

TMRROW
ADFEST 2019
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DAY



FINALIST

LOTUS ROOTS

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FINALISTS

CATEGORY LR: LOTUS ROOTS

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
LRBC/001	FRIENDSHIT	K PLUS	GREYNJ UNITED, BANGKOK	GREYNJ UNITED, BANGKOK	FINALIST
LRBE/007	KUPU	SPARK NEW ZEALAND	COLENZO BBDO, AUCKLAND	COLENZO BBDO, AUCKLAND	FINALIST
LRBE/010	RED RESTAURANTS LIST	TAKASAKI CITY	HAKUHODO KETTLE INC., TOKYO	HAKUHODO KETTLE INC., TOKYO	FINALIST
LRBE/012	GAZA BORDER BEER	ALEXANDER BREWERY	LEO BURNETT ISRAEL, TEL AVIV	LEO BURNETT ISRAEL, TEL AVIV	FINALIST
LRBE/014	THE UNIVERSAL LANGUAGE OF PAIN	MERCEDES-BENZ VANS	BBDO BANGKOK, BANGKOK	BBDO BANGKOK LTD, BANGKOK	FINALIST
LRBE/021 MOVE FROM BE04/025	SEHAT KA BATUA - THE HEALTH PURSE	MAHINDRA RISE	GREY WORLDWIDE INDIA PVT. LTD., MUMBAI	GREY WORLDWIDE INDIA, MUMBAI	FINALIST
LRCF/007	THOSE WHO HAVE REINDEER	NAGA DDB TRIBAL	NAGA DDB TRIBAL, KUALA LUMPUR	NAGA DDB SDN BHD, KUALA LUMPUR	FINALIST
LRCP/002	IZUMIGAOKA SUMO WRESTLING CLUB	KANAZAWA HIGH SCHOOL SUMO WRESTLING TOURNAMENT	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST
LRDE/005	SINCE 1995	KOBE NEWSPAPER	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST
LRDE/007	PETAL PAINT	JAT PAINTS	LEO BURNETT, COLOMBO/LEO BURNETT, TORONTO	LEO BURNETT, COLOMBO	FINALIST
LRDE/016	THE UNIVERSAL LANGUAGE OF PAIN	MERCEDES-BENZ VANS	BBDO BANGKOK, BANGKOK	BBDO BANGKOK LTD, BANGKOK	FINALIST
LRDM/006	MY CRAYON PROJECT	SHISEIDO	R/GA TOKYO, TOKYO/ SHISEIDO CO., LTD., TOKYO	R/GA TOKYO, TOKYO	FINALIST
LREC/001	VEGI-BUS	VEGI-BUS	HAKUHODO INC., TOKYO	HAKUHODO INC., TOKYO	FINALIST
LREC/002	WE REMIT	TENCENT	TENCENT, HONG KONG	TENCENT, SHENZHEN	FINALIST
LREF/001	MAE-MA-NEE MONEY SOLUTION	SIAM COMMERCIAL BANK	RABBIT DIGITAL GROUP COMPANY LIMITED, BANGKOK	RABBIT DIGITAL GROUP COMPANY LIMITED, BANGKOK	FINALIST
LRF/011	MY HAPPY PLACE	YAYASAN CHOW KIT	LEO BURNETT MALAYSIA, KUALA LUMPUR	STAR REACHER ADVERTISING SDN BHD, KUALA LUMPUR	FINALIST
LRF/018	ONE IN A MILLION	VICKS INDIA	PUBLICIS SINGAPORE, SINGAPORE	PUBLICIS SINGAPORE, SINGAPORE	FINALIST
LRF/020	ALIENATION	MAX'S RESTAURANT	PETCH, MANILA	PETCH, MANILA	FINALIST
LRF/022	BLINK TEST	JIMMY NELSON FOUNDATION	J. WALTER THOMPSON INDIA, MUMBAI/ J. WALTER THOMPSON, AMSTERDAM	J. WALTER THOMPSON INDIA, MUMBAI	FINALIST
LRMB/001	TASTE FIRST. LABEL SECOND.	MIRAI SAKE STORE	HAKUHODO I-STUDIO INC., TOKYO	HAKUHODO I-STUDIO INC., TOKYO	FINALIST
LRME/009	PERFORMING NATIONAL TREASURE	KENNINJI	HAKUHODO INC., TOKYO	HAKUHODO INC., TOKYO	FINALIST
LRME/011	AL UMOBUWAH: PUTTING 'MUM' INTO 'PARENTHOOD'	BABYSHOP	FP7 MCCANN DUBAI, DUBAI	FP7 DUBAI, DUBAI	FINALIST

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CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
LROD/003	MAE-MA-NEE MONEY SOLUTION	SIAM COMMERCIAL BANK	RABBIT DIGITAL GROUP COMPANY LIMITED, BANGKOK	RABBIT DIGITAL GROUP COMPANY LIMITED, BANGKOK	FINALIST
LROD/010	#ANAKBANGSABISA	GOJEK	GOJEK CREATIVE LABS, JAKARTA	GO-JEK INDONESIA, JAKARTA	FINALIST
LROD/016	WATCH ME PROJECT	LINE TV	CJ WORX, BANGKOK	CJ WORX, BANGKOK	FINALIST

AS OF 20 MARCH 2019