



**ENTRIES
LIST**

MEDIA LOTUS

ME01: Use of Screens & Displays

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME01/001	ENDLESS A	OPPO A SERIES	GUANGDONG OPPO MOBILE TELECOMMUNICATIONS CORP.,LTD.	DONGGUAN
ME01/002	ADS THAT SAVE YOU	ROOJAI	BBDO BANGKOK LIMITED	BANGKOK
ME01/003	DIGITAL SHOW WINDOW	SAMSUNG AVENUE IN CES 2022	CHEIL WORLDWIDE	SEOUL

ME02: Use of Audio

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME02/001	JOURNA-RHYTHM	JOURNA-RHYTHM	TBWAHAKUHODO INC.	TOKYO
ME02/002	METAL HEADACHE	HERBAPAIN	POPCULT GROUP	JAKARTA
ME02/003	SOUND OF SAFETY	WHOSCALL X VGI X BTS	THE SOUR BANGKOK CO., LTD.	BANGKOK
ME02/004	THE FAKE NEWS BROADCAST	KBP	BBDO GUERRERO	MANILA
ME02/005	VOICE WATCH	TOYOTA MOBILITY FOUNDATION	DENTSU INC.	TOKYO
ME02/006	HARVEY	HONDA	LEO BURNETT AUSTRALIA	SYDNEY
ME02/007	JUKE "MUSIC IN A CAN"	HEINEKEN	LEO BURNETT	HO CHI MINH CITY

ME03: Use of Print & Conventional Outdoor

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME03/001	BATTLE FOR PEACE	NEWSPAPER AD	ADK CREATIVE ONE INC.	TOKYO
ME03/002	REAL BIRTHDAY PRESENTS FOR DORAEMON.	DORAEMON	ADK CREATIVE ONE INC.	TOKYO
ME03/003	THE EYEBALLS HEIST	NETFLIX TH	WUNDERMAN THOMPSON THAILAND	BANGKOK
ME03/004	"THE PRODUCT FREIGHT YOU WOULDN'T WANT TO MISS"	mitsubishi xpander	HAKUHODO BCI	MANILA
ME03/005	YES WE CANINE	REGIONAL ADOPTION ELECTIONS	CHEIL WORLDWIDE	SEOUL
ME03/006	SKY CYPHER	BMSG	SIX INC.	TOKYO

ME04: Use of Ambient: Small Scale

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME04/001	MONEY PERFUME	DAOL DIGITAL BANK FI	INNOCEAN	SEOUL
ME04/002	INCENSE OF MEMORIES	INCENSE OF MEMORIES	WUNDERMAN THOMPSON TOKYO	TOKYO
ME04/003	SWOPBOX	SWOPMART	CJ WORX	BANGKOK
ME04/004	THE LOTTO MOVIE POSTERS	NETFLIX	CJ WORX	BANGKOK
ME04/005	SEE EQUAL #SHARETHELOAD	ARIEL	BBDO INDIA	MUMBAI
ME04/006	ENDLESS A	OPPO A SERIES	GUANGDONG OPPO MOBILE TELECOMMUNICATIONS CORP.,LTD.	DONGGUAN
ME04/007	MININGFUL MUSEUM	KLEENEX MINI	HAVAS HONG KONG	HONG KONG
ME04/008	HEINEKEN STAR BBQ	HEINEKEN LAO BREWERY	WUNDERMAN THOMPSON THAILAND	BANGKOK
ME04/009	THE HAPPINESS ASSEMBLY	NORA BY AREEYA PROPERTY	RABBIT'S TALE	BANGKOK
ME04/010	THE MOST BORING MEDIA	MONSTER STRIKE	TOHOKUSHINSHA FILM CORPORATION	TOKYO
ME04/011	HELP STICKER	HELP STICKER	CHEIL WORLDWIDE	SEOUL

ME05: Use of Ambient: Large Scale

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME05/001	OPEN TO ART	HSBC	MANNING SELVAGE & LEE	HONG KONG
ME05/002	NETFLIX HEISTABLE BILLBOARD	NETFLIX	GOODSTUPH	BANGKOK
ME05/003	ONE PIECE NY TIMES SQUARE TAKE OVER	ONE PIECE	ROBOT COMMUNICATIONS.INC	TOKYO
ME05/004	ABLE CUBES	MAXIS	STAR REACHER ADVERTISING SDN BHD	KUALA LUMPUR
ME05/005	THE SNOW COMIC	SHUEISHA	HAKUHODO INC.	TOKYO
ME05/006	THE WORLD'S BIGGEST ADVENT CALENDAR	YOKOHAMA RED BRICK WAREHOUSE	DRILL	TOKYO
ME05/007	REAL SCHOOL GHOST	NETFLIX	THE LEO BURNETT GROUP THAILAND	BANGKOK
ME05/008	THE MODEL CITY 1:1 SCALE	SHIZUOKA CITY	DEA INC.	TOKYO

