

# แอดแมน อวอร์ดส์ 2010

รางวัลเพื่อชาติ

SPECIAL AWARDS

PUBLIC RELATION & EVENT MARKETING

INNOVATIVE USE OF MEDIA

GRAPHIC DESIGN

INTEGRATED MARKETING COMMUNICATION (IMC)

RADIO SPOT

INTERACTIVE & DIGITAL MEDIA

OUTDOOR & AMBIENCE

PRINT

TV COMMERCIALS

AD THAT WORKS



## WINNERS LIST



# GRANDPIX

# GRANDPIX



## CATEGORY 01 : กรัง พลิ เพื่อชาติ SINGLE

Code	Title	Submitting Company	Finalist	Nominathions	Winner
KP01/015	Segregation	Euro RSCG Bangkok Limited	Finalist		
KP01/018	1 คน 1 ความดี เพื่อประเทศไทย	Leo Burnett & Arc Worldwide Thailand	Finalist		
KP01/026	จับมือรวมใจ ไทยดีด้วยกัน	McCann Worldgroup (Thailand) Ltd.	Finalist		
KP01/028	ถอดเพื่อชาติ	Far East DDB Public Co., Ltd.	Finalist		
KP01/020	มองแต่แง่ดีเกิด	Lowe Bangkok		Nominathions	
KP01/017	ดีกันนะประเทศไทย	Leo Burnett & Arc Worldwide Thailand			Winner

## CATEGORY 02 : กรัง พลิ เพื่อชาติ CAMPAIGN

No Award



# Adman Awards & Symposium 2010

## Best of Graphic Design

Title	Brand	Agency	Advertiser
Tamiya Business Card	Tamiya Model Kits Shop	Creative Juice\Bangkok	Siam Tamiya

## Best of Print/Outdoor & Ambience

Title	Brand	Agency	Advertiser
Marble	Cushion Wrap	Creative Juice\Bangkok	3M

## Media Vote

Title	Brand	Agency	Advertiser
Que Sera Sera	Thai Life Insurance	Ogilvy & Mather Advertising	Thai Life Insurance Co., Ltd.

Advertiser of the Year

**3M**

Production House of the Year

**Phenomena Co.,Ltd.**

Agency of the Year

**Creative Juice\Bangkok**



# PUBLIC RELATION & EVENT MARKETING

# PUBLIC RELATION & EVENT MARKETING



## CATEGORY 01 : ONE TIME PUBLICITY

Code	Title	Brand / Service	Submitting Company	Finalist	Bronze	Silver	Gold	Best
PRE01/005	The Beauty of Giving	"Let Them See Love" Campaign	Leo Burnett & Arc Worldwide Thailand	Finalist				

## CATEGORY 02 : CAMPAIGN PUBLICITY

Code	Title	Brand / Service	Submitting Company	Finalist	Bronze	Silver	Gold	Best
PRE02/003	Love Code	LG Lollipop Mobile Phone	McCann Worldgroup (Thailand) Ltd.		Bronze			
PRE02/004	One E-mail One Tree	LG Corporate	McCann Worldgroup (Thailand) Ltd.			Silver		

## CATEGORY 03 : INTERNAL EVENT : ONE TIME EVENT

No Award

## CATEGORY 04 : INTERNAL EVENT : CAMPAIGN EVENT

No Award

## CATEGORY 05 : CONSUMER EVENT : ONE TIME EVENT

Code	Title	Brand / Service	Submitting Company	Finalist	Bronze	Silver	Gold	Best
PRE05/004	Smallery Art Exhibition	LZ-VIT	BBDO Bangkok Ltd.				Gold	

## CATEGORY 06 : CONSUMER EVENT : CAMPAIGN EVENT

Code	Title	Brand / Service	Submitting Company	Finalist	Bronze	Silver	Gold	Best
PRE06/002	Central Khonkaen Grand Opening	Central Plaza Khonkaen	Index Event Agency		Bronze			
PRE06/001	Thailand Pavilion 2010 in The World Expo Shanghai China 2010	Thailand Brand	Index Event Agency				Gold	



