



# DIGITAL & SOCIAL LOTUS ENTRIES LIST



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CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
<b>PRODUCTS &amp; SERVICES *NEW*</b>				
<b>DI01 Consumer Goods</b>				
DI01/001	GOALVERTISING	COUNTERPAIN	PLAN B ELEVEN	BANGKOK
DI01/002	SLEEP DEEPLY AND RELAX WITH SLUMBERLAND	SLUMBERLAND	DIGITAL FACTORY	BANGKOK
DI01/003	KINOTAKE MOTHER	KINOKO NO YAMA & TAKENOKO NO SATO	YOMIKO ADVERTISING INC.	TOKYO
DI01/004	HEY BRO!	OPPO FIND N5	GUANGDONG OPPO MOBILE TELECOMMUNICATIONS CORP.,LTD.	DONGGUAN
DI01/005	RIDE THE BULDAK HIGH	BULDAK	INNOCEAN	SEOUL
DI01/006	COMFORT	HAVAIANAS	GIGIL	MANILA
DI01/007	HANDFACE OF CHEETOS	CHEETOS	LEO INDONESIA	JAKARTA
<b>DI02 Automotive</b>				
DI02/001	WD40 REPLAY	WD40	DIGITAL FACTORY	BANGKOK
DI02/002	TIMELESS RELIABLE	HONDA BEAT	DENTSU CREATIVE INC.	JAKARTA
DI02/003	ELEVATE YOUR LIFE WITH KIA EV	KIA	INNOCEAN-S	SEOUL
DI02/004	INSTEROID SOCIAL CONTENTS SERIES	HYUNDAI MOTOR COMPANY	INNOCEAN-S	SEOUL
<b>DI03 Retail, Leisure &amp; Entertainment</b>				
DI03/001	THE EXPERTS CHOICE, MEGA HOME	MEGA HOME	DIGITAL FACTORY	BANGKOK
DI03/002	THE UNFLUENCER	KFC THAILAND	BRILLIANT & MILLION	BANGKOK
<b>DI04 Finance, Business &amp; Commercial Public Services</b>				
DI04/001	PRAYKINSON	VAJIRA HOSPITAL	DENTSU CREATIVE THAILAND	BANGKOK
<b>DI05 Corporate Image &amp; Corporate Social Responsibility</b>				
DI05/001	TOXIC BACKFIRE	SAMSUNG	CHEIL PENGTAI BEIJING & CHEIL HONG KONG	BEIJING
DI05/002	COME BACK HOME	DAANGN	INNOCEAN	SEOUL

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CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
<b>DI06 Public Services &amp; Cause Appeals</b>				
DI06/001	SAFE SKETCH	SAVE THE CHILDREN	CHEIL HONG KONG	HONG KONG
DI06/002	STOP DRINK, STACK THE DREAM	THAI HEALTH PROMOTION FOUNDATION	DENTSU CREATIVE THAILAND	BANGKOK
<b>FILM &amp; SERIES</b>				
<b>DI07 Social Film</b>				
DI07/001	SHORYO-UMA PARADE	ENEOS POWER	TOKYU AGENCY INC.	TOKYO
DI07/002	REZA RAHADIAN PRESENTS: FILMS WITHOUT REZA RAHADIAN	NETFLIX ID BLOCKBUSTER	GOOD PEOPLE NETWORK	JAKARTA
DI07/003	RISING HOPE	SIRIRAJ HOSPITAL	MADMUSE	BANGKOK
DI07/004	SHIFTING SHAPES	APPLE	TBWA \ MEDIA ARTS LAB ISEA	SINGAPORE
DI07/005	HEY BRO!	OPPO FIND N5	GUANGDONG OPPO MOBILE TELECOMMUNICATIONS CORP.,LTD.	DONGGUAN
DI07/006	THE SCENT THAT GIVES YOU THE SCENE	MITH BANGKOK	WOLF BKK	BANGKOK
DI07/007	AMUK EMAK	WE+	HYBRID HAKUHODO	JAKARTA
DI07/008	KUNG FRIES	MCDONALD'S FRIES	LEO TAIWAN	TAIPEI
DI07/009	COOL	OROCAN	GIGIL	MANILA
DI07/010	SARI-SARI	DMAP DIGITAL YOUNG CREATORS	TONY &	MANILA
DI07/011	I MADE A MIXTAPE FOR YOU	APPLE	TBWA ADVERTISING (SHANGHAI) CO., LTD.	SHANGHAI
DI07/012	VISIT A ZOMBIE-FUL WANIREJO	NETFLIX ABADI NAN JAYA	GOOD PEOPLE NETWORK	JAKARTA
<b>DI08 Social Film Series</b>				
DI08/001	NEVER ENDING KOREA	KOREA TOURISM ORGANIZATION	HSAD	SEOUL
DI08/002	MISS EATIE	MCDONALD'S	GEEK PICTURES INC.	TOKYO

