

A decorative graphic on the left side of the page consisting of several overlapping rectangles in bright yellow, magenta, cyan, and white, creating a layered, abstract effect.

OUTDOOR LOTUS FINALISTS

human+
ADFEST 2026

OUTDOOR LOTUS



CODE	TITLE	BRAND	AGENCY	ENTRANT COMPANY	AWARD
USE OF OUTDOOR					
OD01 Traditional Poster *NEW*					
OD01/006	EXTRA FINGER LICKIN' GOOD	KFC	HAVAS MALAYSIA, KUALA LUMPUR	HAVAS MALAYSIA, KUALA LUMPUR	FINALIST
OD02 Traditional Billboard					
OD02/004	EXTRA FINGER LICKIN' GOOD	KFC	HAVAS MALAYSIA, KUALA LUMPUR	HAVAS MALAYSIA, KUALA LUMPUR	FINALIST
OD05 Transit					
OD05/003	SUMO STOPS	PLAYSTATION 5	DENTSU INC., TOKYO	ATALI, INC., TOKYO	FINALIST
OD06 Ambient: Small Scale					
OD06/001	GAMIFRIES	MCDONALD'S	BBH SINGAPORE, SINGAPORE/ LEO MANILA, MANILA	LEO MANILA, MANILA	FINALIST
OD06/003	WHAT THE FRUIT	SMIRNOFF	YOUNGSTER BKK, BANGKOK	YOUNGSTER BKK, BANGKOK	FINALIST
OD07 Ambient: Exhibition & Installation					
OD07/007	YOUNG-HEE FREEZES BANGKOK	NETFLIX	JONGLUCKDEE, BANGKOK	JONGLUCKDEE, BANGKOK	FINALIST
OD08 Ambient: Special Build					
OD08/001	SALTANAT LIGHT	CITIX	GFORCE GREY, ALMATY	GFORCE GREY, ALMATY	FINALIST
OD08/007	BANGKOK JUMPS	NETFLIX	JONGLUCKDEE, BANGKOK	JONGLUCKDEE, BANGKOK	FINALIST
OD08/011	WEDNESDAY CANAL OF TEARS	NETFLIX	GIGIL, MANILA	GIGIL, MANILA	FINALIST
OD09 Events, Guerrilla Marketing & Stunts					
OD09/002	SLEEPING WITH GIANT	NELL	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST
OD09/004	OREO MILKY WAY DUNK	OREO	LEO INDONESIA, JAKARTA	LEO INDONESIA, JAKARTA	FINALIST
OD09/009	BACK TO KAI TAK	CATHAY	LEO HONG KONG, HONG KONG	PUBLICIS GROUPE HONG KONG, HONG KONG	FINALIST
OD09/011	THE AIR POLLUTION JERSEY	LAMPHUN WARRIORS F.C. AND NORTHERN THAILAND BREATHE COUNCIL	FLASH BOMBER, BANGKOK	FLASH BOMBER, BANGKOK	FINALIST

OUTDOOR LOTUS



CODE	TITLE	BRAND	AGENCY	ENTRANT COMPANY	AWARD
CAMPAIGN EXCELLENCE					
OD11 Breakthrough in Outdoor *NEW*					
OD11/002	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
OD11/004	SUMO STOPS	PLAYSTATION 5	DENTSU INC., TOKYO	ATALI, INC., TOKYO	FINALIST
OD11/009	DALAH'S SPOILER BILLBOARD	NETFLIX	VML THAILAND, BANGKOK	VML GROUP THAILAND, BANGKOK	FINALIST
OD12 Integrated Outdoor Campaign					
OD12/003	MIDDLE BOSS HERO	CRAFT BOSS	HAKUHODO INC., TOKYO	TYO INC., TOKYO	FINALIST

AS OF 18 MAR 2026