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SINCE 1998

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# ADFEST



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# Asia's **only** international creative festival

**ADFEST REEL** ↗



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**A 3-day festival  
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# JUDGING



# EXHIBITION



# SPEAKER SESSIONS



# WORKSHOP

# PARTY



# AWARD PRESENTATIONS

**TANJEEL SUL KHAN TURJA**  
Director  
X-Integrated Marke  
Dhaka

**dentsu**

SU INC. TOKYO  
SU CREATIVE, MELBOURNE  
SU CREATIVE VIETNAM /  
SU REDDER, HO CHI MINH CITY  
SU CREATIVE INCONAMA, KY

DENTSU CREATIVE, SYDNEY  
DENTSU CREATIVE THAILAND  
DENTSU EAST JAPAN INC., TO  
DENTSU CREATIVE TAIWAN, N  
DENTSU GLOBALE...



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1 of 7 regional creative festivals included in the  
**WARC 100 Creative Rankings** ↗

1 of 12 awards included in the  
**Campaign Brief Asia Creative Rankings** ↗

1 of 22 awards included in the  
**The Drum World Creative Rankings** ↗

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# uniquely **ADFEST**

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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. [↗](#)

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# MY JAPAN RAILWAY

## JAPAN RAILWAY 150TH ANNIVERSARY CAMPAIGN

### MY JAPAN RAILWAY



#### 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.

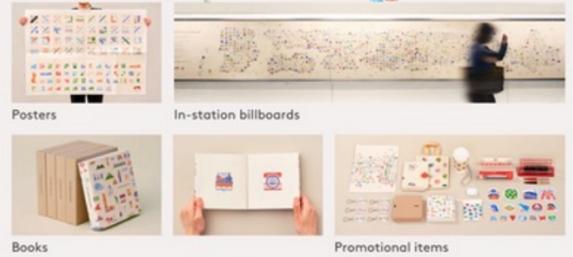


Collecting woodcut stamps from travel destinations is a tradition in Japan.



- 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.

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



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



In a world increasingly defined by connection and disruption,  
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!

# PATH OF COLLISIONS

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- **Enter your work** to the Lotus Awards
  - **Attend** to:
    - **Celebrate** culture & creative excellence
    - **Learn** from renowned speakers
  - **Network** with industry leaders & peers
  - **Sponsorship** to a captive audience
-

# COLLIDE

ADFEST 2025

20-22 MARCH  
PATTAYA, THAILAND

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