

ADFEST 2026 REPORT



LOTUS
ENTRIES
KIOSK



ADFEST 2026

19 - 21 MAR
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ADFEST 2026

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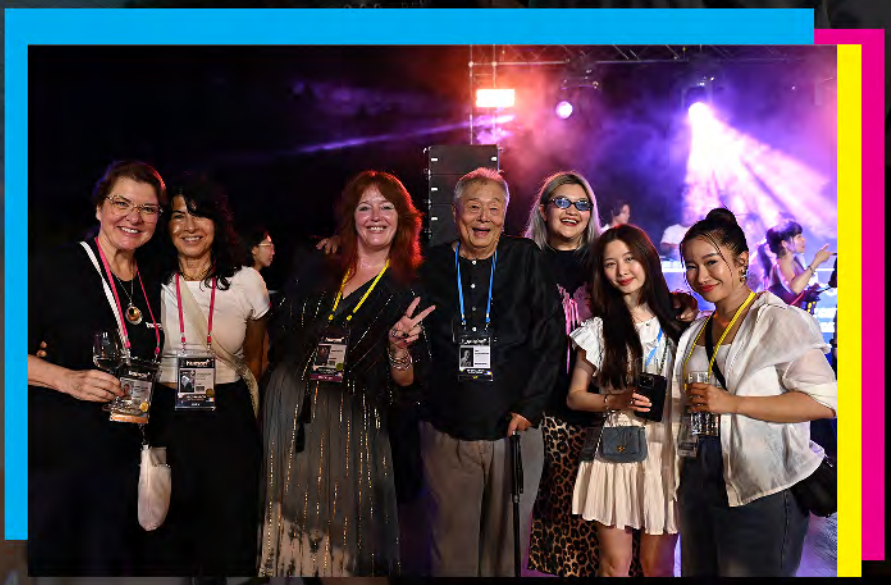
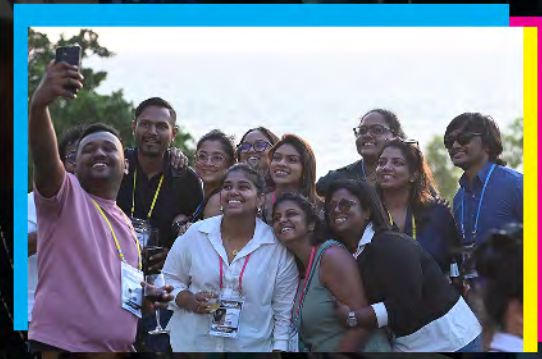
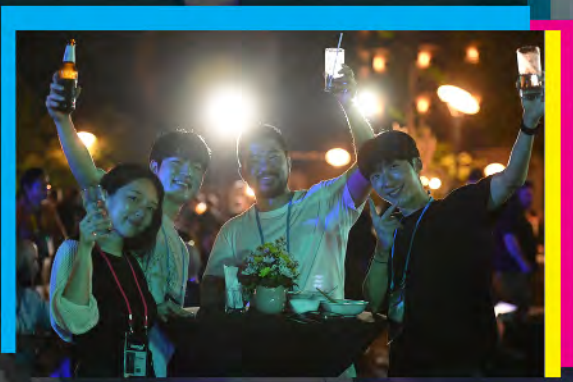
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DELEGATES

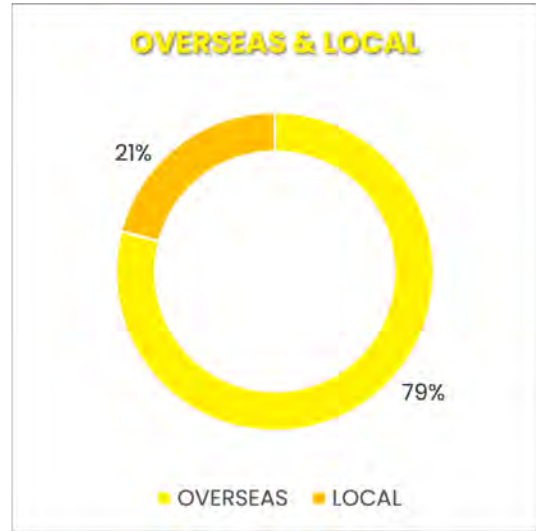


DELEGATES REPORT

ADFEST 2026 welcomed 859 delegates from 59 cities across 37 countries.

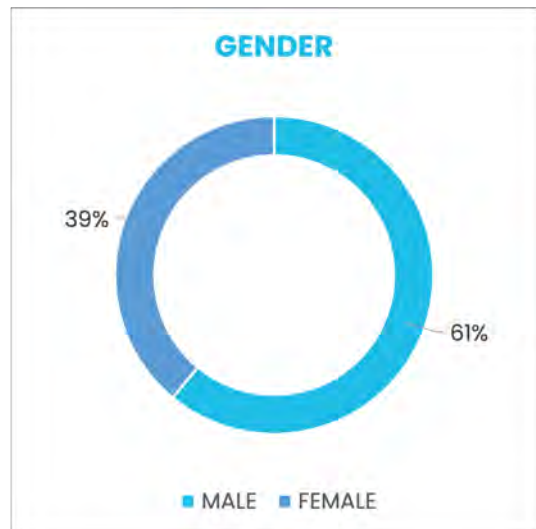
BREAKDOWN BY OVERSEAS & LOCAL

	TOTAL	PERCENTAGE
Overseas	679	79.05%
Local	180	20.95%
TOTAL	859	100.00%



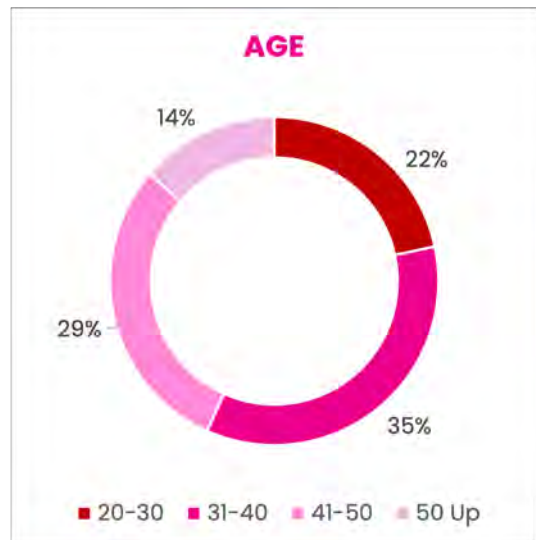
BREAKDOWN BY GENDER

	TOTAL	PERCENTAGE
Male	524	61.00%
Female	335	39.00%
TOTAL	859	100.00%



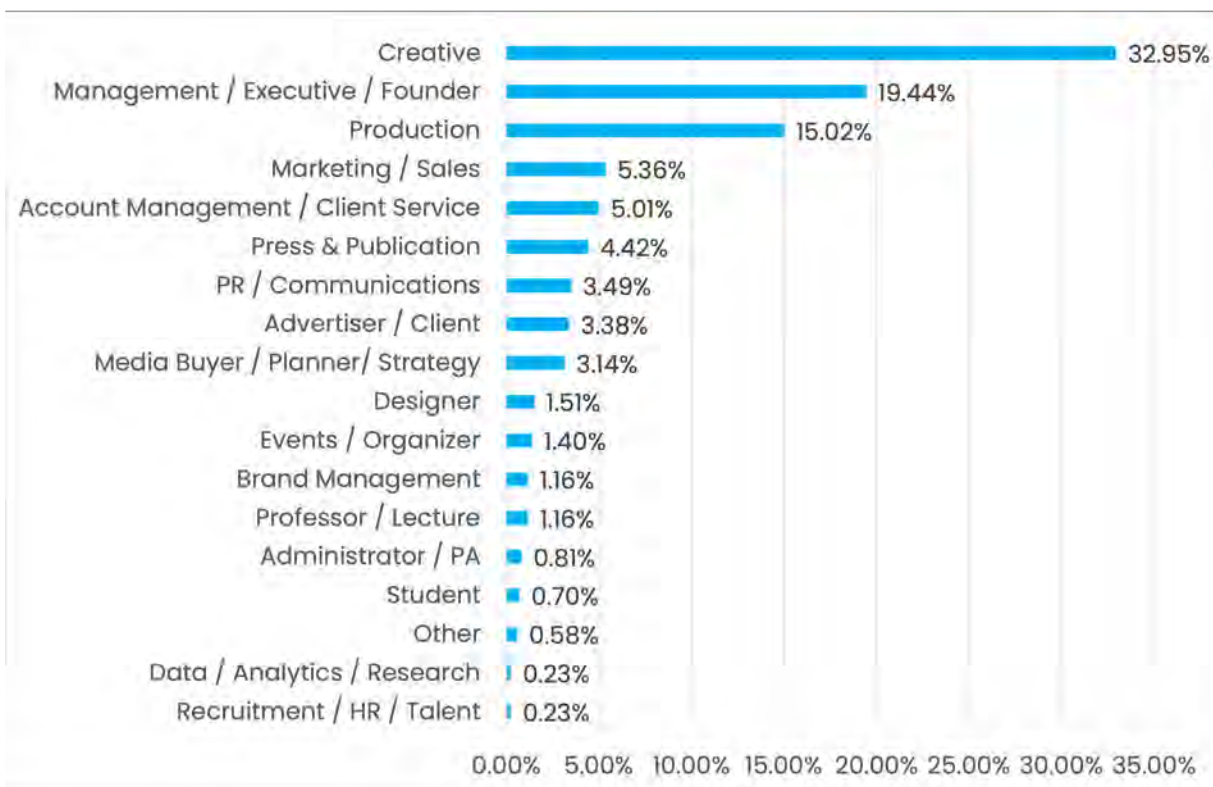
BREAKDOWN BY AGE

	TOTAL	PERCENTAGE
20-30	186	21.65%
31-40	301	35.04%
41-50	254	29.57%
51 Up	118	13.74%
TOTAL	859	100.00%



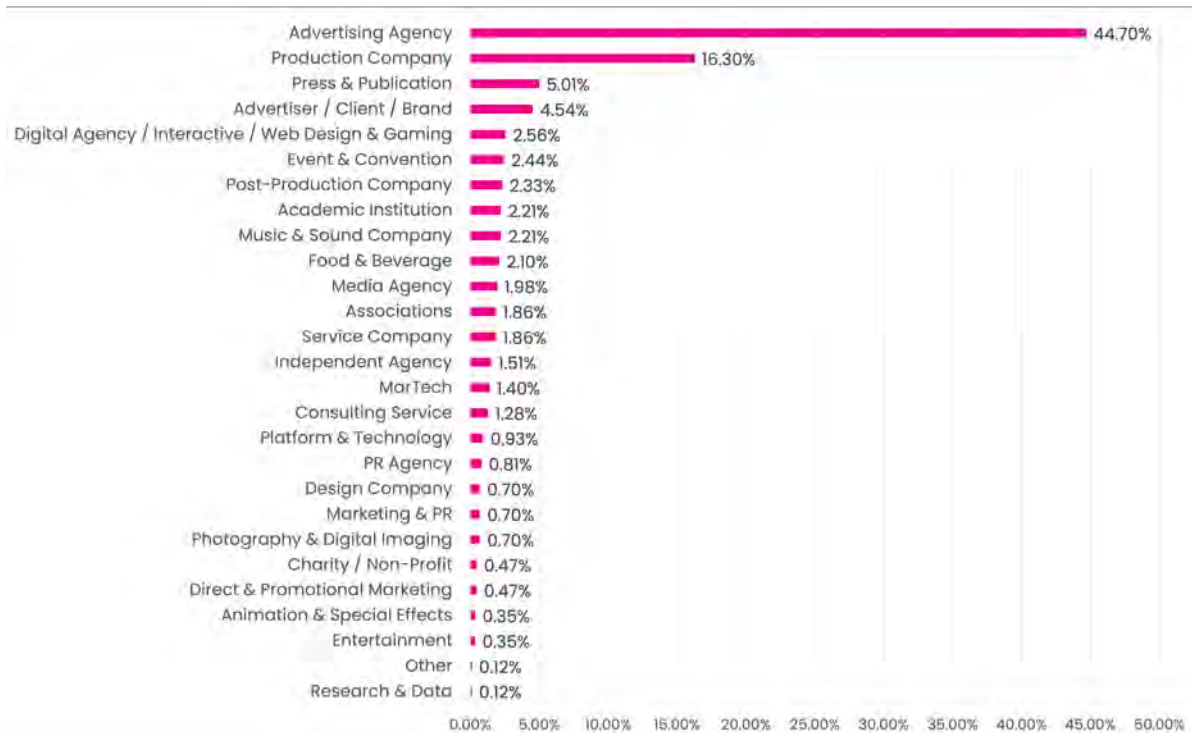
BREAKDOWN BY JOB ROLE

JOB ROLE	TOTAL	PERCENTAGE
Creative	283	32.95%
Management / Executive / Founder	167	19.44%
Production	129	15.02%
Marketing / Sales	46	5.36%
Account Management / Client Service	43	5.01%
Press & Publication	38	4.42%
PR / Communications	30	3.49%
Advertiser / Client	29	3.38%
Media Buyer / Planner/ Strategy	27	3.14%
Designer	13	1.51%
Events / Organizer	12	1.40%
Brand Management	10	1.16%
Professor / Lecture	10	1.16%
Administrator / PA	7	0.81%
Student	6	0.70%
Other	5	0.58%
Data / Analytics / Research	2	0.23%
Recruitment / HR / Talent	2	0.23%



BREAKDOWN BY BUSINESS TYPE

BUSINESS TYPE	TOTAL	PERCENTAGE
Advertising Agency	384	44.70%
Production Company	140	16.30%
Press & Publication	43	5.01%
Advertiser / Client / Brand	39	4.54%
Digital Agency / Interactive / Web Design & Gaming	22	2.56%
Event & Convention	21	2.44%
Post-Production Company	20	2.33%
Academic Institution	19	2.21%
Music & Sound Company	19	2.21%
Food & Beverage	18	2.10%
Media Agency	17	1.98%
Associations	16	1.86%
Service Company	16	1.86%
Independent Agency	13	1.51%
MarTech	12	1.40%
Consulting Service	11	1.28%
Platform & Technology	8	0.93%
PR Agency	7	0.81%
Design Company	6	0.70%
Marketing & PR	6	0.70%
Photography & Digital Imaging	6	0.70%
Charity / Non-Profit	4	0.47%
Direct & Promotional Marketing	4	0.47%
Animation & Special Effects	3	0.35%
Entertainment	3	0.35%
Other	1	0.12%
Research & Data	1	0.12%



