

**ADFEST
2021
ENTRIES
LIST**

**DIGITAL
LOTUS**

WEBSITE SUB-CATEGORIES

CATEGORY DI01: WEBSITE: BEST CONSUMER WEBSITE

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DI01/001	STRESS-INDUCING TIMER	CHICKEN RAMEN AKUMA NO KIMURA	DENTSU INC.	TOKYO
DI01/002	TPIN3: THE RECRUITMENT TIME PORTAL	TELEPERFORMANCE PHILIPPINES	SVEN	MANILA
DI01/003	MOONMENTS	WECHAT/THE GREAT WALL	TENCENT	SHENZHEN
DI01/004	NEW INVESTMENT SERVICE FOR MILLENNIALS: NIKKO FROGGY	NIKKO FROGGY	SIX INC.	TOKYO

CATEGORY DI02: WEBSITE: SELF-PROMOTION & CORPORATE WEBSITE

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DI02/001	WANTED LIST	YAHOO JAPAN CORPORATION	DENTSU DIGITAL	TOKYO

ONLINE VIDEO SUB-CATEGORIES

CATEGORY DI03: VDO, SERIES & WEBISODE

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DI03/001	BUDWEISER TET TALKS	BUDWEISER	HAKUHODO SAIGON ADVERTISING	HO CHI MINH CITY
DI03/002	#THISISUS. HUMANITY PREVAILS.	HYUNDAI	SCHOLZ & FRIENDS	BERLIN

CATEGORY DI04: VIRAL VDO

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DI04/001	THE WATCH STAND	WIRED	HAT INC.	TOKYO
DI04/002	THE PERFECT VOICEOVERS	CAUSES FOR ANIMALS SINGAPORE	EDELMAN SINGAPORE	SINGAPORE
DI04/003	THE TOUGHEST TRYOUT	BAA (BICYCLE ASSOCIATION APPROVED)	ADK CREATIVE ONE INC.	TOKYO
DI04/004	HINTING ETHNIC	ETHNIC NOODLE	DENTSU INC.	TOKYO

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DI04/005	THE PENGUIN & THE WHALE	UNITED NATIONS-2030 SDGS	TENCENT	SHENZHEN
DI04/006	POOJA DIDI	FACEBOOK	TAPROOT DENTSU	MUMBAI
DI04/007	WHATEVER HAPPENED...SEARCH BOLIDEN	BOLIDEN BATTERIES	CJ WORX	BANGKOK
DI04/008	CHEX GREEN ONION CAMPAIGN	CHEX GREEN ONION	DIRECTORSCOMPANY	SEOUL
DI04/009	LUCKY	SNAILWHITE	GIGIL	MANILA
DI04/010	BAND	RC COLA	GIGIL	MANILA
DI04/011	GUNFIGHT	STOP SMOKING FOR GOOD	THE LEO BURNETT GROUP THAILAND	BANGKOK
DI04/012	BRAUN X FORMOSA CHANG	BRAUN	UNITED COMMUNICATION GROUP/ UNI-SURF DIGITAL MARKETING	TAIPEI
DI04/013	MAEPRANOM	MAEPRANOM	THE SOUR BANGKOK CO., LTD.	BANGKOK
DI04/014	SHOP UNFRIEND	CENTRAL MIDNIGHT SALE	WOLF BANGKOK	BANGKOK
DI04/015	DEAR CLIENT, THANK YOU FOR CANCELLING OUR WORK	TCP	WUNDERMAN THOMPSON THAILAND	BANGKOK
DI04/016	REWIND KIA	KIA MOTORS INDIA	ISOBAR INDIA	MUMBAI
DI04/017	CONNECTIONS SHOULD HAVE NO LIMITS	VIVO (ASIA PACIFIC)	PETCH	MANILA
DI04/018	ALPHABURP	SEASONS ALL NATURAL FRUIT JUICE	PETCH	MANILA
DI04/019	COMEDIANS	PADAYON PH	GIGIL	MANILA
DI04/020	FREEDOM	WWF INDIA	MCCANN WORLDGROUP INDIA	MUMBAI

