
BRANDED ENTERTAINMENT LOTUS

ENTRIES LIST
ADFEST 2022

CATEGORY BC01: USE OF FICTION FILM

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BC01/001	IN LOVE WE TRUST	SINYI REALTY	DENTSU MCGARRYBOWEN TAIWAN	TAIPEI
BC01/002	THE LAST DAY OF ROBERT'S FLOWER	E-LIFE CORPORATION	DENTSU MCGARRYBOWEN TAIWAN	TAIPEI
BC01/003	MEMORIES EMPOWER	KINGSTON	DENTSU MCGARRYBOWEN TAIWAN	TAIPEI
BC01/004	COFFEE TALK	MCDONALD'S/MCCAFÉ	LEO BURNETT TAIWAN	TAIPEI
BC01/005	DAD'S THRONE	SAKURA KITCHEN-LIFE	WUNDERMAN THOMPSON TAIPEI	TAIPEI
BC01/006	IT'S THE LITTLE THINGS THAT BRING ON THE EXTRAORDINARY.	SNACK JACK	ADAPTER DIGITAL CO., LTD.	BANGKOK
BC01/007	UNSPOKEN LOVE	OPPO REN05	GUANGDONG OPPO MOBILE TELECOMMUNICATIONS CORP.,LTD.	DONGGUAN
BC01/008	SAFELY FEEL THE REAL WORLD	DUREX	AMBER COMMUNICATION (SHANGHAI) CO.,LTD	SHANGHAI
BC01/009	COME BACK	CAR4CASH	KRUNGSRI AUTO - BANK OF AYUDHYA PLC	BANGKOK
BC01/010	NEW MEDICAL CULTURE & DESIGN FOR HEALING	MEDPARK HOSPITAL	DENTSU ONE (BANGKOK) LTD.	BANGKOK
BC01/011	BOSS COFFEE LAUNCH CAMPAIGN	BOSS COFFEE	DENTSU ONE (BANGKOK) LTD.	BANGKOK
BC01/012	GFNW ENTERTAINMENT	NETFLIX / BRAVO! STUDIOS / GMM STUDIOS INTERNATIONAL	THE SOUR BANGKOK CO., LTD.	BANGKOK
BC01/013	SANGSOM BUCKET FOR 1 NATION	SANGSOM / THAI BEVERAGE CO., LTD.	THE SOUR BANGKOK CO., LTD.	BANGKOK
BC01/014	DEAR HOMO SAPIENS	GRAB	WOLF BANGKOK	BANGKOK
BC01/015	GUILTY FREE FESTIVAL	CENTRAL MIDNIGHT SALE	WOLF BANGKOK	BANGKOK
BC01/016	DAD	THAI HEALTH PROMOTION FOUNDATION	THE LEO BURNETT GROUP THAILAND	BANGKOK
BC01/017	TWENTY TWO YEARS 60AL	KULOV VODKA	GREYNJ UNITED BANGKOK	BANGKOK
BC01/018	CONSCIOUS IS BACK	KBANK	GREYNJ UNITED BANGKOK	BANGKOK
BC01/019	THE TRAINEE	THE 1	WUNDERMAN THOMPSON THAILAND	BANGKOK
BC01/020	WHATSAPP VIEW ONCE	WHATSAPP	BBDO INDIA PVT LTD	MUMBAI
BC01/021	RALCO - SALES PRESSURE	RALCO TYRES	BBDO INDIA PVT LTD	MUMBAI

BRANDED ENTERTAINMENT LOTUS



ALL ENTRIES

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BC01/022	RALCO - MARRIAGE PRESSURE	RALCO TYRES	BBDO INDIA PVT LTD	MUMBAI
BC01/023	JUST SYNC	COLOROS	GUANGDONG OPPO MOBILE TELECOMMUNICATIONS CORP.,LTD.	DONGGUAN
BC01/024	AWAKEN COLOUR	OPPO FIND X3	GUANGDONG OPPO MOBILE TELECOMMUNICATIONS CORP.,LTD.	DONGGUAN
BC01/025	CONDOM BATTLER GORO REVIVE	OKAMOTO INDUSTRIES, INC.	ENGINEFILM INC.	TOKYO

