

**TMRROW**  
ADFEST 2019  
**T**  
**DAY**



**WINNERS**  
OUTDOOR LOTUS

# OUTDOOR LOTUS

# WINNERS

## BILLBOARD & STREET FURNITURE SUB-CATEGORIES

### CATEGORY OD01: LARGE/HIGHWAY BILLBOARDS

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

### CATEGORY OD02: MOBILE BILLBOARD & TRANSIT MEDIUM

NO AWARD

### 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	SILVER

## 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	SILVER
OD04/013	WATCH ME PROJECT	LINE TV	CJ WORX, BANGKOK	CJ WORX, BANGKOK	SILVER
OD04/021	SEHAT KA BATUA - THE HEALTH PURSE	MAHINDRA RISE	GREY WORLDWIDE INDIA PVT. LTD., MUMBAI	GREY WORLDWIDE INDIA, MUMBAI	BRONZE
OD04/022	NAZAR BATTU LID	DULUX	TAPROOT DENTSU, MUMBAI	TAPROOT DENTSU, MUMBAI	BRONZE
OD04/002	DREAM PROTECTOR	A.P. HONDA CO.,LTD	RABBIT DIGITAL GROUP COMPANY LIMITED, BANGKOK	RABBIT DIGITAL GROUP COMPANY LIMITED, BANGKOK	FINALIST

### 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	GOLD
OD05/010	THE NIGHT. REIMAGINED	SAMSUNG VIVID SYDNEY	LEO BURNETT, SYDNEY/ IMAGINATION AUSTRALIA, SYDNEY	LEO BURNETT SYDNEY, SYDNEY	SILVER
OD05/028	HANDHELD CONCERT	ROKID	THE NINE SHANGHAI, SHANGHAI	THE NINE SHANGHAI, SHANGHAI	FINALIST

# OUTDOOR LOTUS

# WINNERS

## CATEGORY OD06: DIGITAL POSTER & VIDEO

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

## CATEGORY OD07: GUERILLA MARKETING

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
OD07/016	SUPER AIR DOWN DRONE ATTACK	THE NORTH FACE	INNORED, SEOUL	INNORED, SEOUL	GOLD
OD07/008	HUNGRY PUFFS	FOODBANK WA	THE BRAND AGENCY, PERTH	THE BRAND AGENCY, PERTH	BRONZE
OD07/014	HUAWEI IJACK	HUAWEI	DENTSU X SINGAPORE, SINGAPORE	DENTSU X, SINGAPORE	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 AWARD

### CATEGORY OD09: BEAUTY, HEALTH & PERSONAL CARE

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
OD09/001-002	ANTI SNORING CAMPAIGN	NK SLEEP	THE LEO BURNETT GROUP THAILAND, BANGKOK	THE LEO BURNETT GROUP THAILAND, BANGKOK	FINALIST
OD09/004, 006	FAMILY SOAP SERIES CAMPAIGN	MASTER FACIAL SCRUB	OGILVY PHILIPPINES, MANILA	OGILVY PHILIPPINES, MANILA	FINALIST

### CATEGORY OD10: FASHION, SPORTS & ACCESSORIES

NO AWARD

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

NO AWARD

# OUTDOOR LOTUS

# WINNERS

## CATEGORY OD12: HOUSEHOLD PRODUCTS & MAINTENANCE

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
OD12/007-009	NOSTRILS CAMPAIGN	MESSY BESSY CLEANERS	BBDO GUERRERO, MANILA	BBDO GUERRERO, MANILA	FINALIST

## CATEGORY OD13: ELECTRONICS, HOME APPLIANCES & FURNISHING

NO AWARD

## CATEGORY OD14: RETAIL

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
OD14/004-005	HOT & SPICY CAMPAIGN	KFC HONG KONG	OGILVY HONG KONG, HONG KONG	OGILVY & MATHER GROUP HK, HONG KONG	GOLD
OD14/013-016	THE ALL NIGHTERS CAMPAIGN	MCDONALD'S	TBWA\THAILAND, BANGKOK	TBWA (THAILAND) CO.,LTD , BANGKOK	GOLD

## CATEGORY OD15: TRAVEL & LEISURE, ENTERTAINMENT & COMMUNICATION MEDIA

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
OD15/003-005	IMAGINE : DRAGON/WHALE/KING KONG	LEGO	OGILVY GROUP THAILAND, BANGKOK	OGILVY GROUP THAILAND, BANGKOK	BRONZE
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 AWARD

## CATEGORY OD17: CORPORATE IMAGE

NO AWARD

## CATEGORY OD18: CORPORATE SOCIAL RESPONSIBILITY

NO AWARD

## 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