWILL THE DIVIDE CAMPAIGN	WOMENWILL	GOOGLE	TOKYO
LRIT/002	BOSSY-TALK DETECTOR	YOHO BREWING	DENTSU INC.	TOKYO
LRIT/003	VOICE UP FOR WILDERNESS	THE SOCIETY OF WILDERNESS	DENTSUX TAIWAN	TAIPEI
LRIT/004	PERFORMING NATIONAL TREASURE	KENNINJI	HAKUHODO INC.	TOKYO
LRIT/005	ALIENATION	MAX'S RESTAURANT	PETCH	MANILA
LRIT/006	WITHDRAWN			
LRIT/007	HAIR TALK	SUNSILK	J. WALTER THOMPSON	BANGKOK

AS OF 12 MAR 2019