

TMRW
ADFEST 2019
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FINALIST
DIRECT LOTUS

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FINALISTS

CATEGORY DM01: DIRECT MAIL

NO FINALIST

CATEGORY DM02: LOW BUDGET CAMPAIGN

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DM02/003	HUNGRY PUFFS	FOODBANK WA	THE BRAND AGENCY, PERTH	THE BRAND AGENCY, PERTH	FINALIST
DM02/008	PASS ON THE BLESSING	SAVE THE CHILDREN	J. WALTER THOMPSON HONG KONG, HONG KONG	J. WALTER THOMPSON HONG KONG, HONG KONG	FINALIST

CATEGORY DM03: BEST USE OF FILM & AUDIO

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DM03/003	HEARPRINT	COCHLEAR	CHE PROXIMITY, MELBOURNE	CHE PROXIMITY, MELBOURNE	FINALIST
DM03/004	AUTOADS	CARSALES.COM.AU	CHE PROXIMITY, MELBOURNE	CHE PROXIMITY, MELBOURNE	FINALIST

CATEGORY DM04: BEST USE OF PRINT & CONVENTIONAL OUTDOOR

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DM04/002	POSTABLE FUKUSHIMA LOCAL PAPER	FUKUSHIMA-MINPO	DENTSU INC., TOKYO/ DENTSU EAST JAPAN INC., TOKYO	DENTSU INC., TOKYO	FINALIST

CATEGORY DM05: BEST USE OF DIRECT AMBIENT: SMALL SCALE

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DM05/007	FIREVASE	FIREVASE	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	FINALIST
DM05/018	MY CRAYON PROJECT	SHISEIDO	R/GA TOKYO, TOKYO/ SHISEIDO CO., LTD., TOKYO	R/GA TOKYO, TOKYO	FINALIST
DM05/023	FIN FOR A FIN	GLIDE FINS	LEO BURNETT, MELBOURNE	LEO BURNETT MELBOURNE, MELBOURNE	FINALIST

CATEGORY DM06: BEST USE OF DIRECT AMBIENT: LARGE SCALE

NO FINALIST

CATEGORY DM07: BEST USE OF ONLINE

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DM07/003	HEARPRINT	COCHLEAR	CHE PROXIMITY, MELBOURNE	CHE PROXIMITY, MELBOURNE	FINALIST
DM07/004	AUTOADS	CARSALES.COM.AU	CHE PROXIMITY, MELBOURNE	CHE PROXIMITY, MELBOURNE	FINALIST

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CATEGORY DM08: BEST USE OF MOBILE MARKETING

NO FINALIST

CATEGORY DM09: BEST USE OF SOCIAL MEDIA

NO FINALIST

CATEGORY DM10: CO-CREATED & USER GENERATED CONTENT

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DM10/003	AUTOADS	CARSALES.COM.AU	CHE PROXIMITY, MELBOURNE	CHE PROXIMITY, MELBOURNE	FINALIST

CATEGORY DM11: BEST USE OF TECHNOLOGY

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DM11/011	PROJECT REVOICE	THE ALS ASSOCIATION	BWM DENTSU, SYDNEY	BWM DENTSU, SYDNEY	FINALIST

CATEGORY DM12: FIELD MARKETING

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DM12/003	KIDS THAT NO ONE NOTICED	OMO	MULLENLOWE SINGAPORE, SINGAPORE	MULLENLOWE SINGAPORE, SINGAPORE	FINALIST

CATEGORY DM13: DIRECT CAMPAIGN FOR RETENTION/LOYALTY

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DM13/007	RED RESTAURANTS LIST	TAKASAKI CITY	HAKUHODO KETTLE INC., TOKYO	HAKUHODO KETTLE INC., TOKYO	FINALIST

CATEGORY DM14: DIRECT CAMPAIGN FOR LAUNCH/RE-LAUNCH ^{*NEW*}

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DM14/004	DRAMABAIT CAM	HISTORY CHANNEL	GOVT SINGAPORE, SINGAPORE	THE GOVT PTE LTD, SINGAPORE	FINALIST

CATEGORY DM15: BEST INTEGRATED DIRECT CAMPAIGN

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DM15/002	RED RESTAURANTS LIST	TAKASAKI CITY	HAKUHODO KETTLE INC., TOKYO	HAKUHODO KETTLE INC., TOKYO	FINALIST