

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 others.

# DIGITAL & SOCIAL LOTUS FINALISTS

**human+**  
ADFEST 2026

# DIGITAL & SOCIAL LOTUS



CODE	TITLE	BRAND	AGENCY	ENTRANT COMPANY	AWARD
<b>PRODUCTS &amp; SERVICES *NEW*</b>					
<b>DI01 Consumer Goods</b>					
DI01/005	RIDE THE BULDAK HIGH	BULDAK	INNOCEAN, SEOUL	INNOCEAN, SEOUL	FINALIST
<b>DI02 Automotive</b>					
DI02/002	TIMELESS RELIABLE	HONDA BEAT	DENTSU INDONESIA, JAKARTA	DENTSU CREATIVE INC., JAKARTA	FINALIST
<b>DI03 Retail, Leisure &amp; Entertainment</b>					
DI03/002	THE UNFLUENCER	KFC THAILAND	PUBLICIS THAILAND, BANGKOK/ BANANAS SOUTH AFRICA, JOHANNESBURG	BRILLIANT & MILLION, BANGKOK	FINALIST
<b>DI05 Corporate Image &amp; Corporate Social Responsibility</b>					
DI05/002	COME BACK HOME	DAANGN	INNOCEAN, SEOUL	INNOCEAN, SEOUL	FINALIST
<b>DI06 Public Services &amp; Cause Appeals</b>					
DI06/001	SAFE SKETCH	SAVE THE CHILDREN	CHEIL HONG KONG, HONG KONG	CHEIL HONG KONG, HONG KONG	FINALIST
<b>FILM &amp; SERIES</b>					
<b>DI07 Social Film</b>					
DI07/002	REZA RAHADIAN PRESENTS: FILMS WITHOUT REZA RAHADIAN	NETFLIX ID BLOCKBUSTER	GOOD PEOPLE, JAKARTA	GOOD PEOPLE NETWORK, JAKARTA	FINALIST
DI07/006	THE SCENT THAT GIVES YOU THE SCENE	MITH BANGKOK	WOLF BKK, BANGKOK	WOLF BKK, BANGKOK	FINALIST
DI07/007	AMUK EMAK	WE+	HAKUHODO INTERNATIONAL INDONESIA, JAKARTA	HYBRID HAKUHODO, JAKARTA	FINALIST
<b>DI08 Social Film Series</b>					
DI08/003	IT MUST BE STING	STING THAILAND	LEO BANGKOK, BANGKOK	BRILLIANT & MILLION, BANGKOK	FINALIST
DI08/011	CHICKY	GRABMART	GIGIL, MANILA	GIGIL, MANILA	FINALIST
<b>SOCIAL ENGAGEMENT</b>					
<b>DI10 Real-time Response</b>					
DI10/003	COME BACK HOME	DAANGN	INNOCEAN, SEOUL	INNOCEAN, SEOUL	FINALIST

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CODE	TITLE	BRAND	AGENCY	ENTRANT COMPANY	AWARD
<b>DI12 Brand Storytelling</b>					
DI12/001	SAFETYNOVELA	PHILIPPINE AIRLINES	BBDO GUERRERO, MANILA	BBDO GUERRERO, MANILA	FINALIST
DI12/003	THE UNFLUENCER	KFC THAILAND	PUBLICIS THAILAND, BANGKOK/ BANANAS SOUTH AFRICA, JOHANNESBURG/ BRILLIANT & MILLION, BANGKOK	BRILLIANT & MILLION, BANGKOK	FINALIST
<b>CONTENT &amp; INFLUENCERS</b>					
<b>DI15 User Generated Content</b>					
DI15/004	HAVE A POSITIVE BREAK	BLACK THUNDER	DENTSU DIGITAL INC., TOKYO	DENTSU DIGITAL INC., TOKYO	FINALIST
<b>DI16 Content Placement</b>					
DI16/001	GAMIFRIES	MCDONALD'S	BBH SINGAPORE, SINGAPORE/ LEO MANILA, MANILA	BBH SINGAPORE, SINGAPORE	FINALIST
<b>DI17 Use of Influencer</b>					
DI17/002	SAY IT PROND	SPEAK	DENTSU CREATIVE TAIWAN, TAIPEI	DENTSU CREATIVE TAIWAN, TAIPEI	FINALIST
DI17/004	REZA RAHADIAN PRESENTS: FILMS WITHOUT REZA RAHADIAN	NETFLIX ID BLOCKBUSTER	GOOD PEOPLE, JAKARTA	GOOD PEOPLE NETWORK, JAKARTA	FINALIST
DI17/009	VASELINE VERIFIED	VASELINE	OGILVY SINGAPORE, SINGAPORE	OGILVY SINGAPORE, SINGAPORE	FINALIST
DI17/010	KWEEN YASMIN	CANVA PRO	GIGIL, MANILA	GIGIL, MANILA	FINALIST
<b>DI19 Organic Reach &amp; Influence</b>					
DI19/004	KWEEN YASMIN	CANVA PRO	GIGIL, MANILA	GIGIL, MANILA	FINALIST
<b>MOBILE &amp; PORTABLE DEVICES *NEW*</b>					
<b>DI20 Use of Mobile</b>					
DI20/001	SAFE SKETCH	SAVE THE CHILDREN	CHEIL HONG KONG, HONG KONG	CHEIL HONG KONG, HONG KONG	FINALIST
DI20/005	MOGU MOGU TOWN	OTSUKA PHARMACEUTICAL CO., LTD.	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST
<b>DI23 Application &amp; Utility</b>					
DI23/001	SAFE SKETCH	SAVE THE CHILDREN	CHEIL HONG KONG, HONG KONG	CHEIL HONG KONG, HONG KONG	FINALIST
<b>CAMPAIGN EXCELLENCE</b>					
<b>DI27 Use of Platform *NEW*</b>					
DI27/003	SUZUKI-SAN'S HEART STORY ON LINE	APPLE WATCH	TBWA \ MEDIA ARTS LAB TOKYO, TOKYO	TBWA \ MEDIA ARTS LAB, TOKYO	FINALIST