



**DIRECT LOTUS
ENTRIES LIST**

COLLIDE
ADFEST 2025

DIRECT LOTUS



CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
USE OF DIRECT				
DM01 Mailing				
DM01/001	THE TOUCH ANNUAL REPORT	ORBIS HONG KONG	CHEIL PENGTAI BEIJING	BEIJING
DM01/002	BONDING INSTRUCTION	IKEA	DENTSU CREATIVE INC.	JAKARTA
DM01/003	CHILD WEDDING CARDS	UN WOMEN	IMPACT BBDO	DUBAI
DM02 Low Budget Campaign				
DM02/001	BITEABLE MEDAL	DOMINO'S PIZZA	HAVAS MALAYSIA	KUALA LUMPUR
DM02/002	MOM IS HIRING HER PERSONAL DRIVER	MERCEDES-BENZ	BBDO BANGKOK LIMITED	BANGKOK
DM03 Film & Audio				
DM03/001	THE SOUND OF VIOLENCE	SAVE THE CHILDREN HONG KONG	CHEIL PENGTAI BEIJING	BEIJING
DM03/002	LEARN TO SPEAK VIET-NAMES	NESTLÉ MILO	OGILVY & MATHER VIETNAM	HO CHI MINH CITY
DM03/003	BEAT THE DEBT	TTB	CHOOJAI AND FRIENDS	BANGKOK
DM04 Print & Outdoor				
DM04/001	IKEA FLOODED ROOM	IKEA	VML GROUP (THAILAND)	BANGKOK
DM04/002	THE SUN GRILLED BILLBOARD	BURGER KING	OGILVY BANGKOK	BANGKOK
DM04/003	INK OF DEMOCRACY	THE TIMES OF INDIA	HAVAS CREATIVE INDIA	MUMBAI
DM04/004	PRIDE CODE	PRIDE CODE	TBWA\HAKUHODO INC.	TOKYO
DM04/005	TRAILBAGS	SKYBAGS	SCHBANG	MUMBAI
DM05 Ambient: Small Scale				
DM05/001	BOOB CAKE	LOVEPINK INDONESIA	FUTURE CREATIVE NETWORK (PT. LANGIT KREATIF INDONESIA)	JAKARTA
DM05/002	MOSQUITO GROUND STOPPER	JAGO COFFEE	DENTSU CREATIVE INC.	JAKARTA
DM05/003	THE NOISE REDUCING WIND CHIME	TEMPUR KOREA	IDEOT	SEOUL

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DM05 Ambient: Small Scale				
DM05/004	PEPPERONI-FICATION	DOMINO'S PIZZA	HAVAS MALAYSIA	KUALA LUMPUR
DM05/005	WHOPPER TATTOO	WHOPPER	CHEIL WORLDWIDE	SEOUL
DM05/006	LIFEGUARD SNACK	GS25	CHEIL WORLDWIDE	SEOUL
DM05/007	SAD KAMA-CHAN	BAR B Q PLAZA	GREY (THAILAND) LTD.	BANGKOK
DM05/008	CONDENSATION CLEANSER	LIFEBUOY	MULLENLOWE SINGAPORE PTE. LTD.	SINGAPORE
DM06 Ambient: Large Scale				
DM06/001	SICK LEAVE STALLS	KRUNGTHAI-AXA LIFE INSURANCE	PUBLICIS WORLDWIDE	BANGKOK
DM06/002	SCHOLAR PANEL	SAMSONITE	DENTSU CREATIVE INC.	JAKARTA
DM06/003	THE FOLDABLE BAR	THE SINGLETON	FLASH BOMBER	BANGKOK
DM06/004	KIKI VOICE	CANESBALANCE	OGILVY BANGKOK	BANGKOK
DM06/005	PARASITES HIDDEN AMONGST HUMANS	NETFLIX	FM COMMUNICATIONS	SEOUL
DM06/006	COSPLAY	MCDONALD'S INDIA WEST & SOUTH	DDB MUDRA GROUP	MUMBAI
DM07 Field Marketing				
DM07/001	EYEBAGS PRIVILEGE	MITSUBISHI HEAVY DUTY	YOUNGSTER BKK	BANGKOK
DM07/002	JO1 MART ~A CD SHOP THAT DOESN'T SELL CDS~	JO1 NEWSMILE	HAKUHODO INC.	TOKYO
DM07/003	BULDAK RIDER	BULDAK	CHEIL WORLDWIDE	SEOUL
DM07/004	VASELINE SUNITIZER	VASELINE	VML INDONESIA	JAKARTA
DM07/005	BLANKET-MULET	NETFLIX	LEO THAILAND	BANGKOK
DM07/006	KFC BUCKET BILLBOARD	KFC	VML GROUP (THAILAND)	BANGKOK
DM07/007	BALD SPOTS	CLEAR	MULLENLOWE SINGAPORE PTE. LTD.	SINGAPORE
DM07/008	RIDE THE ARCHES	MCDONALD'S	LEO MANILA	MANILA

