



**ENTRIES
LIST**

DIRECT LOTUS

DM01: Mailing

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM01/001	THE BEDTIME BROCHURE	NORA BY AREEYA PROPERTY	RABBIT'S TALE	BANGKOK

DM02: Low Budget Campaign

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM02/001	SEXUALLY RELIGIOUS	ONETOUCH	YELL ADVERTISING	BANGKOK
DM02/002	THE LOTTO MOVIE POSTERS	NETFLIX	CJ WORX	BANGKOK
DM02/003	SHAGUN KA LIFAPA	UJJIVAN SMALL FINANCE BANK	MCCANN WORLDGROUP INDIA	MUMBAI
DM02/004	DEAR FAMOUS MASCOTS	ON THE TABLE	THE SOUR BANGKOK CO., LTD.	BANGKOK
DM02/005	TASTY FOOD CAMOUFLAGE	ABC COOKING STUDIO	DENTSU CREATIVE CHINA	SHANGHAI

DM03: Film & Audio

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM03/001	ENDLESS A	OPPO A SERIES	GUANGDONG OPPO MOBILE TELECOMMUNICATIONS CORP.,LTD.	DONGGUAN
DM03/002	SOUND OF SAFETY	WHOSCALL X VGI X BTS	THE SOUR BANGKOK CO., LTD.	BANGKOK
DM03/003	SHIKSHA - THE STORY OF SUSHILA	SHIKSHA	BBDO INDIA	MUMBAI
DM03/004	THE FAKE NEWS BROADCAST	KBP	BBDO GUERRERO	MANILA
DM03/005	THE HIRE	INDEED	DDB MUDRA GROUP	MUMBAI

DM04: Print & Conventional Outdoor

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM04/001	REAL BIRTHDAY PRESENTS FOR DORAEMON.	DORAEMON	ADK CREATIVE ONE INC.	TOKYO
DM04/002	THE LOTTO MOVIE POSTERS	NETFLIX	CJ WORX	BANGKOK
DM04/003	YES WE CANINE	REGIONAL ADOPTION ELECTIONS	CHEIL WORLDWIDE	SEOUL
DM04/004	SKY CYPHER	BMSG	SIX INC.	TOKYO

DM05: Ambient: Small Scale

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM05/001	MONEY PERFUME	DAOL DIGITAL BANK FI	INNOCEAN	SEOUL
DM05/002	THE BEDTIME HEIST	NETFLIX TH	WUNDERMAN THOMPSON THAILAND	BANGKOK
DM05/003	THE LOTTO MOVIE POSTERS	NETFLIX	CJ WORX	BANGKOK
DM05/004	SWOPBOX	SWOPMART	CJ WORX	BANGKOK
DM05/005	SEE EQUAL #SHARETHELOAD	ARIEL	BBDO INDIA	MUMBAI
DM05/006	THE HIDDEN SPONSORSHIP TENT	SANGSOM	THE SOUR BANGKOK CO., LTD.	BANGKOK
DM05/007	THE HAPPINESS ASSEMBLY	NORA BY AREEYA PROPERTY	RABBIT'S TALE	BANGKOK
DM05/008	HELP STICKER	HELP STICKER	CHEIL WORLDWIDE	SEOUL

DM06: Ambient: Large Scale

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM06/001	HYDROGEN GARBAGE TRUCK	HYUNDAI MOTOR GROUP	INNOCEAN	SEOUL
DM06/002	SOLAR BEEHIVE	HANWHA	INNOCEAN	SEOUL
DM06/003	SEE THE LOVE	SONY	THE RIGHT SIDE LIMITED	HONG KONG
DM06/004	THE MODEL CITY 1:1 SCALE	SHIZUOKA CITY	DEA INC.	TOKYO
DM06/005	SEANACK	SEANACK	CHEIL WORLDWIDE	SEOUL
DM06/006	SKY CYPHER	BMSG	SIX INC.	TOKYO

DM07: Online & Digital Platforms

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM07/001	QUEST FOR DYSLEXIA □	SAMSUNG	CHEIL PENGTAI BEIJING	BEIJING
DM07/002	ANTI-HATE KEYBOARD	ESPORTS NEWS CHANNEL	INNOCEAN INDONESIA	JAKARTA
DM07/003	TAKE A CHANCE ! WITH MCDONALD'S	MCDONALD'S	DENTSU INC.	TOKYO
DM07/004	SELF- LOVE CODE	KONVY	DENTSU CREATIVE THAILAND	BANGKOK

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM07/005	MESSAGE FROM TOMORROW	LINE WEBTOON	GOODSTUPH	BANGKOK
DM07/006	HEALTHY AR STREAMERS	ZESPRI INTERNATIONAL JAPAN	DENTSU INC.	TOKYO
DM07/007	UNBRANDED MENU	MCDONALD'S	LEO BURNETT GROUP MANILA	MANILA
DM07/008	GALAXY BOOK ART PROJECT	GALAXY BOOK	CHEIL WORLDWIDE	SEOUL
DM07/009	SLTQT - STARLUX AIRLINES TRAVELER QUALIFICATION TEST	STARLUX AIRLINES	LEO BURNETT TAIWAN	TAIPEI

