

**ADFEST  
2021  
ENTRIES  
LIST**

**FILM  
CRAFT  
LOTUS**

**CATEGORY CF01: DIRECTING**

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
CF01/001	THE TOUGHEST TRYOUT	BAA (BICYCLE ASSOCIATION APPROVED)	ADK CREATIVE ONE INC.	TOKYO
CF01/002	SHAKESPEARE	TOYOTA GENUINE PARTS	DENTSU INC.	TOKYO
CF01/003	2 SECONDS	SAFETY DRIVE ZERO PROJECT	GEEK PICTURES INC.	TOKYO
CF01/004	AWAKEN THE RACE	CBR600RR	GEEK PICTURES INC.	TOKYO
CF01/005	HEARTBEAT	SAVE OUR SONS CHARITY	FINCH	SYDNEY
CF01/006	FREE YOUR HUNGER	GRABFOOD	SPA-HAKUHODO., LTD	BANGKOK
CF01/007	LIBRESSE KNOW YOUR V	LIBRESSE	RESERVE TANK SDN. BHD	PETALING JAYA
CF01/008	DIGI CHRISTMAS 2020 - HEART IN THE CLOUDS	DIGI TELECOMMUNICATIONS	RESERVE TANK SDN. BHD	PETALING JAYA
CF01/009	#365DAYCOFFEE	MOCCONA COFFEE	THE SHOOD CO., LTD.	BANGKOK
CF01/010	DELIGHTFUL MEAL	PEPSI-CHAIXI	THE SHOOD CO., LTD.	BANGKOK
CF01/011	SUGUSOKONI NEWDAYS (IT MEANS "NEW DAYS ARE JUST AROUND THE CORNER")	NAOTARO MORIYAMA	TYO DRIVE	TOKYO
CF01/012	I AM WHO I AM.	SEIBU SOGO	TAIYO KIKAKU CO., LTD.	TOKYO
CF01/013	PP3N THIS IS FAST	POWERPORT III NANO	TAIYO KIKAKU CO., LTD.	TOKYO
CF01/014	START PRO-SHARING.	PRO-SHARING	TAIYO KIKAKU CO., LTD.	TOKYO
CF01/015	POOJA DIDI	FACEBOOK	TAPROOT DENTSU	MUMBAI
CF01/016	SLURP-AT-ONE-GO	UNI NOODLE	UNITED ASATSU INTERNATIONAL LTD.	TAIPEI
CF01/017	NOODLES FIRST, TOPPINGS NEXT	UNI NOODLE	UNITED ASATSU INTERNATIONAL LTD.	TAIPEI
CF01/018	GOBBLING UP	UNI NOODLE	UNITED ASATSU INTERNATIONAL LTD.	TAIPEI
CF01/019	6 TAKES OF DRAMA	KULOV VODKA	GREYNJ UNITED BANGKOK	BANGKOK
CF01/020	FIRST SATURDAY	NRMA	REVOLVER	SYDNEY
CF01/021	YOU CAN'T KEEP A GOOD THING DOWN	VIRGIN AUSTRALIA	REVOLVER	SYDNEY
CF01/022	SLOWAYS	NRMA	REVOLVER	SYDNEY
CF01/023	LOVE SPEECH	ANZ	REVOLVER	SYDNEY

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
CF01/024	SUPPORTING YOUR EVERYDAY LIFE	CORPORATE MASSAGE	ENJIN TOKYO	TOKYO
CF01/025	SUPERHEROES	DISNEY+ HOTSTAR	EARLY MAN FILM	MUMBAI
CF01/026	TINY PRAYER	COWAY	RESERVE TANK SDN. BHD	PETALING JAYA

### CATEGORY CF02: EDITING

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
CF02/001	INTRODUCING SHISEIDO SUSTAINABLE BEAUTY ACTIONS	SHISEIDO	AOI PRO. INC.	TOKYO
CF02/002	AWAKEN THE RACE	CBR600RR	GEEK PICTURES INC.	TOKYO
CF02/003	CONNECTIONS SHOULD HAVE NO LIMITS	VIVO (ASIA PACIFIC)	PETCH	MANILA

