

BRAND EXPERIENCE LOTUS ENTRIES LIST

BRAND EXPERIENCE LOTUS



| CODE | TITLE | BRAND | ENTRANT COMPANY | CITY |
|---|----------------------------------|-------------------------|---|--------------|
| PRODUCTS & SERVICES *NEW* | | | | |
| BE01 Consumer Goods | | | | |
| BE01/001 | CLEAR 100 – THE SCALP SURVIVOR | CLEAR THAILAND | DUDE DIGITAL LTD | BANGKOK |
| BE01/002 | GQ PRO MED SCRUBS | GQ APPAREL | ACCENTURE SONG (THAILAND) | BANGKOK |
| BE01/003 | ONE NOODLE | HARAKU RAMEN | BLKJ HAVAS | SINGAPORE |
| BE02 Automotive | | | | |
| BE02/001 | MERCEDES-BENZ DREAM DAYS | MERCEDES-BENZ INDIA | BBDO INDIA | MUMBAI |
| BE03 Retail, Leisure & Entertainment | | | | |
| BE03/001 | MK MONGKOL IMC | MK RESTAURANT | SOUR BANGKOK | BANGKOK |
| BE03/002 | PUBSIDE DOWN CRAWL | STRANGER THINGS 5 | GIGIL | MANILA |
| BE03/003 | DROP CART DRAW | LOTUS'S | VML MALAYSIA | KUALA LUMPUR |
| BE03/004 | SALUTE THE DETAIL | CLUB 21 | BBDO BANGKOK | BANGKOK |
| BE03/005 | MISSION: IMPROVEMENT | BURGER KING | THE PRODUCE LTD. | TOKYO |
| BE03/006 | THE JUMP ROPE EXPERIENCE | SQUID GAME 3 | GIGIL | MANILA |
| BE04 Finance, Business & Commercial Public Services | | | | |
| BE04/001 | CAN'T AFFORD TO PAUSE | KBANK | ADQUA | SEOUL |
| BE04/002 | SPOT, STOP POST! | NTT DOCOMO | TOKYU AGENCY INC. | TOKYO |
| BE04/003 | "TOSHINDAI NO TOSHIN" INVESTING, | SAISON INVESTMENT TRUST | ARMZ INC. | TOKYO |
| BE05 Corporate Image & Corporate Social Responsibility | | | | |
| BE05/001 | HONDA REST AREA | HONDA ONEHEART | TU7UH CREATIVE LAB | JAKARTA |
| BE05/002 | TOXIC BACKFIRE | SAMSUNG | CHEIL PENGTAI BEIJING & CHEIL HONG KONG | BEIJING |
| BE05/003 | BETTERVERSE | MITSUBISHI ELECTRIC | SPA-HAKUHODO | BANGKOK |
| BE05/004 | BEAUTY INSIDE OUT | L'OREAL GROUPE | MCCANN THAILAND | BANGKOK |

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| BE05 Corporate Image & Corporate Social Responsibility | | | | |
| BE05/005 | SOIL STAY | TRA MONGKUT FERTILIZER | VML GROUP THAILAND | BANGKOK |
| BE05/006 | THE GOOD PASSENGER | LONGLAY LOCAL TOUR | FLASH BOMBER | BANGKOK |
| BE06 Public Services & Cause Appeals | | | | |
| BE06/001 | SAFE SKETCH | SAVE THE CHILDREN | CHEIL HONG KONG | HONG KONG |
| BE06/002 | VOICE WANTED | KOREAN NATIONAL POLICE AGENCY | CHEIL KOREA | SEOUL |
| BE06/003 | HAENYEO SAFE BUDDY | HAENYEO SAFE BUDDY | CHEIL KOREA | SEOUL |
| BE06/004 | INVISIBLE TO VISIBLE | FOUNDATION TO ERADICATE NEUROMUSCULAR DISEASES (F) E) N) D | YOUNGSANTI | BANGKOK |
| BE06/005 | AUSTRALIA'S DEADLIEST PREDATOR | TRANSPORT ACCIDENT COMMISSION | THINKERBELL | MELBOURNE |
| USE OF MEDIA | | | | |
| BE07 Guerrilla Marketing & Stunts | | | | |
| BE07/001 | THE UNLUCKY NUMBERS SHOP | WHOSCALL | DENTSU CREATIVE THAILAND | BANGKOK |
| BE07/002 | OREO MILKY WAY DUNK | OREO | LEO INDONESIA | JAKARTA |
| BE07/003 | GAMIFRIES | MCDONALD'S | BBH SINGAPORE | SINGAPORE |
| BE07/004 | CURFEW HOSTELS | TIGER BEER | LE PUB APAC | SINGAPORE |
| BE08 Live Experiences & Events | | | | |
| BE08/001 | THE FINAL GAME | NETFLIX | MEDIALAND DIGITAL STRATEGY LIMITED | TAIPEI |
| BE08/002 | HOKUSAI:ANOTHER STORY | HOKUSAI:ANOTHER STORY | GEEK PICTURES INC. | TOKYO |
| BE08/003 | ONE WORLD,ONE PLANET. | EXPO 2025 OSAKA, KANSAI, JAPAN | SIGNING LTD. | TOKYO |
| BE08/004 | SPOON VOICE BLIND DATE | SPOON | INNOCEAN-S | SEOUL |
| BE08/005 | ESCAPE SIGNAL FIREWORKS | YAHOO! JAPAN | HAKUHODO INC. | TOKYO |

