



ENTRIES LIST

BRAND EXPERIENCE &
ENGAGEMENT LOTUS

BRAND EXPERIENCE & ENGAGEMENT LOTUS

ALL ENTRIES

CATEGORY BE01: USE OF GUERILLA MARKETING

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
BE01/001	WEARABLE POSTER	GRAB	FLOCK COMPANY	JAKARTA
BE01/002	OATH PREMIUM COFFEE POP-UP SHOP	YAHOO!	DENTSU ONE TAIPEI	TAIPEI
BE01/003	THE THREE-POINTED-STAR COURT	MERCEDES-BENZ	LEO BURNETT TAIWAN	TAIPEI
BE01/004	DUSTY CAR SHARE	D CAR SHARE	TOKYU AGENCY INC.	TOKYO
BE01/005	JAPAN – INTERACTIVE VISION	VISIT JAPAN	ENJIN TOKYO	TOKYO
BE01/006	SUPER AIR DOWN DRONE ATTACK	THE NORTH FACE	INNORED	SEOUL
BE01/007	HUAWEI IJACK	HUAWEI	DENTSU X	SINGAPORE
BE01/008	FRIED CHICKEN BATH BOMBS	KFC	ADK CREATIVE ONE	TOKYO
BE01/009	LIGHT FOR PSORIASIS	JANSSEN PHARMACEUTICAL	1→10, INC.	TOKYO
BE01/010	THE UNITY COLA	COCA-COLA	DENTSU LHS	KUALA LUMPUR
BE01/011	THE LONGEST WAIT	SHANGHAI PUDONG DEVELOPMENT BANK	BEIJING DENTSU ADVERTISING CO., LTD	BEIJING
BE01/012	PRICELESS EYES	SPECSAVERS	AIRBAG	MELBOURNE
BE01/013	ANTI HONKING RICKSHAW	AWAAZ FOUNDATION	BBDO INDIA	MUMBAI

CATEGORY BE02: USE OF LIVE SHOWS/CONCERTS/FESTIVALS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
BE02/001	CARLSBERG 15 MINUTES WORLD CUP	CARLSBERG	GUANGZHOU DAKOO CREATIVE MARKETING AND PLANNING CO. LTD	GUANGZHOU
BE02/002	THE THREE-POINTED-STAR COURT	MERCEDES-BENZ	LEO BURNETT TAIWAN	TAIPEI
BE02/003	CONNECTED SILENCE: A DAY WITHOUT INTERNET IN BALI	CORPORATE & BROADBAND	NARRADA COMMUNICATIONS	JAKARTA
BE02/004	STAY BRILLIANT	MARRIOTT HOTELS	OGILVY & MATHER GROUP HK	HONG KONG
BE02/005	THE TRANSMORPHING ORCHESTRA	ORCHESTRA CONCERT	TBWA\HAKUHODO INC.	TOKYO

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CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
BE02/006	SIGN LANGUAGE FAN PARK	HYUNDAI MOTOR COMPANY	INNOCEAN WORLDWIDE	SEOUL
BE02/007	AIS THAILAND ESPORTS PVP CHAMPIONSHIP	ADVANCE INFO SERVICE PUBLIC COMPANY LIMITED	DENTSU X (THAILAND) CO., LTD	BANGKOK
BE02/008	SAMSUNG GALAXY NOTE9 UNPACKED	GALAXY NOTE9	CHEIL WORLDWIDE	SEOUL
BE02/009	SOUND-FREE CONCERT	ORCHESTRA CONCERT	HAKUHODO INC.	TOKYO
BE02/010	TONS OF REAL HAPPINESS	MITSUBISHI XPANDER	H:THREE	JAKARTA
BE02/011	EATREE PLATES	LIFULL	PEAK INC.	TOKYO
BE02/012	MY TIME	VIVO MOBILE COMMUNICATION CO. LTD	BBDO HONG KONG	HONG KONG
BE02/013	PEPSI YOSAKOI PROJECT	PEPSI J-COLA	YOMIKO ADVERTISING INC.	TOKYO
BE02/014	THE EQUALITY BRIDGE	BANKWEST	UNION PRODUCED BY THE BRAND AGENCY	PERTH
BE02/015	DOWN TO TEST	NSW HEALTH	BANJO	SYDNEY
BE02/016	TENCENT DNF CARNIVAL 2018	TENCENT DNF	GEORGE P JOHNSON	SHANGHAI
BE02/017	TENCENT DNF 10TH ANNIVERSARY PARTY ON!	TENCENT DNF	GEORGE P JOHNSON	SHANGHAI
BE02/018	XEROCON BRISBANE 2018	XERO	INVNT	SYDNEY
BE02/019	TEDXSYDNEY 2018	TEDXSYDNEY	INVNT	SYDNEY
BE02/020	HANDHELD CONCERT	ROKID	THE NINE SHANGHAI	SHANGHAI

