



**EFFECTIVE LOTUS
ENTRIES LIST**

COLLIDE
ADFEST 2025

EFFECTIVE LOTUS



CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
EFFECTIVE LOTUS				
EF01 Campaign Success				
EF01/001	FAME SWAP	SIGNAL	DDB GROUP PHILIPPINES	MANILA
EF01/002	SKY CHEERS	COCA-COLA	VML OGILVY JAPAN	TOKYO
EF01/003	MCDONALD'S COFFEE RETIREMENT	MCDONALD'S HONG KONG	DDB	HONG KONG
EF01/004	KARA'S PACKS OF UNITY	KARA COCONUT CREAM	VML MALAYSIA	KUALA LUMPUR
EF01/005	THE REST(ROOM) STATION	PTT OIL AND RETAIL BUSINESS PUBLIC COMPANY LIMITED	YELL ADVERTISING	BANGKOK
EF01/006	'TIL IT'S DONE	THE MATILDAS	OGILVY	SYDNEY
EF01/007	THE CR-V VETERAN DRIVER'S INVITATION	HONDA TAIWAN	DENTSU CREATIVE TAIWAN	TAIPEI
EF01/008	HOMETEAMS #SHARETHELOAD	ARIEL INDIA	BBDO INDIA	MUMBAI
EF01/009	GET BANKED	MAYA	DENTSU CREATIVE MANILA INC.	MANILA
EF01/010	SUMMER	GRAB	GIGIL	MANILA
EF02 Long-Term Creativity				
EF02/001	HAJIME, KEN AND SETSU	HAJIME KENSETSU(CONSTRUCTION)	DENTSU EAST JAPAN INC.	TOKYO
EF02/002	LOCAL-NOMY BURGER	MCDONALD'S	LEO KOREA	SEOUL
EF02/003	THE CHICKEN THAT CONNECTS GENERATIONS	FIVE STAR CHICKEN	BBDO BANGKOK LIMITED	BANGKOK
EF02/004	HOMETEAMS #SHARETHELOAD	ARIEL INDIA	BBDO INDIA	MUMBAI
EF03 Small Budget				
EF03/001	THE MOST VIRAL GAMING AD IN THE WORLD	BATTLEGROUNDS MOBILE INDIA	MAITRI ADVERTISING	TRIVANDRUM
EF03/002	NOTEBOOKS THAT KEEP ON GIVING	PROMATE	OGILVY DIGITAL SRI LANKA	COLOMBO

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EF03 Small Budget				
EF03/003	VALENTINE'S	GRAB	GIGIL	MANILA
EF03/004	SCREAM	MACBETH ROCK APPAREL	GIGIL	MANILA
EF03/005	COOL	COCO TEA	GIGIL	MANILA
EF03/006	MESSAGE IN A MITHAI BOX	RAHAT SINCE 1950 BAKERS & SWEETS	OGILVY PAKISTAN	ISLAMABAD
EF04 Launch/Re-launch				
EF04/001	THE NEW ERA OF HOME APPLIANCES, LG SUBSCRIBE	LG SUBSCRIBE	HS AD	SEOUL
EF04/002	THE MOST VIRAL GAMING AD IN THE WORLD	BATTLEGROUNDS MOBILE INDIA	MAITRI ADVERTISING	TRIVANDRUM
EF04/003	THE FIRST GROWING-UP MILK THAT EMPOWERED C-SECTION PARENTS TO C THE DIFFERENCE	APTAMIL™ KID C-SYNB (MALAYSIA) / APTAMIL® GOLD+ (SINGAPORE)	ROCKSTAR DIGITAL	KUALA LUMPUR
EF04/004	MACCYLEAKS	MCDONALD'S HONG KONG	DDB	HONG KONG
EF05 Customer Acquisition & Retention				
EF05/001	THE MOST VIRAL GAMING AD IN THE WORLD	BATTLEGROUNDS MOBILE INDIA	MAITRI ADVERTISING	TRIVANDRUM
EF05/002	MCDONALD'S COFFEE RETIREMENT	MCDONALD'S HONG KONG	DDB	HONG KONG
EF05/003	THIS IS NOT KFC	KFC THAILAND	WOLF BKK	BANGKOK
EF05/004	SAD KAMA-CHAN	BAR B Q PLAZA	GREY (THAILAND) LTD.	BANGKOK
EF05/005	THIS IS AN IKEA STORE	IKEA	OGILVY & MATHER (PHILIPPINES), INC.	MANILA
EF05/006	SIM REGISTRATION DRIVE	TNT TELCO	GIGIL	MANILA
EF05/007	COSPLAY	MCDONALD'S INDIA WEST & SOUTH	DDB MUDRA GROUP	MUMBAI

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CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
EF06 Collaboration & Partnership				
EF06/001	3% RED ADS	NATIONAL BLOOD CENTER, THAI RED CROSS SOCIETY	PLAN B MEDIA	BANGKOK
EF06/002	VASELINE TRANSITION BODY LOTION	VASELINE	OGILVY SINGAPORE PTE LTD	SINGAPORE
EF06/003	MOUTAI LATTE	LUCKIN COFFEE	OGILVY TAIPEI	TAIPEI

CAMPAIGN EXCELLENCE

EF07 Resilience Through Creativity				
EF07/001	MCDIPLOMA	MCDONALD'S HONG KONG	DDB	HONG KONG
EF07/002	THE REST(ROOM) STATION	PTT OIL AND RETAIL BUSINESS PUBLIC COMPANY LIMITED	YELL ADVERTISING	BANGKOK
EF07/003	'TIL IT'S DONE	THE MATILDAS	OGILVY	SYDNEY
EF07/004	TRAILBAGS	SKYBAGS	SCHBANG	MUMBAI
EF07/005	SIM REGISTRATION DRIVE	TNT TELCO	GIGIL	MANILA

LOTUS ROOTS

LREF Lotus Roots				
LREF/001	KIKI VOICE	CANESBALANCE	OGILVY BANGKOK	BANGKOK