



INTERACTIVE LOTUS

ADFEST 2014
WINNERS LIST

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CATEGORY IT01 : WEBSITE: BEST CONSUMER WEBSITE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
IT01/012	NANO/SECOND	NANO/SECOND	AOI PRO. INC.	TOKYO	BRONZE
IT01/013	PAPER CRAFT SEARCH ENGINE	SCOTCH®	ADK JAPAN	TOKYO	FINALIST
IT01/018	SOCIAL STRIPTEASE	VICOMTE A.	FRED & FARID SHANGHAI	SHANGHAI	FINALIST

CATEGORY IT02 : WEBSITE: SELF-PROMOTION

NO AWARD

CATEGORY IT03 : WEBSITE: BEST COMMUNITY WEBSITE/BLOG

NO AWARD

CATEGORY IT04 : CORPORATE WEBSITE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
IT04/002	LIFE COLOR CLOCK	SHISEIDO	SHISEIDO.CO.,LTD.	TOKYO	SILVER

CATEGORY IT05 : ONLINE BANNER ADVERTISING

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
IT05/005	10CM DRAMA	JAL SKY SUITE 777	BEACON COMMUNICATIONS K.K.	TOKYO	SILVER

CATEGORY IT06 : BEYOND THE BANNER: ONLINE ADVERTISING INNOVATION IN RICH MEDIA

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
IT06/001	ALLIANZ 'BE OK' YOUTUBE BUTTON	ALLIANZ CAR INSURANCE	MERCERBELL	SYDNEY	GOLD

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CATEGORY IT07 : GAMES: BEST ONLINE GAME

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
IT07/005	CHROME WORLD WIDE MAZE	WORLD WIDE MAZE	PARTY	TOKYO	SILVER
IT07/004	PUSH FOR ULTRABOOK	ULTRABOOK	PARTY	TOKYO	BRONZE

CATEGORY IT08 : BEST USE OF ONLINE VIDEO

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
IT08/005	SOUND OF HONDA / AYRTON SENNA 1989	INTERNAVI	DENTSU INC.	TOKYO	SILVER
IT08/016	DIGITAL LULLABY	CAFCA	HAKUHODO INC.	TOKYO	SILVER
IT08/022	SMARTPHONE CASE N	N-WGN	DENTSU INC.	TOKYO	SILVER
IT08/021	TISSUE ANIMALS	NEPIA PREMIUM SOFT (BOXED TISSUES), CSR/BRAND	DENTSU INC.	TOKYO	FINALIST

CATEGORY IT09 : BEST USE OF INTERACTIVE VIDEO

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
IT09/007	ANYTIME. ANYWHERE.	ROYAL AUSTRALIAN AIR FORCE	GEORGE PATTERSON Y&R	MELBOURNE	GOLD
IT09/002	SMALL WORLD MACHINES	COKE	LEO BURNETT	SYDNEY	BRONZE
IT09/010	SOCIAL STRIPTEASE	VICOMTE A.	FRED & FARID SHANGHAI	SHANGHAI	BRONZE
IT09/001	ITSUMO KAWAII	KIRINJI	ARMZ INC.	TOKYO	FINALIST

CATEGORY IT10 : EMAIL MARKETING

NO AWARD

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CATEGORY IT11 : BEST USE OF VIRAL

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
IT11/001	SNOWY ROADS ARE SCARY	AUTOWAY WINTER TIRES	I&S BBDO INC.	TOKYO	SILVER
IT11/004	PHUBBING	MACQUARIE DICTIONARY	MCCANN MELBOURNE	MELBOURNE	BRONZE

CATEGORY IT12 : BEST USE OF SOCIAL MEDIA

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
IT12/007	THE MOST POWERFUL ARM	AWARENESS FOR DUCHENNE MUSCULAR DYSTROPHY	FINCH	SYDNEY	GOLD
IT12/003	OASIS FUN HOLIDAY FACTORY: FAKE PHOTO RELIEVES THIRST FOR INNER PEACE	CALPIS OASIS	DENTSU INC.	TOKYO	FINALIST

CATEGORY IT13 : BEST USE OF TECHNOLOGY

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
IT13/009	SOUND OF HONDA / AYRTON SENNA 1989	INTERNAVI	DENTSU INC.	TOKYO	GRANDE
IT13/002	SMALL WORLD MACHINES	COKE	LEO BURNETT	SYDNEY	SILVER
IT13/005	PERFUME@CANNES LIONS	PERFUME GLOBAL SITE	DENTSU INC.	TOKYO	SILVER
IT13/013	THE MOST POWERFUL ARM	AWARENESS FOR DUCHENNE MUSCULAR DYSTROPHY	FINCH	SYDNEY	SILVER
IT13/003	NFC CHARITY STICKERS	UNICEF HONG KONG	CHEIL HONG KONG	HONG KONG	FINALIST
IT13/014	CHROME WORLD WIDE MAZE	WORLD WIDE MAZE	PARTY	TOKYO	FINALIST
IT13/016	HANDS ON SEARCH	YAHOO! JAPAN	HAKUHODO KETTLE	TOKYO	FINALIST
IT13/024	PENGUIN NAVI	SUNSHINE AQUARIUM	HAKUHODO INC.	TOKYO	FINALIST

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CATEGORY IT14 : BEST ART DIRECTION

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
IT14/003	TOKYO CITY SYMPHONY	ROPPONGI HILLS	SIX INC.	TOKYO	SILVER

CATEGORY IT15 : BEST INTEGRATED DIGITAL CAMPAIGN

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
IT15/009	GAGADOLL	ARTPOP BY LADY GAGA	PARTY	TOKYO	BRONZE
IT15/005	TOUCH THE MUSIC PROJECT	SONATA	INNOCEAN WORLDWIDE	SEOUL	FINALIST

AS OF 4 MAR 2014