



ADFEST

ADFEST 2025 REPORT

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20 - 22 MAR
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DELEGATES

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REGISTRATION

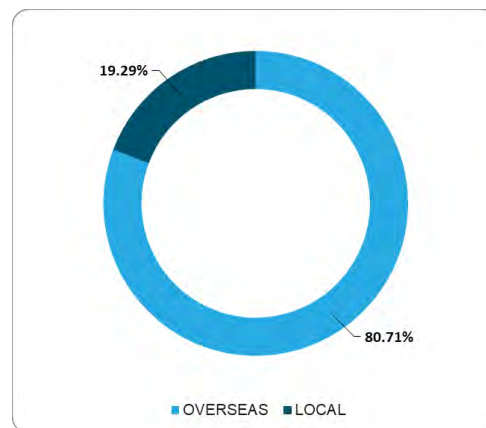


DELEGATES REPORT

ADFEST 2025 welcomed 871 delegates from 56 cities across 32 countries.

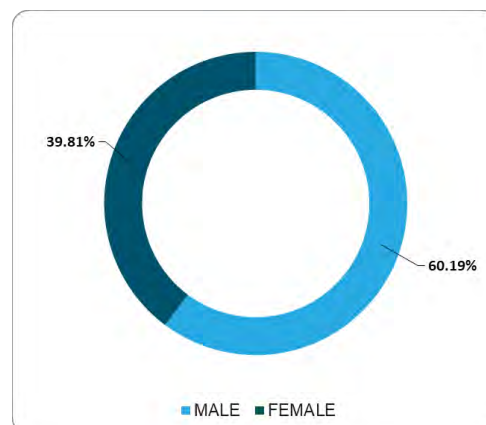
BREAKDOWN BY OVERSEAS & LOCAL

	TOTAL	PERCENTAGE
OVERSEAS	703	80.71%
LOCAL	168	19.29%
TOTAL	871	100.00%



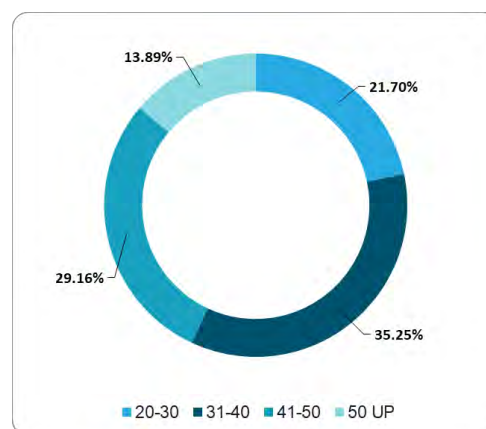
BREAKDOWN BY GENDER

	TOTAL	PERCENTAGE
MALE	524	60.19%
FEMALE	347	39.81%
TOTAL	871	100.00%



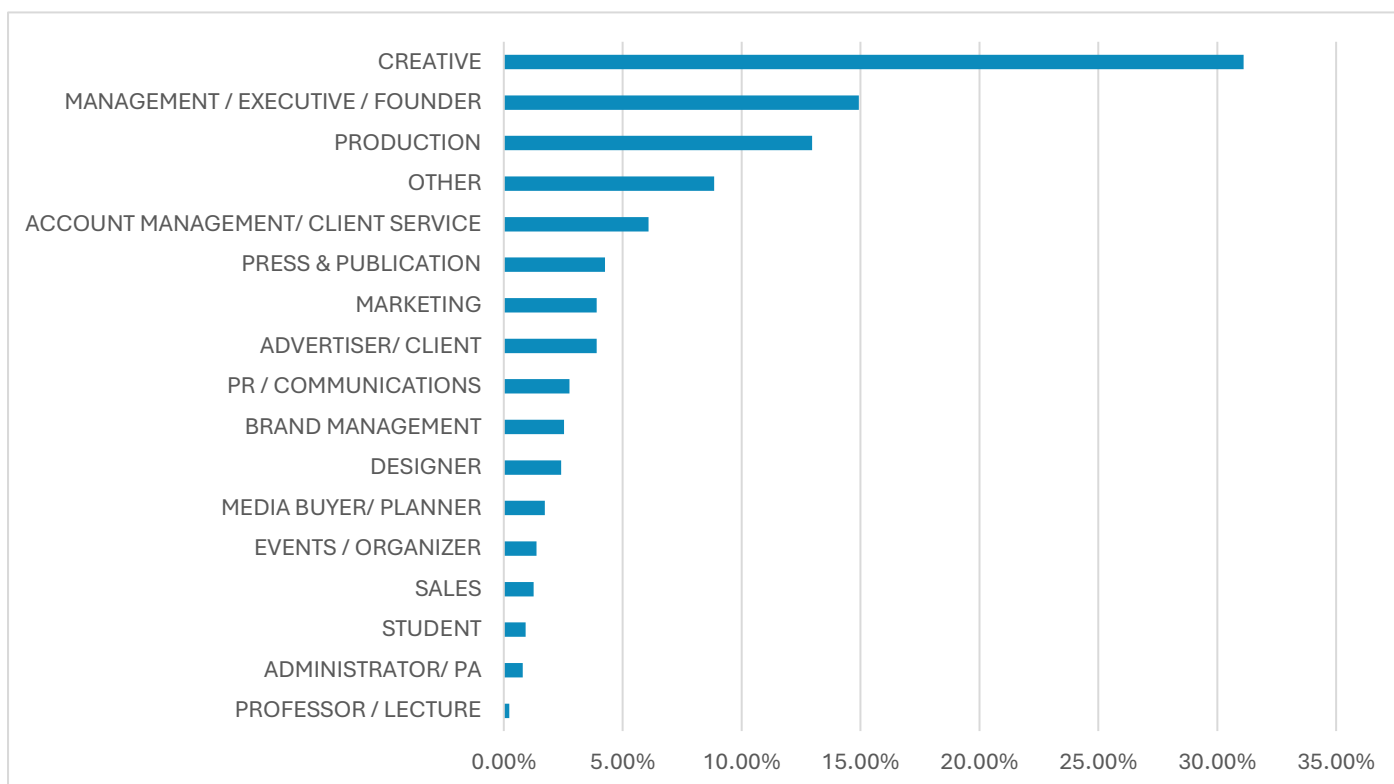
BREAKDOWN BY AGE

	TOTAL	PERCENTAGE
20-30	189	21.70%
31-40	307	35.25%
41-50	254	29.16%
50 UP	121	13.89%
TOTAL	871	100.00%



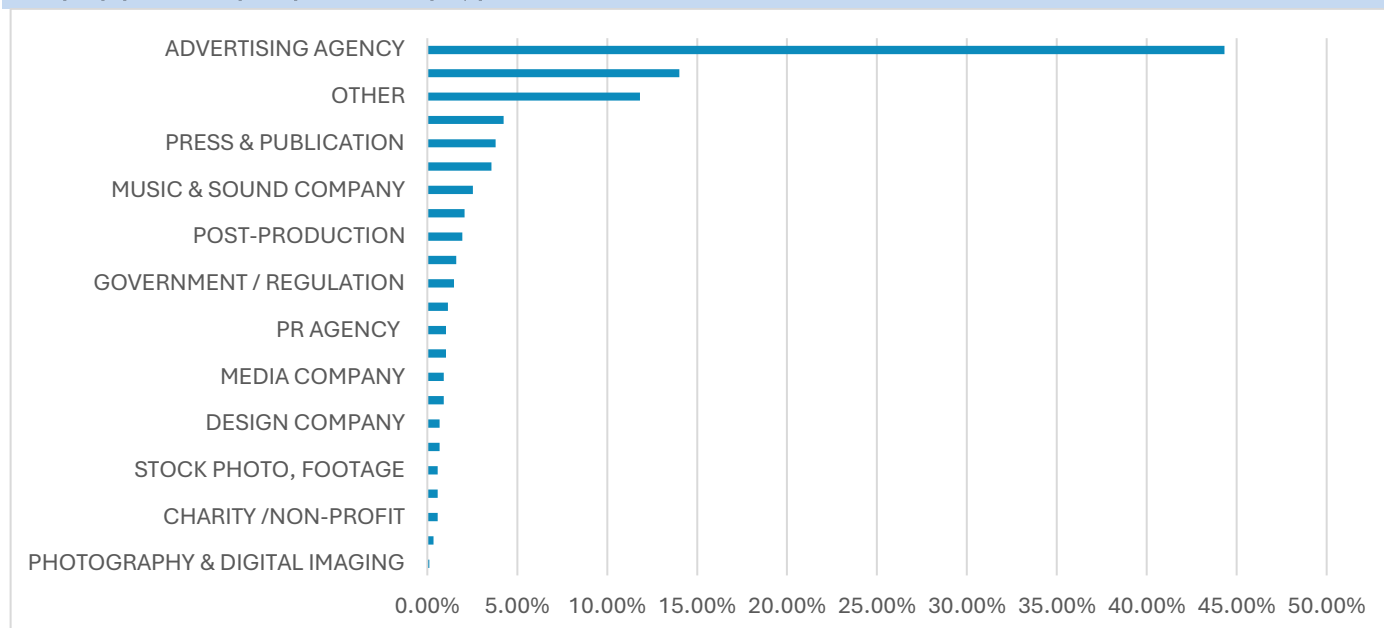
BREAKDOWN BY JOB ROLE

JOB ROLE	TOTAL	PERCENTAGE
CREATIVE	271	31.11%
MANAGEMENT / EXECUTIVE / FOUNDER	130	14.93%
PRODUCTION	113	12.97%
OTHER	77	8.84%
ACCOUNT MANAGEMENT/ CLIENT SERVICE	53	6.08%
PRESS & PUBLICATION	37	4.25%
ADVERTISER/ CLIENT	34	3.90%
MARKETING	34	3.90%
PR / COMMUNICATIONS	24	2.76%
BRAND MANAGEMENT	22	2.53%
DESIGNER	21	2.41%
MEDIA BUYER/ PLANNER	15	1.72%
EVENTS / ORGANIZER	12	1.38%
SALES	11	1.26%
STUDENT	8	0.92%
ADMINISTRATOR/ PA	7	0.80%
PROFESSOR / LECTURE	2	0.23%



BREAKDOWN BY BUSINESS TYPE

BUSINESS TYPE	TOTAL	PERCENTAGE
ADVERTISING AGENCY	386	44.32%
PRODUCTION COMPANY	122	14.01%
OTHER	103	11.83%
ADVERTISER/ CLIENT	37	4.25%
PRESS & PUBLICATION	33	3.79%
ASSOCIATIONS	31	3.56%
MUSIC & SOUND COMPANY	22	2.53%
MARKETING & PR	18	2.07%
POST-PRODUCTION	17	1.95%
INTERACTIVE, DIGITAL AGENCY, WEB DESIGN & GAMING	14	1.61%
GOVERNMENT / REGULATION	13	1.49%
SERVICE COMPANY	10	1.15%
ACADEMIC INSTITUTION	9	1.03%
PR AGENCY	9	1.03%
INDEPENDENT AGENCY	8	0.92%
MEDIA COMPANY	8	0.92%
ANIMATION & SPECIAL EFFECTS	6	0.69%
DESIGN COMPANY	6	0.69%
CHARITY /NON-PROFIT	5	0.57%
EVENT & CONVENTION	5	0.57%
STOCK PHOTO, FOOTAGE	5	0.57%
PLATFORM & TECHNOLOGY	3	0.34%
PHOTOGRAPHY & DIGITAL IMAGING	1	0.11%



