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MEDIA LOTUS

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ENTRIES LIST  
ADFEST 2022

### CATEGORY ME01: USE OF SCREENS & DISPLAYS

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
ME01/001	MADE FROM MELBOURNE	MADE FROM MELBOURNE	SAATCHI & SAATCHI	MELBOURNE

### CATEGORY ME02: USE OF AUDIO

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
ME02/001	THE AUDIO-BENTO	TABILUMINE	DENTSU INC.	TOKYO
ME02/002	6 MINUTES TOGETHER	OPSUMIT	MCCANN HEALTH JAPAN	TOKYO

### CATEGORY ME03: USE OF PRINT/OUTDOOR & TRANSIT

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
ME03/001	THE TOXIC DICTIONARY	UNSTEREOTYPE ACTION	DENTSU INC.	TOKYO
ME03/002	NEWSPAPER INVITATION TO DORAEMON'S BIRTHDAY PARTY	DORAEMON	ADK CREATIVE ONE INC.	TOKYO
ME03/003	NAVIGATE THE NEW INVESTING NORMAL	CHARLES SCHWAB	TBWA/HONG KONG	HONG KONG
ME03/004	POP UP INTO YOUR HOME!	MT.RAINIER	HAKUHODO INC.	TOKYO
ME03/005	GUILTY FREE FESTIVAL	CENTRAL MIDNIGHT SALE	WOLF BANGKOK	BANGKOK
ME03/006	GFNW NEWSPAPER	NETFLIX / BRAVO! STUDIOS / GMM STUDIOS INTERNATIONAL	THE SOUR BANGKOK CO., LTD.	BANGKOK
ME03/007	THE BILLBOARD REMAINS	NETFLIX	THE LEO BURNETT GROUP THAILAND	BANGKOK

### CATEGORY ME04: USE OF AMBIENT: SMALL SCALE

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
ME04/001	GUESS WHICH BOOK IS IT ?	YAN JI YOU BOOKSTORES	THE NINE SHANGHAI	SHANGHAI
ME04/002	KEEB CARD	KB KOOKMIN CARD	IDEOT	SEOUL
ME04/003	CHEERS FAN	CHUNGJUNGONE ANJUJA	THE WATERMELON	SEOUL
ME04/004	GUILTY FREE FESTIVAL	CENTRAL MIDNIGHT SALE	WOLF BANGKOK	BANGKOK

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
ME04/005	FINGER MASK	PCHOME 24H SHOPPING	ADK TAIWAN	TAIPEI
ME04/006	DONATION DOLLAR	THE ROYAL AUSTRALIAN MINT	SAATCHI & SAATCHI	MELBOURNE
ME04/007	TINY/PHENOMENON	OIL AND RETAIL	OGILVY GROUP THAILAND	BANGKOK

### CATEGORY ME05: USE OF AMBIENT: LARGE SCALE

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
ME05/001	CELESTIAL DRAGONS HOUSE	CELESTIAL DRAGONS HOUSE	KEN-TSAI LEE DESIGN LAB	TAICHUNG
ME05/002	LIQUID BILLBOARD	ADIDAS	HAVAS MIDDLE EAST	DUBAI
ME05/003	MURAL OF CONTAINERS	MANGA"ONE PIECE"	AOI PRO. INC.	TOKYO
ME05/004	GIANT 3D CAT PROJECT	CROSS SHINJUKU VISION	OMNIBUS JAPAN INC.	TOKYO
ME05/005	LIGHTBOXES FROM SPACE	NETFLIX	WUNDERMAN THOMPSON THAILAND	BANGKOK

### CATEGORY ME06: USE OF EVENTS

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
ME06/001	SANGSOM BAAN FULLMOON	SANGSOM / THAI BEVERAGE CO., LTD.	THE SOUR BANGKOK CO., LTD.	BANGKOK
ME06/002	EMERGENCY FOOD RESTAURANT "LIFE PLATE"	ECOFLOW	DENTSU INC.	TOKYO

