

**CREATIVITY
FOR
SHARING**

ADMAN AWARDS & SYMPOSIUM 2018

WINNER: AD THAT WORKS (EFFECTIVE COMMUNICATION)

AD THAT WORKS (EFFECTIVE COMMUNICATION) CATEGORY

Code	Title	Brand / Service	Company Entering	AWARD
ATW/005	SCB Easy Pay ง่ายๆ Money Solution	Siam Commercial Bank	Rabbit's Tale Co., Ltd.	SILVER
ATW/010	Girl from Nowhere	GMM Grammy	The Sour Bangkok Co., Ltd.	SILVER
ATW/011	Bennetty	Health Promotion for Vulnerable Populations Section	Choojai and Friends	BRONZE
ATW/012	Free-nomenon	SCB Easy	J. WALTER THOMPSON BANGKOK	BRONZE
ATW/001	The Taste of Friendship	MAMA OK	Far East Fame Line DDB Plc.	FINALIST
ATW/002	Understanding Parkinson's	Parkinson Chula	OMD Thailand	FINALIST
ATW/008	#SeeBeautyNotGender	Pantene	GREYNJ UNITED	FINALIST
ATW/019	My Beloved Monster	Babi Mild	Osotspa Public Company Limited	FINALIST
ATW/024	Pay by Play	Bang Lamung Home for Boys	The Leo Burnett Group Thailand	FINALIST

AS OF 16 OCT 2018

**CREATIVITY
FOR
SHARING**

ADMAN AWARDS & SYMPOSIUM 2018

WINNER: BRANDED CONTENT & ENTERTAINMENT

BRANDED CONTENT & ENTERTAINMENT CATEGORIES

CATEGORY 01 : FICTION: SERIES OR FILM

Code	Title	Brand / Service	Company Entering	AWARD
BC01/027	i Stories: LGBT	Honda Scoopy i	iSM Bangkok Co. Ltd.	GOLD
BC01/004	FRIENDSHIT	K PLUS	GREYNJ UNITED	SILVER
BC01/014	Girlhattan	Emporium Department Store	iSM Bangkok Co. Ltd.	SILVER
BC01/005	400	UNIF	GREYNJ UNITED	BRONZE
BC01/003	Unfair Beauty	Srichand United Dispensary Co., Ltd.	Rabbit's Tale Co., Ltd.	FINALIST
BC01/006	Love me, Love my clients	K SME	GREYNJ UNITED	FINALIST
BC01/008	Joy	K PLUS X Facebook	GREYNJ UNITED	FINALIST
BC01/009	KOON	K PLUS X Facebook	GREYNJ UNITED	FINALIST
BC01/012	Girl from Nowhere	GMM Grammy	The Sour Bangkok Co., Ltd.	FINALIST
BC01/013	Palette of Thailand	Tourism Authority of Thailand	The Sour Bangkok Co., Ltd./ Bangkok Writer and Partners	FINALIST
BC01/015	Love U, XOXO	NoGecko	iSM Bangkok Co. Ltd.	FINALIST
BC01/017	Dare Skin	Vaseline	Choojai and Friends	FINALIST
BC01/019	Watching Obsession	LINE TV	CJ WORX	FINALIST
BC01/024	มีจลาจลชีพ	FUJITEL	Manolamer	FINALIST
BC01/026	#FindMeOnMars	Visa	BBDO BANGKOK LTD	FINALIST

BRANDED CONTENT & ENTERTAINMENT CATEGORIES

CATEGORY 02 : NON-FICTION: SERIES OR FILM

Code	Title	Brand / Service	Company Entering	AWARD
BC02/003	Bennetty	Health Promotion for Vulnerable Populations Section	Choojai and Friends	GOLD
BC02/004	Tiny Doll	Kleenex	J. WALTER THOMPSON BANGKOK	SILVER
BC02/007 MOVE FROM BC01/016	Nothing Like Handmade	B2S	Choojai and Friends	BRONZE
BC02/005	Hair Talk	Sunsilk	J. WALTER THOMPSON BANGKOK	FINALIST

CATEGORY 03 : BRAND OR PRODUCT INTEGRATION INTO AN EXISTING PROGRAMME OR PLATFORM

Code	Title	Brand / Service	Company Entering	AWARD
BC03/003	Girl from Nowhere	GMM Grammy	The Sour Bangkok Co., Ltd.	FINALIST
BC03/005	Thailand Footage Trading	Amazing Thailand	BBDO BANGKOK LTD	FINALIST
BC03/006	#FindMeOnMars	Visa	BBDO BANGKOK LTD	FINALIST

CATEGORY 04 : ORIGINAL USER-GENERATED CONTENT

NO AWARD

CATEGORY 05 : BEST USE OF INFLUENCERS

Code	Title	Brand / Service	Company Entering	AWARD
BC05/006	Facebook Live Stunt	AIS	Choojai and Friends	BRONZE
BC05/014	The Local Ambassador	UNIQLO ROADSIDE STORE	The Leo Burnett Group Thailand	BRONZE
BC05/007	Tiny Doll	Kleenex	J. WALTER THOMPSON BANGKOK	FINALIST
BC05/008	Hair Talk	Sunsilk	J. WALTER THOMPSON BANGKOK	FINALIST

BRANDED CONTENT & ENTERTAINMENT CATEGORIES

CATEGORY 06 : BRANDED LIVE EXPERIENCE

Code	Title	Brand / Service	Company Entering	AWARD
BC06/007	Stranger Things Immersive Night	Netflix	CJ WORX	BRONZE
BC06/001	โลก 4.0	SB DESIGNSQUARE CO., LTD.	Shoryuken Production co.,ltd.	FINALIST
BC06/003	Volvo's Lightning-Powered Billboard	Volvo Car	GREYNJ UNITED	FINALIST
BC06/005	Financial Literacy : HI-SA-TI SHOP	Krungthai Bank	CJ WORX	FINALIST
BC06/006	Watch Me Project	LINE TV	CJ WORX	FINALIST
BC06/010	CPROBIC	Exercise class	BBDO BANGKOK LTD	FINALIST
BC06/012	Pa-Sa-Thai Machine	Tourism Authority of Thailand	The Leo Burnett Group Thailand	FINALIST
BC06/013	Pay by Play	Bang Lamung Home for Boys	The Leo Burnett Group Thailand	FINALIST

CATEGORY 07 : ORIGINAL USE OF MUSIC

Code	Title	Brand / Service	Company Entering	AWARD
BC07/008	Bennetty	Health Promotion for Vulnerable Populations Section	Choojai and Friends	GOLD
BC07/001	Obsession for smoothness	Double A Paper	Spa-Hakuhodo	SILVER
BC07/009	#FindMeOnMars	Visa	BBDO BANGKOK LTD	FINALIST

CATEGORY 08 : ORIGINAL BRANDED DIGITAL OR SOCIAL MEDIA

Code	Title	Brand / Service	Company Entering	AWARD
BC08/005	PREDICT TO PREVENT	Depression Awareness Campaign	BBDO BANGKOK LTD	BRONZE
BC08/001	A Breathe To Move	FEND : Foundation to Eradicate Neuromuscular Diseases	Youngsanti	FINALIST
BC08/003	Watch Me Project	LINE TV	CJ WORX	FINALIST

**CREATIVITY
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ADMAN AWARDS & SYMPOSIUM 2018

WINNER: BRAND EXPERIENCE & ACTIVATION

BRAND EXPERIENCE & ACTIVATION CATEGORIES

CATEGORY 01 : USE OF EVENTS & STUNTS/LIVE SHOWS/CONCERTS/FESTIVALS INCLUDING GUERRILLA MARKETING

Code	Title	Brand / Service	Company Entering	AWARD
BA01/004	Home Is Not a Boxing Ring	Women and Men Progressive Foundation	J. WALTER THOMPSON BANGKOK	BRONZE
BA01/006	Star Venture	Heineken	J. WALTER THOMPSON BANGKOK	FINALIST

