



FILM
CRAFT
LOTUS

20 YEARS OF DIVERSITY

ADFEST 2017
WINNERS LIST

CATEGORY CF01 : DIRECTING

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
CF01/019	BLAST OFF	LAZADA GROUP (E-CART SERVICES MALAYSIA SDN. BHD.)	LEO BURNETT MALAYSIA	KUALA LUMPUR	DIRECTORS THINK TANK SDN BHD	KUALA LUMPUR	SILVER
CF01/018	SISTERS	ALLIANZ	OGILVY & MATHER KUALA LUMPUR	KUALA LUMPUR	DIRECTORS THINK TANK SDN BHD	KUALA LUMPUR	BRONZE
CF01/051	RUBBER BOY	PETROLIAM NASIONAL BERHAD (PETRONAS)	LEO BURNETT MALAYSIA	KUALA LUMPUR	RESERVOIR WORLD SDN BHD	KUALA LUMPUR	BRONZE
CF01/058	EVERY SECOND COUNTS	ST KILDA FILM FESTIVAL	N/A	N/A	FINCH	SYDNEY	BRONZE
CF01/006	STICKING TOGETHER, NO MATTER WHAT	ROOF TILES	ADK NAGOYA	NAGOYA	ADK JAPAN	TOKYO	FINALIST
CF01/009	HELLO	NZTA	CLEMENGER BBDO WELLINGTON	WELLINGTON	CURIOUS FILM	AUCKLAND	FINALIST
CF01/012	INSTANT BUZZ / SAMURAI DRONE CATIDOLS SUPER HUMAN RUBEGOLDBERG VIEWER WARNING TOOEXPLOSIVE HIGH SCHOOL GIRL	CHIKIN RAMEN	DENTSU INC./DENTSU PUBLIC RELATIONS INC	TOKYO/TOKYO	DASH CO., LTD.	TOKYO	FINALIST
CF01/029	DADS #SHARETHELOAD	ARIEL MATIC	BBDO INDIA	MUMBAI	BBDO INDIA	MUMBAI	FINALIST
CF01/036	LIES	CENTREPOINT	IMPACT BBDO DUBAI	DUBAI	IMPACT BBDO DUBAI	DUBAI	FINALIST
CF01/042	HOUSE OF LITTLE MOMENTS - HERO HAS NO TEARS	UNI NOODLE	ADK TAIWAN	TAIPEI	ADK TAIWAN	TAIPEI	FINALIST
CF01/045	NIKE #MINOHODOSHIRAZU	NIKE	WIEDEN + KENNEDY TOKYO	TOKYO	DICTIONARY FILMS TOKYO/ CUTTERS TOKYO	TOKYO	FINALIST
CF01/047	THE CASE VIDEO MUST GO ON	INDIAN CONFEDERATION OF NGOS	GREY WORLDWIDE INDIA PVT. LTD.	MUMBAI	FLYING SAUCER PICTURES	MUMBAI	FINALIST
CF01/053	HOW VERY UN-MCDONALD'S	MCDONALD'S	DDB	SYDNEY	THE SWEET SHOP	BANGKOK	FINALIST
CF01/062	CONSEQUENCES	TRANSPORT ACCIDENT COMMISSION	CLEMENGER BBDO MELBOURNE	MELBOURNE	FINCH	SYDNEY	FINALIST
CF01/064	'ROLE MODELS'	SAMSUNG	IRIS WORLDWIDE	SYDNEY	EXIT FILMS	SYDNEY	FINALIST

