



**HUMAN
INTELLIGENCE
ADFEST
2024**

ENTRIES LIST

DESIGN LOTUS

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
BRANDING				
DE01: NEW BRAND IDENTITY				
DE01/001	PAPILLON BUILDING	PAPILLON BUILDING	DENTSU INC.	TOKYO
DE01/002	RIGHT TO CARE	RIGHT TO CARE	MULLENLOWE TREYNA	MANILA
DE01/003	NOTHING-ADDED ADVERTISING	MEIJI DEAR MILK	TOKYU AGENCY INC.	TOKYO
DE01/004	CYCLE.ME - NUTRIENT TIMING FOOD	DOT.ME	HAKUHODO INC.	TOKYO
DE02: REBRAND OF AN EXISTING BRAND				
DE02/001	ADVERTISING WIND	70 TH THE JAPAN ADVERTISING FEDERATION AWARD	DENTSU INC.	TOKYO
DE02/002	FUJIYA SHARE SMILE PROJECT	FUJIYA CONFECTIONERY	QUARAS INC.	TOKYO
DE02/003	PG ONE - MAKING THE MUNDANE MEANINGFUL	PG ONE	PUBLICIS GROUPE	SINGAPORE
DE02/004	INTO THE H	HITACHI	HAKUHODO FIRST	BANGKOK
DE02/005	TRAVEL DESERVES BETTER	SCOOT AIRLINES	VML	SINGAPORE
PRODUCT DESIGN				
DE03: PRODUCT DESIGN: CONSUMER PRODUCTS				
DE03/001	STOP ELEPAINS	WORLD ANIMAL PROTECTION THAILAND	DENTSU CREATIVE THAILAND	BANGKOK
DE03/002	EDIBLE LITERATURE	BUNGASHI	VML JAPAN	TOKYO
DE03/003	YOUNIQUE RING	AMOREPACIFIC	LR SEOUL	SEOUL
DE03/004	HIGH PRESSURE POT WASHER	SAMYANGFOODS	IDEOT	SEOUL
DE03/005	CYCLE.ME - NUTRIENT TIMING FOOD	DOT.ME	HAKUHODO INC.	TOKYO
DE03/006	3 KA DREAM	ADIDAS	CREATIVELAND ADVERTISING	MUMBAI
DE04: PRODUCT DESIGN: INNOVATIVE DESIGN				
DE04/001	PAPER ORGANS	TAIWAN ORGAN SHARING REGISTRY AND PATIENT AUTONOMY PROMOTION CENTER	LEO BURNETT TAIWAN	TAIPEI
DE04/002	RANGER BUDDIES QUEST	MANDAI WILDLIFE RESERVE	MEDIA.MONKS	SINGAPORE
DE04/003	HEINEKEN BEER SHOTS	HEINEKEN	STAR REACHER ADVERTISING SDN BHD	KUALA LUMPUR

