



**DIRECT LOTUS
FINALISTS**

COLLIDE
ADFEST 2025

DIRECT LOTUS



CODE	TITLE	BRAND	AGENCY	ENTRANT COMPANY	AWARD
USE OF DIRECT					
DM01 Mailing					
DM01/002	BONDING INSTRUCTION	IKEA	DENTSU INDONESIA, JAKARTA	DENTSU CREATIVE INC., JAKARTA	FINALIST
DM01/003	CHILD WEDDING CARDS	UN WOMEN	IMPACT BBDO, DUBAI	IMPACT BBDO, DUBAI	FINALIST
DM03 Film & Audio					
DM03/001	THE SOUND OF VIOLENCE	SAVE THE CHILDREN HONG KONG	CHEIL HONG KONG, HONG KONG	CHEIL PENGTAI BEIJING, BEIJING	FINALIST
DM04 Print & Outdoor					
DM04/001	IKEA FLOODED ROOM	IKEA	VML GROUP (THAILAND), BANGKOK	VML GROUP (THAILAND), BANGKOK	FINALIST
DM04/003	INK OF DEMOCRACY	THE TIMES OF INDIA	HAVAS CREATIVE INDIA, MUMBAI	HAVAS CREATIVE INDIA, MUMBAI	FINALIST
DM05 Ambient: Small Scale					
DM05/005	WHOPPER TATTOO	WHOPPER	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	FINALIST
DM05/007	SAD KAMA-CHAN	BAR B Q PLAZA	GREY THAILAND, BANGKOK	GREY (THAILAND) LTD., BANGKOK	FINALIST
DM05/008	CONDENSATION CLEANSER	LIFEBUOY	MULLENLOWE SINGAPORE, SINGAPORE/ MULLEN LOWE LINTAS, MUMBAI	MULLENLOWE SINGAPORE PTE. LTD., SINGAPORE	FINALIST
DM07 Field Marketing					
DM07/004	VASELINE SUNITIZER	VASELINE	VML, JAKARTA	VML INDONESIA, JAKARTA	FINALIST
DM07/008	RIDE THE ARCHES	MCDONALD'S	LEO MANILA, MANILA	LEO MANILA, MANILA	FINALIST
DIGITAL					
DM11 Real-time Response					
DM11/001	ENJOY THE SMOOTHNESS	HEINEKEN®	LEO VIETNAM, HO CHI MINH CITY/ LEPUB APAC, MILAN/ LEPUB APAC, SINGAPORE	LEO VIETNAM, HO CHI MINH CITY	FINALIST
STRATEGY					
DM16 Customer Acquisition & Retention					
DM16/002	THE BENZ EFFECT	MERCEDES-BENZ	BBDO BANGKOK, BANGKOK	BBDO BANGKOK LIMITED, BANGKOK	FINALIST
DM17 Launch/Re-Launch					
DM17/003	SILVER WOLF WHISKEY: THE MATCH THAT SELLS	SILVER WOLF WHISKEY	TBWA THAILAND\JUICE, BANGKOK	TBWA THAILAND\JUICE, BANGKOK	FINALIST

DIRECT LOTUS



CODE

TITLE

BRAND

AGENCY

ENTRANT COMPANY

AWARD

CAMPAIGN EXCELLENCE

DM18 Integrated Direct Campaign

DM18/006	A MILLION LOGOS	COLGATE	OGILVY MALAYSIA, KUALA LUMPUR	OGILVY SINGAPORE PTE LTD, SINGAPORE	FINALIST
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AS OF 18 MAR 2025