



DESIGN LOTUS ENTRIES LIST

COLLIDE

ADFEST 2025

DESIGN LOTUS



CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
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BRANDING

DE01 New Brand Identity

DE01/001	THE LIVING BRAND IDENTITY	SHIELDER	MUMA MALAYSIA	KUALA LUMPUR
DE01/002	TO BE CONNECTED	DENTSU	DENTSU INC.	TOKYO
DE01/003	A BRAND IDENTITY THAT COMES TO LIFE—KOBE SUMA SEA WORLD	KOBE SUMA SEA WORLD	QUARAS INC.	TOKYO
DE01/004	APPAREL CONNECTION 118	APPAREL CONNECTION 118	DENTSU INC.	TOKYO
DE01/005	CONVENIENCE WEAR	FAMILYMART CO.,LTD.	DENTSU INC.	TOKYO
DE01/006	WATER SUSTAINABILITY SCORE	AQUAKRAFT	LEO	MUMBAI

DE02 Rebrand of an Existing Brand

DE02/001	SYMBOLIC COLOURFUL REVITALISATION	CHUNICHI BUILDING	FACT	TOKYO
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PRODUCT DESIGN

DE03 Product Design: Consumer Products

DE03/001	THE ART OF PLAY	MONDELEZ	LEO SHANGHAI	SHANGHAI
DE03/002	FIT MY FEET	BUCKAROO FOOTWEAR	MCCANN WORLDGROUP INDIA	MUMBAI
DE03/003	A MILLION LOGOS	COLGATE	OGILVY SINGAPORE PTE LTD	SINGAPORE
DE03/004	THE BREAST BOTTLE	WYETH ILLUMA	OGILVY TAIPEI	TAIPEI
DE03/005	OREO HISTORY IN THE BAKING	OREO, MONDELEZ	LEO	MUMBAI

DE04 Product Design: Innovative Design

DE04/001	ELECTRIC SALT	ELECTRIC SALT	ADK MARKETING SOLUTIONS INC.	TOKYO
DE04/002	PROJECT ICONTACT	U MOBILE	BLKJ HAVAS	SINGAPORE
DE04/003	CONDENSATION CLEANSER	LIFEBUOY	MULLENLOWE SINGAPORE PTE. LTD.	SINGAPORE
DE04/004	DROPS OF JOY	LAY'S	LEO	MUMBAI

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DE04 Product Design: Innovative Design				
DE04/005	OREO HISTORY IN THE BAKING	OREO, MONDELEZ	LEO	MUMBAI
DE04/006	TRUE BLUE TEXTILE PROJECT	FOREARTH	TBWA\HAKUHODO INC.	TOKYO
DE05 Product Design: Sustainable Design				
DE05/001	GLOVE FOR GLOBE, GOODLOVES	PR	HS AD	SEOUL
DE05/002	LIFEGUARD SNACK	GS25	CHEIL WORLDWIDE	SEOUL
DE05/003	LOST IN TIME	JIAN AI ELDERLY CHARITY CENTER	DENTSU CREATIVE CHINA	SHANGHAI
DE05/004	TRUE BLUE TEXTILE PROJECT	FOREARTH	TBWA\HAKUHODO INC.	TOKYO
PACKAGING DESIGN				
DE06 Packaging Design: Consumer Products				
DE06/001	MY MOM COLOURS THE WAY	PINK LADY	CREATEX HOUSE	BANGKOK
DE06/002	THE CHECK-CUP	KOPI KENANGAN	VML MALAYSIA	KUALA LUMPUR
DE06/003	KARA'S PACKS OF UNITY	KARA COCONUT CREAM	VML MALAYSIA	KUALA LUMPUR
DE06/004	7 DAYS CHALLENGE	DELIGHT	OGILVY BANGKOK	BANGKOK
COMMUNICATION DESIGN				
DE08 Brand Collateral & Publications				
DE08/001	THE TOUCH ANNUAL REPORT	ORBIS HONG KONG	CHEIL PENGTAI BEIJING	BEIJING
DE08/002	SOMEDAY, WE'LL ALL BE GHOSTS	SOMEDAY, WE'LL ALL BE GHOSTS	MUTO OFFICE	TOKYO
DE08/003	TELL YOUR UNIVERSE	THE NIKKEI HOSHI AWARDS	DENTSU INC.	TOKYO
DE08/004	RED(DISCOVER) PACKET	UNIFI	VML MALAYSIA	KUALA LUMPUR
DE08/005	"WE" AND "I"	RADWIMPS	DENTSU INC.	TOKYO
DE08/006	JOURNEY AROUND YOUR HEALTH	NIKKO CITY	DENTSU INC.	TOKYO
DE08/007	THE KILLER SMILE	KINTAB TOOTHPASTE TABLETS	BBDO GUERRERO	MANILA