CATEGORY 02 : EXHIBITIONS AND INSTALLATIONS

Code	Title	Brand / Service	Company Entering	AWARD
BA02/007	Pa-Sa-Thai Machine	Tourism Authority of Thailand	The Leo Burnett Group Thailand	SILVER
BA02/008	Scoop to Kill	Thai Health Promotion Foundation	The Leo Burnett Group Thailand	FINALIST

CATEGORY 03 : MERCHANDISING/IN-STORE EXPERIENCE

Code	Title	Brand / Service	Company Entering	AWARD
BA03/011	Pa-Sa-Thai Machine	Tourism Authority of Thailand	The Leo Burnett Group Thailand	SILVER
BA03/002	7-Day Insurance	Shell Helix	J. WALTER THOMPSON BANGKOK	FINALIST
BA03/003	Watch Me Project	LINE TV	CJ WORX	FINALIST
BA03/008	CPROBIC	Exercise class	BBDO BANGKOK LTD	FINALIST

CATEGORY 04 : LAUNCH/RE-LAUNCH

Code	Title	Brand / Service	Company Entering	AWARD
BA04/003	SCB Easy Pay แอพลิเคชั่น Money Solution	Siam Commercial Bank	Rabbit's Tale Co., Ltd.	BRONZE
BA04/010	The Local Ambassador	UNIQLO ROADSIDE STORE	The Leo Burnett Group Thailand	BRONZE

BRAND EXPERIENCE & ACTIVATION CATEGORIES

CATEGORY 05 : CORPORATE IMAGE & COMMUNICATION

Code	Title	Brand / Service	Company Entering	AWARD
BA05/005	The story of a Farmer, a Merchant and Customer	Malee Group	GREYNJ UNITED	FINALIST
BA05/006	#SeeBeautyNotGender	Pantene	GREYNJ UNITED	FINALIST
BA05/010	PREDICT TO PREVENT	Depression Awareness Campaign	BBDO BANGKOK LTD	FINALIST
BA05/012	CPROBIC	Exercise class	BBDO BANGKOK LTD	FINALIST

CATEGORY 06 : CHARITIES, PUBLIC HEALTH, SAFETY & AWARENESS MESSAGES

Code	Title	Brand / Service	Company Entering	AWARD
BA06/001	Love label	Horse	Dentsu One (Bangkok) Ltd.	BRONZE
BA06/006	Home Is Not a Boxing Ring	Women and Men Progressive Foundation	J. WALTER THOMPSON BANGKOK	BRONZE
BA06/010	PREDICT TO PREVENT	Depression Awareness Campaign	BBDO BANGKOK LTD	BRONZE
BA06/012	Pay by Play	Bang Lamung Home for Boys	The Leo Burnett Group Thailand	BRONZE
BA06/003	Dream Protector	A.P. Honda Co.,Ltd.	Rabbit's Tale Co., Ltd.	FINALIST
BA06/005	Facebook Live Stunt	AIS	Choojai and Friends	FINALIST
BA06/011	CPROBIC	Exercise class	BBDO BANGKOK LTD	FINALIST
BA06/013	Scoop to Kill	Thai Health Promotion Foundation	The Leo Burnett Group Thailand	FINALIST

CATEGORY 07 : USE OF FILM & RADIO

Code	Title	Brand / Service	Company Entering	AWARD
BA07/002	Palette of Thailand	Tourism Authority of Thailand	The Sour Bangkok Co., Ltd./ Bangkok Writer and Partners	FINALIST

BRAND EXPERIENCE & ACTIVATION CATEGORIES

CATEGORY 08 : USE OF PRINT OR STANDARD OUTDOOR

Code	Title	Brand / Service	Company Entering	AWARD
BA08/001	Volvo's Lightning-Powered Billboard	Volvo Car	GREYNJ UNITED	FINALIST

CATEGORY 09 : USE OF AMBIENT (INCLUDING LARGE SCALE & SMALL SCALE)

Code	Title	Brand / Service	Company Entering	AWARD
BA09/002	The Art of Hero Truckers	Shell Rimula	J. WALTER THOMPSON BANGKOK	BRONZE
BA09/005	Watch Me Project	LINE TV	CJ WORX	FINALIST

CATEGORY 10 : USE OF COMPETITIONS & PROMOTIONAL GAMES

Code	Title	Brand / Service	Company Entering	AWARD
BA10/004	Pa-Sa-Thai Machine	Tourism Authority of Thailand	The Leo Burnett Group Thailand	BRONZE

CATEGORY 11 : USE OF DIGITAL

Code	Title	Brand / Service	Company Entering	AWARD
BA11/005	The MV That Knows Where You Are	KRUNGSRI AUTO	CJ WORX	BRONZE
BA11/006	PREDICT TO PREVENT	Depression Awareness Campaign	BBDO BANGKOK LTD	BRONZE

CATEGORY 12 : USE OF SOCIAL PLATFORMS

Code	Title	Brand / Service	Company Entering	AWARD
BA12/008	Thailand Footage Trading	Amazing Thailand	BBDO BANGKOK LTD	BRONZE
BA12/003	Sacrifice for The Crown	NETFLIX PTE. LTD.	Rabbit's Tale Co., Ltd.	FINALIST
BA12/009	The Repost	UNIQLO ROADSIDE STORE	The Leo Burnett Group Thailand	FINALIST

BRAND EXPERIENCE & ACTIVATION CATEGORIES

CATEGORY 13 : SPONSORSHIP & BRAND PARTNERSHIP

Code	Title	Brand / Service	Company Entering	AWARD
BA13/005	Palette of Thailand	Tourism Authority of Thailand	The Sour Bangkok Co., Ltd./ Bangkok Writer and Partners	BRONZE
BA13/007	The Local Ambassador	UNIQLO ROADSIDE STORE	The Leo Burnett Group Thailand	BRONZE

CATEGORY 14 : BEST USE OF USER GENERATED CONTENT

Code	Title	Brand / Service	Company Entering	AWARD
BA14/002	#ForestRescue	The Forestias by MQDC	J. WALTER THOMPSON BANGKOK	BRONZE
BA14/003	Thailand Footage Trading	Amazing Thailand	BBDO BANGKOK LTD	BRONZE

AS OF 2 NOV 2018

**CREATIVITY
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ADMAN AWARDS & SYMPOSIUM 2018

WINNER: DESIGN

DESIGN CATEGORIES

CATEGORY 01 : CORPORATE IDENTITY DESIGN

NO AWARD

CATEGORY 02 : PACKAGING DESIGN

NO AWARD

CATEGORY 03 : PRODUCT DESIGN

Code	Title	Brand / Service	Company Entering	AWARD
DE03/006	RECYCAT	ARTY&FERN	GREYNJ UNITED	FINALIST

CATEGORY 04 : PUBLICATION DESIGN & COLLATERAL DESIGN

Code	Title	Brand / Service	Company Entering	AWARD
DE04/002	The Universal Language of Pain	Mercedes-Benz Vans, ThaiHealth	BBDO BANGKOK LTD	FINALIST

CATEGORY 05 : SELF-PROMOTION

NO AWARD

CATEGORY 06 : POINT OF SALE DESIGN: SMALL SCALE & LARGE SCALE

Code	Title	Brand / Service	Company Entering	AWARD
DE06/002	Watch Me Project	LINE TV	CJ WORX	SILVER
DE06/001	SCB Easy Pay แอมเมจ Money Solution	Siam Commercial Bank	Rabbit's Tale Co., Ltd.	BRONZE
DE06/005	Pa-Sa-Thai Machine	Tourism Authority of Thailand	The Leo Burnett Group Thailand	FINALIST

