



# **ENTRIES LIST**

## **MEDIA LOTUS**

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
<b>USE OF MEDIA</b>				
<b>ME01: USE OF SCREENS &amp; DISPLAYS</b>				
ME01/001	ART CARE	AXA	PUBLICIS GROUPE HONG KONG	HONG KONG
ME01/002	UNMASK YOUR IDOL BILLBOARD	NETFLIX BLACK KNIGHT	GOODSTUPH THAILAND	BANGKOK
<b>ME02: USE OF AUDIO</b>				
ME02/001	GAMMA WAVE SOUND	GAMMA WAVE SOUND	DROGA5 TOKYO	TOKYO
ME02/002	BANTAYOG STREET MEMORIALS	BANTAYOG NG MGA BAYANI FOUNDATION (MONUMENT OF HEROES)	DENTSU CREATIVE PHILIPPINES INC.	MANILA
ME02/003	SONGKRAN	GOODYEAR (THAILAND)	WORKKIT BANGKOK	BANGKOK
ME02/004	6IXTYNIN9 THE SERIES	NETFLIX	LEO BURNETT THAILAND	BANGKOK
<b>ME03: USE OF PRINT &amp; CONVENTIONAL OUTDOOR</b>				
ME03/001	THE ADS THAT YOU CAN KICK	HEINEKEN EXPERIENCE SILVER	FLASH BOMBER	BANGKOK
ME03/002	NEWSPAPER FOR "LETTUCE PRESERVATION"	「COOKDO®」 OYSTER SAUCE	DENTSU INC.	TOKYO
ME03/003	BOONTHAVORN DOOR POSTER	BOONTHAVORN	VML THAILAND	BANGKOK
ME03/004	HACK THE RULES BY THE FABLE	THE FABLE	HAKUHODO INC.	TOKYO
ME03/005	DRUG TEST POSTER	DRAMA 'STRONG GIRL NAM-SOON'	CHEIL WORLDWIDE	SEOUL
ME03/006	TAIWAN CRIME STORIES THE RETRO NEWSPAPER	DISNEY+	SAATCHI & SAATCHI TAIWAN	TAIPEI
ME03/007	MYSTERY BILLBOARDS	NETFLIX	GIGIL	MANILA
ME03/008	THE SMALL ISSUE FRONT-PAGE	WOMEN AND MEN PROGRESSIVE MOVEMENT FOUNDATION	SPA - HAKUHODO CO.,LTD.	BANGKOK
ME03/009	THE NEWSPAPERS INSIDE THE NEWSPAPER EDITION	AN NAHAR NEWSPAPER	IMPACT BBDO	DUBAI
ME03/010	BIG BURGER REVOLUTION!	BURGER KING	THE PRODUCE LTD.	TOKYO

