



adman  
AWARDS & SYMPOSIUM



**FINALIST — ADMAN 2011**

## SEIZE THE CHANGE



Code	Title	Brand / Service	Submitting Company	FINALIST
STC/001	Disconnect to connect	DTAC	Y&R Thailand	FINALIST
STC/002	Thai Anti Corruption	The Thai Chamber of Commerce and Board of Trade of Thailand	Creative Juice\Bangkok	FINALIST
STC/004	Panyee FC	TMB Corporate Branding	The Leo Burnett Group Thailand	FINALIST
STC/007	Khon/Nom/Thung	Sexuality talk	McCann Worldgroup	FINALIST
STC/012	The Organ Story	Let Them See Love Campaign	The Leo Burnett Group Thailand	FINALIST
STC/025	Tamiya Calendar	Tamiya Model Kits Shop	Creative Juice\Bangkok	FINALIST

## PUBLIC RELATIONS & EVENT MARKETING

CATEGORY 01 : USE OF TRADITIONAL MEDIA PR : ONE TIME PUBLICITY

**NO AWARDS**

CATEGORY 02 : USE OF TRADITIONAL MEDIA PR : CAMPAIGN PUBLICITY

**NO AWARDS**

CATEGORY 03 : USE OF ONLINE & SOCIAL MEDIA PR & PROMOTION

Code	Title	Brand / Service	Submitting Company	FINALIST
PRE03/003	AXE - Get the Angel	AXE Provoke	mInteraction	FINALIST
PRE03/008	1 Sentence 1 Night Challenge	Lub d Hostel	Creative Spike Co.,Ltd. / SWAT	FINALIST
PRE03/009	Panyee FC	TMB Corporate Branding	The Leo Burnett Group Thailand	FINALIST
PRE03/012	"Shoot the Music"	Heineken Beer	JWT	FINALIST

CATEGORY 04 : INTERNAL EVENT : ONE TIME EVENT

**NO AWARDS**

CATEGORY 05 : INTERNAL EVENT : CAMPAIGN EVENT

**NO AWARDS**

CATEGORY 06 : CONSUMER EVENT : ONE TIME EVENT

Code	Title	Brand / Service	Submitting Company	FINALIST
PRE06/003	Imagine the World without an Innovation	MERCEDES-BENZ (THAILAND)	Lowe Thailand	FINALIST
PRE06/005	Street of King "Ratchadamnoen Redbull Bangkok 2010"	The Red Bull Beverage Co.,Ltd.	Q&F Advertising Co.,Ltd.	FINALIST

CATEGORY 07 : CONSUMER EVENT : CAMPAIGN EVENT

**NO AWARDS**

## PUBLIC RELATIONS & EVENT MARKETING

### CATEGORY 08 : CONSUMER INTERACTIVE EVENT

Code	Title	Brand / Service	Submitting Company	FINALIST
PRE08/002	1 Sentence 1 Night Challenge	Lub d Hostel	Creative Spike Co.,Ltd. / SWAT	FINALIST
PRE08/004	The Organ Story	Let Them See Love Campaign	The Leo Burnett Group Thailand	FINALIST

### CATEGORY 09 : CONSUMER AMBIENT & GUERRILLA EVENT

Code	Title	Brand / Service	Submitting Company	FINALIST
PRE09/004	Fastertainment	SMK Car Insurance	Low Thailand	FINALIST
PRE09/005	QR-Code Scalp	Clear Shampoo	Low Thailand	FINALIST

## INTEGRATED MARKETING COMMUNICATION (IMC) : CAMPAIGN ONLY



Code	Title	Brand / Service	Submitting Company	FINALIST
IMC/003	84tambonsforking Campaign	PTT Corporate	TBWA\Thailand	FINALIST
IMC/010	The Most Amazing Show on Earth	Tourism Authority of Thailand (TAT)	McCann Worldgroup	FINALIST
IMC/014	"Shoot the Music"	Heineken Beer	JWT	FINALIST
IMC/015	"50 Must Do Things in Asia"	Tiger Beer	JWT	FINALIST

## INNOVATIVE USE OF MEDIA

### CATEGORY 01 : USE OF TRADITIONAL MEDIA : SINGLE

Code	Title	Brand / Service	Submitting Company	FINALIST
M01/002	นทหลุด	HTC Cha Cha	BBDO Bangkok Ltd.	FINALIST
M01/008	Panyee FC	TMB Corporate Branding	The Leo Burnett Group Thailand	FINALIST
M01/017	QR-Code Scalp	Clear Shampoo	Low Thailand	FINALIST