BREAKDOWN BY CITY

NO.	CITY	TOTAL	PERCENTAGE
1	TOKYO	228	26.18%
2	BANGKOK	159	18.25%
3	SEOUL	91	10.45%
4	COLOMBO	49	5.63%
5	SINGAPORE	46	5.28%
6	JAKARTA	30	3.44%
7	SHANGHAI	28	3.21%
8	TAIPEI	21	2.41%
9	HO CHI MINH	20	2.30%
10	MANILA	20	2.30%
11	KUALA LUMPUR	16	1.84%
12	LONDON	15	1.72%
13	MUMBAI	12	1.38%
14	DUBAI	11	1.26%
15	SYDNEY	10	1.15%
16	HONG KONG	9	1.03%
17	BEIJING	7	0.80%
18	DHAKA	7	0.80%
19	NAGOYA	7	0.80%
20	NEW YORK	7	0.80%
21	NONTHABURI	6	0.69%
22	OSAKA	6	0.69%
23	MELBOURNE	5	0.57%
24	AICHI	4	0.46%
25	AUCKLAND	4	0.46%
26	PERTH	4	0.46%
27	ULAANBAATAR	4	0.46%
28	KANAGAWA	3	0.34%
29	MILAN	3	0.34%
30	SAKON NAKHON	3	0.34%
31	BARCELONA	2	0.23%
32	BELGRADE	2	0.23%
33	BENGALURU	2	0.23%
34	BRISBANE	2	0.23%
35	BRUSSELS	2	0.23%
36	KANSAS	2	0.23%
37	KATHMANDU	2	0.23%
38	NANJING	2	0.23%
39	PARIS	2	0.23%



BREAKDOWN BY CITY (Continued)

NO.	CITY	TOTAL	PERCENTAGE
40	STROUD	2	0.23%
41	BERLIN	1	0.11%
42	CAPE TOWN	1	0.11%
43	CHIBA	1	0.11%
44	DALLAS	1	0.11%
45	FUKUOKA	1	0.11%
46	GURGAON	1	0.11%
47	HAMBURG	1	0.11%
48	KRAKOW	1	0.11%
49	MIAMI	1	0.11%
50	NEW DELHI	1	0.11%
51	RIO DE JANEIRO	1	0.11%
52	RIYADH	1	0.11%
53	SHENZHEN	1	0.11%
54	SHERIDAN	1	0.11%
55	STAVANGER	1	0.11%
56	WROCLAW	1	0.11%
56 CITIES	TOTAL	871	

BREAKDOWN BY COUNTRY

NO.	COUNTRY	TOTAL	PERCENTAGE
1	JAPAN	250	28.70%
2	THAILAND	168	19.29%
3	SOUTH KOREA	91	10.45%
4	SRI LANKA	49	5.63%
5	SINGAPORE	46	5.28%
6	CHINA	38	4.36%
7	INDONESIA	30	3.44%
8	AUSTRALIA	21	2.41%
9	CHINESE TAIPEI	21	2.41%
10	PHILIPPINES	20	2.30%
11	VIETNAM	20	2.30%
12	UNITED KINGDOM	17	1.95%
13	INDIA	16	1.84%
14	MALAYSIA	16	1.84%
15	USA	12	1.38%
16	UNITED ARAB EMIRATES	11	1.26%

BREAKDOWN BY COUNTRY (Continued)

NO.	COUNTRY	TOTAL	PERCENTAGE
17	HONG KONG, CHINA	9	1.03%
18	BANGLADESH	7	0.80%
19	MONGOLIA	4	0.46%
20	NEW ZEALAND	4	0.46%
21	ITALY	3	0.34%
22	BELGIUM	2	0.23%
23	FRANCE	2	0.23%
24	GERMANY	2	0.23%
25	NEPAL	2	0.23%
26	POLAND	2	0.23%
27	SERBIA	2	0.23%
28	SPAIN	2	0.23%
29	BRAZIL	1	0.11%
30	NORWAY	1	0.11%
31	SAUDI ARABIA	1	0.11%
32	SOUTH AFRICA	1	0.11%
32 COUNTRIES	TOTAL	871	

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ENTRIES



ENTRIES REPORT

1,641 entries were submitted into 22 Lotus categories from 228 companies in 29 cities across 18 countries.

NO.	LOTUS CATEGORIES	ENTRIES
1	BRAND EXPERIENCE LOTUS	147
2	COMMERCE LOTUS	24
3	CREATIVE STRATEGY LOTUS	99
4	DESIGN LOTUS	119
5	DIGITAL & SOCIAL LOTUS	115
6	DIGITAL CRAFT LOTUS	24
7	DIRECT LOTUS	78
8	EFFECTIVE LOTUS	39
9	ENTERTAINMENT LOTUS	105
10	FILM CRAFT LOTUS	170
11	FILM LOTUS	174
12	INNOVA LOTUS	28
13	LOTUS ROOTS	79
14	MEDIA LOTUS	114
15	MOBILE LOTUS	15
16	NEW DIRECTOR LOTUS	9
17	OUTDOOR LOTUS	84
18	PR LOTUS	78
19	PRESS LOTUS	17
20	PRINT & OUTDOOR CRAFT LOTUS	36
21	RADIO & AUDIO LOTUS	32
22	SUSTAINABLE LOTUS	55
TOTAL ENTRIES		1,641

ENTRIES REPORT

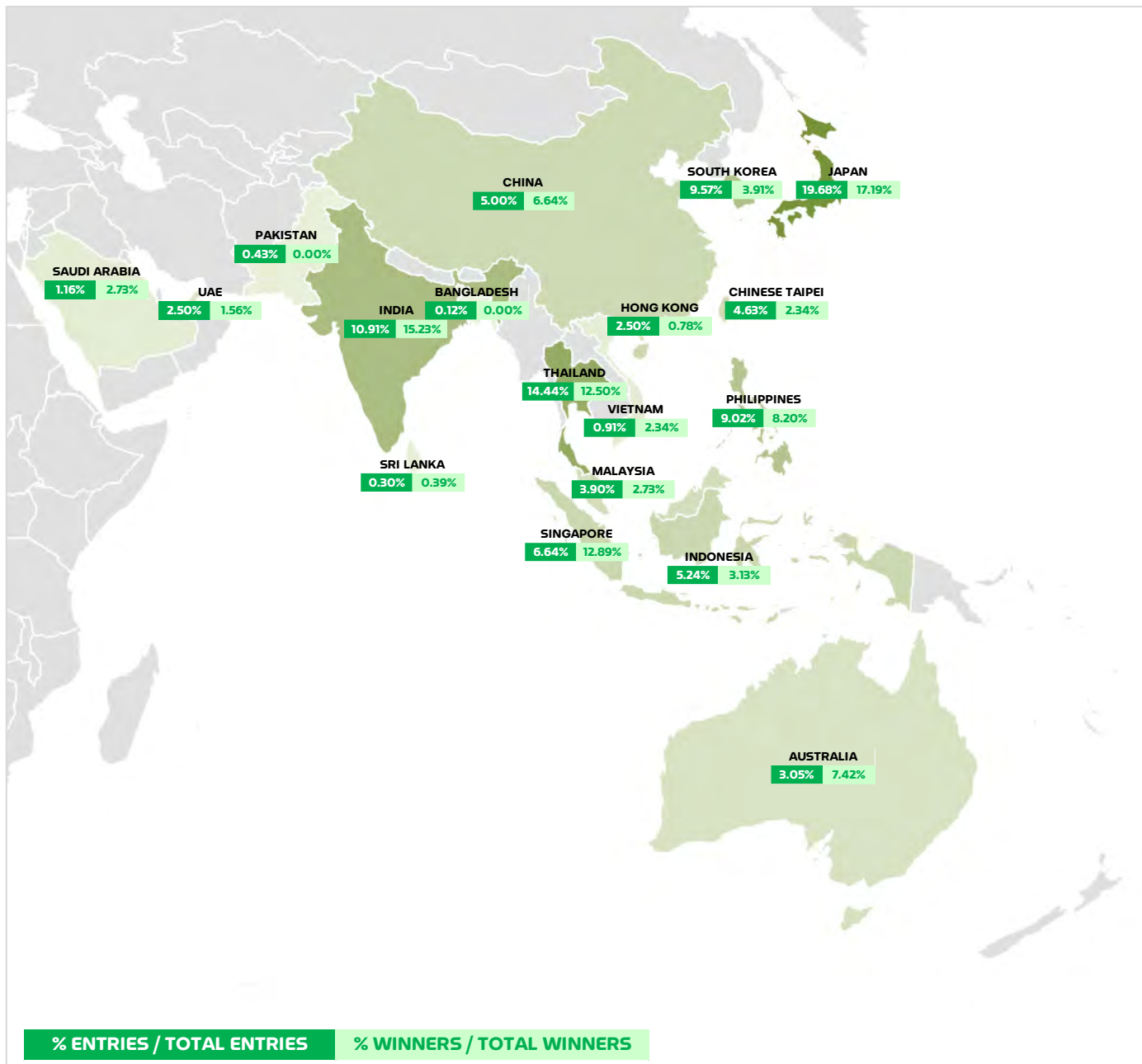
ENTRIES BY CITY		ENTRIES
1	TOKYO	312
2	BANGKOK	237
3	MUMBAI	171
4	SEOUL	157
5	MANILA	148
6	SINGAPORE	109
7	JAKARTA	86
8	TAIPEI	76
9	KUALA LUMPUR	64
10	SYDNEY	42
11	DUBAI	41
11	HONG KONG	41
13	BEIJING	37
13	SHANGHAI	37
15	RIYADH	19
16	HO CHI MINH CITY	15
17	DONGGUAN	7
17	ISLAMABAD	7
19	OSAKA	6
20	COLOMBO	5
20	MELBOURNE	5
22	BENGALURU	4
22	KAMAKURA	4
24	BRISBANE	3
24	TRIVANDRUM	3
26	DHAKA	2
27	FUKUOKA	1
27	GUANGZHOU	1
27	GURGAON	1
29 CITIES	TOTAL	1,641

ENTRIES REPORT

ENTRIES BY COUNTRY		ENTRIES	PERCENTAGE
1	JAPAN	323	19.68%
2	THAILAND	237	14.44%
3	INDIA	179	10.91%
4	SOUTH KOREA	157	9.57%
5	PHILIPPINES	148	9.02%
6	SINGAPORE	109	6.64%
7	INDONESIA	86	5.24%
8	CHINA	82	5.00%
9	CHINESE TAIPEI	76	4.63%
10	MALAYSIA	64	3.90%
11	AUSTRALIA	50	3.05%
12	HONG KONG	41	2.50%
12	UNITED ARAB EMIRATES	41	2.50%
14	SAUDI ARABIA	19	1.16%
15	VIETNAM	15	0.91%
16	PAKISTAN	7	0.43%
17	SRI LANKA	5	0.30%
18	BANGLADESH	2	0.12%
18 COUNTRIES TOTAL		1,641	
WINNERS BY COUNTRY		WINNERS	PERCENTAGE
1	JAPAN	44	17.19%
2	INDIA	39	15.23%
3	SINGAPORE	33	12.89%
4	THAILAND	32	12.50%
5	PHILIPPINES	21	8.20%
6	AUSTRALIA	19	7.42%
7	CHINA	17	6.64%
8	SOUTH KOREA	10	3.91%
9	INDONESIA	8	3.13%
10	MALAYSIA	7	2.73%
10	SAUDI ARABIA	7	2.73%
12	CHINESE TAIPEI	6	2.34%
12	VIETNAM	6	2.34%
14	UNITED ARAB EMIRATES	4	1.56%
15	HONG KONG	2	0.78%
16	SRI LANKA	1	0.39%
16 COUNTRIES TOTAL		256	

