



**DESIGN**

**LOTUS**

20 YEARS OF DIVERSITY  
**ADFEST 2017**  
ENTRIES LIST

**CATEGORY DE01 : CORPORATE IDENTITY**

| CODE     | ENTRY TITLE                                   | BRAND                         | COMPANY ENTERING           | CITY      |
|----------|---|-------------------------------|----------------------------|-----------|
| DE01/001 | ONWARD STITCHED SIGN PROJECT                  | ONWARD KASHIYAMA CO.,LTD.     | DENTSU INC.                | TOKYO     |
| DE01/002 | PROUD COLOR                                   | NERIMA CITY                   | HAKUHODO KETTLE INC.       | TOKYO     |
| DE01/003 | THE JOURNEY                                   | SAKURA PAXX CORP.             | EDP GRAPHIC WORKS CO.,LTD. | TOKYO     |
| DE01/004 | MORI SHUSUI MUSEUM OF ART                     | MORI SHUSUI MUSEUM OF ART     | EDP GRAPHIC WORKS CO.,LTD. | TOKYO     |
| DE01/005 | 1 IN 68                                       | 1 IN 68                       | BBDO BANGKOK LTD           | BANGKOK   |
| DE01/006 | GREAT BARRIER REEF FOUNDATION BRAND ECOSYSTEM | GREAT BARRIER REEF FOUNDATION | LEO BURNETT MELBOURNE      | MELBOURNE |
| DE01/007 | AN EXPERIMENT OF THE IMAGINATION              | HOSHI AWARD                   | DENTSU INC.                | TOKYO     |
| DE01/008 | SHREE   | COTTON COLLECTION             | LEO BURNETT SOLUTIONS INC. | COLOMBO   |

**CATEGORY DE02 : PRODUCT DESIGN: CONSUMER PRODUCTS**

| CODE     | ENTRY TITLE                              | BRAND  | COMPANY ENTERING               | CITY      |
|----------|--|--|--------------------------------|-----------|
| DE02/001 | KIMONO WEARING THE RAIN                  | NEXT YUKATA CREATION                                     | TBWA\HAKUHODO INC.             | TOKYO     |
| DE02/002 | + MET PROJECT                            | + MET  | J. WALTER THOMPSON JAPAN       | TOKYO     |
| DE02/003 | YMCA PLAYNASIUM                          | YMCA VICTORIA  | MCCANN MELBOURNE               | MELBOURNE |
| DE02/004 | TOILET PAPER FOR SMARTPHONES             | SERVICES FOR TRAVELERS                                   | TOKYU AGENCY INC.              | TOKYO     |
| DE02/005 | TASTE DRIVING                            | PRIUS  | TAKI CORPORATION               | TOKYO     |
| DE02/006 | PHOTOBOX                                 | CESAR  | INNORED                        | SEOUL     |
| DE02/007 | U SCOPE - STETHOSCOPE REDESIGNED FROM o. | U SCOPE  | TOHOKUSHINSHA FILM CORPORATION | TOKYO     |
| DE02/008 | TOUCHABLE INK                            | THAI SAMSUNG ELECTRONICS / THAI ASSOCIATION OF THE BLIND | J. WALTER THOMPSON             | BANGKOK   |

## DESIGN LOTUS

## ALL ENTRIES

| CODE     | ENTRY TITLE                   | BRAND                            | COMPANY ENTERING               | CITY    |
|----------|-------------------------------|----------------------------------|--------------------------------|---------|
| DE02/009 | HELPMET                       | THAI HEALTH PROMOTION FOUNDATION | BBDO BANGKOK LTD               | BANGKOK |
| DE02/010 | THE LONG-LASTING UNIFORM      | HYGIENE                          | BBDO BANGKOK LTD               | BANGKOK |
| DE02/011 | ABSORBPLATE                   | THAI HEALTH PROMOTION FOUNDATION | BBDO BANGKOK LTD               | BANGKOK |
| DE02/012 | DAMAGED HAIR BRUSH EXPERIMENT | PANTENE 3 MINUTE MIRACLE         | GREYNJ UNITED                  | BANGKOK |
| DE02/013 | B&W                           | PAJ-JU-BAN                       | THE LEO BURNETT GROUP THAILAND | BANGKOK |
| DE02/014 | ADIDAS ODDS                   | ADIDAS                           | TAPROOT DENTSU                 | MUMBAI  |
| DE02/015 | DELICIOUS SUPPLEMENT          | DELICIOUS SUPPLEMENT             | BEACON COMMUNICATIONS K.K.     | TOKYO   |
| DE02/016 | THE DANCING LETTERS           | MAHARASHTRA DYSLEXIA ASSOCIATION | MCCANN WORLDGROUP INDIA        | MUMBAI  |

### CATEGORY DE03 : PRODUCT DESIGN: INNOVATIVE & SUSTAINABLE DESIGN

| CODE     | ENTRY TITLE                 | BRAND                            | COMPANY ENTERING         | CITY      |
|----------|-----------------------------|----------------------------------|--------------------------|-----------|
| DE03/001 | PERSONAL INNOVATION ACT     | SOFTBANK CORP.                   | SIX INC.                 | TOKYO     |
| DE03/002 | SMILE LOCK OUTLET           | TOYOTA I-ROAD                    | DENTSU INC.              | TOKYO     |
| DE03/003 | POCKET WITH LOVE            | TENCENT CHARITY / XIHAN ACTION   | PUBLICIS CHINA           | SHANGHAI  |
| DE03/004 | NO SALT RESTAURANT          | ELECTRO 'SALT-FLAVOURED' FORK    | J. WALTER THOMPSON JAPAN | TOKYO     |
| DE03/005 | SOBA ALLERGY TATTOO CHECKER | SOBA(BUCKWHEAT NOODLE) PROMOTION | J. WALTER THOMPSON JAPAN | TOKYO     |
| DE03/006 | + MET PROJECT               | + MET                            | J. WALTER THOMPSON JAPAN | TOKYO     |
| DE03/007 | BRAINBAND                   | BRAINBAND                        | LEO BURNETT              | SYDNEY    |
| DE03/008 | POCKET PATROL               | SAMSUNG                          | LEO BURNETT              | SYDNEY    |
| DE03/009 | BUTTERFLY EFFECT FAN        | TORAY CORPORATION                | MCCANN ERICKSON JAPAN    | TOKYO     |
| DE03/010 | NAPPY NOTES                 | HELLO ANGEL                      | CHEIL                    | HONG KONG |

