

# **ADFEST 2021 ENTRIES LIST**

**FILM  
LOTUS**

## BROADCAST SUB-CATEGORIES

### CATEGORY F01: FOOD

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
F01/001	WAY TOO CHEESY	CHIZMIL	BUJUKRAYU	JAKARTA
F01/002	ENJOY THE HEALTHY YOU LOVE	ZESPRI KIWIFRUIT	DENTSU INC.	TOKYO
F01/003	BUS	HAPPYDENT	MCCANN WORLDGROUP INDIA	MUMBAI

### CATEGORY F02: BEVERAGES

NO ENTRY

### CATEGORY F03: BEAUTY, HEALTH & PERSONAL CARE

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
F03/001	#PRIDEHAIR	PANTENE	GREY TOKYO	TOKYO
F03/002	FACE WASH - ONLY MEN KNOW MEN THE BEST	ULOS	HAKUHODO HONG KONG LTD.	HONG KONG
F03/003	SKIN WASH - ONLY MEN KNOW MEN THE BEST	ULOS	HAKUHODO HONG KONG LTD.	HONG KONG
F03/004	SKIN LOTION - ONLY MEN KNOW MEN THE BEST	ULOS	HAKUHODO HONG KONG LTD.	HONG KONG
F03/005	FACE SHEET - ONLY MEN KNOW MEN THE BEST	ULOS	HAKUHODO HONG KONG LTD.	HONG KONG
F03/006	SUNBLOCK - ONLY MEN KNOW MEN THE BEST	ULOS	HAKUHODO HONG KONG LTD.	HONG KONG
F03/007	EXECUTIVE DIRECTOR	AQUA VENUS SERIES	SPOON INC.	TOKYO
F03/008	THE EDITING ROUTINE	AQUA VENUS SERIES	SPOON INC.	TOKYO
F03/009	HALMENCO'S DANCING	KIREI LIGN ORTHODONTICS	ARETECO HOLDINGS INC.	TOKYO

**CATEGORY F04: FASHION, SPORTS & ACCESSORIES**

NO ENTRY

**CATEGORY F05: CARS, OTHER VEHICLES, ACCESSORIES & AUTO SERVICES**

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
F05/001	YOUR STORY WITH "FAMILY"	SUBARU	STORIES	TOKYO
F05/002	HUMAN! FIT-TEASER	HONDA FIT	DENTSU INC.	TOKYO
F05/003	HUMAN! FIT-DEBUT	HONDA FIT	DENTSU INC.	TOKYO

**CATEGORY F06: ELECTRONICS, HOUSEHOLD PRODUCTS, HOME APPLIANCES & FURNISHINGS**

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
F06/001	TIGER'S EFFORT	TIGER ELECTRIC KETTLE	GREY TOKYO	TOKYO
F06/002	PP3N THIS IS FAST	POWERPORT III NANO	TAIYO KIKAKU CO.,LTD.	TOKYO
F06/003	NOSE FLUTE	ARON ALPHA®	TAIYO KIKAKU CO.,LTD.	TOKYO
F06/004	PRESIDENT	ARON ALPHA®	TAIYO KIKAKU CO.,LTD.	TOKYO
F06/005	AWAKE THE GREATNESS	HARMAN	CHEIL WORLDWIDE	SEOUL

**CATEGORY F07: RETAIL**

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
F07/001	HAVE A MCMUFFIN, GET SOME LUCK/ JOB INTERVIEW SERIES-FLIGHT ATTENDANT	MCDONALD'S	LEO BURNETT TAIWAN	TAIPEI
F07/002	HAVE A MCMUFFIN, GET SOME LUCK/ JOB INTERVIEW SERIES-COMPETITORS	MCDONALD'S	LEO BURNETT TAIWAN	TAIPEI