BREAKDOWN BY CITY

NO.	CITY	TOTAL	PERCENTAGE
1	Tokyo	228	26.54%
2	Bangkok	177	20.61%
3	Seoul	93	10.83%
4	Colombo	49	5.70%
5	Singapore	41	4.77%
6	Jakarta	22	2.56%
7	Manila	19	2.21%
8	Kuala Lumpur	18	2.10%
9	Shanghai	17	1.98%
10	Taipei	17	1.98%
11	Ho Chi Minh	16	1.86%
12	Beijing	15	1.75%
12	London	15	1.75%
14	Sydney	13	1.51%
15	Mumbai	12	1.40%
16	Dhaka	7	0.81%
17	Guangzhou	6	0.70%
17	Gurugram	6	0.70%
17	Hong Kong	6	0.70%
17	Melbourne	6	0.70%
17	New York	6	0.70%
17	Taguig	6	0.70%
23	Ulaanbaatar	4	0.47%
24	Auckland	3	0.35%
24	Bengaluru	3	0.35%
24	Busan	3	0.35%
24	Dubai	3	0.35%
24	Nagoya	3	0.35%
24	Selangor	3	0.35%

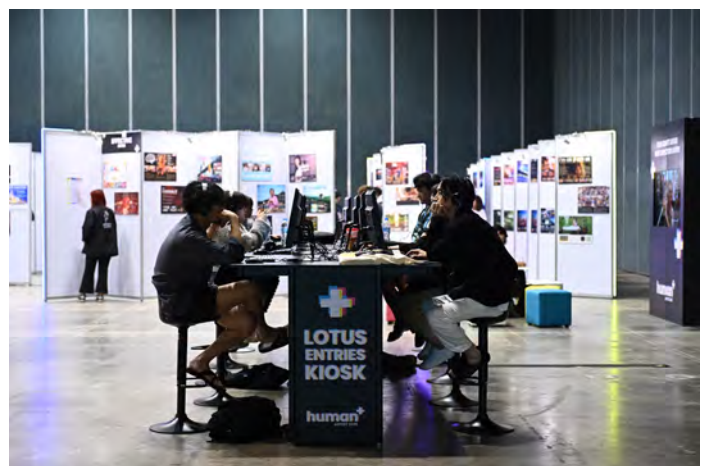
BREAKDOWN BY CITY (Continued)

NO.	CITY	TOTAL	PERCENTAGE
30	Barcelona	2	0.23%
30	Brisbane	2	0.23%
30	Dallas	2	0.23%
30	Hohhot	2	0.23%
30	Milan	2	0.23%
30	Nonthaburi	2	0.23%
30	Osaka	2	0.23%
30	Paris	2	0.23%
30	Perth	2	0.23%
30	Phnom Penh	2	0.23%
30	Riyadh	2	0.23%
30	Vilnius	2	0.23%
42	Almaty	1	0.12%
42	Amsterdam	1	0.12%
42	Berlin	1	0.12%
42	Bucharest	1	0.12%
42	Cape Town	1	0.12%
42	Fukuoka	1	0.12%
42	Fuzhou	1	0.12%
42	Kansas City	1	0.12%
42	Los Angeles	1	0.12%
42	Nicosia	1	0.12%
42	Prague	1	0.12%
42	Samutprakan	1	0.12%
42	Subotica	1	0.12%
42	Taichung	1	0.12%
42	Tallinn	1	0.12%
42	Tbilisi	1	0.12%
42	Tel Aviv	1	0.12%
42	Turin	1	0.12%
59 CITIES	TOTAL	859	

BREAKDOWN BY COUNTRY

NO.	COUNTRY	TOTAL	PERCENTAGE
1	Japan	234	27.24%
2	Thailand	180	20.95%
3	South Korea	96	11.18%
4	Sri Lanka	49	5.70%
5	China	41	4.77%
5	Singapore	41	4.77%
7	Philippines	25	2.91%
8	Australia	23	2.68%
9	Indonesia	22	2.56%
10	India	21	2.44%
10	Malaysia	21	2.44%
12	Chinese Taipei	18	2.10%
13	Vietnam	16	1.86%
14	United Kingdom	15	1.75%
15	USA	10	1.16%
16	Bangladesh	7	0.81%
17	Hong Kong, China	6	0.70%
18	Mongolia	4	0.47%
19	Italy	3	0.35%
19	New Zealand	3	0.35%
19	United Arab Emirates	3	0.35%
22	Cambodia	2	0.23%
22	France	2	0.23%
22	Lithuania	2	0.23%
22	Saudi Arabia	2	0.23%
22	Spain	2	0.23%
27	Cyprus	1	0.12%
27	Czech Republic	1	0.12%
27	Estonia	1	0.12%
27	Georgia	1	0.12%
27	Germany	1	0.12%
27	Israel	1	0.12%
27	Kazakhstan	1	0.12%
27	Romania	1	0.12%
27	Serbia	1	0.12%
27	South Africa	1	0.12%
27	The Netherlands	1	0.12%
37 COUNTRIES	TOTAL	859	





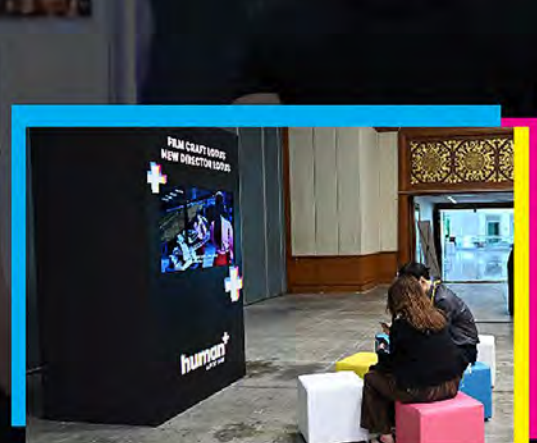




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ENTRIES



ENTRIES REPORT

1,405 entries were submitted into 21 Lotus categories from 218 companies in 32 cities across 18 countries.

BY LOTUS CATEGORY

NO.	LOTUS	ENTRIES
1	Brand Experience Lotus	139
2	Commerce Lotus	24
3	Creative Strategy Lotus	77
4	Design Lotus	93
5	Digital & Social Lotus	108
6	Digital Craft Lotus	28
7	Direct Lotus	83
8	Effective Lotus	36
9	Entertainment Lotus	105
10	Film Craft Lotus	118
11	Film Lotus	115
12	INNOVA Lotus	30
13	Lotus Roots	89
14	Media Lotus	91
15	New Director Lotus	7
16	Outdoor Lotus	85
17	PR Lotus	64
18	Press Lotus	8
19	Print & Outdoor Craft Lotus	34
20	Radio & Audio Lotus	27
21	Sustainable Lotus	44
21 CATEGORIES	TOTAL	1,405

BY CITY

NO.	CITY	ENTRIES
1	Tokyo	330
2	Bangkok	263
3	Seoul	171
4	Manila	119
5	Jakarta	79
6	Singapore	70
7	Mumbai	69
8	Taipei	54
9	Sydney	48
10	Kuala Lumpur	39
11	Hong Kong	36
12	Shanghai	21
12	Beijing	21
14	Dubai	20
15	Gurugram	10
16	Melbourne	6
16	New Delhi	6
18	Moscow	5
18	Bengaluru	5
18	Dhaka	5
18	Almaty	5
22	Dongguan	4
23	Guangzhou	3
23	Hiroshima	3
23	Riyadh	3
23	Nagoya	3
27	Brisbane	2
28	Delhi	1
28	Osaka	1
28	Hang Zhou	1
28	Ulaanbaatar	1
28	Kanazawa	1
32 CITIES	TOTAL	1,405

ENTRIES BY COUNTRY

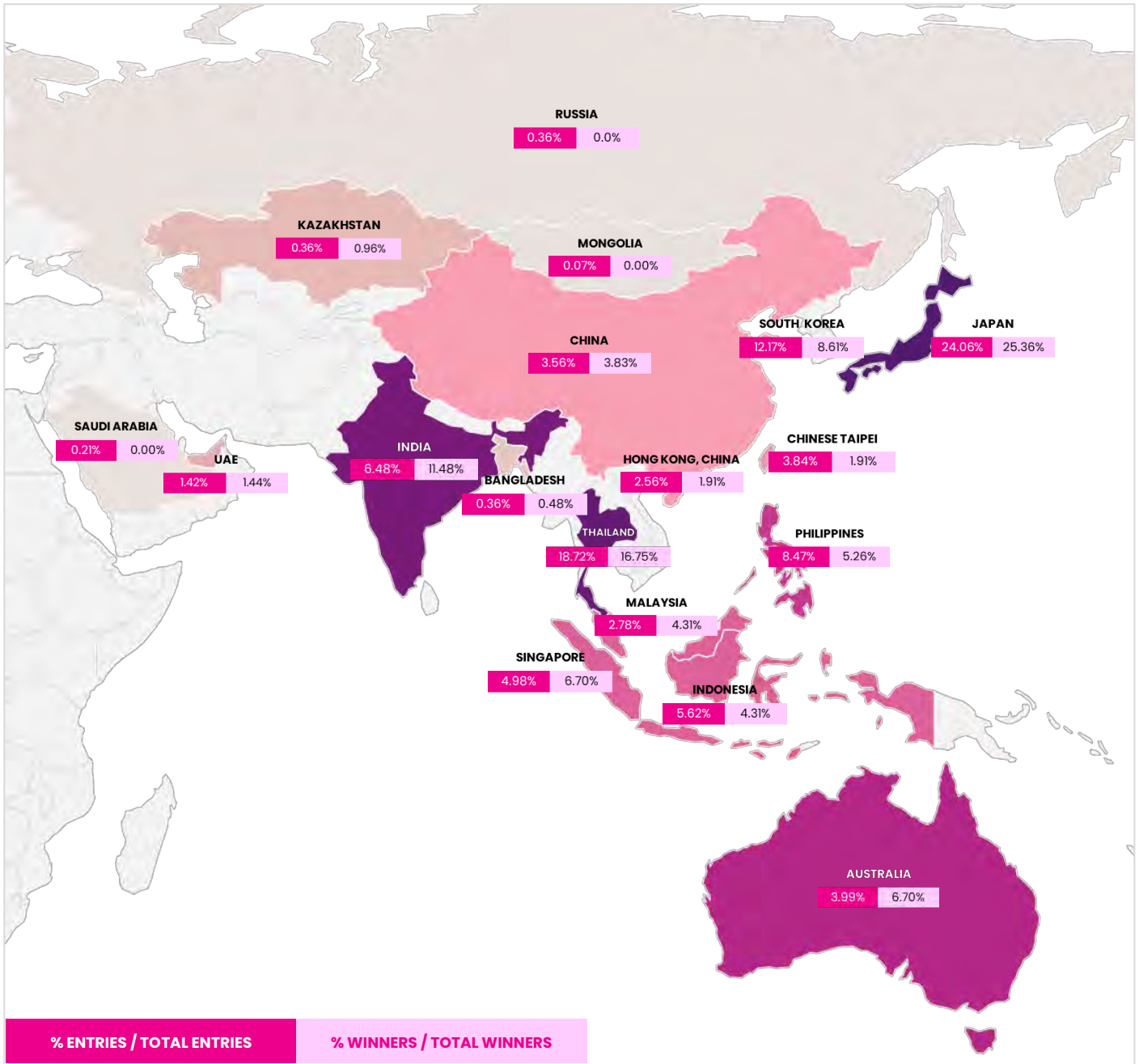
NO.	COUNTRY	ENTRIES	PERCENTAGE
1	Japan	338	24.06%
2	Thailand	263	18.72%
3	South Korea	171	12.17%
4	Philippines	119	8.47%
5	India	91	6.48%
6	Indonesia	79	5.62%
7	Singapore	70	4.98%
8	Australia	56	3.99%
9	Chinese Taipei	54	3.84%
10	China	50	3.56%
11	Malaysia	39	2.78%
12	Hong Kong, China	36	2.56%
13	United Arab Emirates	20	1.42%
14	Bangladesh	5	0.36%
14	Russia	5	0.36%
14	Kazakhstan	5	0.36%
17	Saudi Arabia	3	0.21%
18	Mongolia	1	0.07%
18 COUNTRIES	TOTAL	1,405	1,405

WINNERS BY COUNTRY

NO.	COUNTRY	WINNERS	PERCENTAGE
1	Japan	53	25.36%
2	Thailand	35	16.75%
3	South Korea	18	8.61%
4	Philippines	11	5.26%
5	India	24	11.48%
6	Indonesia	9	4.31%
7	Singapore	14	6.70%
8	Australia	14	6.70%
9	Chinese Taipei	4	1.91%
10	China	8	3.83%
11	Malaysia	9	4.31%
12	Hong Kong, China	4	1.91%
13	United Arab Emirates	3	1.44%
14	Kazakhstan	2	0.96%
15	Bangladesh	1	0.48%
15 COUNTRIES	TOTAL	209	

ENTRIES & WINNERS BY COUNTRY

1,405 Entries | 82 Finalist | 209Winners




SPECIAL AWARDS

ADFEST 2026
SPECIAL AWARDS



NETWORK OF THE YEAR

- 1 DENTSU
- 2 LEO
- 3 HAKUHODO
- 4 OGILVY
- 5 BBDO



ADFEST 2026
SPECIAL AWARDS



AGENCY OF THE YEAR

- 1 DENTSU INC., TOKYO
- 2 DENTSU CREATIVE, GURUGRAM
- 3 LEO AUSTRALIA, SYDNEY
- 4 OGILVY SINGAPORE, SINGAPORE
- 5 SHISEIDO CREATIVE, TOKYO




ADFEST 2026
SPECIAL AWARDS



INDEPENDENT NETWORK OF THE YEAR

- 1 INNOCEAN
- 2 GIGIL
- 3 GOOD PEOPLE NETWORK
- 4 EDELMAN
- 5 SPECIAL GROUP
- 5 FSN



ADFEST 2026
SPECIAL AWARDS



INDEPENDENT AGENCY OF THE YEAR

- 1 SHISEIDO CREATIVE, TOKYO
- 2 FUNDAMENTAL, MUMBAI
- 3 STUDIO EEKSAURUS PRODUCTIONS, MUMBAI
- 4 CHOOJAI AND FRIENDS, BANGKOK
- 5 DMINUSONE, SEOUL



SPECIAL AWARDS

ADFEST 2026
SPECIAL AWARDS

dentsu **starcom**

MEDIA AGENCY OF THE YEAR

- 1 DENTSU CREATIVE, GURUGRAM**
- 1 STARCOM MALAYSIA, KUALA LUMPUR**
- HAKUHODO DY ONE INC., TOKYO
- INNOCEAN, SEOUL
- H+, JAKARTA
- HAKUHODO DY MEDIA PARTNERS INC., TOKYO
- INITIATIVE THAILAND, BANGKOK
- STARCOM TAIWAN, TAIPEI