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DE04/004	FUFULY ROBOTIC CUSHION WITH DEEP BREATHING TECHNOLOGY	JAPAN TOBACCO INC	HAKUHODO INC.	TOKYO
DE04/005	BORDERLESS VEST JACKET	HONDA MARINE	SCRUM CO., LTD.	BANGKOK
DE04/006	TIGER CRYSTAL SUMMER PUFFER	TIGER CRYSTAL	LEPUB APAC	SINGAPORE
DE04/007	DOWN-LESS DOWN JACKET	SOLAMENT	DROGA5 TOKYO	TOKYO
DE05: PRODUCT DESIGN: SUSTAINABLE DESIGN				
DE05/001	MAIL OLD MEDS	MAIL OLD MEDS	INNOCEAN	SEOUL
DE05/002	SHELLMET	SHELLMET	TBWA\HAKUHODO INC.	TOKYO
DE05/003	ZERO POLLUTION ZEBRA	ZERO POLLUTION ZEBRA	DENTSU CREATIVE THAILAND	BANGKOK
DE05/004	SANITIZER, ONCE AN APPLE	SANITIZER, ONCE AN APPLE	SHINTO TSUSHIN CO.,LTD.	NAGOYA
DE05/005	CENTRAL WESTVILLE	CENTRAL WESTVILLE	THE SOUR BANGKOK CO., LTD.	BANGKOK
DE05/006	DOWN-LESS DOWN JACKET	SOLAMENT	DROGA5 TOKYO	TOKYO
PACKAGING DESIGN				
DE06: PACKAGING DESIGN: CONSUMER PRODUCTS				
DE06/001	MILK MANGA	SEKI MILK	VML OGILVY JAPAN	TOKYO
DE06/002	CHABATAKE CRAFT GIN	TOKYO GREEN TEA WHOLESALERS COOPERATIVE ASSOCIATION	FACT	TOKYO
DE06/003	THE HARBIN SIT PACK	HARBIN BEER	BBDO CHINA	SHANGHAI
DE06/004	CYCLE.ME - NUTRIENT TIMING FOOD	DOT.ME	HAKUHODO INC.	TOKYO
DE06/005	EDIBLE LITERATURE	BUNGASHI	VML JAPAN	TOKYO
DE07: PACKAGING DESIGN: SUSTAINABLE DESIGN *NEW*				
DE07/001	AIZOME WASTECARE™ INDUSTRIAL WASTE — CERTIFIED AS SKINCARE.	AIZOME	MATERIAL	TOKYO
COMMUNICATION DESIGN				
DE08: BRAND COLLATERAL & PUBLICATIONS				
DE08/001	UNPICTURED GOURMET GUIDE	FUTURE DESIGN SHIBUYA GENERAL INCORPORATED ASSOCIATION	DENTSU INC.	TOKYO
DE08/002	PERIODIC TABLE OF CHOCOLATES	SUMITOMO METAL MINING	DENTSU INC.	TOKYO

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DE08/003	DECO LABO	FRANCFRANC	SIX INC.	TOKYO
DE08/004	PVR CALENDAR 2023	PVR CINEMAS	TREE DESIGN PRIVATE LIMITED	DELHI
DE09: POSTER				
DE09/001	BEAUTIFUL PANIC	THE AD MUSEUM TOKYO	DENTSU INC.	TOKYO
DE09/002	DOUBT YOUR GROUND	THE ONE SHOW 2022 EXHIBITION IN TOKYO	DENTSU INC.	TOKYO
DE09/003	DIVE INTO MUSIC	SPECIAL CONCERT	TBWA\HAKUHODO INC.	TOKYO
DE09/004	THE SACRED DIRT	THE COMMEMORATIVE 105TH NATIONAL HIGH BASEBALL CHAMPIONSHIP / NETTOH KOSHIEN 2023	DENTSU INC.	TOKYO
DE09/005	REACH FOR THE SUMMIT	KANAZAWA HIGH SCHOOL SUMO TOURNAMENT	DENTSU INC.	TOKYO
DE09/006	ISN'T THIS THE SOUTH POLE?	GATSBY	YELL ADVERTISING	BANGKOK
DE09/007	TINY BUT MIGHTY	NAMARAK HOSPITAL	YELL ADVERTISING	BANGKOK
DE09/008	A STEP FORWARD	BITI'S	DENTSU CREATIVE VIETNAM / DENTSU REDDER	HO CHI MINH CITY
DE09/009	VEIL OF JAPAN	TOSA TENGUJO PAPER	TOKYU AGENCY INC.	TOKYO
DE09/010	TIMELESS STORIES	PENGUIN	CHEIL PENGTAI BEIJING	BEIJING
DE09/011	POWERBOT	SAMSUNG	CHEIL PENGTAI BEIJING	BEIJING
DE09/012	BOYSEN BUG OFF PLANTS CAMPAIGN	BOYSEN BUG OFF PAINTS	TBWA\SMP	MANILA
DE10: TYPE DESIGN				
DE10/001	HUNGER LOGO	NETFLIX	THE SOUR BANGKOK CO., LTD.	BANGKOK
DE11: ILLUSTRATION				
DE11/001	MY JAPAN RAILWAY	JAPAN RAILWAY 150TH ANNIVERSARY CAMPAIGN	DENTSU INC.	TOKYO
DE11/002	DIVE INTO MUSIC	SPECIAL CONCERT	TBWA\HAKUHODO INC.	TOKYO
DE11/003	DREAMS IN THE MOUNTAINS	TENCENT	BLUE UNIVERSE	GUANGZHOU
DE11/004	SHENZHEN'S NEW SKINS	CHINA (SHENZHEN) INTERNATIONAL CULTURAL INDUSTRIES FAIR	BLUE UNIVERSE	GUANGZHOU
DE11/005	SOM-SANG WHAT!	SANGSOM	THE SOUR BANGKOK CO., LTD.	BANGKOK

