



CYBER LOTUS WINNERS LIST





CYBER LOTUS 2011

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Category CB01 Website: Best Consumer Website

Assign No.	Entry Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
CB01/005	UNIQLO LUCKY LINE	UNIQLO special sale	Dentsu Inc.	Tokyo	Finalist				
CB01/048	JAPAN WORLD CUP	Horse Racing	Tokyu Agency Inc.	Tokyo		Bronze			
CB01/003	TOKYO ZOO PROJECT	The Car & Bicycle Navigation System [nav-u]	FRONTAGE INC.	Tokyo			Silver		
CB01/020	Future Daily on April Fool	Metro Daily	Mccann Worldgroup (Hong Kong)	Hong Kong			Silver		
CB01/021	Real-Life Betting	Dim Sum Television	Mccann Worldgroup (Hong Kong)	Hong Kong				Gold	

Category CB02 Website: Self-promotion

No Award

Category CB03 Web Site: Business-to-Business

No Award

Category CB04 Website: Best Community Website/Blog

Assign No.	Entry Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
CB04/006	World of EOS	World of EOS	Leo Burnett	Sydney		Bronze			
CB04/004	PEACE SHADOW, RECREATING THE MEMORY	HIROSHIMA PEACE MEMORIAL CENTER	HAKUHODO Inc.	Tokyo			Silver		

Category CB05 Corporate Website

No Award

Category CB06 Online Banner Advertising

Assign No.	Entry Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
CB06/007	UV Away	Neutrogena	Naga DDB Malaysia	Kuala Lumpur		Bronze			

Category CB07 Beyond the Banner: Online Advertising Innovation in Rich Media

Assign No.	Entry Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
CB07/002	Speak Thai	Thailand	McCann Worldgroup Thailand Limited	Bangkok		Bronze			
CB07/005	The Glove Lives On	The Glove Lives On	XM Asia Pacific Pte Ltd.	Singapore			Silver		

Category CB08 Games: Best Online Game

Assign No.	Entry Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
CB08/007	The Actress	LUX	Bascule Inc.	Tokyo		Bronze			
CB08/001	UNIQLO LUCKY MACHINE	Clothing	Dentsu Inc.	Tokyo			Silver		

Category CB09 Games: Best Mobile Game

No Award

Category CB10 Best Mobile Application

Assign No.	Entry Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
CB10/008	Daredevil Delivery Widescreen	Subway	Soho Sqaure Beijing	Beijing	Finalist				
CB10/007	Man of a 1,000 Faces "Shav o matic" (iPad App)	Schick	JWT	Sydney		Bronze			

Category CB11 Best Use of Online Video

Assign No.	Entry Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
CB11/014	Samsung Galaxy Player 50	Samsung	Cheil Worldwide	Seoul	Finalist				
CB11/002	Mr Knowitall	Samsung Wave	M&C Saatchi/Mark	Sydney		Bronze			
CB11/017	Chrome Music Mixer	More : Google de motto	Wieden+Kennedy Tokyo	Tokyo		Bronze			
CB11/021 RECB01/024	AXE 360 -Summer Daydream-	AXE	Bascule Inc.	Tokyo				Gold	

Category CB12 Email Marketing

NO AWARD

Category CB13 Best Mobile Campaign or Advertising

NO AWARD

Category CB14 Best Use of Viral

Assign No.	Entry Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
CB14/002	Hauraki Amped	Hauraki	TBWA/Tequila	Auckland	Finalist				
CB14/018	Indian Panga League	Virgin Mobile India Private Ltd	Bates 141	Mumbai		Bronze			
CB14/032 RECB01/035	What's your next project?	Samsung Camera NX Series	Cheil Worldwide	Seoul		Bronze			
CB14/029	RUN Fwd:	Nike Running	Wieden+Kennedy Tokyo	Tokyo			Silver		
CB14/026	NIKE MUSIC SHOE	NIKE FREE RUN+	Taiyo Kikaku Co.,Ltd.	Tokyo				Gold	

Category CB15 Best Use of Social Media

Assign No.	Entry Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
CB15/019	The Line	Australian Government (fbc)	JWT	Sydney	Finalist				
CB15/003	UNIQLO LUCKY COUNTER	Clothing	Dentsu Inc.	Tokyo	Finalist				
CB15/004	UNIQLO LUCKY LINE	UNIQLO special sale	Dentsu Inc.	Tokyo		Bronze			
CB15/021	IS Parade	IS Series(smart phone)	Hakuhodo	Tokyo		Bronze			
CB15/031	Nike Bleed Blue	Nike India Cricket	AKQA shanghai	Shanghai			Silver		
CB15/035	Write the future: Tulio	Nike Football	Wieden+Kennedy Tokyo	Tokyo			Silver		
CB15/006	Utsushi Kagami' (Mirror)	Utsushi Kagami' (Mirror)	Masashi & Qanta & Saqoosha & Hiroki	Tokyo					Best

Category CB16 Best Use of Technology

Assign No.	Entry Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
CB16/001	One email one tree	LG	McCann Woragroup Thailand Limited	Bangkok	Finalist				
CB16/004	The Glove Lives On	The Glove Lives On	XM Asia Pacific Pte Ltd.	Singapore	Finalist				
CB16/007	Impossible Wall	Adidas tennis	TBWA\HAKUHODO	Tokyo		Bronze			
CB16/012	NIKEID. GENERATOR - Harajuku	Nike Harajuku (Flagship Store)	Beacon communications k.k.	Tokyo			Silver		
CB16/005	Utsushi Kagami' (Mirror)	Utsushi Kagami' (Mirror)	Masashi & Qanta & Saqoosha & Hiroki	Tokyo				Gold	

Category CB17 Best Art Direction

Assign No.	Entry Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
CB17/013 RECB01/019	Adidas SKYCOMIC	Adidas football	TBWA\HAKUHODO	Tokyo		Bronze			
CB17/007	Devil's Lair Website	Devil's Lair Wine Range	DDB Group Melbourne	Melbourne			Silver		
CB17/012 Re CB01/038	Tabio Slide Show	Tabio	Taiyo Kikaku co.,ltd.	Tokyo			Silver		

Category CB18 Best Integrated Cyber Campaign

Assign No.	Entry Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
CB18/004	Mr Knowitall	Samsung Wave	M&C Saatchi/Mark	Sydney		Bronze			
CB18/016	Nike Bleed Blue	Nike India Cricket	AKQA shanghai	Shanghai		Bronze			
CB18/005	Future Daily on April Fool	Metro Daily	Mccann Worldgroup (Hong Kong)	Hong Kong			Silver		
CB18/018	RUN Fwd:	Nike Running	Wieden+Kennedy Tokyo	Tokyo			Silver		