ME06: Use of Events

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME06/001	THE HAPPINESS LOOP TOUR	ASOBISYSTEM CO., LTD	DENTSU INC.	TOKYO
ME06/002	SUPER COMEDY GRAND PRIX	MINASAMANO OSUMITSUKI	ENJIN TOKYO	TOKYO
ME06/003	PROPILOT MOP	NISSAN MOTOR CO., LTD.	TBWAHAKUHODO INC.	TOKYO
ME06/004	DAGANG BENDERANG SAFETY BELT	PIKPAK	I-DAC INDONESIA	JAKARTA
ME06/005	SANGSOM BAR	SANGSOM	THE SOUR BANGKOK CO., LTD.	BANGKOK
ME06/006	MCDONALD'S CARABAO-THRU	MCDONALD'S RIDE THRU	TBWASANTIAGO MANGADA PUNO	MANILA

ME07: Use of Guerrilla Marketing & Stunts

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME07/001	THE EYEBALLS HEIST	NETFLIX TH	WUNDERMAN THOMPSON THAILAND	BANGKOK
ME07/002	NETFLIX MONAS HEIST	NETFLIX	GOODSTUPH	BANGKOK
ME07/003	TRUE WAKE UP COFFEE	NELL	MUKEI INC	TOKYO
ME07/004	THE ELECTIONS EDITION	ANNAHAR NEWSPAPER	IMPACT BBDO	DUBAI
ME07/005	THE HIDDEN SPONSORSHIP TENT	SANGSOM	THE SOUR BANGKOK CO., LTD.	BANGKOK
ME07/006	THE ENDLESS LOCKDOWN MENU	HOUSE FOODS	DENTSU CREATIVE CHINA	SHANGHAI
ME07/007	#BRINGBACK2011	OREO INDIA	MONDELEZ INTERNATIONAL FOODS PVT LTD	MUMBAI

ME08: Use of Digital Platforms

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME08/001	ANTI-HATE KEYBOARD	ESPORTS NEWS CHANNEL	INNOCEAN INDONESIA	JAKARTA
ME08/002	QUEST FOR DYSLEXIA	SAMSUNG	CHEIL PENGTAI BEIJING	BEIJING
ME08/003	NODAM MEMBERS	MINISTRY OF HEALTH AND WELFARE ANTI-SMOKING CAMPAIGN	HS AD	SEOUL
ME08/004	UNBRANDED MENU	MCDONALD'S	LEO BURNETT GROUP MANILA	MANILA

ME09: Use of Mobile & Devices

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME09/001	QUEST FOR DYSLEXIA	SAMSUNG	CHEIL PENGTAI BEIJING	BEIJING
ME09/002	DONAILTION	CHILD EMERGENCY FUND	I&S BBDO.INC	TOKYO
ME09/003	GHOST ALERTS	LINE	WUNDERMAN THOMPSON TAIPEI	TAIPEI
ME09/004	CHECKING FOR CHICKEN	KFC THAILAND	CJ WORX	BANGKOK
ME09/005	11 DIGITS JUST IN CASE, WITH LOVE	NTT DOCOMO	HAKUHODO INC.	TOKYO
ME09/006	JUKE "MUSIC IN A CAN"	HEINEKEN	LEO BURNETT	HO CHI MINH CITY
ME09/007	KNOCK KNOCK	A SILENT EMERGENCY CALL	CHEIL WORLDWIDE	SEOUL
ME09/008	DONATION WALLPAPER	MCDONALD'S	LEO BURNETT TAIWAN	TAIPEI

ME10: Use of Social Platforms

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME10/001	CITY HALL OF LOVE	CLOSEUP	MULLENLOWE SINGAPORE	SINGAPORE
ME10/002	RECHARGED HAIR RECHARGED ME	PANTENE	DENTSU CREATIVE	JAKARTA
ME10/003	TIGER BEER - 22:31	TIGER BEER	LE PUB APAC	SINGAPORE
ME10/004	HOPSTER X KKTOWN : HOPSTER RELAX FEST	HOPSTER	DATA FIRST	BANGKOK
ME10/005	DEAR FAMOUS MASCOTS	ON THE TABLE	THE SOUR BANGKOK CO., LTD.	BANGKOK
ME10/006	LAG KILLS	QUEENSLAND GOVERNMENT	PUBLICIS WORLDWIDE	BRISBANE
ME10/007	THE FOCUS CHALLENGE	DENTYNE	THE LEO BURNETT GROUP THAILAND	BANGKOK
ME10/008	BMW: NOTHING BUT SHEER JOY	BMW	TBWACHINA	SHANGHAI
ME10/009	BOTHARD	MTV INDIA	DDB MUDRA GROUP	MUMBAI

ME11: Use of Technology

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME11/001	THE BEAUTIFUL DISORDERS	TIKTOK INDONESIA	I-DAC INDONESIA	JAKARTA
ME11/002	NOWNNESS AUTOMATED PROMOTION	POWER BUY	ADAPTER DIGITAL AGENCY	BANGKOK

