

ADFEST 2021 ENTRIES LIST

**MEDIA
LOTUS**

CATEGORY ME01: USE OF SCREENS & DISPLAYS

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
ME01/001	SUPER - LOCAL OLYMPICS TV COMMERCIAL FESTIVAL	CUP NOODLE	DENTSU INC.	TOKYO
ME01/002	SECOND FIRST STEPS	HYUNDAI MOTOR COMPANY	INNOCEAN WORLDWIDE	SEOUL
ME01/003	TOO SHORT FOR TV ADS	ARON ALPHA®	TAIYO KIKAKU CO.,LTD.	TOKYO

CATEGORY ME02: USE OF AUDIO

NO ENTRY

CATEGORY ME03: USE OF PRINT/OUTDOOR & TRANSIT

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
ME03/001	CAT PHOTOGENIC TIMES	YELLOW HAT	YOMIKO CREATIVE STUDIO INC.	TOKYO
ME03/002	WAGYU NEWSPAPER	WAGYU (JAPANESE BEEF)	DENTSU INC.	TOKYO
ME03/003	FIREWORKS@HOME	CORPORATE ADVERTISING	THE SHINANO MAINICHI SHIMBUN	TOKYO
ME03/004	CANCEL CORONA	FREE PRESS JOURNAL	TAPROOT DENTSU	MUMBAI
ME03/005	BRAUN X FORMOSA CHANG	BRAUN	UNITED COMMUNICATION GROUP/ UNI-SURF DIGITAL MARKETING	TAIPEI
ME03/006	AI MANGA ~TEZUKA2020~	CORPORATION ADVERTISEMENT	WUNDERMAN THOMPSON TOKYO	TOKYO
ME03/007	BONDS OUT NOW	BONDS	LEO BURNETT SYDNEY	SYDNEY
ME03/008	LIFE BEHIND THE GLASSES	TOP CHAROEN	WUNDERMAN THOMPSON THAILAND	BANGKOK

CATEGORY ME04: USE OF AMBIENT: SMALL SCALE

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
ME04/001	RE:TEXTILE BY WWF	WWF	INNOCEAN WORLDWIDE	SEOUL
ME04/002	THE CHEERING BANDAGE	THE CHEERING BANDAGE	INNOCEAN WORLDWIDE	SEOUL
ME04/003	SAFE SALE	EMART	CHEIL WORLDWIDE	SEOUL

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
ME04/004	HOPE TAPE	HOPE TAPE	CHEIL WORLDWIDE	SEOUL
ME04/005	MY POLICE TOTE	HONDA	HAKUHODO INC.	TOKYO
ME04/006	THE MASK WITH A MASK (SURAKSHA KE MUKHAOTE)	PARINAAM FOUNDATION	MCCANN WORLDGROUP INDIA	MUMBAI

CATEGORY ME05: USE OF AMBIENT: LARGE SCALE

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
ME05/001	COCA-COLA FLOATING IN THE AIR	COCA-COLA	TOKYU AGENCY INC.	TOKYO
ME05/002	SHAOLIN KUNGFU MONKS	NANFU BATTERY	THE NINE SHANGHAI	SHANGHAI

CATEGORY ME06: USE OF EVENTS

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
ME06/001	MICRO UNIVERSE	TENCENT WE SUMMIT	TENCENT	SHENZHEN

CATEGORY ME07: USE OF GUERRILLA MARKETING

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
ME07/001	BRAUN X FORMOSA CHANG	BRAUN	UNITED COMMUNICATION GROUP/ UNI-SURF DIGITAL MARKETING	TAIPEI

CATEGORY ME08: USE OF DIGITAL

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
ME08/001	MICRO UNIVERSE	TENCENT WE SUMMIT	TENCENT	SHENZHEN
ME08/002	THE SECRET SUPPORTER	DUTCH MILL	CJ WORX	BANGKOK
ME08/003	PWR TAKEOVER	MPWR	MATA ANGIN	JAKARTA

CATEGORY ME09: USE OF MOBILE

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
ME09/001	SPOILER BLOCKER	SKY PERFECTV! ON-DEMAND	DENTSU DIGITAL INC.	TOKYO
ME09/002	#CLOSETHEGAP	SHE RADIO 99.6FM	HAKUHODO INDONESIA	JAKARTA
ME09/003	SOLAR FOREST	HANWHA	INNOCEAN WORLDWIDE	SEOUL
ME09/004	MOONMENTS	WECHAT/THE GREAT WALL	TENCENT	SHENZHEN
ME09/005	ESTEE LAUDER - BLOCK-CHAIN	ESTEE LAUDER INDIA	ISOBAR INDIA	MUMBAI

