



WINNER — ADMAN 2011



Adman Awards & Symposium 2011

Best of Film Commercials

Title	Brand	Agency	Advertiser
Khon/Nom/Thung	Sexuality talk	McCann Worldgroup	Thai Health Promotion Foundation

Best of Print/Outdoor & Ambience

Title	Brand	Agency	Advertiser
The Organ Story	Let Them See Love Campaign	The Leo Burnett Group Thailand	True Corporation Public Co., Ltd.

Production House of The Year

Phenomena Co.,Ltd

Advertiser of The Year

Thai Health Promotion Foundation

Agency of The Year

The Leo Burnett Group Thailand

SEIZE THE CHANGE

Code	Title	Brand / Service	Submitting Company	FINALIST	SEIZE THE CHANGE
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/025	Tamiya Calendar	Tamiya Model Kits Shop	Creative Juice\Bangkok	FINALIST	
STC/012	The Organ Story	Let Them See Love Campaign	The Leo Burnett Group Thailand		SEIZE THE CHANGE

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	BRONZE	SILVER	GOLD
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		BRONZE		
PRE03/012	"Shoot the Music"	Heineken Beer	JWT			SILVER	
PRE03/009	Panyee FC	TMB Corporate Branding	The Leo Burnett Group Thailand				GOLD

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	BRONZE	SILVER	GOLD
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.				GOLD

CATEGORY 07 : CONSUMER EVENT : CAMPAIGN EVENT

NO AWARDS

PUBLIC RELATIONS & EVENT MARKETING

CATEGORY 08 : CONSUMER INTERACTIVE EVENT

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

CATEGORY 09 : CONSUMER AMBIENT & GUERRILLA EVENT

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

INTEGRATED MARKETING COMMUNICATION (IMC) : CAMPAIGN ONLY



Code	Title	Brand / Service	Submitting Company	FINALIST	BRONZE	SILVER	GOLD
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/015	"50 Must Do Things in Asia"	Tiger Beer	JWT	FINALIST			
IMC/014	"Shoot the Music"	Heineken Beer	JWT			SILVER	

INNOVATIVE USE OF MEDIA



CATEGORY 01 : USE OF TRADITIONAL MEDIA : SINGLE

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

CATEGORY 02 : USE OF TRADITIONAL MEDIA : CAMPAIGN

NO AWARDS

CATEGORY 03 : USE OF MEDIA ACTIVATION : SINGLE

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

CATEGORY 04 : USE OF MEDIA ACTIVATION : CAMPAIGN

Code	Title	Brand / Service	Submitting Company	FINALIST	BRONZE	SILVER	GOLD
M04/003	Fastertainment	SMK Car Insurance	Lowe Thailand		BRONZE		

CATEGORY 05 : USE OF MIX MEDIA : CAMPAIGN ONLY

Code	Title	Brand / Service	Submitting Company	FINALIST	BRONZE	SILVER	GOLD
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			
M05/003	Engineered to Respond	Chevrolet Cruze	The Leo Burnett Group Thailand		BRONZE		

GRAPHIC

CATEGORY 01 : SINGLE FOR CORPORATE IDENTITY

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

CATEGORY 02 : SINGLE FOR PACKAGING

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

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

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

CATEGORY 04 : TYPOGRAPHY

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

CATEGORY 05 : SINGLE ILLUSTRATION FOR GRAPHIC

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

GRAPHIC

CATEGORY 06 : SINGLE POINT OF SALE

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

CATEGORY 07 : SINGLE EXHIBITION & LIVE EVENTS

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

CATEGORY 08 : CAMPAIGN FOR GRAPHIC

NO AWARDS

RADIO SPOT

CATEGORY 01 : SINGLE FOR PRODUCT

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

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

RADIO SPOT



CATEGORY 05 : CAMPAIGN FOR RADIO SPOT

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

INTERACTIVE & DIGITAL MEDIA

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

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

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

Code	Title	Brand / Service	Submitting Company	FINALIST	BRONZE	SILVER	GOLD
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			
IT02/002	Pepsi Music Battle Banner	Pepsi	Adapter Digital Co., Ltd.			SILVER	

CATEGORY 03 : WEBSITE DESIGN : SINGLE

Code	Title	Brand / Service	Submitting Company	FINALIST	BRONZE	SILVER	GOLD
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			SILVER	

INTERACTIVE & DIGITAL MEDIA

CATEGORY 04 : WEBSITE DESIGN : CAMPAGIN

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

CATEGORY 05 : VIRAL ADVERTISING : SINGLE

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

CATEGORY 06 : VIRAL ADVERTISING : CAMPAIGN

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

CATEGORY 07 : INTEGRATED INTERACTIVE CAMPAIGN

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

CATEGORY 08 : MOBILE ADVERTISING : SINGLE

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

INTERACTIVE & DIGITAL MEDIA



CATEGORY 09 : MOBILE ADVERTISING : CAMPAIGN

NO AWARDS

CATEGORY 10 : SOCIAL MEDIA ADVERTISING : SINGLE

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

CATEGORY 11 : OTHER DIGITAL SOLUTIONS : SINGLE

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

OUTDOOR & AMBIENCE

CATEGORY 01 : SINGLE FOR CONVENTIONAL MEDIA

Code	Title	Brand / Service	Submitting Company	FINALIST	BRONZE	SILVER	GOLD	BEST
OA01/001	Fish	M Wrap	Creative Juice\Bangkok	FINALIST				
OA01/002	Chicken	M Wrap	Creative Juice\Bangkok	FINALIST				
OA01/013	Boss	Oishi Black Tea Lemon	Y&R Thailand	FINALIST				
OA01/015	Teacher	Oishi Black Tea Lemon	Y&R Thailand	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				
OA01/050	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				
OA01/003	Pork	M Wrap	Creative Juice\Bangkok			SILVER		
OA01/014	Owner	Oishi Black Tea Lemon	Y&R Thailand			SILVER		
OA01/026	Bank Note: Elizabeth	Super Rich Currency Exchange	Ogilvy & Mather Advertising			SILVER		
OA01/040	Sound Proof: Party	SHERA Wall System	Ogilvy & Mather Advertising			SILVER		
OA01/049	OFFICE	CLEAN PLUS (THAILAND)	McCann Worldgroup			SILVER		