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DE12: SELF-PROMOTION				
DE12/001	MEET AMBITIOUS GROWTH.	DENTSU	DENTSU INC.	TOKYO
DE12/002	THE NEWS PROGRAM	CHUKYO TV. BROADCASTING CO., LTD.	DENTSU INC.	TOKYO
DE12/003	MY ONE AND ONLY FORTUNE NOTEBOOK	DENTSU THAILAND	DENTSU CREATIVE THAILAND	BANGKOK
DE12/004	PERIODIC TABLE OF CHOCOLATES	SUMITOMO METAL MINING	DENTSU INC.	TOKYO
DE12/005	HIGH PRESSURE POT WASHER	SAMYANGFOODS	IDEOT	SEOUL
DE12/006	CENTRAL WESTVILLE	CENTRAL WESTVILLE	THE SOUR BANGKOK CO., LTD.	BANGKOK
DE12/007	BAR B Q PLAZA FAMILY FOREVER TATTOO	BAR B Q PLAZA	GREYNJ UNITED	BANGKOK
DE13: LIMITED SPECIAL EDITIONS *NEW*				
DE13/001	HEART MOONCAKES	SHENG TAI INTERNATIONAL SDN BHD	MEGA ADVERTISING	KUALA LUMPUR
DE13/002	CHABATAKE CRAFT GIN	TOKYO GREEN TEA WHOLESALERS COOPERATIVE ASSOCIATION	FACT	TOKYO
DE13/003	IKEA "LONG PENCIL"	IKEA	TBWA\SINGAPORE PTE LTD	SINGAPORE
DE13/004	103 WOMEN SAFETY HELPLINE	CREATE FOUNDATION	BBDO INDIA	MUMBAI
DE13/005	BORDERLESS VEST JACKET	HONDA MARINE	SCRUM CO., LTD.	BANGKOK
EXPERIENTIAL DESIGN				
DE14: POINT OF SALE: SMALL SCALE				
DE14/001	PRICELESS MENU	ZEN RESTAURANT	THE SOUR BANGKOK CO., LTD.	BANGKOK
DE14/002	ALL YOU NEED IS A RUG	SAMSUNG ELECTRONICS HOME APPLIANCES	CHEIL WORLDWIDE	SEOUL
DE14/003	ONE DAY LIFE OF RICE BABY	WORLD FOOD DAY	SHANGHAI TIANYUKONG ADVERTISING CO., LTD	SHANGHAI
DE14/004	BOYSEN BUG OFF PLANTS CAMPAIGN	BOYSEN BUG OFF PAINTS	TBWA\SMP	MANILA
DE15: POINT OF SALE: LARGE SCALE				
DE15/001	CYCLE.ME - NUTRIENT TIMING FOOD	DOT.ME	HAKUHODO INC.	TOKYO
DE16: EXHIBITIONS, EVENTS & PUBLIC ENVIRONMENT				
DE16/001	INTERACTIVE DIGITAL ART EXHIBITION: U REALM, DIRECT TO YOUR IMAGINATION	ALIBABA U DESIGN WEEK	ALIBABA INTERNATIONAL DIGITAL COMMERCE GROUP	HANGZHOU
DE16/002	YELLOW CANTEEN	DULUX	INNOCEAN INDONESIA	JAKARTA

