

**WINNERS**  **DIRECT  
LOTUS**

**ADFEST  
2020 FIRED  
UP!** 

**CATEGORY DM01: DIRECT MAIL**

NO AWARD

**CATEGORY DM02: LOW BUDGET CAMPAIGN**

| CODE     | TITLE           | BRAND           | AGENCY                 | COMPANY ENTERING           | AWARDS   |
|----------|-----------------|-----------------|------------------------|----------------------------|----------|
| DM02/007 | BRING ON WINTER | AIR NEW ZEALAND | HOST/HAVAS, SYDNEY     | HOST/HAVAS, SYDNEY         | BRONZE   |
| DM02/006 | BONDS RE-LOVED  | BONDS           | LEO BURNETT, MELBOURNE | LEO BURNETT SYDNEY, SYDNEY | FINALIST |

**CATEGORY DM03: USE OF FILM & AUDIO**

| CODE     | TITLE                     | BRAND       | AGENCY                       | COMPANY ENTERING             | AWARDS |
|----------|---------------------------|-------------|------------------------------|------------------------------|--------|
| DM03/003 | THE WATCH TO SLEEP MOVIES | NIGHT NIGHT | CHOOJAI AND FRIENDS, BANGKOK | CHOOJAI AND FRIENDS, BANGKOK | BRONZE |
| DM03/009 | SONS #SHARETHELOAD        | ARIEL       | BBDO INDIA, MUMBAI           | BBDO INDIA, MUMBAI           | BRONZE |

**CATEGORY DM04: USE OF PRINT & CONVENTIONAL OUTDOOR**

NO AWARD

**CATEGORY DM05: USE OF DIRECT AMBIENT: SMALL SCALE**

| CODE     | TITLE                          | BRAND | AGENCY                      | COMPANY ENTERING         | AWARDS   |
|----------|--------------------------------|-------|-----------------------------|--------------------------|----------|
| DM05/012 | COVER FOR THEIR OVERCONFIDENCE | RACV  | CHE PROXIMITY, MELBOURNE    | CHE PROXIMITY, MELBOURNE | GOLD     |
| DM05/015 | THISABLES                      | IKEA  | MCCANN WORLDGROUP, TEL AVIV | MCCANN TLV, TEL AVIV     | FINALIST |

**CATEGORY DM06: USE OF DIRECT AMBIENT: LARGE SCALE**

NO AWARD

**CATEGORY DM07: USE OF ONLINE**

| CODE     | TITLE     | BRAND | AGENCY                      | COMPANY ENTERING     | AWARDS |
|----------|-----------|-------|-----------------------------|----------------------|--------|
| DM07/007 | THISABLES | IKEA  | MCCANN WORLDGROUP, TEL AVIV | MCCANN TLV, TEL AVIV | BRONZE |

**CATEGORY DM08: USE OF MOBILE MARKETING**

| CODE     | TITLE                       | BRAND          | AGENCY                          | COMPANY ENTERING                | AWARDS |
|----------|-----------------------------|----------------|---------------------------------|---------------------------------|--------|
| DM08/005 | NRMA SAFETY HUB             | NRMA INSURANCE | CHE PROXIMITY, MELBOURNE        | CHE PROXIMITY, MELBOURNE        | SILVER |
| DM08/007 | DELIVEROO HOMELESS DELIVERY | DELIVEROO      | BWM DENTSU MELBOURNE, MELBOURNE | BWM DENTSU MELBOURNE, MELBOURNE | BRONZE |

**CATEGORY DM09: USE OF SOCIAL MEDIA**

| CODE     | TITLE            | BRAND     | AGENCY                                | COMPANY ENTERING                      | AWARDS |
|----------|------------------|-----------|---------------------------------------|---------------------------------------|--------|
| DM09/001 | POCKET FRANCHISE | KFC       | ACCENTURE INTERACTIVE CHINA, SHANGHAI | ACCENTURE INTERACTIVE CHINA, SHANGHAI | GOLD   |
| DM09/010 | #STOPMITHANI     | HDFC BANK | LEO BURNETT MUMBAI, MUMBAI            | LEO BURNETT, MUMBAI                   | GOLD   |

