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# WINNERS

BRAND EXPERIENCE &  
ENGAGEMENT LOTUS

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## CATEGORY BE01: USE OF GUERILLA MARKETING

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BE01/006	SUPER AIR DOWN DRONE ATTACK	THE NORTH FACE	INNORED, SEOUL	INNORED, SEOUL	SILVER
BE01/001	WEARABLE POSTER	GRAB	FLOCK CREATIVE NETWORK, JAKARTA	FLOCK COMPANY, JAKARTA	BRONZE
BE01/008	FRIED CHICKEN BATH BOMBS	KFC	ADK CREATIVE ONE, TOKYO/ GEOMETRY GLOBAL JAPAN, TOKYO	ADK CREATIVE ONE, TOKYO	BRONZE

## CATEGORY BE02: USE OF LIVE SHOWS/CONCERTS/FESTIVALS

NO AWARD

## CATEGORY BE03: EXHIBITIONS AND INSTALLATIONS

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BE03/003	BOSSY-TALK DETECTOR	YOHO BREWING	DENTSU INC., TOKYO/ DENTSU DIGITAL INC., TOKYO/ DENTSU PUBLIC RELATIONS INC., TOKYO	DENTSU INC., TOKYO	BRONZE
BE03/017 MOVE FROM BE09/006	GREAT FAILURE	FROEBEL-KAN CO., LTD.	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST

## CATEGORY BE04: USE OF AMBIENT: SMALL SCALE

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BE04/007	FIREVASE	FIREVASE	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	SILVER

## CATEGORY BE05: USE OF AMBIENT: LARGE SCALE

NO AWARD

## CATEGORY BE06: MERCHANDISING/IN-STORE EXPERIENCE

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BE06/005	PLAY WITH YOUR FOOD	SOH	DENTSU INC., TOKYO	DENTSU INC., TOKYO	SILVER
BE06/006	HUNGRY PUFFS	FOODBANK WA	THE BRAND AGENCY, PERTH	THE BRAND AGENCY, PERTH	SILVER

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## CATEGORY BE07: LAUNCH/RE-LAUNCH

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BE07/005	AKUMA NO KIMURA (DEMONICALLY SPICY RAMEN)	CHICKEN RAMEN	DENTSU INC., TOKYO	DENTSU INC., TOKYO	GRANDE
BE07/008	GAZA BORDER BEER	ALEXANDER BREWERY	LEO BURNETT ISRAEL, TEL AVIV	LEO BURNETT ISRAEL, TEL AVIV	SILVER
BE07/009	THE UNNAMED BOX	PRETZ	CJ WORX, BANGKOK	CJ WORX, BANGKOK	BRONZE

## CATEGORY BE08: USE OF COMPETITIONS & PROMOTIONAL GAMES

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BE08/002	PLAY WITH YOUR FOOD	SOH	DENTSU INC., TOKYO	DENTSU INC., TOKYO	GOLD

## CATEGORY BE09: SPONSORSHIP & BRAND PARTNERSHIP

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BE09/002	PRIDE JERSEY	AIG JAPAN HOLDINGS	TBWA\HAKUHODO INC., TOKYO	TBWA\HAKUHODO INC., TOKYO	GOLD
BE09/014	THE UNIVERSAL LANGUAGE OF PAIN	MERCEDES-BENZ VANS	BBDO BANGKOK, BANGKOK	BBDO BANGKOK LTD, BANGKOK	GOLD

## CATEGORY BE10: USE OF BROADCAST

NO AWARD

## CATEGORY BE11: USE OF PRINT OR CONVENTIONAL OUTDOOR

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BE11/001	POSTABLE FUKUSHIMA LOCAL PAPER	FUKUSHIMA-MINPO	DENTSU INC., TOKYO/ DENTSU EAST JAPAN INC., TOKYO	ROBOT COMMUNICATIONS INC., TOKYO	SILVER

## CATEGORY BE12: USE OF MOBILE & DEVICES

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BE12/016	PREDICT TO PREVENT	DEPRESSION AWARENESS CAMPAIGN	BBDO BANGKOK, BANGKOK	BBDO BANGKOK LTD, BANGKOK	SILVER
BE12/004	DUSTSEE	SEOUL METROPOLITAN GOVERNMENT / HOPE BRIDGE	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	BRONZE

## CATEGORY BE13: DIGITAL INSTALLATIONS

NO AWARD

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## CATEGORY BE14: USE OF DIGITAL & SOCIAL PLATFORMS

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BE14/015	720 HOURS OF YOUTH	YIMOBILE	HAKUHODO KETTLE INC., TOKYO	HAKUHODO KETTLE INC., TOKYO	GOLD
BE14/009	PROJECT REVOICE	THE ALS ASSOCIATION	BWM DENTSU, SYDNEY	BWM DENTSU, SYDNEY	SILVER
BE14/018	MAKE IT A RUNWAY	TOMMY HILFIGER	ADK, TOKYO	GEEK PICTURES INC., TOKYO	SILVER

## CATEGORY BE15: INTEGRATED CAMPAIGN LED BY BRAND EXPERIENCE & ENGAGEMENT

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BE15/018	RED RESTAURANTS LIST	TAKASAKI CITY	HAKUHODO KETTLE INC., TOKYO	HAKUHODO KETTLE INC., TOKYO	GOLD
BE15/003	PLAY WITH YOUR FOOD	SOH	DENTSU INC., TOKYO	DENTSU INC., TOKYO	BRONZE