CATEGORY CF02 : EDITING

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
CF02/002	ALICE'S WEDDING	VOLVO CARS	HAVAS TAIWAN	TAIPEI	HAVAS TAIWAN	TAIPEI	SILVER
CF02/016	NIKE #MINOHODOSHIRAZU	NIKE	WIEDEN + KENNEDY TOKYO	TOKYO	DICTIONARY FILMS TOKYO/ CUTTERS TOKYO	TOKYO	BRONZE
CF02/017	TIGER WOK	HEINEKEN- TIGER BEER	DROGA5	SYDNEY	HECKLER	SYDNEY	BRONZE
CF02/009	BLAST OFF	LAZADA GROUP (E-CART SERVICES MALAYSIA SDN. BHD.)	LEO BURNETT MALAYSIA	KUALA LUMPUR	DIRECTORS THINK TANK SDN BHD	KUALA LUMPUR	FINALIST
CF02/015	LIES	CENTREPOINT	IMPACT BBDO DUBAI	DUBAI	IMPACT BBDO DUBAI	DUBAI	FINALIST
CF02/021	'ROLE MODELS'	SAMSUNG	IRIS WORLDWIDE	SYDNEY	EXIT FILMS	SYDNEY	FINALIST

CATEGORY CF03 : CINEMATOGRAPHY

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
CF03/017	THE CURATOR	SC ASSET	SPACE-HAKUHODO	BANGKOK	SPA-HAKUHODO., LTD (HEAD OFFICE)	BANGKOK	SILVER
CF03/025	LIES	CENTREPOINT	IMPACT BBDO DUBAI	DUBAI	IMPACT BBDO DUBAI	DUBAI	SILVER
CF03/028	NIKE #MINOHODOSHIRAZU	NIKE	WIEDEN + KENNEDY TOKYO	TOKYO	DICTIONARY FILMS TOKYO/ CUTTERS TOKYO	TOKYO	BRONZE
CF03/012	BLAST OFF	LAZADA GROUP (E-CART SERVICES MALAYSIA SDN. BHD.)	LEO BURNETT MALAYSIA	KUALA LUMPUR	DIRECTORS THINK TANK SDN BHD	KUALA LUMPUR	FINALIST
CF03/020	HOLIDAYS	HOUSE OF TRAVEL	COLENZO BBDO	SYDNEY	EXIT FILMS	SYDNEY	FINALIST
CF03/035	'ROLE MODELS'	SAMSUNG	IRIS WORLDWIDE	SYDNEY	EXIT FILMS	SYDNEY	FINALIST

CATEGORY CF04 : SPECIAL EFFECTS: IN-CAMERA

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
CF04/009	CONSEQUENCES	TRANSPORT ACCIDENT COMMISSION	CLEMENGER BBDO MELBOURNE	MELBOURNE	FINCH	SYDNEY	GOLD
CF04/007	JOURNEY	NAB	CLEMENGER BBDO MELBOURNE	MELBOURNE	THE SWEET SHOP	BANGKOK	SILVER
CF04/002	HOW I LOVE YOU SO	KITTE	ADK TOKYO	TOKYO	BBMEDIA INC.	TOKYO	BRONZE
CF04/001	「BEYOND THE DREAM」 PRESENTED BY ARIMA KINEN	ARIMA KINEN	TOKYU AGENCY INC.	TOKYO	TOKYU AGENCY INC.	TOKYO	FINALIST
CF04/006	IN THE MOMENT	5 SEEDS CIDER	BMF ADVERTISING	SYDNEY	THE SWEET SHOP	BANGKOK	FINALIST

CATEGORY CF05 : SPECIAL EFFECTS: DIGITAL VISUAL EFFECTS

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
CF05/009	PEPSI STRONG - MOMOTARO EP4	PEPSI STRONG	TUGBOAT/YOMIKO ADVERTISING INC.	TOKYO/TOKYO	ALT.VFX	BRISBANE	SILVER
CF05/010	FDA - STRAW CITY	FDA	FCB	NEW YORK	ALT.VFX	BRISBANE	SILVER
CF05/008	HONDA CIVIC - CHASE IT	HONDA	LEO BURNETT	MELBOURNE	ALT.VFX	BRISBANE	BRONZE
CF05/012	YOU MAKE THE GAME	AFL	CUMMINS&PARTNERS	SYDNEY	FINCH	SYDNEY	FINALIST

CATEGORY CF06 : ANIMATION (IN-CAMERA OR DIGITAL)

