



# **CREATIVE STRATEGY LOTUS FINALISTS**

**COLLIDE**  
**ADFEST 2025**

# CREATIVE STRATEGY LOTUS



| CODE                                                              | TITLE                               | BRAND                          | AGENCY                              | ENTRANT COMPANY                             | AWARD    |
|-------------------------------------------------------------------|-------------------------------------|--------------------------------|-------------------------------------|---------------------------------------------|----------|
| <b>PRODUCTS &amp; SERVICES</b>                                    |                                     |                                |                                     |                                             |          |
| <b>CS01 Consumer Goods</b>                                        |                                     |                                |                                     |                                             |          |
| C501/002                                                          | PCSD POST-COCKROACH STRESS DISORDER | COMBAT                         | UNITED COMMUNICATIONS GROUP, TAIPEI | UNITED COMMUNICATIONS GROUP, TAIPEI         | FINALIST |
| C501/004                                                          | HOMETEAMS #SHARETHELOAD             | ARIEL INDIA                    | BBDO INDIA PVT LTD., MUMBAI         | BBDO INDIA, MUMBAI                          | FINALIST |
| <b>CS03 Retail, Leisure &amp; Entertainment</b>                   |                                     |                                |                                     |                                             |          |
| C503/003                                                          | THIS IS AN IKEA STORE               | IKEA                           | OGILVY, MANILA                      | OGILVY & MATHER (PHILIPPINES), INC., MANILA | FINALIST |
| C503/005                                                          | ROCKSTAR STATUS                     | ARTOTEL GROUP                  | OGILVY SINGAPORE, SINGAPORE         | OGILVY SINGAPORE PTE LTD, SINGAPORE         | FINALIST |
| <b>CS04 Finance, Business &amp; Commercial Public Services</b>    |                                     |                                |                                     |                                             |          |
| C504/005                                                          | DABBA SAVINGS ACCOUNT               | ESAF SMALL FINANCE BANK        | MCCANN WORLDGROUP INDIA, GURGAON    | MCCANN WORLDGROUP INDIA, MUMBAI             | FINALIST |
| <b>CS05 Corporate Image &amp; Corporate Social Responsibility</b> |                                     |                                |                                     |                                             |          |
| C505/009                                                          | INK OF DEMOCRACY                    | THE TIMES OF INDIA             | HAVAS CREATIVE INDIA, MUMBAI        | HAVAS CREATIVE INDIA, MUMBAI                | FINALIST |
| C505/010                                                          | VASELINE TRANSITION BODY LOTION     | VASELINE                       | OGILVY SINGAPORE, SINGAPORE         | OGILVY SINGAPORE PTE LTD, SINGAPORE         | FINALIST |
| <b>CS06 Public Services &amp; Cause Appeals</b>                   |                                     |                                |                                     |                                             |          |
| C506/003                                                          | LOST IN TIME                        | JIAN AI ELDERLY CHARITY CENTER | DENTSU CREATIVE CHINA, SHANGHAI     | DENTSU CREATIVE CHINA, SHANGHAI             | FINALIST |
| <b>DATA, INSIGHT &amp; BRAND PARTNERSHIP</b>                      |                                     |                                |                                     |                                             |          |
| <b>CS07 Use of Data</b>                                           |                                     |                                |                                     |                                             |          |
| C507/001                                                          | SATO 2531                           | THINK NAME PROJECT             | DENTSU DIGITAL INC., TOKYO          | TAIYO KIKAKU CO., LTD., TOKYO               | FINALIST |
| <b>CS08 Audience Insight</b>                                      |                                     |                                |                                     |                                             |          |
| C508/010                                                          | HOMETEAMS #SHARETHELOAD             | ARIEL INDIA                    | BBDO INDIA PVT LTD., MUMBAI         | BBDO INDIA, MUMBAI                          | FINALIST |
| C508/011                                                          | LUX THE END                         | LUX                            | VML SINGAPORE, SINGAPORE            | VML SINGAPORE, SINGAPORE                    | FINALIST |
| C508/014                                                          | DABBA SAVINGS ACCOUNT               | ESAF SMALL FINANCE BANK        | MCCANN WORLDGROUP INDIA, GURGAON    | MCCANN WORLDGROUP INDIA, MUMBAI             | FINALIST |