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ADFEST 2026
SPECIAL AWARDS

MSL

PR AGENCY OF THE YEAR

- 1 MSL PHILIPPINES, MANILA**
- BRILLIANT & MILLION, BANGKOK
- MATERIAL INC., TOKYO
- OGILVY SINGAPORE, SINGAPORE
- PR CONSULTING DENTSU INC., TOKYO
- SOUR BANGKOK, BANGKOK
- VERVE, BANGKOK

human+
ADFEST 2026

ADFEST 2026
SPECIAL AWARDS

Ogilvy

DIGITAL AGENCY OF THE YEAR

- 1 OGILVY SINGAPORE, SINGAPORE**
- BBDO GUERRERO, MANILA
- LEO AUSTRALIA, SYDNEY
- GIGIL, MANILA
- GOOD PEOPLE, JAKARTA

human+
ADFEST 2026

ADFEST 2026
SPECIAL AWARDS

CHROME **CRASTOS**

PRODUCTION COMPANY OF THE YEAR

- 1 CHROME PICTURES, MUMBAI**
- 1 CRASTOS STUDIOS, MUMBAI**
- STUDIO EEKSAURUS PRODUCTIONS, MUMBAI
- CANARIES POST SOUND, MUMBAI
- DUCKETAPE STUDIOS, MUMBAI

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ADFEST 2026

ADFEST 2026
SPECIAL AWARDS

DSP MUTUAL FUND

ADVERTISER OF THE YEAR

- 1 DSP MUTUAL FUND**
- UNILEVER
- SUNCORP GROUP
- WHATSAPP
- CENTRE FOR PASTORALISM
- MCDONALD'S

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ADFEST 2026

REGIONAL AGENCY OF THE YEAR

ADFEST 2026
SPECIAL AWARDS

dentsu

EAST ASIA AGENCY OF THE YEAR

- 1 DENTSU INC., TOKYO**
- 2 SHISEIDO CREATIVE, TOKYO
- 3 INNOCEAN, SEOUL
- 4 HAKUHODO INC., TOKYO
- 5 LEO HONG KONG, HONG KONG

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ADFEST 2026

ADFEST 2026
SPECIAL AWARDS

IMPACT BBDO

MIDDLE EAST AGENCY OF THE YEAR

- 1 IMPACT BBDO, DUBAI**

human+
ADFEST 2026

ADFEST 2026
SPECIAL AWARDS

Leo

OCEANIA AGENCY OF THE YEAR

- 1 LEO AUSTRALIA, SYDNEY**

human+
ADFEST 2026

ADFEST 2026
SPECIAL AWARDS

dentsu

SOUTH ASIA AGENCY OF THE YEAR

- 1 DENTSU CREATIVE, GURUGRAM**
- 2 FUNDAMENTAL, MUMBAI
- 3 STUDIO EEKSAURUS PRODUCTIONS, MUMBAI
- 4 DDB MUDRA GROUP, MUMBAI

human+
ADFEST 2026

ADFEST 2026
SPECIAL AWARDS

Ogilvy

SOUTHEAST ASIA AGENCY OF THE YEAR

- 1 OGILVY SINGAPORE, SINGAPORE**
- 2 VML THAILAND, BANGKOK
- 3 BLKJ HAVAS, SINGAPORE
- 4 WOLF BKK, BANGKOK
- 5 CHOOJAI AND FRIENDS, BANGKOK

human+
ADFEST 2026

GRANDE WINNERS

When people found their story. And the story found its people.

Idea
The idea was to connect the stories of local entrepreneurs with the WhatsApp community. The campaign was designed to be a series of stories that would be shared on WhatsApp, with the goal of creating a sense of community and support for local businesses.

Distribution
WhatsApp was the primary distribution channel, with the campaign being shared through a series of stories. The campaign was also promoted through social media and other digital channels.

Reach
1,400,000+ WhatsApp users
240+ WhatsApp groups
104.1m+ WhatsApp users in India

Challenge
The challenge was to create a series of stories that would be both engaging and informative, and that would also be easy to share on WhatsApp.

Strategy
The strategy was to create a series of stories that would be both engaging and informative, and that would also be easy to share on WhatsApp.



GRANDE: LOTUS ROOTS

“WHATSAPP BAATAN HI BAATAN MEIN (LOVE IN A FEW WORDS)”

Brand/Advertiser:

WHATSAPP

Agency:

FUNDAMENTAL, MUMBAI

[▶ VIEW CASE VDO](#)

GARUDA RAKSHAK
AN ANCIENT DEITY RETURNS TO THE MAHA KUMBH TO REUNITE LOST CHILDREN WITH THEIR FAMILIES

RESULTS
EVERY LOST CHILD WAS FOUND
78% OF LOST CHILDREN WERE TRACED WITHIN 8 HOURS

Challenge
The challenge was to create a campaign that would be both engaging and informative, and that would also be easy to share on social media.

Strategy
The strategy was to create a campaign that would be both engaging and informative, and that would also be easy to share on social media.



GRANDE: INNOVA LOTUS

“GARUDA RAKSHAK”

Brand/Advertiser:

DSP MUTUAL FUND

Agency:

DENTSU CREATIVE, GURUGRAM

[▶ VIEW CASE VDO](#)

“INGENIOUS”

Vaseline Verified

Challenge
The challenge was to create a campaign that would be both engaging and informative, and that would also be easy to share on social media.

Strategy
The strategy was to create a campaign that would be both engaging and informative, and that would also be easy to share on social media.

Results
87% increase in brand awareness
+69% increase in brand loyalty
450% increase in brand engagement
+1293% increase in brand reach
+13.9% increase in brand sales
+43% increase in brand profit
7.1 Million brand followers
63.3 Million brand impressions



GRANDE: DIGITAL & SOCIAL LOTUS

“VASELINE VERIFIED”

Brand/Advertiser:

VASELINE/UNILEVER

Agency:

OGILVY SINGAPORE, SINGAPORE

[▶ VIEW CASE VDO](#)

ACTIVE JOURNALISM
A 5 YEAR STRATEGY TO TRANSFORM JOURNALISM INTO A TOOL FOR CHANGE

Challenge
The challenge was to create a campaign that would be both engaging and informative, and that would also be easy to share on social media.

Strategy
The strategy was to create a campaign that would be both engaging and informative, and that would also be easy to share on social media.

Results
NO.1 BRAND FOR CREATIVITY IN THE MIDDLE EAST
35% INCREASE IN REVENUE
FROM ONE COUNTRY TO REGIONAL POWERHOUSE
THE MOST POPULAR NEWSPAPER IN LEBANON
2.2 BILLION IMPRESSIONS
BRAVEST BRAND IN THE WORLD



GRANDE: EFFECTIVE LOTUS

“ACTIVE JOURNALISM”

Brand/Advertiser:

ANNAHAR

Agency:

IMPACT BBDO, DUBAI

[▶ VIEW CASE VDO](#)

GRANDE WINNERS



GRANDE: FILM CRAFT LOTUS

“DESI OON”

Brand/Advertiser:
CENTRE FOR PASTORALISM

Agency:
STUDIO EEKSAURUS PRODUCTIONS, MUMBAI

[▶ VIEW CASE VDO](#)



GRANDE: FILM LOTUS

“MOTHER STRIKE”

Brand/Advertiser:
SNACK JACK RING/HANAMI FOOD CO., LTD.

Agency:
CHOOJAI AND FRIENDS, BANGKOK

[▶ VIEW CASE VDO](#)



GRANDE: NEW DIRECTOR LOTUS

“KAPAL KERTAS”

Brand/Advertiser:
THE KANCIL AWARDS AND CREATIVE FESTIVAL/4AS MALAYSIA

Agency:
DENHOUSE SDN. BHD., KUALA LUMPUR

[▶ VIEW CASE VDO](#)



GRANDE: OUTDOOR LOTUS

“BACK TO KAI TAK”

Brand/Advertiser:
CATHAY

Agency:
LEO HONG KONG, HONG KONG

Entrant Company:
PUBLICIS GROUPE HONG KONG, HONG KONG

[▶ VIEW CASE VDO](#)

GRANDE WINNERS



GRANDE: PR LOTUS

“ONE NOODLE”

Brand/Advertiser:
HARAKU RAMEN/ISMAYA GROUP

Agency:
BLKJ HAVAS, SINGAPORE

[▶ VIEW CASE VDO](#)



GRANDE: PRINT & OUTDOOR CRAFT LOTUS

“NO LABELS”

Brand/Advertiser:
**NIKKA WHISKY/ASAHI BREWERIES, LTD./
THE NIKKA WHISKY DISTILLING CO. LTD**

Agency:
DENTSU INC., TOKYO

[▶ VIEW CASE VDO](#)



GRANDE: SUSTAINABLE LOTUS

“SOIL STAY”

Brand/Advertiser:
TRA MONGKUT FERTILIZER

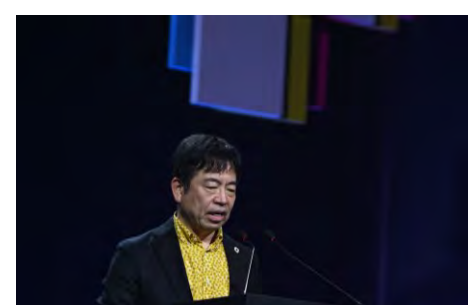
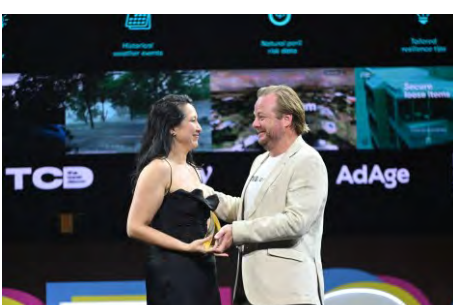
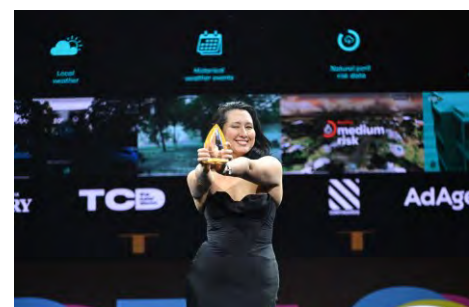
Agency:
VML THAILAND, BANGKOK

[▶ VIEW CASE VDO](#)

EXHIBITION




AWARDS



AWARDS





DESIGN LOTUS
 PRINT & OUTDOOR CRAFT LOTUS

DIGITAL & SOCIAL LOTUS
 DIGITAL CRAFT LOTUS

CREATIVE STRATEGY LOTUS
 EFFECTIVE LOTUS
 INNOVA LOTUS
 SUSTAINABLE LOTUS

ENTERTAINMENT LOTUS
 MEDIA LOTUS
 PR LOTUS

FILM CRAFT LOTUS
 NEW DIRECTOR LOTUS

FILM LOTUS
 OUTDOOR LOTUS
 PRESS LOTUS
 RADIO & AUDIO LOTUS

LOTUS ROOTS

JURIES



THE ADFEST 2026 MAGNIFICENT SEVEN JURY PRESIDENTS

Headed by Yasuharu Sasaki

human+
ADFEST 2026



31 MEN

25 WOMEN

56 JURIES

from
17 CITIES

Brand Experience Lotus
Commerce Lotus
Direct Lotus



JIM INGRAM
Co-Founder & Group Chief Creative
Thinkerbell
Australia

DOYU YANG
Assistant Creative Director
INNOCEAN
Seoul



EMILIA MASON
Executive Creative Director
Experience APAC
Landor
Hong Kong



GUILHERME MACHADO
Executive Creative Director
BLKJ Havas
Singapore



PAPOP CHAOWANAPREECHA
Executive Creative Director
Accenture Song, Thailand
Bangkok



SIDDHESH KHATAVKAR
Executive Creative Director
McCann Worldgroup India
Mumbai



TAKESHI TSUJI
Executive Creative Director
ADK Marketing Solutions
Tokyo



TIN SANCHEZ
Executive Creative Director
Publicis Manila
Manila



Creative Strategy Lotus
Effective Lotus
INNOVA Lotus
Sustainable Lotus



YASUHARU SASAKI
Global Chief Creative Officer
dentsu
Tokyo

CATHERINE KING
Chief Strategy Officer
Leo Australia
Sydney



MELISSA DANIELS
Regional Head of Innovation
TBWA | Asia
Singapore



MICHAEL DEE
Chief Creative Officer
Growww HakuHodo
Taipei



POOJA MANEK
Founding Member & Creative
Talented Agency
Bengaluru



RAYMUND SISON
Founder, CEO & CCO
Lennon Group
Manila



SAKILA BANYEN
Head of Strategy
VML Thailand
Bangkok



SOJUNG CHIN
Campaign Director
INNORED
Seoul



Design Lotus Print & Outdoor Craft Lotus



GEET RATHI
Founder & Creative Director
Openfield
Mumbai

ANDREAS
Founder &
Chief Creative Officer
Tu7uh Creative Lab
Jakarta



BROGEN AVERILL
Creative Director &
Brand Designer
Brogen Averill Studio
Auckland



GEORGE SUGITOMO
Chief Creative Officer
Group G
Tokyo



ANNIE BOO
Head of LEGO Agency
APAC & China
The LEGO Group
Singapore



CHEE WEE CHOO
Co-Founder &
Creative Partner
Muma Malaysia
Kuala Lumpur



PANNARAI JUANROONG
Executive Creative Director
Ogilvy Bangkok
Bangkok



Digital & Social Lotus Digital Craft Lotus



THERESA ONG
Head of Creative Shop, SEA & India
Meta
Singapore

AMIR TOHID
Founder & Managing Director
STATION T
Manila



PARUJ DAORAI
Founder & Chief Disruptor
Lateral
Bangkok



VIKASH CHEMJONG
Chief Creative Officer
Cheil India
Delhi



NOBUHIRO ARAI
Executive Creative Director
AKQA
Tokyo



SWASTIKA RAHMADANI
Executive Creative Director
Good People Network Indonesia
Jakarta



VIVIEN CHOU
Executive Creative Director
Isobar
Taipei



**Entertainment Lotus
Media Lotus
PR Lotus**



JULIE JIHYUN KANG
CEO, Serviceplan Korea & Founder & CEO, Flux AI Asia Seoul

BECKY YEUNG
Regional Vice President of Brand Partnerships, Sync & Business Warner Music APAC Hong Kong



