



**ENTRIES
LIST**

DESIGN LOTUS

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DE01: New Brand Identity

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DE01/001	KOKURITSU PATTERN: UNIQUE VISUAL ASSETS BASED ON JAPAN NATIONAL STADIUM	JAPAN NATIONAL STADIUM	DENTSU INC.	TOKYO
DE01/002	MUSEUM OF CHINESE IN AUSTRALIA (MOCA)	MUSEUM OF CHINESE IN AUSTRALIA (MOCA)	R/GA	MELBOURNE
DE01/003	MIKAN SHIMOKITA	MIKAN SHIMOKITA	KONEL INC.	TOKYO

DE03: Product Design: Consumer Products

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DE03/001	INCENSE OF MEMORIES	INCENSE OF MEMORIES	WUNDERMAN THOMPSON TOKYO	TOKYO
DE03/002	TERRA SPOONER	TERRA	CHAI COMMUNICATION	SEOUL
DE03/003	HEINEKEN STAR BBQ	HEINEKEN LAO BREWERY	WUNDERMAN THOMPSON THAILAND	BANGKOK
DE03/004	TWISTIES KAYA BUTTER EVERYTHING	TWISTIES	STAR REACHER ADVERTISING SDN BHD	KUALA LUMPUR
DE03/005	TASTY FOOD CAMOUFLAGE	ABC COOKING STUDIO	DENTSU CREATIVE CHINA	SHANGHAI

DE04: Product Design: Innovative & Sustainable Design

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DE04/001	ANTI-HATE KEYBOARD	ESPORTS NEWS CHANNEL	INNOCEAN INDONESIA	JAKARTA
DE04/002	HYDROGEN GARBAGE TRUCK	HYUNDAI MOTOR GROUP	INNOCEAN	SEOUL
DE04/003	SOLAR BEEHIVE	HANWHA	INNOCEAN	SEOUL
DE04/004	DOT PAD. THE FIRST SMART TACTILE GRAPHICS DISPLAY.	DOT	SERVICEPLAN KOREA	SEOUL
DE04/005	THE KILLER PACK	MAXX FLASH	VMLY&R	MUMBAI
DE04/006	THE EVERLASTING OLYMPIC WINTER GAMES FLOWERS	HENGYUANXIANG	SHANGHAI XIA YI CULTURE COMMUNICATION CO. LTD.	SHANGHAI
DE04/007	EASY TO WEAR, JUST FOR YOU.	KIYASUKU	HAKUHODO INC.	TOKYO
DE04/008	PROJECT RE-DEW	MOUNTAIN DEW	BBDO GUERRERO	MANILA
DE04/009	DECARBO SCORE BY EARTH HACKS	EARTH HACKS	SIGNING LTD.	TOKYO

DE05: Packaging Design

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DE05/001	SEXUALLY RELIGIOUS	ONETOUCH	YELL ADVERTISING	BANGKOK
DE05/002	TATA TEA GOLD FESTIVE PACKS	TATA TEA GOLD	TREE DESIGN PRIVATE LIMITED	NEW DELHI
DE05/003	64-CAN DESIGNS - "VIETNAMESE IDENTITIES" COLLECTION FOR LUNAR NEW YEAR 2022	BIA SAIGON	OGILVY VIETNAM	HO CHI MINH CITY
DE05/004	64-CAN DESIGNS - "63IS1" COLLECTION FOR LUNAR NEW YEAR 2023	BIA SAIGON	OGILVY VIETNAM	HO CHI MINH CITY
DE05/005	SOFTEX FOR MEN	SOFTEX	ROMP.	JAKARTA
DE05/006	THE KILLER PACK	MAXX FLASH	VMLY&R	MUMBAI
DE05/007	DREAM AGAIN	BUDWEISER	LR SEOUL	SEOUL
DE05/008	TIGER BEER - WHEN TWO GIANTS MEET	TIGER BEER	LE PUB APAC	SINGAPORE
DE05/009	NEWS MEDIA ON PRODUCT PACKAGES	JONETZ	HAKUHODO INC.	TOKYO
DE05/010	COCKTAIL FATE	COCKTAIL	GMM GRAMMY PUBLIC COMPANY LIMITED	BANGKOK

