

ADFEST 2021 ENTRIES LIST

**BRANDED
ENTERTAINMENT
LOTUS**

CATEGORY BC01: USE OF FICTION FILM

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BC01/001	A LIFE WITH WALK	DRAGON QUEST WALK	CHERRY INC.	TOKYO
BC01/002	STRESS-INDUCING TIMER	CHICKEN RAMEN AKUMA NO KIMURA	DENTSU INC.	TOKYO
BC01/003	U.F.O. TIME REWIND	NISSIN YAKISOBA U.F.O.	DENTSU INC.	TOKYO
BC01/004	THE WATCH STAND	WIRED	HAT INC.	TOKYO
BC01/005	RED RESTAURANTS DRIVE	TV TOKYO	HAKUHODO KETTLE INC.	TOKYO
BC01/006	THE CHAPTER OF LIFE	MCDONALD'S	LEO BURNETT TAIWAN	TAIPEI
BC01/007	HINTING ETHNIC	ETHNIC NOODLE	DENTSU INC.	TOKYO
BC01/008	WHATEVER HAPPENED...SEARCH BOLIDEN	BOLIDEN BATTERIES	CJ WORX	BANGKOK
BC01/009	THE PENGUIN & THE WHALE	UNITED NATIONS-2030 SDGS	TENCENT	SHENZHEN
BC01/010	YOU ARE HOW YOU SLURP	UNI NOODLE	UNITED ASATSU INTERNATIONAL LTD.	TAIPEI
BC01/011	MAEPRANOM	MAEPRANOM	THE SOUR BANGKOK CO., LTD.	BANGKOK
BC01/012	6 TAKES OF DRAMA	KULOV VODKA	GREYNJ UNITED BANGKOK	BANGKOK
BC01/013	UNDRUNKEN MASTER	THAI HEALTH PROMOTION FOUNDATION	THE LEO BURNETT GROUP THAILAND	BANGKOK
BC01/014	THE VISITORS SHORT FILM	DEPARTMENT OF PROVINCIAL ADMINISTRATION, THAILAND	WORKKIT BANGKOK	BANGKOK
BC01/015	SHOP UNFRIEND	CENTRAL MIDNIGHT SALE	WOLF BANGKOK	BANGKOK
BC01/016	CONCENTRATION	LINE BK	GREYNJ UNITED BANGKOK	BANGKOK
BC01/017	CONNECTIONS SHOULD HAVE NO LIMITS	VIVO (ASIA PACIFIC)	PETCH	MANILA
BC01/018	ALPHABURP	SEASONS ALL NATURAL FRUIT JUICE	PETCH	MANILA
BC01/019	OPERATION MAYBE	JULIE'S BISCUITS	GOVT SINGAPORE	SINGAPORE

CATEGORY BC02: USE OF NON-FICTION FILM

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BC02/001	#LOVE WILL FIND A WAY	MIREI TOUYAMA	TOKYU AGENCY INC.	TOKYO
BC02/002	MEMORIES FOREVER	NTT DOCOMO	ADK CREATIVE ONE	TOKYO
BC02/003	THE PERFECT VOICEOVERS	CAUSES FOR ANIMALS SINGAPORE	EDELMAN SINGAPORE	SINGAPORE
BC02/004	MYSTERIOUS VISITORS TO THE BAKERY	TENCENT CHARITY	TOPIC	BEIJING
BC02/005	A SCRIPTED LIFE	PANTENE	GREYNJ UNITED BANGKOK	BANGKOK
BC02/006	STRETCHEEEESE	MORINAGA KRAFT MOZZARELLA	WUNDERMAN THOMPSON TOKYO	TOKYO
BC02/007	#THISISUS. HUMANITY PREVAILS.	HYUNDAI	SCHOLZ & FRIENDS	BERLIN

CATEGORY BC03: USE OF MUSIC CONTENT

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BC03/001	#LOVE WILL FIND A WAY	MIREI TOUYAMA	TOKYU AGENCY INC.	TOKYO
BC03/002	SUGUSOKONI NEWDAYS (IT MEANS "NEW DAYS ARE JUST AROUND THE CORNER")	NAOTARO MORIYAMA	TYO DRIVE	TOKYO
BC03/003	THE RECONNECTING TRACK	IM3 OORED00	MATA ANGIN	JAKARTA
BC03/004	BONDS UNPLUGGED	BONDS	LEO BURNETT SYDNEY	SYDNEY
BC03/005	GOOD ENOUGH HANDWASHING AIN'T GOOD ENOUGH	SAFEGUARD	SAATCHI & SAATCHI	SINGAPORE