CATEGORY BE03: EXHIBITIONS AND INSTALLATIONS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
BE03/001	KINDLE WORLD BOOK DAY #CHASETHELIGHT INTEGRATED CAMPAIGN	AMAZON KINDLE	INNOKIDS COMMUNICATIONS LIMITED	BEIJING
BE03/002	2018 PYEONGCHANG WINTER OLYMPIC, PARALYMPIC HYUNDAI PAVILION	HYUNDAI MOTOR COMPANY	INNOCEAN WORLDWIDE	SEOUL
BE03/003	BOSSY-TALK DETECTOR	YOHO BREWING	DENTSU INC.	TOKYO
BE03/004	DUSTY CAR SHARE	D CAR SHARE	TOKYU AGENCY INC.	TOKYO

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CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
BE03/005	BONS-AI	TDK	ADK MARKETING SOLUTIONS INC.	TOKYO
BE03/006	RAIN TREE	RAIN TREE	CHEIL WORLDWIDE	SEOUL
BE03/007	YOU AND IMMUNE SYSTEM.EXHIBITION	MEIJI CO., LTD.	DENTSU INC.	TOKYO
BE03/008	CLOSE OPEN DEFECATION	WE ARE WATER FOUNDATION INDIA	DENTSU IMPACT PRIVATE LIMITED (DENTSU AEGIS NETWORK)	GURGAON
BE03/009	REFLECTIONS	WORKSAFE	MCCANN MELBOURNE	MELBOURNE
BE03/010	FUTURE CUISINE RESTAURANT IBUKI	ARTIFICIAL SATELLITE "IBUKI"	ADK CREATIVE ONE	TOKYO
BE03/011	YOU - JOE GLASS CAGE	NETFLIX	THE SOUR BANGKOK CO., LTD.	BANGKOK
BE03/012	LIGHT FOR PSORIASIS	JANSSEN PHARMACEUTICAL	1→10, INC.	TOKYO
BE03/013	SCREAM FOR A ROYAL	ROYAL	OGILVY & MATHER PHILIPPINES	MANILA
BE03/014	SOUND RECYCLE	HEINEKEN	J. WALTER THOMPSON	BANGKOK
BE03/015	DOORWAY OF DOGGIE DELIGHT	CESAR TAIWAN	BBDO TAIWAN	TAIPEI
BE03/016	PAINTED BY PAINT	DULUX	TAPROOT DENTSU	MUMBAI

CATEGORY BE04: USE OF AMBIENT: SMALL SCALE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
BE04/001	OGASAWARA 50 COLORS	OGASAWARA ISLANDS	DAIKO ADVERTISING INC.	TOKYO
BE04/002	DREAM PROTECTOR	A.P. HONDA CO.,LTD	RABBIT DIGITAL GROUP COMPANY LIMITED	BANGKOK
BE04/003	MAE-MA-NEE MONEY SOLUTION	SIAM COMMERCIAL BANK	RABBIT DIGITAL GROUP COMPANY LIMITED	BANGKOK
BE04/004	TASTE FIRST. LABEL SECOND.	MIRAI SAKE STORE	HAKUHODO I-STUDIO INC.	TOKYO
BE04/005	PROPILOT HOTEL	PROPILOT	TBWA\HAKUHODO INC.	TOKYO
BE04/006	PEEKABOO MASK	SEOUL METROPOLITAN GOVERNMENT	CHEIL WORLDWIDE	SEOUL
BE04/007	FIREVASE	FIREVASE	CHEIL WORLDWIDE	SEOUL
BE04/008	SAMURAI AVATAR	IS JAPAN COOL?	ENJIN TOKYO	TOKYO
BE04/009	BALANCE MAKER	SAMSUNG CARD	INNORED	SEOUL