JASMINE TAN
Regional Strategy Director HEPMIL Media Group Singapore



JUSTIN BUTLER
Creative Director Howatson+Company Sydney



KEISUKE MUROYA
Activation Director & Copywriter Hakuhodo Inc. Tokyo



PLOY SRIRUNGRUANGDEJA
Country Director Tinder Thailand Bangkok



SANDIPAN BHATTACHARYYA
Chief Creative Officer Monks Mumbai



THANH DAO
Managing Director & Partner Jung von Matt NERD Ho Chi Minh



**Film Craft Lotus
New Director Lotus**



MICHAEL AHMADZADEH
Partner & Executive Producer electriclime® APAC & MENA

ANNA FAWCETT
Chief Executive & Executive Producer Filmgraphics Entertainment Sydney



CORINNE DE SAN JOSE
Sound Designer Loudbox Studios Manila



RAY YI
Film Director LATS (Look At The Stars) Pictures Seoul



SURYA BALAKRISHNAN
Co-Founder & Film Director Footloose Films Mumbai



TAKCOM TSUCHIYA
Film Director Nada Tokyo



THAY LITTICHAJ
Film Director & Co-Founder Unboxnow Bangkok



YANN WILLIOT
Co-Founder & Executive Producer ME Group Ho Chi Minh



YIMENG ZHANG
Managing Partner & Executive Producer HAMLET China Shanghai



Film Lotus
Outdoor Lotus
Press Lotus
Radio & Audio Lotus



**AJAY
VIKRAM**
Chief Creative Officer
Publicis Groupe
SEA

**FUMITAKA
TAKANO**
Executive Creative Director
Edelman
Tokyo



**IVAN
HADYWIBOWO**
CEO
Future Creative Network
Jakarta

**KANIT
MINGMUANG**
Executive Creative Director
Wolf BKK
Bangkok



**MAAN
BAUTISTA**
Executive Creative Director
VML Philippines
Manila

20

**MARK
CARBONE**
Creative Director
Bear Meets Eagle on Fire
Sydney



**RECKY
HOU**
Executive Creative Director
Dentsu Creative China
Shanghai

**SEULKI
LEE**
Executive Creative Director
Cheil Korea
Seoul



**SHRUTHI
SUBRAMANIAM**
Executive Creative Director
BDO India
Mumbai

Lotus Roots



**YASUHARU
SASAKI**
Global Chief Creative Officer
dentsu
Tokyo

**AJAY
VIKRAM**
Chief Creative Officer
Publicis Groupe
SEA



**GEET
RATHI**
Founder & Creative Director
Openfield
Mumbai

**JIM
INGRAM**
Co-Founder &
Group Chief Creative
Thinkerbell
Australia



**JULIE JIHYUN
KANG**
CEO, Serviceplan Korea &
Founder & CEO, Flux AI Asia
Seoul

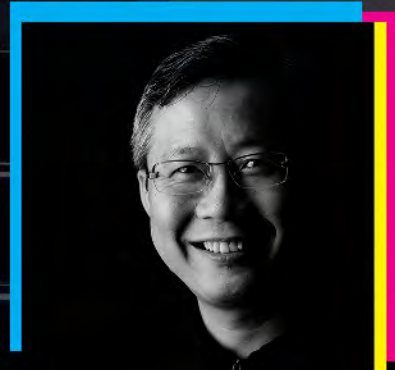
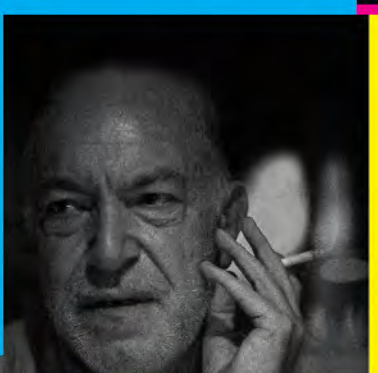
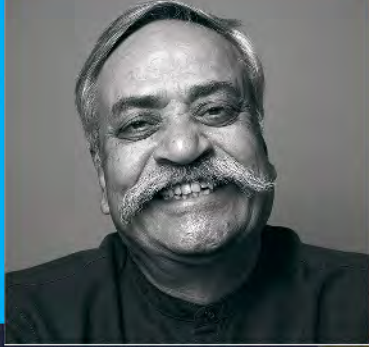
**MICHAEL
AHMADZADEH**
Partner & Executive Producer
electriclime®
APAC & MENA



**THERESA
ONG**
Head of Creative Shop,
SEA & India
Meta
Singapore



LOTUS LEGEND



Lotus Legend, is the ADFEST Hall of Fame introduced since 2012. The Lotus Legend recognises a creative leader who has impacted, contributed to, and has left a legacy in raising the bar of creative excellence in the region. Each year, ADFEST juries nominate and vote for this Hall of Fame award with previous Lotus Legends including:

2012	Akira Kagami	2018	Ant Keogh
2013	David Droga	2019	Jureeporn Thaidumrong
2014	Yasmin Ahmad	2020-2022	Cancellation due to Covid-19
2015	Neil French	2023	Jimmy Lam
2016	Lo Sheung Yan	2024	Piyush Pandey
2017	Suthisak Sucharittanonta	2025	Merlee Cruz Jayme

And the Lotus Legend, as voted by the ADFEST 2026 is **Sompat Trisadikun**.



Khun Sompat Trisadikun, affectionately known by his peers as “Kae”, was a true advertising legend and a dear friend to so many.

A titan of the industry, a mentor, a collaborator, and an inspiration to generations of creatives.

He is remembered for his fearless creativity, generosity, big smile, and even bigger heart.

He taught us that you can reach the pinnacle of success without ever losing your humanity.

A legend in every sense of the word.





PROGRAM

15:05 — 15:40



ADFEST 2026

PATTAYA 6

13.00-15.30 | PATTAYA 3

15.30-17.00 | PATTAYA 2

World Producers Summit

Join the unique opportunity for producers, agents and developers to discuss the full range of a content's lifecycle.

22.000+ people attending over 700+ sessions

World Expo Hub, 11, Pracha Uthit, Pattaya 3, Thailand



World Producers Summit

THAI PRODUCTIONS

THAI PRODUCTIONS

THAI PRODUCTIONS

THAI PRODUCTIONS

THAI PRODUCTIONS

THAI PRODUCTIONS

THAI PRODUCTIONS

THAI PRODUCTIONS

THAI PRODUCTIONS

THURSDAY 19 MARCH

<p>10.05-10.40</p> <p>Candies From A Stranger: Bridging Worlds in International Productions Takehito Kuroha, Gita Karmelita & Suthida Sihasavetra CONNECT THE DOTS</p>	<p>9.00-11.30</p> <p>BREAKOUT STAGE:</p> <p>INNOVA Lotus Shortlists Presentation</p>
<p>10.40-11.15</p> <p>Feeling Is the New KPI Chris Gurney, Crisp Group Vittorio Badini Confalonieri, Benetone Films Advertising Sam Kooy, Koay Films Seiya Matsumiya, Black Cat White Cat Music</p>	
<p>11.15-11.50</p> <p>From Insights to Impact: Creative Data that Amplifies Ideas Ian Forrester, DAVID Matus Balogh, CreativeX</p>	
<p>11.50-12.25</p> <p>Creative Use of AI for building Creative Credibility Kyungsin Kim, Paulus Jaeho Oh, PYLER</p>	<p>12.00-13.00</p> <p>PRE-REGISTRATION REQUIRED</p> <p>PATTAYA 3: LinkedIn for Creatives: The 2026 Edition Sarah Clay Sarah Clay Social</p>
<p>12.25-13.00</p> <p>It's About Time: People's Borrowed, Not-Owned, Sacred Seconds. Teodora Migdalovici TheAlternativeSchool</p>	
<p>13.00-14.30</p> <p style="text-align: center;">Lunch</p>	
<p>14.30-15.05</p> <p>Game On, Plus: Growing Asia's First Gaming X Marketing Content Hub Rey Tiempo, Co-Op Play & Game On James Bernardo Amir Tohid, STATION T</p>	<p>14.30-16.00</p> <p>PRE-REGISTRATION REQUIRED</p> <p>PATTAYA 3: Built for The Big Screen: Crafting Human+ Visuals for Massive Performance Spaces Michal Dwojak Hara Juice. Fabian Tan Dandelion Studios</p>
<p>15.05-15.40</p> <p>The Conversations That Reshape Creativity Lucia Ongay, Gerety Awards Pannarai Juanroong, Ogilvy Bangkok Anna Fawcett, Filmgraphics Entertainment Shruthi Subramaniam, BBDO India</p>	
<p>15.40-16.15</p> <p>Making People Care: Storytelling in the Age of AI Oliver Atkinson Casual</p>	
<p>16.15-16.50</p> <p>Creativity After the Headcount Era Gerry Mattios, Bain & Company Georg Warga, GOODSTEIN & The Tamashi Collective Anthony Leung, The Tamashi Collective Christian Mix-Linzer, Tracks & Fields</p>	<p>16.00-17.00</p> <p>BREAKOUT STAGE:</p> <p>Creative Tech With Soul™: Dream Bigger, Build Faster Linda Lim Martin Rivera MOONJI</p>
<p>16.50-17.25</p> <p>The Rules behind Breaking The Rules Ravid Kuperberg Mindscapes</p>	
<p>17.25-18.00</p> <p style="text-align: center;">WELCOME PARTY @ GRAND POOL SIDE</p>	

FRIDAY 20 MARCH

<p>10.05-10.40</p> <p>The Uncomfortable Truth about The Future of Creativity Ted Lim, DIFF Creative Consultants Andreas Moellmann, FUTURE INC</p>	<p>10.00-11.00</p> <p>PRE-REGISTRATION REQUIRED</p> <p>PATTAYA 3: Plus Humans: The In-Game Ads Awards, Live Judging in Session Rey Tiempo Co-Op Play</p>
<p>10.40-11.15</p> <p>How Creativity Can Spark Real-World Connections Stephen Schwarz, LePub SJ Heng, Heineken</p>	<p>BREAKOUT STAGE:</p> <p>Juries Insights 11.00-11.45 Digital & Social/ Digital Craft</p> <p>11.30-13.00</p> <p>PRE-REGISTRATION REQUIRED</p> <p>PATTAYA 6: D&AD Conditions for Creativity Donal Keenan D&AD</p>
<p>11.15-11.50</p> <p>Designing Inclusive Futures: Uniting Technology and Creativity to Move Brands and Society Naoki Tanaka Dentsu Lab</p>	
<p>11.50-13.00</p> <p>Short Films for ADFEST 2026 by the Fabulous Five Ariyaporn Boondeepathum, And Friends Studio Co., Ltd. Irvine Prisilia, TJT Creative Lab Karin Nogami, Tohokushinsha Film Corporation Lisa Aoki, Tohokushinsha Film Corporation Nagi Tajima, FIELD MANAGEMENT EXPAND Inc <i>Moderated by</i> Michael Ahmadzadeh, electriclime®</p>	<p>BREAKOUT STAGE:</p> <p>Juries Insights 12.00-12.45 Design/ Print & Outdoor Craft</p>
<p>13.00-14.30</p> <p style="text-align: center;">Lunch</p>	
<p>14.30-15.05</p> <p>TIGER and DRAGON. When Giants Unite Kenichi Yagi, Toyota Mobility Foundation Hideaki Takaishi, Honda Motor Co., Ltd Prompohn Supataravanich, Hakuhodo First Co., Ltd. Koji Suzuki, Hakuhodo Inc</p>	<p>13.00-15.30</p> <p>PRE-REGISTRATION REQUIRED</p> <p>PATTAYA 3: World Producers Summit Steve Davies APA</p>
<p>15.05-15.40</p> <p>A Global Brand's Challenge Beyond Borders Joohee Lee Cheil Korea</p>	<p>15.30-17.00</p> <p>PRE-REGISTRATION REQUIRED</p> <p>PATTAYA 6: Producers+ Yann Willot Nancy Tran ME Group</p>
<p>15.40-16.15</p> <p>When People Become the Brief Again Warunyo Sorasetsakoon Prasit Kunanuphanchai BBDO</p>	<p>BREAKOUT STAGE:</p> <p>Juries Insights 14.30-15.15 Film Craft/ New Director</p> <p>15.30-16.15 Brand Experience/ Commerce/ Direct</p>
<p>16.15-16.50</p> <p>GUT Instinct: Intuition vs Algorithm Jessica Davey Meyvi Wedelia GUT</p>	<p>16.30-17.15 Entertainment/ Media/ PR</p>
<p>16.50-17.25</p> <p>Grandma Famous vs Croisette Famous: A Clarification of Creative Excellence Eric Monnet WPP</p>	
<p>17.25-18.00</p> <p style="text-align: center;">Coffee Break</p>	
<p>18.00-20.00</p> <p>AWARD PRESENTATION Chairman's Address Digital & Social Lotus Digital Craft Lotus Print & Outdoor Craft Lotus Design Lotus Brand Experience Lotus</p> <p>Commerce Lotus Direct Lotus Media Lotus PR Lotus Entertainment Lotus New Director Lotus (Inc. Fabulous Five) Film Craft Lotus</p>	

SATURDAY 21 MARCH

<p>10.05-10.40</p> <p>The Comfortable Lie of AI Adoption: A support group for leaders who've been pretending Varun Khatani Namrata Chawla mktgstack</p>	<p>10.00-13.00</p> <p>PRE-REGISTRATION REQUIRED</p> <p>PATTAYA 6: Build Your Creative Taste: Judgement Masterclass for Human+ Era Vishal Sagar Pocket FM</p>
<p>10.40-11.15</p> <p>Pizzas to Mongolia Julian Boulding thenetworkone Bolor Narantsatsralt, Pizza Hut Mongolia (Tavanbogal)</p>	<p>BREAKOUT STAGE:</p> <p>Juries Insights 11.00-11.45 Film/Outdoor/ Press/ Radio & Audio</p> <p>12.00-12.45 Creative Strategy/ Effective/ INNOVA/ Sustainable</p>
<p>11.15-13.00</p> <p>YouTube is the Epicenter of Culture Geia Lopez, Google Southeast Asia Supphasit Chokmongkolsatian, Ogilvy Thailand Sandipan Bhattacharyya, Monks/S4 Capital Toy Watcharapruk, AnyMind Group</p>	
<p>13.00-14.30</p> <p style="text-align: center;">Lunch</p>	
<p>14.30-15.05</p> <p>Creative Bravery Donal Keenan D&AD</p>	
<p>15.05-15.40</p> <p>AI Unlocking Human Creativity: Redesigning Culture, Production, and Creative Reality Julie Jihyun Kang, Flux AI Asia Ian Tae Woong Jeon, Compound Collective & Applebox Asia Joel Lim, Gengis AI</p>	<p>13.00-18.00</p> <p>BREAKOUT STAGE:</p> <p>Winners Showcase Brand Experience/ Commerce/ Design/ Digital & Social/ Digital Craft/ Direct/ Entertainment/ Film Craft/ Media/ New Director/ PR/ Print & Outdoor Craft</p>
<p>15.40-16.15</p> <p>Building A Beauty Community for Gen-Z Thanh Dao Jung von Matt NERD</p>	
<p>16.15-16.50</p> <p>Creators. Content. Communities. Creatives. Commerce. Creator Economy: Moving audiences from Awareness to Advocacy to Action Naved Qureshi, Voxxy Media</p>	
<p>16.50-17.25</p> <p>HUMANIZING BRANDS: Creativity in the Age of AI Yasuharu Sasaki Grand Jury President dentsu</p>	
<p>17.25-18.00</p> <p style="text-align: center;">Coffee Break</p>	
<p>18.00-20.30</p> <p>AWARD PRESENTATION Young Lotus Outdoor Lotus Press Lotus Radio & Audio Lotus Film Lotus</p> <p>Creative Strategy Lotus Effective Lotus Sustainable Lotus INNOVA Lotus Lotus Roots Special Awards</p>	
<p>20.30-</p> <p style="text-align: center;">AFTER PARTY @ INFINI BEACH POOL</p>	

