



**CREATIVE STRATEGY LOTUS
ENTRIES LIST**

COLLIDE
ADFEST 2025

CREATIVE STRATEGY LOTUS



CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
PRODUCTS & SERVICES				
CS01 Consumer Goods				
CS01/001	JINS 30MIN NIGHT WALK	JINS	SCOPE	TOKYO
CS01/002	PCSD POST-COCKROACH STRESS DISORDER	COMBAT	UNITED COMMUNICATIONS GROUP	TAIPEI
CS01/003	TIDE #LFF	TIDE	BBDO INDIA	MUMBAI
CS01/004	HOMETEAMS #SHARETHELOAD	ARIEL INDIA	BBDO INDIA	MUMBAI
CS01/005	LUX GETTING READY	LUX	VML SINGAPORE	SINGAPORE
CS01/006	FIT MY FEET	BUCKAROO FOOTWEAR	MCCANN WORLDGROUP INDIA	MUMBAI
CS03 Retail, Leisure & Entertainment				
CS03/001	SOUVENIRED MEDIA	CATHAY	PUBLICIS GROUPE HONG KONG	HONG KONG
CS03/002	BEAUTY COMPANION	BEAUTRIUM	CHOOJAI AND FRIENDS	BANGKOK
CS03/003	THIS IS AN IKEA STORE	IKEA	OGILVY & MATHER (PHILIPPINES), INC.	MANILA
CS03/004	LEFTOVERS PIZZA	PIZZA HUT	DENTSU CREATIVE TAIWAN	TAIPEI
CS03/005	ROCKSTAR STATUS	ARTOTEL GROUP	OGILVY SINGAPORE PTE LTD	SINGAPORE
CS03/006	COSPLAY	MCDONALD'S INDIA WEST & SOUTH	DDB MUDRA GROUP	MUMBAI
CS04 Finance, Business & Commercial Public Services				
CS04/001	FRIED EGGS: THE THEORY OF SIMPLICITY	KRUNGSRI	ABLE BANGKOK	BANGKOK
CS04/002	WORK BY FASTWORK	FASTWORK	RABBIT'S TALE PART OF ACCENTURE SONG	BANGKOK
CS04/003	TODAY IS TOMORROW	TISCO	CHOOJAI AND FRIENDS	BANGKOK
CS04/004	ADS AT RECORD SPEEDS	SUPERLOOP	LEO AUSTRALIA	SYDNEY
CS04/005	DABBA SAVINGS ACCOUNT	ESAF SMALL FINANCE BANK	MCCANN WORLDGROUP INDIA	MUMBAI

CREATIVE STRATEGY LOTUS



CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
CS05 Corporate Image & Corporate Social Responsibility				
CS05/001	GHOST SKINS	SAMSUNG	CHEIL PENGTAI BEIJING	BEIJING
CS05/002	OPPO MALAYSIA THROUGH THE LENS	OPPO MALAYSIA	AREKA SDN BHD	KUALA LUMPUR
CS05/003	FROM SUITS TO SNEAKERS: THE COOL EXECUTIVE OFFICER (CEO) CHALLENGE	STANDARD CHARTERED BANK MALAYSIA	ROCKSTAR DIGITAL	KUALA LUMPUR
CS05/004	FIREFIGHTERS RECOVERY BUS	HYUNDAI MOTOR GROUP	INNOCEAN	SEOUL
CS05/005	ENDANGERED SPECIES SERIES	LG ELECTRONICS	EASYWITH	SEOUL
CS05/006	PLANT THE OXYGEN - JAGA RAYA	INDOSAT OOREDOO HUTCHISON	PT HATMA CREATIVE INDONESIA	JAKARTA
CS05/007	THE INEFFECTIVE DOSE	DR.PONG	FLASH BOMBER	BANGKOK
CS05/008	#ACCEPTANCEMATTERS	MASTERCARD	MCCANN WORLDGROUP SINGAPORE	SINGAPORE
CS05/009	INK OF DEMOCRACY	THE TIMES OF INDIA	HAVAS CREATIVE INDIA	MUMBAI
CS05/010	VASELINE TRANSITION BODY LOTION	VASELINE	OGILVY SINGAPORE PTE LTD	SINGAPORE
CS06 Public Services & Cause Appeals				
CS06/001	THE SOUND OF VIOLENCE	SAVE THE CHILDREN HONG KONG	CHEIL PENGTAI BEIJING	BEIJING
CS06/002	THE SEASONING OF CHANGE	THAI HEALTH PROMOTION FOUNDATION	DENTSU CREATIVE THAILAND	BANGKOK
CS06/003	LOST IN TIME	JIAN AI ELDERLY CHARITY CENTER	DENTSU CREATIVE CHINA	SHANGHAI
DATA, INSIGHT & BRAND PARTNERSHIP				
CS07 Use of Data				
CS07/001	SATO 2531	THINK NAME PROJECT	TAIYO KIKAKU CO., LTD.	TOKYO
CS08 Audience Insight				
CS08/001	NIKE X XG: AIR MAX DAY 2024, "FEEL THE UNREAL" CAMPAIGN	NIKE	PUSH	TOKYO
CS08/002	FIRST SIGNS	ARIENTI	MAGIC MANGO COLOMBO	COLOMBO

