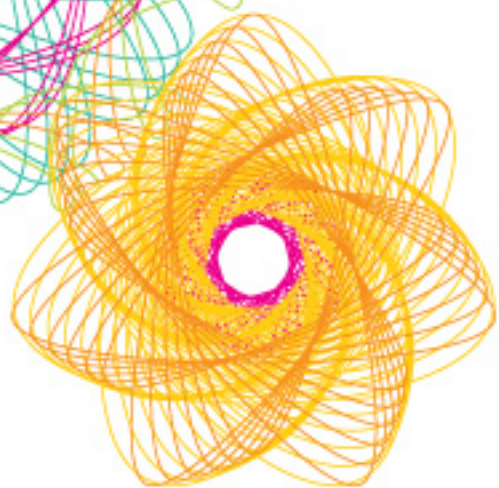


PROMO LOTUS



ADFEST 2014  
WINNERS LIST

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### CATEGORY PM01 : EVENT & FIELD MARKETING

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
PM01/033	HAWKER HEROES	SINGTEL	BBDO SINGAPORE PTE LTD	SINGAPORE	GOLD
PM01/010	PATROL VS BEETHOVEN	NISSAN MOTOR CO AUSTRALIA	WHYBIN/TBWA	MELBOURNE	SILVER
PM01/024	THE HIGHEST GOAL	ADIDAS FOOTBALL	TBWA HAKUHODO	TOKYO	SILVER
PM01/008	MOBILE GOODNESS	KINDER JOY	LEO BURNETT, HONG KONG	HONG KONG	FINALIST
PM01/013	AID COUTURE	ARIEL + DOWNY PARFUM	LEO BURNETT MANILA	MANILA	FINALIST
PM01/017	MY LATTE ART	LET'S CAFE	JWT TAIWAN	TAIPEI	FINALIST
PM01/030	SMALL WORLD MACHINES	COKE	LEO BURNETT	SYDNEY	FINALIST
PM01/041	ERGOTHRREE MUSIC PROJECT - 43DB SYMPHONY	ERGOTHRREE (VACUUM CLEANER)	TBWA HAKUHODO	TOKYO	FINALIST
PM01/045	MOVING WIFI	DTAC WIFI	CREATIVE JUICE\BANGKOK	BANGKOK	FINALIST
PM01/059	FAMILY REMEET	CEBUANA LHUILLIER	ACE SAATCHI & SAATCHI MANILA	MANILA	FINALIST
PM01/060	THE SPLASH VENDING MACHINE	SPRITE	TAIYO KIKAKU CO., LTD.	TOKYO	FINALIST

### CATEGORY PM02 : AMBIENT PROMOTION: SMALL SCALE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
PM02/013	ONE BAHT FLYER	TMB NO FIXED	THE LEO BURNETT GROUP THAILAND	BANGKOK	SILVER
PM02/003	RENT FOR HOPE	ANIMAL WELFARE	NAGA DDB MALAYSIA	PETALING JAYA	FINALIST

### CATEGORY PM03 : AMBIENT PROMOTION: LARGE SCALE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
PM03/007	PATROL VS BEETHOVEN	NISSAN MOTOR CO AUSTRALIA	WHYBIN/TBWA	MELBOURNE	SILVER
PM03/019	RICE-CODE	INAKADATE VILLAGE	HAKUHODO INC.	TOKYO	SILVER
PM03/012	SMALL WORLD MACHINES	COKE	LEO BURNETT	SYDNEY	BRONZE
PM03/009	SOUND OF HONDA / AYRTON SENNA 1989	INTERNAVI	DENTSU INC.	TOKYO	FINALIST

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### CATEGORY PM04 : BEST USE OF MERCHANDISING/IN-STORE MARKETING INCL. PROMOTIONAL PACKAGING

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
PM04/001	NEWS BOTTLE!	THE MAINICHI NEWSPAPERS	DENTSU INC.	TOKYO	GOLD
PM04/008	THE PHOTOGENIC BEER	KIRIN ICHIBAN	HAKUHODO INC.	TOKYO	GOLD
PM04/013	FAMILY REMEET	CEBUANA LHUILLIER	ACE SAATCHI & SAATCHI MANILA	MANILA	FINALIST

### CATEGORY PM05 : BEST NEW PRODUCT LAUNCH/RE-LAUNCH AT RETAIL

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
PM05/005	ROAD TO RECOVERY	BUNDABERG RUM	LEO BURNETT	SYDNEY	SILVER
PM05/007	THE WORLD'S SMOOTHEST LAUNCH	GUINNESS	BBDO SINGAPORE PTE LTD	SINGAPORE	BRONZE