DE06: Brand Collateral & Publications

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DE06/001	A SILENT FROWN	CHARLIE CHAPLIN FOUNDATION	DDB MUDRA GROUP	MUMBAI
DE06/002	LOOK OF THE GAMES TOKYO 2020	TOKYO 2020 OLYMPIC AND PARALYMPIC GAMES	DENTSU INC.	TOKYO
DE06/003	KFC FRIED CHICKEN BIB	KFC	DENTSU CREATIVE TAIWAN	TAIPEI
DE06/004	FOLLOW THE UNIVERSE	BITISHUNTER	DENTSU CREATIVE VIETNAM	HO CHI MINH CITY
DE06/005	TATA TEA GOLD TEA TABLE BOOK	TATA TEA GOLD	TREE DESIGN PRIVATE LIMITED	NEW DELHI
DE06/006	ENDLESS APPETITE	THE HOSHI AWARDS	DENTSU INC.	TOKYO
DE06/007	THE BEDTIME BROCHURE	NORA BY AREEYA PROPERTY	RABBIT'S TALE	BANGKOK
DE06/008	LAY'S FINGER WASHING MACHINE	LAY'S	LEO BURNETT TAIWAN	TAIPEI

DE07: Poster

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DE07/001	SPREAD THE WISDOM	FUJITA HEALTH UNIVERSITY	DENTSU INC.	TOKYO
DE07/002	SAVE GUNKANJIMA PROJECT	GUNKANJIMA DIGITAL MUSEUM	DENTSU INC.	TOKYO
DE07/003	A LONG TUNNEL OF 3 YEARS OF HARDSHIP	THE 106TH KANAZAWA HIGH SCHOOL SUMO TOURNAMENT	DENTSU INC.	TOKYO
DE07/004	MUSIC OF LIFE	THE JAPAN PHILHARMONIC ORCHESTRA	TBWAHAKUHODO INC.	TOKYO
DE07/005	VIETNAM RISING	BITISHUNTER	DENTSU CREATIVE VIETNAM	HO CHI MINH CITY
DE07/006	D&AD EXHIBITION IN TAIWAN POSTER	TAIWAN TECH	KEN-TSAI LEE DESIGN LAB	TAICHUNG
DE07/007	THE EIGHT-POINTED STAR THAT CROSSES LOVE	BURBERRY	W	SHANGHAI
DE07/008	BEAUTIFUL MUTATIONS	D&AD 2021 EXHIBITION IN JAPAN	DENTSU INC.	TOKYO
DE07/009	GREAT KEEPERS	THE AD MUSEUM TOKYO	DENTSU INC.	TOKYO
DE07/010	7-ELEVEN MINUTES LATE	7-ELEVEN	MULLENLOWE TREYNA	MANILA
DE07/011	MCDONALD'S RIDE THRU SHADOWS	MCDONALD'S RIDE THRU	TBWASANTIAGO MANGADA PUNO	MANILA
DE07/012	ESCAPE BORDERLAND	NETFLIX	GIGIL	MANILA
DE07/013	HERE COMES INTER-HIGH. 30SPORTS × 30SPOTS	POCARI SWEAT	HAKUHODO INC.	TOKYO
DE07/014	PRIVACY ON THE LINE	BOSCH	BBDO CHINA	SHANGHAI
DE07/015	THE STEEL OF OMAN	JINDAL STEEL	WIEDEN+KENNEDY	DELHI
DE07/016	YES WE CANINE	REGIONAL ADOPTION ELECTIONS	CHEIL WORLDWIDE	SEOUL

