



ENTRIES LIST

BRAND EXPERIENCE LOTUS

BRAND EXPERIENCE LOTUS



CODE	TITLE	BRAND	COMPANY ENTERING	CITY
USE OF MEDIA				
BE01: GUERRILLA MARKETING & STUNTS				
BE01/001	I AM NOT KING	BURGER KING	INNORED	SEOUL
BE01/002	REISSUE THE ISSUE	PANDIT FOOTBALL	FUTURE CREATIVE NETWORK	JAKARTA
BE01/003	WASH AT 30	SAENGONG	INNOCEAN	SEOUL
BE01/004	THE DIRTY LAUNCH	CHEVROLET	MCCANN WORLDGROUP CHINA	SHANGHAI
BE01/005	FIRST SPRING	HOEGAARDEN	MCCANN WORLDGROUP CHINA	SHANGHAI
BE01/006	FANBASE CAMP	TOTAL SPORTS & FITNESS	BBDO INDIA	MUMBAI
BE01/007	TAIWAN CRIME STORIES - THE RETRO NEWSPAPER	DISNEY+	SAATCHI & SAATCHI TAIWAN	TAIPEI
BE01/008	FWD SINGING BUS	FWD INSURANCE	GREYNJ UNITED	BANGKOK
BE01/009	CHILL VENTING MACHINE	CHILL	BBDO GUERRERO	MANILA
BE01/010	TIGER CRYSTAL SUMMER PUFFER	TIGER CRYSTAL	LEPUB APAC	SINGAPORE
BE01/011	THE OBSERVER	DHIPAYA INSURANCE	WORKKIT BANGKOK	BANGKOK
BE01/012	THALA THALAPATHY	OREO	MONDELEZ INTERNATIONAL FOODS PVT LTD	MUMBAI
BE02: LIVE EXPERIENCES & EVENTS				
BE02/001	HAND WASHING SOCIALIZING	AMERICAN STANDARD	RESPECT BEIJING	BEIJING
BE02/002	KENTUCKY FITNESS CLUB	KFC	R/GA	SINGAPORE
BE02/003	H2 RACING CONCEPT - WORLD PREMIERE AT LE MANS	TOYOTA GAZOO RACING	SIX INC.	TOKYO
BE02/004	WASH AT 30	SAENGONG	INNOCEAN	SEOUL
BE02/005	CHANGE THE ANGLE	LUX	VML	SINGAPORE
BE03: EXHIBITIONS & INSTALLATIONS				
BE03/001	YELLOW CANTEEN	DULUX	INNOCEAN INDONESIA	JAKARTA
BE03/002	HUNGER RESTAURANT	NETFLIX	VML THAILAND	BANGKOK
BE03/003	RE:STYLE 2023	HYUNDAI MOTOR COMPANY	INNOCEAN	SEOUL
BE03/004	BIG RAINBOW PROJECT	TINDER	AKCELO	SYDNEY