**CATEGORY DM10: CO-CREATED & USER GENERATED CONTENT**

| CODE     | TITLE                 | BRAND                 | AGENCY                                | COMPANY ENTERING                      | AWARDS |
|----------|-----------------------|-----------------------|---------------------------------------|---------------------------------------|--------|
| DM10/001 | POCKET FRANCHISE      | KFC                   | ACCENTURE INTERACTIVE CHINA, SHANGHAI | ACCENTURE INTERACTIVE CHINA, SHANGHAI | SILVER |
| DM10/006 | #BPM100 DANCE PROJECT | #BPM100 DANCE PROJECT | TBWA\HAKUHODO, TOKYO                  | TBWA\HAKUHODO INC., TOKYO             | BRONZE |

**CATEGORY DM11: USE OF TECHNOLOGY**

| CODE     | TITLE          | BRAND               | AGENCY                      | COMPANY ENTERING          | AWARDS |
|----------|----------------|---------------------|-----------------------------|---------------------------|--------|
| DM11/004 | THE QUIET TAXI | HYUNDAI MOTOR GROUP | INNOCEAN WORLDWIDE, SEOUL   | INNOCEAN WORLDWIDE, SEOUL | BRONZE |
| DM11/005 | THISABLES      | IKEA                | MCCANN WORLDGROUP, TEL AVIV | MCCANN TLV, TEL AVIV      | BRONZE |

**CATEGORY DM12: FIELD MARKETING**

**NO AWARD**

**CATEGORY DM13: DIRECT CAMPAIGN FOR RETENTION/LOYALTY**

| CODE     | TITLE                               | BRAND          | AGENCY                        | COMPANY ENTERING              | AWARDS   |
|----------|-------------------------------------|----------------|-------------------------------|-------------------------------|----------|
| DM13/006 | NRMA SAFETY HUB                     | NRMA INSURANCE | CHE PROXIMITY, MELBOURNE      | CHE PROXIMITY, MELBOURNE      | GRANDE   |
| DM13/007 | LUX SEARCH WORDS - #INTOTHEPOTLIGHT | UNILEVER LUX   | WUNDERMAN THOMPSON, SINGAPORE | WUNDERMAN THOMPSON, SINGAPORE | BRONZE   |
| DM13/009 | THISABLES                           | IKEA           | MCCANN WORLDGROUP, TEL AVIV   | MCCANN TLV, TEL AVIV          | FINALIST |

**CATEGORY DM14: DIRECT CAMPAIGN FOR LAUNCH/RE-LAUNCH**

**NO AWARD**

**CATEGORY DM15: USE OF DATA \*\*\*NEW**

| <b>CODE</b> | <b>TITLE</b>    | <b>BRAND</b>   | <b>AGENCY</b>            | <b>COMPANY ENTERING</b>  | <b>AWARDS</b> |
|-------------|-----------------|----------------|--------------------------|--------------------------|---------------|
| DM15/007    | NRMA SAFETY HUB | NRMA INSURANCE | CHE PROXIMITY, MELBOURNE | CHE PROXIMITY, MELBOURNE | GOLD          |

**CATEGORY DM16: INTEGRATED DIRECT CAMPAIGN**

| <b>CODE</b> | <b>TITLE</b>        | <b>BRAND</b>                              | <b>AGENCY</b>            | <b>COMPANY ENTERING</b>  | <b>AWARDS</b> |
|-------------|---------------------|---|--------------------------|--------------------------|---------------|
| DM16/002    | CURING HOMESICKNESS | SYDNEY CHILDREN'S HOSPITALS<br>FOUNDATION | CHE PROXIMITY, MELBOURNE | CHE PROXIMITY, MELBOURNE | BRONZE        |