



# PRESS LOTUS ENTRIES LIST



# PRESS LOTUS



| CODE   | TITLE  | BRAND                         | ENTRANT COMPANY              | CITY    |
|--|--|-------------------------------|------------------------------|---------|
| <b>PRODUCTS &amp; SERVICES</b>                                   |  |                               |                              |         |
| <b>P02 Automotive</b>  |  |                               |                              |         |
| P02/001  | MERCEDES-BENZ DREAM DAYS                         | MERCEDES-BENZ INDIA           | BBDO INDIA                   | MUMBAI  |
| <b>P03 Retail, Leisure &amp; Entertainment</b>                   |  |                               |                              |         |
| P03/001  | LONG LIVE THE TASTE                              | KFC THAILAND                  | BRILLIANT & MILLION          | BANGKOK |
| <b>P05 Corporate Image &amp; Corporate Social Responsibility</b> |  |                               |                              |         |
| P05/001  | FLIP THE PAPER. LOOK AT THE OTHER SIDE.          | FEM CARE PROJECT              | ADK MARKETING SOLUTIONS INC. | TOKYO   |
| <b>PRINTED PUBLICATIONS</b>                                      |  |                               |                              |         |
| <b>P07 Books &amp; Publications</b>                              |  |                               |                              |         |
| P07/001  | THE UNTAUGHT HISTORY EDITION                     | ANNAHAR                       | IMPACT BBDO                  | DUBAI   |
| <b>CAMPAIGN EXCELLENCE</b>                                       |  |                               |                              |         |
| <b>P08 Breakthrough in Print *NEW*</b>                           |  |                               |                              |         |
| P08/001  | ENDANGERED SPECIES AR BIRD WATCHING<br>NEWSPAPER | CHUNICHI SHIMBUN CO.,LTD.     | DENTSU INC.CHUBU             | NAGOYA  |
| P08/002  | VOICE WANTED                                     | KOREAN NATIONAL POLICE AGENCY | CHEIL KOREA                  | SEOUL   |
| P08/003  | MERCEDES-BENZ DREAM DAYS                         | MERCEDES-BENZ INDIA           | BBDO INDIA                   | MUMBAI  |
| <b>P09 Breakthrough on a Budget *NEW*</b>                        |  |                               |                              |         |
| P09/001  | PROUD TO DEVELOP                                 | CENTRAL PATTANA               | TBWA \ JUICE BANGKOK         | BANGKOK |