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BE03/005	MCNUGGETS ART WORLD	MCDONALD'S HONG KONG	DDB GROUP HONG KONG	HONG KONG
BE03/006	ALL ABOARD THE GOING MERRY	NETFLIX ONE PIECE	GOODSTUPH THAILAND	BANGKOK
BE03/007	SALA COCKPIT	COCKPIT	CJ WORX	BANGKOK
BE04: AMBIENT: SMALL SCALE				
BE04/001	MAIL OLD MEDS	MAIL OLD MEDS	INNOCEAN	SEOUL
BE04/002	HAND WASHING SOCIALIZING	AMERICAN STANDARD	RESPECT BEIJING	BEIJING
BE04/003	PADLETTE	KC-SOFTEX	FUTURE CREATIVE NETWORK	JAKARTA
BE04/004	KFC BONE TIE	KFC	VML THAILAND	BANGKOK
BE04/005	MILK MANGA	SEKI MILK	VML OGILVY JAPAN	TOKYO
BE04/006	HIGH PRESSURE POT WASHER	SAMYANGFOODS	IDEOT	SEOUL
BE04/007	HEINEKEN BEER SHOTS	HEINEKEN	STAR REACHER ADVERTISING SDN BHD	KUALA LUMPUR
BE04/008	THE PINK GLOVE	KUNDAL PINK GLOVE	CHEIL WORLDWIDE	SEOUL
BE04/009	ALL YOU NEED IS A RUG	SAMSUNG ELECTRONICS HOME APPLIANCES	CHEIL WORLDWIDE	SEOUL
BE05: AMBIENT: LARGE SCALE				
BE05/001	DIRTY DISPLAYS	ARMOR ALL	HAVAS MALAYSIA	KUALA LUMPUR
BE05/002	YELLOW CANTEEN	DULUX	INNOCEAN INDONESIA	JAKARTA
BE05/003	A19 CAR PARK SHOWROOM	MERCEDES-BENZ	BBDO BANGKOK LIMITED	BANGKOK
BE05/004	REISSUE THE ISSUE	PANDIT FOOTBALL	FUTURE CREATIVE NETWORK	JAKARTA
BE05/005	THE BIGGEST LAISSE OF ALL	PAYME BY HSBC	OGILVY HK	HONG KONG
BE05/006	HELL STATION	DIABLO IV	CHEIL WORLDWIDE	SEOUL
BE05/007	FISH ALLURING PAINTING	EPOLAC	FUTURE CREATIVE NETWORK	JAKARTA
BE06: IN-STORE EXPERIENCE				
BE06/001	HAMBURGER WITH THE LONGEST NAME	BURGER KING	INNORED	SEOUL
BE06/002	"RELIEF PARK" PLAYGROUND WITH CHIROPRACTIC	PIP ELEKIBAN	OZMA INC.	TOKYO
BE06/003	BEANCENSE	COFFEE PROJECT	DENTSU CREATIVE MANILA INC.	MANILA
BE06/004	FANBASE CAMP	TOTAL SPORTS & FITNESS	BBDO INDIA	MUMBAI

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CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BE07: USE OF FILM & AUDIO				
BE07/001	FRIES BEAT	MCDONALD'S	GEEK PICTURES INC.	TOKYO
BE07/002	MOST ANTICIPATED BIRTHDAY	GOODMAN SERVICE	ADK MARKETING SOULUTIONS. INC	TOKYO
BE07/003	UNDER MY SKIN	THAI LIFE INSURANCE	OGILVY GROUP THAILAND	BANGKOK
BE07/004	UNDER ARMOUR: LISTEN! DON'T RUN.	UNDER ARMOUR	BLUEFOCUS DIGITAL	SHANGHAI
BE08: USE OF PRINT & CONVENTIONAL OUTDOOR				
BE08/001	MAIL OLD MEDS	MAIL OLD MEDS	INNOCEAN	SEOUL
BE08/002	THE ADS THAT YOU CAN KICK	HEINEKEN EXPERIENCE SILVER	FLASH BOMBER	BANGKOK
BE08/003	BOONTHAVORN DOOR POSTER	BOONTHAVORN	VML THAILAND	BANGKOK
BE08/004	NOTHING-ADDED ADVERTISING	MEIJI DEAR MILK	TOKYU AGENCY INC.	TOKYO
BE08/005	TIME TRAVEL TO A NEW UEDA	UEDA CITY	TOKYU AGENCY INC.	TOKYO
BE08/006	TAIWAN CRIME STORIES - THE RETRO NEWSPAPER	DISNEY+	SAATCHI & SAATCHI TAIWAN	TAIPEI
BE08/007	BIG BURGER REVOLUTION!	BURGER KING	THE PRODUCE LTD.	TOKYO
BE08/008	THE SMALL ISSUE FRONT-PAGE	WOMEN AND MEN PROGRESSIVE MOVEMENT FOUNDATION	SPA - HAKUHODO CO.,LTD.	BANGKOK
BE09: USE OF MOBILE & DEVICES				
BE09/001	MY JAPAN RAILWAY	JAPAN RAILWAY 150TH ANNIVERSARY CAMPAIGN	DENTSU INC.	TOKYO
BE09/002	DARK MODE ON	BITISHUNTER	DENTSU CREATIVE VIETNAM / DENTSU REDDER	HO CHI MINH CITY
BE09/003	ARTISM BINAURAL MIX	SPOTIFY X KREABY	DENTSU CREATIVE	JAKARTA
BE09/004	HEALING HANDKERCHIEF	HEALING HANDKERCHIEF	VML JAPAN	TOKYO
BE09/005	CHANGE THE ANGLE	LUX	VML	SINGAPORE
BE09/006	RANGER BUDDIES QUEST	MANDAI WILDLIFE RESERVE	MEDIA.MONKS	SINGAPORE
BE09/007	SYNC WITH LOVER	DUREX	MEDIALAND DIGITAL STRATEGY LIMITED	TAIPEI
BE09/008	TRY GALAXY FOLD EXPERIENCE	SAMSUNG MOBILE	CHEIL WORLDWIDE	SEOUL
BE09/009	MCDONALD'S WI-FRIES	MCDONALD'S INDONESIA	VML INDONESIA	JAKARTA
BE09/010	EATQUAL COLOURS	MCDONALD INDIA (WEST AND SOUTH)	DDB MUDRA GROUP	MUMBAI

