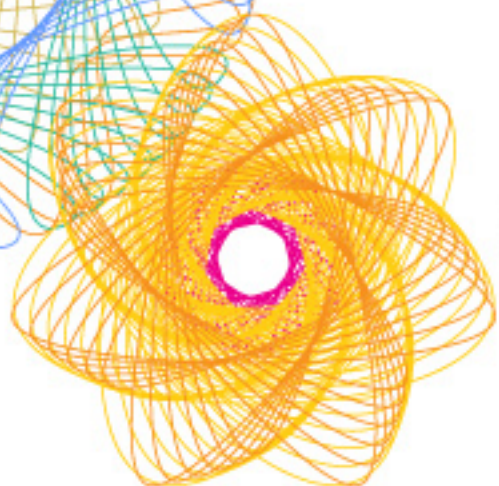


OUTDOOR LOTUS



ADFEST 2014
WINNERS LIST

OUTDOOR LOTUS

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CATEGORY OD01 : LARGE/HIGHWAY BILLBOARDS

NO AWARD

CATEGORY OD02 : MOBILE BILLBOARD/WAPPED-AROUND

NO AWARD

CATEGORY OD03 : EXTERNAL/STREET SIGNS & STREET FURNITURE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
OD03/019	WALL CRICKET	ADIDAS	TBWA\ INDIA	MUMBAI	BRONZE
OD03/023	RAIN CATCHING ADSHEL	CATCHTHERAIN.ORG	MCCANN WORLDGROUP INDIA	MUMBAI	BRONZE
OD03/015,017	WILLIAM SHAKESPEARE/OSCAR WILDE	AUDIOBOOKS	MCCANN WORLDGROUP INDIA	MUMBAI	FINALIST

CATEGORY OD04 : AMBIENT: SMALL SCALE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
OD04/002	NEWS BOTTLE!	THE MAINICHI NEWSPAPERS	DENTSU INC.	TOKYO	SILVER
OD04/010	HAPPY SHOT	SANOFI	PUBLICIS ADVERTISING CO., SHANGHAI	SHANGHAI	SILVER
OD04/019	FROZEN BULLETS	PEACE ONE DAY	SHINEWORKS SHANGHAI	SHANGHAI	BRONZE
OD04/022	SUPPORTIVE BALLOONS	ASSOCIATION OF PERSONS WITH PHYSICAL DISABILITY INTERNATIONAL	THE LEO BURNETT GROUP THAILAND	BANGKOK	BRONZE
OD04/025	TOKYO CITY SYMPHONY	ROPPONGI HILLS	SIX INC.	TOKYO	BRONZE
OD04/032 MOVE FROM OD05/023	SADDLE BLOSSOMS - THE EXHIBITION OF BICYCLES' ABANDONED TIME-	COGOO - CLEAN CITY ORGANIZATION -	TBWA HAKUHODO	TOKYO	BRONZE
OD04/004	HOUSE OF MUD	HOUSE OF MUD	JWT JAKARTA	JAKARTA	FINALIST
OD04/031	THE PROMISE	PROCTER & GAMBLE	LEO BURNETT	DUBAI	FINALIST

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CATEGORY OD05 : AMBIENT: LARGE SCALE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
OD05/018	SMALL WORLD MACHINES	COKE	LEO BURNETT	SYDNEY	GRANDE
OD05/009	SOUND OF HONDA / AYRTON SENNA 1989	INTERNAVI	DENTSU INC.	TOKYO	GOLD
OD05/005	TOUCH THE MUSIC PROJECT	SONATA	INNOCEAN WORLDWIDE	SEOUL	SILVER
OD05/031	RICE-CODE	INAKADATE VILLAGE	HAKUHODO INC.	TOKYO	SILVER
OD05/013	ART OF ABSORPTION	MAYFLOWER	PUBLICIS ADVERTISING CO., SHANGHAI	SHANGHAI	BRONZE
OD05/034	THE SPLASH VENDING MACHINE	SPRITE	TAIYO KIKAKU CO.,LTD.	TOKYO	FINALIST
OD05/036	MISSING CHILDREN	BAOBEIHUIJIA.COM	J. WALTER THOMPSON-BRIDGE ADVERTISING CO., LTD, BEIJING	BEIJING	FINALIST

