

TMRW
ADFEST 2019
T
DAY



FINALIST
DESIGN LOTUS

CATEGORY DE01: CORPORATE IDENTITY

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DE01/004	HARMONIOUS INTEGRATION	FINTEK	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST

CATEGORY DE02: PRODUCT DESIGN: CONSUMER PRODUCTS

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DE02/004	PRIDE JERSEY	AIG JAPAN HOLDINGS	TBWA\HAKUHODO INC., TOKYO	TBWA\HAKUHODO INC., TOKYO	FINALIST
DE02/005	7 DAYS BRAILLE SOCKS	I HATE MONDAY	INNOCEAN WORLDWIDE, SEOUL	INNOCEAN WORLDWIDE, SEOUL	FINALIST
DE02/010	PASS ON THE BLESSING	SAVE THE CHILDREN	J. WALTER THOMPSON HONG KONG, HONG KONG	J. WALTER THOMPSON HONG KONG, HONG KONG	FINALIST

CATEGORY DE03: PRODUCT DESIGN: INNOVATIVE & SUSTAINABLE DESIGN

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DE03/005	PRIDE JERSEY	AIG JAPAN HOLDINGS	TBWA\HAKUHODO INC., TOKYO	TBWA\HAKUHODO INC., TOKYO	FINALIST
DE03/007	PETAL PAINT	JAT PAINTS	LEO BURNETT, COLOMBO/ LEO BURNETT, TORONTO	LEO BURNETT, COLOMBO	FINALIST
DE03/011	PROJECT REVOICE	THE ALS ASSOCIATION	BWM DENTSU, SYDNEY	BWM DENTSU, SYDNEY	FINALIST
DE03/013	HUNGRY PUFFS	FOODBANK WA	THE BRAND AGENCY, PERTH	THE BRAND AGENCY, PERTH	FINALIST
DE03/014	THIS IS A TREE	PACIFIC PAINT (BOYSEN) PHILIPPINES INC	TBWA\SANTIAGO MANGADA PUNO, MANILA	TBWA\SANTIAGO MANGADA PUNO, MANILA	FINALIST
DE03/018	CLEVER CASH	CLEVER CASH	HAKUHODO INDONESIA, JAKARTA	HAKUHODO INDONESIA, JAKARTA	FINALIST
DE03/020	BLINK TO SPEAK	NEUROGEN BRAIN AND SPINE INSTITUTE	TBWA\INDIA, MUMBAI	TBWA INDIA, MUMBAI	FINALIST

CATEGORY DE04: PACKAGING DESIGN

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DE04/005	COCA-COLA FACES OF THE CITY	COCA-COLA	MCCANN SHANGHAI, SHANGHAI	MCCANN WORLDGROUP CHINA, SHANGHAI	FINALIST

CATEGORY DE05: BRAND COLLATERAL

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DE05/001	POLLUTED SOAP	GREENPEACE	GREY ADVERTISING HONG KONG LIMITED, HONG KONG	GREY GROUP HONG KONG, HONG KONG	FINALIST
DE05/002	HEARTLAND 365	HEARTLAND BEER	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST
DE05/005	PASS ON THE BLESSING	SAVE THE CHILDREN	J. WALTER THOMPSON HONG KONG, HONG KONG	J. WALTER THOMPSON HONG KONG, HONG KONG	FINALIST
DE05/013	PAINTED BY PAINT	DULUX	TAPROOT DENTSU, MUMBAI	TAPROOT DENTSU, MUMBAI	FINALIST

CATEGORY DE06: POSTER

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DE06/009	OOEDO-ONSEN TABLE-TENNIS CHAMPIONSHIP	TABLE-TENNIS CHAMPIONSHIP	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST
DE06/011	DRAGSTER	KFC HONG KONG	OGILVY HONG KONG, HONG KONG	OGILVY & MATHER GROUP HK, HONG KONG	FINALIST
DE06/012	SHUTTLE	KFC HONG KONG	OGILVY HONG KONG, HONG KONG	OGILVY & MATHER GROUP HK, HONG KONG	FINALIST
DE06/013	HEROES	KFC HONG KONG	OGILVY HONG KONG, HONG KONG	OGILVY & MATHER GROUP HK, HONG KONG	FINALIST
DE06/016	72POSTERS FOR SCHOOL TEAMS PARTICIPATING IN THE HIGH SCHOOL SUMO TOURNAMENT -PROJECT TO INCREASE SUMO WRESTLERS-	KANAZAWA HIGH SCHOOL SUMO WRESTLING TOURNAMENT	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST
DE06/026	FLAVOURFUL OCEAN - SALMON	SUSHI SEI	HAKUHODO INDONESIA, JAKARTA	HAKUHODO INDONESIA, JAKARTA	FINALIST
DE06/027	FLAVOURFUL OCEAN - OCTOPUS	SUSHI SEI	HAKUHODO INDONESIA, JAKARTA	HAKUHODO INDONESIA, JAKARTA	FINALIST
DE06/031	JAPAN	MINISO	HAKUHODO INDONESIA, JAKARTA	HAKUHODO INDONESIA, JAKARTA	FINALIST
DE06/047	ASPIRATION & PERSPIRATION	DENTSU ADVERTISING AWARDS 2018	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST
DE06/048	IRON AND TORQUES	GRAPHIC TRIAL 2018 - EXPERIMENT IN PRINTING EXPRESSION-	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST
DE06/051	BLOCK OUT THE CHAOS: WORLD LEADERS / FOOTBALL MANAGERS	JBL (ITECT LTD)	CHEIL WORLDWIDE, HONG KONG	CHEIL WORLDWIDE, HONG KONG	FINALIST
DE06/052	PAINTED BY PAINT	DULUX	TAPROOT DENTSU, MUMBAI	TAPROOT DENTSU, MUMBAI	FINALIST