DESIGN CATEGORIES

CATEGORY 07 : BRAND INSTALLATION & EXHIBITION DESIGN

Code	Title	Brand / Service	Company Entering	AWARD
DE07/011	Scoop to Kill	Thai Health Promotion Foundation	The Leo Burnett Group Thailand	GOLD
DE07/001	The Sound of Architecture	Noble Development Public Co.,Ltd.	Rabbit's Tale Co., Ltd.	BRONZE
DE07/002	Star Venture	Heineken	J. WALTER THOMPSON BANGKOK	FINALIST
DE07/003	Sound Recycle	Heineken	J. WALTER THOMPSON BANGKOK	FINALIST
DE07/010	Pay by Play	Bang Lamung Home for Boys	The Leo Burnett Group Thailand	FINALIST

CATEGORY 08 : TYPOGRAPHY & LETTERING DESIGN

NO AWARD

CATEGORY 09 : ILLUSTRATION FOR GRAPHIC DESIGN

Code	Title	Brand / Service	Company Entering	AWARD
DE09/001	GENOCIDE	STAEDTLER HIGHLIGHTER PENS	Prakit Advertising Co.,Ltd.	SILVER
DE09/003	The Art of Hero Truckers	Shell Rimula	J. WALTER THOMPSON BANGKOK	FINALIST

CATEGORY 10 : MOTION & DIGITAL DESIGN

NO AWARD

**CREATIVITY
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WINNER: DIGITAL & INTERACTIVE MEDIA

DIGITAL & INTERACTIVE MEDIA CATEGORIES

A. WEBSITES & MICROSITES

CATEGORY 01 : COMMERCIAL/PRODUCTS & SERVICES

NO AWARD

CATEGORY 02 : NON-PROFIT/SELF PROMOTION

Code	Title	Brand / Service	Company Entering	AWARD
DI02/002	Check Up before Check Up	Thai Health Promotion Foundation	The Leo Burnett Group Thailand	FINALIST

B. BANNERS & OTHER RICH MEDIA

CATEGORY 03 : STANDARD BANNER & RICH MEDIA BANNERS

Code	Title	Brand / Service	Company Entering	AWARD
DI03/001	Full Stop Delivery	McDelivery	TBWA (THAILAND) CO.,LTD.	FINALIST
DI03/002	The MV That Knows Where You Are	KRUNGSRI AUTO	CJ WORX	FINALIST

C. SOCIAL MEDIA

CATEGORY 04 : RESPONSE/REAL-TIME ACTIVITY

Code	Title	Brand / Service	Company Entering	AWARD
DI04/001	Facebook Live Stunt	AIS	Choojai and Friends	BRONZE
DI04/002	#ForestRescue	The Forestias by MQDC	J. WALTER THOMPSON BANGKOK	FINALIST
DI04/005	PREDICT TO PREVENT	Depression Awareness Campaign	BBDO BANGKOK LTD	FINALIST

DIGITAL & INTERACTIVE MEDIA CATEGORIES

CATEGORY 05 : CO-CREATION & USER GENERATED CONTENT

Code	Title	Brand / Service	Company Entering	AWARD
DI05/007	Thailand Footage Trading	Amazing Thailand	BBDO BANGKOK LTD	BRONZE
DI05/008	Hi I am Uniqlo	UNIQLO ROADSIDE STORE	The Leo Burnett Group Thailand	BRONZE
DI05/001	#ForestRescue	The Forestias by MQDC	J. WALTER THOMPSON BANGKOK	FINALIST

CATEGORY 06 : INFLUENCER/TALENT

Code	Title	Brand / Service	Company Entering	AWARD
DI06/010	The Local Ambassador	UNIQLO ROADSIDE STORE	The Leo Burnett Group Thailand	BRONZE
DI06/001	Obsession for smoothness	Double A Paper	Spa-Hakuhodo	FINALIST
DI06/002	Facebook Live Stunt	AIS	Choojai and Friends	FINALIST
DI06/004	Stranger Things Immersive Night	Netflix	CJ WORX	FINALIST

CATEGORY 07 : CONTENT PLACEMENT

Code	Title	Brand / Service	Company Entering	AWARD
DI07/004	Financial Literacy : HI-SA-TI SHOP	Krungthai Bank	CJ WORX	BRONZE
DI07/007	The Repost	UNIQLO ROADSIDE STORE	The Leo Burnett Group Thailand	BRONZE
DI07/003	Watch Me Project	LINE TV	CJ WORX	FINALIST

CATEGORY 08 : COMMUNITY BUILDING/MANAGEMENT

Code	Title	Brand / Service	Company Entering	AWARD
DI08/002	เอาชนะฝีมือชน คนสร้างชาติ (Believe)	มูลนิธิเอสซีจี SCG Foundation	Carat (Thailand) Co., Ltd.	FINALIST

DIGITAL & INTERACTIVE MEDIA CATEGORIES

CATEGORY 09 : APPS/TOOLS

Code	Title	Brand / Service	Company Entering	AWARD
DI09/002	PREDICT TO PREVENT	Depression Awareness Campaign	BBDO BANGKOK LTD	FINALIST

D. OTHER DIGITAL SOLUTIONS

CATEGORY 10 : BRANDED UTILITY/TOOL

Code	Title	Brand / Service	Company Entering	AWARD
DI10/001	SCB Easy Pay แอปพลิเคชัน Money Solution	Siam Commercial Bank	Rabbit's Tale Co., Ltd.	FINALIST

CATEGORY 11 : GAMES

Code	Title	Brand / Service	Company Entering	AWARD
DI11/001	Brand's Gen U THINK FAST-GET FREE	Brand's Gen U THINK FAST-GET FREE	IPG Mediabrands Thailand	FINALIST

CATEGORY 12 : OTHER DIGITAL CHANNELS

Code	Title	Brand / Service	Company Entering	AWARD
DI12/001	Pa-Sa-Thai Machine	Tourism Authority of Thailand	The Leo Burnett Group Thailand	SILVER

CATEGORY 13 : BEST USE OF SEARCH MARKETING

Code	Title	Brand / Service	Company Entering	AWARD
DI13/003	Wonder of Thai Herbs	Thai Herbs	The Leo Burnett Group Thailand	BRONZE
DI13/001	The MV That Knows Where You Are	KRUNGSRI AUTO	CJ WORX	FINALIST

DIGITAL & INTERACTIVE MEDIA CATEGORIES

CATEGORY 14 : INTERFACE & NAVIGATION & USER EXPERIENCE

Code	Title	Brand / Service	Company Entering	AWARD
DI14/002	Pa-Sa-Thai Machine	Tourism Authority of Thailand	The Leo Burnett Group Thailand	BRONZE

CATEGORY 15 : BEST USE OF TECHNOLOGY

Code	Title	Brand / Service	Company Entering	AWARD
DI15/001	PREDICT TO PREVENT	Depression Awareness Campaign	BBDO BANGKOK LTD	FINALIST

E. ONLINE VIDEO

CATEGORY 16 : BEST USE OF ONLINE VIDEO

Code	Title	Brand / Service	Company Entering	AWARD
DI16/010	FRIENDSHIT	K PLUS	GREYNJ UNITED	GOLD
DI16/001	Obsession for smoothness	Double A Paper	Spa-Hakuhodo	BRONZE
DI16/007	Facebook Live Stunt	AIS	Choojai and Friends	BRONZE
DI16/004	เบี้ยไม่ยอมเปลี่ยนแปลง	Syn Mun Kong Insurance Public Company Limited	Rabbit's Tale Co., Ltd.	FINALIST
DI16/009	Palette of Thailand	Tourism Authority of Thailand	The Sour Bangkok Co., Ltd./ Bangkok Writer and Partners	FINALIST
DI16/011	Joy	K PLUS X Facebook	GREYNJ UNITED	FINALIST
DI16/017	มีจลาอาชีฟ	FUJITEL	Manolamer	FINALIST

