



INNOVA LOTUS ENTRIES LIST

COLLIDE

ADFEST 2025

INNOVA LOTUS



CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
INNOVA LOTUS				
IN01 Innovation in Creativity				
IN01/001	HEALING RIDE	USAHA DIGITAL SAMBER REJEKI	AIDEA MEDIA KREASI	JAKARTA
IN01/002	DESERT RUNNER	ADIDAS	HAVAS MIDDLE EAST	DUBAI
IN01/003	CONDENSATION CLEANSER	LIFEBUOY	MULLENLOWE SINGAPORE PTE. LTD.	SINGAPORE
IN01/004	FIT MY FEET	BUCKAROO FOOTWEAR	MCCANN WORLDGROUP INDIA	MUMBAI
IN02 Innovation in Technology				
IN02/001	JBL QUANTUM GUIDE PLAY	JBL QUANTUM	BLKJ HAVAS	SINGAPORE
IN02/002	VISIONGRAM	VISIONGRAM	DENTSU INC.	TOKYO
IN03 Innovation in Prototype Technology				
IN03/001	PHANTOMSNACK	PHANTOMSNACK	DENTSU INC.	TOKYO
IN03/002	PROJECT ICONTACT	U MOBILE	BLKJ HAVAS	SINGAPORE
IN04 Scalable Innovation				
IN04/001	NANO COOLING FILM	HYUNDAI	PAULUS	SEOUL
IN04/002	TURF FINDER	GATORADE	LEO	MUMBAI
IN05 Sustainable Innovation				
IN05/001	UNEARTH 22C - A PREVIEW OF FUTURE RELICS	FROSCH	OVERMAN	SEOUL
IN05/002	NANO COOLING FILM	HYUNDAI	PAULUS	SEOUL
IN05/003	TRUE BLUE TEXTILE PROJECT	FOREARTH	TBWA\HAKUHODO INC.	TOKYO
IN05/004	WASHTAG	DR. E - LAUNDRY DOCTOR	TBWA\SMP	MANILA
IN05/005	FIT MY FEET	BUCKAROO FOOTWEAR	MCCANN WORLDGROUP INDIA	MUMBAI
IN05/006	DROPS OF JOY	LAY'S	LEO	MUMBAI

INNOVA LOTUS



CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
IN06 Innovation for Humanity				
IN06/001	ELECTRIC SALT	ELECTRIC SALT	ADK MARKETING SOLUTIONS INC.	TOKYO
IN06/002	VISIONGRAM	VISIONGRAM	DENTSU INC.	TOKYO
IN06/003	SCOLIOSIS #STRIPESTFITCHECK	SCOLIOSIS PHILIPPINES	MULLENLOWE TREYNA	MANILA
IN06/004	TONE PROUD	TECNO	MCCANN WORLDGROUP SINGAPORE	SINGAPORE
IN06/005	FIT MY FEET	BUCKAROO FOOTWEAR	MCCANN WORLDGROUP INDIA	MUMBAI
IN06/006	BARRIER FREE DRAWING	LOTTE CULTURAL FOUNDATION	DAEHONG COMMUNICATIONS	SEOUL
IN06/007	ONLY THE PEN WRITES TOMORROW	MONAMI	DAEHONG COMMUNICATIONS	SEOUL
IN07 Innovation in Local Culture Application				
IN07/001	RERIGHTING HISTORY	CATHAY	PUBLICIS GROUPE HONG KONG	HONG KONG
IN07/002	INK OF DEMOCRACY	THE TIMES OF INDIA	HAVAS CREATIVE INDIA	MUMBAI
IN07/003	NIGHT CLASSROOM	MCDONALD'S	LEO MANILA	MANILA
IN07/004	DABBA SAVINGS ACCOUNT	ESAF SMALL FINANCE BANK	MCCANN WORLDGROUP INDIA	MUMBAI
IN07/005	FIT MY FEET	BUCKAROO FOOTWEAR	MCCANN WORLDGROUP INDIA	MUMBAI