



FINALIST

ENTERTAINMENT LOTUS



RISE
ADFEST 2023

EN01: Fiction & Non-Fiction Film: Up to 5 minutes

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
EN01/001	THE TRUTH	CAR HERO	AUDACITY, BANGKOK	AUDACITY, BANGKOK	FINALIST
EN01/004	UNIF FRESH+ EP. 67	UNIF FRESH+	CREATIVE JUICE\G1, BANGKOK	CREATIVE JUICE\G1, BANGKOK	FINALIST

EN02: Fiction & Non-Fiction Film: 5-30 minutes

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
EN02/005	THE COMEBACK - SHOT ON IPHONE	APPLE	TBWA\MEDIA ARTS LAB, SHANGHAI	MEDIA ARTS LAB, SHANGHAI	FINALIST
EN02/010	THE MOVIES THAT MADE (FROM) US	FIVE STAR	BBDO BANGKOK , BANGKOK	BBDO BANGKOK LIMITED, BANGKOK	FINALIST

EN04: Music

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
EN04/003	JOURNA-RHYTHM	JOURNA-RHYTHM	TBWA\HAKUHODO INC., TOKYO	TBWA\HAKUHODO INC., TOKYO	FINALIST

EN07: Experiential

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
EN07/001	PROPILOT MOP	NISSAN MOTOR CO., LTD.	TBWA\HAKUHODO INC., TOKYO	TBWA\HAKUHODO INC., TOKYO	FINALIST

EN08: Live Broadcast

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
EN08/001	SUPER COMEDY GRAND PRIX	MINASAMANO OSUMITSUKI	ENJIN TOKYO, TOKYO	ENJIN TOKYO, TOKYO	FINALIST

EN09: Digital, Social & Emerging Technology

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
EN09/001	ANTI-HATE KEYBOARD	ESPORTS NEWS CHANNEL	INNOCEAN INDONESIA, JAKARTA	INNOCEAN INDONESIA, JAKARTA	FINALIST
EN09/003	PROPILOT MOP	NISSAN MOTOR CO., LTD.	TBWA\HAKUHODO INC., TOKYO	TBWA\HAKUHODO INC., TOKYO	FINALIST

EN10: User Generated Content

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
EN10/004	THE MOVIES THAT MADE (FROM) US	FIVE STAR	BBDO BANGKOK , BANGKOK	BBDO BANGKOK LIMITED, BANGKOK	FINALIST

EN11: Brand Integration & Sponsorships/Partnerships

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
EN11/005	PROJECT RE-DEW	MOUNTAIN DEW	BBDO GUERRERO, MANILA	BBDO GUERRERO, MANILA	FINALIST

EN12: Talent/Celebrity

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
EN12/011	#BRINGBACK2011	OREO INDIA	LEO BURNETT INDIA, MUMBAI	MONDELEZ INTERNATIONAL FOODS PVT LTD, MUMBAI	FINALIST
EN12/012	SING IT RIGHT WITH SPOTIFY LYRICS	SPOTIFY	JUICE., SINGAPORE	TBWA\SINGAPORE PTE LTD, SINGAPORE	FINALIST

EN13: Games

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
EN13/002	QUEST FOR DYSLEXIA	SAMSUNG	CHEIL HONG KONG, HONG KONG/ CHEIL PENGTAI BEIJING, BEIJING	CHEIL PENGTAI BEIJING, BEIJING	FINALIST
EN13/004	AMAZING THAILAND. CULTURE TO COMMERCE	TOURISM AUTHORITY OF THAILAND	OGILVY GROUP THAILAND, BANGKOK	OGILVY GROUP THAILAND, BANGKOK	FINALIST

EN14: Sports & eSports

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
EN14/002	VOICE WATCH	TOYOTA MOBILITY FOUNDATION	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST
EN14/003	#BRINGBACK2011	OREO INDIA	LEO BURNETT INDIA, MUMBAI	MONDELEZ INTERNATIONAL FOODS PVT LTD, MUMBAI	FINALIST
EN14/004	BUNDY MIXER	BUNDABERG RUM	LEO BURNETT AUSTRALIA, SYDNEY	LEO BURNETT AUSTRALIA, SYDNEY	FINALIST