

FILM CRAFT LOTUS

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

WINNERS LIST  
ADFEST 2022

## CATEGORY CF01: DIRECTING

| CODE     | TITLE                                                           | BRAND                      | AGENCY                        | COMPANY ENTERING                      | AWARDS   |
|----------|-----------------------------------------------------------------|----------------------------|-------------------------------|---------------------------------------|----------|
| CF01/010 | STOP DREAMING ABOUT NEW ZEALAND AND GO                          | TOURISM NZ                 | SPECIAL GROUP, SYDNEY         | FINCH, SYDNEY                         | GOLD     |
| CF01/020 | CARE LIVES ON                                                   | VICKS INDIA                | PUBLICIS SINGAPORE, SINGAPORE | MEMESYS CULTURE LAB PVT. LTD., PANJIM | GOLD     |
| CF01/018 | HOME                                                            | ROYAL ENFIELD              | CREATIVE COCONUTS, MUMBAI     | CREATIVE COCONUTS, MUMBAI             | SILVER   |
| CF01/005 | MAKE LAMB NOT WALLS                                             | MEAT & LIVESTOCK AUSTRALIA | THE MONKEYS, SYDNEY           | AIRBAG, MELBOURNE                     | BRONZE   |
| CF01/011 | TOKYO 2020 OLYMPIC GAMES OPENING CEREMONY / LET THE GAMES BEGIN | OLYMPIC OPENING CEREMONY   | DENTSU INC., TOKYO            | GEEK PICTURES INC., TOKYO             | FINALIST |

## CATEGORY CF02: EDITING

| CODE     | TITLE                | BRAND          | AGENCY                | COMPANY ENTERING             | AWARDS   |
|----------|----------------------|----------------|-----------------------|------------------------------|----------|
| CF02/003 | ELECTRIC EYE         | AUDI AUSTRALIA | WE ARE SOCIAL, SYDNEY | HECKLER, SYDNEY              | BRONZE   |
| CF02/005 | HOW YOU GROW MATTERS | KPMG           | SPECIAL GROUP, SYDNEY | PHOTOPLAY / PLAYTIME, SYDNEY | FINALIST |

## CATEGORY CF03: CINEMATOGRAPHY

| CODE     | TITLE             | BRAND             | AGENCY              | COMPANY ENTERING    | AWARDS |
|----------|-------------------|-------------------|---------------------|---------------------|--------|
| CF03/009 | FOLLOW YOUR HEART | RECRUIT CO., LTD. | DENTSU INC., TOKYO  | DENTSU INC., TOKYO  | SILVER |
| CF03/012 | A NEW AWAKENING   | BURBERRY          | BBH CHINA, SHANGHAI | BBH CHINA, SHANGHAI | BRONZE |

## CATEGORY CF04: SPECIAL EFFECTS: IN-CAMERA

| CODE     | TITLE                                                        | BRAND            | AGENCY                    | COMPANY ENTERING         | AWARDS |
|----------|--------------------------------------------------------------|------------------|---------------------------|--------------------------|--------|
| CF04/001 | THE PASSION NEVER STOPS                                      | BOSS COFFEE      | DENTSU INC., TOKYO        | DENTSU INC., TOKYO       | SILVER |
| CF04/003 | THE LONGING TO TRAVEL SHAPES THE LANDSCAPE OF EVERY JOURNEY. | H.I.S. CO., LTD. | TOKYU AGENCY INC., TOKYO  | TOKYU AGENCY INC., TOKYO | BRONZE |
| CF04/004 | LUNARLAND                                                    | ONEPLUS          | MOTHER SHANGHAI, SHANGHAI | FINCH, SYDNEY            | BRONZE |

## CATEGORY CF05: SPECIAL EFFECTS: DIGITAL VISUAL EFFECTS

| CODE                        | TITLE                                          | BRAND              | AGENCY | COMPANY ENTERING         | AWARDS |
|-----------------------------|------------------------------------------------|--------------------|--------|--------------------------|--------|
| CF05/016 MOVE FROM CF06/001 | YAKUSHIMA TREASURE ANOTHER LIVE FROM YAKUSHIMA | YAKUSHIMA TREASURE | N/A    | DENTSU CREATIVE X, TOKYO | BRONZE |

## CATEGORY CF06: ANIMATION (IN-CAMERA OR DIGITAL)

| CODE     | TITLE                                       | BRAND          | AGENCY               | COMPANY ENTERING              | AWARDS |
|----------|---------------------------------------------|----------------|----------------------|-------------------------------|--------|
| CF06/012 | WASTEMINSTER -<br>A DOWNING STREET DISASTER | GREENPEACE UK  | N/A                  | METHOD AND MADNESS, SINGAPORE | GOLD   |
| CF06/006 | HAIR ALBUM                                  | TAKARA BELMONT | HAKUHODO INC., TOKYO | HAKUHODO INC., TOKYO          | SILVER |

