



# DIRECT LOTUS ENTRIES LIST





# DIRECT LOTUS



CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
<b>PRODUCTS &amp; SERVICES *NEW*</b>				
<b>DM01 Consumer Goods</b>				
DM01/001	SO BRIGHT, EVEN HEAVEN STOPS TO STARE	PAO SUPER COLOR	FAR EAST FAME LINE DDB	BANGKOK
DM01/002	ZOOM IN, CASH IN	VIVO	PILOT HAKUHODO	TAIPEI
DM01/003	ONE NOODLE	HARAKU RAMEN	BLKJ HAVAS	SINGAPORE
DM01/004	SLEEPLESS CONTROLLER	DREWELL	AOI PRO. INC.	TOKYO
<b>DM02 Automotive</b>				
DM02/001	MERCEDES-BENZ DREAM DAYS	MERCEDES-BENZ INDIA	BBDO INDIA	MUMBAI
<b>DM03 Retail, Leisure &amp; Entertainment</b>				
DM03/001	SAUCE REDEMPTION	KFC THAILAND	BRILLIANT & MILLION	BANGKOK
DM03/002	THE PEOPLE CONTRACT	MAKRO	YDM (THAILAND) CO., LTD.	BANGKOK
<b>DM04 Finance, Business &amp; Commercial Public Services</b>				
DM04/001	PRAYKINSON	VAJIRA HOSPITAL	DENTSU CREATIVE THAILAND	BANGKOK
DM04/002	THE UNLUCKY NUMBERS SHOP	WHOSCALL	DENTSU CREATIVE THAILAND	BANGKOK
DM04/003	HAVEN	SUNCORP INSURANCE	LEO AUSTRALIA	SYDNEY
<b>DM05 Corporate Image &amp; Corporate Social Responsibility</b>				
DM05/001	TILECHALK	DBL CERAMICS LIMITED	POPS INC.	DHAKA
DM05/002	TOXIC BACKFIRE	SAMSUNG	CHEIL PENGTAI BEIJING & CHEIL HONG KONG	BEIJING
DM05/003	KUB DEE DAI DEE -REDEFINING SAFE DRIVING AS ACCUMULATING GOOD KARMA-	TOYOTA MOBILITY FOUNDATION / HONDA MOTOR CO., LTD.	HAKUHODO FIRST	BANGKOK
DM05/004	BEAUTY INSIDE OUT	L'OREAL GROUPE	MCCANN THAILAND	BANGKOK



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CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
<b>DM06 Public Services &amp; Cause Appeals</b>				
DM06/001	SAFE SKETCH	SAVE THE CHILDREN	CHEIL HONG KONG	HONG KONG
DM06/002	VOICE WANTED	KOREAN NATIONAL POLICE AGENCY	CHEIL KOREA	SEOUL
DM06/003	INVISIBLE TO VISIBLE	FOUNDATION TO ERADICATE NEUROMUSCULAR DISEASES F ) E ) N ) D	YOUNGSANTI	BANGKOK
DM06/004	PRIDE FILTER	MARRIAGE FOR ALL JAPAN	TBWA \ HAKUHODO INC.	TOKYO
<b>USE OF DIRECT</b>				
<b>DM09 Print &amp; Outdoor</b>				
DM09/001	DUREX ALLGASM	DUREX	SOUR BANGKOK	BANGKOK
DM09/002	VOICE WANTED	KOREAN NATIONAL POLICE AGENCY	CHEIL KOREA	SEOUL
DM09/003	PLAYBOARDS	PEPSI	IMPACT BBDO	DUBAI
DM09/004	THE UNTAUGHT HISTORY EDITION	ANNAHAR	IMPACT BBDO	DUBAI
DM09/005	MERCEDES-BENZ DREAM DAYS	MERCEDES-BENZ INDIA	BBDO INDIA	MUMBAI
<b>DM10 Ambient: Small Scale</b>				
DM10/001	ACTROLOGY CARD	MIRROR THAILAND	TREND VG3 CO.,LTD.	BANGKOK
DM10/002	CHOCO-LIST	GMM MUSIC	AND FRIENDS STUDIO CO., LTD.	BANGKOK
DM10/003	JUDGE-FREE FOUNDATION BADGE	CUTE PRESS	WOLF BKK	BANGKOK
DM10/004	SPY NAIL	DAPCOC	DAPCOC	SEOUL
DM10/005	THE TAPE TRAILER	NETFLIX	JONGLUCKDEE	BANGKOK
DM10/006	VI GUARDIAN BEADS	VI (VODAFONE IDEA)	OGILVY	MUMBAI
DM10/007	CURFEW HOSTELS	TIGER BEER	LE PUB APAC	SINGAPORE