# INNOVATIVE USE OF MEDIA

# INNOVATIVE USE OF MEDIA



## CATEGORY 01 : USE OF TRADITIONAL MEDIA : SINGLE

Code	Title	Brand / Service	Submitting Company	Finalist	Bronze	Silver	Gold	Best
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		Bronze			
M01/009	บ้านโตเลื่อน	Thai Health Promotion Foundation	Creative Juice\Bangkok		Bronze			
M01/010	Tamiya Business Card	Tamiya Model Kits Shop	Creative Juice\Bangkok			Silver		

## CATEGORY 02 : USE OF TRADITIONAL MEDIA : CAMPAIGN

No Award

## CATEGORY 03 : USE OF MEDIA ACTIVATION : SINGLE

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

## CATEGORY 04 : USE OF MEDIA ACTIVATION : CAMPAIGN

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



# GRAPHIC DESIGN

# GRAPHIC DESIGN



## CATEGORY 01 : SINGLE FOR CORPORATE IDENTITY

Code	Title	Brand / Service	Submitting Company	Finalist	Bronze	Silver	Gold	Best
G01/002	Karate	Kasetsart Karate School	Monday		Bronze			
G01/004	Football Referee Name Card	Personal Career Name Card	McCann Worldgroup (Thailand) Ltd.		Bronze			
G01/007	Yellow Finger	Thailand YellowPages	Creative Juice\Bangkok		Bronze			
G01/001	Puppet	Aksara Theater	Y&R Thailand			Silver		
G01/006	Tamiya Business Card	Tamiya Model Kits Shop	Creative Juice\Bangkok				Gold	Best

## CATEGORY 02 : SINGLE FOR PACKAGING

Code	Title	Brand / Service	Submitting Company	Finalist	Bronze	Silver	Gold	Best
G02/002	Happiness Wine	Leo Burnett & Arc Worldwide New Year Gift	Leo Burnett & Arc Worldwide Thailand		Bronze			
G02/003	Happiness Chocolate	Leo Burnett & Arc Worldwide New Year Gift	Leo Burnett & Arc Worldwide Thailand		Bronze			

## CATEGORY 03 : SINGLE FOR COLLATERAL MATERIAL ; BROCHURE/LEAFLET/ANNUAL REPORT/DIRECT MAIL

Code	Title	Brand / Service	Submitting Company	Finalist	Bronze	Silver	Gold	Best
G03/007	Flight the ox	Hutch	Ogilvy & Mather Advertising	Finalist				
G03/001	Secret Success Has Been Discovered	Areeya Property Plc.	Project No.143 Limited		Bronze			
G03/014	Tamiya Business Card	Tamiya Model Kits Shop	Creative Juice\Bangkok			Silver		
G03/015	Pillow	Creative Juice\Bangkok	Creative Juice\Bangkok				Gold	

## CATEGORY 04 : CAMPAIGN FOR GRAPHIC DESIGN

Code	Title	Brand / Service	Submitting Company	Finalist	Bronze	Silver	Gold	Best
G04/001	Toe-cut Red/Toe-cut Green/Toe-cut Yellow	Gambol	Spa-Hakuhodo		Bronze			
G04/003	Koh-Kae Packaging	Koh-Kae	Creative Spike Co., Ltd.		Bronze			



# INTEGRATED MARKETING COMMUNICATION

## INTEGRATED MARKETING COMMUNICATION (IMC)



Code	Title	Brand / Service	Submitting Company	Finalist	Bronze	Silver	Gold	Best
IMC/008	Sex Talk Day	Youth and Physical Health Assessment's Friendly Service	Leo Burnett & Arc Worldwide Thailand		Bronze			
IMC/010	One E-mail One Tree	LG Corporate	McCann Worldgroup (Thailand) Ltd.		Bronze			
IMC/001	1 Million Trees for King	PTT Public Company Limited	TBWA\Pirate			Silver		