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| BE08 Live Experiences & Events | | | | |
| BE08/006 | BACK TO KAI TAK | CATHAY | PUBLICIS GROUPE HONG KONG | HONG KONG |
| BE08/007 | BANGKOK JUMPS | NETFLIX | JONGLUCKDEE | BANGKOK |
| BE08/008 | THE AIR POLLUTION JERSEY | LAMPHUN WARRIORS F.C. AND NORTHERN THAILAND BREATHE COUNCIL | FLASH BOMBER | BANGKOK |
| BE08/009 | FEET OF GLORY #TATAULTRAMARATHON | TATA SONS | BBDO INDIA | MUMBAI |
| BE08/010 | 2024 WRAPPED LIVE | SPOTIFY SINGAPORE | GOODSTUPH | BANGKOK |
| BE09 Exhibitions & Installations | | | | |
| BE09/001 | SPOT, STOP POST! | NTT DOCOMO | TOKYU AGENCY INC. | TOKYO |
| BE09/002 | SANGSOM PIXEL BAR | SANGSOM | SOUR BANGKOK | BANGKOK |
| BE09/003 | HONDA REST AREA | HONDA ONEHEART | TU7UH CREATIVE LAB | JAKARTA |
| BE09/004 | IMMERSIVE ACTIVATION OF "KANDO" | YAMAHA MOTOR CO., LTD. | AMANA INC. | TOKYO |
| BE09/005 | SLEEPING WITH GIANT | NELL | DENTSU INC. | TOKYO |
| BE09/007 | JR WEST PARADE TRAIN | JR WEST | FRONTIER INTERNATIONAL INC. | TOKYO |
| BE09/008 | PUBSIDE DOWN CRAWL | STRANGER THINGS 5 | GIGIL | MANILA |
| BE09/009 | MAXIM GA-OK | MAXIM | CHEIL KOREA | SEOUL |
| BE09/010 | HANGEUL TRUCK | SAMSUNG GALAXY | CHEIL KOREA | SEOUL |
| BE09/011 | BLACK RECORDS | BMSG | SIX INC. | TOKYO |
| BE09/012 | THE ELEMENTAL PAVILION –A PAVILION THAT | SUNTORY HOLDINGS LIMITED × DAIKIN | DENTSU INC. | TOKYO |
| BE10 Ambient: Small Scale | | | | |
| BE10/001 | CRUSH THE PACK, LIFT YOUR DAY | UNI PRESIDENT / SCIENCE NOODLES | UNITED COMMUNICATIONS GROUP | TAIPEI |
| BE10/002 | GAMIFRIES | MCDONALD'S | BBH SINGAPORE | SINGAPORE |
| BE10/003 | THE TAPE TRAILER | NETFLIX | JONGLUCKDEE | BANGKOK |
| BE10/004 | CURFEW HOSTELS | TIGER BEER | LE PUB APAC | SINGAPORE |