### CATEGORY 02 : USE OF TRADITIONAL MEDIA : CAMPAIGN

**NO AWARDS**

### CATEGORY 03 : USE OF MEDIA ACTIVATION : SINGLE

Code	Title	Brand / Service	Submitting Company	FINALIST
M03/002	Infected hand Cursor	Department of Health(Thailand)	Creative Juice\Bangkok	FINALIST
M03/004	Seafood Aquarium	LG Solar dome Microwave	Y&R Thailand	FINALIST
M03/007	Oh Shit	Wash Mania Carwash	DRAFTFCB (Thailand) Limited	FINALIST
M03/012	The Organ Story	Let Them See Love Campaign	The Leo Burnett Group Thailand	FINALIST

### CATEGORY 04 : USE OF MEDIA ACTIVATION : CAMPAIGN

Code	Title	Brand / Service	Submitting Company	FINALIST
M04/003	Fastertainment	SMK Car Insurance	Low Thailand	FINALIST

### CATEGORY 05 : USE OF MIX MEDIA : CAMPAIGN ONLY

Code	Title	Brand / Service	Submitting Company	FINALIST
M05/003	Engineered to Respond	Chevrolet Cruze	The Leo Burnett Group Thailand	FINALIST
M05/007	"Sausage Mansion"	CP Sausage Mansion	JWT	FINALIST
M05/009	Sex Song Competition	Youth and PHA Friendly Service	The Leo Burnett Group Thailand	FINALIST

## GRAPHIC



### CATEGORY 01 : SINGLE FOR CORPORATE IDENTITY

Code	Title	Brand / Service	Submitting Company	FINALIST
G01/009	Tamiya Calendar	Tamiya Model Kits Shop	Creative Juice\Bangkok	FINALIST

### CATEGORY 02 : SINGLE FOR PACKAGING

Code	Title	Brand / Service	Submitting Company	FINALIST
G02/003	SOHO SQUARE FONT	SOHO SQUARE	SOHO SQUARE	FINALIST
G02/004	"The Canvas of Imagination"	Oriental Princess	JWT	FINALIST

### CATEGORY 03 : SINGLE FOR COLLATERAL MATERIAL : BROCHURE/LEAFLET/ ANNUAL REPORT/DIRECT MAIL

Code	Title	Brand / Service	Submitting Company	FINALIST
G03/002	Paper Doll: India/China/Thailand	Foundation for Children	Ogilvy & Mather Advertising	FINALIST
G03/007	SOHO SQUARE FONT	SOHO SQUARE	SOHO SQUARE	FINALIST
G03/009	Use More Save More	Creative Juice\Bangkok	Creative Juice\Bangkok	FINALIST

### CATEGORY 04 : TYPOGRAPHY

Code	Title	Brand / Service	Submitting Company	FINALIST
G04/005	Tamiya Calendar	Tamiya Model Kits Shop	Creative Juice\Bangkok	FINALIST

### CATEGORY 05 : SINGLE ILLUSTRATION FOR GRAPHIC

Code	Title	Brand / Service	Submitting Company	FINALIST
G05/002	Mansion 7	Mansion 7	Grey (Thailand) Co.,Ltd.	FINALIST
G05/004	Sleep Well / Man	Ventry	The Leo Burnett Group Thailand	FINALIST
G05/005	Sleep Well / Girl	Ventry	The Leo Burnett Group Thailand	FINALIST
G05/006	Spot the Real Lions	Leo Burnett Cannes Predictions 2011	The Leo Burnett Group Thailand	FINALIST
G05/012	"50 Must Do Things in Asia"	Tiger Beer	JWT	FINALIST

## GRAPHIC



### CATEGORY 06 : SINGLE POINT OF SALE

Code	Title	Brand / Service	Submitting Company	FINALIST
G06/002	Big Eye Roller	Optal Eye Lotion	The Leo Burnett Group Thailand	FINALIST

### CATEGORY 07 : SINGLE EXHIBITION & LIVE EVENTS

Code	Title	Brand / Service	Submitting Company	FINALIST
G07/002	The QR Lion	Leo Burnett Cannes Predictions 2011	The Leo Burnett Group Thailand	FINALIST
G07/003	The Organ Story	Let Them See Love Campaign	The Leo Burnett Group Thailand	FINALIST

