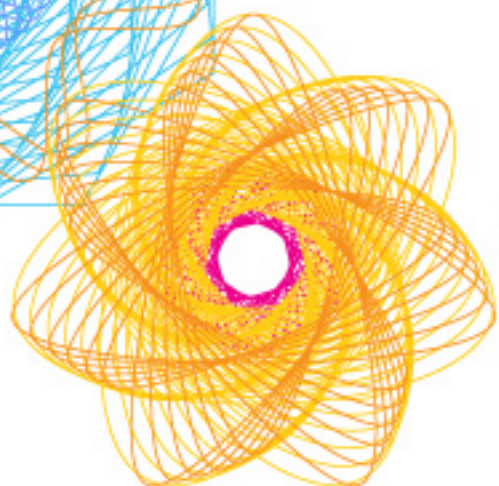


FILM LOTUS



ADFEST 2014
WINNERS LIST

FILM LOTUS

WINNERS

CATEGORY F01 : BEST OF CONFECTIONERY & SNACKS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
F01/007	BEARD	MARUDAIZU RICE CRACKER	HAKUHODO KETTLE	TOKYO	BRONZE

CATEGORY F02 : BEST OF SAVORY FOODS & SEASONING

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
F02/014	GLOBALIZATION	CUPNOODLE	TOHOKUSHINSHA FILM CORPORATION	TOKYO	GRANDE
F02/008-009	WEIRD COMMERCIAL/NOT A NEW PRODUCT	BLACK	DENTSU INC. KANSAI	OSAKA	BRONZE
F02/015	OUR FIRST GROUP BLIND DATE	CUPNOODLE	TOHOKUSHINSHA FILM CORPORATION	TOKYO	BRONZE
F02/012	UNSILENT NIGHT	EDEN CHEESE	JWT MANILA	MANILA	FINALIST

CATEGORY F03 : BEST OF ALCOHOLIC BEVERAGES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
F03/001	NODOGOSHI DREAMS	NODOGOSHI	DENTSU INC.	TOKYO	BRONZE
F03/003	ANTI-ESTABLISHMENT	BULLEIT	LEO BURNETT	SYDNEY	FINALIST

CATEGORY F04 : BEST OF NON-ALCOHOLIC BEVERAGES (INCLUDING MILK)

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
F04/008	TUMBLE	SCHWEPES AUSTRALIA	GEORGE PATTERSON Y&R	MELBOURNE	SILVER
F04/010	MOVE ON HANDSHAKE	JT ROOTS AROMA BLACK	DENTSU INC.	TOKYO	SILVER
F04/002	THE FLAMES OF WAR	BOMY VEGETABLE JUICE	ADK TAIWAN	TAIPEI	BRONZE

CATEGORY F05 : BEST OF HEALTH & PERSONAL CARE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
F05/003	PANTENE	PANTENE	BBDO GUERRERO	MANILA	BRONZE
F05/005	MORNING LOVE	DENTISTE	BBDO AND PROXIMITY THAILAND	BANGKOK	BRONZE
F05/006	EYES AS NATURAL AS NATURE	ACUVUE	MCCANN WORLDGROUP SINGAPORE	SINGAPORE	BRONZE

CATEGORY F06 : BEST OF SPORTS, FASHION, COSMETICS & LUXURY GOODS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
F06/003	PARALLEL JOURNEYS	NIKE	JWT INDIA	MUMBAI	GOLD
F06/004	RUN FOR LOVE	JOHNSON	OGILVY & MATHER ADVERTISING TAIWAN	TAIPEI	SILVER
F06/005	FIGHT	SAVOY	DENTSU INC.	TOKYO	BRONZE
F06/012-013	ZOFF SMART2: WITH KIDS/WITH WRESTLERS	ZOFF SMART2(EYE GLASSES)	HAKUHODO INC.	TOKYO	BRONZE
F06/001	THE PLEDGE	NIKE BASEBALL	WIEDEN+KENNEDY TOKYO	TOKYO	FINALIST

CATEGORY F07 : BEST OF CARS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
F07/002	MINICAR LIGHT STREAM.	EYESIGHT™	ADK JAPAN	TOKYO	GOLD
F07/014	MING	MINISUBISHI OUTLANDER	LEO BURNETT TAIWAN	TAIPEI	BRONZE

CATEGORY F08 : BEST OF OTHER VEHICLES, ACCESSORIES & AUTO SERVICES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
F08/003	SOUND OF HONDA/AYRTON SENNA 1989	INTERNAVI	DENTSU INC.	TOKYO	BRONZE

CATEGORY F09 : BEST OF ELECTRONICS

NO AWARD

CATEGORY F10 : BEST OF TRAVEL, TOURISM & TRANSPORT

NO AWARD

CATEGORY F11 : BEST OF RETAIL

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
F11/003	THE SECRET	GIN NO SARA	DENTSU INC.	TOKYO	SILVER
F11/015	CHASE	HOMEPRO	BBDO AND PROXIMITY THAILAND	BANGKOK	BRONZE

