

DESIGN LOTUS

FINALIST LIST
ADFEST 2022

CATEGORY DE01: NEW BRAND IDENTITY *NEW**

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DE01/002	STONE FACES	ITOIGAWA CITY	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST
DE01/004	DONATION DOLLAR	THE ROYAL AUSTRALIAN MINT	SAATCHI & SAATCHI AUSTRALIA, MELBOURNE	SAATCHI & SAATCHI AUSTRALIA, MELBOURNE	FINALIST

CATEGORY DE02: REBRAND OF AN EXISTING BRAND *NEW**

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DE02/001	TORII GATE BRIDGE	UEDA ELECTRIC RAILWAY	TOKYU AGENCY INC., TOKYO	TOKYU AGENCY INC., TOKYO	FINALIST

CATEGORY DE03: PRODUCT DESIGN: CONSUMER PRODUCTS

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DE03/001	EATQUAL	MCDONALD'S	DDB MUDRA GROUP, MUMBAI	DDB MUDRA GROUP, MUMBAI	FINALIST
DE03/002	THE DISSOLVING BOTTLE	THE DISSOLVING BOTTLE	BBDO GUERRERO, MANILA	BBDO GUERRERO, MANILA	FINALIST
DE03/011	30SOAP	POCKET SOAP	TBWA\HAKUHODO INC., TOKYO	TBWA\HAKUHODO INC., TOKYO	FINALIST
DE03/015	AIR PADDING	PARACOSM STUDIO	INNOCEAN WORLDWIDE, SEOUL	INNOCEAN WORLDWIDE, SEOUL	FINALIST

CATEGORY DE04: PRODUCT DESIGN: INNOVATIVE & SUSTAINABLE DESIGN

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DE04/001	ONE HOUSE TO SAVE MANY	SUNCORP INSURANCE	LEO BURNETT AUSTRALIA, MELBOURNE	LEO BURNETT AUSTRALIA, MELBOURNE	FINALIST
DE04/005	THE DISSOLVING BOTTLE	THE DISSOLVING BOTTLE	BBDO GUERRERO, MANILA	BBDO GUERRERO, MANILA	FINALIST
DE04/008	EDISH: GIVING ETERNAL LIFE TO FOOD CONTAINERS	EDISH	HAKUHODO INC., TOKYO	HAKUHODO INC., TOKYO	FINALIST

CATEGORY DE05: PACKAGING DESIGN

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DE05/002	EATQUAL	MCDONALD'S	DDB MUDRA GROUP, MUMBAI	DDB MUDRA GROUP, MUMBAI	FINALIST
DE05/003	THE DISSOLVING BOTTLE	THE DISSOLVING BOTTLE	BBDO GUERRERO, MANILA	BBDO GUERRERO, MANILA	FINALIST

CATEGORY DE07: POSTER

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DE07/004	ABANDONED STATIONS	VOLKSWAGEN	CHEIL, HONG KONG	CHEIL, HONG KONG	FINALIST
DE07/008	NO PESTS ALLOWED	GOO GO GREEN	OGILVY GROUP THAILAND, BANGKOK	OGILVY GROUP THAILAND, BANGKOK	FINALIST

CATEGORY DE09: ILLUSTRATION

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DE09/005	NIGHTS BY THE LAKE	ASAHIYAKI	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST

CATEGORY DE10: BOOKS & PUBLICATIONS

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DE10/001	THE STORY OF A CHRISTMAS PRESENT'S JOURNEY	THE STORY OF A CHRISTMAS PRESENT'S JOURNEY	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST

CATEGORY DE12: POINT OF SALE: SMALL SCALE

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DE12/001	GUESS WHICH BOOK IS IT ?	YAN JI YOU BOOKSTORES	THE NINE SHANGHAI, SHANGHAI	THE NINE SHANGHAI, SHANGHAI	FINALIST

CATEGORY DE14: MOTION DESIGN

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DE14/006	HOME SWEET HOME EP. 2	TOURISM AUTHORITY OF THAILAND X YGGDRAZIL	OGILVY GROUP THAILAND, BANGKOK	OGILVY GROUP THAILAND, BANGKOK	FINALIST

CATEGORY DE15: DIGITAL & INTERACTIVE DESIGN

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DE15/003	PALE BLUE LETTER	KENSHI YONEZU "PALE BLUE"	SIX INC., TOKYO	SIX INC., TOKYO	FINALIST
DE15/008	TOKYO 2020 VIRTUAL ENCOURAGEMENT CEREMONY	TEAM JAPAN	DENTSU INC., TOKYO/DENTSU LIVE INC., TOKYO/WATANABEJUNPEISHA INC., TOKYO	DENTSU INC., TOKYO	FINALIST
DE15/011	YAKUSHIMA TREASURE ANOTHER LIVE FROM YAKUSHIMA	YAKUSHIMA TREASURE	N/A	DENTSU CREATIVE X, TOKYO	FINALIST
DE15/012	HOME SWEET HOME EP. 2	TOURISM AUTHORITY OF THAILAND X YGGDRAZIL	OGILVY GROUP THAILAND, BANGKOK	OGILVY GROUP THAILAND, BANGKOK	FINALIST

CATEGORY DE16: EXHIBITIONS, EVENTS & PUBLIC ENVIRONMENT

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DE16/002	POKÉMON WONDER	POKÉMON	SIX INC., TOKYO	SIX INC., TOKYO	FINALIST
DE16/006	SANGSOM BAAN FULLMOON	SANGSOM / THAI BEVERAGE CO., LTD.	SOUR BANGKOK, BANGKOK	THE SOUR BANGKOK CO., LTD., BANGKOK	FINALIST
DE16/007	MADE FROM MELBOURNE	MADE FROM MELBOURNE	SAATCHI & SAATCHI AUSTRALIA, MELBOURNE	SAATCHI & SAATCHI AUSTRALIA, MELBOURNE	FINALIST

CATEGORY DE17: INTEGRATED DESIGN CAMPAIGN

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DE17/003	TOKYO 2020 LOOK OF THE GAMES	TOKYO 2020 OLYMPIC AND PARALYMPIC GAMES	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST
DE17/005	DISEASE DILEMMAS	GARVAN INSTITUTE OF MEDICAL RESEARCH	BWM ISOBAR, SYDNEY	BWM ISOBAR, SYDNEY	FINALIST

CATEGORY DE18: RESILIENCE THROUGH CREATIVITY

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DE18/005	30SOAP	POCKET SOAP	TBWA\HAKUHODO INC., TOKYO	TBWA\HAKUHODO INC., TOKYO	FINALIST
DE18/006	HI TOILET	THE TOKYO TOILET	TBWA\HAKUHODO INC., TOKYO	TBWA\HAKUHODO INC., TOKYO	FINALIST