DE09: Illustration

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DE09/001	A SILENT FROWN	CHARLIE CHAPLIN FOUNDATION	DDB MUDRA GROUP	MUMBAI
DE09/002	FINANCIAL FEARS	PT BANK DANAMON INDONESIA TBK	LUP JAKARTA	JAKARTA
DE09/003	PROTECTION BEYOND IMAGINATION	P&G HONG KONG WHISPER	GREY ADVERTISING HONG KONG LIMITED	HONG KONG
DE09/004	RAKUTEN ILLUSTRATION SYSTEM	RAKUTEN DESIGN LAB (RAKUTEN GROUP, INC.)	RAKUTEN GROUP INC	TOKYO
DE09/005	BEAUTIFUL MUTATIONS	D&AD 2021 EXHIBITION IN JAPAN	DENTSU INC.	TOKYO

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DE09/006	YOUR SCHOOL TALES ARE BACK TO HAUNT YOU.	NETFLIX	GOODSTUPH	BANGKOK
DE09/007	TIGER BEER - WHEN TWO GIANTS MEET	TIGER BEER	LE PUB APAC	SINGAPORE
DE09/008	BREAK THE MYTH	EMMA BY AXA	PUBLICIS GROUPE HONG KONG	HONG KONG
DE09/009	MULTIVERSE OF MADNESS WITH LOCAL WISDOM	DISNEY+ HOTSTAR INDONESIA	ALVA	JAKARTA

DE10: Self-Promotion

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DE10/001	MONEY PERFUME	DAOL DIGITAL BANK FI	INNOCEAN	SEOUL
DE10/002	RE-BRAILLE	MEDIFOAM	DIN	SEOUL
DE10/003	RAKUTEN ILLUSTRATION SYSTEM	RAKUTEN DESIGN LAB (RAKUTEN GROUP, INC.)	RAKUTEN GROUP INC	TOKYO
DE10/004	LA MONTÉE CHAMPAGNE	DENTSU AOTEAROA	DENTSU AOTEAROA	AUCKLAND
DE10/005	TRUE WAKE UP COFFEE	NELL	MUKEI INC	TOKYO

DE11: Point of Sale: Small Scale

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DE11/001	JENIUS	JENIUS CREDIT CARD	FUTURE CREATIVE NETWORK	JAKARTA
DE11/002	THE LOTTO MOVIE POSTERS	NETFLIX	CJ WORX	BANGKOK
DE11/003	MININGFUL MUSEUM	KLEENEX MINI	HAVAS HONG KONG	HONG KONG
DE11/004	THE HAPPINESS ASSEMBLY	NORA BY AREEYA PROPERTY	RABBIT'S TALE	BANGKOK

DE12: Point of Sale: Large Scale

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DE12/001	SEANACK	SEANACK	CHEIL WORLDWIDE	SEOUL

DE13: Motion Design

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DE13/001	ENDLESS A	OPPO A SERIES	GUANGDONG OPPO MOBILE TELECOMMUNICATIONS CORP.,LTD.	DONGGUAN
DE13/002	WHAT COLOR FOR TOMORROW	HANWHA	INNOCEAN	SEOUL
DE13/003	BAR MULTIBOOK	MULTIBOOK	NAGAIHOSHI CO.,LTD.	TOKYO
DE13/004	BAEMIN X NEOGURI COLLABORATION	BAEMIN	HS AD	SEOUL
DE13/005	BAEMIN BMART	BAEMIN	HS AD	SEOUL
DE13/006	THE EIGHT-POINTED STAR THAT CROSSES LOVE	BURBERRY	W	SHANGHAI
DE13/007	LITTLE CUP'S DIARY	LUZHOU OLD CELLAR	W	SHANGHAI
DE13/008	A CAR ADVERTISEMENT WITHOUT A REAL CAR- IM WHAT I AM	IM MOTORS	W	SHANGHAI
DE13/009	GREAT KEEPERS	THE AD MUSEUM TOKYO	DENTSU INC.	TOKYO
DE13/010	CREATIVE NAP CURRY MV	SLEEP NETWORK HUB ZAKONE	MCCANN TOKYO	TOKYO
DE13/011	WALK,WALK,	DENTSU ADVERTISING AWARDS 75TH ANNIVERSARY	DENTSU INC.	TOKYO
DE13/012	BMW: NOTHING BUT SHEER JOY	BMW	TBWACHINA	SHANGHAI
DE13/013	THANKS FACTORY -WINTER-	MAKER'S MARK	SIX INC.	TOKYO