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DE09 Poster				
DE09/001	EXTRA FLAMING HOT LAVA (VER. MEAT/BREAD/CHICKEN)	SASA SAMBAL EKSTRA PEDAS	CELSIUS CREATIVE LAB	JAKARTA
DE09/002	EVACUATION SITE SEEING	GOODMAN SERVICE	ADK MARKETING SOLUTIONS INC.	TOKYO
DE09/003	POP ART 2025	UCC MILK COFFEE	TOKYU AGENCY INC.	TOKYO
DE09/004	NIGHT FISHING	HYUNDAI MOTOR COMPANY	INNOCEAN	SEOUL
DE09/005	TELL YOUR UNIVERSE	THE NIKKEI HOSHI AWARDS	DENTSU INC.	TOKYO
DE09/006	DIARY OF GLORY	THE DENTSU ADVERTISING AWARDS 76TH ANNIVERSARY	DENTSU INC.	TOKYO
DE09/007	MORNING IS BORN	THE AD MUSEUM TOKYO	DENTSU INC.	TOKYO
DE09/008	IT WORKS.	AD MUSEUM TOKYO	DENTSU INC.	TOKYO
DE09/009	"THE LAST SUPPER" FOR ANTS	GLOBAL EVEREST CO (EXCLUSIVE ASIAN DISTRIBUTOR OF ECOGEL)	UNITED COMMUNICATIONS GROUP	TAIPEI
DE09/010	MOVE FORWARD.	KANAZAWA HIGH SCHOOL SUMO TOURNAMENT	DENTSU INC.	TOKYO
DE09/011	THE SYMPHONY PLOTTER	JAPAN PHILHARMONIC ORCHESTRA	TBWA\HAKUHODO INC.	TOKYO
DE09/012	FAIRPRICE FRESH CHRISTMAS WRAPPERS	FAIRPRICE, FAIRPRICE FINEST AND FAIRPRICE XTRA	TBWA\SINGAPORE PTE LTD	SINGAPORE
DE09/013	KEEPS APART	HAPPYDENT WHITE	SCHBANG	MUMBAI
DE10 Type Design				
DE10/001	GO WITH THE FLOW	OPPO RENO12 SERIES	GUANGDONG OPPO MOBILE TELECOMMUNICATIONS CORP.,LTD.	DONGGUAN
DE10/002	THE KITA INITIATIVE	SPARK! PHILIPPINES	HAVAS ORTEGA	MANILA
DE10/003	THE SIGN OF BELIEVERS	NETFLIX	GOODSTUPH	BANGKOK
DE10/004	GIVE BACK	KYOORIUS CREATIVE AWARDS	INTO CREATIVE	MUMBAI

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DE11 Illustration				
DE11/001	SYMBOLIC COLOURFUL REVITALISATION	CHUNICHI BUILDING	FACT	TOKYO
DE11/002	DIARY OF GLORY	THE DENTSU ADVERTISING AWARDS 76 TH ANNIVERSARY	DENTSU INC.	TOKYO
DE11/003	MORNING IS BORN	THE AD MUSEUM TOKYO	DENTSU INC.	TOKYO
DE11/004	IT WORKS.	AD MUSEUM TOKYO	DENTSU INC.	TOKYO
DE11/005	WHOPPER TATTOO	WHOPPER	CHEIL WORLDWIDE	SEOUL
DE11/006	BEYOND THE STORM CLOUDS	SPACE STRATEGY FUND	DENTSU INC.	TOKYO
DE11/007	THE POWER OF PINK HAIR	FINO	DRILL.INC	TOKYO
DE11/008	EVERY BEAT MATTERS	RJRH (RUAMJAIKRAK HOSPITAL)	PRAKIT ADVERTISING LIMITED	BANGKOK
DE11/009	KARA'S PACKS OF UNITY	KARA COCONUT CREAM	VML MALAYSIA	KUALA LUMPUR
DE11/010	JOY HAS COME EARLY	PAMPERS	HAVAS MIDDLE EAST	DUBAI
DE11/011	ART TAKES OVER	SINGAPORE ARTS WEEK	TBWA\SINGAPORE PTE LTD	SINGAPORE
DE11/012	TRAILBAGS	SKYBAGS	SCHBANG	MUMBAI
DE11/013	VIDEO VINYL	COCA-COLA	OGILVY SINGAPORE PTE LTD	SINGAPORE
DE12 Self-Promotion				
DE12/001	TO BE CONNECTED	DENTSU	DENTSU INC.	TOKYO
DE12/002	MAXIM COFFEE STREET; THE SPATIALIZATION OF COFFEE	MAXIM	CHEIL WORLDWIDE	SEOUL
DE13 Limited Special Editions				
DE13/001	RING OF FIRE TIMEPIECE	RIYADH SEASON	BIGTIME CREATIVE SHOP	RIYADH
DE13/002	THE CHECK-CUP	KOPI KENANGAN	VML MALAYSIA	KUALA LUMPUR

