

OUTDOOR LOTUS : WINNER LIST 2009

CATEGORY OD01 BEST OF TRANSIT MEDIUM

Single from Best of Transit Medium

Code	Company Entering	City	Title	Product or Service	FINALIST	BRONZE	SILVER	GOLD	BEST
OD01/009	Ogilvy Beijing	Beijing	Moto GPS Chess	Moto					
OD01/010	Ogilvy Beijing	Beijing	Moto GPS Farmers	Moto					
OD01/011	Ogilvy Beijing	Beijing	Moto GPS Monks	Moto			SILVER		
OD01/012	DDB Sydney	Sydney	Night Reflection	McDonald's 24 Hour Store				GOLD	
OD01/021	JWT Shanghai	Shanghai	Industrial Pollution	Public Service		BRONZE			

Campaign from Best of Transit Medium

Code	Company Entering	City	Title	Product or Service	FINALIST	BRONZE	SILVER	GOLD	BEST
ODC01/012	JWT Shanghai	Shanghai	Shan Shui	Public Service		BRONZE			

CATEGORY OD02 BEST OF MOBILE BILLBOARD/WAPPED-AROUND

Single from Best of Mobile Billboard/Wrapped-Around

Code	Company Entering	City	Title	Product or Service	FINALIST	BRONZE	SILVER	GOLD	BEST
OD02/005	Y&R Singapore	Singapore	Powerbrush	Colgate Motion			SILVER		
OD02/006	TBWA\INDIA	New Delhi	Truck	USB Drive		BRONZE			
OD02/009	beacon communications K.K.	Tokyo	Street Sweeper	Braun Oral-B electric toothbrush	FINALIST				
OD02/010	ADK	Tokyo	IKEA Home Furnishing Liner	IKEA Store Launch in Kansai Region				GOLD	

Campaign from Mobile Billboard/Wrapped-Around

Code	Company Entering	City	Title	Product or Service	FINALIST	BRONZE	SILVER	GOLD	BEST
NO AWARD									

CATEGORY OD03 BEST OF EXTERNAL/STREET SIGNS AND STREET FURNITURE**Single from Best of External/Street Signs And street Furniture**

Code	Company Entering	City	Title	Product or Service	FINALIST	BRONZE	SILVER	GOLD	BEST
OD03/008	DDB Worldwide Ltd	Hong Kong	Coffee Vending Machine	McDonald's Restaurant (HK) Ltd		BRONZE			
OD03/013	Leo Burnett & Arc Worldwide Thailand	Bangkok	The Heineken Directional Sign	Heineken GreenSpace Beer Park	FINALIST				
OD03/016	BBDO Bangkok Ltd	Bangkok	Wall Poster	HomePro Sale		BRONZE			

Campaign from Best of External/Street Signs And street Furniture

Code	Company Entering	City	Title	Product or Service	FINALIST	BRONZE	SILVER	GOLD	BEST
NO AWARD									

CATEGORY OD04 BEST OF ELECTRONIC POSTER/ VIDEO**Single from Best of Electronic Poster/Video**

Code	Company Entering	City	Title	Product or Service	FINALIST	BRONZE	SILVER	GOLD	BEST
NO AWARD									

Campaign from Best of Electronic Poster/Video

Code	Company Entering	City	Title	Product or Service	FINALIST	BRONZE	SILVER	GOLD	BEST
NO AWARD									

