



**BRAND EXPERIENCE LOTUS
ENTRIES LIST**

COLLIDE
ADFEST 2025

BRAND EXPERIENCE LOTUS



CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
USE OF MEDIA				
BE01 Guerrilla Marketing & Stunts				
BE01/001	THE RELAY OF CHEER	SUNDAI PREPARATORY SCHOOL	HAKUHODO DY ONE	TOKYO
BE01/002	WHOPPER TATTOO	WHOPPER	CHEIL WORLDWIDE	SEOUL
BE01/003	BULDAK RIDER	BULDAK	CHEIL WORLDWIDE	SEOUL
BE01/004	CHOWKING CHAO FACE	CHOWKING	PROPEL MANILA 360 INCORPORATED	MANILA
BE01/005	THIS IS AN IKEA STORE	IKEA	OGILVY & MATHER (PHILIPPINES), INC.	MANILA
BE01/006	BALD SPOTS	CLEAR	MULLENLOWE SINGAPORE PTE. LTD.	SINGAPORE
BE01/007	BRAT TEA	YEO'S	FORSMAN & BODENFORS SINGAPORE	SINGAPORE
BE01/008	THE VISA LOOPHOLE	SHEA MOISTURE	OGILVY SINGAPORE PTE LTD	SINGAPORE
BE02 Live Experiences & Events				
BE02/001	DRY TOPICS IN DRY SAUNAS	BRAND COMMUNICATION	DENTSU LIVE INC.	TOKYO
BE02/002	FAME SWAP	SIGNAL	DDB GROUP PHILIPPINES	MANILA
BE02/003	SILVER WOLF WHISKEY: THE MATCH THAT SELLS	SILVER WOLF WHISKEY	TBWA THAILAND\JUICE	BANGKOK
BE02/004	BULDAK AWARDS	BULDAK	CHEIL WORLDWIDE	SEOUL
BE02/005	THE GRAVEYARD PREMIERE	NETFLIX	LEO THAILAND	BANGKOK
BE02/006	HEINEKEN FANTENDERS	HEINEKEN	BBH CHINA LTD.	SHANGHAI
BE02/007	LIVING POSTERS	COCA-COLA	OGILVY & MATHER (PHILIPPINES), INC.	MANILA
BE03 Exhibitions & Installations				
BE03/001	SOMEDAY, WE'LL ALL BE GHOSTS	SOMEDAY, WE'LL ALL BE GHOSTS	MUTO OFFICE	TOKYO
BE03/002	ANOTHER CAMPUS	LG ELECTRONICS HOME APPLIANCE SOLUTION	HS AD	SEOUL

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BE03 Exhibitions & Installations				
BE03/003	UNEARTH 22C - A PREVIEW OF FUTURE RELICS	FROSCH	OVERMAN	SEOUL
BE03/004	PAINTING IN THE RAIN	HYDROSEAL	LEO TAIWAN	TAIPEI
BE03/005	THE ART OF TIME CELEBRATING 65 YEARS OF BOYSEN PAINTS	BOYSEN	TBWA\SMP	MANILA
BE03/006	YOUR COLOUR IDENTITY	NIPPON PAINT	WINTER EGENCY	BANGKOK
BE03/007	LIVING MART BY COCA-COLA ZERO	COCA-COLA ZERO SUGAR	DENTSU INC.	TOKYO
BE03/008	MAXIM COFFEE STREET; THE SPATIALIZATION OF COFFEE	MAXIM	CHEIL WORLDWIDE	SEOUL
BE03/009	FAREWELL TO HOUSEWORK	SAMSUNG ELECTRONICS AI HOME APPLIANCES	CHEIL WORLDWIDE	SEOUL
BE03/010	PET SHOP WITHOUT PETS	PETFELICE	BBDO JAPAN	TOKYO
BE03/011	KIKI VOICE	CANESBALANCE	OGILVY BANGKOK	BANGKOK
BE03/012	THE ROOMS THAT REMAIN	YOUTHLINE	MULLENLOWE SINGAPORE PTE. LTD.	SINGAPORE
BE04 Ambient: Small Scale				
BE04/001	THE SEASONING OF CHANGE	THAI HEALTH PROMOTION FOUNDATION	DENTSU CREATIVE THAILAND	BANGKOK
BE04/002	THE LONG LASTING SUNSCREEN THAT DOES NOT CLOG PORE	SPECTRABAN	CREATEX HOUSE	BANGKOK
BE04/003	THE CHECK-CUP	KOPI KENANGAN	VML MALAYSIA	KUALA LUMPUR
BE04/004	VASELINE SUNITIZER	VASELINE	VML INDONESIA	JAKARTA
BE04/005	EYE TEST MENU	TITAN EYE +	OGILVY	MUMBAI
BE04/006	KITKAT BREAK BAR	KITKAT	VML MANILA	MANILA
BE04/007	CONDENSATION CLEANSER	LIFEBUOY	MULLENLOWE SINGAPORE PTE. LTD.	SINGAPORE
BE04/008	WASHTAG	DR. E - LAUNDRY DOCTOR	TBWA\SMP	MANILA

