

WINNERS



**EFFECTIVE
LOTUS**



CATEGORY EF01: EFFECTIVE LOTUS: CAMPAIGN SUCCESS

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
EF01/011	A TEAM OF ONE	CHINA ORGAN DONATION	LOONG, BEIJING	LOONG, BEIJING	GOLD
EF01/013	SOUVENIRS FROM TRAVEL	CHINA AIRLINES	LEO BURNETT TAIWAN, TAIPEI	LEO BURNETT TAIWAN, TAIPEI	SILVER
EF01/018	ORGASM EQUALITY	DUREX	HAVAS WORLDWIDE INDIA PVT. LTD, GURGAON	HAVAS WORLD WIDE INDIA PVT. LTD., GURGAON	BRONZE
EF01/005	THE MOST WANTED JOB IN JAPAN	INDEED IRELAND OPERATIONS LTD.	DENTSU INC., TOKYO/ DENTSU CREATIVE X INC., TOKYO	DENTSU CREATIVE X INC., TOKYO	FINALIST
EF01/009	ALL HAIL PATRICKS	GUINNESS	IRIS, SINGAPORE	IRIS, SINGAPORE	FINALIST
EF01/014	#TIRORITUNE	500 YEN EXTRA VALUE MEAL	TBWA\HAKUHODO, TOKYO	TBWA\HAKUHODO INC., TOKYO	FINALIST
EF01/022	SUBTLE SNACK RENEWAL "CAN'T TASTE THE DIFFERENCE!"	HAPPY TURN	ADK MARKETING SOLUTIONS INC., TOKYO/ ADK CREATIVE ONE INC., TOKYO	ADK MARKETING SOLUTIONS INC., TOKYO	FINALIST
EF01/024	VERY HAPPY MEAL	VERY HAPPY MEAL	BEACON/LEO BURNETT TOKYO, TOKYO	BEACON COMMUNICATIONS K.K., TOKYO	FINALIST

CATEGORY EF02: EFFECTIVE LOTUS: SMALL BUDGET

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
EF02/012	#TIRORITUNE	500 YEN EXTRA VALUE MEAL	TBWA\HAKUHODO, TOKYO	TBWA\HAKUHODO INC., TOKYO	SILVER
EF02/016	#STOPMITHANI	HDFC BANK	LEO BURNETT MUMBAI, MUMBAI	LEO BURNETT, MUMBAI	SILVER
EF02/002	FISH LOVE BAND	FISH LOVE BAND	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	FINALIST

CATEGORY EF03: EFFECTIVE LOTUS: LONG-TERM CREATIVITY

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
EF03/003	GET BACK, TOHOKU.	TOHOKU SHINKANSEN	DENTSU INC., TOKYO/ ICHIKURA OFFICE, INC., TOKYO/ COTORI-OFFICE, TOKYO	DENTSU INC., TOKYO	GOLD
EF03/005	#SHARETHELOAD	ARIEL	BBDO INDIA, MUMBAI	BBDO INDIA, MUMBAI	FINALIST