
BRAND EXPERIENCE LOTUS

ENTRIES LIST
ADFEST 2022

CATEGORY BE01: USE OF GUERRILLA MARKETING

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BE01/001	GOMPYO PLOGGING HOUSE	GOMPYO	IDEOT	SEOUL
BE01/002	THE OFFLINE BANNER AD	BLIBLI.COM	DENTSU INDONESIA	JAKARTA
BE01/003	ART FESTIVAL L(A)UNCH BOX	JINSHAN ART FESTIVAL	DENTSU ONE TAIPEI	TAIPEI
BE01/004	VEGETABLE PHARMACY	TOKYO GOOD MANNERS PROJECT	DENTSU INC.	TOKYO
BE01/005	SAFARI SAFE DISTANCE	TAMAN SAFARI	H-THREE	JAKARTA
BE01/006	EMERGENCY FOOD RESTAURANT "LIFE PLATE"	ECOFLOW	DENTSU INC.	TOKYO

CATEGORY BE02: USE OF LIVE SHOWS/CONCERTS/FESTIVALS

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BE02/001	MONKEY X HOT WHEELS	HONDA	CJ WORX	BANGKOK
BE02/002	MADE FROM MELBOURNE	MADE FROM MELBOURNE	SAATCHI & SAATCHI	MELBOURNE

CATEGORY BE03: EXHIBITIONS AND INSTALLATIONS

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BE03/001	"DIAPERSITY" GACHA DISPENSER	PAMPERS "BEST FOR BABY"	DENTSU INC.	OSAKA
BE03/002	NO ESCAPE ROOM	PARKINSON'S NSW	AIRBAG	MELBOURNE
BE03/003	RIGHT THE RIDE: JEEPNEY AGAINST MISOGYNY	COMMISSION ON HUMAN RIGHTS OF THE PHILIPPINES	WUNDERMAN THOMPSON PHILIPPINES	MANILA
BE03/004	POKÉMON WONDER	POKÉMON	SIX INC.	TOKYO
BE03/005	MONKEY X HOT WHEELS	HONDA	CJ WORX	BANGKOK
BE03/006	ELECTRIFIED: MERCEDES-BENZ EQA CAR SHOW	MERCEDES-BENZ HK LIMITED	ISOBAR	HONG KONG
BE03/007	DISCOVER THE STATE THEATRE IN ALL OF US	NEW WORLD DEVELOPMENT	PUBLICIS GROUPE HONG KONG	HONG KONG
BE03/008	MY HAPPY TABLE	MCDONALD'S	LEO BURNETT	SINGAPORE
BE03/009	MCDONALD'S CLASSROOM	MCDONALD'S	LEO BURNETT GROUP MANILA	MANILA

CATEGORY BE04: USE OF AMBIENT: SMALL SCALE

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BE04/001	KEEB CARD	KB KOOKMIN CARD	IDEOT	SEOUL
BE04/002	CHEERS FAN	CHUNGJUNGONE ANJUYA	THE.WATERMELON	SEOUL
BE04/003	TINY/PHENOMENON	OIL AND RETAIL	OGILVY GROUP THAILAND	BANGKOK
BE04/004	A ROMANTIC COASTER TRIP	LOUISE RAIZON	FACT	TOKYO
BE04/005	THE WORLD'S MOST HATED RESTAURANT	SEIYU	ENJIN TOKYO	TOKYO
BE04/006	FEEL LIKE A NEW HOME COLLECTION	SC ASSET	WOLF BANGKOK	BANGKOK
BE04/007	GUILTY FREE FESTIVAL	CENTRAL MIDNIGHT SALE	WOLF BANGKOK	BANGKOK
BE04/008	SCENTED STICKER TESTER	EVEANDBOY	WUNDERMAN THOMPSON THAILAND	BANGKOK
BE04/009	DONATION DOLLAR	THE ROYAL AUSTRALIAN MINT	SAATCHI & SAATCHI	MELBOURNE
BE04/010	SAFARI SAFE DISTANCE	TAMAN SAFARI	H-THREE	JAKARTA
BE04/011	FINGER MASK	PCHOME 24H SHOPPING	ADK TAIWAN	TAIPEI

