



**MEDIA LOTUS
ENTRIES LIST**

COLLIDE
ADFEST 2025

MEDIA LOTUS



CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
USE OF MEDIA				
ME01 Use of Screens & Displays				
ME01/001	THE LIMITLESS STREET GALLERY	JICAF (JAKARTA ILLUSTRATION & CREATIVE ARTS FAIR)	I-DAC INDONESIA	JAKARTA
ME01/002	HANWHA GENERAL INSURANCEXHOMEPLUS BRAND COLLABORATION	HANWHA GENERAL INSURANCE / HOMEPLUS	HS AD	SEOUL
ME01/003	MIDNIGHT RAINBOWS	SHISEIDO	SHISEIDO	TOKYO
ME01/004	LIVING POSTERS	COCA-COLA	OGILVY & MATHER (PHILIPPINES), INC.	MANILA
ME01/005	THE BLASTED BILLBOARDS	NETFLIX YU YU HAKUSHO	GOOD PEOPLE NETWORK	JAKARTA
ME02 Use of Audio				
ME02/001	THE SOUND OF VIOLENCE	SAVE THE CHILDREN HONG KONG	CHEIL PENGTAI BEIJING	BEIJING
ME02/002	WAKEUPADS: MICROSLEEP BREAKER	JASA MARGA X SPOTIFY	DENTSU CREATIVE INC.	JAKARTA
ME02/003	THE ORDINARY LIFE HEARING TEST	THE FOUNDATION FOR THE DEAF	CJ WORX	BANGKOK
ME02/004	JOY HAS COME EARLY	PAMPERS	HAVAS MIDDLE EAST	DUBAI
ME02/005	PRIDE CODE	PRIDE CODE	TBWA\HAKUHODO INC.	TOKYO
ME03 Use of Print & Conventional Outdoor				
ME03/001	CONVO-LANTERN	AJINOMOTO CO.,INC.	STORIES LLC	TOKYO
ME03/002	BONDING INSTRUCTION	IKEA	DENTSU CREATIVE INC.	JAKARTA
ME03/003	STRATEGIES AND ACTION PLANS TO GET A SEAT ON THE TRAIN	MIZUHO RESEARCH & TECHNOLOGIES, LTD.	DENTSU INC.	TOKYO
ME03/004	FLOWERS BLOOMED IN MAILBOXES.	AKITA SAKIGAKE SHIMPO	DENTSU INC.	TOKYO
ME03/005	PEEL THE TAPE, HEAL THE EARTH	T DIRECT SHOP	ANGLE	SEOUL
ME03/006	IKEA FLOODED ROOM	IKEA	VML GROUP (THAILAND)	BANGKOK
ME03/007	THE SECRET FAN	HATARI	OGILVY BANGKOK	BANGKOK

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ME03 Use of Print & Conventional Outdoor				
ME03/008	PRIDE CODE	PRIDE CODE	TBWA\HAKUHODO INC.	TOKYO
ME03/009	PERSPECTIVE BILLBOARDS	CLOSEUP TOOTHPASTE	GIGIL	MANILA
ME03/010	BILLBOARDS	SKYRO LOAN	GIGIL	MANILA
ME04 Use of Ambient: Small Scale				
ME04/001	THE BEST HOLY OFFERING	STING	BRILLIANT & MILLION	BANGKOK
ME04/002	APPAREL CONNECTION 118	APPAREL CONNECTION 118	DENTSU INC.	TOKYO
ME04/003	THE SEASONING OF CHANGE	THAI HEALTH PROMOTION FOUNDATION	DENTSU CREATIVE THAILAND	BANGKOK
ME04/004	WHOPPER TATTOO	WHOPPER	CHEIL WORLDWIDE	SEOUL
ME04/005	THE CHECK-CUP	KOPI KENANGAN	VML MALAYSIA	KUALA LUMPUR
ME04/006	KFC BUCKET BILLBOARD	KFC	VML GROUP (THAILAND)	BANGKOK
ME04/007	EYE TEST MENU	TITAN EYE +	OGILVY	MUMBAI
ME04/008	KITKAT BREAK BAR	KITKAT	VML MANILA	MANILA
ME04/009	SAD KAMA-CHAN	BAR B Q PLAZA	GREY (THAILAND) LTD.	BANGKOK
ME04/010	CONDENSATION CLEANSER	LIFEBUOY	MULLENLOWE SINGAPORE PTE. LTD.	SINGAPORE
ME04/011	HATFOLIO	LOTTE E&C	DAEHONG COMMUNICATIONS	SEOUL
ME05 Use of Ambient: Large Scale				
ME05/001	NANA-CHAN'S CANCER SCREENING DEBUT!	DAIDO MEDICAL SQUARE	TOKYU AGENCY INC.	TOKYO
ME05/002	HEINEKEN HEIDDEN IN PLAIN SIGHT	HEINEKEN	STAR REACHER ADVERTISING SDN BHD	KUALA LUMPUR
ME05/003	DESERT RUNNER	ADIDAS	HAVAS MIDDLE EAST	DUBAI
ME05/004	THE YA HALA CARPET	ADIDAS	HAVAS MIDDLE EAST	DUBAI
ME05/005	LIVING POSTERS	COCA-COLA	OGILVY & MATHER (PHILIPPINES), INC.	MANILA

