



**HUMAN
INTELLIGENCE
ADFEST
2024**

ENTRIES LIST

OUTDOOR LOTUS

OUTDOOR LOTUS



CODE	TITLE	BRAND	COMPANY ENTERING	CITY
POSTER				
OD01: CONSUMER GOODS				
OD01/001	THE ADS THAT YOU CAN KICK	HEINEKEN EXPERIENCE SILVER	FLASH BOMBER	BANGKOK
OD01/002	BREAK THE SUFFERING QUEUES / CA-R-BON: RIDER	CA-R-BON BY GREATER PHARMA	HAKUHODO FIRST	BANGKOK
OD01/003	BREAK THE SUFFERING QUEUES / CA-R-BON: CAMPER	CA-R-BON BY GREATER PHARMA	HAKUHODO FIRST	BANGKOK
OD01/004	BREAK THE SUFFERING QUEUES / CA-R-BON: SNOWBOARDER	CA-R-BON BY GREATER PHARMA	HAKUHODO FIRST	BANGKOK
OD01/005	WE'VE SQUEEZED ALL THE TUBE OUT OF THE TOOTHPASTE	KINTAB	BBDO GUERRERO	MANILA
OD01/006	CLEAN THE OCEAN WITH YOUR TOOTHBRUSH	KINTAB	BBDO GUERRERO	MANILA
OD01/007	VENUS FLYTRAP	BOYSEN BUG OFF PAINTS	TBWA\SMP	MANILA
OD01/008	PITCHER PLANT	BOYSEN BUG OFF PAINTS	TBWA\SMP	MANILA
OD02: AUTOMOTIVE				
OD02/001	BROKEN PLATE	ARMOR ALL	HAVAS MALAYSIA	KUALA LUMPUR
OD02/002	MISSING WHEELS	ARMOR ALL	HAVAS MALAYSIA	KUALA LUMPUR
OD03: RETAIL, LEISURE & ENTERTAINMENT				
OD03/001	ALICE	PENGUIN	CHEIL PENGTAI BEIJING	BEIJING
OD03/002	HAMLET	PENGUIN	CHEIL PENGTAI BEIJING	BEIJING
OD03/003	PRIDE AND PREJUDICE	PENGUIN	CHEIL PENGTAI BEIJING	BEIJING
OD05: CORPORATE IMAGE & CORPORATE SOCIAL RESPONSIBILITY				
OD05/001	BIGGER STAGE	KUAISHOU	HEAVEN&HELL	SHANGHAI
USE OF OUTDOOR				
OD07: TRADITIONAL BILLBOARD				
OD07/001	BIG BURGER REVOLUTION!	BURGER KING	THE PRODUCE LTD.	TOKYO
OD07/002	THE UNSLEPT	FORTY WINKS	AKCELO	SYDNEY

