



FINALIST

DESIGN LOTUS



RISE
ADFEST 2023

DE01: New Brand Identity

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DE01/002	MUSEUM OF CHINESE IN AUSTRALIA (MOCA)	MUSEUM OF CHINESE IN AUSTRALIA (MOCA)	R/GA, SYDNEY	R/GA, MELBOURNE	FINALIST

DE04: Product Design: Innovative & Sustainable Design

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DE04/002	HYDROGEN GARBAGE TRUCK	HYUNDAI MOTOR GROUP	INNOCEAN, SEOUL	INNOCEAN, SEOUL	FINALIST
DE04/003	SOLAR BEEHIVE	HANWHA	INNOCEAN, SEOUL	INNOCEAN, SEOUL	FINALIST
DE04/004	DOT PAD. THE FIRST SMART TACTILE GRAPHICS DISPLAY.	DOT	SERVICEPLAN KOREA, SEOUL/ SERVICEPLAN GERMANY, MUNICH	SERVICEPLAN KOREA, SEOUL	FINALIST
DE04/005	THE KILLER PACK	MAXX FLASH	VMLY&R, MUMBAI	VMLY&R, MUMBAI	FINALIST
DE04/007	EASY TO WEAR, JUST FOR YOU.	KIYASUKU	HAKUHODO KETTLE INC., TOKYO/ HAKUHODO INC., TOKYO	HAKUHODO INC., TOKYO	FINALIST

DE05: Packaging Design

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DE05/006	THE KILLER PACK	MAXX FLASH	VMLY&R, MUMBAI	VMLY&R, MUMBAI	FINALIST

DE06: Brand Collateral & Publications

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DE06/001	A SILENT FROWN	CHARLIE CHAPLIN FOUNDATION	DDB MUDRA GROUP, MUMBAI	DDB MUDRA GROUP, MUMBAI	FINALIST
DE06/002	LOOK OF THE GAMES TOKYO 2020	TOKYO 2020 OLYMPIC AND PARALYMPIC GAMES	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST
DE06/006	ENDLESS APPETITE	THE HOSHI AWARDS	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST

DE07: Poster

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DE07/002	SAVE GUNKANJIMA PROJECT	GUNKANJIMA DIGITAL MUSEUM	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST
DE07/008	BEAUTIFUL MUTATIONS	D&AD 2021 EXHIBITION IN JAPAN	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST
DE07/013	HERE COMES INTER-HIGH. 30SPORTS × 30SPOTS	POCARI SWEAT	HAKUHODO INC., TOKYO	HAKUHODO INC., TOKYO	FINALIST

DE09: Illustration

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DE09/001	A SILENT FROWN	CHARLIE CHAPLIN FOUNDATION	DDB MUDRA GROUP, MUMBAI	DDB MUDRA GROUP, MUMBAI	FINALIST
DE09/005	BEAUTIFUL MUTATIONS	D&AD 2021 EXHIBITION IN JAPAN	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST

DE11: Point of Sale: Small Scale

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DE11/003	MININGFUL MUSEUM	KLEENEX MINI	HAVAS HONGKONG, HONG KONG	HAVAS HONG KONG, HONG KONG	FINALIST

DE13: Motion Design

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DE13/004	BAEMIN X NEOGURI COLLABORATION	BAEMIN	HS AD, SEOUL	HS AD, SEOUL	FINALIST
DE13/012	BMW: NOTHING BUT SHEER JOY	BMW	TBWA\JUICE CHINA, BEIJING	TBWA\CHINA, SHANGHAI	FINALIST

DE14: Exhibitions, Events & Public Environment

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DE14/006	SANGSOM BAR	SANGSOM	SOUR BANGKOK, BANGKOK	THE SOUR BANGKOK CO., LTD., BANGKOK	FINALIST
DE14/008	THE MODEL CITY 1:1 SCALE	SHIZUOKA CITY	HAKUHODO KETTLE INC., TOKYO	DEA INC., TOKYO	FINALIST

DE15: Digital & Interactive Design

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DE15/001	KUBOTA FUTURE CUBE	KUBOTA CORPORATION	DENTSU INC., OSAKA	DENTSU INC., OSAKA	FINALIST
DE15/007	SUNTORY TENNENSUI ENDLESS DAWN	SUNTORY TENNENSUI	SUNTORY HOLDINGS, OSAKA/ (TSUZUKU), TOKYO/DENTSU INC., TOKYO	DENTSU CREATIVE X INC., TOKYO	FINALIST

DE17: Innovative Design ***NEW

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DE17/003	HYDROGEN GARBAGE TRUCK	HYUNDAI MOTOR GROUP	INNOCEAN, SEOUL	INNOCEAN, SEOUL	FINALIST
DE17/008	THE BLOOM	BEIJING 2022 WINTER PARALYMPICS OPENING CEREMONY	THE NINE SHANGHAI, SHANGHAI	THE NINE SHANGHAI, SHANGHAI	FINALIST

DE18: Integrated Design Campaign

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DE18/004	ENDLESS APPETITE	THE HOSHI AWARDS	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST