



**PR LOTUS
WINNERS**

human+
ADFEST 2026

CODE	TITLE	BRAND	AGENCY	ENTRANT COMPANY	AWARD
IMPLEMENTATION					
PR01 Corporate Image & Corporate Social Responsibility					
PR01/006	SOIL STAY	TRA MONGKUT FERTILIZER	VML THAILAND, BANGKOK	VML GROUP THAILAND, BANGKOK	BRONZE
PR04 Use of Media Relations					
PR04/001	TSUGIKI : COFFEE REBORN	TULLY'S COFFEE	DENTSU INC., TOKYO	PR CONSULTING DENTSU INC., TOKYO	BRONZE
PR05 Use of Guerrilla Marketing & Stunts					
PR05/003	GAMIFRIES	MCDONALD'S	BBH SINGAPORE, SINGAPORE/ LEO MANILA, MANILA	BBH SINGAPORE, SINGAPORE	SILVER
PR05/001	MK MONGKOL IMC	MK RESTAURANT	SOUR BANGKOK, BANGKOK	SOUR BANGKOK, BANGKOK	BRONZE
PR05/004	ACRONYM HACK	MCDONALD'S	LEO SHANGHAI, SHANGHAI	PUBLICIS GROUPE HONG KONG, HONG KONG	BRONZE
PR09 Launch/Re-launch					
PR09/006	ONE NOODLE	HARAKU RAMEN	BLKJ HAVAS, SINGAPORE	BLKJ HAVAS, SINGAPORE	GOLD
PR09/002	OREO MILKY WAY DUNK	OREO	LEO INDONESIA, JAKARTA	LEO INDONESIA, JAKARTA	FINALIST
PR10 Brand Voice & Strategic Storytelling					
PR10/002	THE GREAT IN-GAME WEDDING	BATTLEGROUND'S MOBILE INDIA	DDB MUDRA GROUP, MUMBAI	DDB MUDRA GROUP, MUMBAI	SILVER
PR10/007	MEET ME AT THE COKE SIGN	COCA-COLA	OGILVY SYDNEY, SYDNEY	OGILVY, SYDNEY	FINALIST
DIGITAL & SOCIAL					
PR11 Use of Social					
PR11/006	VASELINE VERIFIED	VASELINE	OGILVY SINGAPORE, SINGAPORE	OGILVY SINGAPORE, SINGAPORE	GOLD
PR11/005	VASELINE HUH?	VASELINE	BRILLIANT & MILLION, BANGKOK	BRILLIANT & MILLION, BANGKOK	SILVER
CAMPAIGN EXCELLENCE					
PR17 Breakthrough on a Budget *NEW*					
PR17/002	GAMIFRIES	MCDONALD'S	BBH SINGAPORE, SINGAPORE/ LEO MANILA, MANILA	BBH SINGAPORE, SINGAPORE	SILVER
PR18 Breakthrough in PR *NEW*					
PR18/002	ONE NOODLE	HARAKU RAMEN	BLKJ HAVAS, SINGAPORE	BLKJ HAVAS, SINGAPORE	GRANDE
PR18/003	CHEER SIGNS	TOKYO METROPOLITAN GOVERNMENT	TBWA \ HAKUHODO INC., TOKYO/ NHK GLOBAL MEDIA SERVICES, INC., TOKYO	TBWA \ HAKUHODO INC., TOKYO	SILVER