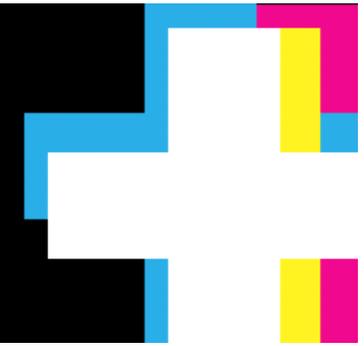




DIRECT LOTUS WINNERS

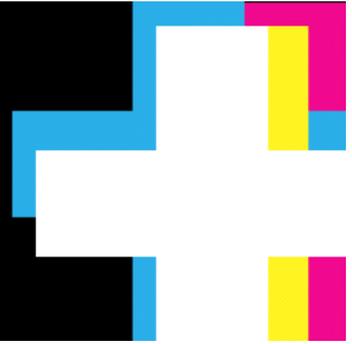
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ADFEST 2026



| CODE | TITLE | BRAND | AGENCY | ENTRANT COMPANY | AWARD |
|---|------------------------------|------------------------|-----------------------------|--------------------------------|----------|
| PRODUCTS & SERVICES *NEW* | | | | | |
| DM04 Finance, Business & Commercial Public Services | | | | | |
| DM04/003 | HAVEN | SUNCORP INSURANCE | LEO AUSTRALIA, SYDNEY | LEO AUSTRALIA, SYDNEY | GOLD |
| DM05 Corporate Image & Corporate Social Responsibility | | | | | |
| DM05/001 | TILECHALK | DBL CERAMICS LIMITED | POP5, DHAKA | POPS INC., DHAKA | FINALIST |
| USE OF DIRECT | | | | | |
| DM09 Print & Outdoor | | | | | |
| DM09/004 | THE UNTAUGHT HISTORY EDITION | ANNAHAR | IMPACT BBDO, DUBAI | IMPACT BBDO, DUBAI | BRONZE |
| DM10 Ambient: Small Scale | | | | | |
| DM10/005 | THE TAPE TRAILER | NETFLIX | JONGLUCKDEE, BANGKOK | JONGLUCKDEE, BANGKOK | FINALIST |
| DIGITAL | | | | | |
| DM13 Online & Digital Platforms | | | | | |
| DM13/003 | PASS THE MILK | PAXEL | DENTSU INDONESIA, JAKARTA | DENTSU CREATIVE INC., JAKARTA | FINALIST |
| DM14 Use of Social Media Platforms | | | | | |
| DM14/002 | VASELINE VERIFIED | VASELINE | OGILVY SINGAPORE, SINGAPORE | OGILVY SINGAPORE, SINGAPORE | GOLD |
| DM15 Mobile & Devices | | | | | |
| DM15/007 | LUX RECLAIM HER NAME | LUX | VML SINGAPORE, SINGAPORE | VML SINGAPORE, SINGAPORE | FINALIST |
| DM16 Real-time Response | | | | | |
| DM16/001 | DROP CART DRAW | LOTUS'S | VML MALAYSIA, KUALA LUMPUR | VML MALAYSIA, KUALA LUMPUR | BRONZE |
| DM16/002 | GARUDA RAKSHAK | DSP MUTUAL FUND | DENTSU CREATIVE, GURUGRAM | DENTSU CREATIVE INC., GURUGRAM | BRONZE |
| DATA & TECHNOLOGY | | | | | |
| DM18 Use of Data | | | | | |
| DM18/005 | HAVEN | SUNCORP INSURANCE | LEO AUSTRALIA, SYDNEY | LEO AUSTRALIA, SYDNEY | GOLD |
| STRATEGY | | | | | |
| DM21 Customer Acquisition & Retention | | | | | |
| DM21/003 | SOIL STAY | TRA MONGKUT FERTILIZER | VML THAILAND, BANGKOK | VML GROUP THAILAND, BANGKOK | BRONZE |
| DM22 Launch/Re-Launch | | | | | |
| DM22/003 | ONE NOODLE | HARAKU RAMEN | BLKJ HAVAS, SINGAPORE | BLKJ HAVAS, SINGAPORE | SILVER |



DIRECT LOTUS



| CODE | TITLE | BRAND | AGENCY | ENTRANT COMPANY | AWARD |
|---|----------------|--------------------------------------|---------------------|------------------------|--------|
| CAMPAIGN EXCELLENCE | | | | | |
| DM25 Resilience Through Creativity | | | | | |
| DM25/003 | THE LAST ORDER | JUST EATS GLOBAL - MENULOG AUSTRALIA | THINKERBELL, SYDNEY | THINKERBELL, MELBOURNE | SILVER |

AS OF 17 MAR 2026