### CATEGORY CF03: CINEMATOGRAPHY

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
CF03/001	ONE TRICK PONY	LENOVO YOGA A940	PYRAMID FILM INC.	TOKYO
CF03/002	FLUTE	TOYOTA GENUINE PARTS	DENTSU INC.	TOKYO
CF03/003	SHAKESPEARE	TOYOTA GENUINE PARTS	DENTSU INC.	TOKYO
CF03/004	HEAD START HOMES 'CHARLENE'	HEAD START HOMES	ELECTRICLIMEFILMS	SINGAPORE
CF03/005	THE CHAPTER OF LIFE	MCDONALD'S	LEO BURNETT TAIWAN	TAIPEI
CF03/006	A LIFE CHANGING JOURNEY	COWAY	RESERVE TANK SDN. BHD	PETALING JAYA
CF03/007	FIRST SATURDAY	NRMA	REVOLVER	SYDNEY
CF03/008	SLOWAYS	NRMA	REVOLVER	SYDNEY
CF03/009	DONATION DOLLAR	THE ROYAL AUSTRALIAN MINT	REVOLVER	SYDNEY
CF03/010	HILTON 'TO NEW MEMORIES'	HILTON HOTELS & RESORTS	ELECTRICLIMEFILMS	SINGAPORE
CF03/011	PP3N THIS IS FAST	POWERPORT III NANO	YOMIKO ADVERTISING INC.	TOKYO
CF03/012	TINY PRAYER	COWAY	RESERVE TANK SDN. BHD	PETALING JAYA
CF03/013	FRISK NEO	FRISK NEO	ROBOT COMMUNICATIONS INC.	TOKYO

**CATEGORY CF04: SPECIAL EFFECTS: IN-CAMERA**

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
CF04/001	PP3N THIS IS FAST	POWERPORT III NANO	TAIYO KIKAKU CO., LTD.	TOKYO
CF04/002	GET IT SORTED WITH THE ALL-NEW APP, MAE BY MAYBANK2U	MAE BY MAYBANK2U	CLAN MALAYSIA SDN BHD	KUALA LUMPUR

**CATEGORY CF05: SPECIAL EFFECTS: DIGITAL VISUAL EFFECTS**

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
CF05/001	PALM OIL FREE	DARRELL LEA	ALT.VFX	BRISBANE
CF05/002	HEROES	TOYOTA	ALT.VFX	BRISBANE

**CATEGORY CF06: ANIMATION (IN-CAMERA OR DIGITAL)**

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
CF06/001	ENEKEY GUNPLA STOP- MOTION COMMERCIAL	ENEKEY	QUARK TOKYO INC.	TOKYO
CF06/002	COLEMAN BRAND MOVIE 2020 【THE COLEMANS】 ~REVIVE! THE FAMILY BOND EPISODE ~	COLEMAN JAPAN	AOI PRO. INC.	TOKYO
CF06/003	PALM OIL FREE	DARRELL LEA	ALT.VFX	BRISBANE
CF06/004	DIGI DEEPAVALI 2020 - VILLALAN	DIGI TELECOMMUNICATIONS	RESERVE TANK SDN. BHD	PETALING JAYA
CF06/005	DIGI CHRISTMAS 2020 - HEART IN THE CLOUDS	DIGI TELECOMMUNICATIONS	RESERVE TANK SDN. BHD	PETALING JAYA
CF06/006	GOOD ENOUGH HANDWASHING AIN'T GOOD ENOUGH	SAFEGUARD	SAATCHI & SAATCHI	SINGAPORE
CF06/007	CHICKEN	STANDARD CHARTERED	TBWA SINGAPORE PTE LTD	SINGAPORE
CF06/008	BROBOT	RELIANCE GENERAL INSURANCE	CIRKUS	AUCKLAND
CF06/009	THE AMAZON 2020 HOLIDAY CAMPAIGN - BLACK FRIDAY & CYBER MONDAY	AMAZON JAPAN	ONESAL CO., LTD.	TOKYO