SPEAKER SESSIONS THURSDAY 19 MARCH



CANDIES FROM A STRANGER: BRIDGING WORLDS IN INTERNATIONAL PRODUCTIONS



Takehito Kuroha

Director & Executive Producer
CONNECT THE DOTS, Tokyo



Gita Karmelita

Producer
CONNECT THE DOTS, Jakarta



Suthida Sihasavetra

Producer
CONNECT THE DOTS, Bangkok



FEELING IS THE NEW KPI



Chris Gurney

Co-Founder & Chief Creative & Innovation Officer
Crisp Group, Tokyo



Vittorio Badini Confalonieri

Head of Production
Benetone Films Advertising, Bangkok



Sam Koay

Film Director
Koay Films, Kuala Lumpur



Seiya Matsumiya

Founder & CEO
Black Cat White Cat Music, Tokyo



FROM INSIGHTS TO IMPACT: CREATIVE DATA THAT AMPLIFIES IDEAS



Ian Forrester

CEO
DAVID, London



Matus Balogh

Global Client Partner
CreativeX, London



CREATIVE USE OF AI FOR BUILDING CREATIVE CREDIBILITY



Kyungsin Kim

CEO
Paulus, Seoul



Jaeho Oh

CEO
PYLER, Seoul



ABOUT TIME: PEOPLE'S BORROWED, NOT-OWNED, SACRED SECONDS.



Teodora Migdalovici

Creativity Ambassador
TheAlternativeSchool, Bucharest



GAME ON, PLUS: GROWING ASIA'S FIRST GAMING X MARKETING CONTENT HUB



Rey Tiempo

Chief Creative Officer
Co-Op Play & Game On, Manila



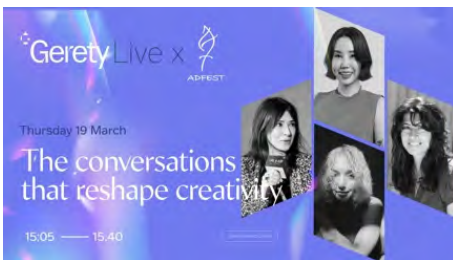
James Bernardo

Creative Consultant, Educator, Storyteller & Writer
Manila



Amir Tohid

Founder & Managing Director
STATION T, Manila



THE CONVERSATIONS THAT RESHAPE CREATIVITY



Lucia Ongay

President & Co-Founder
Gerety Awards, Buenos Aires



Pannarai Juanroong

Executive Creative Director
Ogilvy Bangkok, Bangkok



Anna Fawcett

Chief Executive & Executive Producer
Filmgraphics Entertainment, Sydney



Shruthi Subramaniam

Executive Creative Director
BBDO India
Mumbai

Thursday 19 March | 15.40—16.15

Making People Care: Storytelling in the Age of AI



Oliver Atkinson
Director, Narrative Strategy – Casual Films

MAKING PEOPLE CARE: STORYTELLING IN THE AGE OF AI



Oliver Atkinson
Director, Narrative Strategy
Casual Films
London

human+ ADFEST 2026

PANEL: Thu 19 Mar | 16.15 - 16.50

Creativity after the Headcount Era



Gerry Mattios / Bain & Company
Christian Mix-Linzer / Tracks & Fields
Georg Werga / GOODSTEIN
Anthony Leung / The Tamashi Collective

TRACKS & FIELDS GOODSTEIN BAIN & COMPANY TAMASHI COLLECTIVE

CREATIVITY AFTER THE HEADCOUNT ERA



Gerry Mattios
Partner
Bain & Company, Singapore



Georg Werga
Founder & Creative Director, GOODSTEIN
Chief Creative Officer, The Tamashi Collective
Shanghai



Anthony Leung
Founder & CEO
The Tamashi Collective, Dallas



Christian Mix-Linzer
CEO
Tracks & Fields, Berlin

THE RULES BEHIND BREAKING THE RULES



Thursday March 19th
18.00 - 17.30
ADFEST Conference Hall
Ravid Kuperberg
Partner & Trainer at Mindscapes

THE RULES BEHIND BREAKING THE RULES



Ravid Kuperberg
Partner & Trainer
Mindscapes, Tel Aviv

FRIDAY 20 MARCH

human+ ADFEST 2026

THE UNCOMFORTABLE TRUTH ABOUT THE FUTURE OF CREATIVITY

What value can agencies bring to the table so they are watched at the table? A Cannes Lions jury president and an Effie awards jury chairman who don't always agree with each other discuss an existential crisis.

Friday 20 March 2026
10.05 - 10.40 Conference Hall



dif TED LIM ANDREAS MOELLMANN
Chair Creative Consultants Strategy & Marketing
Singapore Kuala Lumpur FUTURE INC Hong Kong/Amsterdam
www.dif.com www.futureinc.com

THE UNCOMFORTABLE TRUTH ABOUT THE FUTURE OF CREATIVITY



Ted Lim
Founder & Chief Creative Consultant
DIFF Creative Consultants, Kuala Lumpur



Andreas Moellmann
Founder, Brand & Marketing Strategy Advisor
FUTURE INC, Bangkok



HOW CREATIVITY CAN SPARK REAL-WORLD CONNECTIONS



Stephen Schwarz
Executive Creative Director
LePub Singapore, Singapore



SJ Heng
Senior Director, Commerce
Heineken Asia-Pacific, Singapore



DESIGNING INCLUSIVE FUTURES: UNITING TECHNOLOGY AND CREATIVITY TO MOVE BRANDS AND SOCIETY



Naoki Tanaka
Global Chief Creative Officer
Dentsu Lab, Tokyo



SHORT FILMS FOR ADFEST 2026 BY THE FABULOUS FIVE



Ariyaporn Boondeepathum
Director
And Friends Studio, Bangkok



Irvine Prisilia
Assistant Director
TJT Creative Lab, Jakarta



Karin Nogami
Director
Tohokushinsha Film Corporation, Tokyo



Lisa Aoki
Director
Tohokushinsha Film Corporation, Tokyo



Nagi Tajima
Director
FIELD MANAGEMENT EXPAND Inc, Tokyo



Moderator:
Michael Ahmadzadeh
Partner & Executive Producer
electriclime°, APAC & MENA



TIGER AND DRAGON. WHEN GIANTS UNITE



Kenichi Yagi

Program Director
Toyota Mobility Foundation, Tokyo



Hideaki Takaishi

Secretary General, Traffic Safety Promotion Operations
Honda Motor Co., Ltd., Tokyo



Prompohn Supataravanich

Strategic Planning Director
Hakuhodo First Co., Ltd., Bangkok



Koji Suzuki

Strategic Creative Director
Hakuhodo Inc., Tokyo



A GLOBAL BRAND'S CHALLENGE BEYOND BORDERS



Joohye Lee

Creative Director
Cheil Korea, Seoul



WHEN PEOPLE BECOME THE BRIEF AGAIN



Warunyoo Sorasetsakoon

Executive Creative Director
BBDO Bangkok, Bangkok



Prasit Kunanuphanchai

Chief Strategy Officer
BBDO Bangkok, Bangkok



GUT INSTINCT: INTUITION VS ALGORITHM



Jessica Davey

Managing Director, Asia
GUT, Singapore



Meyvi Wedelia

Creative Director
GUT, Singapore



GRANDMA FAMOUS VS CROISETTE FAMOUS: A CLARIFICATION OF CREATIVE EXCELLENCE



Eric Monnet

Global Director of Creative Excellence
WPP, London

SATURDAY 21 MARCH



THE COMFORTABLE LIE OF AI ADOPTION: A SUPPORT GROUP FOR LEADERS WHO'VE BEEN PRETENDING



Varun Khiatani

Co-Founder & AI Specialist
Mktgstack, Bengaluru



Namrata Chawla

Co-Founder & Content Creator
Mktgstack, Mumbai



PIZZAS TO MONGOLIA



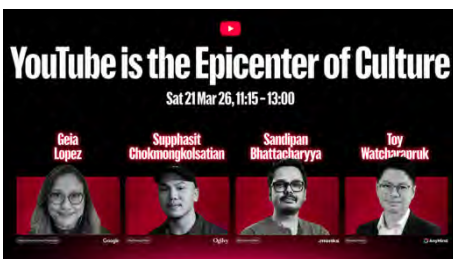
Julian Boulding

Founder & President
Thenetworkone, London



Bolor Narantsatsralt

Chief Marketing Officer
Pizza Hut Mongolia (Tavanbogd), Ulaanbaatar



YOUTUBE IS THE EPICENTER OF CULTURE



Geia Lopez

Head of Creative and Creator Partnerships
Google Southeast Asia, Singapore



Supphasit Chokmongkolsatian

Chief Strategy Officer
Ogilvy Thailand, Bangkok



Sandipan Bhattacharyya

Chief Creative Officer, India
Monks/S4 Capital, Mumbai



Toy Watcharapruk

Managing Director
AnyMind Group, Bangkok

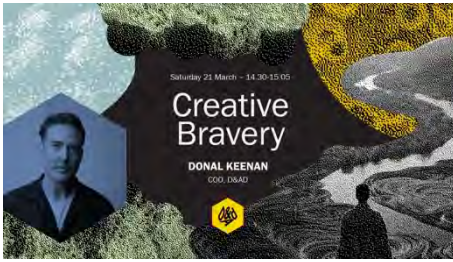


GOOGLE PRESENTS YOUNG LOTUS WORKSHOP 2026: UNBOUND: THE NEXT ERA OF CREATIVE CULTURE



Wei Watthanasittha

Creative Partnership Lead
Google Southeast Asia, Bangkok



CREATIVE BRAVERY



Donal Keenan
Chief Operating Officer
D&AD, London



AI UNLOCKING HUMAN CREATIVITY: REDESIGNING CULTURE, PRODUCTION, AND CREATIVE REALITY



Julie Jihyun Kang
CEO
Flux AI Asia, Seoul



Ian Tae Woong Jeon
Founder & Director, Compound Collective
Director, Applebox Asia
SEA



Joel Lim
Founder & CEO
Gengis AI, Singapore



BUILDING A BEAUTY COMMUNITY FOR GEN-Z



Thanh Dao
Managing Director & Partner
Jung von Matt NERD, Ho Chi Minh



CREATORS. CONTENT. COMMUNITIES. CREATIVES. COMMERCE. CREATOR ECONOMY: MOVING AUDIENCES FROM AWARENESS TO ADVOCACY TO ACTION



Naved Qureshi
Country Head
Voxy Media, Jakarta



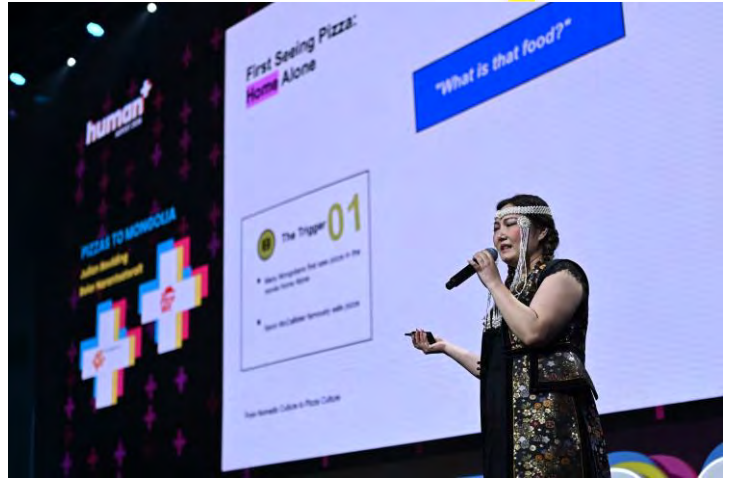
HUMANIZING BRANDS: CREATIVITY IN THE AGE OF AI



Yasuharu Sasaki
Global Chief Creative Officer
Dentsu, Tokyo







WORKSHOPS THURSDAY 19 MARCH

LINKEDIN FOR CREATIVES: THE 2026 EDITION



Sarah Clay
Founder
Sarah Clay Social, London

BUILT FOR THE BIG SCREEN: CRAFTING HUMAN+ VISUALS FOR MASSIVE PERFORMANCE SPACES



Michal Dwojak-Hara
Creative Director & Managing Director
Juice., Tokyo



Fabian Tan
Managing Partner & Executive Producer
Dandelion Studios, Singapore

FRIDAY 20 MARCH

PLUS HUMANS: THE IN-GAME ADS AWARDS, LIVE JUDGING IN SESSION



Rey Tiempo
Chief Creative Officer
Co-Op Play & Game On, Manila

D&AD CONDITIONS FOR CREATIVITY



Donal Keenan
Chief Operating Officer
D&AD, London

WORLD PRODUCERS SUMMIT



Steve Davies
Chief Executive
Advertising Producers Association (APA), London



PRODUCERS+



Yann Williot

Co-Founder & Managing Partner
ME Group & Echo Films, Ho Chi Minh



Nancy Tran

TVC Executive Producer – Global Markets
ME Group & May Production, Ho Chi Minh

SATURDAY 21 MARCH



BUILD YOUR CREATIVE TASTE: JUDGEMENT MASTERCLASS FOR HUMAN+ ERA



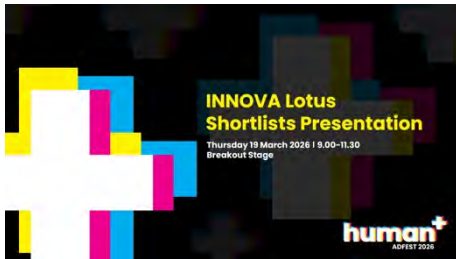
Vishal Sagar

Director (Brand, Creative Strategy & Social)
Pocket FM, Gurgaon



BREAKOUT STAGE

THURSDAY 19 MARCH



INNOVA LOTUS SHORTLISTS PRESENTATION

INNOVA Lotus shortlists take the stage to present to present their works live on stage in front of ADFEST delegates and face a Q&A with the juries of the INNOVA Lotus panel.