ENTRIES & WINNERS BY COUNTRY

1,641 Entries | 94 Finalist | 256 Winners



SPECIAL AWARDS

ADFEST 2025
SPECIAL AWARDS

dentsu

**ADFEST 2025:
NETWORK OF THE YEAR**

- 1 DENTSU**
- 2 LEO
- 3 OGILVY
- 4 BBDO
- 5 MCCANN WORLDGROUP

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ADFEST 2025
SPECIAL AWARDS

dentsu

**ADFEST 2025:
AGENCY OF THE YEAR**

- 1 DENTSU INC., TOKYO**
- 2 OGILVY SINGAPORE, SINGAPORE
- 3 BBDO INDIA, MUMBAI
- 4 LEO INDIA, MUMBAI
- 5 MCCANN WORLDGROUP INDIA, GURGAON

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ADFEST 2025
SPECIAL AWARDS

gigil

**ADFEST 2025:
INDEPENDENT AGENCY
OF THE YEAR**

- 1 GIGIL, MANILA**
- 2 BIGTIME CREATIVE SHOP, RIYADH
- 3 GOOD PEOPLE NETWORK, JAKARTA
- 4 SUPERMASSIVE, SYDNEY
- 5 CJ WORX, BANGKOK
- 5 MOTION SICKNESS, AUCKLAND

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ADFEST 2025
SPECIAL AWARDS

Ogilvy

**ADFEST 2025:
MEDIA AGENCY OF THE YEAR**

- 1 OGILVY, MUMBAI**
- 2 ZENITH, SYDNEY
- 2 STDECAUX, SHANGHAI
- 2 FOUNDATION, SYDNEY
- 5 CHEIL WORLDWIDE, SEOUL

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ADFEST 2025

ADFEST 2025
SPECIAL AWARDS

Ogilvy PR

**ADFEST 2025:
PR AGENCY OF THE YEAR**

- 1 OGILVY PR, SINGAPORE**
- 2 SOUR BANGKOK, BANGKOK
- 3 EDELMAN, BANGKOK
- 4 PLATINUM INC., TOKYO
- 5 ACTI MEDIA, MUMBAI

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ADFEST 2025

ADFEST 2025
SPECIAL AWARDS

GOOD PEOPLE NETWORK

**ADFEST 2025:
DIGITAL AGENCY OF THE YEAR**

- 1 GOOD PEOPLE NETWORK, JAKARTA**
- 2 DENTSU INC., TOKYO
- 3 DENTSU INDONESIA, JAKARTA
- 4 GIGIL, MANILA
- 5 CJ WORX, BANGKOK

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ADFEST 2025
SPECIAL AWARDS

FVSE dandelion

**ADFEST 2025:
PRODUCTION COMPANY
OF THE YEAR**

- 1 ATYPICALFILMS, SINGAPORE**
- 1 FVSE, SINGAPORE**
- 1 DANDELION STUDIOS, SINGAPORE**
- 4 PIANO INC., TOKYO
- 5 MELLOW TUNES, BANGKOK

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ADFEST 2025
SPECIAL AWARDS

Heineken

**ADFEST 2025:
ADVERTISER OF THE YEAR**

- 1 HEINEKEN**
- 2 PEPSICO
- 3 ESAF SMALL FINANCE BANK
- 4 P&G
- 4 MCDONALD'S

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REGIONAL AGENCY OF THE YEAR

ADFEST 2025
SPECIAL AWARDS

dentsu

EAST ASIA AGENCY OF THE YEAR

- 1 **DENTSU INC., TOKYO**
- 2 INNOCEAN, SEOUL
- 3 TBWA\GROUP CHINA, SHANGHAI
- 4 DENTSU EAST JAPAN INC., TOKYO
- 5 DENTSU CREATIVE CHINA, SHANGHAI

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ADFEST 2025
SPECIAL AWARDS

BIGTIME

MIDDLE EAST AGENCY OF THE YEAR

- 1 **BIGTIME CREATIVE SHOP, RIYADH**

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ADFEST 2025
SPECIAL AWARDS

Ogilvy

OCEANIA AGENCY OF THE YEAR

- 1 **OGILVY, SYDNEY**
- 2 SUPERMASSIVE, SYDNEY

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ADFEST 2025

ADFEST 2025
SPECIAL AWARDS

BBDO

SOUTH ASIA AGENCY OF THE YEAR

- 1 **BBDO INDIA, MUMBAI**
- 2 LEO INDIA, MUMBAI
- 3 MCCANN WORLDGROUP INDIA, GURGAON
- 4 HAVAS CREATIVE INDIA, MUMBAI
- 5 MCCANN WORLDGROUP INDIA, MUMBAI

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ADFEST 2025
SPECIAL AWARDS

Ogilvy

SOUTHEAST ASIA AGENCY OF THE YEAR

- 1 **OGILVY SINGAPORE, SINGAPORE**
- 2 BLKJ HAVAS, SINGAPORE
- 3 LEO MALAYSIA, KUALA LUMPUR
- 4 GIGIL, MANILA
- 5 BBDO BANGKOK, BANGKOK

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GRANDE WINNERS



GRANDE FOR HUMANITY

“36 MONTHS - RAISING THE AGE OF SOCIAL MEDIA CITIZENSHIP”

BRAND/ADVERTISER:

36 MONTHS

AGENCY:

SUPERMASSIVE, SYDNEY

ENTRANT COMPANY:

FINCH, SYDNEY

[VIEW CASE VDO](#)



GRANDE: LOTUS ROOTS

“THE MEANING OF BENZ”

BRAND/ADVERTISER:

MERCEDES-BENZ THAILAND

AGENCY:

BBDO BANGKOK, BANGKOK

[VIEW CASE VDO](#)



GRANDE: INNOVA LOTUS

“FIT MY FEET”

BRAND/ADVERTISER:

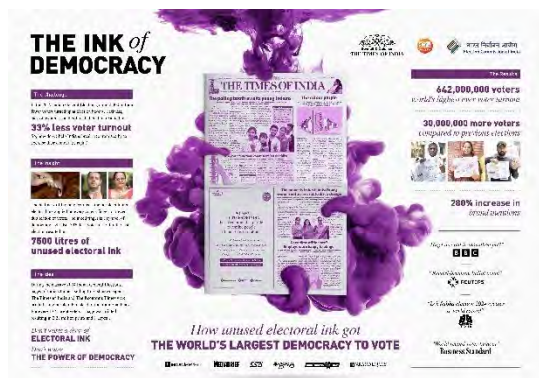
BUCKAROO FOOTWEAR

AGENCY:

MCCANN WORLDGROUP INDIA, MUMBAI

[VIEW CASE VDO](#)

GRANDE WINNERS



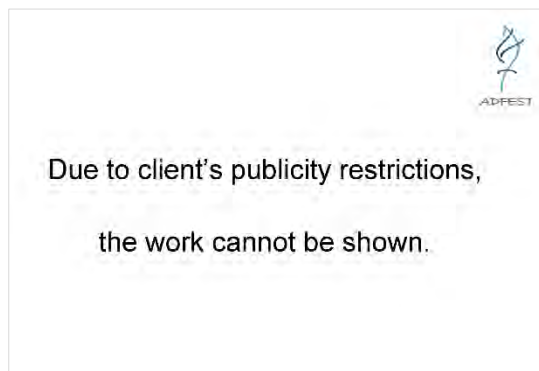
GRANDE: CREATIVE STRATEGY LOTUS

"INK OF DEMOCRACY"

BRAND/ADVERTISER:
THE TIMES OF INDIA/BENNETT COLEMAN & CO., LTD.

AGENCY:
HAVAS CREATIVE INDIA, MUMBAI

[VIEW CASE VDO](#)

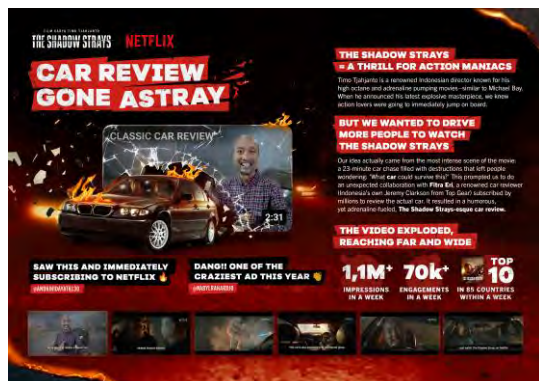


GRANDE: DESIGN LOTUS

"HEINEKEN HEIDDEN IN PLAIN SIGHT"

BRAND/ADVERTISER:
HEINEKEN/HEINEKEN MALAYSIA BERHAD

AGENCY:
LEO MALAYSIA, KUALA LUMPUR



GRANDE: DIGITAL & SOCIAL LOTUS

"CAR REVIEW GONE ASTRAY"

BRAND/ADVERTISER:
NETFLIX THE SHADOW STRAYS/NETFLIX INDONESIA

AGENCY:
GOOD PEOPLE NETWORK, JAKARTA

[VIEW CASE VDO](#)



GRANDE: DIRECT LOTUS

"SAD KAMA-CHAN"

BRAND/ADVERTISER:
BAR B Q PLAZA/FOOD PASSION

AGENCY:
GREY THAILAND, BANGKOK

[VIEW CASE VDO](#)

GRANDE WINNERS

Encouraging men to #ShareTheLoad since 2015

Ariel's movement against gender inequality at home has been making positive social change for nine years now.



566Mn TVM ADVERTISERS 48Mn TVM ADVERTISERS 17.58Mn TVM ADVERTISERS



GRANDE: EFFECTIVE LOTUS

“HOMETEAMS #SHARETHELOAD”

BRAND/ADVERTISER:
ARIEL INDIA/P&G INDIA

AGENCY:
BBDO INDIA, MUMBAI

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GRANDE: FILM LOTUS

“WHAT THE FAST!”

BRAND/ADVERTISER:
KRUNGSRI FIRST CHOICE

AGENCY:
LEO THAILAND, BANGKOK

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First choice WHAT THE FAST!

Background:
The Thai government has implemented a new policy to encourage people to use public transport. The policy is aimed at reducing traffic congestion and improving air quality.

Local Context:
Bangkok is a city with a large population and a high level of traffic congestion. The government has implemented a new policy to encourage people to use public transport.

Story:
A young man named Fast is a member of a football team. He is a fast runner and is known for his speed. He is a member of the First Choice football team.

Results:
10 Million views within 1 month

Acquisition rate increases by 31%




GRANDE: PRINT & OUTDOOR CRAFT LOTUS

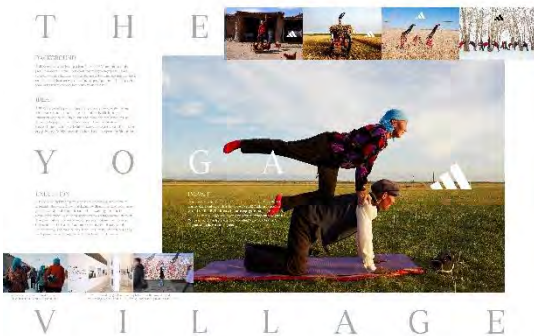
“YOGA VILLAGE”

BRAND/ADVERTISER:
ADIDAS CHINA

AGENCY:
TBWA\GROUP CHINA, SHANGHAI

[VIEW CASE VDO](#)

THE YOGA VILLAGE




GRANDE: SUSTAINABLE LOTUS

“DROPS OF JOY”

BRAND/ADVERTISER:
LAY'S

AGENCY:
LEO, MUMBAI

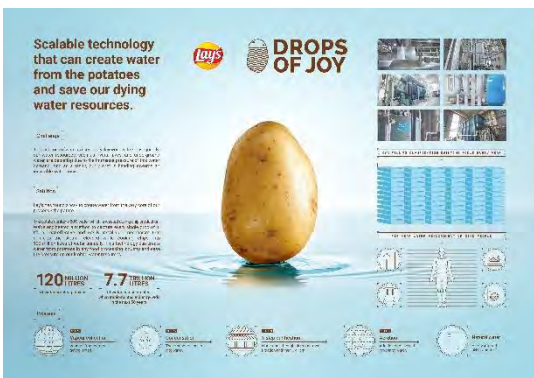
[VIEW CASE VDO](#)

Scalable technology that can create water from the potatoes and save our dying water resources.

