



CREATIVE STRATEGY LOTUS ENTRIES LIST



CREATIVE STRATEGY LOTUS



CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
PRODUCTS & SERVICES				
CS01 Consumer Goods				
CS01/001	MAHJONG COFFEE	BOSS	DENTSU INC.	TOKYO
CS01/002	GQ PRO MED SCRUBS	GQ APPAREL	ACCENTURE SONG (THAILAND)	BANGKOK
CS01/003	OLAY - LOOK AT YOU NOW	OLAY	PUBLICIS PG ONE	SINGAPORE
CS01/004	TSUGIKI : COFFEE REBORN	TULLY'S COFFEE	PR CONSULTING DENTSU INC.	TOKYO
CS01/005	RIDE THE BULDAK HIGH	BULDAK	INNOCEAN	SEOUL
CS02 Automotive				
CS02/001	LEXUS GENTLEMEN'S CLUB	LEXUS	MEDIALAND DIGITAL STRATEGY LIMITED	TAIPEI
CS03 Retail, Leisure & Entertainment				
CS03/001	THE COOLEST IHRAM	SAUDIA	LANDOR	DUBAI
CS03/002	MISSION: IMPROVEMENT	BURGER KING	THE PRODUCE LTD.	TOKYO
CS04 Finance, Business & Commercial Public Services				
CS04/001	THE UNLUCKY NUMBERS SHOP	WHOSCALL	DENTSU CREATIVE THAILAND	BANGKOK
CS05 Corporate Image & Corporate Social Responsibility				
CS05/001	HONDA REST AREA	HONDA ONEHEART	TU7UH CREATIVE LAB	JAKARTA
CS05/002	TOXIC BACKFIRE	SAMSUNG	CHEIL PENGTAI BEIJING & CHEIL HONG KONG	BEIJING
CS05/003	VEST FOR REST	LOTTE E&C	DAEHONG COMMUNICATIONS	SEOUL
CS05/004	KUB DEE DAI DEE -REDEFINING SAFE DRIVING AS ACCUMULATING GOOD KARMA-	TOYOTA MOBILITY FOUNDATION / HONDA MOTOR CO., LTD.	HAKUHODO FIRST	BANGKOK
CS05/005	THE COOLEST IHRAM	SAUDIA	LANDOR	DUBAI
CS05/006	BEAUTY INSIDE OUT	L'OREAL GROUPE	MCCANN THAILAND	BANGKOK

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CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
CS05 Corporate Image & Corporate Social Responsibility				
CS05/007	TSUGIKI : COFFEE REBORN	TULLY'S COFFEE	PR CONSULTING DENTSU INC.	TOKYO
CS05/008	HEY CREATIVES, OLD ENOUGH YET?	PTKOREA	PTKOREA	SEOUL
CS05/009	COME BACK HOME	DAANGN	INNOCEAN	SEOUL
CS05/010	THE BIGGEST LIFEGUARD	GRAND JOSUN MEDIA	INNOCEAN	SEOUL
CS06 Public Services & Cause Appeals				
CS06/001	SAFE SKETCH	SAVE THE CHILDREN	CHEIL HONG KONG	HONG KONG
CS06/002	BABAYLANES PLAY THROUGH THE HATE	BABAYLANES	DDB MNL, INC.	MANILA
CS06/003	WARN YOURSELF	THAI HEALTH PROMOTION FOUNDATION	DENTSU CREATIVE THAILAND	BANGKOK
CS06/004	VOICE WANTED	KOREAN NATIONAL POLICE AGENCY	CHEIL KOREA	SEOUL
CS06/005	BEST AFTER 2055	OGI-MISO	SHISEIDO CREATIVE	TOKYO
DATA, INSIGHT & BRAND PARTNERSHIP				
CS07 Use of Data				
CS07/001	THE KILOMETER LOYALTY EXCHANGE	HONDA ONEHEART	TU7UH CREATIVE LAB	JAKARTA
CS07/002	HAVEN	SUNCORP INSURANCE	LEO AUSTRALIA	SYDNEY
CS08 Audience Insight				
CS08/001	LEXUS GENTLEMEN'S CLUB	LEXUS	MEDIALAND DIGITAL STRATEGY LIMITED	TAIPEI
CS08/002	TASTO EMOTIONS-CHIPS	TASTO	CJ WORX	BANGKOK
CS08/003	RUNWAY TO HOME	NATIONAL CENTER FOR THE RIGHTS OF THE CHILD	DAEHONG COMMUNICATIONS	SEOUL
CS08/004	THE SORRY CHICKEN	KNORR PROFESSIONAL	YOUNGSTER BKK	BANGKOK
CS08/005	OLAY - LOOK AT YOU NOW	OLAY	PUBLICIS PG ONE	SINGAPORE
CS08/006	THE MARKED CUP	MAXIM	INNORED	SEOUL
CS08/007	MAKEUP THE ULTIMATE JUJUTSU	KATE	PR CONSULTING DENTSU INC.	TOKYO

