
DESIGN LOTUS

ENTRIES LIST
ADFEST 2022

CATEGORY DE01: NEW BRAND IDENTITY ***NEW

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DE01/001	FLIP TO SPACE	ALE CO., LTD.	DENTSU INC.	TOKYO
DE01/002	STONE FACES	ITOIGAWA CITY	DENTSU INC.	TOKYO
DE01/003	EMERGENCY FOOD RESTAURANT "LIFE PLATE"	ECOFLOW	DENTSU INC.	TOKYO
DE01/004	DONATION DOLLAR	THE ROYAL AUSTRALIAN MINT	SAATCHI & SAATCHI	MELBOURNE

CATEGORY DE02: REBRAND OF AN EXISTING BRAND ***NEW

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DE02/001	TORII GATE BRIDGE	UEDA ELECTRIC RAILWAY	TOKYU AGENCY INC.	TOKYO

CATEGORY DE03: PRODUCT DESIGN: CONSUMER PRODUCTS

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DE03/001	EATQUAL	MCDONALD'S	DDB MUDRA GROUP	MUMBAI
DE03/002	THE DISSOLVING BOTTLE	THE DISSOLVING BOTTLE	BBDO GUERRERO	MANILA
DE03/003	CHEERS FAN	CHUNGJUNGONE ANJUJA	THE.WATERMELON	SEOUL
DE03/004	ART FESTIVAL L(A)UNCH BOX	JINSHAN ART FESTIVAL	DENTSU ONE TAIPEI	TAIPEI
DE03/005	INCENSE OF MEMORIES	INCENSE OF MEMORIES	WUNDERMAN THOMPSON TOKYO	TOKYO
DE03/006	RECORD MUSIC VIDEO	ION	HAKUHODO INC.	TOKYO
DE03/007	THE SAMPLE HALF BRA	SABINA	CJ WORX	BANGKOK
DE03/008	FEEL LIKE A NEW HOME COLLECTION	SC ASSET	WOLF BANGKOK	BANGKOK
DE03/009	FIRST SHAVE BOOK	KAI CORPORATION.	DENTSU ADGEAR	TOKYO
DE03/010	WITHDRAWN			
DE03/011	30SOAP	POCKET SOAP	TBWA\HAKUHODO INC.	TOKYO
DE03/012	FINGER MASK	PCHOME 24H SHOPPING	ADK TAIWAN	TAIPEI
DE03/013	MEMORABLES	NIGHTINGALES MEDICAL TRUST	MCCANN WORLDGROUP INDIA	MUMBAI

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DE03/014	ONE HOUSE TO SAVE MANY	SUNCORP INSURANCE	LEO BURNETT AUSTRALIA	MELBOURNE
DE03/015	AIR PADDING	PARACOSM STUDIO	INNOCEAN WORLDWIDE	SEOUL

CATEGORY DE04: PRODUCT DESIGN: INNOVATIVE & SUSTAINABLE DESIGN

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DE04/001	ONE HOUSE TO SAVE MANY	SUNCORP INSURANCE	LEO BURNETT AUSTRALIA	MELBOURNE
DE04/002	WASTE-SORTING BLIND BOX	STDECAUX/THE ENVIRONMENTAL PROTECTION DEPARTMENT	THE NINE SHANGHAI	SHANGHAI
DE04/003	EATQUAL	MCDONALD'S	DDB MUDRA GROUP	MUMBAI
DE04/004	CAMOUFLAGE AGAINST THE MACHINES	UNLABELED, NEXUSVII.	DENTSU INC.	TOKYO
DE04/005	THE DISSOLVING BOTTLE	THE DISSOLVING BOTTLE	BBDO GUERRERO	MANILA
DE04/006	ECOLATE	LIFULL	PEAK INC.	TOKYO
DE04/007	KEEB CARD	KB KOOKMIN CARD	IDEOT	SEOUL
DE04/008	EDISH: GIVING ETERNAL LIFE TO FOOD CONTAINERS	EDISH	HAKUHODO INC.	TOKYO
DE04/009	HI TOILET	THE TOKYO TOILET	TBWA\HAKUHODO INC.	TOKYO
DE04/010	WACOAL UPCYCLE COLLECTION	WACOAL	WUNDERMAN THOMPSON THAILAND	BANGKOK
DE04/011	SAFARI SAFE DISTANCE	TAMAN SAFARI	H-THREE	JAKARTA
DE04/012	AIR PADDING	PARACOSM STUDIO	INNOCEAN WORLDWIDE	SEOUL