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<b>DI08 Social Film Series</b>				
DI08/003	IT MUST BE STING	STING THAILAND	BRILLIANT & MILLION	BANGKOK
DI08/004	CHIZZALULU CHIZZALALA, THE EDIBLE BRAINROT	KFC THAILAND	BRILLIANT & MILLION	BANGKOK
DI08/005	ELEVATE YOUR LIFE WITH KIA EV	KIA	INNOCEAN-S	SEOUL
DI08/006	INSTEROID SOCIAL CONTENTS SERIES	HYUNDAI MOTOR COMPANY	INNOCEAN-S	SEOUL
DI08/007	K-DRAMA   THE ROBOROCK F25 FAMILY	ROBOROCK	INNOCEAN-S	SEOUL
DI08/008	NATIONAL CLEAN GRAPHIC	ROBOROCK	INNOCEAN-S	SEOUL
DI08/009	CRASHES TO CLAIM	WE+	HYBRID HAKUHODO	JAKARTA
DI08/010	WHAT WILL YOU BRING TO THE TABLE?	KAIFUN TOGETHER	ROCK YU CREATIVE	TAIPEI
DI08/011	CHICKY	GRABMART	GIGIL	MANILA
DI08/012	VERSUS	M LHUILLIER REMITTANCE	GIGIL	MANILA
DI08/013	UNLIMITED THANKS	SAMGYUPSALAMAT RESTAURANT CHAIN	GIGIL	MANILA
DI08/014	SHAKASHAKA	MCDONALD'S INDIA (N&E)	DDB MUDRA GROUP	MUMBAI
<b>SOCIAL ENGAGEMENT</b>				
<b>DI09 Community Engagement &amp; Management</b>				
DI09/001	THE GREAT IN-GAME WEDDING	BATTLEGROUNDS MOBILE INDIA	DDB MUDRA GROUP	MUMBAI
DI09/002	LUCKY ME! TICNAP NOTNAC	LUCKY ME! PANCIT CANTON	MULLENLOWE TREYNA	MANILA
DI09/003	SAUCE REDEMPTION	KFC THAILAND	BRILLIANT & MILLION	BANGKOK
DI09/004	POCKY PHILIPPINES "POCKY SABU"	GLICO	DENTSU CREATIVE MANILA	MANILA
<b>DI10 Real-time Response</b>				
DI10/001	VASELINE HUH?	VASELINE	BRILLIANT & MILLION	BANGKOK
DI10/002	MICHELLE LYN STAR	JIANG NAN HOT POT RESTAURANT CHAIN	GIGIL	MANILA
DI10/003	COME BACK HOME	DAANGN	INNOCEAN	SEOUL

