

ADFEST 2021 ENTRIES LIST

**INNOVA
LOTUS**

CATEGORY IN01: INNOVATION IN CREATIVITY

| CODE | TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|--|-----------------------|------------------|-------|
| IN01/001 | BAMBOO SWEETS | LIFULL | PEAK INC. | TOKYO |
| IN01/002 | WAGYU NEWSPAPER | WAGYU (JAPANESE BEEF) | DENTSU INC. | TOKYO |
| IN01/003 | LIGHT SAVER | EMART | CHEIL WORLDWIDE | SEOUL |
| IN01/004 | NEW INVESTMENT SERVICE FOR MILLENNIALS: NIKKO FROGGY | NIKKO FROGGY | SIX INC. | TOKYO |

CATEGORY IN02: INNOVATION IN TECHNOLOGY

| CODE | TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|--|---------------------------|----------------------------------|--------------|
| IN02/001 | SECOND FIRST STEPS H-MEX : HYUNDAI WEARABLE ROBOT) | HYUNDAI MOTOR COMPANY | INNOCEAN WORLDWIDE | SEOUL |
| IN02/002 | AI MANGA ~TEZUKA2020~ | CORPORATION ADVERTISEMENT | WUNDERMAN THOMPSON TOKYO | TOKYO |
| IN02/003 | CARING ABOUT YOU | KT | CHEIL WORLDWIDE | SEOUL |
| IN02/004 | LIVE STREAMED #WITHGALAXY | SAMSUNG MOBILE | CHEIL WORLDWIDE | SEOUL |
| IN02/005 | UNFORGETTABLE CHINESE NEW YEAR | MAXIS | STAR REACHER ADVERTISING SDN BHD | KUALA LUMPUR |

CATEGORY IN03: INNOVATION IN PROTOTYPE TECHNOLOGY

NO ENTRY

CATEGORY IN04: INNOVATION IN LOCAL CULTURE APPLICATION

| CODE | TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|----------------------|---------|---------------------|-----------|
| IN04/001 | BAMBOO SWEETS | LIFULL | PEAK INC. | TOKYO |
| IN04/002 | SAMSUNG CANTOPOPORA | SAMSUNG | DDB GROUP HONG KONG | HONG KONG |
| IN04/003 | WHERE'S THE NOODLE?! | INDOMIE | ROMP. | JAKARTA |

CATEGORY IN05: RESILIENCE THROUGH CREATIVITY *NEW**

| CODE | TITLE | BRAND | COMPANY ENTERING | CITY |
|-------------|----------------------------|-----------------------|-------------------------|-------------|
| IN05/001 | CLIEN PROJECT FOR COVID-19 | CLIEN | DENTSU INC. | TOKYO |
| IN05/002 | WAGYU NEWSPAPER | WAGYU (JAPANESE BEEF) | DENTSU INC. | TOKYO |
| IN05/003 | TUNA SCOPE 2020 | TUNA SCOPE | DENTSU INC. | TOKYO |

AS OF 17 FEB 2021