



**DIGITAL & SOCIAL LOTUS  
ENTRIES LIST**

**COLLIDE**  
**ADFEST 2025**

# DIGITAL & SOCIAL LOTUS



| CODE                     | TITLE                                           | BRAND                     | ENTRANT COMPANY               | CITY      |
|--------------------------|-------------------------------------------------|---------------------------|-------------------------------|-----------|
| <b>FILM &amp; SERIES</b> |                                                 |                           |                               |           |
| <b>DI01 Social Film</b>  |                                                 |                           |                               |           |
| DI01/001                 | FRIED EGGS:<br>THE THEORY OF SIMPLICITY         | KRUNGSRI                  | ABLE BANGKOK                  | BANGKOK   |
| DI01/002                 | SIMPLE JOY LIKE A KID                           | MCDONALD'S                | LEO TAIWAN                    | TAIPEI    |
| DI01/003                 | THE DRINK INVITATION DILEMMA                    | THE PREMIUM MALT'S        | DENTSU INC.                   | TOKYO     |
| DI01/004                 | CAR REVIEW GONE ASTRAY                          | NETFLIX THE SHADOW STRAYS | GOOD PEOPLE NETWORK           | JAKARTA   |
| DI01/005                 | FEAR OF MISSING GRANDMA                         | SABINA                    | SOUR BANGKOK                  | BANGKOK   |
| DI01/006                 | BANGKOK OF BANGKOK                              | ONE BANGKOK RETAIL        | WOLF BKK                      | BANGKOK   |
| DI01/007                 | RERIGHTING HISTORY                              | CATHAY                    | PUBLICIS GROUPE HONG KONG     | HONG KONG |
| DI01/008                 | TIME IN THE WATER                               | TENNENSUI                 | GEEK PICTURES INC.            | TOKYO     |
| DI01/009                 | NIGHT GOLDEN ARCHES                             | MCDONALD'S                | GEEK PICTURES INC.            | TOKYO     |
| DI01/010                 | DOUBLE CHEESEBURGER GIRL                        | MCDONALD'S                | GEEK PICTURES INC.            | TOKYO     |
| DI01/011                 | WHATSAPP PRESENTS 'OYE LUCKY' FT.<br>ABHAY DEOL | WHATSAPP INDIA            | BBDO INDIA                    | MUMBAI    |
| DI01/012                 | THE ROYAL CONVOY                                | EMBASSY OF SWEDEN         | FORSMAN & BODENFORS SINGAPORE | SINGAPORE |
| DI01/013                 | SUMMER                                          | GRAB                      | GIGIL                         | MANILA    |
| DI01/014                 | STEAL                                           | MANDAUE FOAM HOME STORE   | GIGIL                         | MANILA    |
| DI01/015                 | MIRACLE                                         | RC COLA                   | GIGIL                         | MANILA    |
| DI01/016                 | THE LONGING VOICE                               | TELKOMSEL                 | HAKUHODO DIGITAL INDONESIA    | JAKARTA   |
| DI01/017                 | TALK TO YOUR SONS                               | STAYFREE                  | DDB MUDRA GROUP               | MUMBAI    |



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|--------------------------------|----------------------------------------|-------------------------------------------|----------------------|--------------|
| <b>DI02 Social Film Series</b> |                                        |                                           |                      |              |
| DI02/001                       | GO ULTRA CHALLENGE                     | GALAXY WATCH ULTRA                        | CHEIL WORLDWIDE      | SEOUL        |
| DI02/002                       | 365 WAYS OF MARINE LIFE                | XPARK, TAIWAN YOKOHAMA<br>HAKKEIJIMA INC. | TAIWAN HAKUHODO INC. | TAIPEI       |
| DI02/003                       | SMALL MOMENTS, BIG FOR THE HEART.      | MCDONALD'S                                | GEEK PICTURES INC.   | TOKYO        |
| DI02/004                       | ULTRA CHARGE GIRL                      | SOFTBANK                                  | GEEK PICTURES INC.   | TOKYO        |
| DI02/005                       | OPPO MALAYSIA THROUGH THE LENS         | OPPO MALAYSIA                             | AREKA SDN BHD        | KUALA LUMPUR |
| DI02/006                       | GIVE A SILENT GIFT OF<br>ENCOURAGEMENT | CITIZEN                                   | KAYAC                | KAMAKURA     |
| DI02/007                       | BGMI QUICKIES                          | BATTELGROUNDS MOBILE INDIA                | DDB MUDRA GROUP      | MUMBAI       |
| DI02/008                       | ESPORTS UPRISING                       | ESPORTS WORLD CUP                         | HAVAS MIDDLE EAST    | DUBAI        |

