



# PR LOTUS ENTRIES LIST



CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
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## IMPLEMENTATION

### PR01 Corporate Image & Corporate Social Responsibility

PR01/001	CAN'T AFFORD TO PAUSE	KBANK	ADQUA	SEOUL
PR01/002	SPOT, STOP POST!	NTT DOCOMO	TOKYU AGENCY INC.	TOKYO
PR01/003	KUB DEE DAI DEE -REDEFINING SAFE DRIVING AS ACCUMULATING GOOD KARMA-	TOYOTA MOBILITY FOUNDATION / HONDA MOTOR CO., LTD.	HAKUHODO FIRST	BANGKOK
PR01/004	COUNTDOWN TO THE TASTE OF TOMORROW	AIS	WINTER EGENCY	BANGKOK
PR01/005	THE ACQUITTED RAMEN RETURNS	SAMYANG FOODS	INNORED	SEOUL
PR01/006	SOIL STAY	TRA MONGKUT FERTILIZER	VML GROUP THAILAND	BANGKOK
PR01/007	TSUGIKI : COFFEE REBORN	TULLY'S COFFEE	PR CONSULTING DENTSU INC.	TOKYO
PR01/008	EATING TOGETHER. FEELING ALONE. - THE RESTAURANT OF TASTE AWARENESS -	AFLAC	THE PRODUCERS INC.	TOKYO
PR01/009	HEY CREATIVES, OLD ENOUGH YET?	PTKOREA	PTKOREA	SEOUL
PR01/010	「HEALING TOUCH INITIATIVE」 SOCIAL CO-CREATION CAMPAIGN-PROMOTE CHANGE FOR 400 MILLION CHINESE MOTHERS	BABYTREE   PETAL ADS	SG   HOTOP	GUANGZHOU

### PR02 Public Services & Cause Appeals

PR02/001	RUNWAY TO HOME	NATIONAL CENTER FOR THE RIGHTS OF THE CHILD	DAEHONG COMMUNICATIONS	SEOUL
PR02/002	KFC SCHOOL	KFC FOUNDATION	B&B THAILAND	BANGKOK
PR02/003	VOICE WANTED	KOREAN NATIONAL POLICE AGENCY	CHEIL KOREA	SEOUL
PR02/004	SECOND CHANCE	WOMEN AND MEN PROGRESSIVE FOUNDATION	BBDO BANGKOK	BANGKOK

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<b>PR04 Use of Media Relations</b>				
PR04/001	TSUGIKI : COFFEE REBORN	TULLY'S COFFEE	PR CONSULTING DENTSU INC.	TOKYO
<b>PR05 Use of Guerrilla Marketing &amp; Stunts</b>				
PR05/001	MK MONGKOL IMC	MK RESTAURANT	SOUR BANGKOK	BANGKOK
PR05/002	OREO MILKY WAY DUNK	OREO	LEO INDONESIA	JAKARTA
PR05/003	GAMIFRIES	MCDONALD'S	BBH SINGAPORE	SINGAPORE
PR05/004	ACRONYM HACK	MCDONALD'S	PUBLICIS GROUPE HONG KONG	HONG KONG
PR05/005	YOUNG-HEE FREEZES BANGKOK	NETFLIX	JONGLUCKDEE	BANGKOK
PR05/006	#BAZIRRAMADAN (WASTEFUL RAMADAN)	MYSAVEFOOD	LEO MALAYSIA	KUALA LUMPUR
PR05/007	GLOW WITH GREEN POWDER	ROSDEE MENU	HAKUHODO BANGKOK	BANGKOK
<b>PR06 Use of Events</b>				
PR06/001	SANGSOM PIXEL BAR	SANGSOM	SOUR BANGKOK	BANGKOK
PR06/002	KATE MEETS USJ	KATE	PR CONSULTING DENTSU INC.	TOKYO
PR06/003	BACK TO KAI TAK	CATHAY	PUBLICIS GROUPE HONG KONG	HONG KONG
PR06/004	THE AIR POLLUTION JERSEY	LAMPHUN WARRIORS F.C. AND NORTHERN THAILAND BREATHE COUNCIL	FLASH BOMBER	BANGKOK
<b>PR07 Use of Talent/Celebrity</b>				
PR07/001	AIRMAN	AIRMAN	ADK MARKETING SOLUTIONS INC.	TOKYO
PR07/002	YAMAL +10	ADIDAS CHINA	TBWA \CHINA	SHANGHAI
PR07/003	REZA RAHADIAN PRESENTS: FILMS WITHOUT REZA RAHADIAN	NETFLIX ID BLOCKBUSTER	GOOD PEOPLE NETWORK	JAKARTA
PR07/004	THE UNFLUENCER	KFC THAILAND	BRILLIANT & MILLION	BANGKOK
PR07/005	SECOND CHANCE	WOMEN AND MEN PROGRESSIVE FOUNDATION	BBDO BANGKOK	BANGKOK

