



## Adman 2018 Statistic

<b>1. Total of Entry</b>	<b>934</b>	<b>Entries</b>
- Ad That Works (Effective Communication) Category	26	Entries
- Brand Experience & Activation Categories <b>*NEW</b>	126	Entries
- Branded Content & Entertainment Categories	90	Entries
- Design Categories	44	Entries
- Digital & Interactive Media Categories	92	Entries
- Direct Marketing Categories	84	Entries
- Film Categories	205	Entries
- Innovative Idea Category	5	Entries
- Integrated Marketing Communication (IMC) Campaign Category	18	Entries
- Media Categories	52	Entries
- Out of Home Categories	62	Entries
- Print Categories	40	Entries
- Public Relations Categories	71	Entries
- Radio Categories	19	Entries
<b>2. Total of Submitting Company</b>	<b>57</b>	<b>Companies</b>
<b>3. Top 5 of Submitting Companies</b>		
- BBDO BANGKOK	201	Entries
- The Leo Burnett Group Thailand	143	Entries
- CJ WORX	83	Entries
- GREYnJ UNITED	70	Entries
- J. Walter Thompson Bangkok	60	Entries
<b>4. Top 5 of Award by Companies</b>		
- The Leo Burnett Group Thailand	182	Points
- BBDO BANGKOK	137	Points
- J. Walter Thompson Bangkok	85	Points
- Choojai and friends	76.5	Points
- GREYnJ UNITED	70	Points

Adman Summary of Entry 2018 By Company



NO.	Company Name	Ad That Works	Brand Experience & Activation	Branded Content & Entertainment	Design	Digital & Interactive Media	Direct Marketing	Film	Innovative Idea	IMC	Media	Out of Home		Print	Public Relation	Radio	Total
		SET	SET	SET	SET	SET	SET	SINGLE	SET	SET	SET	SINGLE	SET	SINGLE	SET	SINGLE	
1	BBDO BANGKOK	6	29	17	9	13	20	38	3	2	9	9	12	18	12	4	201
2	The Leo Burnett Group Thailand	6	23	10	5	17	19	29		4	9	1	7	3	10		143
3	CJ WORK		16	9	5	12	13	2		3	8		6		9		83
4	GREYJN UNITED	2	8	10	2	7	5	15		1	5	1	2	3	9		70
5	J.WALTER THOMPSON BANGKOK	1	14	5	4	3	6	4	1	2	4		5		6	5	60
6	Rabbit s Tale Co., Ltd	2	10	4	3	9	6	7	1	1	3		1		6		53
7	Choojai and Friends	1	2	5	1	4	4	9			1				2		29
8	The Sour Bangkok Co., Ltd.	1	4	5	1	4	2	3		1	2				2		25
9	TBWA (Thailand) CO.,LTD.				1	1	1				1	8		8			20
10	Youngsanti	1	4	2	1	2	3			1	2				2		18
10	Dentsu One (Bangkok) Ltd		2		4		2	3							1	6	18
12	IPG Mediabrands Thailand	1	2	2		6	1			1	1						14
13	DENTSU (THAILAND) LTD							1				6		6			13
14	MULLENLOWE	1						10									11
15	dentsu X (Thailand) Ltd.			6	1			2							1		10
15	WOLF BKK		2					2			1				2	3	10
15	ISM Bangkok Co. Ltd.			3				7									10
18	Storyteller Bangkok				2			4					1				7
18	Factory01 Co., Ltd							7									7
20	Digital Groove Co., Ltd			1	1			2							2		6
20	Far East Fame Line DDB Plc.	1		1				4									6
20	YOUNGSTER			1	1	1		3									6
20	Prakit Advertising Co.,Ltd				1			1				2		2			6
20	Dream Bangkok Co.,Ltd							6									6
25	The Most Wanted Co.,Ltd.							2		1			1		1		5
25	Shoryuken Production co.,ltd		1	2			1	1									5
25	Nawin Consultant Co., Ltd		1		2			2									5
25	Spa-Hakuhodo			1		2		1								1	5
25	WORKKIT bangkok			1			1	2			1						5
25	BIGPLAY CO., LTD.		1	1				3									5
25	The Flight 19 Agency							3							2		5
25	MANA					1		4									5
25	SALMON HOUSE							5									5
34	CARAT THAILAND		1			1					1				1		4
34	Genesis12 Co.,LTD							4									4
34	SPARKLAB CO.,LTD							4									4
37	Manolamer			1		1		1									3
37	Media Insight Co., Ltd			1							2						3
37	YM. Studio co.,Ltd					3											3
37	McCann			2				1									3
37	Columbus		1					2									3
37	THE SHOOD CO., LTD							3									3
43	Index Creative Village Public Company Limited	1	1														2
43	OMD Thailand	1									1						2
43	Osotspa Public Company Limited	1				1											2
43	Brilliant & Million			1											1		2
43	E-media Co., Ltd														2		2
43	MEDIA INTELLIGENCE					2											2
43	Publicis One Thailand		1			1											2
43	THE PLATFORM CO.,LTD		2														2
43	Adyim Agency							2									2
43	Lobster & Co company Limited							2									2
43	Suneta House							2									2
43	Y&R Thailand							2									2
55	Starcom Mediavest										1						1
55	Image Solution X					1											1
55	Real Move Co.,ltd. (True group)									1							1
<b>Grand Total</b>		<b>26</b>	<b>126</b>	<b>90</b>	<b>44</b>	<b>92</b>	<b>84</b>	<b>205</b>	<b>5</b>	<b>18</b>	<b>52</b>	<b>27</b>	<b>35</b>	<b>40</b>	<b>71</b>	<b>19</b>	<b>934</b>