| CODE     | ENTRY TITLE                              | BRAND  | COMPANY ENTERING                    | CITY       |
|----------|--|--|-------------------------------------|------------|
| DE03/011 | PINK LIGHT CAMPAIGN                      | BUSAN-GIMHAE LIGHT RAIL TRANSIT                          | DAEHONG COMMUNICATIONS              | SEOUL      |
| DE03/012 | LIFE PUMP                                | CARIBBEAN BAY WATER PARK                                 | CHEIL WORLDWIDE                     | SEOUL      |
| DE03/013 | SECOND LIFE TOYS                         | ORGAN TRANSPLANT   | DENTSU INC.                         | TOKYO      |
| DE03/014 | U SCOPE - STETHOSCOPE REDESIGNED FROM o. | U SCOPE  | TOHOKUSHINSHA FILM CORPORATION      | TOKYO      |
| DE03/015 | HEALTH CHARGING BOX                      | HYUNDAI MOTOR COMPANY                                    | INNOCEAN WORLDWIDE                  | SEOUL      |
| DE03/016 | PROJECT: MINI SONATA                     | SONATA   | INNOCEAN WORLDWIDE                  | SEOUL      |
| DE03/017 | DNA GLASS                                | SUNTORY  | DENTSU INC.                         | TOKYO      |
| DE03/018 | THE LEARNING BOATS OF LEYTE              | PHILIPPINE AIRLINES                                      | OGILVY & MATHER PHILIPPINES         | MANILA     |
| DE03/019 | HEARTY BRAILLE                           | JAPAN BRAILLE PROMOTION ASSOCIATION                      | SOMA MIKU                           | TOKYO      |
| DE03/020 | TOUCHABLE INK                            | THAI SAMSUNG ELECTRONICS / THAI ASSOCIATION OF THE BLIND | J. WALTER THOMPSON                  | BANGKOK    |
| DE03/021 | ABSORBPLATE                              | THAI HEALTH PROMOTION FOUNDATION                         | BBDO BANGKOK LTD                    | BANGKOK    |
| DE03/022 | THE LONG-LASTING UNIFORM                 | HYGIENE  | BBDO BANGKOK LTD                    | BANGKOK    |
| DE03/023 | HELPMET                                  | THAI HEALTH PROMOTION FOUNDATION                         | BBDO BANGKOK LTD                    | BANGKOK    |
| DE03/024 | PICTURE BOOK WITHOUT PICTURES            | INSTAX   | BEIJING DENTSU ADVERTISING CO., LTD | BEIJING    |
| DE03/025 | SONIC SWEETENER                          | XINCAFE  | BEIJING DENTSU ADVERTISING CO., LTD | BEIJING    |
| DE03/026 | THE "ALL-YOU-CAN'T-EAT" DOGGY BAG        | BAR-B-Q PLAZA  | GREYNJ UNITED                       | BANGKOK    |
| DE03/027 | BLOOD BANKING                            | INDIAN RED CROSS SOCIETY                                 | J. WALTER THOMPSON INDIA            | MUMBAI     |
| DE03/028 | THE CONSCIOUS CROSSING                   | KIWIRAIL   | CLEMENGER BBDO WELLINGTON           | WELLINGTON |
| DE03/029 | DELICIOUS SUPPLEMENT                     | DELICIOUS SUPPLEMENT                                     | BEACON COMMUNICATIONS K.K.          | TOKYO      |
| DE03/030 | ANTI-MOSQUITO LANTERN                    | ANTI-MOSQUITO LANTERN                                    | ASPAC-DOJO                          | MANILA     |

| CODE     | ENTRY TITLE         | BRAND                            | COMPANY ENTERING                  | CITY    |
|----------|---------------------|----------------------------------|-----------------------------------|---------|
| DE03/031 | THE DANCING LETTERS | MAHARASHTRA DYSLEXIA ASSOCIATION | MCCANN WORLDGROUP INDIA           | MUMBAI  |
| DE03/032 | DON'T TEAR!         | DIABETES PREVENTION              | PHOENIX OGILVY & MATHER (PVT) LTD | COLOMBO |

**CATEGORY DE04 : PACKAGING DESIGN**

| CODE     | ENTRY TITLE                    | BRAND                        | COMPANY ENTERING           | CITY      |
|----------|--------------------------------|------------------------------|----------------------------|-----------|
| DE04/001 | RUM TIMES                      | MANDALAY                     | OGILVY & MATHER GROUP HK   | HONG KONG |
| DE04/002 | PAPER SOCKS IN THE SHOES       | MIHARA YASUHIRO SOCKS        | J. WALTER THOMPSON JAPAN   | TOKYO     |
| DE04/003 | VERY CHOCOLATE                 | VERY CHOCOLATE               | CHEIL                      | HONG KONG |
| DE04/004 | PHOTOBOX                       | CESAR                        | INNORED                    | SEOUL     |
| DE04/005 | TATTOO BOTTLE STICKERS         | KINTORA CO.,LTD.             | DENTSU INC.                | TOKYO     |
| DE04/006 | RICE FOR CELEBRATION           | SHINNOSUKE                   | DENTSU INC.                | TOKYO     |
| DE04/007 | 1 IN 68                        | 1 IN 68                      | BBDO BANGKOK LTD           | BANGKOK   |
| DE04/008 | HUNDRED FORTUNE PETIT ENVELOPE | HYAKU FUKU-BUKURO            | HAKUHODO INC.              | TOKYO     |
| DE04/009 | TOROTATE (RIGHT OFF HARVEST)   | TOROTATE (RIGHT OFF HARVEST) | HAKUHODO INC.              | TOKYO     |
| DE04/010 | LIFE IS ELECTRIC               | PANASONIC                    | DENTSU INC.                | TOKYO     |
| DE04/011 | AREA FOUNDY                    | AREA FOUNDY                  | CANARIA INC.               | TOKYO     |
| DE04/012 | THE BOOK                       | THE BOOK                     | CANARIA INC.               | TOKYO     |
| DE04/013 | DELICIOUS SUPPLEMENT           | DELICIOUS SUPPLEMENT         | BEACON COMMUNICATIONS K.K. | TOKYO     |
| DE04/014 | SPEED PACKAGING                | KFC DELIVERY 1150            | OGILVY GROUP THAILAND      | BANGKOK   |

