



DIRECT LOTUS

WINNERS LIST

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CATEGORY DM01 FLAT MAIL: BUSINESS-TO-BUSINESS

NO AWARDS

CATEGORY DM02 FLAT MAIL: BUSINESS-TO-CONSUMER

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
DM02/002	Bad Breath	Listerine	JWT Hong Kong	Hong Kong	Finalist				
DM02/009	Bouncing Mail	Union Bank Home Loans	MUDRA COMMUNICATIONS PVT LTD	Mumbai	Finalist				
DM02/003	Touching Words	Eye Bank Foundation Of the Philippines	TBWA\Santiago Mangada Puno	Manila		Bronze			
DM02/005	The Ultra Asian	ADFEST 2011 Exhibition	TAKICORPORATION	Tokyo		Bronze			
DM02/008	Disappearing Discounts	Lass Natural Cosmetics	DDB Mudra	Mumbai			Silver		

CATEGORY DM03 DIMENSIONAL MAIL: BUSINESS-TO-BUSINESS

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
DM03/011	Second Aid	Second Aid	Dentsu Inc.	Tokyo	Finalist				
DM03/001	The Missing Engine	MTU - A Tognum Group Brand	Dentsu Singapore Pte Ltd	Singapore		Bronze			
DM03/007	The Box Of Curiosities	Spiegel	Leo Burnett Melbourne	Melbourne			Silver		
DM03/005	Instant Pet House	Instant Pet House	Hakuhodo product's	Tokyo				Gold	

CATEGORY DM04 DIMENSIONAL MAIL: BUSINESS-TO-CONSUMER

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
DM04/003	Black magic egg	Thaigreenmarket.com	Creative Spike Co.,Ltd.	Bangkok	Finalist				
DM04/004	Magic disposable contact lens	Magic disposable contact lens	TAKICORPORATION	Tokyo	Finalist				
DM04/013	Gandhifont - Now in Hardcover	Gandhifont	Leo Burnett India	Mumbai	Finalist				
DM04/006	Magic Drain Opener	Pantene Hair Fall Protection Shampoo	Grey Worldwide India	Mumbai			Silver		
DM04/005	Instant Pet House	Instant Pet House	Hakuhodo product's	Tokyo				Gold	

CATEGORY DM05 LOW BUDGET MAILER

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
DM05/002	Black magic egg	Thaigreenmarket.com	Creative Spike Co.,Ltd.	Bangkok		Bronze			

CATEGORY DM06 PRINT: BUSINESS-TO-BUSINESS

NO AWARDS

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CATEGORY DM07 PRINT: BUSINESS-TO-CONSUMER

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
DM07/008	Punita	Dignity For Children's Foundation	Leo Burnett Advertising / Arc Worldwide	Kuala Lumpur	Finalist				
DM07/009	Jamilah	Dignity For Children's Foundation	Leo Burnett Advertising / Arc Worldwide	Kuala Lumpur	Finalist				
DM07/006	Declare	LAZONA kawasaki Plaza	DENTSU TEC INC.	Tokyo		Bronze			
DM07/002	IWATTE CELEBRATION SPECIAL EDITION NEWSPAPER: YOUR HAPPY NEWS IS OUR TOP STORY	IWATTE	Hakuhodo DY Media Partners	Tokyo			Silver		

CATEGORY DM08 FILM AND INFORMERCIALS

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
DM08/004	Fuk	Lub d Hostel	Creative Spike Co.,Ltd	Bangkok		Bronze			
DM08/006	Panyee FC	TMB Corporate Branding	The Leo Burnett Group Thailand	Bangkok			Silver		
DM08/002	See The Person	Scope	Leo Burnett Melbourne	Melbourne				Gold	

CATEGORY DM09 RADIO

NO AWARDS

CATEGORY DM10 DIRECT AMBIENT

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
DM10/004	Foon	World Diabetes Day 2011	Saatchi & Saatchi	Colombo	Finalist				
DM10/008	18-Button Redemption Machine	McDonald's	DDB Group Hong Kong	Hong Kong	Finalist				
DM10/035 (Moved From DM09/005)	The Organ Story	Let Them See Love Campaign	The Leo Burnett Group Thailand	Bangkok	Finalist				
DM10/001	Sound Grate	Keep Australia Beautiful Week	Clemenger BBDO Sydney	Sydney		Bronze			
DM10/023	Chanting Lighter	Cancer Patients Aid Association	Ogilvy & Mather	Mumbai		Bronze			
DM10/015	Musical Fitting Rooms	Online Music Store	DDB Singapore	Singapore			Silver		

