

WINNERS LIST

PR LOTUS



**HUMAN
INTELLIGENCE
ADFEST
2024**

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
IMPLEMENTATION					
PR01: CORPORATE IMAGE & CORPORATE SOCIAL RESPONSIBILITY					
PR01/001	SHELLMET	SHELLMET	TBWA\HAKUHODO INC., TOKYO/ QUANTUM INC., TOKYO	TBWA\HAKUHODO INC., TOKYO	GOLD
PR01/002	AIZOME WASTECARE™ INDUSTRIAL WASTE — CERTIFIED AS SKINCARE.	AIZOME	SERVICEPLAN GERMANY, MUNICH/ SERVICEPLAN KOREA, SEOUL	MATERIAL, TOKYO	SILVER
PR01/009	CHANGE THE ANGLE	LUX	VML , SINGAPORE	VML, SINGAPORE	SILVER
PR01/004	KFC BONE TIE	KFC	VML THAILAND, BANGKOK	VML THAILAND, BANGKOK	BRONZE
PR01/014	MOM'S BED	MCDONALD'S	LEO BURNETT KOREA, SEOUL	LEO BURNETT KOREA, SEOUL	BRONZE
PR02: PUBLIC SERVICES & CAUSE APPEALS					
PR02/005	RIGHT TO CARE	RIGHT TO CARE	MULLENLOWE TREYNA, MANILA	MULLENLOWE TREYNA, MANILA	GOLD
PR02/006	THE UNWRITTEN STORIES	BIDYANONDO FOUNDATION	ASIATIC MARKETING COMMUNICATIONS LIMITED, DHAKA	ASIATIC MARKETING COMMUNICATIONS LIMITED, DHAKA	SILVER
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
PR02/007	SECOND CHANCE CHAMPIONS	TRANSPLANT AUSTRALIA	DENTSU CREATIVE, MELBOURNE	DENTSU CREATIVE, SYDNEY	FINALIST
PR05: USE OF GUERRILLA MARKETING & STUNTS					
PR05/004	THALA THALAPATHY	OREO	LEO BURNETT INDIA, MUMBAI	MONDELEZ INTERNATIONAL FOODS PVT LTD, MUMBAI	FINALIST
PR06: USE OF EVENTS					
PR06/004	CHANGE THE ANGLE	LUX	VML , SINGAPORE	VML, SINGAPORE	GOLD
PR06/003	WASH AT 30	SAENGONG	INNOCEAN, SEOUL	INNOCEAN, SEOUL	FINALIST
PR07: USE OF TALENT/CELEBRITY					
PR07/006	GRANNY SCOLDS CHRIS HEMSWORTH	NETFLIX EXTRACTION 2	GOODSTUPH THAILAND, BANGKOK	GOODSTUPH THAILAND, BANGKOK	SILVER
PR07/005	WATER DRINKS GATORADE	GATORADE NO SUGAR	180 AMSTERDAM, MANILA	180 AMSTERDAM, MANILA	BRONZE
PR08: SPONSORSHIP & PARTNERSHIP					
PR08/001	ROZA X HUNGER CRYBABY SAUCE	NETFLIX & ROZA	VML, BANGKOK	VML THAILAND, BANGKOK	BRONZE
PR10: BRAND VOICE & STRATEGIC STORYTELLING					
PR10/003	FRYING PAN CHALLENGE	AJINOMOTO "GYOZA"	HONDA OFFICE INC, TOKYO/ I&CO TOKYO, TOKYO/ PYRAMID FILM QUADRA INC., TOKYO	HONDA OFFICE, TOKYO	GRANDE
PR10/004	SEE THE SIGNS OF 'SILENT SEPARATION' #SHARETHELOAD	ARIEL INDIA	BBDO INDIA PVT LTD., MUMBAI	BBDO INDIA, MUMBAI	BRONZE

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PR10/002	LETTERS TO NEIGHBOURS	MANDARIN ORIENTAL, SINGAPORE	FORSMAN & BODENFORS SINGAPORE, SINGAPORE	FORSMAN & BODENFORS SINGAPORE, SINGAPORE	FINALIST
DIGITAL & SOCIAL					
PR11: USE OF SOCIAL					
PR11/002	FRYING PAN CHALLENGE	AJINOMOTO "GYOZA"	HONDA OFFICE INC, TOKYO/ I&CO TOKYO, TOKYO/ PYRAMID FILM QUADRA INC., TOKYO	HONDA OFFICE, TOKYO	BRONZE
PR11/004	RALCO NO PRESSURE DELIVERY	RALCO TYRES	BBDO INDIA PVT LTD., MUMBAI	BBDO INDIA, MUMBAI	BRONZE
PR12: REAL-TIME RESPONSE *NEW*					
PR12/001	FRYING PAN CHALLENGE	AJINOMOTO "GYOZA"	HONDA OFFICE INC, TOKYO/ I&CO TOKYO, TOKYO/ PYRAMID FILM QUADRA INC., TOKYO	HONDA OFFICE, TOKYO	GOLD