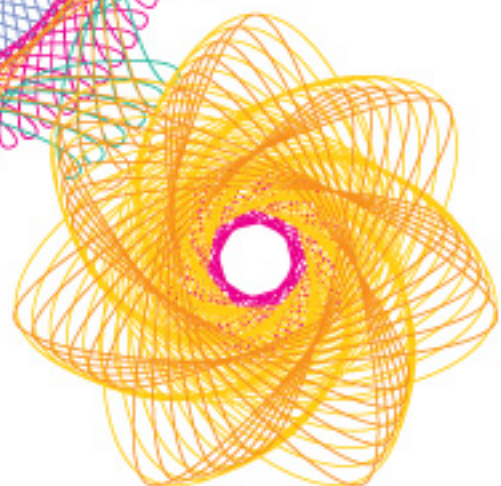


EFFECTIVE LOTUS



ADFEST 2014
WINNERS LIST

EFFECTIVE LOTUS

WINNERS

CATEGORY EF : EFFECTIVE LOTUS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
EF/017	CAR CREATION	NRMA INSURANCE	WHYBIN\TBWA GROUP SYDNEY	SYDNEY	EFFECTIVE LOTUS
EF/003	SAVING YOUR FUTURE	DISASTER ALERT APP	YAHOO JAPAN CORPORATION	TOKYO	FINALIST
EF/015	HAWKER HEROES	SINGTEL	BBDO SINGAPORE PTE LTD	SINGAPORE	FINALIST
EF/018	GRAZED ON GREATNESS	M.J. BALE	WHYBIN\TBWA GROUP SYDNEY	SYDNEY	FINALIST

AS OF 4 MAR 2014