
DIRECT LOTUS

ENTRIES LIST
ADFEST 2022

CATEGORY DM01: DIRECT MAIL

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DM01/001	OVERSHOOT DAY	CHANGE	DENTSU REDDER	HO CHI MINH CITY
DM01/002	KEEP CARD	KB KOOKMIN CARD	IDEOT	SEOUL
DM01/003	FEEL LIKE A NEW HOME COLLECTION	SC ASSET	WOLF BANGKOK	BANGKOK
DM01/004	GUILTY FREE FESTIVAL	CENTRAL MIDNIGHT SALE	WOLF BANGKOK	BANGKOK

CATEGORY DM02: LOW BUDGET CAMPAIGN

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DM02/001	OVERSHOOT DAY	CHANGE	DENTSU REDDER	HO CHI MINH CITY
DM02/002	FINGER MASK	PCHOME 24H SHOPPING	ADK TAIWAN	TAIPEI

CATEGORY DM03: USE OF FILM & AUDIO

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DM03/001	FINDING SHARKY 2050	SHARK CONSERVATION	WUNDERMAN THOMPSON TAIPEI	TAIPEI
DM03/002	DON'T HANG OUT YOUR PRIVACY	BOSCH DRYER	BBDO CHINA	SHANGHAI
DM03/003	THE THREATS	NETFLIX	THE LEO BURNETT GROUP THAILAND	BANGKOK
DM03/004	6 MINUTES TOGETHER	OPSUMIT	MCCANN HEALTH JAPAN	TOKYO

CATEGORY DM04: USE OF PRINT & CONVENTIONAL OUTDOOR

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DM04/001	NEWSPAPER INVITATION TO DORAEMON'S BIRTHDAY PARTY	DORAEMON	ADK CREATIVE ONE INC.	TOKYO
DM04/002	PAPERTOWEL SAVING CAMPAIGN: GREEN TOGETHER POSTER	LOTTE CHILSUNG	DAEHONG COMMUNICATIONS	SEOUL
DM04/003	GUILTY FREE FESTIVAL	CENTRAL MIDNIGHT SALE	WOLF BANGKOK	BANGKOK
DM04/004	GFNW NEWSPAPER	NETFLIX / BRAVO! STUDIOS / GMM STUDIOS INTERNATIONAL	THE SOUR BANGKOK CO., LTD.	BANGKOK

CATEGORY DM05: USE OF DIRECT AMBIENT: SMALL SCALE

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DM05/001	WASTE-SORTING BLIND BOX	STDECAUX/THE ENVIRONMENTAL PROTECTION DEPARTMENT	THE NINE SHANGHAI	SHANGHAI
DM05/002	EATQUAL	MCDONALD'S	DDB MUDRA GROUP	MUMBAI
DM05/003	CHEERS FAN	CHUNGJUNGONE ANJUJA	THE.WATERMELON	SEOUL
DM05/004	TINY/PHENOMENON	OIL AND RETAIL	OGILVY GROUP THAILAND	BANGKOK
DM05/005	FEEL LIKE A NEW HOME COLLECTION	SC ASSET	WOLF BANGKOK	BANGKOK
DM05/006	DONATION DOLLAR	THE ROYAL AUSTRALIAN MINT	SAATCHI & SAATCHI	MELBOURNE
DM05/007	FINGER MASK	PCHOME 24H SHOPPING	ADK TAIWAN	TAIPEI

CATEGORY DM06: USE OF DIRECT AMBIENT: LARGE SCALE

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DM06/001	LIQUID BILLBOARD	ADIDAS	HAVAS MIDDLE EAST	DUBAI
DM06/002	ELECTRIFIED: MERCEDES-BENZ EQA CAR SHOW	MERCEDES-BENZ HK LIMITED	ISOBAR	HONG KONG
DM06/003	MURAL OF CONTAINERS	MANGA "ONE PIECE"	AOI PRO. INC.	TOKYO
DM06/004	SANGSOM BAAN FULLMOON	SANGSOM / THAI BEVERAGE CO., LTD.	THE SOUR BANGKOK CO., LTD.	BANGKOK
DM06/005	MY HAPPY TABLE	MCDONALD'S	LEO BURNETT	SINGAPORE
DM06/006	EMERGENCY FOOD RESTAURANT "LIFE PLATE"	ECOFLOW	DENTSU INC.	TOKYO

CATEGORY DM07: USE OF ONLINE & DIGITAL PLATFORMS

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DM07/001	SLOW ROAD	SLOW ROAD	CHEIL WORLDWIDE	SEOUL
DM07/002	THE HUMAN CHECK	PETA	OGILVY GROUP THAILAND	BANGKOK
DM07/003	HOME SWEET HOME EP. 2	TOURISM AUTHORITY OF THAILAND X YGGDRAZIL	OGILVY GROUP THAILAND	BANGKOK

