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**ADFEST 2026**

**Entry Kit**

**19-21 MARCH**  
PATTAYA, THAILAND

[WWW.ADFEST.COM](http://WWW.ADFEST.COM)



## Categories

**Brand Experience Lotus** +

**Commerce Lotus** +

**Creative Strategy Lotus** +

**Design Lotus** +

**Digital & Social Lotus** +

**Digital Craft Lotus** +

**Direct Lotus** +

**Effective Lotus** +

**Entertainment Lotus** +

**Film Craft Lotus** +

**Film Lotus** +

**INNOVA Lotus** +

**Lotus Roots** +

**Media Lotus** +

**New Director Lotus** +

**Outdoor Lotus** +

**PR Lotus** +

**Press Lotus** +

**Print & Outdoor Craft Lotus** +

**Radio & Audio Lotus** +

**Sustainable Lotus** +

## Rules & Regulations

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## About ADFEST

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Founded in 1998, ADFEST is Asia's only international creative festival. It is the ideal place for the creative industry to gather, network, exchange ideas, and be inspired. It is the annual event not to be missed to stay at the forefront of the rapidly changing creative, marketing, and production industries.

ADFEST not only raises the standard of creative excellence in the region, it also celebrates the uniqueness of local culture. It is a learning hub for the communication industry through showcasing of the region's best creative works and inspiring content. It is also the perfect place to relax, learn, and meet new friends in the industry.

ADFEST is a non-profit-making entity that believes passionately in its role to nurture and support the creative industry in the Asia Pacific and MENA region.

ADFEST Lotus Awards is 1 of only 7 regional creative festivals included in the [WARC Creative 100 Rankings](#), 1 of only 12 festivals included in the [Campaign Brief Asia Creative Rankings](#), and 1 of 22 awards included in [The Drum World Creative Rankings](#).



## ENTRY SUBMISSION

- Entries cannot be made without the prior permission of the advertiser/owner of the rights of the commercial or advertisement.
- Only one party may enter a particular work into a given sub-category. It must be agreed in advance between the parties concerned. If a work is entered twice in the same sub-category, ADFEST will accept the first entry submitted.
- ADFEST reserves the right to move entries to a more appropriate Lotus category or sub-category.
- Entrants must provide all required documentations as specified in the Required Materials.
- Entries which might offend national or religious sentiments or public taste will not be accepted.
- Entries which have infringed any of its country of origin's voluntary or regulatory codes of practice will not be accepted.

## USE OF AI

### Ethical AI & Transparency Statement

- ADFEST upholds the principles of creative integrity, human originality, and recognise AI as a valuable creative aid but reaffirm that authentic human creativity, decision-making, and authorship remain at the heart of all award-eligible work.
- Use of AI must be in accordance with the rule of law, human rights and ethical values including transparency, fairness and privacy.

### Disclosure

- AI may be used as a supporting tool within the creative process, provided it does not replace human authorship or conceptual leadership.
- Entrants must disclose fully and truthfully how AI is used in the creation of the work in the AI Disclosure Declaration as part of their submission.

### Verification & Compliance

- ADFEST reserves the right to request supporting materials to verify the authenticity.
- ADFEST reserves the right to appoint independent AI ethics or forensic reviewers to evaluate compliance.
- The AI Disclosure Declaration may be published in festival communications to promote transparency and industry trust.

## DISQUALIFICATION OF ENTRIES

- Entries that have been run purely to make them eligible for competition will be disqualified and the submitting organisation may be banned from ADFEST competitions for a period of 3 years.
- ADFEST reserves the right to disqualify entries that:
  - Are inappropriate and offensive
  - Fail to provide required documentations to verify the work's legitimacy
  - Fail to disclose information or intentionally misleading disclosure of information
  - Fail to make full payment before judging commences
- No refund will be given for wrong entries, withdrawn entries or disqualified entries.
- All points associated with disqualified entries will be voided.

## CREDIT & MATERIAL REVISIONS

- Entry credits CANNOT be revised [after Friday 30<sup>th</sup> January 2026](#). Any requests for changes are subject to the approval of the Organiser. **A fee of THB 2,000 per request will be charged for each change including revisions for credit revisions, written submission and material replacements.**

## USE & PUBLICATION OF ENTRIES

- During or after the festival, any changes to the permission for the Use & Publication of Entries (includes exhibition, award presentation, winners showcase, and sharing with third parties to promote the festival) is subject to a fee of **THB 2,000 per request.**



