

ADFEST 2010



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WINNERS

CYBER LOTUS

CATEGORY CB01 WEBSITE: BEST CONSUMER WEBSITE

Single for Website: Best Consumer Website

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
CB01/019	UNIQLO COLLECTION TOKYO 2009	UNIQLO	Dentsu Inc	Tokyo				Gold	
CB01/026	TOKYO FASHION MAP	UNIQLO	Dentsu Inc	Tokyo			Silver		
CB01/053	UNIQLO CALENDAR	UNIQLO	Projector Inc	Tokyo			Silver		
CB01/020	TOTO TALK	TOTO	Dentsu Inc	Tokyo	Finalist				
CB01/045	Right Music Wrongs	Virgin Mobile	Droga5	Sydney	Finalist				
CB01/062	Gold 120	Lee Gold 120	Ogilvy One Shanghai	Shanghai	Finalist				

CATEGORY CB02 WEBSITE: SELF-PROMOTION

NO AWARD

CATEGORY CB/CBC03 WEB SITE: BUSINESS-TO-BUSINESS

NO AWARD

CATEGORY CB04 WEBSITE: BEST COMMUNITY WEBSITE/BLOG

Single for Website: Best Community Website/Blog

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
CB04/009	Whaleshark Gamble	Public Awareness	BBDO Singapore Pte Ltd	Singapore			Silver		
CB04/010	Things We Forget	Post-it Notes	BBDO Singapore Pte Ltd	Singapore			Silver		
CB04/005	My mixi GP	SUBARU OUTBACK	Asatsu-DK Inc	Tokyo	Finalist				

CATEGORY CB05 CORPORATE WEBSITE

NO AWARD

CATEGORY CB/CBC06 ONLINE BANNER ADVERTISING

NO AWARD

CATEGORY CB07 BEYOND THE BANNER: ONLINE ADVERTISING INNOVATION IN RICH MEDIA

Single for Beyond the Banner: Online Advertising Innovation in Rich Media

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
CB07/009	UNIQLO LUCKY SWITCH	UNIQLO	Dentsu Inc	Tokyo					Best

CATEGORY CB08 GAMES: BEST ONLINE GAME

Single for Games: Best Online Game

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
CB08/003	Verbatim Championship	Verbatim	IMG SRC Inc	Tokyo			Silver		
CB08/005	OZ FPSD Game	OZ / Internet service for mobile phone	Pentacle	Seoul	Finalist				

CATEGORY CB09 GAMES: BEST MOBILE GAME

NO AWARD

CATEGORY CB10 BEST USE OF ONLINE VIDEO

Single for Best Use of Online Video

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
CB10/012	Pizza Tracking Show	Domino's Pizza	Bascule Inc	Tokyo			Silver		

CATEGORY CB/CBC11 EMAIL MARKETING

Single for Email Marketing

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
CB11/005	Speed Around the World	Volkswagen Golf GTI	McCann Worldgroup (Hong Kong)	Hong Kong	Finalist				

Campaign for Email Marketing

NO AWARD

CATEGORY CB/CBC12 BEST MOBILE CAMPAIGN OR ADVERTISING

Single for Best Mobile Campaign or Advertising

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
CB12/005	WWF - Fate's in your hands	WWF	Bartle Bogle Hegarty China	Shanghai			Silver		
CB12/003	CityGT	VicRoads	JWT	Melbourne		Bronze			

Campaign for Best Mobile Campaign or Advertising

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
CBC12/002	Red Flag	The North Face	Ogilvy One Shanghai	Shanghai		Bronze			

CATEGORY CB/CBC13 BEST USE OF VIRAL**Single for Best use of Viral**

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
CB13/009	UNIQLO LUCKY SWITCH	UNIQLO	Dentsu Inc	Tokyo			Silver		

Campaign for Best use of Viral**NO AWARD****CATEGORY CBC14 BEST USE OF SOCIAL MEDIA****Campaign for Best Use of Social Media**

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
CBC14/020	Whale Shark Gamble	Public Awareness	BBDO Singapore Pte Ltd	Singapore			Silver		
CBC14/006	NIKE TASUKI TWITTER	NIKE JAPAN	Wieden+Kennedy Tokyo	Tokyo		Bronze			
CBC14/008	4320LA	V Australia	Droga5	Sydney		Bronze			

CATEGORY CBC15 BEST INTEGRATED CYBER CAMPAIGN**Campaign for Best Integrated Cyber Campaign**

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
CBC15/010	UNIQLO CALENDAR	UNIQLO	Projector Inc	Tokyo				Gold	
CBC15/018	Gold 120	Lee Gold 120	Ogilvy One Shanghai	Shanghai		Bronze			

CATEGORY CBC16 BEST OF THE BEST**NO AWARD**

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WINNERS

DESIGN LOTUS

CATEGORY DE/DEC01 PACKAGING DESIGN

Single for Packaging Design

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
DE01/001	Countdown to Beauty	3210 (hair styling products)	Asatsu-DK Inc	Tokyo		Bronze			

Campaign for Packaging Design

NO AWARD

CATEGORY DE/DEC02 EDITORIAL DESIGN AND BOOK DESIGN

Single for Editorial Design and Book Design

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
DE02/004	THUNDER NIGHT fever! Booklet	THUNDER NIGHT fever	Dentsu Inc	Tokyo				Gold	

Campaign for Editorial Design and Book Design

NO AWARD

CATEGORY DE/DEC03 GRAPHIC DESIGN

Single for Graphic Design

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
DE03/050	Car / Ship / Plane	Tamiya Model Kits Shop	Creative Juice\Bangkok (TBWA)	Bangkok				Gold	
DE03/033	Stamps	India Posts	Ogilvy & Mather Pvt Ltd	Gurgaon	Finalist				

Campaign for Graphic Design

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
DEC03/018	Weave/Zigzag/Loop	Garmin GPS	Ogilvy Shanghai	Shanghai			Silver		
DEC03/005	Colors of India	Conqueror Paper	Taproot India	Mumbai		Bronze			
DEC03/017	Music Everyone	Respect Magazine	Grey Hong Kong	Hong Kong	Finalist				

CATEGORY DE/DEC04 PRODUCT DESIGN**Single for Product Design**

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
DE04/002	Mobile phone PLY	iida	DENTSU TEC INC	Tokyo		Bronze			

Campaign for Product Design

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
DEC04/002	See The Love	Franz China Collection	Ogilvy & Mather Taiwan	Taipei	Finalist				

CATEGORY DE/DEC05 BROADCAST/MOTION DESIGN

NO AWARD

CATEGORY DE/DEC06 COLLATERAL DESIGN**Single for Collateral Design**

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
DE06/032	Pillow	Creative Juice Bangkok	Creative Juice\Bangkok (TBWA)	Bangkok		Bronze			
DE06/006	Handwritten Newspaper	Stabilo Marathon Pen	Naga DDB/Rapp	Kuala Lumpur	Finalist				

Campaign for Collateral Design

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
DEC06/006	Cutter Art of OLFA	OLFA Cutter	Dentsu Inc	Tokyo					Best

CATEGORY DE/DEC07 BRANDING**Single for Branding**

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
DE07/002	The Wall Sale	Sony Recycle Project JEANS	HAKUHODO KETTLE Inc	Tokyo			Silver		

Campaign for Branding

NO AWARD

CATEGORY DE/DEC08 CORPORATE IDENTITY

Single for Corporate Identity

NO AWARD

Campaign for Corporate Identity

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
DEC08/002	X Exhibition	SGDA & LOOOK	SenseTeam	ShenZhen				Gold	

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WINNERS

DIRECT LOTUS



DIRECT LOTUS 2010

WINNER LIST

CATEGORY DM/DMC1 FLAT DIRECT MAILER

Single for Flat Direct Mailer

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
DM01/018	Torn Envelope	Godrej Security Solutions	JWT - India	Mumbai			Silver		
DM01/004	Build Your Message!! Special Greeting Card	Brick Square	Dentsu Inc Kansai	Osaka		Bronze			
DM01/007	Earth Hour "Lights Out Letter"	WWF	Ogilvy Beijing	Beijing	Finalist				

