



# **ENTRIES LIST**

## **DIGITAL & SOCIAL LOTUS**

# DIGITAL & SOCIAL LOTUS



CODE	TITLE	BRAND	COMPANY ENTERING	CITY
<b>FILM &amp; SERIES</b>				
<b>DI02: SOCIAL FILM</b>				
DI02/001	667 LOVE LETTERS	LIPTON MILKTEA	DENTSU INC.	TOKYO
DI02/002	CRAZY FATHER OF MINE	LUNG YEN: PRE-NEED CONTRACT	DENTSU CREATIVE TAIWAN	TAIPEI
DI02/003	MY PARENT IS A TIKTOKER	FIVE STAR	BBDO BANGKOK LIMITED	BANGKOK
DI02/004	BOONTHAVORN DOOR POSTER	BOONTHAVORN	VML THAILAND	BANGKOK
DI02/005	IN FRONT OF US	INFINIX INDONESIA	INFINIX INDONESIA	JAKARTA
DI02/006	LET'S GET MOVING	CATHAY	PUBLICIS GROUPE HONG KONG	HONG KONG
DI02/007	WATER DRINKS GATORADE	GATORADE NO SUGAR	180 AMSTERDAM	MANILA
DI02/008	THE AIR DRUMMER	ROBINSON DEPARTMENT STORE	WOLF BKK	BANGKOK
DI02/009	GO FOR LAUNCH	CP CHICKEN	WOLF BKK	BANGKOK
DI02/010	PRIME VIDEO ACTION CAMPAIGN	PRIME VIDEO	TAG WORLDWIDE ASIA LIMITED	HONG KONG
DI02/011	FIRE BOY & THE THIRD EYE GIRL	SNACK JACK	ADAPTER DIGITAL AGENCY	BANGKOK
DI02/012	PEACH	NETFLIX	GIGIL	MANILA
DI02/013	WHAT ELSE CAN WE FOLD?	SAMSUNG ELECTRONICS	LEO BURNETT KOREA	SEOUL
DI02/014	WEAR YOUR CRED	BATTLEGROUNDS MOBILE INDIA	DDB MUDRA GROUP	MUMBAI
DI02/015	SHARE THE CHALLENGE	MARUBENI CORPORATION	DASH CO.,LTD.	TOKYO
DI02/016	MCDO LOVIN' ALL	MCDONALD'S PHILIPPINES	TBWA\SMP	MANILA
DI02/017	FOOD PACKING	RC COLA	GIGIL	MANILA
DI02/018	THE SONG OF MY LIFE	HUAWEI FREEBUDS PRO.3	PUBLICIS COMMUNICATIONS BEIJING	BEIJING
DI02/019	THE OILY WARRIOR	POND'S MEN	OGILVY SINGAPORE PTE LTD	SINGAPORE
<b>DI03: SOCIAL FILM SERIES</b>				
DI03/001	CHALLENGE KOREA	KOREA TOURISM	HS AD	SEOUL
DI03/002	2023 FEEL THE RHYTHM OF KOREA	KOREA TOURISM	HS AD	SEOUL
DI03/003	SIA BEYOND THE CABIN	SINGAPORE AIRLINES	TBWA\SINGAPORE PTE LTD	SINGAPORE
DI03/004	NATIONAL MUSEUM OF SINGAPORE - SINGAPORE REIMAGINED WITH AI	NATIONAL MUSEUM OF SINGAPORE	TBWA\SINGAPORE PTE LTD	SINGAPORE