CATEGORY BE05: USE OF AMBIENT: LARGE SCALE

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BE05/001	POKÉMON WONDER	POKÉMON	SIX INC.	TOKYO
BE05/002	OFF GRID SHOWROOM	HONDA	CJ WORX	BANGKOK
BE05/003	MURAL OF CONTAINERS	MANGA "ONE PIECE"	AOI PRO. INC.	TOKYO
BE05/004	EMERGENCY FOOD RESTAURANT "LIFE PLATE"	ECOFLOW	DENTSU INC.	TOKYO

CATEGORY BE06: MERCHANDISING/IN-STORE EXPERIENCE

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BE06/001	EATQUAL	MCDONALD'S	DDB MUDRA GROUP	MUMBAI
BE06/002	TINY/PHENOMENON	OIL AND RETAIL	OGILVY GROUP THAILAND	BANGKOK
BE06/003	A ROMANTIC COASTER TRIP	LOUISE RAIZON	FACT	TOKYO
BE06/004	THE SAMPLE HALF BRA	SABINA	CJ WORX	BANGKOK
BE06/005	GUILTY FREE FESTIVAL	CENTRAL MIDNIGHT SALE	WOLF BANGKOK	BANGKOK
BE06/006	THE ART OF PROGRESS	HSBC	PUBLICIS GROUPE HONG KONG	HONG KONG
BE06/007	FIRST SHAVE BOOK	KAI CORPORATION.	DENTSU ADGEAR	TOKYO
BE06/008	THE PRIVATE SHOWROOM	BENZ STAR FLAG	AUDACITY	BANGKOK
BE06/009	SHELTER SIGNBOARD	MONGKUT FERTILIZER	WUNDERMAN THOMPSON THAILAND	BANGKOK
BE06/010	V-KEBAYA	LIBRESSE	MUMA MALAYSIA	PETALING JAYA
BE06/011	SAFARI SAFE DISTANCE	TAMAN SAFARI	H-THREE	JAKARTA
BE06/012	MCDONALD'S CLASSROOM	MCDONALD'S	LEO BURNETT GROUP MANILA	MANILA
BE06/013	MEMORABLES	NIGHTINGALES MEDICAL TRUST	MCCANN WORLDGROUP INDIA	MUMBAI

CATEGORY BE07: LAUNCH/RE-LAUNCH

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BE07/001	EATQUAL	MCDONALD'S	DDB MUDRA GROUP	MUMBAI
BE07/002	OFF-TIME FOR MOM	DOVE	ADK CREATIVE ONE INC.	TOKYO
BE07/003	MONKEY X HOT WHEELS	HONDA	CJ WORX	BANGKOK
BE07/004	OFF GRID SHOWROOM	HONDA	CJ WORX	BANGKOK
BE07/005	THE SAMPLE HALF BRA	SABINA	CJ WORX	BANGKOK
BE07/006	THE OG 5G	GOMO	PUBLICIS JIMENEZ BASIC	MAKATI
BE07/007	FEEL LIKE A NEW HOME COLLECTION	SC ASSET	WOLF BANGKOK	BANGKOK
BE07/008	AIR PADDING	PARACOSM STUDIO	INNOCEAN WORLDWIDE	SEOUL
BE07/009	ONE HOUSE TO SAVE MANY	SUNCORP INSURANCE	LEO BURNETT AUSTRALIA	MELBOURNE

CATEGORY BE08: USE OF COMPETITIONS & PROMOTIONAL GAMES

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BE08/001	VACCINATION RIDES	GOJEK	FORSMAN&BODENFORS SINGAPORE	SINGAPORE
BE08/002	MARK OF GREATNESS	HOUSE OF HOOPS	BWM ISOBAR	SYDNEY
BE08/003	21KM FINGER MARATHON	PCHOME 24H SHOPPING	ADK TAIWAN	TAIPEI

