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PR LOTUS

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ENTRIES LIST  
ADFEST 2022

## IMPLEMENTATION SUB-CATEGORIES

## CATEGORY PR01: CORPORATE IMAGE

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
PR01/001	EATQUAL	MCDONALD'S	DDB MUDRA GROUP	MUMBAI
PR01/002	ECO-FRIENDLY MAGICAL POWDER	CUP NOODLE	DENTSU INC.	TOKYO
PR01/003	LIST OF HOPE	SEIBU&SOGO	TAIYO KIKAKU CO.,LTD.	TOKYO
PR01/004	CARRY YOUR DREAM, CARRY YOUR LIFE	SUZUKI	DENTSU IMPACT THAILAND	BANGKOK

## CATEGORY PR02: CRISIS MANAGEMENT

NO ENTRY

## CATEGORY PR03: CORPORATE SOCIAL RESPONSIBILITY

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
PR03/001	ONE HOUSE TO SAVE MANY	SUNCORP INSURANCE	LEO BURNETT AUSTRALIA	MELBOURNE
PR03/002	GIVEN BY NATURE	JACK WOLFSKIN	W	SHANGHAI
PR03/003	EATQUAL	MCDONALD'S	DDB MUDRA GROUP	MUMBAI
PR03/004	ECO-FRIENDLY MAGICAL POWDER	CUP NOODLE	DENTSU INC.	TOKYO
PR03/005	KEEP CARD	KB KOOKMIN CARD	IDEOT	SEOUL
PR03/006	VACCINATION RIDES	GOJEK	FORSMAN&BODENFORS SINGAPORE	SINGAPORE
PR03/007	PAPERTOWEL SAVING CAMPAIGN: GREEN TOGETHER POSTER	LOTTE CHILSUNG	DAEHONG COMMUNICATIONS	SEOUL
PR03/008	CHEERS FAN	CHUNGJUNGONE ANJUYA	THE.WATERMELON	SEOUL
PR03/009	DELIVERING KINDNESS, EVERY DAY.	YAKULT LADY	TOKYU AGENCY INC.	TOKYO
PR03/010	ECOLATE	LIFULL	PEAK INC.	TOKYO
PR03/011	NO MORE "TOMORROW NEVER COMES"	IWATE NIPPO	HAKUHODO INC.	TOKYO
PR03/012	MADE WITH PRIDE	LAZADA	PUBLICIS JIMENEZ BASIC	MAKATI

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
PR03/013	CARRY YOUR DREAM, CARRY YOUR LIFE	SUZUKI	DENTSU IMPACT THAILAND	BANGKOK
PR03/014	THE MO-HAIR SUIT	POLITIX MENSWEAR	BULLFROG	MELBOURNE
PR03/015	#PRIDEHAIR	PANTENE	GREY TOKYO	TOKYO
PR03/016	WACOAL UPCYCLE COLLECTION	WACOAL	WUNDERMAN THOMPSON THAILAND	BANGKOK
PR03/017	BORN THIS WAY	LUX	WUNDERMAN THOMPSON	SINGAPORE
PR03/018	IN HER SHOES	LUX	WUNDERMAN THOMPSON	SINGAPORE
PR03/019	LITTLE BIG E-MOTION	HYUNDAI MOTOR GROUP	INNOCEAN WORLDWIDE	SEOUL
PR03/020	DONATION DOLLAR	THE ROYAL AUSTRALIAN MINT	SAATCHI & SAATCHI	MELBOURNE
PR03/021	V-KEBAYA	LIBRESSE	MUMA MALAYSIA	PETALING JAYA
PR03/022	AI FRAMEWORK	NCSOFT	NCSOFT	SEOUL

### CATEGORY PR04: USE OF MEDIA RELATIONS

NO ENTRY

### CATEGORY PR05: USE OF EVENTS & STUNTS

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
PR05/001	LIQUID BILLBOARD	ADIDAS	HAVAS MIDDLE EAST	DUBAI
PR05/002	THE WORLD'S MOST HATED RESTAURANT	SEIYU	ENJIN TOKYO	TOKYO
PR05/003	TOKYO GEIDAI ART FES	TOKYO UNIVERSITY OF THE ARTS	PR CONSULTING DENTSU INC.	TOKYO
PR05/004	CELESTIAL DRAGONS HOUSE	CELESTIAL DRAGONS HOUSE	KEN-TSAI LEE DESIGN LAB	TAICHUNG
PR05/005	MCDONALD'S CLASSROOM	MCDONALD'S	LEO BURNETT GROUP MANILA	MANILA
PR05/006	EMERGENCY FOOD RESTAURANT "LIFE PLATE"	ECOFLOW	DENTSU INC.	TOKYO

