

WINNERS LIST

DIRECT LOTUS



**HUMAN
INTELLIGENCE
ADFEST
2024**

DIRECT LOTUS



CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
USE OF DIRECT					
DM02: LOW BUDGET CAMPAIGN					
DM02/003	LETTERS TO NEIGHBOURS	MANDARIN ORIENTAL, SINGAPORE	FORSMAN&BODENFORS SINGAPORE, SINGAPORE	FORSMAN & BODENFORS SINGAPORE, SINGAPORE	BRONZE
DM03: FILM & AUDIO					
DM03/004	SECOND CHANCE CHAMPIONS	TRANSPLANT AUSTRALIA	DENTSU CREATIVE, MELBOURNE	DENTSU CREATIVE, SYDNEY	BRONZE
DM04: PRINT & CONVENTIONAL OUTDOOR					
DM04/007	DRUG TEST POSTER	DRAMA 'STRONG GIRL NAM-SOON'	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	GOLD
DM04/009	THE SMALL ISSUE FRONT-PAGE	WOMEN AND MEN PROGRESSIVE MOVEMENT FOUNDATION	SPA-HAKUHODO CO.,LTD., BANGKOK	SPA - HAKUHODO CO.,LTD., BANGKOK	FINALIST
DM05: AMBIENT: SMALL SCALE					
DM05/005	MILK MANGA	SEKI MILK	VML OGILVY JAPAN, TOKYO	VML OGILVY JAPAN, TOKYO	SILVER
DM05/001	MAIL OLD MEDS	MAIL OLD MEDS	INNOCEAN, SEOUL	INNOCEAN, SEOUL	BRONZE
DM05/003	PADLETTE	KC-SOFTEX	FLOCK, JAKARTA	FUTURE CREATIVE NETWORK, JAKARTA	BRONZE
DM05/014	ALL YOU NEED IS A RUG	SAMSUNG ELECTRONICS HOME APPLIANCES	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	BRONZE
DM06: AMBIENT: LARGE SCALE					
DM06/001	YELLOW CANTEEN	DULUX	INNOCEAN INDONESIA, JAKARTA	INNOCEAN INDONESIA, JAKARTA	BRONZE
DM06/005	FWD SINGING BUS	FWD INSURANCE	GREYNJ UNITED, BANGKOK	GREYNJ UNITED, BANGKOK	BRONZE
DM07: FIELD MARKETING					
DM07/003	ALL YOU NEED IS A RUG	SAMSUNG ELECTRONICS HOME APPLIANCES	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	BRONZE
DIGITAL					
DM08: ONLINE & DIGITAL PLATFORMS					
DM08/001	MY JAPAN RAILWAY	JAPAN RAILWAY 150TH ANNIVERSARY CAMPAIGN	DENTSU INC., TOKYO	DENTSU INC., TOKYO	GOLD
DM09: USE OF SOCIAL MEDIA PLATFORMS					
DM09/004	DR DICK PIC	HEHEALTH	BLKJ HAVAS, SINGAPORE	BLKJ HAVAS, SINGAPORE	FINALIST
DM10: MOBILE & DEVICES					
DM10/004	MCDONALD'S WI-FRIES	MCDONALD'S INDONESIA	VML INDONESIA, JAKARTA	VML INDONESIA, JAKARTA	GRANDE
DM10/005	EATQUAL COLOURS	MCDONALD INDIA (WEST AND SOUTH)	DDB MUDRA GROUP, MUMBAI	DDB MUDRA GROUP, MUMBAI	BRONZE
DM12: USER GENERATED CONTENT					
DM12/004	A PEACE-CONNECTING PAINTING	BAIDU ERNIE	TOPIC & LOONG, BEIJING	TOPIC & LOONG, BEIJING	SILVER

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CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARD
STRATEGY					
DM16: CUSTOMER ACQUISITION & RETENTION					
DM16/005	TRY GALAXY FOLD EXPERIENCE	SAMSUNG MOBILE	CHEIL WORLDWIDE, SEOUL/ CHEIL UAE, DUBAI	CHEIL WORLDWIDE, SEOUL	BRONZE
DM16/001	AIZOME WASTECARE™ INDUSTRIAL WASTE — CERTIFIED AS SKINCARE.	AIZOME	SERVICEPLAN GERMANY, MUNICH/ SERVICEPLAN KOREA, SEOUL	MATERIAL, TOKYO	FINALIST
INTEGRATED CAMPAIGN					
DM18: INTEGRATED DIRECT CAMPAIGN					
DM18/001	MAIL OLD MEDS	MAIL OLD MEDS	INNOCEAN, SEOUL	INNOCEAN, SEOUL	FINALIST

AS OF 18 MAR 2024