

ADFEST 2021 ENTRIES LIST

**DIRECT
LOTUS**

CATEGORY DM01: DIRECT MAIL

NO ENTRY

CATEGORY DM02: LOW BUDGET CAMPAIGN

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DM02/001	MOONMENTS	WECHAT/THE GREAT WALL	TENCENT	SHENZHEN
DM02/002	THE CIVILIAN'S OATH	MAX BUPA HEALTH INSURANCE	ISOBAR INDIA	MUMBAI

CATEGORY DM03: USE OF FILM & AUDIO

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DM03/001	THE PERFECT VOICEOVERS	CAUSES FOR ANIMALS SINGAPORE	EDELMAN SINGAPORE	SINGAPORE
DM03/002	REQUIEM FOR A PIE	TAB	M&C SAATCHI	SYDNEY
DM03/003	THE PENGUIN & THE WHALE	UNITED NATIONS-2030 SDGS	TENCENT	SHENZHEN
DM03/004	THE MOST SHAREABLE FILM	SINGHA BEER	HAKUHODO INTERNATIONAL THAILAND	BANGKOK
DM03/005	GUNFIGHT	STOP SMOKING FOR GOOD	THE LEO BURNETT GROUP THAILAND	BANGKOK
DM03/006	THE REAL MASTERCLASS	PUENGTON PROJECT	WUNDERMAN THOMPSON THAILAND	BANGKOK
DM03/007	STOP PROJECT NEW SHINKANSEN STATION FOR KAGA	KAGA CITY SHINKANSEN INITIATIVE OFFICE	DRILL	TOKYO

CATEGORY DM04: USE OF PRINT & CONVENTIONAL OUTDOOR

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DM04/001	POTENTIAL EXPWY	RAINBOW MOTOR SCHOOL CO.	DENTSU INC.	TOKYO
DM04/002	#CLOSETHEGAP	SHE RADIO 99.6FM	HAKUHODO INDONESIA	JAKARTA
DM04/003	LABOR CONTRACT LARGE ENVELOPE	INCHEON METROPOLITAN OFFICE OF EDUCATION	IDEOT	SEOUL
DM04/004	CANCEL CORONA	FREE PRESS JOURNAL	TAPROOT DENTSU	MUMBAI
DM04/005	SEE YOU & THANK YOU	BURGERKING JAPAN	DAIKO & DAIKO WEDO	TOKYO
DM04/006	POCKY THE GIFT	POCKY THE GIFT	DENTSU INC.	TOKYO

CATEGORY DM05: USE OF DIRECT AMBIENT: SMALL SCALE

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DM05/001	RE:TEXTILE BY WWF	WWF	INNOCEAN WORLDWIDE	SEOUL
DM05/002	SOCIAL DISTANCING MOONCAKE	MEDIALAND DIGITAL STRATEGY LIMITED	MEDIALAND DIGITAL STRATEGY LIMITED	TAIPEI
DM05/003	DUREX "THE GAME OF SEX"	DUREX	MEDIALAND DIGITAL STRATEGY LIMITED	TAIPEI
DM05/004	THE CHEERING BANDAGE	THE CHEERING BANDAGE	INNOCEAN WORLDWIDE	SEOUL
DM05/005	THE REAL HUNGER MARKETING	KFC TAIWAN	DENTSU ONE TAIPEI	TAIPEI
DM05/006	HOPE TAPE	HOPE TAPE	CHEIL WORLDWIDE	SEOUL
DM05/007	THE MASK WITH A MASK (SURAKSHA KE MUKHAOTE)	PARINAAM FOUNDATION	MCCANN WORLDGROUP INDIA	MUMBAI

CATEGORY DM06: USE OF DIRECT AMBIENT: LARGE SCALE

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DM06/001	TRUE KING LISTENS	BURGERKING JAPAN	DAIKO & DAIKO WEDO	TOKYO

