

TMRW
ADFEST 2019
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BRANDED ENTERTAINMENT LOTUS

FINALIST

CATEGORY BC01: BEST USE OF FICTION FILM

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BC01/005	THE TRIP YOU HAVE PROMISED	CHINA AIRLINES	LEO BURNETT TAIWAN, TAIPEI	LEO BURNETT TAIWAN, TAIPEI	FINALIST
BC01/006	FRIENDSHIT	K PLUS	GREYNJ UNITED, BANGKOK	GREYNJ UNITED, BANGKOK	FINALIST
BC01/016	GIRL FROM NOWHERE	GMM GRAMMY	SOUR BANGKOK, BANGKOK	THE SOUR BANGKOK CO., LTD., BANGKOK	FINALIST

CATEGORY BC02: BEST USE OF NON-FICTION FILM

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BC02/011	ONE IN A MILLION	VICKS INDIA	PUBLICIS SINGAPORE, SINGAPORE	PUBLICIS SINGAPORE, SINGAPORE	FINALIST
BC02/014	BEST ACTRESS HIJACK	RAINLILY	CHEIL WORLDWIDE, HONG KONG	CHEIL WORLDWIDE, HONG KONG	FINALIST

CATEGORY BC03: BEST USE OF MUSIC

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BC03/003	A SINGING MASTERPIECE	TENCENT	TENCENT, SHENZHEN	TENCENT, SHENZHEN	FINALIST

CATEGORY BC04: BEST USE OF PRINT & CONVENTIONAL OUTDOOR

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BC04/002	PAINTED BY PAINT	DULUX	TAPROOT DENTSU, MUMBAI	TAPROOT DENTSU, MUMBAI	FINALIST

CATEGORY BC05: BEST USE OF EXPERIENTIAL

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BC05/001	NIKE REACTLAND	NIKE CHINA	WIEDEN+KENNEDY SHANGHAI, SHANGHAI	WIEDEN+KENNEDY SHANGHAI, SHANGHAI	FINALIST
BC05/002	THE THREE-POINTED-STAR COURT	MERCEDES-BENZ	LEO BURNETT TAIWAN, TAIPEI	LEO BURNETT TAIWAN, TAIPEI	FINALIST
BC05/013	THE NIGHT. REIMAGINED	SAMSUNG VIVID SYDNEY	LEO BURNETT, SYDNEY/ IMAGINATION AUSTRALIA, SYDNEY	LEO BURNETT SYDNEY, SYDNEY	FINALIST

CATEGORY BC06: BEST USE OF INTERACTIVE & SOCIAL MEDIA

NO FINALIST

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CATEGORY BC07: BEST USE OF USER GENERATED CONTENT

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BC07/004	LICK AWAY BAD DAY	NETFLIX	WOLF BANGKOK, BANGKOK	WOLF BANGKOK, BANGKOK	FINALIST
BC07/006	M ART M'S	M&M'S	BBDO JAPAN, TOKYO	I&S BBDO INC., TOKYO	FINALIST

CATEGORY BC08: BEST USE OF BRAND INTEGRATION

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BC08/001	PETAL PAINT	JAT PAINTS	LEO BURNETT, COLOMBO/ LEO BURNETT, TORONTO	LEO BURNETT, COLOMBO	FINALIST
BC08/002	GIRL FROM NOWHERE	GMM GRAMMY	SOUR BANGKOK, BANGKOK	THE SOUR BANGKOK CO., LTD., BANGKOK	FINALIST

CATEGORY BC09: BEST USE OF TALENT

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BC09/001	PRIDE JERSEY	AIG JAPAN HOLDINGS	TBWA\HAKUHODO INC., TOKYO	TBWA\HAKUHODO INC., TOKYO	FINALIST
BC09/008	HAIR TALK	SUNSIK	J. WALTER THOMPSON BANGKOK, BANGKOK	J. WALTER THOMPSON, BANGKOK	FINALIST

CATEGORY BC10: BEST USE OF GAMES

NO FINALIST

CATEGORY BC11: BEST USE OF SPORTS

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BC11/001	THE THREE-POINTED-STAR COURT	MERCEDES-BENZ	LEO BURNETT TAIWAN, TAIPEI	LEO BURNETT TAIWAN, TAIPEI	FINALIST
BC11/002	PRIDE JERSEY	AIG JAPAN HOLDINGS	TBWA\HAKUHODO INC., TOKYO	TBWA\HAKUHODO INC., TOKYO	FINALIST
BC11/003	STAY BRILLIANT	MARRIOTT HOTELS	OGILVY HONG KONG, HONG KONG	OGILVY & MATHER GROUP HK, HONG KONG	FINALIST

CATEGORY BC12: BEST INTEGRATED CAMPAIGN

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BC12/002	FRIENDSHIT	K PLUS	GREYNJ UNITED, BANGKOK	GREYNJ UNITED, BANGKOK	FINALIST