## CATEGORY PR06: USE OF TALENT

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
PR06/001	#BIGGIRLSCAN	RED BULL	MAGIC MANGO	COLOMBO
PR06/002	WAY TO WONDERS	HONOR	HONOR	HONG KONG
PR06/003	THE CENTER LANE	SK-II	GREY TOKYO	TOKYO

## CATEGORY PR07: SPONSORSHIP &amp; PARTNERSHIP

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
PR07/001	SHENZHEN NEXT	CITY PROMOTION (SHENZHEN NEXT)	HYLINK	BEIJING
PR07/002	SESG	SWEDCHAM	FORSMAN&BODENFORS SINGAPORE	SINGAPORE
PR07/003	SANGSOM SAVES SANGSOM	SANGSOM / THAI BEVERAGE CO., LTD.	THE SOUR BANGKOK CO., LTD.	BANGKOK
PR07/004	THE MO-HAIR SUIT	POLITIX MENSWEAR	BULLFROG	MELBOURNE

## CATEGORY PR08: LAUNCH/RE-LAUNCH

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
PR08/001	EATQUAL	MCDONALD'S	DDB MUDRA GROUP	MUMBAI
PR08/002	ECOLATE	LIFULL	PEAK INC.	TOKYO
PR08/003	THE SAMPLE HALF BRA	SABINA	CJ WORX	BANGKOK
PR08/004	OFF GRID SHOWROOM	HONDA	CJ WORX	BANGKOK
PR08/005	EMERGENCY FOOD RESTAURANT "LIFE PLATE"	ECOFLOW	DENTSU INC.	TOKYO

## CATEGORY PR09: BRAND VOICE &amp; STRATEGIC STORYTELLING

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
PR09/001	SHENZHEN NEXT	CITY PROMOTION (SHENZHEN NEXT)	HYLINK	BEIJING
PR09/002	THE FUTURE OF INCHEON AIRPORT, INCHEON AIRPORT ECONOMIC ZONE PROJECT	INCHEON INTERNATIONAL AIRPORT	DAEHONG COMMUNICATIONS	SEOUL
PR09/003	DELIVERING KINDNESS, EVERY DAY.	YAKULT LADY	TOKYU AGENCY INC.	TOKYO

## CATEGORY PR10: CONTENT-LED ENGAGEMENT

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
PR10/001	ONE HOUSE TO SAVE MANY	SUNCORP INSURANCE	LEO BURNETT AUSTRALIA	MELBOURNE
PR10/002	6 MINUTES TOGETHER	OPSUMIT	MCCANN HEALTH JAPAN	TOKYO
PR10/003	THE MOST SUCCESSFUL APOLOGY	ZESPRI KIWIFRUIT	DENTSU INC.	TOKYO

## DIGITAL &amp; SOCIAL SUB-CATEGORIES

## CATEGORY PR11: USE OF DIGITAL IN A PR CAMPAIGN

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
PR11/001	THE SAMPLE HALF BRA	SABINA	CJ WORX	BANGKOK
PR11/002	BK TOWN ROOM	BURGER KING JAPAN	DAIKO ADVERTISING INC.	TOKYO
PR11/003	MASK ID	DAL.KOMM CAFE / MINISTRY OF HEALTH AND WELFARE & KOREA ASSOCIATION OF SOCIAL WELFARE CENTERS	INNOCEAN WORLDWIDE	SEOUL

## CATEGORY PR12: USE OF SOCIAL IN A PR CAMPAIGN

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
PR12/001	OVERSHOOT DAY	CHANGE	DENTSU REDDER	HO CHI MINH CITY
PR12/002	MIDNIGHT-TEMPTATION ANIME	SAGA-MESHI (LOCAL SAGA SPECIALTIES)	DENTSU INC.	TOKYO
PR12/003	PALE BLUE LETTER	KENSHI YONEZU "PALE BLUE"	SIX INC.	TOKYO
PR12/004	MAGPAREHISTROKA (REGISTERTOVOTE.COM)	COMMISSION ON ELECTIONS, PHILIPPINES	MULLENLOWE TREYNA	MANILA
PR12/005	TOKYO GEIDAI ART FES	TOKYO UNIVERSITY OF THE ARTS	PR CONSULTING DENTSU INC.	TOKYO
PR12/006	IN A RELATIONSHIP WITH LOTUS'S	LOTUS'S	THE LEO BURNETT GROUP THAILAND	BANGKOK

