



SUSTAINABLE LOTUS ENTRIES LIST

COLLIDE
ADFEST 2025

SUSTAINABLE LOTUS



CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
SOCIAL				
ST01 Poverty & Hunger				
ST01/001	PLOT FARMING	SHOPNODHORA ASSET DEVELOPMENT LTD.	POP5	DHAKA
ST02 Health & Well-Being				
ST02/001	GHOST SKINS	SAMSUNG	CHEIL PENGTAI BEIJING	BEIJING
ST02/002	THE SOUND OF VIOLENCE	SAVE THE CHILDREN HONG KONG	CHEIL PENGTAI BEIJING	BEIJING
ST02/003	THE TOUCH ANNUAL REPORT	ORBIS HONG KONG	CHEIL PENGTAI BEIJING	BEIJING
ST02/004	MY COLOR MY BEAUTY	SHISEIDO	SHISEIDO	TOKYO
ST02/005	THE JOYFUL PIANO	YAMAHA CORPRATION	DENTSU EAST JAPAN INC.	TOKYO
ST02/006	SAVE OUR HEROES IN TIME: HINO MOBILE OPERATING ROOM	HINO TAIWAN	ACE COMMUNICATIONS MARKETING CO., LTD.	TAIPEI
ST02/007	THE LIFE-SAVING BATHHOUSE	WORLD VISION	INNOCEAN	SEOUL
ST02/008	ELECTRIC SALT	ELECTRIC SALT	ADK MARKETING SOLUTIONS INC.	TOKYO
ST02/009	THE SLEEP WEIGH-IN E-SPORTS CUP "SLEEP FIGHTER"	DREWELL	DENTSU INC.	TOKYO
ST02/010	VISIONGRAM	VISIONGRAM	DENTSU INC.	TOKYO
ST02/011	MAKEUP WITHOUT THE MIRROR - BEYOND LOOKISM-	POLA×DIALOGUE IN THE DARK	DENTSU INC.	TOKYO
ST02/012	SCHOOL OF SURVIVAL	CENTER OF SPECIALTY INNOVATION, BANGKOK UNIVERSITY	DENTSU CREATIVE THAILAND	BANGKOK
ST02/013	LIFEGUARD SNACK	G525	CHEIL WORLDWIDE	SEOUL
ST02/014	DOYOUNG'S GAMBLING DIE-ARY	TOSS	CHEIL WORLDWIDE	SEOUL
ST02/015	LOST IN TIME	JIAN AI ELDERLY CHARITY CENTER	DENTSU CREATIVE CHINA	SHANGHAI
ST02/016	LIVE AGAIN	KUAISHOU	TOPIC & LOONG	BEIJING

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ST02 Health & Well-Being				
ST02/017	THE CHECK-CUP	KOPI KENANGAN	VML MALAYSIA	KUALA LUMPUR
ST02/018	SCOLIOSIS #STRIPESFITCHECK	SCOLIOSIS PHILIPPINES	MULLENLOWE TREYNA	MANILA
ST02/019	JOY HAS COME EARLY	PAMPERS	HAVAS MIDDLE EAST	DUBAI
ST02/020	FIT MY FEET	BUCKAROO FOOTWEAR	MCCANN WORLDGROUP INDIA	MUMBAI
ST02/021	36 MONTHS - RAISING THE AGE OF SOCIAL MEDIA CITIZENSHIP	36 MONTHS	FINCH	SYDNEY
ST03 Education				
ST03/001	THE PHOTOCOPIED FOLK TALES	WIMLER PARTNERSHIP FOR SOCIAL PROGRESS, INC.	OCTOPUS&WHALE	MANILA
ST03/002	NIGHT CLASSROOM	MCDONALD'S	LEO MANILA	MANILA
ST03/003	NOTEBOOKS THAT KEEP ON GIVING	PROMATE	OGILVY DIGITAL SRI LANKA	COLOMBO
ST03/004	BARRIER FREE DRAWING	LOTTE CULTURAL FOUNDATION	DAEHONG COMMUNICATIONS	SEOUL
ST04 Gender Equality				
ST04/001	AIN'T I A WOMAN	EVERYDAY PAD	SHARE DIGITAL MARKETING CO., LTD.	TAIPEI
ST04/002	FAKE MARRIAGE	WOMEN EMPOWERMENT OFFICE, CWO X AWAKENING FOUNDATION	DENTSU CREATIVE TAIWAN	TAIPEI
ST04/003	BEAUTIFUL MOVES	29CM	29CM	SEOUL
ST04/004	SATO 2531	THINK NAME PROJECT	TAIYO KIKAKU CO., LTD.	TOKYO
ST04/005	WE FLY WITH HER	PHILIPPINE AIRLINES	PROPEL MANILA 360 INCORPORATED	MANILA
ST04/006	GRADUATION RIGHTS	QUEZON CITY	AD HOC MARKETING	MANILA
ST04/007	HOMETEAMS #SHARETHELOAD	ARIEL INDIA	BBDO INDIA	MUMBAI
ST04/008	PRIDE CODE	PRIDE CODE	TBWA\HAKUHODO INC.	TOKYO
ST04/009	LUX THE END	LUX	VML SINGAPORE	SINGAPORE