CATEGORY DE05: PACKAGING DESIGN

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DE05/001	WASTE-SORTING BLIND BOX	STDECAUX/THE ENVIRONMENTAL PROTECTION DEPARTMENT	THE NINE SHANGHAI	SHANGHAI
DE05/002	EATQUAL	MCDONALD'S	DDB MUDRA GROUP	MUMBAI
DE05/003	THE DISSOLVING BOTTLE	THE DISSOLVING BOTTLE	BBDO GUERRERO	MANILA
DE05/004	THE 1 WITHIN	DUREX	AMBER COMMUNICATION (SHANGHAI) CO.,LTD	SHANGHAI

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DE05/005	PACKAGE FOR EBI-SENBEI (SHRIMP CRACKER)	KEISHINDO	MITAI CO., LTD.	KUROBE, TOYAMA PRF.
DE05/006	FEEL LIKE A NEW HOME COLLECTION	SC ASSET	WOLF BANGKOK	BANGKOK
DE05/007	RAKUTEN MOTHER'S DAY WRAPPING	RAKUTEN GROUP, INC.	RAKUTEN GROUP INC	TOKYO
DE05/008	BACON POTATO PIE PACKAGING	MCDONALD'S BACON POTATO PIE	BEACON COMMUNICATIONS K.K.	TOKYO
DE05/009	AIR PADDING	PARACOSM STUDIO	INNOCEAN WORLDWIDE	SEOUL

CATEGORY DE06: BRAND COLLATERAL

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DE06/001	HOPE FOR HOMETOWN	TENCENT	25HOURS	GUANGZHOU
DE06/002	CREATIVE FILTRATION	THE HOSHI AWARDS FOR SCIENTIFIC IMAGINATION IN LITERATURE	DENTSU INC.	TOKYO
DE06/003	ART FESTIVAL L(A)UNCH BOX	JINSHAN ART FESTIVAL	DENTSU ONE TAIPEI	TAIPEI
DE06/004	FEEL LIKE A NEW HOME COLLECTION	SC ASSET	WOLF BANGKOK	BANGKOK
DE06/005	YODA PET ADOPTION	YODA - ANIMAL REHAB CENTRE	MCCANN WORLDGROUP INDIA	MUMBAI

CATEGORY DE07: POSTER

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DE07/001	HANKO-HEAD HERO	SHACHIHATA NAME-IN	DENTSU INC.	TOKYO
DE07/002	SCRATCHES BREAK HEART	3M	UNITED COMMUNICATIONS GROUP	TAIPEI
DE07/003	JOY STICKS	CHUPA CHUPS	CHEIL	HONG KONG
DE07/004	ABANDONED STATIONS	VOLKSWAGEN	CHEIL	HONG KONG
DE07/005	CONNECT WITH THE FOUNDATION.	TOKOSEN	DENTSU INC.	TOKYO
DE07/006	FLIP TO SPACE	ALE CO., LTD.	DENTSU INC.	TOKYO
DE07/007	PIERCE A HEADWIND	KANAZAWA HIGH SCHOOL SUMO TOURNAMENT	DENTSU INC.	TOKYO
DE07/008	NO PESTS ALLOWED	GOO GO GREEN	OGILVY GROUP THAILAND	BANGKOK