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
CF06/010	THE AMAZON 2020 HOLIDAY CAMPAIGN - GIFTING & POINTS	AMAZON JAPAN	ONESAL CO., LTD.	TOKYO
CF06/011	THE AMAZON 2020 HOLIDAY CAMPAIGN - NEW YEAR SALE	AMAZON JAPAN	ONESAL CO., LTD.	TOKYO
CF06/012	THE PENGUIN & THE WHALE	UNITED NATIONS-2030 SDGS	TENCENT	SHENZHEN
CF06/013	ENJOY THE HEALTHY YOU LOVE	ZESPRI KIWIFRUIT	DENTSU INC.	TOKYO
CF06/014	ALPHABURP	SEASONS ALL NATURAL FRUIT JUICE	PETCH	MANILA
CF06/015	MALEE AOMORI NO KITSETSU	MALEE FRUIT JUICE	WUNDERMAN THOMPSON THAILAND	BANGKOK

#### CATEGORY CF07: PRODUCTION DESIGN

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
CF07/001	ENEJET WASH FOAM RECEIPT CM	ENJET WASH	QUARK TOKYO INC.	TOKYO
CF07/002	THE WATCH STAND	WIRED	HAT INC.	TOKYO
CF07/003	CHICKEN	STANDARD CHARTERED	TBWA SINGAPORE PTE LTD	SINGAPORE
CF07/004	FIRST SATURDAY	NRMA	REVOLVER	SYDNEY
CF07/005	PP3N THIS IS FAST	POWERPORT III NANO	YOMIKO ADVERTISING INC.	TOKYO
CF07/006	SHOP UNFRIEND	CENTRAL MIDNIGHT SALE	WOLF BANGKOK	BANGKOK

#### CATEGORY CF08: COSTUME DESIGN

NO ENTRY

#### CATEGORY CF09: CASTING

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
CF09/001	THE PERFECT VOICEOVERS	CAUSES FOR ANIMALS SINGAPORE	EDELMAN SINGAPORE	SINGAPORE
CF09/002	I AM WHO I AM.	SEIBU SOGO	TAIYO KIKAKU CO., LTD.	TOKYO
CF09/003	MYSTERIOUS VISITORS TO THE BAKERY	TECENT CHARITY	TOPIC	BEIJING

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
CF09/004	LOVE SPEECH	ANZ	REVOLVER	SYDNEY
CF09/005	ONE TRICK PONY	LENOVO YOGA A940	PYRAMID FILM INC.	TOKYO

**CATEGORY CF10: USE OF TALENT/CELEBRITY**

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
CF10/001	ENEKEY GUNPLA STOP-MOTION COMMERCIAL	ENEKEY	QUARK TOKYO INC.	TOKYO
CF10/002	FREE YOUR HUNGER	GRABFOOD	SPA-HAKUHODO., LTD	BANGKOK

**CATEGORY CF11: SCRIPT**

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
CF11/001	A LIFE WITH WALK	DRAGON QUEST WALK	CHERRY INC.	TOKYO
CF11/002	ONE TRICK PONY	LENOVO YOGA A940	PYRAMID FILM INC.	TOKYO
CF11/003	SUPPORTING YOUR EVERYDAY LIFE	CORPORATE MASSAGE	ENJIN TOKYO	TOKYO
CF11/004	THE PARK IS CLOSED... BUT, WE'RE STILL HERE.	SANRIO PUROLAND	GEEK PICTURES INC.	TOKYO
CF11/005	CRAZY DOMAINS 'PETE'S NUTS'	CRAZY DOMAINS	ELECTRICCLIMEFILMS	SINGAPORE
CF11/006	FREE YOUR HUNGER	GRABFOOD	SPA-HAKUHODO., LTD	BANGKOK
CF11/007	I AM WHO I AM.	SEIBU SOGO	TAIYO KIKAKU CO., LTD.	TOKYO
CF11/008	PP3N THIS IS FAST	POWERPORT III NANO	TAIYO KIKAKU CO., LTD.	TOKYO
CF11/009	NOSE FLUTE	ARON ALPHA®	TAIYO KIKAKU CO., LTD.	TOKYO
CF11/010	PRESIDENT	ARON ALPHA®	TAIYO KIKAKU CO., LTD.	TOKYO
CF11/011	CAT	ARON ALPHA®	TAIYO KIKAKU CO., LTD.	TOKYO
CF11/012	POOJA DIDI	FACEBOOK	TAPROOT DENTSU	MUMBAI
CF11/013	SLURP-AT-ONE-GO	UNI NOODLE	UNITED ASATSU INTERNATIONAL LTD.	TAIPEI
CF11/014	NOODLES FIRST, TOPPINGS NEXT	UNI NOODLE	UNITED ASATSU INTERNATIONAL LTD.	TAIPEI

