



FINALIST

DIRECT LOTUS



RISE
ADFEST 2023

DM02: Low Budget Campaign

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DM02/003	SHAGUN KA LIFAFA	UJJIVAN SMALL FINANCE BANK	MCCANN WORLDGROUP INDIA, MUMBAI	MCCANN WORLDGROUP INDIA, MUMBAI	FINALIST

DM03: Film & Audio

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DM03/002	SOUND OF SAFETY	WHOSCALL X VGI X BTS	SOUR BANGKOK, BANGKOK	THE SOUR BANGKOK CO., LTD., BANGKOK	FINALIST

DM04: Print & Conventional Outdoor

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DM04/002	THE LOTTO MOVIE POSTERS	NETFLIX	CJ WORX, BANGKOK	CJ WORX, BANGKOK	FINALIST

DM05: Ambient: Small Scale

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DM05/003	THE LOTTO MOVIE POSTERS	NETFLIX	CJ WORX, BANGKOK	CJ WORX, BANGKOK	FINALIST
DM05/005	SEE EQUAL #SHARETHELOAD	ARIEL	BBDO INDIA PVT LTD., MUMBAI	BBDO INDIA, MUMBAI	FINALIST
DM05/006	THE HIDDEN SPONSORSHIP TENT	SANGSOM	SOUR BANGKOK, BANGKOK	THE SOUR BANGKOK CO., LTD., BANGKOK	FINALIST

DM07: Online & Digital Platforms

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DM07/007	UNBRANDED MENU	MCDONALD'S	LEO BURNETT GROUP MANILA, MANILA	LEO BURNETT GROUP MANILA, MANILA	FINALIST

DM08: Use of Social Media Platforms

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DM08/001	CITY HALL OF LOVE	CLOSEUP	MULLENLOWE SINGAPORE, SINGAPORE	MULLENLOWE SINGAPORE, SINGAPORE	FINALIST
DM08/004	TIGER BEER - 22:31	TIGER BEER	LE PUB APAC, SINGAPORE	LE PUB APAC, SINGAPORE	FINALIST

DM09: Mobile & Devices

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DM09/003	JUKE "MUSIC IN A CAN"	HEINEKEN	LEO BURNETT VIETNAM, HO CHI MINH CITY	LEO BURNETT, HO CHI MINH CITY	FINALIST
DM09/004	KNOCK KNOCK	A SILENT EMERGENCY CALL	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	FINALIST

DM10: Real-time Response *NEW**

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DM10/003	TIGER BEER - 22:31	TIGER BEER	LE PUB APAC, SINGAPORE	LE PUB APAC, SINGAPORE	FINALIST
DM10/004	FLAGS OF GENEROSITY	CADBURY DAIRY MILK	OGILVY MALAYSIA, KUALA LUMPUR/ OGILVY SINGAPORE, SINGAPORE	OGILVY MALAYSIA, KUALA LUMPUR	FINALIST
DM10/005	SHAGUN KA LIFAF	UJJIVAN SMALL FINANCE BANK	MCCANN WORLDGROUP INDIA, MUMBAI	MCCANN WORLDGROUP INDIA, MUMBAI	FINALIST

DM11: User Generated Content

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DM11/002	I'M POSSIBLE BILLBOARDS	ADIDAS	HAVAS MIDDLE EAST, DUBAI	HAVAS MIDDLE EAST, DUBAI	FINALIST

DM13: Field Marketing

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DM13/002	SHAGUN KA LIFAF	UJJIVAN SMALL FINANCE BANK	MCCANN WORLDGROUP INDIA, MUMBAI	MCCANN WORLDGROUP INDIA, MUMBAI	FINALIST

DM15: Direct Campaign for Launch/Re-Launch

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DM15/002	THE LOTTO MOVIE POSTERS	NETFLIX	CJ WORX, BANGKOK	CJ WORX, BANGKOK	FINALIST
DM15/004	JUKE "MUSIC IN A CAN"	HEINEKEN	LEO BURNETT VIETNAM, HO CHI MINH CITY	LEO BURNETT, HO CHI MINH CITY	FINALIST

DM17: Use of Games *NEW**

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DM17/003	UNBRANDED MENU	MCDONALD'S	LEO BURNETT GROUP MANILA, MANILA	LEO BURNETT GROUP MANILA, MANILA	FINALIST
DM17/004	AMAZING THAILAND. CULTURE TO COMMERCE	TOURISM AUTHORITY OF THAILAND	OGILVY GROUP THAILAND, BANGKOK	OGILVY GROUP THAILAND, BANGKOK	FINALIST

DM18: Integrated Direct Campaign

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DM18/002	#BRINGBACK2011	OREO INDIA	LEO BURNETT INDIA, MUMBAI	MONDELEZ INTERNATIONAL FOODS PVT LTD, MUMBAI	FINALIST

DM19: Resilience Through Creativity

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
DM19/001	FLAGS OF GENEROSITY	CADBURY DAIRY MILK	OGILVY MALAYSIA, KUALA LUMPUR/ OGILVY SINGAPORE, SINGAPORE	OGILVY MALAYSIA, KUALA LUMPUR	FINALIST