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CODE	TITLE	BRAND	COMPANY ENTERING	CITY
OD07/003	PEEP INTO THE NOH THEATER	KANZE NOH THEATER	TOKYU AGENCY INC.	TOKYO
OD07/004	BREAK THE SUFFERING QUEUES / CA-R-BON: RIDER	CA-R-BON BY GREATER PHARMA	HAKUHODO FIRST	BANGKOK
OD07/005	BREAK THE SUFFERING QUEUES / CA-R-BON: CAMPER	CA-R-BON BY GREATER PHARMA	HAKUHODO FIRST	BANGKOK
OD07/006	BREAK THE SUFFERING QUEUES / CA-R-BON: SNOWBOARDER	CA-R-BON BY GREATER PHARMA	HAKUHODO FIRST	BANGKOK
OD07/007	VENUS FLYTRAP	BOYSEN BUG OFF PAINTS	TBWA\SMP	MANILA
OD07/008	LIVING ROOM	SAMSUNG	CHEIL PENGTAI BEIJING	BEIJING
OD07/009	PLAYROOM	SAMSUNG	CHEIL PENGTAI BEIJING	BEIJING
OD07/010	KITCHEN	SAMSUNG	CHEIL PENGTAI BEIJING	BEIJING
OD07/011	BIGGER STAGE	KUAISHOU	HEAVEN&HELL	SHANGHAI
OD08: ANIMATED BILLBOARD/POSTER				
OD08/001	HAJIME, KEN AND SETSU	HAJIME KENSETSU (CONSTRUCTION)	DENTSU EAST JAPAN	TOKYO
OD08/002	ART CARE	AXA	PUBLICIS GROUPE HONG KONG	HONG KONG
OD08/003	EVACUATION SHELTER SIGN	GROWTH STELLA	IDEOT	SEOUL
OD08/004	UNMASK YOUR IDOL BILLBOARD	NETFLIX BLACK KNIGHT	GOODSTUPH THAILAND	BANGKOK
OD08/005	SUN WARNINGS	VASELINE	OGILVY SINGAPORE PTE LTD	SINGAPORE
OD09: TRANSIT				
OD09/001	DIRTY DISPLAYS	ARMOR ALL	HAVAS MALAYSIA	KUALA LUMPUR
OD09/002	THE ADS THAT YOU CAN KICK	HEINEKEN EXPERIENCE SILVER	FLASH BOMBER	BANGKOK
OD09/003	NOTHING-ADDED ADVERTISING	MEIJI DEAR MILK	TOKYU AGENCY INC.	TOKYO
OD09/004	BREAK THE SUFFERING QUEUES	CA-R-BON BY GREATER PHARMA	HAKUHODO FIRST	BANGKOK
OD09/005	FWD SINGING BUS	FWD INSURANCE	GREYNJ UNITED	BANGKOK
OD09/006	OXYGEN TANK PILLARS	NETFLIX	GIGIL	MANILA
OD09/007	HELL STATION	DIABLO IV	CHEIL WORLDWIDE	SEOUL
OD09/008	E-POWER ROAD	NISSAN MOTOR CO., LTD.	TBWA\HAKUHODO INC.	TOKYO
OD09/009	WE HEAR YOU PROMOTION	LOTUS'S	LEO BURNETT THAILAND	BANGKOK

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OD10: AMBIENT: SMALL SCALE				
OD10/001	PRICELESS MENU	ZEN RESTAURANT	THE SOUR BANGKOK CO., LTD.	BANGKOK
OD10/002	MILK MANGA	SEKI MILK	VML OGILVY JAPAN	TOKYO
OD10/003	STOP ELEPAINS	WORLD ANIMAL PROTECTION THAILAND	DENTSU CREATIVE THAILAND	BANGKOK
OD10/004	PARK O'CLOCK	PLUGLINK	IDEOT	SEOUL
OD11: AMBIENT: EXHIBITION & INSTALLATION				
OD11/001	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
OD11/002	DIRTY DISPLAYS	ARMOR ALL	HAVAS MALAYSIA	KUALA LUMPUR
OD11/003	YELLOW CANTEEN	DULUX	INNOCEAN INDONESIA	JAKARTA
OD11/004	VEIL OF JAPAN	TOSA TENGUJO PAPER	TOKYU AGENCY INC.	TOKYO
OD11/005	MCNUGGETS ART WORLD	MCDONALD'S HONG KONG	DDB GROUP HONG KONG	HONG KONG
OD11/006	MOM'S BED	MCDONALD'S	LEO BURNETT KOREA	SEOUL
OD11/007	WISH BILL	UNITED WAY OF TAIWAN	UNITED COMMUNICATIONS GROUP	TAIPEI
OD12: AMBIENT: SPECIAL BUILD				
OD12/001	A19 CAR PARK SHOWROOM	MERCEDES-BENZ	BBDO BANGKOK LIMITED	BANGKOK
OD12/002	FISH ALLURING PAINTING	EPOLAC	FUTURE CREATIVE NETWORK	JAKARTA
OD13: EVENTS, GUERRILLA MARKETING & STUNTS				
OD13/001	REISSUE THE ISSUE	PANDIT FOOTBALL	FUTURE CREATIVE NETWORK	JAKARTA
OD13/002	HUNGER RESTAURANT	NETFLIX	VML THAILAND	BANGKOK
OD13/003	THE DIRTY LAUNCH	CHEVROLET	MCCANN WORLDGROUP CHINA	SHANGHAI
OD13/004	FIRST SPRING	HOEGAARDEN	MCCANN WORLDGROUP CHINA	SHANGHAI
OD13/005	WASH AT 30	SAENGONG	INNOCEAN	SEOUL
OD13/006	THE SPIDER-MAN 2 SPECTACULAR SAVE	PLAYSTATION	AKCELO	SYDNEY
OD13/007	BANTAYOG STREET MEMORIALS	BANTAYOG NG MGA BAYANI FOUNDATION (MONUMENT OF HEROES)	DENTSU CREATIVE PHILIPPINES INC.	MANILA