CATEGORY BE09: SPONSORSHIP & BRAND PARTNERSHIP

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BE09/001	SESG	SWEDCHAM	FORSMAN&BODENFORS SINGAPORE	SINGAPORE
BE09/002	SLOW ROAD	SLOW ROAD	CHEIL WORLDWIDE	SEOUL
BE09/003	HOME SWEET HOME EP. 2	TOURISM AUTHORITY OF THAILAND X YGGDRAZIL	OGILVY GROUP THAILAND	BANGKOK
BE09/004	IN A RELATIONSHIP WITH LOTUS'S	LOTUS'S	THE LEO BURNETT GROUP THAILAND	BANGKOK
BE09/005	#PRIDEHAIR	PANTENE	GREY TOKYO	TOKYO

CATEGORY BE10: USE OF FILM & AUDIO

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BE10/001	"8 IN 1 COMMERCIAL"	NISSIN CUP NOODLE	DENTSU INC.	OSAKA
BE10/002	THE AUDIO-BENTO	TABILUMINE	DENTSU INC.	TOKYO
BE10/003	IT'S THE LITTLE THINGS THAT BRING ON THE EXTRAORDINARY.	SNACK JACK	ADAPTER DIGITAL CO., LTD.	BANGKOK
BE10/004	COMPOSER IN THE CLOUDS	TENCENT	MCCANN WORLDGROUP SHANGHAI	SHANGHAI
BE10/005	FINDING SHARKY 2050	SHARK CONSERVATION	WUNDERMAN THOMPSON TAIPEI	TAIPEI
BE10/006	LITTLE BIG E-MOTION	HYUNDAI MOTOR GROUP	INNOCEAN WORLDWIDE	SEOUL
BE10/007	6 MINUTES TOGETHER	OPSUMIT	MCCANN HEALTH JAPAN	TOKYO
BE10/008	BORN THIS WAY	LUX	WUNDERMAN THOMPSON	SINGAPORE

CATEGORY BE11: USE OF PRINT OR CONVENTIONAL OUTDOOR

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BE11/001	THE OFFLINE BANNER AD	BLIBLI.COM	DENTSU INDONESIA	JAKARTA
BE11/002	#DONTTELLDORAEMON	DORAEMON	ADK CREATIVE ONE INC.	TOKYO
BE11/003	A ROMANTIC COASTER TRIP	LOUISE RAIZON	FACT	TOKYO
BE11/004	GFNW NEWSPAPER	NETFLIX / BRAVO! STUDIOS / GMM STUDIOS INTERNATIONAL	THE SOUR BANGKOK CO., LTD.	BANGKOK

CATEGORY BE12: USE OF MOBILE & DEVICES

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BE12/001	TALK WITH COW BUM - A DAIRY FARMER'S BEST FRIEND.-	NTT DOCOMO	DENTSU INC.	TOKYO
BE12/002	CARBON THUMBPRINT	BELONG	DELOITTE DIGITAL	MELBOURNE
BE12/003	SLOW ROAD	SLOW ROAD	CHEIL WORLDWIDE	SEOUL
BE12/004	HELLO GOOD DAY	THE ALZHEIMER FOUNDATION OF THAILAND	DENTSU ONE (BANGKOK) LTD.	BANGKOK
BE12/005	MASK ID	DAL.KOMM CAFE / MINISTRY OF HEALTH AND WELFARE & KOREA ASSOCIATION OF SOCIAL WELFARE CENTERS	INNOCEAN WORLDWIDE	SEOUL
BE12/006	THE COST OF BULLYING	SAMSUNG	CHEIL PENGTAI BEIJING	BEIJING
BE12/007	STRESSWAVES	CIGNA	MCCANN WORLDGROUP SINGAPORE	SINGAPORE
BE12/008	21KM FINGER MARATHON	PCHOME 24H SHOPPING	ADK TAIWAN	TAIPEI

CATEGORY BE13: DIGITAL INSTALLATIONS

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BE13/001	FEARLESS MARKETING	YAHOO DSP	DENTSU ONE TAIPEI	TAIPEI
BE13/002	THE ART OF PROGRESS	HSBC	PUBLICIS GROUPE HONG KONG	HONG KONG
BE13/003	LITTLE BIG E-MOTION	HYUNDAI MOTOR GROUP	INNOCEAN WORLDWIDE	SEOUL

CATEGORY BE14: USE OF DIGITAL & SOCIAL PLATFORMS

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BE14/001	MIDNIGHT-TEMPTATION ANIME	SAGA-MESHI (LOCAL SAGA SPECIALTIES)	DENTSU INC.	TOKYO
BE14/002	#SAYAWAWAN	JSKK - AKSI KAMISAN	DENTSU INDONESIA	JAKARTA
BE14/003	THE HUMAN CHECK	PETA	OGILVY GROUP THAILAND	BANGKOK
BE14/004	HOMELYMPICS	SPONSOR	OGILVY GROUP THAILAND	BANGKOK
BE14/005	MARK OF GREATNESS	HOUSE OF HOOPS	BWM ISOBAR	SYDNEY
BE14/006	HEAR CLEARLY - DRUM/CHORES/GARDENING	SPRITE	BERAKAR KOMUNIKASI	JAKARTA
BE14/007	PALE BLUE LETTER	KENSHI YONEZU "PALE BLUE"	SIX INC.	TOKYO
BE14/008	MUSIC VIDEO FOR ALL	KOHH "2 CARS" MUSIC VIDEO CHALLENGE	ENJIN TOKYO	TOKYO
BE14/009	#THEBOIIINGGHOST	MORINAGA KRAFT MOZZARELLA	WUNDERMAN THOMPSON TOKYO	TOKYO
BE14/010	WHERE'S DARS?	DARS CHOCOLATE	HAKUHODO INC.	TOKYO
BE14/011	BK TOWN ROOM	BURGER KING JAPAN	DAIKO ADVERTISING INC.	TOKYO
BE14/012	THE FIRST TAKE	THE FIRST TAKE	TBWA\HAKUHODO INC.	TOKYO
BE14/013	TOKYO 2020 VIRTUAL ENCOURAGEMENT CEREMONY	TEAM JAPAN	DENTSU INC.	TOKYO
BE14/014	IN HER SHOES	LUX	WUNDERMAN THOMPSON	SINGAPORE

CATEGORY BE15: TOUCHPOINT TECHNOLOGY & TECH-LED BRAND EXPERIENCE

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BE15/001	CHEERS FAN	CHUNGJUNGONE ANJUJA	THE.WATERMELON	SEOUL
BE15/002	THE ART OF PROGRESS	HSBC	PUBLICIS GROUPE HONG KONG	HONG KONG
BE15/003	MASK ID	DAL.KOMM CAFE / MINISTRY OF HEALTH AND WELFARE & KOREA ASSOCIATION OF SOCIAL WELFARE CENTERS	INNOCEAN WORLDWIDE	SEOUL
BE15/004	LITTLE BIG E-MOTION	HYUNDAI MOTOR GROUP	INNOCEAN WORLDWIDE	SEOUL

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BE15/005	AIR PADDING	PARACOSM STUDIO	INNOCEAN WORLDWIDE	SEOUL
BE15/006	THE SMART SIM-SYNCD LIGHTSTICK	SMART PREPAID	DENTSU JAYME SYFU	MANILA
BE15/007	STRESSWAVES	CIGNA	MCCANN WORLDGROUP SINGAPORE	SINGAPORE
BE15/008	21KM FINGER MARATHON	PCHOME 24H SHOPPING	ADK TAIWAN	TAIPEI