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| BE11 Ambient: Large Scale | | | | |
| BE11/001 | SUMO STOPS | PLAYSTATION 5 | ATALI,INC. | TOKYO |
| BE11/002 | ONE WORLD,ONE PLANET. | EXPO 2025 OSAKA, KANSAI, JAPAN | SIGNING LTD. | TOKYO |
| BE11/003 | 50 BENCHES | MCDONALD'S HONG KONG | BBDO HONG KONG | HONG KONG |
| BE11/004 | YOUNG-HEE FREEZES BANGKOK | NETFLIX | JONGLUCKDEE | BANGKOK |
| BE11/005 | WEDNESDAY CANAL OF TEARS | NETFLIX | GIGIL | MANILA |
| BE11/006 | TRACES OF TRANCE | SHISEIDO | SHISEIDO CREATIVE | TOKYO |
| BE12 In-Store Experience | | | | |
| BE12/001 | MK MONGKOL IMC | MK RESTAURANT | SOUR BANGKOK | BANGKOK |
| BE12/002 | SWEET EXPRESS | HÄAGEN-DAZS KOREA | HSAD | SEOUL |
| BE12/003 | TASTO EMOTIONS-CHIPS | TASTO | CJ WORX | BANGKOK |
| BE12/004 | NATIONAL UNFRIED CHICKEN DAY | KFC THAILAND | BRILLIANT & MILLION | BANGKOK |
| BE12/005 | SPOON SPOONY HOUSE IN SHIBUYA | SPOON | INNOCEAN-S | SEOUL |
| BE12/006 | MISSION: IMPROVEMENT | BURGER KING | THE PRODUCE LTD. | TOKYO |
| BE12/007 | WORK FROM IKEA | IKEA | OGILVY TAIWAN | TAIPEI |
| BE13 Use of Film & Audio | | | | |
| BE13/001 | SHORYO-UMA PARADE | ENEOS POWER | TOKYU AGENCY INC. | TOKYO |
| BE13/002 | THE YANGZHOU QIAO BEI MUSICAL SUITE | YANGZHOU MUNICIPAL BUREAU OF CULTURE, | TBWA \CHINA | SHANGHAI |
| BE13/003 | PRAYKINSON | VAJIRA HOSPITAL | DENTSU CREATIVE THAILAND | BANGKOK |
| BE13/004 | EVERY VOICE IS A STEP FORWARD | SPOON | INNOCEAN-S | SEOUL |
| BE13/005 | AUSTRALIA'S DEADLIEST PREDATOR | TRANSPORT ACCIDENT COMMISSION | THINKERBELL | MELBOURNE |
| BE13/006 | HEARING 1945 | KOREA'S LIBERATION DAY | INNOCEAN | SEOUL |

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| BE14 Use of Print & Conventional Outdoor | | | | |
| BE14/001 | THE SYNC AD | TOKUCHA | HAKUHODO INC. | TOKYO |
| BE14/002 | VOICE WANTED | KOREAN NATIONAL POLICE AGENCY | CHEIL KOREA | SEOUL |
| BE14/003 | DISINTEGRATING BILLBOARD | CHUPPS FOOTWEAR | INTO CREATIVE | MUMBAI |
| BE14/004 | SOLAR FOREST | HANWHA | INNOCEAN | SEOUL |
| BE15 Use of Mobile & Devices | | | | |
| BE15/001 | SAFE SKETCH | SAVE THE CHILDREN | CHEIL HONG KONG | HONG KONG |
| BE15/002 | TOXIC BACKFIRE | SAMSUNG | CHEIL PENGTAI BEIJING & CHEIL HONG KONG | BEIJING |
| BE15/003 | THE PATH OF LIGHT~TURNING LONG | TEAMLAB BIOVORTEX KYOTO | ADK CREATIVE ONE INC. | TOKYO |
| BE15/004 | PRAYKINSON | VAJIRA HOSPITAL | DENTSU CREATIVE THAILAND | BANGKOK |
| BE15/005 | PASS THE MILK | PAXEL | DENTSU CREATIVE INC. | JAKARTA |
| BE15/006 | SAKURA SCAN | HARE-KAZE | HAKUHODO INC. | TOKYO |
| BE15/007 | MOGU MOGU TOWN | OTSUKA PHARMACEUTICAL CO., LTD. | DENTSU INC. | TOKYO |
| BE15/008 | PROLOGUE | CINEMA AD-MAKING PROMOTIONS, INC. | GIGIL | MANILA |
| BE16 Use of Digital & Social Platforms | | | | |
| BE16/001 | THE GREAT IN-GAME WEDDING | BATTLEGROUNDS MOBILE INDIA | DDB MUDRA GROUP | MUMBAI |
| BE16/002 | MISS EATIE | MCDONALD'S | GEEK PICTURES INC. | TOKYO |
| BE16/003 | HAVE A POSITIVE BREAK | BLACK THUNDER | DENTSU DIGITAL INC. | TOKYO |
| BE16/004 | HAVEN | SUNCORP INSURANCE | LEO AUSTRALIA | SYDNEY |
| BE16/005 | EVERY VOICE IS A STEP FORWARD | SPOON | INNOCEAN-S | SEOUL |
| BE16/006 | SILENT CLEANING | KAO | WHATEVER INC. | TOKYO |
| BE16/007 | THE SPONSORED TRUTH | SAMSUNG | LEO MALAYSIA | KUALA LUMPUR |
| BE16/008 | 2024 WRAPPED LIVE | SPOTIFY SINGAPORE | GOODSTUPH | BANGKOK |