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CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
BE04/010	PLAY CAPSULE	BANANA-FLAVORED MILK	INNORED	SEOUL
BE04/011	PETAL PAINT	JAT PAINTS	LEO BURNETT	COLOMBO
BE04/012	UNWRITTEN REVIEWS	MELBOURNE INTERNATIONAL FILM FESTIVAL	MCCANN MELBOURNE	MELBOURNE
BE04/013	FRIED CHICKEN BATH BOMBS	KFC	ADK CREATIVE ONE	TOKYO
BE04/014	CAMOUFLA-VIEW	TVER	ADK CREATIVE ONE	TOKYO
BE04/015	FUTURE CUISINE RESTAURANT IBUKI	ARTIFICIAL SATELLITE "IBUKI"	ADK CREATIVE ONE	TOKYO
BE04/016	WATCH ME PROJECT	LINE TV	CJ WORX	BANGKOK
BE04/017	YAKIMONO MAKE-UP	HIZEN CERAMICS AREA	HAKUHODO INC.	FUKUOKA
BE04/018	GOOD KNIGHT CALENDAR 2018	GODREJ GOOD KNIGHT	J. WALTER THOMPSON INDIA	MUMBAI
BE04/019	EATING WISE	MYLANTA	J. WALTER THOMPSON JAKARTA	JAKARTA
BE04/020	FLORAL PLATE	JET WASHER	HAKUHODO KETTLE INC.	TOKYO
BE04/021	LOVE LABEL	HORSE	DENTSU ONE (BANGKOK) LTD.	BANGKOK
BE04/022	COCA-COLA WEAR YOUR PRIDE	COCA-COLA	OGILVY & MATHER PHILIPPINES	MANILA
BE04/023	CHAI-FI	CHAKRA TEA	DENTSU WEBCHUTNEY	HARYANA
BE04/024	#SHARETHELOAD - COLOURING BOOK	ARIEL MATIC	BBDO INDIA	MUMBAI
BE04/025	SEHAT KA BATUA - THE HEALTH PURSE	MAHINDRA RISE	GREY WORLDWIDE INDIA	MUMBAI
BE04/026	NAZAR BATTU LID	DULUX	TAPROOT DENTSU	MUMBAI

CATEGORY BE05: USE OF AMBIENT: LARGE SCALE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
BE05/001	MCDelivery PIN	MCDONALD'S	LEO BURNETT MANILA	MANILA
BE05/002	GODZILLA NIGHTS	MICROSOFT HOLOLENS, MICROSOFT AZURE	MOMENTUM WORLDWIDE	TOKYO
BE05/003	BOSSY-TALK DETECTOR	YOHO BREWING	DENTSU INC.	TOKYO
BE05/004	LIFE-SIZE MODEL ROBOT PROJECT	BORDER BREAK	TOKYU AGENCY INC.	TOKYO

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CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
BE05/005	THE NIGHT. REIMAGINED	SAMSUNG VIVID SYDNEY	LEO BURNETT SYDNEY	SYDNEY
BE05/006	GOOGLE PIXEL "MAGIC ILLUMINATION"	GOOGLE PIXEL 3	SIX INC.	TOKYO
BE05/007	REFLECTIONS	WORKSAFE	MCCANN MELBOURNE	MELBOURNE
BE05/008	NINJA TRICKS IN SHIBUYA	WOW! JAPAN	ADK CREATIVE ONE	TOKYO
BE05/009	PEACE BARBER	MADAME TUSSAUDS TOKYO	FRONTAGE INC.	TOKYO
BE05/010	THE PEOPLE'S FOOTPRINTS	YEARCON	LOGICILLOGIC	SHANGHAI
BE05/011	JURASSIC PILLAR	JURASSIC WORLD: FALLEN KINGDOM	DENTSU INC.	TOKYO
BE05/012	PAY BY PLAY	BANG LAMUNG HOME FOR BOYS	THE LEO BURNETT GROUP THAILAND	BANGKOK
BE05/013	RETURN THE GOOD TOOTH	HEALTHIER TEETH KIDS	THE LEO BURNETT GROUP THAILAND	BANGKOK
BE05/014	THE REAL-LIFE TRAILER	NETFLIX'S ORIGINAL SERIES, "THE HAUNTING OF HILL HOUSE"	JONGLUCKDEE	BANGKOK