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|-----------------------------------------------|---------------------------------------|-------------------------------|--------------------------------------------|------------------------------------------------|----------|
| <b>CS09 Contextual Insight</b>                |                                       |                               |                                            |                                                |          |
| CS09/014                                      | SANGHA KAYARI - NO KILLING=NO SIN     | KAYARI                        | FAR EAST FAME LINE DDB, BANGKOK            | FAR EAST FAME LINE DDB, BANGKOK                | FINALIST |
| CS09/019                                      | THE MEANING OF BENZ                   | MERCEDES-BENZ                 | BBDO BANGKOK, BANGKOK                      | BBDO BANGKOK LIMITED, BANGKOK                  | FINALIST |
| CS09/020                                      | INK OF DEMOCRACY                      | THE TIMES OF INDIA            | HAVAS CREATIVE INDIA, MUMBAI               | HAVAS CREATIVE INDIA, MUMBAI                   | FINALIST |
| CS09/021                                      | THIS IS AN IKEA STORE                 | IKEA                          | OGILVY, MANILA                             | OGILVY & MATHER (PHILIPPINES), INC., MANILA    | FINALIST |
| CS09/022                                      | NIGHT CLASSROOM                       | MCDONALD'S                    | LEO MANILA, MANILA                         | LEO MANILA, MANILA                             | FINALIST |
| CS09/023                                      | FIT MY FEET                           | BUCKAROO FOOTWEAR             | MCCANN WORLDGROUP INDIA, MUMBAI            | MCCANN WORLDGROUP INDIA, MUMBAI                | FINALIST |
| <b>INNOVATION</b>                             |                                       |                               |                                            |                                                |          |
| <b>CS11 Breakthrough in Creative Strategy</b> |                                       |                               |                                            |                                                |          |
| CS11/001                                      | CREATE YOUR BURGER KING STORE         | BURGER KING                   | THE PRODUCE LTD., TOKYO/<br>DE INC., TOKYO | THE PRODUCE LTD., TOKYO                        | FINALIST |
| CS11/003                                      | DROPS OF JOY                          | LAY'S                         | LEO INDIA, MUMBAI                          | LEO, MUMBAI                                    | FINALIST |
| <b>CS12 Breakthrough on a Budget</b>          |                                       |                               |                                            |                                                |          |
| CS12/001                                      | HEINEKEN HEIDDEN IN PLAIN SIGHT       | HEINEKEN                      | LEO MALAYSIA, KUALA LUMPUR                 | STAR REACHER ADVERTISING SDN BHD, KUALA LUMPUR | FINALIST |
| CS12/002                                      | SCOLIOSIS #STRIPESFITCHECK            | SCOLIOSIS PHILIPPINES         | MULLENLOWE TREYNA, MANILA                  | MULLENLOWE TREYNA, MANILA                      | FINALIST |
| <b>CAMPAIGN EXCELLENCE</b>                    |                                       |                               |                                            |                                                |          |
| <b>CS13 Long-Term Strategy</b>                |                                       |                               |                                            |                                                |          |
| CS13/002                                      | LOCAL-NOMY BURGER                     | MCDONALD'S                    | LEO KOREA, SEOUL                           | LEO KOREA, SEOUL                               | FINALIST |
| CS13/003                                      | THE CHICKEN THAT CONNECTS GENERATIONS | FIVE STAR CHICKEN             | BBDO BANGKOK, BANGKOK                      | BBDO BANGKOK LIMITED, BANGKOK                  | FINALIST |
| CS13/004                                      | HOMETEAMS #SHARETHELOAD               | ARIEL INDIA                   | BBDO INDIA PVT LTD., MUMBAI                | BBDO INDIA, MUMBAI                             | FINALIST |
| <b>CS14 Gutsy Strategy</b>                    |                                       |                               |                                            |                                                |          |
| CS14/001                                      | CREATE YOUR BURGER KING STORE         | BURGER KING                   | THE PRODUCE LTD., TOKYO/<br>DE INC., TOKYO | THE PRODUCE LTD., TOKYO                        | FINALIST |
| CS14/003                                      | HAJIME, KEN AND SETSU                 | HAJIME KENSETSU(CONSTRUCTION) | DENTSU EAST JAPAN INC., TOKYO              | DENTSU EAST JAPAN INC., TOKYO                  | FINALIST |