

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 suggests a staircase or a series of steps, with some blocks extending further to the right than others.

LOTUS ROOTS FINALISTS

human+
ADFEST 2026

LOTUS ROOTS



CODE	TITLE	BRAND	AGENCY	ENTRANT COMPANY	AWARD
LOTUS ROOTS					
LRBE/006	GARUDA RAKSHAK	DSP MUTUAL FUND	DENTSU CREATIVE, GURUGRAM	DENTSU CREATIVE INC., GURUGRAM	FINALIST
LRBE/011	HEARING 1945	KOREA'S LIBERATION DAY	INNOCEAN, SEOUL	INNOCEAN, SEOUL	FINALIST
LRCF/001	WHATSAPP BAATAN HI BAATAN MEIN (LOVE IN A FEW WORDS)	WHATSAPP	FUNDAMENTAL, MUMBAI	FUNDAMENTAL, MUMBAI	FINALIST
LRCP/003	TRACES OF TRANCE	SHISEIDO	SHISEIDO CREATIVE, TOKYO	SHISEIDO CREATIVE, TOKYO	FINALIST
LRCS/001	KUB DEE DAI DEE -REDEFINING SAFE DRIVING AS ACCUMULATING GOOD KARMA-	TOYOTA MOBILITY FOUNDATION / HONDA MOTOR CO., LTD.	HAKUHODO FIRST, BANGKOK	HAKUHODO FIRST, BANGKOK	FINALIST
LRDE/004	TRACES OF TRANCE	SHISEIDO	SHISEIDO CREATIVE, TOKYO	SHISEIDO CREATIVE, TOKYO	FINALIST
LRDE/005	BEST AFTER 2055	OGI-MISO	SHISEIDO CREATIVE, TOKYO	SHISEIDO CREATIVE, TOKYO	FINALIST
LRDM/003	SAKURA SCAN	HARE-KAZE	HAKUHODO INC., TOKYO/ HAKUHODO I-STUDIO INC., TOKYO/ HACHIGATSU.INC, TOKYO/ CATCH INC., TOKYO/ENOAD, TOKYO/ SP EXPERT'S INC., TOKYO	HAKUHODO INC., TOKYO	FINALIST
LRDM/005	BLACKOUT VOWS BY GABRIELA	GABRIELA WOMEN'S PARTY	DENTSU CREATIVE PHILIPPINES, MANILA	DENTSU CREATIVE MANILA, MANILA	FINALIST
LRDM/006	BEST AFTER 2055	OGI-MISO	SHISEIDO CREATIVE, TOKYO	SHISEIDO CREATIVE, TOKYO	FINALIST
LREN/001	THE GREAT IN-GAME WEDDING	BATTLEGROUNDS MOBILE INDIA	DDB MUDRA GROUP, MUMBAI	DDB MUDRA GROUP, MUMBAI	FINALIST
LRME/002	GARUDA RAKSHAK	DSP MUTUAL FUND	DENTSU CREATIVE, GURUGRAM	DENTSU CREATIVE INC., GURUGRAM	FINALIST
LROD/007	INKVISIBLE	UN WOMEN	IMPACT BBDO, DUBAI	IMPACT BBDO, DUBAI	FINALIST
LROD/008	MEET ME AT THE COKE SIGN	COCA-COLA	OGILVY SYDNEY, SYDNEY	OGILVY, SYDNEY	FINALIST
LRPR/001	THE GREAT IN-GAME WEDDING	BATTLEGROUNDS MOBILE INDIA	DDB MUDRA GROUP, MUMBAI	DDB MUDRA GROUP, MUMBAI	FINALIST
LRRA/001	PRAYKINSON	VAJIRA HOSPITAL	DENTSU CREATIVE THAILAND, BANGKOK	DENTSU CREATIVE THAILAND, BANGKOK	FINALIST
LRST/003	SAKURA SCAN	HARE-KAZE	HAKUHODO INC., TOKYO/ HAKUHODO I-STUDIO INC., TOKYO/ HACHIGATSU.INC, TOKYO/ CATCH INC., TOKYO/ENOAD, TOKYO/ SP EXPERT'S INC., TOKYO	HAKUHODO INC., TOKYO	FINALIST