

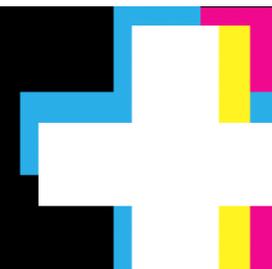


# CREATIVE STRATEGY LOTUS WINNERS





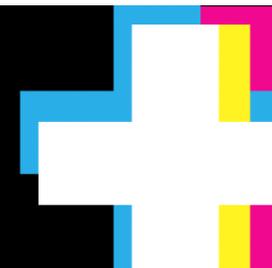
# CREATIVE STRATEGY LOTUS



CODE	TITLE	BRAND	AGENCY	ENTRANT COMPANY	AWARD
<b>PRODUCTS &amp; SERVICES</b>					
<b>CS01 Consumer Goods</b>					
CS01/005	RIDE THE BULDAK HIGH	BULDAK	INNOCEAN, SEOUL	INNOCEAN, SEOUL	BRONZE
<b>CS02 Automotive</b>					
CS02/001	LEXUS GENTLEMEN'S CLUB	LEXUS	MEDIALAND DIGITAL STRATEGY LIMITED, TAIPEI	MEDIALAND DIGITAL STRATEGY LIMITED, TAIPEI	FINALIST
<b>CS05 Corporate Image &amp; Corporate Social Responsibility</b>					
CS05/009	COME BACK HOME	DAANGN	INNOCEAN, SEOUL	INNOCEAN, SEOUL	SILVER
CS05/001	HONDA REST AREA	HONDA ONEHEART	TU7UH CREATIVE LAB, JAKARTA	TU7UH CREATIVE LAB, JAKARTA	BRONZE
<b>DATA, INSIGHT &amp; BRAND PARTNERSHIP</b>					
<b>CS07 Use of Data</b>					
CS07/002	HAVEN	SUNCORP INSURANCE	LEO AUSTRALIA, SYDNEY	LEO AUSTRALIA, SYDNEY	SILVER
<b>CS08 Audience Insight</b>					
CS08/008	FANS FRIES MEAL	MCDONALD'S MALAYSIA	LEO MALAYSIA, KUALA LUMPUR	LEO MALAYSIA, KUALA LUMPUR	FINALIST
<b>CS09 Contextual Insight</b>					
CS09/007	SAVE ME	FAMILYMART	THE BREAKTHROUGH COMPANY GO, TOKYO	THE BREAKTHROUGH COMPANY GO, TOKYO	GOLD
CS09/003	G-ROCK FESTIVAL (GMARKET ROCK FESTIVAL)	GMARKET	CHAI COMMUNICATION, SEOUL	CHAI COMMUNICATION, SEOUL	SILVER
CS09/004	THE COOLEST IHRAM	SAUDIA	LANDOR, DUBAI	LANDOR, DUBAI	BRONZE
<b>CS10 Collaboration &amp; Partnership</b>					
CS10/002	KHAO MUN GAI ASSOCIATION	KFC THAILAND	WOLF BKK, BANGKOK	WOLF BKK, BANGKOK	BRONZE
<b>CAMPAIGN EXCELLENCE</b>					
<b>CS11 Breakthrough in Creative Strategy</b>					
CS11/005	VASELINE VERIFIED	VASELINE	OGILVY SINGAPORE, SINGAPORE	OGILVY SINGAPORE, SINGAPORE	SILVER
<b>CS13 Long-Term Strategy</b>					
CS13/005	UNFREEZE MY RIGHTS	WOMEN EMPOWERMENT OFFICE, CWO X AWAKENING FOUNDATION	DENTSU CREATIVE TAIWAN, TAIPEI	DENTSU CREATIVE TAIWAN, TAIPEI	SILVER
CS13/001	SECOND LIFE KURA	THE BATH & BED TEAM	DENTSU INC., TOKYO	DENTSU INC., TOKYO	BRONZE



# CREATIVE STRATEGY LOTUS



CODE	TITLE	BRAND	AGENCY	ENTRANT COMPANY	AWARD
<b>CS14 Gutsy Strategy</b>					
CS14/005	ACRONYM HACK	MCDONALD'S	LEO SHANGHAI, SHANGHAI	PUBLICIS GROUPE HONG KONG, HONG KONG	GOLD
CS14/003	THE ACQUITTED RAMEN RETURNS	SAMYANG FOODS	INNORED, SEOUL	INNORED, SEOUL	SILVER
CS14/004	DALAH'S SPOILER BILLBOARD	NETFLIX	VML THAILAND, BANGKOK	VML GROUP THAILAND, BANGKOK	BRONZE
CS14/008	RIDE THE BULDAK HIGH	BULDAK	INNOCEAN, SEOUL	INNOCEAN, SEOUL	BRONZE

AS OF 17 MAR 2026