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CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
CS08 Audience Insight				
CS08/008	FANS FRIES MEAL	MCDONALD'S MALAYSIA	LEO MALAYSIA	KUALA LUMPUR
CS08/009	WHAT WILL YOU BRING TO THE TABLE?	KAIFUN TOGETHER	ROCK YU CREATIVE	TAIPEI
CS09 Contextual Insight				
CS09/001	KUB DEE DAI DEE -REDEFINING SAFE DRIVING AS ACCUMULATING GOOD KARMA-	TOYOTA MOBILITY FOUNDATION / HONDA MOTOR CO., LTD.	HAKUHODO FIRST	BANGKOK
CS09/002	COSMODERM, MY BESTIE	COSMODERM	BEATNK	KUALA LUMPUR
CS09/003	G-ROCK FESTIVAL (GMARKET ROCK FESTIVAL)	GMARKET	CHAI COMMUNICATION	SEOUL
CS09/004	THE COOLEST IHRAM	SAUDIA	LANDOR	DUBAI
CS09/005	SEE THE UNSEEN	GANGNAM UNNI	CHEIL KOREA	SEOUL
CS09/006	THING IN SEOUL	WEDNESDAY SEASON2	CHEIL KOREA	SEOUL
CS09/007	SAVE ME	FAMILYMART	THE BREAKTHROUGH COMPANY GO	TOKYO
CS09/008	HONG KONG: THE MOST FUN PER SQUARE KILOMETRE	CATHAY PACIFIC AIRWAYS	PUBLICIS PG ONE	SINGAPORE
CS09/009	THE ACQUITTED RAMEN RETURNS	SAMYANG FOODS	INNORED	SEOUL
CS09/010	YILI X ISHOWSPEED: YOLO! REDEFINING HOLIDAY MARKETING WITH A FRESH MODE	YILI	ZONE TWO	BEIJING
CS09/011	CUTE PRESS MY MATCH FOUNDATION	CUTE PRESS	WOLF BKK	BANGKOK
CS09/012	MAKEUP THE ULTIMATE JUJUTSU	KATE	PR CONSULTING DENTSU INC.	TOKYO

