

DIGITAL CRAFT LOTUS

FINALIST LIST  
ADFEST 2022

### DESIGN SUB-CATEGORIES

#### CATEGORY CD01: USER INTERFACE (UI)

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
CD01/001	SLOW ROAD	SLOW ROAD	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	FINALIST
CD01/003	LIONS GOOD NEWS 2020	NIKKEI INC.	PR CONSULTING DENTSU INC., TOKYO/ DENTSU INC., TOKYO	PR CONSULTING DENTSU INC., TOKYO	FINALIST

#### CATEGORY CD02: VIDEO/MOVING IMAGE

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
CD02/002	ADO / YORU NO PIERROT (TEDDYLOID REMIX)	ADO	ENJIN TOKYO, TOKYO	ENJIN TOKYO, TOKYO	FINALIST
CD02/003	YAKUSHIMA TREASURE ANOTHER LIVE FROM YAKUSHIMA	YAKUSHIMA TREASURE	N/A	DENTSU CREATIVE X, TOKYO	FINALIST

#### CATEGORY CD04: DIGITAL IMAGE DESIGN

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
CD04/002	PRAY TO THE GREAT BUDDHA	AMAZARASHI	SIX INC., TOKYO	SIX INC., TOKYO	FINALIST
CD04/003	LIONS GOOD NEWS 2020	NIKKEI INC.	PR CONSULTING DENTSU INC., TOKYO/ DENTSU INC., TOKYO	PR CONSULTING DENTSU INC., TOKYO	FINALIST

#### CATEGORY CD06: OVERALL AESTHETIC DESIGN

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
CD06/002	LIONS GOOD NEWS 2020	NIKKEI INC.	PR CONSULTING DENTSU INC., TOKYO/ DENTSU INC., TOKYO	PR CONSULTING DENTSU INC., TOKYO	FINALIST

### FUNCTION SUB-CATEGORIES

#### CATEGORY CD07: UX & JOURNEY DESIGN

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
CD07/001	SLOW ROAD	SLOW ROAD	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	FINALIST
CD07/003	LIONS GOOD NEWS 2020	NIKKEI INC.	PR CONSULTING DENTSU INC., TOKYO/ DENTSU INC., TOKYO	PR CONSULTING DENTSU INC., TOKYO	FINALIST

**CATEGORY CD09: EXPERIENCE DESIGN: MULTI PLATFORM**

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
CD09/002	LITTLE BIG E-MOTION	HYUNDAI MOTOR GROUP	INNOCEAN WORLDWIDE, SEOUL	INNOCEAN WORLDWIDE, SEOUL	FINALIST

**CATEGORY CD10: OVERALL FUNCTIONAL DESIGN**

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
CD10/002	LIONS GOOD NEWS 2020	NIKKEI INC.	PR CONSULTING DENTSU INC., TOKYO/ DENTSU INC., TOKYO	PR CONSULTING DENTSU INC., TOKYO	FINALIST

**TECHNOLOGY SUB-CATEGORY****CATEGORY CD11: INNOVATIVE USE OF TECHNOLOGY**

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
CD11/001	CAMOUFLAGE AGAINST THE MACHINES	UNLABELED, NEXUSVII.	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST

**DATA SUB-CATEGORY****CATEGORY CD12: USE OF DATA**

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
CD12/001	CARBON THUMBPRINT	BELONG	DELOITTE DIGITAL AUSTRALIA, MELBOURNE	DELOITTE DIGITAL AUSTRALIA, MELBOURNE	FINALIST

**OTHER SUB-CATEGORY****CATEGORY CD13: RESILIENCE THROUGH CREATIVITY**

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
CD13/003	YAKUSHIMA TREASURE ANOTHER LIVE FROM YAKUSHIMA	YAKUSHIMA TREASURE	N/A	DENTSU CREATIVE X, TOKYO	FINALIST