



FINALIST

DIGITAL CRAFT LOTUS



RISE
ADFEST 2023

DESIGN

CD02: Video & Moving Image

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
CD02/002	THE BROKEN HOME	SAMMAKORN	CHOOJAI AND FRIENDS, BANGKOK	CHOOJAI KA KALAYANAMITR CO.,LTD., BANGKOK	FINALIST

CD05: Music & Sound Design

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
CD05/001	SND : CRAFTED UI SOUND ASSETS FOR UX DEVELOPERS	SND : CRAFTED UI SOUND ASSETS FOR UX DEVELOPERS	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST
CD05/005	VOICE WATCH	TOYOTA MOBILITY FOUNDATION	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST

CD06: Overall Aesthetic Design

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
CD06/001	LOG FLOWER	GG BETA	TOKYU AGENCY INC., TOKYO/KONEL INC., TOKYO	TOKYU AGENCY INC, TOKYO	FINALIST
CD06/005	DONATION WALLPAPER	MCDONALD'S	LEO BURNETT TAIWAN, TAIPEI	LEO BURNETT TAIWAN, TAIPEI	FINALIST

FUNCTION

CD08: Native & Built-In Feature Integration

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
CD08/001	LOG FLOWER	GG BETA	TOKYU AGENCY INC., TOKYO/KONEL INC., TOKYO	TOKYU AGENCY INC, TOKYO	FINALIST

TECHNOLOGY

CD11: Innovative Use of Technology

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
CD11/001	ANTI-HATE KEYBOARD	ESPORTS NEWS CHANNEL	INNOCEAN INDONESIA, JAKARTA	INNOCEAN INDONESIA, JAKARTA	FINALIST
CD11/002	ALL PLAYERS TOOL LAB.	WITH ALS	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST
CD11/003	LOG FLOWER	GG BETA	TOKYU AGENCY INC., TOKYO/KONEL INC., TOKYO	TOKYU AGENCY INC, TOKYO	FINALIST
CD11/006	DOT PAD. THE FIRST SMART TACTILE GRAPHICS DISPLAY.	DOT	SERVICEPLAN KOREA, SEOUL/ SERVICEPLAN GERMANY, MUNICH	SERVICEPLAN KOREA, SEOUL	FINALIST

DATA

CD12: Use of Data

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
CD12/008	VOICE WATCH	TOYOTA MOBILITY FOUNDATION	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST
CD12/009	THE BROKEN HOME	SAMMAKORN	CHOOJAI AND FRIENDS, BANGKOK	CHOOJAI KA KALAYANAMITR CO.,LTD., BANGKOK	FINALIST
CD12/010	SUNTORY TENNENSUI ENDLESS DAWN	SUNTORY TENNENSUI	SUNTORY HOLDINGS, OSAKA/(TSUZUKU), TOKYO/ DENTSU INC. TOKYO	DENTSU CREATIVE X INC., TOKYO	FINALIST