

ADFEST 2021 FINALIST LIST

**DIGITAL
LOTUS**

Remark: Only sub-categories with Finalists are included.

ONLINE VIDEO SUB-CATEGORIES

CATEGORY DI04: VIRAL VDO

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DI04/002	THE PERFECT VOICEOVERS	CAUSES FOR ANIMALS SINGAPORE	EDELMAN, SINGAPORE	EDELMAN SINGAPORE, SINGAPORE	FINALIST
DI04/006	POOJA DIDI	FACEBOOK	TAPROOT DENTSU, MUMBAI	TAPROOT DENTSU, MUMBAI	FINALIST

SOCIAL SUB-CATEGORIES

CATEGORY DI06: USE OF SOCIAL

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DI06/004	THE CHEERING BANDAGE	THE CHEERING BANDAGE	INNOCEAN WORLDWIDE, SEOUL	INNOCEAN WORLDWIDE, SEOUL	FINALIST
DI06/014	A CIPHERED RELEASE OF MUSIC VIDEO : STRAY SHEEP CODE	KENSHI YONEZU	SIX INC., TOKYO/HAKUHODO INC., TOKYO/ HAKUHODO KETTLE INC., TOKYO	SIX INC., TOKYO	FINALIST

CATEGORY DI11: RESILIENCE THROUGH CREATIVITY ***NEW

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DI11/003	THE CHEERING BANDAGE	THE CHEERING BANDAGE	INNOCEAN WORLDWIDE, SEOUL	INNOCEAN WORLDWIDE, SEOUL	FINALIST

AS OF 4 MAR 2021