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CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
<b>DI11 Use of Data</b>				
DI11/001	HAVEN	SUNCORP INSURANCE	LEO AUSTRALIA	SYDNEY
DI11/002	COME BACK HOME	DAANGN	INNOCEAN	SEOUL
<b>DI12 Brand Storytelling</b>				
DI12/001	SAFETYNOVELA	PHILIPPINE AIRLINES	BBDO GUERRERO	MANILA
DI12/002	OLAY - LOOK AT YOU NOW	OLAY	PUBLICIS PG ONE	SINGAPORE
DI12/003	THE UNFLUENCER	KFC THAILAND	BRILLIANT & MILLION	BANGKOK
DI12/004	THE VISIBLE AIR	DAIKIN	HAKUHODO BANGKOK	BANGKOK
DI12/005	I MADE A MIXTAPE FOR YOU	APPLE	TBWA ADVERTISING (SHANGHAI) CO., LTD.	SHANGHAI
<b>DI13 Social Commerce</b>				
DI13/001	BRAINCHARGE - THE ANTI BRAINROT CAMPAIGN	SIMPATI	HAKUHODO INTERNATIONAL INDONESIA	JAKARTA
<b>DI14 Social Purpose</b>				
DI14/001	BRAINCHARGE - THE ANTI BRAINROT CAMPAIGN	SIMPATI	HAKUHODO INTERNATIONAL INDONESIA	JAKARTA
DI14/002	HOW LUX MADE BOLD BEAUTY A SOCIAL MOVE!	LUX	VML SINGAPORE	SINGAPORE
<b>CONTENT &amp; INFLUENCERS</b>				
<b>DI15 User Generated Content</b>				
DI15/001	STOP DRINK, STACK THE DREAM	THAI HEALTH PROMOTION FOUNDATION	DENTSU CREATIVE THAILAND	BANGKOK
DI15/002	MISS EATIE	MCDONALD'S	GEEK PICTURES INC.	TOKYO
DI15/003	LUCKY ME! TICNAP NOTNAC	LUCKY ME! PANCIT CANTON	MULLENLOWE TREYNA	MANILA
DI15/004	HAVE A POSITIVE BREAK	BLACK THUNDER	DENTSU DIGITAL INC.	TOKYO

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CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
<b>DI15 User Generated Content</b>				
DI15/005	SAVE THE MUSIC	APPLE	TBWA \ MEDIA ARTS LAB ISEA	SINGAPORE
DI15/006	THE SPONSORED TRUTH	SAMSUNG	LEO MALAYSIA	KUALA
DI15/007	HANDFACE OF CHEETOS	CHEETOS	LEO INDONESIA	JAKARTA
<b>DI16 Content Placement</b>				
DI16/001	GAMIFRIES	MCDONALD'S	BBH SINGAPORE	SINGAPORE
DI16/002	CHIZZALULU CHIZZALALA, THE EDIBLE BRAINROT	KFC THAILAND	BRILLIANT & MILLION	BANGKOK
<b>DI17 Use of Influencer</b>				
DI17/001	CATHAY PACIFIC PRESENTS THE MICHELIN MULTIVERSE	CATHAY PACIFIC	VAYNERMEDIA APAC	SINGAPORE
DI17/002	SAY IT PROND	SPEAK	DENTSU CREATIVE TAIWAN	TAIPEI
DI17/003	REAL FAZZ	FAZZIO	B&B THAILAND	BANGKOK
DI17/004	REZA RAHADIAN PRESENTS: FILMS WITHOUT REZA RAHADIAN	NETFLIX ID BLOCKBUSTER	GOOD PEOPLE NETWORK	JAKARTA
DI17/005	YILI X ISHOWSPEED: REDEFINING HOLIDAY MARKETING WITH A FRESH MODE	YILI	ZONE TWO	BEIJING
DI17/006	THE UNFLUENCER	KFC THAILAND	BRILLIANT & MILLION	BANGKOK
DI17/007	THE HAND-CHECKED BUCKET	KFC THAILAND	BRILLIANT & MILLION	BANGKOK
DI17/008	SAVE THE MUSIC	APPLE	TBWA \ MEDIA ARTS LAB ISEA	SINGAPORE
DI17/009	VASELINE VERIFIED	VASELINE	OGILVY SINGAPORE	SINGAPORE
DI17/010	KWEEN YASMIN	CANVA PRO	GIGIL	MANILA
DI17/011	MICHELLE LYN STAR	JIANG NAN HOT POT RESTAURANT CHAIN	GIGIL	MANILA
DI17/012	5-STAR EATS	GRABFOOD	GIGIL	MANILA