**CATEGORY F08: TRAVEL & LEISURE**

NO ENTRY

**CATEGORY F09: COMMUNICATION MEDIA & PUBLICATIONS**

NO ENTRY

**CATEGORY F10: FINANCE & REAL ESTATE**

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
F10/001	CHICKEN	STANDARD CHARTERED	TBWA SINGAPORE PTE LTD	SINGAPORE
F10/002	BBQ	KRUNGSRI FIRST CHOICE	THE LEO BURNETT GROUP THAILAND	BANGKOK
F10/003	WAKEBOARD	KRUNGSRI FIRST CHOICE	THE LEO BURNETT GROUP THAILAND	BANGKOK
F10/004	GTV	WAVE MONEY	HAVAS RIVERORCHID CAMBODIA	PHNOM PENH

**CATEGORY F11: BUSINESS PRODUCTS & SERVICES**

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
F11/001	DECLARATION	MONEY FORWARD	TYO INC.MONSTER	TOKYO
F11/002	REMOTE WORK	MONEY FORWARD	TYO INC.MONSTER	TOKYO
F11/003	TOO MANY TOOLS	MONEY FORWARD	TYO INC.MONSTER	TOKYO
F11/004	UNFLEXIBLE	MONEY FORWARD	TYO INC.MONSTER	TOKYO
F11/005	ERP	MONEY FORWARD	TYO INC.MONSTER	TOKYO
F11/006	TONIGHT I'LL BE EATING WITH WU BAI AND CHI-LING	UBER EATS TAIWAN	SPECIAL GROUP	SYDNEY
F11/007	TONIGHT I'LL BE EATING WITH JOLIN AND LIN	UBER EATS TAIWAN	SPECIAL GROUP	SYDNEY
F11/008	TONIGHT I'LL BE EATING WITH KEI AND COOKIE	UBER EATS JAPAN	SPECIAL GROUP	SYDNEY
F11/009	TONIGHT I'LL BE EATING WITH ABE AND YAMADA	UBER EATS JAPAN	SPECIAL GROUP	SYDNEY

**CATEGORY F12: COMMERCIAL PUBLIC SERVICES**

NO ENTRY

**CATEGORY F13: CORPORATE IMAGE**

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
F13/001	A LIVERPOOL STORY	STANDARD CHARTERED	TBWA SINGAPORE PTE LTD	SINGAPORE

**CATEGORY F14: CORPORATE SOCIAL RESPONSIBILITY**

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
F14/001	2 SECONDS	SAFETY DRIVE ZERO PROJECT	GEEK PICTURES INC.	TOKYO
F14/002	MYSTERIOUS VISITORS TO THE BAKERY	TENCENT CHARITY	TOPIC	BEIJING
F14/003	THE DAY WE CAN NEVER GO BACK TO	SPECIAL INVESTIGATION COMMISSION ON SOCIAL DISASTERS IN REPUBLIC OF KOREA	SUNMEDIA	SEOUL
F14/004	FROM HATRED TO SOLIDARITY	SPECIAL INVESTIGATION COMMISSION ON SOCIAL DISASTERS IN REPUBLIC OF KOREA	SUNMEDIA	SEOUL

**CATEGORY F15: PUBLIC SERVICES & CAUSE APPEALS**

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
F15/001	REPLACE	THAI HEALTH PROMOTION FOUNDATION	THE LEO BURNETT GROUP THAILAND	BANGKOK
F15/002	ALL ALONE	RONALD MCDONALD HOUSE CHARITIES	LEO BURNETT TAIWAN	TAIPEI

