

DIRECT LOTUS

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

WINNERS LIST
ADFEST 2022

CATEGORY DM04: USE OF PRINT & CONVENTIONAL OUTDOOR

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DM04/004	GFNW NEWSPAPER	NETFLIX / BRAVO! STUDIOS / GMM STUDIOS INTERNATIONAL	SOUR BANGKOK, BANGKOK	THE SOUR BANGKOK CO., LTD., BANGKOK	BRONZE

CATEGORY DM05: USE OF DIRECT AMBIENT: SMALL SCALE

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DM05/006	DONATION DOLLAR	THE ROYAL AUSTRALIAN MINT	SAATCHI & SAATCHI AUSTRALIA, MELBOURNE	SAATCHI & SAATCHI AUSTRALIA, MELBOURNE	SILVER

CATEGORY DM06: USE OF DIRECT AMBIENT: LARGE SCALE

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DM06/001	LIQUID BILLBOARD	ADIDAS	HAVAS MIDDLE EAST, DUBAI	HAVAS MIDDLE EAST, DUBAI	SILVER
DM06/006	EMERGENCY FOOD RESTAURANT "LIFE PLATE"	ECOFLOW	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST

CATEGORY DM07: USE OF ONLINE & DIGITAL PLATFORMS

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DM07/001	SLOW ROAD	SLOW ROAD	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	SILVER
DM07/003	HOME SWEET HOME EP. 2	TOURISM AUTHORITY OF THAILAND X YGGDRAZIL	OGILVY GROUP THAILAND, BANGKOK	OGILVY GROUP THAILAND, BANGKOK	BRONZE
DM07/004	DISEASE DILEMMAS	GARVAN INSTITUTE OF MEDICAL RESEARCH	BWM ISOBAR, SYDNEY	BWM ISOBAR, SYDNEY	BRONZE
DM07/007	THE COST OF BULLYING	SAMSUNG	CHEIL PENGTAI BEIJING, BEIJING/ CHEIL HONG KONG, HONG KONG	CHEIL PENGTAI BEIJING, BEIJING	BRONZE

CATEGORY DM08: USE OF MOBILE MARKETING

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DM08/003	THE COST OF BULLYING	SAMSUNG	CHEIL PENGTAI BEIJING, BEIJING/ CHEIL HONG KONG, HONG KONG	CHEIL PENGTAI BEIJING, BEIJING	SILVER
DM08/001	HELLO GOOD DAY	THE ALZHEIMER FOUNDATION OF THAILAND	DENTSU ONE (BANGKOK), BANGKOK	DENTSU ONE (BANGKOK) LTD., BANGKOK	FINALIST

CATEGORY DM10: CO-CREATED & USER GENERATED CONTENT

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DM10/001	SPONSOR OF MOM-AND-POP SHOPS	DMALT CAN AND WHITE GOLD MILK CAN	WUNDERMAN THOMPSON THAILAND, BANGKOK	WUNDERMAN THOMPSON THAILAND, BANGKOK	BRONZE

CATEGORY DM13: DIRECT CAMPAIGN FOR RETENTION/LOYALTY

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DM13/004	VACCINATION RIDES	GOJEK	FORSMAN & BODENFORS, SINGAPORE	FORSMAN & BODENFORS, SINGAPORE	BRONZE

CATEGORY DM14: DIRECT CAMPAIGN FOR LAUNCH/RE-LAUNCH

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DM14/007	DONATION DOLLAR	THE ROYAL AUSTRALIAN MINT	SAATCHI & SAATCHI AUSTRALIA, MELBOURNE	SAATCHI & SAATCHI AUSTRALIA, MELBOURNE	GRANDE FOR HUMANITY

CATEGORY DM16: INTEGRATED DIRECT CAMPAIGN

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DM16/004	DISEASE DILEMMAS	GARVAN INSTITUTE OF MEDICAL RESEARCH	BWM ISOBAR, SYDNEY	BWM ISOBAR, SYDNEY	GOLD