



**ENTRIES
LIST**

OUTDOOR LOTUS

BILLBOARD, AMBIENT & OTHER OUTDOOR

OD01: Traditional Billboards

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|---------------------------------------|---------------------------------|-----------------------------|---------|
| OD01/001 | THE EYEBALLS HEIST | NETFLIX TH | WUNDERMAN THOMPSON THAILAND | BANGKOK |
| OD01/002 | CALLA_ROSE | CALLA DETERGENT | TBWASANTIAGO MANGADA PUNO | MANILA |
| OD01/003 | MCDONALD'S RIDE THRU SHADOWS_BIKE | MCDONALD'S RIDE THRU | TBWASANTIAGO MANGADA PUNO | MANILA |
| OD01/004 | MCDONALD'S RIDE THRU SHADOWS_CARRIAGE | MCDONALD'S RIDE THRU | TBWASANTIAGO MANGADA PUNO | MANILA |
| OD01/005 | BABY BOTTLE | SK MAGIC TRIPLE CARE DISHWASHER | TBWA KOREA | SEOUL |
| OD01/006 | TEAPOT | SK MAGIC TRIPLE CARE DISHWASHER | TBWA KOREA | SEOUL |
| OD01/007 | SUSTAINABLE BILLBOARD OF NESPRESSO | NESPRESSO KOREA | TBWA KOREA | SEOUL |
| OD01/008 | NAMSAN TOWER | MINI | TBWA KOREA | SEOUL |
| OD01/009 | PETRONAS TOWERS | MINI | TBWA KOREA | SEOUL |
| OD01/010 | SKY CYPHER | BMSG | SIX INC. | TOKYO |

OD02: Digital Billboard

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|---------------------------------|-------------|------------------------|-----------|
| OD02/001 | TAKE A CHANCE ! WITH MCDONALD'S | MCDONALD'S | DENTSU INC. | TOKYO |
| OD02/002 | OPEN TO ART | HSBC | MANNING SELVAGE & LEE | HONG KONG |
| OD02/003 | I'M POSSIBLE BILLBOARDS | ADIDAS | HAVAS MIDDLE EAST | DUBAI |
| OD02/004 | INVISIBLE ZONE | ZONE ENERGY | DENTSU CREATIVE X INC. | TOKYO |

OD03: Digital Poster

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|-----------------------|--------------|------------------|-------|
| OD03/001 | CUT THE LINK - BIRD | SHINHAN LIFE | TBWA KOREA | SEOUL |
| OD03/002 | CUT THE LINK - TURTLE | SHINHAN LIFE | TBWA KOREA | SEOUL |

OD04: Transit

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|---|----------------------|--------------------------------|---------|
| OD04/001 | HYDROGEN GARBAGE TRUCK | HYUNDAI MOTOR GROUP | INNOCEAN | SEOUL |
| OD04/002 | SOUND OF SAFETY | WHOSCALL X VGI X BTS | THE SOUR BANGKOK CO., LTD. | BANGKOK |
| OD04/003 | NOWNESS AUTOMATED PROMOTION | POWER BUY | ADAPTER DIGITAL AGENCY | BANGKOK |
| OD04/004 | THE MOST BORING MEDIA | MONSTER STRIKE | TOHOKUSHINSHA FILM CORPORATION | TOKYO |
| OD04/005 | "THE PRODUCT FREIGHT YOU WOULDN'T WANT TO MISS" | MITSUBISHI XPANDER | HAKUHODO BCI | MANILA |

OD05: Ambient: Small Scale

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|-----------------------------|------------------|----------------------------|---------|
| OD05/001 | THE LOTTO MOVIE POSTERS | NETFLIX | CJ WORX | BANGKOK |
| OD05/002 | PERIOD COMB | UNITED WAY DELHI | MCCANN WORLDGROUP INDIA | MUMBAI |
| OD05/003 | NIMBU MIRCHI CONDOM | JIO-BP | MCCANN WORLDGROUP INDIA | MUMBAI |
| OD05/004 | THE HIDDEN SPONSORSHIP TENT | SANGSOM | THE SOUR BANGKOK CO., LTD. | BANGKOK |