DE14: Exhibitions, Events & Public Environment

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DE14/001	THE BLOOM	BEIJING 2022 WINTER PARALYMPICS OPENING CEREMONY	THE NINE SHANGHAI	SHANGHAI
DE14/002	THE PEOPLE'S GALLERY	NATIONAL GALLERY SINGAPORE	MULLENLOWE SINGAPORE	SINGAPORE
DE14/003	SEE YOUR BREATH	VISUALIZING BREATH FOR REHABILITATION	DENTSU INC.	TOKYO
DE14/004	SAVE GUNKANJIMA PROJECT	GUNKANJIMA DIGITAL MUSEUM	DENTSU INC.	TOKYO
DE14/005	G20 BAMBOO DOME	2022 G20 BALI SUMMIT	CELSIUS CREATIVE LAB	JAKARTA
DE14/006	SANGSOM BAR	SANGSOM	THE SOUR BANGKOK CO., LTD.	BANGKOK
DE14/007	BRIDGERTON IN MANILA	NETFLIX	GIGIL	MANILA

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DE14/008	THE MODEL CITY 1:1 SCALE	SHIZUOKA CITY	DEA INC.	TOKYO
DE14/009	DIGITAL SHOW WINDOW	SAMSUNG AVENUE IN CES 2022	CHEIL WORLDWIDE	SEOUL
DE14/010	HERE IS SG	SINGAPORE TOURISM BOARD	TBWA SINGAPORE PTE LTD	SINGAPORE

DE15: Digital & Interactive Design

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DE15/001	KUBOTA FUTURE CUBE	KUBOTA CORPORATION	DENTSU INC.	OSAKA
DE15/002	BEAUTY DIG-TIONARY	UNLICS	DENTSU INC.	TOKYO
DE15/003	CHIPSMORE X MONOPOLY METAPOLY	CHIPSMORE	STAR REACHER ADVERTISING SDN BHD	KUALA LUMPUR
DE15/004	ALTER EGO	ALTER EGO	MCCANN TOKYO	TOKYO
DE15/005	VOICE WATCH	TOYOTA MOBILITY FOUNDATION	DENTSU INC.	TOKYO
DE15/006	THE BROKEN HOME	SAMMAKORN	CHOOJAI KA KALAYANAMITR CO.,LTD.	BANGKOK
DE15/007	SUNTORY TENNENSUI ENDLESS DAWN	SUNTORY TENNENSUI	DENTSU CREATIVE X INC.	TOKYO
DE15/008	LAY'S FORTUNE TELLING CHIPS	LAY'S TAIWAN	LEO BURNETT TAIWAN	TAIPEI
DE15/009	DONATION WALLPAPER	MCDONALD'S	LEO BURNETT TAIWAN	TAIPEI

DE16: Social Related Design ***NEW

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DE16/001	PINKY BAG FOR TAKE-BACK	DONGGUK PHARM.	DAEHONG COMMUNICATIONS	SEOUL
DE16/002	BREAK THE MYTH	EMMA BY AXA	PUBLICIS GROUPE HONG KONG	HONG KONG

DE17: Innovative Design ***NEW

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DE17/001	A SILENT FROWN	CHARLIE CHAPLIN FOUNDATION	DDB MUDRA GROUP	MUMBAI
DE17/002	GOLDEN WISDOM	RHB PREMIER	FCB SDN BHD	KUALA LUMPUR
DE17/003	HYDROGEN GARBAGE TRUCK	HYUNDAI MOTOR GROUP	INNOCEAN	SEOUL