CATEGORY BE06: MERCHANDISING/IN-STORE EXPERIENCE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
BE06/001	HEYSONG SELECT SHOP	HEYSONG SARSAPARILLA LIGHT VER.	HAVAS TAIWAN	TAIPEI
BE06/002	MAE-MA-NEE MONEY SOLUTION	SIAM COMMERCIAL BANK	RABBIT DIGITAL GROUP COMPANY LIMITED	BANGKOK
BE06/003	FIREVASE	FIREVASE	CHEIL WORLDWIDE	SEOUL
BE06/004	RAIN TREE	RAIN TREE	CHEIL WORLDWIDE	SEOUL
BE06/005	PLAY WITH YOUR FOOD	SOH	DENTSU INC.	TOKYO
BE06/006	HUNGRY PUFFS	FOODBANK WA	THE BRAND AGENCY	PERTH
BE06/007	KTB HI-SA-TI BRAND	KRUNGTHAI BANK	CJ WORX	BANGKOK
BE06/008	THE UNNAMED BOX	PRETZ	CJ WORX	BANGKOK
BE06/009	VOLKSWAGEN SUPERMARKET MUSEUM	VOLKSWAGEN	AOI PRO. INC.	TOKYO
BE06/010	GOOD KNIGHT CALENDAR 2018	GODREJ GOOD KNIGHT	J. WALTER THOMPSON INDIA	MUMBAI
BE06/011	MISIS DONUT	MISTER DONUT	FCBMNL	MANILA

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CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
BE06/012	MEMORY GOURMET SHOP	DIDI TAKE-OUT	TD BEIJING	BEIJING
BE06/013	XIAOMING FACE-LESS CAMPAIGN	XIAOMING	LEO BURNETT	SHANGHAI
BE06/014	FOOD FOR THE SOUL	RJ PAPER	TBWA SINGAPORE PTE LTD	SINGAPORE

CATEGORY BE07: LAUNCH/RE-LAUNCH

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
BE07/001	HEALTH IS WEALTH	CAFÉ AMAZON	SPA-HAKUHODO., LTD.	BANGKOK
BE07/002	THE THREE-POINTED-STAR COURT	MERCEDES-BENZ	LEO BURNETT TAIWAN	TAIPEI
BE07/003	DRAMABAIT CAM	HISTORY CHANNEL	THE GOVT PTE LTD	SINGAPORE
BE07/004	THE 10TH ACCORD LAUNCH CAMPAIGN	GAC HONDA ACCORD	GIMC-HAKUHODO INTEGRATED MARKETING CO., LTD.	GUANGZHOU
BE07/005	AKUMA NO KIMURA (DEMONICALLY SPICY RAMEN)	CHICKEN RAMEN	DENTSU INC.	TOKYO
BE07/006	THE LOW-BUDGET MANGA PARODY	KODANSHA COMICS	DENTSU INC.	TOKYO
BE07/007	EATREE PLATES	LIFULL	PEAK INC.	TOKYO
BE07/008	GAZA BORDER BEER	ALEXANDER BREWERY	LEO BURNETT ISRAEL	TEL AVIV
BE07/009	THE UNNAMED BOX	PRETZ	CJ WORX	BANGKOK
BE07/010	KEEP WALKING INDIA	JOHNNIE WALKER	J. WALTER THOMPSON INDIA	MUMBAI
BE07/011	TENCENT DNF 10TH ANNIVERSARY PARTY ON!	TENCENT DNF	GEORGE P JOHNSON	SHANGHAI
BE07/012	THE WOMAN BEHIND THE VEIL	AL RAJHI BANK	FP7 DUBAI	DUBAI
BE07/013	NO MORE HOLDING BACK	DULUX	MULLENLOWE CHINA	SHANGHAI



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CATEGORY BE08: USE OF COMPETITIONS & PROMOTIONAL GAMES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
BE08/001	HEALTH IS WEALTH	CAFÉ AMAZON	SPA-HAKUHODO., LTD.	BANGKOK
BE08/002	PLAY WITH YOUR FOOD	SOH	DENTSU INC.	TOKYO
BE08/003	NIKE REACTLAND	NIKE CHINA	WIEDEN+KENNEDY SHANGHAI	SHANGHAI
BE08/004	CAR CURLING	HYUNDAI MOTOR COMPANY	INNOCEAN WORLDWIDE	SEOUL
BE08/005	NEVER DONE SHOP	NIKE	AKQA SHANGHAI	SHANGHAI
BE08/006	MAKE MY IDEA	SAMSUNG	LEO BURNETT SYDNEY	SYDNEY
BE08/007	PRESSURE PK	TAG HEUER	ULTRASUPERNEW	TOKYO
BE08/008	MEITUAN DIANPING X HONOR OF KINGS: CNY REUNION EMOTION MARKETING	HONOR OF KINGS	MEITUAN DIANPING	SHANGHAI