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
CF11/015	GOBBLING UP	UNI NOODLE	UNITED ASATSU INTERNATIONAL LTD.	TAIPEI
CF11/016	I WASN'T CLOSE WITH MY DAD	PROUD	TOHOKUSHINSHA FILM CORPORATION	TOKYO
CF11/017	OPERATION MAYBE	JULIE'S BISCUITS	GOVT SINGAPORE	SINGAPORE

### CATEGORY CF12: ORIGINAL MUSIC SCORE

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
CF12/001	STAY ALERT SONG	PORTABLE ALCOHOL DISINFECTANT SPRAY	DENTSU INC.	TOKYO
CF12/002	I AM WHO I AM.	SEIBU SOGO	TAIYO KIKAKU CO., LTD.	TOKYO
CF12/003	WIN THE FIGHT	HIMALAYA NEEM MASK	&FRIENDS	JAKARTA
CF12/004	THE PENGUIN & THE WHALE	UNITED NATIONS-2030 SDGS	TENCENT	SHENZHEN
CF12/005	LEAGUE OF LEGENDS 'PENTABOOM'	RIOT GAMES	SQUEAK E. CLEAN STUDIOS	SYDNEY
CF12/006	GOOD ENOUGH HANDWASHING AIN'T GOOD ENOUGH	SAFEGUARD	SAATCHI & SAATCHI	SINGAPORE
CF12/007	CONNECTIONS SHOULD HAVE NO LIMITS	VIVO (ASIA PACIFIC)	PETCH	MANILA
CF12/008	BUS	HAPPYDENT	MCCANN WORLDGROUP INDIA	MUMBAI

### CATEGORY CF13: USE OF MUSIC TRACK

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
CF13/001	LIBRESSE - KNOW YOUR V	LIBRESSE	HAVAS IMMERSE KUALA LUMPUR	KUALA LUMPUR
CF13/002	A LIVERPOOL STORY	STANDARD CHARTERED	TBWA SINGAPORE PTE LTD	SINGAPORE
CF13/003	FACEBOOK 'KAZOO'	FACEBOOK	SQUEAK E. CLEAN STUDIOS	SYDNEY
CF13/004	HP 'MADAM PRESIDENT'	HP	SQUEAK E. CLEAN STUDIOS	SYDNEY
CF13/005	FREEDOM	WWF INDIA	MCCANN WORLDGROUP INDIA	MUMBAI

**CATEGORY CF14: SOUND DESIGN**

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
CF14/001	50TH ANNIVERSARY CAMPAIGN "RANGE ROVER UNEXPLORED RADIO"	RANGE ROVER	AOI PRO. INC.	TOKYO
CF14/002	AWAKEN THE RACE	CBR600RR	GEEK PICTURES INC.	TOKYO
CF14/003	AWAKE THE GREATNESS	HARMAN	CHEIL WORLDWIDE	SEOUL
CF14/004	AORI NISHIMURA "KNOW YOURSELF"	BEATS BY DRE	SQUEAK E. CLEAN STUDIOS	SYDNEY
CF14/005	ALPHABURP	SEASONS ALL NATURAL FRUIT JUICE	PETCH	MANILA

**CATEGORY CF15: COLOUR GRADING**

NO ENTRY

**CATEGORY CF16: RESILIENCE THROUGH CREATIVITY \*\*\*NEW**

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
CF16/001	STAY ALERT SONG	PORTABLE ALCOHOL DISINFECTANT SPRAY	DENTSU INC.	TOKYO
CF16/002	SUPPORTING YOUR EVERYDAY LIFE	CORPORATE MESSAGE	ENJIN TOKYO	TOKYO
CF16/003	#LOVE WILL FIND A WAY	MIREI TOUYAMA	TYO INC.MONSTER	TOKYO
CF16/004	POOJA DIDI	FACEBOOK	TAPROOT DENTSU	MUMBAI
CF16/005	REWIND KIA	KIA MOTORS INDIA	ISOBAR INDIA	MUMBAI

**CATEGORY LRCF: LOTUS ROOTS**

NO ENTRY