

WINNERS LIST
EFFECTIVE LOTUS



EFFECTIVE LOTUS



CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
EFFECTIVE LOTUS					
EF01: CAMPAIGN SUCCESS					
EF01/011	#BRINGBACK2011	OREO	LEO BURNETT INDIA, MUMBAI	MONDELEZ INTERNATIONAL FOODS PVT LTD, MUMBAI	GRANDE
EF01/004	THE AIR DRUMMER	ROBINSON DEPARTMENT STORE	WOLF BKK, BANGKOK	WOLF BKK, BANGKOK	SILVER
EF01/005	GO FOR LAUNCH	CP CHICKEN	WOLF BKK, BANGKOK	WOLF BKK, BANGKOK	SILVER
EF02: LONG-TERM CREATIVITY					
EF02/001	SEE THE SIGNS OF 'SILENT SEPARATION' #SHARETHELOAD	ARIEL INDIA	BBDO INDIA PVT LTD., MUMBAI	BBDO INDIA, MUMBAI	SILVER
EF03: SMALL BUDGET					
EF03/004	RALCO NO PRESSURE DELIVERY	RALCO TYRES	BBDO INDIA PVT LTD., MUMBAI	BBDO INDIA, MUMBAI	BRONZE
EF03/005	OISHI THE MEMORABLE PRESENTER	OISHI	ADAPTER DIGITAL AGENCY, BANGKOK	ADAPTER DIGITAL AGENCY, BANGKOK	BRONZE
EF03/002	PLASTIC FARMING	MGI	ASIATIC MARKETING COMMUNICATIONS LIMITED, DHAKA	ASIATIC MARKETING COMMUNICATIONS LIMITED, DHAKA	FINALIST
EF04: LAUNCH/RE-LAUNCH *NEW*					
EF04/007	#BRINGBACK2011	OREO	LEO BURNETT INDIA, MUMBAI	MONDELEZ INTERNATIONAL FOODS PVT LTD, MUMBAI	SILVER
EF06: COLLABORATION & PARTNERSHIP *NEW*					
EF06/004	GO FOR LAUNCH	CP CHICKEN	WOLF BKK, BANGKOK	WOLF BKK, BANGKOK	GOLD
EF06/003	SOLEMATES	BITISHUNTER	DENTSU CREATIVE VIETNAM / DENTSU REDDER, HO CHI MINH CITY	DENTSU CREATIVE VIETNAM / DENTSU REDDER, HO CHI MINH CITY	BRONZE

AS OF 19 MAR 2024