CATEGORY BE09: SPONSORSHIP & BRAND PARTNERSHIP

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
BE09/001	TOGETHER AS ONE	COCA-COLA KOREA COMPANY	MCCANN ERICKSON KOREA	SEOUL
BE09/002	PRIDE JERSEY	AIG JAPAN HOLDINGS	TBWA\HAKUHODO INC.	TOKYO
BE09/003	THE PHONE THAILAND	ADVANCE INFO SERVICE PUBLIC COMPANY LIMITED	DENTSU X (THAILAND) CO., LTD	BANGKOK
BE09/004	TURN IT UPSIDE DOWN	CASS	CHEIL WORLDWIDE	SEOUL
BE09/005	DEPARTMENT OF SIMCITY BUILDIT	SIMCITY BUIDIT	DENTSU INC.	TOKYO
BE09/006	GREAT FAILURE	FROEBEL-KAN CO., LTD.	DENTSU INC.	TOKYO
BE09/007	THE NIGHT. REIMAGINED	SAMSUNG VIVID SYDNEY	LEO BURNETT SYDNEY	SYDNEY
BE09/008	GOOGLE PIXEL "MAGIC ILLUMINATION"	GOOGLE PIXEL 3	SIX INC.	TOKYO
BE09/009	MY TIME	VIVO MOBILE COMMUNICATION CO. LTD	BBDO HONG KONG	HONG KONG
BE09/010	A SINGING MASTERPIECE	TENCENT	TENCENT	SHENZHEN

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CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
BE09/011	THE BUDDAH'S PROVIDER	TENCENT	TENCENT	SHENZHEN
BE09/012	SAMSUNG ADOPTION PACKAGE	SAMSUNG	LEO BURNETT ISRAEL	TEL AVIV
BE09/013	THE EQUALITY BRIDGE	BANKWEST	UNION PRODUCED BY THE BRAND AGENCY	PERTH
BE09/014	THE UNIVERSAL LANGUAGE OF PAIN	MERCEDES-BENZ VANS	BBDO BANGKOK LTD	BANGKOK
BE09/015	I'M BACK,KAWASAKI FRONTALE	RENOSY	NORTHSHORE INC.	TOKYO
BE09/016	SHELL MAKE THE FUTURE – SMART COLLECTION SYSTEM	SHELL	J. WALTER THOMPSON SHANGHAI	SHANGHAI
BE09/017	THE LOCAL AMBASSADOR	UNIQLO ROADSIDE STORE	THE LEO BURNETT GROUP THAILAND	BANGKOK

CATEGORY BE10: USE OF BROADCAST

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
BE10/001	SEEING BY HEARING	BANPHAEO HOSPITAL	WOLF BANGKOK	BANGKOK
BE10/002	A SINGING MASTERPIECE	TENCENT	TENCENT	SHENZHEN
BE10/003	BEST ACTRESS HIJACK	RAINLILY	CHEIL WORLDWIDE	HONG KONG

CATEGORY BE11: USE OF PRINT OR CONVENTIONAL OUTDOOR

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
BE11/001	POSTABLE FUKUSHIMA LOCAL PAPER	FUKUSHIMA-MINPO	ROBOT COMMUNICATIONS INC.	TOKYO
BE11/002	#1000 JOB HUNTERS' REAL VOICES	PANTENE	GREY TOKYO	TOKYO
BE11/003	RAIN TREE - CHANGEABLE POSTER	RAIN TREE	CHEIL WORLDWIDE	SEOUL
BE11/004	THE LOCAL AMBASSADOR	UNIQLO ROADSIDE STORE	THE LEO BURNETT GROUP THAILAND	BANGKOK
BE11/005	THE UNSPOKEN TRUTH	SANRAKSHAN.ORG	DENTSU SINGAPORE PTE LTD	SINGAPORE
BE11/006	PAINTED BY PAINT	DULUX	TAPROOT DENTSU	MUMBAI

