
SINCE 1998



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LOTUS ROOTS

This award is a unique recognition of the richness and diversity of local culture in the region. It is awarded to works that takes pride in celebrating the cultural heritage, traditions, beliefs, and customs. ➤

MY JAPAN RAILWAY

JAPAN RAILWAY 150TH ANNIVERSARY CAMPAIGN

MY JAPAN RAILWAY



Japan Railway
150th Anniversary
Campaign

Background

Train lines operated by Japan Railway form the backbone of public transportation infrastructure in Japan. They traverse the entire country, and have made life more convenient and helped society grow for 150 years. In fact, they are so integral to daily life that people often take them for granted. To address this issue, we were asked to develop a campaign that would reconnect Japan Railway with its customers in a personal way.

Idea

Our creative idea was to imbue train stations all across Japan with their own unique identity, transforming them from simple transportation access points into destinations of personal significance that people could feel a strong emotional connection to. We began by researching railway stations across the country, reviewing historical records, newspaper articles, archival and current photos and social media. Based on our research, we created woodcut-style stamps for over 900 stations nationwide, and a web app for collecting the stamps on a smartphone.

Execution

We used the signature colours of the six companies that comprise the nationwide Japan Railway network. Although the medium of stamp delivery is digital, we gave the stamps a warm, analogue feel by using woodcut-style lettering and imagery, and enabled people to personalise the stamp images by varying the 'stamping force' according to how long the smartphone app screen is pressed. This fusion of analogue and digital technology creates an online/offline experience that is at once retro and trendsetting. Stamps can be displayed in the order they were collected, by rarity or popularity, or as a personalised map of the user's travels.



Collecting woodcut stamps from travel destinations is a tradition in Japan.



6M+ stamps collected **1M+** app users **49M+** social media impressions

Train trips around the country have become my new hobby!

Another reason to look forward to travelling and going out.

I like the nostalgic look and feel of the designs.

I thought I would be the first, but two people got here before me.

Posters

In-station billboards

Books

Promotional items

Commemorate how integral the railway is to the Japanese culture.

Celebrate the heritage and history behind each stamp.

Integrate Japanese stamp tradition to digital platform.

VIEW VIDEO 

THE ELECTIONS EDITION

ANNAHAR NEWSPAPER



THE ELECTIONS EDITION

HOW WE DEFENDED DEMOCRACY IN LEBANON BY STOPPING THE PRESS

THE SITUATION

The last four years were the worst in Lebanese history. The 2022 elections offered a glimmer of hope to save the Lebanese people from further despair. But unfortunately, a shortage of paper and ink conveniently became the reason government officials used to delay or altogether cancel the elections. AnNahar, Lebanon's leading newspaper, wanted to make sure that nothing stood in the way of the long-awaited elections.

THE CAMPAIGN

For the first time in 88 years, AnNahar stopped the press. They "released" the Elections Edition, the issue that did not go to print and instead used its paper and ink to end the shortage threatening to cancel or postpone the elections. Lebanon woke up to empty newspaper racks holding nothing but a single message confirming that the people's voices will be heard but, above all, that the elections will happen no matter what.



*"The Elections Edition
is the issue that never was,
so the elections can be."*

الجمهورية

*"Eliminates
government's excuses."*

mid east
information

*"Ensures elections
proceed on schedule."*

ADWEEK

ENOUGH PAPER AND INK DONATED TO PRINT BALLOTS FOR ENTIRE VOTING POPULATION OF LEBANON

THE IMPACT

The non-existent edition went viral with people supporting the movement on social media and taking part in their own way to safeguard the election, some by donating paper and ink themselves. After this activation, the government stopped using the excuse of paper shortages to print ballots.

The campaign was heavily covered locally by political shows, top broadcast channels and competing newspapers. Even election candidates joined in, offering support for the movement.

The online edition that day became the highest-read in AnNahar's history.

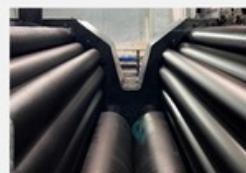
On May 15, the Lebanese elections took place as scheduled. And for the first time, reformist newcomers won 25% of the country's parliamentary seats, heralding a new future for the country.



On Feb 2, instead of the AnNahar daily edition, the people of Lebanon found empty news stands.



Paper and ink from the unprinted edition was sent to the government to print voting ballots.



For the first time in 88 years, AnNahar's printing press went silent.



A QR code directed people to an online edition which explained the campaign.



Competitor publications even joined the movement by printing our message.



The campaign became viral through Lebanon, and even election candidates stepped up.

Powerful defence for democracy
in Lebanon.

Capacity to push for positive
change on a national level.


Empower people to become
active citizens.

VIEW VIDEO ↗



COLLIDE

ADFEST 2025



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COLLIDE! celebrates the beauty of chaos and
the magic that emerges when diverse minds intersect.

Witness the explosive fusion of ideas, cultures,
and technologies that define the future of advertising.

Prepare for a vibrant collision of perspectives
that challenge norms and spark revolutionary concepts.

Join us in this dynamic journey where every clash inspires,
every encounter ignites, and every moment transforms
the landscape of creativity.

Let the collisions begin!

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COLLIDE

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