CATEGORY DI05: INTERACTIVE VDO

NO ENTRY

SOCIAL SUB-CATEGORIES

CATEGORY DI06: USE OF SOCIAL

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DI06/001	47 APOCALYPTIC SCENES	WWF JAPAN	ADK CREATIVE ONE INC.	TOKYO
DI06/002	SOCIAL MEDIA WITHOUT HUMAN - "UNDER WORLD"	SWORD ART ONLINE ALICIZATION LYCORIS	DENTSU INC.	TOKYO
DI06/003	SUPER ANIMAL FUR	VEGAN TIGER	INNOCEAN WORLDWIDE	SEOUL
DI06/004	THE CHEERING BANDAGE	THE CHEERING BANDAGE	INNOCEAN WORLDWIDE	SEOUL
DI06/005	SHOW MY WORK	TENCENT VOOV MEETING	TENCENT	SHENZHEN
DI06/006	THE SECRET SUPPORTER	DUTCH MILL	CJ WORX	BANGKOK
DI06/007	THE MOST SHAREABLE FILM	SINGHA BEER	HAKUHODO INTERNATIONAL THAILAND	BANGKOK
DI06/008	BONDS OUT NOW	BONDS	LEO BURNETT SYDNEY	SYDNEY
DI06/009	APOLOGETIC PRE-ROLLS	GREENWICH PIZZA	GIGIL	MANILA
DI06/010	WATER DIPPER MAX	OROCAN PLASTICS	GIGIL	MANILA
DI06/011	CHAMP'S BIGGEST FANS	JOLLIBEE	PROPEL MANILA 360, INC.	MANILA
DI06/012	RECREATE PRIDE 2020	GOOGLE PHILIPPINES, FACEBOOK PHILIPPINES, GLOBE TELECOM, PRIDE@TECH	PROPEL MANILA 360, INC.	MANILA
DI06/013	PLAY NZ	TOURISM NEW ZEALAND	TBWA	SYDNEY
DI06/014	A CIPHERED RELEASE OF MUSIC VIDEO : STRAY SHEEP CODE	KENSHI YONEZU	SIX INC.	TOKYO
DI06/015	#FIGHT4OURPLANET	#FIGHT4OURPLANET	STAR REACHER ADVERTISING SDN BHD	KUALA LUMPUR

CATEGORY DI07: SOCIAL APP & TOOLS

NO ENTRY

OTHER SUB-CATEGORIES

CATEGORY DI08: WEB BANNER, DISPLAY AD & RICH MEDIA

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DI08/001	HIDE & SEEK	TENCENT MEDIPEDIA APP	TENCENT	SHENZHEN

CATEGORY DI09: BRANDED GAME

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DI09/001	DUREX "THE GAME OF SEX"	DUREX	MEDIALAND DIGITAL STRATEGY LIMITED	TAIPEI
DI09/002	SOLAR FOREST	HANWHA	INNOCEAN WORLDWIDE	SEOUL

CATEGORY DI10: INTEGRATED DIGITAL CAMPAIGN

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DI10/001	HIJABISA	REJOICE	FLOCK CREATIVE NETWORK	JAKARTA
DI10/002	MAKE YOUR CHOICE	ZOYA	LUP JAKARTA	JAKARTA
DI10/003	MICRO UNIVERSE	TENCENT WE SUMMIT	TENCENT	SHENZHEN
DI10/004	MOMENTS BRAND CAMPAIGN	MYNTRA	BRAVE NEW WORLD	BANGALORE

CATEGORY DI11: RESILIENCE THROUGH CREATIVITY ***NEW

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DI11/001	KFC YOU SOON	KFC MALAYSIA	NAGA DDB SDN BHD	KUALA LUMPUR
DI11/002	GYM IT YOURSELF	GOLD'S GYM	LUP JAKARTA	JAKARTA
DI11/003	THE CHEERING BANDAGE	THE CHEERING BANDAGE	INNOCEAN WORLDWIDE	SEOUL
DI11/004	POOJA DIDI	FACEBOOK	TAPROOT DENTSU	MUMBAI
DI11/005	COMEDIANS	PADAYON	GIGIL	MANILA
DI11/006	TUNA SCOPE 2020	TUNA SCOPE	DENTSU INC.	TOKYO



ALL ENTRIES



CATEGORY LRDI: LOTUS ROOTS

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
LRDI/001	CONNECTIONS SHOULD HAVE NO LIMITS	VIVO (ASIA PACIFIC)	PETCH	MANILA

AS OF 17 FEB 2021