



OUTDOOR LOTUS ENTRIES LIST

COLLIDE
ADFEST 2025

OUTDOOR LOTUS



CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
POSTER				
OD01 Consumer Goods				
OD01/001	EXTRA FLAMING HOT LAVA (VER. MEAT/BREAD/CHICKEN)	SASA SAMBAL EKSTRA PEDAS	CELSIUS CREATIVE LAB	JAKARTA
OD01/002	APPARENTLY YUMMY	SETO SHIO	DENTSU EAST JAPAN INC.	TOKYO
OD01/003	"THE LAST SUPPER" FOR ANTS	GLOBAL EVEREST CO (EXCLUSIVE ASIAN DISTRIBUTOR OF ECOGEL)	UNITED COMMUNICATIONS GROUP	TAIPEI
OD01/004	THE COCKROACH ILLUSION: THE CHOCOLATE	COMBAT	UNITED COMMUNICATIONS GROUP	TAIPEI
OD01/005	THE COCKROACH ILLUSION: THE WALL	COMBAT	UNITED COMMUNICATIONS GROUP	TAIPEI
OD01/006	BEATEN, BROKEN, SHATTERED	NISSIN RAMEN	DENTSU CREATIVE MANILA INC.	MANILA
OD01/007	KEEPS APART	HAPPYDENT WHITE	SCHBANG	MUMBAI
OD03 Retail, Leisure & Entertainment				
OD03/001	PENGUIN SOAP OPERA	KYOTO AQUARIUM / SUMIDA AQUARIUM	DENTSU INC.	TOKYO
OD04 Finance, Business & Commercial Public Services				
OD04/001	SICK LEAVE STALLS	KRUNGTHAI-AXA LIFE INSURANCE	PUBLICIS WORLDWIDE	BANGKOK
OD05 Corporate Image & Corporate Social Responsibility				
OD05/001	IKEA FLOODED ROOM	IKEA	VML GROUP (THAILAND)	BANGKOK
OD05/002	PRIDE CODE	PRIDE CODE	TBWA\HAKUHODO INC.	TOKYO
OD06 Public Services & Cause Appeals				
OD06/001	THE KITA INITIATIVE	SPARK! PHILIPPINES	HAVAS ORTEGA	MANILA

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USE OF OUTDOOR

OD07 Traditional Billboard

OD07/001	STRATEGIES AND ACTION PLANS TO GET A SEAT ON THE TRAIN	MIZUHO RESEARCH & TECHNOLOGIES, LTD.	DENTSU INC.	TOKYO
OD07/002	GO ULTRA CHALLENGE	GALAXY WATCH ULTRA	CHEIL WORLDWIDE	SEOUL
OD07/003	THE MAKING OF MANGA GALLERY	SHUEISHA INC.	DENTSU INC.	TOKYO
OD07/004	THE SUN GRILLED BILLBOARD	BURGER KING	OGILVY BANGKOK	BANGKOK
OD07/005	THE SECRET FAN	HATARI	OGILVY BANGKOK	BANGKOK
OD07/006	10 VS 10	DOVE	OGILVY	SYDNEY
OD07/007	BILLBOARDS	SKYRO LOAN	GIGIL	MANILA

OD08 Animated Billboard/Poster

OD08/001	HANWHA GENERAL INSURANCEXHOMEPLUS BRAND COLLABORATION	HANWHA GENERAL INSURANCE / HOMEPLUS	HS AD	SEOUL
OD08/002	APPLE THAILAND: SHOT ON IPHONE CLASS OF 2567	APPLE	TBWA\MEDIA ARTS LAB ISEA	SINGAPORE
OD08/003	ENDANGERED SPECIES SERIES : EPISODE 3	LG ELECTRONICS	EASYWITH	SEOUL
OD08/004	ENDANGERED SPECIES SERIES : EPISODE 4	LG ELECTRONICS	EASYWITH	SEOUL
OD08/005	GIVE BACK	KYOORIUS CREATIVE AWARDS	INTO CREATIVE	MUMBAI
OD08/006	3% RED ADS	NATIONAL BLOOD CENTER, THAI RED CROSS SOCIETY	PLAN B MEDIA	BANGKOK
OD08/007	LIVING POSTERS	COCA-COLA	OGILVY & MATHER (PHILIPPINES), INC.	MANILA