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CATEGORY BE12: USE OF MOBILE & DEVICES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
BE12/001	LICK AWAY BAD DAY	NETFLIX	WOLF BANGKOK	BANGKOK
BE12/002	HERO PLAYABLE MOBILE CASE	MONSTER STRIKE	HAKUHODO INC.	TOKYO
BE12/003	NEVER DONE SHOP	NIKE	AKQA SHANGHAI	SHANGHAI
BE12/004	DUSTSEE	SEOUL METROPOLITAN GOVERNMENT / HOPE BRIDGE	CHEIL WORLDWIDE	SEOUL
BE12/005	SKETCHCOOK	OTSUKA PHARMACEUTICAL CO.,LTD.	DENTSU INC.	TOKYO
BE12/006	3D SELFIE PROJECT	FOR ONES	DENTSU INC.	TOKYO
BE12/007	BELLTON	BELLTON	DENTSU INC.	TOKYO
BE12/008	DEEP LEARNING JAPAN	RETRIP	HAKUHODO INC.	TOKYO
BE12/009	MOM'S WAKE-UP CALL CENTER	AU MOBILE	I&S BBDO INC.	TOKYO
BE12/010	OREO OBOX	OREO	INSPIRE INTEGRATED MARKETING COMMUNICATIONS	SHANGHAI
BE12/011	COCA-COLA 17 FOODIE FESTIVAL	COCA-COLA	MEITUAN DIANPING	SHANGHAI
BE12/012	BIXBY VOICE FOREVER	BIXBY VIRTUAL ASSISTANT	CHEIL WORLDWIDE INDIA	GURGAON
BE12/013	CAMOUFLA-VIEW	TVER	ADK CREATIVE ONE	TOKYO
BE12/014	MAKE IT A RUNWAY	TOMMY HILFIGER	GEEK PICTURES INC.	TOKYO
BE12/015	OIL HIJACK	PINDUODUO	BEIJING DENTSU ADVERTISING CO., LTD	BEIJING
BE12/016	PREDICT TO PREVENT	DEPRESSION AWARENESS CAMPAIGN	BBDO BANGKOK LTD	BANGKOK
BE12/017	NATIONWIDE DISASTER PREVENTION EXAM	YAHOO! JAPAN APP	HAKUHODO KETTLE INC.	TOKYO
BE12/018	#FORESTRESCUE	THE FORESTIAS BY MODC	J. WALTER THOMPSON	BANGKOK
BE12/019	HISTORY OF THE INTERNET	YAHOO! JAPAN	DENTSU INC.	TOKYO

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CATEGORY BE13: DIGITAL INSTALLATIONS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
BE13/001	NIKE REACT STUNT	NIKE CHINA	WIEDEN+KENNEDY SHANGHAI	SHANGHAI
BE13/002	YOUR AI ENSEMBLE PARTNER YOO	YOO	HAKUHODO I-STUDIO INC.	TOKYO
BE13/003	PROPILOT HOTEL	PROPILOT	TBWA\HAKUHODO INC.	TOKYO
BE13/004	GODZILLA NIGHTS	MICROSOFT HOLOLENS, MICROSOFT AZURE	MOMENTUM WORLDWIDE	TOKYO
BE13/005	THE NIGHT. REIMAGINED	SAMSUNG VIVID SYDNEY	LEO BURNETT SYDNEY	SYDNEY
BE13/006	PUCCHO A-N 4D GOGGLES	PUCCHO	PYRAMIDFILM QUADRA INC.	TOKYO
BE13/007	PERFORMING NATIONAL TREASURE	KENNINJI	HAKUHODO INC.	TOKYO
BE13/008	TENCENT DNF 10TH ANNIVERSARY PARTY ON!	TENCENT DNF	GEORGE P JOHNSON	SHANGHAI
BE13/009	MEET THE AMAZING GIRLS	VASELINE	HIGH VOLTAGE LIMITED	DHAKA
BE13/010	GOFUNDOG	INTERTREND COMMUNICATIONS	RUMU INNOVATION	TAIPEI

CATEGORY BE14: USE OF DIGITAL & SOCIAL PLATFORMS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
BE14/001	MR KIM, YOUR ROOM IS READY	THE VAGABOND CLUB	MULLENLOWE SINGAPORE	SINGAPORE
BE14/002	SEE BEAUTY NOT GENDER	PANTENE	GREYNJ UNITED	BANGKOK
BE14/003	SACRIFICE FOR THE CROWN	NETFLIX PTE. LTD.	RABBIT DIGITAL GROUP COMPANY LIMITED	BANGKOK
BE14/004	LG TWINWASH CAMPAIGN	LG TWINWASH	HS AD	SEOUL
BE14/005	CATWALK COLLISION	VOLKSWAGEN TECHNOLOGY	GOODSTEIN	SHANGHAI
BE14/006	SHOES OF THE DEAD	CONVERSE	HAKUHODO INC.	TOKYO
BE14/007	RECIPEOKE	SPAM® BRAND	BBDO GUERRERO	MANILA
BE14/008	TO SHARE OR NOT TO SHARE	YUKIMI DAIHUKU	DENTSU INC.	TOKYO
BE14/009	PROJECT REVOICE	THE ALS ASSOCIATION	BWM DENTSU	SYDNEY