Campaign for Flat Direct Mailer

NO AWARD

CATEGORY DM/DMC2 DIMENSIONAL DIRECT MAILER

Single for Dimensional Direct Mailer

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
DM02/016	Photo5	Canon EOS	Leo Burnett	Sydney				Gold	
DM02/008	Secret Society	Raffles Hotel Wine, Food & Arts Experien	Rapp Singapore	Singapore			Silver		
DM02/004	Candle Box	WWF Earth Hour	Leo Burnett Manila	Manila	Finalist				
DM02/025	PENNY	HELP HAITI	JWT	Bangkok	Finalist				

Campaign for Dimensional Direct Mailer

NO AWARD

CATEGORY DM/DMC3 BUSINESS TO CONSUMER PRINT ADVERTISING

Single for Business to Consumer Print Advertising

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
DM03/006	Trick People To Prevent Them From Being Tricked.	The Asahi Shimbun	Asatsu-DK Inc	Tokyo			Silver		
DM03/011	What religion are you?	EYE BANK ASSOCIATION	Creativeland Asia	Mumbai		Bronze			
DM03/012	The Orange Squid	The Brain Magazine	McCann Worldgroup (Hong Kong)	Hong Kong		Bronze			
DM03/008	Pimple	Wuttisak Clinic	Dentsu Thailand	Bangkok	Finalist				

Campaign for Business to Consumer Print Advertising

NO AWARD

CATEGORY DM/DMC4 BUSINESS TO BUSINESS PRINT ADVERTISING

NO AWARD

CATEGORY DM/DMC5 TV AND INFORMERCIALS

Single for TV and Informercials

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
DM05/005	Bar	B.A.D NEW	Spa-Hakuhodo	Bangkok			Silver		
DM05/004	Ghost	B.A.D NEW	Spa-Hakuhodo	Bangkok		Bronze			

Campaign for TV and Informercials

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
DMC05/002	Love Speed	Volkswagen GTI	McCann Worldgroup (Hong Kong)	Hong Kong			Silver		

CATEGORY DM/DMC6 RADIO ADVERTISING

NO AWARD

CATEGORY DM/DMC7 BUSINESS TO CONSUMER ONLINE

Single for Business to Consumer Online

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
DM07/001	LURE THE "OTAKU" -Make young people buy KINREI's i	SENGOKU UDON	Dentsu Inc	Tokyo			Silver		
DM07/003	Google Earth	RoadKinGPS	Naga DDB/Rapp	Kuala Lumpur		Bronze			
DM07/007	Stadium of Dreams	Heineken	Leo Burnett & Arc Worldwide Thailand	Bangkok		Bronze			

Campaign for Business to Consumer Online

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
DMC07/006	Love Speed	Volkswagen GTI	McCann Worldgroup (Hong Kong)	Hong Kong			Silver		

CATEGORY DM/DMC8 BUSINESS TO BUSINESS ONLINE

NO AWARD

CATEGORY DM/DMC9 MOBILE MARKETING

Single for Mobile Marketing

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
DM09/001	CityGT	VicRoads	JWT	Melbourne			Silver		
DM09/004	Happy Birthday Download for Children	UNICEF	HAKUHODO Inc	Tokyo			Silver		

Campaign for Mobile Marketing

NO AWARD

CATEGORY DM/DMC10 FIELD MARKETING

Single for Field marketing

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
DM10/001	Iodex Little People	Iodex	Phoenix Ogilvy	Colombo				Gold	
DM10/011	The Wall Sale	Sony Recycle Project JEANS	HAKUHODO KETTLE Inc	Tokyo			Silver		
DM10/017	Stadium of Dreams	Heineken	Leo Burnett & Arc Worldwide Thailand	Bangkok			Silver		
DM10/029	Umbrella Bag - Bucket	Relief Drought Program in China	Grey Hong Kong	Hong Kong		Bronze			
DM10/010	Horlicks Pro-Height Room	Horlicks Pro-Height	JWT - India	Mumbai	Finalist				
DM10/012	NIGHT COLOR DEBUT	Home Appliance Series	HAKUHODO Inc	Tokyo	Finalist				
DM10/028	W.A.L.S.	Gillette Mach3	BBDO India	Gurgaon	Finalist				
DM10/034	Thumbs Up for Indonesia	WWF – Natural Wealth Conservation	HAKUHODO INDONESIA	Jakarta	Finalist				

Campaign for Field marketing

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
DMC10/002	Umbrella Bag Campaign	Relief Drought Program in China	Grey Hong Kong	Hong Kong			Silver		
DMC10/003	Music Everyone	Respect Magazine	Grey Hong Kong	Hong Kong		Bronze			

CATEGORY DMC11 BEST INTEGRATED DIRECT CAMPAIGN**Campaign for Best Integrated Direct Campaign**

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
DMC11/013	Donkey Thrashes Tiger - A Campaign To Save The Tig	Sanctuary Asia Magazine	Contract Advertising India Pvt Ltd	Mumbai					Best
DMC11/010	See The Love	Franz China Collection	Ogilvy & Mather Taiwan	Taipei			Silver		
DMC11/021	Vote Earth Direct Integrated	Earth Hour	Leo Burnett	Sydney			Silver		
DMC11/002	The Guntie Project	Guntie	Dentsu Inc	Tokyo	Finalist				
DMC11/003	CRUSH ECO	I LOHAS	Frontier International Inc	Tokyo	Finalist				
DMC11/022	Thumbs Up for Indonesia	WWF – Natural Wealth Conservation	HAKUHODO INDONESIA	Jakarta	Finalist				

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WINNERS

FILM CRAFT LOTUS

CATEGORY CF01 DIRECTING

Single for Directing

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold
CF01/026	Funeral	Ministry of Community Development, Youth	Leo Burnett/Arc Worldwide	Singapore			Silver	
CF01/030	Pure Waters	James Boag's Draught	Publicis Mojo Sydney	Sydney			Silver	
CF01/004	Dove Love	Pure Blonde	The Sweet Shop	Auckland		Bronze		
CF01/007	Opera	Weetbix	Goodoil Films	Sydney	Finalist			
CF01/008	Skim	Lumix	Goodoil Films	Sydney	Finalist			
CF01/016	Fire : In Lift	Oriental Princess Avatar	The Film Factory Limited	Bangkok	Finalist			
CF01/019	Gold : Bag	Oriental Princess Avatar	The Film Factory Limited	Bangkok	Finalist			
CF01/024	Landsar	Community service	Film Construction	Sydney	Finalist			
CF01/025	Gemini	ISABELLE wedding cake	Bates Taiwan Co Ltd	Taipei	Finalist			
CF01/029	Tae Kwon Do	Semir	Ogilvy Shanghai	Shanghai	Finalist			
CF01/032	Crowd Rider	Subaru	Leo Burnett	Sydney	Finalist			
CF01/033	Toyota Flying Fox	Toyota	Flying Fish New Zealand	Auckland	Finalist			
CF01/037	The Ride	TAC	Curious Film	Auckland	Finalist			
CF01/040	Swap	TAC	Soma Films	Sydney	Finalist			
CF01/042	Dehydrated Man	LMN Lemon Aqua	Creativeland Asia	Mumbai	Finalist			
CF01/043	The Snake Charmer	Listerine	JWT - India	Mumbai	Finalist			

CATEGORY CF02 EDITING

Single for Editing

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold
CF02/013	The Ride	TAC	Curious Film	Auckland			Silver	
CF02/011	A League Of Its Own	Toyota AFL Season 2009	Revolver	Sydney		Bronze		

