



**ENTRIES
LIST**

DIGITAL & SOCIAL LOTUS

WEBSITE

DI01: Website

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DI01/001	SND : CRAFTED UI SOUND ASSETS FOR UX DEVELOPERS	SND : CRAFTED UI SOUND ASSETS FOR UX DEVELOPERS	DENTSU INC.	TOKYO
DI01/002	MESSAGE FROM TOMORROW	LINE WEBTOON	GOODSTUPH	BANGKOK
DI01/003	ROOKIE INVESTOR LEAGUE GAME	CMDF	CHOOJAI KA KALAYANAMITR CO.,LTD.	BANGKOK
DI01/004	SUNTORY TENNENSUI ENDLESS DAWN	SUNTORY TENNENSUI	DENTSU CREATIVE X INC.	TOKYO

FILM & SERIES

DI02: Social Film

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DI02/001	THE SOURCE OF THE ODOR	ARIEL GEL BALL 4D	DENTSU INC.	TOKYO
DI02/002	IFLYTEK OLYMPICS WINTER GAMES MICRO-FILM "MOM IS THE CHAMPION"	IFLYTEK TRANSLATOR	HYLINK DIGITAL SOLUTIONS CO., LTD.	BEIJING
DI02/003	INI STYLE KITA	TIKTOK	CHARIOT AGENCY	KUALA LUMPUR
DI02/004	FACE THE FACT	BABITALK	INNORED	SEOUL
DI02/005	NEVER MISS A THING	TOPS CLUB	VMLY&R THAILAND	BANGKOK
DI02/006	UMMM..	BOONTHAVORN	VMLY&R THAILAND	BANGKOK
DI02/007	THE UNDERRATED GIFTS	TOPS	VMLY&R THAILAND	BANGKOK
DI02/008	VOLVO CARS: REBORN	VOLVO CARS	LONGWISE	SHANGHAI
DI02/009	FIVE STAR : QUALITY TIME,AGAIN	FIVE STAR CHICKEN	RABBIT'S TALE	BANGKOK
DI02/010	METAVERRRRRRRR	KRUNGSRI FIRST CHOICE	THE LEO BURNETT GROUP THAILAND	BANGKOK
DI02/011	BMW: NOTHING BUT SHEER JOY	BMW	TBWACHINA	SHANGHAI
DI02/012	EATQUAL	MCDONALD'S	DDB MUDRA GROUP	MUMBAI
DI02/013	LOVE YOUR GUT	DUTCHIE	OGILVY & MATHER A BRANCH OFFICE OF WPP (THAILAND) LTD.	BANGKOK

DI03: Social Film Series

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DI03/001	FEEL THE RHYTHM OF KOREA WITH BTS	KOREA TOURISM ORGANIZATION	HS AD	SEOUL
DI03/002	AMY	INNOCENT	MCCANN WORLDGROUP SHANGHAI	SHANGHAI

DI04: Interactive Film

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DI04/001	YORU NO PIERROT #ADOART PROJECT	ADO	ENJIN TOKYO	TOKYO

SOCIAL ***NEW

DI05: Community Engagement & Management

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DI05/001	CITY HALL OF LOVE	CLOSEUP	MULLENLOWE SINGAPORE	SINGAPORE
DI05/002	THE UNOFFICIAL LAUNCH	ADIDAS JAPAN K.K.	TBWAHAKUHODO INC.	TOKYO
DI05/003	SWENSEN'S APRIL FOOLS' DAY	SWENSEN'S	DENTSU CREATIVE THAILAND	BANGKOK
DI05/004	FUMI HAUSU, FARMHOUSE'S VTUBER	FARMHOUSE	FAR EAST FAME LINE DDB	BANGKOK
DI05/005	DEAR FAMOUS MASCOTS	ON THE TABLE	THE SOUR BANGKOK CO., LTD.	BANGKOK
DI05/006	KFC RE:STORE	KFC	DENTSU CREATIVE CHINA	SHANGHAI
DI05/007	THE FOCUS CHALLENGE	DENTYNE	THE LEO BURNETT GROUP THAILAND	BANGKOK
DI05/008	NEW LEGENDS ARE BORN	BLOODLINE: HEROES OF LITHAS	BBH CHINA	SHANGHAI