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
<b>ME04: USE OF AMBIENT: SMALL SCALE</b>				
ME04/001	PADLETTE	KC-SOFTEX	FUTURE CREATIVE NETWORK	JAKARTA
ME04/002	ROZA X HUNGER CRYBABY SAUCE	NETFLIX & ROZA	VML THAILAND	BANGKOK
ME04/003	HEINEKEN STAR ICE	HEINEKEN LAO	VML THAILAND	BANGKOK
ME04/004	MILK MANGA	SEKI MILK	VML OGILVY JAPAN	TOKYO
ME04/005	PRICELESS MENU	ZEN RESTAURANT	THE SOUR BANGKOK CO., LTD.	BANGKOK
ME04/006	CENTRAL WESTVILLE	CENTRAL WESTVILLE	THE SOUR BANGKOK CO., LTD.	BANGKOK
ME04/007	PARK O'CLOCK	PLUGLINK	IDEOT	SEOUL
ME04/008	HIGH PRESSURE POT WASHER	SAMYANGFOODS	IDEOT	SEOUL
ME04/009	BRAND OF THE MATCH	B-QUIK	PLAN B ELEVEN CO.,LTD	BANGKOK
ME04/010	ALL YOU NEED IS A RUG	SAMSUNG ELECTRONICS HOME APPLIANCES	CHEIL WORLDWIDE	SEOUL
ME04/011	IKEA "LONG PENCIL"	IKEA	TBWAISINGAPORE PTE LTD	SINGAPORE
ME04/012	103 WOMEN SAFETY HELPLINE	CREATE FOUNDATION	BBDO INDIA	MUMBAI
ME04/013	FANBASE CAMP	TOTAL SPORTS & FITNESS	BBDO INDIA	MUMBAI
<b>ME05: USE OF AMBIENT: LARGE SCALE</b>				
ME05/001	DIRTY DISPLAYS	ARMOR ALL	HAVAS MALAYSIA	KUALA LUMPUR
ME05/002	YELLOW CANTEEN	DULUX	INNOCEAN INDONESIA	JAKARTA
ME05/003	A19 CAR PARK SHOWROOM	MERCEDES-BENZ	BBDO BANGKOK LIMITED	BANGKOK
ME05/004	BIG RAINBOW PROJECT	TINDER	AKCELO	SYDNEY
ME05/005	AQUWEARIUM DISPLAY	OSAKA AQUARIUM KAIYUKAN	HAKUHODO INC.	TOKYO
ME05/006	MOM'S BED	MCDONALD'S	LEO BURNETT KOREA	SEOUL
ME05/007	EARLIEST CHRISTMAS CAMPAIGN IN JAPAN	IYEMON TOKUCHA	YOMIKO ADVERTISING INC.	TOKYO
ME05/008	BALL	SMART	GIGIL	MANILA
ME05/009	FISH ALLURING PAINTING	EPOLAC	FUTURE CREATIVE NETWORK	JAKARTA
ME05/010	E-POWER ROAD	NISSAN MOTOR CO., LTD.	TBWAHAKUHODO INC.	TOKYO

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
<b>ME06: USE OF EVENTS</b>				
ME06/001	PEOPLE-POWERED LOGO	JAPANESE PARA POWERLIFTING FEDERATION	DENTSU DIGITAL	TOKYO
ME06/002	WASH AT 30	SAENGONG	INNOCEAN	SEOUL
ME06/003	ALL ABOARD THE GOING MERRY	NETFLIX ONE PIECE	GOODSTUPH THAILAND	BANGKOK
ME06/004	FANBASE CAMP	TOTAL SPORTS & FITNESS	BBDO INDIA	MUMBAI
<b>ME07: USE OF GUERRILLA MARKETING &amp; STUNTS</b>				
ME07/001	DIRTY DISPLAYS	ARMOR ALL	HAVAS MALAYSIA	KUALA LUMPUR
ME07/002	STOP ELEPAINS	WORLD ANIMAL PROTECTION THAILAND	DENTSU CREATIVE THAILAND	BANGKOK
ME07/003	THE SPIDER-MAN 2 SPECTACULAR SAVE	PLAYSTATION	AKCELO	SYDNEY
ME07/004	FIRST SPRING	HOEGAARDEN	MCCANN WORLDGROUP CHINA	SHANGHAI
ME07/005	BANTAYOG STREET MEMORIALS	BANTAYOG NG MGA BAYANI FOUNDATION (MONUMENT OF HEROES)	DENTSU CREATIVE PHILIPPINES INC.	MANILA
ME07/006	SALA COCKPIT	COCKPIT	CJ WORX	BANGKOK
ME07/007	MOM'S BED	MCDONALD'S	LEO BURNETT KOREA	SEOUL
ME07/008	103 WOMEN SAFETY HELPLINE	CREATE FOUNDATION	BBDO INDIA	MUMBAI
ME07/009	FANBASE CAMP	TOTAL SPORTS & FITNESS	BBDO INDIA	MUMBAI
ME07/010	TAIWAN CRIME STORIES THE RETRO NEWSPAPER	DISNEY+	SAATCHI & SAATCHI TAIWAN	TAIPEI
ME07/011	FWD SINGING BUS	FWD INSURANCE	GREYNJ UNITED	BANGKOK
ME07/012	TIGER CRYSTAL SUMMER PUFFER	TIGER CRYSTAL	LEPUB APAC	SINGAPORE
<b>ME08: USE OF DIGITAL PLATFORMS</b>				
ME08/001	DARK MODE ON	BITISHUNTER	DENTSU CREATIVE VIETNAM / DENTSU REDDER	HO CHI MINH CITY
ME08/002	SAMSUNG GALAXY S23 ULTRA - LIGHT UP LOCAL NIGHTS	SAMSUNG	STARCOM BANGLADESH	DHAKA
ME08/003	POWER OF CARE FORTNITE	MINISTRY OF HEALTH HOLDINGS	BBDO SINGAPORE	SINGAPORE
ME08/004	BESPOKE WEDDING FUNDING	SAMSUNG ELECTRONICS BESPOKE	CHEIL WORLDWIDE	SEOUL