### CATEGORY 08 : CAMPAIGN FOR GRAPHIC

**NO AWARDS**

## RADIO SPOT

### CATEGORY 01 : SINGLE FOR PRODUCT

Code	Title	Brand / Service	Submitting Company	FINALIST
R01/003	KILLER BEES	Ichitan double Drink	Y&R Thailand	FINALIST
R01/007	Grandpa	Toshiba Power TV	Spicy H	FINALIST
R01/009	Hand 2	Cleanful Hand Gel	BBDO Bangkok Ltd.	FINALIST
R01/021	หมี่	Twin Lotus Body Soap	DRAFTFCB (Thailand) Limited	FINALIST
R01/023	Goodwill	Tip wise	Creative Spike Co.,Ltd. / SWAT	FINALIST
R01/026	Just Woman	Sappe' Beauti Drink	Ogilvy & Mather Advertising	FINALIST

### CATEGORY 02 : SINGLE FOR INSTITUTE

**NO AWARDS**

### CATEGORY 03 : SINGLE FOR PROMOTION

**NO AWARDS**

### CATEGORY 04 : SINGLE FOR SOCIAL CONTRIBUTION

Code	Title	Brand / Service	Submitting Company	FINALIST
R04/001	ไม่จบ	กลุ่มคนไทยต่อต้านคอร์รัปชัน	Creative Juice\Bangkok	FINALIST
R04/002	ไฟแดง	กลุ่มคนไทยต่อต้านคอร์รัปชัน	Creative Juice\Bangkok	FINALIST
R04/007	Gecko	Growing Good Program	Integrated Communication Co., Ltd.	FINALIST
R04/009	Policy	Banner Bright	Spicy H	FINALIST
R04/011	Menstruation	Sexuality Talk	McCann Worldgroup	FINALIST
R04/012	Nocturnal Orgasm	Sexuality Talk	McCann Worldgroup	FINALIST

## RADIO SPOT

CATEGORY 05 : CAMPAIGN FOR RADIO SPOT

Code	Title	Brand / Service	Submitting Company	FINALIST
RC/001	ไม่จบ/ไฟแดง/กำลังพัฒนา	กลุ่มคนไทยต่อต้านคอร์รัปชัน	Creative Juice\Bangkok	FINALIST
RC/003	PET, BULLY, ASTEROID, KILLER BEES	Ichitan double Drink	Y&R Thailand	FINALIST
RC/004	Thai People/Policy/Good	Banner Bright	Spicy H	FINALIST
RC/005	Headlight/Buffer/Paint	Muang Thai Insurance	DRAFTFCB (Thailand) Limited	FINALIST
RC/006	Menstruation/Nocturnal Orgasm	Sexuality Talk	McCann Worldgroup	FINALIST

## INTERACTIVE & DIGITAL MEDIA

CATEGORY 01 : ADVERTISING (BANNER,POP-UP,SMS, MMS QR CODE, AND OTHER) : SINGLE

Code	Title	Brand / Service	Submitting Company	FINALIST
IT01/001	Infected hand Cursor	Department of Health(Thailand)	Creative Juice\Bangkok	FINALIST
IT01/006	S8100	Nikon	McCann Worldgroup	FINALIST
IT01/007	P100	Nikon	McCann Worldgroup	FINALIST
IT01/008	L110	Nikon	McCann Worldgroup	FINALIST
IT01/013	See from Sound "The thousands nights and one night"	Naiin.com bookstore	McCann Worldgroup	FINALIST
IT01/014	See from Sound "The Sheep-Pig"	Naiin.com bookstore	McCann Worldgroup	FINALIST
IT01/015	See from Sound "Time Capsule"	Naiin.com bookstore	McCann Worldgroup	FINALIST
IT01/018	SpeakThai Banner	Tourism Authority of Thailand (TAT)	McCann Worldgroup	FINALIST

CATEGORY 02 : ADVERTISING (BANNER,POP-UP,SMS, MMS QR CODE, AND OTHER) : CAMPAIGN

Code	Title	Brand / Service	Submitting Company	FINALIST
IT02/002	Pepsi Music Battle Banner	Pepsi	Adapter Digital Co., Ltd.	FINALIST
IT02/006	See from Sound "The thousands nights and one night"/See from Sound "The Sheep-Pig"/See from Sound "Time Capsule"	Naiin.com bookstore	McCann Worldgroup	FINALIST