CATEGORY BC02: USE OF NON-FICTION FILM

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BC02/001	ONE HOUSE TO SAVE MANY	SUNCORP INSURANCE	LEO BURNETT AUSTRALIA	MELBOURNE
BC02/002	THE CENTER LANE	SK-II	GREY TOKYO	TOKYO
BC02/003	MADE FROM MELBOURNE	MADE FROM MELBOURNE	SAATCHI & SAATCHI	MELBOURNE
BC02/004	WHITEHAT JR SOCIAL EXPERIMENT	WHITEHAT JR	BBDO INDIA PVT LTD	MUMBAI
BC02/005	CARE LIVES ON	VICKS INDIA	PUBLICIS SINGAPORE	SINGAPORE

CATEGORY BC03: USE OF MUSIC CONTENT

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BC03/001	ANGRY PANGO	CHINA BIODIVERSITY CONSERVATION AND GREEN DEVELOPMENT FOUNDATION	DENTSUMB CHINA	BEIJING
BC03/002	ADO / YORU NO PIERROT (TEDDYLOID REMIX)	ADO	ENJIN TOKYO	TOKYO
BC03/003	PRAY TO THE GREAT BUDDHA	AMAZARASHI	SIX INC.	TOKYO
BC03/004	THE FIRST TAKE	THE FIRST TAKE	TBWA\HAKUHODO INC.	TOKYO
BC03/005	6 MINUTES TOGETHER	OPSUMIT	MCCANN HEALTH JAPAN	TOKYO

CATEGORY BC04: USE OF AUDIO CONTENT

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BC04/001	A SYMPHONY OF FLOWERS	SINGAPORE AIRLINES	TBWA\SINGAPORE PTE LTD	SINGAPORE

CATEGORY BC05: USE OF PRINT & CONVENTIONAL OUTDOOR

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BC05/001	GFNW NEWSPAPER	NETFLIX / BRAVO! STUDIOS / GMM STUDIOS INTERNATIONAL	THE SOUR BANGKOK CO., LTD.	BANGKOK

CATEGORY BC06: USE OF EXPERIENTIAL

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BC06/001	THE WORLD'S MOST HATED RESTAURANT	SEIYU	ENJIN TOKYO	TOKYO
BC06/002	POKÉMON WONDER	POKÉMON	SIX INC.	TOKYO
BC06/003	DISCOVER THE STATE THEATRE IN ALL OF US	NEW WORLD DEVELOPMENT	PUBLICIS GROUPE HONG KONG	HONG KONG
BC06/004	CAT STREAMERS	KFC	ISOBAR CHINA	SHANGHAI

CATEGORY BC07: USE OF INTERACTIVE & SOCIAL MEDIA

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BC07/001	MUSIC VIDEO FOR ALL	KOHH "2 CARS" MUSIC VIDEO CHALLENGE	ENJIN TOKYO	TOKYO
BC07/002	A REGISTRATION SITE WHERE NO ONE CAN PRE-REGISTER, A "CHALLENGE FROM ZERO"	CODE GEASS	HAKUHODO DY MEDIA PARTNERS INC.	TOKYO
BC07/003	PALE BLUE LETTER	KENSHI YONEZU "PALE BLUE"	SIX INC.	TOKYO
BC07/004	WHERE'S DARS?	DARS CHOCOLATE	HAKUHODO INC.	TOKYO
BC07/005	IN HER SHOES	LUX	WUNDERMAN THOMPSON	SINGAPORE

CATEGORY BC08: USE OF USER GENERATED CONTENT

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BC08/001	MUSIC VIDEO FOR ALL	KOHH "2 CARS" MUSIC VIDEO CHALLENGE	ENJIN TOKYO	TOKYO
BC08/002	SONGKRAN STRANGER - TIKTOK INTERACTIVE FILM	TIKTOK	WUNDERMAN THOMPSON THAILAND	BANGKOK