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CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BE10: USE OF DIGITAL & SOCIAL PLATFORMS				
BE10/001	(UN)WELLNESS MEMES	MEIJI'S R-1 PROBIOTIC YOGURT DRINK	DENTSU INC.	TOKYO
BE10/002	A KARAOKE CHAMPIONSHIP FEATURING A RIDICULOUSLY SHORT TUNE	CHOCO-BALL	PYRAMID FILM INC.	TOKYO
BE10/003	FRIES BEAT	MCDONALD'S	GEEK PICTURES INC.	TOKYO
BE10/004	LAMIANFAN: NOODLES "FORBES"	LAMIANFAN	BLUEFOCUS	BEIJING
BE10/005	SOLEMATES	BITISHUNTER	DENTSU CREATIVE VIETNAM / DENTSU REDDER	HO CHI MINH CITY
BE10/006	BENTO BOSS	ZEN RESTAURANT	THE SOUR BANGKOK CO., LTD.	BANGKOK
BE10/007	SAMSUNG GALAXY S23 ULTRA - LIGHT UP LOCAL NIGHTS	SAMSUNG	STARCOM BANGLADESH	DHAKA
BE10/008	I'M NOT A ROBOT	AMNESTY INTERNATIONAL TAIWAN	TAIWAN HAKUHODO INC.	TAIPEI
BE10/009	ARTISM BINAURAL MIX	SPOTIFY X KREABY	DENTSU CREATIVE	JAKARTA
BE10/010	SYNC WITH LOVER	DUREX	MEDIALAND DIGITAL STRATEGY LIMITED	TAIPEI
BE10/011	BESPOKE WEDDING FUNDING	SAMSUNG ELECTRONICS BESPOKE	CHEIL WORLDWIDE	SEOUL
TECHNOLOGY				
BE11: DIGITAL INSTALLATIONS				
BE11/001	RANGER BUDDIES QUEST	MANDAI WILDLIFE RESERVE	MEDIA.MONKS	SINGAPORE
BE12: EMERGING TECHNOLOGY & TECH-LED BRAND EXPERIENCE				
BE12/001	AI-DEATE	AI-DEATE	YELL ADVERTISING	BANGKOK
BE12/002	YOUNIQUE RING	AMOREPACIFIC	LR SEOUL	SEOUL
BE12/003	BEAUTY IN DIAGNOSIS	KAO	BEIJING DENTSU ADVERTISING CO. LTD. SHANGHAI BRANCH	SHANGHAI
BE12/004	A PEACE-CONNECTING PAINTING	BAIDU ERNIE	TOPIC & LOONG	BEIJING
BE12/005	NEXT BLUEPRINT PROJECT : HONDA DREAM LOOP AI	HONDA	HAKUHODO INC.	TOKYO
BE12/006	EST MONSTER WALL	EST	ADAPTER DIGITAL AGENCY	BANGKOK
BE12/007	GATSBY LOOK AI PLATFORM	GATSBY	ADAPTER DIGITAL AGENCY	BANGKOK
BE12/008	FWD SINGING BUS	FWD INSURANCE	GREYNJ UNITED	BANGKOK
BE12/009	EATQUAL COLOURS	MCDONALD INDIA (WEST AND SOUTH)	DDB MUDRA GROUP	MUMBAI