CATEGORY BC04: USE OF AUDIO CONTENT

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BC04/001	UNEXPLORED RADIO STUDIO	RANGE ROVER	FACT	TOKYO
BC04/002	INSTA-SCARES	TM	WUNDERMAN THOMPSON PHILIPPINES	MANILA
BC04/003	BONDS UNPLUGGED	BONDS	LEO BURNETT SYDNEY	SYDNEY

CATEGORY BC05: USE OF PRINT & CONVENTIONAL OUTDOOR

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BC05/001	WAGYU NEWSPAPER	WAGYU (JAPANESE BEEF)	DENTSU INC.	TOKYO
BC05/002	A CATCHALL NEWSPAPER AD.	MUENDER	DENTSU INC.	OSAKA
BC05/003	BRAUN X FORMOSA CHANG	BRAUN	UNITED COMMUNICATION GROUP/ UNI-SURF DIGITAL MARKETING	TAIPEI
BC05/004	PRINT VERSUS COVID	FREE PRESS JOURNAL	TAPROOT DENTSU	MUMBAI
BC05/005	AI MANGA ~TEZUKA2020~	CORPORATION ADVERTISEMENT	WUNDERMAN THOMPSON TOKYO	TOKYO

CATEGORY BC06: USE OF EXPERIENTIAL

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BC06/001	CHECKUP CHAMPIONSHIP	HAKUHODO DY HOLDINGS INC./ THE UNIVERSITY OF TOKYO / NATIONAL INSTITUTE OF ADVANCED INDUSTRIAL SCIENCE AND TECHNOLOGY	HAKUHODO KETTLE INC.	TOKYO
BC06/002	ALL NEW FIT "MULTI-EXPERIENCE DRIVE-IN THEATER" EXPERIENTIAL EVENT	GAC HONDA FIT	GIMC-HAKUHODO INTEGRATED MARKETING CO., LTD.	GUANGZHOU
BC06/003	PILLOWS ARE FOR FIGHTING	CITY PROMOTION (PILLOW FIGHT)	FACT	TOKYO
BC06/004	KIA AUTO EXPO	KIA MOTORS INDIA	ISOBAR INDIA	MUMBAI

CATEGORY BC07: USE OF INTERACTIVE & SOCIAL MEDIA

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BC07/001	STRESS-INDUCING TIMER	CHICKEN RAMEN AKUMA NO KIMURA	DENTSU INC.	TOKYO
BC07/002	HYUNDAI X BTS: HYDROGEN LEADERSHIP CAMPAIGN	HYUNDAI MOTOR COMPANY	INNOCEAN WORLDWIDE	SEOUL
BC07/003	MOONMENTS	WECHAT/THE GREAT WALL	TENCENT	SHENZHEN
BC07/004	A CIPHERED RELEASE OF MUSIC VIDEO : STRAY SHEEP CODE	KENSHI YONEZU	SIX INC.	TOKYO

CATEGORY BC08: USE OF USER GENERATED CONTENT

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BC08/001	MICRO UNIVERSE	TENCENT WE SUMMIT	TENCENT	SHENZHEN
BC08/002	BRAUN X FORMOSA CHANG	BRAUN	UNITED COMMUNICATION GROUP/ UNI-SURF DIGITAL MARKETING	TAIPEI
BC08/003	PWR TAKEOVER	MPWR	MATA ANGIN	JAKARTA

CATEGORY BC09: USE OF BRAND INTEGRATION

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BC09/001	THE SECRET SUPPORTER	DUTCH MILL	CJ WORX	BANGKOK

CATEGORY BC10: USE OF TALENT

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BC10/001	SAMSUNG CANTOPOPORA	SAMSUNG	DDB GROUP HONG KONG	HONG KONG
BC10/002	THE PERFECT VOICEOVERS	CAUSES FOR ANIMALS SINGAPORE	EDELMAN SINGAPORE	SINGAPORE
BC10/003	HYUNDAI X BTS: HYDROGEN LEADERSHIP CAMPAIGN	HYUNDAI MOTOR COMPANY	INNOCEAN WORLDWIDE	SEOUL
BC10/004	BRAUN X FORMOSA CHANG	BRAUN	UNITED COMMUNICATION GROUP/ UNI-SURF DIGITAL MARKETING	TAIPEI
BC10/005	A SCRIPTED LIFE	PANTENE	GREYNJ UNITED BANGKOK	BANGKOK
BC10/006	BONDS UNPLUGGED	BONDS	LEO BURNETT SYDNEY	SYDNEY