## INTERNET FILM & OTHER FILM SUB-CATEGORIES

### CATEGORY F16: INTERNET FILM: FOOD & BEVERAGES

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
F16/001	SLURP-AT-ONE-GO	UNI NOODLE	UNITED ASATSU INTERNATIONAL LTD.	TAIPEI
F16/002	NOODLES FIRST, TOPPINGS NEXT	UNI NOODLE	UNITED ASATSU INTERNATIONAL LTD.	TAIPEI
F16/003	PERFECT FOR EVERY MOUTHFUL	UNI NOODLE	UNITED ASATSU INTERNATIONAL LTD.	TAIPEI
F16/004	EATING FROM THE SPOON	UNI NOODLE	UNITED ASATSU INTERNATIONAL LTD.	TAIPEI
F16/005	GOBBLING UP	UNI NOODLE	UNITED ASATSU INTERNATIONAL LTD.	TAIPEI
F16/006	LOVING LIES	MIYAZAKI BEEF	VSQ CO.,LTD.	FUKUOKA
F16/007	I'M HOME, AKITA	AKITAKOMACHI	TOHOKUSHINSHA FILM CORPORATION	TOKYO
F16/008	CHEX GREEN ONION CAMPAIGN	CHEX GREEN ONION	DIRECTORSCOMPANY	SEOUL
F16/009	BAND	RC COLA	GIGIL	MANILA
F16/010	6 TAKES OF DRAMA	KULOV VODKA	GREYNJ UNITED BANGKOK	BANGKOK
F16/011	MAEPRANOM	MAEPRANOM	THE SOUR BANGKOK CO., LTD.	BANGKOK
F16/012	SALUTE ALL MANKIND	MANSOME	CJ WORX	BANGKOK
F16/013	IN JELLY - TWO CRIMINAL POLICEMEN	TAIWAN MORINAGA CO., LTD.	DENTSU ONE TAIPEI	TAIPEI
F16/014	ALPHABURP	SEASONS ALL NATURAL FRUIT JUICE	PETCH	MANILA

### CATEGORY F17: INTERNET FILM: BEAUTY, HEALTH & PERSONAL CARE

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
F17/001	#PRIDEHAIR	PANTENE	GREY TOKYO	TOKYO
F17/002	CONGRATULATIONS TO ALL THE MIRACLES	PAMPERS	BEACON COMMUNICATIONS K.K.	TOKYO
F17/003	LIBRESSE - KNOW YOUR V	LIBRESSE	HAVAS IMMERSE KUALA LUMPUR	KUALA LUMPUR
F17/004	GOOD ENOUGH HANDWASHING AIN'T GOOD ENOUGH	SAFEGUARD	SAATCHI & SAATCHI	SINGAPORE

**CATEGORY F18: INTERNET FILM: SPORTS, FASHION & ACCESSORIES**

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
F18/001	LEVEL BRA	SABINA	GREYNJ UNITED BANGKOK	BANGKOK
F18/002	SUPER ANIMAL FUR	VEGAN TIGER	INNOCEAN WORLDWIDE	SEOUL

**CATEGORY F19: INTERNET FILM: CARS, OTHER VEHICLES, ACCESSORIES, & AUTO SERVICES**

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
F19/001	ENEKEY GUNPLA STOP-MOTION COMMERCIAL	ENEKEY	QUARK TOKYO INC.	TOKYO
F19/002	ENEJET WASH FOAM RECEIPT CM	ENJET WASH	QUARK TOKYO INC.	TOKYO
F19/003	FLUTE	TOYOTA GENUINE PARTS	DENTSU INC.	TOKYO
F19/004	FRISBEE	TOYOTA GENUINE PARTS	DENTSU INC.	TOKYO
F19/005	SHAKESPEARE	TOYOTA GENUINE PARTS	DENTSU INC.	TOKYO
F19/006	THE TOUGHEST TRYOUT	BAA (BICYCLE ASSOCIATION APPROVED)	ADK CREATIVE ONE INC.	TOKYO
F19/007	WHATEVER HAPPENED... SEARCH BOLIDEN	BOLIDEN BATTERIES	CJ WORX	BANGKOK
F19/008	BABY MONSTER	VOLVO	180 CHINA	SHANGHAI
F19/009	CHAT-AHOLIC	GOODYEAR EAGLE F1 SPORT	WORKKIT BANGKOK	BANGKOK
F19/010	COMPLAIN	GOODYEAR EAGLE F1 SPORT	WORKKIT BANGKOK	BANGKOK
F19/011	DISTRACTION	GOODYEAR EAGLE F1 SPORT	WORKKIT BANGKOK	BANGKOK
F19/012	SECOND FIRST STEPS	HYUNDAI MOTOR COMPANY	INNOCEAN WORLDWIDE	SEOUL
F19/013	REWIND KIA	KIA MOTORS INDIA	ISOBAR INDIA	MUMBAI