# DIGITAL & SOCIAL LOTUS



CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DI03/005	SG ENABLE "FAQ"	SG ENABLE, I'MABLE	TBWA\SINGAPORE PTE LTD	SINGAPORE
DI03/006	SMELL KICK!	GQ SMELLBLOCK™ SOCKS	RABBIT DIGITAL GROUP CO., LTD.	BANGKOK
DI03/007	THE COUPLE OF RED RED ROUND ROUND	SOMPO INSURANCE (THAILAND)	WORKKIT BANGKOK	BANGKOK
DI03/008	I'M DYING INSIDE	MODIBODI	FINCH	SYDNEY
DI03/009	SIM REGISTRATION DRIVE CAMPAIGN	TNT TELCO	GIGIL	MANILA
DI03/010	HEINEKEN: THE GHOSTED BAR	HEINEKEN	LEPUB APAC	SINGAPORE
<b>DI04: INTERACTIVE FILM</b>				
DI04/001	MY DESTINY, MY CHOICE	SK-II	FORSMAN & BODENFORS SINGAPORE	SINGAPORE
DI04/002	THE INNER THOUGHTS SUBTITLES	HEALTH PROMOTION BOARD	PUBLICIS GROUPE	SINGAPORE
<b>SOCIAL ENGAGEMENT</b>				
<b>DI05: COMMUNITY ENGAGEMENT &amp; MANAGEMENT</b>				
DI05/001	(UN)WELLNESS MEMES	MEIJI'S R-1 PROBIOTIC YOGURT DRINK	DENTSU INC.	TOKYO
DI05/002	THE FIRST POSTGPT FOR TRAVELERS	TAIWAN HIGH-SPEED RAIL	LEO BURNETT TAIWAN	TAIPEI
DI05/003	SWENSEN'S TAOTIM	SWENSEN'S X TAOBIN	DENTSU CREATIVE THAILAND	BANGKOK
DI05/004	A STEP FORWARD	BITI'S	DENTSU CREATIVE VIETNAM / DENTSU REDDER	HO CHI MINH CITY
DI05/005	DARK MODE ON	BITISHUNTER	DENTSU CREATIVE VIETNAM / DENTSU REDDER	HO CHI MINH CITY
DI05/006	FOREPLAY	DUREX	BLKJ HAVAS	SINGAPORE
DI05/007	BOOST_US	LG UPLUS	HS AD	SEOUL
DI05/008	#PICKMEUPCHALLENGE	POCKY	DENTSU CREATIVE PHILIPPINES INC.	MANILA
DI05/009	OATSIDE SOS	OATSIDE	RABBIT DIGITAL GROUP CO., LTD.	BANGKOK
DI05/010	IT'S FINGER DRAWIN' GOOD!	KFC	BRILLIANT & MILLION	BANGKOK
DI05/011	THE SOCIAL FAST-FOOD PETITION	KFC	BRILLIANT & MILLION	BANGKOK
<b>DI06: REAL-TIME RESPONSE</b>				
DI06/001	THE TWILIGHT ADS	TV DRAMA "HOLD MY HAND AT TWILIGHT"	I&S BBDO	TOKYO
DI06/002	JULIE'S MICHELLE	JULIE'S MANUFACTURING SDN BHD.	THE GOVT PTE LTD	SINGAPORE
DI06/003	SORRY, TOO POPULAR	OATSIDE	RABBIT DIGITAL GROUP CO., LTD.	BANGKOK
DI06/004	THE SOCIAL FAST-FOOD PETITION	KFC	BRILLIANT & MILLION	BANGKOK

