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EFFECTIVE LOTUS

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ENTRIES LIST  
ADFEST 2022

## CATEGORY EF01: EFFECTIVE LOTUS: CAMPAIGN SUCCESS

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
EF01/001	OFF-TIME FOR MOM	DOVE	ADK CREATIVE ONE INC.	TOKYO
EF01/002	#KEPCIKITCHEN	KFC MALAYSIA	REPRISE DIGITAL MALAYSIA	KUALA LUMPUR
EF01/003	DISEASE DILEMMAS	GARVAN INSTITUTE OF MEDICAL RESEARCH	BWM ISOBAR	SYDNEY
EF01/004	DON'T HANG OUT YOUR PRIVACY	BOSCH DRYER	BBDO CHINA	SHANGHAI
EF01/005	SMARTCARA PERFORMANCE MODULAR VIDEO AD	SMARTCARA	PENTACLE	SEOUL
EF01/006	HEAVEN	UNION BANK OF THE PHILIPPINES	FCBMNL	MANILA
EF01/007	GFNW ENTERTAINMENT	NETFLIX / BRAVO! STUDIOS / GMM STUDIOS INTERNATIONAL	THE SOUR BANGKOK CO., LTD.	BANGKOK
EF01/008	FEEL LIKE A NEW HOME COLLECTION	SC ASSET	WOLF BANGKOK	BANGKOK
EF01/009	TINY/PHENOMENON	OIL AND RETAIL	OGILVY GROUP THAILAND	BANGKOK
EF01/010	HOME SWEET HOME EP. 2	TOURISM AUTHORITY OF THAILAND X YGGDRAZIL	OGILVY GROUP THAILAND	BANGKOK
EF01/011	FINGER MASK	PCHOME 24H SHOPPING	ADK TAIWAN	TAIPEI
EF01/012	21KM FINGER MARATHON	PCHOME 24H SHOPPING	ADK TAIWAN	TAIPEI
EF01/013	ARIEL #SHARETHELOAD FOR EQUAL SLEEP	ARIEL	BBDO INDIA PVT LTD	MUMBAI

## CATEGORY EF02: EFFECTIVE LOTUS: SMALL BUDGET

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
EF02/001	CELESTIAL DRAGONS HOUSE	CELESTIAL DRAGONS HOUSE	KEN-TSAI LEE DESIGN LAB	TAICHUNG
EF02/002	SEARCH 'N' AMBUSH	CP FRESHMART	YELL ADVERTISING	BANGKOK
EF02/003	PEPSI SCANDAL	PEPSI	YOMIKO ADVERTISING INC.	TOKYO
EF02/004	NBA "NBACHELORETTE"	NBA PHILIPPINES	PUBLICIS JIMENEZ BASIC	MAKATI
EF02/005	MAGPAREHISTROKA (REGISTERTOVOTE.COM)	COMMISSION ON ELECTIONS, PHILIPPINES	MULLENLOWE TREYNA	MANILA
EF02/006	THE PRIVATE SHOWROOM	BENZ STAR FLAG	AUDACITY	BANGKOK

## CATEGORY EF03: EFFECTIVE LOTUS: LONG-TERM CREATIVITY

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
EF03/001	#KEPCIKITCHEN	KFC MALAYSIA	REPRISE DIGITAL MALAYSIA	KUALA LUMPUR
EF03/002	THE FIRST TAKE	THE FIRST TAKE	TBWA\HAKUHODO INC.	TOKYO
EF03/003	ARIEL #SHARETHELOAD	ARIEL	BBDO INDIA PVT LTD	MUMBAI

## CATEGORY EF04: RESILIENCE THROUGH CREATIVITY

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
EF04/001	THE LEFT-OVERS COLLECTION	BITI'SHUNTER	DENTSU REDDER	HO CHI MINH CITY
EF04/002	#KEPCIKITCHEN	KFC MALAYSIA	REPRISE DIGITAL MALAYSIA	KUALA LUMPUR
EF04/003	VACCINATION RIDES	GOJEK	FORSMAN&BODENFORS SINGAPORE	SINGAPORE
EF04/004	HOME SWEET HOME EP. 2	TOURISM AUTHORITY OF THAILAND X YGGDRAZIL	OGILVY GROUP THAILAND	BANGKOK
EF04/005	#MASKMARRIESVACCINE	GERAKAN PAKAI MASKER	H-THREE	JAKARTA
EF04/006	MCDONALD'S CLASSROOM	MCDONALD'S	LEO BURNETT GROUP MANILA	MANILA
EF04/007	LOVE AT FIRST STRAY	PCHOME 24H SHOPPING	ADK TAIWAN	TAIPEI

## CATEGORY LREF: LOTUS ROOTS

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
LREF/001	ECOLATE	LIFULL	PEAK INC.	TOKYO
LREF/002	MAGPAREHISTROKA (REGISTERTOVOTE.COM)	COMMISSION ON ELECTIONS, PHILIPPINES	MULLENLOWE TREYNA	MANILA