

ADFEST 2021 ENTRIES LIST

**PR
LOTUS**

IMPLEMENTATION SUB-CATEGORIES

CATEGORY PR01: CORPORATE IMAGE

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
PR01/001	CHIEF FUTURE OFFICER	EUGLENA CO., LTD.	DENTSU INC.	TOKYO
PR01/002	STOP PROJECT NEW SHINKANSEN STATION FOR KAGA	KAGA CITY SHINKANSEN INITIATIVE OFFICE	DRILL	TOKYO
PR01/003	ZOZOTOWN HOLIDAY BOX	ZOZO, INC.	ZOZO TECHNOLOGIES, INC.	TOKYO
PR01/004	#NOBAGFORME PROJECT	SOFY	HAKUHODO INC.	TOKYO
PR01/005	HYUNDAI X BTS: HYDROGEN LEADERSHIP CAMPAIGN	HYUNDAI MOTOR COMPANY	INNOCEAN WORLDWIDE	SEOUL

CATEGORY PR02: CRISIS MANAGEMENT

NO ENTRY

CATEGORY PR03: CORPORATE SOCIAL RESPONSIBILITY

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
PR03/001	BAMBOO SWEETS	LIFULL	PEAK INC.	TOKYO
PR03/002	DRINK SMART	SUNTORY	YOMIKO ADVERTISING INC.	TOKYO
PR03/003	47 APOCALYPTIC SCENES	WWF JAPAN	ADK CREATIVE ONE INC.	TOKYO
PR03/004	RELAXING MUSIC FOR STUDY BASED ON RAIL SOUNDS	MEITETSU SAKURA PROJECT	DENTSU MEITETSU COMMUNICATIONS INC.	NAGOYA
PR03/005	SAVEBOARD PROJECT	QUIKSILVER	HAKUHODO INTERNATIONAL THAILAND	BANGKOK
PR03/006	SOLAR FOREST	HANWHA	INNOCEAN WORLDWIDE	SEOUL
PR03/007	#DISASTER PREPAREDNESS TRAINING #STAYHOME	SARAN WRAP(R)	DENTSU INC.	TOKYO
PR03/008	THE PENGUIN & THE WHALE	UNITED NATIONS-2030 SDGS	TENCENT	SHENZHEN

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
PR03/009	#SAVESMALLRESTAURANT	KRUNGTHAI BANK FOR LOCAL COMMUNITIES	THE LEO BURNETT GROUP THAILAND	BANGKOK
PR03/010	#NOBAGFORME PROJECT	SOFY	HAKUHODO INC.	TOKYO
PR03/011	TOYOTA BOUSAI-POWER SUPPLY PROJECT	TOYOTA	HAKUHODO INC.	TOKYO
PR03/012	DEAR CLIENT, THANK YOU FOR CANCELLING OUR WORK	TCP	WUNDERMAN THOMPSON THAILAND	BANGKOK
PR03/013	BONDS OUT NOW	BONDS	LEO BURNETT SYDNEY	SYDNEY

CATEGORY PR04: USE OF MEDIA RELATIONS

NO ENTRY

CATEGORY PR05: USE OF EVENTS & STUNTS

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
PR05/001	THE GALACTIC BOTTLES	COCA-COLA	OGILVY MALAYSIA	KUALA LUMPUR
PR05/002	ONE RACE	NEW NATIONAL STADIUM JAPAN	DENTSU INC.	TOKYO
PR05/003	CHECKUP CHAMPIONSHIP	HAKUHODO DY HOLDINGS INC./ THE UNIVERSITY OF TOKYO / NATIONAL INSTITUTE OF ADVANCED INDUSTRIAL SCIENCE AND TECHNOLOGY	HAKUHODO KETTLE INC.	TOKYO