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CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
OD09 Transit				
OD09/001	HEINEKEN HEIDDEN IN PLAIN SIGHT	HEINEKEN	STAR REACHER ADVERTISING SDN BHD	KUALA LUMPUR
OD09/002	FIREFIGHTERS RECOVERY BUS	HYUNDAI MOTOR GROUP	INNOCEAN	SEOUL
OD09/003	PASSAGE OF THE DEAD	THAI HEALTH PROMOTION FOUNDATION	DENTSU CREATIVE THAILAND	BANGKOK
OD09/004	GACHAPON TRUCK	TAOBAO	UNITED COMMUNICATIONS GROUP	TAIPEI
OD09/005	FAST WALK STADIUM	THAI HEALTH PROMOTION FOUNDATION	GREY (THAILAND) LTD.	BANGKOK
OD09/006	LOST IN TIME	JIAN AI ELDERLY CHARITY CENTER	DENTSU CREATIVE CHINA	SHANGHAI
OD10 Ambient: Small Scale				
OD10/001	THE BEST HOLY OFFERING	STING	BRILLIANT & MILLION	BANGKOK
OD10/002	THE SEASONING OF CHANGE	THAI HEALTH PROMOTION FOUNDATION	DENTSU CREATIVE THAILAND	BANGKOK
OD10/003	PEPPERONIFICATION	DOMINO'S PIZZA	HAVAS MALAYSIA	KUALA LUMPUR
OD10/004	VASELINE SUNITIZER	VASELINE	VML INDONESIA	JAKARTA
OD10/005	KITKAT BREAK BAR	KITKAT	VML MANILA	MANILA
OD10/006	EYE TEST MENU	TITAN EYE +	OGILVY	MUMBAI
OD10/007	KFC BUCKET BILLBOARD	KFC	VML GROUP (THAILAND)	BANGKOK
OD10/008	SAD KAMA-CHAN	BAR B Q PLAZA	GREY (THAILAND) LTD.	BANGKOK
OD10/009	CONDENSATION CLEANSER	LIFEBUOY	MULLENLOWE SINGAPORE PTE. LTD.	SINGAPORE
OD10/010	WASHTAG	DR. E - LAUNDRY DOCTOR	TBWA\SMP	MANILA
OD10/011	THE NOISE REDUCING WIND CHIME	TEMPUR KOREA	IDEOT	SEOUL

OUTDOOR LOTUS



CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
OD11 Ambient: Exhibition & Installation				
OD11/001	DRY TOPICS IN DRY SAUNAS	BRAND COMMUNICATION	DENTSU LIVE INC.	TOKYO
OD11/002	PAINTING IN THE RAIN	HYDROSEAL	LEO TAIWAN	TAIPEI
OD11/003	UNEARTH 22C - A PREVIEW OF FUTURE RELICS	FROSCH	OVERMAN	SEOUL
OD11/004	THROUGH THE FILTER, THE VISUALS CHANGE INTO THREE VERSIONS!	PR TIMES	MUTO OFFICE	TOKYO
OD11/005	THE NOISE REDUCING WIND CHIME	TEMPUR KOREA	IDEOT	SEOUL
OD11/006	FAREWELL TO HOUSEWORK	SAMSUNG ELECTRONICS AI HOME APPLIANCES	CHEIL WORLDWIDE	SEOUL
OD11/007	PET SHOP WITHOUT PETS	PETFELICE	BBDO JAPAN	TOKYO
OD11/008	DESERT RUNNER	ADIDAS	HAVAS MIDDLE EAST	DUBAI
OD11/009	LIVING POSTERS	COCA-COLA	OGILVY & MATHER (PHILIPPINES), INC.	MANILA
OD11/010	CARRIER COOL SPOT	CARRIER AIRCON	ACE SAATCHI& SAATCHI MANILA	MANILA
OD11/011	THE ROOMS THAT REMAIN	YOUTHLINE	MULLENLOWE SINGAPORE PTE. LTD.	SINGAPORE
OD11/012	THE ART OF TIME CELEBRATING 65 YEARS OF BOYSEN PAINTS	BOYSEN	TBWA\SMP	MANILA
OD12 Ambient: Special Build				
OD12/001	NANA-CHAN'S CANCER SCREENING DEBUT!	DAIDO MEDICAL SQUARE	TOKYU AGENCY INC.	TOKYO
OD12/002	SCHOLAR PANEL	SAMSONITE	DENTSU CREATIVE INC.	JAKARTA
OD12/003	MAXIM COFFEE STREET; THE SPATIALIZATION OF COFFEE	MAXIM	CHEIL WORLDWIDE	SEOUL
OD12/004	OPEN GALLERY IN PARIS	SAMSUNG GALAXY	CHEIL WORLDWIDE	SEOUL
OD12/005	THE WINDOWS OF ONGSEONG HOSPITAL	NETFLIX GYEONGSEONG CREATURE	GOOD PEOPLE NETWORK	JAKARTA

