



PRESS LOTUS

ADFEST 2014
WINNERS LIST

CATEGORY PR01 : BEST OF CONFECTIONERY & SNACKS

NO AWARD

CATEGORY PR02 : BEST OF SAVORY FOODS & SEASONING

NO AWARD

CATEGORY PR03 : BEST OF ALCOHOLIC BEVERAGES

NO AWARD

CATEGORY PR04 : BEST OF NON-ALCOHOLIC BEVERAGES (INCLUDING MILK)

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
PR04/004-005	WORKING LATE VS SLEEPING EARLY/SNACK VS SPORT	BALANCEA	JWT JAKARTA	JAKARTA	FINALIST

CATEGORY PR05 : BEST OF HEALTH & PERSONAL CARE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
PR05/036-038	HAIR/SPAGHETTI TOP/NECKLACE	L'OREAL REVITALIFT	MCCANN WORLDGROUP SINGAPORE	SINGAPORE	SILVER
PR05/030-032	MOUNTAIN/SEA/CITY	PREMEDICA UV PROTECTION EXTRA LIGHT & SMOOTH SPF 50 PA+++	LOWE, BANGKOK	BANGKOK	BRONZE
PR05/008	MAN	SIRIBUNCHA INSTANT HAND SANITIZER	MCCANN WORLDGROUP	BANGKOK	FINALIST
PR05/018	SUNSCREEN - DOGGING	BANANA BOAT	JWT HONG KONG	HONG KONG	FINALIST
PR05/025	YANK - BURGER	OMRON	IRIS WORLDWIDE INDONESIA	JAKARTA	FINALIST

CATEGORY PR06 : BEST OF SPORTS, FASHION, COSMETICS & LUXURY GOODS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
PR06/009-010	SUMO ELEPHANT/WRESTLER BEAR	SUITCASE	JWT SHANGHAI	SHANGHAI	SILVER

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CATEGORY PR07 : BEST OF CARS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
PR07/004-006	YES DEAR/YES BOSS/YES SIR	AUTOMATIC HIGH BEAM CONTROL	JWT JAKARTA	JAKARTA	BRONZE

CATEGORY PR08 : BEST OF OTHER VEHICLES, ACCESSORIES & AUTO SERVICES

NO AWARD

CATEGORY PR09 : BEST OF ELECTRONICS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
PR09/005-006	TOUGH GUY/LECHER	BLACKBERRY	BBDO INDONESIA	JAKARTA	BRONZE

CATEGORY PR10 : BEST OF TRAVEL, TOURISM & TRANSPORT

NO AWARD

CATEGORY PR11 : BEST OF RETAIL

NO AWARD

CATEGORY PR12 : BEST OF HOUSEHOLD PRODUCTS & MAINTENANCE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
PR12/025-027	PIG/LAMB/COW	SUNLIGHT	LOWE, BANGKOK	BANGKOK	GRANDE
PR12/019,021	DURACELL POSITIVE & NEGATIVE: DOCK/MONKEY	DURACELL	GREY WORLDWIDE INDIA	MUMBAI	GOLD
PR12/004-005	SOLUTION CAMPAIGN: CHOCOLATE MILK/MUSTARD	BREEZE	LOWE SINGAPORE	SINGAPORE	SILVER
PR12/016-018	AGELESS WONDER: MUSIC/MAN/WOMAN	DURACELL	GREY WORLDWIDE INDIA	MUMBAI	SILVER

CATEGORY PR13 : BEST OF HOME APPLIANCES & FURNISHINGS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
PR13/015-016	SERVANT/COUPLE	HILTI ROTARY HAMMER	JWT THAILAND	BANGKOK	BRONZE
PR13/001, PR13/018 MOVE FROM PR12/003	SPOT THE BURGLAR/SPOT THE PRISONER	KRISVIEW	JWT JAKARTA	JAKARTA	FINALIST

CATEGORY PR14 : BEST OF BUSINESS EQUIPMENT

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
PR14/001-002	ANGEL VS DEMON/WIZARD VS WITCH	PAPERMATE LIQUID PAPER	TBWA KUALA LUMPUR	KUALA LUMPUR	BRONZE

CATEGORY PR15 : BEST OF COMMERCIAL PUBLIC SERVICES & PRIVATE SERVICES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
PR15/007	UFO	UMI48 UNLIMITED DATA PLAN	BBDO PROXIMITY MALAYSIA	KUALA LUMPUR	BRONZE
PR15/010	INTRO	UMI38 TALK PLAN	BBDO PROXIMITY MALAYSIA	KUALA LUMPUR	BRONZE

CATEGORY PR16 : BEST OF COMMUNICATION MEDIA & PUBLICATIONS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
PR16/004-005	CHANGE DIRECTION: ACUPUNCTURIST/FOOTBALLER	PENGUIN BOOKS	Y&R BEIJING	BEIJING	SILVER
PR16/013-014	WILLIAM SHAKESPEARE/MARK TWAIN	AUDIOBOOKS	MCCANN WORLDGROUP INDIA	MUMBAI	BRONZE
PR16/016	HOMEMADE NEWSPAPER FLIPBOOK. "A FAMILY STORY"	THE SHINANO MAINICHI SHIMBUN NEWSPAPER	FRONTAGE INC.	TOKYO	BRONZE

CATEGORY PR17 : BEST OF ENTERTAINMENT, RECREATION & LEISURE

NO AWARD

CATEGORY PR18 : BEST OF CORPORATE

NO AWARD

CATEGORY PR19 : BEST OF FINANCE & REAL ESTATE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
PR19/005	ROOFTOP	SMARTCARE JUNIOR	PUBLICIS SINGAPORE	SINGAPORE	FINALIST

CATEGORY PR20 : BEST OF PUBLIC SERVICES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
PR20/026-028	BICYCLE/MOTORCYCLE/SKATEBOARD	ROAD SAFETY	DENTSU YOUNG & RUBICAM LTD.	BANGKOK	BRONZE

AS OF 7 MAR 2014