**CATEGORY DE05 : BRAND COLLATERAL**

| CODE     | ENTRY TITLE                      | BRAND                           | COMPANY ENTERING                 | CITY         |
|----------|----------------------------------|---------------------------------|----------------------------------|--------------|
| DE05/001 | HEARTLAND FOREST                 | HEARTLAND BEER                  | DENTSU INC.                      | TOKYO        |
| DE05/002 | RUM TIMES                        | MANDALAY                        | OGILVY & MATHER GROUP HK         | HONG KONG    |
| DE05/003 | VR COOL LOVE INVITATION          | RIVON TAIWANESE WEDDING COOKIES | DENTSU ONE TAIPEI                | TAIPEI       |
| DE05/004 | THE COLOUR OF CALM               | MERCEDES-BENZ AUTOMOBILES       | BBDO SINGAPORE                   | SINGAPORE    |
| DE05/005 | BUTTERFLY EFFECT FAN             | TORAY CORPORATION               | MCCANN ERICKSON JAPAN            | TOKYO        |
| DE05/006 | THE GREATEST BUT SMALLEST TROPHY | OSAKA COPYWRITER'S CLUB         | HAKUHODO INC.                    | OSAKA        |
| DE05/007 | PRESERVED MEMORIES               | SPC                             | LEO BURNETT MELBOURNE            | MELBOURNE    |
| DE05/008 | THAI FARMER CALENDAR             | MABIN FERTILIZER                | DENTSU (THAILAND) LTD            | BANGKOK      |
| DE05/009 | TOKYO DEEP NIGHTS                | SAGAN GA                        | HAKUHODO INC.                    | TOKYO        |
| DE05/010 | LIFE IS ELECTRIC                 | PANASONIC                       | DENTSU INC.                      | TOKYO        |
| DE05/011 | ALPHABET CITY                    | PROJECT SENTUL                  | STAR REACHER ADVERTISING SDN BHD | KUALA LUMPUR |

**CATEGORY DE06 : POSTER**

| CODE     | ENTRY TITLE   | BRAND  | COMPANY ENTERING          | CITY    |
|----------|---|--|---------------------------|---------|
| DE06/001 | NEW STRUCTURE   | DENTSU-CHINA ADVERTISING EDUCATIONAL PROJECT | DENTSU INC.               | TOKYO   |
| DE06/002 | "MIST-ERY" TRAIN / SEA TRAIN  | KYOTO TANGO RAILWAY                          | DENTSU INC.               | TOKYO   |
| DE06/003 | ANATOMY OF INTEREST -EXHIBITION OF AD AWARD SELECTED BY THE PEOPLE- | AD MUSEUM TOKYO                              | DENTSU INC.               | TOKYO   |
| DE06/004 | CLEAR OVERNIGHT   | PROVAMED ACNE SPOT GEL                       | DENTSU ONE (BANGKOK) LTD. | BANGKOK |
| DE06/005 | YO! FREE WI-FI NEW LAUNCHED   | YO! FREE WI-FI                               | HEARTBEAT CREATIVE LAB    | TAIPEI  |
| DE06/006 | LET'S EMPTY THE BOWELS!   | KOTOBUKI ENEMA -ONE PUSH-                    | SIN DESIGN OFFICE         | OSAKA   |