INNOVA Lotus awards the most innovative works that dare to push the boundaries of creativity into uncharted territory.



CREATIVE TECH WITH SOUL™: DREAM BIGGER, BUILD FASTER



Linda Lim

CEO
MOONJI, Bangkok



Martin Rivera

Head of Creative Tech
MOONJI, Bangkok

FRIDAY 20 MARCH & SATURDAY 21 MARCH



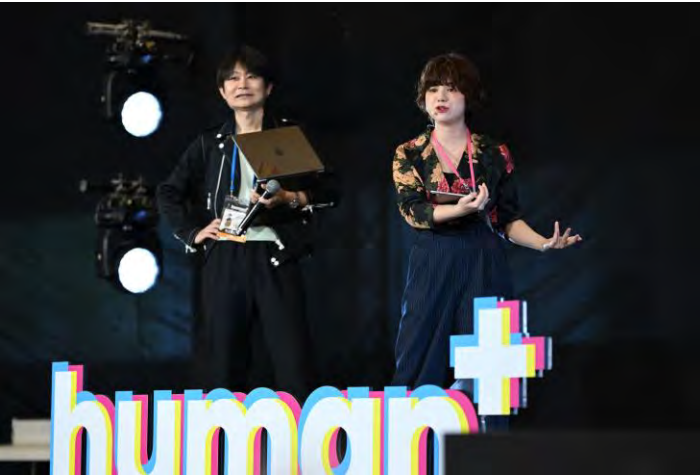
Juries Insights offer delegates the rare opportunity to go behind the doors of the judging room to listen first-hand to in-depth and freeform discussions with some ADFEST 2026 Lotus Awards juries and to discover the secrets of what distinguishes between the good, the great, and the exceptional works.



SATURDAY 21 MARCH



Screening of the announced winners of ADFEST 2026 Lotus Awards.



YOUNG LOTUS WORKSHOP





Introduced in 2004, the Young Lotus Workshop is one of the industry's longest-running mentoring programs for up-and-coming young creative teams from Asia, including the Pacific, and Middle East. The 3-day workshop, designed to nurture the future of the industry, is open to advertising professionals aged 30 and under, with teams selected by local representatives in markets across the region. It involves talks, mentoring and workshops and a live "brief" –with just 24 hours to meet the deadline.

The Young Lotus Workshop 2026 under the theme **"UNBOUND: The Next Era of Creative Culture"** is hosted by Google.

In this workshop, we are embracing this new landscape to shatter the constraints of traditional advertising. The workshop takes place **Tuesday 17 – Thursday 19 March 2026** at the Royal Cliff Hotels Group, Pattaya, Thailand.

We aren't just making ads; we are creating culture. By fusing your Human creativity with Google and YouTube ecosystem, we will explore how to paint on a boundless Creative Canvas, co-create with a tireless Gen AI Companion, and plug directly into the heartbeat of Creator Culture.

YOUNG LOTUS WORKSHOP 2026 CHAIRPERSON



Geia Lopez

Head of Creative and Creator Partnerships
Google Southeast Asia

Geia is a transformative leader operating at the high-stakes intersection of strategy, creative effectiveness and technology. Throughout a career defined by navigating uncharted territory, she has built industry powerhouses from the ground up—notably as the founding architect of Mediacom's digital arm and as a top-billing digital strategist at McCann Worldgroup, where she was recognized as one of the industry's Top 10 most awarded strategists in the Philippines. As an IPA Excellence Diploma alumni, Geia pioneered technology that shifted the focus toward brand distinctiveness, including immersive augmented reality prototypes for global brands.

Notably, Geia has been a driving force behind the eEconomy SEA report, the flagship thought leadership initiative for Southeast Asia and the definitive authority on the region's digital trajectory. Her work is dedicated to inspiring what's possible, shining a light on the vast opportunity within Southeast Asia, and more recently, on the transformative potential of the creator economy and AI-powered creativity. Today, her mission is centered on architecting the next era of the Creative and Creator economy, building the sustainable infrastructure and innovative partnerships that will define the future of the global creative industry, powered by Google's AI.

WORKSHOP SPEAKERS



Geia Lopez

Head of Creative and Creator Partnerships
Google Southeast Asia, Singapore



Wei Watthanasittha

Creative Partnership Lead
Google Southeast Asia, Bangkok



Ken Attard

Creative Partnership Lead
Google Southeast Asia, Singapore



Rushit Jhaveri

Creative Partnership Lead
Google Southeast Asia, Singapore



Iain Nealie

Executive Creative Director
Le Truc, Sydney

JUDGES



Park Wannasiri

Chief Creative Officer
VML Thailand, Bangkok



Toy Watcharapruk

Managing Director
AnyMind Group, Bangkok



Sandipan Bhattacharyya

Chief Creative Officer, India
Monks/S4 Capital, Mumbai



Geia Lopez

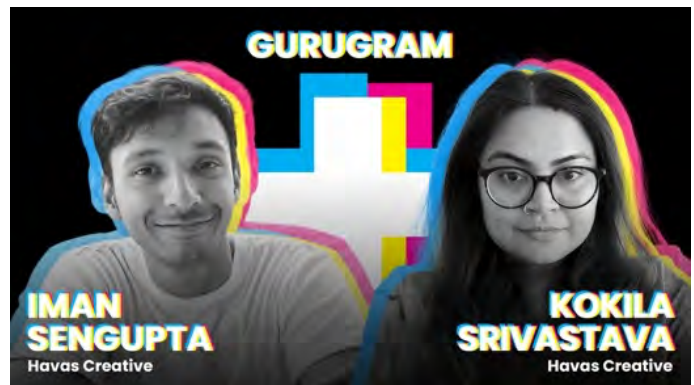
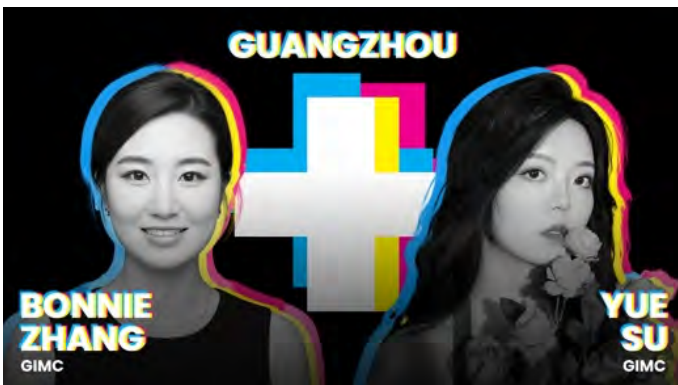
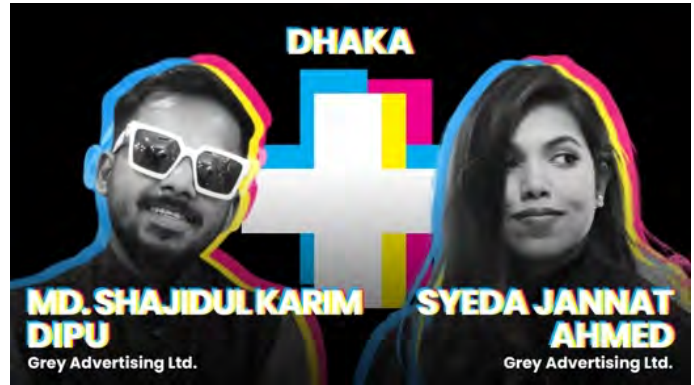
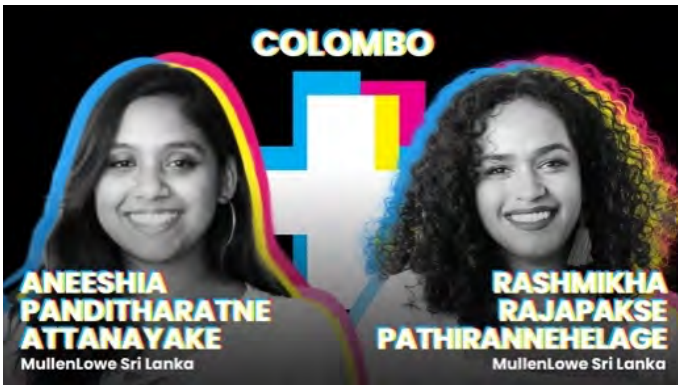
Head of Creative and Creator Partnerships
Google Southeast Asia, Singapore



Wei Watthanasittha

Creative Partnership Lead
Google Southeast Asia, Bangkok

YOUNG LOTUS TEAMS



Young Lotus Workshop

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HO CHI MINH

HAI ANH PHAM
PURPOSE.ANT

TIEN BUI DUC
PURPOSE.ANT

HONG KONG

LOK MAN WONG
VML Hong Kong

WAH YIN CHAN
VML Hong Kong

JAKARTA

AKHMAD HARIS KURNIAWAN
United Creative

MUHAMMAD FAJAR SHIDDIQI
KFC & Taco Bell Indonesia

KUALA LUMPUR

MOHAMAD ARASH DANIEL
MOHAMAD RASHID
VML Malaysia

NURUL SYAFIQAH AZHAR
VML Malaysia

MANILA

ARVIN CHINGCUANGCO
Propel Manila

MARIA SOFIA JAYME
Propel Manila

RIYADH

FARIS ALSHAHRANI
The Bold Group

SEOUL

HYERIN DHO
Cheil Korea

JAEHYUN HWANG
Cheil Korea

SINGAPORE

JONATHAN CHEN
BBH Singapore

SYAHMINA ABYANA
BBH Singapore

TAIPEI

AURORA CHOU
Ogilvy Taiwan

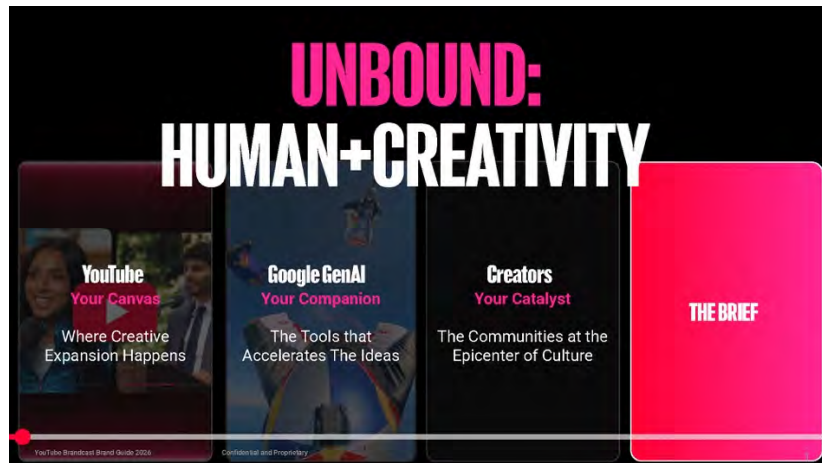
HSIAOHSI LIU
Ogilvy Taiwan

TOKYO

HIROAKI IWAI
Dentsu Inc.

TAIKI TSUNO
Dentsu Inc.

THE CREATIVE BRIEF: CRACK THE Z CODE



Audience Context: The Gen Z Reality Check

In a digital world overflowing with algorithmic noise and fleeting 5-second trends our loyalty can't be bought; it has to be earned.

We aren't looking for polished corporate broadcasts.

We are fiercely protective of our **identity**,

we demand **unconventionality** that breaks the mold rather than just participating in it, and we crave **raw, unfiltered** Authenticity.

If a brand wants our love, they have to stop talking at us and start giving us a space to explore exactly who we are.

The Brief: Crack the Z Code

Gen Z doesn't want perfect; they want real. They don't want to be targeted; they want to be moved.

Your mission is to create a **Brand Love** campaign for YouTube that cracks the code of Gen Z in your market.

But here is the twist: You must leave the old ways behind to drive the impact.

YouTube in 2026, we are the Epicenter of:

- Culture:** Festive Cultures, Global Tentpoles, Subcultures
- Creativity:** Innovation & Quality, Longevity & Virality, New Creation Tools
- Community:** Authentic, Trust, Unfiltered Connections

The key metrics are:

- Brand Love, Brand usage, Brand Advocacy

The Deliverables

In 24 hours, show us a story that isn't just watched—but felt, shared, and lived.

- 10-minute presentation** showcasing your UNBOUND insights, creative ideas and how they leverage YouTube canvas and creator culture to find your voice with Gen Z.
- <60-second video** using Google Generative AI to speed up your craft. The video is mandatory, treat it like a reel showcasing your idea and proof of concepts
- Other materials can be submitted as **optional** to strengthen your works

You have the tools to be unbound. Now, show us the love.

