

PRESS LOTUS

FINALIST LIST
ADFEST 2022

CATEGORY P01: FOOD & BEVERAGES

| CODE | TITLE | BRAND | AGENCY | COMPANY ENTERING | AWARDS |
|---------|----------------|-------------|------------------|------------------|----------|
| P01/001 | CLAW MACHINE | CHUPA CHUPS | CHEIL, HONG KONG | CHEIL, HONG KONG | FINALIST |
| P01/002 | RACING CAR | CHUPA CHUPS | CHEIL, HONG KONG | CHEIL, HONG KONG | FINALIST |
| P01/003 | STREET FIGHTER | CHUPA CHUPS | CHEIL, HONG KONG | CHEIL, HONG KONG | FINALIST |

CATEGORY P11: COMMUNICATION MEDIA & PUBLICATIONS

| CODE | TITLE | BRAND | AGENCY | COMPANY ENTERING | AWARDS |
|---------|----------------------------------|---------------------|--------------------|--------------------|----------|
| P11/001 | 13865 BLACK DOTS AND 2 RED DOTS. | NAGASAKI SHIMBUNSHA | DENTSU INC., TOKYO | DENTSU INC., TOKYO | FINALIST |

CATEGORY P16: USE OF PRINT

| CODE | TITLE | BRAND | AGENCY | COMPANY ENTERING | AWARDS |
|---------|-----------------------------------|---------------|--------------------|--------------------|----------|
| P16/001 | BUILD A RAINBOW. AGAIN AND AGAIN. | L'ARC~EN~CIEL | DENTSU INC., TOKYO | DENTSU INC., TOKYO | FINALIST |

CATEGORY P17: RESILIENCE THROUGH CREATIVITY

| CODE | TITLE | BRAND | AGENCY | COMPANY ENTERING | AWARDS |
|---------|-----------------------------------|---------------|--------------------|--------------------|----------|
| P17/001 | BUILD A RAINBOW. AGAIN AND AGAIN. | L'ARC~EN~CIEL | DENTSU INC., TOKYO | DENTSU INC., TOKYO | FINALIST |