CATEGORY OD05 BEST OF AMBIENT**Single from Best of Ambient**

Code	Company Entering	City	Title	Product or Service	FINALIST	BRONZE	SILVER	GOLD	BEST
OD05/013	Lowe & Partners	Petaling Jaya	IKEA Staircase Drawer	IKEA			SILVER		
OD05/032	Clemenger BBDO Melbourne	Melbourne	Leftover Sugar	Starburst Re-Juiced	FINALIST				
OD05/033	Clemenger BBDO Melbourne	Melbourne	The Four'N Twenty Magic Salad Plate	Four'N Twenty Meat Pies	FINALIST				
OD05/035	Ogilvy Beijing	Beijing	Illiterit-Brick	New Citizen Program	FINALIST				
OD05/036	Ogilvy Beijing	Beijing	Illiterit-Glass	New Citizen Program			SILVER		
OD05/037	Ogilvy Beijing	Beijing	Illiterit-Barbed Wire	New Citizen Program					BEST
OD05/051	Leo Burnett Manila	Manila	Stickies	Earth Hour	FINALIST				
OD05/059	Ogilvy Indonesia	Jakarta	Unlimited SMS Elevator	Extra SMS	FINALIST				
OD05/062	DDB Worldwide Ltd	Hong Kong	Garden Fresh	McDonald's Restaurant (HK) Ltd	FINALIST				
OD05/064	TBWA\THAILAND	Bangkok	Open 24 hrs	McDonald's	FINALIST				
OD05/069	TBWA\TEQUILA New Zealand	Auckland	Man Vending Machine	Flossie.com	FINALIST				
OD05/083	Euro RSCG Advertising Pvt Ltd	Gurgaon	Jobs Available	Goodpeopleindia.com Job Consultants	FINALIST				
OD05/118	Leo Burnett India	Mumbai	Tomato Splatter	Tide Detergents	FINALIST				

Campaign from Best of Ambient

Code	Company Entering	City	Title	Product or Service	FINALIST	BRONZE	SILVER	GOLD	BEST
NO AWARD									

CATEGORY OD06 BEST OF GUERILLA**Single from Best of Guerilla**

Code	Company Entering	City	Title	Product or Service	FINALIST	BRONZE	SILVER	GOLD	BEST
OD06/018	Aim Proximity	Auckland	Yellow iPhone Jonny	The Yellow Pages Group		BRONZE			
OD06/024	BBDO/Proximity Malaysia	Kuala Lumpur	Underwater Camera Shop	Olympus μ1050SW	FINALIST				
OD06/025	BBDO/Proximity Malaysia	Kuala Lumpur	The Pepsi Longest Football Dribble	Pepsi	FINALIST				
OD06/028	DDB Worldwide Pte Ltd	Singapore	Narrowband	Internet Service Provider		BRONZE			
OD06/029	BBDO Guerrero	Manila	Krispy Kreme Benefit Run	Krispy Kreme			SILVER		

Campaign from Best of Guerilla

Code	Company Entering	City	Title	Product or Service	FINALIST	BRONZE	SILVER	GOLD	BEST
NO AWARD									

CATEGORY OD07 BEST OF OUTDOOR TV**Single from Best of Outdoor TV**

Code	Company Entering	City	Title	Product or Service	FINALIST	BRONZE	SILVER	GOLD	BEST
OD07/002	JWT Shanghai	Shanghai	Shan Shui	Public Service	FINALIST				

Campaign from Best of Outdoor TV

Code	Company Entering	City	Title	Product or Service	FINALIST	BRONZE	SILVER	GOLD	BEST
NO AWARD									

CATEGORY OD08 BEST OF POINT OF PURCHASE (POP) DISPLAY**Single from Best of Point of Purchase (POP) Display**

Code	Company Entering	City	Title	Product or Service	FINALIST	BRONZE	SILVER	GOLD	BEST
OD08/008	Lowe & Partners	Petaling Jaya	IKEA Sale : Potato Peeler	IKEA		BRONZE			
OD08/025	Ogilvy & Mather Pvt Ltd	Bangalore	Dodgy Coasters	Foster's	FINALIST				

Campaign from Best of Point of Purchase (POP) Display

Code	Company Entering	City	Title	Product or Service	FINALIST	BRONZE	SILVER	GOLD	BEST
ODC08/001	Lowe & Partners	Petaling Jaya	IKEA Sale Campaign	IKEA		BRONZE			

CATEGORY OD09 BEST OF TWO DIMENSIONAL LARGE/HIGHWAY BILLBOARD

Single from Best of Two Dimensional Large/ Highway Billboard

Code	Company Entering	City	Title	Product or Service	FINALIST	BRONZE	SILVER	GOLD	BEST
OD09/007	Aim Proximity	Auckland	Ginger Sheep 'How Refreshing'	Frank Ginger Beer		BRONZE			

Campaign from Best of Two Dimensional Large/ Highway Billboard

Code	Company Entering	City	Title	Product or Service	FINALIST	BRONZE	SILVER	GOLD	BEST
NO AWARD									