# DIGITAL & SOCIAL LOTUS



CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DI06/005	IT'S FINGER DRAWIN' GOOD!	KFC	BRILLIANT & MILLION	BANGKOK
DI06/006	AQUA CHATVERTISING	AQUA	VML INDONESIA	JAKARTA
DI06/007	6IXTYNIN9 THE SERIES	NETFLIX	LEO BURNETT THAILAND	BANGKOK
<b>DI07: USE OF DATA</b>				
DI07/001	THANKS, HATERS! NFT	THE KOOLPALS	GIGIL	MANILA
<b>DI08: BRAND STORYTELLING</b>				
DI08/001	MY 2023333	LENOVO	SHANGHAI JIZHOU ADVERTISING CO.,LTD	BEIJING
DI08/002	A STEP FORWARD	BITI'S	DENTSU CREATIVE VIETNAM / DENTSU REDDER	HO CHI MINH CITY
DI08/003	SOM-SANG WHAT!	SANGSOM	THE SOUR BANGKOK CO., LTD.	BANGKOK
DI08/004	SUPER BEST NO.1	SBI SAVINGS BANK	HS AD	SEOUL
DI08/005	#PICKMEUPCHALLENGE	POCKY	DENTSU CREATIVE PHILIPPINES INC.	MANILA
DI08/006	PETMALOOP CHALLENGE. THE WORLD'S LONGEST TRAVEL LIVESTREAM.	TNT	ACE SAATCHI& SAATCHI MANILA	MANILA
DI08/007	NATIONAL MUSEUM OF SINGAPORE - SINGAPORE REIMAGINED WITH AI	NATIONAL MUSEUM OF SINGAPORE	TBWA\SINGAPORE PTE LTD	SINGAPORE
DI08/008	SEE THE SIGNS OF 'SILENT SEPARATION' #SHARETHELOAD	ARIEL INDIA	BBDO INDIA	MUMBAI
DI08/009	BAR B Q PLAZA FAMILY FOREVER TATTOO	BAR B Q PLAZA	GREYNJ UNITED	BANGKOK
DI08/010	WHAT ELSE CAN WE FOLD?	SAMSUNG ELECTRONICS	LEO BURNETT KOREA	SEOUL
DI08/011	OATSIDE SOS	OATSIDE	RABBIT DIGITAL GROUP CO., LTD.	BANGKOK
<b>DI09: NEW REALITIES &amp; EMERGING TECHNOLOGY</b>				
DI09/001	INTERACTIVE DIGITAL ART EXHIBITION: U REALM, DIRECT TO YOUR IMAGINATION	ALIBABA U DESIGN WEEK	ALIBABA INTERNATIONAL DIGITAL COMMERCE GROUP	HANGZHOU
DI09/002	NATIONAL MUSEUM OF SINGAPORE - SINGAPORE REIMAGINED WITH AI	NATIONAL MUSEUM OF SINGAPORE	TBWA\SINGAPORE PTE LTD	SINGAPORE
DI09/003	EST MONSTER WALL	EST	ADAPTER DIGITAL AGENCY	BANGKOK
DI09/004	GATSBY LOOK AI PLATFORM	GATSBY	ADAPTER DIGITAL AGENCY	BANGKOK
DI09/005	THE UNREAL CAR DROP	NISSAN MOTOR CO., LTD.	TBWA\HAKUHODO INC.	TOKYO
DI09/006	THE SONG OF MY LIFE	HUAWEI FREEBUDS PRO.3	PUBLICIS COMMUNICATIONS BEIJING	BEIJING