## SOCIAL ENGAGEMENT

|                                                   |                                                   |                       |                                                               |         |
|---------------------------------------------------|---------------------------------------------------|-----------------------|---------------------------------------------------------------|---------|
| <b>DI04 Community Engagement &amp; Management</b> |                                                   |                       |                                                               |         |
| DI04/001                                          | DOGBILITY                                         | HYUNDAI MOTOR COMPANY | INNOCEAN                                                      | SEOUL   |
| DI04/002                                          | THE SOCIAL PETITION                               | KFC                   | BRILLIANT & MILLION                                           | BANGKOK |
| DI04/003                                          | KINGS' BANNERS: A SPOTIFY FAN<br>POWERED PLAYLIST | SPOTIFY               | GOODSTUPH                                                     | BANGKOK |
| DI04/004                                          | BULDAK AWARDS                                     | BULDAK                | CHEIL WORLDWIDE                                               | SEOUL   |
| DI04/005                                          | BIG MAC CHANTAHOLIC                               | MCDONALD'S TAIWAN     | PUBLICIS GROUPE TAIWAN - CREATIVE,<br>CONTENT & COMMUNICATION | TAIPEI  |
| DI04/006                                          | THE BREAKUP EDIT                                  | SAMSUNG               | CHEIL MEA                                                     | DUBAI   |
| DI04/007                                          | THE CR-V VETERAN DRIVER'S<br>INVITATION           | HONDA TAIWAN          | DENTSU CREATIVE TAIWAN                                        | TAIPEI  |

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|--------------------------------|------------------------------------------------|------------------------------|---------------------------|--------------|
| <b>DI05 Real-time Response</b> |                                                |                              |                           |              |
| DI05/001                       | THE OBJECTION                                  | SUNTORY HOLDINGS LIMITED     | HAKUHODO INC.             | TOKYO        |
| DI05/002                       | HALFTIME PLAYLIST                              | BUDWEISER CLUB               | FLASH BOMBER              | BANGKOK      |
| <b>DI06 Use of Data</b>        |                                                |                              |                           |              |
| DI06/001                       | KINGS' BANNERS: A SPOTIFY FAN POWERED PLAYLIST | SPOTIFY                      | GOODSTUPH                 | BANGKOK      |
| DI06/002                       | SOUVENIRED MEDIA                               | CATHAY                       | PUBLICIS GROUPE HONG KONG | HONG KONG    |
| DI06/003                       | THE NEW PRESIDENT                              | AN NAHAR NEWSPAPER           | IMPACT BBDO               | DUBAI        |
| <b>DI07 Brand Storytelling</b> |                                                |                              |                           |              |
| DI07/001                       | TAILGATING INTERVIEW                           | TOYOTA MOTOR CORPORATION     | TOYOTA CONIQ PRO, INC.    | TOKYO        |
| DI07/002                       | FALLINGASLEEPONLIVE                            | YOLU                         | ONE MEDIA INC.            | TOKYO        |
| DI07/003                       | UNCLE KFC'S RICE BOWL                          | KFC CRISPY CHICKEN RICE BOWL | WOLF BKK                  | BANGKOK      |
| DI07/004                       | SOUVENIRED MEDIA                               | CATHAY                       | PUBLICIS GROUPE HONG KONG | HONG KONG    |
| DI07/005                       | RERIGHTING HISTORY                             | CATHAY                       | PUBLICIS GROUPE HONG KONG | HONG KONG    |
| DI07/006                       | TIME IN THE WATER                              | TENNENSUI                    | GEEK PICTURES INC.        | TOKYO        |
| DI07/007                       | ULTRA CHARGE GIRL                              | SOFTBANK                     | GEEK PICTURES INC.        | TOKYO        |
| DI07/008                       | SMALL MOMENTS, BIG FOR THE HEART.              | MCDONALD'S                   | GEEK PICTURES INC.        | TOKYO        |
| DI07/009                       | NIGHT GOLDEN ARCHES                            | MCDONALD'S                   | GEEK PICTURES INC.        | TOKYO        |
| DI07/010                       | DOUBLE CHEESEBURGER GIRL                       | MCDONALD'S                   | GEEK PICTURES INC.        | TOKYO        |
| DI07/011                       | OPPO MALAYSIA THROUGH THE LENS                 | OPPO MALAYSIA                | AREKA SDN BHD             | KUALA LUMPUR |
| DI07/012                       | HOMETEAMS #SHARETHELOAD                        | ARIEL INDIA                  | BBDO INDIA                | MUMBAI       |
| DI07/013                       | SUMMER                                         | GRAB                         | GIGIL                     | MANILA       |
| DI07/014                       | STEAL                                          | MANDAUE FOAM HOME STORE      | GIGIL                     | MANILA       |