DI06: Real-time Response

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DI06/001	CHECKING FOR CHICKEN	KFC THAILAND	CJ WORX	BANGKOK
DI06/002	SANGSOM AUCTION LOW PRICE	SANGSOM	THE SOUR BANGKOK CO., LTD.	BANGKOK
DI06/003	BANGKOK EATLECTION	BAR B Q PLAZA	ADAPTER DIGITAL AGENCY	BANGKOK

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DI06/004	KFC UNHAPPY MEAL	KFC	DENTSU CREATIVE CHINA	SHANGHAI
DI06/005	BOTHARD	MTV INDIA	DDB MUDRA GROUP	MUMBAI
DI06/006	NEW LEGENDS ARE BORN	BLOODLINE: HEROES OF LITHAS	BBH CHINA	SHANGHAI

DI07: Use of Data

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DI07/001	CODENAME: SULLIVAN+	SK TELECOM	SERVICEPLAN KOREA	SEOUL
DI07/002	PAVE IT FORWARD	INFINITI	BEACON COMMUNICATIONS K.K.	TOKYO
DI07/003	HEINEKEN PLAYLIST REFRESHER	HEINEKEN	STAR REACHER ADVERTISING SDN BHD	KUALA LUMPUR
DI07/004	LET'S SHARE AND SAVE! #SPAMEMAILEXHIBITION	NTT DOCOMO	D2C ID. INC	TOKYO

DI08: Brand Storytelling

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DI08/001	SAVE THE KING/FRENCH FRIES SOS	BURGER KING	THE PRODUCE LTD.	TOKYO
DI08/002	THE TRUTH	CAR HERO	AUDACITY CO.,LTD. (HEAD OFFICE)	SAMUT PRAKARN
DI08/003	SEE EQUAL #SHARETHELOAD	ARIEL	BBDO INDIA	MUMBAI
DI08/004	FIVE STAR : QUALITY TIME,AGAIN	FIVE STAR CHICKEN	RABBIT'S TALE	BANGKOK
DI08/005	BMW: NOTHING BUT SHEER JOY	BMW	TBWACHINA	SHANGHAI

DI09: Use of Technology

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DI09/001	DO-DO-DO JUMP	SHUEISHA INC.	DENTSU INC.	TOKYO
DI09/002	CITY HALL OF LOVE	CLOSEUP	MULLENLOWE SINGAPORE	SINGAPORE
DI09/003	META PRIDE WALKWAY	META	PROPEL MANILA 360, INC.	MANILA
DI09/004	COCA-COLA SOUL BLAST X BLEACH	COCA COLA	ALT.VFX	BRISBANE
DI09/005	PM FIGHTER	RIVALRY	ALT.VFX	BRISBANE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DI09/006	JUKE "MUSIC IN A CAN"	HEINEKEN	LEO BURNETT	HO CHI MINH CITY
DI09/007	BOTHARD	MTV INDIA	DDB MUDRA GROUP	MUMBAI
DI09/008	LAY'S FORTUNE TELLING CHIPS	LAY'S TAIWAN	LEO BURNETT TAIWAN	TAIPEI