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BE14/010	ILLITERHATE	BOOKS	DENTSU JAYME SYFU	MANILA
BE14/011	MAKE MY IDEA	SAMSUNG	LEO BURNETT SYDNEY	SYDNEY
BE14/012	PRESSURE PK	TAG HEUER	ULTRASUPERNEW	TOKYO
BE14/013	AHC CREATED THREE-DIMENSIONAL INTEGRATED AND ALL SPACE-TIME POP-UP EXPERIENCE	AHC	MEITUAN DIANPING	SHANGHAI
BE14/014	OREO 2018 CREATIVE CAMPAIGN	OREO	SHANGHAI BRO ADVERTISING CO., LTD.	SHANGHAI
BE14/015	720 HOURS OF YOUTH	YIMOBILE	HAKUHODO KETTLE INC.	TOKYO
BE14/016	UNSUAY	PRUCANCER X	BONSEY JADEN PTE LTD	SINGAPORE
BE14/017	#ANIMAL_SELFIE	WWF JAPAN	ADK CREATIVE ONE	TOKYO
BE14/018	MAKE IT A RUNWAY	TOMMY HILFIGER	GEEK PICTURES INC.	TOKYO
BE14/019	THE BUDDAH'S PROVIDER	TENCENT	TENCENT	SHENZHEN
BE14/020	NIGHT SHOWROOM	MITSUBISHI ECLIPSE CROSS	ROBOT COMMUNICATIONS INC.	TOKYO
BE14/021	MEMO_O_KE	THE ALZHEIMER FOUNDATION OF THAILAND	DENTSU ONE (BANGKOK) LTD.	BANGKOK
BE14/022	THE REPOST	UNIQLO ROADSIDE STORE	THE LEO BURNETT GROUP THAILAND	BANGKOK
BE14/023	THE LEAST ACTIVE KIDS IN HISTORY	OMO	FP7 DUBAI	DUBAI
BE14/024	COMPARISON'ADDS PRESSURE	MIRINDA	BBDO INDIA PVT LTD.	GURGAON
BE14/025	HISTORY OF THE INTERNET	YAHOO! JAPAN	DENTSU INC.	TOKYO
BE14/026	THE UNLIKEABLE POSTS	JASLOK HOSPITAL AND RESEARCH CENTRE	DENTSU WEBCHUTNEY	HARYANA

CATEGORY BE15: INTEGRATED CAMPAIGN LED BY BRAND EXPERIENCE & ENGAGEMENT

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
BE15/001	11 SHOPPING HOLIDAY CAMPAIGN	11STREET	SM CULTURE AND CONTENTS	SEOUL
BE15/002	TO SHARE OR NOT TO SHARE	YUKIMI DAIFUKU	DENTSU INC.	TOKYO

BRAND EXPERIENCE & ENGAGEMENT LOTUS
ALL ENTRIES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
BE15/003	PLAY WITH YOUR FOOD	SOH	DENTSU INC.	TOKYO
BE15/004	ENJOY THE FOREVER FUN ' CHUPA FUN FACTORY'	CHUPA-CHUPS	MCCANN ERICKSON KOREA	SEOUL
BE15/005	TOGETHER AS ONE	COCA-COLA KOREA COMPANY	MCCANN ERICKSON KOREA	SEOUL
BE15/006	GAC HONDA VEZEL SNS-GENIC CAMPAIGN	GAC HONDA VEZEL	GIMC-HAKUHODO INTEGRATED MARKETING CO., LTD.	GUANGZHOU
BE15/007	THE INSPIRATION OF DREAMS	GAC HONDA	GIMC-HAKUHODO INTEGRATED MARKETING CO., LTD.	GUANGZHOU
BE15/008	#1000 JOB HUNTERS' REAL VOICES	PANTENE	GREY TOKYO	TOKYO
BE15/009	NEVER DONE SHOP	NIKE	AKQA SHANGHAI	SHANGHAI
BE15/010	PK CARD, A WIN-WIN COLLABORATION BY CONNECTING DATA FROM 2 LEADING BRANDS!	PIZZA HUT & KFC	DENTSUX TAIWAN	TAIPEI
BE15/011	TONS OF REAL HAPPINESS	MITSUBISHI XPANDER	H:THREE	JAKARTA
BE15/012	PETAL PAINT	JAT PAINTS	LEO BURNETT	COLOMBO
BE15/013	COCA-COLA FACES OF THE CITY	COCA-COLA	MCCANN WORLDGROUP CHINA	SHANGHAI
BE15/014	COCA-COLA SHARE-A-COKE FIFA CAMPAIGN	COCA-COLA	MCCANN WORLDGROUP CHINA	SHANGHAI
BE15/015	TOILET LITERATURE AT WORK	KLEENEX	J. WALTER THOMPSON TAIPEI	TAIPEI
BE15/016	AHC CREATED THREE-DIMENSIONAL INTEGRATED AND ALL SPACE-TIME POP-UP EXPERIENCE	AHC	MEITUAN DIANPING	SHANGHAI
BE15/017	OREO 2018 CREATIVE CAMPAIGN	OREO	SHANGHAI BRO ADVERTISING CO., LTD.	SHANGHAI
BE15/018	RED RESTAURANTS LIST	TAKASAKI CITY	HAKUHODO KETTLE INC.	TOKYO
BE15/019	KTB HI-SA-TI BRAND	KRUNGTHAI BANK	CJ WORX	BANGKOK
BE15/020	THE UNNAMED BOX	PRETZ	CJ WORX	BANGKOK
BE15/021	NOON ASSEMBLY	KWALITY MILK	MCCANN WORLDGROUP INDIA	MUMBAI