CATEGORY 17 : BEST USE OF INTERACTIVE VIDEO

Code	Title	Brand / Service	Company Entering	AWARD
DI17/001	Facebook Live Stunt	AIS	Choojai and Friends	FINALIST

DIGITAL & INTERACTIVE MEDIA CATEGORIES

F. MOBILE (MOBILE PHONE & TABLET)

CATEGORY 18 : MOBILE SITES

NO AWARD

CATEGORY 19 : MOBILE APPLICATIONS & MOBILE GAMES

Code	Title	Brand / Service	Company Entering	AWARD
DI19/002	PREDICT TO PREVENT	Depression Awareness Campaign	BBDO BANGKOK LTD	FINALIST

CATEGORY 20 : RICH MEDIA ON MOBILE & OTHER MOBILE ADVERTISING

NO AWARD

G. CAMPAIGN

CATEGORY 21 : DIGITAL MULTI-PLATFORM CAMPAIGN

Code	Title	Brand / Service	Company Entering	AWARD
DI21/003	Girl from Nowhere	GMM Grammy	The Sour Bangkok Co., Ltd.	BRONZE
DI21/004	Financial Literacy : HI-SA-TI SHOP	Krungthai Bank	CJ WORX	BRONZE

AS OF 2 NOV 2018

**CREATIVITY
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ADMAN AWARDS & SYMPOSIUM 2018

WINNER: DIRECT MARKETING

DIRECT MARKETING CATEGORIES

CATEGORY 01 : BEST USE OF MAILING: FLAT & DIMENSIONAL DIRECT MAIL

Code	Title	Brand / Service	Company Entering	AWARD
DM01/002	The Local Ambassador	UNIQLO ROADSIDE STORE	The Leo Burnett Group Thailand	SILVER

CATEGORY 02 : BEST USE OF AMBIENT: LARGE & SMALL SCALE

Code	Title	Brand / Service	Company Entering	AWARD
DM02/002	Dream Protector	A.P. Honda Co.,Ltd.	Rabbit's Tale Co., Ltd.	BRONZE
DM02/005	Financial Literacy : HI-SA-TI SHOP	Krungthai Bank	CJ WORX	BRONZE
DM02/006	Watch Me Project	LINE TV	CJ WORX	BRONZE
DM02/013	Pa-Sa-Thai Machine	Tourism Authority of Thailand	The Leo Burnett Group Thailand	BRONZE
DM02/003	Sound Recycle	Heineken	J. WALTER THOMPSON BANGKOK	FINALIST
DM02/011	The Federbräu Tap	Federbräu	BBDO BANGKOK LTD	FINALIST

CATEGORY 03 : BEST USE OF BROADCAST: TV, RADIO & INFOMERCIALS

Code	Title	Brand / Service	Company Entering	AWARD
DM03/001	World Cup	KBank	GREYNJ UNITED	FINALIST

CATEGORY 04 : BEST USE OF DIGITAL PLATFORM: DIGITAL MARKETING

Code	Title	Brand / Service	Company Entering	AWARD
DM04/005	Hi I am Uniqlo	UNIQLO ROADSIDE STORE	The Leo Burnett Group Thailand	BRONZE
DM04/004	The MV That Knows Where You Are	KRUNGSRI AUTO	CJ WORX	FINALIST

DIRECT MARKETING CATEGORIES

CATEGORY 05 : BEST USE OF MOBILE PLATFORM: MOBILE MARKETING

Code	Title	Brand / Service	Company Entering	AWARD
DM05/001	PREDICT TO PREVENT	Depression Awareness Campaign	BBDO BANGKOK LTD	BRONZE
DM05/002	Hi I am Uniqlo	UNIQLO ROADSIDE STORE	The Leo Burnett Group Thailand	BRONZE

CATEGORY 06 : BEST USE OF SOCIAL PLATFORM: SOCIAL MEDIA & VIRAL MARKETING

Code	Title	Brand / Service	Company Entering	AWARD
DM06/002	Sacrifice for The Crown	NETFLIX PTE. LTD.	Rabbit's Tale Co., Ltd.	BRONZE
DM06/004	#ForestRescue	The Forestias by MQDC	J. WALTER THOMPSON BANGKOK	BRONZE
DM06/006	Facebook Live Stunt	AIS	Choojai and Friends	BRONZE
DM06/005	Bennetty	Health Promotion for Vulnerable Populations Section	Choojai and Friends	FINALIST

CATEGORY 07 : BEST USE OF PRODUCT & SERVICE

Code	Title	Brand / Service	Company Entering	AWARD
DM07/007	PREDICT TO PREVENT	Depression Awareness Campaign	BBDO BANGKOK LTD	BRONZE
DM07/010	CPROBIC	Exercise class	BBDO BANGKOK LTD	BRONZE
DM07/011	The Federbräu Tap	Federbräu	BBDO BANGKOK LTD	FINALIST
DM07/014	Pa-Sa-Thai Machine	Tourism Authority of Thailand	The Leo Burnett Group Thailand	FINALIST

CATEGORY 08 : BEST USE OF CORPORATE IMAGE & COMMUNICATION

Code	Title	Brand / Service	Company Entering	AWARD
DM08/002	Dream Protector	A.P. Honda Co.,Ltd.	Rabbit's Tale Co., Ltd.	BRONZE
DM08/004	Facebook Live Stunt	AIS	Choojai and Friends	BRONZE
DM08/006	7-Day Insurance	Shell Helix	J. WALTER THOMPSON BANGKOK	BRONZE
DM08/008	Financial Literacy : HI-SA-TI SHOP	Krungthai Bank	CJ WORX	BRONZE

DIRECT MARKETING CATEGORIES

Code	Title	Brand / Service	Company Entering	AWARD
DM08/011	PREDICT TO PREVENT	Depression Awareness Campaign	BBDO BANGKOK LTD	BRONZE
DM08/003	บ้านแสนธรรมดา	Sansiri Public Co.,Ltd	Rabbit's Tale Co., Ltd.	FINALIST
DM08/005	Sound Recycle	Heineken	J. WALTER THOMPSON BANGKOK	FINALIST
DM08/015	CPROBIC	Exercise class	BBDO BANGKOK LTD	FINALIST

CATEGORY 09 : BEST USE OF CHARITIES, PUBLIC HEALTH, SAFETY & AWARENESS MESSAGES

Code	Title	Brand / Service	Company Entering	AWARD
DM09/001	Love label	Horse	Dentsu One (Bangkok) Ltd.	SILVER
DM09/007	PREDICT TO PREVENT	Depression Awareness Campaign	BBDO BANGKOK LTD	SILVER
DM09/003	Dream Protector	A.P. Honda Co.,Ltd.	Rabbit's Tale Co., Ltd.	BRONZE
DM09/008	CPROBIC	Exercise class	BBDO BANGKOK LTD	BRONZE
DM09/004	บ้านแสนธรรมดา	Sansiri Public Co.,Ltd	Rabbit's Tale Co., Ltd.	FINALIST
DM09/005	Bennetty	Health Promotion for Vulnerable Populations Section	Choojai and Friends	FINALIST
DM09/006	The Universal Language of Pain	Mercedes-Benz Vans, ThaiHealth	BBDO BANGKOK LTD	FINALIST
DM09/011	The Doctor Fortune Teller	Thai Health Promotion Foundation	The Leo Burnett Group Thailand	FINALIST

