



ENTRIES LIST
DIRECT LOTUS

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
USE OF DIRECT				
DM02: LOW BUDGET CAMPAIGN				
DM02/001	THE ADS THAT YOU CAN KICK	HEINEKEN EXPERIENCE SILVER	FLASH BOMBER	BANGKOK
DM02/002	#KOMENZENIUS	ZENIUS EDUCATION	FUTURE CREATIVE NETWORK	JAKARTA
DM02/003	LETTERS TO NEIGHBOURS	MANDARIN ORIENTAL, SINGAPORE	FORSMAN & BODENFORS SINGAPORE	SINGAPORE
DM02/004	IKEA "LONG PENCIL"	IKEA	TBWA/SINGAPORE PTE LTD	SINGAPORE
DM03: FILM & AUDIO				
DM03/001	THE AIR DRUMMER	ROBINSON DEPARTMENT STORE	WOLF BKK	BANGKOK
DM03/002	GO FOR LAUNCH	CP CHICKEN	WOLF BKK	BANGKOK
DM03/003	UNDER ARMOUR: LISTEN! DON'T RUN.	UNDER ARMOUR	BLUEFOCUS DIGITAL	SHANGHAI
DM03/004	SECOND CHANCE CHAMPIONS	TRANSPLANT AUSTRALIA	DENTSU CREATIVE	SYDNEY
DM03/005	THE INNER THOUGHTS SUBTITLES	HEALTH PROMOTION BOARD	PUBLICIS GROUPE	SINGAPORE
DM03/006	6IXTYNIN9 THE SERIES	NETFLIX	LEO BURNETT THAILAND	BANGKOK
DM04: PRINT & CONVENTIONAL OUTDOOR				
DM04/001	TALKING CITY: A CO-CREATED AR PLATFORM THAT FOSTERS CROSS-GENERATIONAL LOVE FOR THE COMMUNITY	KASHIWA-NO-HA SMART CITY	PYRAMID FILM QUADRA INC.	TOKYO
DM04/002	THE ADS THAT YOU CAN KICK	HEINEKEN EXPERIENCE SILVER	FLASH BOMBER	BANGKOK
DM04/003	VOTE FOR YOUR FAVORITE SONG! REQUEST CONCERT ELECTION	KETUMEISHI	ADK CREATIVE ONE INC.	TOKYO
DM04/004	BOONTHAVORN DOOR POSTER	BOONTHAVORN	VML THAILAND	BANGKOK
DM04/005	SUN WARNINGS	VASELINE	OGILVY SINGAPORE PTE LTD	SINGAPORE
DM04/006	TIME TRAVEL TO A NEW UEDA	UEDA CITY	TOKYU AGENCY INC.	TOKYO
DM04/007	DRUG TEST POSTER	DRAMA 'STRONG GIRL NAM-SOON'	CHEIL WORLDWIDE	SEOUL
DM04/008	HACK THE RULES BY THE FABLE	THE FABLE	HAKUHODO INC.	TOKYO
DM04/009	THE SMALL ISSUE FRONT-PAGE	WOMEN AND MEN PROGRESSIVE MOVEMENT FOUNDATION	SPA - HAKUHODO CO.,LTD.	BANGKOK