BRAND EXPERIENCE LOTUS



CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BE13: BRANDED GAMES				
BE13/001	RANGER BUDDIES QUEST	MANDAI WILDLIFE RESERVE	MEDIA.MONKS	SINGAPORE
BE13/002	POWER OF CARE FORTNITE	MINISTRY OF HEALTH HOLDINGS	BBDO SINGAPORE	SINGAPORE
BE13/003	THE UNREAL CAR DROP	NISSAN MOTOR CO., LTD.	TBWA\HAKUHODO INC.	TOKYO
STRATEGY				
BE14: LAUNCH/RE-LAUNCH				
BE14/001	CHICKEN KING FASHION WEEK	BURGER KING	INNORED	SEOUL
BE14/002	667 LOVE LETTERS	LIPTON MILKTEA	DENTSU INC.	TOKYO
BE14/003	LYRIC ART PROJECT	RADWIMPS x ADOBE PHOTOSHOP	ENJIN TOKYO	TOKYO
BE14/004	SOM-SANG WHAT!	SANGSOM	THE SOUR BANGKOK CO., LTD.	BANGKOK
BE14/005	CENTRAL WESTVILLE	CENTRAL WESTVILLE	THE SOUR BANGKOK CO., LTD.	BANGKOK
BE14/006	THE DIRTY LAUNCH	CHEVROLET	MCCANN WORLDGROUP CHINA	SHANGHAI
BE14/007	JUST LIKE YOU!	ALTEL	BBDO CA LLP	ALMATY
BE14/008	HELL STATION	DIABLO IV	CHEIL WORLDWIDE	SEOUL
BE14/009	SURE	VILLARICA PAWNSHOP	SILVER MACHINE DIGITAL COMMUNICATIONS	MANILA
BE14/010	BORDERLESS VEST JACKET	HONDA MARINE	SCRUM CO., LTD.	BANGKOK
BE14/011	DOWN-LESS DOWN JACKET	SOLAMENT	DROGA5 TOKYO	TOKYO
BE15: COMPETITIONS & PROMOTIONS				
BE15/001	PRICELESS MENU	ZEN RESTAURANT	THE SOUR BANGKOK CO., LTD.	BANGKOK
BE15/002	ALL YOU NEED IS A RUG	SAMSUNG ELECTRONICS HOME APPLIANCES	CHEIL WORLDWIDE	SEOUL
BE15/003	OISHI THE MEMEMORABLE PRESENTER	OISHI	ADAPTER DIGITAL AGENCY	BANGKOK
BE15/004	BAR B Q PLAZA FAMILY FOREVER TATTOO	BAR B Q PLAZA	GREYNJ UNITED	BANGKOK
BE15/005	ESCAPE BORDERLAND	NETFLIX	GIGIL	MANILA
BE15/006	WE HEAR YOU PROMOTION	LOTUS'S	LEO BURNETT THAILAND	BANGKOK