Challenge:
The world is facing a water crisis. The population is growing and the demand for water is increasing. The water resources are being depleted and the water is becoming scarce.

Solution:
The solution is a scalable technology that can create water from the potatoes. The technology is based on the fact that potatoes contain a large amount of water. The technology can extract the water from the potatoes and use it for drinking.

Results:
120 MILLION LITERS OF WATER
7.7 MILLION LITERS OF WATER



EXHIBITION



AWARDS



AWARDS



JURIES



DESIGN LOTUS
PRINT & OUTDOOR CRAFT LOTUS



ASTRI
NURSALIM

DIGITAL & SOCIAL LOTUS
DIGITAL CRAFT LOTUS
MOBILE LOTUS



SHANE
GEFFEN

CREATIVE STRATEGY LOTUS
EFFECTIVE LOTUS
INNOVA LOTUS
SUSTAINABLE LOTUS



JIM
INGRAM

ENTERTAINMENT LOTUS
MEDIA LOTUS
PR LOTUS



MICHAEL
AHMAZADEH

FILM CRAFT LOTUS
NEW DIRECTOR LOTUS



FILM LOTUS
OUTDOOR LOTUS
PRESS LOTUS
RADIO & AUDIO LOTUS



SARAH
KO

JURIES



MAGNIFICENT SEVEN JURY PRESIDENTS

GRAND JURY PRESIDENT SUSAN CREDLE

Global Creative Advisor, Interpublic
and Former Chair & Global CCO, FCB
New York

REED COLLINS

Chief Creative Officer
Ogilvy Asia Pacific
Hong Kong

NORIAKI ONOE

Executive Creative Director
Dentsu Inc.
Tokyo

SULIN LAU

Regional Head of Brand and
Marketing - Mobility,
Deliveries, Fintech, B2B
Grab
Singapore

ANNY HAVERCROFT

Head of Global
Business Marketing, SEA &
Global Marketing Solutions
APAC
TikTok
Singapore

WUTHISAK ANARNKAPORN

Founder & Director
FACTORY 01
Bangkok

RAJDEEPAK DAS

Chief Creative Officer of
Publicis Groupe &
Chairman of Leo Burnett
South Asia

33 MEN

30 WOMEN

63 JURIES

from

21 CITIES

COLLIDE

ADFEST 2025
20-22 MAR





Brand Experience Lotus
Commerce Lotus
Direct Lotus



**SULIN
LAU**

Regional Head of Brand and Marketing -
Mobility, Deliveries, Fintech, B2B
Grab
Singapore



**ARTHUR
TSANG**

Chief Creative Officer
BBDO Greater China
Shanghai



**CARLOS
CAMACHO**

Chief Creative Officer
GUT Asia
Singapore



**LEONARDO
BORGES**

Executive Creative Director
Havas Middle East
Dubai



**MAHIMA
MATHUR**

Creative Director
DDB Mudra Group
Mumbai



**PARK
WANNASIRI**

Chief Creative Officer
VML Thailand
Bangkok



**SHINICHI
KOBAYASHI**

Executive Creative Director &
Digital Growth Officer
ADK
Tokyo



**TY
CURTIS**

Founder & Managing Director
Activate Studios
Brisbane



**YOUNA
CHUNG**

Creative Director
Cheil Worldwide
Seoul



Creative Strategy Lotus
Effective Lotus
INNOVA Lotus
Sustainable Lotus



**SUSAN
CREDLE**

Global Creative Advisor, Interpublic
and Former Chair & Global CCO, FCB
New York



**ABIGAIL
AQUINO**

Chief Creative Officer
MullenLowe TREYNA
Manila



**AI
SUZUKI**

Head of Brand
Uber Japan &
Uber Eats Taiwan
Tokyo



**JIM
INGRAM**

Co-Founder &
Group Chief Creative
Thinkerbell
Sydney



**JOAO
FLORES**

APAC Chief Creative Officer
Monks
Singapore



**MOHAMAD
BAALBAKI**

Co-founder &
Chief Innovation &
Growth Officer
The Bold Group
Riyadh



**PIRIYA
KULGANCHANACHEEWIN**

Co-Founder & Story Curator
Glow Story
Bangkok



**SHRUTI
PATKAR**

Brand Strategy
Talented Agency
Bengaluru



**TAMMY
SHEU**

Founder & CEO
Banana Balloon
Shanghai





Design Lotus
Print & Outdoor Craft Lotus



**RAJDEEPAK
DAS**

Chief Creative Officer of
Publicis Groupe &
Chairman of Leo Burnett
South Asia

**ASTRI
NURSALIM**
Partner & Creative Director
Kinetic Singapore
Singapore



**BONG JUN
CHA**

Creative Director
INNOCEAN
Seoul

**EMMAN
CARANDANG**

Creative Director
BBDO Guerrero
Manila



**JORDAN
STENT**

Creative Director
Motion Sickness
Auckland

**KUNANUN
MANUSUTTHIPONG**

Creative Director
TBWA\Thailand
Bangkok



**MIHARU
MATSUNAGA**

Creative Director
Dentsu Inc. & Drill Inc.
Tokyo

**SEYOAN
VELA**

Chief Creative Officer
Livingroom
Dubai



**VICKY
LEE**

Executive Creative Director
Medialand Digital
Strategy Limited
Taipei



Digital & Social Lotus
Digital Craft Lotus
Mobile Lotus



**NORIAKI
ONOE**

Executive Creative Director
Dentsu Inc.
Tokyo



**AWING
CHEN**

Executive Creative Director
Grey & AKQA China
Shanghai



**JAMES
TAN**

Creative Director
Chell MEA
Dubai



**JUNGHYUN
KIM**

Creative Technologist
Hakuhodo Inc.
Tokyo



**PAT
LAW**

Executive Creative Director
GOODSTUPH Singapore
Singapore



**SHANE
GEFFEN**

Executive Creative Director
McCann Worldgroup Australia
Melbourne



**TAEWON
KIM**

Chief Executive Officer
INNORED
Seoul



**THERESA
ONG**

Head of Creative Shop,
SEA & India
Meta
Singapore



**UNMISHA
BHATT**

Co-founder &
Chief Strategy Officer
Tonic Worldwide
Mumbai



Entertainment Lotus
Media Lotus
PR Lotus



**ANNY
HAVERCROFT**

Head of Global Business Marketing, SEA &
Global Marketing Solutions APAC
TikTok
Singapore

**AKSHAT
TRIVEDI**

National Creative Director -
West
Enormous
Mumbai



**DEBORAH
ABRAHAM**

Head of PR
Forsman & Bodenfors
Global

**GIORGIA
FATTORACCI**

Creative Director
Edelman Middle East
Dubai



**STEVE
BACK**

Chief Creative Officer &
Founder
Monster Sauce
Perth

**JULIE JIHYUN
KANG**

CEO & Managing Partner
Serviceplan Korea
Seoul



**MARCÉL
LACAP**

Creative Director
Octopus&Whale
Manila

**SUPPHASIT
CHOKMONGKOLSATIAN**

Chief Strategy Officer
Ogilvy Thailand
Bangkok



**WOEI HERN
CHAN**

Head of Creative APAC
VaynerMedia
APAC



Film Craft Lotus
New Director Lotus



**WUTHISAK
ANARNKAPORN**

Founder & Director
FACTORY 01
Bangkok

**CHLOE
KO**

Co-Founder &
Executive Producer
KBOX & M25
Seoul



**GOH BOON
HOE**

Director
Bumble Bee Studios
Jakarta

**KIM
WILDENBURG**

Founder &
Executive Producer
Sedona Productions
Sydney



**LIVIA
ZHANG**

Managing Director &
Executive Producer
QUAD China
Shanghai

**MICHAEL
AHMADZADEH**

Co-Founder
electriclime
Dubai & Singapore



**MICHAL
DWOJAK-HARA**

Creative Producer,
VFX Supervisor &
Managing Director
Juice
Tokyo

**MONICA G
GAMBHIR**

Co-Founder &
Film Director
Cutawayy Films
Mumbai



**SLING
NG**

Film Director &
Co-Founder
Directors Think Tank
Singapore



Film Lotus
Outdoor Lotus
Press Lotus
Radio & Audio Lotus



**REED
COLLINS**

Chief Creative Officer
Ogilvy Asia Pacific
Hong Kong

**BADONG
ABESAMIS**

Founding Partner
GIGIL
Manila



**DIDI
PIRINYUANG**

Chief Creative Officer
VML Malaysia
Kuala Lumpur

**MARCUS
TESORIERO**

Chief Creative Officer
Sydney



**MOTONORI
SUGIYAMA**

Executive Creative Director
Droga5 Tokyo,
Accenture Song
Tokyo

**PHAIRAT
UAPHADUNGLERT**

Co-Founder &
Executive Creative Director
Choojai & Friends
Bangkok



**SARAH
KO**

Executive Creative Director
PG One
Singapore

**SIDDHI YADAV
MACHADO**

Executive Creative Director
McCann Worldgroup
Mumbai



**TINGTING
ZHANG**

Creative Partner
TOPIC
Beijing



Lotus Roots



**SUSAN
CREDLE**

Global Creative Advisor, Interpublic
and Former Chair & Global CCO, FCB
New York



**ANNY
HAVERCROFT**

Head of Global
Business Marketing, SEA &
Global Marketing Solutions
APAC
TikTok
Singapore



**NORIAKI
ONOE**

Executive Creative Director
Dentsu Inc.
Tokyo



**RAJDEEPAK
DAS**

Chief Creative Officer of
Publicis Groupe &
Chairman of Leo Burnett
South Asia



**REED
COLLINS**

Chief Creative Officer
Ogilvy Asia Pacific
Hong Kong



**SULIN
LAU**

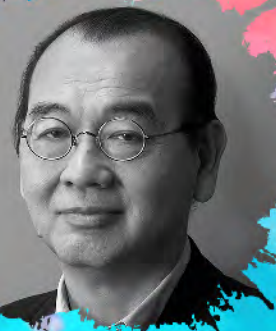
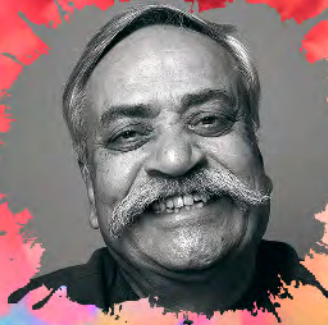
Regional Head of Brand and
Marketing - Mobility,
Deliveries, Fintech, B2B
Grab
Singapore



**WUTHISAK
ANARNKAPORN**

Founder & Director
FACTORY 01
Bangkok

LOTUS LEGEND



LOTUS LEGEND

Lotus Legend, is the ADFEST Hall of Fame introduced since 2012. The Lotus Legend recognises a creative leader who has impacted, contributed to, and has left a legacy in raising the bar of creative excellence in the region. Each year, ADFEST juries nominate and vote for this Hall of Fame award with previous Lotus Legends including:

2012	Akira Kagami	2018	Ant Keogh
2013	David Droga	2019	Jureeporn Thaidumrong
2014	Yasmin Ahmad	2020-2022	Cancellation due to Covid-19
2015	Neil French	2023	Jimmy Lam
2016	Lo Sheung Yan	2024	Piyush Pandey
2017	Suthisak Sucharittanonta		

And the Lotus Legend, as voted by the 63 juries of ADFEST 2024 is **Merlee Cruz Jayme**.