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DM05: AMBIENT: SMALL SCALE				
DM05/001	MAIL OLD MEDS	MAIL OLD MEDS	INNOCEAN	SEOUL
DM05/002	UNPICTURED GOURMET GUIDE	FUTURE DESIGN SHIBUYA GENERAL INCORPORATED ASSOCIATION	DENTSU INC.	TOKYO
DM05/003	PADLETTE	KC-SOFTEX	FUTURE CREATIVE NETWORK	JAKARTA
DM05/004	ROZA X HUNGER CRYBABY SAUCE	NETFLIX & ROZA	VML THAILAND	BANGKOK
DM05/005	MILK MANGA	SEKI MILK	VML OGILVY JAPAN	TOKYO
DM05/006	LET ME SPEAK OUT	AMNESTY INTERNATIONAL TAIWAN	TAIWAN HAKUHODO INC.	TAIPEI
DM05/007	STOP ELEPAINS	WORLD ANIMAL PROTECTION THAILAND	DENTSU CREATIVE THAILAND	BANGKOK
DM05/008	PRICELESS MENU	ZEN RESTAURANT	THE SOUR BANGKOK CO., LTD.	BANGKOK
DM05/009	HIGH PRESSURE POT WASHER	SAMYANGFOODS	IDEOT	SEOUL
DM05/010	HEINEKEN BEER SHOTS	HEINEKEN	STAR REACHER ADVERTISING SDN BHD	KUALA LUMPUR
DM05/011	EDIBLE LITERATURE	BUNGASHI	VML JAPAN	TOKYO
DM05/012	PERIODIC TABLE OF CHOCOLATES	SUMITOMO METAL MINING	DENTSU INC.	TOKYO
DM05/013	THE PINK GLOVE	KUNDAL PINK GLOVE	CHEIL WORLDWIDE	SEOUL
DM05/014	ALL YOU NEED IS A RUG	SAMSUNG ELECTRONICS HOME APPLIANCES	CHEIL WORLDWIDE	SEOUL
DM05/015	ONE DAY LIFE OF RICE BABY	WORLD FOOD DAY	SHANGHAI TIANYUKONG ADVERTISING CO., LTD	SHANGHAI
DM06: AMBIENT: LARGE SCALE				
DM06/001	YELLOW CANTEEN	DULUX	INNOCEAN INDONESIA	JAKARTA
DM06/002	REISSUE THE ISSUE	PANDIT FOOTBALL	FUTURE CREATIVE NETWORK	JAKARTA
DM06/003	WASH AT 30	SAENGONG	INNOCEAN	SEOUL
DM06/004	SALA COCKPIT	COCKPIT	CJ WORX	BANGKOK
DM06/005	FWD SINGING BUS	FWD INSURANCE	GREYNJ UNITED	BANGKOK
DM07: FIELD MARKETING				
DM07/001	THE ADS THAT YOU CAN KICK	HEINEKEN EXPERIENCE SILVER	FLASH BOMBER	BANGKOK
DM07/002	WASH AT 30	SAENGONG	INNOCEAN	SEOUL
DM07/003	ALL YOU NEED IS A RUG	SAMSUNG ELECTRONICS HOME APPLIANCES	CHEIL WORLDWIDE	SEOUL