OUTDOOR & AMBIENCE

CATEGORY 02 : CAMPAIGN FOR CONVENTIONAL MEDIA

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

CATEGORY 03 : SINGLE FOR NON-CONVENTIONAL MEDIA

Code	Title	Brand / Service	Submitting Company	FINALIST	BRONZE	SILVER	GOLD	BEST
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				
OA03/024	"Manual YouTube"	Tiger Beer	JWT	FINALIST				
OA03/026	Outdoor (Wall Paint /Graffiti)	Chakulza by Oishi	Mediaedge:cia (MEC)	FINALIST				
OA03/001	Even the building has the curve	Naturegift Functional Coffee	Mindshare		BRONZE			
OA03/020	QR-Code Scalp	Clear Shampoo	Lowe Thailand		BRONZE			
OA03/025	Oh Shit!	Wash Mania Carwash	DRAFTFCB (Thailand) Limited		BRONZE			
OA03/008	Q-ART CODE - DECODING MODERN ART	Art Museum	Y&R Thailand			SILVER		
OA03/006	Seafood Aquarium	LG Solar dome Microwave	Y&R Thailand				GOLD	

PRINT

CATEGORY 01 : ALCOHOLIC DRINKS

NO AWARDS

CATEGORY 02 : NON-ALCOHOLIC DRINKS

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

CATEGORY 03 : CONFECTIONERY, SNACKS, SAVORY FOODS & SEASONING

NO AWARDS

CATEGORY 04 : HOUSEHOLD MAINTENANCE PRODUCTS & PET PRODUCTS

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

CATEGORY 05 : HOME APPLIANCE & FURNISHINGS

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

PRINT

CATEGORY 06 : TELECOMMUNICATION, BUSINESS EQUIPMENT & SERVICES

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

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

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

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	BRONZE	SILVER	GOLD	BEST
P10/004	Bank Note: Lincoln	Super Rich Currency Exchange	Ogilvy & Mather Advertising		BRONZE			
P10/006	Bank Note: Mao	Super Rich Currency Exchange	Ogilvy & Mather Advertising		BRONZE			
P10/005	Bank Note: Elizabeth	Super Rich Currency Exchange	Ogilvy & Mather Advertising			SILVER		

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

NO AWARDS

PRINT

CATEGORY 12 : PUBLICATION & MEDIA

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

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	BRONZE	SILVER	GOLD	BEST
PC/003	Bank Note: Lincoln/Elizabeth/Mao	Super Rich Currency Exchange	Ogilvy & Mather Advertising	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/002	Boss, Owner, Teacher	Oishi Black Tea Lemon	Y&R Thailand			SILVER		
PC/004	Family Tree: Cockroach/Termite/ Ant	PEST Control Service	Ogilvy & Mather Advertising			SILVER		
PC/023	Fish/Chicken/Pork	M Wrap	Creative Juice\Bangkok			SILVER		
PC/027	Dog/Man/Duck	MINI BRANDS	Monday			SILVER		
PC/010	Sound Proof: Bedroom/Living Room/Party	SHERA Wall System	Ogilvy & Mather Advertising				GOLD	

FILM COMMERCIALS



CATEGORY 01 : ALCOHOLIC DRINKS

NO AWARDS

CATEGORY 02 : NON-ALCOHOLIC DRINKS

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

CATEGORY 03 : CONFECTIONERY, SNACKS, SAVORY FOODS & SEASONING

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

CATEGORY 04 : HOUSEHOLD MAINTENANCE PRODUCTS & PET PRODUCTS

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

CATEGORY 05 : HOME APPLIANCE & FURNISHINGS

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

CATEGORY 06 : TELECOMMUNICATION, BUSINESS EQUIPMENT & SERVICES

Code	Title	Brand / Service	Submitting Company	FINALIST	BRONZE	SILVER	GOLD	BEST
F06/001	Dog	DTAC	Creative Juice\Bangkok		BRONZE			
F06/003	หัวใจ	DTAC	Y&R Thailand			SILVER		

FILM COMMERCIALS



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

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

CATEGORY 10 : FAST FOOD OUTLETS, RESTAURANTS, RETAIL STORES

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

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	BRONZE	SILVER	GOLD	BEST
F13/002	SYMPHONY OF LIFE	EGCO Group	TBWA\Thailand			SILVER		
F13/001	Disconnect to connect	DTAC	Y&R Thailand				GOLD	

CATEGORY 14 : PUBLIC SERVICE MESSAGE AND CAUSE APPEALS

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

CATEGORY 15 : PROMOTION

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

CATEGORY 16 : OTHER FILM CONTENTS

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

FILM COMMERCIALS



CATEGORY 17 : CAMPAIGN

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

AD THAT WORKS

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