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| TECHNOLOGY | | | | |
| BE17 Digital Installations | | | | |
| BE17/001 | HOKUSAI:ANOTHER STORY | HOKUSAI:ANOTHER STORY | GEEK PICTURES INC. | TOKYO |
| BE17/002 | ONE WORLD,ONE PLANET. | EXPO 2025 OSAKA, KANSAI, JAPAN | SIGNING LTD. | TOKYO |
| BE17/003 | BETTERVERSE | MITSUBISHI ELECTRIC | SPA-HAKUHODO | BANGKOK |
| BE18 Emerging Technology & Tech-led Brand Experience | | | | |
| BE18/001 | CUSTODIA TOUR | SBER | ABC SHOW | MOSCOW |
| BE18/002 | VIRTUAL EXPO 2025 JAPAN | EXPO 2025 OSAKA, KANSAI, JAPAN | DENTSU INC. | TOKYO |
| BE18/003 | HELLO, BRUTUS. | BRUTUS / GOOGLE GEMINI | DENTSU DIGITAL INC. | TOKYO |
| BE18/004 | GARUDA RAKSHAK | DSP MUTUAL FUND | DENTSU CREATIVE INC. | GURUGRAM |
| BE18/005 | HEARING 1945 | KOREA'S LIBERATION DAY | INNOCEAN | SEOUL |
| BE19 Branded Games | | | | |
| BE19/001 | TOXIC BACKFIRE | SAMSUNG | CHEIL PENGTAI BEIJING & CHEIL HONG KONG | BEIJING |
| BE19/002 | TAOKAENOI X 7ELEVEN OUT OF THE BLOX | TAOKAENOI | TAOKAENOI FOOD & MARKETING PUBLIC | BANGKOK |
| BE19/003 | MOGU MOGU TOWN | OTSUKA PHARMACEUTICAL CO., LTD. | DENTSU INC. | TOKYO |
| STRATEGY | | | | |
| BE20 Launch/Re-Launch | | | | |
| BE20/001 | THING IN SEOUL | WEDNESDAY SEASON2 | CHEIL KOREA | SEOUL |
| BE20/002 | GQ PRO MED SCRUBS | GQ APPAREL | ACCENTURE SONG (THAILAND) | BANGKOK |
| BE20/003 | OREO MILKY WAY DUNK | OREO | LEO INDONESIA | JAKARTA |
| BE20/004 | THE ACQUITTED RAMEN RETURNS | SAMYANG FOODS | INNORED | SEOUL |
| BE20/005 | DALAH'S SPOILER BILLBOARD | NETFLIX | VML GROUP THAILAND | BANGKOK |
| BE20/006 | ONE NOODLE | HARAKU RAMEN | BLKJ HAVAS | SINGAPORE |

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| BE21 Competitions & Promotions | | | | |
| BE21/001 | FANS FRIES MEAL | MCDONALD'S MALAYSIA | LEO MALAYSIA | KUALA LUMPUR |
| BE22 Sponsorship & Brand Partnership | | | | |
| BE22/001 | TILECHALK | DBL CERAMICS LIMITED | POPS INC. | DHAKA |
| BE22/002 | GOALVERTISING | COUNTERPAIN | PLAN B ELEVEN | BANGKOK |
| BE22/003 | MCDONALD'S X SQUID GAME: DARE TO PLAY | MCDONALD'S | AKCELO | SYDNEY |
| BE22/004 | HELLO, BRUTUS. | BRUTUS / GOOGLE GEMINI | DENTSU DIGITAL INC. | TOKYO |
| BE22/005 | KATE MEETS USJ | KATE | PR CONSULTING DENTSU INC. | TOKYO |
| BE22/006 | FEET OF GLORY #TATAULTRAMARATHON | TATA SONS | BBDO INDIA | MUMBAI |
| BE23 Customer Acquisition & Retention | | | | |
| BE23/001 | THE KILOMETER LOYALTY EXCHANGE | HONDA ONEHEART | TU7UH CREATIVE LAB | JAKARTA |
| BE23/002 | MAXSTREAM HEADLESS HALLOWEEN | TELKOMSEL | HAKUHODO INTERNATIONAL INDONESIA | JAKARTA |
| BE23/003 | BRAINCHARGE - THE ANTI BRAINROT CAMPAIGN | SIMPATI | HAKUHODO INTERNATIONAL INDONESIA | JAKARTA |
| BE23/004 | MAXIM GA-OK | MAXIM | CHEIL KOREA | SEOUL |
| BE23/005 | KINOKO-NO-YAMA HARVEST FESTIVAL | KINOKO NO YAMA & TAKENOKO NO SATO | YOMIKO ADVERTISING INC. | TOKYO |
| BE23/006 | THE GRIND | GIGIL METAMA | GIGIL | MANILA |
| CAMPAIGN EXCELLENCE | | | | |
| BE24 Integrated Brand Experience Campaign | | | | |
| BE24/001 | SPOT, STOP POST! | NTT DOCOMO | TOKYU AGENCY INC. | TOKYO |
| BE24/002 | SWEET EXPRESS | HÄAGEN-DAZS KOREA | HSAD | SEOUL |
| BE24/003 | UPBIT PIZZA DAY | UPBIT | HSAD | SEOUL |