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DIGITAL				
DM08: ONLINE & DIGITAL PLATFORMS				
DM08/001	MY JAPAN RAILWAY	JAPAN RAILWAY 150TH ANNIVERSARY CAMPAIGN	DENTSU INC.	TOKYO
DM08/002	LYRIC ART PROJECT	RADWIMPS x ADOBE PHOTOSHOP	ENJIN TOKYO	TOKYO
DM08/003	VOICE FROM THE HEART	DEPRESSION PREVENTION AND TREATMENT	DENTSU CREATIVE TAIWAN	TAIPEI
DM08/004	DECO LABO	FRANCFRANC	SIX INC.	TOKYO
DM08/005	SAMSUNG GALAXY S23 ULTRA - WHAT YOU SEEK IS SEEKING YOU	SAMSUNG	STARCOM BANGLADESH	DHAKA
DM08/006	BESPOKE WEDDING FUNDING	SAMSUNG ELECTRONICS BESPOKE	CHEIL WORLDWIDE	SEOUL
DM08/007	GATSBY LOOK AI PLATFORM	GATSBY	ADAPTER DIGITAL AGENCY	BANGKOK
DM08/008	HEAR MY LAST WISH	TAIWAN ORGAN SHARING REGISTRY & PATIENT AUTONOMY PROMOTION CENTER	LEO BURNETT TAIWAN	TAIPEI
DM08/009	WORDS OF PRIDE	DISNEY STAR	DDB MUDRA GROUP	MUMBAI
DM09: USE OF SOCIAL MEDIA PLATFORMS				
DM09/001	(UN)WELLNESS MEMES	MEIJI'S R-1 PROBIOTIC YOGURT DRINK	DENTSU INC.	TOKYO
DM09/002	667 LOVE LETTERS	LIPTON MILKTEA	DENTSU INC.	TOKYO
DM09/003	BENTO BOSS	ZEN RESTAURANT	THE SOUR BANGKOK CO., LTD.	BANGKOK
DM09/004	DR DICK PIC	HEHEALTH	BLKJ HAVAS	SINGAPORE
DM09/005	RALCO NO PRESSURE DELIVERY	RALCO TYRES	BBDO INDIA	MUMBAI
DM09/006	WORDS OF PRIDE	DISNEY STAR	DDB MUDRA GROUP	MUMBAI
DM10: MOBILE & DEVICES				
DM10/001	THE CUPBOARD TO FIGHT FOOD WASTE	GOURMET MARKET APPLICATION	DENTSU CREATIVE THAILAND	BANGKOK
DM10/002	ARTISM BINAURAL MIX	SPOTIFY X KREABY	DENTSU CREATIVE	JAKARTA
DM10/003	RANGER BUDDIES QUEST	MANDAI WILDLIFE RESERVE	MEDIA.MONKS	SINGAPORE
DM10/004	MCDONALD'S WI-FRIES	MCDONALD'S INDONESIA	VML INDONESIA	JAKARTA
DM10/005	EATQUAL COLOURS	MCDONALD INDIA (WEST AND SOUTH)	DDB MUDRA GROUP	MUMBAI

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
DM11: REAL-TIME RESPONSE				
DM11/001	THE TWILIGHT ADS	TV DRAMA "HOLD MY HAND AT TWILIGHT"	I&S BBDO	TOKYO
DM11/002	BENTO BOSS	ZEN RESTAURANT	THE SOUR BANGKOK CO., LTD.	BANGKOK
DM11/003	SORRY, TOO POPULAR	OATSIDE	RABBIT DIGITAL GROUP CO., LTD.	BANGKOK
DM11/004	6IXTYNIN9 THE SERIES	NETFLIX	LEO BURNETT THAILAND	BANGKOK
DM12: USER GENERATED CONTENT				
DM12/001	(UN)WELLNESS MEMES	MEIJI'S R-1 PROBIOTIC YOGURT DRINK	DENTSU INC.	TOKYO
DM12/002	BEST BITER HIRE	KFC	R/GA	SINGAPORE
DM12/003	LYRIC ART PROJECT	RADWIMPS x ADOBE PHOTOSHOP	ENJIN TOKYO	TOKYO
DM12/004	A PEACE-CONNECTING PAINTING	BAIDU ERNIE	TOPIC & LOONG	BEIJING
DM12/005	GATSBY LOOK AI PLATFORM	GATSBY	ADAPTER DIGITAL AGENCY	BANGKOK
DATA & TECHNOLOGY				
DM13: USE OF DATA				
DM13/001	VOICE FROM THE HEART	DEPRESSION PREVENTION AND TREATMENT	DENTSU CREATIVE TAIWAN	TAIPEI
DM13/002	THE SCAN THAT REWARDS AGAINST COUNTERFEIT	PERNOD RICARD	DENTSU CREATIVE VIETNAM	HO CHI MINH CITY
DM14: NEW REALITIES & EMERGING TECHNOLOGY				
DM14/001	TALKING CITY: A CO-CREATED AR PLATFORM THAT FOSTERS CROSS-GENERATIONAL LOVE FOR THE COMMUNITY	KASHIWA-NO-HA SMART CITY	PYRAMID FILM QUADRA INC.	TOKYO
DM14/002	FIXING THE BAIS	AURORA50	MULLENLOWE MENA FZ LLC	DUBAI
DM14/003	GATSBY LOOK AI PLATFORM	GATSBY	ADAPTER DIGITAL AGENCY	BANGKOK
DM15: USE OF GAMES				
DM15/001	RANGER BUDDIES QUEST	MANDAI WILDLIFE RESERVE	MEDIA.MONKS	SINGAPORE
DM15/002	POWER OF CARE FORTNITE	MINISTRY OF HEALTH HOLDINGS	BBDO SINGAPORE	SINGAPORE