DI10: Use of Influencer

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DI10/001	SUPER COMEDY GRAND PRIX	MINASAMANO OSUMITSUKI	ENJIN TOKYO	TOKYO
DI10/002	THE UNOFFICIAL LAUNCH	ADIDAS JAPAN K.K.	TBWAHAKUHODO INC.	TOKYO
DI10/003	#CIMARESTORE	NISSAN MOTOR CO., LTD.	TBWAHAKUHODO INC.	TOKYO
DI10/004	INI STYLE KITA	TIKTOK	CHARIOT AGENCY	KUALA LUMPUR
DI10/005	DIPPING SAUCE: THE NEW REVERSE PSYCHOLOGY	PROSPECT HOSPITALITY DEVELOPMENTAL LICENSEE OF MCDONALD'S	HUMANOID SOCIAL MEDIA CONSULTING LTD.	TAIPEI
DI10/006	FREE SUPERSTAR ENDORSERS	LINE SHOPPING	VMLY&R THAILAND	BANGKOK
DI10/007	RECHARGED HAIR RECHARGED ME	PANTENE	DENTSU CREATIVE	JAKARTA
DI10/008	THE BEAUTIFUL DISORDERS	TIKTOK INDONESIA	HAKUHODO DIGITAL INDONESIA	JAKARTA
DI10/009	KATII	PLAN B MEDIA	THE SOUR BANGKOK CO., LTD.	BANGKOK
DI10/010	HOPSTER X KKTOWN : HOPSTER RELAX FEST	HOPSTER	DATA FIRST	BANGKOK
DI10/011	I'MJACKBUTNOT JACK RYAN	PRIME VIDEO	ADAPTER DIGITAL AGENCY	BANGKOK
DI10/012	#SONGGRAND : ONLINE SONGKRAN FESTIVAL	TIKTOK SONGKRAN FESTIVAL CAMPAIGN	GREYNJ UNITED	BANGKOK
DI10/013	GALING DITO (GREAT TALENT IS HERE)	DITO TELECOMMUNITY	TBWASANTIAGO MANGADA PUNO	MANILA
DI10/014	UNBRANDED MENU	MCDONALD'S	LEO BURNETT GROUP MANILA	MANILA
DI10/015	FIVE STAR : QUALITY TIME,AGAIN	FIVE STAR CHICKEN	RABBIT'S TALE	BANGKOK
DI10/016	#BRINGBACK2011	OREO INDIA	MONDELEZ INTERNATIONAL FOODS PVT LTD	MUMBAI
DI10/017	SING IT RIGHT WITH SPOTIFY LYRICS	SPOTIFY	TBWA SINGAPORE PTE LTD	SINGAPORE
DI10/018	NEW LEGENDS ARE BORN	BLOODLINE: HEROES OF LITHAS	BBH CHINA	SHANGHAI

DI11: User Generated Content

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DI11/001	YORU NO PIERROT #ADOART PROJECT	ADO	ENJIN TOKYO	TOKYO
DI11/002	PASTA BISA	LA FONTE	POPCULT GROUP	JAKARTA
DI11/003	#SONGGRAND : ONLINE SONGKRAN FESTIVAL	TIKTOK SONGKRAN FESTIVAL CAMPAIGN	GREYNJ UNITED	BANGKOK
DI11/004	UNBRANDED MENU	MCDONALD'S	LEO BURNETT GROUP MANILA	MANILA
DI11/005	USER GENERATED ACTION SCENES	THE GRAY MAN	BBDO BANGKOK LIMITED	BANGKOK
DI11/006	KUF-E: WORLD'S FIRST KUFI ART GENERATOR	TM	GEOMETRY GLOBAL SDN BHD	KUALA LUMPUR
DI11/007	CHOWKING #GUESSWOKSCOOKING	CHOWKING	DENTSU JAYME SYFU	MANILA
DI11/008	ADIDAS NEO GYMNASTICS X JUST DANCE	ADIDAS	TBWACHINA	SHANGHAI
DI11/009	BOTHARD	MTV INDIA	DDB MUDRA GROUP	MUMBAI
DI11/010	SING IT RIGHT WITH SPOTIFY LYRICS	SPOTIFY	TBWA SINGAPORE PTE LTD	SINGAPORE
DI11/011	NEW LEGENDS ARE BORN	BLOODLINE: HEROES OF LITHAS	BBH CHINA	SHANGHAI

DI13: Content Placement

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DI13/001	PUYORINGO -GAME OF APPLE TETRIS-	AOMORI APPLE	PUYORINGO PROJECT	TOKYO
DI13/002	LAG KILLS	QUEENSLAND GOVERNMENT	PUBLICIS WORLDWIDE	BRISBANE
DI13/003	BREAKING RADIO CALISTHENICS	JBL	BBDO JAPAN	TOKYO
DI13/004	ADIDAS NEO GYMNASTICS X JUST DANCE	ADIDAS	TBWACHINA	SHANGHAI
DI13/005	LAY'S FINGER WASHING MACHINE	LAY'S	LEO BURNETT TAIWAN	TAIPEI