CREATIVE STRATEGY LOTUS



CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
CS08 Audience Insight				
CS08/003	JINS 30MIN NIGHT WALK	JINS	SCOPE	TOKYO
CS08/004	SCHOOL OF SURVIVAL	CENTER OF SPECIALTY INNOVATION, BANGKOK UNIVERSITY	DENTSU CREATIVE THAILAND	BANGKOK
CS08/005	SAUCE EXCHANGE	BULDAK	CHEIL WORLDWIDE	SEOUL
CS08/006	SOUVENIRED MEDIA	CATHAY	PUBLICIS GROUPE HONG KONG	HONG KONG
CS08/007	BEAUTY COMPANION	BEAUTRIUM	CHOOJAI AND FRIENDS	BANGKOK
CS08/008	CHOWKING CHAO FACE	CHOWKING	PROPEL MANILA 360 INCORPORATED	MANILA
CS08/009	ESPORTS UPRISING	ESPORTS WORLD CUP	HAVAS MIDDLE EAST	DUBAI
CS08/010	HOMETEAMS #SHARETHELOAD	ARIEL INDIA	BBDO INDIA	MUMBAI
CS08/011	LUX THE END	LUX	VML SINGAPORE	SINGAPORE
CS08/012	RIDE THE ARCHES	MCDONALD'S	LEO MANILA	MANILA
CS08/013	WORQUIZ	PERSOL CAREER CO.,LTD.	WIEDEN+KENNEDY TOKYO	TOKYO
CS08/014	DABBA SAVINGS ACCOUNT	ESAF SMALL FINANCE BANK	MCCANN WORLDGROUP INDIA	MUMBAI
CS08/015	COVER-UP COUPONS	FLIPKART	DDB MUDRA GROUP	MUMBAI
CS08/016	MACCYLEAKS	MCDONALD'S HONG KONG	DDB	HONG KONG
CS09 Contextual Insight				
CS09/001	FRIED EGGS: THE THEORY OF SIMPLICITY	KRUNGSRI	ABLE BANGKOK	BANGKOK
CS09/002	NIKE X XG: AIR MAX DAY 2024, "FEEL THE UNREAL" CAMPAIGN	NIKE	PUSH	TOKYO
CS09/003	OPERATION SELF-ESTEEM WITH KUROMI	KUROMI	TOKYU AGENCY INC.	TOKYO
CS09/004	JINS 30MIN NIGHT WALK	JINS	SCOPE	TOKYO