FILM LOTUS

WINNERS

CATEGORY F12 : BEST OF HOUSEHOLD PRODUCTS & MAINTENANCE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
F12/003	LED 10 YEARS LIVE	LED CEILING LIGHT	DENTSU INC.	TOKYO	BRONZE

CATEGORY F13 : BEST OF HOME APPLIANCES & FURNISHINGS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
F13/008	NEEDLE	SYLVANIA	JUMP COMMUNICATIONS CO.LTD.	BANGKOK	FINALIST

CATEGORY F14 : BEST OF BUSINESS EQUIPMENT

NO AWARD

CATEGORY F15 : BEST OF COMMERCIAL PUBLIC SERVICES & PRIVATE SERVICES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
F15/001	GOOGLE ZEITGEIST 2013 JAPAN	GOOGLE	HAKUHODO INC.	TOKYO	BRONZE

CATEGORY F16 : BEST OF COMMUNICATION MEDIA & PUBLICATIONS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
F16/001	CORPORATE ADVERTISEMENT OF KADOKAWA - SHADOW PICTURE-	KADOKAWA	DENTSU INC.	TOKYO	BRONZE
F16/004	UNDERCOVER AGENT	UNDERCOVER AGENT	DENTSU INC.	TOKYO	FINALIST

CATEGORY F17 : BEST OF ENTERTAINMENT, RECREATION & LEISURE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
F17/003	CLOSER	LINE THAILAND	MCCANN WORLDGROUP	BANGKOK	SILVER
F17/004	CODE	LINE THAILAND	MCCANN WORLDGROUP	BANGKOK	FINALIST

CATEGORY F18 : BEST OF CORPORATE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
F18/012-014	「CART」 / 「EXAM」 / 「VIOLIN」	TOYOTA REBORN - DORAEMON CAMPAIGN	GEEK PICTURES INC	TOKYO	BRONZE

CATEGORY F19 : BEST OF FINANCE & REAL ESTATE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
F19/009-010	SISTERS REMEET/FATHER&SON REMEET	CEBUANA LHUILLIER	ACE SAATCHI & SAATCHI MANILA	MANILA	SILVER
F19/021	WHAT-A-WONDERFUL-WORLD SYNDROME	TISCO	BBDO AND PROXIMITY THAILAND	BANGKOK	SILVER
F19/008	DEVILS CHAIR	NZI INSURANCE	DRAFTFCB NEW ZEALAND	AUCKLAND	FINALIST

CATEGORY F20 : BEST OF PUBLIC SERVICES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
F20/007-010	THE TASTE OF HOMETOWN/THE LATE NEW CLOTHES/ANXIOUS TO MEET PARENTS IN LAWS/REUNION AFTER 63 YEARS	CCTV	MCCANN WORLDGROUP SHANGHAI	SHANGHAI	SILVER
F20/001	LIVE ON	MALAYSIAN SOCIETY OF TRANSPLANTATION	TBWA KUALA LUMPUR	KUALA LUMPUR	BRONZE
F20/018	VOLUNTEERS DON'T SEEK RECOGNITION	NGO	LEO BURNETT BEIRUT	BEIRUT	FINALIST

CATEGORY F21 : INTERNET FILM

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
F21/005	NEWSPAPER CINEMATOGRAPH ANIMATION. "A FAMILY STORY"	THE SHINANO MAINICHI SHIMBUN NEWSPAPER.	FRONTAGE INC.	TOKYO	SILVER
F21/059-060	CALL BLOCK: "NOBEL LAUREATE"/ "OLYMPICS"	MOBINIL	LEO BURNETT EGYPT	CAIRO	SILVER
F21/030	SURPRISINGLY BURGUNDY	RIO MINTS	OGILVY & MATHER (HK) PRIVATE LTD	HONG KONG	BRONZE
F21/038-039	TRAINING CAMP VIRAL VIDEO: MAKEUP/WATERMELON	WINDOWS8	J. WALTER THOMPSON-BRIDGE ADVERTISING CO., LTD, BEIJING	BEIJING	BRONZE
F21/025	A MEMORY TO REMEMBER	KINGSTON	HAVAS WORLDWIDE TAIWAN LTD.	TAIPEI	FINALIST

CATEGORY F22 : INTERACTIVE FILM

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
F22/004	NANO/SECOND	NANO/SECOND	AOI PRO. INC.	TOKYO	BRONZE



FILM LOTUS

WINNERS

CATEGORY F23 : OTHER FILM

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
F23/006	UBUGOE	CORPORATE	DENTSU CREATIVE X INC.	TOKYO	BRONZE

AS OF 5 MAR 2014