

TMRRW
ADFEST 2019
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FINALIST
OUTDOOR LOTUS

BILLBOARD & STREET FURNITURE SUB-CATEGORIES
CATEGORY OD01: LARGE/HIGHWAY BILLBOARDS

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
OD01/001	IMAGINE : DRAGON	LEGO	OGILVY GROUP THAILAND, BANGKOK	OGILVY GROUP THAILAND, BANGKOK	FINALIST
OD01/002	IMAGINE : WHALE	LEGO	OGILVY GROUP THAILAND, BANGKOK	OGILVY GROUP THAILAND, BANGKOK	FINALIST
OD01/003	IMAGINE : KING KONG	LEGO	OGILVY GROUP THAILAND, BANGKOK	OGILVY GROUP THAILAND, BANGKOK	FINALIST

CATEGORY OD02: MOBILE BILLBOARD & TRANSIT MEDIUM

NO FINALIST

CATEGORY OD03: STREET SIGNS & STREET FURNITURE

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
OD03/003	THIS IS A TREE	PACIFIC PAINT (BOYSEN) PHILIPPINES INC	TBWA\SANTIAGO MANGADA PUNO, MANILA	TBWA\SANTIAGO MANGADA PUNO, MANILA	FINALIST

AMBIENT & OTHER OUTDOOR SUB-CATEGORIES
CATEGORY OD04: AMBIENT: SMALL SCALE

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
OD04/001	MAE-MA-NEE MONEY SOLUTION	SIAM COMMERCIAL BANK	RABBIT DIGITAL GROUP COMPANY LIMITED, BANGKOK	RABBIT DIGITAL GROUP COMPANY LIMITED, BANGKOK	FINALIST
OD04/002	DREAM PROTECTOR	A.P. HONDA CO.,LTD	RABBIT DIGITAL GROUP COMPANY LIMITED, BANGKOK	RABBIT DIGITAL GROUP COMPANY LIMITED, BANGKOK	FINALIST
OD04/013	WATCH ME PROJECT	LINE TV	CJ WORX, BANGKOK	CJ WORX, BANGKOK	FINALIST
OD04/021	SEHAT KA BATUA - THE HEALTH PURSE	MAHINDRA RISE	GREY WORLDWIDE INDIA PVT. LTD., MUMBAI	GREY WORLDWIDE INDIA, MUMBAI	FINALIST
OD04/022	NAZAR BATTU LID	DULUX	TAPROOT DENTSU, MUMBAI	TAPROOT DENTSU, MUMBAI	FINALIST

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CATEGORY OD05: AMBIENT: LARGE SCALE

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
OD05/001	NIKE REACT STUNT	NIKE CHINA	WIEDEN+KENNEDY SHANGHAI, SHANGHAI	WIEDEN+KENNEDY SHANGHAI, SHANGHAI	FINALIST
OD05/010	THE NIGHT. REIMAGINED	SAMSUNG VIVID SYDNEY	LEO BURNETT, SYDNEY/ IMAGINATION AUSTRALIA, SYDNEY	LEO BURNETT SYDNEY, SYDNEY	FINALIST
OD05/028	HANDHELD CONCERT	ROKID	THE NINE SHANGHAI, SHANGHAI	THE NINE SHANGHAI, SHANGHAI	FINALIST

CATEGORY OD06: DIGITAL POSTER & VIDEO

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
OD06/001	SUBDIVIDED FLAT IN A LANE	SOCIETY FOR COMMUNITY ORGANIZATION (SOCO)	HAKUHODO (HONG KONG), HONG KONG	HAKUHODO HONG KONG, HONG KONG	FINALIST
OD06/003	LICK AWAY BAD DAY	NETFLIX	WOLF BANGKOK, BANGKOK	WOLF BANGKOK, BANGKOK	FINALIST
OD06/007	NARCOS THE CENSOR'S CUT	NETFLIX	J. WALTER THOMPSON BANGKOK, BANGKOK	J. WALTER THOMPSON, BANGKOK	FINALIST

CATEGORY OD07: GUERILLA MARKETING

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
OD07/008	HUNGRY PUFFS	FOODBANK WA	THE BRAND AGENCY, PERTH	THE BRAND AGENCY, PERTH	FINALIST
OD07/014	HUAWEI IJACK	HUAWEI	DENTSU X SINGAPORE, SINGAPORE	DENTSU X, SINGAPORE	FINALIST
OD07/016	SUPER AIR DOWN DRONE ATTACK	THE NORTH FACE	INNORED, SEOUL	INNORED, SEOUL	FINALIST
OD07/017	THE REAL-LIFE TRAILER	NETFLIX'S ORIGINAL SERIES, "THE HAUNTING OF HILL HOUSE"	JONGLUCKDEE, BANGKOK	JONGLUCKDEE, BANGKOK	FINALIST
OD07/018	THE BRIDAL UNIFORM	UNWOMEN	BBDO PAKISTAN, LAHORE	BBDO PAKISTAN, LAHORE	FINALIST

