



COMMERCE LOTUS ENTRIES LIST

COLLIDE

ADFEST 2025

COMMERCE LOTUS



CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
COMMERCE LOTUS				
CM02 Social & Influencer Commerce				
CM02/001	ENJOY THE SMOOTHNESS	HEINEKEN®	LEO VIETNAM	HO CHI MINH CITY
CM02/002	THE 4,827-CHARACTER CAPTION PROMO HUNT	MOVE IT	PROPEL MANILA 360 INCORPORATED	MANILA
CM02/003	NESCAFE RTD BEST TASTE CAMPAIGN	NESCAFE	LEO THAILAND	BANGKOK
CM03 mCommerce				
CM03/001	ENJOY THE SMOOTHNESS	HEINEKEN®	LEO VIETNAM	HO CHI MINH CITY
CM03/002	KENTUCKY FLY CHICKEN	KENTUCKY FRIED CHICKEN	OGILVY	SYDNEY
CM03/003	STROLLABLE COMMERCE	RAKUTEN	D2C ID INC.	TOKYO
CM04 Entertainment Commerce				
CM04/001	GHOST SKINS	SAMSUNG	CHEIL PENGTAI BEIJING	BEIJING
CM04/002	COSPLAY	MCDONALD'S INDIA WEST & SOUTH	DDB MUDRA GROUP	MUMBAI
CM05 Sustainable Commerce				
CM05/001	SECOND LIFE	SAFARI	MCCANN TOKYO	TOKYO
CM06 Innovative Commerce				
CM06/001	THE HAIRFALL BANNER	SERASOFT SERUM SHAMPOO	DENTSU CREATIVE INC.	JAKARTA
CM06/002	ENJOY THE SMOOTHNESS	HEINEKEN®	LEO VIETNAM	HO CHI MINH CITY
CM06/003	COVER-UP COUPONS	FLIPKART	DDB MUDRA GROUP	MUMBAI
EXPERIENCE & ENGAGEMENT				
CM07 In-Store Experiences				
CM07/001	BITEABLE MEDAL	DOMINO'S PIZZA	HAVAS MALAYSIA	KUALA LUMPUR
CM07/002	JOY METER	JOLLIBEE	GIGIL	MANILA

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CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
CM08 Customer Targeting				
CM08/001	THE SECRET FAN	HATARI	OGILVY BANGKOK	BANGKOK
CM08/002	COSPLAY	MCDONALD'S INDIA WEST & SOUTH	DDB MUDRA GROUP	MUMBAI
CM08/003	COVER-UP COUPONS	FLIPKART	DDB MUDRA GROUP	MUMBAI

TECHNOLOGY

CM09 Use of Technology				
CM09/001	MATSUKEN AR PARADE!!	PARCO GRAND BAZAR	DENTSU INC.	TOKYO

STRATEGY

CM11 Customer Acquisition & Retention				
CM11/001	DELICIOUSLY POETIC PROMO CODES	DATU PUTI	PROPEL MANILA 360 INCORPORATED	MANILA
CM11/002	AGUINALDO COLLECTOR'S SHIRT	GCASH	PROPEL MANILA 360 INCORPORATED	MANILA
CM11/003	COVER-UP COUPONS	FLIPKART	DDB MUDRA GROUP	MUMBAI

CM12 Innovative Commerce Solutions				
CM12/001	SECOND LIFE	SAFARI	MCCANN TOKYO	TOKYO
CM12/002	STROLLABLE COMMERCE	RAKUTEN	D2C ID INC.	TOKYO

CAMPAIGN EXCELLENCE

CM14 Resilience Through Creativity				
CM14/001	LAMY INBOX : WRITE YOUR CHAT	LAMY	THE PLATFORM CO.,LTD (HQ)	BANGKOK

LOTUS ROOTS

LRCM Lotus Roots				
LRCM/001	SECOND LIFE	SAFARI	MCCANN TOKYO	TOKYO
LRCM/002	DABBA SAVINGS ACCOUNT	ESAF SMALL FINANCE BANK	MCCANN WORLDGROUP INDIA	MUMBAI
LRCM/003	COVER-UP COUPONS	FLIPKART	DDB MUDRA GROUP	MUMBAI