Judging Criteria:

- Local insights: 10%
- Creative Approach 30%
- YouTube Canvas: 30%
- Creator Culture: 20%
- Use of Google GenAI: 10%

YOUNG LOTUS WINNER & POPULAR VOTE

BANGKOK TEAM

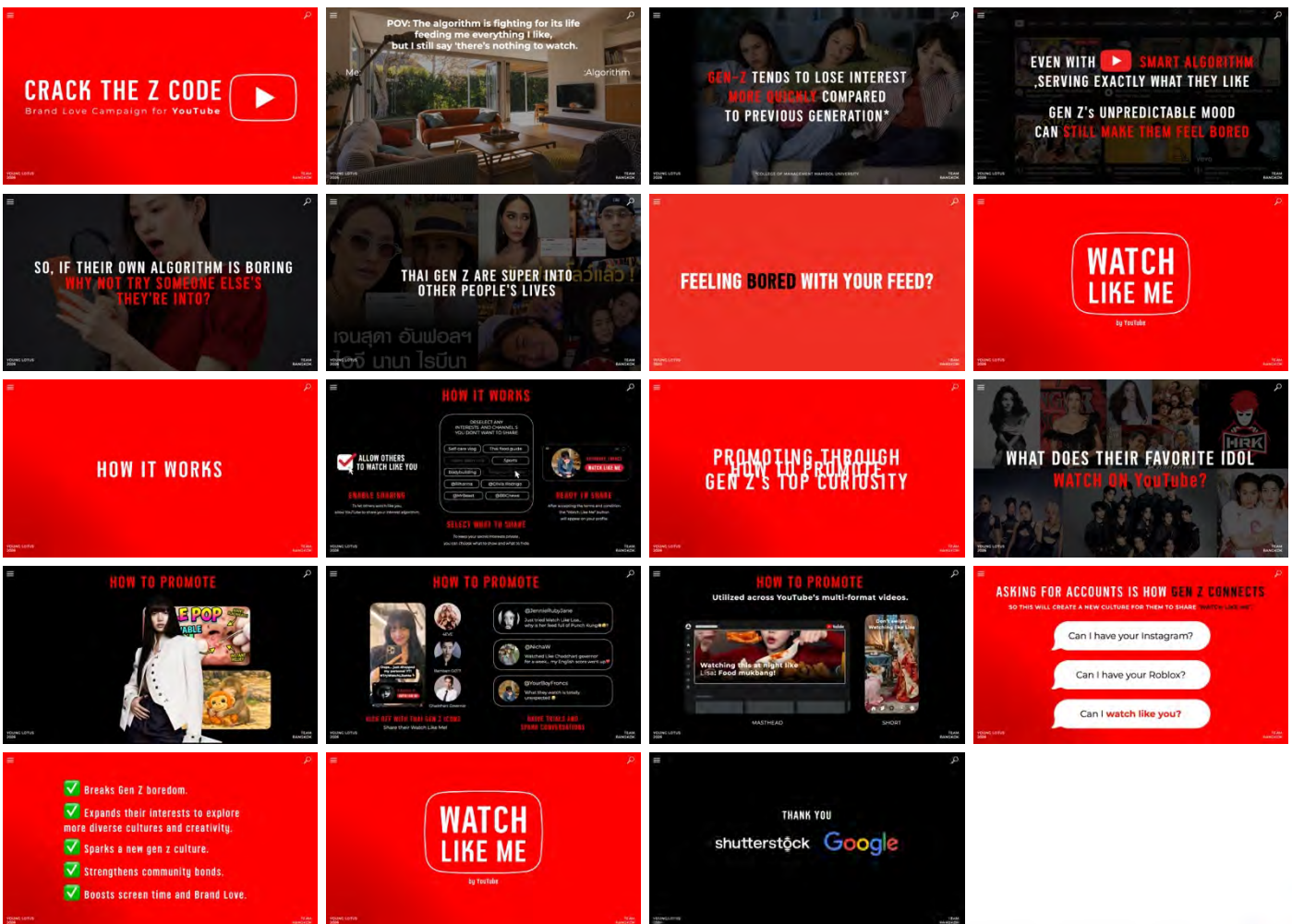
Nicha Witayapaisitsan
Copywriter
SOUR Bangkok



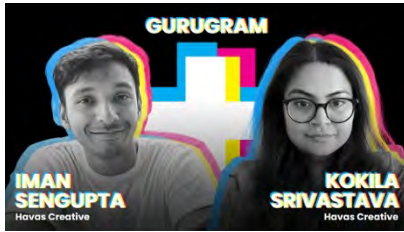
Thirawat Prasertsang
Art Director
SOUR Bangkok



WATCH LIKE ME



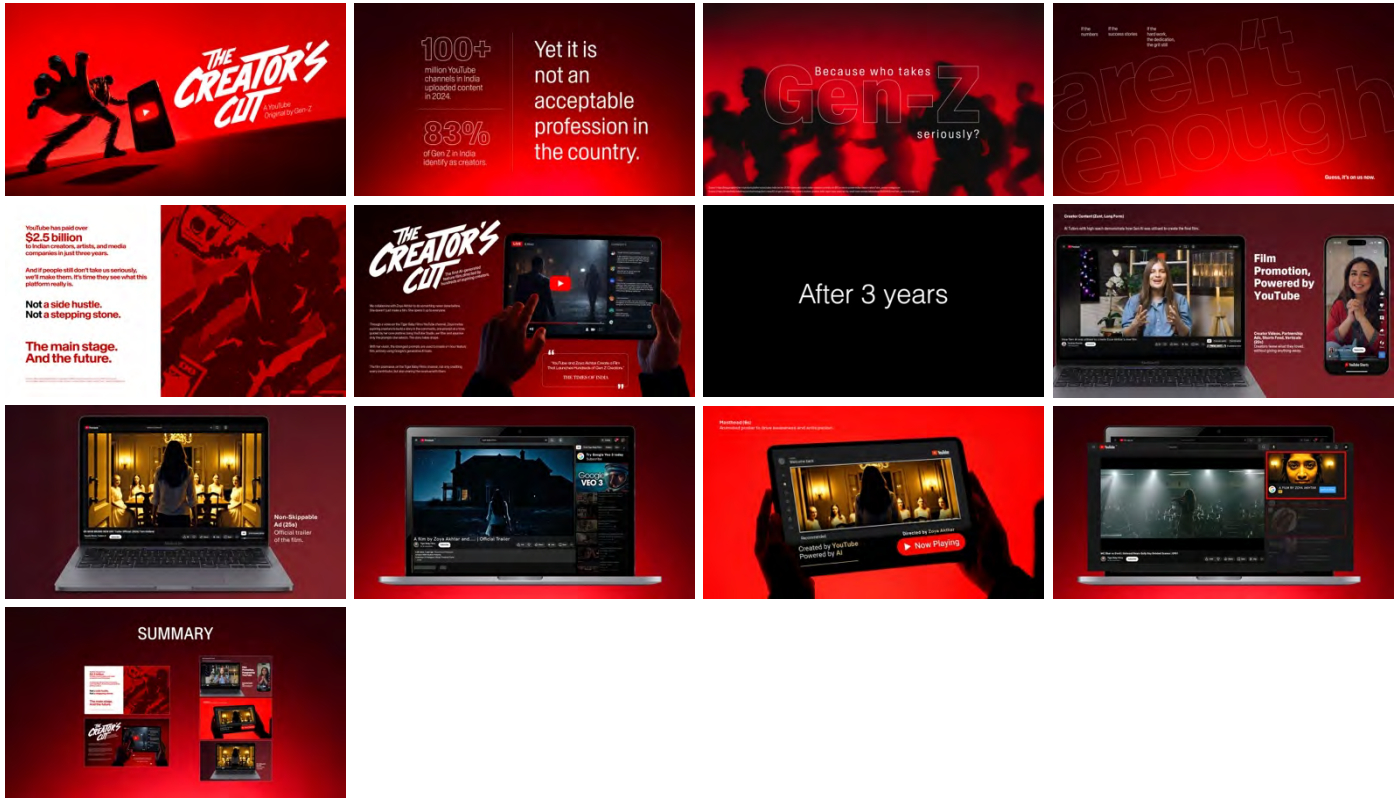
FINALISTS



"THE CREATOR'S CUT"

Iman Sengupta
Senior Art Director, Havas Creative

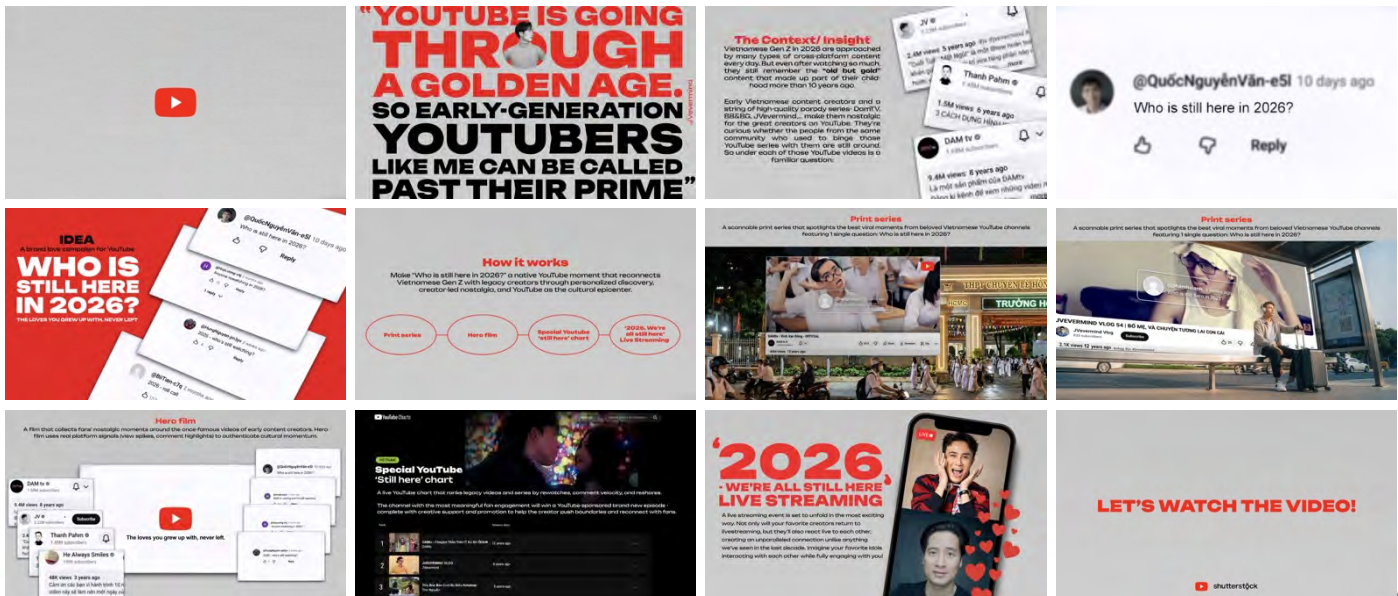
Kokila Srivastava
Creative Group Head, Havas Creative

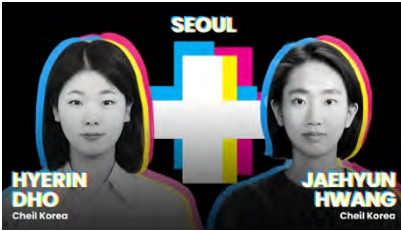


"WHO IS STILL HERE IN 2026?"

Hai Anh Pham
Senior Copywriter, PURPOSE.ANT

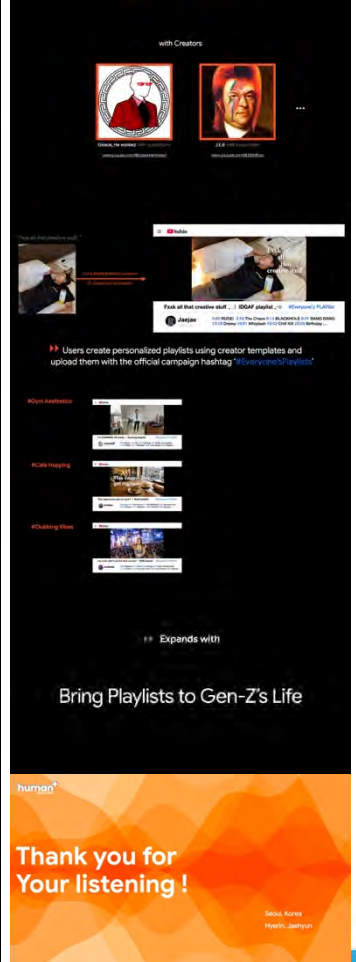
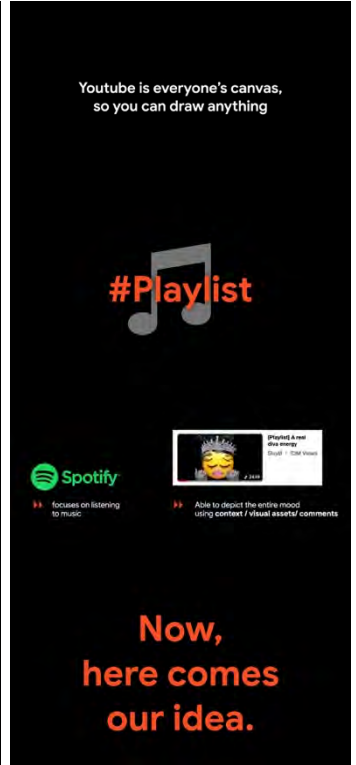
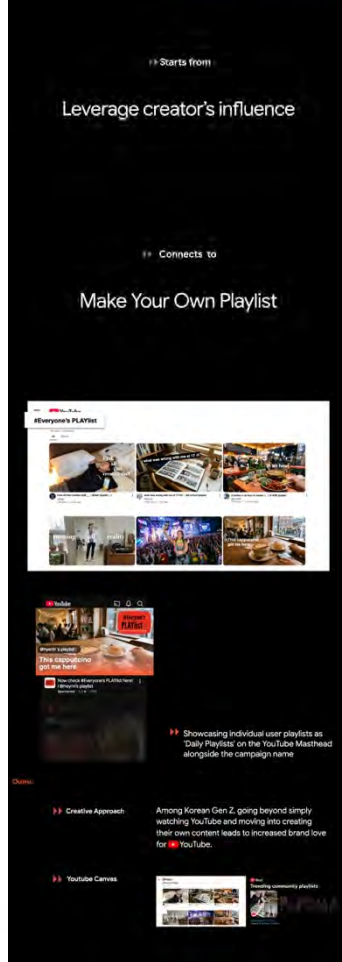
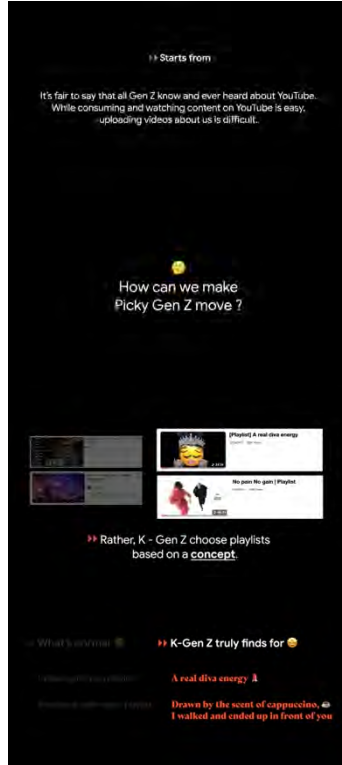
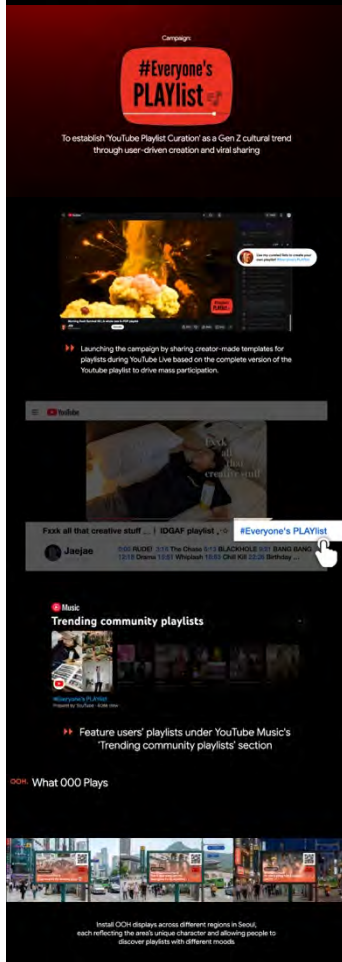
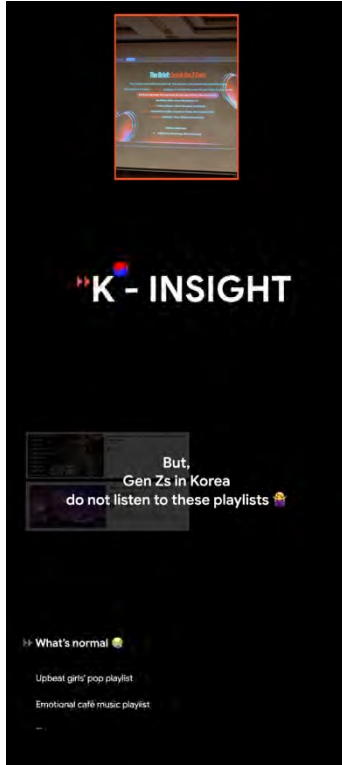
Tien Bui Duc
Art Director, PURPOSE.ANT





"EVERYONE'S PLAYLIST"

Hyerin Dho
Art Director, Cheil Korea
Jaehyun Hwang
Art Director, Cheil Korea





"HAPPIER BIRTHDAY"

Hiroaki Iwai

Communication Creator, Dentsu Inc.