CATEGORY BE16: INTEGRATED BRAND EXPERIENCE CAMPAIGN

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BE16/001	GUILTY FREE FESTIVAL	CENTRAL MIDNIGHT SALE	WOLF BANGKOK	BANGKOK
BE16/002	FINALLY, HETBAHN'S OWN SOTBAHN IS OUT	CJ CHEILJEDANG	TBWA\KOREA	SEOUL
BE16/003	THE THREATS	NETFLIX	THE LEO BURNETT GROUP THAILAND	BANGKOK
BE16/004	21KM FINGER MARATHON	PCHOME 24H SHOPPING	ADK TAIWAN	TAIPEI

CATEGORY BE17: RESILIENCE THROUGH CREATIVITY

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BE17/001	VACCINATION RIDES	GOJEK	FORSMAN&BODENFORS SINGAPORE	SINGAPORE
BE17/002	SESG	SWEDCHAM	FORSMAN&BODENFORS SINGAPORE	SINGAPORE
BE17/003	BEYOND THE STADIUM	SK-II	FORSMAN&BODENFORS SINGAPORE	SINGAPORE
BE17/004	SLOW ROAD	SLOW ROAD	CHEIL WORLDWIDE	SEOUL
BE17/005	HOME SWEET HOME EP. 2	TOURISM AUTHORITY OF THAILAND X YGGDRAZIL	OGILVY GROUP THAILAND	BANGKOK
BE17/006	FUELING OUR HOMETOWNS	IDEMITSU/SHELL	WUNDERMAN THOMPSON TOKYO	TOKYO
BE17/007	FACIALAB	TAIWAN HAKUHODO INC.	TAIWAN HAKUHODO INC.	TAIPEI
BE17/008	POP UP INTO YOUR HOME!	MT.RAINIER	HAKUHODO INC.	TOKYO
BE17/009	SANGSOM BAAN FULLMOON	SANGSOM / THAI BEVERAGE CO., LTD.	THE SOUR BANGKOK CO., LTD.	BANGKOK
BE17/010	MASK ID	DAL.KOMM CAFE / MINISTRY OF HEALTH AND WELFARE & KOREA ASSOCIATION OF SOCIAL WELFARE CENTERS	INNOCEAN WORLDWIDE	SEOUL

BRAND EXPERIENCE LOTUS



ALL ENTRIES

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BE17/011	SOS "HONEST COOKIE"	SAMARITANS OF SINGAPORE	TBWA\SINGAPORE PTE LTD	SINGAPORE
BE17/012	30SOAP	POCKET SOAP	TBWA\HAKUHODO INC.	TOKYO
BE17/013	CARRY YOUR DREAM, CARRY YOUR LIFE	SUZUKI	DENTSU IMPACT THAILAND	BANGKOK
BE17/014	THE PRIVATE SHOWROOM	BENZ STAR FLAG	AUDACITY	BANGKOK
BE17/015	SAFARI SAFE DISTANCE	TAMAN SAFARI	H-THREE	JAKARTA
BE17/016	MY HAPPY TABLE	MCDONALD'S	LEO BURNETT	SINGAPORE
BE17/017	MCDONALD'S CLASSROOM	MCDONALD'S	LEO BURNETT GROUP MANILA	MANILA

CATEGORY LRBE: LOTUS ROOTS

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
LRBE/001	ECOLATE	LIFULL	PEAK INC.	TOKYO
LRBE/002	RIGHT THE RIDE: JEEPNEYS AGAINST MISOGYNY	COMMISSION ON HUMAN RIGHTS OF THE PHILIPPINES	WUNDERMAN THOMPSON PHILIPPINES	MANILA
LRBE/003	FUELING OUR HOMETOWNS	IDEMITSU/SHELL	WUNDERMAN THOMPSON TOKYO	TOKYO
LRBE/004	#PRIDEHAIR	PANTENE	GREY TOKYO	TOKYO
LRBE/005	V-KEBAYA	LIBRESSE	MUMA MALAYSIA	PETALING JAYA
LRBE/006	#NOT UNCOMMON	TMALL	HEAVEN&HELL	SHANGHAI

AS OF 17 FEB 2022