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DE17/004	SOLAR BEEHIVE	HANWHA	INNOCEAN	SEOUL
DE17/005	RAKUTEN ILLUSTRATION SYSTEM	RAKUTEN DESIGN LAB (RAKUTEN GROUP, INC.)	RAKUTEN GROUP INC	TOKYO
DE17/006	THE BEAUTIFUL DISORDERS	TIKTOK INDONESIA	HAKUHODO INTERNATIONAL INDONESIA	JAKARTA
DE17/007	KATII	PLAN B MEDIA	THE SOUR BANGKOK CO., LTD.	BANGKOK
DE17/008	THE BLOOM	BEIJING 2022 WINTER PARALYMPICS OPENING CEREMONY	THE NINE SHANGHAI	SHANGHAI
DE17/009	GALAXY BOOK ART PROJECT	GALAXY BOOK	CHEIL WORLDWIDE	SEOUL
DE17/010	THE SUSTAINABLE ALCHEMY	KOGEI NEXT	DENTSU INC.	OSAKA

DE18: Integrated Design Campaign

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DE18/001	WALK,WALK,	DENTSU ADVERTISING AWARDS 75TH ANNIVERSARY	DENTSU INC.	TOKYO
DE18/002	MONEY PERFUME	DAOL DIGITAL BANK FI	INNOCEAN	SEOUL
DE18/003	BIA SAIGON EMBRACES REGIONAL PRIDE AS NEW NATIONAL PRIDE	BIA SAIGON	OGILVY VIETNAM	HO CHI MINH CITY
DE18/004	ENDLESS APPETITE	THE HOSHI AWARDS	DENTSU INC.	TOKYO
DE18/005	THE MODEL CITY 1:1 SCALE	SHIZUOKA CITY	DEA INC.	TOKYO

DE19: Resilience Through Creativity

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DE19/001	A SILENT FROWN	CHARLIE CHAPLIN FOUNDATION	DDB MUDRA GROUP	MUMBAI
DE19/002	RE-BRAILLE	MEDIFOAM	DIN	SEOUL
DE19/003	FLAGS OF GENEROSITY	CADBURY DAIRY MILK	OGILVY MALAYSIA	KUALA LUMPUR
DE19/004	PINKY BAG FOR TAKE-BACK	DONGGUK PHARM.	DAEHONG COMMUNICATIONS	SEOUL

LRDE: Lotus Roots

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
LRDE/001	GOLDEN WISDOM	RHB PREMIER	FCB SDN BHD	KUALA LUMPUR
LRDE/002	TATA TEA GOLD FESTIVE PACKS	TATA TEA GOLD	TREE DESIGN PRIVATE LIMITED	NEW DELHI
LRDE/003	TATA TEA GOLD TEA BOOK	TATA TEA GOLD	TREE DESIGN PRIVATE LIMITED	NEW DELHI
LRDE/004	INCENSE OF MEMORIES	INCENSE OF MEMORIES	WUNDERMAN THOMPSON TOKYO	TOKYO
LRDE/005	BIA SAIGON EMBRACES REGIONAL PRIDE AS NEW NATIONAL PRIDE	BIA SAIGON	OGILVY VIETNAM	HO CHI MINH CITY
LRDE/006	G20 BAMBOO DOME	2022 G20 BALI SUMMIT	CELSIUS CREATIVE LAB	JAKARTA
LRDE/007	PERIOD COMB	UNITED WAY DELHI	MCCANN WORLDGROUP INDIA	MUMBAI
LRDE/008	FLAGS OF GENEROSITY	CADBURY DAIRY MILK	OGILVY MALAYSIA	KUALA LUMPUR
LRDE/009	MERDEKA UNSEEN TEXTBOOKS	CADBURY DAIRY MILK	OGILVY MALAYSIA	KUALA LUMPUR
LRDE/010	BREAK THE MYTH	EMMA BY AXA	PUBLICIS GROUPE HONG KONG	HONG KONG

AS OF 1 MAR 2023