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ME05 Use of Ambient: Large Scale				
ME05/006	THE SPOT	BRISTOL MYERS SQUIBB AND LA ROCHE-POSAY	OGILVY	SYDNEY
ME05/007	CARRIER COOL SPOT	CARRIER AIRCON	ACE SAATCHI& SAATCHI MANILA	MANILA
ME05/008	ESCALATOR STAIR MAZE	NETFLIX	GIGIL	MANILA
ME05/009	SINIGANG FOUNTAIN	KNORR	GIGIL	MANILA
ME05/010	COSPLAY	MCDONALD'S INDIA WEST & SOUTH	DDB MUDRA GROUP	MUMBAI
ME06 Use of Events				
ME06/001	UNEARTH 22C - A PREVIEW OF FUTURE RELICS	FROSCH	OVERMAN	SEOUL
ME06/002	SKY CHEERS	COCA-COLA	VML OGILVY JAPAN	TOKYO
ME06/003	SILVER WOLF WHISKEY: THE MATCH THAT SELLS	SILVER WOLF WHISKEY	TBWA THAILAND\JUICE	BANGKOK
ME06/004	FAREWELL TO HOUSEWORK	SAMSUNG ELECTRONICS AI HOME APPLIANCES	CHEIL WORLDWIDE	SEOUL
ME06/005	VICTORY SELFIE SHARED #WITHGALAXY	SAMSUNG GALAXY	CHEIL WORLDWIDE	SEOUL
ME06/006	TOH	TBS RADIO, INC.	TBS RADIO,INC.	TOKYO
ME06/007	THE GRAVEYARD PREMIERE	NETFLIX	LEO THAILAND	BANGKOK
ME06/008	LOST IN TIME	JIAN AI ELDERLY CHARITY CENTER	DENTSU CREATIVE CHINA	SHANGHAI
ME06/009	PARASITES HIDDEN AMONGST HUMANS	NETFLIX	FM COMMUNICATIONS	SEOUL
ME06/010	THE DEBUTANTE BALL	JOHNNIE WALKER	LEO AUSTRALIA	SYDNEY

MEDIA LOTUS



CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
ME07 Use of Guerrilla Marketing & Stunts				
ME07/001	SICK LEAVE STALLS	KRUNGTHAI-AXA LIFE INSURANCE	PUBLICIS WORLDWIDE	BANGKOK
ME07/002	WHOPPER TATTOO	WHOPPER	CHEIL WORLDWIDE	SEOUL
ME07/003	BULDAK RIDER	BULDAK	CHEIL WORLDWIDE	SEOUL
ME07/004	CHOWKING CHAO FACE	CHOWKING	PROPEL MANILA 360 INCORPORATED	MANILA
ME07/005	THIS IS AN IKEA STORE	IKEA	OGILVY & MATHER (PHILIPPINES), INC.	MANILA
ME07/006	HOMETEAMS #SHARETHELOAD	ARIEL INDIA	BBDO INDIA	MUMBAI
ME07/007	BALD SPOTS	CLEAR	MULLENLOWE SINGAPORE PTE. LTD.	SINGAPORE
ME07/008	COSPLAY	MCDONALD'S INDIA WEST & SOUTH	DDB MUDRA GROUP	MUMBAI
ME08 Use of Digital Platforms				
ME08/001	THE SPICY MAZE	SARIMI GELAS	I-DAC INDONESIA	JAKARTA
ME09 Use of Mobile & Devices				
ME09/001	THE ACCIDENT IN A BLINK	JASA MARGA	I-DAC INDONESIA	JAKARTA
ME09/002	GHOST SKINS	SAMSUNG	CHEIL PENGTAI BEIJING	BEIJING
ME09/003	FRESH FARM	12 HOTPOT	VML TAIWAN	TAIPEI
ME09/004	SAFE LOVE	CONDOM WORLD	VML TAIWAN	TAIPEI
ME10 Use of Social Platforms				
ME10/001	LIFE'S GOOD - OPTIMISM YOUR FEED	LG ELECTRONICS	HS AD	SEOUL
ME10/002	DOMINO'S RIP	DOMINO'S	HAVAS TAIWAN	TAIPEI
ME10/003	DOGBILITY	HYUNDAI MOTOR COMPANY	INNOCEAN	SEOUL
ME10/004	MACCYLEAKS	MCDONALD'S HONG KONG	DDB	HONG KONG
ME10/005	THE ORDINARY LIFE HEARING TEST	THE FOUNDATION FOR THE DEAF	CJ WORX	BANGKOK