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
CF06/002	SAMURAI NOODLES - THE ORIGINATOR	NISSIN "CUPNOODLE"	SAMURAI CO., LTD./ THA LTD./HAKUHODO THE DAY	TOKYO/TOKYO/TOKYO	AOI PRO. INC.	TOKYO	SILVER
CF06/013	FDA - STRAW CITY	FDA	FCB	NEW YORK	ALT.VFX	BRISBANE	BRONZE
CF06/017	CLAY DOLLS	COCA-COLA	MCCANN WORLDGROUP SHANGHAI	SHANGHAI	MPC SHANGHAI	SHANGHAI	BRONZE
CF06/005	MORI SHUSUI MUSEUM OF ART	MORI SHUSUI MUSEUM OF ART	TOYAMA MEDIA WORK/EDP GRAPHIC WORKS TOKYO	TOYAMA/TOKYO	EDP GRAPHIC WORKS CO.,LTD.	TOKYO	FINALIST

CATEGORY CF07 : PRODUCTION DESIGN

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
CF07/007	HOT DRIVE	JMS	HAKUHODO KETTLE INC./ HAKUHODO INC.	TOKYO/TOKYO	HAKUHODO KETTLE INC.	TOKYO	GOLD
CF07/012	COSMETIC RUBE GOLDBERG MACHINE #MAKEUPISASTORY #MAJOLICAMAJORCA	MAJOLICA MAJORCA	DENTSU INC.	TOKYO	TAIYO KIKAKU CO., LTD.	TOKYO	SILVER
CF07/016	SKIP. DONE. : KITCHEN	STATE INSURANCE	COLENZO BBDO	SYDNEY	FINCH	SYDNEY	BRONZE
CF07/001	ART OF TIME	SEIKO	DENTSU INC.	TOKYO	DENTSU INC.	TOKYO	FINALIST
CF07/010	THE WORLD'S FIRST KAWAII (CUTE) MISO SOUP	THE WORLD'S FIRST KAWAII (CUTE) MISO SOUP	DENTSU INC.	TOKYO	TOHOKUSHINSHA FILM CORPORATION	TOKYO	FINALIST

CATEGORY CF08 : COSTUME DESIGN

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
CF08/002	TOKYO CULTURE STORY	BEAMS	SIX INC./ COSMO COMMUNICATIONS INC.	TOKYO/TOKYO	SIX INC.	TOKYO	SILVER

CATEGORY CF09 : CASTING

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
CF09/002	"A QUARREL"	NETFLIX MOVIE(SWORD OF DISTINY)	DENTSU INC.	TOKYO	DASH CO., LTD.	TOKYO	GOLD
CF09/023	QANTAS ASSURE	QANTAS	WITH COLLECTIVE	SYDNEY	FINCH	SYDNEY	SILVER
CF09/006	DANCING BAND-AID	BAND-AID PLUS COMFORT	BBDO JAPAN	TOKYO	I&S BBDO INC.	TOKYO	BRONZE
CF09/007	THE LINE-UP SONG	COKE RED	FP7/CAI	CAIRO	FP7/ CAI PART OF MCCANN WORLD GROUP	CAIRO	FINALIST
CF09/013	MR. LAMBA NAAM	CELLO PENS	J. WALTER THOMPSON	MUMBAI	TUBELIGHT FILMS	MUMBAI	FINALIST
CF09/018	ADIDAS ODDS	ADIDAS	TAPROOT DENTSU	MUMBAI	TAPROOT DENTSU	MUMBAI	FINALIST
CF09/019	SAMSUNG CARES	SAMSUNG INDIA ELECTRONICS PVT. LTD.	CHEIL INDIA	HARYANA	CRAZY FEW FILMS	MUMBAI	FINALIST
CF09/021	RUBBER BOY	PETROLIAM NASIONAL BERHAD (PETRONAS)	LEO BURNETT MALAYSIA	KUALA LUMPUR	RESERVOIR WORLD SDN BHD	KUALA LUMPUR	FINALIST
CF09/022	DATE	FOXTEL	WHYBIN\TBWA	SYDNEY	FINCH	SYDNEY	FINALIST