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DE07/009	HERE COMES THE SUN	THE ONE SHOW 2020 EXHIBITION IN JAPAN	DENTSU INC.	TOKYO
DE07/010	DESIGN AFTER DESIGN.	D&AD AWARDS 2020 EXHIBITION IN JAPAN	DENTSU INC.	TOKYO
DE07/011	THE ENGAGING DISCIPLINE OF BRANDS	DENTSU ADVERTISING 74TH AWARDS - THE TASTE OF ADVERTISING-	DENTSU INC.	TOKYO
DE07/012	THE LONGING TO TRAVEL SHAPES THE LANDSCAPE OF EVERY JOURNEY.	H.I.S. CO.,LTD.	TOKYU AGENCY INC.	TOKYO
DE07/013	TORII GATE BRIDGE	UEDA ELECTRIC RAILWAY	TOKYU AGENCY INC.	TOKYO
DE07/014	FAST REHYDRATION	OTSUKA NUTRACEUTICAL (THAILAND) CO., LTD.	DENTSU ONE (BANGKOK) LTD.	BANGKOK
DE07/015	GUILTY FREE FESTIVAL	CENTRAL MIDNIGHT SALE	WOLF BANGKOK	BANGKOK
DE07/016	YODA PET ADOPTION	YODA - ANIMAL REHAB CENTRE	MCCANN WORLDGROUP INDIA	MUMBAI
DE07/017	#NOT UNCOMMON	TMALL	HEAVEN&HELL	SHANGHAI

CATEGORY DE08: TYPE DESIGN ***NEW

NO ENTRY

CATEGORY DE09: ILLUSTRATION

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DE09/001	HOPE FOR HOMETOWN	TENCENT	25HOURS	GUANGZHOU
DE09/002	JOY STICKS	CHUPA CHUPS	CHEIL	HONG KONG
DE09/003	FLIP TO SPACE	ALE CO., LTD.	DENTSU INC.	TOKYO
DE09/004	A ROMANTIC COASTER TRIP	LOUISE RAIZON	FACT	TOKYO
DE09/005	NIGHTS BY THE LAKE	ASAHIYAKI	DENTSU INC.	TOKYO
DE09/006	CREATIVE FILTRATION	THE HOSHI AWARDS FOR SCIENTIFIC IMAGINATION IN LITERATURE	DENTSU INC.	TOKYO
DE09/007	FAST REHYDRATION	OTSUKA NUTRACEUTICAL (THAILAND) CO., LTD.	DENTSU ONE (BANGKOK) LTD.	BANGKOK

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DE09/008	YODA PET ADOPTION	YODA - ANIMAL REHAB CENTRE	MCCANN WORLDGROUP INDIA	MUMBAI
DE09/009	#NOT UNCOMMON	TMALL	HEAVEN&HELL	SHANGHAI

CATEGORY DE10: BOOKS & PUBLICATIONS

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DE10/001	THE STORY OF A CHRISTMAS PRESENT'S JOURNEY	THE STORY OF A CHRISTMAS PRESENT'S JOURNEY	DENTSU INC.	TOKYO
DE10/002	FIRST SHAVE BOOK	KAI CORPORATION.	DENTSU ADGEAR	TOKYO
DE10/003	GFNW NEWSPAPER	NETFLIX / BRAVO! STUDIOS / GMM STUDIOS INTERNATIONAL	THE SOUR BANGKOK CO., LTD.	BANGKOK

CATEGORY DE11: SELF-PROMOTION

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DE11/001	WASTE-SORTING BLIND BOX	STDECAUX/THE ENVIRONMENTAL PROTECTION DEPARTMENT	THE NINE SHANGHAI	SHANGHAI
DE11/002	COCKTAIL FATE ALPHA & OMEGA	COCKTAIL	KRUENGAO CO.,LTD	BANGKOK

CATEGORY DE12: POINT OF SALE: SMALL SCALE

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DE12/001	GUESS WHICH BOOK IS IT ?	YAN JI YOU BOOKSTORES	THE NINE SHANGHAI	SHANGHAI
DE12/002	A ROMANTIC COASTER TRIP	LOUISE RAIZON	FACT	TOKYO
DE12/003	THE SAMPLE HALF BRA	SABINA	CJ WORX	BANGKOK
DE12/004	GUILTY FREE FESTIVAL	CENTRAL MIDNIGHT SALE	WOLF BANGKOK	BANGKOK