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| CODE                                                | TITLE                                  | BRAND                                              | ENTRANT COMPANY                | CITY             |
|-----------------------------------------------------|----------------------------------------|----------------------------------------------------|--------------------------------|------------------|
| <b>DI07 Brand Storytelling</b>                      |                                        |                                                    |                                |                  |
| DI07/015                                            | MIRACLE                                | RC COLA                                            | GIGIL                          | MANILA           |
| DI07/016                                            | MOTHER'S DAY 2                         | GRAB                                               | GIGIL                          | MANILA           |
| <b>DI08 New Realities &amp; Emerging Technology</b> |                                        |                                                    |                                |                  |
| DI08/001                                            | SHIBUYA IMMARSIVE "KAWAII"             | TOKYU OOH                                          | TOKYU AGENCY INC.              | TOKYO            |
| DI08/002                                            | MATSUKEN AR PARADE!!                   | PARCO GRAND BAZAR                                  | DENTSU INC.                    | TOKYO            |
| DI08/003                                            | RERIGHTING HISTORY                     | CATHAY                                             | PUBLICIS GROUPE HONG KONG      | HONG KONG        |
| <b>DI09 Social Commerce</b>                         |                                        |                                                    |                                |                  |
| DI09/001                                            | DOMINO'S RIP                           | DOMINO'S                                           | HAVAS TAIWAN                   | TAIPEI           |
| DI09/002                                            | ENJOY THE SMOOTHNESS                   | HEINEKEN®                                          | LEO VIETNAM                    | HO CHI MINH CITY |
| DI09/003                                            | THE 4,827-CHARACTER CAPTION PROMO HUNT | MOVE IT                                            | PROPEL MANILA 360 INCORPORATED | MANILA           |
| <b>DI10 Social Purpose</b>                          |                                        |                                                    |                                |                  |
| DI10/001                                            | GHOST SKINS                            | SAMSUNG                                            | CHEIL PENGTAI BEIJING          | BEIJING          |
| DI10/002                                            | KORUPSONG                              | INDONESIA CORRUPTION WATCH                         | BERAKAR KOMUNIKASI             | JAKARTA          |
| DI10/003                                            | 3.3CM OF SILVER LINING                 | JOBIS&VILLAINS                                     | INNORED                        | SEOUL            |
| DI10/004                                            | SCHOOL OF SURVIVAL                     | CENTER OF SPECIALTY INNOVATION, BANGKOK UNIVERSITY | DENTSU CREATIVE THAILAND       | BANGKOK          |
| DI10/005                                            | THE ORDINARY LIFE HEARING TEST         | THE FOUNDATION FOR THE DEAF                        | CJ WORX                        | BANGKOK          |
| DI10/006                                            | DOYOUNG'S GAMBLING DIE-ARY             | TOSS                                               | CHEIL WORLDWIDE                | SEOUL            |
| DI10/007                                            | UNSAFETY IN NUMBERS                    | MIGRANT MUTUAL AID                                 | DIGITAS SINGAPORE              | SINGAPORE        |
| DI10/008                                            | RERIGHTING HISTORY                     | CATHAY                                             | PUBLICIS GROUPE HONG KONG      | HONG KONG        |
| DI10/009                                            | TIME IN THE WATER                      | TENNENSUI                                          | GEEK PICTURES INC.             | TOKYO            |
| DI10/010                                            | NIGHT GOLDEN ARCHES                    | MCDONALD'S                                         | GEEK PICTURES INC.             | TOKYO            |

