



**FINALIST**

**INNOVA LOTUS**



**RISE**  
ADFEST 2023

**IN02: Innovation in Technology**

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
IN02/001	ALL PLAYERS TOOL LAB.	WITH ALS	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST
IN02/003	DOT PAD. THE FIRST SMART TACTILE GRAPHICS DISPLAY.	DOT	SERVICEPLAN KOREA, SEOUL/ SERVICEPLAN GERMANY, MUNICH	SERVICEPLAN KOREA, SEOUL	FINALIST
IN02/005	VOICE WATCH	TOYOTA MOBILITY FOUNDATION	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST

**IN04: Scalable Innovation \*\*\*NEW**

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
IN04/001	THE KILLER PACK	MAXX FLASH	VMLY&R, MUMBAI	VMLY&R, MUMBAI	FINALIST

**IN06: Innovation for Humanity \*\*\*NEW**

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
IN06/007	CLASSIFY CONSENT	CONSENT LABS	TBWA\SYDNEY, SYDNEY	TBWA, SYDNEY	FINALIST
IN06/011	EASY TO WEAR, JUST FOR YOU.	KIYASUKU	HAKUHODO KETTLE INC., TOKYO/ HAKUHODO INC., TOKYO	HAKUHODO INC., TOKYO	FINALIST

**IN07: Innovation in Local Culture Application**

CODE	ENTRY TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
IN07/003	THE KILLER PACK	MAXX FLASH	VMLY&R, MUMBAI	VMLY&R, MUMBAI	FINALIST