

# **ADFEST 2021 ENTRIES LIST**

**DESIGN  
LOTUS**

**CATEGORY DE01: CORPORATE IDENTITY**

NO ENTRY

**CATEGORY DE02: PRODUCT DESIGN: CONSUMER PRODUCTS**

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DE02/001	THE GALACTIC BOTTLES	COCA-COLA	OGILVY MALAYSIA	KUALA LUMPUR
DE02/002	SUPER ANIMAL FUR	VEGAN TIGER	INNOCEAN WORLDWIDE	SEOUL
DE02/003	PINK IS BLUE BLUE IS PINK	PORGABE	INNOCEAN WORLDWIDE	SEOUL
DE02/004	MY POLICE TOTE	HONDA	HAKUHODO INC.	TOKYO
DE02/005	READY-TO-GO UNIFORMS	WACOAL	WUNDERMAN THOMPSON THAILAND	BANGKOK

**CATEGORY DE03: PRODUCT DESIGN: INNOVATIVE & SUSTAINABLE DESIGN**

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DE03/001	BAMBOO SWEETS	LIFULL	PEAK INC.	TOKYO
DE03/002	CAMOUFLAGE ENGLISH WORKBOOK	GS CALTEX	IDEOT	SEOUL
DE03/003	POETRY IN BRAILLE TACTILE PLATES	INCHEON TRANSPORTATION CORPORATION	IDEOT	SEOUL
DE03/004	LABOR CONTRACT LARGE ENVELOPE	INCHEON METROPOLITAN OFFICE OF EDUCATION	IDEOT	SEOUL

**CATEGORY DE04: PACKAGING DESIGN**

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DE04/001	BAMBOO SWEETS	LIFULL	PEAK INC.	TOKYO
DE04/002	THE GALACTIC BOTTLES	COCA-COLA	OGILVY MALAYSIA	KUALA LUMPUR
DE04/003	"FUKU-WARAI" FROM FUKUSHIMA	FUKU-WARAI	DENTSU EAST JAPAN	TOKYO
DE04/004	BAUM SKIN   MIND	BAUM	SHISEIDO CO.,LTD.	TOKYO
DE04/005	WULIANGYE - FOR BOTH MILD AND STRONG DRINKERS	WULIANGYE	REDBANK	BEIJING

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DE04/006	THE MASK THAT ATE THE VIRUS	LIVINGUARD	BIRGER LINKE DESIGN	BEIJING
DE04/007	THE UGLY NUMBER MAKEOVER	TELKOMSEL CORPORATE & BROADBAND	ROMP.	JAKARTA
DE04/008	BEAUTIFUL DAYS	MAGIC 1DAY MENICON FLAT PACK	DENTSU INC.	TOKYO
DE04/009	POCKY THE GIFT	POCKY THE GIFT	DENTSU INC.	TOKYO

**CATEGORY DE05: BRAND COLLATERAL**

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DE05/001	WHOSE POO?	AEON FANTASY CO.,LTD.	DENTSU INC.	TOKYO
DE05/002	"1 IDENTICAL ROOM" IS ENOUGH TO EXPRESS DIVERSITY OF COMFORT THROUGH ART	SERTA	HAKUHODO INC.	TOKYO
DE05/003	SOCIAL DISTANCING MOONCAKE	MEDIALAND DIGITAL STRATEGY LIMITED	MEDIALAND DIGITAL STRATEGY LIMITED	TAIPEI
DE05/004	THE REAL HUNGER MARKETING	KFC TAIWAN	DENTSU ONE TAIPEI	TAIPEI

**CATEGORY DE06: POSTER**

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DE06/001	SEVEN-HUNDRED VIEWS OF KOI FISH — CELEBRATION OF THE REVIVAL OF LIFE IN RITSURIN GARDEN	130TH ANNIVERSARY	DENTSU INC.	TOKYO
DE06/002	THE JAPANESE CRAFT	THE JAPANESE CRAFT SPIRITS & LIQUEUR	HAKUHODO INC.	TOKYO
DE06/003	FLAVOUR OF HOME	SUSHI SEI	HAKUHODO INDONESIA	JAKARTA
DE06/004	PERSONAL FUEL	THE HOSHI AWARDS FOR SCIENTIFIC IMAGINATION IN LITERATURE	DENTSU INC.	TOKYO
DE06/005	FAIRYTALE ENDINGS	PLEASURE POINT	DDB GROUP HONG KONG	HONG KONG
DE06/006	BEAUTIFUL INVADERS	D&AD AWARDS 2019 EXHIBITION IN JAPAN	DENTSU INC.	TOKYO
DE06/007	HUMAN! FIT	HONDA FIT	DENTSU INC.	TOKYO

**CATEGORY DE07: TYPOGRAPHY**

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DE07/001	THE CHEERING BANDAGE	THE CHEERING BANDAGE	INNOCEAN WORLDWIDE	SEOUL

