



MEDIA LOTUS ENTRIES LIST



| CODE | TITLE | BRAND | ENTRANT COMPANY | CITY |
|---|---|---|---|--------------|
| PRODUCTS & SERVICES *NEW* | | | | |
| ME01 Consumer Goods | | | | |
| ME01/001 | KECA(PIECE) OF ART | KECAP MANIS INDOFOOD | I-DAC INDONESIA | JAKARTA |
| ME01/002 | KATE MEETS USJ | KATE | PR CONSULTING DENTSU INC. | TOKYO |
| ME01/003 | MIDDLE BOSS HERO | CRAFT BOSS | TYO INC. | TOKYO |
| ME01/004 | THE SPONSORED TRUTH | SAMSUNG | LEO MALAYSIA | KUALA LUMPUR |
| ME02 Automotive | | | | |
| ME02/001 | MERCEDES-BENZ DREAM DAYS | MERCEDES-BENZ INDIA | BBDO INDIA | MUMBAI |
| ME03 Retail, Leisure & Entertainment | | | | |
| ME03/001 | THE UNFLUENCER | KFC THAILAND | BRILLIANT & MILLION | BANGKOK |
| ME04 Finance, Business & Commercial Public Services | | | | |
| ME04/001 | "TOSHINDAI NO TOSHIN" INVESTING, JUST AS YOU ARE | SAISON INVESTMENT TRUST | ARMZ INC. | TOKYO |
| ME04/002 | THE LONGEST CONDITIONS BILLBOARD | ALLIANZ AYUDHYA ASSURANCE PUBLIC COMPANY LIMITED | CHOOJAI AND FRIENDS | BANGKOK |
| ME04/003 | CRASHES TO CLAIM | WE+INSURANCE | I-DAC INDONESIA | JAKARTA |
| ME05 Corporate Image & Corporate Social Responsibility | | | | |
| ME05/001 | TOXIC BACKFIRE | SAMSUNG | CHEIL PENGTAI BEIJING & CHEIL HONG KONG | BEIJING |
| ME05/002 | COME BACK HOME | DAANGN | INNOCEAN | SEOUL |
| ME05/003 | THE BIGGEST LIFEGUARD | GRAND JOSUN MEDIA | INNOCEAN | SEOUL |

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| ME06 Public Services & Cause Appeals | | | | |
| ME06/001 | SAFE SKETCH | SAVE THE CHILDREN | CHEIL HONG KONG | HONG KONG |
| ME06/002 | THE LIFE-SAVING RECEIPT | CHOROGUSAN FOR CHILDREN | DMINUSONE | SEOUL |
| ME06 Public Services & Cause Appeals | | | | |
| ME06/003 | VOICE WANTED | KOREAN NATIONAL POLICE AGENCY | CHEIL KOREA | SEOUL |
| ME06/004 | CONNECT ONLINE. CONNECT LIVES | MINISTRY OF HEALTH AND WELFARE/ TAIWAN ORGAN SHARING REGISTRY | UNITED COMMUNICATIONS GROUP | TAIPEI |
| USE OF MEDIA | | | | |
| ME07 Use of Screens & Displays | | | | |
| ME07/001 | CRASHES TO CLAIM | WE+INSURANCE | I-DAC INDONESIA | JAKARTA |
| ME07/002 | KUNG FRIES | MCDONALD'S FRIES | LEO TAIWAN | TAIPEI |
| ME09 Use of Print & Conventional Outdoor | | | | |
| ME09/001 | DUREX ALLGASM | DUREX | SOUR BANGKOK | BANGKOK |
| ME09/002 | THE SYNC AD | TOKUCHA | HAKUHODO INC. | TOKYO |
| ME09/003 | THE WORLD'S BIGGEST "UNDOKAI" | WORLD ATHLETICS CHAMPIONSHIPS TOKYO 25 | D2C INC. | TOKYO |
| ME09/004 | VOICE WANTED | KOREAN NATIONAL POLICE AGENCY | CHEIL KOREA | SEOUL |
| ME09/005 | THE LONGEST CONDITIONS BILLBOARD | ALLIANZ AYUDHYA ASSURANCE PUBLIC COMPANY LIMITED | CHOOJAI AND FRIENDS | BANGKOK |
| ME09/006 | DISINTEGRATING BILLBOARD | CHUPPS FOOTWEAR | INTO CREATIVE | MUMBAI |
| ME09/007 | PLAYBOARDS | PEPSI | IMPACT BBDO | DUBAI |
| ME09/008 | MERCEDES-BENZ DREAM DAYS | MERCEDES-BENZ INDIA | BBDO INDIA | MUMBAI |
| ME09/009 | THE WRUNG BILLBOARDS | SKYRO LOANS | GIGIL | MANILA |
| ME09/010 | MEET ME AT THE COKE SIGN | COCA-COLA | OGILVY | SYDNEY |

