



FINALISTS

BRAND EXPERIENCE LOTUS

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CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
USE OF MEDIA					
BE01: GUERRILLA MARKETING & STUNTS					
BE01/001	I AM NOT KING	BURGER KING	INNORED, SEOUL	INNORED, SEOUL	FINALIST
BE02: LIVE EXPERIENCES & EVENTS					
BE02/005	CHANGE THE ANGLE	LUX	VML, SINGAPORE	VML, SINGAPORE	FINALIST
BE03: EXHIBITIONS & INSTALLATIONS					
BE03/002	HUNGER RESTAURANT	NETFLIX	VML, BANGKOK	VML THAILAND, BANGKOK	FINALIST
BE04: AMBIENT: SMALL SCALE					
BE04/003	PADLETTE	KC-SOFTEX	FLOCK, JAKARTA	FUTURE CREATIVE NETWORK, JAKARTA	FINALIST
BE04/004	KFC BONE TIE	KFC	VML THAILAND, BANGKOK	VML THAILAND, BANGKOK	FINALIST
BE04/005	MILK MANGA	SEKI MILK	VML OGILVY JAPAN, TOKYO	VML OGILVY JAPAN, TOKYO	FINALIST
BE04/009	ALL YOU NEED IS A RUG	SAMSUNG ELECTRONICS HOME APPLIANCES	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	FINALIST
BE05: AMBIENT: LARGE SCALE					
BE05/001	DIRTY DISPLAYS	ARMOR ALL	HAVAS MALAYSIA, KUALA LUMPUR	HAVAS MALAYSIA, KUALA LUMPUR	FINALIST
BE05/003	A19 CAR PARK SHOWROOM	MERCEDES-BENZ	TEAM X THAILAND, BANGKOK	BBDO BANGKOK LIMITED, BANGKOK	FINALIST
BE05/006	HELL STATION	DIABLO IV	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	FINALIST
BE05/007	FISH ALLURING PAINTING	EPOLAC	ROVERS, JAKARTA	FUTURE CREATIVE NETWORK, JAKARTA	FINALIST
BE07: USE OF FILM & AUDIO					
BE07/001	FRIES BEAT	MCDONALD'S	DENTSU INC., TOKYO	GEEK PICTURES INC., TOKYO	FINALIST
BE09: USE OF MOBILE & DEVICES					
BE09/001	MY JAPAN RAILWAY	JAPAN RAILWAY 150TH ANNIVERSARY CAMPAIGN	DENTSU INC., TOKYO	DENTSU INC., TOKYO	FINALIST
BE09/005	CHANGE THE ANGLE	LUX	VML, SINGAPORE	VML, SINGAPORE	FINALIST
BE09/008	TRY GALAXY FOLD EXPERIENCE	SAMSUNG MOBILE	CHEIL WORLDWIDE, SEOUL/ CHEIL UAE, DUBAI	CHEIL WORLDWIDE, SEOUL	FINALIST
BE09/009	MCDONALD'S WI-FRIES	MCDONALD'S INDONESIA	VML INDONESIA, JAKARTA	VML INDONESIA, JAKARTA	FINALIST
BE09/010	EATQUAL COLOURS	MCDONALD INDIA (WEST AND SOUTH)	DDB MUDRA GROUP, MUMBAI	DDB MUDRA GROUP, MUMBAI	FINALIST
TECHNOLOGY					
BE12: EMERGING TECHNOLOGY & TECH-LED BRAND EXPERIENCE					
BE12/004	A PEACE-CONNECTING PAINTING	BAIDU ERNIE	TOPIC & LOONG, BEIJING	TOPIC & LOONG, BEIJING	FINALIST

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CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
STRATEGY					
BE14: LAUNCH/RE-LAUNCH					
BE14/008	HELL STATION	DIABLO IV	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	FINALIST
BE17: CUSTOMER ACQUISITION & RETENTION *NEW*					
BE17/006	TRY GALAXY FOLD EXPERIENCE	SAMSUNG MOBILE	CHEIL WORLDWIDE, SEOUL/ CHEIL UAE, DUBAI	CHEIL WORLDWIDE, SEOUL	FINALIST

AS OF 19 MAR 2024