



ENTRIES LIST

DIRECT LOTUS



DIRECT LOTUS

ALL ENTRIES

CATEGORY DM01: DIRECT MAIL

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM01/001	POLLUTED SOAP	GREENPEACE	GREY GROUP HONG KONG	HONG KONG
DM01/002	HUAWEI IJACK	HUAWEI	DENTSU X	SINGAPORE
DM01/003	PASS ON THE BLESSING	SAVE THE CHILDREN	J. WALTER THOMPSON HONG KONG	HONG KONG
DM01/004	THE LOCAL AMBASSADOR	UNIQLO ROADSIDE STORE	THE LEO BURNETT GROUP THAILAND	BANGKOK
DM01/005	PAINTED BY PAINT	DULUX	TAPROOT DENTSU	MUMBAI

CATEGORY DM02: LOW BUDGET CAMPAIGN

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM02/001	WEARABLE POSTER	GRAB	FLOCK COMPANY	JAKARTA
DM02/002	UNFORGETTABLE BAG	TESCO MALAYSIA	GREY WORLDWIDE SDN BHD	KUALA LUMPUR
DM02/003	HUNGRY PUFFS	FOODBANK WA	THE BRAND AGENCY	PERTH
DM02/004	THE ANTI BULLYING-BULLYING VIDEOS	VOICE OF THE CHILDREN	STAR REACHER ADVERTISING SDN BHD	KUALA LUMPUR
DM02/005	FRIED CHICKEN BATH BOMBS	KFC	ADK CREATIVE ONE	TOKYO
DM02/006	FUTURE CUISINE RESTAURANT IBUKI	ARTIFICIAL SATELLITE "IBUKI"	ADK CREATIVE ONE	TOKYO
DM02/007	CLEVER CASH	CLEVER CASH	HAKUHODO INDONESIA	JAKARTA
DM02/008	PASS ON THE BLESSING	SAVE THE CHILDREN	J. WALTER THOMPSON HONG KONG	HONG KONG
DM02/009	LOVE LABEL	HORSE	DENTSU ONE (BANGKOK) LTD.	BANGKOK
DM02/010	FISH SAVE CATS	TBC	BEACON COMMUNICATIONS K.K.	TOKYO

DIRECT LOTUS

ALL ENTRIES

CATEGORY DM03: BEST USE OF FILM & AUDIO

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM03/001	THE TRIP YOU HAVE PROMISED	CHINA AIRLINES	LEO BURNETT TAIWAN	TAIPEI
DM03/002	SEEING BY HEARING	BANPHAE0 HOSPITAL	WOLF BANGKOK	BANGKOK
DM03/003	HEARPRINT	COCHLEAR	CHE PROXIMITY	MELBOURNE
DM03/004	AUTOADS	CARSales.COM.AU	CHE PROXIMITY	MELBOURNE
DM03/005	RECIPEOEK	SPAM® BRAND	BBDO GUERRERO	MANILA
DM03/006	YOU - UNMUTE TRAILER	NETFLIX	THE SOUR BANGKOK CO., LTD.	BANGKOK
DM03/007	DELICIOUS DECIBELS (AYAM GORENG MCD)	MCDONALD'S MALAYSIA	STAR REACHER ADVERTISING SDN BHD	KUALA LUMPUR
DM03/008	TALKTOTHEDeAD	THE SAMARITANS OF THAILAND	CHEIL (THAILAND) LTD	BANGKOK
DM03/009	CAMOUFLA-VIEW	TVER	ADK CREATIVE ONE	TOKYO
DM03/010	MAKE IT A RUNWAY	TOMMY HILFIGER	ADK CREATIVE ONE	TOKYO
DM03/011	MEMO_O_KE	THE ALZHEIMER FOUNDATION OF THAILAND	DENTSU ONE (BANGKOK) LTD.	BANGKOK
DM03/012	A SINGING MASTERPIECE	TENCENT	TENCENT	SHENZHEN
DM03/013	COMPARISON'ADDS PRESSURE	MIRINDA	BBDO INDIA PVT LTD.	GURGAON
DM03/014	#FUELFORTHEREALFIT	QUAKER	BBDO INDIA PVT LTD.	GURGAON
DM03/015	BEST ACTRESS HIJACK	RAINLILY	CHEIL WORLDWIDE	HONG KONG