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BE05 Ambient: Large Scale				
BE05/001	ENDANGERED SPECIES SERIES	LG ELECTRONICS	EASYWITH	SEOUL
BE05/002	PENGUIN SOAP OPERA	KYOTO AQUARIUM / SUMIDA AQUARIUM	DENTSU INC.	TOKYO
BE05/003	THE FOLDABLE BAR	THE SINGLETON	FLASH BOMBER	BANGKOK
BE05/004	HAPPY QUEUE	COCA-COLA	OGILVY	MUMBAI
BE05/005	DESERT RUNNER	ADIDAS	HAVAS MIDDLE EAST	DUBAI
BE05/006	LIVING POSTERS	COCA-COLA	OGILVY & MATHER (PHILIPPINES), INC.	MANILA
BE05/007	THE SPOT	BRISTOL MYERS SQUIBB AND LA ROCHE-POSAY	OGILVY	SYDNEY
BE05/008	CARRIER COOL SPOT	CARRIER AIRCON	ACE SAATCHI& SAATCHI MANILA	MANILA
BE05/009	PARASITES HIDDEN AMONGST HUMANS	NETFLIX	FM COMMUNICATIONS	SEOUL
BE06 In-Store Experience				
BE06/001	LAMY INBOX : WRITE YOUR CHAT	LAMY	THE PLATFORM CO.,LTD (HQ)	BANGKOK
BE06/002	MAKEUP WITHOUT THE MIRROR - BEYOND LOOKISM-	POLA×DIALOGUE IN THE DARK	DENTSU INC.	TOKYO
BE06/003	BITEABLE MEDAL	DOMINO'S PIZZA	HAVAS MALAYSIA	KUALA LUMPUR
BE06/004	PET SHOP WITHOUT PETS	PETFELICE	BBDO JAPAN	TOKYO
BE06/005	THE CHECK-CUP	KOPI KENANGAN	VML MALAYSIA	KUALA LUMPUR
BE06/006	SAD KAMA-CHAN	BAR B Q PLAZA	GREY (THAILAND) LTD.	BANGKOK
BE06/007	THE SUN GRILLED BILLBOARD	BURGER KING	OGILVY BANGKOK	BANGKOK
BE06/008	NIGHT CLASSROOM	MCDONALD'S	LEO MANILA	MANILA
BE06/009	JOY METER	JOLLIBEE	GIGIL	MANILA
BE06/010	COSPLAY	MCDONALD'S INDIA WEST & SOUTH	DDB MUDRA GROUP	MUMBAI