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DE16/003	RE:STYLE 2023	HYUNDAI MOTOR COMPANY	INNOCEAN	SEOUL
DE16/004	PUSHING BOUNDARIES WITH BAMBOO	LEXUS	SIX INC.	TOKYO
DE16/005	HELL STATION	DIABLO IV	CHEIL WORLDWIDE	SEOUL
DE16/006	BANTAYOG STREET MEMORIALS	BANTAYOG NG MGA BAYANI FOUNDATION (MONUMENT OF HEROES)	DENTSU CREATIVE PHILIPPINES INC.	MANILA
DE16/007	“THREE HOUR TIME LIMIT! CONVERT THE BULLET TRAIN INTO A HIGH-END RESTAURANT!”	KIRINHYAKUNEN	DRILL	TOKYO
DE16/008	WISH BILL	UNITED WAY OF TAIWAN	UNITED COMMUNICATIONS GROUP	TAIPEI

DIGITAL DESIGN

DE17: MOTION DESIGN

DE17/001	LYRIC ART PROJECT	RADWIMPS x ADOBE PHOTOSHOP	ENJIN TOKYO	TOKYO
DE17/002	A STEP FORWARD	BITI'S	DENTSU CREATIVE VIETNAM / DENTSU REDDER	HO CHI MINH CITY
DE17/003	PLAY HAS NO LIMITS FEAT. KING GNU	PLAYSTATION	SIX INC.	TOKYO
DE17/004	THE MOVING CANVAS	EXIDE	VML INDIA	MUMBAI
DE17/005	PROJECT MOONSHOT	INFINITI	BEACON COMMUNICATIONS K.K.	TOKYO

DE18: DIGITAL & INTERACTIVE DESIGN

DE18/001	PROJECT HUMANITY	WITH ALS	DENTSU INC.	TOKYO
DE18/002	KAMI	DOWN SYNDROME INTERNATIONAL	FORSMAN & BODENFORS SINGAPORE	SINGAPORE
DE18/003	RANGER BUDDIES QUEST	MANDAI WILDLIFE RESERVE	MEDIA.MONKS	SINGAPORE
DE18/004	I'M NOT A ROBOT	AMNESTY INTERNATIONAL TAIWAN	TAIWAN HAKUHODO INC.	TAIPEI
DE18/005	UNDERCOVER	WOMEN HELPING WOMEN	OGILVY HK	HONG KONG
DE18/006	ART CARE	AXA	PUBLICIS GROUPE HONG KONG	HONG KONG
DE18/007	LIONS GOOD NEWS 2024	NIKKEI INC.	PR CONSULTING DENTSU INC.	TOKYO