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CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
DIGITAL				
DM08 Online & Digital Platforms				
DM08/001	GHOST SKINS	SAMSUNG	CHEIL PENGTAI BEIJING	BEIJING
DM08/002	PLAY NUTRITION	CALORIEMATE LIQUID	HAKUHODO INC.	TOKYO
DM08/003	THE HAIRFALL BANNER	SERASOFT SERUM SHAMPOO	DENTSU CREATIVE INC.	JAKARTA
DM08/004	SCHOOL OF SURVIVAL	CENTER OF SPECIALTY INNOVATION, BANGKOK UNIVERSITY	DENTSU CREATIVE THAILAND	BANGKOK
DM08/005	SPOILER BREAK	KITKAT	VML INDONESIA	JAKARTA
DM09 Use of Social Media Platforms				
DM09/001	MACCYLEAKS	MCDONALD'S HONG KONG	DDB	HONG KONG
DM09/002	THE ORDINARY LIFE HEARING TEST	THE FOUNDATION FOR THE DEAF	CJ WORX	BANGKOK
DM09/003	DOYOUNG'S GAMBLING DIE-ARY	TOSS	CHEIL WORLDWIDE	SEOUL
DM09/004	LIVE AGAIN	KUAISHOU	TOPIC & LOONG	BEIJING
DM09/005	FEAR OF MISSING GRANDMA	SABINA	SOUR BANGKOK	BANGKOK
DM09/006	LUX - IN HER NAME	LUX	VML SINGAPORE	SINGAPORE
DM10 Mobile & Devices				
DM10/001	MANTRA OF HOPE	KOMPAS	DENTSU CREATIVE INC.	JAKARTA
DM10/002	WAKEUPADS: MICROSLLEEP BREAKER	JASA MARGA X SPOTIFY	DENTSU CREATIVE INC.	JAKARTA
DM10/003	FRESH FARM	12 HOTPOT	VML TAIWAN	TAIPEI
DM10/004	SAFE LOVE	CONDOM WORLD	VML TAIWAN	TAIPEI
DM10/005	THE NOISE REDUCING WIND CHIME	TEMPUR KOREA	IDEOT	SEOUL
DM11 Real-time Response				
DM11/001	ENJOY THE SMOOTHNESS	HEINEKEN®	LEO VIETNAM	HO CHI MINH CITY
DM11/002	UGCHROME	GOOGLE CHROME	SIX INC.	TOKYO