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME11/003	VOICE WATCH	TOYOTA MOBILITY FOUNDATION	DENTSU INC.	TOKYO
ME11/004	JUKE "MUSIC IN A CAN"	HEINEKEN	LEO BURNETT	HO CHI MINH CITY
ME11/005	BOTHARD	MTV INDIA	DDB MUDRA GROUP	MUMBAI
ME11/006	GOD IS WATCHING	LEO BURNETT CSR	LEO BURNETT TAIWAN	TAIPEI

ME12: Branded Entertainment & Content: Program & Platforms

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME12/001	A NIGHT TO REMEMBER	ALL NIGHT NIPPON	NOMEETS	TOKYO
ME12/002	PRUDENTIAL #REWRITEHERLIFE	PRUDENTIAL LIFE ASSURANCE (THAILAND) PCL	VAYNERMEDIA (THAILAND) CO., LTD. (HEAD OFFICE)	BANGKOK
ME12/003	HELP STICKER	HELP STICKER	CHEIL WORLDWIDE	SEOUL

ME13: Branded Entertainment & Content: Digital & Social Platforms

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME13/001	SUPER COMEDY GRAND PRIX	MINASAMANO OSUMITSUKI	ENJIN TOKYO	TOKYO
ME13/002	FUMI HAUSU, FARMHOUSE'S VTUBER	FARMHOUSE	FAR EAST FAME LINE DDB	BANGKOK
ME13/003	HOPSTER X KKTOWN : HOPSTER RELAX FEST	HOPSTER	DATA FIRST	BANGKOK
ME13/004	THE FOCUS CHALLENGE	DENTYNE	THE LEO BURNETT GROUP THAILAND	BANGKOK
ME13/005	CUP-SIZED CONTENT	NISSIN CUP NOODLES	DENTSU JAYME SYFU	MANILA
ME13/006	POCKY ALL TASTES COVERED	POCKY	DENTSU JAYME SYFU	MANILA
ME13/007	ADIDAS NEO GYMNASTICS X JUST DANCE	ADIDAS	TBWACHINA	SHANGHAI
ME13/008	BMW: NOTHING BUT SHEER JOY	BMW	TBWACHINA	SHANGHAI

ME14: Use of Data

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME14/001	MESSAGE FROM INGMA	TAKEDA THAILAND	CJ WORX	BANGKOK
ME14/002	BUNDY MIXER	BUNDABERG RUM	LEO BURNETT AUSTRALIA	SYDNEY

ME15: Media Strategy ***NEW

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME15/001	THE LOTTO MOVIE POSTERS	NETFLIX	CJ WORX	BANGKOK
ME15/002	SEE EQUAL #SHARETHELOAD	ARIEL	BBDO INDIA	MUMBAI
ME15/003	TIGER BEER - 22:31	TIGER BEER	LE PUB APAC	SINGAPORE
ME15/004	KNOCK KNOCK	A SILENT EMERGENCY CALL	CHEIL WORLDWIDE	SEOUL

ME16: Media Planning & Execution ***NEW

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME16/001	THE EYEBALLS HEIST	NETFLIX TH	WUNDERMAN THOMPSON THAILAND	BANGKOK
ME16/002	THE LOTTO MOVIE POSTERS	NETFLIX	CJ WORX	BANGKOK
ME16/003	SKY CYPHER	BMSG	SIX INC.	TOKYO

ME17: Integrated Media Campaign

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME17/001	OPEN TO ART	HSBC	MANNING SELVAGE & LEE	HONG KONG
ME17/002	NETFLIX DAEBAK HEIST	NETFLIX	GOODSTUPH	BANGKOK
ME17/003	SEE EQUAL #SHARETHELOAD	ARIEL	BBDO INDIA	MUMBAI
ME17/004	#BEAUTYEVAFTER	BEAUTYNESIA	I-DAC INDONESIA	JAKARTA
ME17/005	R PLATES	R PLATES	TBWA	SYDNEY
ME17/006	#BRINGBACK2011	OREO INDIA	MONDELEZ INTERNATIONAL FOODS PVT LTD	MUMBAI
ME17/007	RESILIENCE ROAD	SUNCORP	LEO BURNETT AUSTRALIA	SYDNEY
ME17/008	ADS THAT SAVE YOU	ROOJAI	BBDO BANGKOK LIMITED	BANGKOK
ME17/009	THE MODEL CITY 1:1 SCALE	SHIZUOKA CITY	DEA INC.	TOKYO

ME18: Resilience Through Creativity

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
ME18/001	BUSKERMERCIALS	MEDIACORP	BLKJ HAVAS	SINGAPORE
ME18/002	FLAGS OF GENEROSITY	CADBURY DAIRY MILK	OGILVY MALAYSIA	KUALA LUMPUR

LRME: Lotus Roots

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
LRME/001	MOTHER IS FAST APPROACHING.	UNIQLO CO., LTD.	DENTSU INC.	TOKYO
LRME/002	NORI HERO COMICS	SAGANORI (NORI MADE IN SAGA)	DENTSU INC.	TOKYO