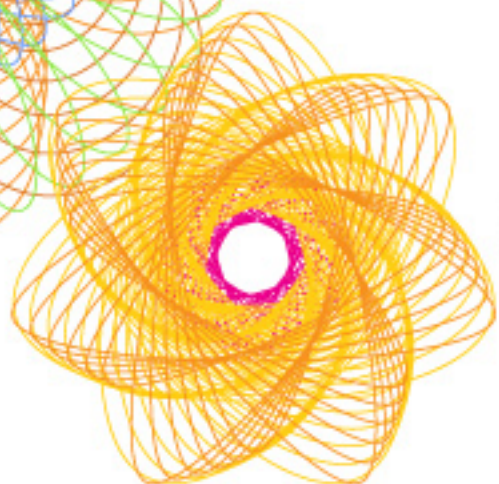


LOTUS ROOTS



ADFEST 2014  
WINNERS LIST

# LOTUS ROOTS

# WINNERS

## CATEGORY LR : LOTUS ROOTS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
LROD/010	FAMILY REMEET	CEBUANA LHUILLIER	ACE SAATCHI & SAATCHI MANILA	MANILA	GRANDE LOTUS ROOTS
LRDM/012	RICE-CODE	INAKADATE VILLAGE	HAKUHODO INC.	TOKYO	LOTUS ROOTS
LREF/003	HAWKER HEROES	SINGTEL	BBDO SINGAPORE PTE LTD	SINGAPORE	LOTUS ROOTS
LRF/013	PARALLEL JOURNEYS	NIKE	JWT INDIA	MUMBAI	LOTUS ROOTS
LROD/005	SMALL WORLD MACHINES	COKE	LEO BURNETT	SYDNEY	LOTUS ROOTS
LRPM/008	UNITY PAPER	ADA NEWSPAPER	LEO BURNETT SOLUTIONS INC	COLOMBO	LOTUS ROOTS
LRPM/014	ROAD TO RECOVERY	BUNDABERG RUM	LEO BURNETT	SYDNEY	LOTUS ROOTS
LRCF/001	PARALLEL JOURNEYS	NIKE	JWT INDIA	MUMBAI	FINALIST
LRDE/002	KABUKI FACE PACK	KABUKI FACE PACK	DENTSU INC. CHUBU	NAGOYA	FINALIST
LRDM/001	SOAPS THAT TURN INTO FESTIVE COLOURS	LUX SOAP	JWT SINGAPORE	SINGAPORE	FINALIST
LRDM/005	ROAD TO RECOVERY	BUNDABERG RUM	LEO BURNETT	SYDNEY	FINALIST
LRDM/006	HAWKER HEROES	SINGTEL	BBDO SINGAPORE PTE LTD	SINGAPORE	FINALIST
LREF/001	SAVING YOUR FUTURE	DISASTER ALERT APP	YAHOO JAPAN CORPORATION	TOKYO	FINALIST
LRF/002-003, 005-006	CUIT CUIT/ON THE WAY/ REPEAT/WHERE CAN?	DIGI CORPORATE	NAGA DDB MALAYSIA	PETALING JAYA	FINALIST
LRF/019	GLOBALIZATION	CUPNOODLE	TOHOKUSHINSHA FILM CORPORATION	TOKYO	FINALIST
LRF/020	THE FARMER FAMILY	TIMES OF INDIA	TAPROOT INDIA	MUMBAI	FINALIST
LRIN/001	SMALL WORLD MACHINES	COKE	LEO BURNETT	SYDNEY	FINALIST
LRIN/003	BOND STICKER	YAHOO JAPAN CORPORATION	YAHOO JAPAN CORPORATION	TOKYO	FINALIST
LRIN/004	HAWKER HEROES	SINGTEL	BBDO SINGAPORE PTE LTD	SINGAPORE	FINALIST
LRIN/008	UNITY PAPER	ADA NEWSPAPER	LEO BURNETT SOLUTIONS INC.	COLOMBO	FINALIST
LRINT/001	SMALL WORLD MACHINES	COKE	LEO BURNETT	SYDNEY	FINALIST
LRINT/002	ROAD TO RECOVERY	BUNDABERG RUM	LEO BURNETT	SYDNEY	FINALIST

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### CATEGORY LR : LOTUS ROOTS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
LRINT/003	HAWKER HEROES	SINGTEL	BBDO SINGAPORE PTE LTD	SINGAPORE	FINALIST
LRINT/005	CHEYEF HALAK DISCRIMINATION	CHEYEF HALAK	IMPACT BBDO	BEIRUT	FINALIST
LRINT/006	WONDERLAND	SAMSUNG ELECTRONICS MALAYSIA	LEO BURNETT MALAYSIA	KUALA LUMPUR	FINALIST
LRINT/009	SOLDIER FOR WOMEN	GILLETTE	BBDO INDIA	MUMBAI	FINALIST
LRINT/010	THE FARMER FAMILY	TIMES OF INDIA	TAPROOT INDIA	MUMBAI	FINALIST
LRIT/001	DETIK MERDEKA	ONLINE NEWS PORTAL	LEO BURNETT JAKARTA	JAKARTA	FINALIST
LRIT/003	HAWKER HEROES	SINGTEL	BBDO SINGAPORE PTE LTD	SINGAPORE	FINALIST
LRMB/004	SAVING YOUR FUTURE	DISASTER ALERT APP	YAHOO JAPAN CORPORATION	TOKYO	FINALIST
LRME/006	ROAD TO RECOVERY	BUNDABERG RUM	LEO BURNETT	SYDNEY	FINALIST
LRME/007	HAWKER HEROES	SINGTEL	BBDO SINGAPORE PTE LTD	SINGAPORE	FINALIST
LRPM/003	TSUNAMI VIOLIN PROJECT	TSUNAMI VIOLIN	DENTSU INC.	TOKYO	FINALIST
LRPM/006	SOAPS THAT TURN INTO FESTIVE COLOURS	LUX SOAP	JWT SINGAPORE	SINGAPORE	FINALIST
LRPM/013	SMALL WORLD MACHINES	COKE	LEO BURNETT	SYDNEY	FINALIST
LRPM/015	HAWKER HEROES	SINGTEL	BBDO SINGAPORE PTE LTD	SINGAPORE	FINALIST
LRPM/019	RICE-CODE	INAKADATE VILLAGE	HAKUHODO INC.	TOKYO	FINALIST

AS OF 8 MAR 2014