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CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
BE07 Use of Film & Audio				
BE07/001	THE SOUND OF VIOLENCE	SAVE THE CHILDREN HONG KONG	CHEIL PENGTAI BEIJING	BEIJING
BE07/002	THE MIRACULOUS COINCIDENCE	LIPTON YELLOW LABEL	FACT	TOKYO
BE07/003	NIGHT FISHING	HYUNDAI MOTOR COMPANY	INNOCEAN	SEOUL
BE07/004	THE ORDINARY LIFE HEARING TEST	THE FOUNDATION FOR THE DEAF	CJ WORX	BANGKOK
BE07/005	FRIES BEAT 2024	MCDONALD'S	DENTSU INC.	TOKYO
BE07/006	RERIGHTING HISTORY	CATHAY	PUBLICIS GROUPE HONG KONG	HONG KONG
BE07/007	ULTRA CHARGE GIRL	SOFTBANK	GEEK PICTURES INC.	TOKYO
BE07/008	TIME IN THE WATER	TENNENSUI	GEEK PICTURES INC.	TOKYO
BE07/009	NIGHT GOLDEN ARCHES	MCDONALD'S	GEEK PICTURES INC.	TOKYO
BE08 Use of Print & Conventional Outdoor				
BE08/001	APPARENTLY YUMMY	SETO SHIO	DENTSU EAST JAPAN INC.	TOKYO
BE08/002	BONDING INSTRUCTION	IKEA	DENTSU CREATIVE INC.	JAKARTA
BE08/003	THE SUN GRILLED BILLBOARD	BURGER KING	OGILVY BANGKOK	BANGKOK
BE08/004	TRAILBAGS	SKYBAGS	SCHBANG	MUMBAI
BE09 Use of Mobile & Devices				
BE09/001	GHOST SKINS	SAMSUNG	CHEIL PENGTAI BEIJING	BEIJING
BE09/002	FRESH FARM	12 HOTPOT	VML TAIWAN	TAIPEI
BE09/003	SAFE LOVE	CONDOM WORLD	VML TAIWAN	TAIPEI
BE09/004	ULTRA CHARGE GIRL	SOFTBANK	GEEK PICTURES INC.	TOKYO
BE09/005	AGUINALDO COLLECTOR'S SHIRT	GCASH	PROPEL MANILA 360 INCORPORATED	MANILA
BE09/006	TURF FINDER	GATORADE	LEO	MUMBAI

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CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
BE10 Use of Digital & Social Platforms				
BE10/001	PLAY NUTRITION	CALORIEMATE LIQUID	HAKUHODO INC.	TOKYO
BE10/002	NEVER CANCEL FRIENDSHIP	AUDIO-TECHNICA SOLID BASS	AKQA	TOKYO
BE10/003	THE ORDINARY LIFE HEARING TEST	THE FOUNDATION FOR THE DEAF	CJ WORX	BANGKOK
BE10/004	UGCHROME	GOOGLE CHROME	SIX INC.	TOKYO
BE10/005	SPOILER BREAK	KITKAT	VML INDONESIA	JAKARTA
BE10/006	DOUBLE CHEESEBURGER GIRL	MCDONALD'S	GEEK PICTURES INC.	TOKYO
BE10/007	PRS GO FURTHER	PHILIPPINE AIRLINES	PROPEL MANILA 360 INCORPORATED	MANILA
BE10/008	TONE PROUD	TECNO	MCCANN WORLDGROUP SINGAPORE	SINGAPORE
BE10/009	LUX THE END	LUX	VML SINGAPORE	SINGAPORE
BE10/010	THE NEW PRESIDENT	AN NAHAR NEWSPAPER	IMPACT BBDO	DUBAI
BE10/011	THE SLEEP WEIGH-IN E-SPORTS CUP "SLEEP FIGHTER"	DREWELL	AOI PRO. INC.	TOKYO
BE10/012	COVER-UP COUPONS	FLIPKART	DDB MUDRA GROUP	MUMBAI

TECHNOLOGY

BE12 Emerging Technology & Tech-led Brand Experience

BE12/001	SAY IT WITH A SONG, QUIT SMOKING!	MINISTRY OF HEALTH AND WELFARE	HS AD	SEOUL
BE12/002	PROJECT ICONTACT	U MOBILE	BLKJ HAVAS	SINGAPORE
BE12/003	JBL QUANTUM GUIDE PLAY	JBL QUANTUM	BLKJ HAVAS	SINGAPORE
BE12/004	HERITAGE DATABANK	WORLD HERITAGE (GUNKANJIMA)	DENTSU INC.	TOKYO
BE12/005	UNPLYABL	QUEENSLAND GOVERNMENT	PUBLICIS WORLDWIDE	BRISBANE
BE12/006	RERIGHTING HISTORY	CATHAY	PUBLICIS GROUPE HONG KONG	HONG KONG