CATEGORY ME10: USE OF SOCIAL MEDIA & EARNED MEDIA

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
ME10/001	47 APOCALYPTIC SCENES	WWF JAPAN	ADK CREATIVE ONE INC.	TOKYO
ME10/002	UNSUNG	WARNER MUSIC	IRIS	SINGAPORE
ME10/003	HIDE & SEEK	TENCENT MEDIPEDIA APP	TENCENT	SHENZHEN
ME10/004	BACON	DANES CHEESE WITH REAL BACON BITS	GIGIL	MANILA
ME10/005	FAMILY	RC COLA	GIGIL	MANILA
ME10/006	RISING WAVES	BILIBILI	SG GROUP	SHANGHAI
ME10/007	PLAY NZ	TOURISM NEW ZEALAND	TBWA	SYDNEY
ME10/008	PWR TAKEOVER	MPWR	MATA ANGIN	JAKARTA
ME10/009	INSTA-SCARES	TM	WUNDERMAN THOMPSON PHILIPPINES	MANILA
ME10/010	A CIPHERED RELEASE OF MUSIC VIDEO : STRAY SHEEP CODE	KENSHI YONEZU	SIX INC.	TOKYO
ME10/011	WALK FREE	THE MINDEROO FOUNDATION	LEO BURNETT SYDNEY	SYDNEY

CATEGORY ME11: USE OF TECHNOLOGY

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
ME11/001	MOONMENTS	WECHAT/THE GREAT WALL	TENCENT	SHENZHEN
ME11/002	ESTEE LAUDER - BLOCK-CHAIN	ESTEE LAUDER INDIA	ISOBAR INDIA	MUMBAI

CATEGORY ME12: USE OF BRANDED ENTERTAINMENT & CONTENT: PROGRAM & PLATFORM

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
ME12/001	RED RESTAURANTS DRIVE	TV TOKYO	HAKUHODO KETTLE INC.	TOKYO

CATEGORY ME13: USE OF BRANDED ENTERTAINMENT & CONTENT: DIGITAL & SOCIAL MEDIA

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
ME13/001	SOLAR FOREST	HANWHA	INNOCEAN WORLDWIDE	SEOUL
ME13/002	THE SECRET SUPPORTER	DUTCH MILL	CJ WORX	BANGKOK
ME13/003	THE MOST SHAREABLE FILM	SINGHA BEER	HAKUHODO INTERNATIONAL THAILAND	BANGKOK
ME13/004	SINGING IN "SOM IN SUM" TUNE	SOM IN SUM	I-DAC (BANGKOK)	BANGKOK
ME13/005	BONDS UNPLUGGED	BONDS	LEO BURNETT SYDNEY	SYDNEY
ME13/006	POCKY K.O.	POCKY	HAKUHODO INC.	TOKYO
ME13/007	ALPHABURP	SEASONS ALL NATURAL FRUIT JUICE	PETCH	MANILA

CATEGORY ME14: USE OF DATA

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
ME14/001	VENDING MACHINES BECOME HOTSPOTS	DRAGON QUEST WALK	DENTSU INC.	TOKYO
ME14/002	CHECKUP CHAMPIONSHIP	HAKUHODO DY HOLDINGS INC./ THE UNIVERSITY OF TOKYO / NATIONAL INSTITUTE OF ADVANCED INDUSTRIAL SCIENCE AND TECHNOLOGY	HAKUHODO KETTLE INC.	TOKYO
ME14/003	RUNNING ADWEAR	DENTSU ONE TAIPEI	DENTSU ONE TAIPEI	TAIPEI
ME14/004	ESTEE LAUDER - BLOCK-CHAIN	ESTEE LAUDER INDIA	ISOBAR INDIA	MUMBAI

CATEGORY ME15: INTEGRATED MEDIA CAMPAIGN

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
ME15/001	ENJOY THE HEALTHY YOU LOVE	ZESPRI KIWIFRUIT	DENTSU INC.	TOKYO

CATEGORY ME16: RESILIENCE THROUGH CREATIVITY *NEW**

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
ME16/001	WAGYU NEWSPAPER	WAGYU (JAPANESE BEEF)	DENTSU INC.	TOKYO
ME16/002	RED RESTAURANTS DRIVE	TV TOKYO	HAKUHODO KETTLE INC.	TOKYO
ME16/003	THE CHEERING BANDAGE	THE CHEERING BANDAGE	INNOCEAN WORLDWIDE	SEOUL
ME16/004	CANCEL CORONA	FREE PRESS JOURNAL	TAPROOT DENTSU	MUMBAI
ME16/005	SHOW MY WORK	TENCENT VOOV MEETING	TENCENT	SHENZHEN
ME16/006	PWR TAKEOVER	MPWR	MATA ANGIN	JAKARTA
ME16/007	INSTA-SCARES	TM	WUNDERMAN THOMPSON PHILIPPINES	MANILA
ME16/008	PET SHOWS FOR GOOD	SHELTERED ANIMAL HOME DONATION	THE LEO BURNETT GROUP THAILAND	BANGKOK

CATEGORY LRME: LOTUS ROOTS

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
LRME/001	BAMBOO SWEETS	LIFULL	PEAK INC.	TOKYO
LRME/002	SUPER - LOCAL OLYMPICS TV COMMERCIAL FESTIVAL	CUP NOODLE	DENTSU INC.	TOKYO
LRME/003	15 CM HAIR DONATION	HAIR DONATION	WUNDERMAN THOMPSON TAIPEI	TAIPEI
LRME/004	SOUND OF LOVE	SOUR X MAYBE FLOWER	THE SOUR BANGKOK CO., LTD.	BANGKOK
LRME/005	LISTERINE BIBIGKASIN CHALLENGE	LISTERINE	WUNDERMAN THOMPSON PHILIPPINES	MANILA