**DESIGN LOTUS**
**ALL ENTRIES**

| CODE     | ENTRY TITLE                                | BRAND                                | COMPANY ENTERING                    | CITY             |
|----------|--|--------------------------------------|-------------------------------------|------------------|
| DE06/007 | THE FLY WHICH LOST WORK                    | KOTOBUKI ENEMA -ONE PUSH-            | SIN DESIGN OFFICE                   | OSAKA            |
| DE06/008 | FLOSS STITCHING                            | JOHNSON&JOHNSON.K.K.CONSUMER COMPANY | J. WALTER THOMPSON JAPAN            | TOKYO            |
| DE06/009 | "GO" AHEAD                                 | PAIR GO WORLD CUP 2016 TOKYO         | TOHOKUSHINSHA FILM CORPORATION      | TOKYO            |
| DE06/010 | AGING=PASSAGE OF TIME                      | SHISEIDO                             | SHISEIDO CO., LTD.                  | TOKYO            |
| DE06/011 | HEAT TECH WINDOW                           | HEAT TECH                            | CHEIL WORLDWIDE                     | SEOUL            |
| DE06/012 | ENERGY DRINK FOR COPYWRITERS               | COPYWRITERS CLUB NAGOYA AWARD 2016   | DENTSU MEITETSU COMMUNICATIONS      | NAGOYA           |
| DE06/013 | #NOFILTER                                  | UNICEF                               | HAPPINESS VI NA CO., LTD.           | HO CHI MINH CITY |
| DE06/014 | LIFELESS                                   | SNICKERS                             | IMPACT BBDO DUBAI                   | DUBAI            |
| DE06/015 | ANGRY                                      | SNICKERS                             | IMPACT BBDO DUBAI                   | DUBAI            |
| DE06/016 | EVIL                                       | SNICKERS                             | IMPACT BBDO DUBAI                   | DUBAI            |
| DE06/017 | RELEASE YOUR APPETITE.                     | SUNTORY BLACK OOLONG TEA             | NEST-O                              | TOKYO            |
| DE06/018 | NEO UKIYOE DRAWS OSAKA                     | GRAND FRONT OSAKA SHOP & RESTAURANTS | HAKUHODO INC.                       | OSAKA            |
| DE06/019 | HISTORY OF THE INTERNET                    | YAHOO! JAPAN                         | YAHOO! JAPAN CORPORATION            | TOKYO            |
| DE06/020 | ARE YOUR MANNERS IN GOOD SHAPE?            | TOKYO METRO                          | ADK JAPAN                           | TOKYO            |
| DE06/021 | DARK SIDE                                  | CONSUMER RIGHTS FOR SAFE FOOD        | DDB TRIBAL WORLDWIDE PHILIPPINES    | MANILA           |
| DE06/022 | HAIR AGE                                   | MIRAGE.M                             | BEIJING DENTSU ADVERTISING CO., LTD | BEIJING          |
| DE06/023 | PRINT TRIAL                                | SHOEI                                | HAKUHODO INC.                       | OSAKA            |
| DE06/024 | FRESH KISS                                 | TIC TAC                              | GREYNJ UNITED                       | BANGKOK          |
| DE06/025 | THE WASHI LINGERIE POSTER                  | RICCA                                | HAKUHODO INC.                       | TOKYO            |
| DE06/026 | FACE                                       | AD:TECH TOKYO INTERNATIONAL 2016     | HAKUHODO INC.                       | TOKYO            |
| DE06/027 | SLOW TRAIN, SLOW LIFE. "GET BACK, TOHOKU." | TOHOKU SHINKANSEN                    | DENTSU INC.                         | TOKYO            |

| CODE     | ENTRY TITLE                      | BRAND                                    | COMPANY ENTERING           | CITY    |
|----------|----------------------------------|--|----------------------------|---------|
| DE06/028 | ANOTHER MOUNTAIN                 | ONE SHOW AWARDS 2015 EXHIBITION IN JAPAN | DENTSU INC.                | TOKYO   |
| DE06/029 | GET BACK, TOHOKU.                | TOHOKU SHINKANSEN                        | DENTSU INC.                | TOKYO   |
| DE06/030 | THE STUDY OF HUMAN BEINGS        | DENTSU ADVERTISING AWARDS 2016           | DENTSU INC.                | TOKYO   |
| DE06/031 | AN EXPERIMENT OF THE IMAGINATION | HOSHI AWARD                              | DENTSU INC.                | TOKYO   |
| DE06/032 | NEW MUSCLE                       | D&AD AWARDS 2016 EXHIBITION IN JAPAN     | DENTSU INC.                | TOKYO   |
| DE06/033 | LIFE IS ELECTRIC                 | PANASONIC                                | DENTSU INC.                | TOKYO   |
| DE06/034 | ROLLING EGGS                     | ROLLING EGGS                             | DENTSU INC.                | TOKYO   |
| DE06/035 | HONDA. GREAT JOURNEY.            | HONDA                                    | DENTSU INC.                | TOKYO   |
| DE06/036 | FIGHTING FISH                    | LONGXI CREATIVE AWARDS                   | ADK TAIWAN                 | TAIPEI  |
| DE06/037 | FISH                             | GASTRINA                                 | MCCANN WORLDGROUP INDIA    | MUMBAI  |
| DE06/038 | PIG                              | GASTRINA                                 | MCCANN WORLDGROUP INDIA    | MUMBAI  |
| DE06/039 | ROOSTER                          | GASTRINA                                 | MCCANN WORLDGROUP INDIA    | MUMBAI  |
| DE06/040 | ARTQUARIUM                       | HI-JET WATERPROOF PAPER                  | OGILVY GROUP THAILAND      | BANGKOK |
| DE06/041 | BEAUTY OF FOREST                 | SUNTORY                                  | TYO CAMP KAZ               | TOKYO   |
| DE06/042 | GIANT KILLER                     | SXSW TOKYO SCREENING WEEK 2016           | TYO CAMP KAZ               | TOKYO   |
| DE06/043 | DIRTY WATERCOLOR                 | ABS CBN FOUNDATION                       | TBWA\SANTIAGO MANGADA PUNO | MANILA  |
| DE06/044 | CAT                              | WORLD FOR ALL                            | MCCANN WORLDGROUP INDIA    | MUMBAI  |
| DE06/045 | DOG                              | WORLD FOR ALL                            | MCCANN WORLDGROUP INDIA    | MUMBAI  |
| DE06/046 | RABBIT                           | WORLD FOR ALL                            | MCCANN WORLDGROUP INDIA    | MUMBAI  |



