



## Adman Statistic 2017

<b>1.Total of Entry</b>	<b>712</b>	Entries
- Ad That Works (Effective Communication) Category	23	Entries
- Branded Content & Entertainment Categories	67	Entries
- Design Categories	30	Entries
- Digital & Interactive Media Categories	73	Entries
- Direct Marketing Categories	57	Entries
- Film Categories	157	Entries
- Innovative Idea Category	9	Entries
- Integrated Marketing Communication (IMC) Campaign Category	7	Entries
- Media Categories	24	Entries
- No Format Creativity Category	12	Entries
- Out of Home Categories	64	Entries
- Print Categories	51	Entries
- Promo & Activation Categories	61	Entries
- Public Relations Categories	59	Entries
- Radio Categories	18	Entries
<b>2.Total of Submitting Company</b>	<b>55</b>	Companies
<b>3. Top 5 of Submitting Companies</b>		
- BBDO BANGKOK LTD	136	Entries
- CJ WORX	57	Entries
- GREYnJ United	54	Entries
- Rabbit's Tale Co., Ltd.	47	Entries
- MONDAY	37	Entries
<b>4. Top 5 of Award by Companies</b>		
- BBDO Bangkok	153	Points
- Choojai and Friends	97.5	Points
- CJ WORX	95	Points
- GREYnJ United	68	Points
- Youngsanti	57	Points

# Adman Summary of Entry 2017 By Company



No.Box	Company Name	Ad That Works	Branded Content & Entertainment	Design	Digital & Interactive Media	Direct Marketing	Film	Innovative Idea	IMC	Media	No Format Creativity	Out of Home		Print	Promo & Activation	Public Relation	Radio	Total
		SET	SET	SET	SET	SET	SINGLE	SET	SET	SET	SET	SINGLE	SET	SINGLE	SET	SET	SINGLE	
1	BBDO BANGKOK LTD	7	7	6	21	17	13	5	4	6	5	6	9	6	11	9	4	136
2	CJ WORX	2	12	2	10	2	12	1		2	1		2	7	4		57	
3	GREYnJ United	3	5	1	4	4	13			4		3	4	6	1	5	1	54
4	Rabbit's Tale Co., Ltd.	1	6		9	6	6			1				6	9	3		47
5	MONDAY			4			6					12		12		3		37
6	Choojai and Friends	2	5	2	8	6	7	1						3	2			36
7	Creative Juice\Bangkok	1	1	3	1	4	11		1				2	7	4			35
8	Dentsu One (Bangkok) Ltd.			4		4	1	1		3		3	4	3	5	2	2	32
8	TBWA THAILAND		2	1			11				1	8	1	8				32
10	Youngsanti		2	2	1	3	3		1	1	1	3	1		4	3		25
11	Spa-Hakuhodo						7			1	1			2			5	16
12	Moonshot Digital Co., Ltd.		1		2	1					1			1	7			13
12	The Sour Bangkok Co., Ltd.		3	1	1		6							1	1			13
14	CHEIL (THAILAND) LTD.		3		1	1		1			1		1	2	2			12
14	Dentsu X (Thailand) Ltd.	1			3					1		3		3		1		12
16	Storyteller Bangkok		2				9											11
17	Fame Line Co., Ltd.		3		1		5											9
18	LUM	1	1				2							3		1		8
18	mInteraction		2		1	1	2								1	1		8
18	Ogilvy Group Thailand Limited					2						2		2	1	1		8
21	Deeristic															7		7
21	DENTSU (THAILAND) LTD		1	2	1	1	1									1		7
21	Swat Co.,Ltd.	1					5									1		7
24	DiGiLogy		2		2	1	1											6
24	McCann Worldgroup	1	1		1		1			1					1			6
24	Theshood co.,Ltd.						6											6
24	Y&R Thailand						3										3	6
28	BIGPLAY		1			2					1					1		5
28	Brilliant & Million Co.,Ltd			1	1	1				1				1				5
28	Prakit Advertising Co.,Ltd.						4										1	5
31	Genesis12 Co.,Ltd.		1				3											4
31	Media Intelligence	2							1	1								4
31	verb company limited		1	1										2				4
34	Asdik Co.,Ltd.		1		2													3
34	Carat (Thailand) Co., Ltd.		1							2								3
34	MIXMAX CREATIVE						2							1				3
34	Redlab Co., Ltd.		2				1											3
34	Yell Advertising	1	1				1											3
39	Celebrate Wealth Co.,Ltd.				1		1											2
39	Factory 01 Co., Ltd.						2											2
39	Hakuhodo (Bangkok) Co., Ltd.													2				2
39	Image Solution X						2											2
39	isobar (thailand) .Co.,Ltd					1									1			2
39	M.A.R.S.Co.,Ltd						2											2
39	Suneta House						2											2
46	BrandBaker Co.,Ltd						1											1
46	Double P Marketing Communications Limited						1											1
46	Far East DDB Plc.																1	1
46	Mana and Friends						1											1
46	Manolamer Co., Ltd.																1	1
46	MCFIVA (Thailand) Co., Ltd.				1													1
46	MongRama Co., Ltd.						1											1
46	The Film Factory Co., Ltd.						1											1
46	W Company Limited						1											1
46	Winter Egency				1													1
<b>Total</b>		<b>23</b>	<b>67</b>	<b>30</b>	<b>73</b>	<b>57</b>	<b>157</b>	<b>9</b>	<b>7</b>	<b>24</b>	<b>12</b>	<b>40</b>	<b>24</b>	<b>51</b>	<b>61</b>	<b>59</b>	<b>18</b>	<b>712</b>