CATEGORY CF03 CINEMATOGRAPHY

Single for Cinematography

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold
CF03/002	Wrecking Balls	Fresh 'n' Fruity	The Sweet Shop	Auckland			Silver	
CF03/005	Destination	PTT Corporate	The Film Factory Limited	Bangkok			Silver	
CF03/018	Right to Play	MasterCard	Soma Films	Sydney		Bronze		
CF03/010	Crowd Rider	Subaru	Leo Burnett	Sydney	Finalist			
CF03/015	We've Never Been Closer	Lexus	Revolver	Sydney	Finalist			

CATEGORY CF04 SPECIAL EFFECTS

Single for Special Effects

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold
CF04/009	In A League Of Its Own	Toyota AFL Season 2009	Revolver	Sydney			Silver	
CF04/014	CCTV-Ink	CCTV	chinaMMIA	Beijing			Silver	
CF04/008	Crowd Rider	Subaru	Leo Burnett	Sydney		Bronze		

CATEGORY CF05 PRODUCTION DESIGN (SET OR COSTUME DESIGN, MODEL MAKING)

Single for Production Design (Set or Costume Design, Model Making)

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold
CF05/004	Ivy Factory	Ivy Thai Traditional Coffee	McCann Erickson Thailand	Bangkok				Gold

CATEGORY CF06 ORIGINAL MUSIC

Single for Original Music

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold
CF06/005	Crowd Rider	Subaru	Leo Burnett	Sydney			Silver	

CATEGORY CF07 BEST USE OF MUSIC TRACK

Single for Best use of Music Track

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold
CF07/003	Unforgettable Fun	Nintendo	Leo Burnett	Melbourne		Bronze		

CATEGORY CF08 SOUND DESIGN

NO AWARD

CATEGORY CF09 ANIMATION (CELL, CLAY OR COMPUTER)

Single for Animation (Cell, Clay or Computer)

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold
CF09/016	Coal Story	GREENPEACE	Ogilvy Beijing	Beijing			Silver	
CF09/003	Harmony	Toyota Prius	The Sweet Shop	Auckland		Bronze		

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WINNERS

FILM LOTUS

CATEGORY F/FC01 BEST OF CONFECTIONARY & SNACKS

Single for Best of Confectionary & Snacks

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
F01/007	Working Like a Machine (Tennis)	KitKat	JWT	Sydney		Bronze			
F01/012	Gemini	ISABELLE wedding cake	Bates Taiwan Co Ltd	Taipei		Bronze			
F01/016	Sagittarius	ISABELLE wedding cake	Bates Taiwan Co Ltd	Taipei	Finalist				

Campaign for Best of Confectionary & Snacks

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
FC01/003	12 star signs	ISABELLE wedding cake	Bates Taiwan Co Ltd	Taipei			Silver		

CATEGORY F/FC02 BEST OF SAVORY FOODS & SEASONING

NO AWARD

CATEGORY F/FC03 BEST OF ALCOHOLIC BEVERAGES

Single for Best of Alcoholic Beverages

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
F03/008	Pure Waters	James Boag's Draught	Publicis Mojo Sydney	Sydney				Gold	
F03/003	Dove Love	Pure Blonde	Clemenger BBDO Melbourne	Melbourne		Bronze			
F03/001	Rocket Car	Carlton Dry Dreams	Clemenger BBDO Melbourne	Melbourne	Finalist				

Campaign for Best of Alcoholic Beverages

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
FC03/001	ZIMA	ZIMA	Dentsu Creative X Inc	Tokyo	Finalist				

CATEGORY F/FC04 BEST OF NON-ALCOHOLIC BEVERAGES (INCLUDING DAIRY PRODUCTS)

Single for Best of Non-Alcoholic Beverages (including dairy products)

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
F04/012	HUMAN CAR RACE	GEORGIA MAX COFFEE	Dentsu Creative X Inc	Tokyo		Bronze			
F04/005	Ivy Factory	Ivy Thai Traditional Coffee	McCann Erickson Thailand	Bangkok	Finalist				

Campaign for Best of Non-Alcoholic Beverages (including dairy products)

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
FC04/001	The 40th Anniversary Campaign for Yakult	Yakult	Dentsu Hong Kong Ltd	Hong Kong	Finalist				

CATEGORY F/FC05 BEST OF HEALTH AND PERSONAL CARE**Single for Best of Health and Personal Care**

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
F05/015	Forever Love	Dentiste' Toothpaste	JEH United	Bangkok			Silver		
F05/016	THE SNAKE CHARMER	LISTERINE	JWT - India	Mumbai		Bronze			

Campaign for Best of Health and Personal Care

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
FC05/005	Fight it	Naturegift	Ogilvy & Mather Thailand	Bangkok			Silver		

CATEGORY F/FC06 BEST OF SPORTS**NO AWARD****CATEGORY F/FC07 BEST OF FASHION AND COSMETICS****Single for Best of Fashion and Cosmetics**

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
F07/008	Gymnastic	Semir	Ogilvy Shanghai	Shanghai			Silver		
F07/011	Xerox	MC JEANS	Creative Por-Pieng Co Ltd	Bangkok			Silver		
F07/012	Coffee pot	MC jeans	Creative Por-Pieng Co Ltd	Bangkok		Bronze			

Campaign for Best of Fashion and Cosmetics

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
FC07/001	Gymnastic/Tae Kwon Do	Semir	Ogilvy Shanghai	Shanghai		Bronze			

CATEGORY F/FC08 BEST OF LUXURY GOODS**NO AWARD**

CATEGORY F/FC09 BEST OF CARS**Single for Best of Cars**

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
F09/011	Crowd Rider	Subaru	Leo Burnett	Sydney				Gold	
F09/008	Couple	Toyota iQ	Dentsu Inc	Tokyo		Bronze			

Campaign for Best of Cars**NO AWARD****CATEGORY F/FC10 BEST OF OTHER VEHICLES AND ACCESSORIES****NO AWARD****CATEGORY F/FC11 BEST OF ELECTRONICS****NO AWARD****CATEGORY F/FC12 BEST OF TRAVEL, TOURISM AND TRANSPORT****NO AWARD****CATEGORY F/FC13 BEST OF RETAIL****Single for Best of Retail**

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
F13/013	Ballroom	Top Charoen Optical	JWT Thailand	Bangkok				Gold	
F13/009	Kung Fu Mama	Wellcome Supermarket	McCann Worldgroup (Hong Kong)	Hong Kong			Silver		
F13/006	Good Fight	Entertainment	TBWA\SANTIAGO MANGADA PUNO	Manila		Bronze			
F13/004	Looooowrise	SUNSHINE SAKAE	Asatsu-DK Inc	Tokyo	Finalist				

Campaign for Best of Retail

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
FC13/004	One Baht Promotion	One Baht Promotion	BBDO Bangkok Ltd	Bangkok		Bronze			
FC13/003	Homepro sale	Homepro sale	BBDO Bangkok Ltd	Bangkok	Finalist				

CATEGORY F/FC14 BEST OF HOUSEHOLD PRODUCTS AND MAINTENANCE

Single for Best of Household Products and Maintenance

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
F14/014	Murder	Breathable Pillows	Leo Burnett Limited	Hong Kong				Gold	
F14/016	Fevicol Moustache	Fevicol	Ogilvy & Mather	Mumbai		Bronze			

Campaign for Best of Household Products and Maintenance**NO AWARD****CATEGORY F/FC15 BEST OF HOME APPLIANCES & FURNISHINGS****Single for Best of Home appliances & furnishings**

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
F15/005	Cat	Freedom	M&C Saatchi	Sydney		Bronze			

Campaign for Best of Home appliances & furnishings

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
FC15/003	Mistakes	Sleepwell Mattress	Rediffusion Y&R	Mumbai	Finalist				

CATEGORY F/FC16 BEST OF BUSINESS EQUIPMENT**Single for Best of Business equipment**