- Entry submissions to ADFEST are open to companies involved in advertising, communications, and production industry throughout Asia and the Pacific, including Australia, New Zealand, and the Middle East.
- The company must be based in the region regardless of where the entry was designed, implemented, published or aired. Works created for clients in the region, but by companies based elsewhere are not eligible.
- All Brand Communication must have been commercially launched between **1<sup>st</sup> December 2024 and 31<sup>st</sup> December 2025**. Except:
  - Works can be launched between **1<sup>st</sup> January 2024 and 31<sup>st</sup> December 2025** (in the past 2 years):
    - *Brand Experience Lotus: Customer Acquisition & Retention (BE23)*
    - *Commerce Lotus: Customer Acquisition & Retention (CM17)*
    - *Direct Lotus: Customer Acquisition & Retention (DM21)*
    - *Effective Lotus (except EF08 Long-Term Creativity and Lotus Roots sub-category (LREF))*
    - *New Director Lotus*
  - Works can be launched between **1<sup>st</sup> January 2023 and 31<sup>st</sup> December 2025** (in the past 3 years):
    - *Creative Strategy: Long-Term Strategy (CS13)*
    - *Effective Lotus: Long-Term Creativity (EF08)*
    - *Sustainable Lotus: Long-Term Brand Platform (ST11) \*NEW\**
- Works that have entered ADFEST in the past years are not eligible, except for entries into:
  - *Brand Experience Lotus: Customer Acquisition & Retention (BE23)*
  - *Commerce Lotus: Customer Acquisition & Retention (CM17)*
  - *Direct Lotus: Customer Acquisition & Retention (DM21)*
  - *Effective Lotus: EF01-EF13*
- All Brand Communication must be designed for public exposure except:
  - *INNOVA Lotus: Innovation in Prototype Technology (IN03)*  
While entries submitted to Innovation in Prototype Technology (IN03) do not need to be public, they must have at least been launched or tested to a small group of people and executed to some extent not merely a prototype idea.
  - *New Director Lotus: Portfolio/Passion Project (ND09), Film School (ND10)*
- All Brand Communication must have been made within the context of a paying contract with the client, except:
  - Self-Promotion sub-categories: for Self-Promotion or works for non-profit organisations, the works must be endorsed and approved by the client.
  - *New Director Lotus: Portfolio/Passion Project (ND09), Film School (ND10), and Short Films for ADFEST 2026 by The Fabulous Five (ND11)*

## JUDGING

Judging will be done by a panel of industry experts and the procedure overview is as follow:

- **Shortlists** determined from 1<sup>st</sup> Round independent remote judging
- **Finalists** determined from juries' votes after discussions on each shortlisted & call-in entries
- **Winners** determined from juries' votes after discussions on finalists

The decision of the Juries in all matters related to the awarding of medals will be final and binding.

**Interest Voting:** At all stages of judging, a jury may not vote or be involved in any discussion on entries submitted by his/her company in his/her own city or on entries submitted by an overseas office for which he/she worked during the time the entries were produced.

## DETERMINING THE LOTUS WINNERS

The juries will make the final decision on the allocation of medal winners.

- If they feel none of the works is a Lotus winner, juries may not award any Lotus winner in that sub-category.
- There is no limit on the Lotus winners.
- Gold winners that are NOT for non-profit organisations, foundations, charities, or NGOs will compete for the Grande of their respective Lotus.
- Gold winners that are for non-profit organisations, foundations, charities, or NGOs will compete for the Grande for Humanity and cannot compete in the Grande of Lotus.

Lotus winners will receive a trophy. Finalists will be given certificates.

LOTUS	AWARD
INNOVA Lotus	If there is only One INNOVA Lotus & Lotus Roots awarded, Grande of Lotus will not be awarded.
Lotus Roots	If there are two or more INNOVA Lotus & Lotus Roots awarded, the juries must vote for the Grande of Lotus.
Brand Experience Lotus	If there is only One Gold Lotus awarded, Grande of Lotus will not be awarded. If there are two or more Gold Lotus awarded, the juries must vote for the Grande of Lotus.
Commerce Lotus	
Creative Strategy Lotus	
Design Lotus	
Digital & Social Lotus	
Digital Craft Lotus	
Direct Lotus	
Effective Lotus	
Entertainment Lotus	
Film Craft Lotus	
Film Lotus	
Media Lotus	
New Director Lotus	
Outdoor Lotus	
PR Lotus	
Press Lotus	
Print & Outdoor Craft Lotus	
Radio & Audio Lotus	
Sustainable Lotus	

## GRANDE FOR HUMANITY

The Grande for Humanity, which will be judged by the panel comprising of all the Jury Presidents, is an award recognizing creative excellence, where non-profit organisations, foundations, charities, or NGOs Gold winners from the following Lotus categories:

- Brand Experience Lotus
- Commerce Lotus
- Creative Strategy Lotus
- Design Lotus
- Digital & Social Lotus
- Direct Lotus
- Effective Lotus
- Entertainment Lotus
- Film Lotus
- Media Lotus
- Outdoor Lotus
- PR Lotus
- Press Lotus
- Radio & Audio Lotus (Except Audio Craft Lotus sub-categories)
- Sustainable Lotus

and non-profit organisations, foundations, charities, or NGOs winners of:

- INNOVA Lotus
- Lotus Roots

compete for Grande for Humanity (but not for Grande in their respective Lotus categories).

