

MEDIA LOTUS



| CODE | TITLE | BRAND | AGENCY | COMPANY ENTERING | AWARD |
|--|---|--|---|--|----------|
| USE OF MEDIA | | | | | |
| ME01: USE OF SCREENS & DISPLAYS | | | | | |
| ME01/002 | UNMASK YOUR IDOL BILLBOARD | NETFLIX BLACK KNIGHT | GOODSTUPH THAILAND, BANGKOK | GOODSTUPH THAILAND, BANGKOK | FINALIST |
| ME03: USE OF PRINT & CONVENTIONAL OUTDOOR | | | | | |
| ME03/001 | THE ADS THAT YOU CAN KICK | HEINEKEN EXPERIENCE SILVER | FLASH BOMBER, BANGKOK | FLASH BOMBER, BANGKOK | FINALIST |
| ME03/003 | BOONTHAVORN DOOR POSTER | BOONTHAVORN | VML THAILAND, BANGKOK | VML THAILAND, BANGKOK | FINALIST |
| ME03/005 | DRUG TEST POSTER | DRAMA 'STRONG GIRL NAM-SOON' | CHEIL WORLDWIDE, SEOUL | CHEIL WORLDWIDE, SEOUL | FINALIST |
| ME03/009 | THE NEWSPAPERS INSIDE THE NEWSPAPER EDITION | ANNAHAR NEWSPAPER | IMPACT BBDO, DUBAI | IMPACT BBDO, DUBAI | FINALIST |
| ME04: USE OF AMBIENT: SMALL SCALE | | | | | |
| ME04/003 | HEINEKEN STAR ICE | HEINEKEN LAO | VML THAILAND, BANGKOK | VML THAILAND, BANGKOK | FINALIST |
| ME04/004 | MILK MANGA | SEKI MILK | VML OGILVY JAPAN, TOKYO | VML OGILVY JAPAN, TOKYO | FINALIST |
| ME04/007 | PARK O'CLOCK | PLUGLINK | IDEOT, SEOUL | IDEOT, SEOUL | FINALIST |
| ME05: USE OF AMBIENT: LARGE SCALE | | | | | |
| ME05/002 | YELLOW CANTEEN | DULUX | INNOCEAN INDONESIA, JAKARTA | INNOCEAN INDONESIA, JAKARTA | FINALIST |
| ME06: USE OF EVENTS | | | | | |
| ME06/001 | PEOPLE-POWERED LOGO | JAPANESE PARA POWERLIFTING FEDERATION | DENTSU DIGITAL INC., TOKYO | DENTSU DIGITAL, TOKYO | FINALIST |
| ME08: USE OF DIGITAL PLATFORMS | | | | | |
| ME08/003 | POWER OF CARE FORTNITE | MOH HOLDINGS | BBDO SINGAPORE PTE LTD., SINGAPORE/ LIVEWIRE, SYDNEY | BBDO SINGAPORE, SINGAPORE | FINALIST |
| CONTENT & INFLUENCERS | | | | | |
| ME13: BRANDED ENTERTAINMENT & CONTENT: PROGRAM & PLATFORMS | | | | | |
| ME13/001 | THE DIRTY LAUNCH | CHEVROLET | MCCANN WORLDGROUP CHINA, SHANGHAI | MCCANN WORLDGROUP CHINA, SHANGHAI | FINALIST |
| ME14: BRANDED ENTERTAINMENT & CONTENT: DIGITAL & SOCIAL PLATFORMS | | | | | |
| ME14/001 | MY JAPAN RAILWAY | JAPAN RAILWAY 150TH ANNIVERSARY CAMPAIGN | DENTSU INC., TOKYO | DENTSU INC., TOKYO | FINALIST |
| ME14/002 | MY DESTINY, MY CHOICE | SK-II | FORSMAN & BODENFORS SINGAPORE, SINGAPORE | FORSMAN & BODENFORS SINGAPORE, SINGAPORE | FINALIST |
| ME15: USE OF INFLUENCER *NEW* | | | | | |
| ME15/001 | KAMI | DOWN SYNDROME INTERNATIONAL | FORSMAN & BODENFORS SINGAPORE, SINGAPORE | FORSMAN & BODENFORS SINGAPORE, SINGAPORE | FINALIST |
| ME15/002 | BENTO BOSS | ZEN RESTAURANT | SOUR BANGKOK, BANGKOK | THE SOUR BANGKOK CO., LTD., BANGKOK | FINALIST |