CATEGORY DM04: BEST USE OF PRINT & CONVENTIONAL OUTDOOR

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM04/001	LIFE-SIZE MODEL ROBOT PROJECT	BORDER BREAK	TOKYU AGENCY INC.	TOKYO
DM04/002	POSTABLE FUKUSHIMA LOCAL PAPER	FUKUSHIMA-MINPO	DENTSU INC.	TOKYO
DM04/003	BUBBLE TIMES	KAHOKU SHIMPO	TOHOKUSHINSHA FILM CORPORATION	TOKYO
DM04/004	THE IMMORTAL WORK – "FIST OF THE NORTH STAR" STONE EDITION	"FIST OF THE NORTH STAR" 35TH ANNIVERSARY	DENTSU INC.	TOKYO

DIRECT LOTUS

ALL ENTRIES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM04/005	BELIEVE YOUR INSIGHT. RUN YOUR OWN PATH.	HONDA NEW INSIGHT	HAKUHODO INC.	TOKYO
DM04/006	UNSPOKEN WORDS OF FAMILY	SHINANO MAINICHI NEWSPAPER	FRONTAGE INC.	TOKYO
DM04/007	ASK MOM	MCDONALD'S	TBWA (THAILAND) CO.,LTD	BANGKOK
DM04/008	THE UNSPOKEN TRUTH	SANRAKSHAN.ORG	DENTSU SINGAPORE PTE LTD	SINGAPORE
DM04/009	FOOD FOR THE SOUL	RJ PAPER	TBWA SINGAPORE PTE LTD	SINGAPORE

CATEGORY DM05: BEST USE OF DIRECT AMBIENT: SMALL SCALE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM05/001	PLAY WITH YOUR FOOD	SOH	DENTSU INC.	TOKYO
DM05/002	DREAM PROTECTOR	A.P. HONDA CO.,LTD	RABBIT DIGITAL GROUP COMPANY LIMITED	BANGKOK
DM05/003	MAE-MA-NEE MONEY SOLUTION	SIAM COMMERCIAL BANK	RABBIT DIGITAL GROUP COMPANY LIMITED	BANGKOK
DM05/004	PRIDE JERSEY	AIG JAPAN HOLDINGS	TBWA\HAKUHODO INC.	TOKYO
DM05/005	PROPILOT HOTEL	PROPILOT	TBWA\HAKUHODO INC.	TOKYO
DM05/006	BONS-AI	TDK	ADK MARKETING SOLUTIONS INC.	TOKYO
DM05/007	FIREVASE	FIREVASE	CHEIL WORLDWIDE	SEOUL
DM05/008	PEEKABOO MASK	SEOUL METROPOLITAN GOVERNMENT	CHEIL WORLDWIDE	SEOUL
DM05/009	FLORAL PLATE	JET WASHER	HAKUHODO INC.	TOKYO
DM05/010	TAXI WHISTLE	TAXI WHISTLE	DENTSU INC.	TOKYO
DM05/011	BALANCE MAKER	SAMSUNG CARD	INNORED	SEOUL
DM05/012	PLAY CAPSULE	BANANA-FLAVORED MILK	INNORED	SEOUL
DM05/013	FRIED CHICKEN BATH BOMBS	KFC	ADK CREATIVE ONE	TOKYO
DM05/014	CAMOUFLA-VIEW	TVER	ADK CREATIVE ONE	TOKYO
DM05/015	FUTURE CUISINE RESTAURANT IBUKI	ARTIFICIAL SATELLITE "IBUKI"	ADK CREATIVE ONE	TOKYO
DM05/016	YAKIMONO MAKE-UP	HIZEN CERAMICS AREA	HAKUHODO INC.	FUKUOKA

