



**ENTRIES  
LIST**

**INNOVA LOTUS**

### IN01: Innovation in Creativity

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IN01/001	HYDROGEN GARBAGE TRUCK	HYUNDAI MOTOR GROUP	INNOCEAN	SEOUL
IN01/002	KFC RE:STORE	KFC	DENTSU CREATIVE CHINA	SHANGHAI
IN01/003	JUKE "MUSIC IN A CAN"	HEINEKEN	LEO BURNETT	HO CHI MINH CITY
IN01/004	BOTHARD	MTV INDIA	DDB MUDRA GROUP	MUMBAI
IN01/005	DONATION WALLPAPER	MCDONALD'S	LEO BURNETT TAIWAN	TAIPEI

### IN02: Innovation in Technology

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IN02/001	ALL PLAYERS TOOL LAB.	WITH ALS	DENTSU INC.	TOKYO
IN02/002	SOLAR BEEHIVE	HANWHA	INNOCEAN	SEOUL
IN02/003	DOT PAD. THE FIRST SMART TACTILE GRAPHICS DISPLAY.	DOT	SERVICEPLAN KOREA	SEOUL
IN02/004	HEALTHY AR STREAMERS	ZESPRI INTERNATIONAL JAPAN	DENTSU INC.	TOKYO
IN02/005	VOICE WATCH	TOYOTA MOBILITY FOUNDATION	DENTSU INC.	TOKYO
IN02/006	SUNTORY TENNENSUI ENDLESS DAWN	SUNTORY TENNENSUI	DENTSU CREATIVE X INC.	TOKYO

### IN03: Innovation in Prototype Technology

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IN03/001	ALTER EGO	ALTER EGO	MCCANN TOKYO	TOKYO
IN03/002	ME AFTER ME RUNWAY	VRC	HAKUHODO INC.	TOKYO

### IN04: Scalable Innovation \*\*\*NEW

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IN04/001	THE KILLER PACK	MAXX FLASH	VMLY&R	MUMBAI

### IN05: Sustainable Innovation \*\*\*NEW

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IN05/001	HYDROGEN GARBAGE TRUCK	HYUNDAI MOTOR GROUP	INNOCEAN	SEOUL
IN05/002	SOLAR BEEHIVE	HANWHA	INNOCEAN	SEOUL
IN05/003	TOY8 SCREENING	TOY EIGHT	MCCANN TOKYO	TOKYO
IN05/004	RESILIENCE ROAD	SUNCORP	LEO BURNETT AUSTRALIA	SYDNEY
IN05/005	DECARBO SCORE BY EARTH HACKS	EARTH HACKS	SIGNING LTD.	TOKYO

### IN06: Innovation for Humanity \*\*\*NEW

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IN06/001	HYDROGEN GARBAGE TRUCK	HYUNDAI MOTOR GROUP	INNOCEAN	SEOUL
IN06/002	THE BALLS TOWEL	NATIONAL CANCER SOCIETY MALAYSIA (NCSM)	CHARIOT AGENCY	KUALA LUMPUR
IN06/003	GREETING MILK	MAEIL DAIRIES	INNORED	SEOUL
IN06/004	MESSAGE FROM INGMA	TAKEDA THAILAND	CJ WORX	BANGKOK
IN06/005	THE BEAUTIFUL DISORDERS	TIKTOK INDONESIA	HAKUHODO INTERNATIONAL INDONESIA	JAKARTA
IN06/006	SHAGUN KA LIFAPA	UJJIVAN SMALL FINANCE BANK	MCCANN WORLDGROUP INDIA	MUMBAI
IN06/007	CLASSIFY CONSENT	CONSENT LABS	TBWA	SYDNEY
IN06/008	ALTER EGO	ALTER EGO	MCCANN TOKYO	TOKYO
IN06/009	CREATIVE NAP CURRY MV	SLEEP NETWORK HUB ZAKONE	MCCANN TOKYO	TOKYO
IN06/010	TOY8 SCREENING	TOY EIGHT	MCCANN TOKYO	TOKYO
IN06/011	EASY TO WEAR, JUST FOR YOU.	KIYASUKU	HAKUHODO INC.	TOKYO
IN06/012	SOUND MIND DAILY	MINDNATION PHILIPPINES	DENTSU JAYME SYFU	MANILA

### IN07: Innovation in Local Culture Application

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IN07/001	GREETING MILK	MAEIL DAIRIES	INNORED	SEOUL
IN07/002	ANOTHER VIBE	LG ELECTRONICS	HS AD	SEOUL
IN07/003	THE KILLER PACK	MAXX FLASH	VMLY&R	MUMBAI
IN07/004	GOD IS WATCHING	LEO BURNETT CSR	LEO BURNETT TAIWAN	TAIPEI

### IN08: Resilience Through Creativity

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
IN08/001	TOY8 SCREENING	TOY EIGHT	MCCANN TOKYO	TOKYO