**CATEGORY DE08: ILLUSTRATION**

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DE08/001	WAGYU NEWSPAPER	WAGYU (JAPANESE BEEF)	DENTSU INC.	TOKYO
DE08/002	FLAVOUR OF HOME	SUSHI SEI	HAKUHODO INDONESIA	JAKARTA
DE08/003	FAIRYTALE ENDINGS	PLEASURE POINT	DDB GROUP HONG KONG	HONG KONG
DE08/004	SUITS FOR HEROES	COMIC ODYSSEY	WUNDERMAN THOMPSON PHILIPPINES	MANILA

**CATEGORY DE09: BOOKS & PUBLICATIONS**

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DE09/001	CAMOUFLAGE ENGLISH WORKBOOK	GS CALTEX	IDEOT	SEOUL
DE09/002	HUMAN! FIT	HONDA FIT	DENTSU INC.	TOKYO
DE09/003	PERSONAL FUEL	THE HOSHI AWARDS FOR SCIENTIFIC IMAGINATION IN LITERATURE	DENTSU INC.	TOKYO

**CATEGORY DE10: SELF-PROMOTION**

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DE10/001	CUT OUT A NEW WORLD	YOMIKO ADVERTISING AGENCY	YOMIKO ADVERTISING INC.	TOKYO
DE10/002	POTENTIAL EXPWY	RAINBOW MOTOR SCHOOL CO.	DENTSU INC.	TOKYO
DE10/003	SOUND OF LOVE	SOUR X MAYBE FLOWER	THE SOUR BANGKOK CO., LTD.	BANGKOK
DE10/004	"OMIYAGE" BOX (SOUVENIR BOX)	DENTSU TEC INC. RECRUITMENT	DENTSU TEC INC.	TOKYO
DE10/005	DENTSU TEC ON/OFF PAMPHLET	DENTSU TEC INC. RECRUITMENT	DENTSU TEC INC.	TOKYO

**CATEGORY DE11: POINT OF SALE: SMALL SCALE**

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DE11/001	FROZEN COMICS	ITACHOCO ICE	ORICOM CO.,LTD.	TOKYO
DE11/002	SAVEBOARD PROJECT	QUIKSILVER	HAKUHODO INTERNATIONAL THAILAND	BANGKOK
DE11/003	ZOZOTOWN HOLIDAY BOX	ZOZO, INC.	ZOZO TECHNOLOGIES, INC.	TOKYO
DE11/004	ZOZOTOWN FIREWORKS BOX	ZOZO, INC.	ZOZO TECHNOLOGIES, INC.	TOKYO
DE11/005	HOPE TAPE	HOPE TAPE	CHEIL WORLDWIDE	SEOUL
DE11/006	SAFE SALE	EMART	CHEIL WORLDWIDE	SEOUL
DE11/007	LIGHT SAVER	EMART	CHEIL WORLDWIDE	SEOUL

**CATEGORY DE12: POINT OF SALE: LARGE SCALE**

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DE12/001	BONDS OUT NOW	BONDS	LEO BURNETT SYDNEY	SYDNEY

**CATEGORY DE13: MOTION DESIGN**

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DE13/001	LIVE! A STAMP COMEDY.	SHACHIHATA NAME-IN	DENTSU INC.	TOKYO
DE13/002	FLAVOUR OF HOME	SUSHI SEI	HAKUHODO INDONESIA	JAKARTA
DE13/003	THE AMAZON 2020 HOLIDAY CAMPAIGN	AMAZON JAPAN	ONESAL CO., LTD.	TOKYO
DE13/004	THE PENGUIN & THE WHALE	UNITED NATIONS-2030 SDGS	TENCENT	SHENZHEN
DE13/005	POCKY THE GIFT	POCKY THE GIFT	DENTSU INC.	TOKYO

**CATEGORY DE14: DIGITAL & INTERACTIVE DESIGN**

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DE14/001	47 APOCALYPTIC SCENES	WWF JAPAN	ADK CREATIVE ONE INC.	TOKYO
DE14/002	DUREX "THE GAME OF SEX"	DUREX	MEDIALAND DIGITAL STRATEGY LIMITED	TAIPEI
DE14/003	SOLAR FOREST	HANWHA	INNOCEAN WORLDWIDE	SEOUL

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DE14/004	MICRO UNIVERSE	TENCENT WE SUMMIT	TENCENT	SHENZHEN
DE14/005	MOONMENTS	WECHAT/THE GREAT WALL	TENCENT	SHENZHEN
DE14/006	NEW INVESTMENT SERVICE FOR MILLENNIALS: NIKKO FROGGY	NIKKO FROGGY	SIX INC.	TOKYO
DE14/007	A CIPHERED RELEASE OF MUSIC VIDEO : STRAY SHEEP CODE	KENSHI YONEZU	SIX INC.	TOKYO