DM08: Use of Social Media Platforms

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM08/001	CITY HALL OF LOVE	CLOSEUP	MULLENLOWE SINGAPORE	SINGAPORE
DM08/002	SWENSEN'S APRIL FOOLS' DAY	SWENSEN'S	DENTSU CREATIVE THAILAND	BANGKOK
DM08/003	FREE SUPERSTAR ENDORSERS	LINE SHOPPING	VMLY&R THAILAND	BANGKOK
DM08/004	TIGER BEER - 22:31	TIGER BEER	LE PUB APAC	SINGAPORE
DM08/005	I'MJACKBUTNOT JACK RYAN	PRIME VIDEO	ADAPTER DIGITAL AGENCY	BANGKOK
DM08/006	THE LIFE SAVER CHATBOT	THE SAMARITANS OF THAILAND	CHEIL (THAILAND) LTD. (HEAD OFFICE) ☐☐	BANGKOK
DM08/007	BOTHARD	MTV INDIA	DDB MUDRA GROUP	MUMBAI

DM09: Mobile & Devices

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM09/001	CHECKING FOR CHICKEN	KFC THAILAND	CJ WORX	BANGKOK
DM09/002	THE FUEL DELIVERY	PT	THE LEO BURNETT GROUP THAILAND	BANGKOK
DM09/003	JUKE "MUSIC IN A CAN"	HEINEKEN	LEO BURNETT	HO CHI MINH CITY
DM09/004	KNOCK KNOCK	A SILENT EMERGENCY CALL	CHEIL WORLDWIDE	SEOUL
DM09/005	DONATION WALLPAPER	MCDONALD'S	LEO BURNETT TAIWAN	TAIPEI

DM10: Real-time Response ***NEW

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM10/001	GHOST ALERTS	LINE	WUNDERMAN THOMPSON TAIPEI	TAIPEI
DM10/002	CHECKING FOR CHICKEN	KFC THAILAND	CJ WORX	BANGKOK
DM10/003	TIGER BEER - 22:31	TIGER BEER	LE PUB APAC	SINGAPORE
DM10/004	FLAGS OF GENEROSITY	CADBURY DAIRY MILK	OGILVY MALAYSIA	KUALA LUMPUR
DM10/005	SHAGUN KA LIFABA	UJJIVAN SMALL FINANCE BANK	MCCANN WORLDGROUP INDIA	MUMBAI
DM10/006	BANGKOK EATLECTION	BAR B Q PLAZA	ADAPTER DIGITAL AGENCY	BANGKOK
DM10/007	THE ENDLESS LOCKDOWN MENU	HOUSE FOODS	DENTSU CREATIVE CHINA	SHANGHAI
DM10/008	THE LIFE SAVER CHATBOT	THE SAMARITANS OF THAILAND	CHEIL (THAILAND) LTD. (HEAD OFFICE) ☐☐	BANGKOK
DM10/009	DELIVERY RUN	PUMA	TBWA SINGAPORE PTE LTD	SINGAPORE

DM11: User Generated Content

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM11/001	YORU NO PIERROT #ADOART PROJECT	ADO	ENJIN TOKYO	TOKYO
DM11/002	I'M POSSIBLE BILLBOARDS	ADIDAS	HAVAS MIDDLE EAST	DUBAI
DM11/003	BIG BANGS SOCIETY	CHAIYO AUTO LOAN	YELL ADVERTISING	BANGKOK
DM11/004	THE ENDLESS LOCKDOWN MENU	HOUSE FOODS	DENTSU CREATIVE CHINA	SHANGHAI
DM11/005	KFC UNHAPPY MEAL	KFC	DENTSU CREATIVE CHINA	SHANGHAI
DM11/006	#BRINGBACK2011	OREO INDIA	MONDELEZ INTERNATIONAL FOODS PVT LTD	MUMBAI
DM11/007	KUF-E: WORLD'S FIRST KUFI ART GENERATOR	TM	GEOMETRY GLOBAL SDN BHD	KUALA LUMPUR
DM11/008	BOTHARD	MTV INDIA	DDB MUDRA GROUP	MUMBAI

DM12: Immersive Experiences & Technology

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM12/001	ANTI-HATE KEYBOARD	ESPORTS NEWS CHANNEL	INNOCEAN INDONESIA	JAKARTA
DM12/002	BIG BANGS SOCIETY	CHAIYO AUTO LOAN	YELL ADVERTISING	BANGKOK

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM12/003	HEALTHY AR STREAMERS	ZESPRI INTERNATIONAL JAPAN	DENTSU INC.	TOKYO
DM12/004	KFC RE:STORE	KFC	DENTSU CREATIVE CHINA	SHANGHAI
DM12/005	VOICE WATCH	TOYOTA MOBILITY FOUNDATION	DENTSU INC.	TOKYO
DM12/006	THE FUEL DELIVERY	PT	THE LEO BURNETT GROUP THAILAND	BANGKOK