CATEGORY OD06 : TRANSIT MEDIUM

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
OD06/003	MOBILE GOODNESS	KINDER JOY	LEO BURNETT, HONG KONG	HONG KONG	BRONZE

CATEGORY OD07 : OUTDOOR TV, ELECTRONIC POSTER & VIDEO

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
OD07/009	SMALL WORLD MACHINES	COKE	LEO BURNETT	SYDNEY	GOLD

CATEGORY OD08 : POINT OF PURCHASE (POP) DISPLAY

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
OD08/031-033	WILLIAM SHAKESPEARE/ MARK TWAIN/OSCAR WILDE	AUDIOBOOKS	MCCANN WORLDGROUP INDIA	MUMBAI	SILVER
OD08/027	SAY IT WITH CHOCOLATE	CADBURY DAIRY MILK	GEOMETRY GLOBAL MALAYSIA	KUALA LUMPUR	BRONZE
OD08/034-035	SALMON MINING/TUNA MINING	KYO-EPAX	DENTSU PLUS CO.,LTD.	BANGKOK	BRONZE
OD08/011	LIGHTEN UP	LEUCH'TECH	JWT JAKARTA	JAKARTA	FINALIST
OD08/019,021-022	DURIAN/FISH/ONION	AIRWICK	HAVAS WORLDWIDE KUALA LUMPUR	KUALA LUMPUR	FINALIST
OD08/043-045 MOVE FROM OD03/007-009	ANYTIME - KNITTING/COOKING/SHOWERING	PENGUIN AUDIOBOOKS	Y&R BEIJING	BEIJING	FINALIST

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CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
OD08/046 MOVE FROM OD05/002	HANDWASHING VENDING MACHINE	JAPAN COMMITTEE FOR UNICEF	DENTSU INC.	TOKYO	FINALIST

CATEGORY OD09 : GUERILLA MARKETING

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
OD09/001	WATERDROP AD	DOMINO'S PIZZA	INNOCEAN WORLDWIDE	SEOUL	BRONZE
OD09/005	PICK OF THE DAY	KIA CERATO	INNOCEAN AUSTRALIA	SYDNEY	BRONZE
OD09/012	WALL CRICKET	ADIDAS	TBWA\ INDIA	MUMBAI	BRONZE

CATEGORY OD10 : BEST OF FOOD

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
OD10/004-006	TANGERINE/MANGO/PEAR	BIG BABOL	MCCANN WORLDGROUP INDIA	MUMBAI	SILVER

CATEGORY OD11 : BEST OF BEVERAGES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
OD11/018-020	GUINNESS DRAUGHT IN A BOTTLE: DEUX/QUATRE/TROIS	GUINNESS	BBDO SINGAPORE PTE LTD	SINGAPORE	GOLD
OD11/007-009	SMALL FACES 2/SMALL FACES 3/ SMALL FACES 4	COCA-COLA	LEO BURNETT	SYDNEY	SILVER

CATEGORY OD12 : BEST OF HEALTH & PERSONAL CARE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
OD12/009	EARPHONE JACK	SULAXY LUTEIN EYE FORMULA	INSPIRE ADVERTISING CO., LTD.	TAIPEI	BRONZE
OD12/025-026	SALMON MINING/TUNA MINING	KYO-EPAX	DENTSU PLUS CO.,LTD.	BANGKOK	BRONZE
OD12/027-028	BANLICE: CABLE CAR/BRIDGE	BANLICE	JWT SYDNEY	SYDNEY	BRONZE
OD12/001-003	MONSTER IN HER MOUTH/MONSTER IN HIS MOUTH/MONSTER IN YOUR MOUTH	MOUTHWASH	DDB GROUP HONG KONG	HONG KONG	FINALIST
OD12/004	MAN	SIRIBUNCHA INSTANT HAND SANITIZER	MCCANN WORLDGROUP	BANGKOK	FINALIST

