

A decorative graphic on the left side of the page consisting of several overlapping rectangles in bright yellow, magenta, cyan, and white. The rectangles are arranged in a stepped, geometric pattern.

EFFECTIVE LOTUS FINALISTS

human+
ADFEST 2026

EFFECTIVE LOTUS



CODE	TITLE	BRAND	AGENCY	ENTRANT COMPANY	AWARD
PRODUCTS & SERVICES *NEW*					
EF05 Corporate Image & Corporate Social Responsibility					
EF05/001	HONDA REST AREA	HONDA ONEHEART	TU7UH CREATIVE LAB, JAKARTA	TU7UH CREATIVE LAB, JAKARTA	FINALIST
EF05/002	GARUDA RAKSHAK	DSP MUTUAL FUND	DENTSU CREATIVE, GURUGRAM	DENTSU CREATIVE INC., GURUGRAM	FINALIST
EF05/003	COME BACK HOME	DAANGN	INNOCEAN, SEOUL	INNOCEAN, SEOUL	FINALIST
EF06 Public Services & Cause Appeals					
EF06/001	THE KITA INITIATIVE	SPARK! PHILIPPINES	HAVAS ORTEGA, MANILA	HAVAS ORTEGA, MANILA	FINALIST
CAMPAIGN EXCELLENCE					
EF07 Campaign Success					
EF07/010	COME BACK HOME	DAANGN	INNOCEAN, SEOUL	INNOCEAN, SEOUL	FINALIST
EF08 Long-Term Creativity					
EF08/005	ACTIVE JOURNALISM	ANNAHAR	IMPACT BBDO, DUBAI	IMPACT BBDO, DUBAI	FINALIST
EF10 Launch/Re-launch					
EF10/003	KWEEN YASMIN	CANVA PRO	GIGIL, MANILA	GIGIL, MANILA	FINALIST

AS OF 18 MAR 2026