OD06: Ambient: Exhibition & Installation ***NEW

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|---|--|----------------------------------|--------------|
| OD06/001 | "60,000 BUBBLES WORTH OF ECOLOGICAL IMPACT", BUBBLE WRAP ART IN SHIBUYA | TOYOTA | TOYOTA CONIQ PRO, INC. | TOKYO |
| OD06/002 | THE PEOPLE'S GALLERY | NATIONAL GALLERY SINGAPORE | MULLENLOWE SINGAPORE | SINGAPORE |
| OD06/003 | CHANGE THE WALL | DIGICO KT | DAEHONG COMMUNICATIONS | SEOUL |
| OD06/004 | NETFLIX HEISTABLE BILLBOARD | NETFLIX | GOODSTUPH | BANGKOK |
| OD06/005 | ABLE CUBES | MAXIS | STAR REACHER ADVERTISING SDN BHD | KUALA LUMPUR |
| OD06/006 | G20 BAMBOO DOME | 2022 G20 BALI SUMMIT | CELSIUS CREATIVE LAB | JAKARTA |
| OD06/007 | EXHIBITION OF FRAUDS | KOREA EXCHANGE (KRX) | BAND&LINK | SEOUL |
| OD06/008 | THE BLOOM | BEIJING 2022 WINTER PARALYMPICS OPENING CEREMONY | THE NINE SHANGHAI | SHANGHAI |

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|-------------------------------------|------------------------------|------------------|--------|
| OD06/009 | SEXPO SYDNEY | SEXPO SYDNEY | THE CORE AGENCY | SYDNEY |
| OD06/010 | DIGITAL SHOW WINDOW | SAMSUNG AVENUE IN CES 2022 | CHEIL WORLDWIDE | SEOUL |
| OD06/011 | THE WORLD'S BIGGEST ADVENT CALENDAR | YOKOHAMA RED BRICK WAREHOUSE | DRILL | TOKYO |

OD07: Ambient: Special Build ***NEW

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|------------------------------|---|--------------------------------|-----------|
| OD07/001 | SAVE THE ELECTRICITY THIEVES | TV DRAMA "ISHIKO AND HANEO: YOU'RE SUING ME?" | I&S BBDO.INC | TOKYO |
| OD07/002 | SOLAR BEEHIVE | HANWHA | INNOCEAN | SEOUL |
| OD07/003 | SEE THE LOVE | SONY | THE RIGHT SIDE LIMITED | HONG KONG |
| OD07/004 | CHANGE THE WALL | DIGICO KT | DAEHONG COMMUNICATIONS | SEOUL |
| OD07/005 | CURIOUS BOOK BAR | DEWAR'S | BBDO JAPAN | TOKYO |
| OD07/006 | NETFLIX MONAS HEIST | NETFLIX | GOODSTUPH | BANGKOK |
| OD07/007 | THE SNOW COMIC | SHUEISHA | HAKUHODO INC. | TOKYO |
| OD07/008 | REEL TO REAL | NETFLIX | GIGIL | MANILA |
| OD07/009 | G20 BAMBOO DOME | 2022 G20 BALI SUMMIT | CELSIUS CREATIVE LAB | JAKARTA |
| OD07/010 | EXHIBITION OF FRAUDS | KOREA EXCHANGE (KRX) | BAND&LINK | SEOUL |
| OD07/011 | SANGSOM BAR | SANGSOM | THE SOUR BANGKOK CO., LTD. | BANGKOK |
| OD07/012 | REAL SCHOOL GHOST | NETFLIX | THE LEO BURNETT GROUP THAILAND | BANGKOK |
| OD07/013 | THE MODEL CITY 1:1 SCALE | SHIZUOKA CITY | DEA INC. | TOKYO |

OD08: Interactive & Immersive Experiences ***NEW

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|--------------------------|----------------------|--------------------|-----------|
| OD08/001 | ANTI-HATE KEYBOARD | ESPORTS NEWS CHANNEL | INNOCEAN INDONESIA | JAKARTA |
| OD08/002 | THE KFC BRAINWAVE BUCKET | KFC HONG KONG | EDELMAN | HONG KONG |

