

PRINT & OUTDOOR CRAFT LOTUS

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

WINNERS LIST
ADFEST 2022

CATEGORY CP02: USE OF PHOTOGRAPHY/DIGITAL IMAGE

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
CP02/001	ABANDONED STATIONS	VOLKSWAGEN	CHEIL, HONG KONG	CHEIL, HONG KONG	SILVER
CP02/002	INTOXICATING SOUNDS POSTERS	CONCERT	TBWA\HAKUHODO INC., TOKYO	TBWA\HAKUHODO INC., TOKYO	BRONZE

CATEGORY CP03: ILLUSTRATION

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
CP03/002	HOPE FOR HOMETOWN	TENCENT	25HOURS, GUANGZHOU	25HOURS, GUANGZHOU	FINALIST

CATEGORY CP04: USE OF ILLUSTRATION

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
CP04/002	JOY STICKS	CHUPA CHUPS	CHEIL, HONG KONG	CHEIL, HONG KONG	SILVER

CATEGORY CP07: ART DIRECTION

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
CP07/006	THE ENGAGING DISCIPLINE OF BRANDS	DENTSU ADVERTISING AWARDS SELECTION COUNCIL	DENTSU INC., TOKYO	DENTSU INC., TOKYO	BRONZE
CP07/013	IT'S TIME TO REDECORATE	IKEA	LEO BURNETT, RIYADH	LEO BURNETT, RIYADH	BRONZE

CATEGORY CP09: USE OF RETOUCHING/IMAGE MANIPULATION

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
CP09/001	NO PESTS ALLOWED	GOO GO GREEN	OGILVY GROUP THAILAND, BANGKOK	OGILVY GROUP THAILAND, BANGKOK	GOLD

CATEGORY CP11: USE OF COMPUTER GENERATED IMAGERY (CGI)

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
CP11/005	NO PESTS ALLOWED	GOO GO GREEN	OGILVY GROUP THAILAND, BANGKOK	OGILVY GROUP THAILAND, BANGKOK	GRANDE

CATEGORY CP12: PRODUCTION DESIGN/STYLING

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
CP12/002	IT'S TIME TO REDECORATE	IKEA	LEO BURNETT, RIYADH	LEO BURNETT, RIYADH	SILVER