



DIRECT LOTUS WINNERS





DIRECT LOTUS



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	POP5, 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



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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