CATEGORY CF10 : SCRIPT

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
CF10/023	ADIDAS TALE OF TWO	ADIDAS	TAPROOT DENTSU	MUMBAI	TAPROOT DENTSU	MUMBAI	GOLD
CF10/018	LIES	CENTREPOINT	IMPACT BBDO DUBAI	DUBAI	IMPACT BBDO DUBAI	DUBAI	SILVER
CF10/027	EVERY SECOND COUNTS	ST KILDA FILM FESTIVAL			FINCH	SYDNEY	BRONZE

FILM CRAFT LOTUS
WINNERS

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
CF10/002	AIR-CHAIR SCHOOL GIRLS	NISHITETSU TRAIN	NISHITETSU AGENCY CO.,LTD.	FUKUOKA	NISHITETSU AGENCY CO.,LTD.	FUKUOKA	FINALIST
CF10/013	THANK YOU FOR SHARING	DTAC	THE LEO BURNETT GROUP THAILAND	BANGKOK	THE LEO BURNETT GROUP THAILAND	BANGKOK	FINALIST
CF10/014	DADS #SHARETHELOAD	ARIEL MATIC	BBDO INDIA	MUMBAI	BBDO INDIA	MUMBAI	FINALIST
CF10/024	HOUSE OF LITTLE MOMENTS - GOLDEN THEME PARK	UNI NOODLE	ADK TAIWAN	TAIPEI	ADK TAIWAN	TAIPEI	FINALIST
CF10/026	HOUSE OF LITTLE MOMENTS - HERO HAS NO TEARS	UNI NOODLE	ADK TAIWAN	TAIPEI	ADK TAIWAN	TAIPEI	FINALIST

CATEGORY CF11 : ORIGINAL MUSIC SCORE

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
CF11/008	BLAST OFF	LAZADA GROUP (E-CART SERVICES MALAYSIA SDN. BHD.)	LEO BURNETT MALAYSIA	KUALA LUMPUR	DIRECTORS THINK TANK SDN BHD	KUALA LUMPUR	SILVER
CF11/021	SAMSUNG CARES	SAMSUNG INDIA ELECTRONICS PVT. LTD.	CHEIL INDIA	HARYANA	CRAZY FEW FILMS	MUMBAI	SILVER
CF11/015	MATSURI WITH KODO	IS JAPAN COOL?	ENJIN INC.	TOKYO	ENJIN INC.	TOKYO	FINALIST

CATEGORY CF12 : BEST USE OF MUSIC TRACK

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
CF12/001	ALICE'S WEDDING	VOLVO CARS	HAVAS TAIWAN	TAIPEI	HAVAS TAIWAN	TAIPEI	SILVER
CF12/002	TOKYO CULTURE STORY	BEAMS	SIX INC./ COSMO COMMUNICATIONS INC.	TOKYO/TOKYO	SIX INC.	TOKYO	SILVER
CF12/008	THE LINE-UP SONG	COKE RED	FP7/CAI	CAIRO	FP7/ CAI PART OF MCCANN WORLD GROUP	CAIRO	SILVER
CF12/010	MND - THE FADING SYMPHONY	MND AUSTRALIA	THE WORKS	SYDNEY	PHOTOPLAY FILMS	SYDNEY	FINALIST

CATEGORY CF13 : SOUND DESIGN

CODE	ENTRY TITLE	BRAND	AGENCY	CITY	COMPANY ENTERING	CITY	AWARDS
CF13/007	TIGER BEER WOK	TIGER BEER	DROGA5	SYDNEY	SONG ZU SINGAPORE	SINGAPORE	SILVER
CF13/001	CROSSOVER BEATS	GORE-TEX	HAKUHODO INC./DELOREAN	TOKYO/TOKYO	GEEK PICTURES INC.	TOKYO	BRONZE
CF13/009-010	MAGNUM PHOTOGRAPHY: CHE GUEVARA/MARILYN	MAGNUM PHOTOS ENDOWMENT FUND	TBWA	SINGAPORE	SONG ZU SINGAPORE	SINGAPORE	BRONZE
CF13/005	JAPAN - WHERE TRADITION MEETS THE FUTURE	VISIT JAPAN	ENJIN INC.	TOKYO	ENJIN INC.	TOKYO	FINALIST