



ADFEST
2020

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UP!**

**LOTUS
SEEDS**

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ABOUT ADFEST

ADFEST is Asia's most celebrated regional creative festival.

Founded in 1998, ADFEST is the ideal place for the creative industry to gather, network, exchange ideas, and meet new friends.

With less than 200 delegates its 1st year, ADFEST now welcomes over 1,200 delegates from all over the world each year.

ADFEST is included in the WARC Rankings, successor to The Gunn Report. The WARC Rankings combine the winners' lists from the world's most important awards to establish the annual worldwide league tables for the global advertising industry.

It is the annual creative festival not to be missed to stay at the forefront of the rapidly changing creative, marketing and production industries.

ABOUT LOTUS SEEDS

Lotus Seeds is a new initiative by ADFEST specifically aimed at nurturing the future of the creative industry. Exclusively for post-secondary level students (e.g. college, design school, university etc.) in the Asia Pacific and Middle East region, Lotus Seeds searches for talents of the next generation.

In cooperation with a host network and a brand, Lotus Seeds comprises of 2 rounds:

Round 1: Call for Entries

Students (post-secondary level) submit entries to the client's brief, after which remote judging will take place to determine the top 10 submissions.

Round 2: Mentorship at ADFEST

The top 10 students will be invited to ADFEST with travel & accommodation expenses covered by the host network to attend ADFEST. Students will have full access to all program and functions of ADFEST as well as a full-day mentoring program to refine their ideas. On the final day of the festival, each student will present their ideas on stage before the winner announcement at the final award ceremony.



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LOTUS SEEDS 2020

The Lotus Seeds 2020 is powered by McCann Worldgroup in cooperation with Coca-Cola. Post-secondary students (e.g. college, design school, university etc.) from across the Asia Pacific and Middle East region are invited to submit their works for the chance to attend ADFEST 2020 during 18-21 March in Pattaya, Thailand.

McCann Worldgroup will provide the top 10 finalists with:

- 🔥 Return economy airfare to Bangkok
- 🔥 Round-trip ground transportation to Pattaya
- 🔥 5 nights accommodation at the Aiyara Grand Hotel
Note: scheduled shuttle service will be provided to the festival venue
- 🔥 All meals are included except dinner on Friday 20th March
Note: Any personal expenses such as laundry, telephone call, internet use, mini bar or extra meals are the responsibility of the participants

ELIGIBILITY & CRITERIA

- 🔥 Post-secondary level students (e.g. college, design school, university etc.) currently enrolled in academic institutions in **Asia Pacific or Middle East region only**
- 🔥 There is no restriction on age limit or academic faculty
- 🔥 **Submission is individual** (not team) basis and must be in English
- 🔥 Each student may submit up to 5 entries/student, but note that **entry fee is per entry**
- 🔥 If selected as one of the 10 students to attend ADFEST, the student must have a valid passport expiring after September 2020 (at least 6 months validity during ADFEST)
- 🔥 If selected, the student must be available to travel to Thailand during 17-22 March
- 🔥 All classes and final presentations will be conducted in English

ENTRY FEE

The entry fee is THB1,000/entry.

Payment must be made by credit card (VISA, MasterCard & AMEX) only.

BEFORE YOU SUBMIT

Make sure you:

- 🔥 Have read the [Coca-Cola Brief](#) carefully
- 🔥 Meet the eligibility criteria
- 🔥 Have a digital copy of your student ID and digital files ready to upload
- 🔥 Have your credit card details (VISA, MasterCard & AMEX only) ready
- 🔥 If selected, you must be able to arrive to Pattaya on 17 March and depart on 22 March



HOW TO SUBMIT

- 🔥 Go to www.ADFEST.com, under “Program” tab in menu, select “Lotus Seeds”
- 🔥 On the right tab, select “Submit”
- 🔥 Create a new account
- 🔥 Fill in details and click “Next”
- 🔥 Select the number of entries you wish to submit
- 🔥 Upload Student ID, Entry Title/s, upload work/s and click “Submit”
- 🔥 Recheck your submission details carefully before confirming and proceeding to payment
- 🔥 Proceed to payment. Your entry is not complete until payment has been made

TENTATIVE AGENDA

Mon 6 – Fri 31 Jan	Call for Entries Submission
Mon 3 – Fri 7 Feb	Remote judging
Mon 7 – Fri 14 Feb	Finalists confirmation
~Mid-Feb	Announcement of 10 student finalists
Tue 17 Mar	Arrival in Bangkok & transfer to Pattaya Accommodation at Aiyara Grand Hotel
Wed 18 – Sat 21 Mar	ADFEST 2020
Wed 18 – Thu 19 Mar	Attend ADFEST 2020 program & workshop at leisure
Fri 20 Mar	Mentoring & idea refinement by McCann Worldgroup team
	Q&A session with Coca-Cola client for final idea tuning
Sat 21 Mar am	Presentation at Breakout Stage in front of ADFEST delegates
	Award Presentation to the winner
18.00	
Sun 22 Mar	Transfer to Bangkok & departure

For more information click [here](#) or contact LotusSeeds@ADFEST.com

Updated 27 Dec 19