



CREATIVE STRATEGY LOTUS WINNERS LIST

COLLIDE
ADFEST 2025

CREATIVE STRATEGY LOTUS



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

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CS09 Contextual Insight					
C509/020	INK OF DEMOCRACY	THE TIMES OF INDIA	HAVAS CREATIVE INDIA, MUMBAI	HAVAS CREATIVE INDIA, MUMBAI	GRANDE
C509/022	NIGHT CLASSROOM	MCDONALD'S	LEO MANILA, MANILA	LEO MANILA, MANILA	SILVER
C509/025 MOVE FROM CS12/001	HEINEKEN HEIDDEN IN PLAIN SIGHT	HEINEKEN	LEO MALAYSIA, KUALA LUMPUR	STAR REACHER ADVERTISING SDN BHD, KUALA LUMPUR	SILVER
C509/023	FIT MY FEET	BUCKAROO FOOTWEAR	MCCANN WORLDGROUP INDIA, MUMBAI	MCCANN WORLDGROUP INDIA, MUMBAI	BRONZE
C509/014	SANGHA KAYARI - NO KILLING=NO SIN	KAYARI	FAR EAST FAME LINE DDB, BANGKOK	FAR EAST FAME LINE DDB, BANGKOK	FINALIST
C509/019	THE MEANING OF BENZ	MERCEDES-BENZ	BBDO BANGKOK, BANGKOK	BBDO BANGKOK LIMITED, BANGKOK	FINALIST
C509/021	THIS IS AN IKEA STORE	IKEA	OGILVY, MANILA	OGILVY & MATHER (PHILIPPINES), INC., MANILA	FINALIST
INNOVATION					
CS11 Breakthrough in Creative Strategy					
CS11/003	DROPS OF JOY	LAY'S	LEO INDIA, MUMBAI	LEO, MUMBAI	GOLD
CS11/001	CREATE YOUR BURGER KING STORE	BURGER KING	THE PRODUCE LTD., TOKYO/ DE INC., TOKYO	THE PRODUCE LTD., TOKYO	SILVER
CS12 Breakthrough on a Budget					
CS12/002	SCOLIOSIS #STRIPESFITCHECK	SCOLIOSIS PHILIPPINES	MULLENLOWE TREYNA, MANILA	MULLENLOWE TREYNA, MANILA	BRONZE
CAMPAIGN EXCELLENCE					
CS13 Long-Term Strategy					
CS13/004	HOMETEAMS #SHARETHELOAD	ARIEL INDIA	BBDO INDIA PVT LTD., MUMBAI	BBDO INDIA, MUMBAI	GOLD
CS13/002	LOCAL-NOMY BURGER	MCDONALD'S	LEO KOREA, SEOUL	LEO KOREA, SEOUL	SILVER
CS13/003	THE CHICKEN THAT CONNECTS GENERATIONS	FIVE STAR CHICKEN	BBDO BANGKOK, BANGKOK	BBDO BANGKOK LIMITED, BANGKOK	BRONZE

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CODE	TITLE	BRAND	AGENCY	ENTRANT COMPANY	AWARD
CS14 Gutsy Strategy					
CS14/003	HAJIME, KEN AND SETSU	HAJIME KENSETSU(CONSTRUCTION)	DENTSU EAST JAPAN INC., TOKYO	DENTSU EAST JAPAN INC., TOKYO	GOLD
CS14/001	CREATE YOUR BURGER KING STORE	BURGER KING	THE PRODUCE LTD., TOKYO/ DE INC., TOKYO	THE PRODUCE LTD., TOKYO	BRONZE
CS14/008 MOVE FROM CS03/005	ROCKSTAR STATUS	ARTOTEL GROUP	OGILVY SINGAPORE, SINGAPORE	OGILVY SINGAPORE PTE LTD, SINGAPORE	BRONZE

AS OF 19 MAR 2025