

FINALIST



**DIGITAL
LOTUS**



WEBSITE SUB-CATEGORIES

CATEGORY DI01: WEBSITE: BEST CONSUMER WEBSITE

NO AWARD

CATEGORY DI02: WEBSITE: SELF-PROMOTION & CORPORATE WEBSITE

NO AWARD

ONLINE VIDEO SUB-CATEGORIES

CATEGORY DI03: VDO, SERIES & WEBISODE

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DI03/003	EVA STORIES	K'S GALLERIES	LEO BURNETT ISRAEL, TEL AVIV	LEO BURNETT ISRAEL, TEL AVIV	FINALIST

CATEGORY DI04: VIRAL VDO

NO AWARD

CATEGORY DI05: INTERACTIVE VDO

NO AWARD

SOCIAL SUB-CATEGORIES

CATEGORY DI06: USE OF SOCIAL

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DI06/001	POCKET FRANCHISE	KFC	ACCENTURE INTERACTIVE CHINA, SHANGHAI	ACCENTURE INTERACTIVE CHINA, SHANGHAI	FINALIST
DI06/013	BRING ON WINTER	AIR NEW ZEALAND	HOST/HAVAS, SYDNEY	HOST/HAVAS, SYDNEY	FINALIST
DI06/016	CODE NAME: URI	URI- THE SURGICAL STRIKE	DENTSU WEBCHUTNEY, MUMBAI/ TRIGGER HAPPY ENTERTAINMENT, MUMBAI	DENTSU WEBCHUTNEY, MUMBAI	FINALIST
DI06/020	#SUBTLYSPONSOREDPOSTS	SAMSUNG	LEO BURNETT, SYDNEY	LEO BURNETT SYDNEY, SYDNEY	FINALIST
DI06/021	EAT YOUR WORDS	OPORTO	LEO BURNETT, SYDNEY	LEO BURNETT SYDNEY, SYDNEY	FINALIST

CATEGORY DI07: SOCIAL APP & TOOLS

NO AWARD

OTHER SUB-CATEGORIES
CATEGORY DI08: WEB BANNER, DISPLAY AD & RICH MEDIA

NO AWARD

CATEGORY DI09: BRANDED GAME

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DI09/001	HEALING JUNGLE	HYUNDAI MARINE & FIRE INSURANCE	INNOCEAN WORLDWIDE, SEOUL	INNOCEAN WORLDWIDE, SEOUL	FINALIST
DI09/002	BACK2LIFE	SAMSUNG	CHEIL PENGTAI, BEIJING/ CHEIL HONG KONG, HONG KONG	CHEIL BEIJING, BEIJING	FINALIST

CATEGORY DI10: INTEGRATED DIGITAL CAMPAIGN *NEW**

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DI10/009	TARGETED GIFT	JD CENTRAL VALENTINE'S DAY CAMPAIGN	BBDO BANGKOK, BANGKOK	BBDO BANGKOK LTD, BANGKOK	FINALIST