

A decorative graphic on the left side of the page consisting of several overlapping rectangles in bright yellow, magenta, and cyan colors. One large white rectangle is also present, partially overlapping the yellow and magenta ones.

COMMERCE LOTUS FINALISTS

human+
ADFEST 2026

COMMERCE LOTUS



CODE	TITLE	BRAND	AGENCY	ENTRANT COMPANY	AWARD
CHANNEL					
CM08 Social & Influencer Commerce					
CM08/001	VASELINE VERIFIED	VASELINE	OGILVY SINGAPORE, SINGAPORE	OGILVY SINGAPORE, SINGAPORE	FINALIST
CM11 Sustainable Commerce					
CM11/001	SAVE ME	FAMILYMART	THE BREAKTHROUGH COMPANY GO, TOKYO	THE BREAKTHROUGH COMPANY GO, TOKYO	FINALIST
EXPERIENCE & ENGAGEMENT					
CM13 In-Store Experiences					
CM13/004	TRUST BARS	HEINEKEN	LEPUB SINGAPORE, SINGAPORE/ LEPUB MILAN, MILAN	LE PUB APAC, SINGAPORE	FINALIST
CM14 Customer Targeting					
CM14/001	DROP CART DRAW	LOTUS'S	VML MALAYSIA, KUALA LUMPUR	VML MALAYSIA, KUALA LUMPUR	FINALIST

AS OF 16 MAR 2026