



**NEW DIRECTOR
LOTUS**

20 YEARS OF DIVERSITY
**ADFEST 2017
FINALIST**

CATEGORY ND01 : COMMISSIONED SPOT

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
ND01/001	STYLE IS WHY	OPSM	MARCEL WORLDWIDE	SYDNEY	THE POOL COLLECTIVE	SYDNEY	FINALIST

CATEGORY ND02 : MUSIC VIDEO

NO AWARD

CATEGORY ND03 : SHORT FILM

NO AWARD

CATEGORY ND04 : INTERNET FILM

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	FINALIST
ND04/001	HEADACHE CHICKEN	TYLENOL	INNORED	SEOUL	INNORED	SEOUL	FINALIST
ND04/002	RUBBER BOY	PETROLIAM NASIONAL BERHAD (PETRONAS)	LEO BURNETT MALAYSIA	KUALA LUMPUR	RESERVOIR WORLD SDN BHD	KUALA LUMPUR	FINALIST

CATEGORY ND05 : PORTFOLIO SPOT

CODE	ENTRY TITLE	BRAND	NAME	POSITION	COMPANY ENTERING	CITY	FINALIST
ND05/003	BEAUTY OF LINE	ACROBALL	RITSUKO NOMURA	DIRECTOR	SENDENKAIGI	TOKYO	FINALIST

CATEGORY ND06 : FILM SCHOOL

NO AWARD

CATEGORY ND07 : SHORT FILMS FOR ADFEST 2017 BY THE FABULOUS FOUR

CODE	ENTRY TITLE	BRAND	NAME	POSITION	COMPANY ENTERING	CITY
ND07/001	FLOATING FATHER	ADFEST 2017	YOSHIKAZE KANEZAWA	ASSISTANT DIRECTOR	DENTSU CREATIVE X INC.	TOKYO
ND07/002	LIFE STYLE	ADFEST 2017	KAI OE	DIRECTOR	GEEK PICTURES INC.	TOKYO
ND07/003	TRADITION	ADFEST 2017	MIYUKI AKIMOTO	DIRECTOR	AOI PRO. INC.	TOKYO
ND07/004	THE DOLLS WITH ATTITUDE	ADFEST 2017	NAOYA YAMAGUCHI	DIRECTOR	HAT INC.	TOKYO

CATEGORY LRND : LOTUS ROOTS

NO AWARD