



ENTRIES LIST

PR LOTUS

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
IMPLEMENTATION				
PR01: CORPORATE IMAGE & CORPORATE SOCIAL RESPONSIBILITY				
PR01/001	SHELLMET	SHELLMET	TBWA\HAKUHODO INC.	TOKYO
PR01/002	AIZOME WASTECARE™ INDUSTRIAL WASTE — CERTIFIED AS SKINCARE.	AIZOME	MATERIAL	TOKYO
PR01/003	THE CLEFT CHOIR	LISTERINE	BBDO BANGKOK LIMITED	BANGKOK
PR01/004	KFC BONE TIE	KFC	VML THAILAND	BANGKOK
PR01/005	PROVOCATIVE TALENT	MONDRIAN SINGAPORE DUXTON	STIG&XI	SHANGHAI
PR01/006	H2 RACING CONCEPT - WORLD PREMIERE AT LE MANS	TOYOTA GAZOO RACING	SIX INC.	TOKYO
PR01/007	BENTO BOSS	ZEN RESTAURANT	THE SOUR BANGKOK CO., LTD.	BANGKOK
PR01/008	PARK O'CLOCK	PLUGLINK	IDEOT	SEOUL
PR01/009	CHANGE THE ANGLE	LUX	VML	SINGAPORE
PR01/010	MCDIPLOMA	MCDONALD'S HONG KONG	DDB GROUP HONG KONG	HONG KONG
PR01/011	DIVERSITY EXERCISES AIMED AT REDUCING WORKPLACE ACCIDENTS ON CONSTRUCTION SITES	TOKYU CONSTRUCTION	TOHOKUSHINSHA FILM CORPORATION	TOKYO
PR01/012	REDLIFE	REDLIFE	BRANDTHINK	BANGKOK
PR01/013	BEANCENSE	COFFEE PROJECT	DENTSU CREATIVE MANILA INC.	MANILA
PR01/014	MOM'S BED	MCDONALD'S	LEO BURNETT KOREA	SEOUL
PR01/015	MCDONALD'S YES KIDS ZONE	MCDONALD'S	LEO BURNETT KOREA	SEOUL
PR01/016	RIGHT SPENDING = SAVING	THAI GOVERNMENT SAVINGS BANK	SCRUM CO., LTD.	BANGKOK
PR01/017	AQUWEARIUM DISPLAY	ECOALF, PORTRUNKS, RIDEECO	HAKUHODO INC.	TOKYO
PR01/018	ANA & THE RED WINGS	KIMBERLY CLARKS SOFTEX FOR UNICEF	FUTURE CREATIVE NETWORK	JAKARTA
PR01/019	EATQUAL COLOURS	MCDONALD INDIA (WEST AND SOUTH)	DDB MUDRA GROUP	MUMBAI
PR01/020	POLLUTION PENCILS	OTRIVIN HALEON	VML	SINGAPORE