# RADIO SPOT

# RADIO SPOT



## CATEGORY 01 : SINGLE FOR PRODUCT

Code	Title	Brand / Service	Submitting Company	Finalist	Bronze	Silver	Gold	Best
R01/032	Classified 1	Thailand YellowPages	Creative Juice\Bangkok	Finalist				
R01/033	Classified 2	Thailand YellowPages	Creative Juice\Bangkok	Finalist				
R01/036	Truth	Fujiko	BBDO Bangkok Ltd.	Finalist				
R01/038	Dung	Top Charoen	JWT		Bronze			
R01/006	Koah - Yah	Furore	TBWA\Thailand			Silver		

## CATEGORY 02 : SINGLE FOR INSTITUTE

No Award

## CATEGORY 03 : SINGLE FOR PROMOTION

No Award

## CATEGORY 04 : SINGLE FOR SOCIAL CONTRIBUTION

Code	Title	Brand / Service	Submitting Company	Finalist	Bronze	Silver	Gold	Best
R04/001	Whiskey =	Stop Drink Campaign	Matchbox	Finalist				
R04/002	Whiskey Come With The Bed Thing	Stop Drink Campaign	Matchbox	Finalist				
R04/019	Yai Pin	Top Charoen	JWT		Bronze			

## CATEGORY 05 : CAMPAIGN FOR RADIO SPOT

Code	Title	Brand / Service	Submitting Company	Finalist	Bronze	Silver	Gold	Best
R05/002	Area 51/Car Bomb/Michael	HSM Shedder	Leo Burnett & Arc Worldwide Thailand	Finalist				
R05/009	Classified 1/Classified 2/Classified 3	Thailand YellowPages	Creative Juice\Bangkok	Finalist				
R05/012	Dung/Fish Bone	Top Charoen	JWT		Bronze			



# INTERACTIVE & DIGITAL MEDIA

## INTERACTIVE & DIGITAL MEDIA



### CATEGORY 01 : ADVERTISING (BANNER,POP-UP) : SINGLE

Code	Title	Brand / Service	Submitting Company	Finalist	Bronze	Silver	Gold	Best
IT01/003	The Big fish!	Olympus MU Tough	Adapter	Finalist				
IT01/002	Tough	Olympus MJU Tough - 8010	BBDO Bangkok Ltd.			Silver		

### CATEGORY 02 : ADVERTISING (BANNER,POP-UP) : CAMPAIGN

Code	Title	Brand / Service	Submitting Company	Finalist	Bronze	Silver	Gold	Best
IT02/001	Prisoner/Dorm	Oriental Princess	JWT			Silver		

### CATEGORY 03 : WEBSITE DESIGN : SINGLE

Code	Title	Brand / Service	Submitting Company	Finalist	Bronze	Silver	Gold	Best
IT03/001	Brands City	Brand's Essence of Chicken	DRAFTFCB (Thailand) Ltd.	Finalist				
IT03/002	The New Masterpiece	Heineken	mInteraction			Silver		
IT03/006	scgexperience	scgexperience	Adapter			Silver		
IT03/007	One E-mail One Tree	LG Corporate	McCann Worldgroup (Thailand) Ltd.			silver		
IT03/005	Pepsi Football 2010	Pepsi	Adapter				Gold	

### CATEGORY 04 : WEBSITE DESIGN : CAMPAGIN

No Award

**CATEGORY 05 : VIRAL ADVERTISING : SINGLE**

Code	Title	Brand / Service	Submitting Company	Finalist	Bronze	Silver	Gold	Best
IT05/002	My Dell My Design Virality by Identity	Dell Laptop Computer	Mediacom (Interaction)		Bronze			
IT05/001	Oishi Maneki Neko, Fortune Cat	Oishi	Mediaedge:cia (Thailand) (MEC)			Silver		
IT05/004	Boobs	Oishi Green Tea Slim C600	Y&R Thailand			Silver		
IT05/008	Sorry Thailand	Positive Network	Jeh United				Gold	

