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OUTDOOR LOTUS

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ENTRIES LIST  
ADFEST 2022

### BILLBOARD & STREET FURNITURE SUB-CATEGORIES

#### CATEGORY OD01: LARGE/HIGHWAY BILLBOARDS

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
OD01/001	THE BILLBOARD REMAINS	NETFLIX	THE LEO BURNETT GROUP THAILAND	BANGKOK
OD01/002	FAST REHYDRATION	OTSUKA NUTRACEUTICAL (THAILAND) CO., LTD.	DENTSU ONE (BANGKOK) LTD.	BANGKOK
OD01/003	BIG THANKS FROM DANGEROUS INVASIVE CREATURES	GREENPEACE	TOKYU AGENCY INC.	TOKYO

#### CATEGORY OD02: MOBILE BILLBOARD & TRANSIT MEDIUM

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
OD02/001	NAVIGATE THE NEW INVESTING NORMAL	CHARLES SCHWAB	TBWA\HONG KONG	HONG KONG
OD02/002	THE UNSKIPPABLE TRANSIT AD	KINKAN	NORTHSHORE	TOKYO
OD02/003	RIGHT THE RIDE: JEEPNEYS AGAINST MISOGYNY	COMMISSION ON HUMAN RIGHTS OF THE PHILIPPINES	WUNDERMAN THOMPSON PHILIPPINES	MANILA

#### CATEGORY OD03: STREET SIGNS & STREET FURNITURE

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
OD03/001	LIGHTBOXES FROM SPACE	NETFLIX	WUNDERMAN THOMPSON THAILAND	BANGKOK

### AMBIENT & OTHER OUTDOOR SUB-CATEGORIES

#### CATEGORY OD04: AMBIENT: SMALL SCALE

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
OD04/001	GUESS WHICH BOOK IS IT ?	YAN JI YOU BOOKSTORES	THE NINE SHANGHAI	SHANGHAI
OD04/002	CHEERS FAN	CHUNGJUNGONE ANJUJA	THE.WATERMELON	SEOUL
OD04/003	AMAMI RABBIT DRIVING SCHOOL	AMAMI RABBIT DRIVING SHOP	WUNDERMAN THOMPSON TOKYO	TOKYO

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
OD04/004	SMARTCARA WATERMELON OOH	SMARTCARA	PENTACLE	SEOUL
OD04/005	GFNW NEWSPAPER	NETFLIX / BRAVO! STUDIOS / GMM STUDIOS INTERNATIONAL	THE SOUR BANGKOK CO., LTD.	BANGKOK
OD04/006	DONATION DOLLAR	THE ROYAL AUSTRALIAN MINT	SAATCHI & SAATCHI	MELBOURNE
OD04/007	FINGER MASK	PCHOME 24H SHOPPING	ADK TAIWAN	TAIPEI

### CATEGORY OD05: AMBIENT: LARGE SCALE

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
OD05/001	THE ONE AND ONLY BIG MAC OF TAIWAN	MCDONALD'S	LEO BURNETT TAIWAN	TAIPEI
OD05/002	"DIAPERSITY" GACHA DISPENSER	PAMPERS "BEST FOR BABY"	DENTSU INC.	OSAKA
OD05/003	MY HAPPY TABLE	MCDONALD'S	LEO BURNETT	SINGAPORE
OD05/004	POKÉMON WONDER	POKÉMON	SIX INC.	TOKYO
OD05/005	GIANT 3D CAT PROJECT	CROSS SHINJUKU VISION	OMNIBUS JAPAN INC.	TOKYO
OD05/006	MURAL OF CONTAINERS	MANGA"ONE PIECE"	AOI PRO. INC.	TOKYO
OD05/007	DISCOVER THE STATE THEATRE IN ALL OF US	NEW WORLD DEVELOPMENT	PUBLICIS GROUPE HONG KONG	HONG KONG
OD05/008	THE ART OF PROGRESS	HSBC	PUBLICIS GROUPE HONG KONG	HONG KONG
OD05/009	HI TOILET	THE TOKYO TOILET	TBWA\HAKUHODO INC.	TOKYO
OD05/010	DISEASE DILEMMAS	GARVAN INSTITUTE OF MEDICAL RESEARCH	BWM ISOBAR	SYDNEY
OD05/011	MCDONALD'S CLASSROOM	MCDONALD'S	LEO BURNETT GROUP MANILA	MANILA
OD05/012	LIQUID BILLBOARD	ADIDAS	HAVAS MIDDLE EAST	DUBAI
OD05/013	EMERGENCY FOOD RESTAURANT "LIFE PLATE"	ECOFLOW	DENTSU INC.	TOKYO

