



MOBILE LOTUS ENTRIES LIST

COLLIDE

ADFEST 2025

MOBILE LOTUS



CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
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MOBILE CAMPAIGN

MB01 Use of Mobile

MB01/001	GHOST SKINS	SAMSUNG	CHEIL PENGTAI BEIJING	BEIJING
MB01/002	VICTORY SELFIE SHARED #WITHGALAXY	SAMSUNG GALAXY	CHEIL WORLDWIDE	SEOUL
MB01/003	KENTUCKY FLY CHICKEN	KENTUCKY FRIED CHICKEN	OGILVY	SYDNEY
MB01/004	AUDIO NIKAHNAMA	EASYPAISA	IMPACT BBDO	DUBAI

MOBILE DESIGN

MB02 User Experience for Mobile

MB02/001	MANTRA OF HOPE	KOMPAS	DENTSU CREATIVE INC.	JAKARTA
MB02/002	LAY'S SMILE YOUR WAY	LAY'S	BRILLIANT & MILLION	BANGKOK

MB03 Mobile Games

MB03/001	GHOST SKINS	SAMSUNG	CHEIL PENGTAI BEIJING	BEIJING
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TECHNOLOGY

MB05 Mobile Technology

MB05/001	MANTRA OF HOPE	KOMPAS	DENTSU CREATIVE INC.	JAKARTA
MB05/002	LAY'S SMILE YOUR WAY	LAY'S	BRILLIANT & MILLION	BANGKOK

MB06 mCommerce

MB06/001	GHOST SKINS	SAMSUNG	CHEIL PENGTAI BEIJING	BEIJING
MB06/002	THE HAIRFALL BANNER	SERASOFT SERUM SHAMPOO	DENTSU CREATIVE INC.	JAKARTA
MB06/003	ENJOY THE SMOOTHNESS	HEINEKEN®	LEO VIETNAM	HO CHI MINH CITY
MB06/004	CARRY ONLY ONE MOBILE PHONE TO THE MUSIC FESTIVAL	VISA	SPRING TREES TECHNOLOGY	TAIPEI

MOBILE LOTUS



CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
SOCIAL & INFLUENCER				
MB08 Use of Social				
MB08/001	ENJOY THE SMOOTHNESS	HEINEKEN®	LEO VIETNAM	HO CHI MINH CITY
MB09 Mobile-led Influencer				
MB09/001	MATSUKEN AR PARADE!!	PARCO GRAND BAZAR	DENTSU INC.	TOKYO