

TMRW
ADFEST 2019
T
DAY



WINNERS

MEDIA LOTUS

CATEGORY ME01: BEST USE OF SCREENS & DISPLAYS

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
ME01/009	THE MAGIC REMOTE	TENCENT	TENCENT-TGIDEA, SHENZHEN	PUBLICIS WANGFAN, SHANGHAI	BRONZE

CATEGORY ME02: BEST USE OF AUDIO

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
ME02/002	PROJECT REVOICE	THE ALS ASSOCIATION	BWM DENTSU, SYDNEY	BWM DENTSU, SYDNEY	GOLD
ME02/001	ROLE PLAYING RUN	NIKE	AKQA, SHANGHAI	AKQA SHANGHAI, SHANGHAI	SILVER
ME02/004	STAR LULLABY	STAR FLYER	HAKUHODO INC., TOKYO	TAIYO KIKAKU CO.,LTD., TOKYO	SILVER

CATEGORY ME03: BEST USE OF PRINT/OUTDOOR & TRANSIT

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
ME03/010	THIS IS A TREE	PACIFIC PAINT (BOYSEN) PHILIPPINES INC	TBWA\SANTIAGO MANGADA PUNO, MANILA	TBWA\SANTIAGO MANGADA PUNO, MANILA	SILVER
ME03/005	BUBBLE TIMES	KAHOKU SHIMPO	DENTSU INC., TOKYO	TOHOKUSHINSHA FILM CORPORATION, TOKYO	BRONZE
ME03/015	HANDHELD CONCERT	ROKID	THE NINE SHANGHAI, SHANGHAI	THE NINE SHANGHAI, SHANGHAI	BRONZE

CATEGORY ME04: BEST USE OF AMBIENT: SMALL SCALE

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
ME04/006	FIREVASE	FIREVASE	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	SILVER
ME04/018	COCA-COLA WEAR YOUR PRIDE	COCA-COLA	OGILVY PHILIPPINES, MANILA	OGILVY & MATHER PHILIPPINES, MANILA	BRONZE
ME04/021	SEHAT KA BATUA - THE HEALTH PURSE	MAHINDRA RISE	GREY WORLDWIDE INDIA PVT. LTD., MUMBAI	GREY WORLDWIDE INDIA, MUMBAI	BRONZE
ME04/010	MY CRAYON PROJECT	SHISEIDO	R/GA TOKYO, TOKYO/ SHISEIDO CO., LTD., TOKYO	R/GA TOKYO, TOKYO	FINALIST

CATEGORY ME05: BEST USE OF AMBIENT: LARGE SCALE

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
ME05/007	GODZILLA NIGHTS	MICROSOFT HOLOLENS, MICROSOFT AZURE	MOMENTUM WORLDWIDE, TOKYO/ CRAFT WORLDWIDE INC., TOKYO	MOMENTUM WORLDWIDE, TOKYO	SILVER
ME05/002	NIKE REACT STUNT	NIKE CHINA	WIEDEN+KENNEDY SHANGHAI, SHANGHAI	WIEDEN+KENNEDY SHANGHAI, SHANGHAI	BRONZE
ME05/012	NINJA TRICKS IN SHIBUYA	WOW! JAPAN	ADK CREATIVE ONE, TOKYO	ADK CREATIVE ONE, TOKYO	BRONZE
ME05/016	THE REAL-LIFE TRAILER	NETFLIX'S ORIGINAL SERIES, "THE HAUNTING OF HILL HOUSE"	JONGLUCKDEE, BANGKOK	JONGLUCKDEE, BANGKOK	FINALIST

CATEGORY ME06: BEST USE OF EVENTS

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
ME06/018	BEST ACTRESS HIJACK	RAINLILY	CHEIL WORLDWIDE, HONG KONG	CHEIL WORLDWIDE, HONG KONG	SILVER
ME06/005	DEPARTMENT OF SIMCITY BUIDIT	SIMCITY BUIDIT	DENTSU INC., TOKYO	DENTSU INC., TOKYO	BRONZE

CATEGORY ME07: BEST USE OF GUERILLA MARKETING

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
ME07/008	HUNGRY PUFFS	FOODBANK WA	THE BRAND AGENCY, PERTH	THE BRAND AGENCY, PERTH	GOLD
ME07/011	HUAWEI IJACK	HUAWEI	DENTSU X SINGAPORE, SINGAPORE	DENTSU X, SINGAPORE	SILVER
ME07/007	FRIED CHICKEN BATH BOMBS	KFC	ADK CREATIVE ONE, TOKYO/ GEOMETRY GLOBAL JAPAN, TOKYO	ADK CREATIVE ONE, TOKYO	BRONZE

CATEGORY ME08: BEST USE OF DIGITAL

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
ME08/003	AUTOADS	CARSALES.COM.AU	CHE PROXIMITY, MELBOURNE	CHE PROXIMITY, MELBOURNE	GOLD

CATEGORY ME09: BEST USE OF MOBILE

NO AWARD

CATEGORY ME10: BEST USE OF SOCIAL MEDIA & EARNED MEDIA

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
ME10/016	#ANIMAL_SELFIE	WWF JAPAN	ADK CREATIVE ONE, TOKYO/ CHERRY., TOKYO	ADK CREATIVE ONE, TOKYO	BRONZE
ME10/017	DISGUSTING STORIES	BAHAY TULUYAN PHILIPPINES (SHELTER HOUSE)	TBWA\SANTIAGO MANGADA PUNO, MANILA	TBWA\SANTIAGO MANGADA PUNO, MANILA	BRONZE

CATEGORY ME11: BEST USE OF TECHNOLOGY

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
ME11/003	SAY POCKY FOR HAPPINESS PLAYLIST	POCKY	HAKUHODO INC.KANSAI OFFICE, OSAKA/ FUTUREK INC., TOKYO	HAKUHODO INC., OSAKA	BRONZE

CATEGORY ME12: BEST USE OF BRANDED ENTERTAINMENT & CONTENT: PROGRAM & PLATFORM

NO AWARD

CATEGORY ME13: BEST USE OF BRANDED ENTERTAINMENT & CONTENT: DIGITAL & SOCIAL MEDIA

NO AWARD

CATEGORY ME14: BEST INTEGRATED MEDIA CAMPAIGN

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
ME14/001	RED RESTAURANTS LIST	TAKASAKI CITY	HAKUHODO KETTLE INC., TOKYO	HAKUHODO KETTLE INC., TOKYO	SILVER
ME14/003	NEVER DONE SHOP	NIKE	AKQA, SHANGHAI	AKQA SHANGHAI, SHANGHAI	BRONZE
ME14/007	NARCOS THE CENSOR'S CUT	NETFLIX	J. WALTER THOMPSON BANGKOK, BANGKOK	J. WALTER THOMPSON, BANGKOK	BRONZE

AS OF 11 APRIL 2019