

MEDIA LOTUS

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

WINNERS LIST
ADFEST 2022

CATEGORY ME02: USE OF AUDIO

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
ME02/001	THE AUDIO-BENTO	TABILUMINE	DENTSU INC., TOKYO	DENTSU INC., TOKYO	SILVER
ME02/002	6 MINUTES TOGETHER	OPSUMIT	MCCANN HEALTH JAPAN, TOKYO	MCCANN HEALTH JAPAN, TOKYO	FINALIST

CATEGORY ME03: USE OF PRINT/OUTDOOR & TRANSIT

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
ME03/002	NEWSPAPER INVITATION TO DORAEMON'S BIRTHDAY PARTY	DORAEMON	ADK CREATIVE ONE INC., TOKYO/ ADK EMOTIONS INC., TOKYO	ADK CREATIVE ONE INC., TOKYO	SILVER
ME03/007	THE BILLBOARD REMAINS	NETFLIX	THE LEO BURNETT GROUP THAILAND, BANGKOK	THE LEO BURNETT GROUP THAILAND, BANGKOK	BRONZE

CATEGORY ME04: USE OF AMBIENT: SMALL SCALE

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
ME04/006	DONATION DOLLAR	THE ROYAL AUSTRALIAN MINT	SAATCHI & SAATCHI AUSTRALIA, MELBOURNE	SAATCHI & SAATCHI AUSTRALIA, MELBOURNE	BRONZE

CATEGORY ME05: USE OF AMBIENT: LARGE SCALE

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
ME05/002	LIQUID BILLBOARD	ADIDAS	HAVAS MIDDLE EAST, DUBAI	HAVAS MIDDLE EAST, DUBAI	GRANDE
ME05/004	GIANT 3D CAT PROJECT	CROSS SHINJUKU VISION	YUNIKA CORPORATION, TOKYO	OMNIBUS JAPAN INC., TOKYO	BRONZE
ME05/005	LIGHTBOXES FROM SPACE	NETFLIX	WUNDERMAN THOMPSON THAILAND, BANGKOK	WUNDERMAN THOMPSON THAILAND, BANGKOK	FINALIST

CATEGORY ME08: USE OF DIGITAL

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
ME08/005	THE COST OF BULLYING	SAMSUNG	CHEIL PENGTAI BEIJING, BEIJING/ CHEIL HONG KONG, HONG KONG	CHEIL PENGTAI BEIJING, BEIJING	GOLD
ME08/004	SANGSOM SAVES SANGSOM	SANGSOM / THAI BEVERAGE CO., LTD.	SOUR BANGKOK, BANGKOK	THE SOUR BANGKOK CO., LTD., BANGKOK	BRONZE

CATEGORY ME09: USE OF MOBILE

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
ME09/002	SLOW ROAD	SLOW ROAD	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	GOLD
ME09/006	THE COST OF BULLYING	SAMSUNG	CHEIL PENGTAI BEIJING, BEIJING/ CHEIL HONG KONG, HONG KONG	CHEIL PENGTAI BEIJING, BEIJING	BRONZE

CATEGORY ME10: USE OF SOCIAL MEDIA & EARNED MEDIA

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
ME10/007	IN A RELATIONSHIP WITH LOTUS'S	LOTUS'S	THE LEO BURNETT GROUP THAILAND, BANGKOK	THE LEO BURNETT GROUP THAILAND, BANGKOK	BRONZE

CATEGORY ME11: USE OF TECHNOLOGY

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
ME11/001	MISSING PERSON REPORTERS	THE MIRROR FOUNDATION / KUNANA	BBDO BANGKOK, BANGKOK	BBDO BANGKOK LIMITED, BANGKOK	SILVER

CATEGORY ME13: USE OF BRANDED ENTERTAINMENT & CONTENT: DIGITAL & SOCIAL MEDIA

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
ME13/004	6 MINUTES TOGETHER	OPSUMIT	MCCANN HEALTH JAPAN, TOKYO	MCCANN HEALTH JAPAN, TOKYO	BRONZE
ME13/003	THE FIRST TAKE	THE FIRST TAKE	TBWA\HAKUHODO INC., TOKYO	TBWA\HAKUHODO INC., TOKYO	FINALIST

CATEGORY ME15: INTEGRATED MEDIA CAMPAIGN

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
ME15/001	ONE HOUSE TO SAVE MANY	SUNCORP INSURANCE	LEO BURNETT AUSTRALIA, MELBOURNE	LEO BURNETT AUSTRALIA, MELBOURNE	GOLD
ME15/006	DONATION DOLLAR	THE ROYAL AUSTRALIAN MINT	SAATCHI & SAATCHI AUSTRALIA, MELBOURNE	SAATCHI & SAATCHI AUSTRALIA, MELBOURNE	SILVER
ME15/003	DISEASE DILEMMAS	GARVAN INSTITUTE OF MEDICAL RESEARCH	BWM ISOBAR, SYDNEY	BWM ISOBAR, SYDNEY	BRONZE

CATEGORY ME16: RESILIENCE THROUGH CREATIVITY

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
ME16/006	SANGSOM SAVES SANGSOM	SANGSOM / THAI BEVERAGE CO., LTD.	SOUR BANGKOK, BANGKOK	THE SOUR BANGKOK CO., LTD., BANGKOK	SILVER