**CATEGORY 06 : VIRAL ADVERTISING : CAMPAIGN**

Code	Title	Brand / Service	Submitting Company	Finalist	Bronze	Silver	Gold	Best
IT06/001	1 Million Trees for King	PTT Public Company Limited	TBWA \Pirate & MAXions by Apricot Ion Co., Ltd.		Bronze			

**CATEGORY 07 : INTEGRATED INTERACTIVE CAMPAIGN**

Code	Title	Brand / Service	Submitting Company	Finalist	Bronze	Silver	Gold	Best
IT07/009	Test Drive	Chevrolet/Car	McCann Worldgroup (Thailand) Ltd.	Finalist				
IT07/005	Lay's AR	Lay's	Adapter		Bronze			
IT07/008	Talk to me	LG/3G Mobile Phone	McCann Worldgroup (Thailand) Ltd.		Bronze			
IT07/006	Love Code	LG/Lollipop Mobile Phone	McCann Worldgroup (Thailand) Ltd.			Silver		
IT07/007	One E-mail One Tree	LG Corporate	McCann Worldgroup (Thailand) Ltd.				Gold	



# OUTDOOR & AMBIENCE

## OUTDOOR & AMBIENCE



### CATEGORY 01 : SINGLE FOR CONVENTIONAL MEDIA

Code	Title	Brand / Service	Submitting Company	Finalist	Bronze	Silver	Gold	Best
OD01/018	Elephant	Polar Bear Mounting Tape	Ogilvy & Mather Advertising	Finalist				
OD01/025	Rolled up bed : Wooden Bed	Karana Travelgear	Ogilvy & Mather Advertising	Finalist				
OD01/026	Rolled up bed : Luxury Bed	Karana Travelgear	Ogilvy & Mather Advertising	Finalist				
OD01/027	Ivory	WWF	Ogilvy & Mather Advertising	Finalist				
OD01/031	Crash 1	Don't Drive Sleepy Project	BBDO Bangkok Ltd.	Finalist				
OD01/033	Crash 3	Don't Drive Sleepy Project	BBDO Bangkok Ltd.	Finalist				
OD01/054	Swimming Pool	Canon Power Shot D10	Leo Burnett & Arc Worldwide Thailand	Finalist				
OD01/066	Ceramic	Cushion Wrap	Creative Juice\Bangkok	Finalist				
OD01/016	Red Stain	Hygiene Color Bleach	McCann Worldgroup (Thailand) Ltd.		Bronze			
OD01/059	Fizzy Billboard	Chang Soda	Jeh United		Bronze			
OD01/024	Rolled up bed : Steel Bed	Karana Travelgear	Ogilvy & Mather Advertising			Silver		
OD01/032	Crash 2	Don't Drive Sleepy Project	BBDO Bangkok Ltd.			Silver		
OD01/067	Crystal	Cushion Wrap	Creative Juice\Bangkok			Silver		
OD01/068	Marble	Cushion Wrap	Creative Juice\Bangkok			Silver		

### CATEGORY 02 : CAMPAIGN FOR CONVENTIONAL MEDIA

Code	Title	Brand / Service	Submitting Company	Finalist	Bronze	Silver	Gold	Best
OD02/007	Giraffe/Elephant	Polar Bear Mounting Tape	Ogilvy & Mather Advertising	Finalist				
OD02/009	Lamptan Man	Lamptan	Ogilvy & Mather Advertising	Finalist				
OD02/010	Crash 1/Crash 2/Crash 3	Don't Drive Sleepy Project	BBDO Bangkok Ltd.	Finalist				
OD02/006	Red Stain/Green Stain/Blue Stain	Hygiene Color Bleach	McCann Worldgroup (Thailand) Ltd.		Bronze			
OD02/015	Swimming Pool/Jacuzzi/Beach	Canon Power Shot D10	Leo Burnett & Arc Worldwide Thailand		Bronze			
OD02/008	Rolled up bed : Luxury Bed/Steel Bed/Wooden Bed	Karana Travelgear	Ogilvy & Mather Advertising			Silver		
OD02/017	Ceramic/Crystal/Marble	Cushion Wrap	Creative Juice\Bangkok				Gold	