DE19: SOCIAL RELATED DESIGN

DE19/001	NEXT BLUEPRINT PROJECT : HONDA DREAM LOOP AI	HONDA	HAKUHODO INC.	TOKYO
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CODE	TITLE	BRAND	COMPANY ENTERING	CITY
INNOVATION				
DE20: INNOVATIVE DESIGN				
DE20/001	PROJECT HUMANITY	WITH ALS	DENTSU INC.	TOKYO
DE20/002	YELLOW CANTEEN	DULUX	INNOCEAN INDONESIA	JAKARTA
DE20/003	MY ONE AND ONLY FORTUNE NOTEBOOK	DENTSU THAILAND	DENTSU CREATIVE THAILAND	BANGKOK
DE20/004	RANGER BUDDIES QUEST	MANDAI WILDLIFE RESERVE	MEDIA.MONKS	SINGAPORE
DE20/005	DECO LABO	FRANCFRANC	SIX INC.	TOKYO
DE21: SUSTAINABLE DESIGN *NEW*				
DE21/001	PAPER ORGANS	TAIWAN ORGAN SHARING REGISTRY & PATIENT AUTONOMY PROMOTION CENTER	LEO BURNETT TAIWAN	TAIPEI
DE21/002	YELLOW CANTEEN	DULUX	INNOCEAN INDONESIA	JAKARTA
DE21/003	EVACUATION SHELTER SIGN	GROWTH STELLA	IDEOT	SEOUL
DE21/004	PUSHING BOUNDARIES WITH BAMBOO	LEXUS	SIX INC.	TOKYO
INTEGRATED CAMPAIGN				
DE22: INTEGRATED DESIGN CAMPAIGN				
DE22/001	DEPARTURES TO COUNTLESS FUTURES	THE HOSHI AWARDS	DENTSU INC.	TOKYO
DE22/002	MY JAPAN RAILWAY	JAPAN RAILWAY 150TH ANNIVERSARY CAMPAIGN	DENTSU INC.	TOKYO
DE22/003	ADVERTISING WIND	70 TH THE JAPAN ADVERTISING FEDERATION AWARD	DENTSU INC.	TOKYO
DE22/004	DARK MODE ON	BITISHUNTER	DENTSU CREATIVE VIETNAM / DENTSU REDDER	HO CHI MINH CITY
DE22/005	BOYSEN BUG OFF PLANTS CAMPAIGN	BOYSEN BUG OFF PAINTS	TBWA\SMP	MANILA
DE22/006	TRAVEL DESERVES BETTER	SCOOT AIRLINES	VML	SINGAPORE
LOTUS ROOTS				
LRDE: LOTUS ROOTS				
LRDE/001	MY JAPAN RAILWAY	JAPAN RAILWAY 150TH ANNIVERSARY CAMPAIGN	DENTSU INC.	TOKYO
LRDE/002	HEART MOONCAKES	SHENG TAI INTERNATIONAL SDN BHD	MEGA ADVERTISING	KUALA LUMPUR

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
LRDE/003	AIZOME WASTECARE™ INDUSTRIAL WASTE — CERTIFIED AS SKINCARE.	AIZOME	MATERIAL	TOKYO
LRDE/004	CHABATAKE CRAFT GIN	TOKYO GREEN TEA WHOLESALERS COOPERATIVE ASSOCIATION	FACT	TOKYO
LRDE/005	ZERO POLLUTION ZEBRA	ZERO POLLUTION ZEBRA	DENTSU CREATIVE THAILAND	BANGKOK
LRDE/006	BENTO BOSS	ZEN RESTAURANT	THE SOUR BANGKOK CO., LTD.	BANGKOK
LRDE/007	PUSHING BOUNDARIES WITH BAMBOO	LEXUS	SIX INC.	TOKYO
LRDE/008	103 WOMEN SAFETY HELPLINE	CREATE FOUNDATION	BBDO INDIA	MUMBAI
LRDE/009	AROGYA BINDU	MAXX FLASH	VML	MUMBAI
LRDE/010	TATA TEA PREMIUM INDEPENDENCE DAY PACKS	TATA TEA PREMIUM	TREE DESIGN PRIVATE LIMITED	DELHI
LRDE/011	TATA TEA PREMIUM INDEPENDENCE DAY BOOK	TATA TEA PREMIUM	TREE DESIGN PRIVATE LIMITED	DELHI
LRDE/012	TATA TEA GOLD DURGA PUJA PACKS	TATA TEA GOLD	TREE DESIGN PRIVATE LIMITED	DELHI
LRDE/013	TATA TEA GOLD DURGA PUJA BOOK	TATA TEA GOLD	TREE DESIGN PRIVATE LIMITED	DELHI