

**FINALIST**



**BRAND  
EXPERIENCE  
LOTUS**



**CATEGORY BE01: USE OF GUERRILLA MARKETING**

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BE01/011	SCUBER	TOURISM & EVENTS QUEENSLAND	PUBLICIS WORLDWIDE AUSTRALIA, BRISBANE	PUBLICIS WORLDWIDE, BRISBANE	FINALIST
BE01/015	NON-BEER OCCASION SPONSORSHIPS	HEINEKEN 0.0	WUNDERMAN THOMPSON THAILAND, BANGKOK	WUNDERMAN THOMPSON THAILAND, BANGKOK	FINALIST

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

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BE02/004	A TEAM OF ONE	CHINA ORGAN DONATION	LOONG, BEIJING	LOONG, BEIJING	FINALIST
BE02/011	ALL HAIL PATRICKS	GUINNESS	IRIS, SINGAPORE	IRIS, SINGAPORE	FINALIST

**CATEGORY BE03: EXHIBITIONS AND INSTALLATIONS**

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BE03/005	THE MOST CHALLENGING PINGPONG TABLE	PARA PINGPONG TABLE	TBWA\HAKUHODO, TOKYO	TBWA\HAKUHODO INC., TOKYO	FINALIST
BE03/015	INVISIBLE CIGARETTE	ACTION ON SMOKING AND HEALTH FOUNDATION	SPICY HAKUHODO, BANGKOK	SPICY HAKUHODO, BANGKOK	FINALIST

**CATEGORY BE04: USE OF AMBIENT: SMALL SCALE**

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BE04/010	THISABLES	IKEA	MCCANN WORLDGROUP, TEL AVIV	MCCANN TLV, TEL AVIV	FINALIST

**CATEGORY BE05: USE OF AMBIENT: LARGE SCALE**

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BE05/005	THE REBORN LIGHT	THE REBORN LIGHT PROJECT	TBWA\HAKUHODO, TOKYO	TBWA\HAKUHODO INC., TOKYO	FINALIST
BE05/007	GRAVE OF THRONES	FOXTEL	DDB SYDNEY, SYDNEY	REVOLVER, SYDNEY	FINALIST
BE05/008	SIGNS OF LOVE	ANZ BANK AUSTRALIA	TBWA\MELBOURNE, MELBOURNE	REVOLVER, SYDNEY	FINALIST
BE05/012	SOLAR BOAT : CLEAN UP MEKONG	HANWHA	INNOCEAN WORLDWIDE, SEOUL	INNOCEAN WORLDWIDE, SEOUL	FINALIST

**CATEGORY BE06: MERCHANDISING/IN-STORE EXPERIENCE**

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BE06/002	CATCH! ENJOY AIR DOWN	THE NORTH FACE KOREA	INNORED, SEOUL	INNORED, SEOUL	FINALIST
BE06/012	THISABLES	IKEA	MCCANN WORLDGROUP, TEL AVIV	MCCANN TLV, TEL AVIV	FINALIST

**CATEGORY BE07: LAUNCH/RE-LAUNCH**

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BE07/004	7:1 FURNITURE COLLECTION	HOMEPRO	BBDO BANGKOK, BANGKOK	BBDO BANGKOK LTD, BANGKOK	FINALIST
BE07/017	THE RESTAURANT OF MISTAKEN ORDERS	THE RESTAURANT OF MISTAKEN ORDERS	TBWA\HAKUHODO, TOKYO/ OGUNISHIRO OFFICE, TOKYO	TBWA\HAKUHODO INC., TOKYO	FINALIST

**CATEGORY BE08: USE OF COMPETITIONS & PROMOTIONAL GAMES**

NO AWARD

**CATEGORY BE09: SPONSORSHIP & BRAND PARTNERSHIP**

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BE09/003	SCUBER	TOURISM & EVENTS QUEENSLAND	PUBLICIS WORLDWIDE AUSTRALIA, BRISBANE	PUBLICIS WORLDWIDE, BRISBANE	FINALIST

**CATEGORY BE10: USE OF BROADCAST**

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BE10/001	RELIEF DRAMA	RCC BROADCASTING	HAKUHODO DY MEDIA PARTNERS INC., TOKYO	GEEK PICTURES INC., TOKYO	FINALIST

**CATEGORY BE11: USE OF PRINT OR CONVENTIONAL OUTDOOR**

NO AWARD

**CATEGORY BE12: USE OF MOBILE & DEVICES**

NO AWARD

**CATEGORY BE13: DIGITAL INSTALLATIONS**

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BE13/011	A.I. LOVE	CLOSEUP	MULLENLOWE SINGAPORE, SINGAPORE	MULLENLOWE SINGAPORE, SINGAPORE	FINALIST

**CATEGORY BE14: USE OF DIGITAL & SOCIAL PLATFORMS**

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BE14/001	POCKET FRANCHISE	KFC	ACCENTURE INTERACTIVE CHINA, SHANGHAI	ACCENTURE INTERACTIVE CHINA, SHANGHAI	FINALIST
BE14/011	#BPM100 DANCE PROJECT	#BPM100 DANCE PROJECT	TBWA\HAKUHODO, TOKYO	TBWA\HAKUHODO INC., TOKYO	FINALIST

**CATEGORY BE15: TOUCHPOINT TECHNOLOGY & TECH-LED BRAND EXPERIENCE \*\*\*NEW**

**NO AWARD**

**CATEGORY BE16: INTEGRATED BRAND EXPERIENCE CAMPAIGN**

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BE16/023	THISABLES	IKEA	MCCANN WORLDGROUP, TEL AVIV	MCCANN TLV, TEL AVIV	FINALIST