CREATIVE STRATEGY LOTUS



CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
CS09 Contextual Insight				
CS09/005	HOW GOOGLE INDONESIA LEVELLED UP INDEPENDENCE DAY WITH GEMINI	GOOGLE GEMINI	THIS IS TOMMY	SINGAPORE
CS09/006	FAME SWAP	SIGNAL	DDB GROUP PHILIPPINES	MANILA
CS09/007	NIN JIOM'S PROGRAMME FOR TEACHERS' GRATITUDE: ONE VOICE INSPIRES A LIFETIME	NIN JIOM	GUANGZHOU CHUANMAI CULTURE CO., LTD.	GUANGZHOU
CS09/008	THE SEASONING OF CHANGE	THAI HEALTH PROMOTION FOUNDATION	DENTSU CREATIVE THAILAND	BANGKOK
CS09/009	FAREWELL TO HOUSEWORK	SAMSUNG ELECTRONICS AI HOME APPLIANCES	CHEIL WORLDWIDE	SEOUL
CS09/010	WHOPPER TATTOO	WHOPPER	CHEIL WORLDWIDE	SEOUL
CS09/011	WORK BY FASTWORK	FASTWORK	RABBIT'S TALE PART OF ACCENTURE SONG	BANGKOK
CS09/012	RERIGHTING HISTORY	CATHAY	PUBLICIS GROUPE HONG KONG	HONG KONG
CS09/013	WCDONALD'S FLIP THE W-UNIVERSE	MCDONALD'S TAIWAN	PUBLICIS GROUPE TAIWAN - CREATIVE, CONTENT & COMMUNICATION	TAIPEI
CS09/014	SANGHA KAYARI - NO KILLING=NO SIN	KAYARI	FAR EAST FAME LINE DDB	BANGKOK
CS09/015	THIS IS NOT KFC	KFC THAILAND	WOLF BKK	BANGKOK
CS09/016	UNCLE KFC'S RICE BOWL	KFC CRISPY CHICKEN RICE BOWL	WOLF BKK	BANGKOK
CS09/017	BEAUTY COMPANION	BEAUTRIUM	CHOOJAI AND FRIENDS	BANGKOK
CS09/018	TODAY IS TOMORROW	TISCO	CHOOJAI AND FRIENDS	BANGKOK
CS09/019	THE MEANING OF BENZ	MERCEDES-BENZ	BBDO BANGKOK LIMITED	BANGKOK
CS09/020	INK OF DEMOCRACY	THE TIMES OF INDIA	HAVAS CREATIVE INDIA	MUMBAI
CS09/021	THIS IS AN IKEA STORE	IKEA	OGILVY & MATHER (PHILIPPINES), INC.	MANILA

CREATIVE STRATEGY LOTUS



CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
CS09 Contextual Insight				
CS09/022	NIGHT CLASSROOM	MCDONALD'S	LEO MANILA	MANILA
CS09/023	FIT MY FEET	BUCKAROO FOOTWEAR	MCCANN WORLDGROUP INDIA	MUMBAI
CS09/024	MESSAGE IN A MITHAI BOX	RAHAT SINCE 1950 BAKERS & SWEETS	OGILVY PAKISTAN	ISLAMABAD
CS10 Collaboration & Partnership				
CS10/001	NIKE X XG: AIR MAX DAY 2024, "FEEL THE UNREAL" CAMPAIGN	NIKE	PUSH	TOKYO
CS10/002	OPPO MALAYSIA THROUGH THE LENS	OPPO MALAYSIA	AREKA SDN BHD	KUALA LUMPUR
CS10/003	THE JOYFUL PIANO	YAMAHA CORPRATION	DENTSU EAST JAPAN INC.	TOKYO
CS10/004	PHILIPS SHAVER X PRINGLES : PHILIPS, SHAVING EVERY MUSTACHE IN THE WORLD	PHILIPS KOREA	TBWA\KOREA	SEOUL
CS10/005	THE ORDINARY LIFE HEARING TEST	THE FOUNDATION FOR THE DEAF	CJ WORX	BANGKOK
CS10/006	TEMPEST CUP: TURNING MCDONALD'S BRANCHES INTO ESPORTS TOURNAMENT ARENAS	HONOR OF KINGS	MINOTAUR	MANILA
CS10/007	VICTORY SELFIE SHARED #WITHGALAXY	SAMSUNG GALAXY	CHEIL WORLDWIDE	SEOUL
CS10/008	ANISTAY	WWF KOREA	CHEIL WORLDWIDE	SEOUL
CS10/009	WCDONALD'S FLIP THE W-UNIVERSE	MCDONALD'S TAIWAN	PUBLICIS GROUPE TAIWAN - CREATIVE, CONTENT & COMMUNICATION	TAIPEI
CS10/010	#ACCEPTANCEMATTERS	MASTERCARD	MCCANN WORLDGROUP SINGAPORE	SINGAPORE
CS10/011	MESSAGE IN A MITHAI BOX	RAHAT SINCE 1950 BAKERS & SWEETS	OGILVY PAKISTAN	ISLAMABAD

