



# DESIGN LOTUS ENTRIES LIST



CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
<b>BRANDING</b>				
<b>DE01 New Brand Identity</b>				
DE01/001	LOST CONVERSATIONS LOGO	NATIONAL MUSEUM OF THE PHILIPPINES	TBWA \ SMP	MANILA
<b>DE02 Rebrand of an Existing Brand</b>				
DE02/001	7800 STEPS, 7800 FUTURES	CHUGAI PHARMACEUTICAL CO., LTD.	DENTSU CREATIVE PICTURES INC.	TOKYO
DE02/002	IMMERSIVE ACTIVATION OF "KANDO"	YAMAHA MOTOR CO., LTD.	AMANA INC.	TOKYO
DE02/003	MAKES 'EM MITEY	VEGEMITE	THINKERBELL	MELBOURNE
<b>PRODUCT DESIGN</b>				
<b>DE03 Product Design: Consumer Products</b>				
DE03/001	TASTO EMOTIONS-CHIPS	TASTO	CJ WORX	BANGKOK
DE03/002	GQ PRO MED SCRUBS	GQ APPAREL	ACCENTURE SONG (THAILAND)	BANGKOK
DE03/003	THE MARKED CUP	MAXIM	INNORED	SEOUL
DE03/004	PRODUCTS OF PEACE: CRADLE BAG	OFFICE OF THE PRESIDENTIAL ADVISER ON PEACE, RECONCILIATION, AND UNITY (OPAPRU)	TBWA \ SMP	MANILA
DE03/005	ONE NOODLE	HARAKU RAMEN	BLKJ HAVAS	SINGAPORE
DE03/006	ZUMI THERMO BOTTLE	TEEBMADE	THE BOLD GROUP	RIYADH
<b>DE04 Product Design: Innovative Design</b>				
DE04/001	THE WEARABLE EXTINGUISHER	KOREA FIRE PROTECTION ASSOCIATION, NATIONAL FIRE AGENCY	DMINUSONE	SEOUL
DE04/002	THE COOLEST IHRAM	SAUDIA	LANDOR	DUBAI
DE04/003	SMART EYE CAMERA	OUI INC.	TBWA \ HAKUHODO INC.	TOKYO

CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
<b>DE05 Product Design: Sustainable Design</b>				
DE05/001	HEAR IN HIJAB	WARDAH DERMASCALP HIJAB SHAMPOO	DENTSU CREATIVE INC.	JAKARTA
DE05/002	FREEZE DRY MILK	FUKKO DESIGN	HAKUHODO INC.	TOKYO
DE05/003	BEST AFTER 2055	OGI-MISO	SHISEIDO CREATIVE	TOKYO
DE05/004	SMART EYE CAMERA	OUI INC.	TBWA \ HAKUHODO INC.	TOKYO
<b>PACKAGING DESIGN</b>				
<b>DE06 Packaging Design: Consumer Products</b>				
DE06/001	TASTO EMOTIONS-CHIPS	TASTO	CJ WORX	BANGKOK
DE06/002	TAKES AN ALIEN TO TACKLE JAPANESE STRESS	UCHOTEN (ECSTATIC) ALIENS	ADK MARKETING SOLUTIONS INC.	TOKYO
<b>COMMUNICATION DESIGN</b>				
<b>DE08 Brand Collateral &amp; Publications</b>				
DE08/001	FLIP THE PAPER. LOOK AT THE OTHER SIDE.	FEM CARE PROJECT	ADK MARKETING SOLUTIONS INC.	TOKYO
DE08/002	NO LABELS	NIKKA WHISKY	DENTSU INC.	TOKYO
DE08/003	ENGLISH DICTIONARY	AIR INDIA EXPRESS	JUICE (AN OMNICOM GROUP COMPANY, AND A CONFLICT BRAND WITHIN TBWA)	NEW DELHI
DE08/004	ACTROLOGY CARD	MIRROR THAILAND	TREND VG3 CO.,LTD.	BANGKOK
DE08/005	ONE HUNDRED COLORS. ONE HUNDRED PEOPLE.	ADM MAGAZINE	DENTSU CREATIVE TAIWAN	TAIPEI
<b>DE09 Poster</b>				
DE09/001	ESSENTIAL MOMENT	JIMBEAM	DENTSU INC.	TOKYO
DE09/002	MY OWN	YOKOHAMA CITY SPECIAL SUPPORT SCHOOL FOR THE VISUALLY IMPAIRED	FRONTAGE	TOKYO

CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
<b>DE09 Poster</b>				
DE09/003	BECAUSE YOU MOVE FORWARD.	KANAZAWA HIGH SCHOOL SUMO TOURNAMENT	DENTSU INC.	TOKYO
DE09/004	BASEBALL MEMORIES	ASAHI TELEVISION BROADCASTING CORPORATION	DENTSU INC.	TOKYO
DE09/005	FRESH VISIONS	THE 77 <sup>TH</sup> DENTSU ADVERTISING AWARDS	DENTSU INC.	TOKYO
DE09/006	BALLOON YOUR HOPE.	D&AD AWARDS 2024 EXHIBITION IN JAPAN	DENTSU INC.	TOKYO
DE09/007	PEACEFUL WEAPON	THE ONESHOW 2024 EXHIBITION IN JAPAN	DENTSU INC.	TOKYO
DE09/008	PLAYFUL STAMINA	HOSHI AWARDS	DENTSU INC.	TOKYO
DE09/009	VOICE WANTED	KOREAN NATIONAL POLICE AGENCY	CHEIL KOREA	SEOUL
DE09/010	YOU'RE THE ONLY WINNER	CARE	VML MALAYSIA	KUALA LUMPUR
DE09/011	ISOLATE PESTS, ISOLATE HARM	ZIP PEST SOLUTIONS	VML MALAYSIA	KUALA LUMPUR
DE09/012	LOOKING FOR NAKAI	RESORT BAITO.COM	ADK MARKETING SOLUTIONS INC.	TOKYO
DE09/013	CREATION OF KEY VISUALS FOR THE OPENING OF EXPO 2025 OSAKA, KANSAI, JAPAN FEATURING THE GRAND RING	JAPAN ASSOCIATION FOR THE 2025 WORLD EXPOSITION	LIGHT PUBLICITY CO., LTD.	TOKYO
<b>DE10 Type Design</b>				
DE10/001	LUX RECLAIM HER NAME	LUX	VML SINGAPORE	SINGAPORE
DE10/002	SADAK COLOUR DISPLAY TYPEFACE	ALERTYPE	ALERTYPE CREATIVE VENTURES LLP	DELHI
<b>DE11 Illustration</b>				
DE11/001	MY OWN	YOKOHAMA CITY SPECIAL SUPPORT SCHOOL FOR THE VISUALLY IMPAIRED	FRONTAGE	TOKYO

CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
<b>DE11 Illustration</b>				
DE11/002	ENGLISH DICTIONARY	AIR INDIA EXPRESS	JUICE (AN OMNICOM GROUP COMPANY, AND A CONFLICT BRAND WITHIN TBWA)	NEW DELHI
DE11/003	VOICE WANTED	KOREAN NATIONAL POLICE AGENCY	CHEIL KOREA	SEOUL
DE11/004	SMOKE OF VICTORY	WRC FORUM8 RALLY JAPAN 2025	DENTSU INC.	TOKYO
<b>DE12 Self-Promotion</b>				
DE12/001	GOD CAN HELP YOU, FOR REAL!	GOODSTUPH THAILAND	GOODSTUPH	BANGKOK
DE12/002	CONCRETE BOOK	TOKOSEN (TOKAI POLYTECHNIC COLLEGE KANAYAMA)	DENTSU INC.CHUBU	NAGOYA
DE12/003	GAS BLESS YOU!	PTT LPG	YELL BANGKOK	BANGKOK
DE12/004	CHAMPION TABLE CLOTHES	CHAMPION DETERGENT	TBWA \SMP	MANILA
DE12/005	SLEEPLESS CONTROLLER	DREWELL	AOI PRO. INC.	TOKYO
DE12/006	BUSCAPE	THANACHART INSURANCE PUBLIC COMPANY LIMITED	YDM (THAILAND) CO., LTD.	BANGKOK
<b>DE13 Limited Special Editions</b>				
DE13/001	AMULET OF ALWAYS AGAIN	HIMEJIMA SHRINE	DENTSU CREATIVE PICTURES INC.	TOKYO
DE13/002	HEAR IN HIJAB	WARDAH DERMASCALP HIJAB SHAMPOO	DENTSU CREATIVE INC.	JAKARTA
DE13/003	THE MARKED CUP	MAXIM	INNORED	SEOUL
DE13/004	CHAMPION TABLE CLOTHES	CHAMPION DETERGENT	TBWA \SMP	MANILA
DE13/005	GLOW WITH GREEN POWDER	ROSDEE MENU	HAKUHODO BANGKOK	BANGKOK
DE13/006	GAMIFRIES	MCDONALD'S	LEO MANILA	MANILA

CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
------	-------	-------	-----------------	------

**EXPERIENTIAL DESIGN**
**DE14 Point of Sale: Small Scale**

DE14/001	TASTO EMOTIONS-CHIPS	TASTO	CJ WORX	BANGKOK
DE14/002	SAVE ME	FAMILYMART	THE BREAKTHROUGH COMPANY GO	TOKYO

**DE16 Exhibitions, Events & Public Environment**

DE16/001	SANGSOM PIXEL BAR	SANGSOM	SOUR BANGKOK	BANGKOK
DE16/002	IMMERSIVE ACTIVATION OF "KANDO"	YAMAHA MOTOR CO., LTD.	AMANA INC.	TOKYO
DE16/003	JR WEST PARADE TRAIN	JR WEST	FRONTIER INTERNATIONAL INC.	TOKYO
DE16/004	MAXIM GA-OK	MAXIM	CHEIL KOREA	SEOUL
DE16/005	HANGEUL TRUCK	SAMSUNG GALAXY	CHEIL KOREA	SEOUL
DE16/006	INVISIBLE TO VISIBLE	FOUNDATION TO ERADICATE NEUROMUSCULAR DISEASES ( F ) E ) N ) D	YOUNGSANTI	BANGKOK
DE16/007	BLACK RECORDS	BMSG	SIX INC.	TOKYO
DE16/008	SINGAPORE PAVILION AT EXPO 2025 OSAKA, KANSAI, JAPAN (THE DREAM REPOSITORY)	SINGAPORE TOURISM BOARD	KINGSMEN EXHIBITS PTE LTD	SINGAPORE
DE16/009	SLEEPLESS CONTROLLER	DREWELL	AOI PRO. INC.	TOKYO
DE16/010	TRACES OF TRANCE	SHISEIDO	SHISEIDO CREATIVE	TOKYO
DE16/011	HOUSE OF ROMANCE: DREAMS COLLIDE	ROMANCE WAS BORN	HECKLER	SYDNEY

**DIGITAL DESIGN**
**DE17 Motion Design**

DE17/001	ALL YOUR SENSES, SERVED.	PDS HOTELS	LIKI INC.	TOKYO
DE17/002	SINGAPORE PAVILION AT EXPO 2025 OSAKA, KANSAI, JAPAN (THE DREAM REPOSITORY)	SINGAPORE TOURISM BOARD	KINGSMEN EXHIBITS PTE LTD	SINGAPORE
DE17/003	THE VISIBLE AIR	DAIKIN	HAKUHODO BANGKOK	BANGKOK

CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
<b>DE18 Digital &amp; Interactive Design</b>				
DE18/001	IOWN×PERFUME	IOWN	GEEK PICTURES INC.	TOKYO
DE18/002	HOKUSAI:ANOTHER STORY	HOKUSAI:ANOTHER STORY	GEEK PICTURES INC.	TOKYO
DE18/003	THE BIGGEST LIFEGUARD	GRAND JOSUN MEDIA	INNOCEAN	SEOUL
<b>DE19 Social Related Design</b>				
DE19/001	#PLAYHAIR	PRODUCT	I&S BBDO	TOKYO
<b>INNOVATION</b>				
<b>DE20 Innovative Design</b>				
DE20/001	THE COOLEST IHRAM	SAUDIA	LANDOR	DUBAI
DE20/002	FREEZE DRY MILK	FUKKO DESIGN	HAKUHODO INC.	TOKYO
DE20/003	WAVES OF WILL POWERED BY NTT	NTT HUMAN INFORMATICS LABORATORIES	DENTSU INC.	TOKYO
DE20/004	GAMIFRIES	MCDONALD'S	LEO MANILA	MANILA
DE20/005	THE STOOL DONATION PLATFORM "CHO-MUSUBI"	METAGEN THERAPEUTICS, INC.	DENTSU INC.	TOKYO
DE20/006	SMART EYE CAMERA	OUI INC.	TBWA \ HAKUHODO INC.	TOKYO
<b>DE21 Sustainable Design</b>				
DE21/001	SANGSOM PIXEL BAR	SANGSOM	SOUR BANGKOK	BANGKOK
DE21/002	THE COOLEST IHRAM	SAUDIA	LANDOR	DUBAI
DE21/003	SOLAR FOREST	HANWHA	INNOCEAN	SEOUL
DE21/004	SMART EYE CAMERA	OUI INC.	TBWA \ HAKUHODO INC.	TOKYO
<b>CAMPAIGN EXCELLENCE</b>				
<b>DE22 Integrated Design Campaign</b>				
DE22/001	NO LABELS	NIKKA WHISKY	DENTSU INC.	TOKYO
DE22/002	BACK TO THE BEGINNING	MCDONALD'S HONG KONG	BBDO HONG KONG	HONG KONG

CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
<b>DE23 Inclusive Design *NEW*</b>				
DE23/001	WHATSAPP MAKES TEXTING TRULY INCLUSIVE FOR ALL INDIANS	WHATSAPP	FUNDAMENTAL	MUMBAI
DE23/002	THE WEARABLE EXTINGUISHER	KOREA FIRE PROTECTION ASSOCIATION, NATIONAL FIRE AGENCY	DMINUSONE	SEOUL
DE23/003	HEAR IN HIJAB	WARDAH DERMASCALP HIJAB SHAMPOO	DENTSU CREATIVE INC.	JAKARTA
DE23/004	WAVES OF WILL POWERED BY NTT	NTT HUMAN INFORMATICS LABORATORIES	DENTSU INC.	TOKYO
DE23/005	CHEER SIGNS	TOKYO METROPOLITAN GOVERNMENT	TBWA \ HAKUHODO INC.	TOKYO
<b>DE24 Resilience Through Creativity</b>				
DE24/001	HAVE A POSITIVE BREAK	BLACK THUNDER	DENTSU DIGITAL INC.	TOKYO
<b>LOTUS ROOTS</b>				
<b>LRDE Lotus Roots</b>				
LRDE/001	VEST FOR REST	LOTTE E&C	DAEHONG COMMUNICATIONS	SEOUL
LRDE/002	ENGLISH DICTIONARY	AIR INDIA EXPRESS	JUICE (AN OMNICOM GROUP COMPANY, AND A CONFLICT BRAND WITHIN TBWA)	NEW DELHI
LRDE/003	PRODUCTS OF PEACE: THE CRADLE BAG	OFFICE OF THE PRESIDENTIAL ADVISER ON PEACE, RECONCILIATION, AND UNITY (OPAPRU)	TBWA \ SMP	MANILA
LRDE/004	TRACES OF TRANCE	SHISEIDO	SHISEIDO CREATIVE	TOKYO
LRDE/005	BEST AFTER 2055	OGI-MISO	SHISEIDO CREATIVE	TOKYO
LRDE/006	AMULET OF ALWAYS AGAIN	HIMEJIMA SHRINE	DENTSU CREATIVE PICTURES INC.	TOKYO
LRDE/007	THE COOLEST IHRAM	SAUDIA	LANDOR	DUBAI
LRDE/008	SATIRE OVER SERMON: REVIVING 500 YEARS OF PLAY TO SOLVE MODERN WORKPLACE FRICTION	FRONTIER INTERNATIONAL INC.	FRONTIER INTERNATIONAL INC.	TOKYO