**CATEGORY DE07 : TYPOGRAPHY**

| CODE     | ENTRY TITLE                    | BRAND                                 | COMPANY ENTERING                    | CITY         |
|----------|--------------------------------|---------------------------------------|-------------------------------------|--------------|
| DE07/001 | TATTOO BOTTLE STICKERS         | KINTORA CO.,LTD.                      | DENTSU INC.                         | NAGOYA       |
| DE07/002 | CORNICE CONCEPT FONT DESIGN    | TONG GUAN DONG SONG ECOLOGICAL MUSEUM | TENCENT                             | SHENZHEN     |
| DE07/003 | HEARTY BRAILLE                 | JAPAN BRAILLE PROMOTION ASSOCIATION   | SOMA MIKU                           | TOKYO        |
| DE07/004 | HAIR AGE                       | MIRAGE.M                              | BEIJING DENTSU ADVERTISING CO., LTD | BEIJING      |
| DE07/005 | HUNDRED FORTUNE PETIT ENVELOPE | HYAKU FUKU-BUKURO                     | HAKUHODO INC.                       | TOKYO        |
| DE07/006 | HONDA. GREAT JOURNEY.          | HONDA                                 | DENTSU INC.                         | TOKYO        |
| DE07/007 | ALPHABET CITY                  | PROJECT SENTUL                        | STAR REACHER ADVERTISING SDN BHD    | KUALA LUMPUR |
| DE07/008 | THE DANCING LETTERS            | MAHARASHTRA DYSLEXIA ASSOCIATION      | MCCANN WORLDGROUP INDIA             | MUMBAI       |
| DE07/009 | SHREE                          | COTTON COLLECTION                     | LEO BURNETT SOLUTIONS INC.          | COLOMBO      |

**CATEGORY DE08 : ILLUSTRATION**

| CODE     | ENTRY TITLE             | BRAND            | COMPANY ENTERING         | CITY    |
|----------|-------------------------|------------------|--------------------------|---------|
| DE08/001 | ARTISTIC PERFORMANCE    | MARK X           | PICT INC.                | TOKYO   |
| DE08/002 | ASIAN BLOOM             | ASIA UNIVERSITY  | TOKYU AGENCY INC.        | TOKYO   |
| DE08/003 | MAJOLIGA                | SHISEIDO CO,LTD  | TOW CO., LTD.            | TOKYO   |
| DE08/004 | HISTORY OF THE INTERNET | YAHOO! JAPAN     | YAHOO! JAPAN CORPORATION | TOKYO   |
| DE08/005 | LIFELESS                | SNICKERS         | IMPACT BBDO DUBAI        | DUBAI   |
| DE08/006 | ANGRY                   | SNICKERS         | IMPACT BBDO DUBAI        | DUBAI   |
| DE08/007 | EVIL                    | SNICKERS         | IMPACT BBDO DUBAI        | DUBAI   |
| DE08/008 | THAI FARMER CALENDAR    | MABIN FERTILIZER | DENTSU (THAILAND) LTD    | BANGKOK |

| CODE     | ENTRY TITLE                                | BRAND                         | COMPANY ENTERING                    | CITY      |
|----------|--|-------------------------------|-------------------------------------|-----------|
| DE08/009 | DARK SIDE                                  | CONSUMER RIGHTS FOR SAFE FOOD | DDB TRIBAL WORLDWIDE PHILIPPINES    | MANILA    |
| DE08/010 | MASTERCARD ID CHECK                        | MASTERCARD ASIA PACIFIC       | MCCANN WORLDGROUP SINGAPORE PTE LTD | SINGAPORE |
| DE08/011 | SLOW TRAIN, SLOW LIFE. "GET BACK, TOHOKU." | TOHOKU SHINKANSEN             | DENTSU INC.                         | TOKYO     |
| DE08/012 | LIFE IS ELECTRIC                           | PANASONIC                     | DENTSU INC.                         | TOKYO     |
| DE08/013 | HONDA. GREAT JOURNEY.                      | HONDA                         | DENTSU INC.                         | TOKYO     |
| DE08/014 | EYEBALL SLAVE                              | XALATAN                       | MCCANN HEALTH                       | SHANGHAI  |
| DE08/015 | ARTQUARIUM                                 | HI-JET WATERPROOF PAPER       | OGILVY GROUP THAILAND               | BANGKOK   |
| DE08/016 | DIRTY WATERCOLOR                           | ABS CBN FOUNDATION            | TBWA\SANTIAGO MANGADA PUNO          | MANILA    |

**CATEGORY DE09 : BOOKS & PUBLICATIONS**

| CODE     | ENTRY TITLE                      | BRAND                               | COMPANY ENTERING                     | CITY      |
|----------|----------------------------------|-------------------------------------|--------------------------------------|-----------|
| DE09/001 | HEARTLAND FOREST                 | HEARTLAND BEER                      | DENTSU INC.                          | TOKYO     |
| DE09/002 | COPY LIGHT ANNUAL                | COPYWRITERS CLUB NAGOYA ANNUAL 2016 | TAKI C1 CO., LTD.                    | NAGOYA    |
| DE09/003 | THE COLOUR OF CALM               | MERCEDES-BENZ AUTOMOBILES           | BBDO SINGAPORE                       | SINGAPORE |
| DE09/004 | ROYAL WARRANT IN THE FANTASY     | AUDI                                | TYO INC.MONSTER. DIVISION            | TOKYO     |
| DE09/005 | THE INSPIRATION BOOK - INTEGRITI | INTEGRITI CLOTHING                  | AUTUMNWINTER COMMUNICATIONS & DESIGN | MUMBAI    |
| DE09/006 | PICTURE BOOK WITHOUT PICTURES    | INSTAX                              | BEIJING DENTSU ADVERTISING CO., LTD  | BEIJING   |
| DE09/007 | LIFE IS ELECTRIC                 | PANASONIC                           | DENTSU INC.                          | TOKYO     |
| DE09/008 | HONDA. GREAT JOURNEY.            | HONDA                               | DENTSU INC.                          | TOKYO     |
| DE09/009 | THE DANCING LETTERS              | MAHARASHTRA DYSLEXIA ASSOCIATION    | MCCANN WORLDGROUP INDIA              | MUMBAI    |