CATEGORY 03 : WEBSITE DESIGN : SINGLE

Code	Title	Brand / Service	Submitting Company	FINALIST
IT03/001	Choose My Ride	Ford Fiesta	mInteraction	FINALIST
IT03/005	Lay's Chef 2	Lay's	Adapter Digital Co., Ltd.	FINALIST
IT03/007	Pepsi Music Featuring	Pepsi	Adapter Digital Co., Ltd.	FINALIST
IT03/013	"Maya Academia"	Oriental Princess	JWT	FINALIST

## INTERACTIVE & DIGITAL MEDIA

### CATEGORY 04 : WEBSITE DESIGN : CAMPAGIN

Code	Title	Brand / Service	Submitting Company	FINALIST
IT04/001	Choose My Ride	Ford Fiesta	mInteraction	FINALIST
IT04/004	"CP Sausage Mansion"	CP Sausage	JWT	FINALIST

### CATEGORY 05 : VIRAL ADVERTISING : SINGLE

Code	Title	Brand / Service	Submitting Company	FINALIST
IT05/006	Pepsi Music Battle	Pepsi	Adapter Digital Co., Ltd.	FINALIST
IT05/013	YUK	Lub d Hostel	Creative Spike Co.,Ltd. / SWAT	FINALIST
IT05/014	FUK	Lub d Hostel	Creative Spike Co.,Ltd. / SWAT	FINALIST
IT05/015	Yaai	Lub d Hostel	Creative Spike Co.,Ltd. / SWAT	FINALIST
IT05/017	Panyee FC	TMB Corporate Branding	The Leo Burnett Group Thailand	FINALIST
IT05/020	Axe Dude	Axe	Lowe Thailand	FINALIST

### CATEGORY 06 : VIRAL ADVERTISING : CAMPAIGN

Code	Title	Brand / Service	Submitting Company	FINALIST
IT06/006	1 Sentence 1 Night Challenge	Lub d Hostel	Creative Spike Co.,Ltd. / SWAT	FINALIST

### CATEGORY 07 : INTEGRATED INTERACTIVE CAMPAIGN

Code	Title	Brand / Service	Submitting Company	FINALIST
IT07/002	Pepsi Music Battle	Pepsi	Adapter Digital Co., Ltd.	FINALIST

### CATEGORY 08 : MOBILE ADVERTISING : SINGLE

Code	Title	Brand / Service	Submitting Company	FINALIST
IT08/002	AXE - Get the Angel	AXE Provoke	mInteraction	FINALIST
IT08/003	SpeakThai application	Tourism Authority of Thailand (TAT)	McCann Worldgroup	FINALIST
IT08/005	The QR Lion	Leo Burnett Cannes Predictions 2011	The Leo Burnett Group Thailand	FINALIST

## INTERACTIVE & DIGITAL MEDIA

CATEGORY 09 : MOBILE ADVERTISING : CAMPAIGN

**NO AWARDS**

CATEGORY 10 : SOCIAL MEDIA ADVERTISING : SINGLE

Code	Title	Brand / Service	Submitting Company	FINALIST
IT10/002	The Ghost Story	Happy	MEC	FINALIST
IT10/007	Pepsi Music Battle	Pepsi	Adapter Digital Co., Ltd.	FINALIST
IT10/013	Axe Dude	Axe	Lowe Thailand	FINALIST

CATEGORY 11 : OTHER DIGITAL SOLUTIONS : SINGLE

Code	Title	Brand / Service	Submitting Company	FINALIST
IT11/003	Q-ART CODE - DECODING MODERN ART	Art Museum	Y&R Thailand	FINALIST
IT11/006	TOA Paint Pure Air	TOA SuperShield DURACLEAN Oxygen Plus	McCann Worldgroup	FINALIST
IT11/007	The QR Lion	Leo Burnett Cannes Predictions 2011	The Leo Burnett Group Thailand	FINALIST