CATEGORY DE07: TYPOGRAPHY

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DE07/004	SEEK YOUR WAY (BE PRAISED & BE DISSUADED)	PORTFOLIO NIGHT	SERVICEPLAN CHINA, BEIJING	SERVICEPLAN CHINA, BEIJING	FINALIST
DE07/005	SEEK YOUR WAY (STRONG & WEAK)	PORTFOLIO NIGHT	SERVICEPLAN CHINA, BEIJING	SERVICEPLAN CHINA, BEIJING	FINALIST
DE07/006	SEEK YOUR WAY (AMBITIOUS & FEAR)	PORTFOLIO NIGHT	SERVICEPLAN CHINA, BEIJING	SERVICEPLAN CHINA, BEIJING	FINALIST
DE07/008	20 YEARS OF BLOCKBUSTER JOURNEY	PVR CINEMAS	TREE DESIGN, DELHI	TREE DESIGN, GURGAON	FINALIST

CATEGORY DE08: ILLUSTRATION

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DE08/001	GENOCIDE	STAEDTLER HIGHLIGHTER PENS	PRAKIT ADVERTISING LIMITED, BANGKOK	PRAKIT ADVERTISING LIMITED, BANGKOK	FINALIST
DE08/009	WRONG WORLD FINALS	SNICKERS	BBDO GUERRERO, MANILA	BBDO GUERRERO, MANILA	FINALIST
DE08/010	SAKE ADVENTURE	JAPANESE SAKEMATSURI 2018	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST
DE08/015	FIND A NEW FACE OF "OFURO"	OFUROBU	DENTSU INC., TOKYO/ QUE CORPORATION, TOKYO/ DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST
DE08/024	BLOCK OUT THE CHAOS: WORLD LEADERS / FOOTBALL MANAGERS	JBL (ITECT LTD)	CHEIL WORLDWIDE, HONG KONG	CHEIL WORLDWIDE, HONG KONG	FINALIST

CATEGORY DE09: BOOKS & PUBLICATIONS

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DE09/002	SINCE 1995	KOBE NEWSPAPER	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST
DE09/006	BLINK TO SPEAK	NEUROGEN BRAIN AND SPINE INSTITUTE	TBWA\INDIA, MUMBAI	TBWA INDIA, MUMBAI	FINALIST

CATEGORY DE10: SELF-PROMOTION

NO FINALIST

CATEGORY DE11: POINT OF SALE: SMALL SCALE

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DE11/006	NAZAR BATTU LID	DULUX	TAPROOT DENTSU, MUMBAI	TAPROOT DENTSU, MUMBAI	FINALIST

CATEGORY DE12: POINT OF SALE: LARGE SCALE

NO FINALIST

CATEGORY DE13: MOTION DESIGN

NO FINALIST

CATEGORY DE14: DIGITAL & INTERACTIVE DESIGN

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DE14/006	WRONG WORLD FINALS	SNICKERS	BBDO GUERRERO, MANILA	BBDO GUERRERO, MANILA	FINALIST
DE14/008	DEEP LEARNING JAPAN	RETRIP	HAKUHODO INC., TOKYO/SIX INC., TOKYO	HAKUHODO INC., TOKYO	FINALIST
DE14/010	STRADIVARIUS: TIMELESS JOURNEY	TOKYO STRADIVARIUS FESTIVAL 2018	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST
DE14/011	DUSTSEE	SEOUL METROPOLITAN GOVERNMENT / HOPE BRIDGE	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	FINALIST
DE14/012	PROJECT REVOICE	THE ALS ASSOCIATION	BWM DENTSU, SYDNEY	BWM DENTSU, SYDNEY	FINALIST
DE14/013	THE GOOD VIBES PROJECT	GOOD VIBES	CHEIL WORLDWIDE, GURGAON	CHEIL WORLDWIDE INDIA, GURGAON	FINALIST

CATEGORY DE15: EXHIBITIONS, EVENTS & PUBLIC ENVIRONMENT

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DE15/003	SUBDIVIDED FLAT IN A LANE	SOCIETY FOR COMMUNITY ORGANIZATION (SOCO)	HAKUHODO (HONG KONG), HONG KONG	HAKUHODO HONG KONG, HONG KONG	FINALIST
DE15/007	2018 PYEONGCHANG WINTER OLYMPIC, PARALYMPIC HYUNDAI PAVILION	HYUNDAI MOTOR COMPANY	INNOCEAN WORLDWIDE, SEOUL	INNOCEAN WORLDWIDE, SEOUL	FINALIST
DE15/011	S-PEN ALIVE ON SCREEN	GALAXY NOTE9	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	FINALIST
DE15/015	THIS IS A TREE	PACIFIC PAINT (BOYSEN) PHILIPPINES INC	TBWA\SANTIAGO MANGADA PUNO, MANILA	TBWA\SANTIAGO MANGADA PUNO, MANILA	FINALIST
DE15/024	HANDHELD CONCERT	ROKID	THE NINE SHANGHAI, SHANGHAI	THE NINE SHANGHAI, SHANGHAI	FINALIST

CATEGORY DE16: BEST INTEGRATED DESIGN CAMPAIGN

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DE16/004	PAINTED BY PAINT	DULUX	TAPROOT DENTSU, MUMBAI	TAPROOT DENTSU, MUMBAI	FINALIST