

# INNOVATIVE USE OF MEDIA



## CATEGORY 01 : USE OF TRADITIONAL MEDIA : SINGLE

Code	Title	Brand / Service	Submitting Company	Finalist
M01/002	Glow in the dark magnet	1129 Provincial Electricity Authority	Creative Spike Co., Ltd.	Finalist
M01/005	"Giant T-Shirt"	OMO Plus	JWT	Finalist
M01/007	Fizzy Billboard	Chang Soda	Jeh United	Finalist
M01/009	บ้านไดเลื่อน	Thai Health Promotion Foundation	Creative Juice\Bangkok	Finalist
M01/010	Tamiya Business Card	Tamiya Model Kits Shop	Creative Juice\Bangkok	Finalist

## CATEGORY 02 : USE OF TRADITIONAL MEDIA : CAMPAIGN

No Award

## CATEGORY 03 : USE OF MEDIA ACTIVATION : SINGLE

Code	Title	Brand / Service	Submitting Company	Finalist
M03/007	Test Drive	Chevrolet/Car	McCann Worldgroup (Thailand) Ltd.	Finalist
M03/008	Smallery Art Exhibition	LZ-VIT	BBDO Bangkok Ltd.	Finalist

## CATEGORY 04 : USE OF MEDIA ACTIVATION : CAMPAIGN

Code	Title	Brand / Service	Submitting Company	Finalist
M04/002	Which Lay's Stays?	Lay's Potato Chip	Optimum Media Direction (Thailand) Co., Ltd.	Finalist

## CATEGORY 05 : USE OF MIX MEDIA : CAMPAIGN ONLY

Code	Title	Brand / Service	Submitting Company	Finalist
M05/001	Enjoy The Wait	Day Poets Company Limited Publishing	BBDO Bangkok Ltd.	Finalist