CATEGORY DM11 ONLINE: BUSINESS-TO-BUSINESS

NO AWARDS

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CATEGORY DM12 ONLINE: BUSINESS-TO-CONSUMER

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
DM12/001	CALM ON YOUR DESKTOP	BOH CAMOMILE TEA	M&C Saatchi (M) Sdn Bhd	Kuala Lumpur	Finalist				
DM12/022	Flip Your Profile	Flip Camcorder	DDB Singapore	Singapore	Finalist				
DM12/026	The CAPS ON Project	World Aids Day Initiative	McCann Worldgroup, India	Mumbai	Finalist				
DM12/014	The Google Puzzle	Google Chrome	HAKUHODO INC.	Tokyo		Bronze			
DM12/020	Visual Alphabet	Corbis Images	Mccann Worldgroup (Hong Kong)	Hong Kong		Bronze			
DM12/004	Break Up	National Australia Bank	Clemenger BBDO Proximity Melbourne	Melbourne			Silver		

CATEGORY DM13 MOBILE MARKETING

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
DM13/003	Fill the Sky	Ogilvy	Ogilvy Beijing	Beijing	Finalist				
DM13/007	Chok! Chok! Chok!	Coca-Cola	Mccann Worldgroup (Hong Kong)	Hong Kong	Finalist				
DM13/006	Wi-Fiction	2011 Melbourne Writers Festival	JWT	Melbourne			Silver		
DM13/008	DOG-A-LIKE	The Pedigree Adoption Drive	WHYBINTBWA\TEQUILA	Sydney			Silver		

CATEGORY DM14 BEST USE OF SOCIAL MEDIA

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
DM14/008	Social bookmark POP system	Kodansha	HAKUHODO & TBWA\HAKUHODO	Tokyo	Finalist				
DM14/012	The Skate Wash Denim	Fashion & Accessories	JWT Shanghai	Shanghai	Finalist				
DM14/009	OPEN BOOK PROJECT	BRAND AWARENESS	DDB Group Melbourne	Melbourne		Bronze			
DM14/013	Music Moodbox	Online Music Store	DDB Singapore	Singapore		Bronze			
DM14/021	SPACE BALLOON PROJECT	GALAXY S II	HAKUHODO INC.	Tokyo			Silver		

CATEGORY DM15 FIELD MARKETING

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
DM15/001	Game Signatures	Australian Football League	George Patterson Y&R Melbourne	Melbourne	Finalist				
DM15/002	CALM TEA BAGS	BOH CAMOMILE TEA	M&C Saatchi (M) Sdn Bhd	Kuala Lumpur	Finalist				
DM15/006	The Real 3D Experience	LG Optimus 3D	McCann Worldgroup	Bangkok	Finalist				
DM15/021	Ink Pad	Literacy program - Door Step School	Leo Burnett	Mumbai		Bronze			
DM15/011	Musical Fitting Rooms	Online Music Store	DDB Singapore	Singapore			Silver		
DM15/013	Slurpee Bring Your Own Cup Day	Slurpee	Leo Burnett Melbourne	Melbourne			Silver		

CATEGORY DM16 DIRECT CAMPAIGN FOR RETENTION/LOYALTY: BUSINESS-TO-BUSINESS

NO AWARDS

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CATEGORY DM17 DIRECT CAMPAIGN FOR RETENTION/LOYALTY: BUSINESS-TO-CONSUMER

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
DM17/008	Everyday Riders	Giant	Leo Burnett Melbourne	Melbourne		Bronze			
DM17/009	Slurpee Bring Your Own Cup Day	Slurpee	Leo Burnett Melbourne	Melbourne				Gold	

CATEGORY DM18 BEST INTEGRATED DIRECT CAMPAIGN

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
DM18/001	Foot Locker Art Prize	Foot Locker	SapientNitro	Brisbane	Finalist				
DM18/016	MY CAR IS YOUR CAR	NRMA INSURANCE	WHYBINTBWA\TEQUILA	Sydney	Finalist				
DM18/027	ShaveSutra	Gillette Mach3 Turbo Sensitive	BBDO INDIA	Mumbai	Finalist				
DM18/017	The Pedigree Adoption Drive	The Pedigree Adoption Drive	WHYBINTBWA\TEQUILA	Sydney			Silver		
DM18/018	See The Person	Scope	Leo Burnett Melbourne	Melbourne			Silver		
DM18/006	Break Up	National Australia Bank	Clemenger BBDO Proximity Melbourne	Melbourne					Best