



**ENTRIES
LIST**

EFFECTIVE LOTUS

EF01: Campaign Success

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|---|--|--|--------------|
| EF01/001 | ALLY AGAINST ADVERSITY | RHB BANK | FCB SDN BHD | KUALA LUMPUR |
| EF01/002 | LEAVE WITH PRIDE | ISEE | MULLENLOWE SINGAPORE | SINGAPORE |
| EF01/003 | SBI THREE-LINE WRITING CONTEST CAMPAIGN | SBI SAVINGS BANK | HS AD | SEOUL |
| EF01/004 | FREE SUPERSTAR ENDORSERS | LINE SHOPPING | VMLY&R THAILAND | BANGKOK |
| EF01/005 | "SPONSORING OUR HEROES." PROJECT | MEIJI PROBIO YOGURT R-1 DRINK IRON SUPPLY FOR THE BODY | DENTSU INC. | TOKYO |
| EF01/006 | SEE EQUAL #SHARETHELOAD | ARIEL | BBDO INDIA | MUMBAI |
| EF01/007 | #BEAUTYEVEERAFTER | BEAUTYNESIA | I-DAC INDONESIA | JAKARTA |
| EF01/008 | PLASTIC EXCHANGE STORE | BIDYANONDO FOUNDATION | ASIATIC MARKETING COMMUNICATIONS LIMITED | DHAKA |
| EF01/009 | BETADINE - TECHNOLOGY DRIVING BUSINESS IMPACT | BETADINE COLD & FLU | LEVERATE GROUP | JAKARTA |
| EF01/010 | GALING DITO (GREAT TALENT IS HERE) | DITO TELECOMMUNITY | TBWASANTIAGO MANGADA PUNO | MANILA |
| EF01/011 | THE MOVIES THAT MADE (FROM) US | FIVE STAR | BBDO BANGKOK LIMITED | BANGKOK |
| EF01/012 | KNOCK KNOCK | A SILENT EMERGENCY CALL | CHEIL WORLDWIDE | SEOUL |
| EF01/013 | SING IT RIGHT WITH SPOTIFY LYRICS | SPOTIFY | TBWA SINGAPORE PTE LTD | SINGAPORE |
| EF01/014 | LG UPLUS LEGOLAND NIGHT TOUR | LGUPLUS LEGOLAND | DBASE& | SEOUL |

EF02: Small Budget

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|------------------------------------|-------------------------------|--|-----------|
| EF02/001 | LEAVE WITH PRIDE | ISEE | MULLENLOWE SINGAPORE | SINGAPORE |
| EF02/002 | '1CM FOR YOU AND ME' CAMPAIGN | '1CM FOR YOU AND ME' CAMPAIGN | SCAT COMMUNICATION | SEOUL |
| EF02/003 | THE MAN WHO THREW AWAY GOLDEN RICE | WORLD FOOD DAY&TIANYUKONG | SHANGHAI TIAN YU KONG ADVERTISING AGENCY | SHANGHAI |
| EF02/004 | PLASTIC EXCHANGE STORE | BIDYANONDO FOUNDATION | ASIATIC MARKETING COMMUNICATIONS LIMITED | DHAKA |
| EF02/005 | DEAR FAMOUS MASCOTS | ON THE TABLE | THE SOUR BANGKOK CO., LTD. | BANGKOK |

EF03: Long-Term Creativity

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|--|----------|--------------------------------|--------------|
| EF03/001 | ALLY AGAINST ADVERSITY | RHB BANK | FCB SDN BHD | KUALA LUMPUR |
| EF03/002 | PROJECT OPEN | RHB BANK | FCB SDN BHD | KUALA LUMPUR |
| EF03/003 | IT'S JUST A PERIOD WHEN EVERYONE SAYS PERIOD | STAYFREE | DDB MUDRA GROUP | MUMBAI |
| EF03/004 | PASTA BISA | LA FONTE | POPCULT GROUP | JAKARTA |
| EF03/005 | SEE EQUAL #SHARETHELOAD | ARIEL | BBDO INDIA | MUMBAI |
| EF03/006 | THE FUEL DELIVERY | PT | THE LEO BURNETT GROUP THAILAND | BANGKOK |

EF04: Resilience Through Creativity

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|------------------------|-----------------|--------------------|--------------|
| EF04/001 | ALLY AGAINST ADVERSITY | RHB BANK | FCB SDN BHD | KUALA LUMPUR |
| EF04/002 | YELLOW EDITION | KB KOOKMIN CARD | CHAI COMMUNICATION | SEOUL |

LREF: Lotus Roots

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|---------------|-------------|------------------|--------------|
| LREF/001 | GOLDEN WISDOM | RHB PREMIER | FCB SDN BHD | KUALA LUMPUR |