

TMRROW
ADFEST 2019
T
DAY



FINALIST
EFFECTIVE LOTUS

CATEGORY EF01: EFFECTIVE LOTUS: CAMPAIGN SUCCESS

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
EF01/014	COCA-COLA FACES OF THE CITY	COCA-COLA	MCCANN SHANGHAI, SHANGHAI	MCCANN WORLDGROUP CHINA, SHANGHAI	FINALIST
EF01/016	RED RESTAURANTS LIST	TAKASAKI CITY	HAKUHODO KETTLE INC., TOKYO	HAKUHODO KETTLE INC., TOKYO	FINALIST
EF01/019	GIRL FROM NOWHERE	GMM GRAMMY	SOUR BANGKOK, BANGKOK	THE SOUR BANGKOK CO., LTD., BANGKOK	FINALIST
EF01/021	WE REMIT	TENCENT	TENCENT, HONG KONG	TENCENT, SHENZHEN	FINALIST
EF01/031	AL UMOBUWAH: PUTTING 'MUM' INTO 'PARENTHOOD'	BABYSHOP	FP7 MCCANN DUBAI, DUBAI	FP7 DUBAI, DUBAI	FINALIST

CATEGORY EF02: EFFECTIVE LOTUS: SMALL BUDGET

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
EF02/002	A TABLE TO END HUNGER	THE HUNGER PROJECT	MCCANN SYDNEY, SYDNEY	MCCANN MELBOURNE, MELBOURNE	FINALIST
EF02/007	HUNGRY PUFFS	FOODBANK WA	THE BRAND AGENCY, PERTH	THE BRAND AGENCY, PERTH	FINALIST
EF02/011	DISGUSTING STORIES	BAHAY TULUYAN PHILIPPINES (SHELTER HOUSE)	TBWA\SANTIAGO MANGADA PUNO, MANILA	TBWA\SANTIAGO MANGADA PUNO, MANILA	FINALIST

CATEGORY EF03: EF03 EFFECTIVE LOTUS: LONG-TERM CREATIVITY ^{*NEW*}

NO FINALIST