

**TMRW** ADFEST 2019  
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**DAY**



**WINNERS**

INTERACTIVE LOTUS

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## WINNERS

### WEBSITE SUB-CATEGORIES

#### CATEGORY IT01: WEBSITE: BEST CONSUMER WEBSITE

NO AWARD

#### CATEGORY IT02: WEBSITE: SELF-PROMOTION & CORPORATE WEBSITE

NO AWARD

### DIGITAL INTEGRATED CAMPAIGN SUB-CATEGORIES

#### CATEGORY IT03: DIGITAL INTEGRATED CAMPAIGN: FAST MOVING CONSUMER GOODS

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
IT03/004	GOULBURN VALLEY FOOD TOURS	GOULBURN VALLEY	LEO BURNETT, MELBOURNE	LEO BURNETT MELBOURNE, MELBOURNE	FINALIST

#### CATEGORY IT04: DIGITAL INTEGRATED CAMPAIGN: DURABLE CONSUMER GOODS

NO AWARD

#### CATEGORY IT05: DIGITAL INTEGRATED CAMPAIGN: CARS, OTHER VEHICLES, ACCESSORIES & AUTO SERVICES

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
IT05/002	PROPILOT HOTEL	PROPILOT	TBWA\HAKUHODO INC., TOKYO	TBWA\HAKUHODO INC., TOKYO	SILVER

#### CATEGORY IT06: DIGITAL INTEGRATED CAMPAIGN: FINANCE, COMMERCIAL PUBLIC SERVICES, BUSINESS PRODUCTS & SERVICES

NO AWARD

#### CATEGORY IT07: DIGITAL INTEGRATED CAMPAIGN: RETAIL, TRAVEL, ENTERTAINMENT & COMMUNICATION MEDIA

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
IT07/001	THE LOW-BUDGET MANGA PARODY	KODANSHA COMICS	DENTSU INC., TOKYO	DENTSU INC., TOKYO	BRONZE

#### CATEGORY IT08: DIGITAL INTEGRATED CAMPAIGN: CORPORATE IMAGE

NO AWARD

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### CATEGORY IT09: DIGITAL INTEGRATED CAMPAIGN: CORPORATE SOCIAL RESPONSIBILITY

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
IT09/001	MAKE MY IDEA	SAMSUNG	LEO BURNETT, SYDNEY	LEO BURNETT SYDNEY, SYDNEY	BRONZE

### DIGITAL DESIGN SUB-CATEGORIES

#### CATEGORY IT10: USER EXPERIENCE ON WEBSITE

NO AWARD

#### CATEGORY IT11: WEB BANNER, DISPLAY AD, RICH MEDIA

NO AWARD

#### CATEGORY IT12: GAME

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
IT12/003	CAR CURLING	HYUNDAI MOTOR COMPANY	INNOCEAN WORLDWIDE, SEOUL	INNOCEAN WORLDWIDE, SEOUL	SILVER
IT12/001	NIKE REACTLAND	NIKE CHINA	WIEDEN+KENNEDY SHANGHAI, SHANGHAI	WIEDEN+KENNEDY SHANGHAI, SHANGHAI	FINALIST

#### CATEGORY IT13: UTILITY

NO AWARD

#### CATEGORY IT14: APPLICATION

NO AWARD

### ONLINE VIDEO SUB-CATEGORIES

#### CATEGORY IT15: VDO, SERIES & WEBISODE

NO AWARD

#### CATEGORY IT16: VIRAL VDO

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
IT16/005	THE KAWAII TWEAK HAZARD SONG	GATSBY PERFECT SKIN LOTION	DENTSU INC., TOKYO	DENTSU INC., TOKYO	GOLD
IT16/010	DISGUSTING STORIES	BAHAY TULUYAN PHILIPPINES (SHELTER HOUSE)	TBWA\SANTIAGO MANGADA PUNO, MANILA	TBWA\SANTIAGO MANGADA PUNO, MANILA	BRONZE
IT16/012	ONE IN A MILLION	VICKS INDIA	PUBLICIS SINGAPORE, SINGAPORE	PUBLICIS SINGAPORE, SINGAPORE	BRONZE

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### CATEGORY IT17: INTERACTIVE VDO

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
IT17/001	HEARPRINT	COCHLEAR	CHE PROXIMITY, MELBOURNE	CHE PROXIMITY, MELBOURNE	BRONZE

### BEST USE OF TECHNOLOGY SUB-CATEGORIES

#### CATEGORY IT18: USE OF DIGITAL TECHNOLOGY

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
IT18/007	DEEP LEARNING JAPAN	RETRIP	HAKUHODO INC., TOKYO/SIX INC., TOKYO	HAKUHODO INC., TOKYO	BRONZE
IT18/002	HEARPRINT	COCHLEAR	CHE PROXIMITY, MELBOURNE	CHE PROXIMITY, MELBOURNE	FINALIST

#### CATEGORY IT19: BEST USE OF A PROTOTYPE TECHNOLOGY

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
IT19/002	PROPILOT HOTEL	PROPILOT	TBWA\HAKUHODO INC., TOKYO	TBWA\HAKUHODO INC., TOKYO	SILVER

#### CATEGORY IT20: USE OF DATA

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
IT20/008	PROJECT REVOICE	THE ALS ASSOCIATION	BWM DENTSU, SYDNEY	BWM DENTSU, SYDNEY	GRANDE FOR HUMANITY
IT20/006	AUTOADS	CARSALES.COM.AU	CHE PROXIMITY, MELBOURNE	CHE PROXIMITY, MELBOURNE	FINALIST

#### CATEGORY IT21: USE OF SOCIAL

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
IT21/009	WRONG WORLD FINALS	SNICKERS	BBDO GUERRERO, MANILA	BBDO GUERRERO, MANILA	SILVER

#### CATEGORY IT22: SOCIAL APP & TOOLS

NO AWARD

AS OF 19 MARCH 2019