



**ENTRIES  
LIST**

**PR LOTUS**

## IMPLEMENTATION

### PR01: Corporate Image & Corporate Social Responsibility

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PR01/001	QUEST FOR DYSLEXIA□	SAMSUNG	CHEIL PENGTAI BEIJING	BEIJING
PR01/002	“KAJIYUKENKYUU” -THE KAJI (“HOUSEWORK”) RESEARCH KIT -	“THE KAJI SHARE HOUSE” -HOUSEWORK SHARE HOUSE-	DENTSU INC.	OSAKA
PR01/003	WHAT COLOR FOR TOMORROW	HANWHA	INNOCEAN	SEOUL
PR01/004	HYDROGEN GARBAGE TRUCK	HYUNDAI MOTOR GROUP	INNOCEAN	SEOUL
PR01/005	SOLAR BEEHIVE	HANWHA	INNOCEAN	SEOUL
PR01/006	NAPKIN-AID SCHOLARSHIPS	ELIS	ADK CREATIVE ONE INC.	TOKYO
PR01/007	GREETING MILK	MAEIL DAIRIES	INNORED	SEOUL
PR01/008	FACE THE FACT	BABITALK	INNORED	SEOUL
PR01/009	SWOPBOX	SWOPMART	CJ WORX	BANGKOK
PR01/010	R PLATES	R PLATES	TBWA	SYDNEY
PR01/011	LET'S SHARE AND SAVE! #SPAMEMAILEXHIBITION	NTT DOCOMO	D2C ID. INC	TOKYO
PR01/012	UNEXPECTED GUEST AT WINTER OLYMPICS	KUAISHOU & MAGNETIC ENGINE	TOPIC & LOONG	BEIJING
PR01/013	SOUND OF SAFETY	WHOSCALL X VGI X BTS	THE SOUR BANGKOK CO., LTD.	BANGKOK
PR01/014	NISSAN LEAF MOBILE CHARGER	NISSAN	TBWASANTIAGO MANGADA PUNO	MANILA
PR01/015	NO MORE PET	CUCKOO	DAEHONG COMMUNICATIONS	SEOUL
PR01/016	PAVE IT FORWARD	INFINITI	BEACON COMMUNICATIONS K.K.	TOKYO
PR01/017	BUNDY MIXER	BUNDABERG RUM	LEO BURNETT AUSTRALIA	SYDNEY
PR01/018	RESILIENCE ROAD	SUNCORP	LEO BURNETT AUSTRALIA	SYDNEY
PR01/019	THE OTHER MOTHER'S DAY	JOHNSON'S	BBDO BANGKOK LIMITED	BANGKOK
PR01/020	STREETCODE	HP	EDELMAN	SYDNEY
PR01/021	ADELI	UNIPADS	VMLY&R	MUMBAI

## PR02: Public Services &amp; Cause Appeals \*\*\*NEW

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PR02/001	THE UNDERCOVER MONK	YOOPYAK YOODAI	PRAKIT ADVERTISING COMPANY LIMITED	BANGKOK
PR02/002	LEAVE WITH PRIDE	ISEE	MULLENLOWE SINGAPORE	SINGAPORE
PR02/003	PRUDENTIAL #REWRITEHERLIFE	PRUDENTIAL LIFE ASSURANCE (THAILAND) PCL	VAYNERMEDIA (THAILAND) CO., LTD. (HEAD OFFICE)	BANGKOK
PR02/004	MESSAGE FROM INGMA	TAKEDA THAILAND	CJ WORX	BANGKOK
PR02/005	CLASSIFY CONSENT	CONSENT LABS	TBWA	SYDNEY
PR02/006	PLASTIC EXCHANGE STORE	BIDYANONDO FOUNDATION	ASIATIC MARKETING COMMUNICATIONS LIMITED	DHAKA
PR02/007	KNOCK KNOCK	A SILENT EMERGENCY CALL	CHEIL WORLDWIDE	SEOUL