AS OF 11 OCT 2018

**CREATIVITY
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ADMAN AWARDS & SYMPOSIUM 2018

WINNER: FILM

FILM CATEGORIES

BROADCAST SUB-CATEGORIES

CATEGORY 01 : FAST MOVING CONSUMER GOODS

Code	Title	Brand / Service	Company Entering	AWARD
F01/007	WITHDRAWN			
F01/008	ฟ้า	ele mineral white mask	Lobster & Co company Limited	SILVER
F01/009	Don't Say Can't	Carabao CAN	Storyteller Bangkok	BRONZE
F01/002	ฟาด	Chaindrite	MullenLowe Thailand	FINALIST
F01/012	Man	Doi Kham	BBDO BANGKOK LTD	FINALIST
F01/013	Pet Lover	Doi Kham	BBDO BANGKOK LTD	FINALIST
F01/014	Woman	Doi Kham	BBDO BANGKOK LTD	FINALIST

CATEGORY 02 : DURABLE CONSUMER GOODS

Code	Title	Brand / Service	Company Entering	AWARD
F02/005	Farang	Masterkool	GREYNJ UNITED	BRONZE

CATEGORY 03 : AUTO VEHICLES, AUTOMOTIVE PRODUCTS & SERVICES

NO AWARD

CATEGORY 04 : TRAVEL, LEISURE, RETAIL, E-COMMERCE, RESTAURANTS & FAST FOOD CHAINS

Code	Title	Brand / Service	Company Entering	AWARD
F04/005	Daughtoilet	HomePro Expo	BBDO BANGKOK LTD	FINALIST

CATEGORY 05 : COMMUNICATION MEDIA, PUBLICATIONS & ONLINE MEDIA

NO AWARD

FILM CATEGORIES

CATEGORY 06 : FINANCIAL PRODUCTS & SERVICES, BANKING, INVESTMENT, INSURANCE, PROPERTY DEVELOPMENT, COMMERCIAL PUBLIC SERVICES, BUSINESS PRODUCTS & SERVICES

Code	Title	Brand / Service	Company Entering	AWARD
F06/005	Paranoid	CTP Insurance	Genesis12 Co.,LTD	GOLD
F06/003	Can't wait	CTP insurance	Genesis12 Co.,LTD	BRONZE

CATEGORY 07 : CORPORATE IMAGE & SPONSORSHIP

NO AWARD

CATEGORY 08 : CHARITIES, PUBLIC HEALTH & SAFETY, PUBLIC AWARENESS MESSAGES

Code	Title	Brand / Service	Company Entering	AWARD
F08/001	How are you?	Thai Health Promotion Foundation	The Leo Burnett Group Thailand	GOLD
F08/003	Wat	Thai Health Promotion Foundation	The Leo Burnett Group Thailand	SILVER
F08/006	Denture	Thai Health Promotion Foundation	The Leo Burnett Group Thailand	BRONZE
F08/002	Baby	Thai Health Promotion Foundation	The Leo Burnett Group Thailand	FINALIST
F08/004	Mosquitoes	Thai Health Promotion Foundation	The Leo Burnett Group Thailand	FINALIST
F08/007	TRUELOVE	True	GREYNJ UNITED	FINALIST

CATEGORY 09 : PROMOTION

Code	Title	Brand / Service	Company Entering	AWARD
F09/010	Daughtoilet	HomePro Expo	BBDO BANGKOK LTD	SILVER
F09/002	Doctor	HomePro Grand Sale	BBDO BANGKOK LTD	FINALIST
F09/009	Husbanfrigerator	HomePro Expo	BBDO BANGKOK LTD	FINALIST

FILM CATEGORIES

INTERNET FILM SUB-CATEGORIES

CATEGORY 10 : FOOD & BEVERAGE

Code	Title	Brand / Service	Company Entering	AWARD
F10/014	ขวัญจิรันดร	ข้าวหอมมะลิใหม่ ตราจักร	mana	GOLD
F10/002	THE SECRET	VOIZ THAILAND	Factory01 Co., Ltd.	SILVER
F10/001	THE BOX	VOIZ THAILAND	Factory01 Co., Ltd.	BRONZE
F10/010	Drink Don't Dumb	SangSom	The Sour Bangkok Co., Ltd.	BRONZE
F10/005	The Taste of Friendship	MAMA OK	Far East Fame Line DDB Plc.	FINALIST
F10/008	400	UNIF	GREYNJ UNITED	FINALIST
F10/011	No First Time, Know Nothing	Spy Wine Cooler	J. WALTER THOMPSON BANGKOK	FINALIST

CATEGORY 11 : HOUSEHOLD MAINTENANCE, PRODUCTS & PET PRODUCTS, ELECTRONIC, HOME APPLIANCE & FURNISHINGS

Code	Title	Brand / Service	Company Entering	AWARD
F11/004	โลก 4.0	SB DESIGNSQUARE CO., LTD.	Shoryuken Production co.,ltd.	SILVER
F11/012	Farang	Masterkool	GREYNJ UNITED	SILVER
F11/005	ฟาด	Chaindrite	MullenLowe Thailand	BRONZE
F11/006	มายกแก๊งค์	Chaindrite	MullenLowe Thailand	FINALIST

CATEGORY 12 : TELECOMMUNICATION, BUSINESS EQUIPMENT & SERVICES

Code	Title	Brand / Service	Company Entering	AWARD
F12/004 MOVE FROM F06/001	Obsession for smoothness	Double A Paper	Spa-Hakuhodo	GOLD
F12/003	Keep Fighting	dtac	The Leo Burnett Group Thailand	BRONZE

FILM CATEGORIES

CATEGORY 13 : CLOTHING, FOOTWEAR, ACCESSORIES, HEALTH & BEAUTY PRODUCTS/SERVICES, COSMETICS, PHARMACY & TOILETRIES

Code	Title	Brand / Service	Company Entering	AWARD
F13/008	Gone Girl	กระดาษเช็ดหน้า Cellox	mana	GOLD
F13/001	RA-GUM	FUJI ARMPIT GEL	Factory01 Co., Ltd.	SILVER
F13/006	Unfair Beauty	Srichand United Dispensary Co., Ltd.	Rabbit's Tale Co., Ltd.	SILVER
F13/009	Forever	ele mineral white mask	Lobster & Co company Limited	SILVER
F13/012	Tiny Doll	Kleenex	J. WALTER THOMPSON BANGKOK	SILVER
F13/011	Dare Skin	Vaseline	Choojai and Friends	BRONZE
F13/013	Hair Talk	Sunsilk	J. WALTER THOMPSON BANGKOK	FINALIST
F13/016	Break Up	Focus	The Leo Burnett Group Thailand	FINALIST

CATEGORY 14 : AUTO VEHICLES, AUTOMOTIVE PRODUCTS & SERVICES

Code	Title	Brand / Service	Company Entering	AWARD
F14/001	i Stories EP.1 'T'	Honda Scoopy i	iSM Bangkok Co. Ltd.	FINALIST

CATEGORY 15 : BANKING, INVESTMENT, INSURANCE, PROPERTY DEVELOPMENT

Code	Title	Brand / Service	Company Entering	AWARD
F15/023	FRIENDSHIT	K PLUS	GREYNJ UNITED	BEST
F15/004	No more wait	AirPay	SALMON HOUSE	SILVER
F15/014	ไฟท้ายดับชีวิตดับ	Krungsri Auto	The Most Wanted Co.,Ltd.	BRONZE
F15/001	DEER	CONNER RATCHATHEWI	Factory01 Co., Ltd.	FINALIST
F15/005	The Fortuneteller	Auto insurance broker	Genesis12 Co.,LTD	FINALIST
F15/008	เบี้ยไมยอมเปลี่ยนแปลง	Syn Mun Kong Insurance Public Company Limited	Rabbit's Tale Co., Ltd.	FINALIST
F15/009	The Road Guardians	Heng Direct Broker Co., Ltd.	Rabbit's Tale Co., Ltd.	FINALIST