**CATEGORY DE10 : SELF-PROMOTION**

| CODE     | ENTRY TITLE  | BRAND                               | COMPANY ENTERING         | CITY    |
|----------|--|-------------------------------------|--------------------------|---------|
| DE10/001 | COPY LIGHT ANNUAL                                  | COPYWRITERS CLUB NAGOYA ANNUAL 2016 | TAKI C1 CO., LTD.        | NAGOYA  |
| DE10/002 | KOSÉ 70TH ANNIVERSARY WEBSITE                      | KOSÉ                                | HAKUHODO I-STUDIO INC.   | TOKYO   |
| DE10/003 | SOBA ALLERGY TATTOO CHECKER                        | SOBA(BUCKWHEAT NOODLE) PROMOTION    | J. WALTER THOMPSON JAPAN | TOKYO   |
| DE10/004 | + MET PROJECT                                      | + MET                               | J. WALTER THOMPSON JAPAN | TOKYO   |
| DE10/005 | TV PROGRAM PROMOTION CARVED INTO A RED PENCIL LEAD | PROOFREADER ETSUKO KOHNO            | I&S BBDO INC.            | TOKYO   |
| DE10/006 | TATTOO BOTTLE STICKERS                             | KINTORA CO.,LTD.                    | DENTSU INC.              | TOKYO   |
| DE10/007 | HITOKOTO HIKIDASHI                                 | GEOMETRY GLOBAL JAPAN               | GEOMETRY GLOBAL JAPAN    | TOKYO   |
| DE10/008 | THE LONG-LASTING UNIFORM                           | HYGIENE                             | BBDO BANGKOK LTD         | BANGKOK |
| DE10/009 | LIFE IS ELECTRIC                                   | PANASONIC                           | DENTSU INC.              | TOKYO   |
| DE10/010 | THE DANCING LETTERS                                | MAHARASHTRA DYSLEXIA ASSOCIATION    | MCCANN WORLDGROUP INDIA  | MUMBAI  |

**CATEGORY DE11 : POINT OF SALE: SMALL SCALE**

| CODE     | ENTRY TITLE              | BRAND  | COMPANY ENTERING           | CITY             |
|----------|--------------------------|--|----------------------------|------------------|
| DE11/001 | PAPER SOCKS IN THE SHOES | MIHARA YASUHIRO SOCKS                          | J. WALTER THOMPSON JAPAN   | TOKYO            |
| DE11/002 | G-SHOCK BONSAI           | G-SHOCK MR-G                                   | MCCANN ERICKSON JAPAN      | TOKYO            |
| DE11/003 | VERY CHOCOLATE           | VERY CHOCOLATE                                 | CHEIL                      | HONG KONG        |
| DE11/004 | ODD-EVEN PACK            | ARIEL MATIC                                    | BBDO INDIA                 | MUMBAI           |
| DE11/005 | "LOOK AT ME."            | PREVENTION OF CHILD ABUSE AND NEGLECT CANGPAIN | HAKUHODO INC.              | OSAKA            |
| DE11/006 | DELICIOUS SUPPLEMENT     | DELICIOUS SUPPLEMENT                           | BEACON COMMUNICATIONS K.K. | TOKYO            |
| DE11/007 | ARTQUARIUM               | HI-JET WATERPROOF PAPER                        | OGILVY GROUP THAILAND      | BANGKOK          |
| DE11/008 | SHAME PIECE CUTTER       | DOMINO'S PIZZA                                 | DENTSU ONE                 | HO CHI MINH CITY |

**CATEGORY DE12 : POINT OF SALE: LARGE SCALE**

| CODE     | ENTRY TITLE                 | BRAND          | COMPANY ENTERING      | CITY  |
|----------|-----------------------------|----------------|-----------------------|-------|
| DE12/001 | FAST FOOD AID               | DOHTONBORI     | TYO INC.              | TOKYO |
| DE12/002 | FERRERO ROCHER LOUNGE TOKYO | FERRERO ROCHER | MCCANN ERICKSON JAPAN | TOKYO |
| DE12/003 | JACKPOTATO                  | TOKYO HARVEST  | GEOMETRY GLOBAL JAPAN | TOKYO |

**CATEGORY DE13 : MOTION & DIGITAL DESIGN**

| CODE     | ENTRY TITLE                     | BRAND  | COMPANY ENTERING               | CITY     |
|----------|---------------------------------|--|--------------------------------|----------|
| DE13/001 | NEW STRUCTURE                   | DENTSU-CHINA ADVERTISING EDUCATIONAL PROJECT | DENTSU INC.                    | TOKYO    |
| DE13/002 | ART OF TIME                     | SEIKO  | DENTSU INC.                    | TOKYO    |
| DE13/003 | SIGNEMOJI                       | CHINA ASSOCIATION OF THE DEAF                | TBWA\ SHANGHAI                 | SHANGHAI |
| DE13/004 | HAKUHODO FUTURE ME              | HAKUHODO                                     | HAKUHODO I-STUDIO INC.         | TOKYO    |
| DE13/005 | MODERN KIDAI SHÔRAN             | NIHONBASHI REVITALIZATION                    | DENTSU INC.                    | TOKYO    |
| DE13/006 | THERMOS BRAND CAMPAIGN          | THERMOS                                      | MCCANN ERICKSON JAPAN          | TOKYO    |
| DE13/007 | SHANGHAI LIGHTS BY HUMAN MOVING | SHANGHAI WORLD FINANCIAL CENTER              | TOKYU AGENCY INC.              | TOKYO    |
| DE13/008 | #BEFEARLESS                     | SAMSUNG ELECTRONICS                          | CHEIL WORLDWIDE                | SEOUL    |
| DE13/009 | SHARE BEAUTY                    | SHISEIDO                                     | BBMEDIA INC.                   | TOKYO    |
| DE13/010 | NEW ANGLE, NEW WORLD.           | NIHON UNIVERSITY COLLEGE OF ART              | TOHOKUSHINSHA FILM CORPORATION | TOKYO    |
| DE13/011 | MUSEUM IN THE CLOUD             | IS JAPAN COOL?                               | ENJIN INC.                     | TOKYO    |
| DE13/012 | THE JOURNEY                     | SAKURA PAXX CORP.                            | EDP GRAPHIC WORKS CO.,LTD.     | TOKYO    |
| DE13/013 | MORI SHUSUI MUSEUM OF ART       | MORI SHUSUI MUSEUM OF ART                    | EDP GRAPHIC WORKS CO.,LTD.     | TOKYO    |
| DE13/014 | MAKING OF BJÖRK DIGITAL         | BJORK  | DENTSU INC.                    | TOKYO    |
| DE13/015 | DNA GLASS                       | SUNTORY                                      | DENTSU INC.                    | TOKYO    |