DIRECT LOTUS

ALL ENTRIES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM05/017	WATCH ME PROJECT	LINE TV	CJ WORX	BANGKOK
DM05/018	MY CRAYON PROJECT	SHISEIDO	R/GA TOKYO	TOKYO
DM05/019	THE LONGEST WAIT	SHANGHAI PUDONG DEVELOPMENT BANK	BEIJING DENTSU ADVERTISING CO., LTD	BEIJING
DM05/020	SUPER AIR DOWN DRONE ATTACK	THE NORTH FACE	INNORED	SEOUL
DM05/021	LOVE LABEL	HORSE	DENTSU ONE (BANGKOK) LTD.	BANGKOK
DM05/022	GOULBURN VALLEY FOOD TOURS	GOULBURN VALLEY	LEO BURNETT MELBOURNE	MELBOURNE
DM05/023	FIN FOR A FIN	GLIDE FINS	LEO BURNETT MELBOURNE	MELBOURNE
DM05/024	EATING WISE	MYLANTA	J. WALTER THOMPSON JAKARTA	JAKARTA
DM05/025	FISH SAVE CATS	SEMINTRA	BEACON COMMUNICATIONS K.K.	TOKYO
DM05/026	#SHARETHELOAD - COLOURING BOOK	ARIEL MATIC	BBDO INDIA	MUMBAI
DM05/027	SEHAT KA BATUA - THE HEALTH PURSE	MAHINDRA RISE	GREY WORLDWIDE INDIA	MUMBAI
DM05/028	CHAI-FI	CHAKRA TEA	DENTSU WEBCHUTNEY	HARYANA
DM05/029	NAZAR BATTU LID	DULUX	TAPROOT DENTSU	MUMBAI

CATEGORY DM06: BEST USE OF DIRECT AMBIENT: LARGE SCALE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM06/001	THE THREE-POINTED-STAR COURT	MERCEDES-BENZ	LEO BURNETT TAIWAN	TAIPEI
DM06/002	MCDelivery PIN	MCDONALD'S	LEO BURNETT MANILA	MANILA
DM06/003	CAR CURLING	HYUNDAI MOTOR COMPANY	INNOCEAN WORLDWIDE	SEOUL
DM06/004	LIFE-SIZE MODEL ROBOT PROJECT	BORDER BREAK	TOKYU AGENCY INC.	TOKYO
DM06/005	RAIN TREE	RAIN TREE	CHEIL WORLDWIDE	SEOUL
DM06/006	CLOSE OPEN DEFECATION	WE ARE WATER FOUNDATION INDIA	DENTSU IMPACT PRIVATE LIMITED (DENTSU AEGIS NETWORK)	GURGAON
DM06/007	EATREE PLATES	LIFULL	PEAK INC.	TOKYO
DM06/008	THE NIGHT. REIMAGINED	SAMSUNG VIVID SYDNEY	LEO BURNETT SYDNEY	SYDNEY

DIRECT LOTUS

ALL ENTRIES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM06/009	REFLECTIONS	WORKSAFE	MCCANN MELBOURNE	MELBOURNE
DM06/010	HUAWEI IJACK	HUAWEI	DENTSU X	SINGAPORE
DM06/011	LIGHT FOR PSORIASIS	JANSSEN PHARMACEUTICAL	1→10, INC.	TOKYO
DM06/012	HAIR RIVER FILTER	CLEANACTION	HAKUHODO INDONESIA	JAKARTA
DM06/013	PAY BY PLAY	BANG LAMUNG HOME FOR BOYS	THE LEO BURNETT GROUP THAILAND	BANGKOK
DM06/014	ANTI HONKING RICKSHAW	AWAAZ FOUNDATION	BBDO INDIA	MUMBAI
DM06/015	OUR PLAYTIME MOVEMENT	COMBANTRIN	J. WALTER THOMPSON JAKARTA	JAKARTA

