

FINALIST  **DIRECT
LOTUS**



CATEGORY DM01: DIRECT MAIL

NO AWARD

CATEGORY DM02: LOW BUDGET CAMPAIGN

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DM02/006	BONDS RE-LOVED	BONDS	LEO BURNETT, MELBOURNE	LEO BURNETT SYDNEY, SYDNEY	FINALIST
DM02/007	BRING ON WINTER	AIR NEW ZEALAND	HOST/HAVAS, SYDNEY	HOST/HAVAS, SYDNEY	FINALIST

CATEGORY DM03: USE OF FILM & AUDIO

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DM03/003	THE WATCH TO SLEEP MOVIES	NIGHT NIGHT	CHOOJAI AND FRIENDS, BANGKOK	CHOOJAI AND FRIENDS, BANGKOK	FINALIST
DM03/009	SONS #SHARETHELOAD	ARIEL	BBDO INDIA, MUMBAI	BBDO INDIA, MUMBAI	FINALIST

CATEGORY DM04: USE OF PRINT & CONVENTIONAL OUTDOOR

NO AWARD

CATEGORY DM05: USE OF DIRECT AMBIENT: SMALL SCALE

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DM05/012	COVER FOR THEIR OVERCONFIDENCE	RACV	CHE PROXIMITY, MELBOURNE	CHE PROXIMITY, MELBOURNE	FINALIST
DM05/015	THISABLES	IKEA	MCCANN WORLDGROUP, TEL AVIV	MCCANN TLV, TEL AVIV	FINALIST

CATEGORY DM06: USE OF DIRECT AMBIENT: LARGE SCALE

NO AWARD

CATEGORY DM07: USE OF ONLINE

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DM07/007	THISABLES	IKEA	MCCANN WORLDGROUP, TEL AVIV	MCCANN TLV, TEL AVIV	FINALIST

CATEGORY DM08: USE OF MOBILE MARKETING

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DM08/005	NRMA SAFETY HUB	NRMA INSURANCE	CHE PROXIMITY, MELBOURNE	CHE PROXIMITY, MELBOURNE	FINALIST
DM08/007	DELIVEROO HOMELESS DELIVERY	DELIVEROO	BWM DENTSU MELBOURNE, MELBOURNE	BWM DENTSU MELBOURNE, MELBOURNE	FINALIST

CATEGORY DM09: USE OF SOCIAL MEDIA

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DM09/001	POCKET FRANCHISE	KFC	ACCENTURE INTERACTIVE CHINA, SHANGHAI	ACCENTURE INTERACTIVE CHINA, SHANGHAI	FINALIST
DM09/010	#STOPMITHANI	HDFC BANK	LEO BURNETT MUMBAI, MUMBAI	LEO BURNETT, MUMBAI	FINALIST

CATEGORY DM10: CO-CREATED & USER GENERATED CONTENT

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DM10/001	POCKET FRANCHISE	KFC	ACCENTURE INTERACTIVE CHINA, SHANGHAI	ACCENTURE INTERACTIVE CHINA, SHANGHAI	FINALIST
DM10/006	#BPM100 DANCE PROJECT	#BPM100 DANCE PROJECT	TBWA\HAKUHODO, TOKYO	TBWA\HAKUHODO INC., TOKYO	FINALIST

CATEGORY DM11: USE OF TECHNOLOGY

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DM11/004	THE QUIET TAXI	HYUNDAI MOTOR GROUP	INNOCEAN WORLDWIDE, SEOUL	INNOCEAN WORLDWIDE, SEOUL	FINALIST
DM11/005	THISABLES	IKEA	MCCANN WORLDGROUP, TEL AVIV	MCCANN TLV, TEL AVIV	FINALIST

CATEGORY DM12: FIELD MARKETING

NO AWARD

CATEGORY DM13: DIRECT CAMPAIGN FOR RETENTION/LOYALTY

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DM13/006	NRMA SAFETY HUB	NRMA INSURANCE	CHE PROXIMITY, MELBOURNE	CHE PROXIMITY, MELBOURNE	FINALIST
DM13/007	LUX SEARCH WORDS - #INTOTHEPOTLIGHT	UNILEVER LUX	WUNDERMAN THOMPSON, SINGAPORE	WUNDERMAN THOMPSON, SINGAPORE	FINALIST
DM13/009	THISABLES	IKEA	MCCANN WORLDGROUP, TEL AVIV	MCCANN TLV, TEL AVIV	FINALIST

CATEGORY DM14: DIRECT CAMPAIGN FOR LAUNCH/RE-LAUNCH

NO AWARD

CATEGORY DM15: USE OF DATA *NEW**

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DM15/007	NRMA SAFETY HUB	NRMA INSURANCE	CHE PROXIMITY, MELBOURNE	CHE PROXIMITY, MELBOURNE	FINALIST

CATEGORY DM16: INTEGRATED DIRECT CAMPAIGN

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DM16/002	CURING HOMESICKNESS	SYDNEY CHILDREN'S HOSPITALS FOUNDATION	CHE PROXIMITY, MELBOURNE	CHE PROXIMITY, MELBOURNE	FINALIST