



**FINALISTS**

**PR LOTUS**

# PR LOTUS



CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
<b>IMPLEMENTATION</b>					
<b>PR01: CORPORATE IMAGE &amp; CORPORATE SOCIAL RESPONSIBILITY</b>					
PR01/001	SHELLMET	SHELLMET	TBWA\HAKUHODO INC., TOKYO/ QUANTUM INC., TOKYO	TBWA\HAKUHODO INC., TOKYO	FINALIST
PR01/002	AIZOME WASTECARE™ INDUSTRIAL WASTE — CERTIFIED AS SKINCARE.	AIZOME	SERVICEPLAN GERMANY, MUNICH/ SERVICEPLAN KOREA, SEOUL	MATERIAL, TOKYO	FINALIST
PR01/004	KFC BONE TIE	KFC	VML THAILAND, BANGKOK	VML THAILAND, BANGKOK	FINALIST
PR01/009	CHANGE THE ANGLE	LUX	VML , SINGAPORE	VML, SINGAPORE	FINALIST
PR01/014	MOM'S BED	MCDONALD'S	LEO BURNETT KOREA, SEOUL	LEO BURNETT KOREA, SEOUL	FINALIST
<b>PR02: PUBLIC SERVICES &amp; CAUSE APPEALS</b>					
PR02/002	KAMI	DOWN SYNDROME INTERNATIONAL	FORSMAN & BODENFORS SINGAPORE, SINGAPORE	FORSMAN & BODENFORS SINGAPORE, SINGAPORE	FINALIST
PR02/003	STOP ELEPAINS	WORLD ANIMAL PROTECTION THAILAND	DENTSU CREATIVE THAILAND, BANGKOK	DENTSU CREATIVE THAILAND, BANGKOK	FINALIST
PR02/005	RIGHT TO CARE	RIGHT TO CARE	MULLENLOWE TREYNA, MANILA	MULLENLOWE TREYNA, MANILA	FINALIST
PR02/006	THE UNWRITTEN STORIES	BIDYANONDO FOUNDATION	ASIATIC MARKETING COMMUNICATIONS LIMITED, DHAKA	ASIATIC MARKETING COMMUNICATIONS LIMITED, DHAKA	FINALIST
PR02/007	SECOND CHANCE CHAMPIONS	TRANSPLANT AUSTRALIA	DENTSU CREATIVE, MELBOURNE	DENTSU CREATIVE, SYDNEY	FINALIST
<b>PR05: USE OF GUERRILLA MARKETING &amp; STUNTS</b>					
PR05/004	THALA THALAPATHY	OREO	LEO BURNETT INDIA, MUMBAI	MONDELEZ INTERNATIONAL FOODS PVT LTD, MUMBAI	FINALIST
<b>PR06: USE OF EVENTS</b>					
PR06/003	WASH AT 30	SAENGONG	INNOCEAN, SEOUL	INNOCEAN, SEOUL	FINALIST
PR06/004	CHANGE THE ANGLE	LUX	VML , SINGAPORE	VML, SINGAPORE	FINALIST
<b>PR07: USE OF TALENT/CELEBRITY</b>					
PR07/006	GRANNY SCOLDS CHRIS HEMSWORTH	NETFLIX EXTRACTION 2	GOODSTUPH THAILAND, BANGKOK	GOODSTUPH THAILAND, BANGKOK	FINALIST
<b>PR08: SPONSORSHIP &amp; PARTNERSHIP</b>					
PR08/001	ROZA X HUNGER CRYBABY SAUCE	NETFLIX & ROZA	VML, BANGKOK	VML THAILAND, BANGKOK	FINALIST
<b>PR10: BRAND VOICE &amp; STRATEGIC STORYTELLING</b>					
PR10/002	LETTERS TO NEIGHBOURS	MANDARIN ORIENTAL, SINGAPORE	FORSMAN & BODENFORS SINGAPORE, SINGAPORE	FORSMAN & BODENFORS SINGAPORE, SINGAPORE	FINALIST
PR10/003	FRYING PAN CHALLENGE	AJINOMOTO "GYOZA"	HONDA OFFICE INC, TOKYO/ I&CO TOKYO, TOKYO/ PYRAMID FILM QUADRA INC., TOKYO	HONDA OFFICE, TOKYO	FINALIST

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CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
PR10/004	SEE THE SIGNS OF 'SILENT SEPARATION' #SHARETHELOAD	ARIEL INDIA	BBDO INDIA PVT LTD., MUMBAI	BBDO INDIA, MUMBAI	FINALIST
<b>DIGITAL &amp; SOCIAL</b>					
<b>PR11: USE OF SOCIAL</b>					
PR11/002	FRYING PAN CHALLENGE	AJINOMOTO "GYOZA"	HONDA OFFICE INC, TOKYO/ I&CO TOKYO, TOKYO/ PYRAMID FILM QUADRA INC., TOKYO	HONDA OFFICE, TOKYO	FINALIST
PR11/004	RALCO NO PRESSURE DELIVERY	RALCO TYRES	BBDO INDIA PVT LTD., MUMBAI	BBDO INDIA, MUMBAI	FINALIST
<b>PR12: REAL-TIME RESPONSE *NEW*</b>					
PR12/001	FRYING PAN CHALLENGE	AJINOMOTO "GYOZA"	HONDA OFFICE INC, TOKYO/ I&CO TOKYO, TOKYO/ PYRAMID FILM QUADRA INC., TOKYO	HONDA OFFICE, TOKYO	FINALIST

AS OF 10 JUN 2024