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CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
ME10 Use of Social Platforms				
ME10/006	KINGS' BANNERS: A SPOTIFY FAN POWERED PLAYLIST	SPOTIFY	GOODSTUPH	BANGKOK
ME10/007	DOYOUNG'S GAMBLING DIE-ARY	TOSS	CHEIL WORLDWIDE	SEOUL
ME10/008	FEAR OF MISSING GRANDMA	SABINA	SOUR BANGKOK	BANGKOK
ME10/009	THE LONGING VOICE	TELKOMSEL	I-DAC INDONESIA	JAKARTA
DATA & TECHNOLOGY				
ME11 Use of Data				
ME11/001	THE ACCIDENT IN A BLINK	JASA MARGA	I-DAC INDONESIA	JAKARTA
ME11/002	KINGS' BANNERS: A SPOTIFY FAN POWERED PLAYLIST	SPOTIFY	GOODSTUPH	BANGKOK
ME12 Use of Technology				
ME12/001	THE ACCIDENT IN A BLINK	JASA MARGA	I-DAC INDONESIA	JAKARTA
ME12/002	SHIBUYA IMMARSIVE "KAWAII"	TOKYU OOH	TOKYU AGENCY INC.	TOKYO
CONTENT & INFLUENCERS				
ME13 Branded Entertainment & Content: Program & Platforms				
ME13/001	THE SOUND OF VIOLENCE	SAVE THE CHILDREN HONG KONG	CHEIL PENGTAI BEIJING	BEIJING
ME13/002	NIGHT FISHING	HYUNDAI MOTOR COMPANY	INNOCEAN	SEOUL
ME13/003	MAKING THE WORLD MORE FRIENDLY	POCOCHA	ENJIN TOKYO	TOKYO
ME14 Branded Entertainment & Content: Digital & Social Platforms				
ME14/001	THE SPICY MAZE	SARIMI GELAS	I-DAC INDONESIA	JAKARTA
ME14/002	GHOST SKINS	SAMSUNG	CHEIL PENGTAI BEIJING	BEIJING
ME14/003	APPARENTLY YUMMY	SETO SHIO	DENTSU EAST JAPAN INC.	TOKYO
ME14/004	THE SLEEP WEIGH-IN E-SPORTS CUP "SLEEP FIGHTER"	DREWELL	AOI PRO. INC.	TOKYO

