

**FINALIST**



**OUTDOOR  
LOTUS**





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**FINALISTS**



## BILLBOARD & STREET FURNITURE SUB-CATEGORIES

### CATEGORY OD01: LARGE/HIGHWAY BILLBOARDS

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
OD01/001	HUA HIN	NETFLIX	CJ WORX, BANGKOK	CJ WORX, BANGKOK	FINALIST
OD01/002	PATTAYA	NETFLIX	CJ WORX, BANGKOK	CJ WORX, BANGKOK	FINALIST
OD01/003	CHIANGMAI	NETFLIX	CJ WORX, BANGKOK	CJ WORX, BANGKOK	FINALIST

### CATEGORY OD02: MOBILE BILLBOARD & TRANSIT MEDIUM

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
OD02/001	GAME OF THRONES (HBO)	KFC HONG KONG	OGILVY HONG KONG, HONG KONG	OGILVY HK, HONG KONG	FINALIST
OD02/002	STAR TREK DISCOVERY (AMAZON PRIME)	KFC HONG KONG	OGILVY HONG KONG, HONG KONG	OGILVY HK, HONG KONG	FINALIST
OD02/003	MOTLEY CRUE THE DIRT (NETFLIX)	KFC HONG KONG	OGILVY HONG KONG, HONG KONG	OGILVY HK, HONG KONG	FINALIST
OD02/004	EXPEDITION VOLCANO (BBC)	KFC HONG KONG	OGILVY HONG KONG, HONG KONG	OGILVY HK, HONG KONG	FINALIST

### CATEGORY OD03: STREET SIGNS & STREET FURNITURE

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
OD03/002	SIGNS OF LOVE	ANZ BANK AUSTRALIA	TBWA\MELBOURNE, MELBOURNE	REVOLVER, SYDNEY	FINALIST

## AMBIENT & OTHER OUTDOOR SUB-CATEGORIES

### CATEGORY OD04: AMBIENT: SMALL SCALE

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
OD04/003	NIKKEI BLEND	NIKKEI BLEND	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST

### CATEGORY OD05: AMBIENT: LARGE SCALE

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
OD05/008	PROJECT SAVE	CITY OF VALENZUELA	HAVAS ORTEGA, MANILA	HAVAS ORTEGA, MANILA	FINALIST
OD05/010	POWERSHARE	SAMSUNG	LEO BURNETT, SYDNEY	LEO BURNETT SYDNEY, SYDNEY	FINALIST



**CATEGORY OD06: DIGITAL POSTER & VIDEO**

**NO AWARD**

**CATEGORY OD07: GUERRILLA MARKETING**

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
OD07/002	THE FORCE OF LOVE	7-ELEVEN TAIWAN CSR	ADK TAIWAN, TAIPEI	UNITED ASATSU INTERNATIONAL LTD., TAIPEI	FINALIST
OD07/004	SCUBER	TOURISM & EVENTS QUEENSLAND	PUBLICIS WORLDWIDE AUSTRALIA, BRISBANE	PUBLICIS WORLDWIDE, BRISBANE	FINALIST

**POSTER SUB-CATEGORIES**

**CATEGORY OD08: FOOD & BEVERAGES**

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
OD08/001	HOMEWORK	CHUPA CHUPS	CHEIL, HONG KONG	CHEIL, HONG KONG	FINALIST
OD08/002	MUSIC	CHUPA CHUPS	CHEIL, HONG KONG	CHEIL, HONG KONG	FINALIST
OD08/003	TIDY-UP	CHUPA CHUPS	CHEIL, HONG KONG	CHEIL, HONG KONG	FINALIST

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

**NO AWARD**

**CATEGORY OD10: FASHION, SPORTS & ACCESSORIES**

**NO AWARD**

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

**NO AWARD**

**CATEGORY OD12: HOUSEHOLD PRODUCTS & MAINTENANCE**

**NO AWARD**

**CATEGORY OD13: ELECTRONICS, HOME APPLIANCES & FURNISHING**

**NO AWARD**



**CATEGORY OD14: RETAIL**

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
OD14/008	AGGRESSIVE GRANDCHILD	MCDONALD'S HAPPY MEAL	FLOCK CREATIVE NETWORK, JAKARTA	FLOCK CREATIVE NETWORK, JAKARTA	FINALIST
OD14/009	MAD COUSIN	MCDONALD'S HAPPY MEAL	FLOCK CREATIVE NETWORK, JAKARTA	FLOCK CREATIVE NETWORK, JAKARTA	FINALIST
OD14/010	RESTLESS NEPHEW	MCDONALD'S HAPPY MEAL	FLOCK CREATIVE NETWORK, JAKARTA	FLOCK CREATIVE NETWORK, JAKARTA	FINALIST

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

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
OD15/001	DRAGON	LEGO	OGILVY GROUP THAILAND, BANGKOK	OGILVY GROUP THAILAND, BANGKOK	FINALIST
OD15/002	SPACESHIP	LEGO	OGILVY GROUP THAILAND, BANGKOK	OGILVY GROUP THAILAND, BANGKOK	FINALIST
OD15/003	EMPIRE STATES	LEGO	OGILVY GROUP THAILAND, BANGKOK	OGILVY GROUP THAILAND, BANGKOK	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**

**NO AWARD**

**INTEGRATED CAMPAIGN SUB-CATEGORY**

**CATEGORY OD20: INTEGRATED OUTDOOR CAMPAIGN \*\*\*NEW**

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
OD20/004	THERE'S A PLAYLIST FOR THAT	SPOTIFY	LEO BURNETT, MUMBAI	LEO BURNETT, MUMBAI	FINALIST