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
PR02: PUBLIC SERVICES & CAUSE APPEALS				
PR02/001	MAIL OLD MEDS	MAIL OLD MEDS	INNOCEAN	SEOUL
PR02/002	KAMI	DOWN SYNDROME INTERNATIONAL	FORSMAN & BODENFORS SINGAPORE	SINGAPORE
PR02/003	STOP ELEPAINS	WORLD ANIMAL PROTECTION THAILAND	DENTSU CREATIVE THAILAND	BANGKOK
PR02/004	ZERO POLLUTION ZEBRA	ZERO POLLUTION ZEBRA	DENTSU CREATIVE THAILAND	BANGKOK
PR02/005	RIGHT TO CARE	RIGHT TO CARE	MULLENLOWE TREYNA	MANILA
PR02/006	THE UNWRITTEN STORIES	BIDYANONDO FOUNDATION	ASIATIC MARKETING COMMUNICATIONS LIMITED	DHAKA
PR02/007	SECOND CHANCE CHAMPIONS	TRANSPLANT AUSTRALIA	DENTSU CREATIVE	SYDNEY
PR02/008	THE SMALL ISSUE FRONT-PAGE	WOMEN AND MEN PROGRESSIVE MOVEMENT FOUNDATION	SPA - HAKUHODO CO.,LTD.	BANGKOK
PR03: CRISIS MANAGEMENT				
PR03/001	WASH AT 30	SAENGONG	INNOCEAN	SEOUL
PR03/002	HIGH PRESSURE POT WASHER	SAMYANGFOODS	IDEOT	SEOUL
PR03/003	SORRY, TOO POPULAR	OATSIDE	RABBIT DIGITAL GROUP CO., LTD.	BANGKOK
PR05: USE OF GUERRILLA MARKETING & STUNTS				
PR05/001	THE CALL OF CATS	PETGUGU	EDELMAN CHINA	SHANGHAI
PR05/002	MCDONALD'S COFFEE RETIREMENT	MCDONALD'S HONG KONG	DDB GROUP HONG KONG	HONG KONG
PR05/003	AQUWEARIUM DISPLAY	ECOALF, PORTRUNKS, RIDEECO	HAKUHODO INC.	TOKYO
PR05/004	THALA THALAPATHY	OREO	MONDELEZ INTERNATIONAL FOODS PVT LTD	MUMBAI
PR06: USE OF EVENTS				
PR06/001	HAND WASHING SOCIALIZING	AMERICAN STANDARD	RESPECT BEIJING	BEIJING
PR06/002	H2 RACING CONCEPT - WORLD PREMIERE AT LE MANS	TOYOTA GAZOO RACING	SIX INC.	TOKYO
PR06/003	WASH AT 30	SAENGONG	INNOCEAN	SEOUL
PR06/004	CHANGE THE ANGLE	LUX	VML	SINGAPORE
PR06/005	BRAND OF THE MATCH	B-QUIK	PLAN B ELEVEN CO.,LTD	BANGKOK

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
PR07: USE OF TALENT/CELEBRITY				
PR07/001	KAMI	DOWN SYNDROME INTERNATIONAL	FORSMAN & BODENFORS SINGAPORE	SINGAPORE
PR07/002	BENTO BOSS	ZEN RESTAURANT	THE SOUR BANGKOK CO., LTD.	BANGKOK
PR07/003	"FROM JAM TO ZOOM"-LEUNG KA FAI AND CHANGAN MAZDA "HANDSHAKING" CAMPAIGN	CHANGAN MAZDA	D&S MEDIA	BEIJING
PR07/004	VIBE KOPI SUSU	MCDONALDS	STAR REACHER ADVERTISING SDN BHD	KUALA LUMPUR
PR07/005	WATER DRINKS GATORADE	GATORADE NO SUGAR	180 AMSTERDAM	MANILA
PR07/006	GRANNY SCOLDS CHRIS HEMSWORTH	NETFLIX EXTRACTION 2	GOODSTUPH THAILAND	BANGKOK
PR08: SPONSORSHIP & PARTNERSHIP				
PR08/001	ROZA X HUNGER CRYBABY SAUCE	NETFLIX & ROZA	VML THAILAND	BANGKOK
PR08/002	HEINEKEN BEER SHOTS	HEINEKEN	STAR REACHER ADVERTISING SDN BHD	KUALA LUMPUR
PR08/003	THE CALL OF CATS	PETGUGU	EDELMAN CHINA	SHANGHAI
PR08/004	BRAND OF THE MATCH	B-QUIK	PLAN B ELEVEN CO.,LTD	BANGKOK
PR09: LAUNCH/RE-LAUNCH				
PR09/001	CHICKEN KING FASHION WEEK	BURGER KING	INNORED	SEOUL
PR09/002	A19 CAR PARK SHOWROOM	MERCEDES-BENZ	BBDO BANGKOK LIMITED	BANGKOK
PR09/003	CENTRAL WESTVILLE	CENTRAL WESTVILLE	THE SOUR BANGKOK CO., LTD.	BANGKOK
PR09/004	RIGHT SPENDING = SAVING	THAI GOVERNMENT SAVINGS BANK	SCRUM CO., LTD.	BANGKOK
PR09/005	"THREE HOUR TIME LIMIT! CONVERT THE BULLET TRAIN INTO A HIGH-END RESTAURANT!"	KIRINHYAKUNEN	DRILL	TOKYO
PR10: BRAND VOICE & STRATEGIC STORYTELLING				
PR10/001	BURN YOUR FEAR	SASA	FUTURE CREATIVE NETWORK	JAKARTA
PR10/002	LETTERS TO NEIGHBOURS	MANDARIN ORIENTAL, SINGAPORE	FORSMAN & BODENFORS SINGAPORE	SINGAPORE
PR10/003	FRYING PAN CHALLENGE	AJINOMOTO "GYOZA"	HONDA OFFICE	TOKYO
PR10/004	SEE THE SIGNS OF 'SILENT SEPARATION' #SHARETHELOAD	ARIEL INDIA	BBDO INDIA	MUMBAI
PR10/005	OATSIDE SOS	OATSIDE	RABBIT DIGITAL GROUP CO., LTD.	BANGKOK

