

15 March, 2018
PATTAYA, THAILAND

ADFEST has today unveiled 10 companies who have made the INNOVA Lotus shortlist: McCann Worldgroup (Mumbai), Colenso BBDO (Auckland), TBWAShanghai (Shanghai), TBWAHakuhodo (Tokyo), McGarryBowen (Shanghai), INNOCEAN Worldwide (Seoul), Hakuhodo Inc./ TBWAHAKUHODO (Tokyo) and BBDO Bangkok (Bangkok).

For the first time, ADFEST has invited representatives from each company to present their work in person to this year's Jury Presidents. This live INNOVA shortlist presentation will take place on Day 1 of ADFEST 2018 (Wednesday 21st March) from 9:30am to 1pm, and delegates at ADFEST 2018 are invited to watch each company present their work.

"We want to give each shortlisted agency the opportunity to elaborate on their work, explain the challenges they overcame, and convince the judges, face to face, that their idea is truly pushing into uncharted territory. For delegates, it will be a very valuable session – so much can be learned from watching other creative leaders present their ideas and answer the judges' questions," explains Jimmy Lam, President of ADFEST.

Entries to the INNOVA Lotus category are judged on their level of genuine innovation, talk-value, and results. The judges will be looking for world-class concepts that have made a dramatic impact on the marketplace – "landmark" ideas, technologies, designs, applications or creative properties that have pushed the marketing industry into uncharted territory. There are four sub-categories in INNOVA Lotus including Innovation in Creativity, Innovation in Technology, Innovation in Prototype Technology, and Innovation in Local Culture Application.

Vinit Suraphongchai, Chairman of ADFEST, says: "By opening up the INNOVA presentations to ADFEST delegates, we are giving all shortlisted companies the chance to explain their approach to innovation, experimentation and risk taking. It's also an opportunity for judges to ask questions and interrogate how each solution met the brief. The caliber of shortlisted projects this year is unparalleled, congratulations to everyone who made the cut."

All ADFEST delegates are invited to attend the INNOVA shortlist presentation, which takes place in Hall A2 on Wednesday 21st March, 9:30am to 1pm at PEACH (Pattaya Exhibition and Conference Hall).

ADFEST 2018 kicks off next week from 21st to 24th March at the Royal Cliff Hotels Group in Pattaya, Thailand. Tickets are available via www.ADFEST.com