# Summary of Entry Adman 2017 By Category



Cate./ Sub Cate	Ad That Works	Branded Content & Entertainment	Design	Digital & Interactive Media	Direct Marketing	Film	Innovative Idea	IMC	Media	No Format Creativity	Out of Home	Print	Promo & Activation	Public Relations Plan	Radio	Seize The Change	Ad That Breaks	Grandprix	เทิดทูนในหลวง TV	เทิดทูนในหลวง Print	เทิดทูนในหลวง Outdoor	เทิดทูนในหลวง Radio Spot
1	23	24	2	3	2	8	9	7	2	12	40	6	7	12	15							
2		10	3	2	8	3			7		4	9	4	3	-							
3		3	3	-	-	-			15		7	4	3	13	1							
4		4	3	3	8	6					3	4	11	9	-							
5		6	3	5	7						5	-	7	6	2							
6		11	4	8	9	6					1	6	6	16								
7		9	5	2	7	-					4	11	2									
8			3	3	5	-						-	2									
9			3	1	11	-						-	4									
10			1	4		5						-	1									
11				1		7						8	9									
12				-		2						3	5									
13				-		36																
14				5		9																
15				7		4																
16				23		8																
17				1		-																
18				-		14																
19				3		22																
20				1		19																
21				1		8																
<b>Total</b>	<b>23</b>	<b>67</b>	<b>30</b>	<b>73</b>	<b>57</b>	<b>157</b>	<b>9</b>	<b>7</b>	<b>24</b>	<b>12</b>	<b>64</b>	<b>51</b>	<b>61</b>	<b>59</b>	<b>18</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>2017</b>	<b>712</b>																					
Total	40	73	48	130	89	176	9	22	49		67	56	100	65	33	0	0	0	0	0	0	0
2016	<b>957</b>																					
Total	33	0	76	166	75	203	12	21	53		131	135	48	50	49	0	0	0	0	0	0	0
2015	<b>1,052</b>																					
Total	23	0	53	143	44	100	0	9	38		121	109	35	34	53	0	0	0	0	0	0	0
2014	<b>762</b>																					
Total	30	0	69	158	0	152	0	15	58		149	132	56	30	107	0	0	0	0	0	0	0
2013	<b>956</b>																					
ADMAN	28	0	74	137	0	142	0	21	50		132	130	52	81	0	0	0	0	0	0	0	0
2012	<b>847</b>																					
ADMAN	19	0	46	107	0	134	0	16	52		122	125	37	65	27	0	0	0	0	0	0	0
2011	<b>750</b>																					
ADMAN	31	0	31	34	0	117	0	10	32		131	109	20	85	0	0	32	0	0	0	0	0
2010	<b>632</b>																					
ADMAN	19	0	36	46	0	182	0	20	37		123	165	10	7	107	0	0	0	0	0	0	0
2009	<b>752</b>																					
ADMAN	31	0	49	0	0	252	0	14	43		197	298	22	2	109	0	0	0	6	2	1	1
2008	<b>1,027</b>																					
ADMAN	0	0	48	0	0	180	0	11	20		280	341	14	6	93	0	0	0	11	0	0	0
2007	<b>1,004</b>																					
ADMAN	0	0	55	0	0	264	0	0	19		256	423	17	8	141	0	0	0	0	0	0	0
2006	<b>1,183</b>																					
ADMAN	0	0	59	0	0	262	0	0	24		173	353	24	9	150	0	0	0	0	0	0	0
2005	<b>1,054</b>																					
ADMAN	0	0	74	0	0	371	0	0	21		145	452	33	142	0	0	0	0	0	0	0	0
2004	<b>1,238</b>																					

# Adman 2017 Awards summary



Categories	Finalist	Bronze	Silver	Gold	Best
Ad That Works (Effective Communication) Category	3	2	3	-	-
Branded Content & Entertainment Categories	1	5	4	-	-
Design Categories	4	3	3	2	-
Digital & Interactive Media Categories	9	9	2	1	-
Direct Marketing Categories	-	4	7	1	-
Film Categories	9	18	7	2	1
Innovative Idea Category	3	2	1	1	-
Integrated Marketing Communication (IMC) Campaign Category	3	1	2		-
Media Categories	-	-	2	1	-
No Format Creativity Category	-	3	-	1	-
Out of Home Categories	10	4	4	1	1
Print Categories	6	4	2	1	-
Promo & Activation Categories	8	8	8	1	-
Public Relations Categories	8	4	6	3	-
Radio Categories	4	4	-	-	-
<b>Total</b>	<b>68</b>	<b>71</b>	<b>51</b>	<b>15</b>	<b>2</b>

As of 3 Nov 2017