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<b>DM11 Ambient: Large Scale</b>				
DM11/001	BANGKOK JUMPS	NETFLIX	JONGLUCKDEE	BANGKOK
DM11/002	THE BUD FAN	BUDWEISER	FLASH BOMBER	BANGKOK
<b>DM12 Field Marketing</b>				
DM12/001	THE UNLUCKY NUMBERS SHOP	WHOSCALL	DENTSU CREATIVE THAILAND	BANGKOK
DM12/002	NATIONAL UNFRIED CHICKEN DAY	KFC THAILAND	BRILLIANT & MILLION	BANGKOK
DM12/003	WORTH THE WHOLE	KFC THAILAND	BRILLIANT & MILLION	BANGKOK
DM12/004	SO BRIGHT, EVEN HEAVEN STOPS TO STARE	PAO SUPER COLOR	FAR EAST FAME LINE DDB	BANGKOK
<b>DIGITAL</b>				
<b>DM13 Online &amp; Digital Platforms</b>				
DM13/001	TOXIC BACKFIRE	SAMSUNG	CHEIL PENGTAI BEIJING & CHEIL HONG KONG	BEIJING
DM13/002	SAMSUNG GALAXY A SERIES - AN AD THAT ERASES ADS	SAMSUNG MOBILE BANGLADESH	STARCOM BANGLADESH	DHAKA
DM13/003	PASS THE MILK	PAXEL	DENTSU CREATIVE INC.	JAKARTA
DM13/004	THE SPONSORED TRUTH	SAMSUNG	LEO MALAYSIA	KUALA LUMPUR
<b>DM14 Use of Social Media Platforms</b>				
DM14/001	THE UNFLUENCER	KFC THAILAND	BRILLIANT & MILLION	BANGKOK
DM14/002	VASELINE VERIFIED	VASELINE	OGILVY SINGAPORE	SINGAPORE
<b>DM15 Mobile &amp; Devices</b>				
DM15/001	SAFE SKETCH	SAVE THE CHILDREN	CHEIL HONG KONG	HONG KONG
DM15/002	HAENYEO SAFE BUDDY	HAENYEO SAFE BUDDY	CHEIL KOREA	SEOUL
DM15/003	SAKURA SCAN	HARE-KAZE	HAKUHODO INC.	TOKYO
DM15/004	KFC'S JAW-DROP CHALLENGE	KFC TAIWAN	DENTSU CREATIVE TAIWAN	TAIPEI
DM15/005	MOGU MOGU TOWN	OTSUKA PHARMACEUTICAL CO., LTD.	DENTSU INC.	TOKYO

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<b>DM15 Mobile &amp; Devices</b>				
DM15/006	SLEEPLESS CONTROLLER	DREWELL	AOI PRO. INC.	TOKYO
DM15/007	LUX RECLAIM HER NAME	LUX	VML SINGAPORE	SINGAPORE
DM15/008	PRIDE FILTER	MARRIAGE FOR ALL JAPAN	TBWA \ HAKUHODO INC.	TOKYO
<b>DM16 Real-time Response</b>				
DM16/001	DROP CART DRAW	LOTUS'S	VML MALAYSIA	KUALA LUMPUR
DM16/002	GARUDA RAKSHAK	DSP MUTUAL FUND	DENTSU CREATIVE INC.	GURUGRAM
DM16/003	CURFEW HOSTELS	TIGER BEER	LE PUB APAC	SINGAPORE
DM16/004	GRAB THE MISSING	GRAB DELIVERY	YDM (THAILAND) CO., LTD.	BANGKOK
<b>DM17 User Generated Content</b>				
DM17/001	STOP DRINK, STACK THE DREAM	THAI HEALTH PROMOTION FOUNDATION	DENTSU CREATIVE THAILAND	BANGKOK
<b>DATA &amp; TECHNOLOGY</b>				
<b>DM18 Use of Data</b>				
DM18/001	DUREX ALLGASM	DUREX	SOUR BANGKOK	BANGKOK
DM18/002	LEXUS GENTLEMEN'S CLUB	LEXUS	MEDIALAND DIGITAL STRATEGY LIMITED	TAIPEI
DM18/003	SAFE SKETCH	SAVE THE CHILDREN	CHEIL HONG KONG	HONG KONG
DM18/004	VOICE WANTED	KOREAN NATIONAL POLICE AGENCY	CHEIL KOREA	SEOUL
DM18/005	HAVEN	SUNCORP INSURANCE	LEO AUSTRALIA	SYDNEY
<b>DM19 New Realities &amp; Emerging Technology</b>				
DM19/001	GARUDA RAKSHAK	DSP MUTUAL FUND	DENTSU CREATIVE INC.	GURUGRAM

