

ADFEST 2021 ENTRIES LIST

**eCOMMERCE
LOTUS**

CATEGORY EC01: FOOD & BEVERAGE

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
EC01/001	TUNA SCOPE 2020	TUNA SCOPE	DENTSU INC.	TOKYO

CATEGORY EC02: BEAUTY, HEALTH & PERSONAL CARE

NO ENTRY

CATEGORY EC03: FASHION, SPORTS & ACCESSORIES

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
EC03/001	SUPER ANIMAL FUR	VEGAN TIGER	INNOCEAN WORLDWIDE	SEOUL
EC03/002	PINK IS BLUE BLUE IS PINK	PORGABE	INNOCEAN WORLDWIDE	SEOUL
EC03/003	THE PERPETUAL FASHION WEEK	LAZADA	PANTAREI	JAKARTA

CATEGORY EC04: HOUSEHOLD PRODUCTS & MAINTENANCE

NO ENTRY

CATEGORY EC05: ELECTRONICS, HOME APPLIANCES & FURNISHING

NO ENTRY

CATEGORY EC06: CARS, OTHER VEHICLES, ACCESSORIES & AUTO SERVICES

NO ENTRY

CATEGORY EC07: RETAIL

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
EC07/001	TOKYO GAME SHOW 2020 ONLINE REDEFINES CONVENTIONS AND LIVE COMMERCE.	TOKYO GAME SHOW 2020 ONLINE	DENTSU INC.	TOKYO

CATEGORY EC08: TRAVEL & LEISURE, ENTERTAINMENT & COMMUNICATION MEDIA

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
EC08/001	TOKYO GAME SHOW 2020 ONLINE REDEFINES CONVENTIONS AND LIVE COMMERCE.	TOKYO GAME SHOW 2020 ONLINE	DENTSU INC.	TOKYO
EC08/002	DESTINATION MENU	THAI AIRWAYS	WUNDERMAN THOMPSON THAILAND	BANGKOK

CATEGORY EC09: FINANCE, COMMERCIAL PUBLIC SERVICES, BUSINESS PRODUCTS & SERVICES

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
EC09/001	NEW INVESTMENT SERVICE FOR MILLENNIALS: NIKKO FROGGY	NIKKO FROGGY	SIX INC.	TOKYO

CATEGORY EC10: CORPORATE IMAGE

NO ENTRY

CATEGORY EC11: CORPORATE SOCIAL RESPONSIBILITY

NO ENTRY

CATEGORY EC12: PUBLIC SERVICES & CAUSE APPEALS

NO ENTRY

CATEGORY EC13: RESILIENCE THROUGH CREATIVITY *NEW**

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
EC13/001	THE SHOW OF HEARTS	LAZADA	PANTAREI	JAKARTA
EC13/002	TUNA SCOPE 2020	TUNA SCOPE	DENTSU INC.	TOKYO



ALL ENTRIES



CATEGORY LREC: LOTUS ROOTS

NO ENTRY

AS OF 17 FEB 2021