Merlee has dedicated her life to pushing creativity forward.

She is the Chairmom® and founder of The Misfits Camp, the first-ever safe space in the world to assess and upskill neurodivergent and deaf creative adults and bridge them to the creative industry.

And just this year, she founded Jayme Headquarters, a social enterprise creative agency that provides actual workplace experience for divergent creatives.

Before this, Merlee was an advertising veteran and a creative leader. She was Dentsu McGarryBowen Global co-president and led Dentsu International APAC as Chief Creative Officer to greater heights by winning the ADFEST Network of the Year 2020 and 2022, Spikes Network of the Year 2021, Cannes Lions Regional Network of the Year 2021, and AD STARS Network of the Year 2021.

As Dentsu Asia Pacific's Diversity, Equity, and Inclusion lead in 2021 and 2022, her work on diversity and inclusion in advertising has positively impacted the industry.

Her work pushes Insights and innovation and inspires creative collaboration.

Having won major awards, including the Philippines's only Cannes Lions Grand Prix, she was among the eight women in the world's **top 100 Chief Creative Officers** by the 2019 Drum Global Ranking.

The first Filipino to be named Creative of the Year in Southeast Asia by Campaign Asia, she was also recognized with the 4As of the Philippines Lifetime Achievement Awardee in 2023, the

Hall of Fame Award by the 4As Creative Guild, The New York Festivals Creative Achievement Award, and the CEO of the Year by the International Association of Business Communicators, the Asian Marketing Federation Woman Marketer of the Year 2019, and the Campaign Asia's **Women Leading Change Women's Advancement Champion for her creative work for Diversity, Equity, and Inclusion in 2024.**

Merlee is one of CNN's Leading Women, the author/illustrator of four creative books, the mom of four creative women, and an inspiration for breaking the glass ceiling in this mad men's world.

PROGRAM



THURSDAY 20 MARCH

10.05-10.40

Where Worlds Collide
Guan Hin Tay
The One Club for Creativity

10.40-11.15

Artificial Insanity
Christian Greet
Cirkus

11.15-11.50

Creative Expression of Cultural Collision
Seiya Matsumiya
Erik Reiff
Black Cat White Cat Music

11.50-12.25

Buying and Selling an Agency: The Ultimate Creative & Commercial Collision!
George Kypraios, Yefira Group
Randy Duax, Stagwell Asia Pacific
Emma Daines, Fin Design + Effects
Dissora Udomdej, Yell Bangkok
Moderated by Rob Sherlock, Yefira Group

12.25-13.00

The Collision of Sound & Vision
David Guerrero, BBDO Guerrero
Nick Wood, Syn Music
Arthur Tsang, BBDO Greater China

13.00-14.30

Lunch

14.30-15.05

Drowning in Content: Embracing the Era of Abundance
Alexei Golob
Paul Copeland
The Mill

15.05-15.40

What Happens When Generational and Cultural Norms Collide?
Siddhi Yadav Machado
Preet Kaur
Barbara Bian
Moderated by Valerie Madon
McCann Worldgroup

15.40-16.15

Logic to Magic: The Alchemy of Technology and Creativity.
Thomas Hongtack Kim
Saffaan Qadir
Paulus

16.15-16.50

When Bravery and Business Collide
Carlos Camacho
Belynda Sim-Mak
GUT Asia

16.50-17.25

The Power of Fast, Flawed and Fierce Content
Pei Ling Ho
Publicis Chemistry

17.25-

WELCOME PARTY
@ GRAND POOL SIDE

**9.00-11.50
BREAKOUT STAGE:
INNOVA Lotus
Shortlists
Presentation**

**13.00-15.30
PRE-REGISTRATION
REQUIRED
PATTAYA 3:
World
Producers
Summit**
Steve Davies
APA & CFP-E

**14.30-17.30
BREAKOUT STAGE:
INNOVA Lotus &
Lotus Roots
Screening**

**15.40-16.40
PRE-REGISTRATION
REQUIRED
PATTAYA 3:
Connecting
Producers
In Asia:
Unlocking
Production
Collaboration
Opportunities**
Yann Williot
ME Group

FRIDAY 21 MARCH

10.05-10.40

The Alchemy of Immersion: Blending Technology to Create Magic with Meaning
Ty Curtis
Activate Studios

10.40-11.15

A Creative, A Gaming Expert and A Strategist Agree to Disagree.
Nicole Ingra, Ingra Labs
Rey Tiempo, MINOTAUR
Felipe Franco, FF&Co

11.15-11.50

Real-Time Brands: Now or Never
Herbert Prodjaja
Kryse Ynieta
Monks

11.50-13.00

Short Films for ADFEST 2025 by the Fabulous Five
Azlan Som, Logic & Magic
Haruna Takahara, HAT
Mayuka Kawamura, AOI Pro.
Mika Sasaki, TYO Inc.
Tomoya Matsushita, AOI Pro.
Moderated by
Wuthisak Anamkaporn, FACTORY 01

13.00-14.30

Lunch

14.30-15.05

Uncommon Ground: The Unity that Superpowers Creativity
Third C. Domingo, Hakuodo International & IdeasXIMachina Hakuodo
Vimoha Bagla, Hakuodo Sync
Taro Taniwaki, Hakuodo Inc.

15.05-15.40

What Are We Drawing?
Yun Jeong Jang
Cheil Worldwide

15.40-16.15

The Missing Link: How GenAI Augments Creativity and Impactful Advertising.
Max Lederer
Jung von Matt

16.15-16.50

Building Brands for Tomorrow: TikTok's AI-powered Creative Solutions
Alexander Lim
TikTok

16.50-17.25

The Surreal World: Why Comedy Is Thailand's Secret Weapon
Thasorn Boonyanate, BBDO Bangkok
Wuthisak Anamkaporn, FACTORY 01
Moderated by Jamie Madge, shots

17.25-18.00

Coffee Break

18.00-20.00

AWARD PRESENTATION
Chairman's Address
Digital & Social Lotus
Digital Craft Lotus
Mobile Lotus
Print & Outdoor Craft Lotus
Design Lotus
Brand Experience Lotus
Commerce Lotus
Direct Lotus
Media Lotus
PR Lotus
Entertainment Lotus
New Director Lotus (Inc. Fabulous Five)
Film Craft Lotus

**10.00-11.00
PRE-REGISTRATION
REQUIRED**

**PATTAYA 6:
Trend
Immersion
Workshop**
Paul Drake
D&AD

BREAKOUT STAGE:

**11.00-11.45
Juries Insights**
Digital & Social/
Digital Craft/
Mobile

**12.00-12.45
Juries Insights**
Design/
Print & Outdoor
Craft

**14.30-16.00
PRE-REGISTRATION
REQUIRED**

**PATTAYA 3:
Culture, Context,
Curation & Craft:
Unlocking the
Formula for Brand
Music Success**
Christian Mix-Linzer
Emika Kusunoki
Ian Nagano
Tracks & Fields

**BREAKOUT STAGE:
Juries Insights**
14.30-15.15
Film Craft/
New Director
15.30-16.15
Brand Experience/
Commerce/
Direct
16.30-17.15
Entertainment/
Media/
PR

SATURDAY 22 MARCH

10.05-10.40

When Cultures Collide: Reinventing "Cool Japan" Through Diverse Perspectives
Mike Sunda
PUSH

10.40-11.15

Collide to Splash: Government & Global Entertainment Creating Unimaginable Impact
Dr. Surapong Suebwonglee, National Soft Power Development Committee
Derek Hsu, 88rising

11.15-13.00

**Dentsu Presents
Young Lotus Workshop 2025: The Collision of Creativity, Creativity++**
Alice Chou
Hitoshi Hamaguchi

13.00-14.30

Lunch

14.30-15.05

Chaos or Kaleidoscope: What is the Future of Human Creativity
Dara Lynch
D&AD

15.05-15.40

Stunt Marketing the Netflix Way: How Bold Ideas Collide with Culture & Creativity
Narin Suwannawet
Netflix Thailand

15.40-16.15

What's Nestlé Cooking Up In The World Of Gaming?
Rey Tiempo, MINOTAUR
Ace Ballesteros, Nestlé

16.15-16.50

Creative Opportunity in Saudi Arabia: Is it for real?
Julian Boulding, thenetworkone
Heide Cohu,
Studio of Art and Commerce

16.50-17.25

When a Creative Career Collides with a Leadership Career
Susan Credle
Grand Jury President

17.25-18.00

Coffee Break

18.00-20.30

AWARD PRESENTATION
Young Lotus
Outdoor Lotus
Press Lotus
Radio & Audio Lotus
Film Lotus
Creative Strategy Lotus
Effective Lotus
Sustainable Lotus
INNOVA Lotus
Lotus Roots
Special Awards

20.30-

AFTER PARTY
@ INFINI BEACH POOL

**10.00-13.00
PRE-REGISTRATION
REQUIRED**

**PATTAYA 3:
How to
Master Duration:
6 seconds to
600 seconds**
Vishal Sagar
Black White Grey

**11.00-12.00
PRE-REGISTRATION
REQUIRED**

**PATTAYA 6:
Strategy Isn't
the Enemy:
How to Elevate
Creativity &
Deliver Results**
Nicole Ingra
Ingra Labs

**BREAKOUT STAGE:
Juries Insights**
10.00-10.45
Film/Outdoor/
Press/
Radio & Audio
11.00-11.45
Creative Strategy/
Effective/
INNOVA/
Sustainable

**13.00-18.00
BREAKOUT STAGE:
Winners
Showcase**
Brand Experience/
Commerce/
Design/
Digital & Social/
Digital Craft/
Direct/
Entertainment/
Film Craft/
Media/
Mobile/
New Director/
PR/
Print & Outdoor
Craft

**14.30-17.30
PRE-REGISTRATION
REQUIRED**

**PATTAYA 6:
Shape My
Portfolio**
Powered by
McCann Worldgroup

SPEAKER SESSIONS

THURSDAY 20 MARCH



WHERE WORLDS COLLIDE

Guan Hin Tay
APAC Regional Director
The One Club for Creativity
Singapore



ARTIFICIAL INSANITY

Christian Greet
Creative Director
Cirkus
Auckland



CREATIVE EXPRESSION OF CULTURAL COLLISION

Seiya Matsumiya
CEO & Founder
Black Cat White Cat Music
Tokyo

Erik Reiff
CCO & Founding Partner
Black Cat White Cat Music
Tokyo



BUYING AND SELLING AN AGENCY: THE ULTIMATE CREATIVE & COMMERCIAL COLLISION!