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CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
<b>DM20 Use of Games</b>				
DM20/001	TOXIC BACKFIRE	SAMSUNG	CHEIL PENGTAI BEIJING & CHEIL HONG KONG	BEIJING
DM20/002	GAMEJOY: THE UNIVERSAL GAMER CASH	JOLLIBEE PHILIPPINES	OCTOPUS&WHALE	MANILA
DM20/003	MOGU MOGU TOWN	OTSUKA PHARMACEUTICAL CO., LTD.	DENTSU INC.	TOKYO
DM20/004	SLEEPLESS CONTROLLER	DREWELL	AOI PRO. INC.	TOKYO
DM20/005	PLAY THE DEW	MOUNTAIN DEW	BBDO GUERRERO	MANILA
<b>DM20 Use of Games</b>				
DM20/006	POCKY STREAKZONE	GLICO	DENTSU CREATIVE MANILA	MANILA
DM20/007	ONE NOODLE	HARAKU RAMEN	BLKJ HAVAS	SINGAPORE
DM20/008	RIDE THE BULDAK HIGH	BULDAK	INNOCEAN	SEOUL
<b>STRATEGY</b>				
<b>DM21 Customer Acquisition &amp; Retention</b>				
DM21/001	THE KILOMETER LOYALTY EXCHANGE	HONDA ONEHEART	TU7UH CREATIVE LAB	JAKARTA
DM21/002	TAKES AN ALIEN TO TACKLE JAPANESE STRESS	UCHOTEN (ECSTATIC) ALIENS	ADK MARKETING SOLUTIONS INC.	TOKYO
DM21/003	SOIL STAY	TRA MONGKUT FERTILIZER	VML GROUP THAILAND	BANGKOK
DM21/004	PETPIT	PANTENE	GREY ADVERTISING HONG KONG LTD	HONG KONG
<b>DM22 Launch/Re-Launch</b>				
DM22/001	YOUNG-HEE FREEZES BANGKOK	NETFLIX	JONGLUCKDEE	BANGKOK
DM22/002	FANS FRIES MEAL	MCDONALD'S MALAYSIA	LEO MALAYSIA	KUALA LUMPUR
DM22/003	ONE NOODLE	HARAKU RAMEN	BLKJ HAVAS	SINGAPORE
DM22/004	RIDE THE BULDAK HIGH	BULDAK	INNOCEAN	SEOUL

CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
<b>CAMPAIGN EXCELLENCE</b>				
<b>DM23 Breakthrough on a Budget *NEW*</b>				
DM23/001	GAMIFRIES	MCDONALD'S	BBH SINGAPORE	SINGAPORE
DM23/002	BEST AFTER 2055	OGI-MISO	SHISEIDO CREATIVE	TOKYO
DM23/003	RIDE THE BULDAK HIGH	BULDAK	INNOCEAN	SEOUL
<b>DM25 Resilience Through Creativity</b>				
DM25/001	DROP CART DRAW	LOTUS'S	VML MALAYSIA	KUALA LUMPUR
DM25/002	CURFEW HOSTELS	TIGER BEER	LE PUB APAC	SINGAPORE
DM25/003	THE LAST ORDER	JUST EATS GLOBAL - MENULOG AUSTRALIA	THINKERBELL	MELBOURNE
<b>LOTUS ROOTS</b>				
<b>LRDM Lotus Roots</b>				
LRDM/001	THE UNLUCKY NUMBERS SHOP	WHOSCALL	DENTSU CREATIVE THAILAND	BANGKOK
LRDM/002	SAVE ME	FAMILYMART	THE BREAKTHROUGH COMPANY GO	TOKYO
LRDM/003	SAKURA SCAN	HARE-KAZE	HAKUHODO INC.	TOKYO
LRDM/004	THE STOOL DONATION PLATFORM "CHO-MUSUBI"	METAGEN THERAPEUTICS, INC.	DENTSU INC.	TOKYO
LRDM/005	BLACKOUT VOWS BY GABRIELA	GABRIELA WOMEN'S PARTY	DENTSU CREATIVE MANILA	MANILA
LRDM/006	BEST AFTER 2055	OGI-MISO	SHISEIDO CREATIVE	TOKYO