POSTER SUB-CATEGORIES

CATEGORY OD08: FOOD & BEVERAGES

NO FINALIST

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CATEGORY OD09: BEAUTY, HEALTH & PERSONAL CARE

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
OD09/001	APARTMENT	NK SLEEP	THE LEO BURNETT GROUP THAILAND, BANGKOK	THE LEO BURNETT GROUP THAILAND, BANGKOK	FINALIST
OD09/002	CONDO	NK SLEEP	THE LEO BURNETT GROUP THAILAND, BANGKOK	THE LEO BURNETT GROUP THAILAND, BANGKOK	FINALIST
OD09/004	PIT	MASTER FACIAL SCRUB	OGILVY PHILIPPINES, MANILA	OGILVY PHILIPPINES, MANILA	FINALIST
OD09/006	FOOT	MASTER FACIAL SCRUB	OGILVY PHILIPPINES, MANILA	OGILVY PHILIPPINES, MANILA	FINALIST

CATEGORY OD10: FASHION, SPORTS & ACCESSORIES

NO FINALIST

CATEGORY OD11: CARS, OTHER VEHICLES, ACCESSORIES & AUTO SERVICES

NO FINALIST

CATEGORY OD12: HOUSEHOLD PRODUCTS & MAINTENANCE

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
OD12/007	FOREST	MESSY BESSY CLEANERS	BBDO GUERRERO, MANILA	BBDO GUERRERO, MANILA	FINALIST
OD12/008	FIELD	MESSY BESSY CLEANERS	BBDO GUERRERO, MANILA	BBDO GUERRERO, MANILA	FINALIST
OD12/009	BEACH	MESSY BESSY CLEANERS	BBDO GUERRERO, MANILA	BBDO GUERRERO, MANILA	FINALIST

CATEGORY OD13: ELECTRONICS, HOME APPLIANCES & FURNISHING

NO FINALIST

CATEGORY OD14: RETAIL

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
OD14/004	DRAGSTER	KFC HONG KONG	OGILVY HONG KONG, HONG KONG	OGILVY & MATHER GROUP HK, HONG KONG	FINALIST
OD14/005	SHUTTLE	KFC HONG KONG	OGILVY HONG KONG, HONG KONG	OGILVY & MATHER GROUP HK, HONG KONG	FINALIST
OD14/013	THE MEETING	MCDONALD'S	TBWA\THAILAND, BANGKOK	TBWA (THAILAND) CO.,LTD , BANGKOK	FINALIST
OD14/014	ROOFTOP SOCCER	MCDONALD'S	TBWA\THAILAND, BANGKOK	TBWA (THAILAND) CO.,LTD , BANGKOK	FINALIST
OD14/015	MORNING SHIFT	MCDONALD'S	TBWA\THAILAND, BANGKOK	TBWA (THAILAND) CO.,LTD , BANGKOK	FINALIST
OD14/016	GRAFFITI	MCDONALD'S	TBWA\THAILAND, BANGKOK	TBWA (THAILAND) CO.,LTD , BANGKOK	FINALIST

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CATEGORY OD15: TRAVEL & LEISURE, ENTERTAINMENT & COMMUNICATION MEDIA

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
OD15/003	IMAGINE : DRAGON	LEGO	OGILVY GROUP THAILAND, BANGKOK	OGILVY GROUP THAILAND, BANGKOK	FINALIST
OD15/004	IMAGINE : WHALE	LEGO	OGILVY GROUP THAILAND, BANGKOK	OGILVY GROUP THAILAND, BANGKOK	FINALIST
OD15/005	IMAGINE : KING KONG	LEGO	OGILVY GROUP THAILAND, BANGKOK	OGILVY GROUP THAILAND, BANGKOK	FINALIST
OD15/007	WEEKDAYS2 : BEACH	WEEKDAYS TOURISM CAMPAIGN	BBDO BANGKOK, BANGKOK	BBDO BANGKOK LTD, BANGKOK	FINALIST
OD15/013	CINDERELLA	STORYTEL	MCCANN WORLDGROUP INDIA, MUMBAI	MCCANN WORLDGROUP INDIA, MUMBAI	FINALIST

CATEGORY OD16: FINANCE, COMMERCIAL PUBLIC SERVICES, BUSINESS PRODUCTS & SERVICES

NO FINALIST

CATEGORY OD17: CORPORATE IMAGE

NO FINALIST

CATEGORY OD18: CORPORATE SOCIAL RESPONSIBILITY

NO FINALIST

CATEGORY OD19: PUBLIC SERVICES & CAUSE APPEALS

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
OD19/004	PEOPLE NOT SYMBOLS	ACCESS ISRAEL	LEO BURNETT ISRAEL, TEL AVIV	LEO BURNETT ISRAEL, TEL AVIV	FINALIST

AS OF 19 MARCH 2019