

WINNERS



**OUTDOOR
LOTUS**



BILLBOARD & STREET FURNITURE SUB-CATEGORIES
CATEGORY OD01: LARGE/HIGHWAY BILLBOARDS

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
OD01/001-003	THE NETFLIX TRAFFIC SIGN CAMPAIGN: HUA HIN/PATTAYA/CHIANGMAI	NETFLIX	CJ WORX, BANGKOK	CJ WORX, BANGKOK	FINALIST

CATEGORY OD02: MOBILE BILLBOARD & TRANSIT MEDIUM

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
OD02/001-004	HOT & SPICY (SEASON 2) CAMPAIGN	KFC HONG KONG	OGILVY HONG KONG, HONG KONG	OGILVY HK, HONG KONG	SILVER

CATEGORY OD03: STREET SIGNS & STREET FURNITURE

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
OD03/002	SIGNS OF LOVE	ANZ BANK AUSTRALIA	TBWA\MELBOURNE, MELBOURNE	REVOLVER, SYDNEY	GRANDE

AMBIENT & OTHER OUTDOOR SUB-CATEGORIES
CATEGORY OD04: AMBIENT: SMALL SCALE

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
OD04/003	NIKKEI BLEND	NIKKEI BLEND	DENTSU INC., TOKYO	DENTSU INC., TOKYO	BRONZE

CATEGORY OD05: AMBIENT: LARGE SCALE

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
OD05/008	PROJECT SAVE	CITY OF VALENZUELA	HAVAS ORTEGA, MANILA	HAVAS ORTEGA, MANILA	FINALIST
OD05/010	POWERSHARE	SAMSUNG	LEO BURNETT, SYDNEY	LEO BURNETT SYDNEY, SYDNEY	FINALIST

CATEGORY OD06: DIGITAL POSTER & VIDEO

NO AWARD



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CATEGORY OD07: GUERRILLA MARKETING

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
OD07/002	THE FORCE OF LOVE	7-ELEVEN TAIWAN CSR	ADK TAIWAN, TAIPEI	UNITED ASATSU INTERNATIONAL LTD., TAIPEI	SILVER
OD07/004	SCUBER	TOURISM & EVENTS QUEENSLAND	PUBLICIS WORLDWIDE AUSTRALIA, BRISBANE	PUBLICIS WORLDWIDE, BRISBANE	FINALIST

POSTER SUB-CATEGORIES

CATEGORY OD08: FOOD & BEVERAGES

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
OD08/001-003	A SWEET ESCAPE CAMPAIGN: HOMEWORK/MUSIC/TIDY-UP	CHUPA CHUPS	CHEIL, HONG KONG	CHEIL, HONG KONG	GOLD

CATEGORY OD09: BEAUTY, HEALTH & PERSONAL CARE

NO AWARD

CATEGORY OD10: FASHION, SPORTS & ACCESSORIES

NO AWARD

CATEGORY OD11: CARS, OTHER VEHICLES, ACCESSORIES & AUTO SERVICES

NO AWARD

CATEGORY OD12: HOUSEHOLD PRODUCTS & MAINTENANCE

NO AWARD

CATEGORY OD13: ELECTRONICS, HOME APPLIANCES & FURNISHING

NO AWARD



CATEGORY OD14: RETAIL

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
OD14/008-010	AGGRESSIVE GRANDCHILD-MAD COUSIN-RESTLESS NEPHEW CAMPAIGN	MCDONALD`S HAPPY MEAL	FLOCK CREATIVE NETWORK, JAKARTA	FLOCK CREATIVE NETWORK, JAKARTA	BRONZE

CATEGORY OD15: TRAVEL, LEISURE, ENTERTAINMENT & COMMUNICATION MEDIA

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
OD15/001-003	DRAGON/SPACESHIP/EMPIRE STATES	LEGO	OGILVY GROUP THAILAND, BANGKOK	OGILVY GROUP THAILAND, BANGKOK	SILVER

CATEGORY OD16: FINANCE, COMMERCIAL PUBLIC SERVICES, BUSINESS PRODUCTS & SERVICES

NO AWARD

CATEGORY OD17: CORPORATE IMAGE

NO AWARD

CATEGORY OD18: CORPORATE SOCIAL RESPONSIBILITY

NO AWARD

CATEGORY OD19: PUBLIC SERVICES & CAUSE APPEALS

NO AWARD

INTEGRATED CAMPAIGN SUB-CATEGORY

CATEGORY OD20: INTEGRATED OUTDOOR CAMPAIGN *NEW**

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
OD20/004	THERE'S A PLAYLIST FOR THAT	SPOTIFY	LEO BURNETT, MUMBAI	LEO BURNETT, MUMBAI	BRONZE