



BRAND EXPERIENCE LOTUS FINALISTS

BRAND EXPERIENCE LOTUS



CODE	TITLE	BRAND	AGENCY	ENTRANT COMPANY	AWARD
PRODUCTS & SERVICES *NEW*					
BE01 Consumer Goods					
BE01/002	GQ PRO MED SCRUBS	GQ APPAREL	ACCENTURE SONG (THAILAND), BANGKOK	ACCENTURE SONG (THAILAND), BANGKOK	FINALIST
BE03 Retail, Leisure & Entertainment					
BE03/003	DROP CART DRAW	LOTUS'S	VML MALAYSIA, KUALA LUMPUR	VML MALAYSIA, KUALA LUMPUR	FINALIST
BE04 Finance, Business & Commercial Public Services					
BE04/001	CAN'T AFFORD TO PAUSE	KBANK	ADQUA INTERACTIVE, SEOUL	ADQUA, SEOUL	FINALIST
BE05 Corporate Image & Corporate Social Responsibility					
BE05/001	HONDA REST AREA	HONDA ONEHEART	TU7UH CREATIVE LAB, JAKARTA	TU7UH CREATIVE LAB, JAKARTA	FINALIST
BE05/005	SOIL STAY	TRA MONGKUT FERTILIZER	VML THAILAND, BANGKOK	VML GROUP THAILAND, BANGKOK	FINALIST
BE06 Public Services & Cause Appeals					
BE06/005	AUSTRALIA'S DEADLIEST PREDATOR	TRANSPORT ACCIDENT COMMISSION	THINKERBELL, MELBOURNE	THINKERBELL, MELBOURNE	FINALIST
USE OF MEDIA					
BE08 Live Experiences & Events					
BE08/006	BACK TO KAI TAK	CATHAY	LEO HONG KONG, HONG KONG	PUBLICIS GROUPE HONG KONG, HONG KONG	FINALIST
BE13 Use of Film & Audio					
BE13/002	THE YANGZHOU QIAO BEI MUSICAL SUITE	YANGZHOU MUNICIPAL BUREAU OF CULTURE, RADIO, TV AND TOURISM, CHINA	TBWA \SHANGHAI, SHANGHAI	TBWA \CHINA, SHANGHAI	FINALIST
BE13/003	PRAYKINSON	VAJIRA HOSPITAL	DENTSU CREATIVE THAILAND, BANGKOK	DENTSU CREATIVE THAILAND, BANGKOK	FINALIST
BE13/006	HEARING 1945	KOREA'S LIBERATION DAY	INNOCEAN, SEOUL	INNOCEAN, SEOUL	FINALIST
BE15 Use of Mobile & Devices					
BE15/005	PASS THE MILK	PAXEL	DENTSU INDONESIA, JAKARTA	DENTSU CREATIVE INC., JAKARTA	FINALIST
BE16 Use of Digital & Social Platforms					
BE16/001	THE GREAT IN-GAME WEDDING	BATTLEGROUNDS MOBILE INDIA	DDB MUDRA GROUP, MUMBAI	DDB MUDRA GROUP, MUMBAI	FINALIST
BE16/004	HAVEN	SUNCORP INSURANCE	LEO AUSTRALIA, SYDNEY	LEO AUSTRALIA, SYDNEY	FINALIST

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TECHNOLOGY					
BE18 Emerging Technology & Tech-led Brand Experience					
BE18/004	GARUDA RAKSHAK	DSP MUTUAL FUND	DENTSU CREATIVE, GURUGRAM	DENTSU CREATIVE INC., GURUGRAM	FINALIST
BE18/005	HEARING 1945	KOREA'S LIBERATION DAY	INNOCEAN, SEOUL	INNOCEAN, SEOUL	FINALIST
STRATEGY					
BE20 Launch/Re-Launch					
BE20/005	DALAH'S SPOILER BILLBOARD	NETFLIX	VML THAILAND, BANGKOK	VML GROUP THAILAND, BANGKOK	FINALIST

AS OF 18 MAR 2026