

FINALIST  **MEDIA
LOTUS**



CATEGORY ME01: USE OF SCREENS & DISPLAYS

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
ME01/010	HEALING JUNGLE	HYUNDAI MARINE & FIRE INSURANCE	INNOCEAN WORLDWIDE, SEOUL	INNOCEAN WORLDWIDE, SEOUL	FINALIST

CATEGORY ME02: USE OF AUDIO

NO AWARD

CATEGORY ME03: USE OF PRINT/OUTDOOR & TRANSIT

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
ME03/001	THE NETFLIX TRAFFIC SIGN	NETFLIX	CJ WORX, BANGKOK	CJ WORX, BANGKOK	FINALIST
ME03/006	MEDIA VALUE-SWITCHING	"YOUR NAME." TERRESTRIAL TELEVISION BROADCAST (PARTNER COMPANY TOHO CO., LTD)	DENTSU INC., TOKYO	TYO INC., TOKYO	FINALIST
ME03/008	FREE INITIATIVES	FREE PRESS JOURNAL	TAPROOT DENTSU, MUMBAI	TAPROOT DENTSU, MUMBAI	FINALIST

CATEGORY ME04: USE OF AMBIENT: SMALL SCALE

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
ME04/001	FISH LOVE BAND	FISH LOVE BAND	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	FINALIST
ME04/003	CARE LABEL	GU FASHION	BEIJING DENTSU ADVERTISING CO., LTD, BEIJING	BEIJING DENTSU ADVERTISING CO., LTD, BEIJING	FINALIST
ME04/006	AURA INCENSE BARRICADE	AURA	TBWA\SRI LANKA, COLOMBO	TBWA\SRI LANKA, COLOMBO	FINALIST

CATEGORY ME05: USE OF AMBIENT: LARGE SCALE

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
ME05/003	PROJECT SAVE	CITY OF VALENZUELA	HAVAS ORTEGA, MANILA	HAVAS ORTEGA, MANILA	FINALIST
ME05/005	SOLAR BOAT : CLEAN UP MEKONG	HANWHA	INNOCEAN WORLDWIDE, SEOUL	INNOCEAN WORLDWIDE, SEOUL	FINALIST

CATEGORY ME06: USE OF EVENTS

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
ME06/007	A TEAM OF ONE	CHINA ORGAN DONATION	LOONG, BEIJING	LOONG, BEIJING	FINALIST

CATEGORY ME07: USE OF GUERRILLA MARKETING

NO AWARD

CATEGORY ME08: USE OF DIGITAL

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
ME08/006	BACK2LIFE	SAMSUNG	CHEIL PENGTAI, BEIJING/ CHEIL HONG KONG, HONG KONG	CHEIL BEIJING, BEIJING	FINALIST

CATEGORY ME09: USE OF MOBILE

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
ME09/001	BLOOD BEACON	TAIPEI BLOOD CENTER	WUNDERMAN THOMPSON TAIPEI, TAIPEI	WUNDERMAN THOMPSON TAIPEI, TAIPEI	FINALIST
ME09/002	FATAL RECOGNITION	THE HONG KONG STROKE ASSOCIATION	CHEIL, HONG KONG	CHEIL, HONG KONG	FINALIST
ME09/003	REDCEIPT	KAKAO PAY / KAKAO T DRIVER	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	FINALIST

CATEGORY ME10: USE OF SOCIAL MEDIA & EARNED MEDIA

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
ME10/001	POCKET FRANCHISE	KFC	ACCENTURE INTERACTIVE CHINA, SHANGHAI	ACCENTURE INTERACTIVE CHINA, SHANGHAI	FINALIST
ME10/006	EVA STORIES	K'S GALLERIES	LEO BURNETT ISRAEL, TEL AVIV	LEO BURNETT ISRAEL, TEL AVIV	FINALIST
ME10/007	GREEN SCREEN ACTRESS MIKA+RIKA	MIKA+RIKA	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST
ME10/017	THE EARNBASSADORS	VELOCITY FREQUENT FLYER	CHE PROXIMITY, MELBOURNE	CHE PROXIMITY, MELBOURNE	FINALIST

CATEGORY ME11: USE OF TECHNOLOGY

NO AWARD

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

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
ME12/003	MORE THAN LIKES	Y!MOBILE	HAKUHODO KETTLE INC., TOKYO	HAKUHODO KETTLE INC., TOKYO	FINALIST

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

NO AWARD

CATEGORY ME14: USE OF DATA *NEW**

NO AWARD



FINALISTS



CATEGORY ME15: INTEGRATED MEDIA CAMPAIGN

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
ME15/009	CURING HOMESICKNESS	SYDNEY CHILDREN'S HOSPITALS FOUNDATION	CHE PROXIMITY, MELBOURNE	CHE PROXIMITY, MELBOURNE	FINALIST

AS OF 12 JAN 2021