BRAND EXPERIENCE LOTUS



CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BE16: SPONSORSHIP & BRAND PARTNERSHIP				
BE16/001	ANDREX BUTT-SURANCE	ANDREX	HAVAS HONG KONG	HONG KONG
BE16/002	LYRIC ART PROJECT	RADWIMPS x ADOBE PHOTOSHOP	ENJIN TOKYO	TOKYO
BE16/003	THE OLDEST GAMER IN THE WORLD - COLONEL SANDERS STREAMER DEBUT	KRAFTON	MEDIA.MONKS	SHANGHAI
BE16/004	EST MONSTER WALL	EST	ADAPTER DIGITAL AGENCY	BANGKOK
BE17: CUSTOMER ACQUISITION & RETENTION *NEW*				
BE17/001	MOMCATION TEST DRIVE	MERCEDES-BENZ	BBDO BANGKOK LIMITED	BANGKOK
BE17/002	THE CUPBOARD TO FIGHT FOOD WASTE	GOURMET MARKET APPLICATION	DENTSU CREATIVE THAILAND	BANGKOK
BE17/003	THE BIGGEST LAISSE OF ALL	PAYME BY HSBC	OGILVY HK	HONG KONG
BE17/004	HIGH PRESSURE POT WASHER	SAMYANGFOODS	IDEOT	SEOUL
BE17/005	SYNC WITH LOVER	DUREX	MEDIALAND DIGITAL STRATEGY LIMITED	TAIPEI
BE17/006	TRY GALAXY FOLD EXPERIENCE	SAMSUNG MOBILE	CHEIL WORLDWIDE	SEOUL
BE17/007	GO. WITH J.	JEJUAIR	HS AD	SEOUL
BE17/008	SUPER BEST NO.1	SBI SAVINGS BANK	HS AD	SEOUL
BE17/009	SALA COCKPIT	COCKPIT	CJ WORX	BANGKOK
BE17/010	SURE	VILLARICA PAWNSHOP	SILVER MACHINE DIGITAL COMMUNICATIONS	MANILA
BE17/011	BAR B Q PLAZA FAMILY FOREVER TATTOO	BAR B Q PLAZA	GREYNJ UNITED	BANGKOK
BE17/012	#BRINGBACK2011	OREO	MONDELEZ INTERNATIONAL FOODS PVT LTD	MUMBAI
BE17/013	EATQUAL COLOURS	MCDONALD INDIA (WEST AND SOUTH)	DDB MUDRA GROUP	MUMBAI
INTEGRATED CAMPAIGN				
BE18: INTEGRATED BRAND EXPERIENCE CAMPAIGN				
BE18/001	MEET LAY'S IN KAZAKH STYLE!	LAY'S	BBDO CA LLP	ALMATY
BE18/002	TIME TRAVEL TO A NEW UEDA	UEDA CITY	TOKYU AGENCY INC.	TOKYO
BE18/003	JONGGA - KIMCHI BLAST SEOUL 2023	DAESANG - JONGGA	MONF	SEOUL
BE18/004	GO. WITH J.	JEJUAIR	HS AD	SEOUL
BE18/005	SUPER BEST NO.1	SBI SAVINGS BANK	HS AD	SEOUL

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CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BE18/006	SURE	VILLARICA PAWNSHOP	SILVER MACHINE DIGITAL COMMUNICATIONS	MANILA
BE18/007	THE SMELL OF MONEY	FARZI SEASON 1	AMAZON SELLER SERVICES PVT. LTD.	MUMBAI
BE18/008	GENDA PHOOL	MADE IN HEAVEN SEASON 2	AMAZON SELLER SERVICES PVT. LTD.	MUMBAI
BE18/009	FIRST OF A KIND	AP DHILLON FIRST OF A KIND	AMAZON SELLER SERVICES PVT. LTD.	MUMBAI
BE18/010	EST MONSTER WALL	EST	ADAPTER DIGITAL AGENCY	BANGKOK
BE18/011	HEINEKEN: THE GHOSTED BAR	HEINEKEN	LEPUB APAC	SINGAPORE
BE18/012	UNDER ARMOUR: LISTEN! DON'T RUN.	UNDER ARMOUR	BLUEFOCUS DIGITAL	SHANGHAI
BE18/013	BORDERLESS BEAUTY	MAISON KOSÉ	FUTUREK	OSAKA

LOTUS ROOTS

LRBE: LOTUS ROOTS

LRBE/001	MEET LAY'S IN KAZAKH STYLE!	LAY'S	BBDO CA LLP	ALMATY
LRBE/002	HEINEKEN STAR ICE	HEINEKEN LAO	VML THAILAND	BANGKOK
LRBE/003	VIBE KOPI SUSU	MCDONALDS	STAR REACHER ADVERTISING SDN BHD	KUALA LUMPUR
LRBE/004	HEALING HANDKERCHIEF	HEALING HANDKERCHIEF	VML JAPAN	TOKYO
LRBE/005	A PEACE-CONNECTING PAINTING	BAIDU ERNIE	TOPIC & LOONG	BEIJING
LRBE/006	THE PINK GLOVE	KUNDAL PINK GLOVE	CHEIL WORLDWIDE	SEOUL
LRBE/007	SALA COCKPIT	COCKPIT	CJ WORX	BANGKOK
LRBE/008	UNDER ARMOUR SECOND CHANCE ATHLETES	UNDER ARMOUR	BLUEFOCUS DIGITAL	SHANGHAI
LRBE/009	AROGYA BINDU	MAXX FLASH	VML	MUMBAI
LRBE/010	THALA THALAPATHY	OREO	MONDELEZ INTERNATIONAL FOODS PVT LTD	MUMBAI