FILM CATEGORIES

Code	Title	Brand / Service	Company Entering	AWARD
F15/011	KOON	K PLUS X Facebook	GREYNJ UNITED	FINALIST
F15/020	Frankly Speaking	TQM Insurance Broker	The Leo Burnett Group Thailand	FINALIST

CATEGORY 16 : FAST FOOD OUTLETS, RESTAURANTS, RETAIL STORES & E-COMMERCE

Code	Title	Brand / Service	Company Entering	AWARD
F16/002	Nothing Like Handmade	B2S	Choojai and Friends	SILVER
F16/005	วันนี้วันอะไร 3	The 1	The Leo Burnett Group Thailand	BRONZE
F16/003	วันนี้วันอะไร 1	The 1	The Leo Burnett Group Thailand	FINALIST
F16/004	วันนี้วันอะไร 2	The 1	The Leo Burnett Group Thailand	FINALIST
F16/007	Girlhattan	Emporium Department Store	iSM Bangkok Co. Ltd.	FINALIST

CATEGORY 17 : TRANSPORTATION, TRAVEL & TOURISM, ENTERTAINMENT & LEISURE

Code	Title	Brand / Service	Company Entering	AWARD
F17/004	Palette of Thailand	Tourism Authority of Thailand	The Sour Bangkok Co., Ltd./ Bangkok Writer and Partners	SILVER
F17/002	คุณเคยเสียใจกับสิ่งที่ทำลงไปมั๊ย...?	Shopback	SALMON HOUSE	FINALIST

CATEGORY 18 : COMMUNICATION MEDIA, PUBLICATIONS & ONLINE MEDIA

Code	Title	Brand / Service	Company Entering	AWARD
F18/005	Watching Obsession	LINE TV	CJ WORX	BRONZE

FILM CATEGORIES

CATEGORY 19 : CORPORATE IMAGE & SPONSORSHIP

Code	Title	Brand / Service	Company Entering	AWARD
F19/001-003	Thank you Technology	CDG GROUP	Factory01 Co., Ltd.	SILVER
F19/011	Believe	SCG Foundation	Y&R Thailand	SILVER
F19/016	ไฉ่หวัง	ธนาคารประกันภัย	mana	BRONZE
F19/017	Keep Fighting	dtac	The Leo Burnett Group Thailand	BRONZE
F19/009	The Power of Voice	Thailand National Blind Football Team	Far East Fame Line DDB Plc.	FINALIST
F19/018	Frankly Speaking	TQM Insurance Broker	The Leo Burnett Group Thailand	FINALIST

CATEGORY 20 : PUBLIC SERVICE MESSAGE & CAUSE APPEALS

Code	Title	Brand / Service	Company Entering	AWARD
F20/006	High School Cheerleader	Office of Knowledge Management and Development	Choojai and Friends	SILVER
F20/010	ขนมปัง	sathira dhammasathan	Theshood co.,Ltd.	SILVER
F20/011	นางฟ้าชาลอน	sathira dhammasathan	Theshood co.,Ltd.	SILVER
F20/003	Believe	SCG Foundation	Y&R Thailand	BRONZE
F20/009	Bennetty	Health Promotion for Vulnerable Populations Section	Choojai and Friends	BRONZE
F20/005	Drink Don't Dumb	SangSom	The Sour Bangkok Co., Ltd.	FINALIST
F20/007	Happy Deathday ของขวัญชิ้นสุดท้าย	Peaceful Death	Choojai and Friends	FINALIST
F20/008	Dream transplant	The Thai Red Cross Organ Donation Centre , True Corporation , Charoen Pokphand Group	Choojai and Friends	FINALIST

FILM CATEGORIES

CATEGORY 21 : PROMOTION

Code	Title	Brand / Service	Company Entering	AWARD
F21/004	ยากันยุง	Tesco Lotus	The Leo Burnett Group Thailand	BRONZE
F21/006	เทียน	Tesco Lotus	The Leo Burnett Group Thailand	BRONZE
F21/001	Happy Box	Shell Promotion	J. WALTER THOMPSON BANGKOK	FINALIST
F21/005	ไฟฉาย	Tesco Lotus	The Leo Burnett Group Thailand	FINALIST

OTHER FILM SUB-CATEGORY

CATEGORY 22 : OTHER SCREENS

Code	Title	Brand / Service	Company Entering	AWARD
F22/002	Facebook live stunt_Driving (Toey)	AIS	Choojai and Friends	BRONZE
F22/003	โครงการเปลี่ยนไฟท้ายฟรี	Krungsri Auto	The Most Wanted Co.,Ltd.	BRONZE

AS OF 2 NOV 2018

**CREATIVITY
FOR
SHARING**

ADMAN AWARDS & SYMPOSIUM 2018

WINNER: INNOVATIVE IDEA



Winners

INNOVATIVE IDEA CATEGORY

Code	Title	Brand / Service	Company Entering	AWARD
IN/004	The Universal Language of Pain	Mercedes-Benz Vans, ThaiHealth	BBDO BANGKOK LTD	SILVER
IN/005	Sound Recycle	Heineken	J. WALTER THOMPSON BANGKOK	SILVER
IN/002	PREDICT TO PREVENT	Depression Awareness Campaign	BBDO BANGKOK LTD	BRONZE
IN/001	The Sound of Architecture	Noble Development Public Co., Ltd.	Rabbit's Tale Co., Ltd.	FINALIST

AS OF 11 OCT 2018

**CREATIVITY
FOR
SHARING**

ADMAN AWARDS & SYMPOSIUM 2018

WINNER: INTEGRATED MARKETING COMMUNICATION (IMC) CAMPAIGN

INTEGRATED MARKETING COMMUNICATION (IMC) CAMPAIGN CATEGORY

Code	Title	Brand / Service	Company Entering	AWARD
IMC/002	SCB Easy Pay แวมณี Money Solution	Siam Commercial Bank	Rabbit's Tale Co., Ltd.	SILVER
IMC/006	FRIENDSHIT	K PLUS	GREYNJ UNITED	SILVER
IMC/011	Thailand Footage Trading	Amazing Thailand	BBDO BANGKOK LTD	SILVER
IMC/013	โครงการเปลี่ยนไฟท้ายฟรี	Krungsri Auto	The Most Wanted Co.,Ltd.	BRONZE
IMC/017	The Local Ambassador	UNIQLO ROADSIDE STORE	The Leo Burnett Group Thailand	BRONZE
IMC/004	7-Day Insurance	Shell Helix	J. WALTER THOMPSON BANGKOK	FINALIST
IMC/007	Financial Literacy : HI-SA-TI SHOP	Krungthai Bank	CJ WORX	FINALIST

AS OF 11 OCT 2018

**CREATIVITY
FOR
SHARING**

ADMAN AWARDS & SYMPOSIUM 2018

WINNER: MEDIA

MEDIA CATEGORIES

CATEGORY 01 : BEST USE OF SCREENS & DISPLAYS

Code	Title	Brand / Service	Company Entering	AWARD
M01/001	World Cup	KBank	GREYNJ UNITED	SILVER
M01/005	Frankly Speaking	TQM Insurance Broker	The Leo Burnett Group Thailand	FINALIST

