



**WINNERS  
LIST**

**DESIGN LOTUS**

**DE01: New Brand Identity**

| CODE     | ENTRY TITLE                           | BRAND                                 | AGENCY       | COMPANY ENTERING | AWARDS |
|----------|---------------------------------------|---------------------------------------|--------------|------------------|--------|
| DE01/002 | MUSEUM OF CHINESE IN AUSTRALIA (MOCA) | MUSEUM OF CHINESE IN AUSTRALIA (MOCA) | R/GA, SYDNEY | R/GA, MELBOURNE  | SILVER |

**DE04: Product Design: Innovative & Sustainable Design**

| CODE     | ENTRY TITLE  | BRAND               | AGENCY   | COMPANY ENTERING         | AWARDS   |
|----------|--|---------------------|--|--------------------------|----------|
| DE04/007 | EASY TO WEAR, JUST FOR YOU.                        | KIYASUKU            | HAKUHODO KETTLE INC., TOKYO/<br>HAKUHODO INC., TOKYO     | HAKUHODO INC., TOKYO     | GOLD     |
| DE04/004 | DOT PAD. THE FIRST SMART TACTILE GRAPHICS DISPLAY. | DOT                 | SERVICEPLAN KOREA, SEOUL/<br>SERVICEPLAN GERMANY, MUNICH | SERVICEPLAN KOREA, SEOUL | SILVER   |
| DE04/005 | THE KILLER PACK                                    | MAXX FLASH          | VMLY&R, MUMBAI   | VMLY&R, MUMBAI           | SILVER   |
| DE04/003 | SOLAR BEEHIVE                                      | HANWHA              | INNOCEAN, SEOUL  | INNOCEAN, SEOUL          | BRONZE   |
| DE04/002 | HYDROGEN GARBAGE TRUCK                             | HYUNDAI MOTOR GROUP | INNOCEAN, SEOUL  | INNOCEAN, SEOUL          | FINALIST |

**DE05: Packaging Design**

| CODE     | ENTRY TITLE     | BRAND      | AGENCY         | COMPANY ENTERING | AWARDS |
|----------|-----------------|------------|----------------|------------------|--------|
| DE05/006 | THE KILLER PACK | MAXX FLASH | VMLY&R, MUMBAI | VMLY&R, MUMBAI   | GOLD   |

**DE06: Brand Collateral & Publications**

| CODE     | ENTRY TITLE                  | BRAND                                   | AGENCY                  | COMPANY ENTERING        | AWARDS   |
|----------|------------------------------|---|-------------------------|-------------------------|----------|
| DE06/002 | LOOK OF THE GAMES TOKYO 2020 | TOKYO 2020 OLYMPIC AND PARALYMPIC GAMES | DENTSU INC., TOKYO      | DENTSU INC., TOKYO      | SILVER   |
| DE06/006 | ENDLESS APPETITE             | THE HOSHI AWARDS                        | DENTSU INC., TOKYO      | DENTSU INC., TOKYO      | SILVER   |
| DE06/001 | A SILENT FROWN               | CHARLIE CHAPLIN FOUNDATION              | DDB MUDRA GROUP, MUMBAI | DDB MUDRA GROUP, MUMBAI | FINALIST |

**DE07: Poster**

| CODE     | ENTRY TITLE                               | BRAND                         | AGENCY               | COMPANY ENTERING     | AWARDS   |
|----------|---|-------------------------------|----------------------|----------------------|----------|
| DE07/008 | BEAUTIFUL MUTATIONS                       | D&AD 2021 EXHIBITION IN JAPAN | DENTSU INC., TOKYO   | DENTSU INC., TOKYO   | GOLD     |
| DE07/002 | SAVE GUNKANJIMA PROJECT                   | GUNKANJIMA DIGITAL MUSEUM     | DENTSU INC., TOKYO   | DENTSU INC., TOKYO   | FINALIST |
| DE07/013 | HERE COMES INTER-HIGH. 30SPORTS × 30SPOTS | POCARI SWEAT                  | HAKUHODO INC., TOKYO | HAKUHODO INC., TOKYO | FINALIST |