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CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
BE15/022	OUR PLAYTIME MOVEMENT	COMBANTRIN	J. WALTER THOMPSON JAKARTA	JAKARTA
BE15/023	GOULBURN VALLEY FOOD TOURS	GOULBURN VALLEY	LEO BURNETT MELBOURNE	MELBOURNE
BE15/024	TENCENT DNF CARNIVAL 2018	TENCENT DNF	GEORGE P JOHNSON	SHANGHAI
BE15/025	COMPARISON'ADDS PRESSURE	MIRINDA	BBDO INDIA PVT LTD.	GURGAON

CATEGORY LRBE: LOTUS ROOTS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
LRBE/001	CONNECTED SILENCE: A DAY WITHOUT INTERNET IN BALI	CORPORATE & BROADBAND	NARRADA COMMUNICATIONS	JAKARTA
LRBE/002	DREAM PROTECTOR	A.P. HONDA CO.,LTD	RABBIT DIGITAL GROUP COMPANY LIMITED	BANGKOK
LRBE/003	MAE-MA-NEE MONEY SOLUTION	SIAM COMMERCIAL BANK	RABBIT DIGITAL GROUP COMPANY LIMITED	BANGKOK
LRBE/004	PRIDE JERSEY	AIG JAPAN HOLDINGS	TBWA\HAKUHODO INC.	TOKYO
LRBE/005	BOSSY-TALK DETECTOR	YOHO BREWING	DENTSU INC.	TOKYO
LRBE/006	FIREVASE	FIREVASE	CHEIL WORLDWIDE	SEOUL
LRBE/007	KUPU	SPARK NEW ZEALAND	COLENZO BBDO	AUCKLAND
LRBE/008	PETAL PAINT	JAT PAINTS	LEO BURNETT	COLOMBO
LRBE/009	COCA-COLA FACES OF THE CITY	COCA-COLA	MCCANN WORLDGROUP CHINA	SHANGHAI
LRBE/010	RED RESTAURANTS LIST	TAKASAKI CITY	HAKUHODO KETTLE INC.	TOKYO
LRBE/011	FRIED CHICKEN BATH BOMBS	KFC	ADK CREATIVE ONE	TOKYO
LRBE/012	GAZA BORDER BEER	ALEXANDER BREWERY	LEO BURNETT ISRAEL	TEL AVIV
LRBE/013	WATCH ME PROJECT	LINE TV	CJ WORX	BANGKOK
LRBE/014	THE UNIVERSAL LANGUAGE OF PAIN	MERCEDES-BENZ VANS	BBDO BANGKOK LTD	BANGKOK
LRBE/015	PERFORMING NATIONAL TREASURE	KENNINJI	HAKUHODO INC.	TOKYO
LRBE/016	NOON ASSEMBLY	KWALITY MILK	MCCANN WORLDGROUP INDIA	MUMBAI
LRBE/017	RETURN THE GOOD TOOTH	HEALTHIER TEETH KIDS	THE LEO BURNETT GROUP THAILAND	BANGKOK

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ALL ENTRIES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
LRBE/018	AL UMOBUWAH: PUTTING 'MUM' INTO 'PARENTHOOD'	BABYSHOP	FP7 DUBAI	DUBAI
LRBE/019	FOOD FOR THE SOUL	RJ PAPER	TBWA SINGAPORE PTE LTD	SINGAPORE
LRBE/020	THASHIBARI MOVEMENT	DHIRAAGU - DHIVEHI RAJJEYGE GULHUN PVT LTD	THINK ASSOCIATES PRIVATE LIMITED	MALE

AS OF 12 MAR 2019