



**PR LOTUS
ENTRIES LIST**

COLLIDE
ADFEST 2025

PR LOTUS



CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
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IMPLEMENTATION

PR01 Corporate Image & Corporate Social Responsibility

PR01/001	UNEARTH 22C - A PREVIEW OF FUTURE RELICS	FROSCH	OVERMAN	SEOUL
PR01/002	FIREFIGHTERS RECOVERY BUS	HYUNDAI MOTOR GROUP	INNOCEAN	SEOUL
PR01/003	JBL QUANTUM GUIDE PLAY	JBL QUANTUM	BLKJ HAVAS	SINGAPORE
PR01/004	ENDANGERED SPECIES SERIES	LG ELECTRONICS	EASYWITH	SEOUL
PR01/005	3.3CM OF SILVER LINING	JOBIS&VILLAINS	INNORED	SEOUL
PR01/006	LIFEGUARD SNACK	GS25	CHEIL WORLDWIDE	SEOUL
PR01/007	RERIGHTING HISTORY	CATHAY	PUBLICIS GROUPE HONG KONG	HONG KONG
PR01/008	THE INEFFECTIVE DOSE	DR.PONG	FLASH BOMBER	BANGKOK
PR01/009	JOY HAS COME EARLY	PAMPERS	HAVAS MIDDLE EAST	DUBAI
PR01/010	GIVE A SILENT GIFT OF ENCOURAGEMENT	CITIZEN	KAYAC	KAMAKURA
PR01/011	THE FELLOWSHIP OF MT. JADE: COURAGE	VOLKSWAGEN COMMERCIAL VEHICLES	PILOT HAKUHODO	TAIPEI
PR01/012	WORQUIZ	PERSOL CAREER CO., LTD.	WIEDEN+KENNEDY TOKYO	TOKYO
PR01/013	NIGHT CLASSROOM	MCDONALD'S	LEO MANILA	MANILA
PR01/014	HATFOLIO	LOTTE E&C	DAEHONG COMMUNICATIONS	SEOUL
PR01/015	BARRIER FREE DRAWING	LOTTE CULTURAL FOUNDATION	DAEHONG COMMUNICATIONS	SEOUL
PR01/016	VASELINE TRANSITION BODY LOTION	VASELINE	OGILVY SINGAPORE PTE LTD	SINGAPORE

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PR02 Public Services & Cause Appeals				
PR02/001	FAKE MARRIAGE	WOMEN EMPOWERMENT OFFICE, CWO X AWAKENING FOUNDATION	DENTSU CREATIVE TAIWAN	TAIPEI
PR02/002	THE SEASONING OF CHANGE	THAI HEALTH PROMOTION FOUNDATION	DENTSU CREATIVE THAILAND	BANGKOK
PR02/003	THE ORDINARY LIFE HEARING TEST	THE FOUNDATION FOR THE DEAF	CJ WORX	BANGKOK
PR02/004	THE SPOT	BRISTOL MYERS SQUIBB AND LA ROCHE-POSAY	OGILVY	SYDNEY
PR02/005	THE ROYAL CONVOY	EMBASSY OF SWEDEN	FORSMAN & BODENFORS SINGAPORE	SINGAPORE
PR02/006	MESSAGE IN A MITHAI BOX	RAHAT SINCE 1950 BAKERS & SWEETS	OGILVY PAKISTAN	ISLAMABAD
PR05 Use of Guerrilla Marketing & Stunts				
PR05/001	DON'T LET IT HAPPEN TO YOU	TOYOTA ROAD SAFETY	DENTSU CREATIVE THAILAND	BANGKOK
PR05/002	BRAT TEA	YEO'S	FORSMAN & BODENFORS SINGAPORE	SINGAPORE
PR06 Use of Events				
PR06/001	UNEARTH 22C - A PREVIEW OF FUTURE RELICS	FROSCH	OVERMAN	SEOUL
PR06/002	SILVER WOLF WHISKEY: THE MATCH THAT SELLS	SILVER WOLF WHISKEY	TBWA THAILAND\JUICE	BANGKOK
PR06/003	5 VS 5	RIYADH SEASON	BIGTIME CREATIVE SHOP	RIYADH
PR06/004	THE GRAVEYARD PREMIERE	NETFLIX	LEO THAILAND	BANGKOK
PR07 Use of Talent/Celebrity				
PR07/001	AIN'T I A WOMAN	EVERYDAY PAD	SHARE DIGITAL MARKETING CO., LTD.	TAIPEI
PR07/002	JINS 30MIN NIGHT WALK	JINS	SCOPE	TOKYO
PR07/003	UNEARTH 22C - A PREVIEW OF FUTURE RELICS	FROSCH	OVERMAN	SEOUL