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
F16/005	The emperor's new clothes	Microsoft Office 2007	Tohokushinsha Film Corporation	Tokyo		Bronze			

Campaign for Best of Business equipment

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
FC16/003	A Long way home	Microsoft Office 2007	Tohokushinsha Film Corporation	Tokyo			Silver		

CATEGORY F/FC17 BEST OF PUBLIC AND PRIVATE SERVICES**Single for Best of Public and Private Services**

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
F17/025	Toy	Airtel	Rediffusion Y&R	Mumbai			Silver		
F17/026	Apollo Blood Donation	Apollo Hospitals	JWT - India	Mumbai			Silver		
F17/023	Candle	Earth Hour	Leo Burnett	Sydney		Bronze			
F17/003	Human and Ape	Brand	Tohokushinsha Film Corporation	Tokyo	Finalist				
F17/005	Magician	Advertising Award Festival	JWT	Jakarta	Finalist				

Campaign for Best of Public and Private Services

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
FC17/008	Lingo	Sound Studio	Leo Burnett India	Mumbai		Bronze			
FC17/002	2degrees Mobile Launch	2degrees Mobile launch	Whybin TBWA\New Zealand	Auckland	Finalist				
FC17/005	Vodafone Zoozoos	Vodafone	Ogilvy & Mather	Mumbai	Finalist				

CATEGORY F/FC18 BEST OF COMMUNICATION MEDIA AND PUBLICATIONS**Single for Best of Communication Media and Publications**

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
F18/006	Que Sera Sera	MY SKY HDi	DDB	Auckland			Silver		
F18/011	Baseball Player	Yomiuri Newspaper	Dentsu Inc	Tokyo	Finalist				

Campaign for Best of Communication Media and Publications

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
FC18/005	SKY Content	SKY Content	DDB	Auckland		Bronze			

CATEGORY F/FC19 BEST OF ENTERTAINMENT, RECREATION AND LEISURE**Single for Best of Entertainment, Recreation and Leisure**

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
FC19/004	Meet The Gods/Sponge Brain/Lost Chance	Lottery "BIG"	Dentsu Inc	Tokyo			Silver		

Campaign for Best of Entertainment, Recreation and Leisure**NO AWARD**

CATEGORY F/FC20 BEST OF CORPORATE**Single for Best of Corporate****NO AWARD****Campaign for Best of Corporate**

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
FC20/006	GARDENING SHIP / COCKROACH	Television Saitama brand CF	Ray Corporation	Tokyo				Gold	

CATEGORY F/FC21 BEST OF FINANCIAL**Single for Best of Financial**

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
F21/001	Bridge	Muang Thai Multiple CI Campaign	JWT Thailand	Bangkok				Gold	
F21/019	Que Sera Sera	Thai Life Insurance	Ogilvy & Mather Thailand	Bangkok				Gold	
F21/017	Child's Future	K – We Plan	Ogilvy & Mather Thailand	Bangkok		Bronze			

Campaign for Best of Financial**NO AWARD****CATEGORY F/FC22 BEST OF SOCIAL ENGAGEMENTS****Single for Best of Social Engagements**

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
F22/008	Funeral	Ministry of Community Development, Youth And Sports	Leo Burnett/Arc Worldwide	Singapore					Best
F22/027	Everybody Hurts	Road Safety	Grey	Melbourne			Silver		
F22/011	Airbag	Women Protection Hotline	Leo Burnett Limited	Hong Kong		Bronze			
F22/031	MAGICIAN	NATIONAL GEOGRAPHIC CHANNEL	JWT - India	Mumbai	Finalist				

Campaign for Best of Social Engagements**NO AWARD**

CATEGORY F/FC23 INTERNET FILM**Single for Internet film**

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
F23/027	Deaf Father and Daughter	Franz Collection (China)	Ogilvy & Mather Taiwan	Taipei				Gold	
F23/026	Old Couple	Franz Collection (China)	Ogilvy & Mather Taiwan	Taipei			Silver		
F23/003	Tokyo Chocolate	MARY CHOCOLATE	C M N LTD	Tokyo		Bronze			
F23/004	Tennis	IQ	Pict Inc	Tokyo	Finalist				
F23/009	SHIHU Campaign	Coway	Cheil Worldwide Inc	Seoul	Finalist				
F23/011	Recycle Dance	Sony Recycle Project JEANS	HAKUHODO KETTLE Inc	Tokyo	Finalist				

Campaign for Internet film

NO AWARD

CATEGORY F/FC24 MOBILE FILM**Single for Mobile film**

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
FC23/004	Folder Film	Digital Short Film	DDB	Singapore		Bronze			
FC23/012	Love Speed	Volkswagen Golf GTI	McCann Worldgroup (Hong Kong)	Hong Kong		Bronze			
FC23/007	Adidas TV	Adidas Football & Baseball	TBWA\HAKUHODO	Tokyo	Finalist				

Campaign for Mobile film

NO AWARD

ADFEST 2010



WINNERS

NEW DIRECTOR LOTUS

CATEGORY ND01 ON-AIR SPOT

NO AWARD

CATEGORY ND02 PORTFOLIO SPOT

NO AWARD

CATEGORY ND03 VIRAL SPOT

Single for Viral Spot

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold
ND03/001	Folder Film	Digital Short Film	DDB	Singapore		Bronze		
ND03/002	Tofu	Castrol	Ogilvy Shanghai	Shanghai	Finalist			

CATEGORY ND04 SHORT FILM

Single for Short Film

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold
ND04/002	INFINITY	CITIZEN ECO-DRIVE	WOW Inc	Tokyo		Bronze		

CATEGORY ND05 SHORT FILMS FOR ADFEST 2010 BY THE FABULOUS FOUR

Single for Short Films For Adfest 2010 By The Fabulous Four

Code	Title	Director	Company Entering	City	Commendation
ND05/023	Sleeping Man	Yas Shimizu	Camp KAZ Productions Inc.	Tokyo	Commendation
ND05/012	The F Fiver	Rahul Md. Alindib Akbar	www.alindib.com	Dhaka	
ND05/030	Refresher Towel Abluto	Ant McPhail	Luscious International	Sydney	
ND05/031	More than I can say....	Pipat Siriruangsakul	The Bandits	Bangkok	

CATEGORY ND06 FILM STUDENTS

NO AWARD

ADFFEST 2010



WINNERS

OUTDOOR LOTUS

CATEGORY OD/ODC01 TRANSIT MEDIUM

NO AWARD

CATEGORY OD/ODC02 MOBILE BILLBOARD/WAPPED-AROUND

NO AWARD

CATEGORY OD/ODC03 EXTERNAL/STREET SIGNS AND STREET FURNITURE

Single for External/Street Signs and Street Furniture

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
OD03/016	Clothesline	Onida Washing Machines	McCann Worldgroup	Mumbai			Silver		
OD03/010	Harmonious Frame in Guangzhou	SAMSUNG	Cheil Worldwide Inc	Seoul		Bronze			
OD03/019	Litter to Lamps	Karmayog.org	JWT - India	Mumbai		Bronze			

Campaign for External/Street Signs and Street Furniture

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
ODC03/003	Stain remover	Hygiene Color Bleach	McCann Erickson Thailand	Bangkok			Silver		

CATEGORY OD/ODC04 ELECTRONIC POSTER/VIDEO

Single for Electronic Poster/Video

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
OD04/003	Hills Post 2009	Japanese New Year's Cards	GT Tokyo	Tokyo					Best
OD04/006	NIKEiD GENERATOR	NIKEiD - NikeFukuoka store opening	Beacon Communications K.K.	Tokyo		Bronze			

Campaign for Electronic Poster/Video

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
ODC04/001	Street to School	Balwadi Night School	JWT - India	Mumbai				Gold	

