

A decorative graphic on the left side of the page consisting of several overlapping, semi-transparent rectangles in bright yellow, magenta, and cyan colors, creating a layered, geometric effect.

RADIO & AUDIO LOTUS FINALISTS

human+
ADFEST 2026

RADIO & AUDIO LOTUS



CODE	TITLE	BRAND	AGENCY	ENTRANT COMPANY	AWARD
INNOVATION					
RA07 Use of Audio or Voice Technology					
RA07/002	PRAYKINSON	VAJIRA HOSPITAL	DENTSU CREATIVE THAILAND, BANGKOK	DENTSU CREATIVE THAILAND, BANGKOK	FINALIST
RA07/003	VOICE OF FOOD	AJINOMOTO CO., INC.	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST
RA07/007	HEARING 1945	KOREA'S LIBERATION DAY	INNOCEAN, SEOUL	INNOCEAN, SEOUL	FINALIST
AUDIO CRAFT					
RA09 Use of Music					
RA09/001	KNOCK TURN	YAMAHA	DENTSU EAST JAPAN INC., TOKYO	DENTSU EAST JAPAN, TOKYO	FINALIST
RA09/002	THE YANGZHOU QIAO BEI MUSICAL SUITE	YANGZHOU MUNICIPAL BUREAU OF CULTURE, RADIO, TV AND TOURISM, CHINA	TBWA \ SHANGHAI, SHANGHAI	TBWA \ CHINA, SHANGHAI	FINALIST
CAMPAIGN EXCELLENCE					
RA14 Breakthrough in Radio & Audio *NEW*					
RA14/003	PRAYKINSON	VAJIRA HOSPITAL	DENTSU CREATIVE THAILAND, BANGKOK	DENTSU CREATIVE THAILAND, BANGKOK	FINALIST
RA14/004	VOICE OF FOOD	AJINOMOTO CO., INC.	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST