



MEDIA LOTUS FINALISTS

human+
ADFEST 2026

MEDIA LOTUS



CODE	TITLE	BRAND	AGENCY	ENTRANT COMPANY	AWARD
PRODUCTS & SERVICES *NEW*					
ME01 Consumer Goods					
ME01/003	MIDDLE BOSS HERO	CRAFT BOSS	HAKUHODO INC., TOKYO	TYO INC., TOKYO	FINALIST
ME01/004	THE SPONSORED TRUTH	SAMSUNG	LEO MALAYSIA, KUALA LUMPUR	LEO MALAYSIA, KUALA LUMPUR	FINALIST
ME05 Corporate Image & Corporate Social Responsibility					
ME05/001	TOXIC BACKFIRE	SAMSUNG	CHEIL PENGTAI BEIJING, BEIJING/ CHEIL HONG KONG, HONG KONG	CHEIL PENGTAI BEIJING & CHEIL HONG KONG, BEIJING	FINALIST
ME05/002	COME BACK HOME	DAANGN	INNOCEAN, SEOUL	INNOCEAN, SEOUL	FINALIST
ME06 Public Services & Cause Appeals					
ME06/002	THE LIFE-SAVING RECEIPT	CHOROGUSAN FOR CHILDREN	DMINUSONE, SEOUL	DMINUSONE, SEOUL	FINALIST
USE OF MEDIA					
ME09 Use of Print & Conventional Outdoor					
ME09/002	THE SYNC AD	TOKUCHA	HAKUHODO INC., TOKYO/ TBWA \HAKUHODO INC., TOKYO/ HAKUHODO KETTLE INC., TOKYO/ SIGNING LTD., TOKYO/ SUNTORY BEVERAGE & FOOD., TOKYO	HAKUHODO INC., TOKYO	FINALIST
ME10 Use of Ambient: Small Scale					
ME10/002	THE LIFE-SAVING RECEIPT	CHOROGUSAN FOR CHILDREN	DMINUSONE, SEOUL	DMINUSONE, SEOUL	FINALIST
ME10/004	LAPTOP BENTO	FMV NOTE U	HAKUHODO INC., TOKYO	HAKUHODO INC., TOKYO	FINALIST
ME10/005	THE TAPE TRAILER	NETFLIX	JONGLUCKDEE, BANGKOK	JONGLUCKDEE, BANGKOK	FINALIST
ME13 Use of Guerrilla Marketing & Stunts					
ME13/004	HEINEKEN F1 RIVER RUN	HEINEKEN	LEO, SHANGHAI	PUBLICIS ADVERTISING CO., LTD SHANGHAI BRANCH, SHANGHAI	FINALIST
ME13/006	ACRONYM HACK	MCDONALD'S	LEO SHANGHAI, SHANGHAI	PUBLICIS GROUPE HONG KONG, HONG KONG	FINALIST
ME13/008	GAMIFRIES	MCDONALD'S	BBH SINGAPORE, SINGAPORE/ LEO MANILA, MANILA	LEO MANILA, MANILA	FINALIST

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ME14 Use of Digital Platforms					
ME14/001	TOXIC BACKFIRE	SAMSUNG	CHEIL PENGTAI BEIJING, BEIJING/ CHEIL HONG KONG, HONG KONG	CHEIL PENGTAI BEIJING & CHEIL HONG KONG, BEIJING	FINALIST
ME14/005	THE SPONSORED TRUTH	SAMSUNG	LEO MALAYSIA, KUALA LUMPUR	LEO MALAYSIA, KUALA LUMPUR	FINALIST
ME15 Use of Mobile & Devices					
ME15/004	VOICE OF FOOD	AJINOMOTO CO., INC.	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST
DATA & TECHNOLOGY					
ME19 Use of Technology					
ME19/003	GARUDA RAKSHAK	DSP MUTUAL FUND	DENTSU CREATIVE, GURUGRAM	DENTSU CREATIVE INC., GURUGRAM	FINALIST
CONTENT & INFLUENCERS					
ME20 Branded Entertainment & Content: Program & Platforms					
ME20/002	DORITOS CILANTRO SWAP	DORITOS	SAATCHI & SAATCHI TAIWAN, TAIPEI	SAATCHI & SAATCHI TAIWAN, TAIPEI	FINALIST
ME20/003	#SAVETOVOTEWITHMAYA	MAYA PBB SEGMENT	DENTSU CREATIVE MANILA, MANILA	DENTSU CREATIVE MANILA, MANILA	FINALIST
ME22 Use of Influencer					
ME22/003	REZA RAHADIAN PRESENTS: FILMS WITHOUT REZA RAHADIAN	NETFLIX ID BLOCKBUSTER	GOOD PEOPLE, JAKARTA	GOOD PEOPLE NETWORK, JAKARTA	FINALIST
ME22/004	THE UNFLUENCER	KFC THAILAND	PUBLICIS THAILAND, BANGKOK/ BANANAS SOUTH AFRICA, JOHANNESBURG/ BRILLIANT & MILLION, BANGKOK	BRILLIANT & MILLION, BANGKOK	FINALIST
CAMPAIGN EXCELLENCE					
ME28 Breakthrough on a Budget *NEW*					
ME28/002	LAPTOP BENTO	FMV NOTE U	HAKUHODO INC., TOKYO	HAKUHODO INC., TOKYO	FINALIST
ME28/003	THE TAPE TRAILER	NETFLIX	JONGLUCKDEE, BANGKOK	JONGLUCKDEE, BANGKOK	FINALIST
ME28/004	GAMIFRIES	MCDONALD'S	BBH SINGAPORE, SINGAPORE/ LEO MANILA, MANILA	LEO MANILA, MANILA	FINALIST