CATEGORY OD/ODC05 AMBIENCE

Single for Ambient

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
OD05/075	Umbrella Bag - Bucket	Relief drought program in China	Grey Hong Kong	Hong Kong				Gold	
OD05/023	Hills Post 2009	Japanse New Year's Cards	GT Tokyo	Tokyo		Bronze			
OD05/086	Horlicks Pro-Height Room	Horlicks Pro-Height	JWT - India	Mumbai		Bronze			
OD05/014	Hair Hockey	Rejoice Shampoo	Leo Burnett Manila	Manila	Finalist				
OD05/020	WWF - Fate's in your hands	WWF	Bartle Bogle Hegarty China	Shanghai	Finalist				
OD05/078	Fire Scooter	Republic of Chicken	McCann Worldgroup	Mumbai	Finalist				
OD05/079	CCTV	Thai Life Insurance	Ogilvy & Mather Thailand	Bangkok	Finalist				
OD05/081	Thumbs Up for Indonesia	WWF - Natural Wealth Conservation	HAKUHODO INDONESIA	Jakarta	Finalist				

Campaign for Ambient

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
ODC05/005	Outdoor Essentials	The North Face	Ace Saatchi & Saatchi	Manila			Silver		
ODC05/011	Invisible	Australian Childhood Foundation	JWT	Melbourne	Finalist				

CATEGORY OD/ODC06 GUERILLA MARKETING

Single for Guerilla Marketing

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
OD06/011	The Wall Sale	Sony Recycle Project JEANS	HAKUHODO KETTLE Inc	Tokyo			Silver		
OD06/030	Drop The Bomb	Carlton Draught	Clemenger BBDO Melbourne	Melbourne			Silver		
OD06/004	Bruise	Gabriela iVow Signature Campaign	DDB DM9JaymeSyfu	Manila		Bronze			
OD06/010	Happy to drink water together	UNICEF	Cheil Worldwide Inc	Seoul	Finalist				
OD06/015	Tipness Marunouchi Body Consulting	TIPNESS Marunouchi	Dentsu Inc	Tokyo	Finalist				

Campaign for Guerilla Marketing

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
ODC06/008	Outdoor Essentials	The North Face	Ace Saatchi & Saatchi	Manila			Silver		
ODC06/002	CRUSH ECO	I LOHAS	Frontier International Inc	Tokyo	Finalist				

CATEGORY OD/ODC07 OUTDOOR TV**NO AWARD****CATEGORY OD/ODC08 POINT OF PURCHASE (POP) DISPLAY****Single for Point of Purchase (POP) Display**

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
OD08/001	Plant	Earth Day	Lowe & Partners	Kuala Lumpur			Silver		
OD08/020	Coffee	HUAWEI Water-proof Mobile Phone	NEWSUN/JWT ADVERTISING	Guangzhou	Finalist				
OD08/025	Boy Scout - Camp	Nokia NSeries GPS	JWT	Jakarta	Finalist				
OD08/026	Traveller - YMCA	Nokia NSeries GPS	JWT	Jakarta	Finalist				
OD08/027	Rescue - Disaster	Nokia NSeries GPS	JWT	Jakarta	Finalist				

Campaign for Point of Purchase (POP) Display

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
ODC08/004	Glow in Dark	Earth Hour	Lowe & Partners	Kuala Lumpur		Bronze			

CATEGORY OD/ODC09 TWO DIMENSIONAL LARGE/HIGHWAY BILLBOARDS**Single for Two Dimensional large/Highway Billboards****NO AWARD****Campaign for Two Dimensional large/Highway Billboards**

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
ODC09/002	Interpret the world	The Economist	Ogilvy & Mather	Mumbai	Finalist				

CATEGORY OD/ODC10 THREE DIMENSIONAL LARGE/HIGHWAY BILLBOARDS

Single for Three Dimensional large/Highway Billboards

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
OD10/001	The Wall Sale	Sony Recycle Porject JEANS	HAKUHODO KETTLE Inc	Tokyo			Silver		

Campaign for Three Dimensional large/Highway Billboards

NO AWARD

CATEGORY OD/ODC11 ANIMATED NEON

NO AWARD

ADFEST 2010



WINNERS

POSTER LOTUS

CATEGORY PT/PTC01 BEST OF CONFECTIONARY & SNACKS

Single for Best of Confectionary & Snacks

NO AWARD

Campaign for Best of Confectionary & Snacks

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
PTC01/004	M&M's Kids	M&M's Mlnis	BBDO/Proximity Malaysia	Kuala Lumpur		Bronze			

CATEGORY PT/PTC02 BEST OF SAVORY FOODS & SEASONING

NO AWARD

CATEGORY PT/PTC03 BEST OF ALCOHOLIC BEVERAGES

NO AWARD

CATEGORY PT/PTC04 BEST OF NON-ALCOHOLIC BEVERAGES (INCLUDING DAIRY PRODUCTS)

NO AWARD

CATEGORY PT/PTC05 BEST OF HEALTH AND PERSONAL CARE

Single for Best of Health and Personal Care

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
PT05/002	Teacher	Brands Essence of Chicken	Lowe & Partners	Kuala Lumpur		Bronze			
PT05/015	Savings of a Lifetime	Cupid Condoms	Publicis Communications Pvt Ltd	Mumbai		Bronze			

Campaign for Best of Health and Personal Care

NO AWARD

CATEGORY PT/PTC06 BEST OF SPORTS

NO AWARD

CATEGORY PT/PTC07 BEST OF FASHION AND COSMETICS

Single for Best of Fashion and Cosmetics

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
PT07/007	Toe Cut - Red	Gambol	Spa-Hakuhodo	Bangkok	Finalist				

Campaign for Best of Fashion and Cosmetics

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
PTC07/003	Toe Cut	Gambol	Spa-Hakuhodo	Bangkok	Finalist				

CATEGORY PT/PTC08 BEST OF LUXURY GOODS

NO AWARD

CATEGORY PT/PTC09 BEST OF CARS

NO AWARD

CATEGORY PT/PTC10 BEST OF OTHER VEHICLES AND ACCESSORIES

Single for Best of Other Vehicles and Accessories

NO AWARD

Campaign for Best of Other Vehicles and Accessories

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
PTC10/003	Weave/Zigzag/Loop	Garmin GPS	Ogilvy Shanghai	Shanghai		Bronze			

CATEGORY PT/PTC11 BEST OF ELECTRONICS

Single for Best of Electronics

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
PT11/023	Funeral	Fujifilm Finepix Cameras	THE JWT GROUP – RMG	Mumbai				Gold	

Campaign for Best of Electronics

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
PTC11/010	INNER SMILE	FUJIFILM FINEPIX CAMERAS	THE JWT GROUP – RMG	Mumbai			Silver		

CATEGORY PT/PTC12 BEST OF TRAVEL, TOURISM AND TRANSPORT**NO AWARD****CATEGORY PT/PTC13 BEST OF RETAIL****NO AWARD****CATEGORY PT/PTC14 BEST OF HOUSEHOLD PRODUCTS AND MAINTENANCE****Single for Best of Household Products and Maintenance**

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
PT14/032	Marble	3M Cushion Wrap	Creative Juice\Bangkok (TBWA)	Bangkok					Best
PT14/030	Ceramic	3M Cushion Wrap	Creative Juice\Bangkok (TBWA)	Bangkok			Silver		
PT14/031	Crystal	3M Cushion Wrap	Creative Juice\Bangkok (TBWA)	Bangkok		Bronze			
PT14/004	Red stain	Hygiene color bleach	McCann Erickson Thailand	Bangkok	Finalist				
PT14/005	Acrobat	Selleys Supa Glue	McCann Erickson Singapore	Singapore	Finalist				
PT14/025	Boysen Lily	Boysen	TBWA\SANTIAGO MANGADA PUNO	Manila	Finalist				

Campaign for Best of Household Products and Maintenance

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
PTC14/008	Ceramic/Crystal/Marble	3M Cushion Wrap	Creative Juice\Bangkok (TBWA)	Bangkok			Silver		