DM13: Field Marketing

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM13/001	ALEXA,HELP DADDY!	AMAZON ALEXA	FACT	TOKYO
DM13/002	SHAGUN KA LIFAPA	UJJIVAN SMALL FINANCE BANK	MCCANN WORLDGROUP INDIA	MUMBAI
DM13/003	TASTY FOOD CAMOUFLAGE	ABC COOKING STUDIO	DENTSU CREATIVE CHINA	SHANGHAI
DM13/004	SKY CYPHER	BMSG	SIX INC.	TOKYO

DM14: Direct Campaign for Retention/Loyalty

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM14/001	SOLAR BEEHIVE	HANWHA	INNOCEAN	SEOUL
DM14/002	FOR STUDENTS, BY STUDENTS	GOJEK	FORSMAN&BODENFORS SINGAPORE	SINGAPORE
DM14/003	YELLOW EDITION	KB KOOKMIN CARD	CHAI COMMUNICATION	SEOUL
DM14/004	EASY TO WEAR, JUST FOR YOU.	KIYASUKU	HAKUHODO INC.	TOKYO
DM14/005	SANGSOM AUCTION LOW PRICE	SANGSOM	THE SOUR BANGKOK CO., LTD.	BANGKOK
DM14/006	SHIKSHA - THE STORY OF SUSHILA	SHIKSHA	BBDO INDIA	MUMBAI

DM15: Direct Campaign for Launch/Re-Launch

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM15/001	MONEY PERFUME	DAOL DIGITAL BANK FI	INNOCEAN	SEOUL
DM15/002	THE LOTTO MOVIE POSTERS	NETFLIX	CJ WORX	BANGKOK
DM15/003	#BRINGBACK2011	OREO INDIA	MONDELEZ INTERNATIONAL FOODS PVT LTD	MUMBAI

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM15/004	JUKE "MUSIC IN A CAN"	HEINEKEN	LEO BURNETT	HO CHI MINH CITY
DM15/005	DELIVERY RUN	PUMA	TBWA SINGAPORE PTE LTD	SINGAPORE

DM16: Use of Data

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM16/001	MESSAGE FROM INGMA	TAKEDA THAILAND	CJ WORX	BANGKOK

DM17: Use of Games ***NEW

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM17/001	QUEST FOR DYSLEXIA <input type="checkbox"/>	SAMSUNG	CHEIL PENGTAI BEIJING	BEIJING
DM17/002	ANTI-HATE KEYBOARD	ESPORTS NEWS CHANNEL	INNOCEAN INDONESIA	JAKARTA
DM17/003	UNBRANDED MENU	MCDONALD'S	LEO BURNETT GROUP MANILA	MANILA
DM17/004	AMAZING THAILAND. CULTURE TO COMMERCE	TOURISM AUTHORITY OF THAILAND	OGILVY & MATHER A BRANCH OFFICE OF WPP (THAILAND) LTD.	BANGKOK
DM17/005	THE FOCUS CHALLENGE	DENTYNE	THE LEO BURNETT GROUP THAILAND	BANGKOK
DM17/006	ADIDAS NEO GYMNASTICS X JUST DANCE	ADIDAS	TBWACHINA	SHANGHAI

DM18: Integrated Direct Campaign

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM18/001	THE BEDTIME HEIST	NETFLIX TH	WUNDERMAN THOMPSON THAILAND	BANGKOK
DM18/002	#BRINGBACK2011	OREO INDIA	MONDELEZ INTERNATIONAL FOODS PVT LTD	MUMBAI

DM19: Resilience Through Creativity

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM19/001	FLAGS OF GENEROSITY	CADBURY DAIRY MILK	OGILVY MALAYSIA	KUALA LUMPUR

LRDM: Lotus Roots

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
LRDM/001	ALEXA,HELP DADDY!	AMAZON ALEXA	FACT	TOKYO
LRDM/002	LIFECOVER LOINCLOTH	TRA MONGKUT FERTILIZER	WUNDERMAN THOMPSON THAILAND	BANGKOK
LRDM/003	101 YEARS OF SHORTCAKE	FUJIYA CONFECTIONERY	QUARAS INC.	TOKYO
LRDM/004	FLAGS OF GENEROSITY	CADBURY DAIRY MILK	OGILVY MALAYSIA	KUALA LUMPUR
LRDM/005	MERDEKA UNSEEN TEXTBOOKS	CADBURY DAIRY MILK	OGILVY MALAYSIA	KUALA LUMPUR
LRDM/006	SHAGUN KA LIFafa	UJJIVAN SMALL FINANCE BANK	MCCANN WORLDGROUP INDIA	MUMBAI
LRDM/007	PERIOD COMB	UNITED WAY DELHI	MCCANN WORLDGROUP INDIA	MUMBAI

AS OF 1 MAR 2023