



EFFECTIVE LOTUS ENTRIES LIST



EFFECTIVE LOTUS



CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
PRODUCTS & SERVICES *NEW*				
EF01 Consumer Goods				
EF01/001	FINALLY, VITAMIN C FOR EVERYONE	NATUREMADE	TBWA \ KOREA	SEOUL
EF01/002	ASSEMBLE	STRESSTABS	GIGIL	MANILA
EF02 Automotive				
EF02/001	MERCEDES-BENZ DREAM DAYS	MERCEDES-BENZ INDIA	BBDO INDIA	MUMBAI
EF04 Finance, Business & Commercial Public Services				
EF04/001	VALENTINE'S	GRAB	GIGIL	MANILA
EF05 Corporate Image & Corporate Social Responsibility				
EF05/001	HONDA REST AREA	HONDA ONEHEART	TU7UH CREATIVE LAB	JAKARTA
EF05/002	GARUDA RAKSHAK	DSP MUTUAL FUND	DENTSU CREATIVE INC.	GURUGRAM
EF05/003	COME BACK HOME	DAANGN	INNOCEAN	SEOUL
EF05/004	THE BIGGEST LIFEGUARD	GRAND JOSUN MEDIA	INNOCEAN	SEOUL
EF06 Public Services & Cause Appeals				
EF06/001	THE KITA INITIATIVE	SPARK! PHILIPPINES	HAVAS ORTEGA	MANILA
EF06/002	VOICE WANTED	KOREAN NATIONAL POLICE AGENCY	CHEIL KOREA	SEOUL
CAMPAIGN EXCELLENCE				
EF07 Campaign Success				
EF07/001	KISAH KASIH IBU APPLECRUMBY ("STORY OF A MOTHER'S LOVE")	APPLECRUMBY	KINGDOM DIGITAL	KUALA LUMPUR
EF07/002	GRIMACE - VERY IMPORTANT PURPLE TOUR	MCDONALD'S AUSTRALIA	AKCELO	SYDNEY
EF07/003	VOICE WANTED	KOREAN NATIONAL POLICE AGENCY	CHEIL KOREA	SEOUL

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EF07 Campaign Success				
EF07/004	BEAT THE STREAMERS WORLD	HONDA BEAT	PT. DENTSU ISOPOST INDONESIA	JAKARTA
EF07/005	THE OMEGANG	UFARM	YELL BANGKOK	BANGKOK
EF07/006	YILI X ISHOWSPEED: YOLO! REDEFINING HOLIDAY MARKETING WITH A FRESH MODE	YILI	ZONE TWO	BEIJING
EF07/007	WHATSAPP MESSAGE PRIVATELY	WHATSAPP INDIA	BBDO INDIA	MUMBAI
EF07/008	MERCEDES-BENZ DREAM DAYS	MERCEDES-BENZ INDIA	BBDO INDIA	MUMBAI
EF07/010	COME BACK HOME	DAANGN	INNOCEAN	SEOUL
EF08 Long-Term Creativity				
EF08/001	WINTER IS SCHOSAENG, SCHOSAENG IS NOW	A TWOSOME PLACE	TBWA \ KOREA	SEOUL
EF08/002	UNFREEZE MY RIGHTS	WOMEN EMPOWERMENT OFFICE, CWO X AWAKENING FOUNDATION	DENTSU CREATIVE TAIWAN	TAIPEI
EF08/003	SOLAR FOREST	HANWHA	INNOCEAN	SEOUL
EF08/004	SUMMER	GRAB	GIGIL	MANILA
EF08/005	ACTIVE JOURNALISM	ANNAHAR	IMPACT BBDO	DUBAI
EF09 Breakthrough on a Budget *NEW*				
EF09/001	BEAT THE STREAMERS WORLD	HONDA BEAT	PT. DENTSU ISOPOST INDONESIA	JAKARTA
EF09/002	PARKING LOT TAKEOVER	TOYOTA MOTOR SHOW 2025	HAKUHODO FIRST	BANGKOK
EF09/003	BEST AFTER 2055	OGI-MISO	SHISEIDO CREATIVE	TOKYO
EF10 Launch/Re-launch				
EF10/001	THING IN SEOUL	WEDNESDAY SEASON2	CHEIL KOREA	SEOUL
EF10/002	YOUNG-HEE FREEZES BANGKOK	NETFLIX	JONGLUCKDEE	BANGKOK
EF10/003	KWEEN YASMIN	CANVA PRO	GIGIL	MANILA

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CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
EF11 Customer Acquisition & Retention				
EF11/001	THE KILOMETER LOYALTY EXCHANGE	HONDA ONEHEART	TU7UH CREATIVE LAB	JAKARTA
EF11/002	BRAINCHARGE - THE ANTI BRAINROT CAMPAIGN	SIMPATI	HAKUHODO INTERNATIONAL INDONESIA	JAKARTA
EF11/003	HPV CANCER PREVENTION VACCINE, GARDASIL 9	GARDASIL 9	TBWA \ KOREA	SEOUL
EF12 Collaboration & Partnership				
EF12/001	THE RELAY OF CHEER	SUNDAI PREPARATORY SCHOOL	HAKUHODO DY ONE INC.	TOKYO
EF12/002	GUMMY DAY PRESENTED BY GUMMIT	GUMMIT(KASUGAI SEIKA CO., LTD., KABAYA FOODS CORPORATION, KANRO INC., HARIBO JAPAN K.K., ZEN-NOH FOODS CO., LTD., NOBEL CONFECTIONERY CO., LTD., UHA MIKAKUTO CO., LTD., AND LOTTE CO., LTD.)	HAKUHODO DY ONE INC.	TOKYO
EF12/003	GAMEJOY: THE UNIVERSAL GAMER CASH	JOLLIBEE PHILIPPINES	OCTOPUS&WHALE	MANILA
LOTUS ROOTS				
LREF Lotus Roots				
LREF/001	THE KITA INITIATIVE	SPARK! PHILIPPINES	HAVAS ORTEGA	MANILA
LREF/002	KACCHA NIMBU #ERASETHELEARNINGGAP	P&G SHIKSHA	BBDO INDIA	MUMBAI
LREF/003	ASSEMBLE	STRESSTABS	GIGIL	MANILA

AS OF 11 MAR 2026