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ME15 Use of Influencer				
ME15/001	AIN'T I A WOMAN	EVERYDAY PAD	SHARE DIGITAL MARKETING CO., LTD.	TAIPEI
ME15/002	UNEARTH 22C - A PREVIEW OF FUTURE RELICS	FROSCH	OVERMAN	SEOUL
ME15/003	MACCYLEAKS	MCDONALD'S HONG KONG	DDB	HONG KONG
ME15/004	TOP CHOICE CLEANSER* WITH ACNE-AID	ACNE-AID	CREATEX HOUSE	BANGKOK
ME15/005	VICTORY SELFIE SHARED #WITHGALAXY	SAMSUNG GALAXY	CHEIL WORLDWIDE	SEOUL
ME15/006	BULDAK AWARDS	BULDAK	CHEIL WORLDWIDE	SEOUL
ME15/007	CAR REVIEW GONE ASTRAY	NETFLIX THE SHADOW STRAYS	GOOD PEOPLE NETWORK	JAKARTA
ME15/008	LIVE AGAIN	KUAISHOU	TOPIC & LOONG	BEIJING
ME15/009	SASA FOOD FEUD	SASA SANTAN	VML INDONESIA	JAKARTA
ME15/010	VASELINE - IF MY SKIN CAN, YOURS CAN	VASELINE	VML INDONESIA	JAKARTA
ME15/011	CREATED AT 30000 FT	SINGAPORE AIRLINES	TBWA\SINGAPORE PTE LTD	SINGAPORE
ME15/012	THE SLEEP WEIGH-IN E-SPORTS CUP "SLEEP FIGHTER"	DREWELL	AOI PRO. INC.	TOKYO

STRATEGY

ME16 Media Strategy

ME16/001	THE SPICY MAZE	SARIMI GELAS	I-DAC INDONESIA	JAKARTA
ME16/002	WORK BY FASTWORK	FASTWORK	RABBIT'S TALE PART OF ACCENTURE SONG	BANGKOK
ME16/003	ADS AT RECORD SPEEDS	SUPERLOOP	LEO AUSTRALIA	SYDNEY

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CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
ME17 Media Planning & Execution				
ME17/001	MIDNIGHT RAINBOWS	SHISEIDO	SHISEIDO	TOKYO
ME17/002	OPEN GALLERY IN PARIS	SAMSUNG GALAXY	CHEIL WORLDWIDE	SEOUL
ME17/003	WORK BY FASTWORK	FASTWORK	RABBIT'S TALE PART OF ACCENTURE SONG	BANGKOK
ME18 Audience Insights				
ME18/001	SUPERMOM - SUPERCRAZY SUPERSTITIOUS	SUPERMOM	I-DAC INDONESIA	JAKARTA
ME18/002	THE LONGING VOICE	TELKOMSEL	I-DAC INDONESIA	JAKARTA
ME19 Collaboration & Media Partnership				
ME19/001	MIDNIGHT RAINBOWS	SHISEIDO	SHISEIDO	TOKYO
ME19/002	HAIR OF HOPE	RONALD MCDONALD HOUSE CHARITIES	EURO RSCG ADVERTISING CO., LTD. SHANGHAI BRANCH	SHANGHAI
ME19/003	NIGHT FISHING	HYUNDAI MOTOR COMPANY	INNOCEAN	SEOUL
ME19/004	THE ORDINARY LIFE HEARING TEST	THE FOUNDATION FOR THE DEAF	CJ WORX	BANGKOK
ME19/005	ANISTAY	WWF KOREA	CHEIL WORLDWIDE	SEOUL
ME19/006	3% RED ADS	NATIONAL BLOOD CENTER, THAI RED CROSS SOCIETY	PLAN B MEDIA	BANGKOK
ME19/007	ADS AT RECORD SPEEDS	SUPERLOOP	LEO AUSTRALIA	SYDNEY
CAMPAIGN EXCELLENCE				
ME20 Integrated Media Campaign				
ME20/001	THE SCARIEST REPORT	YAMAHA MOTOR INDONESIA	PT CAHAYA LANGIT KREASI (ROVERS)	JAKARTA
ME20/002	THE LONGING VOICE	TELKOMSEL	I-DAC INDONESIA	JAKARTA

MEDIA LOTUS



CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
ME21 Resilience Through Creativity				
ME21/001	TALE OF THE DRAGON'S TAIL	KINRYU RAMEN	OZMA PR INC.	TOKYO

LOTUS ROOTS

LRME Lotus Roots				
LRME/001	OUR MOMENTS	WBSC PREMIER12	DENTSU INC.	TOKYO
LRME/002	THE KITA INITIATIVE	SPARK! PHILIPPINES	HAVAS ORTEGA	MANILA
LRME/003	FLOWERS BLOOMED IN MAILBOXES.	AKITA SAKIGAKE SHIMPO	DENTSU INC.	TOKYO
LRME/004	WORK BY FASTWORK	FASTWORK	RABBIT'S TALE PART OF ACCENTURE SONG	BANGKOK
LRME/005	KITKAT BREAK BAR	KITKAT	VML MANILA	MANILA