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DE13 Limited Special Editions				
DE13/003	THE BANANABRO BANANA LEAF BLANKIE	BANANABRO	FISHERMEN INTEGRATED	KUALA LUMPUR
DE13/004	BRAT TEA	YEO'S	FORSMAN & BODENFORS SINGAPORE	SINGAPORE
DE13/005	LOYALTY AWARD TROPHIES	GIGIL	GIGIL	MANILA
DE13/006	VIDEO VINYL	COCA-COLA	OGILVY SINGAPORE PTE LTD	SINGAPORE
DE13/007	OREO HISTORY IN THE BAKING	OREO, MONDELEZ	LEO	MUMBAI
EXPERIENTIAL DESIGN				
DE14 Point of Sale: Small Scale				
DE14/001	JOURNEY AROUND YOUR HEALTH	NIKKO CITY	DENTSU INC.	TOKYO
DE14/002	EYE TEST MENU	TITAN EYE +	OGILVY	MUMBAI
DE14/003	KEEPS APART	HAPPYDENT WHITE	SCHBANG	MUMBAI
DE15 Point of Sale: Large Scale				
DE15/001	THE YA HALA CARPET	ADIDAS	HAVAS MIDDLE EAST	DUBAI
DE15/002	CARRIER COOL SPOT	CARRIER AIRCON	ACE SAATCHI& SAATCHI MANILA	MANILA
DE16 Exhibitions, Events & Public Environment				
DE16/001	DRY TOPICS IN DRY SAUNAS	BRAND COMMUNICATION	DENTSU LIVE INC.	TOKYO
DE16/002	SOMEDAY, WE'LL ALL BE GHOSTS	SOMEDAY, WE'LL ALL BE GHOSTS	MUTO OFFICE	TOKYO
DE16/003	HEINEKEN HEIDDEN IN PLAIN SIGHT	HEINEKEN	STAR REACHER ADVERTISING SDN BHD	KUALA LUMPUR
DE16/004	PAINTING IN THE RAIN	HYDROSEAL	LEO TAIWAN	TAIPEI
DE16/005	UNEARTH 22C - A PREVIEW OF FUTURE RELICS	FROSCH	OVERMAN	SEOUL
DE16/006	THE LIFE-SAVING BATHHOUSE	WORLD VISION	INNOCEAN	SEOUL
DE16/007	YOUR COLOUR IDENTITY	NIPPON PAINT	WINTER EGENCY	BANGKOK

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DE16 Exhibitions, Events & Public Environment				
DE16/008	FAREWELL TO HOUSEWORK	SAMSUNG ELECTRONICS AI HOME APPLIANCES	CHEIL WORLDWIDE	SEOUL
DE16/009	MAXIM COFFEE STREET; THE SPATIALIZATION OF COFFEE	MAXIM	CHEIL WORLDWIDE	SEOUL
DE16/010	HAPPY QUEUE	COCA-COLA	OGILVY	MUMBAI
DE16/011	DESERT RUNNER	ADIDAS	HAVAS MIDDLE EAST	DUBAI
DE16/012	THE SPOT	BRISTOL MYERS SQUIBB AND LA ROCHE-POSAY	OGILVY	SYDNEY
DE16/013	TURF FINDER	GATORADE	LEO	MUMBAI
DIGITAL DESIGN				
DE17 Motion Design				
DE17/001	MIDNIGHT RAINBOWS	SHISEIDO	SHISEIDO	TOKYO
DE17/002	GO WITH THE FLOW	OPPO RENO12 SERIES	GUANGDONG OPPO MOBILE TELECOMMUNICATIONS CORP.,LTD.	DONGGUAN
DE17/003	IT WORKS.	AD MUSEUM TOKYO	DENTSU INC.	TOKYO
DE17/004	TO BE CONNECTED	DENTSU	DENTSU INC.	TOKYO
DE17/005	THE ODDLY SATISFYING WALLET	SAMSUNG WALLET	CHEIL WORLDWIDE	SEOUL
DE17/006	VIDEO VINYL	COCA-COLA	OGILVY SINGAPORE PTE LTD	SINGAPORE
DE18 Digital & Interactive Design				
DE18/001	SCHOOL OF SURVIVAL	CENTER OF SPECIALTY INNOVATION, BANGKOK UNIVERSITY	DENTSU CREATIVE THAILAND	BANGKOK
DE18/002	UNDER-BLANKET POSTERS	NETFLIX	LEO THAILAND	BANGKOK
DE18/003	MAKE THEM REGRET IT	ONE ASIA CREATIVE AWARDS	GIGIL	MANILA
DE18/004	VISIONGRAM	VISIONGRAM	DENTSU INC.	TOKYO