CATEGORY BC09: USE OF BRAND INTEGRATION

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BC09/001	THE THREATS	NETFLIX	THE LEO BURNETT GROUP THAILAND	BANGKOK

CATEGORY BC10: USE OF TALENT

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BC10/001	WAY TO WONDERS	HONOR	HONOR	HONG KONG
BC10/002	ONE HOUSE TO SAVE MANY	SUNCORP INSURANCE	LEO BURNETT AUSTRALIA	MELBOURNE
BC10/003	THE CENTER LANE	SK-II	GREY TOKYO	TOKYO
BC10/004	THE UNFINISHED AD	SOUP DAREN	LEO BURNETT SHANGHAI	SHANGHAI
BC10/005	BORN THIS WAY	LUX	WUNDERMAN THOMPSON	SINGAPORE

CATEGORY BC11: USE OF GAMES

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BC11/001	THE COST OF BULLYING	SAMSUNG	CHEIL PENGTAI BEIJING	BEIJING
BC11/002	HOME SWEET HOME EP. 2	TOURISM AUTHORITY OF THAILAND X YGGDRAZIL	OGILVY GROUP THAILAND	BANGKOK

CATEGORY BC12: USE OF SPORTS & ESPORTS

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BC12/001	TOKYO 2020 VIRTUAL ENCOURAGEMENT CEREMONY	TEAM JAPAN	DENTSU INC.	TOKYO
BC12/002	BORN THIS WAY	LUX	WUNDERMAN THOMPSON	SINGAPORE
BC12/003	THE CENTER LANE	SK-II	GREY TOKYO	TOKYO

CATEGORY BC13: INTEGRATED BRANDED ENTERTAINMENT CAMPAIGN

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BC13/001	SHINHAN LIFE LAUNCH CAMPAIGN	SHINHAN LIFE	TBWA\KOREA	SEOUL
BC13/002	21KM FINGER MARATHON	PCHOME 24H SHOPPING	ADK TAIWAN	TAIPEI

CATEGORY BC14: RESILIENCE THROUGH CREATIVITY

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BC14/001	ANGRY PANGO	CHINA BIODIVERSITY CONSERVATION AND GREEN DEVELOPMENT FOUNDATION	DENTSUMB CHINA	BEIJING
BC14/002	THE LAST DAY OF ROBERT'S FLOWER	E-LIFE CORPORATION	DENTSU MCGARRYBOWEN TAIWAN	TAIPEI
BC14/003	SHOOTING STAR BULLET TRAIN	KYUSHU SHINKANSEN	DENTSU KYUSHU INC.	FUKUOKA
BC14/004	CHEERS FAN	CHUNGJUNGONE ANJUJA	THE.WATERMELON	SEOUL
BC14/005	SANGSOM BAAN FULLMOON	SANGSOM / THAI BEVERAGE CO., LTD.	THE SOUR BANGKOK CO., LTD.	BANGKOK
BC14/006	THE ZOO ON ZOOM	MT.RAINIER	HAKUHODO INC.	TOKYO
BC14/007	MEMORIES EMPOWER	KINGSTON	DENTSU MCGARRYBOWEN TAIWAN	TAIPEI
BC14/008	HOME SWEET HOME EP. 2	TOURISM AUTHORITY OF THAILAND X YGGDRAZIL	OGILVY GROUP THAILAND	BANGKOK
BC14/009	CARE LIVES ON	VICKS INDIA	PUBLICIS SINGAPORE	SINGAPORE

CATEGORY LRBC: LOTUS ROOTS

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
LRBC/001	ANGRY PANGO	CHINA BIODIVERSITY CONSERVATION AND GREEN DEVELOPMENT FOUNDATION	DENTSUMB CHINA	BEIJING
LRBC/002	IN LOVE WE TRUST	SINYI REALTY	DENTSU MCGARRYBOWEN TAIWAN	TAIPEI
LRBC/003	SDGS BUDDHISM	NICHIREN SYU	TOKYU AGENCY INC.	TOKYO
LRBC/004	MENSTRUAL CAMP 2020	SOFY	HAKUHODO INC.	TOKYO
LRBC/005	DISCOVER THE STATE THEATRE IN ALL OF US	NEW WORLD DEVELOPMENT	PUBLICIS GROUPE HONG KONG	HONG KONG

AS OF 17 FEB 2022