## OUTDOOR & AMBIENCE



CATEGORY 01 : SINGLE FOR CONVENTIONAL MEDIA

Code	Title	Brand / Service	Submitting Company	FINALIST
OA01/001	Fish	M Wrap	Creative Juice\Bangkok	FINALIST
OA01/002	Chicken	M Wrap	Creative Juice\Bangkok	FINALIST
OA01/003	Pork	M Wrap	Creative Juice\Bangkok	FINALIST
OA01/013	Boss	Oishi Black Tea Lemon	Y&R Thailand	FINALIST
OA01/014	Owner	Oishi Black Tea Lemon	Y&R Thailand	FINALIST
OA01/015	Teacher	Oishi Black Tea Lemon	Y&R Thailand	FINALIST
OA01/026	Bank Note: Elizabeth	Super Rich Currency Exchange	Ogilvy & Mather Advertising	FINALIST
OA01/027	Bank Note: Lincoln	Super Rich Currency Exchange	Ogilvy & Mather Advertising	FINALIST
OA01/028	Bank Note: Mao	Super Rich Currency Exchange	Ogilvy & Mather Advertising	FINALIST
OA01/029	Family Tree: Cockroach	PEST Control Service	Ogilvy & Mather Advertising	FINALIST
OA01/031	Family Tree: Ant	PEST Control Service	Ogilvy & Mather Advertising	FINALIST
OA01/040	Sound Proof: Party	SHERA Wall System	Ogilvy & Mather Advertising	FINALIST
OA01/049	OFFICE	CLEAN PLUS (THAILAND)	McCann Worldgroup	FINALIST
OA01/050	SERVICE APARTMENT	CLEAN PLUS (THAILAND)	McCann Worldgroup	FINALIST
OA01/058	Spot the Real Lions	Leo Burnett Cannes Predictions 2011	The Leo Burnett Group Thailand	FINALIST
OA01/063	BIG HOUSE	EVERSAFE	Monday	FINALIST
OA01/073	Dog	MINI BRANDS	Monday	FINALIST
OA01/074	Man	MINI BRANDS	Monday	FINALIST
OA01/075	Duck	MINI BRANDS	Monday	FINALIST

## OUTDOOR & AMBIENCE



### CATEGORY 02 : CAMPAIGN FOR CONVENTIONAL MEDIA

Code	Title	Brand / Service	Submitting Company	FINALIST
OA02/003	Boss, Owner, Teacher	Oishi Black Tea Lemon	Y&R Thailand	FINALIST
OA02/005	Bank Note: Lincoln/ Elizabeth/Mao	Super Rich Currency Exchange	Ogilvy & Mather Advertising	FINALIST
OA02/006	Family Tree: Cockroach/Termite/ Ant	PEST Control Service	Ogilvy & Mather Advertising	FINALIST
OA02/010	Sound Proof: Bedroom/ Living Room/ Party	SHERA Wall System	Ogilvy & Mather Advertising	FINALIST
OA02/012	Dog/Man/Duck	MINI BRANDS	Monday	FINALIST
OA02/013	Fish/Chicken/Pork	M Wrap	Creative Juice\Bangkok	FINALIST
OA02/016	Vase/Wine Glass/Plate	Office Depot Bubble Cushion Wrap	Creative Juice\Bangkok	FINALIST

### CATEGORY 03 : SINGLE FOR NON-CONVENTIONAL MEDIA

Code	Title	Brand / Service	Submitting Company	FINALIST
OA03/001	Even the building has the curve	Naturegift Functional Coffee	Mindshare	FINALIST
OA03/006	Seafood Aquarium	LG Solar dome Microwave	Y&R Thailand	FINALIST
OA03/008	Q-ART CODE - DECODING MODERN ART	Art Museum	Y&R Thailand	FINALIST
OA03/014	The QR Lion	Leo Burnett Cannes Predictions 2011	The Leo Burnett Group Thailand	FINALIST
OA03/017	Big Bubble	Big-Bloom Bubble Gum	McCann Worldgroup	FINALIST
OA03/019	Freshness	BIGC	Lowe Thailand	FINALIST
OA03/020	QR-Code Scalp	Clear Shampoo	Lowe Thailand	FINALIST
OA03/024	"Manual YouTube"	Tiger Beer	JWT	FINALIST
OA03/025	Oh Shit!	Wash Mania Carwash	DRAFTFCB (Thailand) Limited	FINALIST
OA03/026	Outdoor (Wall Paint /Graffiti)	Chakulza by Oishi	Mediaedge:cia (MEC)	FINALIST