Taiki Tsuno

Creative Planner, Dentsu Inc.

Background
YouTube has finely categorized every possible interest, delivering content tailored to each individual to provide the world's most powerful personalized experience.

Problem
Gen Z is now numb to algorithms. Algorithms drive views, but they don't drive "love." Right now, YouTube is just a utility for entertainment. The truth is, to earn their love, we have to love them first.

Challenge
Upgrade YouTube from an algorithm-driven platform to an "Algorithm = LOVE" platform.

Unbound GenZ Insight
For Gen Z, a birthday is the most special day of the year. Everyone has one, everyone loves being celebrated. Celebrating someone's birthday is an action to send love.

Unbound GenZ Insight
Countless Gen Zs openly ask for birthday wishes in comments and proudly highlight their special day on their profiles.

AND
People naturally feel a deep connection to those who share the exact same birthday.

Key Fact
Although Gen Z spends 365 days a year with YouTube, YouTube never wishes them a happy birthday.

Idea
A campaign that replaces the standard 15-second ad with an exclusive birthday video for users on their special day. The senders of these messages are YouTube creators who share the exact same birthday as the user. This will play as the very first ad on their birthday, followed by random greetings from various creators.

Idea Details
Creators participate by uploading a 15-second birthday celebration video with #HappierBirthday. This presents a good opportunity for creators. By riding the ad network through the pure coincidence of a shared birthday, they can reach an unprecedented number of new types of viewers.

Idea Details
Thus, creators are motivated to produce great content for their birthday twins. The desire to deliver good content is fueled by both genuine love and practical benefit.

Idea Details
Users receive a special video celebrating their birthday. Furthermore, through a coincidence entirely outside the algorithm, they might discover their next favorite YouTube.

Execution-1
Using the YouTube Shorts "Remix" feature, we encourage users to post genuine reaction videos of their surprise and joy along with the hashtag #HappierBirthday. This sparks virality using the "reaction video" format that Gen Z loves.

Execution-2
Organic posts featuring screenshots and screen recordings will naturally flood other social media platforms.

Execution-3
By moving beyond algorithmic "personalization of interest" to achieve "personalization of existence," we will drive a massive increase in Gen Z UGC and brand favorability, naturally attracting media and news coverage.

Execution-4
Daily Calendar OOH: We will play a short compilation movie of YouTube's born on that specific day on digital billboards (OOH) near hotels, restaurants, and other places people visit to celebrate their birthdays.

Execution-5
Collaborate with brands like Uber Eats and KFC to deliver exclusive messages and birthday-limited discounts. Partner brands benefit from targeting the "happiest moment in Gen Z's life," making it highly likely to generate UGC.

Execution-6
Generate even more buzz by having athletes and celebrities secretly participate as guerrilla guests.

SUMMARY
HAPPIER BIRTHDAY with YouTube
Strategy: Transform YouTube into an "Algorithm = LOVE" platform. Provide everyday consumers alongside extraordinary experiences on special days.
Message: For Gen Z, a birthday is the most special day of the year. Receiving wishes from anyone brings genuine joy, and people naturally reply with those who share the same birthday.
Creative Idea: HAPPIER BIRTHDAY — A surprise from your birthday twin, hacking the ad space.
Execution: Instead of a standard 15-second ad, birthday users receive an exclusive birthday video. The messages are sent by YouTube creators who share the exact same birthday. The first ad of the day is guaranteed to be a greeting, followed by random messages from various creators throughout the day.

Young Lotus Workshop

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Young Lotus Workshop

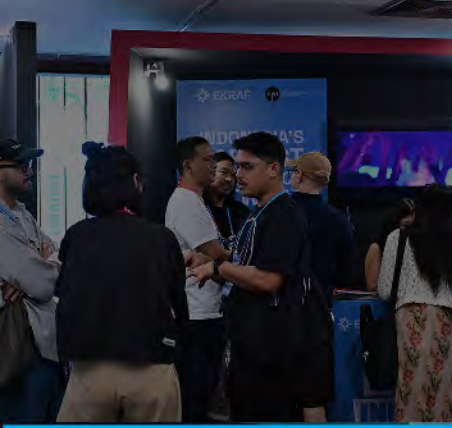
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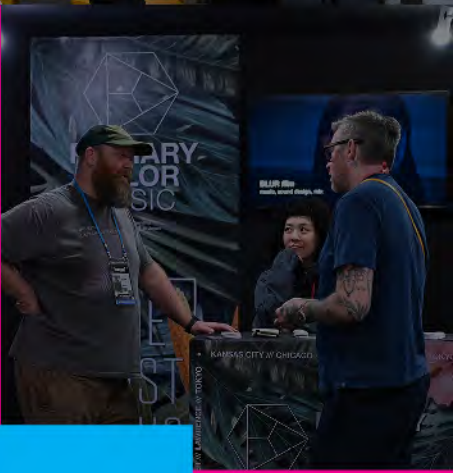


SILVER

Lia Created for Creatives

shots

BRONZE



SUPPORTERS

Google GEEK PICTURES THE POST HAUS PRIMARY COLOR MUSIC CHUBCHEEVIT studio bangkok co., ltd. BLACK CAT WHITE CAT 2c x shutterstock

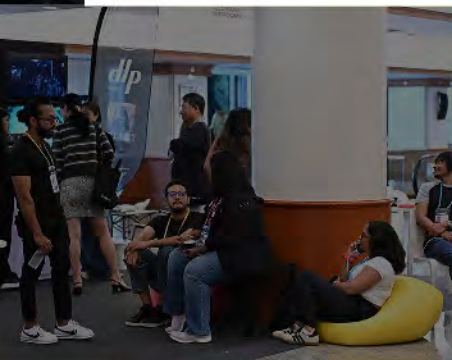
全日本広告連盟 JAPAN ADVERTISING FEDERATION FRONTIER INT-CREATIVE GROUP AI-Deate YODA YOUNG DIRECTOR AWARD LA SHORTS

MEDIA PARTNERS

AD ADDICT ADJOURNAL ad'bo magazine The Arts of Bangladesh Advertising vietnam ArabM B.T BESTEVERAD BrandAge

BB BrandBrief Brand Buffet branding in asia BrandThink Campaign Brief Asia Campaign Brief CONTENT SHIFU CREATIVE TALK D 数英

FUTURE TRENDS Grey Black MANIFEST MEDIA GROWTH POSITIONING shots The Cloud inStyle Vietnam Marcom

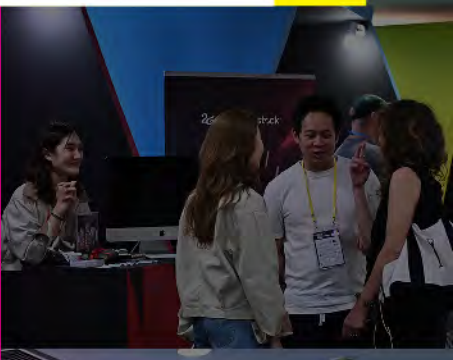


OFFICIAL VENUE

ROYAL CLIFF HOTELS GROUP PEACH

THE CLIFF ON BANGKOK & ASSOCIATES www.royalcliff.com

PATAYA EXHIBITION AND CONVENTION HALL www.peach-bangkok.com



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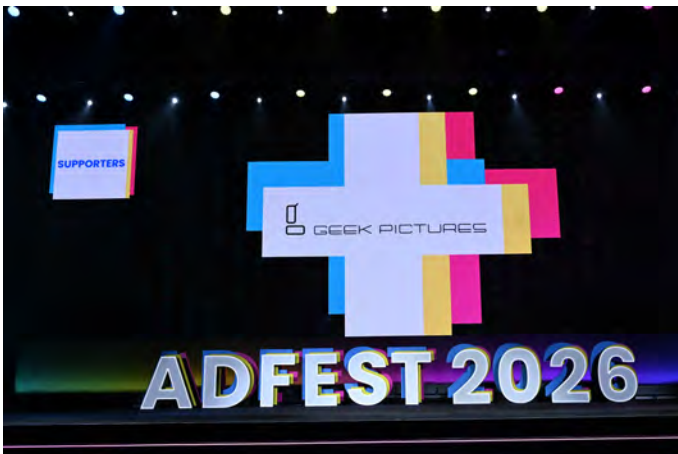
SILVER



BRONZE

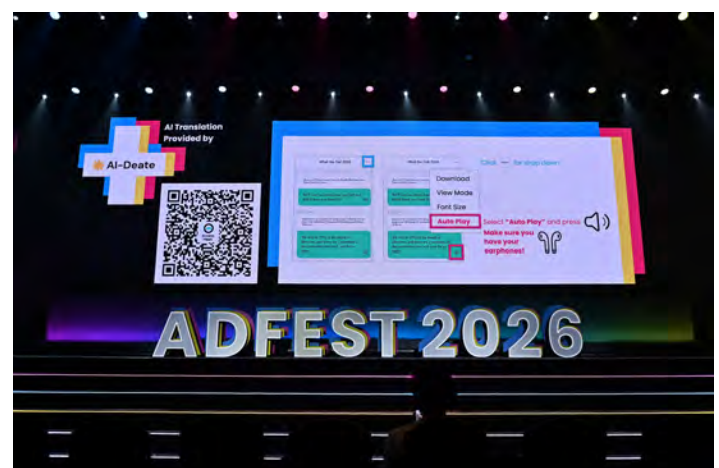
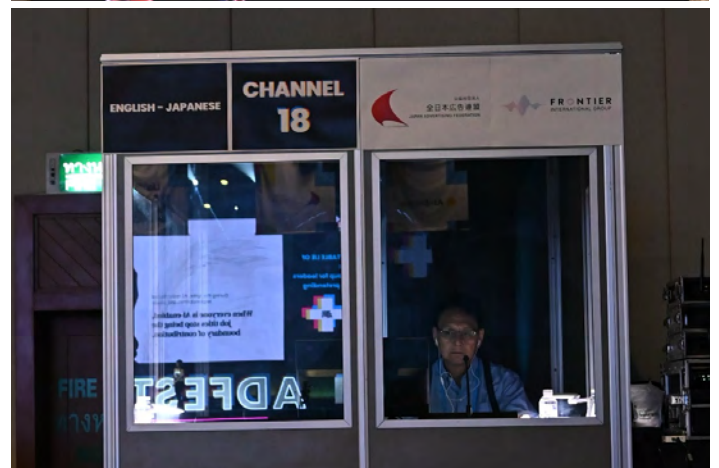
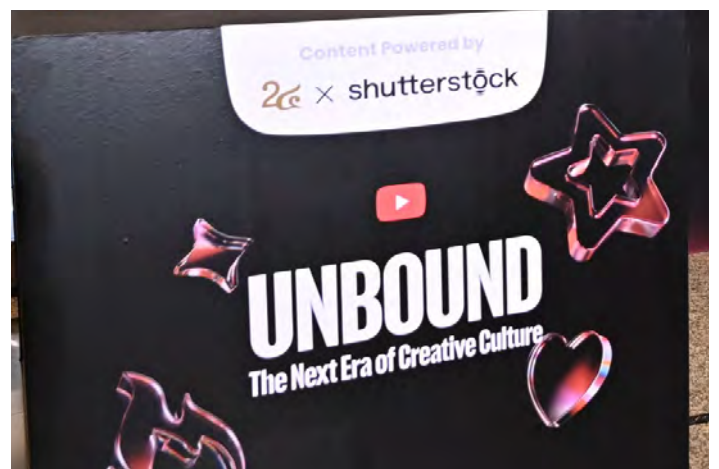


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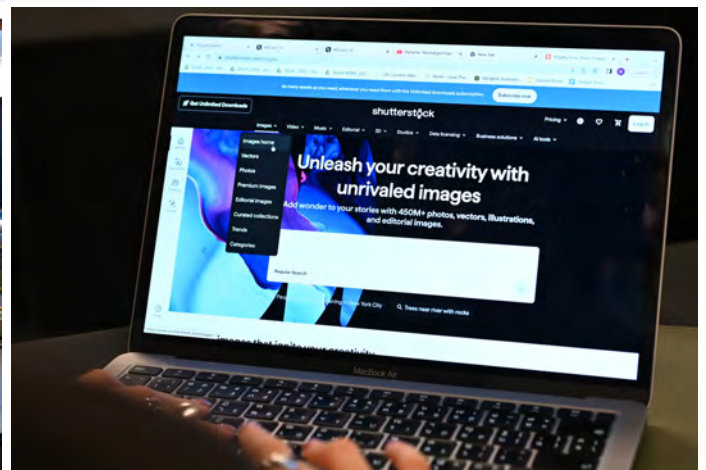
ADFEST 2026

YOUNG LOTUS REPS



ADFEST 2026





EXHIBITORS



Black Cat White Cat Music	Tokyo
Bullet Production	Bangkok
Chubcheevit Studio	Bangkok
DLP Bangkok	Bangkok
GEEK PICTURES	Tokyo
Number 24 x Shutterstock	Bangkok
Primary Color Music & The Post Haus	Tokyo
The Association of Indonesian Commercial Production Houses	Jakarta
Whitecoat	Singapore