**CATEGORY F20: INTERNET FILM: ELECTRONICS, HOUSEHOLD PRODUCTS, HOME APPLIANCES & FURNISHINGS**

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
F20/001	MEMORIES FOREVER	NTT DOCOMO	ADK CREATIVE ONE INC.	TOKYO
F20/002	《GET YOU ALONG》 CREATIVE AMINATED ADS FOR HUAWEI P40 SERIES	HUAWEI DEVICE CO., LTD.	BEIJING CREATIVE & INTERACTIVE DIGITAL TECHNOLOGY COMPANY LIMITED	BEIJING
F20/003	WINDOW WITH THE VIEW	SCG HOME	SAATCHI & SAATCHI THAILAND	BANGKOK
F20/004	ONE TRICK PONY	LENOVO YOGA A940	PYRAMID FILM INC.	TOKYO

**CATEGORY F21: INTERNET FILM: RETAIL, TRAVEL, LEISURE & COMMUNICATION MEDIA**

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
F21/001	A LIFE WITH WALK	DRAGON QUEST WALK	CHERRY INC.	TOKYO
F21/002	LAUGH	OSAKA CHANNEL	DENTSU INC.	TOKYO
F21/003	YAKUZA: LIKE A DRAGON 7	YAKUZA: LIKE A DRAGON 7	HAKUHODO INC.	TOKYO
F21/004	FLOTILLA	TAB	M&C SAATCHI	SYDNEY
F21/005	POOJA DIDI	FACEBOOK	TAPROOT DENTSU	MUMBAI
F21/006	SHOP UNFRIEND	CENTRAL MIDNIGHT SALE	WOLF BANGKOK	BANGKOK
F21/007	THE CHAPTER OF LIFE	MCDONALD'S	LEO BURNETT TAIWAN	TAIPEI
F21/008	RISING WAVES	BILIBILI	SG GROUP	SHANGHAI
F21/009	FRIEND WITH (OTHER) BENEFITS	TINDER	WUNDERMAN THOMPSON THAILAND	BANGKOK

**CATEGORY F22: INTERNET FILM: FINANCE, COMMERCIAL PUBLIC SERVICES, BUSINESS PRODUCTS & SERVICES**

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
F22/001	BANK THE WAY YOU LIVE	UNIONBANK	FCBMNL	MANILA
F22/002	MACH SPEED ORCHESTRA	5G	TOKYU AGENCY INC.	TOKYO
F22/003	CONCENTRATION	LINE BK	GREYNJ UNITED BANGKOK	BANGKOK
F22/004	TELEPATHY	LINE BK	GREYNJ UNITED BANGKOK	BANGKOK
F22/005	K+ PEOPLE	K PLUS	GREYNJ UNITED BANGKOK	BANGKOK



CODE	TITLE	BRAND	COMPANY ENTERING	CITY
F22/006	THE LAST PARCEL	THAIPOST	GREYNJ UNITED BANGKOK	BANGKOK
F22/007	CAMERA	KRUNGSRI FIRST CHOICE	THE LEO BURNETT GROUP THAILAND	BANGKOK
F22/008	TENT	KRUNGSRI FIRST CHOICE	THE LEO BURNETT GROUP THAILAND	BANGKOK
F22/009	FACEBOOK LIVE BIRTH	GIGIL	GIGIL	MANILA
F22/010	AIRPHONE 12	MAXIS	STAR REACHER ADVERTISING SDN BHD	KUALA LUMPUR