DI14: Social Purpose

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DI14/001	THE UNDERCOVER MONK	YOOYAK YOODAI	PRAKIT ADVERTISING COMPANY LIMITED	BANGKOK
DI14/002	CITY HALL OF LOVE	CLOSEUP	MULLENLOWE SINGAPORE	SINGAPORE
DI14/003	FACE THE FACT	BABITALK	INNORED	SEOUL

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DI14/004	CODENAME: SULLIVAN+	SK TELECOM	SERVICEPLAN KOREA	SEOUL
DI14/005	SAVE THE KING/FRENCH FRIES SOS	BURGER KING	THE PRODUCE LTD.	TOKYO
DI14/006	SEE EQUAL #SHARETHELOAD	ARIEL	BBDO INDIA	MUMBAI
DI14/007	#BEAUTYEVERAFTER	BEAUTYNESIA	I-DAC INDONESIA	JAKARTA
DI14/008	CLASSIFY CONSENT	CONSENT LABS	TBWA	SYDNEY
DI14/009	BANGKOK EATLECTION	BAR B Q PLAZA	ADAPTER DIGITAL AGENCY	BANGKOK
DI14/010	HELLO MOUSTACHE	HELLO HEALTH	HELLO HEALTH GROUP	SINGAPORE
DI14/011	THE UNREMOVABLE FILTER	JOHNSON & JOHNSON VISION	LET'S CREATE	TAIPEI

DI15: Innovative Use of Social

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DI15/001	CITY HALL OF LOVE	CLOSEUP	MULLENLOWE SINGAPORE	SINGAPORE

DI16: Integrated Digital & Social Campaign

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DI16/001	RECHARGED HAIR RECHARGED ME	PANTENE	DENTSU CREATIVE	JAKARTA
DI16/002	GRAB SHOP LIKE A COOL CUCUMBER	GRAB	FISHERMEN INTEGRATED	KUALA LUMPUR
DI16/003	TWISTIES KAYA BUTTER EVERYTHING	TWISTIES	STAR REACHER ADVERTISING SDN BHD	KUALA LUMPUR
DI16/004	#BEAUTYEVERAFTER	BEAUTYNESIA	I-DAC INDONESIA	JAKARTA
DI16/005	RETOLD WITH PRIDE	GLOBE X PRIDE@TECH	PROPEL MANILA 360, INC.	MANILA
DI16/006	CARE FOR WHAT YOU WEAR	LG ELECTRONICS	HS AD	SEOUL
DI16/007	GRAB GRANDMOTHER OF ALL SALES	GRABFOOD	FISHERMEN INTEGRATED	KUALA LUMPUR
DI16/008	VOLVO CARS: REBORN	VOLVO CARS	LONGWISE	SHANGHAI
DI16/009	JUKE "MUSIC IN A CAN"	HEINEKEN	LEO BURNETT	HO CHI MINH CITY

RESILIENCE THROUGH CREATIVITY

DI17: Resilience Through Creativity

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DI17/001	LG HEALTHY HOME SOLUTIONS CAMPAIGN	LG ELECTRONICS	HS AD	SEOUL
DI17/002	KFC UNHAPPY MEAL	KFC	DENTSU CREATIVE CHINA	SHANGHAI

LOTUS ROOTS

LRDI: Lotus Roots

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
LRDI/001	THE UNDERCOVER MONK	YOOPYAK YOODAI	PRAKIT ADVERTISING COMPANY LIMITED	BANGKOK
LRDI/002	INI STYLE KITA	TIKTOK	CHARIOT AGENCY	KUALA LUMPUR
LRDI/003	#SONGGRAND : ONLINE SONGKRAN FESTIVAL	TIKTOK SONGKRAN FESTIVAL CAMPAIGN	GREYNJ UNITED	BANGKOK
LRDI/004	GALING DITO (GREAT TALENT IS HERE)	DITO TELECOMMUNITY	TBWASANTIAGO MANGADA PUNO	MANILA
LRDI/005	GRAB GRANDMOTHER OF ALL SALES	GRABFOOD	FISHERMEN INTEGRATED	KUALA LUMPUR
LRDI/006	MULTIVERSE OF MADNESS WITH LOCAL WISDOM	DISNEY+ HOTSTAR INDONESIA	ALVA	JAKARTA