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|----------------------------|----------------------------------------------|----------------------------------------------------|----------------------------------|-----------|
| <b>DI10 Social Purpose</b> |                                              |                                                    |                                  |           |
| DI10/011                   | PRS GO FURTHER                               | PHILIPPINE AIRLINES                                | PROPEL MANILA 360 INCORPORATED   | MANILA    |
| DI10/012                   | WE FLY WITH HER                              | PHILIPPINE AIRLINES                                | PROPEL MANILA 360 INCORPORATED   | MANILA    |
| DI10/013                   | TONE PROUD                                   | TECNO                                              | MCCANN WORLDGROUP SINGAPORE      | SINGAPORE |
| DI10/014                   | HOMETEAMS #SHARETHELOAD                      | ARIEL INDIA                                        | BBDO INDIA                       | MUMBAI    |
| DI10/015                   | WHATSAPP PRESENTS 'OYE LUCKY' FT. ABHAY DEOL | WHATSAPP INDIA                                     | BBDO INDIA                       | MUMBAI    |
| DI10/016                   | PRIDE CODE                                   | PRIDE CODE                                         | TBWA\HAKUHODO INC.               | TOKYO     |
| DI10/017                   | LUX - IN HER NAME                            | LUX                                                | VML SINGAPORE                    | SINGAPORE |
| DI10/018                   | FACE OF COURAGE                              | FOUNDATION FOR MEDIA ALTERNATIVES                  | DENTSU CREATIVE MANILA INC.      | MANILA    |
| DI10/019                   | THE LONGING VOICE                            | TELKOMSEL                                          | HAKUHODO DIGITAL INDONESIA       | JAKARTA   |
| DI10/020                   | LEARN TO PAUSE                               | MINDNATION PHILIPPINES, CONSULTATIONS AND SESSIONS | DENTSU CREATIVE PHILIPPINES INC. | MANILA    |

## CONTENT & INFLUENCERS

### DI11 User Generated Content

|          |                    |               |                   |         |
|----------|--------------------|---------------|-------------------|---------|
| DI11/001 | TIKTOK #SALINGJAGA | TIKTOK        | FTW JAKARTA - FCN | JAKARTA |
| DI11/002 | UGCHROME           | GOOGLE CHROME | SIX INC.          | TOKYO   |
| DI11/003 | FALLINGASLEEONLIVE | YOLU          | ONE MEDIA INC.    | TOKYO   |

### DI12 Content Placement

|          |                                |                             |                     |         |
|----------|--------------------------------|-----------------------------|---------------------|---------|
| DI12/001 | THE SOCIAL PETITION            | KFC                         | BRILLIANT & MILLION | BANGKOK |
| DI12/002 | THE ORDINARY LIFE HEARING TEST | THE FOUNDATION FOR THE DEAF | CJ WORX             | BANGKOK |
| DI12/003 | DOUBLE CHEESEBURGER GIRL       | MCDONALD'S                  | GEEK PICTURES INC.  | TOKYO   |
| DI12/004 | TIDE #LFF                      | TIDE                        | BBDO INDIA          | MUMBAI  |



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|-------------------------------------------|---------------------------------------------------------------|-----------------------------------|-----------------------------|-----------|
| <b>D113 Use of Influencer</b>             |                                                               |                                   |                             |           |
| D113/001                                  | NEVER CANCEL FRIENDSHIP                                       | AUDIO-TECHNICA SOLID BASS         | AKQA                        | TOKYO     |
| D113/002                                  | OUR MOMENTS                                                   | WBSC PREMIER12                    | DENTSU INC.                 | TOKYO     |
| D113/003                                  | HOW GOOGLE INDONESIA LEVELLED UP INDEPENDENCE DAY WITH GEMINI | GOOGLE GEMINI                     | THIS IS TOMMY               | SINGAPORE |
| D113/004                                  | MACCYLEAKS                                                    | MCDONALD'S HONG KONG              | DDB                         | HONG KONG |
| D113/005                                  | THE SLEEP WEIGH-IN E-SPORTS CUP "SLEEP FIGHTER"               | DREWELL                           | DENTSU INC.                 | TOKYO     |
| D113/006                                  | THE ORDINARY LIFE HEARING TEST                                | THE FOUNDATION FOR THE DEAF       | CJ WORX                     | BANGKOK   |
| D113/007                                  | GO ULTRA CHALLENGE                                            | GALAXY WATCH ULTRA                | CHEIL WORLDWIDE             | SEOUL     |
| D113/008                                  | CAR REVIEW GONE ASTRAY                                        | NETFLIX THE SHADOW STRAYS         | GOOD PEOPLE NETWORK         | JAKARTA   |
| D113/009                                  | 100% MEMORIES OF LIGHT                                        | XPERIA 1 VI                       | HAKUHODO PRODUCT'S INC.     | TOKYO     |
| D113/010                                  | VASELINE - IF MY SKIN CAN, YOURS CAN                          | VASELINE                          | VML INDONESIA               | JAKARTA   |
| D113/011                                  | ULTRA CHARGE GIRL                                             | SOFTBANK                          | GEEK PICTURES INC.          | TOKYO     |
| D113/012                                  | HANDWASH LEGEND                                               | SAVLON                            | OGILVY                      | MUMBAI    |
| D113/013                                  | #BU                                                           | BEAUTY UNBOUND                    | HAVAS MIDDLE EAST           | DUBAI     |
| D113/014                                  | PRIDE CODE                                                    | PRIDE CODE                        | TBWA\HAKUHODO INC.          | TOKYO     |
| D113/015                                  | LUX - STILL THERE                                             | LUX                               | VML SINGAPORE               | SINGAPORE |
| D113/016                                  | FACE OF COURAGE                                               | FOUNDATION FOR MEDIA ALTERNATIVES | DENTSU CREATIVE MANILA INC. | MANILA    |
| <b>D114 Organic Reach &amp; Influence</b> |                                                               |                                   |                             |           |
| D114/001                                  | MACCYLEAKS                                                    | MCDONALD'S HONG KONG              | DDB                         | HONG KONG |
| D114/002                                  | SILVER WOLF WHISKEY: THE MATCH THAT SELLS                     | SILVER WOLF WHISKEY               | TBWA THAILAND\JUICE         | BANGKOK   |

