



FINALIST

DIGITAL & SOCIAL LOTUS



RISE
ADFEST 2023

WEBSITE

DI01: Website

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DI01/004	SUNTORY TENNENSUI ENDLESS DAWN	SUNTORY TENNENSUI	SUNTORY HOLDINGS, OSAKA/ (TSUZUKU), TOKYO/DENTSU INC., TOKYO	DENTSU CREATIVE X INC., TOKYO	FINALIST

FILM & SERIES

DI02: Social Film

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DI02/010	METAVERRRRRRR	KRUNGSRI FIRST CHOICE	THE LEO BURNETT GROUP THAILAND, BANGKOK	THE LEO BURNETT GROUP THAILAND, BANGKOK	FINALIST
DI02/011	BMW: NOTHING BUT SHEER JOY	BMW	TBWA\JUICE CHINA, BEIJING	TBWA\CHINA, SHANGHAI	FINALIST
DI02/013	LOVE YOUR GUT	DUTCHIE	OGILVY GROUP THAILAND, BANGKOK	OGILVY GROUP THAILAND, BANGKOK	FINALIST

SOCIAL ***NEW

DI05: Community Engagement & Management

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DI05/001	CITY HALL OF LOVE	CLOSEUP	MULLENLOWE SINGAPORE, SINGAPORE	MULLENLOWE SINGAPORE, SINGAPORE	FINALIST
DI05/008	NEW LEGENDS ARE BORN	BLOODLINE: HEROES OF LITHAS	BBH CHINA LTD., SHANGHAI	BBH CHINA, SHANGHAI	FINALIST

DI07: Use of Data

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DI07/002	PAVE IT FORWARD	INFINITI	BEACON COMMUNICATIONS, TOKYO	BEACON COMMUNICATIONS K.K., TOKYO	FINALIST

DI08: Brand Storytelling

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DI08/003	SEE EQUAL #SHARETHELOAD	ARIEL	BBDO INDIA PVT LTD., MUMBAI	BBDO INDIA, MUMBAI	FINALIST
DI08/004	FIVE STAR : QUALITY TIME,AGAIN	FIVE STAR CHICKEN	RABBIT'S TALE, BANGKOK	RABBIT'S TALE, BANGKOK	FINALIST

DI09: Use of Technology

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DI09/002	CITY HALL OF LOVE	CLOSEUP	MULLENLOWE SINGAPORE, SINGAPORE	MULLENLOWE SINGAPORE, SINGAPORE	FINALIST
DI09/006	JUKE "MUSIC IN A CAN"	HEINEKEN	LEO BURNETT VIETNAM, HO CHI MINH CITY	LEO BURNETT, HO CHI MINH CITY	FINALIST

DI10: Use of Influencer

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DI10/016	#BRINGBACK2011	OREO INDIA	LEO BURNETT INDIA, MUMBAI	MONDELEZ INTERNATIONAL FOODS PVT LTD, MUMBAI	FINALIST

DI11: User Generated Content

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DI11/004	UNBRANDED MENU	MCDONALD'S	LEO BURNETT GROUP MANILA, MANILA	LEO BURNETT GROUP MANILA, MANILA	FINALIST
DI11/005	USER GENERATED ACTION SCENES	THE GRAY MAN	BBDO BANGKOK, BANGKOK	BBDO BANGKOK LIMITED, BANGKOK	FINALIST

DI13: Content Placement

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DI13/001	PUYORINGO -GAME OF APPLE TETRIS-	AOMORI APPLE	PUYORINGO PROJECT, TOKYO	PUYORINGO PROJECT, TOKYO	FINALIST
DI13/004	ADIDAS NEO GYMNASTICS X JUST DANCE	ADIDAS	TBWA\SHANGHAI, SHANGHAI	TBWA\CHINA, SHANGHAI	FINALIST

DI14: Social Purpose

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DI14/003	FACE THE FACT	BABITALK	INNORED, SEOUL	INNORED, SEOUL	FINALIST
DI14/006	SEE EQUAL #SHARETHELOAD	ARIEL	BBDO INDIA PVT LTD., MUMBAI	BBDO INDIA, MUMBAI	FINALIST
DI14/008	CLASSIFY CONSENT	CONSENT LABS	TBWA\SYDNEY, SYDNEY	TBWA, SYDNEY	FINALIST

DI15: Innovative Use of Social

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DI15/001	CITY HALL OF LOVE	CLOSEUP	MULLENLOWE SINGAPORE, SINGAPORE	MULLENLOWE SINGAPORE, SINGAPORE	FINALIST

DI16: Integrated Digital & Social Campaign

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DI16/009	JUKE "MUSIC IN A CAN"	HEINEKEN	LEO BURNETT VIETNAM, HO CHI MINH CITY	LEO BURNETT, HO CHI MINH CITY	FINALIST