

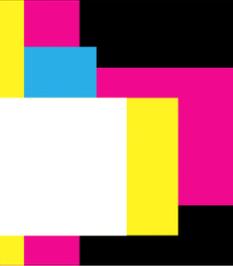


CREATIVE STRATEGY LOTUS FINALISTS

CREATIVE STRATEGY LOTUS



CODE	TITLE	BRAND	AGENCY	ENTRANT COMPANY	AWARD
PRODUCTS & SERVICES					
CS01 Consumer Goods					
CS01/005	RIDE THE BULDAK HIGH	BULDAK	INNOCEAN, SEOUL	INNOCEAN, SEOUL	FINALIST
CS02 Automotive					
CS02/001	LEXUS GENTLEMEN'S CLUB	LEXUS	MEDIALAND DIGITAL STRATEGY LIMITED, TAIPEI	MEDIALAND DIGITAL STRATEGY LIMITED, TAIPEI	FINALIST
CS05 Corporate Image & Corporate Social Responsibility					
CS05/001	HONDA REST AREA	HONDA ONEHEART	TU7UH CREATIVE LAB, JAKARTA	TU7UH CREATIVE LAB, JAKARTA	FINALIST
CS05/009	COME BACK HOME	DAANGN	INNOCEAN, SEOUL	INNOCEAN, SEOUL	FINALIST
DATA, INSIGHT & BRAND PARTNERSHIP					
CS07 Use of Data					
CS07/002	HAVEN	SUNCORP INSURANCE	LEO AUSTRALIA, SYDNEY	LEO AUSTRALIA, SYDNEY	FINALIST
CS08 Audience Insight					
CS08/008	FANS FRIES MEAL	MCDONALD'S MALAYSIA	LEO MALAYSIA, KUALA LUMPUR	LEO MALAYSIA, KUALA LUMPUR	FINALIST
CS09 Contextual Insight					
CS09/003	G-ROCK FESTIVAL (GMARKET ROCK FESTIVAL)	GMARKET	CHAI COMMUNICATION, SEOUL	CHAI COMMUNICATION, SEOUL	FINALIST
CS09/004	THE COOLEST IHRAM	SAUDIA	LANDOR, DUBAI	LANDOR, DUBAI	FINALIST
CS09/007	SAVE ME	FAMILYMART	THE BREAKTHROUGH COMPANY GO, TOKYO	THE BREAKTHROUGH COMPANY GO, TOKYO	FINALIST
CS10 Collaboration & Partnership					
CS10/002	KHAO MUN GAI ASSOCIATION	KFC THAILAND	WOLF BKK, BANGKOK	WOLF BKK, BANGKOK	FINALIST
CAMPAIGN EXCELLENCE					
CS11 Breakthrough in Creative Strategy					
CS11/005	VASELINE VERIFIED	VASELINE	OGILVY SINGAPORE, SINGAPORE	OGILVY SINGAPORE, SINGAPORE	FINALIST
CS13 Long-Term Strategy					
CS13/001	SECOND LIFE KURA	THE BATH & BED TEAM	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST
CS13/005	UNFREEZE MY RIGHTS	WOMEN EMPOWERMENT OFFICE, CWO X AWAKENING FOUNDATION	DENTSU CREATIVE TAIWAN, TAIPEI	DENTSU CREATIVE TAIWAN, TAIPEI	FINALIST



CREATIVE STRATEGY LOTUS



CODE	TITLE	BRAND	AGENCY	ENTRANT COMPANY	AWARD
CS14 Gutsy Strategy					
CS14/003	THE ACQUITTED RAMEN RETURNS	SAMYANG FOODS	INNORED, SEOUL	INNORED, SEOUL	FINALIST
CS14/004	DALAH'S SPOILER BILLBOARD	NETFLIX	VML THAILAND, BANGKOK	VML GROUP THAILAND, BANGKOK	FINALIST
CS14/005	ACRONYM HACK	MCDONALD'S	LEO SHANGHAI, SHANGHAI	PUBLICIS GROUPE HONG KONG, HONG KONG	FINALIST
CS14/008	RIDE THE BULDAK HIGH	BULDAK	INNOCEAN, SEOUL	INNOCEAN, SEOUL	FINALIST

AS OF 17 MAR 2026