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BE13 Branded Games				
BE13/001	THE SLEEP WEIGH-IN E-SPORTS CUP "SLEEP FIGHTER"	DREWELL	AOI PRO. INC.	TOKYO
BE13/002	GHOST SKINS	SAMSUNG	CHEIL PENGTAI BEIJING	BEIJING
STRATEGY				
BE14 Launch/Re-Launch				
BE14/001	HEALING RIDE	USAHA DIGITAL SAMBER REJEKI	AIDEA MEDIA KREASI	JAKARTA
BE14/002	SECOND LIFE	SAFARI	MCCANN TOKYO	TOKYO
BE14/003	DOMINO'S RIP	DOMINO'S	HAVAS TAIWAN	TAIPEI
BE14/004	CHALOTTE ZINI	HEAD & SHOULDERS	CJ WORX	BANGKOK
BE14/005	CONVENIENCE WEAR	FAMILYMART CO.,LTD.	DENTSU INC.	TOKYO
BE14/006	THE C-HR DIAMOND COLLECTION	TOYOTA	HERO CREATIVE	MELBOURNE
BE14/007	FIT MY FEET	BUCKAROO FOOTWEAR	MCCANN WORLDGROUP INDIA	MUMBAI
BE14/008	VASELINE TRANSITION BODY LOTION	VASELINE	OGILVY SINGAPORE PTE LTD	SINGAPORE
BE15 Competitions & Promotions				
BE15/001	CREATE YOUR BURGER KING STORE	BURGER KING	THE PRODUCE LTD.	TOKYO
BE15/002	SNEAK JOY	MCDONALD'S HONG KONG	DDB	HONG KONG
BE15/003	THIS IS NOT KFC	KFC THAILAND	WOLF BKK	BANGKOK
BE15/004	THE 4,827-CHARACTER CAPTION PROMO HUNT	MOVE IT	PROPEL MANILA 360 INCORPORATED	MANILA
BE15/005	THE BANANABRO BANANA LEAF BLANKIE	BANANABRO	FISHERMEN INTEGRATED	KUALA LUMPUR
BE15/006	KFC BUCKET WARE	KFC	VML GROUP (THAILAND)	BANGKOK
BE15/007	COVER-UP COUPONS	FLIPKART	DDB MUDRA GROUP	MUMBAI

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CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
BE16 Sponsorship & Brand Partnership				
BE16/001	NIGHT FISHING	HYUNDAI MOTOR COMPANY	INNOCEAN	SEOUL
BE16/002	KINGS' BANNERS: A SPOTIFY FAN POWERED PLAYLIST	SPOTIFY	GOODSTUPH	BANGKOK
BE16/003	CHALOTTE ZINI	HEAD & SHOULDERS	CJ WORX	BANGKOK
BE16/004	THE ORDINARY LIFE HEARING TEST	THE FOUNDATION FOR THE DEAF	CJ WORX	BANGKOK
BE16/005	ENJOY THE SMOOTHNESS	HEINEKEN®	LEO VIETNAM	HO CHI MINH CITY
BE16/006	THE BRAND AUNT-BASSADOR	MONGKUT TALAY	THE PLATFORM CO.,LTD (HQ)	BANGKOK
BE16/007	VICTORY SELFIE SHARED #WITHGALAXY	SAMSUNG GALAXY	CHEIL WORLDWIDE	SEOUL
BE16/008	RERIGHTING HISTORY	CATHAY	PUBLICIS GROUPE HONG KONG	HONG KONG
BE16/009	#ACCEPTANCEMATTERS	MASTERCARD	MCCANN WORLDGROUP SINGAPORE	SINGAPORE
BE16/010	HEINEKEN FANTENDERS	HEINEKEN	BBH CHINA LTD.	SHANGHAI
BE16/011	SQUID GAME SPIN THE JOHNNIE	JOHNNIE WALKER	GIGIL	MANILA
BE16/012	MAKING THE WORLD MORE FRIENDLY	POCOCHA	ENJIN TOKYO	TOKYO
BE16/013	THE DEBUTANTE BALL	JOHNNIE WALKER	LEO AUSTRALIA	SYDNEY
BE16/014	MOUTAI LATTE	LUCKIN COFFEE	OGILVY TAIPEI	TAIPEI
BE17 Customer Acquisition & Retention				
BE17/001	JBL QUANTUM GUIDE PLAY	JBL QUANTUM	BLKJ HAVAS	SINGAPORE
BE17/002	WHOPPER TATTOO	WHOPPER	CHEIL WORLDWIDE	SEOUL
BE17/003	BULDAK RIDER	BULDAK	CHEIL WORLDWIDE	SEOUL
BE17/004	SAD KAMA-CHAN	BAR B Q PLAZA	GREY (THAILAND) LTD.	BANGKOK
BE17/005	ROCKSTAR STATUS	ARTOTEL GROUP	OGILVY SINGAPORE PTE LTD	SINGAPORE
BE17/006	COSPLAY	MCDONALD'S INDIA WEST & SOUTH	DDB MUDRA GROUP	MUMBAI
BE17/007	COVER-UP COUPONS	FLIPKART	DDB MUDRA GROUP	MUMBAI