CATEGORY DM07: BEST USE OF ONLINE

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM07/001	ZEMILY'S MASTERPIECE: SINGAPORE'S YOUNGEST DIRECTOR	OCBC MIGHTY SAVERS	THE GOVT PTE LTD	SINGAPORE
DM07/002	DRAMABAIT CAM	HISTORY CHANNEL	THE GOVT PTE LTD	SINGAPORE
DM07/003	HEARPRINT	COCHLEAR	CHE PROXIMITY	MELBOURNE
DM07/004	AUTOADS	CARSALES.COM.AU	CHE PROXIMITY	MELBOURNE
DM07/005	CAR CURLING	HYUNDAI MOTOR COMPANY	INNOCEAN WORLDWIDE	SEOUL
DM07/006	HYPNO-CATS	SHEBA	I&S BBDO INC.	TOKYO
DM07/007	TANKHEAD GIRL	WORLD OF TANKS BLITZ	ULTRASUPERNEW	TOKYO
DM07/008	NIGHT SHOWROOM	MITSUBISHI ECLIPSE CROSS	ROBOT COMMUNICATIONS INC.	TOKYO
DM07/009	CELEBRITY FACE DONATION	OPERATION SMILE	CHEIL CHINA	BEIJING
DM07/010	NATIONWIDE DISASTER PREVENTION EXAM	YAHOO! JAPAN APP	HAKUHODO KETTLE INC.	TOKYO
DM07/011	FULL STOP DELIVERY	MCDONALD'S	TBWA (THAILAND) CO.,LTD	BANGKOK
DM07/012	THE BUDDAH'S PROVIDER	TENCENT	TENCENT	SHENZHEN
DM07/013	WONDER OF THAI HERBS	THAI HERBS	THE LEO BURNETT GROUP THAILAND	BANGKOK

DIRECT LOTUS

ALL ENTRIES

CATEGORY DM08: BEST USE OF MOBILE MARKETING

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM08/001	GOOGLE MAPS 2 WHEELERS	GOOGLE MAPS	TOASTER LTD SINGAPORE BRANCH	SINGAPORE
DM08/002	HERO PLAYABLE MOBILE CASE	MONSTER STRIKE	HAKUHODO INC.	TOKYO
DM08/003	NEVER DONE SHOP	NIKE	AKQA SHANGHAI	SHANGHAI
DM08/004	SKETCHCOOK	OTSUKA PHARMACEUTICAL CO.,LTD.	DENTSU INC.	TOKYO
DM08/005	MOM'S WAKE-UP CALL CENTER	AU MOBILE	I&S BBDO INC.	TOKYO
DM08/006	TANKHEAD GIRL	WORLD OF TANKS BLITZ	ULTRASUPERNEW	TOKYO
DM08/007	BIXBY VOICE FOREVER	BIXBY VIRTUAL ASSISTANT	CHEIL WORLDWIDE INDIA	GURGAON
DM08/008	MAKE IT A RUNWAY	TOMMY HILFIGER	GEEK PICTURES INC.	TOKYO
DM08/009	OIL HIJACK	PINDUODUO	BEIJING DENTSU ADVERTISING CO., LTD	BEIJING
DM08/010	DONATE YOUR FACE	OPERATION SMILE	CHEIL CHINA	BEIJING
DM08/011	WE REMIT	TENCENT	TENCENT	SHENZHEN