### CATEGORY 03 : SINGLE FOR NON-CONVENTIONAL MEDIA

Code	Title	Brand / Service	Submitting Company	Finalist	Bronze	Silver	Gold	Best
OD03/017	Stamp	Taxi Siam	Monday	Finalist				
OD03/016	Behind the closed door	Friends of Women Foundation	McCann Worldgroup (Thailand) Ltd.		Bronze			
OD03/021	Camera	รณรงค์เลิกบุหรี่	Creative Juice\Bangkok		Bronze			
OD03/022	Guitar	รณรงค์เลิกบุหรี่	Creative Juice\Bangkok		Bronze			

**CATEGORY 04 : CAMPAIGN FOR NON-CONVENTIONAL MEDIA**

No Award



# PRINT

# PRINT

## CATEGORY 01 : ALCOHOLIC DRINKS

No Award



## CATEGORY 02 : NON-ALCOHOLIC DRINKS

Code	Title	Brand / Service	Submitting Company	Finalist	Bronze	Silver	Gold	Best
P02/002	Sand bag	Oishi Black Tea Lemon	Y&R Thailand	Finalist				
P02/004	See Bear	Foremost	Monday		Bronze			
P02/005	See Thief	Foremost	Monday		Bronze			

## CATEGORY 03 : CONFECTIONERY, SNACKS, SAVORY FOODS & SEASONING

No Award

## CATEGORY 04 : HOUSEHOLD MAINTENANCE PRODUCTS & PET PRODUCTS

Code	Title	Brand / Service	Submitting Company	Finalist	Bronze	Silver	Gold	Best
P04/010	Elephant	Polar Bear Mounting Tape	Ogilvy & Mather Advertising		Bronze			
P04/013	Ceramic	Cushion Wrap	Creative Juice\Bangkok			Silver		
P04/014	Crystal	Cushion Wrap	Creative Juice\Bangkok			Silver		
P04/015	Marble	Cushion Wrap	Creative Juice\Bangkok				Gold	Best

## CATEGORY 05 : HOME APPLIANCE & FURNISHINGS

Code	Title	Brand / Service	Submitting Company	Finalist	Bronze	Silver	Gold	Best
P05/007	Jacuzzi	Canon Power Shot D10	Leo Burnett & Arc Worldwide Thailand		Bronze			
P05/008	Beach	Canon Power Shot D10	Leo Burnett & Arc Worldwide Thailand		Bronze			
P05/006	Swimming Pool	Canon Power Shot D10	Leo Burnett & Arc Worldwide Thailand			Silver		

**CATEGORY 06 : TELECOMMUNICATION, BUSINESS EQUIPMENT & SERVICES**

Code	Title	Brand / Service	Submitting Company	Finalist	Bronze	Silver	Gold	Best
P06/005	Envelop	Scotch Packaging Tape	Creative Juice\Bangkok	Finalist				
P06/006	Roll	Scotch Packaging Tape	Creative Juice\Bangkok	Finalist				
P06/004	Box	Scotch Packaging Tape	Creative Juice\Bangkok		Bronze			

**CATEGORY 07 : CLOTHING, FOOTWEAR, ACCESSORIES, HEALTH AND BEAUTY PRODUCTS/SERVICES, COSMETICS & LUXURY ITEMS**

Code	Title	Brand / Service	Submitting Company	Finalist	Bronze	Silver	Gold	Best
P07/011	Wavy Hair	Remington	Creative Juice\Bangkok	Finalist				
P07/002	Rain	Certainty (Adult Diapers)	Y&R Thailand		Bronze			
P07/003	Toe-cut Red	Gambol	Spa-Hakuhodo			Silver		