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
STRATEGY				
DM16: CUSTOMER ACQUISITION & RETENTION				
DM16/001	AIZOME WASTECARE™ INDUSTRIAL WASTE — CERTIFIED AS SKINCARE.	AIZOME	MATERIAL	TOKYO
DM16/002	LETTERS TO NEIGHBOURS	MANDARIN ORIENTAL, SINGAPORE	FORSMAN & BODENFORS SINGAPORE	SINGAPORE
DM16/003	WASH AT 30	SAENGONG	INNOCEAN	SEOUL
DM16/004	HIGH PRESSURE POT WASHER	SAMYANGFOODS	IDEOT	SEOUL
DM16/005	TRY GALAXY FOLD EXPERIENCE	SAMSUNG MOBILE	CHEIL WORLDWIDE	SEOUL
DM16/006	SALA COCKPIT	COCKPIT	CJ WORX	BANGKOK
DM16/007	BAR B Q PLAZA FAMILY FOREVER TATTOO	BAR B Q PLAZA	GREYNJ UNITED	BANGKOK
DM17: LAUNCH/RE-LAUNCH				
DM17/001	CHICKEN KING FASHION WEEK	BURGER KING	INNORED	SEOUL
DM17/002	KENTUCKY FITNESS CLUB	KFC	R/GA	SINGAPORE
DM17/003	'ANYTHING' STIR-FRY RECIPES	ROZA	VML THAILAND	BANGKOK
DM17/004	CENTRAL WESTVILLE	CENTRAL WESTVILLE	THE SOUR BANGKOK CO., LTD.	BANGKOK
INTEGRATED CAMPAIGN				
DM18: INTEGRATED DIRECT CAMPAIGN				
DM18/001	MAIL OLD MEDS	MAIL OLD MEDS	INNOCEAN	SEOUL
DM18/002	HAMBURGER WITH THE LONGEST NAME	BURGER KING	INNORED	SEOUL
DM18/003	MATES MAKE IT MACCA'S	MCDONALD'S AUSTRALIA	AKCELO	SYDNEY
DM18/004	HEINEKEN: THE GHOSTED BAR	HEINEKEN	LEPUB APAC	SINGAPORE
LOTUS ROOTS				
LRDM: LOTUS ROOTS				
LRDM/001	YELLOW CANTEEN	DULUX	INNOCEAN INDONESIA	JAKARTA
LRDM/002	KFC FRIED CHICKEN INCENSE STICKS	KFC	VML THAILAND	BANGKOK
LRDM/003	STOP ELEPAINS	WORLD ANIMAL PROTECTION THAILAND	DENTSU CREATIVE THAILAND	BANGKOK

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
LRDM/004	THE PINK GLOVE	KUNDAL PINK GLOVE	CHEIL WORLDWIDE	SEOUL
LRDM/005	SALA COCKPIT	COCKPIT	CJ WORX	BANGKOK
LRDM/006	UNDER ARMOUR SECOND CHANCE ATHLETES	UNDER ARMOUR	BLUEFOCUS DIGITAL	SHANGHAI
LRDM/007	WORDS OF PRIDE	DISNEY STAR	DDB MUDRA GROUP	MUMBAI
LRDM/008	THALA THALAPATHY	OREO	MONDELEZ INTERNATIONAL FOODS PVT LTD	MUMBAI