CATEGORY DM09: BEST USE OF SOCIAL MEDIA

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM09/001	SACRIFICE FOR THE CROWN	NETFLIX PTE. LTD.	RABBIT DIGITAL GROUP COMPANY LIMITED	BANGKOK
DM09/002	CATWALK COLLISION	VOLKSWAGEN TECHNOLOGY	GOODSTEIN	SHANGHAI
DM09/003	SHOES OF THE DEAD	CONVERSE	HAKUHODO INC.	TOKYO
DM09/004	ILLITERHATE	BOOKS	DENTSU JAYME SYFU	MANILA
DM09/005	MAKE MY IDEA	SAMSUNG	LEO BURNETT SYDNEY	SYDNEY
DM09/006	720 HOURS OF YOUTH	YIMOBILE	HAKUHODO KETTLE INC.	TOKYO
DM09/007	THE BOT OFFICE	DISNEY	DENTSU X	SINGAPORE
DM09/008	#ANIMAL_SELFIE	WWF JAPAN	ADK CREATIVE ONE	TOKYO
DM09/009	VIEWED BY HIV	ANGSA MERAH	PT ISOPOST	JAKARTA

DIRECT LOTUS

ALL ENTRIES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM09/010	MAKE IT A RUNWAY	TOMMY HILFIGER	GEEK PICTURES INC.	TOKYO
DM09/011	DONATE YOUR FACE	OPERATION SMILE	CHEIL CHINA	BEIJING
DM09/012	THE BUDDAH'S PROVIDER	TENCENT	TENCENT	SHENZHEN
DM09/013	THE UNLIKEABLE POSTS	JASLOK HOSPITAL AND RESEARCH CENTRE	DENTSU WEBCHUTNEY	HARYANA
DM09/014	TINY BUGS TWEET	GREENSCAPE	DENTSU WEBCHUTNEY	HARYANA
DM09/015	LOVE IS ALL WE NEED	LAGABLAB NETWORK	PROPEL MANILA	MANILA

CATEGORY DM10: CO-CREATED & USER GENERATED CONTENT

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM10/001	THE TASTIEST NATURE EXPERIMENT	KNORR	DENTSU ONE TAIPEI	TAIPEI
DM10/002	LICK AWAY BAD DAY	NETFLIX	WOLF BANGKOK	BANGKOK
DM10/003	AUTOADS	CARSALES.COM.AU	CHE PROXIMITY	MELBOURNE
DM10/004	GREAT FAILURE	FROEBEL-KAN CO., LTD.	DENTSU INC.	TOKYO
DM10/005	THE UNFOLLOWED	PUMA TRAINING	HAVAS MELBOURNE	MELBOURNE
DM10/006	WRONG WORLD FINALS	SNICKERS	BBDO GUERRERO	MANILA
DM10/007	MAKE MY IDEA	SAMSUNG	LEO BURNETT SYDNEY	SYDNEY
DM10/008	#FORESTRESCUE	THE FORESTIAS BY MODC	J. WALTER THOMPSON	BANGKOK
DM10/009	HI I AM UNIQLO	UNIQLO ROADSIDE STORE	THE LEO BURNETT GROUP THAILAND	BANGKOK
DM10/010	MEMORY GOURMET SHOP	DIDI TAKE-OUT	TD BEIJING	BEIJING

CATEGORY DM11: BEST USE OF TECHNOLOGY

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM11/001	MCDELIVERY PIN	MCDONALD'S	LEO BURNETT MANILA	MANILA
DM11/002	AROMA TRAVEL TEA	GOLD COAST	DENTSU ISOBAR	TOKYO

DIRECT LOTUS
ALL ENTRIES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM11/003	TIME TRAVEL NAVIGATOR	THE WEEKEND EXPLORER	HAKUHODO I-STUDIO INC.	TOKYO
DM11/004	PROPILOT HOTEL	PROPILOT	TBWA\HAKUHODO INC.	TOKYO
DM11/005	SOUND-FREE CONCERT	ORCHESTRA CONCERT	TBWA\HAKUHODO INC.	TOKYO
DM11/006	JIOINTERACT - HUMANE AI FOR THE NEXT BILLION INTERNET USERS	RELIANCE JIO	RELIANCE JIO	MUMBAI
DM11/007	FIREVASE	FIREVASE	CHEIL WORLDWIDE	SEOUL
DM11/008	DEEP LEARNING JAPAN	RETRIP	HAKUHODO INC.	TOKYO
DM11/009	EATREE PLATES	LIFULL	PEAK INC.	TOKYO
DM11/010	BIRD HEARING TEST	PANASONIC HEARING INSTRUMENTS	HAKUHODO INC.	TOKYO
DM11/011	PROJECT REVOICE	THE ALS ASSOCIATION	BWM DENTSU	SYDNEY
DM11/012	BIXBY VOICE FOREVER	BIXBY VIRTUAL ASSISTANT	CHEIL WORLDWIDE INDIA	GURGAON
DM11/013	PREDICT TO PREVENT	DEPRESSION AWARENESS CAMPAIGN	BBDO BANGKOK LTD	BANGKOK
DM11/014	CHAI-FI	CHAKRA TEA	DENTSU WEBCHUTNEY	HARYANA
DM11/015	TINY BUGS TWEET	GREENSCAPE	DENTSU WEBCHUTNEY	HARYANA