**CATEGORY 08 : AUTO VEHICLES, AUTOMOTIVE PRODUCTS & SERVICES**

Code	Title	Brand / Service	Submitting Company	Finalist	Bronze	Silver	Gold	Best
P08/001	Precision Parking	Mercedes-BENZ	Lowe Bangkok	Finalist				

**CATEGORY 09 : BANKING, INVESTMENT, INSURANCE, PROPERTY DEVELOPMENT**

No Award

**CATEGORY 10 : FAST FOOD OUTLETS, RESTAURANTS, RETAIL STORES**

No Award

**CATEGORY 11 : TRANSPORTATION, TRAVEL & TOURISM, ENTERTAINMENT & LEISURE**

Code	Title	Brand / Service	Submitting Company	Finalist	Bronze	Silver	Gold	Best
P11/001	Rolled up bed : Steel Bed	Karana Travelgear	Ogilvy & Mather Advertising			Silver		
P11/002	Rolled up bed : Wooden Bed	Karana Travelgear	Ogilvy & Mather Advertising			Silver		
P11/003	Rolled up bed : Luxury Bed	Karana Travelgear	Ogilvy & Mather Advertising			Silver		

**CATEGORY 12 : PUBLICATION & MEDIA**

No Award

**CATEGORY 13 : CORPORATE**

No Award

**CATEGORY 14 : PUBLIC SERVICE MESSAGE AND CAUSE APPEALS**

Code	Title	Brand / Service	Submitting Company	Finalist	Bronze	Silver	Gold	Best
P14/005	Crash 3	Don't Drive Sleepy Project	BBDO Bangkok Ltd.	Finalist				
P14/012	ซีเกียจอ่าน	รักการอ่าน	Creative Juice\Bangkok	Finalist				
P14/002	Ivory	WWF	Ogilvy & Mather Advertising		Bronze			
P14/003	Crash 1	Don't Drive Sleepy Project	BBDO Bangkok Ltd.		Bronze			
P14/004	Crash 2	Don't Drive Sleepy Project	BBDO Bangkok Ltd.			Silver		

**CATEGORY 15 : PROMOTION**

No Award

**CATEGORY 16 : CAMPAIGN**

Code	Title	Brand / Service	Submitting Company	Finalist	Bronze	Silver	Gold	Best
P16/016	Box/Envelop/Roll	Scotch Packaging Tape	Creative Juice\Bangkok	Finalist				
P16/008	Crash 1/Crash 2/Crash 3	Don't Drive Sleepy Project	BBDO Bangkok Ltd.		Bronze			
P16/012	Swimming Pool/Jacuzzi/Beach	Canon Power Shot D10	Leo Burnett & Arc Worldwide Thailand		Bronze			
P16/006	Rolled up bed : Luxury Bed/Steel Bed/Wooden Bed	Karana Travelgear	Ogilvy & Mather Advertising			Silver		
P16/017	Ceramic/Crystal/Marble	Cushion Wrap	Creative Juice\Bangkok				Gold	



# TV COMMERCIALS

## TV COMMERCIALS

### CATEGORY 01 : ALCOHOLIC DRINKS

No Award



### CATEGORY 02 : NON-ALCOHOLIC DRINKS

Code	Title	Brand / Service	Submitting Company	Finalist	Bronze	Silver	Gold	Best
T02/002	From China	Ivy Asian Drinks	McCann Worldgroup (Thailand) Ltd.	Finalist				
T02/004	Plumper	Naturegift	Ogilvy & Mather Advertising	Finalist				
T02/006	Sit ups	Naturegift	Ogilvy & Mather Advertising	Finalist				
T02/003	Ping Pong	Sappe' Beauti Drink	Lowe Bangkok			Silver		
T02/010	Milk Drop	S-26	Creative Juice\Bangkok				Gold	