George Kypraios
CEO
Yefira Group
Singapore

Randy Duax
Managing Director
Stagwell Asia Pacific
Singapore

Emma Daines
CEO, Founder & Executive Producer
Fin Design + Effects
Sydney

Dissara Udomdej
Founder & CEO
Yell Bangkok
Bangkok

Moderator:
Rob Sherlock
Chairman
Yefira Group
Singapore



THE COLLISION OF SOUND & VISION

David Guerrero

Creative Chair
BBDO Guerrero
Manila

Nick Wood

CEO & Creative Director
Syn Music
Tokyo

Arthur Tsang

Chief Creative Officer
BBDO Greater China
Shanghai



DROWNING IN CONTENT: EMBRACING THE ERA OF ABUNDANCE

Alexei Golob

Creative Director
The Mill
Shanghai

Paul Copeland

Creative Director
The Mill
Shanghai



WHAT HAPPENS WHEN GENERATIONAL AND CULTURAL NORMS COLLIDE?

Siddhi Yadav Machado

Executive Creative Director
McCann Worldgroup
Mumbai

Preet Kaur

Senior Copywriter
McCann Worldgroup
Singapore

Barbara Bian

Senior Creative Director
MRM China
Shanghai

Moderator:

Valerie Madon

Chief Creative Officer APAC
McCann Worldgroup
Singapore



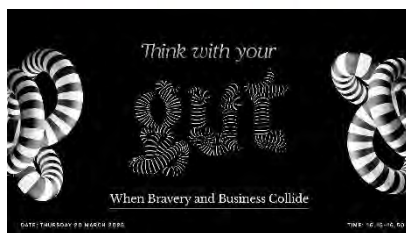
LOGIC TO MAGIC: THE ALCHEMY OF TECHNOLOGY AND CREATIVITY.

Thomas Hongtack Kim

CCO & Partner
Paulus
Seoul

Saffaan Qadir

Creative Director
Paulus
Seoul



WHEN BRAVERY AND BUSINESS COLLIDE

Carlos Camacho
Chief Creative Officer
GUT Asia
Singapore

Belynda Sim-Mak
Head of Strategy
GUT Asia
Singapore



THE POWER OF FAST, FLAWED AND FIERCE CONTENT

Pei Ling Ho
Executive Creative Director
Publicis Chemistry
Singapore

FRIDAY 21 MARCH



THE ALCHEMY OF IMMERSION: BLENDING TECHNOLOGY TO CREATE MAGIC WITH MEANING

Ty Curtis
Founder & Managing Director
Activate Studios
Brisbane



A CREATIVE, A GAMING EXPERT AND A STRATEGIST AGREE TO DISAGREE.

Nicole Ingra
Founder & Strategy Director
Ingra Labs
Barcelona

Rey Tiempo
Chief Creative Officer & Brand Gamification Specialist
MINOTAUR
Manila

Felipe Franco
Global Creative Consultant, Film Director, ECD & Founder
FF&Co
Global



REAL-TIME BRANDS: NOW OR NEVER

Herbert Pradjaja
Creative Director SEA
Monks
Singapore

Kryse Ynieta
Head of Strategy SEA
Monks
Singapore



SHORT FILMS FOR ADFEST 2025 BY THE FABULOUS FIVE MODERATED BY WUTHISAK ANARNKAPORN

Azlan Som
Assistant Director
Logic & Magic
Kuala Lumpur

Haruna Takahara
Director
HAT
Tokyo

Mayuka Kawamura
Director
AOI Pro.
Tokyo

Mika Sasaki
Director
TYO Inc.
Tokyo

Moderator:

Tomoya Matsushita
Director
AOI Pro.
Tokyo

Wuthisak Anarnkaporn
Film Director & Founder
FACTORY 01
Bangkok



UNCOMMON GROUND: THE UNITY THAT SUPERPOWERS CREATIVITY

Third C. Domingo
Chief Network Officer of HakuHodo International
Founder & Chairman of IdeasXMachina HakuHodo
Manila

Vimoha Bagla
Executive Creative Director
HakuHodo Sync
New Delhi

Taro Taniwaki
Copywriter
HakuHodo Inc.
Tokyo

ADFEST 2025 Friday 21 March 15.05-15.40



WHAT ARE WE DRAWING?

Yun Jeong Jang
Global Creative Director
Cheil Worldwide
Seoul



THE MISSING LINK: HOW GENAI AUGMENTS CREATIVITY AND IMPACTFUL ADVERTISING.

Max Lederer

Chief Innovation Officer
Jung von Matt
Hamburg



BUILDING BRANDS FOR TOMORROW: TIKTOK'S AI-POWERED CREATIVE SOLUTIONS

Alexander Lim

Product Go-to-Market APAC
TikTok



THE SURREAL WORLD: WHY COMEDY IS THAILAND'S SECRET WEAPON

Thasorn Boonyanate

Chief Creative Officer
BBDO Bangkok
Bangkok

Wuthisak Anarnkaporn

Film Director & Founder
FACTORY 01
Bangkok

Jamie Madge

Co-Editor
shots
London

SATURDAY 22 MARCH



WHEN CULTURES COLLIDE: REINVENTING "COOL JAPAN" THROUGH DIVERSE PERSPECTIVES

Mike Sunda

MD, Strategy Director & Co-Founder
PUSH
Tokyo



COLLIDE TO SPLASH: GOVERNMENT & GLOBAL ENTERTAINMENT CREATING UNIMAGINABLE IMPACT

Dr. Surapong Suebwonglee

Deputy Chief of the Policy Advisory Board to the Prime Minister
Chairman of the National Soft Power Development Committee
THACCA
Bangkok

Derek Hsu

President
88rising
Los Angeles

Moderator:

Llis Vara-pachirakura

Director, Office of the Chairman, National Soft Power
Development Committee
Independent Advisor, Creative & Innovation Strategy
Bangkok



DENTSU PRESENTS YOUNG LOTUS WORKSHOP 2025: THE COLLISION OF CREATIVITY, CREATIVITY++

Alice Chou

Chair of APAC & Taiwan Dentsu Creative Council
Chief Creative Officer of Dentsu Creative & dentsuMB Taiwan
Taipei

Hitoshi Hamaguchi

President of APAC Practices
Practice President of Creative APAC
Singapore



CHAOS OR KALEIDOSCOPE: WHAT IS THE FUTURE OF HUMAN CREATIVITY

Dara Lynch

CEO
D&AD
London



STUNT MARKETING THE NETFLIX WAY: HOW BOLD IDEAS COLLIDE WITH CULTURE & CREATIVITY

Narin Suwannawet

Marketing Production Manager
Netflix Thailand
Bangkok



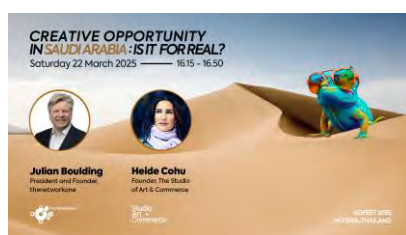
WHAT'S NESTLÉ COOKING UP IN THE WORLD OF GAMING?

Rey Tiempo

Chief Creative Officer & Brand Gamification Specialist
MINOTAUR
Manila

Ace Ballesteros

AVP, Creative Content Executive
Nestlé
Manila



CREATIVE OPPORTUNITY IN SAUDI ARABIA: IS IT FOR REAL?

Julian Boulding

Founder & President
thenetworkone
London

Heide Cohu

Founder
Studio of Art and Commerce
London



WHEN A CREATIVE CAREER COLLIDES WITH A LEADERSHIP CAREER

Susan Credle

Global Creative Advisor, Interpublic
and Former Chair & Global CCO of FCB
New York

SPEAKER SESSIONS



WORKSHOPS

WORLD PRODUCERS SUMMIT



The world of production is changing- both in how commercials are viewed/consumed and in how they are made. The World Producers Summit is open to every ADFEST delegate who is interested in the future of production, whether they are from a production company, an agency, a client or anywhere else.

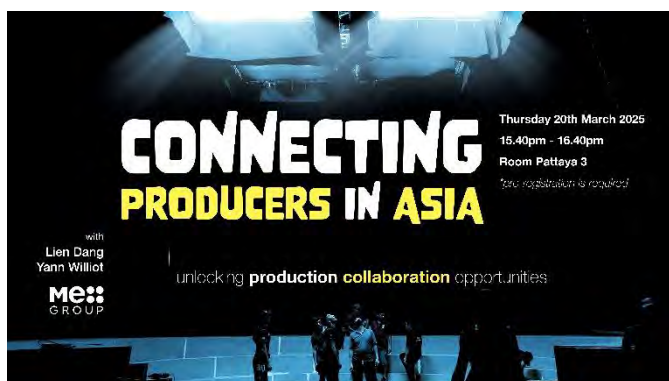
Production is changing rapidly with new challenges and new opportunities constantly emerging.

This is a chance for everyone who understands the critical role production has in creating films that are effective for advertisers and who wants to share experiences and thoughts on future opportunities.

Chaired by **Steve Davies**, Chief Executive of the Advertising Producers Association (APA), the UK producers association- a-p-a.net , **The World Producers Summit** was created by the AICP, APA and EPA and takes place in Cannes each year during Cannes Lions. The World Producers Summit at ADFEST is an opportunity for every ADFEST delegates to participate in that discussion and share an Asian perspective.

CONNECTING PRODUCERS IN ASIA:

Unlocking production collaboration opportunities



Chaired by **Lien Dang & Yann Williot**, Co-founders & Managing Partners of ME Group Asia, the **Connecting Producers in Asia** is an open discussion allowing Production Houses owners & Producers in Asia to showcase some of the main strengths or specificities of each shooting destination, while learning about production capabilities and processes in other Asians' territories, and enabling more trans-border collaboration opportunities in order to keep proposing efficient production solutions to Clients & Agencies.

It's all about having a better understanding of the local production execution insights in the Asian Region, & initiate potential production collaboration projects such as Pre-Production & Production Processes, Production Capabilities (studio capacities, virtual prod., motion control, remote shooting, casting), Key crew skillsets (Directors, DOP, Prod. Designers), Logistics, Location, Landscapes, Climate, Production Incentives and etc.

TREND IMMERSION WORKSHOP

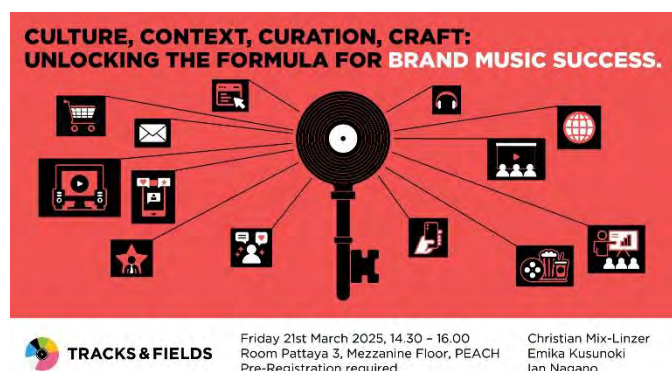


Trend Immersion Workshop, hosted by **Paul Drake**, Foundation Director of D&AD, London, helps participants utilize trend and insight reports for creative inspiration. The workshop explores one of D&AD's creative trends, demonstrating practical techniques for applying it to the creative process.

Outcomes:

- Understand how to spot trends - and different a trend from a passing fad
- Get a creative boost: how can you use trends to inspire fresh thinking
- Get your hands dirty and apply the learning

CULTURE, CONTEXT, CURATION & CRAFT: Unlocking the Formula for Brand Music Success



Led by specialists from **Tracks & Fields**, the "**Culture, Context, Curation & Craft: Unlocking the Formula for Brand Music Success**" workshop highlights the importance of music in boosting ad effectiveness by 20-25%, yet creatives and marketers often leave music decisions to chance. Having worked with over 75% of the global marketers, Tracks & Fields can safely say that virtually no brand has consistent music guidelines across their campaigns.