CATEGORY PR06: USE OF TALENT

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
PR06/001	UN Sung	WARNER MUSIC	IRIS	SINGAPORE
PR06/002	EFTERTRÄDA	IKEA	TBWA SINGAPORE PTE LTD	SINGAPORE
PR06/003	BRAUN X FORMOSA CHANG	BRAUN	UNITED COMMUNICATION GROUP/ UNI-SURF DIGITAL MARKETING	TAIPEI
PR06/004	A SCRIPTED LIFE	PANTENE	GREYNJ UNITED BANGKOK	BANGKOK

CATEGORY PR07: SPONSORSHIP & PARTNERSHIP

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
PR07/001	THE GALACTIC BOTTLES	COCA-COLA	OGILVY MALAYSIA	KUALA LUMPUR
PR07/002	THE PENGUIN & THE WHALE	UNITED NATIONS-2030 SDGS	TENCENT	SHENZHEN
PR07/003	HOPE TAPE	HOPE TAPE	CHEIL WORLDWIDE	SEOUL

CATEGORY PR08: LAUNCH/RE-LAUNCH

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
PR08/001	EFTERTRÄDA	IKEA	TBWA SINGAPORE PTE LTD	SINGAPORE
PR08/002	LIVE STREAMED #WITHGALAXY	SAMSUNG MOBILE	CHEIL WORLDWIDE	SEOUL
PR08/003	TUNA SCOPE 2020	TUNA SCOPE	DENTSU INC.	TOKYO
PR08/004	READY-TO-GO UNIFORMS	WACOAL	WUNDERMAN THOMPSON THAILAND	BANGKOK

CATEGORY PR09: BRAND VOICE & STRATEGIC STORYTELLING

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
PR09/001	SECOND FIRST STEPS H-MEX : (HYUNDAI WEARABLE ROBOT)	HYUNDAI MOTOR COMPANY	INNOCEAN WORLDWIDE	SEOUL
PR09/002	SOLAR FOREST	HANWHA	INNOCEAN WORLDWIDE	SEOUL
PR09/003	ZOZOTOWN FIREWORKS BOX	ZOZO, INC.	ZOZO TECHNOLOGIES, INC.	TOKYO
PR09/004	SUSTAINAPPLE	AOMORI APPLE	TOHOKU HAKUHODO	SENDAI
PR09/005	WHERE'S DARS?	DARS CHOCOLATE	HAKUHODO INC.	TOKYO
PR09/006	WELCOME TO THE SAFARI PARK MOST FARAWAY	HIMEJI CENTRAL PARK	HAKUHODO INC.	TOKYO
PR09/007	IGNORE NAHI INSURE KARO	MAX BUPA HEALTH INSURANCE	ISOBAR INDIA	MUMBAI

CATEGORY PR10: CONTENT-LED ENGAGEMENT

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
PR10/001	STRETCHEEEESE	MORINAGA KRAFT MOZZARELLA	WUNDERMAN THOMPSON TOKYO	TOKYO
PR10/002	WALK FREE	THE MINDEROO FOUNDATION	LEO BURNETT SYDNEY	SYDNEY

DIGITAL & SOCIAL SUB-CATEGORIES
CATEGORY PR11: USE OF DIGITAL IN A PR CAMPAIGN

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
PR11/001	SOLAR FOREST	HANWHA	INNOCEAN WORLDWIDE	SEOUL
PR11/002	PLAY NZ	TOURISM NEW ZEALAND	TBWA	SYDNEY

CATEGORY PR12: USE OF SOCIAL IN A PR CAMPAIGN

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
PR12/001	EFTERTRÄDA	IKEA	TBWA SINGAPORE PTE LTD	SINGAPORE
PR12/002	SUSTAINAPPLE	AOMORI APPLE	TOHOKU HAKUHODO	SENDAI
PR12/003	A CIPHERED RELEASE OF MUSIC VIDEO : STRAY SHEEP CODE	KENSHI YONEZU	SIX INC.	TOKYO