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ST04 Gender Equality				
ST04/010	LUX - IN HER NAME	LUX	VML SINGAPORE	SINGAPORE
ST04/011	DABBA SAVINGS ACCOUNT	ESAF SMALL FINANCE BANK	MCCANN WORLDGROUP INDIA	MUMBAI
ST04/012	MESSAGE IN A MITHAI BOX	RAHAT SINCE 1950 BAKERS & SWEETS	OGILVY PAKISTAN	ISLAMABAD
ST04/013	VASELINE TRANSITION BODY LOTION	VASELINE	OGILVY SINGAPORE PTE LTD	SINGAPORE
ENVIRONMENT				
ST05 Climate Action & Conservation				
ST05/001	UNEARTH 22C - A PREVIEW OF FUTURE RELICS	FROSCH	OVERMAN	SEOUL
ST05/002	ENDANGERED SPECIES SERIES	LG ELECTRONICS	EASYWITH	SEOUL
ST05/003	PLANT THE OXYGEN - JAGA RAYA	INDOSAT OOREDOO HUTCHISON	PT HATMA CREATIVE INDONESIA	JAKARTA
ST05/004	ANISTAY	WWF KOREA	CHEIL WORLDWIDE	SEOUL
ST05/005	TRUE BLUE TEXTILE PROJECT	FOREARTH	TBWA\HAKUHODO INC.	TOKYO
ST05/006	WASHTAG	DR. E - LAUNDRY DOCTOR	TBWA\SMP	MANILA
ST06 Energy, Sanitation & Sustainable Communities				
ST06/001	GLOVE FOR GLOBE, GOODLOVES	PR	HS AD	SEOUL
ECONOMIC				
ST07 Reduced Inequalities				
ST07/001	JBL QUANTUM GUIDE PLAY	JBL QUANTUM	BLKJ HAVAS	SINGAPORE
ST07/002	UNSAFETY IN NUMBERS	MIGRANT MUTUAL AID	DIGITAS SINGAPORE	SINGAPORE
ST07/003	DABBA SAVINGS ACCOUNT	ESAF SMALL FINANCE BANK	MCCANN WORLDGROUP INDIA	MUMBAI

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CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
ST08 Decent Work & Economic Growth				
ST08/001	WORK BY FASTWORK	FASTWORK	RABBIT'S TALE PART OF ACCENTURE SONG	BANGKOK
ST08/002	PLOT FARMING	SHOPNODHORA ASSET DEVELOPMENT LTD.	POP5	DHAKA
ST09 Innovation, Infrastructure & Institutions				
ST09/001	BEAUTY FROM WITHIN	SHISEIDO	SHISEIDO	TOKYO
ST09/002	NANO COOLING FILM	HYUNDAI	PAULUS	SEOUL
ST09/003	TONE PROUD	TECNO	MCCANN WORLDGROUP SINGAPORE	SINGAPORE
ST09/004	DROPS OF JOY	LAY'S	LEO	MUMBAI
LOTUS ROOTS				
LRST Lotus Roots				
LRST/001	BEAUTY FROM WITHIN	SHISEIDO	SHISEIDO	TOKYO
LRST/002	FAKE MARRIAGE	WOMEN EMPOWERMENT OFFICE, CWO X AWAKENING FOUNDATION	DENTSU CREATIVE TAIWAN	TAIPEI
LRST/003	JO1 MART ~A CD SHOP THAT DOESN'T SELL CDS~	JO1 NEWSMILE	HAKUHODO INC.	TOKYO
LRST/004	DABBA SAVINGS ACCOUNT	ESAF SMALL FINANCE BANK	MCCANN WORLDGROUP INDIA	MUMBAI