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| BE24 Integrated Brand Experience Campaign | | | | |
| BE24/004 | NO LABELS | NIKKA WHISKY | DENTSU INC. | TOKYO |
| BE24/005 | MCDONALD'S X SQUID GAME: DARE TO PLAY | MCDONALD'S | AKCELO | SYDNEY |
| BE24/006 | EVERY VOICE IS A STEP FORWARD | SPOON | INNOCEAN-S | SEOUL |
| BE24/007 | SPOON VOICE BLIND DATE | SPOON | INNOCEAN-S | SEOUL |
| BE24/008 | SPOON SPOONY HOUSE IN SHIBUYA | SPOON | INNOCEAN-S | SEOUL |
| BE24/009 | 50 BENCHES | MCDONALD'S HONG KONG | BBDO HONG KONG | HONG KONG |
| BE24/010 | BACK TO THE BEGINNING | MCDONALD'S HONG KONG | BBDO HONG KONG | HONG KONG |
| BE24/011 | MIDDLE BOSS HERO | CRAFT BOSS | TYO INC. | TOKYO |
| BE24/012 | FEET OF GLORY #TATAULTRAMARATHON | TATA SONS | BBDO INDIA | MUMBAI |
| BE24/013 | A CITY OF BEATS | MDLBEAST | THE BOLD GROUP | RIYADH |
| BE24/014 | HOT GRAND BAZAR | PARCO GRAND BAZAR | TOHOKUSHINSHA FILM | TOKYO |
| BE24/015 | THE RESURRECTED COMES TO LIFE | NETFLIX | THIS IS TOMMY | SINGAPORE |
| BE25 Resilience Through Creativity | | | | |
| BE25/001 | GARUDA RAKSHAK | DSP MUTUAL FUND | DENTSU CREATIVE INC. | GURUGRAM |
| BE25/002 | CURFEW HOSTELS | TIGER BEER | LE PUB APAC | SINGAPORE |
| LOTUS ROOTS | | | | |
| LRBE Lotus Roots | | | | |
| LRBE/001 | SLEEPING WITH GIANT | NELL | DENTSU INC. | TOKYO |
| LRBE/002 | INTANGIBLE CULTURAL SWEET | IOUTE SAND | DENTSU INC. | TOKYO |
| LRBE/003 | HANGEUL TRUCK | SAMSUNG GALAXY | CHEIL KOREA | SEOUL |
| LRBE/004 | SAKURA SCAN | HAREKAZE | HAKUHODO INC. | TOKYO |

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| LRBE Lotus Roots | | | | |
| LRBE/005 | VASELINE VERIFIED VERY THAI | VASELINE | BRILLIANT & MILLION | BANGKOK |
| LRBE/006 | GARUDA RAKSHAK | DSP MUTUAL FUND | DENTSU CREATIVE INC. | GURUGRAM |
| LRBE/007 | POCKY PHILIPPINES "POCKY SABI" | GLICO | DENTSU CREATIVE MANILA | MANILA |
| LRBE/008 | BLACKOUT VOWS BY GABRIELA | GABRIELA WOMEN'S PARTY | DENTSU CREATIVE MANILA | MANILA |
| LRBE/009 | TRACES OF TRANCE | SHISEIDO | SHISEIDO CREATIVE | TOKYO |
| LRBE/010 | BUNRAKU BEYOND BOUNDARIES | PARCO GRAND BAZAR | TOHOKUSHINSHA FILM | TOKYO |
| LRBE/011 | HEARING 1945 | KOREA'S LIBERATION DAY | INNOCEAN | SEOUL |

AS OF 11 MAR 2026