The workshop introduces models, practical recommendations listening session and other tools for creatives and strategists to leverage the power of music and improve the return on brand music investment.

In an interactive workshop, participants discuss a potential music identity for ADFEST COLLIDE and answer the question: if ADFEST COLLIDE would be a brand, how would it sound like?

As a result, participants learn how brand music & sound identities and strategies are developed and applied.

HOW TO MASTER DURATION. 6 SECONDS TO 600 SECONDS



The **“How to Master Duration. 6 Seconds to 600 Seconds”** workshop hosted by **Vishal Sagar**, Director, from Black White Grey, Gurgaon.

With the rise of diverse media platforms, the ability to tailor stories for different timeframes has become essential. This workshop is designed to help creatives master the craft of writing ad films for various durations—from 6-second bumper ads to 600-second branded content.

The workshop features case studies from iconic campaigns, practical exercises, and real-time discussions and feedback. By the end, participants will be equipped with strategies to adapt their ideas for any screen or duration, making their work versatile and impactful.

Objective:

- How writing changes from a 6 seconder to a 10 minuter?
- Construction of story for various duration lengths
- Understanding the dynamics that duration brings to a story

STRATEGY ISN'T THE ENEMY: How to Elevate Creativity & Deliver Results



The **“Strategy Isn't the Enemy: How to Elevate Creativity & Deliver Results”** workshop hosted by **Nicole Ingra**, Founder & Strategy Director, from Ingra Labs, Barcelona.

What if strategy wasn't a barrier to creativity but its biggest champion? Truth is strategy and creativity aren't at odds: they're partners in building work that truly resonates. This masterclass is for those who want to bridge the gap between big ideas and

business results, using strategy as a springboard for pushing creative boundaries. Dive into how aligning culture, creativity, and commercial goals leads to campaigns that don't just shine but stick, while discovering tools and mindsets that make the journey more exciting for everyone involved.

The Objective of this workshop is show how strategy isn't the enemy, but rather a powerful ally in elevating creativity and making campaigns that both shine and resonate with the stakeholders and audience alike. This is for those who want to collide creativity, culture and business results - to create better, more interesting work with a great journey getting there.

SHAPE MY PORTFOLIO POWERED BY MCCANN WORLDGROUP



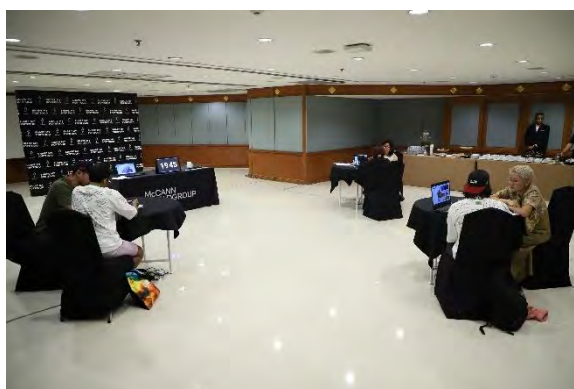
Shape My Portfolio is designed to give aspiring creatives the rare opportunity to elevate their portfolio. The one-on-one mentorship allows young creatives to present their portfolios to creative gurus and receive invaluable constructive feedback for self-improvement.

Each 30-minute session will give participants exclusive access one-on-one with a creative leader to assess their portfolio to:

- Discuss the strength and weaknesses of their portfolio
- Help create their personal brand
- Provide tips on what employers look for
- Help land their dream job

Powered by McCann Worldgroup and headed by **Valerie Madon**, Chief Creative Officer APAC, Shape My Portfolio presents young creatives with the unique opportunity to curate a strong portfolio.

WORKSHOPS



BREAKOUT STAGE

INNOVA LOTUS SHORTLISTS PRESENTATION

THURSDAY 20 MARCH | 9.00-11.50
BREAKOUT STAGE



INNOVA Lotus shortlists take the stage to present to present their works live on stage in front of ADFEST delegates and face a Q&A with the juries of the INNOVA Lotus panel.

INNOVA Lotus awards the most innovative works that dare to push the boundaries of creativity into uncharted territory.

JURIES INSIGHTS

FRIDAY 21 MARCH

11.00-11.45	DIGITAL & SOCIAL LOTUS	DIGITAL CRAFT LOTUS	MOBILE LOTUS	15.30-16.15	BRAND EXPERIENCE LOTUS	COMMERCE LOTUS	DIRECT LOTUS
12.00-12.45	DESIGN LOTUS	PRINT & OUTDOOR CRAFT LOTUS		16.30-17.15	ENTERTAINMENT LOTUS	MEDIA LOTUS	PR LOTUS
14.30-15.15	FILM CRAFT LOTUS	NEW DIRECTOR LOTUS					

COLLIDE
ADFEST 2025

JURIES INSIGHTS

SATURDAY 22 MARCH

10.00-10.45	FILM LOTUS	OUTDOOR LOTUS	PRESS LOTUS	RADIO & AUDIO LOTUS
11.00-11.45	CREATIVE STRATEGY LOTUS	EFFECTIVE LOTUS	INNOVA LOTUS	SUSTAINABLE LOTUS

COLLIDE
ADFEST 2025

WINNERS SHOWCASE

SATURDAY 22 MARCH | 13.00-18.00
BREAKOUT STAGE

Brand Experience Lotus
Commerce Lotus
Design Lotus
Digital & Social Lotus
Digital Craft Lotus
Direct Lotus
Entertainment Lotus

Film Craft Lotus
Media Lotus
Mobile Lotus
New Director Lotus
PR Lotus
Print & Outdoor Craft Lotus



Announced winners of the ADFEST 2025 Lotus Awards winners are showcased for delegates to enjoy and be inspired by.

BREAKOUT STAGE



YOUNG LOTUS WORKSHOP



dentsu

DENTSU PRESENTS
YOUNG LOTUS
WORKSHOP 2025;
THE COLLISION OF
CREATIVITY, CREATIVITY++
by Choy
Shi Homaguchi
I Lu

The Collision of Creativity, Creativity++

dentsu



YOUNG LOTUS WORKSHOP 2025
The Collision of
Creativity, Creativity++
dentsu

YOUNG LOTUS WORKSHOP 2025

**ALICE
CHOU**



CO-CHAIR

**HITOSHI
HAMAGUCHI**



CO-CHAIR

Dentsu hosts the Young Lotus Workshop 2025, led by Alice Chou, Chair of APAC & Taiwan Dentsu Creative Council and CCO of Dentsu Creative & dentsuMB Taiwan, and Hitoshi Hamaguchi, President of APAC Practices and Practice President of Creative APAC. Under the theme, **“The Collision of Creativity, Creativity++”** the next generation of creatives will be challenged to embrace chaos, celebrate diverse perspectives, and adopt bold, outlier thinking.

The Young Lotus Workshop 2025 takes place Tuesday 18 - Thursday 20 March 2025 at the Royal Cliff Hotels Group Pattaya, Thailand.

Introduced since 2004, the Young Lotus Workshop is one of the industry's longest-running mentoring programs for up-and-coming young creative teams from Asia, including the Pacific, and Middle East. Open to advertising professionals aged 30 and under, with teams selected by local representatives in markets across the region, it involves talks, mentoring and workshops and a live “brief” –with just 24 hours to meet the deadline.

The workshop featured leading creatives including:



JIRO MURAYAMA

Creative Producer
Dentsu Tokyo



MOHAMMAD ALI SHAKERI

Film Director and Head of VFX
Smoke & Mirrors



JJ DAVENPORT

Head of Post Production
Smoke & Mirrors



STAN LIM

Chief Creative Officer
Dentsu Creative Singapore



MIMI LU

Head of Strategy
Dentsu Media APAC



TAKU MORIKAMI

Integrated Strategy Partner
Dentsu APAC

YOUNG LOTUS WORKSHOP PARTICIPANTS

The Young Lotus Workshop 2025 welcomed 34 participants from 17 cities including:

BANGKOK



Jidapa Udomkittivorakul
Senior Copywriter
TBWA THAILAND \ JUICE

Tanapol Phucharoen
Art Director
TBWA THAILAND \ JUICE

COLOMBO



Janidu Chamikara Siriwardena
Senior Manager - Performance Marketing
MullenLowe (Pvt) Ltd

Mohammad Shakil Ali Salay Wahid
Senior Executive Digital Content
MullenLowe (Pvt) Ltd

DHAKA



Bondhon Das
Senior Visualizer
The Mighty Byte Ltd.

Muhammad Fazlee Rabbi
Copywriter
The Mighty Byte Ltd.

DUBAI

**Ahmed Raslan**

Head of Production
Havas Middle East

Omar Zakaria

Senior Art Director
Havas Middle East

HO CHI MINH

**Dat Nguyen Thanh**

Manager
Dentsu Redder

Dung Cao

Art Director
Dentsu Redder

HONG KONG

**Emily Yip**

Content Designer
Ogilvy Hong Kong

Tatiana Le

Senior Copywriter
Ogilvy Hong Kong

JAKARTA



Kevin Leosujanto

Art Director
Maleo

Reyhana Febriola

Junior Copywriter
Maleo

KATHMANDU



Safal Khadka

Creative Head and Marketing Manager
Goscale Marketing Agency

Sonee Manandhar

Freelance

KUALA LUMPUR



Jing Han Liew

Art Director
Ogilvy Malaysia

Rudy Tan Li Xiong

Copywriter
Ogilvy Malaysia

MANILA

**ERNEST JOHN
SNYDER****KIMBERLY SHANE
FULLER**

Ernest John Snyder
Senior Copywriter
Hakuhodo/BCI

Kimberly Shane Fuller
Art Director
Hakuhodo/BCI

MUMBAI

**FILONI
GUDHKA****PALLAVI
SUBUDHI**

Filoni Gudhka
Senior Copywriter
BBH India

Pallavi Subudhi
Senior Art Director
BBH India

SEOUL

**HEEYON HAILEY
CHOI****SHINYOUNG HAILEY
NOH**

Heeyon Hailey Choi
Art Director
TBWA\Media Art Lab Seoul

Shinyoung Hailey Noh
Junior Copywriter
TBWA\Media Art Lab Seoul

SHANGHAI



Xiang Li

Senior Art Director
Amber China

Yining Li

Senior Planner Manager
Amber China

SINGAPORE



Nusrah Huda Mohd Nizam

Junior Art Director
Ogilvy Singapore

Xin Ying Peh

Senior Copywriter
MullenLowe Singapore

TAIPEI



Anya Tsao
Marketing
cacaFly

Shun-Wen Tu
Management Associate
funP Innovation Group

TOKYO



Masaharu Noguchi

Art Director
Dentsu Inc.

Misora Kambe

Copywriter
Dentsu Inc.