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<b>PR08 Sponsorship &amp; Partnership</b>				
PR08/001	KHAO MUN GAI ASSOCIATION	KFC THAILAND	WOLF BKK	BANGKOK
PR08/002	KATE MEETS USJ	KATE	PR CONSULTING DENTSU INC.	TOKYO
PR08/003	BACK TO KAI TAK	CATHAY	PUBLICIS GROUPE HONG KONG	HONG KONG
<b>PR09 Launch/Re-launch</b>				
PR09/001	THING IN SEOUL	WEDNESDAY SEASON2	CHEIL KOREA	SEOUL
PR09/002	OREO MILKY WAY DUNK	OREO	LEO INDONESIA	JAKARTA
PR09/003	TAKES AN ALIEN TO TACKLE JAPANESE STRESS	UCHOTEN (ECSTATIC) ALIENS	ADK MARKETING SOLUTIONS INC.	TOKYO
PR09/004	YOUNG-HEE FREEZES BANGKOK	NETFLIX	JONGLUCKDEE	BANGKOK
PR09/005	ZOOM IN, CASH IN	VIVO	PILOT HAKUHODO	TAIPEI
PR09/006	ONE NOODLE	HARAKU RAMEN	BLKJ HAVAS	SINGAPORE
<b>PR10 Brand Voice &amp; Strategic Storytelling</b>				
PR10/001	DUREX ALLGASM	DUREX	SOUR BANGKOK	BANGKOK
PR10/002	THE GREAT IN-GAME WEDDING	BATTLEGROUND'S MOBILE INDIA	DDB MUDRA GROUP	MUMBAI
PR10/003	EATING TOGETHER. FEELING ALONE. – THE RESTAURANT OF TASTE AWARENESS –	AFLAC	THE PRODUCERS INC.	TOKYO
PR10/004	PROUD TO DEVELOP	CENTRAL PATTANA	TBWA \ JUICE BANGKOK	BANGKOK
PR10/005	TSUGIKI : COFFEE REBORN	TULLY'S COFFEE	PR CONSULTING DENTSU INC.	TOKYO
PR10/006	BACK TO KAI TAK	CATHAY	PUBLICIS GROUPE HONG KONG	HONG KONG
PR10/007	MEET ME AT THE COKE SIGN	COCA-COLA	OGILVY	SYDNEY

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## DIGITAL & SOCIAL

### PR11 Use of Social

PR11/001	THE GREAT IN-GAME WEDDING	BATTLEGROUNDS MOBILE INDIA	DDB MUDRA GROUP	MUMBAI
PR11/002	BORN FOR THE SPOTLIGHT	NETFLIX	MEDIALAND DIGITAL STRATEGY LIMITED	TAIPEI
PR11/003	THE UNFLUENCER	KFC THAILAND	BRILLIANT & MILLION	BANGKOK
PR11/004	SAUCE REDEMPTION	KFC THAILAND	BRILLIANT & MILLION	BANGKOK
PR11/005	VASELINE HUH?	VASELINE	BRILLIANT & MILLION	BANGKOK
PR11/006	VASELINE VERIFIED	VASELINE	OGILVY SINGAPORE	SINGAPORE

### PR13 Use of Content

PR13/001	REZA RAHADIAN PRESENTS: FILMS WITHOUT REZA RAHADIAN	NETFLIX ID BLOCKBUSTER	GOOD PEOPLE NETWORK	JAKARTA
PR13/002	MAKEUP THE ULTIMATE JUJUTSU	KATE	PR CONSULTING DENTSU INC.	TOKYO

## CAMPAIGN EXCELLENCE

### PR17 Breakthrough on a Budget *\*NEW\**

PR17/001	HAVE A POSITIVE BREAK	BLACK THUNDER	DENTSU DIGITAL INC.	TOKYO
PR17/002	GAMIFRIES	MCDONALD'S	BBH SINGAPORE	SINGAPORE
PR17/003	JUDGE-FREE FOUNDATION BADGE	CUTE PRESS	WOLF BKK	BANGKOK

### PR18 Breakthrough in PR *\*NEW\**

PR18/001	OREO MILKY WAY DUNK	OREO	LEO INDONESIA	JAKARTA
PR18/002	ONE NOODLE	HARAKU RAMEN	BLKJ HAVAS	SINGAPORE
PR18/003	CHEER SIGNS	TOKYO METROPOLITAN GOVERNMENT	TBWA \ HAKUHODO INC.	TOKYO

# PR LOTUS



CODE	TITLE	BRAND	ENTRANT COMPANY	CITY
<b>PR19 Integrated PR Campaign</b>				
PR19/001	SPOT, STOP POST!	NTT DOCOMO	TOKYU AGENCY INC.	TOKYO
<b>PR20 Resilience Through Creativity</b>				
PR20/001	FREE RIDE ON THE TOUR	YAMASHITA SHINTENGAI SHOPPING STREET	DENTSU CREATIVE PICTURES INC.	TOKYO
PR20/002	HAVE A POSITIVE BREAK	BLACK THUNDER	DENTSU DIGITAL INC.	TOKYO
<b>LOTUS ROOTS</b>				
<b>LRPR Lotus Roots</b>				
LRPR/001	THE GREAT IN-GAME WEDDING	BATTLEGROUNDS MOBILE INDIA	DDB MUDRA GROUP	MUMBAI
LRPR/002	ESCAPE SIGNAL FIREWORKS	YAHOO! JAPAN	HAKUHODO INC.	TOKYO
LRPR/003	THE POWER OF TOUCH	VISA	BEACON COMMUNICATIONS K.K.	TOKYO
LRPR/004	IT HAS TO BE MOM	HEINZ (THAILAND)	FLASH BOMBER	BANGKOK

AS OF 11 MAR 2026