



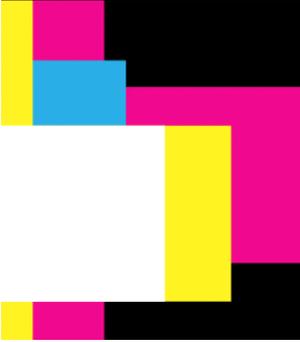
# DIRECT LOTUS FINALISTS

**human+**  
ADFEST 2026

# DIRECT LOTUS



CODE	TITLE	BRAND	AGENCY	ENTRANT COMPANY	AWARD
<b>PRODUCTS &amp; SERVICES *NEW*</b>					
<b>DM04 Finance, Business &amp; Commercial Public Services</b>					
DM04/003	HAVEN	SUNCORP INSURANCE	LEO AUSTRALIA, SYDNEY	LEO AUSTRALIA, SYDNEY	FINALIST
<b>DM05 Corporate Image &amp; Corporate Social Responsibility</b>					
DM05/001	TILECHALK	DBL CERAMICS LIMITED	POP5, DHAKA	POPS INC., DHAKA	FINALIST
<b>USE OF DIRECT</b>					
<b>DM09 Print &amp; Outdoor</b>					
DM09/004	THE UNTAUGHT HISTORY EDITION	ANNAHAR	IMPACT BBDO, DUBAI	IMPACT BBDO, DUBAI	FINALIST
<b>DM10 Ambient: Small Scale</b>					
DM10/005	THE TAPE TRAILER	NETFLIX	JONGLUCKDEE, BANGKOK	JONGLUCKDEE, BANGKOK	FINALIST
<b>DIGITAL</b>					
<b>DM13 Online &amp; Digital Platforms</b>					
DM13/003	PASS THE MILK	PAXEL	DENTSU INDONESIA, JAKARTA	DENTSU CREATIVE INC., JAKARTA	FINALIST
<b>DM14 Use of Social Media Platforms</b>					
DM14/002	VASELINE VERIFIED	VASELINE	OGILVY SINGAPORE, SINGAPORE	OGILVY SINGAPORE, SINGAPORE	FINALIST
<b>DM15 Mobile &amp; Devices</b>					
DM15/007	LUX RECLAIM HER NAME	LUX	VML SINGAPORE, SINGAPORE	VML SINGAPORE, SINGAPORE	FINALIST
<b>DM16 Real-time Response</b>					
DM16/001	DROP CART DRAW	LOTUS'S	VML MALAYSIA, KUALA LUMPUR	VML MALAYSIA, KUALA LUMPUR	FINALIST
DM16/002	GARUDA RAKSHAK	DSP MUTUAL FUND	DENTSU CREATIVE, GURUGRAM	DENTSU CREATIVE INC., GURUGRAM	FINALIST
<b>DATA &amp; TECHNOLOGY</b>					
<b>DM18 Use of Data</b>					
DM18/005	HAVEN	SUNCORP INSURANCE	LEO AUSTRALIA, SYDNEY	LEO AUSTRALIA, SYDNEY	FINALIST
<b>STRATEGY</b>					
<b>DM21 Customer Acquisition &amp; Retention</b>					
DM21/003	SOIL STAY	TRA MONGKUT FERTILIZER	VML THAILAND, BANGKOK	VML GROUP THAILAND, BANGKOK	FINALIST
<b>DM22 Launch/Re-Launch</b>					
DM22/003	ONE NOODLE	HARAKU RAMEN	BLKJ HAVAS, SINGAPORE	BLKJ HAVAS, SINGAPORE	FINALIST



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CODE	TITLE	BRAND	AGENCY	ENTRANT COMPANY	AWARD
<b>CAMPAIGN EXCELLENCE</b>					
<b>DM25 Resilience Through Creativity</b>					
DM25/003	THE LAST ORDER	JUST EATS GLOBAL - MENULOG AUSTRALIA	THINKERBELL, SYDNEY	THINKERBELL, MELBOURNE	FINALIST

AS OF 17 MAR 2026