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PR07 Use of Talent/Celebrity				
PR07/004	CHALOTTE ZINI	HEAD & SHOULDERS	CJ WORX	BANGKOK
PR07/005	5 VS 5	RIYADH SEASON	BIGTIME CREATIVE SHOP	RIYADH
PR07/006	VICTORY SELFIE SHARED #WITHGALAXY	SAMSUNG GALAXY	CHEIL WORLDWIDE	SEOUL
PR07/007	SCOLIOSIS #STRIPESFITCHECK	SCOLIOSIS PHILIPPINES	MULLENLOWE TREYNA	MANILA
PR07/008	REJECTED CASTS	SAPPE BEAUTI	SOUR BANGKOK	BANGKOK
PR07/009	#BU	BEAUTY UNBOUND	HAVAS MIDDLE EAST	DUBAI
PR07/010	CREATED AT 30000FT	SINGAPORE AIRLINES	TBWA\SINGAPORE PTE LTD	SINGAPORE
PR07/011	THE SLEEP WEIGH-IN E-SPORTS CUP "SLEEP FIGHTER"	DREWELL	AOI PRO. INC.	TOKYO
PR08 Sponsorship & Partnership				
PR08/001	THE ORDINARY LIFE HEARING TEST	THE FOUNDATION FOR THE DEAF	CJ WORX	BANGKOK
PR08/002	RING OF FIRE TIMEPIECE	RIYADH SEASON	BIGTIME CREATIVE SHOP	RIYADH
PR08/003	VICTORY SELFIE SHARED #WITHGALAXY	SAMSUNG GALAXY	CHEIL WORLDWIDE	SEOUL
PR08/004	ANISTAY	WWF KOREA	CHEIL WORLDWIDE	SEOUL
PR08/005	THE CHECK-CUP	KOPI KENANGAN	VML MALAYSIA	KUALA LUMPUR
PR09 Launch/Re-launch				
PR09/001	DOMINO'S RIP	DOMINO'S	HAVAS TAIWAN	TAIPEI
PR09/002	CHALOTTE ZINI	HEAD & SHOULDERS	CJ WORX	BANGKOK
PR09/003	REJECTED CASTS	SAPPE BEAUTI	SOUR BANGKOK	BANGKOK
PR09/004	THE C-HR DIAMOND COLLECTION	TOYOTA	HERO CREATIVE	MELBOURNE