### CATEGORY PM06 : BEST USE OF GAMES, INCL. SWEEPSTAKES, CONTESTS, PRIZE-DRAWS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
PM06/001	DUMB WAYS TO DIE	METRO	MCCANN MELBOURNE	MELBOURNE	GOLD
PM06/008	RUN THAT TOWN	CENSUS	LEO BURNETT	SYDNEY	SILVER
PM06/007	PHONE STACK	KFC BRAND	BBDO PROXIMITY MALAYSIA	KUALA LUMPUR	BRONZE

### CATEGORY PM07 : SPONSORSHIP/PARTNERSHIP CAMPAIGN

NO AWARD

### CATEGORY PM08 : BEST USE OF TV OR RADIO

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
PM08/001	NODOGOSHI DREAMS	NODOGOSHI	DENTSU INC.	TOKYO	SILVER
PM08/008	ZZZ RADIO	PAMPERS DIAPER	ACE SAATCHI & SAATCHI MANILA	MANILA	SILVER
PM08/004	MALAYSIA DAY DJ SWAP	RED FM, CAPITAL FM, 988 FM, SURIA FM	TBWA KUALA LUMPUR	KUALA LUMPUR	FINALIST
PM08/006	GUMMI GUUM E.T. CAMPAIGN	GUMI GUUM	TOHOKUSHINSHA FILM CORPORATION	TOKYO	FINALIST

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### CATEGORY PM09 : BEST USE OF PRINT/CONVENTIONAL OUTDOOR

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
PM09/002	UNITY PAPER	ADA NEWSPAPER	LEO BURNETT SOLUTIONS INC	COLOMBO	GOLD

### CATEGORY PM10 : BEST USE OF INTERNET/ONLINE ADVERTISING

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
PM10/020	TOKYO CITY SYMPHONY	ROPPONGI HILLS	SIX INC.	TOKYO	GOLD
PM10/010	BANANA REPUBLIC	BANANA REPUBLIC	IRIS WORLDWIDE INDONESIA	JAKARTA	BRONZE
PM10/004	SLEEP MODE	BEDDING PRODUCTS	LEO BURNETT, HONG KONG	HONG KONG	FINALIST

### CATEGORY PM11 : BEST USE OF OTHER DIGITAL MEDIA

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
PM11/013	SOUND OF HONDA / AYRTON SENNA 1989	INTERNAVI	DENTSU INC.	TOKYO	GRANDE
PM11/022	SMALL WORLD MACHINES	COKE	LEO BURNETT	SYDNEY	SILVER
PM11/010	GAGADOLL	ARTPOP BY LADY GAGA	PARTY	TOKYO	BRONZE
PM11/032	RICE-CODE	INAKADATE VILLAGE OFFICE	HAKUHODO INC.	TOKYO	BRONZE
PM11/009	MEMOJI	COLOURED PENCILS	LEO BURNETT, HONG KONG	HONG KONG	FINALIST
PM11/026	ANIMATED CITY	MATSUYAMA CITY	ADK JAPAN	TOKYO	FINALIST
PM11/031	FACEBOOK CALLER ID HIJACK	MYBURGERLAB	DRAFTFCB MALAYSIA	KUALA LUMPUR	FINALIST
PM11/034	MISSING CHILDREN	BAOBEIHUIJIA.COM	J. WALTER THOMPSON-BRIDGE ADVERTISING CO., LTD, BEIJING	BEIJING	FINALIST

### CATEGORY PM12 : BEST USE OF SOCIAL MEDIA

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
PM12/001	OASIS FUN HOLIDAY FACTORY: FAKE PHOTO RELIEVES THIRST FOR INNER PEACE	CALPIS OASIS	DENTSU INC.	TOKYO	FINALIST

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### CATEGORY PM13 : BEST INTEGRATED PROMO CAMPAIGN

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY	AWARD
PM13/009	THE PHOTOGENIC BEER	KIRIN ICHIBAN	HAKUHODO INC.	TOKYO	GOLD
PM13/007	AID COUTURE	ARIEL + DOWNY PARFUM	LEO BURNETT MANILA	MANILA	SILVER
PM13/012	ROAD TO RECOVERY	BUNDABERG RUM	LEO BURNETT	SYDNEY	SILVER
PM13/013	HAWKER HEROES	SINGTEL	BBDO SINGAPORE PTE LTD	SINGAPORE	FINALIST

AS OF 5 MAR 2014