



B.A.D Awards 2017

Winners: 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	Awards
PM03/001	Clean Light Hand Soap	Zantiis	Dentsu One (Bangkok)	BEST

CATEGORY 04 : TV OR RADIO

NO AWARD

CATEGORY 05 : PRINT/CONVENTIONAL OUTDOOR

NO AWARD

CATEGORY 06 : DIGITAL

Code	Title	Brand	Entrant Company	Awards
PM06/001	Limited Education	Yuvabadhana Foundation, Learn Education, Teach For Thailand, a-chieve and Edwings	Choojai and Friends	GOLD
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	Awards
PM07/001	Meena	OKMD (Public Organization)	Choojai and Friends	SILVER
PM07/003	Kosanaarai	Texas Chicken	Spa-Hakuhodo	SILVER

CATEGORY 08 : CAMPAIGN

NO AWARD

AS OF 23 NOV 2017