

# **ADFEST 2021 ENTRIES LIST**

**DIGITAL  
CRAFT  
LOTUS**

**DESIGN SUB-CATEGORIES****CATEGORY CD01: USER INTERFACE (UI)**

| CODE     | TITLE        | BRAND  | COMPANY ENTERING   | CITY  |
|----------|--------------|--------|--------------------|-------|
| CD01/001 | SOLAR FOREST | HANWHA | INNOCEAN WORLDWIDE | SEOUL |

**CATEGORY CD02: VIDEO/MOVING IMAGE**

| CODE     | TITLE                            | BRAND                    | COMPANY ENTERING | CITY     |
|----------|----------------------------------|--------------------------|------------------|----------|
| CD02/001 | ENEJET WASH FOAM RECEIPT CM      | ENJET WASH               | QUARK TOKYO INC. | TOKYO    |
| CD02/002 | THE AMAZON 2020 HOLIDAY CAMPAIGN | AMAZON JAPAN             | ONESAL CO., LTD. | TOKYO    |
| CD02/003 | THE PENGUIN & THE WHALE          | UNITED NATIONS-2030 SDGS | TENCENT          | SHENZHEN |

**CATEGORY CD03: DIGITAL ILLUSTRATION**

| CODE     | TITLE                            | BRAND        | COMPANY ENTERING               | CITY   |
|----------|----------------------------------|--------------|--------------------------------|--------|
| CD03/001 | 47 APOCALYPTIC SCENES            | WWF JAPAN    | ADK CREATIVE ONE INC.          | TOKYO  |
| CD03/002 | TRACEABILITY JOURNEY             | AMWAY TAIWAN | DENTSU MCGARRYBOWEN TAIWAN     | TAIPEI |
| CD03/003 | THE AMAZON 2020 HOLIDAY CAMPAIGN | AMAZON JAPAN | ONESAL CO., LTD.               | TOKYO  |
| CD03/004 | LISTERINE BIBIGKASIN CHALLENGE   | LISTERINE    | WUNDERMAN THOMPSON PHILIPPINES | MANILA |

**CATEGORY CD04: DIGITAL IMAGE DESIGN**

| CODE     | TITLE     | BRAND                 | COMPANY ENTERING | CITY     |
|----------|-----------|-----------------------|------------------|----------|
| CD04/001 | MOONMENTS | WECHAT/THE GREAT WALL | TENCENT          | SHENZHEN |

**CATEGORY CD05: MUSIC/SOUND DESIGN**

| CODE     | TITLE                                          | BRAND                 | COMPANY ENTERING   | CITY      |
|----------|------------------------------------------------|-----------------------|--------------------|-----------|
| CD05/001 | MACH SPEED ORCHESTRA                           | 5G                    | TOKYU AGENCY INC.  | TOKYO     |
| CD05/002 | IONIQ: I'M ON IT                               | HYUNDAI MOTOR COMPANY | INNOCEAN WORLDWIDE | SEOUL     |
| CD05/003 | WIN THE FIGHT                                  | HIMALAYA NEEM MASK    | &FRIENDS           | JAKARTA   |
| CD05/004 | GOOD ENOUGH HANDWASHING AIN'T GOOD ENOUGH      | SAFEGUARD             | SAATCHI & SAATCHI  | SINGAPORE |
| CD05/005 | CREATING MUSIC FOR THE AMAZON HOLIDAY CAMPAIGN | AMAZON JAPAN G.K.     | SYN K.K.           | TOKYO     |

**CATEGORY CD06: OVERALL AESTHETIC DESIGN**

| CODE     | TITLE                                                              | BRAND   | COMPANY ENTERING | CITY      |
|----------|--------------------------------------------------------------------|---------|------------------|-----------|
| CD06/001 | AUTUMN AND WINTER FASHION SHOW FOR CHILDREN OF MOUNTAINOUS REGIONS | TENCENT | INYOUNG          | GUANGZHOU |

**FUNCTION SUB-CATEGORIES****CATEGORY CD07: UX & JOURNEY DESIGN**

| CODE     | TITLE        | BRAND  | COMPANY ENTERING   | CITY  |
|----------|--------------|--------|--------------------|-------|
| CD07/001 | SOLAR FOREST | HANWHA | INNOCEAN WORLDWIDE | SEOUL |

**CATEGORY CD08: NATIVE & BUILT-IN FEATURE INTEGRATION**

| CODE     | TITLE                     | BRAND          | COMPANY ENTERING   | CITY  |
|----------|---------------------------|----------------|--------------------|-------|
| CD08/001 | SOLAR FOREST              | HANWHA         | INNOCEAN WORLDWIDE | SEOUL |
| CD08/002 | LIVE STREAMED #WITHGALAXY | SAMSUNG MOBILE | CHEIL WORLDWIDE    | SEOUL |

**CATEGORY CD09: EXPERIENCE DESIGN: MULTI PLATFORM**

| CODE     | TITLE          | BRAND             | COMPANY ENTERING | CITY     |
|----------|----------------|-------------------|------------------|----------|
| CD09/001 | MICRO UNIVERSE | TENCENT WE SUMMIT | TENCENT          | SHENZHEN |

**CATEGORY CD10: OVERALL FUNCTIONAL DESIGN**

| CODE     | TITLE                              | BRAND                       | COMPANY ENTERING | CITY   |
|----------|------------------------------------|-----------------------------|------------------|--------|
| CD10/001 | TPIN3: THE RECRUITMENT TIME PORTAL | TELEPERFORMANCE PHILIPPINES | SVEN             | MANILA |

**TECHNOLOGY SUB-CATEGORY****CATEGORY CD11: INNOVATIVE USE OF TECHNOLOGY**

| CODE     | TITLE                 | BRAND                     | COMPANY ENTERING         | CITY  |
|----------|-----------------------|---------------------------|--------------------------|-------|
| CD11/001 | WANTED LIST           | YAHOO JAPAN CORPORATION   | DENTSU DIGITAL           | TOKYO |
| CD11/002 | AI MANGA ~TEZUKA2020~ | CORPORATION ADVERTISEMENT | WUNDERMAN THOMPSON TOKYO | TOKYO |

**DATA SUB-CATEGORY****CATEGORY CD12: USE OF DATA**

| CODE     | TITLE                      | BRAND              | COMPANY ENTERING | CITY   |
|----------|----------------------------|--------------------|------------------|--------|
| CD12/001 | ESTEE LAUDER - BLOCK-CHAIN | ESTEE LAUDER INDIA | ISOBAR INDIA     | MUMBAI |

**CATEGORY CD13: RESILIENCE THROUGH CREATIVITY \*\*\*NEW**

| CODE     | TITLE                | BRAND                | COMPANY ENTERING   | CITY   |
|----------|----------------------|----------------------|--------------------|--------|
| CD13/001 | THE CHEERING BANDAGE | THE CHEERING BANDAGE | INNOCEAN WORLDWIDE | SEOUL  |
| CD13/002 | POOJA DIDI           | FACEBOOK             | TAPROOT DENTSU     | MUMBAI |
| CD13/003 | TUNA SCOPE 2020      | TUNA SCOPE           | DENTSU INC.        | TOKYO  |

CATEGORY LRCD: LOTUS ROOTS

| CODE     | TITLE                          | BRAND     | COMPANY ENTERING               | CITY   |
|----------|--------------------------------|-----------|--------------------------------|--------|
| LRCD/001 | LISTERINE BIBIGKASIN CHALLENGE | LISTERINE | WUNDERMAN THOMPSON PHILIPPINES | MANILA |

AS OF 17 FEB 2021