

**TMRW**  
ADFEST 2019  
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**DAY**



**FINALIST**  
INNOVA LOTUS

**CATEGORY IN01: INNOVATION IN CREATIVITY**

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
IN01/002	UNFORGETTABLE BAG	TESCO MALAYSIA	GREY MALAYSIA, KUALA LUMPUR	GREY WORLDWIDE SDN BHD, KUALA LUMPUR	FINALIST
IN01/003	PRIDE JERSEY	AIG JAPAN HOLDINGS	TBWA\HAKUHODO INC., TOKYO	TBWA\HAKUHODO INC., TOKYO	FINALIST

**CATEGORY IN02: INNOVATION IN TECHNOLOGY**

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
IN02/006	RELÚMÍÑO	RELÚMÍÑO	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	FINALIST
IN02/007	PREDICT TO PREVENT	DEPRESSION AWARENESS CAMPAIGN	BBDO BANGKOK, BANGKOK	BBDO BANGKOK LTD, BANGKOK	FINALIST
IN02/008	PROJECT REVOICE	THE ALS ASSOCIATION	BWM DENTSU, SYDNEY	BWM DENTSU, SYDNEY	FINALIST

**CATEGORY IN03: INNOVATION IN PROTOTYPE TECHNOLOGY**

NO FINALIST

**CATEGORY IN04: INNOVATION IN LOCAL CULTURE APPLICATION**

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
IN04/008	PETAL PAINT	JAT PAINTS	LEO BURNETT, COLOMBO/ LEO BURNETT, TORONTO	LEO BURNETT, COLOMBO	FINALIST
IN04/014	AL UMOBUWAH: PUTTING 'MUM' INTO 'PARENTHOOD'	BABYSHOP	FP7 MCCANN DUBAI, DUBAI	FP7 DUBAI, DUBAI	FINALIST