CATEGORY DM12: FIELD MARKETING

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM12/001	OATH PREMIUM COFFEE POP-UP SHOP	YAHOO!	DENTSU ONE TAIPEI	TAIPEI
DM12/002	MR KIM, YOUR ROOM IS READY	THE VAGABOND CLUB	MULLENLOWE SINGAPORE	SINGAPORE
DM12/003	KIDS THAT NO ONE NOTICED	OMO	MULLENLOWE SINGAPORE	SINGAPORE
DM12/004	PLAY WITH YOUR FOOD	SOH	DENTSU INC.	TOKYO
DM12/005	THE THREE-POINTED-STAR COURT	MERCEDES-BENZ	LEO BURNETT TAIWAN	TAIPEI
DM12/006	PRIDE JERSEY	AIG JAPAN HOLDINGS	TBWA\HAKUHODO INC.	TOKYO
DM12/007	FIREVASE	FIREVASE	CHEIL WORLDWIDE	SEOUL
DM12/008	TONS OF REAL HAPPINESS	MITSUBISHI XPANDER	H:THREE	JAKARTA

DIRECT LOTUS

ALL ENTRIES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM12/009	HUAWEI IJACK	HUAWEI	DENTSU X	SINGAPORE
DM12/010	FRIED CHICKEN BATH BOMBS	KFC	ADK CREATIVE ONE	TOKYO
DM12/011	PINK RHINO TUKTUK	SOCIALGIVER	RAY FOR GOOD CO., LTD	BANGKOK
DM12/012	CPROBIC	EXERCISE CLASS	BBDO BANGKOK LTD	BANGKOK
DM12/013	THE DENTIST PRINCE	HEALTHIER TEETH KIDS	THE LEO BURNETT GROUP THAILAND	BANGKOK
DM12/014	SEHAT KA BATUA - THE HEALTH PURSE	MAHINDRA RISE	GREY WORLDWIDE INDIA	MUMBAI
DM12/015	THE WOMAN BEHIND THE VEIL	AL RAJHI BANK	FP7 DUBAI	DUBAI

CATEGORY DM13: DIRECT CAMPAIGN FOR RETENTION/LOYALTY

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM13/001	COSPLAY ENCYCLOPEDIA	ANIMAL ENCYCLOPEDIA "MOVE"	DENTSU INC.	TOKYO
DM13/002	FIREVASE	FIREVASE	CHEIL WORLDWIDE	SEOUL
DM13/003	3D SELFIE PROJECT	FOR ONES	DENTSU INC.	TOKYO
DM13/004	DEPARTMENT OF SIMCITY BUILDIT	SIMCITY BUIDIT	DENTSU INC.	TOKYO
DM13/005	E-COIN	T-CASH	LEO BURNETT INDONESIA	JAKARTA
DM13/006	BUBBLE TIMES	KAHOKU SHIMPO	TOHOKUSHINSHA FILM CORPORATION	TOKYO
DM13/007	RED RESTAURANTS LIST	TAKASAKI CITY	HAKUHODO KETTLE INC.	TOKYO
DM13/008	WE REMIT	TENCENT	TENCENT	SHENZHEN

