



# CYBER LOTUS WINNERS LIST





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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		