



B.A.D Awards 2017

Winners: Direct

DIRECT CATEGORIES

CATEGORY 01 : DIRECT RESPONSE/FLAT MAIL/3D

Code	Title	Brand	Entrant Company	Awards
DM01/001	Clean Light Hand Soap	Zantiis	Dentsu One (Bangkok)	BEST
DM01/002	A Write to Move	FEND : Foundation to Eradicate Neuromuscular Diseases	Youngsanti	FINALIST

CATEGORY 02 : DIRECT RESPONSE/DIGITAL

Code	Title	Brand	Entrant Company	Awards
DM02/003	Limited Education	Yuvabadhana Foundation, Learn Education, Teach For Thailand, a-chieve and Edwings	Choojai and Friends	GOLD
DM02/004	Meena	OKMD (Public Organization)	Choojai and Friends	BRONZE
DM02/007	Reach CR-V Anywhere	Honda	Rabbit Digital Group	FINALIST
DM02/008	Honest Lips	Cute press Lipstick	The Sour Bangkok Co., Ltd.	FINALIST
DM02/012	BigBike ลอยลม	Krungsri Big Bike	CJ WORX Co., Ltd.	FINALIST

CATEGORY 03 : DIRECT RESPONSE/TRADITIONAL MEDIA

NO AWARD

CATEGORY 04 : DIRECT RESPONSE/AMBIENT

NO AWARD

CATEGORY 05 : DIRECT RESPONSE/PRESS & POSTER

NO AWARD

CATEGORY 06 : DIRECT INTEGRATED CAMPAIGNS

NO AWARD