**DE09: Illustration**

| CODE     | ENTRY TITLE         | BRAND                         | AGENCY                  | COMPANY ENTERING        | AWARDS |
|----------|---------------------|-------------------------------|-------------------------|-------------------------|--------|
| DE09/005 | BEAUTIFUL MUTATIONS | D&AD 2021 EXHIBITION IN JAPAN | DENTSU INC., TOKYO      | DENTSU INC., TOKYO      | SILVER |
| DE09/001 | A SILENT FROWN      | CHARLIE CHAPLIN FOUNDATION    | DDB MUDRA GROUP, MUMBAI | DDB MUDRA GROUP, MUMBAI | BRONZE |

**DE11: Point of Sale: Small Scale**

| CODE     | ENTRY TITLE      | BRAND        | AGENCY                    | COMPANY ENTERING           | AWARDS |
|----------|------------------|--------------|---------------------------|----------------------------|--------|
| DE11/003 | MININGFUL MUSEUM | KLEENEX MINI | HAVAS HONGKONG, HONG KONG | HAVAS HONG KONG, HONG KONG | BRONZE |

**DE13: Motion Design**

| CODE     | ENTRY TITLE                    | BRAND  | AGENCY                    | COMPANY ENTERING     | AWARDS   |
|----------|--------------------------------|--------|---------------------------|----------------------|----------|
| DE13/012 | BMW: NOTHING BUT SHEER JOY     | BMW    | TBWA\JUICE CHINA, BEIJING | TBWA\CHINA, SHANGHAI | BRONZE   |
| DE13/004 | BAEMIN X NEOGURI COLLABORATION | BAEMIN | HS AD, SEOUL              | HS AD, SEOUL         | FINALIST |

**DE14: Exhibitions, Events & Public Environment**

| CODE     | ENTRY TITLE              | BRAND         | AGENCY                      | COMPANY ENTERING                    | AWARDS |
|----------|--------------------------|---------------|-----------------------------|-------------------------------------|--------|
| DE14/008 | THE MODEL CITY 1:1 SCALE | SHIZUOKA CITY | HAKUHODO KETTLE INC., TOKYO | DEA INC., TOKYO                     | GOLD   |
| DE14/006 | SANGSOM BAR              | SANGSOM       | SOUR BANGKOK, BANGKOK       | THE SOUR BANGKOK CO., LTD., BANGKOK | BRONZE |

**DE15: Digital & Interactive Design**

| CODE     | ENTRY TITLE                    | BRAND              | AGENCY  | COMPANY ENTERING              | AWARDS   |
|----------|--------------------------------|--------------------|---|-------------------------------|----------|
| DE15/007 | SUNTORY TENNENSUI ENDLESS DAWN | SUNTORY TENNENSUI  | SUNTORY HOLDINGS, OSAKA/<br>(TSUZUKU), TOKYO/DENTSU INC., TOKYO | DENTSU CREATIVE X INC., TOKYO | GOLD     |
| DE15/001 | KUBOTA FUTURE CUBE             | KUBOTA CORPORATION | DENTSU INC., OSAKA  | DENTSU INC., OSAKA            | FINALIST |

**DE17: Innovative Design \*\*\*NEW**

| CODE     | ENTRY TITLE            | BRAND  | AGENCY                      | COMPANY ENTERING            | AWARDS   |
|----------|------------------------|--|-----------------------------|-----------------------------|----------|
| DE17/003 | HYDROGEN GARBAGE TRUCK | HYUNDAI MOTOR GROUP                              | INNOCEAN, SEOUL             | INNOCEAN, SEOUL             | FINALIST |
| DE17/008 | THE BLOOM              | BEIJING 2022 WINTER PARALYMPICS OPENING CEREMONY | THE NINE SHANGHAI, SHANGHAI | THE NINE SHANGHAI, SHANGHAI | FINALIST |

**DE18: Integrated Design Campaign**

| CODE     | ENTRY TITLE      | BRAND            | AGENCY             | COMPANY ENTERING   | AWARDS |
|----------|------------------|------------------|--------------------|--------------------|--------|
| DE18/004 | ENDLESS APPETITE | THE HOSHI AWARDS | DENTSU INC., TOKYO | DENTSU INC., TOKYO | GOLD   |