CATEGORY 02 : BEST USE OF AUDIO

NO AWARD

CATEGORY 03 : BEST USE OF PRINT

Code	Title	Brand / Service	Company Entering	AWARD
M03/003	The Local Ambassador	UNIQLO ROADSIDE STORE	The Leo Burnett Group Thailand	GOLD
M03/001	The Universal Language of Pain	Mercedes-Benz Vans, ThaiHealth	BBDO BANGKOK LTD	FINALIST

CATEGORY 04 : BEST USE OF OUTDOOR & AMBIENT

Code	Title	Brand / Service	Company Entering	AWARD
M04/004	Home Is Not a Boxing Ring	Women and Men Progressive Foundation	J. WALTER THOMPSON BANGKOK	SILVER
M04/008	Watch Me Project	LINE TV	CJ WORX	SILVER
M04/015	Pa-Sa-Thai Machine	Tourism Authority of Thailand	The Leo Burnett Group Thailand	SILVER
M04/001	Dream Protector	A.P. Honda Co.,Ltd.	Rabbit's Tale Co., Ltd.	BRONZE
M04/014	Pay by Play	Bang Lamung Home for Boys	The Leo Burnett Group Thailand	BRONZE
M04/002	Volvo's Lightning-Powered Billboard	Volvo Car	GREYNJ UNITED	FINALIST
M04/005	The Art of Hero Truckers	Shell Rimula	J. WALTER THOMPSON BANGKOK	FINALIST
M04/013	The Doctor Fortune Teller	Thai Health Promotion Foundation	The Leo Burnett Group Thailand	FINALIST

MEDIA CATEGORIES

CATEGORY 05 : BEST USE OF DIGITAL

Code	Title	Brand / Service	Company Entering	AWARD
M05/001	Full Stop Delivery	McDelivery	TBWA (THAILAND) CO.,LTD.	BRONZE
M05/005	Hi I am Uniqlo	UNIQLO ROADSIDE STORE	The Leo Burnett Group Thailand	BRONZE

CATEGORY 06 : BEST USE OF MOBILE

NO AWARD

CATEGORY 07 : BEST USE OF SOCIAL MEDIA & EARNED MEDIA

Code	Title	Brand / Service	Company Entering	AWARD
M07/011	Facebook Live Stunt	AIS	Choojai and Friends	SILVER
M07/020	Hi I am Uniqlo	UNIQLO ROADSIDE STORE	The Leo Burnett Group Thailand	SILVER
M07/012	#ForestRescue	The Forestias by MQDC	J. WALTER THOMPSON BANGKOK	BRONZE
M07/001	Water Boy	Singha Drinking Water	Wolf	FINALIST
M07/019	The Repost	UNIQLO ROADSIDE STORE	The Leo Burnett Group Thailand	FINALIST

AS OF 10 OCT 2018

**CREATIVITY
FOR
SHARING**

ADMAN AWARDS & SYMPOSIUM 2018

WINNER: OUT OF HOME

OUT OF HOME CATEGORIES

CATEGORY 01 : POSTER

Code	Title	Brand / Service	Company Entering	AWARD
OH01/009-013	The All Nighters	McDonald's 24 Hours	TBWA (THAILAND) CO.,LTD.	SILVER
OH01/018-019	Beautiful Words	Women's rights	BBDO BANGKOK LTD	SILVER
OH01/014	Abbey's Pool	E-Nod	TBWA (THAILAND) CO.,LTD.	BRONZE
OH01/025	Beach	Weekdays Tourism Campaign	BBDO BANGKOK LTD	FINALIST
OH01/027	The Local Ambassador	UNIQLO ROADSIDE STORE	The Leo Burnett Group Thailand	FINALIST

CATEGORY 02 : BILLBOARD/STREET FURNITURE & TRANSIT INCL. LARGE SCALE

Code	Title	Brand / Service	Company Entering	AWARD
OH02/001	Volvo's Lightning-Powered Billboard	Volvo Car	GREYNJ UNITED	FINALIST
OH02/003	The Art of Hero Truckers	Shell Rimula	J. WALTER THOMPSON BANGKOK	FINALIST

CATEGORY 03 : GUERILLA MARKETING

NO AWARD

CATEGORY 04 : SMALL SCALE SPECIAL SOLUTIONS

Code	Title	Brand / Service	Company Entering	AWARD
OH04/004	The Universal Language of Pain	Mercedes-Benz Vans, ThaiHealth	BBDO BANGKOK LTD	GOLD
OH04/002	Watch Me Project	LINE TV	CJ WORX	SILVER

OUT OF HOME CATEGORIES

CATEGORY 05 : SPECIAL BUILD

Code	Title	Brand / Service	Company Entering	AWARD
OH05/003	Sound Recycle	Heineken	J. WALTER THOMPSON BANGKOK	SILVER
OH05/009	Pay by Play	Bang Lamung Home for Boys	The Leo Burnett Group Thailand	SILVER
OH05/001	Volvo's Lightning-Powered Billboard	Volvo Car	GREYNJ UNITED	FINALIST
OH05/008	Scoop to Kill	Thai Health Promotion Foundation	The Leo Burnett Group Thailand	FINALIST

CATEGORY 06 : DIGITAL INDOOR & OUTDOOR

Code	Title	Brand / Service	Company Entering	AWARD
OH06/002	Pa-Sa-Thai Machine	Tourism Authority of Thailand	The Leo Burnett Group Thailand	SILVER

CATEGORY 07 : POINT OF PURCHASE (POP)

Code	Title	Brand / Service	Company Entering	AWARD
OH07/004	Pa-Sa-Thai Machine	Tourism Authority of Thailand	The Leo Burnett Group Thailand	SILVER
OH07/001	7-Day Insurance	Shell Helix	J. WALTER THOMPSON BANGKOK	BRONZE
OH07/003	The Federbräu Tap	Federbräu	BBDO BANGKOK LTD	BRONZE

AS OF 11 OCT 2018

**CREATIVITY
FOR
SHARING**

ADMAN AWARDS & SYMPOSIUM 2018

WINNER: PRINT



PRINT CATEGORIES

CATEGORY 01 : FOOD & BEVERAGE

NO AWARD

CATEGORY 02 : HOUSEHOLD MAINTENANCE, PRODUCTS & PET PRODUCTS, ELECTRONIC, HOME APPLIANCE & FURNISHINGS

NO AWARD

CATEGORY 03 : TELECOMMUNICATION, BUSINESS EQUIPMENT & SERVICES

Code	Title	Brand / Service	Company Entering	AWARD
P03/001	GENOCIDE	STAEDTLER HIGHLIGHTER PENS	Prakit Advertising Co.,Ltd.	BRONZE
P03/002	911	STEADTLER ERASER	Prakit Advertising Co.,Ltd.	BRONZE

CATEGORY 04 : CLOTHING, FOOTWEAR, ACCESSORIES, HEALTH & BEAUTY PRODUCTS/SERVICES, COSMETICS, PHARMACY & TOILETRIES

NO AWARD

CATEGORY 05 : AUTO VEHICLES, AUTOMOTIVE PRODUCTS & SERVICES

NO AWARD

CATEGORY 06 : BANKING, INVESTMENT, INSURANCE, PROPERTY DEVELOPMENT

NO AWARD

PRINT CATEGORIES

CATEGORY 07 : FAST FOOD OUTLETS, RESTAURANTS, RETAIL STORES & E-COMMERCE

Code	Title	Brand / Service	Company Entering	AWARD
P07/001-005	The All Nighters	McDonald's 24 Hours	TBWA (THAILAND) CO.,LTD.	SILVER

CATEGORY 08 : TRANSPORTATION, TRAVEL & TOURISM, ENTERTAINMENT & LEISURE

Code	Title	Brand / Service	Company Entering	AWARD
P08/004-006	Weekdays2	Weekdays Tourism Campaign	BBDO BANGKOK LTD	BRONZE