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<b>ME09: USE OF MOBILE &amp; DEVICES</b>				
ME09/001	UNDERCOVER	WOMEN HELPING WOMEN	OGILVY HK	HONG KONG
ME09/002	MCDONALD'S WI-FRIES	MCDONALD'S INDONESIA	VML INDONESIA	JAKARTA
ME09/003	EATQUAL COLOURS	MCDONALD INDIA (WEST AND SOUTH)	DDB MUDRA GROUP	MUMBAI
<b>ME10: USE OF SOCIAL PLATFORMS</b>				
ME10/001	(UN)WELLNESS MEMES	MEIJI'S R-1 PROBIOTIC YOGURT DRINK	DENTSU INC.	TOKYO
ME10/002	SWENSEN'S TAOTIM	SWENSEN'S X TAOBIN	DENTSU CREATIVE THAILAND	BANGKOK
ME10/003	LAMIANFAN: NOODLES "FORBES"	LAMIANFAN	BLUEFOCUS	BEIJING
ME10/004	SOLEMATES	BITISHUNTER	DENTSU CREATIVE VIETNAM / DENTSU REDDER	HO CHI MINH CITY
ME10/005	BURNT COLLECTION	BIDYANONDO FOUNDATION	ASIATIC MARKETING COMMUNICATIONS LIMITED	DHAKA
ME10/006	ARTISM BINAURAL MIX	SPOTIFY X KREABY	DENTSU CREATIVE	JAKARTA
ME10/007	"GO GET" A KITKAT MCFLURRY	MCDONALD'S TAIWAN	SAATCHI & SAATCHI TAIWAN	TAIPEI
<b>DATA &amp; TECHNOLOGY</b>				
<b>ME11: USE OF DATA</b>				
ME11/001	BEAUTY IN DIAGNOSIS	KAO	BEIJING DENTSU ADVERTISING CO. LTD. SHANGHAI BRANCH	SHANGHAI
ME11/002	UNMASK YOUR IDOL BILLBOARD	NETFLIX BLACK KNIGHT	GOODSTUPH THAILAND	BANGKOK
<b>ME12: USE OF TECHNOLOGY</b>				
ME12/001	TOUCHABLE WEATHER	COOL CHOICE	HAKUHODO DY MEDIA PARTNERS	TOKYO
<b>CONTENT &amp; INFLUENCERS</b>				
<b>ME13: BRANDED ENTERTAINMENT &amp; CONTENT: PROGRAM &amp; PLATFORMS</b>				
ME13/001	THE DIRTY LAUNCH	CHEVROLET	MCCANN WORLDGROUP CHINA	SHANGHAI
<b>ME14: BRANDED ENTERTAINMENT &amp; CONTENT: DIGITAL &amp; SOCIAL PLATFORMS</b>				
ME14/001	MY JAPAN RAILWAY	JAPAN RAILWAY 150TH ANNIVERSARY CAMPAIGN	DENTSU INC.	TOKYO
ME14/002	MY DESTINY, MY CHOICE	SK-II	FORSMAN & BODENFORS SINGAPORE	SINGAPORE

