



DIGITAL & SOCIAL LOTUS FINALISTS

human+
ADFEST 2026

DIGITAL & SOCIAL LOTUS



CODE	TITLE	BRAND	AGENCY	ENTRANT COMPANY	AWARD
PRODUCTS & SERVICES *NEW*					
DI01 Consumer Goods					
DI01/005	RIDE THE BULDAK HIGH	BULDAK	INNOCEAN, SEOUL	INNOCEAN, SEOUL	FINALIST
DI02 Automotive					
DI02/002	TIMELESS RELIABLE	HONDA BEAT	DENTSU INDONESIA, JAKARTA	DENTSU CREATIVE INC., JAKARTA	FINALIST
DI03 Retail, Leisure & Entertainment					
DI03/002	THE UNFLUENCER	KFC THAILAND	PUBLICIS THAILAND, BANGKOK/ BANANAS SOUTH AFRICA, JOHANNESBURG	BRILLIANT & MILLION, BANGKOK	FINALIST
DI05 Corporate Image & Corporate Social Responsibility					
DI05/002	COME BACK HOME	DAANGN	INNOCEAN, SEOUL	INNOCEAN, SEOUL	FINALIST
DI06 Public Services & Cause Appeals					
DI06/001	SAFE SKETCH	SAVE THE CHILDREN	CHEIL HONG KONG, HONG KONG	CHEIL HONG KONG, HONG KONG	FINALIST
FILM & SERIES					
DI07 Social Film					
DI07/002	REZA RAHADIAN PRESENTS: FILMS WITHOUT REZA RAHADIAN	NETFLIX ID BLOCKBUSTER	GOOD PEOPLE, JAKARTA	GOOD PEOPLE NETWORK, JAKARTA	FINALIST
DI07/006	THE SCENT THAT GIVES YOU THE SCENE	MITH BANGKOK	WOLF BKK, BANGKOK	WOLF BKK, BANGKOK	FINALIST
DI07/007	AMUK EMAK	WE+	HAKUHODO INTERNATIONAL INDONESIA, JAKARTA	HAKUHODO INTERNATIONAL INDONESIA, JAKARTA	FINALIST
DI08 Social Film Series					
DI08/003	IT MUST BE STING	STING THAILAND	LEO BANGKOK, BANGKOK	BRILLIANT & MILLION, BANGKOK	FINALIST
DI08/011	CHICKY	GRABMART	GIGIL, MANILA	GIGIL, MANILA	FINALIST
SOCIAL ENGAGEMENT					
DI10 Real-time Response					
DI10/003	COME BACK HOME	DAANGN	INNOCEAN, SEOUL	INNOCEAN, SEOUL	FINALIST
DI12 Brand Storytelling					
DI12/001	SAFETYNOVELA	PHILIPPINE AIRLINES	BBDO GUERRERO, MANILA	BBDO GUERRERO, MANILA	FINALIST

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DI12 Brand Storytelling					
DI12/003	THE UNFLUENCER	KFC THAILAND	PUBLICIS THAILAND, BANGKOK/ BANANAS SOUTH AFRICA, JOHANNESBURG/ BRILLIANT & MILLION, BANGKOK	BRILLIANT & MILLION, BANGKOK	FINALIST
CONTENT & INFLUENCERS					
DI15 User Generated Content					
DI15/004	EXPRESSING THE HIDDEN FACES OF BLACK THUNDER	BLACK THUNDER	DENTSU DIGITAL INC., TOKYO	DENTSU DIGITAL INC., TOKYO	FINALIST
DI16 Content Placement					
DI16/001	GAMIFRIES	MCDONALD'S	BBH SINGAPORE, SINGAPORE/ LEO MANILA, MANILA	BBH SINGAPORE, SINGAPORE	FINALIST
DI17 Use of Influencer					
DI17/002	SAY IT PROND	SPEAK	DENTSU CREATIVE TAIWAN, TAIPEI	DENTSU CREATIVE TAIWAN, TAIPEI	FINALIST
DI17/004	REZA RAHADIAN PRESENTS: FILMS WITHOUT REZA RAHADIAN	NETFLIX ID BLOCKBUSTER	GOOD PEOPLE, JAKARTA	GOOD PEOPLE NETWORK, JAKARTA	FINALIST
DI17/009	VASELINE VERIFIED	VASELINE	OGILVY SINGAPORE, SINGAPORE	OGILVY SINGAPORE, SINGAPORE	FINALIST
DI17/010	KWEEN YASMIN	CANVA PRO	GIGIL, MANILA	GIGIL, MANILA	FINALIST
DI19 Organic Reach & Influence					
DI19/004	KWEEN YASMIN	CANVA PRO	GIGIL, MANILA	GIGIL, MANILA	FINALIST
MOBILE & PORTABLE DEVICES *NEW*					
DI20 Use of Mobile					
DI20/001	SAFE SKETCH	SAVE THE CHILDREN	CHEIL HONG KONG, HONG KONG	CHEIL HONG KONG, HONG KONG	FINALIST
DI20/005	MOGU MOGU TOWN	OTSUKA PHARMACEUTICAL CO., LTD.	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST
DI23 Application & Utility					
DI23/001	SAFE SKETCH	SAVE THE CHILDREN	CHEIL HONG KONG, HONG KONG	CHEIL HONG KONG, HONG KONG	FINALIST
CAMPAIGN EXCELLENCE					
DI27 Use of Platform *NEW*					
DI27/003	SUZUKI-SAN'S HEART STORY ON LINE	APPLE WATCH	TBWA \ MEDIA ARTS LAB TOKYO, TOKYO	TBWA \ MEDIA ARTS LAB, TOKYO	FINALIST