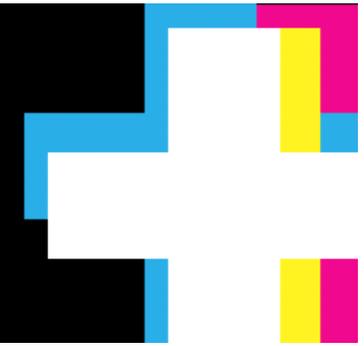




OUTDOOR LOTUS WINNERS

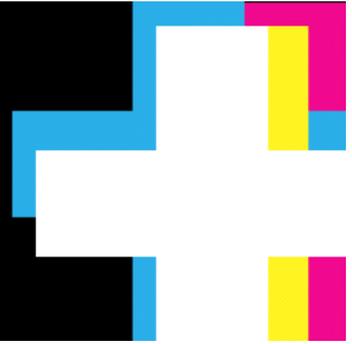




CODE	TITLE	BRAND	AGENCY	ENTRANT COMPANY	AWARD
USE OF OUTDOOR					
OD01 Traditional Poster *NEW*					
OD01/006	EXTRA FINGER LICKIN' GOOD	KFC	HAVAS MALAYSIA, KUALA LUMPUR	HAVAS MALAYSIA, KUALA LUMPUR	BRONZE
OD02 Traditional Billboard					
OD02/004	EXTRA FINGER LICKIN' GOOD	KFC	HAVAS MALAYSIA, KUALA LUMPUR	HAVAS MALAYSIA, KUALA LUMPUR	FINALIST
OD05 Transit					
OD05/003	SUMO STOPS	PLAYSTATION 5	DENTSU INC., TOKYO	ATALI, INC., TOKYO	SILVER
OD06 Ambient: Small Scale					
OD06/001	GAMIFRIES	MCDONALD'S	BBH SINGAPORE, SINGAPORE/ LEO MANILA, MANILA	LEO MANILA, MANILA	BRONZE
OD06/003	WHAT THE FRUIT	SMIRNOFF	YOUNGSTER BKK, BANGKOK	YOUNGSTER BKK, BANGKOK	FINALIST
OD07 Ambient: Exhibition & Installation					
OD07/007	YOUNG-HEE FREEZES BANGKOK	NETFLIX	JONGLUCKDEE, BANGKOK	JONGLUCKDEE, BANGKOK	BRONZE
OD08 Ambient: Special Build					
OD08/001	SALTANAT LIGHT	CITIX	GFORCE GREY, ALMATY	GFORCE GREY, ALMATY	GOLD
OD08/007	BANGKOK JUMPS	NETFLIX	JONGLUCKDEE, BANGKOK	JONGLUCKDEE, BANGKOK	FINALIST
OD08/011	WEDNESDAY CANAL OF TEARS	NETFLIX	GIGIL, MANILA	GIGIL, MANILA	FINALIST
OD09 Events, Guerrilla Marketing & Stunts					
OD09/009	BACK TO KAI TAK	CATHAY	LEO HONG KONG, HONG KONG	PUBLICIS GROUPE HONG KONG, HONG KONG	GRANDE
OD09/002	SLEEPING WITH GIANT	NELL	DENTSU INC., TOKYO	DENTSU INC., TOKYO	SILVER
OD09/011	THE AIR POLLUTION JERSEY	LAMPHUN WARRIORS F.C. AND NORTHERN THAILAND BREATHE COUNCIL	FLASH BOMBER, BANGKOK	FLASH BOMBER, BANGKOK	SILVER
OD09/004	OREO MILKY WAY DUNK	OREO	LEO INDONESIA, JAKARTA	LEO INDONESIA, JAKARTA	FINALIST



OUTDOOR LOTUS



CODE	TITLE	BRAND	AGENCY	ENTRANT COMPANY	AWARD
CAMPAIGN EXCELLENCE					
OD11 Breakthrough in Outdoor *NEW*					
OD11/009	DALAH'S SPOILER BILLBOARD	NETFLIX	VML THAILAND, BANGKOK	VML GROUP THAILAND, BANGKOK	GOLD
OD11/002	THE SYNC AD	TOKUCHA	HAKUHODO INC., TOKYO/ TBWA \ HAKUHODO INC., TOKYO/ HAKUHODO KETTLE INC., TOKYO/ SIGNING LTD., TOKYO/ SUNTORY BEVERAGE & FOOD., TOKYO	HAKUHODO INC., TOKYO	SILVER
OD11/004	SUMO STOPS	PLAYSTATION 5	DENTSU INC., TOKYO	ATALI, INC., TOKYO	BRONZE
OD12 Integrated Outdoor Campaign					
OD12/003	MIDDLE BOSS HERO	CRAFT BOSS	HAKUHODO INC., TOKYO	TYO INC., TOKYO	BRONZE

AS OF 18 MAR 2026