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DM07/004	DISEASE DILEMMAS	GARVAN INSTITUTE OF MEDICAL RESEARCH	BWM ISOBAR	SYDNEY
DM07/005	MAGPAREHISTROKA (REGISTERTOVOTE.COM)	COMMISSION ON ELECTIONS, PHILIPPINES	MULLENLOWE TREYNA	MANILA
DM07/006	SANGSOM SAVES SANGSOM	SANGSOM / THAI BEVERAGE CO., LTD.	THE SOUR BANGKOK CO., LTD.	BANGKOK
DM07/007	THE COST OF BULLYING	SAMSUNG	CHEIL PENGTAI BEIJING	BEIJING

CATEGORY DM08: USE OF MOBILE MARKETING

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DM08/001	HELLO GOOD DAY	THE ALZHEIMER FOUNDATION OF THAILAND	DENTSU ONE (BANGKOK) LTD.	BANGKOK
DM08/002	MASK ID	DAL.KOMM CAFE / MINISTRY OF HEALTH AND WELFARE & KOREA ASSOCIATION OF SOCIAL WELFARE CENTERS	INNOCEAN WORLDWIDE	SEOUL
DM08/003	THE COST OF BULLYING	SAMSUNG	CHEIL PENGTAI BEIJING	BEIJING
DM08/004	21KM FINGER MARATHON	PCHOME 24H SHOPPING	ADK TAIWAN	TAIPEI

CATEGORY DM09: USE OF SOCIAL MEDIA

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DM09/001	ECO-FRIENDLY MAGICAL POWDER	CUP NOODLE	DENTSU INC.	TOKYO
DM09/002	#SAYAWAWAN	JSKK - AKSI KAMISAN	DENTSU INDONESIA	JAKARTA
DM09/003	HELLO GOOD DAY	THE ALZHEIMER FOUNDATION OF THAILAND	DENTSU ONE (BANGKOK) LTD.	BANGKOK
DM09/004	SOS ADS	BUDWEISER	SAATCHI & SAATCHI PROPAGATE	MUMBAI

CATEGORY DM10: CO-CREATED & USER GENERATED CONTENT

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DM10/001	SPONSOR OF MOM-AND-POP SHOPS	DMALT CAN AND WHITE GOLD MILK CAN	WUNDERMAN THOMPSON THAILAND	BANGKOK
DM10/002	MEMORABLES	NIGHTINGALES MEDICAL TRUST	MCCANN WORLDGROUP INDIA	MUMBAI

CATEGORY DM11: USE OF TECHNOLOGY

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DM11/001	TALK WITH COW BUM - A DAIRY FARMER'S BEST FRIEND.-	NTT DOCOMO	DENTSU INC.	TOKYO
DM11/002	#THEBOIIINGGHOST	MORINAGA KRAFT MOZZARELLA	WUNDERMAN THOMPSON TOKYO	TOKYO
DM11/003	FEARLESS MARKETING	YAHOO DSP	DENTSU ONE TAIPEI	TAIPEI

CATEGORY DM12: FIELD MARKETING

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DM12/001	CARBON THUMBPRINT	BELONG	DELOITTE DIGITAL	MELBOURNE
DM12/002	GOMPYO PLOGGING HOUSE	GOMPYO	IDEOT	SEOUL
DM12/003	AMAMI RABBIT DRIVING SCHOOL	AMAMI RABBIT DRIVING SHOP	WUNDERMAN THOMPSON TOKYO	TOKYO
DM12/004	MASK ID	DAL.KOMM CAFE / MINISTRY OF HEALTH AND WELFARE & KOREA ASSOCIATION OF SOCIAL WELFARE CENTERS	INNOCEAN WORLDWIDE	SEOUL
DM12/005	EMERGENCY FOOD RESTAURANT "LIFE PLATE"	ECOFLOW	DENTSU INC.	TOKYO

CATEGORY DM13: DIRECT CAMPAIGN FOR RETENTION/LOYALTY

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DM13/001	EATQUAL	MCDONALD'S	DDB MUDRA GROUP	MUMBAI
DM13/002	OFF-TIME FOR MOM	DOVE	ADK CREATIVE ONE INC.	TOKYO

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DM13/003	#KEPCIKITCHEN	KFC MALAYSIA	REPRISE DIGITAL MALAYSIA	KUALA LUMPUR
DM13/004	VACCINATION RIDES	GOJEK	FORSMAN&BODENFORS SINGAPORE	SINGAPORE
DM13/005	VOICE OF HOME	PANASONIC	DAIKO ADVERTISING INC.	TOKYO
DM13/006	WHERE'S DARS?	DARS CHOCOLATE	HAKUHODO INC.	TOKYO
DM13/007	21KM FINGER MARATHON	PCHOME 24H SHOPPING	ADK TAIWAN	TAIPEI
DM13/008	MEMORABLES	NIGHTINGALES MEDICAL TRUST	MCCANN WORLDGROUP INDIA	MUMBAI