CATEGORY BC11: USE OF GAMES

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BC11/001	DUREX "THE GAME OF SEX"	DUREX	MEDIALAND DIGITAL STRATEGY LIMITED	TAIPEI
BC11/002	SOLAR FOREST	HANWHA	INNOCEAN WORLDWIDE	SEOUL
BC11/003	THE SECRET SUPPORTER	DUTCH MILL	CJ WORX	BANGKOK
BC11/004	POCKY K.O.	POCKY	HAKUHODO INC.	TOKYO

CATEGORY BC12: USE OF SPORTS

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BC12/001	SUPER - LOCAL OLYMPICS TV COMMERCIAL FESTIVAL	CUP NOODLE	DENTSU INC.	TOKYO
BC12/002	PILLOWS ARE FOR FIGHTING	CITY PROMOTION (PILLOW FIGHT)	FACT	TOKYO
BC12/003	CLOSELY SUPPORT RUNNERS TEAMPROFITS	PROFITS	GMO NIKKO INC.	TOKYO

CATEGORY BC13: INTEGRATED BRANDED ENTERTAINMENT CAMPAIGN

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BC13/001	STOP PROJECT NEW SHINKANSEN STATION FOR KAGA	KAGA CITY SHINKANSEN INITIATIVE OFFICE	DRILL	TOKYO
BC13/002	ANIMALS "HI HEE SKIN HEY HO!"	MOCHIDA HEALTHCARE	DENTSU LIVE.INC	TOKYO

CATEGORY BC14: RESILIENCE THROUGH CREATIVITY *NEW**

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BC14/001	#LOVE WILL FIND A WAY	MIREI TOUYAMA	TOKYU AGENCY INC.	TOKYO
BC14/002	WAGYU NEWSPAPER	WAGYU (JAPANESE BEEF)	DENTSU INC.	TOKYO
BC14/003	RED RESTAURANTS DRIVE	TV TOKYO	HAKUHODO KETTLE INC.	TOKYO
BC14/004	UNEXPLORED RADIO STUDIO	RANGE ROVER	FACT	TOKYO
BC14/005	BEYOND DISTANCE	SPHERICAL DRONE DISPLAY	KAKEZAN INC.	TOKYO
BC14/006	PRINT VERSUS COVID	FREE PRESS JOURNAL	TAPROOT DENTSU	MUMBAI
BC14/007	THE RECONNECTING TRACK	IM3 OORED00	MATA ANGIN	JAKARTA
BC14/008	INSTA-SCARES	TM	WUNDERMAN THOMPSON PHILIPPINES	MANILA
BC14/009	PET SHOWS FOR GOOD	SHELTERED ANIMAL HOME DONATION	THE LEO BURNETT GROUP THAILAND	BANGKOK
BC14/010	BATHROOM'S GOT TALENT	OROCAN PLASTICS	GIGIL	MANILA
BC14/011	GOOD ENOUGH HANDWASHING AIN'T GOOD ENOUGH	SAFEGUARD	SAATCHI & SAATCHI	SINGAPORE

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BC14/012	#KITASAPOTKITA (WE SUPPORT EACH OTHER)	MAXIS	STAR REACHER ADVERTISING SDN BHD	KUALA LUMPUR

CATEGORY LRBC: LOTUS ROOTS

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
LRBC/001	PILLOWS ARE FOR FIGHTING	CITY PROMOTION (PILLOW FIGHT)	FACT	TOKYO
LRBC/002	THE RECONNECTING TRACK	IM3 OORED00	MATA ANGIN	JAKARTA
LRBC/003	GODFATHER	NETFLIX	GIGIL	MANILA
LRBC/004	CONNECTIONS SHOULD HAVE NO LIMITS	VIVO (ASIA PACIFIC)	PETCH	MANILA