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CATEGORY OD13 : BEST OF SPORTS, FASHION, COSMETICS, LUXURY GOODS & ACCESSORIES

NO AWARD

CATEGORY OD14 : BEST OF CARS, OTHER VEHICLES, ACCESSORIES & AUTO SERVICES

NO AWARD

CATEGORY OD15 : BEST OF HOUSEHOLD PRODUCTS & MAINTENANCE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
OD15/021-023	PIG/LAMB/COW	SUNLIGHT	LOWE, BANGKOK	BANGKOK	GOLD
OD15/027-028	SPAGHETTI/SALAD	FIGHT FABRIC DETERGENT	BBDO AND PROXIMITY THAILAND	BANGKOK	SILVER
OD15/018-020	DURACELL POSITIVE& NEGATIVE: DOCK/CONSOLE/MONKEY	DURACELL	GREY WORLDWIDE INDIA	MUMBAI	BRONZE
OD15/009	PUG	PEDIGREE	BBDO SINGAPORE PTE LTD	SINGAPORE	FINALIST

CATEGORY OD16 : BEST OF ELECTRONICS, HOME APPLIANCES & FURNISHING

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
OD16/025-026	GODZILLA/SAVING PRIVATE RYAN	ELECTRONIC	JWT SHANGHAI	SHANGHAI	SILVER
OD16/007-009	BEES/FLY/MOSQUITOS	EARPHONES	DDB GROUP HONG KONG	HONG KONG	BRONZE
OD16/010-012	GOODNIGHT, TROUBLES: BOSS/POLICE/DEVIL	I-PILLOW	LEO BURNETT, HONG KONG	HONG KONG	BRONZE

CATEGORY OD17 : BEST OF TRAVEL, ENTERTAINMENT & COMMUNICATION MEDIA

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
OD17/006-010	CHANGE DIRECTION: PAPAZZI/CHEF/JOCKEY/ ACUPUNCTURIST/FOOTBALLER	PENGUIN BOOKS	Y&R BEIJING	BEIJING	SILVER
OD17/012,014	WILLIAM SHAKESPEARE/OSCAR WILDE	AUDIOBOOKS	MCCANN WORLDGROUP INDIA	MUMBAI	BRONZE

CATEGORY OD18 : BEST OF RETAIL

NO AWARD

CATEGORY OD19 : BEST OF BUSINESS EQUIPMENT

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
OD19/004	THE PENCIL - ARCHITECTURE	SKETCHING PENCIL	LEO BURNETT, HONG KONG	HONG KONG	BRONZE

CATEGORY OD20 : BEST OF COMMERCIAL PUBLIC SERVICES & PRIVATE SERVICES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
OD20/017-018	LIVING ROOM/OFFICE	JVK REMOVAL SERVICES	JWT THAILAND	BANGKOK	SILVER
OD20/002	GRANDMA	TELEGO MOBILE PHONE	MCCANN WORLDGROUP	BANGKOK	FINALIST

CATEGORY OD21 : BEST OF CORPORATE

NO AWARD

CATEGORY OD22 : BEST OF FINANCE & REAL ESTATE

NO AWARD

CATEGORY OD23 : BEST OF PUBLIC SERVICES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
OD23/009-011	LIKING ISN'T HELPING: WAR/EARTHQUAKE/FLOOD	CRISIS RELIEF	PUBLICIS SINGAPORE	SINGAPORE	GOLD
OD23/060-062	FARMER SUICIDE 1/FARMER SUICIDE 2/ FARMER SUICIDE 3	TIMES OF INDIA	TAPROOT INDIA	MUMBAI	SILVER
OD23/051-052	BEG FOR LIFE: DOG BOWL 2/DOG BOWL 3	UNIDOG (THAILAND)	BBDO AND PROXIMITY THAILAND	BANGKOK	FINALIST
OD23/069	FUR HURTS	PETA	OGILVY BEIJING	BEIJING	FINALIST
OD23/070 MOVE FROM OD11/017	GUINNESS DRAUGHT IN A BOTTLE: UN	GUINNESS	BBDO SINGAPORE PTE LTD	SINGAPORE	FINALIST