

BRANDED ENTERTAINMENT LOTUS

EMBARGOED UNTIL
THU 7 APRIL 2022,
2.15 PM (UTC+7)

WINNERS LIST
ADFEST 2022

CATEGORY BC01: USE OF FICTION FILM

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BC01/001	IN LOVE WE TRUST	SINYI REALTY	DENTSUMB TAIWAN, TAIPEI	DENTSU MCGARRYBOWEN TAIWAN, TAIPEI	GOLD
BC01/009	COME BACK	CAR4CASH	TBWA\THAILAND, BANGKOK	KRUNGSRI AUTO - BANK OF AYUDHYA PLC, BANGKOK	SILVER
BC01/006	IT'S THE LITTLE THINGS THAT BRING ON THE EXTRAORDINARY.	SNACK JACK	ADAPTER DIGITAL AGENCY, BANGKOK	ADAPTER DIGITAL AGENCY, BANGKOK	FINALIST
BC01/017	TWENTY TWO YEARS 60AL	KULOV VODKA	GREYNJ UNITED, BANGKOK	GREYNJ UNITED, BANGKOK	FINALIST

CATEGORY BC02: USE OF NON-FICTION FILM

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BC02/002	THE CENTER LANE	SK-II	GREY TOKYO, TOKYO	GREY TOKYO, TOKYO	SILVER

CATEGORY BC03: USE OF MUSIC CONTENT

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BC03/004	THE FIRST TAKE	THE FIRST TAKE	TBWA\HAKUHODO INC., TOKYO	TBWA\HAKUHODO INC., TOKYO	GRANDE

CATEGORY BC06: USE OF EXPERIENTIAL

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BC06/001	THE WORLD'S MOST HATED RESTAURANT	SEIYU	ENJIN TOKYO, TOKYO	ENJIN TOKYO, TOKYO	FINALIST
BC06/002	POKÉMON WONDER	POKÉMON	SIX INC., TOKYO	SIX INC., TOKYO	FINALIST

CATEGORY BC07: USE OF INTERACTIVE & SOCIAL MEDIA

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BC07/003	PALE BLUE LETTER	KENSHI YONEZU "PALE BLUE"	SIX INC., TOKYO	SIX INC., TOKYO	GOLD
BC07/005	IN HER SHOES	LUX	WUNDERMAN THOMPSON SINGAPORE, SINGAPORE	WUNDERMAN THOMPSON SINGAPORE, SINGAPORE	SILVER
BC07/004	WHERE'S DARS?	DARS CHOCOLATE	HAKUHODO INC., TOKYO	HAKUHODO INC., TOKYO	FINALIST

CATEGORY BC08: USE OF USER GENERATED CONTENT

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BC08/001	MUSIC VIDEO FOR ALL	KOHH "2 CARS" MUSIC VIDEO CHALLENGE	ENJIN TOKYO, TOKYO	ENJIN TOKYO, TOKYO	BRONZE

CATEGORY BC10: USE OF TALENT

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BC10/005	BORN THIS WAY	LUX	WUNDERMAN THOMPSON SINGAPORE, SINGAPORE	WUNDERMAN THOMPSON SINGAPORE, SINGAPORE	SILVER

CATEGORY BC12: USE OF SPORTS & ESPORTS

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BC12/002	BORN THIS WAY	LUX	WUNDERMAN THOMPSON SINGAPORE, SINGAPORE	WUNDERMAN THOMPSON SINGAPORE, SINGAPORE	BRONZE
BC12/003	THE CENTER LANE	SK-II	GREY TOKYO, TOKYO	GREY TOKYO, TOKYO	BRONZE

CATEGORY BC14: RESILIENCE THROUGH CREATIVITY

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
BC14/003	SHOOTING STAR BULLET TRAIN	KYUSHU SHINKANSEN	DENTSU KYUSHU INC., FUKUOKA/ JR KYUSHU AGENCY, FUKUOKA	DENTSU KYUSHU INC., FUKUOKA	GOLD
BC14/009	CARE LIVES ON	VICKS INDIA	PUBLICIS SINGAPORE, SINGAPORE	PUBLICIS SINGAPORE, SINGAPORE	BRONZE