OD09: Events, Guerrilla Marketing & Stunts

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|-----------------------------|-----------------------|-----------------------------|---------|
| OD09/001 | SUPER COMEDY GRAND PRIX | MINASAMANO OSUMITSUKI | ENJIN TOKYO | TOKYO |
| OD09/002 | THE EYEBALLS HEIST | NETFLIX TH | WUNDERMAN THOMPSON THAILAND | BANGKOK |
| OD09/003 | NETFLIX MONAS HEIST | NETFLIX | GOODSTUPH | BANGKOK |
| OD09/004 | THE ELECTIONS EDITION | ANNAHAR NEWSPAPER | IMPACT BBDO | DUBAI |
| OD09/005 | THE HIDDEN SPONSORSHIP TENT | SANGSOM | THE SOUR BANGKOK CO., LTD. | BANGKOK |
| OD09/006 | MCDONALD'S CARABAO-THRU | MCDONALD'S RIDE THRU | TBWASANTIAGO MANGADA PUNO | MANILA |
| OD09/007 | HOME FOR THE HOLIDAYS | ANGLICARE WA | WUNDERMAN THOMPSON | SYDNEY |
| OD09/008 | SEXPO SYDNEY | SEXPO SYDNEY | THE CORE AGENCY | SYDNEY |
| OD09/009 | SEANACK | SEANACK | CHEIL WORLDWIDE | SEOUL |

POSTER

OD10: Food & Beverages

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|---|------------|---------------------------|-----------|
| OD10/001 | OISHI SNACKERS: RIPPED | OISHI | TBWASANTIAGO MANGADA PUNO | MANILA |
| OD10/002 | OISHI SNACKERS:TIED | OISHI | TBWASANTIAGO MANGADA PUNO | MANILA |
| OD10/003 | IT'S NOT THE CREAM CHEESE DOING THE HEAVY LIFTING | OCEAN BLUE | SICKDOGWOLFMAN | MELBOURNE |
| OD10/004 | BOILED? POACHED? SALMONED PLEASE. | OCEAN BLUE | SICKDOGWOLFMAN | MELBOURNE |
| OD10/005 | A REGULAR OLD CRACKER | OCEAN BLUE | SICKDOGWOLFMAN | MELBOURNE |

OD11: Beauty, Health & Personal Care

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|-------------|------------------------|------------------|---------|
| OD11/001 | STREET FOOD | BOSISTO'S PARROT BRAND | VMLY&R THAILAND | BANGKOK |
| OD11/002 | CAMP | BOSISTO'S PARROT BRAND | VMLY&R THAILAND | BANGKOK |

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|--|--------|------------------|--------|
| OD11/003 | YOUR TEETH WON'T NOTICE THE DIFFERENCE | KINTAB | BBDO GUERRERO | MANILA |
| OD11/004 | GUILTY AFTERTASTE | KINTAB | BBDO GUERRERO | MANILA |
| OD11/005 | SAVE THE EARTH TWICE A DAY | KINTAB | BBDO GUERRERO | MANILA |

OD15: Electronics, Home Appliances & Furnishing

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|---------------------|-----------|--|----------|
| OD15/001 | | WITHDRAWN | | |
| OD15/002 | | WITHDRAWN | | |
| OD15/003 | | WITHDRAWN | | |
| OD15/004 | PRIVACY ON THE LINE | BOSCH | BBDO CHINA | SHANGHAI |
| OD15/005 | LIVING ROOM | IKEA | OGILVY & MATHER A BRANCH OFFICE OF WPP (THAILAND) LTD. | BANGKOK |
| OD15/006 | KITCHEN | IKEA | OGILVY & MATHER A BRANCH OFFICE OF WPP (THAILAND) LTD. | BANGKOK |
| OD15/007 | RESTROOM | IKEA | OGILVY & MATHER A BRANCH OFFICE OF WPP (THAILAND) LTD. | BANGKOK |

OD16: Retail

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|---------------------------|------------|-------------------------|---------|
| OD16/001 | JOSH & FRIEND'S HAPPINESS | HAPPY MEAL | FUTURE CREATIVE NETWORK | JAKARTA |
| OD16/002 | DAVID & DAD'S HAPPINESS | HAPPY MEAL | FUTURE CREATIVE NETWORK | JAKARTA |
| OD16/003 | MIA & SISTER'S HAPPINESS | HAPPY MEAL | FUTURE CREATIVE NETWORK | JAKARTA |

OD19: Finance & Real Estate

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|---------------------------|------------------------|-------------------------|---------|
| OD19/001 | ANDHIKA PUTRA FUTURE HOME | KPR BCA - HOUSING LOAN | FUTURE CREATIVE NETWORK | JAKARTA |
| OD19/002 | ANDHINI PUTRI FUTURE HOME | KPR BCA - HOUSING LOAN | FUTURE CREATIVE NETWORK | JAKARTA |
| OD19/003 | INDRA KUSUMA FUTURE HOME | KPR BCA - HOUSING LOAN | FUTURE CREATIVE NETWORK | JAKARTA |