# DIGITAL & SOCIAL LOTUS



CODE	TITLE	BRAND	COMPANY ENTERING	CITY
<b>DI10: SOCIAL COMMERCE</b>				
DI10/001	EATQUAL COLOURS	MCDONALD INDIA (WEST AND SOUTH)	DDB MUDRA GROUP	MUMBAI
<b>DI11: SOCIAL PURPOSE</b>				
DI11/001	KEEP WALKING GREEN IN BLACK	JOHNNIE WALKER	LEO BURNETT TAIWAN	TAIPEI
DI11/002	GOODBYE SUICIDE	NISHIJIMA SEMINAR, FACULTY OF LETTERS, CHUKYO UNIVERSITY	CHUKYO UNIVERSITY	NAGOYA
DI11/003	THE CLEFT CHOIR	LISTERINE	BBDO BANGKOK LIMITED	BANGKOK
DI11/004	KAMI	DOWN SYNDROME INTERNATIONAL	FORSMAN & BODENFORS SINGAPORE	SINGAPORE
DI11/005	BENTO BOSS	ZEN RESTAURANT	THE SOUR BANGKOK CO., LTD.	BANGKOK
DI11/006	MOST ANTICIPATED BIRTHDAY	GOODMAN SERVICE	ADK MARKETING SOULUTIONS. INC	TOKYO
DI11/007	RAP YOUR GIFT	JBL	BLKJ HAVAS	SINGAPORE
DI11/008	DR DICK PIC	HEHEALTH	BLKJ HAVAS	SINGAPORE
DI11/009	SG ENABLE "FAQ"	SG ENABLE, I'MABLE	TBWA\SINGAPORE PTE LTD	SINGAPORE
DI11/010	SEE THE SIGNS OF 'SILENT SEPARATION' #SHARETHELOAD	ARIEL INDIA	BBDO INDIA	MUMBAI
DI11/011	RALCO NO PRESSURE DELIVERY	RALCO TYRES	BBDO INDIA	MUMBAI
DI11/012	WORDS OF PRIDE	DISNEY STAR	DDB MUDRA GROUP	MUMBAI
<b>CONTENT &amp; INFLUENCERS</b>				
<b>DI12: USER GENERATED CONTENT</b>				
DI12/001	(UN)WELLNESS MEMES	MEIJI'S R-1 PROBIOTIC YOGURT DRINK	DENTSU INC.	TOKYO
DI12/002	THE FIRST POSTGPT FOR TRAVELERS	TAIWAN HIGH-SPEED RAIL	LEO BURNETT TAIWAN	TAIPEI
DI12/003	LYRIC ART PROJECT	RADWIMPS x ADOBE PHOTOSHOP	ENJIN TOKYO	TOKYO
DI12/004	LAMIANFAN: NOODLES "FORBES"	LAMIANFAN	BLUEFOCUS	BEIJING
DI12/005	BOOST_US	LG UPLUS	HS AD	SEOUL
DI12/006	NEXT BLUEPRINT PROJECT : HONDA DREAM LOOP AI	HONDA	HAKUHODO INC.	TOKYO
DI12/007	OATSIDE SOS	OATSIDE	RABBIT DIGITAL GROUP CO., LTD.	BANGKOK
DI12/008	CLIPPING JUMP+	JUMP+	HAKUHODO I-STUDIO INC.	TOKYO

# DIGITAL & SOCIAL LOTUS



CODE	TITLE	BRAND	COMPANY ENTERING	CITY
<b>DI13: CONTENT PLACEMENT</b>				
DI13/001	GLIMPSE INTO TOYOTA'S SECRET FACTORY	TOYOTA	DENTSU LIVE INC.	TOKYO
DI13/002	SOLEMATES	BITISHUNTER	DENTSU CREATIVE VIETNAM / DENTSU REDDER	HO CHI MINH CITY
<b>DI14: USE OF INFLUENCER</b>				
DI14/001	MY PARENT IS A TIKTOKER	FIVE STAR	BBDO BANGKOK LIMITED	BANGKOK
DI14/002	KAMI	DOWN SYNDROME INTERNATIONAL	FORSMAN & BODENFORS SINGAPORE	SINGAPORE
DI14/003	VIBE KOPI SUSU	MCDONALDS	STAR REACHER ADVERTISING SDN BHD	KUALA LUMPUR
DI14/004	TVS NTORQ REVVV	TVS NTORQ	ADGLOBAL 360 INDIA PVT. LTD.	GURGAON
DI14/005	WATER DRINKS GATORADE	GATORADE NO SUGAR	180 AMSTERDAM	MANILA
DI14/006	THE AIR DRUMMER	ROBINSON DEPARTMENT STORE	WOLF BKK	BANGKOK
DI14/007	THE ABSURD PRICE DROP'S INFLUENCERS	NETFLIX	GOODSTUPH THAILAND	BANGKOK
DI14/008	GRANNY SCOLDS CHRIS HEMSWORTH	NETFLIX EXTRACTION 2	GOODSTUPH THAILAND	BANGKOK
DI14/009	PETMALOOP CHALLENGE. THE WORLD'S LONGEST TRAVEL LIVESTREAM.	TNT	ACE SAATCHI& SAATCHI MANILA	MANILA
DI14/010	MADAN KUMAR	JUBILEE	AMAZON SELLER SERVICES PVT. LTD.	MUMBAI
DI14/011	RALCO NO PRESSURE DELIVERY	RALCO TYRES	BBDO INDIA	MUMBAI
DI14/012	OISHI THE MEMORABLE PRESENTER	OISHI	ADAPTER DIGITAL AGENCY	BANGKOK
DI14/013	THE HARBIN SIT PACK	HARBIN BEER	BBDO CHINA	SHANGHAI
DI14/014	BREAKING BIASES: A SOCIAL MEDIA LOVE STORY	JUBJIB CHANNEL	JUBJIB CHANNEL	BANGKOK
DI14/015	THALA THALAPATHY	OREO	MONDELEZ INTERNATIONAL FOODS PVT LTD	MUMBAI
DI14/016	KOKEY	NETFLIX	GIGIL	MANILA
DI14/017	TIGER CRYSTAL SUMMAR PUFFER	TIGER CRYSTAL	LEPUB APAC	SINGAPORE
<b>DI15: ORGANIC REACH &amp; INFLUENCE *NEW*</b>				
DI15/001	KFC FRIED CHICKEN INCENSE STICKS	KFC	VML THAILAND	BANGKOK
DI15/002	BENTO BOSS	ZEN RESTAURANT	THE SOUR BANGKOK CO., LTD.	BANGKOK
DI15/003	OISHI THE MEMORABLE PRESENTER	OISHI	ADAPTER DIGITAL AGENCY	BANGKOK