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CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
<b>DI18 Cross-Channel Storytelling *NEW*</b>				
DI18/001	KUNG FRIES	MCDONALD'S FRIES	LEO TAIWAN	TAIPEI
<b>DI19 Organic Reach &amp; Influence</b>				
DI19/001	G-ROCK FESTIVAL (GMARKET ROCK FESTIVAL)	GMARKET	CHAI COMMUNICATION	SEOUL
DI19/002	LUCKY ME! TICNAP NOTNAC	LUCKY ME! PANCIT CANTON	MULLENLOWE TREYNA	MANILA
DI19/003	DORITOS CILANTRO SWAP	DORITOS	SAATCHI & SAATCHI TAIWAN	TAIPEI
DI19/004	KWEEN YASMIN	CANVA PRO	GIGIL	MANILA
<b>MOBILE &amp; PORTABLE DEVICES *NEW*</b>				
<b>DI20 Use of Mobile</b>				
DI20/001	SAFE SKETCH	SAVE THE CHILDREN	CHEIL HONG KONG	HONG KONG
DI20/002	TOXIC BACKFIRE	SAMSUNG	CHEIL PENGTAI BEIJING & CHEIL HONG KONG	BEIJING
DI20/003	PASS THE MILK	PAXEL	DENTSU CREATIVE INC.	JAKARTA
DI20/004	KFC'S JAW-DROP CHALLENGE	KFC TAIWAN	DENTSU CREATIVE TAIWAN	TAIPEI
DI20/005	MOGU MOGU TOWN	OTSUKA PHARMACEUTICAL CO., LTD.	DENTSU INC.	TOKYO
DI20/006	LUX RECLAIM HER NAME	LUX	VML SINGAPORE	SINGAPORE
<b>DI21 User Experience for Mobile</b>				
DI21/001	CUSTODIA TOUR	SBER	ABC SHOW	MOSCOW
<b>DI22 Mobile Games</b>				
DI22/001	TOXIC BACKFIRE	SAMSUNG	CHEIL PENGTAI BEIJING & CHEIL HONG KONG	BEIJING
<b>DI23 Application &amp; Utility</b>				
DI23/001	SAFE SKETCH	SAVE THE CHILDREN	CHEIL HONG KONG	HONG KONG
DI23/002	PRAYKINSON	VAJIRA HOSPITAL	DENTSU CREATIVE THAILAND	BANGKOK
DI23/003	GAMIFRIES	MCDONALD'S	BBH SINGAPORE	SINGAPORE

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CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
<b>DI24 Mobile Technology</b>				
DI24/001	PRAYKINSON	VAJIRA HOSPITAL	DENTSU CREATIVE THAILAND	BANGKOK
DI24/002	PROLOGUE	CINEMA AD-MAKING PROMOTIONS, INC.	GIGIL	MANILA
<b>INNOVATION &amp; TECHNOLOGY</b>				
<b>DI25 New Realities &amp; Emerging Technology</b>				
DI25/001	RADIO OPTIMISM: THE 24/7 DEDICATION STATION	LG ELECTRONICS	HSAD	SEOUL
DI25/002	UNSEENS: MYTHICAL ANIMALS OF RUSSIA	SBER	ABC SHOW	MOSCOW
<b>CAMPAIGN EXCELLENCE</b>				
<b>DI27 Use of Platform *NEW*</b>				
DI27/001	TIMELESS RELIABLE	HONDA BEAT	DENTSU CREATIVE INC.	JAKARTA
DI27/002	FASTPERIENCE ADS	BREEZE	BRILLIANT & MILLION	BANGKOK
DI27/003	SUZUKI-SAN'S HEART STORY ON LINE	APPLE WATCH	TBWA \ MEDIA ARTS LAB	TOKYO
<b>DI28 Integrated Digital &amp; Social Campaign</b>				
DI28/001	A CITY OF BEATS	MDLBEAST	THE BOLD GROUP	RIYADH
<b>DI29 Resilience Through Creativity</b>				
DI29/001	ELEVATE YOUR LIFE WITH KIA EV	KIA	INNOCEAN-S	SEOUL
DI29/002	INSTEROID SOCIAL CONTENTS SERIES	HYUNDAI MOTOR COMPANY	INNOCEAN-S	SEOUL
<b>LOTUS ROOTS</b>				
<b>LRDI Lotus Roots</b>				
LRDI/001	SHORYO-UMA PARADE	ENEOS POWER	TOKYU AGENCY INC.	TOKYO
LRDI/002	KUNG FRIES	MCDONALD'S FRIES	LEO TAIWAN	TAIPEI

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CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
<b>LRDI Lotus Roots</b>				
LRDI/003	ASSEMBLE	STRESSTABS	GIGIL	MANILA
LRDI/004	FAMILY	GRAB	GIGIL	MANILA
LRDI/005	PATYLYZ FOR PARTYLISTS	DEMOCRATIC INSIGHTS GROUP (DIG)	DENTSU CREATIVE MANILA	MANILA
LRDI/006	POCKY PHILIPPINES "POCKY SABI"	GLICO	DENTSU CREATIVE MANILA	MANILA

AS OF 11 MAR 2026