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| ME10 Use of Ambient: Small Scale | | | | |
| ME10/001 | VEST FOR REST | LOTTE E&C | DAEHONG COMMUNICATIONS | SEOUL |
| ME10/002 | THE LIFE-SAVING RECEIPT | CHOROGUSAN FOR CHILDREN | DMINUSONE | SEOUL |
| ME10 Use of Ambient: Small Scale | | | | |
| ME10/003 | KECA(PIECE) OF ART | KECAP MANIS INDOFOOD | I-DAC INDONESIA | JAKARTA |
| ME10/004 | LAPTOP BENTO | FMV NOTE U | HAKUHODO INC. | TOKYO |
| ME10/005 | THE TAPE TRAILER | NETFLIX | JONGLUCKDEE | BANGKOK |
| ME10/006 | VI GUARDIAN BEADS | VI (VODAFONE IDEA) | OGILVY | MUMBAI |
| ME10/007 | FEET OF GLORY #TATAULTRAMARATHON | TATA SONS | BBDO INDIA | MUMBAI |
| ME11 Use of Ambient: Large Scale | | | | |
| ME11/001 | SALTANAT LIGHT | CITIX | GFORCE GREY | ALMATY |
| ME11/002 | MAHJONG COFFEE | BOSS | DENTSU INC. | TOKYO |
| ME11/003 | 50 BENCHES | MCDONALD'S HONG KONG | BBDO HONG KONG | HONG KONG |
| ME11/004 | BANGKOK JUMPS | NETFLIX | JONGLUCKDEE | BANGKOK |
| ME11/005 | THE BUD FAN | BUDWEISER | FLASH BOMBER | BANGKOK |
| ME11/006 | WEDNESDAY CANAL OF TEARS | NETFLIX | GIGIL | MANILA |
| ME11/007 | TRACES OF TRANCE | SHISEIDO | SHISEIDO CREATIVE | TOKYO |
| ME12 Use of Events | | | | |
| ME12/001 | JGAB (JEWELLERY & GEM ASEAN BANGKOK 2025) | JGAB (JEWELLERY & GEM ASEAN BANGKOK 2025) | DIGITAL FACTORY | BANGKOK |
| ME12/002 | KATE MEETS USJ | KATE | PR CONSULTING DENTSU INC. | TOKYO |
| ME12/003 | BACK TO KAI TAK | CATHAY | PUBLICIS GROUPE HONG KONG | HONG KONG |