### CATEGORY OD06: DIGITAL POSTER & VIDEO

NO ENTRY

### CATEGORY OD07: GUERRILLA MARKETING

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
OD07/001	QUARANTAINMENT	8 PINTS / JIU JIU DI SHUI DONG XIANG CAI GUAN / BOMBA	DENTSUMB CHINA	BEIJING
OD07/002	GOMPYO PLOGGING HOUSE	GOMPYO	IDEOT	SEOUL
OD07/003	THE WORLD'S MOST HATED RESTAURANT	SEIYU	ENJIN TOKYO	TOKYO

## POSTER SUB-CATEGORIES

### CATEGORY OD08: FOOD & BEVERAGES

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
OD08/001	CLAW MACHINE	CHUPA CHUPS	CHEIL	HONG KONG
OD08/002	RACING CAR	CHUPA CHUPS	CHEIL	HONG KONG
OD08/003	STREET FIGHTER	CHUPA CHUPS	CHEIL	HONG KONG
OD08/004	FAST REHYDRATION	OTSUKA NUTRACEUTICAL (THAILAND) CO., LTD.	DENTSU ONE (BANGKOK) LTD.	BANGKOK
OD08/005	BAD BREATH MASK	XYLITOL	DAEHONG COMMUNICATIONS	SEOUL

### CATEGORY OD09: BEAUTY, HEALTH & PERSONAL CARE

NO ENTRY

### CATEGORY OD10: FASHION, SPORTS & ACCESSORIES

NO ENTRY

### CATEGORY OD11: CARS, OTHER VEHICLES, ACCESSORIES & AUTO SERVICES

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
OD11/001	ABANDONED STATION 1	VOLKSWAGEN	CHEIL	HONG KONG
OD11/002	ABANDONED STATION 2	VOLKSWAGEN	CHEIL	HONG KONG
OD11/003	ABANDONED STATION 3	VOLKSWAGEN	CHEIL	HONG KONG

### CATEGORY OD12: HOUSEHOLD PRODUCTS & MAINTENANCE

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
OD12/001	COCKROACH	GOO GO GREEN	OGILVY GROUP THAILAND	BANGKOK
OD12/002	FLY	GOO GO GREEN	OGILVY GROUP THAILAND	BANGKOK
OD12/003	ANTS	GOO GO GREEN	OGILVY GROUP THAILAND	BANGKOK

### CATEGORY OD13: ELECTRONICS, HOME APPLIANCES & FURNISHING

NO ENTRY

### CATEGORY OD14: RETAIL

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
OD14/001	IT'S TIME TO REDECORATE: BEDROOM	IKEA	LEO BURNETT	RIYADH
OD14/002	IT'S TIME TO REDECORATE: DINING ROOM	IKEA	LEO BURNETT	RIYADH
OD14/003	IT'S TIME TO REDECORATE: LIVING ROOM	IKEA	LEO BURNETT	RIYADH

### CATEGORY OD15: TRAVEL, LEISURE, ENTERTAINMENT & COMMUNICATION MEDIA

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
OD15/001	DESIGN AFTER DESIGN.-1	D&AD AWARDS 2020 EXHIBITION IN JAPAN	DENTSU INC.	TOKYO
OD15/002	DESIGN AFTER DESIGN.-2	D&AD AWARDS 2020 EXHIBITION IN JAPAN	DENTSU INC.	TOKYO

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
OD15/003	DESIGN AFTER DESIGN.-3	D&AD AWARDS 2020 EXHIBITION IN JAPAN	DENTSU INC.	TOKYO
OD15/004	DESIGN AFTER DESIGN.-4	D&AD AWARDS 2020 EXHIBITION IN JAPAN	DENTSU INC.	TOKYO
OD15/005	HERE COMES THE SUN: LOOK AT THE WORLD. (1 OF 4)	THE ONE SHOW 2020 EXHIBITION IN JAPAN	DENTSU INC.	TOKYO
OD15/006	HERE COMES THE SUN: LISTEN TO THE SOUND OF NEW BEGINNINGS. (2 OF 4)	THE ONE SHOW 2020 EXHIBITION IN JAPAN	DENTSU INC.	TOKYO
OD15/007	HERE COMES THE SUN: WATER, LIGHT, AND YOU. THE ESSENTIALS OF LIFE. (3 OF 4)	THE ONE SHOW 2020 EXHIBITION IN JAPAN	DENTSU INC.	TOKYO
OD15/008	HERE COMES THE SUN: SAY GOOD MORNING TO THE FUTURE. (4 OF 4)	THE ONE SHOW 2020 EXHIBITION IN JAPAN	DENTSU INC.	TOKYO
OD15/009	ARCHEOLOGIST	LEGO	OGILVY GROUP THAILAND	BANGKOK
OD15/010	ASTRONAUT	LEGO	OGILVY GROUP THAILAND	BANGKOK
OD15/011	ARTIST	LEGO	OGILVY GROUP THAILAND	BANGKOK
OD15/012	SUITCASE	LOCK BOX	PRAKIT ADVERTISING COMPANY LIMITED (HEAD OFFICE)	BANGKOK
OD15/013	BACKPACK	LOCK BOX	PRAKIT ADVERTISING COMPANY LIMITED (HEAD OFFICE)	BANGKOK