### CATEGORY 03 : CONFECTIONERY, SNACKS, SAVORY FOODS & SEASONING

Code	Title	Brand / Service	Submitting Company	Finalist	Bronze	Silver	Gold	Best
T03/001	Squid	Dentyne Ice	McCann Worldgroup (Thailand) Ltd.		Bronze			
T03/003	Larb	Lobo	Ogilvy & Mather Advertising		Bronze			
T03/004	Super Halls	Halls	JWT		Bronze			

### CATEGORY 04 : HOUSEHOLD MAINTENANCE PRODUCTS & PET PRODUCTS

Code	Title	Brand / Service	Submitting Company	Finalist	Bronze	Silver	Gold	Best
T04/003	Please Leave	Vixol Red Fresh Berry/Toilet Cleaner	McCann Worldgroup (Thailand) Ltd.		Bronze			
T04/006	Run	Lock & Lock	Ogilvy & Mather Advertising		Bronze			
T04/007	Hunting	LeKise T5	Creative Juice\Bangkok			Silver		

### CATEGORY 05 : HOME APPLIANCE & FURNISHINGS

No Award

### CATEGORY 06 : TELECOMMUNICATION, BUSINESS EQUIPMENT & SERVICES

No Award

**CATEGORY 07 : CLOTHING, FOOTWEAR, ACCESSORIES, HEALTH AND BEAUTY PRODUCTS/SERVICES, COSMETICS & LUXURY ITEMS**

Code	Title	Brand / Service	Submitting Company	Finalist	Bronze	Silver	Gold	Best
T07/005	Floor	Oriental Princess	JWT	Finalist				
T07/006	Scare	Oriental Princess	JWT	Finalist				
T07/004	Meet	Banner	Spa-Hakuhodo			Silver		

**CATEGORY 08 : AUTO VEHICLES, AUTOMOTIVE PRODUCTS & SERVICES**

Code	Title	Brand / Service	Submitting Company	Finalist	Bronze	Silver	Gold	Best
T08/001	Running Text	States Sport Pro 4T	Creative Por-Pieng Co., Ltd.		Bronze			
T08/005	Suggestion	B-Quik Tires	Far East DDB Public Co., Ltd.		Bronze			

**CATEGORY 09 : BANKING, INVESTMENT, INSURANCE, PROPERTY DEVELOPMENT**

Code	Title	Brand / Service	Submitting Company	Finalist	Bronze	Silver	Gold	Best
T09/008	Restaurant	Car Insurance	Lowe Bangkok	Finalist				
T09/009	Jewellers	Car Insurance	Lowe Bangkok	Finalist				
T09/015	Fashion	Bank of Ayudhaya	Creative Juice\Bangkok	Finalist				
T09/007	Cinema	Car Insurance	Lowe Bangkok		Bronze			
T09/014	Fark	Retail Banking	Ogilvy & Mather Advertising		Bronze			
T09/016	Bridge	Muang Thai Life Assurance	JWT			Silver		
T09/013	Que Sera Sera	Thai Life Insurance	Ogilvy & Mather Advertising				Gold	

**CATEGORY 10 : FAST FOOD OUTLETS, RESTAURANTS, RETAIL STORES**

No Award

**CATEGORY 11 : TRANSPORTATION, TRAVEL & TOURISM, ENTERTAINMENT & LEISURE**

Code	Title	Brand / Service	Submitting Company	Finalist	Bronze	Silver	Gold	Best
T11/001	Hug	Tourism Authority of Thailand	Leo Burnett & Arc Worldwide Thailand			Silver		

**CATEGORY 12 : PUBLICATION & MEDIA**

No Award

**CATEGORY 13 : CORPORATE**

Code	Title	Brand / Service	Submitting Company	Finalist	Bronze	Silver	Gold	Best
T13/001	Teacher Trainee	7-Eleven	TBWA\Thailand	Finalist				
T13/009	Ghost	B.A.D.	Spa-Hakuhodo		Bronze			
T13/008	Bar	B.A.D.	Spa-Hakuhodo			Silver		

