

DIGITAL CRAFT LOTUS

EMBARGOED UNTIL
THU 7 APRIL 2022,
2.15 PM (UTC+7)

WINNERS LIST
ADFEST 2022

DESIGN SUB-CATEGORIES

CATEGORY CD01: USER INTERFACE (UI)

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
CD01/003	LIONS GOOD NEWS 2020	NIKKEI INC.	PR CONSULTING DENTSU INC., TOKYO/ DENTSU INC., TOKYO	PR CONSULTING DENTSU INC., TOKYO	SILVER
CD01/001	SLOW ROAD	SLOW ROAD	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	FINALIST

CATEGORY CD02: VIDEO/MOVING IMAGE

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
CD02/003	YAKUSHIMA TREASURE ANOTHER LIVE FROM YAKUSHIMA	YAKUSHIMA TREASURE	N/A	DENTSU CREATIVE X, TOKYO	GOLD
CD02/002	ADO / YORU NO PIERROT (TEDDYLOID REMIX)	ADO	ENJIN TOKYO, TOKYO	ENJIN TOKYO, TOKYO	FINALIST

CATEGORY CD04: DIGITAL IMAGE DESIGN

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
CD04/003	LIONS GOOD NEWS 2020	NIKKEI INC.	PR CONSULTING DENTSU INC., TOKYO/ DENTSU INC., TOKYO	PR CONSULTING DENTSU INC., TOKYO	BRONZE
CD04/002	PRAY TO THE GREAT BUDDHA	AMAZARASHI	SIX INC., TOKYO	SIX INC., TOKYO	FINALIST

CATEGORY CD06: OVERALL AESTHETIC DESIGN

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
CD06/002	LIONS GOOD NEWS 2020	NIKKEI INC.	PR CONSULTING DENTSU INC., TOKYO/ DENTSU INC., TOKYO	PR CONSULTING DENTSU INC., TOKYO	GOLD

FUNCTION SUB-CATEGORIES

CATEGORY CD07: UX & JOURNEY DESIGN

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
CD07/003	LIONS GOOD NEWS 2020	NIKKEI INC.	PR CONSULTING DENTSU INC., TOKYO/ DENTSU INC., TOKYO	PR CONSULTING DENTSU INC., TOKYO	SILVER
CD07/001	SLOW ROAD	SLOW ROAD	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	BRONZE

CATEGORY CD09: EXPERIENCE DESIGN: MULTI PLATFORM

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
CD09/002	LITTLE BIG E-MOTION	HYUNDAI MOTOR GROUP	INNOCEAN WORLDWIDE, SEOUL	INNOCEAN WORLDWIDE, SEOUL	FINALIST

CATEGORY CD10: OVERALL FUNCTIONAL DESIGN

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
CD10/002	LIONS GOOD NEWS 2020	NIKKEI INC.	PR CONSULTING DENTSU INC., TOKYO/ DENTSU INC., TOKYO	PR CONSULTING DENTSU INC., TOKYO	SILVER

TECHNOLOGY SUB-CATEGORY**CATEGORY CD11: INNOVATIVE USE OF TECHNOLOGY**

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
CD11/001	CAMOUFLAGE AGAINST THE MACHINES	UNLABELED, NEXUSVII.	DENTSU INC., TOKYO	DENTSU INC., TOKYO	GRANDE

DATA SUB-CATEGORY**CATEGORY CD12: USE OF DATA**

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
CD12/001	CARBON THUMBPRINT	BELONG	DELOITTE DIGITAL AUSTRALIA, MELBOURNE	DELOITTE DIGITAL AUSTRALIA, MELBOURNE	GOLD

OTHER SUB-CATEGORY**CATEGORY CD13: RESILIENCE THROUGH CREATIVITY**

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
CD13/003	YAKUSHIMA TREASURE ANOTHER LIVE FROM YAKUSHIMA	YAKUSHIMA TREASURE	N/A	DENTSU CREATIVE X, TOKYO	SILVER