## PR03: Crisis Management

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PR03/001	SOLAR BEEHIVE	HANWHA	INNOCEAN	SEOUL
PR03/002	SANGSOM AUCTION LOW PRICE	SANGSOM	THE SOUR BANGKOK CO., LTD.	BANGKOK

## PR04: Use of Media Relations

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PR04/001	HELP STICKER	HELP STICKER	CHEIL WORLDWIDE	SEOUL

## PR05: Use of Guerrilla Marketing &amp; Stunts

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PR05/001	LEAVE WITH PRIDE	ISEE	MULLENLOWE SINGAPORE	SINGAPORE
PR05/002	THE EYEBALLS HEIST	NETFLIX TH	WUNDERMAN THOMPSON THAILAND	BANGKOK
PR05/003	NETFLIX MONAS HEIST	NETFLIX	GOODSTUPH	BANGKOK
PR05/004	STRESS BUYING CENTER	UNIVERSAL STUDIOS JAPAN	PR CONSULTING DENTSU INC.	TOKYO
PR05/005	TRUE WAKE UP COFFEE	NELL	MUKEI INC	TOKYO
PR05/006	THE UNHEARD BREAK	BOAT	DIGITAS INDIA	MUMBAI

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PR05/007	THE ENDLESS LOCKDOWN MENU	HOUSE FOODS	DENTSU CREATIVE CHINA	SHANGHAI
PR05/008	KFC UNHAPPY MEAL	KFC	DENTSU CREATIVE CHINA	SHANGHAI
PR05/009	#BRINGBACK2011	OREO INDIA	MONDELEZ INTERNATIONAL FOODS PVT LTD	MUMBAI
PR05/010	STREETCODE	HP	EDELMAN	SYDNEY

## PR06: Use of Events

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PR06/001	DATA-DRIVEN BESPOKE CAFE	UCC COFFEE	I&S BBDO.INC	TOKYO
PR06/002	SUPER COMEDY GRAND PRIX	MINASAMANO OSUMITSUKI	ENJIN TOKYO	TOKYO
PR06/003	PROPILOT MOP	NISSAN MOTOR CO., LTD.	TBWAHAKUHODO INC.	TOKYO
PR06/004	SMARTCARA FARM	SMARTCARA	PENTACLE	SEOUL
PR06/005	SANGSOM BAR	SANGSOM	THE SOUR BANGKOK CO., LTD.	BANGKOK
PR06/006	THE REINVENTION OF PRETTY	MERCEDES-BENZ THAILAND	BBDO BANGKOK LIMITED	BANGKOK

## PR07: Use of Talent/Celebrity

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PR07/001	THE "HATTO" SUMMIT MEETING	YELLOW HAT LTD. / PIZZA HUT JAPAN LTD. / RINGER HUT CO.,LTD.	YOMIKO ADVERTISING INC.	TOKYO
PR07/002	SUPER COMEDY GRAND PRIX	MINASAMANO OSUMITSUKI	ENJIN TOKYO	TOKYO
PR07/003	OLD TO THE NEW	OLD TO THE NEW	ENJIN TOKYO	TOKYO
PR07/004	#CIMARESTORE	NISSAN MOTOR CO., LTD.	TBWAHAKUHODO INC.	TOKYO
PR07/005	LEGENDS LIVES FOREVER	FANSI	DENTSU CREATIVE TAIWAN	TAIPEI
PR07/006	G'DAY	TOURISM AUSTRALIA	M&C SAATCHI	SYDNEY
PR07/007	I'MJACKBUTNOT JACK RYAN	PRIME VIDEO	ADAPTER DIGITAL AGENCY	BANGKOK
PR07/008	#BRINGBACK2011	OREO INDIA	MONDELEZ INTERNATIONAL FOODS PVT LTD	MUMBAI