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| ME12 Use of Events | | | | |
| ME12/004 | THE AIR POLLUTION JERSEY | LAMPHUN WARRIORS F.C. AND NORTHERN THAILAND BREATHE COUNCIL | FLASH BOMBER | BANGKOK |
| ME12/005 | HOKUSAI:ANOTHER STORY | HOKUSAI:ANOTHER STORY | GEEK PICTURES INC. | TOKYO |
| ME13 Use of Guerrilla Marketing & Stunts | | | | |
| ME13/001 | DUREX SIGN OF PLEASURE | DUREX | SOUR BANGKOK | BANGKOK |
| ME13/002 | THE UNLUCKY NUMBERS SHOP | WHOSCALL | DENTSU CREATIVE THAILAND | BANGKOK |
| ME13/003 | INVISIBLE TO VISIBLE | FOUNDATION TO ERADICATE NEUROMUSCULAR DISEASES F) E) N) D | YOUNGSANTI | BANGKOK |
| ME13/004 | HEINEKEN FI RIVER RUN | HEINEKEN | PUBLICIS ADVERTISING CO., LTD SHANGHAI BRANCH | SHANGHAI |
| ME13/005 | DALAH'S SPOILER BILLBOARD | NETFLIX | VML GROUP THAILAND | BANGKOK |
| ME13/006 | ACRONYM HACK | MCDONALD'S | PUBLICIS GROUPE HONG KONG | HONG KONG |
| ME13/007 | YOUNG-HEE FREEZES BANGKOK | NETFLIX | JONGLUCKDEE | BANGKOK |
| ME13/008 | GAMIFRIES | MCDONALD'S | LEO MANILA | MANILA |
| ME13/009 | CURFEW HOSTELS | TIGER BEER | LE PUB APAC | SINGAPORE |
| ME13/010 | TRUST BARS | HEINEKEN | LE PUB APAC | SINGAPORE |
| ME14 Use of Digital Platforms | | | | |
| ME14/001 | TOXIC BACKFIRE | SAMSUNG | CHEIL PENGTAI BEIJING & CHEIL HONG KONG | BEIJING |
| ME14/002 | SAMSUNG GALAXY A SERIES - AN AD THAT | SAMSUNG MOBILE BANGLADESH | STARCOM BANGLADESH | DHAKA |
| ME14/003 | REZA RAHADIAN PRESENTS: FILMS WITHOUT REZA RAHADIAN | NETFLIX ID BLOCKBUSTER | GOOD PEOPLE NETWORK | JAKARTA |
| ME14/004 | ROBLOX NATIONAL HEROES | SARIMI GELAS | I-DAC INDONESIA | JAKARTA |

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| ME14 Use of Digital Platforms | | | | |
| ME14/005 | THE SPONSORED TRUTH | SAMSUNG | LEO MALAYSIA | KUALA LUMPUR |
| ME14/006 | SUZUKI-SAN'S HEART STORY ON LINE | APPLE WATCH | TBWA \ MEDIA ARTS LAB | TOKYO |
| ME15 Use of Mobile & Devices | | | | |
| ME15/001 | THE GREAT IN-GAME WEDDING | BATTLEGROUNDS MOBILE INDIA | DDB MUDRA GROUP | MUMBAI |
| ME15/002 | SAFE SKETCH | SAVE THE CHILDREN | CHEIL HONG KONG | HONG KONG |
| ME15/003 | TOXIC BACKFIRE | SAMSUNG | CHEIL PENGTAI BEIJING & CHEIL HONG KONG | BEIJING |
| ME15/004 | VOICE OF FOOD | AJINOMOTO CO., INC. | DENTSU INC. | TOKYO |
| ME15/005 | CONNECT ONLINE. CONNECT LIVES. | MINISTRY OF HEALTH AND WELFARE/ TAIWAN ORGAN SHARING REGISTRY | UNITED COMMUNICATIONS GROUP | TAIPEI |
| ME15/006 | COME BACK HOME | DAANGN | INNOCEAN | SEOUL |
| ME17 Use of Retail Media *NEW* | | | | |
| ME17/001 | MK MONGKOL IMC | MK RESTAURANT | SOUR BANGKOK | BANGKOK |
| DATA & TECHNOLOGY | | | | |
| ME18 Use of Data | | | | |
| ME18/001 | SAFE SKETCH | SAVE THE CHILDREN | CHEIL HONG KONG | HONG KONG |
| ME18/002 | COME BACK HOME | DAANGN | INNOCEAN | SEOUL |
| ME19 Use of Technology | | | | |
| ME19/001 | THE PATH OF LIGHT~TURNING LONG | TEAMLAB BIOVORTEX KYOTO | ADK CREATIVE ONE INC. | TOKYO |
| ME19/002 | ROBLOX NATIONAL HEROES | SARIMI GELAS | I-DAC INDONESIA | JAKARTA |
| ME19/003 | GARUDA RAKSHAK | DSP MUTUAL FUND | DENTSU CREATIVE INC. | GURUGRAM |