OD22: Corporate Image & Corporate Social Responsibility

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|-------------|-------|------------------|--------|
| OD22/001 | STREETCODE | HP | EDELMAN | SYDNEY |

OD23: Public Services & Cause Appeals

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|---------------------------|---|-------------------------|--------|
| OD23/001 | THE NEEDLE PRICK - TIGER | PRIME INDIA HOSPITALS | MCCANN WORLDGROUP INDIA | MUMBAI |
| OD23/002 | THE NEEDLE PRICK - SNAKE | PRIME INDIA HOSPITALS | MCCANN WORLDGROUP INDIA | MUMBAI |
| OD23/003 | THE NEEDLE PRICK - SHIELD | PRIME INDIA HOSPITALS | MCCANN WORLDGROUP INDIA | MUMBAI |
| OD23/004 | NO MORE MISSING OUT | THE COMMISSION ON HUMAN RIGHTS OF THE PHILIPPINES | DENTSU JAYME SYFU | MANILA |

CAMPAIGN

OD24: Innovative Use of Outdoor ***NEW

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|-------------------------|---------------------|-----------------------------|--------------|
| OD24/001 | HYDROGEN GARBAGE TRUCK | HYUNDAI MOTOR GROUP | INNOCEAN | SEOUL |
| OD24/002 | SOLAR BEEHIVE | HANWHA | INNOCEAN | SEOUL |
| OD24/003 | THE EYEBALLS HEIST | NETFLIX TH | WUNDERMAN THOMPSON THAILAND | BANGKOK |
| OD24/004 | FLAGS OF GENEROSITY | CADBURY DAIRY MILK | OGILVY MALAYSIA | KUALA LUMPUR |
| OD24/005 | EYE-OPENING ALARM TRAIN | ROHTO Z! | DENTSU INC. | OSAKA |
| OD24/006 | GOD IS WATCHING | LEO BURNETT CSR | LEO BURNETT TAIWAN | TAIPEI |
| OD24/007 | SKY CYPHER | BMSG | SIX INC. | TOKYO |

OD25: Integrated Outdoor Campaign

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|----------------------------|-----------------------------|-------------------|--------|
| OD25/001 | CHOWKING #GUESSWOKSCOOKING | CHOWKING | DENTSU JAYME SYFU | MANILA |
| OD25/002 | THE MODEL CITY 1:1 SCALE | SHIZUOKA CITY | DEA INC. | TOKYO |
| OD25/003 | YES WE CANINE | REGIONAL ADOPTION ELECTIONS | CHEIL WORLDWIDE | SEOUL |
| OD25/004 | SKY CYPHER | BMSG | SIX INC. | TOKYO |

RESILIENCE THROUGH CREATIVITY

OD26: Resilience Through Creativity

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|---------------------------|-----------------------|-------------------------|--------------|
| OD26/001 | FLAGS OF GENEROSITY | CADBURY DAIRY MILK | OGILVY MALAYSIA | KUALA LUMPUR |
| OD26/002 | THE NEEDLE PRICK - TIGER | PRIME INDIA HOSPITALS | MCCANN WORLDGROUP INDIA | MUMBAI |
| OD26/003 | THE NEEDLE PRICK - SNAKE | PRIME INDIA HOSPITALS | MCCANN WORLDGROUP INDIA | MUMBAI |
| OD26/004 | THE NEEDLE PRICK - SHIELD | PRIME INDIA HOSPITALS | MCCANN WORLDGROUP INDIA | MUMBAI |
| OD26/005 | #SAVETHENEWJÄ | JÄGERMEISTER | BBDO CHINA | SHANGHAI |

LOTUS ROOTS

LROD: Lotus Roots

| CODE | ENTRY TITLE | BRAND | COMPANY ENTERING | CITY |
|----------|---------------------|--------------------|--------------------------------|--------------|
| LROD/001 | FLAGS OF GENEROSITY | CADBURY DAIRY MILK | OGILVY MALAYSIA | KUALA LUMPUR |
| LROD/002 | PERIOD COMB | UNITED WAY DELHI | MCCANN WORLDGROUP INDIA | MUMBAI |
| LROD/003 | NIMBU MIRCHI CONDOM | JIO-BP | MCCANN WORLDGROUP INDIA | MUMBAI |
| LROD/004 | INVISIBLE ZONE | ZONE ENERGY | MATERIAL | TOKYO |
| LROD/005 | REAL SCHOOL GHOST | NETFLIX | THE LEO BURNETT GROUP THAILAND | BANGKOK |