## CATEGORY CF07: PRODUCTION DESIGN

| CODE     | TITLE                   | BRAND        | AGENCY                    | COMPANY ENTERING   | AWARDS   |
|----------|-------------------------|--------------|---------------------------|--------------------|----------|
| CF07/002 | FIND YOUR OWN WAY       | POCARI SWEAT | DENTSU INC., TOKYO        | DENTSU INC., TOKYO | GRANDE   |
| CF07/001 | THE PASSION NEVER STOPS | BOSS COFFEE  | DENTSU INC., TOKYO        | DENTSU INC., TOKYO | GOLD     |
| CF07/004 | GREATER TOGETHER        | WESTPAC      | DDB NEW ZEALAND, AUCKLAND | FINCH, SYDNEY      | FINALIST |

## CATEGORY CF08: COSTUME DESIGN

| CODE     | TITLE            | BRAND   | AGENCY                    | COMPANY ENTERING | AWARDS   |
|----------|------------------|---------|---------------------------|------------------|----------|
| CF08/001 | GREATER TOGETHER | WESTPAC | DDB NEW ZEALAND, AUCKLAND | FINCH, SYDNEY    | FINALIST |

## CATEGORY CF09: CASTING

| CODE     | TITLE         | BRAND       | AGENCY                          | COMPANY ENTERING                      | AWARDS |
|----------|---------------|-------------|---------------------------------|---------------------------------------|--------|
| CF09/008 | CARE LIVES ON | VICKS INDIA | PUBLICIS SINGAPORE, SINGAPORE   | MEMESYS CULTURE LAB PVT. LTD., PANJIM | GOLD   |
| CF09/004 | FINDING PRIDE | GOOGLE      | N/A                             | FINCH, SYDNEY                         | SILVER |
| CF09/002 | RAPPER        | SNACK JACK  | ADAPTER DIGITAL AGENCY, BANGKOK | ADAPTER DIGITAL CO., LTD., BANGKOK    | BRONZE |

## CATEGORY CF10: USE OF TALENT/CELEBRITY

| CODE     | TITLE   | BRAND | AGENCY                       | COMPANY ENTERING             | AWARDS   |
|----------|---------|-------|------------------------------|------------------------------|----------|
| CF10/004 | BE LIKE | CENTR | MOON TIDE MEDIA, LOS ANGELES | PHOTOPLAY / PLAYTIME, SYDNEY | FINALIST |

## CATEGORY CF11: SCRIPT

| CODE     | TITLE            | BRAND        | AGENCY                        | COMPANY ENTERING                      | AWARDS |
|----------|------------------|--------------|-------------------------------|---------------------------------------|--------|
| CF11/002 | IN LOVE WE TRUST | SINYI REALTY | DENTSUMB TAIWAN, TAIPEI       | DENTSU MCGARRYBOWEN TAIWAN, TAIPEI    | SILVER |
| CF11/013 | CARE LIVES ON    | VICKS INDIA  | PUBLICIS SINGAPORE, SINGAPORE | MEMESYS CULTURE LAB PVT. LTD., PANJIM | SILVER |

### CATEGORY CF14: SOUND DESIGN

| CODE     | TITLE                                            | BRAND            | AGENCY                     | COMPANY ENTERING                | AWARDS |
|----------|--------------------------------------------------|------------------|----------------------------|---------------------------------|--------|
| CF14/004 | HYUNDAI TUSCAN<br>'TOMORROW WANT'S ITS CAR BACK' | HYUNDAI          | INNOCEAN AUSTRALIA, SYDNEY | SQUEAK E. CLEAN STUDIOS, SYDNEY | SILVER |
| CF14/011 | BOAT                                             | NRMA INSURANCE   | THINKERBELL, SYDNEY        | RUMBLE STUDIOS, SYDNEY          | BRONZE |
| CF14/014 | CALL OF THE OFF SEASON                           | TOURISM TASMANIA | BMF ADVERTISING, SYDNEY    | RUMBLE STUDIOS, SYDNEY          | BRONZE |

### CATEGORY CF16: RESILIENCE THROUGH CREATIVITY

| CODE     | TITLE               | BRAND                      | AGENCY                        | COMPANY ENTERING                      | AWARDS |
|----------|---------------------|----------------------------|-------------------------------|---------------------------------------|--------|
| CF16/004 | CARE LIVES ON       | VICKS INDIA                | PUBLICIS SINGAPORE, SINGAPORE | MEMESYS CULTURE LAB PVT. LTD., PANJIM | SILVER |
| CF16/002 | MAKE LAMB NOT WALLS | MEAT & LIVESTOCK AUSTRALIA | THE MONKEYS, SYDNEY           | AIRBAG, MELBOURNE                     | BRONZE |