**PRINT**

CATEGORY 01 : ALCOHOLIC DRINKS

**NO AWARDS**

CATEGORY 02 : NON-ALCOHOLIC DRINKS

Code	Title	Brand / Service	Submitting Company	FINALIST
P02/001	Boss	Oishi Black Tea Lemon	Y&R Thailand	FINALIST
P02/002	Owner	Oishi Black Tea Lemon	Y&R Thailand	FINALIST
P02/003	Teacher	Oishi Black Tea Lemon	Y&R Thailand	FINALIST

CATEGORY 03 : CONFECTIONERY, SNACKS, SAVORY FOODS & SEASONING

**NO AWARDS**

CATEGORY 04 : HOUSEHOLD MAINTENANCE PRODUCTS & PET PRODUCTS

Code	Title	Brand / Service	Submitting Company	FINALIST
P04/001	Fish	M Wrap	Creative Juice\Bangkok	FINALIST
P04/002	Chicken	M Wrap	Creative Juice\Bangkok	FINALIST
P04/003	Pork	M Wrap	Creative Juice\Bangkok	FINALIST
P04/031	MINI MART	EVERSAFE	Monday	FINALIST

CATEGORY 05 : HOME APPLIANCE & FURNISHINGS

Code	Title	Brand / Service	Submitting Company	FINALIST
P05/004	Sound Proof: Bedroom	SHERA Wall System	Ogilvy & Mather Advertising	FINALIST
P05/005	Sound Proof: Living Room	SHERA Wall System	Ogilvy & Mather Advertising	FINALIST
P05/006	Sound Proof: Party	SHERA Wall System	Ogilvy & Mather Advertising	FINALIST

PRINT



CATEGORY 06 : TELECOMMUNICATION, BUSINESS EQUIPMENT & SERVICES

Code	Title	Brand / Service	Submitting Company	FINALIST
P06/001	Rubik	Rosengrens	Creative Juice\Bangkok	FINALIST
P06/002	Family Tree: Ant	PEST Control Service	Ogilvy & Mather Advertising	FINALIST
P06/003	Family Tree: Cockroach	PEST Control Service	Ogilvy & Mather Advertising	FINALIST
P06/004	Family Tree: Termite	PEST Control Service	Ogilvy & Mather Advertising	FINALIST

CATEGORY 07 : CLOTHING, FOOTWEAR, ACCESSORIES, HEALTH AND BEAUTY PRODUCTS/SERVICES, COSMETICS & LUXURY ITEMS

Code	Title	Brand / Service	Submitting Company	FINALIST
P07/011	Dog	MINI BRANDS	Monday	FINALIST
P07/012	Man	MINI BRANDS	Monday	FINALIST
P07/013	Duck	MINI BRANDS	Monday	FINALIST

CATEGORY 08 : AUTO VEHICLES, AUTOMOTIVE PRODUCTS & SERVICES

**NO AWARDS**

CATEGORY 09 : BANKING, INVESTMENT, INSURANCE, PROPERTY DEVELOPMENT

**NO AWARDS**

CATEGORY 10 : FAST FOOD OUTLETS, RESTAURANTS, RETAIL STORES

Code	Title	Brand / Service	Submitting Company	FINALIST
P10/004	Bank Note: Lincoln	Super Rich Currency Exchange	Ogilvy & Mather Advertising	FINALIST
P10/005	Bank Note: Elizabeth	Super Rich Currency Exchange	Ogilvy & Mather Advertising	FINALIST
P10/006	Bank Note: Mao	Super Rich Currency Exchange	Ogilvy & Mather Advertising	FINALIST

CATEGORY 11 : TRANSPORTATION, TRAVEL & TOURISM, ENTERTAINMENT & LEISURE

PRINT



**NO AWARDS**

CATEGORY 12 : PUBLICATION & MEDIA

Code	Title	Brand / Service	Submitting Company	FINALIST
P12/001	Car	Thailand Yellow Pages	Creative Juice\Bangkok	FINALIST
P12/002	House	Thailand Yellow Pages	Creative Juice\Bangkok	FINALIST
P12/003	Yacht	Thailand Yellow Pages	Creative Juice\Bangkok	FINALIST