CATEGORY DM07: USE OF ONLINE

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DM07/001	STRESS-INDUCING TIMER	CHICKEN RAMEN AKUMA NO KIMURA	DENTSU INC.	TOKYO
DM07/002	MOONMENTS	WECHAT/THE GREAT WALL	TENCENT	SHENZHEN
DM07/003	NUTRITION FOR HACKERS!	CALORIEMATE	HAKUHODO INC.	TOKYO
DM07/004	IGNORE NAHI INSURE KARO	MAX BUPA HEALTH INSURANCE	ISOBAR INDIA	MUMBAI

CATEGORY DM08: USE OF MOBILE MARKETING

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DM08/001	#CLOSETHEGAP	SHE RADIO 99.6FM	HAKUHODO INDONESIA	JAKARTA
DM08/002	SOLAR FOREST	HANWHA	INNOCEAN WORLDWIDE	SEOUL

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DM08/003	SHOW MY WORK	TENCENT VOOV MEETING	TENCENT	SHENZHEN
DM08/004	SHIRO SELF	SHIRO	HAKUHODO MAGNET INC.	TOKYO

CATEGORY DM09: USE OF SOCIAL MEDIA

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DM09/001	HYUNDAI X BTS: HYDROGEN LEADERSHIP CAMPAIGN	HYUNDAI MOTOR COMPANY	INNOCEAN WORLDWIDE	SEOUL
DM09/002	THE CIVILIAN'S OATH	MAX BUPA HEALTH INSURANCE	ISOBAR INDIA	MUMBAI

CATEGORY DM10: CO-CREATED & USER GENERATED CONTENT

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DM10/001	MICRO UNIVERSE	TENCENT WE SUMMIT	TENCENT	SHENZHEN
DM10/002	BONDS OUT NOW	BONDS	LEO BURNETT SYDNEY	SYDNEY
DM10/003	THE PLEDGE TO CHANGE	TMRW INDONESIA	PANTAREI	JAKARTA

CATEGORY DM11: USE OF TECHNOLOGY

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DM11/001	UNLIMITED REALITY	GHOST IN THE SHELL	GEOMETRY OGILVY JAPAN	TOKYO
DM11/002	TUNA SCOPE 2020	TUNA SCOPE	DENTSU INC.	TOKYO

CATEGORY DM12: FIELD MARKETING

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DM12/001	PHARMONIC PIZZA	KAMPO AROMA COURSE	TOPPAN PRINTING CO.,LTD.	TOKYO
DM12/002	THE UGLY NUMBER MAKEOVER	TELKOMSEL CORPORATE & BROADBAND	ROMP.	JAKARTA
DM12/003	GROCERIES FOR MEMORIES	FAIRPRICE	IRIS	SINGAPORE

CATEGORY DM13: DIRECT CAMPAIGN FOR RETENTION/LOYALTY

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DM13/001	THE SECRET SUPPORTER	DUTCH MILL	CJ WORX	BANGKOK
DM13/002	DOUBLE CHOC DOUBLE SHOCK	WAFER LOACKER	YDM THAILAND	BANGKOK
DM13/003	STAY HOME MILES EXCHANGE	THAI AIRWAYS	WUNDERMAN THOMPSON THAILAND	BANGKOK

CATEGORY DM14: DIRECT CAMPAIGN FOR LAUNCH/RE-LAUNCH

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DM14/001	HIDE & SEEK	TENCENT MEDIPEDIA APP	TENCENT	SHENZHEN
DM14/002	CHEX GREEN ONION CAMPAIGN	CHEX GREEN ONION	DIRECTORSCOMPANY	SEOUL
DM14/003	PWR TAKEOVER	MPWR	MATA ANGIN	JAKARTA
DM14/004	BONDS UNPLUGGED	BONDS	LEO BURNETT SYDNEY	SYDNEY
DM14/005	CHAMP'S BIGGEST FANS	JOLLIBEE	PROPEL MANILA 360, INC.	MANILA
DM14/006	COMPLEX EMOJIS	MINDNATION	PROPEL MANILA 360, INC.	MANILA
DM14/007	TUNA SCOPE 2020	TUNA SCOPE	DENTSU INC.	TOKYO
DM14/008	DESTINATION MENU	THAI AIRWAYS	WUNDERMAN THOMPSON THAILAND	BANGKOK