CATEGORY DM14: DIRECT CAMPAIGN FOR LAUNCH/RE-LAUNCH ^{*NEW*}

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM14/001	THE THREE-POINTED-STAR COURT	MERCEDES-BENZ	LEO BURNETT TAIWAN	TAIPEI
DM14/002	THE ALGORITHM AGENT	STANDARD CHARTERED SIMPLY CASH VISA	TBWA\ HONG KONG	HONG KONG
DM14/003	GOOGLE MAPS 2 WHEELERS	GOOGLE MAPS	TOASTER LTD SINGAPORE BRANCH	SINGAPORE



DIRECT LOTUS

ALL ENTRIES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM14/004	DRAMABAIT CAM	HISTORY CHANNEL	THE GOVT PTE LTD	SINGAPORE
DM14/005	THE LOW-BUDGET MANGA PARODY	KODANSHA COMICS	DENTSU INC.	TOKYO
DM14/006	EATREE PLATES	LIFULL	PEAK INC.	TOKYO
DM14/007	GAZA BORDER BEER	ALEXANDER BREWERY	LEO BURNETT ISRAEL	TEL AVIV
DM14/008	BIXBY VOICE FOREVER	BIXBY VIRTUAL ASSISTANT	CHEIL WORLDWIDE INDIA	GURGAON
DM14/009	BELIEVE YOUR INSIGHT. RUN YOUR OWN PATH.	HONDA NEW INSIGHT	HAKUHODO INC.	TOKYO
DM14/010	WE REMIT	TENCENT	TENCENT	SHENZHEN

CATEGORY DM15: BEST INTEGRATED DIRECT CAMPAIGN

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
DM15/001	FIREVASE	FIREVASE	CHEIL WORLDWIDE	SEOUL
DM15/002	RED RESTAURANTS LIST	TAKASAKI CITY	HAKUHODO KETTLE INC.	TOKYO
DM15/003	DU #POSTWISELY	DU TELECOM	LEO BURNETT DUBAI	DUBAI
DM15/004	KTB HI-SA-TI BRAND	KRUNGTHAI BANK	CJ WORX	BANGKOK
DM15/005	GOULBURN VALLEY FOOD TOURS	GOULBURN VALLEY	LEO BURNETT MELBOURNE	MELBOURNE
DM15/006	EATING WISE	MYLANTA	J. WALTER THOMPSON JAKARTA	JAKARTA
DM15/007	COMPARISON'ADDS PRESSURE	MIRINDA	BBDO INDIA PVT LTD.	GURGAON

CATEGORY LRDM: LOTUS ROOTS

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
LRDM/001	FIREVASE	FIREVASE	CHEIL WORLDWIDE	SEOUL
LRDM/002	EATREE PLATES	LIFULL	PEAK INC.	TOKYO
LRDM/003	GAZA BORDER BEER	ALEXANDER BREWERY	LEO BURNETT ISRAEL	TEL AVIV
LRDM/004	FRIED CHICKEN BATH BOMBS	KFC	ADK CREATIVE ONE	TOKYO

DIRECT LOTUS

ALL ENTRIES

CODE	ENTRY TITLE	BRAND	COMPANY ENTERING	CITY
LRDM/005	RAKSHA KI CHOODIYAAN (BANGLES THAT PROTECT)	AAKAR INNOVATIONS	WAT MEDIA PVT	MUMBAI
LRDM/006	MY CRAYON PROJECT	SHISEIDO	R/GA TOKYO	TOKYO
LRDM/007	FOOD FOR THE SOUL	RJ PAPER	TBWA SINGAPORE PTE LTD	SINGAPORE
LRDM/008	FIN FOR A FIN	GLIDE FINS	LEO BURNETT MELBOURNE	MELBOURNE
LRDM/009	NAZAR BATTU LID	DULUX	TAPROOT DENTSU	MUMBAI

AS OF 12 MAR 2019