CATEGORY PR13: USE OF TECHNOLOGY

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
PR13/001	WANTED LIST	YAHOO JAPAN CORPORATION	DENTSU DIGITAL	TOKYO
PR13/002	THE SECRET SUPPORTER	DUTCH MILL	CJ WORX	BANGKOK
PR13/003	WHO AM AI?	HONMA GOLF	HAKUHODO MAGNET INC.	TOKYO
PR13/004	TUNA SCOPE 2020	TUNA SCOPE	DENTSU INC.	TOKYO

DATA SUB-CATEGORIES

CATEGORY PR14: PR EFFECTIVENESS

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
PR14/001	SEE YOU & THANK YOU	BURGERKING JAPAN	DAIKO & DAIKO WEDO	TOKYO

CATEGORY PR15: RESEARCH, DATA ANALYTICS & INSIGHT GENERATION

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
PR15/001	THE LAST PARCEL	THAIPOST	GREYNJ UNITED BANGKOK	BANGKOK

INTEGRATED CAMPAIGN SUB-CATEGORY

CATEGORY PR16: INTEGRATED PR CAMPAIGN

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
PR16/001	CHIEF FUTURE OFFICER	EUGLENA CO., LTD.	DENTSU INC.	TOKYO

CATEGORY PR17: RESILIENCE THROUGH CREATIVITY ***NEW

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
PR17/001	THE SMALL TALK MACHINE	CRAFT BOSS	YOMIKO CREATIVE STUDIO INC	TOKYO
PR17/002	WAGYU NEWSPAPER	WAGYU (JAPANESE BEEF)	DENTSU INC.	TOKYO
PR17/003	EMERGENCY EEL EXHIBITION	SUMIDA AQUARIUM	DENTSU INC.	TOKYO
PR17/004	RED RESTAURANTS DRIVE	TV TOKYO	HAKUHODO KETTLE INC.	TOKYO
PR17/005	THE CHEERING BANDAGE	THE CHEERING BANDAGE	INNOCEAN WORLDWIDE	SEOUL
PR17/006	#STAYHOMEFORTHENATION	ANTI COVID-19 CAMPAIGN	THE LEO BURNETT GROUP THAILAND	BANGKOK
PR17/007	KIWIFRUIT CARE PACKAGE	ZESPRI KIWIFRUIT	DENTSU INC	TOKYO
PR17/008	ZOZOTOWN HOLIDAY BOX	ZOZO, INC.	ZOZO TECHNOLOGIES, INC.	TOKYO
PR17/009	ZOZOTOWN FIREWORKS BOX	ZOZO, INC.	ZOZO TECHNOLOGIES, INC.	TOKYO

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
PR17/010	TUNA SCOPE 2020	TUNA SCOPE	DENTSU INC.	TOKYO
PR17/011	ANIMALS "HI HEE SKIN HEY HO!"	MOCHIDA HEALTHCARE	DENTSU LIVE INC.	TOKYO
PR17/012	DEAR CLIENT, THANK YOU FOR CANCELLING OUR WORK	TCP	WUNDERMAN THOMPSON THAILAND	BANGKOK
PR17/013	KAAKKUM AMMAN	DHEEPAM LAMP OIL	MCCANN WORLDGROUP INDIA	MUMBAI
PR17/014	STAY HOME MILES EXCHANGE	THAI AIRWAYS	WUNDERMAN THOMPSON THAILAND	BANGKOK

CATEGORY LRPR: LOTUS ROOTS

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
LRPR/001	BAMBOO SWEETS	LIFULL	PEAK INC.	TOKYO
LRPR/002	DICTIONARY OF IDENTITY	NTT DOCOMO	ADK CREATIVE ONE INC.	TOKYO
LRPR/003	SUPER - LOCAL OLYMPICS TV COMMERCIAL FESTIVAL	CUP NOODLE	DENTSU INC.	TOKYO
LRPR/004	SUSTAINAPPLE	AOMORI APPLE	TOHOKU HAKUHODO	SENDAI
LRPR/005	READY-TO-GO UNIFORMS	WACOAL	WUNDERMAN THOMPSON THAILAND	BANGKOK