# DIGITAL & SOCIAL LOTUS



CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DI15/004	"GO GET" A KITKAT MCFLURRY	MCDONALD'S TAIWAN	SAATCHI & SAATCHI TAIWAN	TAIPEI
DI15/005	IT'S FINGER DRAWIN' GOOD!	KFC	BRILLIANT & MILLION	BANGKOK
DI15/006	THE SOCIAL FAST-FOOD PETITION	KFC	BRILLIANT & MILLION	BANGKOK
DI15/007	COOL	COCO TEA	GIGIL	MANILA
DI15/008	THALA THALAPATHY	OREO	MONDELEZ INTERNATIONAL FOODS PVT LTD	MUMBAI

## INNOVATION

### DI16: INNOVATIVE USE OF SOCIAL

DI16/001	MY PARENT IS A TIKTOKER	FIVE STAR	BBDO BANGKOK LIMITED	BANGKOK
DI16/002	ARTISM BINAURAL MIX	SPOTIFY X KREABY	DENTSU CREATIVE	JAKARTA

## INTEGRATED CAMPAIGN

### DI17: INTEGRATED DIGITAL & SOCIAL CAMPAIGN

DI17/001	I AM NOT KING	BURGER KING	INNORED	SEOUL
DI17/002	A KARAOKE CHAMPIONSHIP FEATURING A RIDICULOUSLY SHORT TUNE	CHOCO-BALL	PYRAMID FILM INC.	TOKYO
DI17/003	FRIES BEAT	MCDONALD'S	GEEK PICTURES INC.	TOKYO
DI17/004	UNAWKWARD INTEGRATED CAMPAIGN	SG ENABLE, I'MABLE	TBWA\SINGAPORE PTE LTD	SINGAPORE
DI17/005	HEINEKEN: THE GHOSTED BAR	HEINEKEN	LEPUB APAC	SINGAPORE

## LOTUS ROOTS

### LRDI: LOTUS ROOTS

LRDI/001	WATER DRINKS GATORADE	GATORADE NO SUGAR	180 AMSTERDAM	MANILA
LRDI/002	SHARE THE CHALLENGE	MARUBENI CORPORATION	DENTSU INC.	TOKYO
LRDI/003	HIDDEN POWER OF THAILAND	SINGHA EXPERIENCE	JUBJIB CHANNEL	BANGKOK
LRDI/004	THALA THALAPATHY	OREO	MONDELEZ INTERNATIONAL FOODS PVT LTD	MUMBAI
LRDI/005	WORDS OF PRIDE	DISNEY STAR	DDB MUDRA GROUP	MUMBAI