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DIGITAL & SOCIAL				
PR11: USE OF SOCIAL				
PR11/001	(UN)WELLNESS MEMES	MEIJI'S R-1 PROBIOTIC YOGURT DRINK	DENTSU INC.	TOKYO
PR11/002	FRYING PAN CHALLENGE	AJINOMOTO "GYOZA"	HONDA OFFICE	TOKYO
PR11/003	SEE THE SIGNS OF 'SILENT SEPARATION' #SHARETHELOAD	ARIEL INDIA	BBDO INDIA	MUMBAI
PR11/004	RALCO NO PRESSURE DELIVERY	RALCO TYRES	BBDO INDIA	MUMBAI
PR11/005	OATSIDE SOS	OATSIDE	RABBIT DIGITAL GROUP CO., LTD.	BANGKOK
PR11/006	THALA THALAPATHY	OREO	MONDELEZ INTERNATIONAL FOODS PVT LTD	MUMBAI
PR12: REAL-TIME RESPONSE *NEW*				
PR12/001	FRYING PAN CHALLENGE	AJINOMOTO "GYOZA"	HONDA OFFICE	TOKYO
PR12/002	SORRY, TOO POPULAR	OATSIDE	RABBIT DIGITAL GROUP CO., LTD.	BANGKOK
PR13: USE OF CONTENT				
PR13/001	"RELIEF PARK" PLAYGROUND WITH CHIROPRACTIC	PIP ELEKIBAN	OZMA INC.	TOKYO
PR13/002	GATSBY LOOK AI PLATFORM	GATSBY	ADAPTER DIGITAL AGENCY	BANGKOK
PR13/003	COOL	COCO TEA	GIGIL	MANILA
DATA & TECHNOLOGY				
PR14: USE OF DATA				
PR14/001	UNMASK YOUR IDOL BILLBOARD	NETFLIX BLACK KNIGHT	GOODSTUPH THAILAND	BANGKOK
PR15: PR EFFECTIVENESS				
PR15/001	HOUSE OF MCCAIN	MCCAIN	PAULUS	SEOUL
PR16: USE OF TECHNOLOGY				
PR16/001	EATQUAL COLOURS	MCDONALD INDIA (WEST AND SOUTH)	DDB MUDRA GROUP	MUMBAI

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
INTEGRATED CAMPAIGN				
PR17: INTEGRATED PR CAMPAIGN				
PR17/001	A STEP FORWARD	BITI'S	DENTSU CREATIVE VIETNAM / DENTSU REDDER	HO CHI MINH CITY
PR17/002	MCDONALD'S COFFEE RETIREMENT	MCDONALD'S HONG KONG	DDB GROUP HONG KONG	HONG KONG
PR17/003	ANA & THE RED WINGS	KIMBERLY CLARKS SOFTEX FOR UNICEF	FUTURE CREATIVE NETWORK	JAKARTA
LOTUS ROOTS				
LRPR: LOTUS ROOTS				
LRPR/001	BURN YOUR FEAR	SASA	FUTURE CREATIVE NETWORK	JAKARTA
LRPR/002	ZERO POLLUTION ZEBRA	ZERO POLLUTION ZEBRA	DENTSU CREATIVE THAILAND	BANGKOK
LRPR/003	IDENTIFY REAL ME	LUX	HAKUHODO INC.	TOKYO
LRPR/004	"THANK YOU FOR YOUR LOVE OF MANGA." CAMPAIGN	STOP! MANGA PIRACY	HAKUHODO INC.	TOKYO
LRPR/005	THALA THALAPATHY	OREO	MONDELEZ INTERNATIONAL FOODS PVT LTD	MUMBAI