CATEGORY PT/PTC15 BEST OF HOME APPLIANCES & FURNISHINGS**Single for Best of Home appliances & furnishings****NO AWARD****Campaign for Best of Home appliances & furnishings**

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
PTC15/009	Rind	Wüsthof	Ogilvy & Mather Thailand	Bangkok	Finalist				

CATEGORY PT/PTC16 BEST OF BUSINESS EQUIPMENT**Single for Best of Business equipment**

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
PT16/005	Sunlight	Depot Paper	Ogilvy Shanghai	Shanghai		Bronze			
PT16/007	Elephant	Polar Bear	Ogilvy & Mather Thailand	Bangkok		Bronze			

Campaign for Best of Business equipment**NO AWARD****CATEGORY PT/PTC17 BEST OF PUBLIC AND PRIVATE SERVICES****NO AWARD****CATEGORY PT/PTC18 BEST OF COMMUNICATION MEDIA AND PUBLICATIONS****Single for Best of Communication Media and Publications**

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
PT18/007	Bullet Hole	Zup-Zip Magazine	Leo Burnett & Arc Worldwide Thailand	Bangkok		Bronze			

Campaign for Best of Communication Media and Publications

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
PTC18/006	Interpret the world	The Economist	Ogilvy & Mather	Mumbai			Silver		
PTC18/010	Faces of India	Conqueror paper supplier	Taproot India	Mumbai			Silver		
PTC18/002	FOOTBALL ANYWHERE	Barclays Premier League 2009/2010	McCann Erickson (M) Sdn Bhd	Kuala Lumpur	Finalist				

CATEGORY PT/PTC19 BEST OF ENTERTAINMENT, RECREATION AND LEISURE**Single for Best of Entertainment, Recreation and Leisure**

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
PT19/018	Rolled up bed : Steel Bed	Karana Travelgear	Ogilvy & Mather Thailand	Bangkok	Finalist				

Campaign for Best of Entertainment, Recreation and Leisure**NO AWARD****CATEGORY PT/PTC20 BEST OF CORPORATE****Single for Best of Corporate**

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
PT20/004	Stamps	India Post	Ogilvy & Mather Pvt Ltd	Gurgaon		Bronze			

Campaign for Best of Corporate

NO AWARD

CATEGORY PT/PTC21 BEST OF FINANCIAL

NO AWARD

CATEGORY PT/PTC22 BEST OF SOCIAL ENGAGEMENTS

Single for Best of Social Engagements

NO AWARD

Campaign for Best of Social Engagements

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
PTC22/009	MOTTAINAI Umbrella campaign	MOTTAINAI	HAKUHODO KETTLE Inc	Tokyo		Bronze			

ADFEST 2010



WINNERS

PRESS LOTUS

CATEGORY PR/PRC01 BEST OF CONFECTIONARY & SNACKS

Single for Best of Confectionary & Snacks

NO AWARD

Campaign for Best of Confectionary & Snacks

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
PRC01/002	Equally Sweet/Equally Dark	Canele Chocolate	JWT Singapore	Singapore	Finalist				

CATEGORY PR/PRC02 BEST OF SAVORY FOODS & SEASONING

NO AWARD

CATEGORY PR/PRC03 BEST OF ALCOHOLIC BEVERAGES

NO AWARD

CATEGORY PR/PRC04 BEST OF NON-ALCOHOLIC BEVERAGES (INCLUDING DAIRY PRODUCTS)

NO AWARD

CATEGORY PR/PRC05 BEST OF HEALTH AND PERSONAL CARE

Single for Best of Health and Personal Care

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
PR05/004	Dog	Lifebuoy Handwash	Lowe Indonesia	Jakarta		Bronze			

Campaign for Best of Health and Personal Care

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
PRC05/005	Legs/Arms	Bengay	JWT Taiwan	Taipei	Finalist				

CATEGORY PR/PRC06 BEST OF SPORTS

NO AWARD

CATEGORY PR/PRC07 BEST OF FASHION AND COSMETICS

Single for Best of Fashion and Cosmetics

NO AWARD

Campaign for Best of Fashion and Cosmetics

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
PRC07/001	Carl Zeiss Lenses	Carl Zeiss Lenses	BBDO Singapore Pte Ltd	Singapore		Bronze			

CATEGORY PR/PRC08 BEST OF LUXURY GOODS

NO AWARD

CATEGORY PR/PRC09 BEST OF CARS

Single for Best of Cars

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
PR09/005	Rock	Night-View Assist Feature	BBDO Singapore Pte Ltd	Singapore	Finalist				
PR09/006	Deer	Night-View Assist Feature	BBDO Singapore Pte Ltd	Singapore	Finalist				

Campaign for Best of Cars

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
PRC09/002	Peugeot 407 3D Sat Nav	Peugeot 407 3D Sat Nav	The Furnace	Sydney/Melbourne	Finalist				

CATEGORY PR/PRC10 BEST OF OTHER VEHICLES AND ACCESSORIES

Single for Best of Other Vehicles and Accessories

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
PR10/008	Our Ride She Hated	Vespa	Ace Saatchi & Saatchi	Manila					Best
PR10/009	Our Ride Behind	Vespa	Ace Saatchi & Saatchi	Manila		Bronze			
PR10/003	Weave	Garmin GPS	Ogilvy Shanghai	Shanghai	Finalist				

Campaign for Best of Other Vehicles and Accessories

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
PRC10/003	Our Ride	Vespa	Ace Saatchi & Saatchi	Manila			Silver		
PRC10/002	Weave/Zigzag/Loop	Garmin GPS	Ogilvy Shanghai	Shanghai	Finalist				

CATEGORY PR/PRC11 BEST OF ELECTRONICS

Single for Best of Electronics

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
PR11/017	Funeral	Fujifilm Finepix Cameras	THE JWT GROUP – RMG	Mumbai				Gold	
PR11/005	Screaming Babies	Bose	Euro RSCG Singapore	Singapore		Bronze			
PR11/018	Airport	Fujifilm Finepix Cameras	THE JWT GROUP – RMG	Mumbai		Bronze			
PR11/019	Poker	Fujifilm Finepix Cameras	THE JWT GROUP – RMG	Mumbai	Finalist				

Campaign for Best of Electronics

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
PRC11/012	INNER SMILE	FUJIFILM FINEPIX CAMERAS	THE JWT GROUP – RMG	Mumbai			Silver		
PRC11/003	From A to B	Nokia N Series GPS	JWT	Jakarta	Finalist				

CATEGORY PR/PRC12 BEST OF TRAVEL, TOURISM AND TRANSPORT

NO AWARD

CATEGORY PR/PRC13 BEST OF RETAIL

NO AWARD

CATEGORY PR/PRC14 BEST OF HOUSEHOLD PRODUCTS AND MAINTENANCE

Single for Best of Household Products and Maintenance

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
PR14/025	Marble	3M Cushion Wrap	Creative Juice\Bangkok (TBWA)	Bangkok				Gold	
PR14/023	Ceramic	3M Cushion Wrap	Creative Juice\Bangkok (TBWA)	Bangkok			Silver		
PR14/021	Tide Magttraction: Coffee	Tide Detergents	Leo Burnett India	Mumbai		Bronze			
PR14/024	Crystal	3M Cushion Wrap	Creative Juice\Bangkok (TBWA)	Bangkok	Finalist				
PR14/026	Boysen Lily	Boysen	TBWA\SANTIAGO MANGADA PUNO	Manila	Finalist				
PR14/029	Boysen Violet	Boysen	TBWA\SANTIAGO MANGADA PUNO	Manila	Finalist				

