



B.A.D Awards 2017

Finalists: Branded Content & Entertainment

BRANDED CONTENT & ENTERTAINMENT CATEGORIES

CATEGORY 01 : BRANDED CONTENT & ENTERTAINMENT - FILM

Code	Title	Brand	Entrant Company	Finalists
BD01/001	Dom Reak Sati	Peppermint Field	Choojai and Friends	FINALIST

CATEGORY 02 : BRANDED CONTENT & ENTERTAINMENT - BRANDED LIVE EXPERIENCE ORIGINAL LIVE ENTERTAINMENT

Code	Title	Brand	Entrant Company	Finalists
BD02/003	เป่าเทียนท่า	สินเชื่อบริษัทรถยนต์ชนชาติ เล่มแลกเงิน	Youngsanti	FINALIST
BD02/004	The Smallest Space to Save Lives	AP THAI	CJ WORX Co., Ltd.	FINALIST

CATEGORY 03 : BRANDED CONTENT & ENTERTAINMENT - ORIGINAL USE OF MUSIC AND SOUND

Code	Title	Brand	Entrant Company	Finalists
BD03/003	Hat Heroes	CLEAR	Choojai and Friends	FINALIST
BD03/004	How Are You?	KASIKORNBANK	GREYnJ United	FINALIST
BD03/005	Tomorrow's another day	Lotus Mattress	LUM	FINALIST

CATEGORY 04 : BRANDED CONTENT & ENTERTAINMENT - INTERACTIVE CONTENT

Code	Title	Brand	Entrant Company	Finalists
BD04/002	Limited Education	Yuvabadhana Foundation, Learn Education, Teach For Thailand, a-chieve and Edwings	Choojai and Friends	FINALIST

CATEGORY 05 : BRANDED CONTENT & ENTERTAINMENT - ONLINE & VIRAL

Code	Title	Brand	Entrant Company	Finalists
BD05/002	Capture	Sure	McCann Worldgroup	FINALIST
BD05/003	Meena	OKMD (Public Organization)	Choojai and Friends	FINALIST
BD05/004	Thank You Thailand	Syn Mun Kong	Rabbit Digital Group	FINALIST
BD05/006	We are all Labour	Viera by Ragazze	The Sour Bangkok Co., Ltd.	FINALIST
BD05/007	400	UNIF	GREYnJ United	FINALIST

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CATEGORY 06 : BRANDED CONTENT & ENTERTAINMENT - INTEGRATED CAMPAIGN LED BY CONTENT PLATFORM

Code	Title	Brand	Entrant Company	Finalists
BD06/001	Thank You Thailand	Syn Mun Kong	Rabbit Digital Group	FINALIST
BD06/003	A Write to Move	FEND : Foundation to Eradicate Neuromuscular Diseases	Youngsanti	FINALIST

AS OF 23 NOV 2017