CATEGORY 09 : COMMUNICATION MEDIA, PUBLICATIONS & ONLINE MEDIA

NO AWARD

CATEGORY 10 : CORPORATE IMAGE & SPONSORSHIP

NO AWARD

CATEGORY 11 : PUBLIC SERVICE MESSAGE & CAUSE APPEALS

Code	Title	Brand / Service	Company Entering	AWARD
P11/004-006	Beautiful Words	Women's rights	BBDO BANGKOK LTD	BRONZE

CATEGORY 12 : PROMOTION

Code	Title	Brand / Service	Company Entering	AWARD
P12/004-006	Weekdays2	Weekdays Tourism Campaign	BBDO BANGKOK LTD	BRONZE

**CREATIVITY
FOR
SHARING**

ADMAN AWARDS & SYMPOSIUM 2018

WINNER: PUBLIC RELATIONS

PUBLIC RELATIONS CATEGORIES

CATEGORY 01 : CONSUMER PRODUCTS & SERVICES

Code	Title	Brand / Service	Company Entering	AWARD
PR01/004	Palette of Thailand	Tourism Authority of Thailand	The Sour Bangkok Co., Ltd./ Bangkok Writer and Partners	SILVER
PR01/012	The Local Ambassador	UNIQLO ROADSIDE STORE	The Leo Burnett Group Thailand	SILVER
PR01/005	Watch Me Project	LINE TV	CJ WORX	BRONZE
PR01/002	Water Boy	Singha Drinking Water	Wolf	FINALIST

CATEGORY 02 : CELEBRITY ENDORSEMENT

Code	Title	Brand / Service	Company Entering	AWARD
PR02/011	The Local Ambassador	UNIQLO ROADSIDE STORE	The Leo Burnett Group Thailand	GOLD
PR02/010	The Face of She's	She's Mercedes	BBDO BANGKOK LTD	SILVER
PR02/002	Tiny Doll	Kleenex	J. WALTER THOMPSON BANGKOK	BRONZE
PR02/005	Facebook Live Stunt	AIS	Choojai and Friends	BRONZE
PR02/008	#SeeBeautyNotGender	Pantene	GREYNJ UNITED	BRONZE
PR02/001	Water Boy	Singha Drinking Water	Wolf	FINALIST

CATEGORY 03 : CORPORATE COMMUNICATION & REPUTATION MANAGEMENT

Code	Title	Brand / Service	Company Entering	AWARD
PR03/003	Financial Literacy : HI-SA-TI SHOP	Krungthai Bank	CJ WORX	SILVER
PR03/004	Watch Me Project	LINE TV	CJ WORX	SILVER
PR03/006	The story of a Farmer, a Merchant and Customer	Malee Group	GREYNJ UNITED	BRONZE
PR03/007	Pa-Sa-Thai Machine	Tourism Authority of Thailand	The Leo Burnett Group Thailand	BRONZE

PUBLIC RELATIONS CATEGORIES

CATEGORY 04 : CORPORATE RESPONSIBILITY (CSR)

Code	Title	Brand / Service	Company Entering	AWARD
PR04/004	Dream Protector	A.P. Honda Co.,Ltd.	Rabbit's Tale Co., Ltd.	SILVER
PR04/013	โครงการเปลี่ยนไฟท้ายฟรี	Krungsri Auto	The Most Wanted Co.,Ltd.	SILVER
PR04/010	The Universal Language of Pain	Mercedes-Benz Vans, ThaiHealth	BBDO BANGKOK LTD	BRONZE
PR04/012	CPROBIC	Exercise class	BBDO BANGKOK LTD	BRONZE
PR04/002	The Helping Hands	SCG	Digital Groove Co., Ltd.	FINALIST
PR04/007	Financial Literacy : HI-SA-TI SHOP	Krungthai Bank	CJ WORX	FINALIST
PR04/008	#SeeBeautyNotGender	Pantene	GREYNJ UNITED	FINALIST

CATEGORY 05 : CHARITIES, PUBLIC HEALTH, SAFETY & AWARENESS MESSAGES

Code	Title	Brand / Service	Company Entering	AWARD
PR05/003	Dream Protector	A.P. Honda Co.,Ltd.	Rabbit's Tale Co., Ltd.	SILVER
PR05/005	Home Is Not a Boxing Ring	Women and Men Progressive Foundation	J. WALTER THOMPSON BANGKOK	SILVER
PR05/006	Bennetty	Health Promotion for Vulnerable Populations Section	Choojai and Friends	SILVER
PR05/014	Pay by Play	Bang Lamung Home for Boys	The Leo Burnett Group Thailand	SILVER
PR05/013	CPROBIC	Exercise class	BBDO BANGKOK LTD	BRONZE
PR05/001	พระผู้มาโปรด	กลุ่มศิลปินอาสา โครงการ "พระผู้มาโปรด"	E-media Co., Ltd.	FINALIST
PR05/011	The Universal Language of Pain	Mercedes-Benz Vans, ThaiHealth	BBDO BANGKOK LTD	FINALIST

PUBLIC RELATIONS CATEGORIES

CATEGORY 06 : USE OF DIGITAL & SOCIAL IN A PR CAMPAIGN

Code	Title	Brand / Service	Company Entering	AWARD
PR06/009	Thailand Footage Trading	Amazing Thailand	BBDO BANGKOK LTD	SILVER
PR06/006	Financial Literacy : HI-SA-TI SHOP	Krungthai Bank	CJ WORX	BRONZE
PR06/011 MOVE FROM PR04/006	#ForestRescue	The Forestias by MQDC	J. WALTER THOMPSON BANGKOK	BRONZE
PR06/003	The Sound of Architecture	Noble Development Public Co., Ltd.	Rabbit's Tale Co., Ltd.	FINALIST

AS OF 2 NOV 2018

**CREATIVITY
FOR
SHARING**

ADMAN AWARDS & SYMPOSIUM 2018

WINNER: RADIO

RADIO CATEGORIES

CATEGORY 01 : RADIO SPOT

Code	Title	Brand / Service	Company Entering	AWARD
R01/002	Family	ARS Ant Killer	Dentsu One (Bangkok) Ltd.	SILVER
R01/005	Bitter Bean	Mondamin	Dentsu One (Bangkok) Ltd.	BRONZE
R01/014	Sister	Sofy	J. WALTER THOMPSON BANGKOK	BRONZE
R01/016	Tour Package	PHYAThai Hospital	BBDO BANGKOK LTD	BRONZE
R01/015	Condominium	PHYAThai Hospital	BBDO BANGKOK LTD	FINALIST

CATEGORY 02 : RADIO SPOT FOR PROMOTION

NO AWARD

CATEGORY 03 : RADIO SPOT FOR PUBLIC SERVICE MESSAGE AND CAUSE APPEALS

Code	Title	Brand / Service	Company Entering	AWARD
R03/001	Grandpa	The Center for the Protection of Children's Rights Foundation	Dentsu One (Bangkok) Ltd.	BRONZE

AS OF 10 OCT 2018

**CREATIVITY
FOR
SHARING**

ADMAN AWARDS & SYMPOSIUM 2018

WINNER: SPECIAL AWARDS



Adman Awards & Symposium 2018
Best of Film

Title	Brand	Advertiser	Company Entering
FRIENDSHIT	K PLUS	KASIKORNBANK Public Company Limited	GREYNJ UNITED

Production House of The Year

PHENOMENA

Digital Agency of the Year

The Leo Burnett Group Thailand

Advertiser of the Year

Tourism Authority of Thailand

Advertising Agency of the Year

The Leo Burnett Group Thailand