Campaign for Best of Household Products and Maintenance

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
PRC14/008	Ceramic/Crystal/Marble	3M Cushion Wrap	Creative Juice\Bangkok (TBWA)	Bangkok			Silver		
PRC14/006	Tide Magttraction	Tide Detergents	Leo Burnett India	Mumbai		Bronze			
PRC14/005	Flowers	Boysen	TBWA\SANTIAGO MANGADA PUNO	Manila	Finalist				

CATEGORY PR/PRC15 BEST OF HOME APPLIANCES & FURNISHINGS**NO AWARD****CATEGORY PR/PRC16 BEST OF BUSINESS EQUIPMENT****Single for Best of Business equipment**

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
PR16/002	Handwritten Newspaper	Stabilo Marathon Pen	Naga DDB/Rapp	Kuala Lumpur		Bronze			
PR16/013	Elephant	Polar Bear	Ogilvy & Mather Thailand	Bangkok		Bronze			

Campaign for Best of Business equipment

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
PRC16/006	Colors of India	Conqueror Paper	Taproot India	Mumbai		Bronze			

CATEGORY PR/PRC17 BEST OF PUBLIC AND PRIVATE SERVICES**NO AWARD****CATEGORY PR/PRC18 BEST OF COMMUNICATION MEDIA AND PUBLICATIONS****Single for Best of Communication Media and Publications**

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
PR18/006	MIRROR	The Asahi Newspaper Company	Dentsu Inc Kansai	Osaka	Finalist				
PR18/024	Policeman	FHM Magazine	Creative Juice\Bangkok (TBWA)	Bangkok	Finalist				

Campaign for Best of Communication Media and Publications**NO AWARD**

CATEGORY PR/PRC19 BEST OF ENTERTAINMENT, RECREATION AND LEISURE

Single for Best of Entertainment, Recreation and Leisure

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
PR19/002	Feet	Fuji Quicksnap Marine	Ogilvy Indonesia	Jakarta			Silver		
PR19/012	Rolled up bed : Steel Bed	Karana Travelgear	Ogilvy & Mather Thailand	Bangkok	Finalist				

Campaign for Best of Entertainment, Recreation and Leisure

NO AWARD

CATEGORY PR/PRC20 BEST OF CORPORATE

NO AWARD

CATEGORY PR/PRC21 BEST OF FINANCIAL

NO AWARD

CATEGORY PR/PRC22 BEST OF SOCIAL ENGAGEMENTS

Single for Best of Social Engagements

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
PR22/015	Citizens for Bhopal	Sambhavna Trust	Leo Burnett India	Mumbai			Silver		
PR22/006	Tricycle	Unicef	Ogilvy Shanghai	Shanghai		Bronze			
PR22/017	Water waste	Vanarai Foundation	McCann Worldgroup	Mumbai	Finalist				

Campaign for Best of Social Engagements

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
PRC22/007	Noughts and Crosses	WWF	JWT Singapore	Singapore			Silver		
PRC22/008	Tricycle/Ball/Aeroplane	Unicef	Ogilvy Shanghai	Shanghai		Bronze			
PRC22/016	What religion are you?	Eye Bank Association	Creativeland Asia	Mumbai	Finalist				

ADFEST 2010



WINNERS

PRINT CRAFT LOTUS

CATEGORY CP/CPC01 PHOTOGRAPHY

NO AWARD

CATEGORY CP/CPC02 BEST USE OF PHOTOGRAPHY / DI

NO AWARD

CATEGORY CP/CPC03 ILLUSTRATION

Single for Illustration

Assign No.	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
CP03/007	Archimedes	Nescafe Coffee	Illusion Co Ltd	Bangkok		Bronze			

Campaign for Illustration

NO AWARD

CATEGORY CP/CPC04 BEST USE OF ILLUSTRATION

Single for Best Use of Illustration

Assign No.	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
CP04/007	Weave	Garmin GPS	Ogilvy Shanghai	Shanghai			Silver		
CP04/012	Monsters City Beast	The North Face	Ace Saatchi & Saatchi	Manila			Silver		
CP04/011	Monsters City Rex	The North Face	Ace Saatchi & Saatchi	Manila		Bronze			
CP04/008	Zigzag	Garmin GPS	Ogilvy Shanghai	Shanghai	Finalist				
CP04/009	Loop	Garmin GPS	Ogilvy Shanghai	Shanghai	Finalist				
CP04/016	Mughal Miniature	Bigadda.com - India's Largest Social	Creativeland Asia	Mumbai	Finalist				

Campaign for Best Use of Illustration

Assign No.	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
CPC04/004	The ECD is out of the office	4A Yahoo! Creative Awards	Bates Taiwan Co Ltd	Taipei			Silver		
CPC04/014	Colors of India	Conqueror Paper	Taproot India	Mumbai			Silver		

CATEGORY CP/CPC05 TYPOGRAPHY**NO AWARD****CATEGORY CP/CPC06 BEST USE OF TYPOGRAPHY****NO AWARD****CATEGORY CP/CPC07 ART DIRECTION****Single for Art Direction**

Assign No.	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
CP07/033	Weave	Garmin GPS	Ogilvy Shanghai	Shanghai				Gold	
CP07/022	SNAIL	The French Culinary School in Asia	McCann Erickson (M) Sdn Bhd	Kuala Lumpur			Silver		
CP07/035	Loop	Garmin GPS	Ogilvy Shanghai	Shanghai			Silver		
CP07/034	Zigzag	Garmin GPS	Ogilvy Shanghai	Shanghai	Finalist				

Campaign for Art Direction**NO AWARD****CATEGORY CP/CPC08 RETOUCHING/IMAGE MANIPULATION****Single for Retouching/Image Manipulation**

Assign No.	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
CP08/002	Lung	Madhop	Remix Studio Bangkok	Bangkok				Gold	
CP08/007	Intestine	Madhop	Remix Studio Bangkok	Bangkok			Silver		
CP08/005	Fish	Wusthof	Remix Studio Bangkok	Bangkok		Bronze			
CP08/003	Cow	Wusthof	Remix Studio Bangkok	Bangkok	Finalist				
CP08/004	Pig	Wusthof	Remix Studio Bangkok	Bangkok	Finalist				

Campaign for Retouching/Image Manipulation

Assign No.	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
CPC08/003	Intestine/Heart/Lung	Madhop	Remix Studio Bangkok	Bangkok				Gold	

CATEGORY CP/CPC09 BEST USE OF RETOUCHING/IMAGE MANIPULATION

NO AWARD

CATEGORY CP/CPC10 3D MODELING

Single for 3D Modeling

Assign No.	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
CP10/003	Marble	3M Cushion Wrap	Illusion Co Ltd	Bangkok		Bronze			
CP10/004	Steel Bed	Karana Travelgear	Illusion Co Ltd	Bangkok	Finalist				

Campaign for 3D Modeling

NO AWARD

CATEGORY CP/CPC11 PRODUCTION DESIGN / STYLING

NO AWARD

ADFEST 2010



WINNERS

RADIO LOTUS

CATEGORY R/RC01 BEST OF CONFECTIONARY & SNACKS

NO AWARD

CATEGORY R/RC02 BEST OF SAVORY FOODS & SEASONING

Single for Best of Savory Foods & Seasoning

NO AWARD

Campaign for Best of Savory Foods & Seasoning

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
RC02/002	Gargling	Nirma Shudh Salt	Taproot India	Mumbai		Bronze			

CATEGORY R/RC03 BEST OF ALCOHOLIC BEVERAGES

NO AWARD

CATEGORY R/RC04 BEST OF NON-ALCOHOLIC BEVERAGES (INCLUDING DAIRY PRODUCTS)

NO AWARD

CATEGORY R/RC05 BEST OF HEALTH AND PERSONAL CARE

Single for Best of Health and Personal Care

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
R05/006	Mandatory Voice Over	SuprActive Complete	Leo Burnett India	Mumbai		Bronze			
R05/002	Speed	Coppertone Sunscreen Lotion	DDB DM9JaymeSyfu	Manila	Finalist				