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CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
DM12 User Generated Content				
DM12/001	THIS IS NOT KFC	KFC THAILAND	WOLF BKK	BANGKOK
DATA & TECHNOLOGY				
DM13 Use of Data				
DM13/001	COVER-UP COUPONS	FLIPKART	DDB MUDRA GROUP	MUMBAI
DM15 Use of Games				
DM15/001	GHOST SKINS	SAMSUNG	CHEIL PENGTAI BEIJING	BEIJING
DM15/002	SCHOOL OF SURVIVAL	CENTER OF SPECIALTY INNOVATION, BANGKOK UNIVERSITY	DENTSU CREATIVE THAILAND	BANGKOK
STRATEGY				
DM16 Customer Acquisition & Retention				
DM16/001	FAREWELL TO HOUSEWORK	SAMSUNG ELECTRONICS AI HOME APPLIANCES	CHEIL WORLDWIDE	SEOUL
DM16/002	THE BENZ EFFECT	MERCEDES-BENZ	BBDO BANGKOK LIMITED	BANGKOK
DM16/003	THE FOLDABLE BAR	THE SINGLETON	FLASH BOMBER	BANGKOK
DM16/004	SAD KAMA-CHAN	BAR B Q PLAZA	GREY (THAILAND) LTD.	BANGKOK
DM16/005	COSPLAY	MCDONALD'S INDIA WEST & SOUTH	DDB MUDRA GROUP	MUMBAI
DM16/006	COVER-UP COUPONS	FLIPKART	DDB MUDRA GROUP	MUMBAI
DM17 Launch/Re-Launch				
DM17/001	DOMINO'S RIP	DOMINO'S	HAVAS TAIWAN	TAIPEI
DM17/002	MACCYLEAKS	MCDONALD'S HONG KONG	DDB	HONG KONG
DM17/003	SILVER WOLF WHISKEY: THE MATCH THAT SELLS	SILVER WOLF WHISKEY	TBWA THAILAND\JUICE	BANGKOK

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CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
DM17 Launch/Re-Launch				
DM17/004	WORK BY FASTWORK	FASTWORK	RABBIT'S TALE PART OF ACCENTURE SONG	BANGKOK
DM17/005	REJECTED CASTS	SAPPE BEAUTI	SOUR BANGKOK	BANGKOK
DM17/006	FIT MY FEET	BUCKAROO FOOTWEAR	MCCANN WORLDGROUP INDIA	MUMBAI
DM17/007	MOUTAI LATTE	LUCKIN COFFEE	OGILVY TAIPEI	TAIPEI
DM17/008	SORRY FOR WASTING YOUR TIME	MEX APPLIANCE	FLASH BOMBER	BANGKOK

CAMPAIGN EXCELLENCE

DM18 Integrated Direct Campaign				
DM18/001	FAKE MARRIAGE	WOMEN EMPOWERMENT OFFICE, CWO X AWAKENING FOUNDATION	DENTSU CREATIVE TAIWAN	TAIPEI
DM18/002	THE SCARIEST REPORT	YAMAHA MOTOR INDONESIA	PT CAHAYA LANGIT KREASI (ROVERS)	JAKARTA
DM18/003	KORUPSONG	INDONESIA CORRUPTION WATCH	BERAKAR KOMUNIKASI	JAKARTA
DM18/004	LEARN TO SPEAK VIET-NAMES	NESTLÉ MILO	OGILVY & MATHER VIETNAM	HO CHI MINH CITY
DM18/005	JOY HAS COME EARLY	PAMPERS	HAVAS MIDDLE EAST	DUBAI
DM18/006	A MILLION LOGOS	COLGATE	OGILVY SINGAPORE PTE LTD	SINGAPORE

DM19 Resilience Through Creativity

DM19/001	MINI ME HINA DOLL	SAKYOU	HAKUHODO INC.	TOKYO
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LOTUS ROOTS

LRDM Lotus Roots				
LRDM/001	THE LIFE-SAVING BATHHOUSE	WORLD VISION	INNOCEAN	SEOUL
LRDM/002	MINI ME HINA DOLL	SAKYOU	HAKUHODO INC.	TOKYO
LRDM/003	THIS IS NOT KFC	KFC THAILAND	WOLF BKK	BANGKOK
LRDM/004	LEARN TO SPEAK VIET-NAMES	NESTLÉ MILO	OGILVY & MATHER VIETNAM	HO CHI MINH CITY

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LRDM Lotus Roots				
LRDM/005	KIKI VOICE	CANESBALANCE	OGILVY BANGKOK	BANGKOK
LRDM/006	LUX - IN HER NAME	LUX	VML SINGAPORE	SINGAPORE
LRDM/007	ROCKSTAR STATUS	ARTOTEL GROUP	OGILVY SINGAPORE PTE LTD	SINGAPORE