



**ENTRIES LIST**  
**EFFECTIVE LOTUS**

# EFFECTIVE LOTUS



CODE	TITLE	BRAND	COMPANY ENTERING	CITY
<b>EFFECTIVE LOTUS</b>				
<b>EF01: CAMPAIGN SUCCESS</b>				
EF01/001	MAIL OLD MEDS	MAIL OLD MEDS	INNOCEAN	SEOUL
EF01/002	MEET LAY'S IN KAZAKH STYLE!	LAY'S	BBDO CA LLP	ALMATY
EF01/003	MATES MAKE IT MACCA'S	MCDONALD'S AUSTRALIA	AKCELO	SYDNEY
EF01/004	THE AIR DRUMMER	ROBINSON DEPARTMENT STORE	WOLF BKK	BANGKOK
EF01/005	GO FOR LAUNCH	CP CHICKEN	WOLF BKK	BANGKOK
EF01/006	GO. WITH J.	JEJUAIR	HS AD	SEOUL
EF01/007	SEE THE SIGNS OF 'SILENT SEPARATION' #SHARETHELOAD	ARIEL INDIA	BBDO INDIA	MUMBAI
EF01/008	OISHI THE MEMEMORABLE PRESENTER	OISHI	ADAPTER DIGITAL AGENCY	BANGKOK
EF01/009	VOICE WATCH	VOICE WATCH	DENTSU INC.	TOKYO
EF01/010	HOUSE OF MCCAIN	MCCAIN	PAULUS	SEOUL
EF01/011	#BRINGBACK2011	OREO	MONDELEZ INTERNATIONAL FOODS PVT LTD	MUMBAI
<b>EF02: LONG-TERM CREATIVITY</b>				
EF02/001	SEE THE SIGNS OF 'SILENT SEPARATION' #SHARETHELOAD	ARIEL INDIA	BBDO INDIA	MUMBAI
<b>EF03: SMALL BUDGET</b>				
EF03/001	THE ZERO OFFENSE PIZZA	PIZZA HUT	DENTSU CREATIVE TAIWAN	TAIPEI
EF03/002	PLASTIC FARMING	MGI	ASIATIC MARKETING COMMUNICATIONS LIMITED	DHAKA
EF03/003	THE SCAN THAT REWARDS AGAINST COUNTERFEIT	PERNOD RICARD	DENTSU CREATIVE VIETNAM	HO CHI MINH CITY
EF03/004	RALCO NO PRESSURE DELIVERY	RALCO TYRES	BBDO INDIA	MUMBAI
EF03/005	OISHI THE MEMEMORABLE PRESENTER	OISHI	ADAPTER DIGITAL AGENCY	BANGKOK
EF03/006	SORRY, TOO POPULAR	OATSIDE	RABBIT DIGITAL GROUP CO., LTD.	BANGKOK
EF03/007	OATSIDE SOS	OATSIDE	RABBIT DIGITAL GROUP CO., LTD.	BANGKOK
EF03/008	AQUA CHATVERTISING	AQUA	VML INDONESIA	JAKARTA
EF03/009	THALA THALAPATHY	OREO	MONDELEZ INTERNATIONAL FOODS PVT LTD	MUMBAI

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CODE	TITLE	BRAND	COMPANY ENTERING	CITY
<b>EF04: LAUNCH/RE-LAUNCH *NEW*</b>				
EF04/001	MEET LAY'S IN KAZAKH STYLE!	LAY'S	BBDO CA LLP	ALMATY
EF04/002	JUST LIKE YOU!	ALTEL	BBDO CA LLP	ALMATY
EF04/003	THE BREAKFAST HOTEL	THE BREAKFAST HOTEL	HAKUHODO INC.	TOKYO
EF04/004	DELICA MINI DEBUT!	DELICA MINI	TYO INC.	TOKYO
EF04/005	TRAVEL DESERVES BETTER	SCOOT AIRLINES	VML	SINGAPORE
EF04/006	TOWNACE RENAISSANCE TRILOGY	TOYOTA	DENTSU CREATIVE TAIWAN	TAIPEI
EF04/007	#BRINGBACK2011	OREO	MONDELEZ INTERNATIONAL FOODS PVT LTD	MUMBAI
<b>EF05: CUSTOMER ACQUISITION &amp; RETENTION *NEW*</b>				
EF05/001	THE BIGGEST LAISEE OF ALL	PAYME BY HSBC	OGILVY HK	HONG KONG
EF05/002	HIGH PRESSURE POT WASHER	SAMYANGFOODS	IDEOT	SEOUL
EF05/003	BAR B Q PLAZA FAMILY FOREVER TATTOO	BAR B Q PLAZA	GREYNJ UNITED	BANGKOK
EF05/004	RETHINK YOUR RIDE	UBER TAXI	HAVAS WORLDWIDE HONG KONG LIMITED	HONG KONG
EF05/005	SIM REGISTRATION DRIVE CAMPAIGN	TNT TELCO	GIGIL	MANILA
<b>EF06: COLLABORATION &amp; PARTNERSHIP *NEW*</b>				
EF06/001	MAIL OLD MEDS	MAIL OLD MEDS	INNOCEAN	SEOUL
EF06/002	ANDREX BUTT-SURANCE	ANDREX	HAVAS HONG KONG	HONG KONG
EF06/003	SOLEMATES	BITISHUNTER	DENTSU CREATIVE VIETNAM / DENTSU REDDER	HO CHI MINH CITY
EF06/004	GO FOR LAUNCH	CP CHICKEN	WOLF BKK	BANGKOK
EF06/005	THE DISSOLVING BOTTLE	PLAIN B	BBDO GUERRERO	MANILA
EF06/006	TOWNACE RENAISSANCE TRILOGY	TOYOTA	DENTSU CREATIVE TAIWAN	TAIPEI
<b>LOTUS ROOTS</b>				
<b>LREF: LOTUS ROOTS</b>				
LREF/001	MEET LAY'S IN KAZAKH STYLE!	LAY'S	BBDO CA LLP	ALMATY