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| CODE                                      | TITLE                      | BRAND                  | ENTRANT COMPANY    | CITY    |
|-------------------------------------------|----------------------------|------------------------|--------------------|---------|
| <b>DI14 Organic Reach &amp; Influence</b> |                            |                        |                    |         |
| DI14/003                                  | BULDAK AWARDS              | BULDAK                 | CHEIL WORLDWIDE    | SEOUL   |
| DI14/004                                  | SCOLIOSIS #STRIPESFITCHECK | SCOLIOSIS PHILIPPINES  | MULLENLOWE TREYNA  | MANILA  |
| DI14/005                                  | THIS IS NOT KFC            | KFC THAILAND           | WOLF BKK           | BANGKOK |
| DI14/006                                  | TIME IN THE WATER          | TENNENSUI              | GEEK PICTURES INC. | TOKYO   |
| DI14/007                                  | ULTRA CHARGE GIRL          | SOFTBANK               | GEEK PICTURES INC. | TOKYO   |
| DI14/008                                  | NIGHT GOLDEN ARCHES        | MCDONALD'S             | GEEK PICTURES INC. | TOKYO   |
| DI14/009                                  | KENTUCKY FLY CHICKEN       | KENTUCKY FRIED CHICKEN | OGILVY             | SYDNEY  |

## INNOVATION

### DI15 Innovative Use of Social

|          |                   |           |                            |         |
|----------|-------------------|-----------|----------------------------|---------|
| DI15/001 | THE LONGING VOICE | TELKOMSEL | HAKUHODO DIGITAL INDONESIA | JAKARTA |
|----------|-------------------|-----------|----------------------------|---------|

## CAMPAIGN EXCELLENCE

### DI16 Integrated Digital & Social Campaign

|          |                    |         |                             |           |
|----------|--------------------|---------|-----------------------------|-----------|
| DI16/001 | TIKTOK #SALINGJAGA | TIKTOK  | FTW JAKARTA - FCN           | JAKARTA   |
| DI16/002 | TONE PROUD         | TECNO   | MCCANN WORLDGROUP SINGAPORE | SINGAPORE |
| DI16/003 | THE BREAKUP EDIT   | SAMSUNG | CHEIL MEA                   | DUBAI     |

## LOTUS ROOTS

### LRDI Lotus Roots

|          |                                |               |                           |              |
|----------|--------------------------------|---------------|---------------------------|--------------|
| LRDI/001 | TIKTOK #SALINGJAGA             | TIKTOK        | FTW JAKARTA - FCN         | JAKARTA      |
| LRDI/002 | SOUVENIRED MEDIA               | CATHAY        | PUBLICIS GROUPE HONG KONG | HONG KONG    |
| LRDI/003 | RERIGHTING HISTORY             | CATHAY        | PUBLICIS GROUPE HONG KONG | HONG KONG    |
| LRDI/004 | OPPO MALAYSIA THROUGH THE LENS | OPPO MALAYSIA | AREKA SDN BHD             | KUALA LUMPUR |
| LRDI/005 | MY ANTHEM                      | TM            | GREY MALAYSIA             | KUALA LUMPUR |
| LRDI/006 | TALK TO YOUR SONS              | STAYFREE      | DDB MUDRA GROUP           | MUMBAI       |