## DESIGN LOTUS

## ALL ENTRIES

| CODE     | ENTRY TITLE                      | BRAND                                    | COMPANY ENTERING         | CITY   |
|----------|----------------------------------|--|--------------------------|--------|
| DE13/016 | BREATH-SYNC                      | KITTE                                    | ADK JAPAN                | TOKYO  |
| DE13/017 | STILL THERE?                     | ADTECH TOKYO                             | HAKUHODO INC.            | TOKYO  |
| DE13/018 | HAND MEETS HAND                  | TIFFANY & CO.                            | HAKUHODO INC.            | TOKYO  |
| DE13/019 | BLOOD BANKING                    | INDIAN RED CROSS SOCIETY                 | J. WALTER THOMPSON INDIA | MUMBAI |
| DE13/020 | ANOTHER MOUNTAIN                 | ONE SHOW AWARDS 2015 EXHIBITION IN JAPAN | DENTSU INC.              | TOKYO  |
| DE13/021 | AN EXPERIMENT OF THE IMAGINATION | HOSHI AWARD                              | DENTSU INC.              | TOKYO  |
| DE13/022 | NEW MUSCLE                       | D&AD AWARDS 2016 EXHIBITION IN JAPAN     | DENTSU INC.              | TOKYO  |
| DE13/023 | HONDA. GREAT JOURNEY.            | HONDA                                    | DENTSU INC.              | TOKYO  |
| DE13/024 | GIANT KILLER                     | SXSW TOKYO SCREENING WEEK 2016           | TYO CAMP KAZ             | TOKYO  |

## CATEGORY DE14 : EXHIBITIONS, EVENTS & PUBLIC ENVIRONMENT

| CODE     | ENTRY TITLE                     | BRAND                           | COMPANY ENTERING          | CITY     |
|----------|---------------------------------|---------------------------------|---------------------------|----------|
| DE14/001 | SMS LAST WORDS                  | GLOBAL ROAD SAFETY              | HAVAS SHANGHAI            | SHANGHAI |
| DE14/002 | PERSONAL INNOVATION ACT         | SOFTBANK CORP.                  | SIX INC.                  | TOKYO    |
| DE14/003 | DESERTED CITY PHOTO FESTIVAL    | MURORAN CITY                    | MOTHERS                   | TOKYO    |
| DE14/004 | TAILOR MADE STORE               | CHADSTONE                       | BWM DENTSU                | SYDNEY   |
| DE14/005 | NO SALT RESTAURANT              | ELECTRO 'SALT-FLAVOURED' FORK   | J. WALTER THOMPSON JAPAN  | TOKYO    |
| DE14/006 | STILL LIFE                      | END ALS                         | MCCANN ERICKSON JAPAN     | TOKYO    |
| DE14/007 | FERRERO ROCHER LOUNGE TOKYO     | FERRERO ROCHER                  | MCCANN ERICKSON JAPAN     | TOKYO    |
| DE14/008 | SHANGHAI LIGHTS BY HUMAN MOVING | SHANGHAI WORLD FINANCIAL CENTER | TOKYU AGENCY INC.         | TOKYO    |
| DE14/009 | AXE HAIR-CHANGING ROOM          | AXE                             | ADK JAPAN                 | TOKYO    |
| DE14/010 | TSUKIJI AUTUMN FESTIVAL         | TSUKIJI OUTER MARKET            | TYO INC.MONSTER. DIVISION | TOKYO    |

**DESIGN LOTUS**
**ALL ENTRIES**

| CODE     | ENTRY TITLE                  | BRAND                                | COMPANY ENTERING                 | CITY         |
|----------|------------------------------|--------------------------------------|----------------------------------|--------------|
| DE14/011 | KIDS MOTOR SHOW              | HYUNDAI MOTOR COMPANY                | INNOCEAN WORLDWIDE               | SEOUL        |
| DE14/012 | THE JOURNEY                  | SAKURA PAXX CORP.                    | EDP GRAPHIC WORKS CO.,LTD.       | TOKYO        |
| DE14/013 | MORI SHUSUI MUSEUM OF ART    | MORI SHUSUI MUSEUM OF ART            | EDP GRAPHIC WORKS CO.,LTD.       | TOKYO        |
| DE14/014 | BREATH-SYNC                  | KITTE                                | ADK JAPAN                        | TOKYO        |
| DE14/015 | HENNESSY X.O ODYSSEY         | HENNESSY X.O                         | GEOMETRY GLOBAL JAPAN            | TOKYO        |
| DE14/016 | HAND MEETS HAND              | TIFFANY & CO.                        | SPICEBOX INC,                    | TOKYO        |
| DE14/017 | THE SWIMMING SUSHI           | FISH OF ISHINOMAKI                   | HAKUHODO INC.                    | TOKYO        |
| DE14/018 | BIWAKO NAGAHAMA KANNON HOUSE | NAGAHAMA CITY BRANDING               | HAKUHODO INC.                    | TOKYO        |
| DE14/019 | LIFE CHARGER                 | GIFT OF LIFE FOUNDATION              | DDB PHILIPPINES                  | MANILA       |
| DE14/020 | THE UNUSUAL FOOTBALL FIELD   | AP (THAILAND) PUBLIC COMPANY LIMITED | CJ WORX                          | BANGKOK      |
| DE14/021 | BLOOD BANKING                | INDIAN RED CROSS SOCIETY             | J. WALTER THOMPSON INDIA         | MUMBAI       |
| DE14/022 | THE CONSCIOUS CROSSING       | KIWIRAIL                             | CLEMENGER BBDO WELLINGTON        | WELLINGTON   |
| DE14/023 | BEHIND THE LEATHER           | PETA ASIA                            | OGILVY GROUP THAILAND            | BANGKOK      |
| DE14/024 | ART IMITATES LIFE            | WOMEN OF WILL                        | STAR REACHER ADVERTISING SDN BHD | KUALA LUMPUR |
| DE14/025 | DIRTY WATERCOLOR             | ABS CBN FOUNDATION                   | TBWA\SANTIAGO MANGADA PUNO       | MANILA       |