CREATIVE STRATEGY LOTUS



CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
INNOVATION				
CS11 Breakthrough in Creative Strategy				
CS11/001	CREATE YOUR BURGER KING STORE	BURGER KING	THE PRODUCE LTD.	TOKYO
CS11/002	THE INEFFECTIVE DOSE	DR.PONG	FLASH BOMBER	BANGKOK
CS11/003	DROPS OF JOY	LAY'S	LEO	MUMBAI
CS12 Breakthrough on a Budget				
CS12/001	HEINEKEN HEIDDEN IN PLAIN SIGHT	HEINEKEN	STAR REACHER ADVERTISING SDN BHD	KUALA LUMPUR
CS12/002	SCOLIOSIS #STRIPESFITCHECK	SCOLIOSIS PHILIPPINES	MULLENLOWE TREYNA	MANILA
CS12/003	SANGHA KAYARI - NO KILLING=NO SIN	KAYARI	FAR EAST FAME LINE DDB	BANGKOK
CAMPAIGN EXCELLENCE				
CS13 Long-Term Strategy				
CS13/001	LIFEQUAKE 3 YEAR SERIES	TUNG-HO STEEL	DENTSU CREATIVE TAIWAN	TAIPEI
CS13/002	LOCAL-NOMY BURGER	MCDONALD'S	LEO KOREA	SEOUL
CS13/003	THE CHICKEN THAT CONNECTS GENERATIONS	FIVE STAR CHICKEN	BBDO BANGKOK LIMITED	BANGKOK
CS13/004	HOMETEAMS #SHARETHELOAD	ARIEL INDIA	BBDO INDIA	MUMBAI
CS14 Gutsy Strategy				
CS14/001	CREATE YOUR BURGER KING STORE	BURGER KING	THE PRODUCE LTD.	TOKYO
CS14/002	MACCYLEAKS	MCDONALD'S HONG KONG	DDB	HONG KONG
CS14/003	HAJIME, KEN AND SETSU	HAJIME KENSETSU(CONSTRUCTION)	DENTSU EAST JAPAN INC.	TOKYO
CS14/004	SASA SANTAN - PILIH YANG PAKE HATI	SASA SANTAN	PT LANGIT MUDA KREATIF	JAKARTA
CS14/005	SOUVENIRED MEDIA	CATHAY	PUBLICIS GROUPE HONG KONG	HONG KONG
CS14/006	BRAT TEA	YEO'S	FORSMAN & BODENFORS SINGAPORE	SINGAPORE
CS14/007	THE ROYAL CONVOY	EMBASSY OF SWEDEN	FORSMAN & BODENFORS SINGAPORE	SINGAPORE

CREATIVE STRATEGY LOTUS



CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
------	-------	-------	-----------------	------

LOTUS ROOTS

L RCS Lotus Roots

L RCS/001	OPPO MALAYSIA THROUGH THE LENS	OPPO MALAYSIA	AREKA SDN BHD	KUALA LUMPUR
L RCS/002	WORK BY FASTWORK	FASTWORK	RABBIT'S TALE PART OF ACCENTURE SONG	BANGKOK
L RCS/003	SOUVENIRED MEDIA	CATHAY	PUBLICIS GROUPE HONG KONG	HONG KONG
L RCS/004	RERIGHTING HISTORY	CATHAY	PUBLICIS GROUPE HONG KONG	HONG KONG
L RCS/005	DABBA SAVINGS ACCOUNT	ESAF SMALL FINANCE BANK	MCCANN WORLDGROUP INDIA	MUMBAI