



MEDIA LOTUS

ADFEST 2014
WINNERS LIST

CATEGORY ME01 : BEST USE OF SCREENS & DISPLAYS

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY | AWARD |
|----------|----------------------|--------------------|-------------------------------|-----------|----------|
| ME01/006 | SMALL WORLD MACHINES | COKE | LEO BURNETT | SYDNEY | SILVER |
| ME01/007 | THE B-MOVIE STAR | AIDS AWARENESS | MCCANN WORLDGROUP INDIA | MUMBAI | SILVER |
| ME01/005 | MONSTER PLAYGROUND | MALL TAMAN ANGGREK | IRIS WORLDWIDE INDONESIA | JAKARTA | BRONZE |
| ME01/010 | COKE IOPENER | COCA-COLA | MCCANN WORLDGROUP (HONG KONG) | HONG KONG | FINALIST |

CATEGORY ME02 : BEST USE OF RADIO

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY | AWARD |
|----------|--------------------------|----------------|--------------------------------|--------|--------|
| ME02/006 | ZZZ RADIO | PAMPERS DIAPER | ACE SAATCHI & SAATCHI MANILA | MANILA | GOLD |
| ME02/002 | GUMMI GUUM E.T. CAMPAIGN | GUMI GUUM | TOHOKUSHINSHA FILM CORPORATION | TOKYO | SILVER |

CATEGORY ME03 : BEST USE OF PRINT

NO AWARD

CATEGORY ME04 : BEST USE OF OUTDOOR & TRANSIT

NO AWARD

CATEGORY ME05 : BEST USE OF AMBIENT: SMALL SCALE

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY | AWARD |
|----------|----------------------------------|-------------------------|------------------|-----------|----------|
| ME05/004 | NEWS BOTTLE! | THE MAINICHI NEWSPAPERS | DENTSU INC. | TOKYO | GOLD |
| ME05/010 | NEUTRAL STICKER | S-OIL | CHEIL WORLDWIDE | SEOUL | SILVER |
| ME05/022 | STICK IT ART | PUBLIC AWARENESS | BBDO INDIA | MUMBAI | BRONZE |
| ME05/001 | GIVE BACK THE LOVE ARIGATO BENTO | ARIGATO BENTO | I&S BBDO INC. | TOKYO | FINALIST |
| ME05/002 | HOUSE OF MUD | HOUSE OF MUD | JWT JAKARTA | JAKARTA | FINALIST |
| ME05/003 | NFC CHARITY STICKERS | UNICEF HONG KONG | CHEIL HONG KONG | HONG KONG | FINALIST |

CATEGORY ME06 : BEST USE OF AMBIENT: LARGE SCALE

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY | AWARD |
|----------|--------------------|--------------------|------------------------------------|----------|----------|
| ME06/018 | RICE-CODE | INAKADATE VILLAGE | HAKUHODO INC. | TOKYO | GRANDE |
| ME06/002 | ART OF ABSORPTION | MAYFLOWER | PUBLICIS ADVERTISING CO., SHANGHAI | SHANGHAI | FINALIST |
| ME06/005 | MONSTER PLAYGROUND | MALL TAMAN ANGGREK | IRIS WORLDWIDE INDONESIA | JAKARTA | FINALIST |

CATEGORY ME07 : BEST USE OF EXPERIENTIAL/GUERILLA MARKETING

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY | AWARD |
|----------|----------------------|----------------|------------------------|-----------|----------|
| ME07/006 | WATERDROP AD | DOMINO'S PIZZA | INNOCEAN WORLDWIDE | SEOUL | BRONZE |
| ME07/021 | SMALL WORLD MACHINES | COKE | LEO BURNETT | SYDNEY | BRONZE |
| ME07/010 | HAIR QUARTET | CREAM SILK | JWT SINGAPORE | SINGAPORE | FINALIST |
| ME07/027 | MOVING WIFI | DTAC WIFI | CREATIVE JUICE\BANGKOK | BANGKOK | FINALIST |

CATEGORY ME08 : BEST USE OF DIGITAL

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY | AWARD |
|----------|---------------------|---------------------|------------------------------------|----------|----------|
| ME08/009 | INSTANT NEWS SATIRE | SAMSUNG NEW ZEALAND | COLENZO BBDO/PROXIMITY NEW ZEALAND | AUCKLAND | GOLD |
| ME08/003 | BANANA REPUBLIC | BANANA REPUBLIC | IRIS WORLDWIDE INDONESIA | JAKARTA | FINALIST |

CATEGORY ME09 : BEST USE OF MOBILE

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY | AWARD |
|----------|--------------|-------------------|-------------------------|--------------|----------|
| ME09/009 | PHONE STACK | KFC BRAND | BBDO PROXIMITY MALAYSIA | KUALA LUMPUR | GOLD |
| ME09/010 | LEND AN EYE | AWARENESS | GREY GROUP SINGAPORE | SINGAPORE | BRONZE |
| ME09/002 | RICE-CODE | INAKADATE VILLAGE | HAKUHODO INC. | TOKYO | FINALIST |
| ME09/020 | PENGUIN NAVI | SUNSHINE AQUARIUM | HAKUHODO INC. | TOKYO | FINALIST |

CATEGORY ME10 : BEST USE OF SOCIAL MEDIA & EARNED MEDIA

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY | AWARD |
|----------|----------------------|---------------------|------------------------------------|----------|--------|
| ME10/014 | THE SMART PHONE LINE | SAMSUNG NEW ZEALAND | COLENZO BBDO/PROXIMITY NEW ZEALAND | AUCKLAND | GOLD |
| ME10/009 | #WOMENAGAINSTABUSE | ANTI-WOMEN ABUSE | BBDO AND PROXIMITY THAILAND | BANGKOK | BRONZE |

CATEGORY ME11 : BEST USE OF TECHNOLOGY

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY | AWARD |
|----------|----------------------|--------------|------------------|--------|--------|
| ME11/018 | HANDS ON SEARCH | YAHOO! JAPAN | HAKUHODO KETTLE | TOKYO | SILVER |
| ME11/013 | SMALL WORLD MACHINES | COKE | LEO BURNETT | SYDNEY | BRONZE |

CATEGORY ME12 : BEST USE OF BRANDED ENTERTAINMENT & CONTENT

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY | AWARD |
|----------|------------------------------------|------------------------------|----------------------|--------------|----------|
| ME12/012 | SOUND OF HONDA / AYRTON SENNA 1989 | INTERNAVI | DENTSU INC. | TOKYO | GOLD |
| ME12/024 | WIND CHIMES IN A BAKERY | SAMSUNG ELECTRONICS MALAYSIA | LEO BURNETT MALAYSIA | KUALA LUMPUR | FINALIST |

CATEGORY ME13 : BEST INTEGRATED MEDIA CAMPAIGN

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY | AWARD |
|----------|------------------|---------------|------------------|--------|--------|
| ME13/005 | ROAD TO RECOVERY | BUNDABERG RUM | LEO BURNETT | SYDNEY | BRONZE |