

# **ADFEST 2021 ENTRIES LIST**

**EFFECTIVE  
LOTUS**

## CATEGORY EF01: EFFECTIVE LOTUS: CAMPAIGN SUCCESS

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
EF01/001	COUNCILMAN JIA'S EVENT BOOK	WATSONS TAIWAN	DENTSU MCGARRYBOWEN TAIWAN	TAIPEI
EF01/002	YOUR PLASTIC DIET	WWF	GREY MALAYSIA	KUALA LUMPUR
EF01/003	SECOND FIRST STEPS   H-MEX : HYUNDAI WEARABLE ROBOT)	HYUNDAI MOTOR COMPANY	INNOCEAN WORLDWIDE	SEOUL
EF01/004	TPIN3: THE RECRUITMENT TIME PORTAL	TELEPERFORMANCE PHILIPPINES	SVEN	MANILA
EF01/005	A BOOST FOR YOUR MOMENTS	YEO'S	SPIN COMMUNICATIONS SDN BHD	KUALA LUMPUR
EF01/006	MICRO UNIVERSE	TENCENT WE SUMMIT	TENCENT	SHENZHEN
EF01/007	THE PENGUIN & THE WHALE	UNITED NATIONS-2030 SDGS	TENCENT	SHENZHEN
EF01/008	MYSTERIOUS VISITORS TO THE BAKERY	TENCENT CHARITY	TOPIC	BEIJING
EF01/009	RISING WAVES	BILIBILI	SG GROUP	SHANGHAI
EF01/010	CHAMP'S BIGGEST FANS	JOLLIBEE	PROPEL MANILA 360, INC.	MANILA
EF01/011	SINGING IN "SOM IN SUM" TUNE	SOM IN SUM	I-DAC (BANGKOK)	BANGKOK
EF01/012	BONDS UNPLUGGED	BONDS	LEO BURNETT SYDNEY	SYDNEY
EF01/013	ENJOY THE HEALTHY YOU LOVE	ZESPRI KIWIFRUIT	DENTSU INC.	TOKYO
EF01/014	IYEMON STRIPPED	IYEMON	HAKUHODO INC.	TOKYO
EF01/015	TOYOTA BOUSAI-POWER SUPPLY PROJECT	TOYOTA	HAKUHODO INC.	TOKYO
EF01/016	TUNA SCOPE 2020	TUNA SCOPE	DENTSU INC.	TOKYO
EF01/017	GTV	WAVE MONEY	HAVAS RIVERORCHID CAMBODIA	PHNOM PENH

## CATEGORY EF02: EFFECTIVE LOTUS: SMALL BUDGET

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
EF02/001	REVIVAL OF MOSQUITO - KINKAN	KINKAN NOIR	TOKYU AGENCY INC.	TOKYO
EF02/002	WAGYU NEWSPAPER	WAGYU (JAPANESE BEEF)	DENTSU INC.	TOKYO
EF02/003	YOUR PLASTIC DIET	WWF	GREY MALAYSIA	KUALA LUMPUR

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
EF02/004	FROZEN COMICS	ITACHOCO ICE	ORICOM CO.,LTD.	TOKYO
EF02/005	TPIN3: THE RECRUITMENT TIME PORTAL	TELEPERFORMANCE PHILIPPINES	SVEN	MANILA
EF02/006	HIDE & SEEK	TENCENT MEDIPEDIA APP	TENCENT	SHENZHEN
EF02/007	MOONMENTS	WECHAT/THE GREAT WALL	TENCENT	SHENZHEN
EF02/008	SEE YOU & THANK YOU	BURGERKING JAPAN	DAIKO & DAIKO WEDO	TOKYO

### CATEGORY EF03: EFFECTIVE LOTUS: LONG-TERM CREATIVITY

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
EF03/001	TUNA SCOPE 2020	TUNA SCOPE	DENTSU INC.	TOKYO
EF03/002	NEW INVESTMENT SERVICE FOR MILLENNIALS: NIKKO FROGGY	NIKKO FROGGY	SIX INC.	TOKYO

### CATEGORY EF04: RESILIENCE THROUGH CREATIVITY \*\*\*NEW

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
EF04/001	REVIVAL OF MOSQUITO - KINKAN	KINKAN NOIR	TOKYU AGENCY INC.	TOKYO
EF04/002	WAGYU NEWSPAPER	WAGYU (JAPANESE BEEF)	DENTSU INC.	TOKYO
EF04/003	SHOW MY WORK	TENCENT VOOV MEETING	TENCENT	SHENZHEN
EF04/004	WUHAN LOVE CANS	COCA-COLA BEVERAGES (SHANGHAI) COMPANY LIMITED	MCCANN WORLD GROUP	SHANGHAI
EF04/005	#STAYHOMEFORTHENATION	ANTI COVID-19 CAMPAIGN	THE LEO BURNETT GROUP THAILAND	BANGKOK
EF04/006	TUNA SCOPE 2020	TUNA SCOPE	DENTSU INC.	TOKYO
EF04/007	#20DETIKCUCICORONA	20DETIKCUCICORONA	SAC	JAKARTA

### CATEGORY LREF: LOTUS ROOTS

NO ENTRY