## CATEGORY PR13: USE OF TECHNOLOGY

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
PR13/001	CAMOUFLAGE AGAINST THE MACHINES	UNLABELED, NEXUSVII.	DENTSU INC.	TOKYO
PR13/002	ANTI-VIRUS MOBILITY	NANOEX	HAKUHODO INC.	TOKYO
PR13/003	MISSING PERSON REPORTERS	THE MIRROR FOUNDATION / KUNANA	BBDO BANGKOK LIMITED	BANGKOK
PR13/004	#THEBOIIINGGHOST	MORINAGA KRAFT MOZZARELLA	WUNDERMAN THOMPSON TOKYO	TOKYO
PR13/005	TOKYO 2020 VIRTUAL ENCOURAGEMENT CEREMONY	TEAM JAPAN	DENTSU INC.	TOKYO
PR13/006	LITTLE BIG E-MOTION	HYUNDAI MOTOR GROUP	INNOCEAN WORLDWIDE	SEOUL

## DATA SUB-CATEGORIES

## CATEGORY PR14: PR EFFECTIVENESS

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
PR14/001	A REGISTRATION SITE WHERE NO ONE CAN PRE-REGISTER, A "CHALLENGE FROM ZERO"	CODE GEASS	HAKUHODO DY MEDIA PARTNERS INC.	TOKYO
PR14/002	THE CENTER LANE	SK-II	GREY TOKYO	TOKYO

## CATEGORY PR15: RESEARCH, DATA ANALYTICS &amp; INSIGHT GENERATION

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
PR15/001	SLOW ROAD	SLOW ROAD	CHEIL WORLDWIDE	SEOUL

## INTEGRATED CAMPAIGN SUB-CATEGORY

## CATEGORY PR16: INTEGRATED PR CAMPAIGN

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
PR16/001	ONE HOUSE TO SAVE MANY	SUNCORP INSURANCE	LEO BURNETT AUSTRALIA	MELBOURNE
PR16/002	DONATION DOLLAR	THE ROYAL AUSTRALIAN MINT	SAATCHI & SAATCHI	MELBOURNE

## CATEGORY PR17: RESILIENCE THROUGH CREATIVITY

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
PR17/001	VACCINATION RIDES	GOJEK	FORSMAN&BODENFORS SINGAPORE	SINGAPORE
PR17/002	SLOW ROAD	SLOW ROAD	CHEIL WORLDWIDE	SEOUL
PR17/003	CHEERS FAN	CHUNGJUNGONE ANJUVA	THE.WATERMELON	SEOUL
PR17/004	SOS "HONEST COOKIE"	SAMARITANS OF SINGAPORE	TBWA\SINGAPORE PTE LTD	SINGAPORE
PR17/005	TOKYO GEIDAI ART FES	TOKYO UNIVERSITY OF THE ARTS	PR CONSULTING DENTSU INC.	TOKYO
PR17/006	THE MO-HAIR SUIT	POLITIX MENSWEAR	BULLFROG	MELBOURNE
PR17/007	MASK ID	DAL.KOMM CAFE / MINISTRY OF HEALTH AND WELFARE & KOREA ASSOCIATION OF SOCIAL WELFARE CENTERS	INNOCEAN WORLDWIDE	SEOUL
PR17/008	MCDONALD'S CLASSROOM	MCDONALD'S	LEO BURNETT GROUP MANILA	MANILA

## CATEGORY LRPR: LOTUS ROOTS

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
LRPR/001	RICE SOMMERLIER	SUNHARR ORGANIC WEBSITE	AND FRIENDS STUDIO CO.,LTD. (HEAD OFFICE)	BANGKOK
LRPR/002	SDGS BUDDHISM	NICHIREN SYU	TOKYU AGENCY INC.	TOKYO
LRPR/003	ECOLATE	LIFULL	PEAK INC.	TOKYO
LRPR/004	GLOBE PROUD FATHER'S DAY	GLOBE	PUBLICIS JIMENEZ BASIC	MAKATI
LRPR/005	THE IRUKANDJIS	THE IRUKANDJIS	BWM ISOBAR	SYDNEY
LRPR/006	#PRIDEHAIR	PANTENE	GREY TOKYO	TOKYO
LRPR/007	V-KEBAYA	LIBRESSE	MUMA MALAYSIA	PETALING JAYA