CATEGORY DM15: USE OF DATA

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DM15/001	CHECKUP CHAMPIONSHIP	HAKUHODO DY HOLDINGS INC./ THE UNIVERSITY OF TOKYO / NATIONAL INSTITUTE OF ADVANCED INDUSTRIAL SCIENCE AND TECHNOLOGY	HAKUHODO KETTLE INC.	TOKYO
DM15/002	PHARMONIC PIZZA	KAMPO AROMA COURSE	TOPPAN PRINTING CO.,LTD.	TOKYO
DM15/003	TUNA SCOPE 2020	TUNA SCOPE	DENTSU INC.	TOKYO

CATEGORY DM16: INTEGRATED DIRECT CAMPAIGN

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DM16/001	CHECKUP CHAMPIONSHIP	HAKUHODO DY HOLDINGS INC./ THE UNIVERSITY OF TOKYO / NATIONAL INSTITUTE OF ADVANCED INDUSTRIAL SCIENCE AND TECHNOLOGY	HAKUHODO KETTLE INC.	TOKYO
DM16/002	#CLOSETHEGAP	SHE RADIO 99.6FM	HAKUHODO INDONESIA	JAKARTA

CATEGORY DM17: RESILIENCE THROUGH CREATIVITY *NEW**

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DM17/001	EMERGENCY EEL EXHIBITION	SUMIDA AQUARIUM	DENTSU INC.	TOKYO
DM17/002	SAY POCKY PROJECT 2020	POCKY	HAKUHODO INC.	OSAKA
DM17/003	SOCIAL DISTANCING MOONCAKE	MEDIALAND DIGITAL STRATEGY LIMITED	MEDIALAND DIGITAL STRATEGY LIMITED	TAIPEI
DM17/004	THE CHEERING BANDAGE	THE CHEERING BANDAGE	INNOCEAN WORLDWIDE	SEOUL
DM17/005	SANGSOM PORTFOLIO	SANGSOM	THE SOUR BANGKOK CO., LTD.	BANGKOK
DM17/006	SAFE SALE	EMART	CHEIL WORLDWIDE	SEOUL
DM17/007	PWR TAKEOVER	MPWR	MATA ANGIN	JAKARTA
DM17/008	PET SHOWS FOR GOOD	SHELTERED ANIMAL HOME DONATION	THE LEO BURNETT GROUP THAILAND	BANGKOK
DM17/009	THE SHOW OF HEARTS	LAZADA	PANTAREI	JAKARTA
DM17/010	TUNA SCOPE 2020	TUNA SCOPE	DENTSU INC.	TOKYO
DM17/011	THE MASK WITH A MASK (SURAKSHA KE MUKHAOTE)	PARINAAM FOUNDATION	MCCANN WORLDGROUP INDIA	MUMBAI
DM17/012	KAARKUM AMMAN	DHEEPAM LAMP OIL	MCCANN WORLDGROUP INDIA	MUMBAI
DM17/013	STAY HOME MILES EXCHANGE	THAI AIRWAYS	WUNDERMAN THOMPSON THAILAND	BANGKOK

CATEGORY LRDM: LOTUS ROOTS

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
LRDM/001	BAMBOO SWEETS	LIFULL	PEAK INC.	TOKYO
LRDM/002	DICTIONARY OF IDENTITY	NTT DOCOMO	ADK CREATIVE ONE INC.	TOKYO
LRDM/003	THE MASK WITH A MASK (SURAKSHA KE MUKHAOTE)	PARINAAM FOUNDATION	MCCANN WORLDGROUP INDIA	MUMBAI
LRDM/004	KAAKKUM AMMAN	DHEEPAM LAMP OIL	MCCANN WORLDGROUP INDIA	MUMBAI
LRDM/005	READY-TO-GO UNIFORMS	WACOAL	WUNDERMAN THOMPSON THAILAND	BANGKOK

AS OF 17 FEB 2021