Campaign for Best of Health and Personal Care

NO AWARD

CATEGORY R/RC06 BEST OF SPORTS

NO AWARD

CATEGORY R/RC07 BEST OF FASHION AND COSMETICS

NO AWARD

CATEGORY R/RC08 BEST OF LUXURY GOODS

NO AWARD

CATEGORY R/RC09 BEST OF CARS

NO AWARD

CATEGORY R/RC10 BEST OF OTHER VEHICLES AND ACCESSORIES

NO AWARD

CATEGORY R/RC11 BEST OF ELECTRONICS

NO AWARD

CATEGORY R/RC12 BEST OF TRAVEL, TOURISM AND TRANSPORT

NO AWARD

CATEGORY R/RC13 BEST OF RETAIL

Single for Best of Retail

NO AWARD

Campaign for Best of Retail

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
RC13/001	Chef/Salary Man	Top Charoen Optical	JWT Thailand	Bangkok	Finalist				

CATEGORY R/RC14 BEST OF HOUSEHOLD PRODUCTS AND MAINTENANCE

NO AWARD

CATEGORY R/RC15 BEST OF HOME APPLIANCES & FURNISHINGS

NO AWARD

CATEGORY R/RC16 BEST OF BUSINESS EQUIPMENT

Single for Best of Business equipment

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
R16/003	Classify 1	Thailand YellowPages	Creative Juice\Bangkok (TBWA)	Bangkok	Finalist				

Campaign for Best of Business equipment

NO AWARD

CATEGORY R/RC17 BEST OF PUBLIC AND PRIVATE SERVICES

Single for Best of Public and Private Services

NO AWARD

Campaign for Best of Public and Private Services

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
RC17/005	If It Exists	Seek	Leo Burnett	Melbourne		Bronze			

CATEGORY R/RC18 BEST OF COMMUNICATION MEDIA AND PUBLICATIONS

NO AWARD

CATEGORY R/RC19 BEST OF ENTERTAINMENT, RECREATION AND LEISURE

Single for Best of Entertainment, Recreation and Leisure

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
R19/003	Footstep	Suntory Museum	HAKUHODO Inc	Tokyo	Finalist				

Campaign for Best of Entertainment, Recreation and Leisure

NO AWARD

CATEGORY R/RC20 BEST OF CORPORATE

NO AWARD

CATEGORY R/RC21 BEST OF FINANCIAL

NO AWARD

CATEGORY R/RC22 BEST OF SOCIAL ENGAGEMENTS

Single for Best of Social Engagements

Code	Title	Brand	Company Entering	City	Finalist	Bronze	Silver	Gold	Best
R22/018	Akshara Helpline	Sexual abuse	Leo Burnett India	Mumbai			Silver		
R22/014	Rape	The Foundation for Women	Far East DDB Plc	Bangkok	Finalist				

Campaign for Best of Social Engagements

NO AWARD

ADFEST 2010



WINNERS

360 LOTUS

CATEGORY 360 LOTUS

Code	Title	Brand	Company Entering	City	Finalist	360 Lotus	Grande 360
360/033	4th Best	Moro	DDB	Auckland			Grande 360
360/010	Lupin Steal Japan Project	Lupin the 3rd	777interactive	Tokyo		360 Lotus	
360/037	New National Animal	Sanctuary Magazine	Contract Advertising India Pvt Ltd	Mumbai		360 Lotus	
360/036	Lola Techie	Bayan DSL	BBDO GUERRERO/PROXIMITY PHILIPPINES	Manila	Finalist		
360/040	Vodafone Zoozoos'	Vodafone	Ogilvy & Mather	Mumbai	Finalist		

ADFEST 2010



WINNERS

INNOVA LOTUS

CATEGORY INNOVA LOTUS

Code	Title	Brand	Company Entering	City	Finalist	Innova Lotus	Grande Innova
IN/017	UNIQLO LUCKY SWITCH	UNIQLO	IMG SRC Inc	Tokyo			Grande Innova
IN/013	WWF - Fate's in your hands	WWF	Bartle Bogle Hegarty China	Shanghai		Innova Lotus	
IN/027	UNIQLO CALENDAR	UNIQLO	Projector Inc	Tokyo		Innova Lotus	
IN/040	Yubari City Project 2009	Yubari City	Beacon Communications K.K.	Tokyo		Innova Lotus	
IN/047	Photochains	EOS Photochains	Leo Burnett	Sydney	Finalist		

ADFEST 2010



WINNERS

LOTUS ROOTS

CATEGORY LOTUS ROOTS

Code	Title	Brand	Company Entering	City	Finalist	Lotus Roots	Grande Lotus Roots
IN/040	Yubari City Project 2009	Yubari City	Beacon Communications K.K.	Tokyo			Grande Lotus Roots
360/037	New National Animal	Sanctuary Magazine	Contract Advertising India Pvt Ltd	Mumbai		Lotus Roots	
CB01/020	TOTO TALK	TOTO	Dentsu Inc	Tokyo		Lotus Roots	
CF04/014	CCTV-Ink	CCTV	chinaMMIA	Beijing		Lotus Roots	
DE03/033	Stamps	India Posts	Ogilvy & Mather Pvt Ltd	Gurgaon		Lotus Roots	
DEC03/005	Colors of India	Conqueror Paper	Taproot India	Mumbai		Lotus Roots	
F22/008	Funeral	Ministry of Community Development, Youth And Sports	Leo Burnett/Arc Worldwide	Singapore		Lotus Roots	
PRC22/008	Tricycle/Ball/Aeroplane	Unicef	Ogilvy Shanghai	Shanghai		Lotus Roots	
CF01/042	Dehydrated Man	LMN Lemon Aqua	Creativeland Asia	Mumbai	Finalist		
CF01/043	The Snake Charmer	Listerine	JWT - India	Mumbai	Finalist		
CF05/004	Ivy Factory	Ivy Thai Traditional Coffee	McCann Erickson Thailand	Bangkok	Finalist		
CP04/016	Mughal Miniature	Bigadda.com - India's Largest Social Net	Creativeland Asia	Mumbai	Finalist		
DE02/004	THUNDER NIGHT fever! Booklet	THUNDER NIGHT fever	Dentsu Inc	Tokyo	Finalist		
DEC06/006	Cutter Art of OLFA	OLFA Cutter	Dentsu Inc	Tokyo	Finalist		
DM03/006	Trick People To Prevent Them From Being Tricked.	The Asahi Shimbun	Asatsu-DK Inc	Tokyo	Finalist		
DM07/001	LURE THE "OTAKU" -Make young people buy KINREI's i	SENGOKU UDON	Dentsu Inc	Tokyo	Finalist		
DM10/011	The Wall Sale	Sony Recycle Project JEANS	HAKUHODO KETTLE Inc	Tokyo	Finalist		
DMC11/010	See The Love	Franz China Collection	Ogilvy & Mather Taiwan	Taipei	Finalist		

Code	Title	Brand	Company Entering	City	Finalist	Lotus Roots	Grande Lotus Roots
FC16/003	A Long way home	Microsoft Office 2007	Tohokushinsha Film Corporation	Tokyo	Finalist		
ND03/002	Tofu	Castrol	Ogilvy Shanghai	Shanghai	Finalist		
OD03/016	Clothesline	Onida Washing Machines	McCann Worldgroup	Mumbai	Finalist		
OD03/019	Litter to Lamps	Karmayog.org	JWT - India	Mumbai	Finalist		
OD04/003	Hills Post 2009	Japanese New Year's Cards	GT Tokyo	Tokyo	Finalist		
OD05/075	Umbrella Bag - Bucket	Relief drought program in China	Grey Hong Kong	Hong Kong	Finalist		
ODC04/001	Street to School	Balwadi Night School	JWT - India	Mumbai	Finalist		
R22/018	Akshara Helpline	Sexual abuse	Leo Burnett India	Mumbai	Finalist		

