

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.

# PR LOTUS FINALISTS

**human+**  
ADFEST 2026

CODE	TITLE	BRAND	AGENCY	ENTRANT COMPANY	AWARD
<b>IMPLEMENTATION</b>					
<b>PR01 Corporate Image &amp; Corporate Social Responsibility</b>					
PR01/006	SOIL STAY	TRA MONGKUT FERTILIZER	VML THAILAND, BANGKOK	VML GROUP THAILAND, BANGKOK	FINALIST
<b>PR04 Use of Media Relations</b>					
PR04/001	TSUGIKI : COFFEE REBORN	TULLY'S COFFEE	DENTSU INC., TOKYO	PR CONSULTING DENTSU INC., TOKYO	FINALIST
<b>PR05 Use of Guerrilla Marketing &amp; Stunts</b>					
PR05/001	MK MONGKOL IMC	MK RESTAURANT	SOUR BANGKOK, BANGKOK	SOUR BANGKOK, BANGKOK	FINALIST
PR05/003	GAMIFRIES	MCDONALD'S	BBH SINGAPORE, SINGAPORE/ LEO MANILA, MANILA	BBH SINGAPORE, SINGAPORE	FINALIST
PR05/004	ACRONYM HACK	MCDONALD'S	LEO SHANGHAI, SHANGHAI	PUBLICIS GROUPE HONG KONG, HONG KONG	FINALIST
<b>PR09 Launch/Re-launch</b>					
PR09/002	OREO MILKY WAY DUNK	OREO	LEO INDONESIA, JAKARTA	LEO INDONESIA, JAKARTA	FINALIST
PR09/006	ONE NOODLE	HARAKU RAMEN	BLKJ HAVAS, SINGAPORE	BLKJ HAVAS, SINGAPORE	FINALIST
<b>PR10 Brand Voice &amp; Strategic Storytelling</b>					
PR10/002	THE GREAT IN-GAME WEDDING	BATTLEGROUND'S MOBILE INDIA	DDB MUDRA GROUP, MUMBAI	DDB MUDRA GROUP, MUMBAI	FINALIST
PR10/007	MEET ME AT THE COKE SIGN	COCA-COLA	OGILVY SYDNEY, SYDNEY	OGILVY, SYDNEY	FINALIST
<b>DIGITAL &amp; SOCIAL</b>					
<b>PR11 Use of Social</b>					
PR11/005	VASELINE HUH?	VASELINE	BRILLIANT & MILLION, BANGKOK	BRILLIANT & MILLION, BANGKOK	FINALIST
PR11/006	VASELINE VERIFIED	VASELINE	OGILVY SINGAPORE, SINGAPORE	OGILVY SINGAPORE, SINGAPORE	FINALIST
<b>CAMPAIGN EXCELLENCE</b>					
<b>PR17 Breakthrough on a Budget *NEW*</b>					
PR17/002	GAMIFRIES	MCDONALD'S	BBH SINGAPORE, SINGAPORE/ LEO MANILA, MANILA	BBH SINGAPORE, SINGAPORE	FINALIST
<b>PR18 Breakthrough in PR *NEW*</b>					
PR18/002	ONE NOODLE	HARAKU RAMEN	BLKJ HAVAS, SINGAPORE	BLKJ HAVAS, SINGAPORE	FINALIST
PR18/003	CHEER SIGNS	TOKYO METROPOLITAN GOVERNMENT	TBWA \ HAKUHODO INC., TOKYO/ NHK GLOBAL MEDIA SERVICES, INC., TOKYO	TBWA \ HAKUHODO INC., TOKYO	FINALIST