**CATEGORY 14 : PUBLIC SERVICE MESSAGE AND CAUSE APPEALS**

Code	Title	Brand / Service	Submitting Company	Finalist	Bronze	Silver	Gold	Best
T14/002	Drink=Selfish	Stop Drink Campaign	Matchbox	Finalist				
T14/006	8 บรรทัด	รักการอ่าน	Creative Juice\Bangkok	Finalist				
T14/004	Canteen	Think HIV	Y&R Thailand		Bronze			
T14/005	Factory	Think HIV	Y&R Thailand		Bronze			
T14/008	ค่าเหล้า=ค่าเรียน	Thai Health Promotion Foundation	Creative Juice\Bangkok		Bronze			
T14/009	คุยได้	สุขภาวะทางเพศ	Creative Juice\Bangkok		Bronze			
T14/011	Eye	Don't Drive Sleepy Project	BBDO Bangkok Ltd.			Silver		
T14/012	Sorry Thailand	Positive Network	Jeh United				Gold	

**CATEGORY 15 : PROMOTION**

Code	Title	Brand / Service	Submitting Company	Finalist	Bronze	Silver	Gold	Best
T15/003	Back Home Late	1 baht Promotion	BBDO Bangkok Ltd.	Finalist				
T15/011	Colour Celebration	Oriental Princess	JWT	Finalist				
T15/004	Kitchen	HomePro 14th Anniversary Sale	BBDO Bangkok Ltd.		Bronze			
T15/008	Ballroom	Top Charoen	JWT		Bronze			
T15/005	Bathroom	HomePro 14th Anniversary Sale	BBDO Bangkok Ltd.			Silver		

**CATEGORY 16 : CAMPAIGN**

<b>Code</b>	<b>Title</b>	<b>Brand / Service</b>	<b>Submitting Company</b>	<b>Finalist</b>	<b>Bronze</b>	<b>Silver</b>	<b>Gold</b>	<b>Best</b>
T16/012	Floor/Scare/Defendant	Oriental Princess	JWT		Bronze			
T16/013	Hug/Don't Dump/Chiangmai Girl	Renew Chiangmai	Jeh United		Bronze			
T16/003	Cinema/Restaurant/Jewellers	Car Insurance	Lowe Bangkok			Silver		
T16/010	Kitchen/Bathroom	HomePro 14th Anniversary Sale	BBDO Bangkok Ltd.			Silver		



# AD THAT WORKS

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Code	Title	Brand / Service	Submitting Company	Finalist	Bronze	Silver	Gold
ATW/010	เราทำแผนโฆษณาให้ยิ่งใหญ่แต่ไม่คิดว่าผลิตภัณฑ์นี้จะเกิด	Thai Life Insurance	Ogilvy & Mather Advertising	Finalist			
ATW/025	Sorry Thailand	Positive Network	Jeh United	Finalist			
ATW/028	ทำบุญเสริมบารมีให้ต้นข้าว	Eforia	BBDO Bangkok Ltd.	Finalist			
ATW/013	ขายของรากหญ้าใครว่าขึ้นราคาไม่ได้	NatureGift	Ogilvy & Mather Advertising		Bronze		
ATW/023	Hug	Tourism Authority of Thailand	Leo Burnett & Arc Worldwide Thailand		Bronze		
ATW/002	1 Million Trees for King	PTT Public Company Limited	TBWA\Pirate			Silver	
ATW/009	เปิดใจ...เปิดบัญชี...เปิดโอกาสธุรกิจใหม่ให้ธุรกิจ	Retail Banking	Ogilvy & Mather Advertising			Silver	
ATW/015	No Fee	TMB No Fee Account	Leo Burnett & Arc Worldwide Thailand				Gold