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OD12 Ambient: Special Build				
OD12/006	HAPPY QUEUE	COCA-COLA	OGILVY	MUMBAI
OD12/007	THE SUN GRILLED BILLBOARD	BURGER KING	OGILVY BANGKOK	BANGKOK
OD12/008	THE SPOT	BRISTOL MYERS SQUIBB AND LA ROCHE-POSAY	OGILVY	SYDNEY
OD12/009	CARRIER COOL SPOT	CARRIER AIRCON	ACE SAATCHI& SAATCHI MANILA	MANILA
OD12/010	COSPLAY	MCDONALD'S INDIA WEST & SOUTH	DDB MUDRA GROUP	MUMBAI
OD13 Events, Guerrilla Marketing & Stunts				
OD13/001	SKY CHEERS	COCA-COLA	VML OGILVY JAPAN	TOKYO
OD13/002	MCDONALD'S HIGANTES RIDIN' THRU	MCDONALD'S PHILIPPINES	TBWA\SMP	MANILA
OD13/003	WHOPPER TATTOO	WHOPPER	CHEIL WORLDWIDE	SEOUL
OD13/004	BULDAK RIDER	BULDAK	CHEIL WORLDWIDE	SEOUL
OD13/005	PET SHOP WITHOUT PETS	PETFELICE	BBDO JAPAN	TOKYO
OD13/006	THE GRAVEYARD PREMIERE	NETFLIX	LEO THAILAND	BANGKOK
OD13/007	THIS IS AN IKEA STORE	IKEA	OGILVY & MATHER (PHILIPPINES), INC.	MANILA
OD13/008	BALD SPOTS	CLEAR	MULLENLOWE SINGAPORE PTE. LTD.	SINGAPORE
OD13/009	PIX FOR PRICKS	LOVEYOURSELF INC.	DENTSU CREATIVE PHILIPPINES INC.	MANILA
OD14 Interactive & Immersive Experiences				
OD14/001	LIVING MART BY COCA-COLA ZERO	COCA-COLA ZERO SUGAR	DENTSU INC.	TOKYO
OD14/002	UNPLYABL	QUEENSLAND GOVERNMENT	PUBLICIS WORLDWIDE	BRISBANE
OD14/003	RIDE THE ARCHES	MCDONALD'S	LEO MANILA	MANILA

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INNOVATION

OD15 Innovative Use of Outdoor

OD15/001	THE KITA INITIATIVE	SPARK! PHILIPPINES	HAVAS ORTEGA	MANILA
OD15/002	THE NOISE REDUCING WIND CHIME	TEMPUR KOREA	IDEOT	SEOUL
OD15/003	DESERT RUNNER	ADIDAS	HAVAS MIDDLE EAST	DUBAI
OD15/004	PRIDE CODE	PRIDE CODE	TBWA\HAKUHODO INC.	TOKYO
OD15/005	FAIRPRICE FRESH CHRISTMAS WRAPPERS	FAIRPRICE, FAIRPRICE FINEST AND FAIRPRICE XTRA	TBWA\SINGAPORE PTE LTD	SINGAPORE
OD15/006	TRAILBAGS	SKYBAGS	SCHBANG	MUMBAI

CAMPAIGN EXCELLENCE

OD17 Resilience Through Creativity

OD17/001	FUN-SOLINE STATION	SMIRNOFF HOUSE	YOUNGSTER BKK	BANGKOK
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LOTUS ROOTS

LROD Lotus Roots

LROD/001	THE KITA INITIATIVE	SPARK! PHILIPPINES	HAVAS ORTEGA	MANILA
LROD/002	THE LIFE-SAVING BATHHOUSE	WORLD VISION	INNOCEAN	SEOUL
LROD/003	MCDONALD'S HIGANTES RIDIN' THRU	MCDONALD'S PHILIPPINES	TBWA\SMP	MANILA
LROD/004	THE GRAVEYARD PREMIERE	NETFLIX	LEO THAILAND	BANGKOK
LROD/005	YOGA VILLAGE	ADIDAS	TBWA	SHANGHAI
LROD/006	KITKAT BREAK BAR	KITKAT	VML MANILA	MANILA