



B.A.D Awards 2017

Finalists: Promo & Activation

**PROMO & ACTIVATION CATEGORIES**

**CATEGORY 01 : EVENT & FIELD MARKETING**

NO AWARD

**CATEGORY 02 : AMBIENT PROMOTION (SMALL SCALE AND LARGE SCALE)**

NO AWARD

**CATEGORY 03 : MERCHANDISING/IN-STORE MARKETING INCL. PROMOTIONAL PACKAGING**

Code	Title	Brand	Entrant Company	Finalists
PM03/001	Clean Light Hand Soap	Zantiis	Dentsu One (Bangkok)	FINALIST

**CATEGORY 04 : TV OR RADIO**

NO AWARD

**CATEGORY 05 : PRINT/CONVENTIONAL OUTDOOR**

NO AWARD

**CATEGORY 06 : DIGITAL**

Code	Title	Brand	Entrant Company	Finalists
PM06/001	Limited Education	Yuvabadhana Foundation, Learn Education, Teach For Thailand, a-chieve and Edwings	Choojai and Friends	FINALIST
PM06/005	Honest Lips	Cute press Lipstick	The Sour Bangkok Co., Ltd.	FINALIST
PM06/006	Redefine Fullmoon	SangSom	The Sour Bangkok Co., Ltd.	FINALIST

**PROMO & ACTIVATION CATEGORIES**

**CATEGORY 07 : SOCIAL MEDIA**

Code	Title	Brand	Entrant Company	Finalists
PM07/001	Meena	OKMD (Public Organization)	Choojai and Friends	FINALIST
PM07/003	Kosanaarai	Texas Chicken	Spa-Hakuhodo	FINALIST

**CATEGORY 08 : CAMPAIGN**

**NO AWARD**

AS OF 23 NOV 2017