**CATEGORY F23: INTERNET FILM: CORPORATE IMAGE**

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
F23/001	WHAT IS FAMILY	E-LIFE MALL	DENTSU MCGARRYBOWEN TAIWAN	TAIPEI
F23/002	I AM WHO I AM.	SEIBU SOGO	TAIYO KIKAKU CO.,LTD.	TOKYO
F23/003	I WASN'T CLOSE WITH MY DAD	PROUD	TOHOKUSHINSHA FILM CORPORATION	TOKYO
F23/004	REWRITE LIFE	NOLTY	HAPPY HOURS HAKUHODO	TOKYO
F23/005	CONNECTIONS SHOULD HAVE NO LIMITS	VIVO (ASIA PACIFIC)	PETCH	MANILA
F23/006	TARGETING DOLLS	SEASONS ALL NATURAL FRUIT JUICE	PETCH	MANILA
F23/007	TARGETING PETS	SEASONS ALL NATURAL FRUIT JUICE	PETCH	MANILA
F23/008	TARGETING TOY ROBOTS	SEASONS ALL NATURAL FRUIT JUICE	PETCH	MANILA
F23/009	TARGETING STUFFED TOYS	SEASONS ALL NATURAL FRUIT JUICE	PETCH	MANILA
F23/010	TARGETING ACTION FIGURES	SEASONS ALL NATURAL FRUIT JUICE	PETCH	MANILA

**CATEGORY F24: INTERNET FILM: CORPORATE SOCIAL RESPONSIBILITY**

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
F24/001	THE RETURN OF THE BIG CATS	HUAWEI	OGILVY SHENZHEN	SHENZHEN
F24/002	SUPPORTING YOUR EVERYDAY LIFE	CORPORATE MASSAGE	ENJIN TOKYO	TOKYO
F24/003	#THISISUS - PART 1	HYUNDAI	SCHOLZ & FRIENDS	BERLIN
F24/004	#THISISUS - PART 2	HYUNDAI	SCHOLZ & FRIENDS	BERLIN
F24/005	THE CIVILIAN'S OATH	MAX BUPA HEALTH INSURANCE	ISOBAR INDIA	MUMBAI

**CATEGORY F25: INTERNET FILM: PUBLIC SERVICES & CAUSE APPEALS**

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
F25/001	THE PERFECT VOICEOVERS	CAUSES FOR ANIMALS SINGAPORE	EDELMAN SINGAPORE	SINGAPORE
F25/002	THE PENGUIN & THE WHALE	UNITED NATIONS-2030 SDGS	TENCENT	SHENZHEN
F25/003	I'M YOUR TALENT SCOUT	SAGA-SCOUT/SAGA PREFECTURE JUNIOR ATHLETE DISCOVERY PROJECT	VSQ CO.,LTD.	FUKUOKA
F25/004	GUNFIGHT	STOP SMOKING FOR GOOD	THE LEO BURNETT GROUP THAILAND	BANGKOK
F25/005	A THOUGHTFUL GIFT	THAI HEALTH PROMOTION FOUNDATION	THE LEO BURNETT GROUP THAILAND	BANGKOK
F25/006	THE VISITORS SHORT FILM	DEPARTMENT OF PROVINCIAL ADMINISTRATION, THAILAND	WORKKIT BANGKOK	BANGKOK
F25/007	WALK FREE	THE MINDEROO FOUNDATION	LEO BURNETT SYDNEY	SYDNEY
F25/008	FREEDOM	WWF INDIA	MCCANN WORLDGROUP INDIA	MUMBAI