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OD13/008	SALA COCKPIT	COCKPIT	CJ WORX	BANGKOK
OD13/009	ONE DAY LIFE OF RICE BABY	WORLD FOOD DAY	SHANGHAI TIANYUKONG ADVERTISING CO., LTD	SHANGHAI
OD13/010	CHILL VENTING MACHINE	CHILL	BBDO GUERRERO	MANILA
OD14: INTERACTIVE & IMMERSIVE EXPERIENCES				
OD14/001	YELLOW CANTEEN	DULUX	INNOCEAN INDONESIA	JAKARTA
OD14/002	BANTAYOG STREET MEMORIALS	BANTAYOG NG MGA BAYANI FOUNDATION (MONUMENT OF HEROES)	DENTSU CREATIVE PHILIPPINES INC.	MANILA
OD14/003	4DISH POT	NETFLIX	GIGIL	MANILA
INNOVATION				
OD15: INNOVATIVE USE OF OUTDOOR				
OD15/001	THE ADS THAT YOU CAN KICK	HEINEKEN EXPERIENCE SILVER	FLASH BOMBER	BANGKOK
OD15/002	YELLOW CANTEEN	DULUX	INNOCEAN INDONESIA	JAKARTA
OD15/003	GAMMA WAVE SOUND	GAMMA WAVE SOUND	DROGA5 TOKYO	TOKYO
OD15/004	EVACUATION SHELTER SIGN	GROWTH STELLA	IDEOT	SEOUL
OD15/005	UNMASK YOUR IDOL BILLBOARD	NETFLIX BLACK KNIGHT	GOODSTUPH THAILAND	BANGKOK
OD15/006	DRUG TEST POSTER	DRAMA 'STRONG GIRL NAM-SOON'	CHEIL WORLDWIDE	SEOUL
INTEGRATED CAMPAIGN				
OD16: INTEGRATED OUTDOOR CAMPAIGN				
OD16/001	TIME TRAVEL TO A NEW UEDA	UEDA CITY	TOKYU AGENCY INC.	TOKYO
OD16/002	BOOST UP BEYOND LIMIT	M-150	PLAN B ELEVEN CO.,LTD	BANGKOK
OD16/003	CHASE DOWN THAT PLASTIC	SK GEOCENTRIC	TBWA\KOREA	SEOUL
OD16/004	HACK THE RULES BY THE FABLE	THE FABLE	TBWA\HAKUHODO INC.	TOKYO
OD16/005	BOYSEN BUG OFF PLANTS CAMPAIGN	BOYSEN BUG OFF PAINTS	TBWA\SMP	MANILA

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CODE	TITLE	BRAND	COMPANY ENTERING	CITY
LOTUS ROOTS				
LROD: LOTUS ROOTS				
LROD/001	REISSUE THE ISSUE	PANDIT FOOTBALL	FUTURE CREATIVE NETWORK	JAKARTA
LROD/002	FIRST SPRING	HOEGAARDEN	MCCANN WORLDGROUP CHINA	SHANGHAI
LROD/003	BANTAYOG STREET MEMORIALS	BANTAYOG NG MGA BAYANI FOUNDATION (MONUMENT OF HEROES)	DENTSU CREATIVE PHILIPPINES INC.	MANILA
LROD/004	SALA COCKPIT	COCKPIT	CJ WORX	BANGKOK
LROD/005	NUJP TUKATARUNGAN CANDLES FOR #APECKOFJUSTICE	UNION OF JOURNALISTS OF THE PHILIPPINES (NUJP)	ACE SAATCHI& SAATCHI MANILA	MANILA
LROD/006	MOM'S BED	MCDONALD'S	LEO BURNETT KOREA	SEOUL