
DIGITAL CRAFT LOTUS

ENTRIES LIST
ADFEST 2022

DESIGN SUB-CATEGORIES

CATEGORY CD01: USER INTERFACE (UI)

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
CD01/001	SLOW ROAD	SLOW ROAD	CHEIL WORLDWIDE	SEOUL
CD01/002	NUTRITION FOR ENGINEERS!	CALORIEMATE LIQUID	HAKUHODO I-STUDIO INC.	TOKYO
CD01/003	LIONS GOOD NEWS 2020	NIKKEI INC.	PR CONSULTING DENTSU INC.	TOKYO

CATEGORY CD02: VIDEO/MOVING IMAGE

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
CD02/001	WAY TO WONDERS	HONOR	HONOR	HONG KONG
CD02/002	ADO / YORU NO PIERROT (TEDDYLOID REMIX)	ADO	ENJIN TOKYO	TOKYO
CD02/003	YAKUSHIMA TREASURE ANOTHER LIVE FROM YAKUSHIMA	YAKUSHIMA TREASURE	DENTSU CREATIVE X	TOKYO
CD02/004	WHATSAPP VIEW ONCE	WHATSAPP	BBDO INDIA PVT LTD	MUMBAI

CATEGORY CD03: DIGITAL ILLUSTRATION

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
CD03/001	MILK NOT BY COWS	ST HUBERT	REDBANK	BEIJING
CD03/002	MAGPAREHISTROKA (REGISTERTOVOTE.COM)	COMMISSION ON ELECTIONS, PHILIPPINES	MULLENLOWE TREYNA	MANILA
CD03/003	#THE RESCUE	PETA	HEAVEN&HELL	SHANGHAI

CATEGORY CD04: DIGITAL IMAGE DESIGN

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
CD04/001	PALE BLUE LETTER	KENSHI YONEZU "PALE BLUE"	SIX INC.	TOKYO
CD04/002	PRAY TO THE GREAT BUDDHA	AMAZARASHI	SIX INC.	TOKYO

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
CD04/003	LIONS GOOD NEWS 2020	NIKKEI INC.	PR CONSULTING DENTSU INC.	TOKYO
CD04/004	IT'S TIME TO REDECORATE	IKEA	LEO BURNETT	RIYADH

CATEGORY CD05: MUSIC/SOUND DESIGN

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
CD05/001	HEAR CLEARLY - DRUM/CHORES/GARDENING	SPRITE	BERAKAR KOMUNIKASI	JAKARTA
CD05/002	CREATING THE MUSIC FOR THE AMAZON HOLIDAY CAMPAIGN 2021	AMAZON JAPAN G.K.	SYN K.K.	TOKYO

CATEGORY CD06: OVERALL AESTHETIC DESIGN

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
CD06/001	THE ART OF PROGRESS	HSBC	PUBLICIS GROUPE HONG KONG	HONG KONG
CD06/002	LIONS GOOD NEWS 2020	NIKKEI INC.	PR CONSULTING DENTSU INC.	TOKYO

FUNCTION SUB-CATEGORIES

CATEGORY CD07: UX & JOURNEY DESIGN

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
CD07/001	SLOW ROAD	SLOW ROAD	CHEIL WORLDWIDE	SEOUL
CD07/002	MUSIC VIDEO FOR ALL	KOHH "2 CARS" MUSIC VIDEO CHALLENGE	ENJIN TOKYO	TOKYO
CD07/003	LIONS GOOD NEWS 2020	NIKKEI INC.	PR CONSULTING DENTSU INC.	TOKYO
CD07/004	THE COST OF BULLYING	SAMSUNG	CHEIL PENGTAI BEIJING	BEIJING

CATEGORY CD08: NATIVE & BUILT-IN FEATURE INTEGRATION

NO ENTRY

CATEGORY CD09: EXPERIENCE DESIGN: MULTI PLATFORM

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
CD09/001	UNLIMITED SPACE	RAKUTEN GROUP, INC.	RAKUTEN GROUP INC	TOKYO
CD09/002	LITTLE BIG E-MOTION	HYUNDAI MOTOR GROUP	INNOCEAN WORLDWIDE	SEOUL

CATEGORY CD10: OVERALL FUNCTIONAL DESIGN

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
CD10/001	LITTLE BIG E-MOTION	HYUNDAI MOTOR GROUP	INNOCEAN WORLDWIDE	SEOUL
CD10/002	LIONS GOOD NEWS 2020	NIKKEI INC.	PR CONSULTING DENTSU INC.	TOKYO

TECHNOLOGY SUB-CATEGORY

CATEGORY CD11: INNOVATIVE USE OF TECHNOLOGY

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
CD11/001	CAMOUFLAGE AGAINST THE MACHINES	UNLABELED, NEXUSVII.	DENTSU INC.	TOKYO
CD11/002	COMPOSER IN THE CLOUDS	TENCENT	MCCANN WORLDGROUP SHANGHAI	SHANGHAI
CD11/003	AURA MEDITATION	FUTURE LIFE FACTORY	MCCANN TOKYO	TOKYO
CD11/004	LITTLE BIG E-MOTION	HYUNDAI MOTOR GROUP	INNOCEAN WORLDWIDE	SEOUL
CD11/005	HI TOILET	THE TOKYO TOILET	TBWA\HAKUHODO INC.	TOKYO
CD11/006	STRESSWAVES	CIGNA	MCCANN WORLDGROUP SINGAPORE	SINGAPORE

DATA SUB-CATEGORY

CATEGORY CD12: USE OF DATA

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
CD12/001	CARBON THUMBPRINT	BELONG	DELOITTE DIGITAL	MELBOURNE
CD12/002	AURA MEDITATION	FUTURE LIFE FACTORY	MCCANN TOKYO	TOKYO

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
CD12/003	UNLIMITED SPACE	RAKUTEN GROUP, INC.	RAKUTEN GROUP INC	TOKYO
CD12/004	THE ART OF PROGRESS	HSBC	PUBLICIS GROUPE HONG KONG	HONG KONG
CD12/005	LITTLE BIG E-MOTION	HYUNDAI MOTOR GROUP	INNOCEAN WORLDWIDE	SEOUL

CATEGORY CD13: RESILIENCE THROUGH CREATIVITY

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
CD13/001	TOKYO 2020 VIRTUAL ENCOURAGEMENT CEREMONY	TEAM JAPAN	DENTSU INC.	TOKYO
CD13/002	HI TOILET	THE TOKYO TOILET	TBWA\HAKUHODO INC.	TOKYO
CD13/003	YAKUSHIMA TREASURE ANOTHER LIVE FROM YAKUSHIMA	YAKUSHIMA TREASURE	DENTSU CREATIVE X	TOKYO

CATEGORY LRCD: LOTUS ROOTS

NO ENTRY

AS OF 17 FEB 2022