CATEGORY 13 : CORPORATE

**NO AWARDS**

CATEGORY 14 : PUBLIC SERVICE MESSAGE AND CAUSE APPEALS

**NO AWARDS**

CATEGORY 15 : PROMOTION

**NO AWARDS**

CATEGORY 16 : CAMPAIGN

Code	Title	Brand / Service	Submitting Company	FINALIST
PC/002	Boss, Owner, Teacher	Oishi Black Tea Lemon	Y&R Thailand	FINALIST
PC/003	Bank Note: Lincoln/Elizabeth/Mao	Super Rich Currency Exchange	Ogilvy & Mather Advertising	FINALIST
PC/004	Family Tree: Cockroach/Termite/Ant	PEST Control Service	Ogilvy & Mather Advertising	FINALIST
PC/010	Sound Proof: Bedroom/Living Room/Party	SHERA Wall System	Ogilvy & Mather Advertising	FINALIST
PC/023	Fish/Chicken/Pork	M Wrap	Creative Juice\Bangkok	FINALIST
PC/024	Fart/Body Odor/Foot Stink	3M Filtrete	Creative Juice\Bangkok	FINALIST
PC/025	Car/House/Yacht	Thailand Yellow Pages	Creative Juice\Bangkok	FINALIST
PC/026	Vase/Wine Glass/Plate	Office Depot Bubble Cushion Wrap	Creative Juice\Bangkok	FINALIST
PC/027	Dog/Man/Duck	MINI BRANDS	Monday	FINALIST

## FILM COMMERCIALS



CATEGORY 01 : ALCOHOLIC DRINKS

**NO AWARDS**

CATEGORY 02 : NON-ALCOHOLIC DRINKS

Code	Title	Brand / Service	Submitting Company	FINALIST
F02/003	Model	Naturegift	Ogilvy & Mather Advertising	FINALIST
F02/004	Change	Naturegift	Ogilvy & Mather Advertising	FINALIST

CATEGORY 03 : CONFECTIONERY, SNACKS, SAVORY FOODS & SEASONING

Code	Title	Brand / Service	Submitting Company	FINALIST
F03/011	Superwoman	Dutchie	Ogilvy & Mather Advertising	FINALIST
F03/017	"Stage Show"	Halls Soft	JWT	FINALIST

CATEGORY 04 : HOUSEHOLD MAINTENANCE PRODUCTS & PET PRODUCTS

Code	Title	Brand / Service	Submitting Company	FINALIST
F04/003	TWIN RALLY	Rabbit Fertilizer	TBWA\Thailand	FINALIST

CATEGORY 05 : HOME APPLIANCE & FURNISHINGS

Code	Title	Brand / Service	Submitting Company	FINALIST
F05/001	Elephant	Lamptan	Ogilvy & Mather Advertising	FINALIST
F05/002	My Lord	Hatari 18" Fan	Lowe Thailand	FINALIST

CATEGORY 06 : TELECOMMUNICATION, BUSINESS EQUIPMENT & SERVICES

Code	Title	Brand / Service	Submitting Company	FINALIST
F06/001	Dog	DTAC	Creative Juice\Bangkok	FINALIST
F06/003	ห่วงใย	DTAC	Y&R Thailand	FINALIST

## FILM COMMERCIALS



CATEGORY 07 : CLOTHING, FOOTWEAR, ACCESSORIES, HEALTH AND BEAUTY PRODUCTS/SERVICES, COSMETICS & LUXURY ITEMS

Code	Title	Brand / Service	Submitting Company	FINALIST
F07/001	Impatient	Smooth E Acne Hydrogel	nudeJEH Co.,Ltd.	FINALIST

CATEGORY 08 : AUTO VEHICLES, AUTOMOTIVE PRODUCTS & SERVICES

**NO AWRADS**

CATEGORY 09 : BANKING, INVESTMENT, INSURANCE, PROPERTY DEVELOPMENT

Code	Title	Brand / Service	Submitting Company	FINALIST
F09/001	Car	Bangkok Insurance	Creative Juice\Bangkok	FINALIST
F09/011	Cookie	K SME	Ogilvy & Mather Advertising	FINALIST
F09/015	BOXING	SYNMUNKONG CAR INSURANCE	Lowe Thailand	FINALIST
F09/016	CHAIR	SYNMUNKONG CAR INSURANCE	Lowe Thailand	FINALIST
F09/017	RUNNING	SYNMUNKONG CAR INSURANCE	Lowe Thailand	FINALIST

