

Asia Pacific Advertising Festival 2007
Awards Winners
Cyber Lotus

THE BEST OF CYBER LOTUS

Category : CB08/024	Product : Xbox360/Microsoft Corporation	Title : Big Shadow
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TOTAL	Finalist	Bronze	Silver	Gold	The Best
	29	9	6	4	1

CATEGORY CB01

Web site: Consumer

NUMBER	BRAND	TITLE	COMPANY	CITY	FINALIST	BRONZE	SILVER	GOLD
CB01/004	G'Z One W42CA	G'z One Lab Trilogy	Pyramid Film Inc	Tokyo	FINALIST			
CB01/017	One Show 2006 Exhibition and Call	Pencil Generator	Dentsu Inc	Tokyo	FINALIST			
CB01/020	Seiko Epson Corporation	Future Creation University	Dentsu Inc	Tokyo	FINALIST			
CB01/022	The Chunichi Shimbun and others	The Awesome All-aboard Conference	Dentsu Inc Chubu	Nagoya	FINALIST			
CB01/029	Volkswagen/CrossPolo	For Urban Adventures	Hakuhodo Inc	Tokyo	FINALIST			
CB01/039	Japanese Trade Union Confederation	Think-Tax.jp	Tokyu Agency Inc	Tokyo	FINALIST			
CB01/044	Pach	PachEye	Arachnid Sdn Bhd	Petaling Jaya	FINALIST			
CB01/050	Motorola	Get Closer To Jay Chou	Ogilvy Beijing	Beijing	FINALIST			
CB01/058	Kameyama Plant	Kameyama Dream Plant	Hakuhodo i-studio Inc	Tokyo	FINALIST			
CB01/059	LEXUS	L-finesse The Art of LEXUS	Hakuhodo i-studio Inc	Tokyo	FINALIST			
CB01/061	UR Rental Housing	UR's Kaori Manabe and the 12 Happy-Go-Lucky	Hakuhodo i-studio Inc	Tokyo	FINALIST			
CB01/103	zino@zino	Zino-Watch	Bascule Inc	Tokyo	FINALIST			
CB01/104	Ichikami	The Garden of Ichikami	Aoi Digital Creation Inc	Tokyo	FINALIST			
CB01/025	Loft Halloween Show ! Web Site	Loft Halloween Show ! Web Site	777interactive	Tokyo		BRONZE		
CB01/096	Flowers Feed The Soul	Flowers Feed The Soul	Kinetic Singapore	Singapore		BRONZE		
CB01/014	Exbeaute	The Beauty Express	Dentsu Inc	Tokyo			SILVER	

CATEGORY CB02

Web site: Business-to-Business

NUMBER	BRAND	TITLE	COMPANY	CITY	FINALIST	BRONZE	SILVER	GOLD
CB02/009	Spoon Home Page	Spoon	Spoon Inc	Tokyo	FINALIST			
CB02/015	Yellowbox Studios	Yellowbox Studios	Kinetic Singapore	Singapore	FINALIST			
CB02/019	The Dynamics	Power of Physical Science	Recruit Media Communications	Osaka		BRONZE		
CB02/020	Yomiko Website Content	The Creative Bushido	Yomiko Advertising Inc	Tokyo		BRONZE		
CB02/001	Jonathan Yuen	Jonathan Yuen (2006)	Jonathan Yuen	Singapore			SILVER	

CATEGORY CB03

Banner: Single

NUMBER	BRAND	TITLE	COMPANY	CITY	FINALIST	BRONZE	SILVER	GOLD
CB03/012	Japan Advertising Council	Hand	Dentsu Inc	Tokyo	FINALIST			
CB03/020	P&G IAMS	Chasing	Beacon Communications k k	Tokyo	FINALIST			
CB03/030	Japan Advertising Council	Wastewater	Dentsu Inc	Tokyo	FINALIST			
CB03/070	Nike Hong Kong Ltd	Nike JDI "Move it!"	e-Crusade Marketing Co Ltd	Hong Kong	FINALIST			
CB03/073	Lenovo ThinkPad	Hummingbird	OgilvyOne Seoul	Seoul		BRONZE		
CB03/006	Japan Advertising Council	The Wiper	Dentsu Inc	Tokyo			SILVER	
CB03/014	Smoking Manner	Specified Area	Dentsu Inc Kansai	Osaka				GOLD

CATEGORY CB04

Banner: Campaign

NUMBER	BRAND	TITLE	COMPANY	CITY	FINALIST	BRONZE	SILVER	GOLD
CB04/010	Skins - Cricket	Indian/West Indies/1940's	The Furnace	Sydney	FINALIST			
CB04/005	World Wildlife Fund	The Future is Man Made	Leo Burnett	Sydney			SILVER	

CATEGORY CB05

Beyond the Banner

NUMBER	BRAND	TITLE	COMPANY	CITY	FINALIST	BRONZE	SILVER	GOLD
CB05/027	DM	Scroll Down Animation Mail	Hakuhodo i-studio Inc	Tokyo	FINALIST			
CB05/028	Clinique	Eyelash	OgilvyOne Worldwide	Bangkok	FINALIST			
CB05/008	Manufacturer of Intercom Systems	A Global Sound	Recruit Media Communications	Aichi/Nagoya		BRONZE		
CB05/006	Honda Automobile	Enjoy/Live Drive	Dentsu Inc	Tokyo			SILVER	

CATEGORY CB06

Viral Marketing

NUMBER	BRAND	TITLE	COMPANY	CITY	FINALIST	BRONZE	SILVER	GOLD
CB06/012	Nike iD	Nike Cosplay	ADK	Tokyo	FINALIST			
CB06/030	Singapore Media Awards 2006	Janet	JWT Singapore	Singapore	FINALIST			
CB06/032	Prerana	Floating Baby Viral	Leo Burnett	Mumbai	FINALIST			
CB06/020	British Council of Australia	Artist/Fashion Designer and Architect	M & C Saatchi	Sydney		BRONZE		
CB06/021	News Ltd - Daily Telegraph	Australia Strikes Back Viral	Tribal DDB	Sydney		BRONZE		
CB06/039	PEPSI NEX	PEPSI NEX Online Game "NEX GAME"	ADK	Tokyo				GOLD

CATEGORY CB07 Mobile

NUMBER	BRAND	TITLE	COMPANY	CITY	FINALIST	BRONZE	SILVER	GOLD
CB07/001	KDDI Corporation/Suntory Ltd	Mobile bar-code AD	Dentsu Inc	Tokyo	FINALIST			
CB07/009	omotesando akarium	Akarium Call Project	Hakuhodo/Hakuhodo DY Media Partners	Tokyo				GOLD

CATEGORY CB08

Integrated Campaign

NUMBER	BRAND	TITLE	COMPANY	CITY	FINALIST	BRONZE	SILVER	GOLD
CB08/006	Nike iD	Nike Cosplay	ADK	Tokyo	FINALIST			
CB08/021	Nike Hong Kong Ltd	Nike Joga Bonito	e-Crusade Marketing Co Ltd	Hong Kong	FINALIST			
CB08/022	Coca-Cola China Limited	ICoke.hk World Cup	e-Crusade Marketing Co Ltd	Hong Kong	FINALIST			
CB08/002	Perfetti Protex Happydent	Daddu ki Aman At Microsite	Webchutney Studio Pvt Ltd	New Delhi		BRONZE		
CB08/008	Motorola	Get Closer To Jay Chou	Ogilvy Beijing	Beijing			SILVER	
CB08/024	Xbox360/Microsoft Corporation	Big Shadow	GT Inc	Tokyo				GOLD