



PROMO LOTUS WINNERS LIST





CATEGORY PM01 Event & Field Marketing

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
PM01/008	Soundwash	Square Cut Jeans	TBWA Hong Kong	Hong Kong	Finalist				
PM01/010	Do you want to ski more?	Air New Zealand	Dentsu Inc.	Tokyo	Finalist				
PM01/016	Screaming Tasting -HI-CHEW Horror House-	HI-CHEW	HAKUHODO Inc.	Tokyo	Finalist				
PM01/024	Shower lottery	AXE	ADK Inc.	Tokyo	Finalist				
PM01/014	SMASH: BORN TO BE DESTROYED	SMASH	HAKUHODO PRODUCT'S Inc.	Tokyo		Bronze			
PM01/015	The all automatic ice cream man YASKAWA-KUN	The all automatic ice cream man YASKAWA-KUN	Tohokushinsha Film Corporation	Tokyo		Bronze			
PM01/032	Hidden Pizza Restaurant	Sensis Yellow Pages	Clemenger BBDO Proximity Melbourne	Melbourne			Silver		
PM01/043	Bundy Skycouch	Bundaberg Rum	The Marketing Store Sydney	Sydney				Gold	

CATEGORY PM02 Ambient Promotion: Small scale

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
PM02/027	Tide Fold a Stain	Tide	Leo Burnett India	Mumbai	Finalist				
PM02/019	OH SHIT PROMOTION !	WASH MANIA CARWASH	DRAFTFCB (Thailand) Ltd.	Bangkok		Bronze			
PM02/010	Coffee's Beach Blaster	Coffee's	George Patterson Y&R	Melbourne				Gold	

CATEGORY PM03 Ambient Promotion: Large scale

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
PM03/013	Supor Non-Stick Pans	Supor Non-Stick Pans	Leo Burnett Limited	Shanghai				Gold	

CATEGORY PM04 Best Use of Merchandising/in-store Marketing incl. Promotional Packaging

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
PM04/002	Soundwash	Square Cut Jeans	TBWA Hong Kong	Hong Kong	Finalist				

CATEGORY PM05 Best New Product Launch/Re-Launch at Retail

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
PM05/007	Impossible Wall	Adidas tennis	TBWA\HAKUHODO	Tokyo		Bronze			

CATEGORY PM06 Best Use of Games, incl. sweepstakes, contests, prize-draws

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
PM06/003	Impossible Wall	Adidas tennis	TBWA\HAKUHODO	Tokyo			Silver		

CATEGORY PM07 Sponsorship/Partnership Campaign

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
PM07/002	1Roots, 1Story.	Roots Aroma Impact	DENTSU INC.	Tokyo	Finalist				
PM07/010	Bundy Skycouch	Bundaberg Rum	The Marketing Store Sydney	Sydney				Gold	

CATEGORY PM08 Promotional Campaign: Best Use of TV or Radio

NO AWARD

CATEGORY PM09 Promotional Campaign: Best Use of Print/Conventional Outdoor

NO AWARD

CATEGORY PM10 Promotional Campaign: Best Use of Internet/Online Advertising

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
PM10/014	Bare All	M&M's	Clemenger BBDO Melbourne	Melbourne		Bronze			

CATEGORY PM11 Promotional Campaign: Best Use of Other Digital Media

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
PM11/004	Halls "Ahaaaan" project	Halls	ADK Japan	Tokyo			Silver		

CATEGORY PM12 Best Use of Social Media

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
PM12/002	UNIQLO LUCKY LINE	UNIQLO special sale	Dentsu Inc.	Tokyo					Best

CATEGORY PM13 Best Integrated Promo Campaign

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
PM13/010	Soundwash	Square Cut Jeans	TBWA Hong Kong	Hong Kong	Finalist				
PM13/026	Bare All	M&M's	Clemenger BBDO Melbourne	Melbourne		Bronze			
PM13/009	Dirty Dishes campaign	Morning Fresh	DDB Group Melbourne	Melbourne			Silver		
PM13/021	Hidden Pizza Restaurant	Sensis Yellow Pages	Clemenger BBDO Proximity Melbourne	Melbourne			Silver		