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CAMPAIGN EXCELLENCE

BE18 Integrated Brand Experience Campaign

BE18/001	CREATE YOUR BURGER KING STORE	BURGER KING	THE PRODUCE LTD.	TOKYO
BE18/002	OPERATION SELF-ESTEEM WITH KUROMI	KUROMI	TOKYU AGENCY INC.	TOKYO
BE18/003	YOU'VE QUIT SMOKING NOW!	MINISTRY OF HEALTH AND WELFARE	HS AD	SEOUL
BE18/004	SASA SANTAN - PILIH YANG PAKE HATI	SASA SANTAN	PT LANGIT MUDA KREATIF	JAKARTA
BE18/005	LEFTOVERS PIZZA	PIZZA HUT	DENTSU CREATIVE TAIWAN	TAIPEI
BE18/006	BLACK DRAGON FESTIVAL	BLIZZARD ENTERTAINMENT	DENTSU CREATIVE TAIWAN	TAIPEI
BE18/007	MAXIM COFFEE STREET; THE SPATIALIZATION OF COFFEE	MAXIM	CHEIL WORLDWIDE	SEOUL
BE18/008	MATSUKEN AR PARADE!!	PARCO GRAND BAZAR	DENTSU INC.	TOKYO
BE18/009	HEINEKEN FANTENDERS	HEINEKEN	BBH CHINA LTD.	SHANGHAI
BE18/010	THE C-HR DIAMOND COLLECTION	TOYOTA	HERO CREATIVE	MELBOURNE
BE18/011	RIDE THE ARCHES	MCDONALD'S	LEO MANILA	MANILA
BE18/012	JINRO'S 100-YEAR CAMPAIGN WITH THE TOAD	JINRO	HANCOMM	SEOUL

BE19 Resilience Through Creativity

BE19/001	FUN-SOLINE STATION	SMIRNOFF HOUSE	YOUNGSTER BKK	BANGKOK
BE19/002	LAMY INBOX : WRITE YOUR CHAT	LAMY	THE PLATFORM CO.,LTD (HQ)	BANGKOK
BE19/003	MINI ME HINA DOLL	SAKYOU	HAKUHODO INC.	TOKYO
BE19/004	THE INEFFECTIVE DOSE	DR.PONG	FLASH BOMBER	BANGKOK
BE19/005	HEINEKEN FANTENDERS	HEINEKEN	BBH CHINA LTD.	SHANGHAI
BE19/006	KIDS NAME CHORES PROGRAM	MAGICLEAN/QUICKLE/CUCUT	KAO	TOKYO

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CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
LOTUS ROOTS				
LRBE Lotus Roots				
LRBE/001	MY COLOR MY BEAUTY	SHISEIDO	SHISEIDO	TOKYO
LRBE/002	SECOND LIFE	SAFARI	MCCANN TOKYO	TOKYO
LRBE/003	THE BRAND AUNT-BASSADOR	MONGKUT TALAY	THE PLATFORM CO.,LTD (HQ)	BANGKOK
LRBE/004	BLACK DRAGON FESTIVAL	BLIZZARD ENTERTAINMENT	DENTSU CREATIVE TAIWAN	TAIPEI
LRBE/005	RERIGHTING HISTORY	CATHAY	PUBLICIS GROUPE HONG KONG	HONG KONG
LRBE/006	104 CAI(NEWBIE) MARKET	104 CORPORATION	UNITED COMMUNICATIONS GROUP	TAIPEI
LRBE/007	THE GRAVEYARD PREMIERE	NETFLIX	LEO THAILAND	BANGKOK
LRBE/008	KIKI VOICE	CANESBALANCE	OGILVY BANGKOK	BANGKOK
LRBE/009	THE VISA LOOPHOLE	SHEA MOISTURE	OGILVY SINGAPORE PTE LTD	SINGAPORE