CATEGORY DM14: DIRECT CAMPAIGN FOR LAUNCH/RE-LAUNCH

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DM14/001	EATQUAL	MCDONALD'S	DDB MUDRA GROUP	MUMBAI
DM14/002	OFF-TIME FOR MOM	DOVE	ADK CREATIVE ONE INC.	TOKYO
DM14/003	HOME SWEET HOME EP. 2	TOURISM AUTHORITY OF THAILAND X YGGDRAZIL	OGILVY GROUP THAILAND	BANGKOK
DM14/004	FUKUI TRAD	FUKUI PREFECTURE	DENTSU INC.	TOKYO
DM14/005	THE SAMPLE HALF BRA	SABINA	CJ WORX	BANGKOK
DM14/006	FEEL LIKE A NEW HOME COLLECTION	SC ASSET	WOLF BANGKOK	BANGKOK
DM14/007	DONATION DOLLAR	THE ROYAL AUSTRALIAN MINT	SAATCHI & SAATCHI	MELBOURNE
DM14/008	ONE HOUSE TO SAVE MANY	SUNCORP INSURANCE	LEO BURNETT AUSTRALIA	MELBOURNE

CATEGORY DM15: USE OF DATA

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DM15/001	LAZADA HIT JINGLE	LAZADA	PUBLICIS JIMENEZ BASIC	MAKATI
DM15/002	MASK ID	DAL.KOMM CAFE / MINISTRY OF HEALTH AND WELFARE & KOREA ASSOCIATION OF SOCIAL WELFARE CENTERS	INNOCEAN WORLDWIDE	SEOUL

CATEGORY DM16: INTEGRATED DIRECT CAMPAIGN

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DM16/001	ONE HOUSE TO SAVE MANY	SUNCORP INSURANCE	LEO BURNETT AUSTRALIA	MELBOURNE
DM16/002	THE OFFLINE BANNER AD	BLIBLI.COM	DENTSU INDONESIA	JAKARTA
DM16/003	POOPHEMISMS	AMILI	WUNDERMAN THOMPSON SINGAPORE	SINGAPORE
DM16/004	DISEASE DILEMMAS	GARVAN INSTITUTE OF MEDICAL RESEARCH	BWM ISOBAR	SYDNEY
DM16/005	GUILTY FREE FESTIVAL	CENTRAL MIDNIGHT SALE	WOLF BANGKOK	BANGKOK

CATEGORY DM17: RESILIENCE THROUGH CREATIVITY

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DM17/001	VACCINATION RIDES	GOJEK	FORSMAN&BODENFORS SINGAPORE	SINGAPORE
DM17/002	CHEERS FAN	CHUNGJUNGONE ANJUJA	THE.WATERMELON	SEOUL
DM17/003	HOME SWEET HOME EP. 2	TOURISM AUTHORITY OF THAILAND X YGGDRAZIL	OGILVY GROUP THAILAND	BANGKOK
DM17/004	A LETTER TO THOSE WHO CANCELLED THEIR RESERVATIONS	SHA LIAN DUN ADVENTURE SCHOOL	DENTSU ONE TAIPEI	TAIPEI
DM17/005	POP UP INTO YOUR HOME!	MT.RAINIER	HAKUHODO INC.	TOKYO
DM17/006	SANGSOM SAVES SANGSOM	SANGSOM / THAI BEVERAGE CO., LTD.	THE SOUR BANGKOK CO., LTD.	BANGKOK
DM17/007	MASK ID	DAL.KOMM CAFE / MINISTRY OF HEALTH AND WELFARE & KOREA ASSOCIATION OF SOCIAL WELFARE CENTERS	INNOCEAN WORLDWIDE	SEOUL
DM17/008	30SOAP	POCKET SOAP	TBWA\HAKUHODO INC.	TOKYO
DM17/009	SCENTED STICKER TESTER	EVEANDBOY	WUNDERMAN THOMPSON THAILAND	BANGKOK
DM17/010	SOS ADS	BUDWEISER	SAATCHI & SAATCHI PROPAGATE	MUMBAI
DM17/011	MY HAPPY TABLE	MCDONALD'S	LEO BURNETT	SINGAPORE
DM17/012	LOVE AT FIRST STRAY	PCHOME 24H SHOPPING	ADK TAIWAN	TAIPEI

CATEGORY LRDM: LOTUS ROOTS

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
LRDM/001	ECOLATE	LIFULL	PEAK INC.	TOKYO
LRDM/002	DON'T HANG OUT YOUR PRIVACY	BOSCH DRYER	BBDO CHINA	SHANGHAI
LRDM/003	SANGSOM SAVES SANGSOM	SANGSOM / THAI BEVERAGE CO., LTD.	THE SOUR BANGKOK CO., LTD.	BANGKOK

AS OF 17 FEB 2022