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
<b>ME15: USE OF INFLUENCER *NEW*</b>				
ME15/001	KAMI	DOWN SYNDROME INTERNATIONAL	FORSMAN & BODENFORS SINGAPORE	SINGAPORE
ME15/002	BENTO BOSS	ZEN RESTAURANT	THE SOUR BANGKOK CO., LTD.	BANGKOK
ME15/003	BURNT COLLECTION	BIDYANONDO FOUNDATION	ASIATIC MARKETING COMMUNICATIONS LIMITED	DHAKA
ME15/004	SING WITH ME FREE SAFETY ROAD	TOYOTA CORPORATE	HAKUHODO FIRST	BANGKOK
ME15/005	OISHI THE MEMEMORABLE PRESENTER	OISHI	ADAPTER DIGITAL AGENCY	BANGKOK
ME15/006	THALA THALAPATHY	OREO	MONDELEZ INTERNATIONAL FOODS PVT LTD	MUMBAI
ME15/007	FIRST GENERATION	KRUNGSRI FIRST CHOICE	LEO BURNETT THAILAND	BANGKOK
<b>STRATEGY</b>				
<b>ME16: MEDIA STRATEGY</b>				
ME16/001	AIZOME WASTECARE™ INDUSTRIAL WASTE — CERTIFIED AS SKINCARE.	AIZOME	MATERIAL	TOKYO
ME16/002	DRUG TEST POSTER	DRAMA 'STRONG GIRL NAM-SOON'	CHEIL WORLDWIDE	SEOUL
ME16/003	RALCO NO PRESSURE DELIVERY	RALCO TYRES	BBDO INDIA	MUMBAI
<b>ME18: AUDIENCE INSIGHTS *NEW*</b>				
ME18/001	CHICKEN KING FASHION WEEK	BURGER KING	INNORED	SEOUL
ME18/002	ARTISM BINAURAL MIX	SPOTIFY X KREABY	DENTSU CREATIVE	JAKARTA
ME18/003	HELL STATION	DIABLO IV	CHEIL WORLDWIDE	SEOUL
ME18/004	ALL YOU NEED IS A RUG	SAMSUNG ELECTRONICS HOME APPLIANCES	CHEIL WORLDWIDE	SEOUL
ME18/005	SALA COCKPIT	COCKPIT	CJ WORX	BANGKOK
<b>INTEGRATED CAMPAIGN</b>				
<b>ME20: INTEGRATED MEDIA CAMPAIGN</b>				
ME20/001	UNAWKWARD INTEGRATED CAMPAIGN	SG ENABLE, I'MABLE	TBWA\SINGAPORE PTE LTD	SINGAPORE
ME20/002	RALCO NO PRESSURE DELIVERY	RALCO TYRES	BBDO INDIA	MUMBAI

CODE	TITLE	BRAND	COMPANY ENTERING	CITY
<b>LOTUS ROOTS</b>				
<b>LRME: LOTUS ROOTS</b>				
LRME/001	BENTO BOSS	ZEN RESTAURANT	THE SOUR BANGKOK CO., LTD.	BANGKOK
LRME/002	BANTAYOG STREET MEMORIALS	BANTAYOG NG MGA BAYANI FOUNDATION (MONUMENT OF HEROES)	DENTSU CREATIVE PHILIPPINES INC.	MANILA
LRME/003	SALA COCKPIT	COCKPIT	CJ WORX	BANGKOK
LRME/004	103 WOMEN SAFETY HELPLINE	CREATE FOUNDATION	BBDO INDIA	MUMBAI