**CATEGORY DE15: EXHIBITIONS, EVENTS & PUBLIC ENVIRONMENT**

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DE15/001	POTENTIAL EXPWY	RAINBOW MOTOR SCHOOL CO.	DENTSU INC.	TOKYO
DE15/002	SEVEN-HUNDRED VIEWS OF KOI FISH – CELEBRATION OF THE REVIVAL OF LIFE IN RITSURIN GARDEN	130TH ANNIVERSARY	DENTSU INC.	TOKYO
DE15/003	PILLOWS ARE FOR FIGHTING	CITY PROMOTION (PILLOW FIGHT)	FACT	TOKYO
DE15/004	SAVEBOARD PROJECT	QUIKSILVER	HAKUHODO INTERNATIONAL THAILAND	BANGKOK
DE15/005	BAUHAUS 100:MANIFEST OF PRACTICE	BAUHAUS DESIGN	KEN-TSAI LEE DESIGN LAB/TAIWAN TECH	TAIPEI
DE15/006	SHAOLIN KUNGFU MONKS	NANFU BATTERY	THE NINE SHANGHAI	SHANGHAI

**CATEGORY DE16: INTEGRATED DESIGN CAMPAIGN**

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DE16/001	BAUHAUS 100:MANIFEST OF PRACTICE	BAUHAUS DESIGN	KEN-TSAI LEE DESIGN LAB/TAIWAN TECH	TAIPEI
DE16/002	MAKE YOUR CHOICE	ZOYA	LUP JAKARTA	JAKARTA
DE16/003	SAVEBOARD PROJECT	QUIKSILVER	HAKUHODO INTERNATIONAL THAILAND	BANGKOK
DE16/004	HUMAN! FIT	HONDA FIT	DENTSU INC.	TOKYO
DE16/005	POCKY THE GIFT	POCKY THE GIFT	DENTSU INC.	TOKYO
DE16/006	SEVEN-HUNDRED VIEWS OF KOI FISH – CELEBRATION OF THE REVIVAL OF LIFE IN RITSURIN GARDEN	130TH ANNIVERSARY	DENTSU INC.	TOKYO

**CATEGORY DE17: RESILIENCE THROUGH CREATIVITY \*\*\*NEW**

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DE17/001	WAGYU NEWSPAPER	WAGYU (JAPANESE BEEF)	DENTSU INC.	TOKYO
DE17/002	SOCIAL DISTANCING MOONCAKE	MEDIALAND DIGITAL STRATEGY LIMITED	MEDIALAND DIGITAL STRATEGY LIMITED	TAIPEI
DE17/003	GYM IT YOURSELF	GOLD'S GYM	LUP JAKARTA	JAKARTA
DE17/004	THE CHEERING BANDAGE	THE CHEERING BANDAGE	INNOCEAN WORLDWIDE	SEOUL
DE17/005	PRINT VERSUS COVID	FREE PRESS JOURNAL	TAPROOT DENTSU	MUMBAI
DE17/006	THE MASK THAT ATE THE VIRUS	LIVINGUARD	BIRGER LINKE DESIGN	BEIJING
DE17/007	SANGSOM PORTFUNLIO	SANGSOM	THE SOUR BANGKOK CO., LTD.	BANGKOK
DE17/008	ZOZOTOWN HOLIDAY BOX	ZOZO, INC.	ZOZO TECHNOLOGIES, INC.	TOKYO
DE17/009	ZOZOTOWN FIREWORKS BOX	ZOZO, INC.	ZOZO TECHNOLOGIES, INC.	TOKYO
DE17/010	COMPLEX EMOJIS	MINDNATION	PROPEL MANILA 360, INC.	MANILA
DE17/011	SAFE SALE	EMART	CHEIL WORLDWIDE	SEOUL
DE17/012	SUITS FOR HEROES	COMIC ODYSSEY	WUNDERMAN THOMPSON PHILIPPINES	MANILA
DE17/013	TUNA SCOPE 2020	TUNA SCOPE	DENTSU INC.	TOKYO
DE17/014	THE GLOVES PROTECTOR	THE GLOVES PROTECTOR	SAC	JAKARTA

**CATEGORY LRDE: LOTUS ROOTS**

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
LRDE/001	BAMBOO SWEETS	LIFULL	PEAK INC.	TOKYO
LRDE/002	PILLOWS ARE FOR FIGHTING	CITY PROMOTION (PILLOW FIGHT)	FACT	TOKYO
LRDE/003	15 CM HAIR DONATION	HAIR DONATION	WUNDERMAN THOMPSON TAIPEI	TAIPEI
LRDE/004	WHERE'S THE NOODLE?!	INDOMIE	ROMP.	JAKARTA