ULAANBAATAR



Anudari Tuvshinbayar

Art Director
Daisuki Global

Nomin Adiya

Account Manager
Viral Partners LLC

THE CREATIVE BRIEF

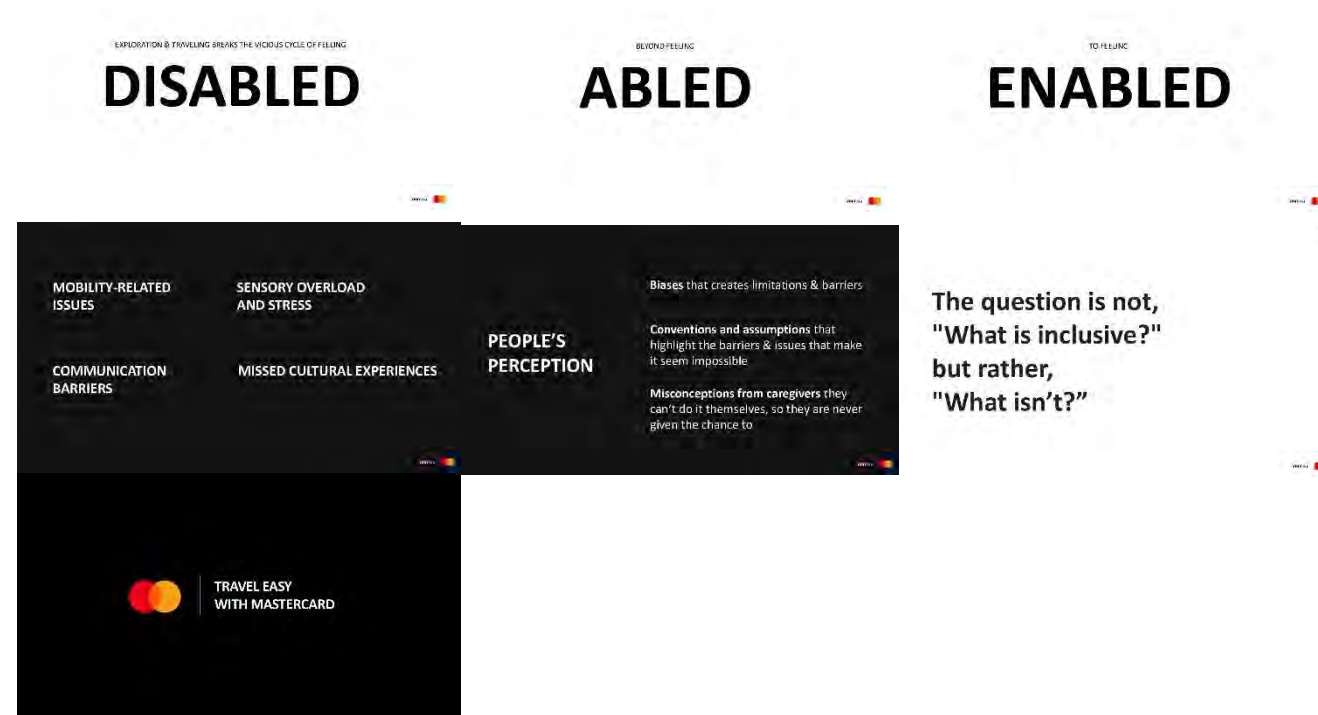
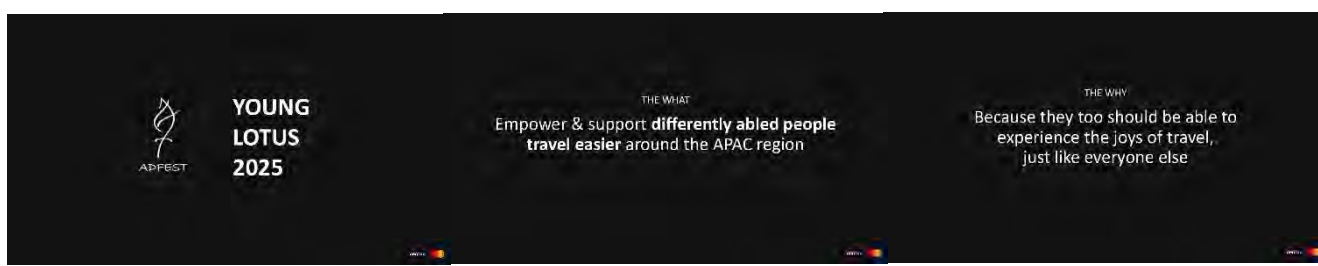
CONTEXT

Diverse needs people within APAC feel less able to travel due to limited infrastructure, awareness & support. They are unable to fully experience the rich cultural diversity and vibrant destinations.

CHALLENGE

Create a brand experience & activation campaign that empowers & support the diverse needs group within the APAC region to travel & explore easier.

Driving Mastercard's role as an enabler of priceless inclusive experience. Unlocking the impossible for anyone.



YOUNG LOTUS WINNER



Journey to the DEPTH HO CHI MINH TEAM

Dat Nguyen Thanh
Manager
Dentsu Redder

Dung Cao
Art Director
Dentsu Redder



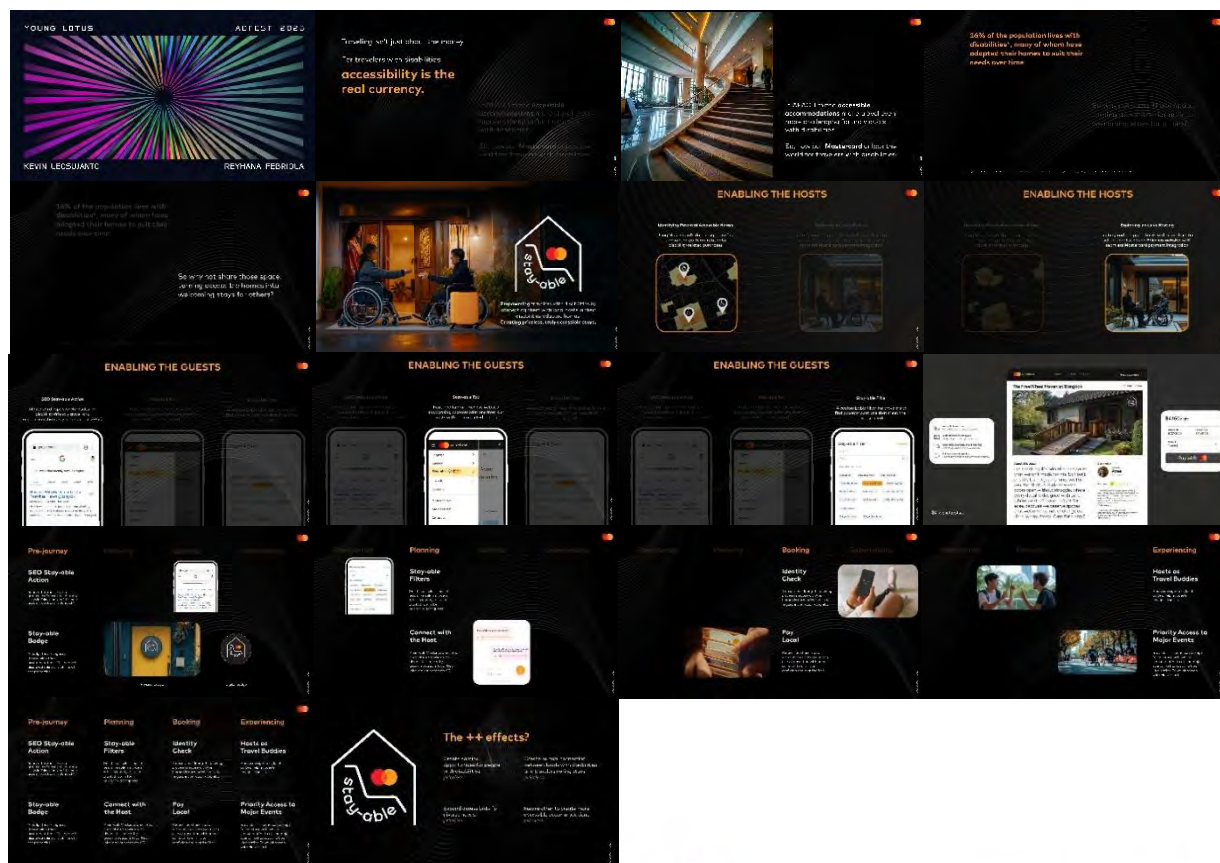
YOUNG LOTUS POPULAR VOTE



Stay-able JAKARTA TEAM

Kevin Leosujanto
Art Director
Maleo

Reyhana Febriola
Junior Copywriter
Maleo



YOUNG LOTUS FINALISTS

The Priceless Star DUBAI TEAM



Ahmed Raslan
Head of Production
Havas Middle East

Omar Zakaria
Senior Art Director
Havas Middle East

The A CURSED TRIP HONG KONG TEAM



Emily Yip
Content Designer
Ogilvy Hong Kong

Tatiano Le
Senior Copywriter
Ogilvy Hong Kong

SOUND MAP TOKYO TEAM



Masaharu Noguchi
Art Director
Dentsu Inc.

Misora Kambe
Copywriter
Dentsu Inc.

YOUNG LOTUS WORKSHOP



YOUNG LOTUS WORKSHOP



SPONSORS, SUPPORTERS & EXHIBITORS



SPONSORS, SUPPORTERS & EXHIBITORS



SPONSORS, SUPPORTERS & PARTNERS

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ADFEST 2025

SILVER

104 กระทรวงพาณิชย์
Ministry of Commerce

DITP Department of International Trade Promotion
Ministry of Commerce, THAILAND

Lia Created for Creatives

shots

BRONZE

SUPPORTERS

dentsu

TFC THAILAND FILM COMMISSION

TRACKS & FIELDS

BLACK CAT WHITE CAT

CHUBCHEEVIT studio bangkok co.,ltd.

2c x shutterstock

McCANN WORLDGROUP

YODA YOUNG DIRECTOR AWARD

LA SHORTS INTERNATIONAL FILM FESTIVAL

PARTNERS

AD ADDICT

adobo magazine the world on creativity

ArabM

BESTEVERAD

動腦brain

BrandAge Online

Brand Buffet

branding in asia

BrandThink

Campaign Brief Asia

Campaign Brief

数英

MARKETINGGOOPS.COM

MANIFEST

shots

The Cloud

Vietnam Marcom Knowledge | Innovation | Balance

OFFICIAL VENUE

ROYAL CLIFF HOTELS GROUP The Spirit of Discovery & Exploration
www.royalcliff.com

PEACH PATTAYA EXHIBITION AND CONVENTION HALL
www.peachthailand.com

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SUPPORTERS



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20-22 MAR



EXHIBITORS



BENETONE FILMS

BANGKOK

BLACK CAT WHITE CAT MUSIC

TOKYO

BULLET PRODUCTION

BANGKOK

CHUBCHEEVIT STUDIO BANGKOK

BANGKOK

KANTANA POST PRODUCTION

BANGKOK

NUMBER 24 x SHUTTERSTOCK

BANGKOK

PRIMARY COLOR MUSIC

TOKYO

THE STUDIO PARK

BANGKOK

TRACKS & FIELDS

TOKYO

YGGDRAZIL GROUP PUBLIC

BANGKOK

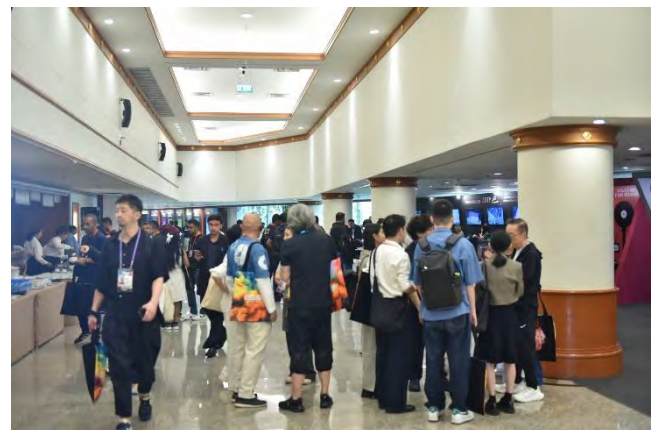
80ROOT

BANGKOK

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DITP PRODUCTION HUTS



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PRODUCTION HUTS



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