

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



**WINNERS**  
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	INNOVA LOTUS
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
IN02/008	PROJECT REVOICE	THE ALS ASSOCIATION	BWM DENTSU, SYDNEY	BWM DENTSU, SYDNEY	INNOVA LOTUS
IN02/006	RELÚMÍNO	RELÚMÍNO	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	FINALIST
IN02/007	PREDICT TO PREVENT	DEPRESSION AWARENESS CAMPAIGN	BBDO BANGKOK, BANGKOK	BBDO BANGKOK LTD, BANGKOK	FINALIST

**CATEGORY IN03: INNOVATION IN PROTOTYPE TECHNOLOGY**

NO AWARD

**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	INNOVA LOTUS
IN04/014	AL UMOBUWAH: PUTTING 'MUM' INTO 'PARENTHOOD'	BABYSHOP	FP7 MCCANN DUBAI, DUBAI	FP7 DUBAI, DUBAI	INNOVA LOTUS