## PR08: Sponsorship &amp; Partnership

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PR08/001	ALEXA,HELP DADDY!	AMAZON ALEXA	FACT	TOKYO
PR08/002	HYDROGEN GARBAGE TRUCK	HYUNDAI MOTOR GROUP	INNOCEAN	SEOUL
PR08/003	SOLAR BEEHIVE	HANWHA	INNOCEAN	SEOUL
PR08/004	SWOPBOX	SWOPMART	CJ WORX	BANGKOK
PR08/005	"SPONSORING OUR HEROES." PROJECT	MEIJI PROBIO YOGURT R-1 DRINK IRON SUPPLY FOR THE BODY	DENTSU INC.	TOKYO
PR08/006	PLASTIC EXCHANGE STORE	BIDYANONDO FOUNDATION	ASIATIC MARKETING COMMUNICATIONS LIMITED	DHAKA
PR08/007	BUNDY MIXER	BUNDABERG RUM	LEO BURNETT AUSTRALIA	SYDNEY

## PR09: Launch/Re-launch

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PR09/001	MONEY PERFUME	DAOL DIGITAL BANK FI	INNOCEAN	SEOUL
PR09/002	ADIDAS SUPERSTAR RAVI'S	ADIDAS	HAVAS MIDDLE EAST	DUBAI
PR09/003	THE EYEBALLS HEIST	NETFLIX TH	WUNDERMAN THOMPSON THAILAND	BANGKOK
PR09/004	"SPONSORING OUR HEROES." PROJECT	MEIJI PROBIO YOGURT R-1 DRINK IRON SUPPLY FOR THE BODY	DENTSU INC.	TOKYO
PR09/005	#BRINGBACK2011	OREO INDIA	MONDELEZ INTERNATIONAL FOODS PVT LTD	MUMBAI

## PR10: Brand Voice &amp; Strategic Storytelling

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PR10/001	KORINAI FASHION COLLECTION - FREEDOM FROM THE PAIN AND CULTURE OF KATAKORI	PIP ELEKIBAN	OZMA INC.	TOKYO
PR10/002	FACE THE FACT	BABITALK	INNORED	SEOUL
PR10/003	A SONG WITHOUT SINGING	HAITAI ICE CREAM	PENTACLE	SEOUL
PR10/004	PRUDENTIAL #REWRITEHERLIFE	PRUDENTIAL LIFE ASSURANCE (THAILAND) PCL	VAYNERMEDIA (THAILAND) CO., LTD. (HEAD OFFICE)	BANGKOK
PR10/005	THE ROAD	NIO	W	SHANGHAI

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PR10/006	"SPONSORING OUR HEROES." PROJECT	MEIJI PROBIO YOGURT R-1 DRINK IRON SUPPLY FOR THE BODY	DENTSU INC.	TOKYO
PR10/007	SEE EQUAL #SHARETHELOAD	ARIEL	BBDO INDIA	MUMBAI
PR10/008	101 YEARS OF SHORTCAKE	FUJIYA CONFECTIONERY	QUARAS INC.	TOKYO

## DIGITAL & SOCIAL

### PR11: Use of Social

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PR11/001	THE UNOFFICIAL LAUNCH	ADIDAS JAPAN K.K.	TBWAHAKUHODO INC.	TOKYO
PR11/002	SAVE THE KING/FRENCH FRIES SOS	BURGER KING	THE PRODUCE LTD.	TOKYO
PR11/003	NEW ZEALAND SECRET (TRAVEL) AGENTS	TOURISM NEW ZEALAND	TBWA	SYDNEY
PR11/004	DUOLINGO DUET	DUOLINGO TAGALOG - ENGLISH COURSE	VERO MARKETING SERVICES PHILIPPINES CORPORATION	MANILA
PR11/005	DEAR FAMOUS MASCOTS	ON THE TABLE	THE SOUR BANGKOK CO., LTD.	BANGKOK
PR11/006	LAY'S FINGER WASHING MACHINE	LAY'S	LEO BURNETT TAIWAN	TAIPEI