CATEGORY DE13: POINT OF SALE: LARGE SCALE

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DE13/001	VEGETABLE PHARMACY	TOKYO GOOD MANNERS PROJECT	DENTSU INC.	TOKYO
DE13/002	EMERGENCY FOOD RESTAURANT "LIFE PLATE"	ECOFLOW	DENTSU INC.	TOKYO
DE13/003	AIR PADDING	PARACOSM STUDIO	INNOCEAN WORLDWIDE	SEOUL

CATEGORY DE14: MOTION DESIGN

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DE14/001	47 INTERNSHIP	47 INTERNSHIP	DENTSU INC.	TOKYO
DE14/002	DESIGN AFTER DESIGN.	D&AD AWARDS 2020 EXHIBITION IN JAPAN	DENTSU INC.	TOKYO
DE14/003	THE ENGAGING DISCIPLINE OF BRANDS	DENTSU ADVERTISING 74TH AWARDS - THE TASTE OF ADVERTISING-	DENTSU INC.	TOKYO
DE14/004	ADO / YORU NO PIERROT (TEDDYLOID REMIX)	ADO	ENJIN TOKYO	TOKYO
DE14/005	CELEBRATE OPPORTUNITIES FOR ALL	SHOPEE INDONESIA	SHOPEE INDONESIA	JAKARTA
DE14/006	HOME SWEET HOME EP. 2	TOURISM AUTHORITY OF THAILAND X YGGDRAZIL	OGILVY GROUP THAILAND	BANGKOK

CATEGORY DE15: DIGITAL & INTERACTIVE DESIGN

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DE15/001	TALK WITH COW BUM - A DAIRY FARMER'S BEST FRIEND.-	NTT DOCOMO	DENTSU INC.	TOKYO
DE15/002	SLOW ROAD	SLOW ROAD	CHEIL WORLDWIDE	SEOUL
DE15/003	PALE BLUE LETTER	KENSHI YONEZU "PALE BLUE"	SIX INC.	TOKYO
DE15/004	MARK OF GREATNESS	HOUSE OF HOOPS	BWM ISOBAR	SYDNEY
DE15/005	HELLO GOOD DAY	THE ALZHEIMER FOUNDATION OF THAILAND	DENTSU ONE (BANGKOK) LTD.	BANGKOK

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DE15/006	THERMO SELFIE	DATASCOPE, INC.	HYTEK INC.	TOKYO
DE15/007	UNLIMITED SPACE	RAKUTEN GROUP, INC.	RAKUTEN GROUP INC	TOKYO
DE15/008	TOKYO 2020 VIRTUAL ENCOURAGEMENT CEREMONY	TEAM JAPAN	DENTSU INC.	TOKYO
DE15/009	THE ART OF PROGRESS	HSBC	PUBLICIS GROUPE HONG KONG	HONG KONG
DE15/010	LIONS GOOD NEWS 2020	NIKKEI INC.	PR CONSULTING DENTSU INC.	TOKYO
DE15/011	YAKUSHIMA TREASURE ANOTHER LIVE FROM YAKUSHIMA	YAKUSHIMA TREASURE	DENTSU CREATIVE X	TOKYO
DE15/012	HOME SWEET HOME EP. 2	TOURISM AUTHORITY OF THAILAND X YGGDRAZIL	OGILVY GROUP THAILAND	BANGKOK

CATEGORY DE16: EXHIBITIONS, EVENTS & PUBLIC ENVIRONMENT

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DE16/001	THE ONE AND ONLY BIG MAC OF TAIWAN	MCDONALD'S	LEO BURNETT TAIWAN	TAIPEI
DE16/002	POKÉMON WONDER	POKÉMON	SIX INC.	TOKYO
DE16/003	PRAY TO THE GREAT BUDDHA	AMAZARASHI	SIX INC.	TOKYO
DE16/004	MONKEY X HOT WHEELS	HONDA	CJ WORX	BANGKOK
DE16/005	AURA MEDITATION	FUTURE LIFE FACTORY	MCCANN TOKYO	TOKYO
DE16/006	SANGSOM BAAN FULLMOON	SANGSOM / THAI BEVERAGE CO., LTD.	THE SOUR BANGKOK CO., LTD.	BANGKOK
DE16/007	MADE FROM MELBOURNE	MADE FROM MELBOURNE	SAATCHI & SAATCHI	MELBOURNE
DE16/008	EMERGENCY FOOD RESTAURANT "LIFE PLATE"	ECOFLOW	DENTSU INC.	TOKYO

