



# ENTERTAINMENT LOTUS FINALISTS

**human+**  
ADFEST 2026

# ENTERTAINMENT LOTUS



CODE	TITLE	BRAND	AGENCY	ENTRANT COMPANY	AWARD
<b>PRODUCTS &amp; SERVICES *NEW*</b>					
<b>EN01 Consumer Goods</b>					
EN01/005	DORITOS CILANTRO SWAP	DORITOS	SAATCHI & SAATCHI TAIWAN, TAIPEI	SAATCHI & SAATCHI TAIWAN, TAIPEI	FINALIST
<b>EN03 Retail, Leisure &amp; Entertainment</b>					
EN03/001	KUNG FRIES	MCDONALD'S FRIES	LEO TAIWAN, TAIPEI	LEO TAIWAN, TAIPEI	FINALIST
<b>EN05 Corporate Image &amp; Corporate Social Responsibility</b>					
EN05/001	TOXIC BACKFIRE	SAMSUNG	CHEIL PENGTAI BEIJING, BEIJING/ CHEIL HONG KONG, HONG KONG	CHEIL PENGTAI BEIJING & CHEIL HONG KONG, BEIJING	FINALIST
<b>FILM</b>					
<b>EN08 Fiction &amp; Non-Fiction Film: 5-30 minutes</b>					
EN08/004	SAFETYNOVELA	PHILIPPINE AIRLINES	BBDO GUERRERO, MANILA	BBDO GUERRERO, MANILA	FINALIST
EN08/005	I MADE A MIXTAPE FOR YOU	APPLE	TBWA \ MEDIA ARTS LAB, SHANGHAI, SHANGHAI	TBWA ADVERTISING (SHANGHAI) CO., LTD., SHANGHAI	FINALIST
EN08/007	SHOT ON IPHONE - LAST SCENE	IPHONE	TBWA \ MEDIA ARTS LAB TOKYO, TOKYO	TBWA \ MEDIA ARTS LAB, TOKYO	FINALIST
<b>MUSIC &amp; AUDIO</b>					
<b>EN10 Music Video *NEW*</b>					
EN10/001	SAVE THE MUSIC	APPLE	TBWA \ MEDIA ARTS LAB APAC (VIETNAM), HO CHI MINH	TBWA \ MEDIA ARTS LAB ISEA, SINGAPORE	FINALIST
EN10/003	I'M OK NOT OK // BRINGING BACK TWO LONG-LOST FRIENDS TO BRING BACK MILLIONS OF FANS	BOYDPOD FEAT BILLKIN	BBDO BANGKOK, BANGKOK	BBDO BANGKOK, BANGKOK	FINALIST
<b>EN11 Branded Music Content: Other *NEW*</b>					
EN11/002	PROJECT: MEMORY CARD	PLAYSTATION	SIX INC., TOKYO/HAKUHODO INC., TOKYO	SIX INC., TOKYO	FINALIST
<b>EN12 Use of Licensed/Adapted Music *NEW*</b>					
EN12/003	I MADE A MIXTAPE FOR YOU	APPLE	TBWA \ MEDIA ARTS LAB, SHANGHAI, SHANGHAI	TBWA ADVERTISING (SHANGHAI) CO., LTD., SHANGHAI	FINALIST

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CODE	TITLE	BRAND	AGENCY	ENTRANT COMPANY	AWARD
<b>GAMING</b>					
<b>EN16 Audio-Visual Content</b>					
EN16/002	PROJECT: MEMORY CARD	PLAYSTATION	SIX INC., TOKYO/HAKUHODO INC., TOKYO	SIX INC., TOKYO	FINALIST
<b>EN19 Community Engagement: Gaming</b>					
EN19/001	THE GREAT IN-GAME WEDDING	BATTLEGROUNDS MOBILE INDIA	DDB MUDRA GROUP, MUMBAI	DDB MUDRA GROUP, MUMBAI	FINALIST
EN19/002	TOXIC BACKFIRE	SAMSUNG	CHEIL PENGTAI BEIJING, BEIJING/ CHEIL HONG KONG, HONG KONG	CHEIL PENGTAI BEIJING & CHEIL HONG KONG, BEIJING	FINALIST
<b>SPORTS</b>					
<b>EN27 Breakthrough in Sports</b>					
EN27/002	CHEER SIGNS	TOKYO METROPOLITAN GOVERNMENT	TBWA \ HAKUHODO INC., TOKYO/ NHK GLOBAL MEDIA SERVICES, INC., TOKYO	TBWA \ HAKUHODO INC., TOKYO	FINALIST
<b>BRAND PARTNERSHIP &amp; COLLABORATION</b>					
<b>EN29 Brand Integration, Partnerships &amp; Collaborations</b>					
EN29/001	VASELINE HUH?	VASELINE	BRILLIANT & MILLION, BANGKOK	BRILLIANT & MILLION, BANGKOK	FINALIST
<b>EN31 Use of Talent &amp; Influencer</b>					
EN31/002	REAL FAZZ	FAZZIO	B&B BANGKOK, BANGKOK	B&B THAILAND, BANGKOK	FINALIST
EN31/005	THE SCENT THAT GIVES YOU THE SCENE	MITH BANGKOK	WOLF BKK, BANGKOK	WOLF BKK, BANGKOK	FINALIST
<b>INNOVATION &amp; TECHNOLOGY</b>					
<b>EN34 Diversity &amp; Inclusion in Entertainment</b>					
EN34/001	CHEER SIGNS	TOKYO METROPOLITAN GOVERNMENT	TBWA \ HAKUHODO INC., TOKYO/ NHK GLOBAL MEDIA SERVICES, INC., TOKYO	TBWA \ HAKUHODO INC., TOKYO	FINALIST
<b>EN35 Digital, Social &amp; Emerging Technology</b>					
EN35/003	CHIZZALULU CHIZZALALA, THE EDIBLE BRAINROT	KFC THAILAND	PUBLICIS THAILAND, BANGKOK/ BANANAS SOUTH AFRICA, JOHANNESBURG	BRILLIANT & MILLION, BANGKOK	FINALIST