**CATEGORY F26: VIRAL FILM**

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
F26/001	FREE YOUR HUNGER	GRABFOOD	SPA-HAKUHODO., LTD	BANGKOK
F26/002	#LOVE WILL FIND A WAY	MIREI TOUYAMA	TYO INC.MONSTER	TOKYO
F26/003	HINTING ETHNIC	ETHNIC NOODLE	DENTSU INC.	TOKYO
F26/004	#365DAYCOFFEE	MOCCONA COFFEE	THE SHOOD CO., LTD.	BANGKOK
F26/005	STRETCHEEEESE	MORINAGA KRAFT MOZZARELLA	WUNDERMAN THOMPSON TOKYO	TOKYO
F26/006	FAMILY	RC COLA	GIGIL	MANILA
F26/007	UNDRUNKEN MASTER	THAI HEALTH PROMOTION FOUNDATION	THE LEO BURNETT GROUP THAILAND	BANGKOK
F26/008	COMEDIANS	PADAYON	GIGIL	MANILA
F26/009	THE MOST SHAREABLE FILM	SINGHA BEER	HAKUHODO INTERNATIONAL THAILAND	BANGKOK

**CATEGORY F27: INTERACTIVE FILM**

NO ENTRY

**CATEGORY F28: OTHER FILM**

NO ENTRY

**CATEGORY F29: RESILIENCE THROUGH CREATIVITY \*\*\*NEW**

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
F29/001	#LOVE WILL FIND A WAY	MIREI TOUYAMA	TOKYU AGENCY INC.	TOKYO
F29/002	STAY ALERT SONG	PORTABLE ALCOHOL DISINFECTANT SPRAY	DENTSU INC.	TOKYO
F29/003	POCARI SWEAT "NEO CHOIR"	POCARI SWEAT	DENTSU INC.	TOKYO
F29/004	SUPPORTING YOUR EVERYDAY LIFE	CORPORATE MASSAGE	ENJIN TOKYO	TOKYO
F29/005	THE PARK IS CLOSED...BUT, WE'RE STILL HERE.	SANRIO PUROLAND	GEEK PICTURES INC.	TOKYO
F29/006	20200408	ONLINE ART SALON	GEEK PICTURES INC.	TOKYO
F29/007	FRESH START	FAIRPRICE	IRIS	SINGAPORE
F29/008	POOJA DIDI	FACEBOOK	TAPROOT DENTSU	MUMBAI
F29/009	DOCOVIDTARY	KBANK	GREYNJ UNITED BANGKOK	BANGKOK
F29/010	THE RECONNECTING TRACK	IM3 OORED00	MATA ANGIN	JAKARTA
F29/011	TOGETHER APART	MINDCARE CLUB PHILIPPINES	PROPEL MANILA 360, INC.	MANILA
F29/012	REWRITE LIFE	NOLTY	HAPPY HOURS HAKUHODO	TOKYO
F29/013	FRIENDS	THAI HEALTH PROMOTION FOUNDATION	THE LEO BURNETT GROUP THAILAND	BANGKOK
F29/014	#THISISUS - PART 1	HYUNDAI	SCHOLZ & FRIENDS	BERLIN
F29/015	#THISISUS - PART 2	HYUNDAI	SCHOLZ & FRIENDS	BERLIN
F29/016	DEAR CLIENT, THANK YOU FOR CANCELLING OUR WORK	TCP	WUNDERMAN THOMPSON THAILAND	BANGKOK

**CATEGORY LRF: LOTUS ROOTS**

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
LRF/001	#PRIDEHAIR	PANTENE	GREY TOKYO	TOKYO
LRF/002	KUPU TELL YOUR STORY	SPARK	FINCH	SYDNEY
LRF/003	WHAT IS FAMILY	E-LIFE MALL	DENTSU MCGARRYBOWEN TAIWAN	TAIPEI
LRF/004	POOJA DIDI	FACEBOOK	TAPROOT DENTSU	MUMBAI
LRF/005	DOCOVIDTARY	KBANK	GREYNJ UNITED BANGKOK	BANGKOK
LRF/006	SECOND SHAVE	GILLETTE	GREYNJ UNITED BANGKOK	BANGKOK
LRF/007	BUS	HAPPYDENT	MCCANN WORLDGROUP INDIA	MUMBAI
LRF/008	CONNECTIONS SHOULD HAVE NO LIMITS	VIVO (ASIA PACIFIC)	PETCH	MANILA

AS OF 17 FEB 2021