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INNOVATION

DE20 Innovative Design

DE20/001	THE TOUCH ANNUAL REPORT	ORBIS HONG KONG	CHEIL PENGTAI BEIJING	BEIJING
DE20/002	FIT MY FEET	BUCKAROO FOOTWEAR	MCCANN WORLDGROUP INDIA	MUMBAI

DE21 Sustainable Design

DE21/001	BEAUTY FROM WITHIN	SHISEIDO	SHISEIDO	TOKYO
DE21/002	THE LIFE-SAVING BATHHOUSE	WORLD VISION	INNOCEAN	SEOUL
DE21/003	SCHOLAR PANEL	SAMSONITE	DENTSU CREATIVE INC.	JAKARTA
DE21/004	HERITAGE DATABANK	WORLD HERITAGE (GUNKANJIMA)	DENTSU INC.	TOKYO
DE21/005	VISIONGRAM	VISIONGRAM	DENTSU INC.	TOKYO
DE21/007	FIT MY FEET	BUCKAROO FOOTWEAR	MCCANN WORLDGROUP INDIA	MUMBAI
DE21/008	WASHTAG	DR. E - LAUNDRY DOCTOR	TBWA\SMP	MANILA
DE21/009	WATER SUSTAINABILITY SCORE	AQUAKRAFT	LEO	MUMBAI
DE21/010	DROPS OF JOY	LAY'S	LEO	MUMBAI

CAMPAIGN EXCELLENCE

DE22 Integrated Design Campaign

DE22/001	GO WITH THE FLOW	OPPO RENO12 SERIES	GUANGDONG OPPO MOBILE TELECOMMUNICATIONS CORP.,LTD.	DONGGUAN
DE22/002	TELL YOUR UNIVERSE	THE NIKKEI HOSHI AWARDS	DENTSU INC.	TOKYO
DE22/003	IT WORKS.	AD MUSEUM TOKYO	DENTSU INC.	TOKYO
DE22/004	KARA'S PACKS OF UNITY	KARA COCONUT CREAM	VML MALAYSIA	KUALA LUMPUR
DE22/005	OREO HISTORY IN THE BAKING	OREO, MONDELEZ	LEO	MUMBAI

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DE23 Resilience Through Creativity				
DE23/001	KITKAT BREAK BAR	KITKAT	VML MANILA	MANILA
DE23/002	7 DAYS CHALLENGE	DELIGHT	OGILVY BANGKOK	BANGKOK
DE23/003	TURF FINDER	GATORADE	LEO	MUMBAI

LOTUS ROOTS

LRDE Lotus Roots				
LRDE/001	THE SUWA WALAN TEST	AIA INSURANCE	LOOPS INTEGRATED	COLOMBO
LRDE/002	THE KITA INITIATIVE	SPARK! PHILIPPINES	HAVAS ORTEGA	MANILA
LRDE/003	THE LIFE-SAVING BATHHOUSE	WORLD VISION	INNOCEAN	SEOUL
LRDE/004	MINI ME HINA DOLL	SAKYOU	HAKUHODO INC.	TOKYO
LRDE/005	LESSISMORE WREATH	LESSISMORE	RAY FOR GOOD CO., LTD	BANGKOK
LRDE/006	THE ART OF PLAY	MONDELÉZ	LEO SHANGHAI	SHANGHAI
LRDE/007	THE BANANABRO BANANA LEAF BLANKIE	BANANABRO	FISHERMEN INTEGRATED	KUALA LUMPUR
LRDE/008	THE YA HALA CARPET	ADIDAS	HAVAS MIDDLE EAST	DUBAI