

An abstract graphic on the left side of the page, composed of several overlapping rectangular blocks in bright yellow, magenta, cyan, and white. The blocks are arranged in a way that creates a sense of depth and movement, with some blocks appearing to be in front of others.

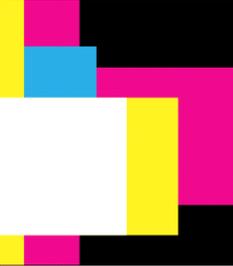
DESIGN LOTUS FINALISTS

human+
ADFEST 2026

DESIGN LOTUS



CODE	TITLE	BRAND	AGENCY	ENTRANT COMPANY	AWARD
PRODUCT DESIGN					
DE03 Product Design: Consumer Products					
DE03/002	GQ PRO MED SCRUBS	GQ APPAREL	ACCENTURE SONG (THAILAND), BANGKOK	ACCENTURE SONG (THAILAND), BANGKOK	FINALIST
DE03/005	ONE NOODLE	HARAKU RAMEN	BLKJ HAVAS, SINGAPORE	BLKJ HAVAS, SINGAPORE	FINALIST
DE04 Product Design: Innovative Design					
DE04/001	THE WEARABLE EXTINGUISHER	KOREA FIRE PROTECTION ASSOCIATION, NATIONAL FIRE AGENCY	DMINUSONE, SEOUL	DMINUSONE, SEOUL	FINALIST
DE04/002	THE COOLEST IHRAM	SAUDIA	LANDOR, DUBAI	LANDOR, DUBAI	FINALIST
DE04/003	SMART EYE CAMERA	OUI INC.	TBWA \HAKUHODO INC., TOKYO	TBWA \HAKUHODO INC., TOKYO	FINALIST
DE05 Product Design: Sustainable Design					
DE05/003	BEST AFTER 2055	OGI-MISO	SHISEIDO CREATIVE, TOKYO	SHISEIDO CREATIVE, TOKYO	FINALIST
COMMUNICATION DESIGN					
DE08 Brand Collateral & Publications					
DE08/002	NO LABELS	NIKKA WHISKY	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST
DE09 Poster					
DE09/007	PEACEFUL WEAPON	THE ONESHOW 2024 EXHIBITION IN JAPAN	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST
DE09/008	PLAYFUL STAMINA	HOSHI AWARDS	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST
DE10 Type Design					
DE10/001	LUX RECLAIM HER NAME	LUX	VML SINGAPORE, SINGAPORE	VML SINGAPORE, SINGAPORE	FINALIST
DE11 Illustration					
DE11/001	MY OWN	YOKOHAMA CITY SPECIAL SUPPORT SCHOOL FOR THE VISUALLY IMPAIRED	FRONTAGE INC., TOKYO	FRONTAGE, TOKYO	FINALIST
EXPERIENTIAL DESIGN					
DE14 Point of Sale: Small Scale					
DE14/002	SAVE ME	FAMILYMART	THE BREAKTHROUGH COMPANY GO, TOKYO	THE BREAKTHROUGH COMPANY GO, TOKYO	FINALIST
DE16 Exhibitions, Events & Public Environment					
DE16/006	INVISIBLE TO VISIBLE	FOUNDATION TO ERADICATE NEUROMUSCULAR DISEASES F) E) N) D	YOUNGSANTI, BANGKOK	YOUNGSANTI, BANGKOK	FINALIST
DE16/007	BLACK RECORDS	BMSG	SIX INC., TOKYO	SIX INC., TOKYO	FINALIST
DE16/010	TRACES OF TRANCE	SHISEIDO	SHISEIDO CREATIVE, TOKYO	SHISEIDO CREATIVE, TOKYO	FINALIST



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CODE	TITLE	BRAND	AGENCY	ENTRANT COMPANY	AWARD
INNOVATION					
DE20 Innovative Design					
DE20/003	WAVES OF WILL POWERED BY NTT	NTT HUMAN INFORMATICS LABORATORIES	DENTSU INC., TOKYO/ DENTSU CREATIVE, AMSTERDAM	DENTSU INC., TOKYO	FINALIST
CAMPAIGN EXCELLENCE					
DE22 Integrated Design Campaign					
DE22/001	NO LABELS	NIKKA WHISKY	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST
DE23 Inclusive Design *NEW*					
DE23/004	WAVES OF WILL POWERED BY NTT	NTT HUMAN INFORMATICS LABORATORIES	DENTSU INC., TOKYO/ DENTSU CREATIVE, AMSTERDAM	DENTSU INC., TOKYO	FINALIST
DE23/005	CHEER SIGNS	TOKYO METROPOLITAN GOVERNMENT	TBWA \ HAKUHODO INC., TOKYO/ NHK GLOBAL MEDIA SERVICES, INC., TOKYO	TBWA \ HAKUHODO INC., TOKYO	FINALIST

AS OF 17 MAR 2026