

PR LOTUS

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

WINNERS LIST
ADFEST 2022

IMPLEMENTATION SUB-CATEGORIES

CATEGORY PR03: CORPORATE SOCIAL RESPONSIBILITY

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PR03/020	DONATION DOLLAR	THE ROYAL AUSTRALIAN MINT	SAATCHI & SAATCHI AUSTRALIA, MELBOURNE	SAATCHI & SAATCHI AUSTRALIA, MELBOURNE	GOLD
PR03/001	ONE HOUSE TO SAVE MANY	SUNCORP INSURANCE	LEO BURNETT AUSTRALIA, MELBOURNE	LEO BURNETT AUSTRALIA, MELBOURNE	SILVER
PR03/003	EATQUAL	MCDONALD'S	DDB MUDRA GROUP, MUMBAI	DDB MUDRA GROUP, MUMBAI	BRONZE
PR03/018	IN HER SHOES	LUX	WUNDERMAN THOMPSON SINGAPORE, SINGAPORE	WUNDERMAN THOMPSON SINGAPORE, SINGAPORE	FINALIST
PR03/019	LITTLE BIG E-MOTION	HYUNDAI MOTOR GROUP	INNOCEAN WORLDWIDE, SEOUL	INNOCEAN WORLDWIDE, SEOUL	FINALIST

CATEGORY PR05: USE OF EVENTS & STUNTS

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PR05/001	LIQUID BILLBOARD	ADIDAS	HAVAS MIDDLE EAST, DUBAI	HAVAS MIDDLE EAST, DUBAI	GRANDE
PR05/002	THE WORLD'S MOST HATED RESTAURANT	SEIYU	ENJIN TOKYO, TOKYO	ENJIN TOKYO, TOKYO	BRONZE
PR05/005	MCDONALD'S CLASSROOM	MCDONALD'S	LEO BURNETT GROUP MANILA, MANILA	LEO BURNETT GROUP MANILA, MANILA	FINALIST

CATEGORY PR06: USE OF TALENT

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PR06/003	THE CENTER LANE	SK-II	GREY TOKYO, TOKYO	GREY TOKYO, TOKYO	GOLD

CATEGORY PR08: LAUNCH/RE-LAUNCH

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PR08/002	ECOLATE	LIFULL	LIFULL, TOKYO	PEAK INC., TOKYO	FINALIST

CATEGORY PR10: CONTENT-LED ENGAGEMENT

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PR10/001	ONE HOUSE TO SAVE MANY	SUNCORP INSURANCE	LEO BURNETT AUSTRALIA, MELBOURNE	LEO BURNETT AUSTRALIA, MELBOURNE	SILVER

DIGITAL & SOCIAL SUB-CATEGORIES

CATEGORY PR11: USE OF DIGITAL IN A PR CAMPAIGN

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PR11/003	MASK ID	DAL.KOMM CAFE / MINISTRY OF HEALTH AND WELFARE & KOREA ASSOCIATION OF SOCIAL WELFARE CENTERS	INNOCEAN WORLDWIDE, SEOUL	INNOCEAN WORLDWIDE, SEOUL	BRONZE

CATEGORY PR12: USE OF SOCIAL IN A PR CAMPAIGN

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PR12/006	IN A RELATIONSHIP WITH LOTUS'S	LOTUS'S	THE LEO BURNETT GROUP THAILAND, BANGKOK	THE LEO BURNETT GROUP THAILAND, BANGKOK	BRONZE

CATEGORY PR13: USE OF TECHNOLOGY

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PR13/003	MISSING PERSON REPORTERS	THE MIRROR FOUNDATION / KUNANA	BBDO BANGKOK, BANGKOK	BBDO BANGKOK LIMITED, BANGKOK	SILVER
PR13/006	LITTLE BIG E-MOTION	HYUNDAI MOTOR GROUP	INNOCEAN WORLDWIDE, SEOUL	INNOCEAN WORLDWIDE, SEOUL	BRONZE
PR13/001	CAMOUFLAGE AGAINST THE MACHINES	UNLABELED, NEXUSVII.	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST

DATA SUB-CATEGORIES

CATEGORY PR14: PR EFFECTIVENESS

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PR14/002	THE CENTER LANE	SK-II	GREY TOKYO, TOKYO	GREY TOKYO, TOKYO	SILVER

CATEGORY PR15: RESEARCH, DATA ANALYTICS & INSIGHT GENERATION

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PR15/001	SLOW ROAD	SLOW ROAD	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	GOLD

INTEGRATED CAMPAIGN SUB-CATEGORY

CATEGORY PR16: INTEGRATED PR CAMPAIGN

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PR16/002	DONATION DOLLAR	THE ROYAL AUSTRALIAN MINT	SAATCHI & SAATCHI AUSTRALIA, MELBOURNE	SAATCHI & SAATCHI AUSTRALIA, MELBOURNE	GOLD

OTHER SUB-CATEGORY

CATEGORY PR17: RESILIENCE THROUGH CREATIVITY

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
PR17/007	MASK ID	DAL.KOMM CAFE / MINISTRY OF HEALTH AND WELFARE & KOREA ASSOCIATION OF SOCIAL WELFARE CENTERS	INNOCEAN WORLDWIDE, SEOUL	INNOCEAN WORLDWIDE, SEOUL	GOLD
PR17/002	SLOW ROAD	SLOW ROAD	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	SILVER
PR17/008	MCDONALD'S CLASSROOM	MCDONALD'S	LEO BURNETT GROUP MANILA, MANILA	LEO BURNETT GROUP MANILA, MANILA	BRONZE

AS OF 10 MAR 2022