### CATEGORY OD16: FINANCE, COMMERCIAL PUBLIC SERVICES, BUSINESS PRODUCTS & SERVICES

NO ENTRY

### CATEGORY OD17: CORPORATE IMAGE

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
OD17/001	SAD AND HAPPY	LAURIER - KAO INDONESIA	PT DENTSU INDONESIA	JAKARTA
OD17/002	ANGRY AND CALM	LAURIER - KAO INDONESIA	PT DENTSU INDONESIA	JAKARTA
OD17/003	PAINFUL AND LAUGHTER	LAURIER - KAO INDONESIA	PT DENTSU INDONESIA	JAKARTA

### CATEGORY OD18: CORPORATE SOCIAL RESPONSIBILITY

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
OD18/001	PAPERTOWEL SAVING CAMPAIGN: GREEN TOGETHER POSTER	LOTTE CHILSUNG	DAEHONG COMMUNICATIONS	SEOUL
OD18/002	READLAXATION: PETER PAN	BOOKSHELF PH	DENTSU JAYME SYFU	MANILA
OD18/003	READLAXATION: WIZARD OF OZ	BOOKSHELF PH	DENTSU JAYME SYFU	MANILA
OD18/004	READLAXATION: THREE MUSKETEERS	BOOKSHELF PH	DENTSU JAYME SYFU	MANILA

### CATEGORY OD19: PUBLIC SERVICES & CAUSE APPEALS

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
OD19/001	PET 1	YODA - ANIMAL REHAB CENTRE	MCCANN WORLDGROUP INDIA	MUMBAI
OD19/002	PET 2	YODA - ANIMAL REHAB CENTRE	MCCANN WORLDGROUP INDIA	MUMBAI

## INTEGRATED CAMPAIGN SUB-CATEGORY

### CATEGORY OD20: INTEGRATED OUTDOOR CAMPAIGN

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
OD20/001	POOPHEMISMS	AMILI	WUNDERMAN THOMPSON SINGAPORE	SINGAPORE
OD20/002	NAVIGATE THE NEW INVESTING NORMAL	CHARLES SCHWAB	TBWA\HONG KONG	HONG KONG
OD20/003	GUILTY FREE FESTIVAL	CENTRAL MIDNIGHT SALE	WOLF BANGKOK	BANGKOK
OD20/004	DISEASE DILEMMAS	GARVAN INSTITUTE OF MEDICAL RESEARCH	BWM ISOBAR	SYDNEY
OD20/005	TORII GATE BRIDGE	UEDA ELECTRIC RAILWAY	TOKYU AGENCY INC.	TOKYO
OD20/006	DONATION DOLLAR	THE ROYAL AUSTRALIAN MINT	SAATCHI & SAATCHI	MELBOURNE

### CATEGORY OD21: RESILIENCE THROUGH CREATIVITY

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
OD21/001	QUARANTAINMENT	8 PINTS / JIU JIU DI SHUI DONG XIANG CAI GUAN / BOMBA	DENTSUMB CHINA	BEIJING
OD21/002	CHEERS FAN	CHUNGJUNGONE ANJUVA	THE.WATERMELON	SEOUL
OD21/003	SANGSOM BAAN FULLMOON	SANGSOM / THAI BEVERAGE CO., LTD.	THE SOUR BANGKOK CO., LTD.	BANGKOK
OD21/004	HI TOILET	THE TOKYO TOILET	TBWA\HAKUHODO INC.	TOKYO
OD21/005	MCDONALD'S CLASSROOM	MCDONALD'S	LEO BURNETT GROUP MANILA	MANILA
OD21/006	LOVE AT FIRST STRAY	PCHOME 24H SHOPPING	ADK TAIWAN	TAIPEI

### CATEGORY LROD: LOTUS ROOTS

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
LROD/001	RIGHT THE RIDE: JEEPNEYS AGAINST MISOGYNY	COMMISSION ON HUMAN RIGHTS OF THE PHILIPPINES	WUNDERMAN THOMPSON PHILIPPINES	MANILA
LROD/002	DISCOVER THE STATE THEATRE IN ALL OF US	NEW WORLD DEVELOPMENT	PUBLICIS GROUPE HONG KONG	HONG KONG
LROD/003	SHELTER SIGNBOARD	MONGKUT FERTILIZER	WUNDERMAN THOMPSON THAILAND	BANGKOK