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CONTENT & INFLUENCERS

ME20 Branded Entertainment & Content: Program & Platforms

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| ME20/001 | CINEMEDIA(HAJIME, KEN AND SETSU) | HAJIME KENSETSU(CONSTRUCTION) | DENTSU EAST JAPAN | TOKYO |
| ME20/002 | DORITOS CILANTRO SWAP | DORITOS | SAATCHI & SAATCHI TAIWAN | TAIPEI |
| ME20/003 | #SAVETOVOTEWITHMAYA | MAYA PBB SEGMENT | DENTSU CREATIVE MANILA | MANILA |

ME22 Use of Influencer

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| ME22/001 | RADIO OPTIMISM: THE 24/7 DEDICATION | LG ELECTRONICS | HSAD | SEOUL |
| ME22/002 | REAL FAZZ | FAZZIO | B&B THAILAND | BANGKOK |
| ME22/003 | REZA RAHADIAN PRESENTS: FILMS WITHOUT REZA RAHADIAN | NETFLIX ID BLOCKBUSTER | GOOD PEOPLE NETWORK | JAKARTA |
| ME22/004 | THE UNFLUENCER | KFC THAILAND | BRILLIANT & MILLION | BANGKOK |
| ME22/005 | BRAINCHARGE - THE ANTI BRAINROT CAMPAIGN | SIMPATI | I-DAC INDONESIA | JAKARTA |
| ME22/006 | 5-STAR EATS | GRABFOOD | GIGIL | MANILA |

STRATEGY

ME25 Audience Insights

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| ME25/001 | MAKEUP THE ULTIMATE JUJUTSU | KATE | PR CONSULTING DENTSU INC. | TOKYO |
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CAMPAIGN EXCELLENCE

ME27 Integrated Media Campaign

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| ME27/001 | EXTRA GAME FOR SQUID GAME SEASON 2 | NETFLIX | I-DAC INDONESIA | JAKARTA |
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| ME28 Breakthrough on a Budget *NEW* | | | | |
| ME28/001 | EMPTY BUT THE FULLEST LUNCHBOX | KOREAN COMMITTEE FOR UNICEF | DAEHONG COMMUNICATIONS | SEOUL |
| ME28/002 | LAPTOP BENTO | FMV NOTE U | HAKUHODO INC. | TOKYO |
| ME28/003 | THE TAPE TRAILER | NETFLIX | JONGLUCKDEE | BANGKOK |
| ME28/004 | GAMIFRIES | MCDONALD'S | LEO MANILA | MANILA |
| ME28/005 | BEST AFTER 2055 | OGI-MISO | SHISEIDO CREATIVE | TOKYO |
| LOTUS ROOTS | | | | |
| LRME Lotus Roots | | | | |
| LRME/001 | THE WORLD'S BIGGEST "UNDOKAI" | WORLD ATHLETICS CHAMPIONSHIPS TOKYO 25 | D2C INC. | TOKYO |
| LRME/002 | GARUDA RAKSHAK | DSP MUTUAL FUND | DENTSU CREATIVE INC. | GURUGRAM |
| LRME/003 | TRACES OF TRANCE | SHISEIDO | SHISEIDO CREATIVE | TOKYO |