# Summary of Entry Adman 2018 By Category



Cate./ Sub Cate	Ad That Works	Brand Experience & Activation	Branded Content & Entertainment	Design	Digital & Interactive Media	Direct Marketing	Film	Innovative Ideas	IMC	Media	Out of Home	Print	Public Relations	Radio	Seize The Change	Ad That Breaks	Grandprix	វិទ្យុ ប្រកាស TV	វិទ្យុ ប្រកាស Print	វិទ្យុ ប្រកាស Outdoor	វិទ្យុ ប្រកាស Radio Spot
1	26	17	30	5	2	2	14	5	18	5	27	-	12	16							
2		8	6	1	2	14	5			-	6	3	13	-							
3		11	8	7	4	2	-			3	9	2	8	3							
4		10	3	2	6	6	9			16	4	6	13								
5		13	14	2	8	2	-			5	9	-	15								
6		15	13	5	10	15	14			2	2	3	10								
7		2	9	11	7	15	3			21	5	5									
8		1	7	1	3	16	7					6									
9		10		5	2	12	10														
10		5		5	2		16					3									
11		11			1		13					6									
12		11			1		3					6									
13		8			3		19														
14		4			2		6														
15					2		23														
16					24		6														
17					2		9														
18					1		5														
19					2		18														
20					1		11														
21					7		7														
22							7														
<b>Total</b>	<b>26</b>	<b>126</b>	<b>90</b>	<b>44</b>	<b>92</b>	<b>84</b>	<b>205</b>	<b>5</b>	<b>18</b>	<b>52</b>	<b>62</b>	<b>40</b>	<b>71</b>	<b>19</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>2018</b>											<b>934</b>										
Total	23		67	30	73	57	157	9	7	24	64	51	59	18	0	0	0	0	0	0	0
<b>2017</b>											<b>712</b>										
Total	40		73	48	130	89	176	9	22	49	67	56	65	33	0	0	0	0	0	0	0
<b>2016</b>											<b>957</b>										
Total	33		0	76	166	75	203	12	21	53	131	135	50	49	0	0	0	0	0	0	0
<b>2015</b>											<b>1,004</b>										
Total	23		0	53	143	44	100	0	9	38	121	109	34	53	0	0	0	0	0	0	0
<b>2014</b>											<b>762</b>										
Total	30		0	69	158	0	152	0	15	58	149	132	30	107	0	0	0	0	0	0	0
<b>2013</b>											<b>956</b>										
ADMAN	28		0	74	137	0	142	0	21	50	132	130		81	0	0	0	0	0	0	0
<b>2012</b>											<b>847</b>										
ADMAN	19		0	46	107	0	134	0	16	52	122	125		65	27	0	0	0	0	0	0
<b>2011</b>											<b>750</b>										
ADMAN	31		0	31	34	0	117	0	10	32	131	109		85	0	0	32	0	0	0	0
<b>2010</b>											<b>632</b>										
ADMAN	19		0	36	46	0	182	0	20	37	123	165	7	107	0	0	0	0	0	0	0
<b>2009</b>											<b>752</b>										
ADMAN	31		0	49	0	0	252	0	14	43	197	298	2	109	0	0	0	6	2	1	1
<b>2008</b>											<b>1,005</b>										
ADMAN	0		0	48	0	0	180	0	11	20	280	341	6	93	0	0	0	11	0	0	0
<b>2007</b>											<b>990</b>										
ADMAN	0		0	55	0	0	264	0	0	19	256	423	8	141	0	0	0	0	0	0	0
<b>2006</b>											<b>1,166</b>										
ADMAN	0		0	59	0	0	262	0	0	24	173	353	9	150	0	0	0	0	0	0	0
<b>2005</b>											<b>1,030</b>										
ADMAN	0		0	74	0	0	371	0	0	21	145	452		142	0	0	0	0	0	0	0
<b>2004</b>											<b>1,205</b>										

## Adman 2018 Awards summary



Categories	Finalist	Bronze	Silver	Gold	Best
Ad That Works (Effective Communication) Category	5	2	2	0	0
Brand Experience & Activation Categories <b>*NEW</b>	18	16	2	0	0
Branded Content & Entertainment Categories	27	6	4	3	0
Design Categories	7	2	2	1	0
Digital & Interactive Media Categories	22	12	1	1	0
Direct Marketing Categories	14	19	3	0	0
Film Categories	34	20	18	5	1
Innovative Idea Category	1	1	2	0	0
Integrated Marketing Communication (IMC) Campaign Category	2	2	3	0	0
Media Categories	7	5	6	1	0
Out of Home Categories	6	3	7	1	0
Print Categories	0	5	1	0	0
Public Relations Categories	8	11	12	1	0
Radio Categories	1	4	1	0	0
<b>Total</b>	<b>152</b>	<b>108</b>	<b>64</b>	<b>13</b>	<b>1</b>

As of 24 Oct 2018