CATEGORY DE17: INTEGRATED DESIGN CAMPAIGN

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DE17/001	ONE HOUSE TO SAVE MANY	SUNCORP INSURANCE	LEO BURNETT AUSTRALIA	MELBOURNE
DE17/002	HOPE FOR HOMETOWN	TENCENT	25HOURS	GUANGZHOU
DE17/003	TOKYO 2020 LOOK OF THE GAMES	TOKYO 2020 OLYMPIC AND PARALYMPIC GAMES	DENTSU INC.	TOKYO
DE17/004	DESIGN AFTER DESIGN.	D&AD AWARDS 2020 EXHIBITION IN JAPAN	DENTSU INC.	TOKYO
DE17/005	DISEASE DILEMMAS	GARVAN INSTITUTE OF MEDICAL RESEARCH	BWM ISOBAR	SYDNEY
DE17/006	GUILTY FREE FESTIVAL	CENTRAL MIDNIGHT SALE	WOLF BANGKOK	BANGKOK
DE17/007	HOME SWEET HOME EP. 2	TOURISM AUTHORITY OF THAILAND X YGGDRAZIL	OGILVY GROUP THAILAND	BANGKOK

CATEGORY DE18: RESILIENCE THROUGH CREATIVITY

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DE18/001	BAD BREATH MASK	XYLITOL	DAEHONG COMMUNICATIONS	SEOUL
DE18/002	CHEERS FAN	CHUNGJUNGONE ANJUJA	THE.WATERMELON	SEOUL
DE18/003	A LETTER TO THOSE WHO CANCELLED THEIR RESERVATIONS	SHA LIAN DUN ADVENTURE SCHOOL	DENTSU ONE TAIPEI	TAIPEI
DE18/004	SANGSOM BAAN FULLMOON	SANGSOM / THAI BEVERAGE CO., LTD.	THE SOUR BANGKOK CO., LTD.	BANGKOK
DE18/005	30SOAP	POCKET SOAP	TBWA\HAKUHODO INC.	TOKYO
DE18/006	HI TOILET	THE TOKYO TOILET	TBWA\HAKUHODO INC.	TOKYO
DE18/007	SOS "HONEST COOKIE"	SAMARITANS OF SINGAPORE	TBWA\SINGAPORE PTE LTD	SINGAPORE
DE18/008	HOME SWEET HOME EP. 2	TOURISM AUTHORITY OF THAILAND X YGGDRAZIL	OGILVY GROUP THAILAND	BANGKOK
DE18/009	LOVE AT FIRST STRAY	PCHOME 24H SHOPPING	ADK TAIWAN	TAIPEI
DE18/010	MASK ID	DAL.KOMM CAFE / MINISTRY OF HEALTH AND WELFARE & KOREA ASSOCIATION OF SOCIAL WELFARE CENTERS	INNOCEAN WORLDWIDE	SEOUL

CATEGORY LRDE: LOTUS ROOTS

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
LRDE/001	ECOLATE	LIFULL	PEAK INC.	TOKYO
LRDE/002	HIDDEN ART SIGHTAMA	SAITAMA CITY	DENTSU INC.	TOKYO
LRDE/003	INCENSE OF MEMORIES	INCENSE OF MEMORIES	WUNDERMAN THOMPSON TOKYO	TOKYO
LRDE/004	THE IRUKANDJIS	THE IRUKANDJIS	BWM ISOBAR	SYDNEY
LRDE/005	HI TOILET	THE TOKYO TOILET	TBWA\HAKUHODO INC.	TOKYO
LRDE/006	#NOT UNCOMMON	TMALL	HEAVEN&HELL	SHANGHAI

AS OF 17 FEB 2022