### CATEGORY ME07: USE OF GUERRILLA MARKETING

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
ME07/001	GOMPYO PLOGGING HOUSE	GOMPYO	IDEOT	SEOUL

### CATEGORY ME08: USE OF DIGITAL

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
ME08/001	SMARTCARA PERFORMANCE MODULAR VIDEO AD	SMARTCARA	PENTACLE	SEOUL
ME08/002	TOKYO 2020 VIRTUAL ENCOURAGEMENT CEREMONY	TEAM JAPAN	DENTSU INC.	TOKYO
ME08/003	MAGPAREHISTROKA (REGISTERTOVOTE.COM)	COMMISSION ON ELECTIONS, PHILIPPINES	MULLENLOWE TREYNA	MANILA
ME08/004	SANGSOM SAVES SANGSOM	SANGSOM / THAI BEVERAGE CO., LTD.	THE SOUR BANGKOK CO., LTD.	BANGKOK
ME08/005	THE COST OF BULLYING	SAMSUNG	CHEIL PENGTAI BEIJING	BEIJING
ME08/006	THE HUMAN CHECK	PETA	OGILVY GROUP THAILAND	BANGKOK
ME08/007	HOME SWEET HOME EP. 2	TOURISM AUTHORITY OF THAILAND X YGGDRAZIL	OGILVY GROUP THAILAND	BANGKOK

### CATEGORY ME09: USE OF MOBILE

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
ME09/001	THE AUDIO-BENTO	TABILUMINE	DENTSU INC.	TOKYO
ME09/002	SLOW ROAD	SLOW ROAD	CHEIL WORLDWIDE	SEOUL
ME09/003	A QUIZ CATS CAN ANSWER!	YELLOW HAT	YOMIKO ADVERTISING INC.	TOKYO
ME09/004	LIVE SIGN.	LIVE SIGN.	DENTSU INC.	TOKYO
ME09/005	RECORD MUSIC VIDEO	ION	HYTEK INC.	TOKYO
ME09/006	THE COST OF BULLYING	SAMSUNG	CHEIL PENGTAI BEIJING	BEIJING

### CATEGORY ME10: USE OF SOCIAL MEDIA & EARNED MEDIA

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
ME10/001	#SAYAWAWAN	JSKK - AKSI KAMISAN	DENTSU INDONESIA	JAKARTA
ME10/002	ECO-FRIENDLY MAGICAL POWDER	CUP NOODLE	DENTSU INC.	TOKYO
ME10/003	9X16 STORES	VISA #WHEREYOU SHOP MATTERS	BBDO SINGAPORE PTE LTD	SINGAPORE

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
ME10/004	#SAKURARUSH	MCDONALD'S COMPANY (JAPAN), LTD.	TWITTER	TOKYO
ME10/005	HELLO GOOD DAY	THE ALZHEIMER FOUNDATION OF THAILAND	DENTSU ONE (BANGKOK) LTD.	BANGKOK
ME10/006	WAY TO WONDERS	HONOR	HONOR	HONG KONG
ME10/007	IN A RELATIONSHIP WITH LOTUS'S	LOTUS'S	THE LEO BURNETT GROUP THAILAND	BANGKOK

### CATEGORY ME11: USE OF TECHNOLOGY

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
ME11/001	MISSING PERSON REPORTERS	THE MIRROR FOUNDATION / KUNANA	BBDO BANGKOK LIMITED	BANGKOK
ME11/002	IN HER SHOES	LUX	WUNDERMAN THOMPSON	SINGAPORE

### CATEGORY ME12: USE OF BRANDED ENTERTAINMENT & CONTENT: PROGRAM & PLATFORM

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
ME12/001	ONE HOUSE TO SAVE MANY	SUNCORP INSURANCE	LEO BURNETT AUSTRALIA	MELBOURNE