CATEGORY 10 : FAST FOOD OUTLETS, RESTAURANTS, RETAIL STORES

Code	Title	Brand / Service	Submitting Company	FINALIST
F10/001	Tricky Dad	HomePro 15th Anniversary Sale	BBDO Bangkok Ltd.	FINALIST
F10/002	Tricky Couple	HomePro 15th Anniversary Sale	BBDO Bangkok Ltd.	FINALIST

CATEGORY 11 : TRANSPORTATION, TRAVEL & TOURISM, ENTERTAINMENT & LEISURE

**NO AWRADS**

CATEGORY 12 : PUBLICATION & MEDIA

**NO AWRADS**

## FILM COMMERCIALS



### CATEGORY 13 : CORPORATE

Code	Title	Brand / Service	Submitting Company	FINALIST
F13/001	Disconnect to connect	DTAC	Y&R Thailand	FINALIST
F13/002	SYMPHONY OF LIFE	EGCO Group	TBWA\Thailand	FINALIST

### CATEGORY 14 : PUBLIC SERVICE MESSAGE AND CAUSE APPEALS

Code	Title	Brand / Service	Submitting Company	FINALIST
F14/002	Thai Anti Corruption	The Thai Chamber of Commerce and Board of Trade of Thailand	Creative Juice\Bangkok	FINALIST
F14/010	Gay Lover	THINK HIV	Y&R Thailand	FINALIST
F14/011	Disconnect to connect	DTAC	Y&R Thailand	FINALIST
F14/015	Car	Stop Woman Violence	nudeJEH Co.,Ltd.	FINALIST
F14/017	Telephone I	Sexuality talk	McCann Worldgroup	FINALIST
F14/018	Telephone II	Sexuality talk	McCann Worldgroup	FINALIST

### CATEGORY 15 : PROMOTION

Code	Title	Brand / Service	Submitting Company	FINALIST
F15/007	"Pro-Fantasy"	Oriental Princess	JWT	FINALIST

### CATEGORY 16 : OTHER FILM CONTENTS

Code	Title	Brand / Service	Submitting Company	FINALIST
F16/001	Panyee FC	TMB Corporate Branding	The Leo Burnett Group Thailand	FINALIST
F16/011	Yuck	Lub d Hostel	Creative Spike Co.,Ltd. / SWAT	FINALIST
F16/012	Fuk	Lub d Hostel	Creative Spike Co.,Ltd. / SWAT	FINALIST
F16/013	Yaai	Lub d Hostel	Creative Spike Co.,Ltd. / SWAT	FINALIST
F16/015	Teaser - Pen Ek	Heineken Beer	JWT	FINALIST
F16/016	Episode 1-3 : "Boxing/Mafia/Ending"	Heineken Beer	JWT	FINALIST

## FILM COMMERCIALS



### CATEGORY 17 : CAMPAIGN

Code	Title	Brand / Service	Submitting Company	FINALIST
FC/006	Panyee FC Episode 1/2/3/4	TMB Corporate Branding	The Leo Burnett Group Thailand	FINALIST
FC/007	Tricky Dad/Tricky Couple	HomePro 15th Anniversary Sale	BBDO Bangkok Ltd.	FINALIST
FC/009	Impatient/In Short/Wow!	Smooth E Acne Hydrogel	nudeJEH Co.,Ltd.	FINALIST
FC/011	Telephone I/Telephone II	Sexuality talk	McCann Worldgroup	FINALIST
FC/012	Khon/Nom/Thung	Sexuality talk	McCann Worldgroup	FINALIST
FC/013	Office/Student/People	Meiji Milk	McCann Worldgroup	FINALIST
FC/018	Boxing/Chair/Running	SYNMUNKONG CAR INSURANCE	Lowe Thailand	FINALIST

**AD THAT WORKS**

Code	Title	Brand / Service	Submitting Company	FINALIST
ATW/006	1 Sentence 1 Night Challenge	Lub d Hostel	Creative Spike Co.,Ltd. / SWAT	FINALIST
ATW/010	The Organ Story	Let Them See Love Campaign	The Leo Burnett Group Thailand	FINALIST
ATW/017	QR-Code Scalp	Clear Shampoo	Lowe Thailand	FINALIST
ATW/019	"CP Sausage Mansion"	CP Sausage	JWT	FINALIST