**CATEGORY DE15 : BEST INTEGRATED DESIGN CAMPAIGN**

| CODE     | ENTRY TITLE              | BRAND                | COMPANY ENTERING           | CITY   |
|----------|--------------------------|----------------------|----------------------------|--------|
| DE15/001 | THE LONGEST RED ENVELOPE | THE BALVENIE         | MCCANN WORLDGROUP TAIWAN   | TAIPEI |
| DE15/002 | PROUD COLOR              | NERIMA CITY          | HAKUHODO KETTLE INC.       | TOKYO  |
| DE15/003 | SHARE BEAUTY             | SHISEIDO             | BBMEDIA INC.               | TOKYO  |
| DE15/004 | TSUKIJI AUTUMN FESTIVAL  | TSUKIJI OUTER MARKET | TYO INC.MONSTER. DIVISION  | TOKYO  |
| DE15/005 | THE JOURNEY              | SAKURA PAXX CORP.    | EDP GRAPHIC WORKS CO.,LTD. | TOKYO  |

# DESIGN LOTUS

# ALL ENTRIES

| CODE     | ENTRY TITLE               | BRAND                     | COMPANY ENTERING           | CITY      |
|----------|---------------------------|---------------------------|----------------------------|-----------|
| DE15/006 | MORI SHUSUI MUSEUM OF ART | MORI SHUSUI MUSEUM OF ART | EDP GRAPHIC WORKS CO.,LTD. | TOKYO     |
| DE15/007 | WHEN THE WIND SINGS       | MITSUBISHI ELECTRIC FAN   | CREATIVE JUICE\BANGKOK     | BANGKOK   |
| DE15/008 | INDUSTRIAL JP             | INDUSTRIAL JP             | DENTSU INC.                | TOKYO     |
| DE15/009 | PRESERVED MEMORIES        | SPC                       | LEO BURNETT MELBOURNE      | MELBOURNE |
| DE15/010 | LIFE IS ELECTRIC          | PANASONIC                 | DENTSU INC.                | TOKYO     |
| DE15/011 | HONDA. GREAT JOURNEY.     | HONDA                     | DENTSU INC.                | TOKYO     |

## CATEGORY LRDE : LOTUS ROOTS

| CODE     | ENTRY TITLE             | BRAND                                     | COMPANY ENTERING          | CITY    |
|----------|-------------------------|---|---------------------------|---------|
| LRDE/001 | KIMONO WEARING THE RAIN | NEXT YUKATA CREATION                      | TBWA\HAKUHODO INC.        | TOKYO   |
| LRDE/002 | + MET PROJECT           | + MET                                     | J. WALTER THOMPSON JAPAN  | TOKYO   |
| LRDE/003 | MODERN KIDAI SHÔRAN     | NIHONBASHI REVITALIZATION                 | DENTSU INC.               | TOKYO   |
| LRDE/004 | BRAINBAND               | BRAINBAND                                 | LEO BURNETT               | SYDNEY  |
| LRDE/005 | POCKET PATROL           | SAMSUNG                                   | LEO BURNETT               | SYDNEY  |
| LRDE/006 | BUTTERFLY EFFECT FAN    | TORAY CORPORATION                         | MCCANN ERICKSON JAPAN     | TOKYO   |
| LRDE/007 | G-SHOCK BONSAI          | G-SHOCK MR-G                              | MCCANN ERICKSON JAPAN     | TOKYO   |
| LRDE/008 | PROUD COLOR             | NERIMA CITY                               | HAKUHODO KETTLE INC.      | TOKYO   |
| LRDE/009 | SECOND LIFE TOYS        | ORGAN TRANSPLANT                          | DENTSU INC.               | TOKYO   |
| LRDE/010 | TSUKIJI AUTUMN FESTIVAL | TSUKIJI OUTER MARKET                      | TYO INC.MONSTER. DIVISION | TOKYO   |
| LRDE/011 | TATTOO BOTTLE STICKERS  | KINTORA CO.,LTD.                          | DENTSU INC.               | TOKYO   |
| LRDE/012 | THE CURSE SIGN          | "DON'T LET ANYONE BLAME THAI"<br>CAMPAIGN | CREATIVE JUICE\BANGKOK    | BANGKOK |
| LRDE/013 | ABSORBPLATE             | THAI HEALTH PROMOTION FOUNDATION          | BBDO BANGKOK LTD          | BANGKOK |

## DESIGN LOTUS

## ALL ENTRIES

| CODE     | ENTRY TITLE              | BRAND                | COMPANY ENTERING           | CITY    |
|----------|--------------------------|----------------------|----------------------------|---------|
| LRDE/014 | THE LONG-LASTING UNIFORM | HYGIENE              | BBDO BANGKOK LTD           | BANGKOK |
| LRDE/015 | THAI FARMER CALENDAR     | MABIN FERTILIZER     | DENTSU (THAILAND) LTD      | BANGKOK |
| LRDE/016 | DELICIOUS SUPPLEMENT     | DELICIOUS SUPPLEMENT | BEACON COMMUNICATIONS K.K. | TOKYO   |
| LRDE/017 | SHREE                    | COTTON COLLECTION    | LEO BURNETT SOLUTIONS INC. | COLOMBO |

AS OF 15 MARCH 2017