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CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
PR10 Brand Voice & Strategic Storytelling				
PR10/001	2024 LG ELECTRONICS CORPORATE PR CAMPAIGN	LG ELECTRONICS	HS AD	SEOUL
PR10/002	UNEARTH 22C - A PREVIEW OF FUTURE RELICS	FROSCH	OVERMAN	SEOUL
PR10/003	NIGHT FISHING	HYUNDAI MOTOR COMPANY	INNOCEAN	SEOUL
PR10/004	MAKEUP WITHOUT THE MIRROR - BEYOND LOOKISM-	POLA×DIALOGUE IN THE DARK	DENTSU INC.	TOKYO
PR10/005	HOMETEAMS #SHARETHELOAD	ARIEL INDIA	BBDO INDIA	MUMBAI
PR10/006	LUX - STILL THERE	LUX	VML SINGAPORE	SINGAPORE
PR10/007	AIR INDIA SAFETY MUDRAS	AIR INDIA	MCCANN WORLDGROUP INDIA	MUMBAI
PR10/008	MOUTAI LATTE	LUCKIN COFFEE	OGILVY TAIPEI	TAIPEI
PR10/009	COSPLAY	MCDONALD'S INDIA WEST & SOUTH	DDB MUDRA GROUP	MUMBAI
DIGITAL & SOCIAL				
PR11 Use of Social				
PR11/001	DOGBILITY	HYUNDAI MOTOR COMPANY	INNOCEAN	SEOUL
PR11/002	DOYOUNG'S GAMBLING DIE-ARY	TOSS	CHEIL WORLDWIDE	SEOUL
PR11/003	SASA FOOD FEUD	SASA SANTAN	VML INDONESIA	JAKARTA
PR11/004	#BU	BEAUTY UNBOUND	HAVAS MIDDLE EAST	DUBAI
PR12 Real-time Response				
PR12/001	KINGS' BANNERS: A SPOTIFY FAN POWERED PLAYLIST	SPOTIFY	GOODSTUPH	BANGKOK
PR12/002	THIS IS NOT KFC	KFC THAILAND	WOLF BKK	BANGKOK

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CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
PR13 Use of Content				
PR13/001	DOGBILITY	HYUNDAI MOTOR COMPANY	INNOCEAN	SEOUL
PR13/002	THE ORDINARY LIFE HEARING TEST	THE FOUNDATION FOR THE DEAF	CJ WORX	BANGKOK
PR13/003	JOY HAS COME EARLY	PAMPERS	HAVAS MIDDLE EAST	DUBAI
PR13/004	THE SLEEP WEIGH-IN E-SPORTS CUP "SLEEP FIGHTER"	DREWELL	AOI PRO. INC.	TOKYO
PR13/005	MAKING THE WORLD MORE FRIENDLY	POCOCHA	ENJIN TOKYO	TOKYO
DATA & TECHNOLOGY				
PR14 Use of Data				
PR14/001	SATO 2531	THINK NAME PROJECT	TAIYO KIKAKU CO., LTD.	TOKYO
PR15 PR Effectiveness				
PR15/001	NIGHT FISHING	HYUNDAI MOTOR COMPANY	INNOCEAN	SEOUL
PR15/002	MESSAGE IN A MITHAI BOX	RAHAT SINCE 1950 BAKERS & SWEETS	OGILVY PAKISTAN	ISLAMABAD
PR16 Use of Technology				
PR16/001	DOGBILITY	HYUNDAI MOTOR COMPANY	INNOCEAN	SEOUL
PR16/002	SCHOOL OF SURVIVAL	CENTER OF SPECIALTY INNOVATION, BANGKOK UNIVERSITY	DENTSU CREATIVE THAILAND	BANGKOK
PR16/003	RERIGHTING HISTORY	CATHAY	PUBLICIS GROUPE HONG KONG	HONG KONG
CAMPAIGN EXCELLENCE				
PR17 Integrated PR Campaign				
PR17/001	HOMETEAMS #SHARETHELOAD	ARIEL INDIA	BBDO INDIA	MUMBAI
PR17/002	THE C-HR DIAMOND COLLECTION	TOYOTA	HERO CREATIVE	MELBOURNE
PR18 Resilience Through Creativity				
PR18/001	TALE OF THE DRAGON'S TAIL	KINRYU RAMEN	OZMA PR INC.	TOKYO
PR18/002	MESSAGE IN A MITHAI BOX	RAHAT SINCE 1950 BAKERS & SWEETS	OGILVY PAKISTAN	ISLAMABAD

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LOTUS ROOTS

LRPR Lotus Roots

LRPR/001	PENGUIN SOAP OPERA	KYOTO AQUARIUM / SUMIDA AQUARIUM	DENTSU INC.	TOKYO
LRPR/002	AIR INDIA SAFETY MUDRAS	AIR INDIA	MCCANN WORLDGROUP INDIA	MUMBAI