

OUTDOOR LOTUS

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

WINNERS LIST
ADFEST 2022

BILLBOARD & STREET FURNITURE SUB-CATEGORIES

CATEGORY OD03: STREET SIGNS & STREET FURNITURE

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
OD03/001	LIGHTBOXES FROM SPACE	NETFLIX	WUNDERMAN THOMPSON THAILAND, BANGKOK	WUNDERMAN THOMPSON THAILAND, BANGKOK	BRONZE

AMBIENT & OTHER OUTDOOR SUB-CATEGORIES

CATEGORY OD04: AMBIENT: SMALL SCALE

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
OD04/006	DONATION DOLLAR	THE ROYAL AUSTRALIAN MINT	SAATCHI & SAATCHI AUSTRALIA, MELBOURNE	SAATCHI & SAATCHI AUSTRALIA, MELBOURNE	SILVER
OD04/001	GUESS WHICH BOOK IS IT ?	YAN JI YOU BOOKSTORES	THE NINE SHANGHAI, SHANGHAI	THE NINE SHANGHAI, SHANGHAI	FINALIST

CATEGORY OD05: AMBIENT: LARGE SCALE

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
OD05/012	LIQUID BILLBOARD	ADIDAS	HAVAS MIDDLE EAST, DUBAI	HAVAS MIDDLE EAST, DUBAI	SILVER
OD05/009	HI TOILET	THE TOKYO TOILET	TBWA\HAKUHODO INC., TOKYO	TBWA\HAKUHODO INC., TOKYO	FINALIST
OD05/011	MCDONALD'S CLASSROOM	MCDONALD'S	LEO BURNETT GROUP MANILA, MANILA	LEO BURNETT GROUP MANILA, MANILA	FINALIST

POSTER SUB-CATEGORIES

CATEGORY OD18: CORPORATE SOCIAL RESPONSIBILITY

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
OD18/001	PAPERTOWEL SAVING CAMPAIGN: GREEN TOGETHER POSTER	LOTTE CHILSUNG	DAEHONG COMMUNICATIONS, SEOUL	DAEHONG COMMUNICATIONS, SEOUL	FINALIST

INTEGRATED CAMPAIGN SUB-CATEGORY

CATEGORY OD20: INTEGRATED OUTDOOR CAMPAIGN

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
OD20/006	DONATION DOLLAR	THE ROYAL AUSTRALIAN MINT	SAATCHI & SAATCHI AUSTRALIA, MELBOURNE	SAATCHI & SAATCHI AUSTRALIA, MELBOURNE	BRONZE

OTHER SUB-CATEGORY

CATEGORY OD21: RESILIENCE THROUGH CREATIVITY

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
OD21/005	MCDONALD'S CLASSROOM	MCDONALD'S	LEO BURNETT GROUP MANILA, MANILA	LEO BURNETT GROUP MANILA, MANILA	BRONZE
OD21/001	QUARANTAINMENT	8 PINTS / JIU JIU DI SHUI DONG XIANG CAI GUAN / BOMBA	DENTSUMB CHINA, SHANGHAI	DENTSUMB CHINA, BEIJING	FINALIST

AS OF 14 MAR 2022