### CATEGORY ME13: USE OF BRANDED ENTERTAINMENT & CONTENT: DIGITAL & SOCIAL MEDIA

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
ME13/001	MIDNIGHT-TEMPTATION ANIME	SAGA-MESHI (LOCAL SAGA SPECIALTIES)	DENTSU INC.	TOKYO
ME13/002	A REGISTRATION SITE WHERE NO ONE CAN PRE-REGISTER, A "CHALLENGE FROM ZERO"	CODE GEASS	HAKUHODO DY MEDIA PARTNERS INC.	TOKYO
ME13/003	THE FIRST TAKE	THE FIRST TAKE	TBWA\HAKUHODO INC.	TOKYO
ME13/004	6 MINUTES TOGETHER	OPSUMIT	MCCANN HEALTH JAPAN	TOKYO
ME13/005	THE COST OF BULLYING	SAMSUNG	CHEIL PENGTAI BEIJING	BEIJING
ME13/006	WHITEHAT JR SOCIAL EXPERIMENT	WHITEHAT JR	BBDO INDIA PVT LTD	MUMBAI
ME13/007	HOME SWEET HOME EP. 2	TOURISM AUTHORITY OF THAILAND X YGGDRAZIL	OGILVY GROUP THAILAND	BANGKOK

### CATEGORY ME14: USE OF DATA

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
ME14/001	SMARTCARA PERFORMANCE MODULAR VIDEO AD	SMARTCARA	PENTACLE	SEOUL
ME14/002	LAZADA HIT JINGLE	LAZADA	PUBLICIS JIMENEZ BASIC	MAKATI
ME14/003	HOMELYMPICS	SPONSOR	OGILVY GROUP THAILAND	BANGKOK
ME14/004	MEMORABLES	NIGHTINGALES MEDICAL TRUST	MCCANN WORLDGROUP INDIA	MUMBAI

### CATEGORY ME15: INTEGRATED MEDIA CAMPAIGN

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
ME15/001	ONE HOUSE TO SAVE MANY	SUNCORP INSURANCE	LEO BURNETT AUSTRALIA	MELBOURNE
ME15/002	A CITY, TAKING CARE OF SOMEBODY FOR ME	MEITUAN	W	SHANGHAI
ME15/003	DISEASE DILEMMAS	GARVAN INSTITUTE OF MEDICAL RESEARCH	BWM ISOBAR	SYDNEY
ME15/004	GUILTY FREE FESTIVAL	CENTRAL MIDNIGHT SALE	WOLF BANGKOK	BANGKOK
ME15/005	21KM FINGER MARATHON	PCHOME 24H SHOPPING	ADK TAIWAN	TAIPEI
ME15/006	DONATION DOLLAR	THE ROYAL AUSTRALIAN MINT	SAATCHI & SAATCHI	MELBOURNE

### CATEGORY ME16: RESILIENCE THROUGH CREATIVITY

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
ME16/001	CHEERS FAN	CHUNGJUNGONE ANJUJA	THE.WATERMELON	SEOUL
ME16/002	THE ZOO ON ZOOM	MT.RAINIER	HAKUHODO INC.	TOKYO
ME16/003	ANTI-VIRUS MOBILITY - PANASONIC NANEONX ON GRAB -	PANASONIC	HAKUHODO INC.	TOKYO
ME16/004	LIVE SIGN.	LIVE SIGN.	DENTSU INC.	TOKYO
ME16/005	9X16 STORES	VISA #WHEREYOU SHOP MATTERS	BBDO SINGAPORE PTE LTD	SINGAPORE
ME16/006	SANGSOM SAVES SANGSOM	SANGSOM / THAI BEVERAGE CO., LTD.	THE SOUR BANGKOK CO., LTD.	BANGKOK

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
ME16/007	COVID CRUSHER	TBWA\SINGAPORE	TBWA\SINGAPORE PTE LTD	SINGAPORE
ME16/008	HOME SWEET HOME EP. 2	TOURISM AUTHORITY OF THAILAND X YGGDRAZIL	OGILVY GROUP THAILAND	BANGKOK
ME16/009	LOVE AT FIRST STRAY	PCHOME 24H SHOPPING	ADK TAIWAN	TAIPEI

### CATEGORY LRME: LOTUS ROOTS

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
LRME/001	ECOLATE	LIFULL	PEAK INC.	TOKYO
LRME/002	THE IRUKANDJIS	THE IRUKANDJIS	BWM ISOBAR	SYDNEY
LRME/003	FISHNET ECO BAG	E-UMI BAG	WTFC INC.	TOKYO