### PR12: Use of Technology

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PR12/001	ULTRA (HU) MAN	KASHIWA-NO-HA SMART CITY	YOMIKO ADVERTISING INC.	TOKYO
PR12/002	ALEXA, HELP DADDY!	AMAZON ALEXA	FACT	TOKYO
PR12/003	HYDROGEN GARBAGE TRUCK	HYUNDAI MOTOR GROUP	INNOCEAN	SEOUL
PR12/004	STRESS BUYING CENTER	UNIVERSAL STUDIOS JAPAN	PR CONSULTING DENTSU INC.	TOKYO
PR12/005	THE KFC BRAINWAVE BUCKET	KFC HONG KONG	EDELMAN	HONG KONG
PR12/006	THE AUDIO AD YOU CAN SEE	AUSTRALIAN NAVY	SQUEAK E. CLEAN STUDIOS	SYDNEY

## PR13: Use of Content

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PR13/001	POWERPOINT IDOL POWERPOPS	CRAFT BOSS	YOMIKO ADVERTISING INC.	TOKYO
PR13/002	SUPER COMEDY GRAND PRIX	MINASAMANO OSUMITSUKI	ENJIN TOKYO	TOKYO
PR13/003	OLD TO THE NEW	OLD TO THE NEW	ENJIN TOKYO	TOKYO
PR13/004	KORINAI FASHION COLLECTION - FREEDOM FROM THE PAIN AND CULTURE OF KATAKORI	PIP ELEKIBAN	OZMA INC.	TOKYO
PR13/005	PUYORINGO -GAME OF APPLE TETRIS-	AOMORI APPLE	DENTSU EAST JAPAN	TOKYO
PR13/006	STRESS BUYING CENTER	UNIVERSAL STUDIOS JAPAN	PR CONSULTING DENTSU INC.	TOKYO
PR13/007	G'DAY	TOURISM AUSTRALIA	M&C SAATCHI	SYDNEY
PR13/008	LAY'S FINGER WASHING MACHINE	LAY'S	LEO BURNETT TAIWAN	TAIPEI

## DATA

## PR14: PR Effectiveness

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PR14/001	SEE EQUAL #SHARETHELOAD	ARIEL	BBDO INDIA	MUMBAI
PR14/002	KNOCK KNOCK	A SILENT EMERGENCY CALL	CHEIL WORLDWIDE	SEOUL

## PR15: Research, Data Analytics &amp; Insight Generation

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PR15/001	ALEXA,HELP DADDY!	AMAZON ALEXA	FACT	TOKYO
PR15/002	MESSAGE FROM INGMA	TAKEDA THAILAND	CJ WORX	BANGKOK

## CAMPAIGN

### PR16: Integrated PR Campaign

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PR16/001	NORI HERO COMICS	SAGANORI (NORI MADE IN SAGA)	DENTSU INC.	TOKYO
PR16/002	MONEY PERFUME	DAOL DIGITAL BANK FI	INNOCEAN	SEOUL
PR16/003	SEE EQUAL #SHARETHELOAD	ARIEL	BBDO INDIA	MUMBAI
PR16/004	R PLATES	R PLATES	TBWA	SYDNEY
PR16/005	#BRINGBACK2011	OREO INDIA	MONDELEZ INTERNATIONAL FOODS PVT LTD	MUMBAI
PR16/006	THE MODEL CITY 1:1 SCALE	SHIZUOKA CITY	DEA INC.	TOKYO

## RESILIENCE THROUGH CREATIVITY

### PR17: Resilience Through Creativity

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
PR17/001	STRESS BUYING CENTER	UNIVERSAL STUDIOS JAPAN	PR CONSULTING DENTSU INC.	TOKYO

## LOTUS ROOTS

### LRPR: Lotus Roots

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
LRPR/001	THE UNDERCOVER MONK	YOOYAK YOODAI	PRAKIT ADVERTISING COMPANY LIMITED	BANGKOK
LRPR/002	ALEXA,HELP DADDY!	AMAZON ALEXA	FACT	TOKYO
LRPR/003	WELL-BEING INITIATIVE	NIKKEI INC. AND OTHER 18 PARTNERS	DENTSU INC.	TOKYO
LRPR/004	101 YEARS OF SHORTCAKE	FUJIYA CONFECTIONERY	QUARAS INC.	TOKYO
LRPR/005	WEMEN FOR WOMEN	DENTSU APAC	DENTSU JAYME SYFU	MANILA