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CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
CS09 Contextual Insight				
CS09/013	IT HAS TO BE MOM	HEINZ (THAILAND)	FLASH BOMBER	BANGKOK
CS09/014	PUASA PLAY	MATTEL	MEDIABRANDS CONTENT STUDIO (MBCS)	KUALA LUMPUR
CS10 Collaboration & Partnership				
CS10/001	BEAT THE STREAMERS WORLD	HONDA BEAT	PT. DENTSU ISOPOST INDONESIA	JAKARTA
CS10/002	KHAO MUN GAI ASSOCIATION	KFC THAILAND	WOLF BKK	BANGKOK
CS10/003	MAKEUP THE ULTIMATE JUJUTSU	KATE	PR CONSULTING DENTSU INC.	TOKYO
CS10/004	THE AIR POLLUTION JERSEY	LAMPHUN WARRIORS F.C. AND NORTHERN THAILAND BREATHE COUNCIL	FLASH BOMBER	BANGKOK
CAMPAIGN EXCELLENCE				
CS11 Breakthrough in Creative Strategy				
CS11/001	JAPANDI STYLE - MAKE SPACE FOR "I", IT'S A HOME JUST RIGHT	TOSHIBA	NATOSTUDIO	GUANGZHOU
CS11/002	WHAT THE FRUIT	SMIRNOFF	YOUNGSTER BKK	BANGKOK
CS11/003	OREO MILKY WAY DUNK	OREO	LEO INDONESIA	JAKARTA
CS11/004	I'M LOVIN' 50	MCDONALD'S HONG KONG	BBDO HONG KONG	HONG KONG
CS11/005	VASELINE VERIFIED	VASELINE	OGILVY SINGAPORE	SINGAPORE
CS11/006	GLOW WITH GREEN POWDER	ROSDEE MENU	HAKUHODO BANGKOK	BANGKOK
CS12 Breakthrough on a Budget				
CS12/001	EMPTY BUT THE FULLEST LUNCHBOX	KOREAN COMMITTEE FOR UNICEF	DAEHONG COMMUNICATIONS	SEOUL
CS12/002	HAVE A POSITIVE BREAK	BLACK THUNDER	DENTSU DIGITAL INC.	TOKYO
CS12/003	THE LIFESAVING LOBBY	MOVEMBER	RUMBLE STRATEGIC CREATIVE	BRISBANE

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CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
CS13 Long-Term Strategy				
CS13/001	SECOND LIFE KURA	THE BATH & BED TEAM	DENTSU INC.	TOKYO
CS13/002	GQ PRO MED SCRUBS	GQ APPAREL	ACCENTURE SONG (THAILAND)	BANGKOK
CS13/003	CARING ROACH PHOBIA	COMBAT	UNITED COMMUNICATIONS GROUP	TAIPEI
CS13/004	SUMMER LIFE SHELTER	ITO YOKADO	SCOPE INC	TOKYO
CS13 Long-Term Strategy				
CS13/005	UNFREEZE MY RIGHTS	WOMEN EMPOWERMENT OFFICE, CWO X AWAKENING FOUNDATION	DENTSU CREATIVE TAIWAN	TAIPEI
CS13/006	THE GOOD PASSENGER	LONGLAY LOCAL TOUR	FLASH BOMBER	BANGKOK
CS14 Gutsy Strategy				
CS14/001	SEE THE UNSEEN	GANGNAMUNNI	CHEIL KOREA	SEOUL
CS14/002	OREO MILKY WAY DUNK	OREO	LEO INDONESIA	JAKARTA
CS14/003	THE ACQUITTED RAMEN RETURNS	SAMYANG FOODS	INNORED	SEOUL
CS14/004	DALAH'S SPOILER BILLBOARD	NETFLIX	VML GROUP THAILAND	BANGKOK
CS14/005	ACRONYM HACK	MCDONALD'S	PUBLICIS GROUPE HONG KONG	HONG KONG
CS14/006	IT HAS TO BE MOM	HEINZ (THAILAND)	FLASH BOMBER	BANGKOK
CS14/007	FEET OF GLORY #TATAULTRAMARATHON	TATA SONS	BBDO INDIA	MUMBAI
CS14/008	RIDE THE BULDAK HIGH	BULDAK	INNOCEAN	SEOUL
CS15 Resilience Through Creativity				
CS15/001	HAVE A POSITIVE BREAK	BLACK THUNDER	DENTSU DIGITAL INC.	TOKYO

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LOTUS ROOTS

LRCS Lotus Roots

LRCS/001	KUB DEE DAI DEE -REDEFINING SAFE DRIVING AS ACCUMULATING GOOD KARMA-	TOYOTA MOBILITY FOUNDATION / HONDA MOTOR CO., LTD.	HAKUHODO FIRST	BANGKOK
LRCS/002	THE COOLEST IHRAM	SAUDIA	LANDOR	DUBAI
LRCS/003	IT HAS TO BE MOM	HEINZ (THAILAND)	FLASH BOMBER	BANGKOK

AS OF 11 MAR 2026