The determinant of eligible work is the brand/client/advertiser of the work. That is, the work must be for non-profit organisations, foundations, charities, or NGOs including non-profit foundations & associations, appeals, charities & donations, volunteers, etc.



## ADFEST 2026 Special Awards include:

- Network of the Year
- Independent Network of the Year **\*New\***
- Agency of the Year
- Independent Agency of the Year
- Regional Agency of the Year
- Digital Agency of the Year
- Media Agency of the Year
- PR Agency of the Year
- Production Company of the Year
- Advertiser of the Year

Each entrant's inputs in marked fields of the online submission will be taken as final to count toward the scoring of these Special Awards. Please make sure the spelling (even spacing) of what you enter in the online submission is accurate and consistent to ensure all your well-deserved points are awarded. As credits are provided by the entrant and only credits submitted at the point of entry via the ADFEST entry site are used and cannot be changed retrospectively.

**ADFEST is not responsible for unallocated scores due to typo mistakes or name inconsistencies done on the entrant's part. Credit revisions cannot be made after Friday 30<sup>th</sup> January 2026 and must be done in writing to [Nat@ADFEST.com](mailto:Nat@ADFEST.com).** Any requests for changes are subject to the approval of the Organiser.

**A fee of THB 2,000 per request will be charged for each change including revisions for credit revisions, written submission and material replacements.**

### NETWORK OF THE YEAR

This award is given to the Network (own whole or majority stake in the company) that earned the highest score calculated from the credit entered in **"Network"** (regardless of Entrant Company) from the finalists and winners in all Lotus categories.

**Note: Holding Company CANNOT be entered as Network!**

### INDEPENDENT NETWORK OF THE YEAR **\*NEW\***

This award is given to the Independent Network that earned the highest score calculated from the credit entered in "Independent Network" (regardless of Entrant Company) and declared itself as part of an Independent Network from the finalists and winners in all Lotus categories. Independent Network must have multiple offices and not be affiliated with a Holding Company.

### AGENCY OF THE YEAR

This award is given to the Agency that earned the highest score calculated from the credit entered in **"Agency"** (regardless of Entrant Company) from the finalists and winners in all Lotus categories.

### INDEPENDENT AGENCY OF THE YEAR

This award is given to the Independent Agency that earned the highest score calculated from the credit entered in **"Agency"** (regardless of Entrant Company) and declared itself as an Independent Agency from the finalists and winners in all Lotus categories.

## REGIONAL AGENCY OF THE YEAR

This award is given to the Regional Agency that earned the highest score calculated from the credit entered in **"Agency"** (regardless of Entrant Company) from the finalists and winners in all Lotus categories.

An Agency eligible to compete for Regional Agency of the Year must have a score of at least 30 points to qualify.

An Agency is eligible to win in only one of the following Regional Agency of the Year.

- Central & North Asia Agency of the Year
- East Asia Agency of the Year
- Middle East Agency of the Year
- Oceania Agency of the Year
- South Asia Agency of the Year
- Southeast Asia Agency of the Year

## DIGITAL AGENCY OF THE YEAR

This award is given to the Agency that earned the highest score calculated from the credit entered in **"Agency"** (regardless of Entrant Company) from the finalists and winners in the following Lotus categories:

- Digital & Social Lotus
- Digital Craft Lotus
- Lotus Roots sub-category in the above Lotus categories

## MEDIA AGENCY OF THE YEAR

This award is given to the Agency that earned the highest score calculated from the credit entered in **"Media Agency"** (regardless of Entrant Company) from the finalists and winners in the following Lotus category:

- Media Lotus (including Lotus Roots sub-category)

## PR AGENCY OF THE YEAR

This award is given to the Agency that earned the highest score calculated from the credit entered in **"PR Agency"** (regardless of Entrant Company) from the finalists and winners in the following Lotus category:

- PR Lotus (including Lotus Roots sub-category)

## PRODUCTION COMPANY OF THE YEAR

The ADFEST Production Company of the Year is awarded for excellence in craftsmanship and technical prowess. This award is given to the production company that earned the highest score calculated from the credit entered in **“Film Production Company”, “Print Production Company”, “Post-Production Company”, “Special Effects Company”** and **“Sound Production Company”** (regardless of Entrant Company) from the finalists and winners in the following Lotus categories:

- Audio Craft sub-categories (RA09-RA13) in Radio & Audio Lotus
- Digital Craft Lotus
- Film Craft Lotus
- New Director Lotus
- Print & Outdoor Craft Lotus
- Lotus Roots sub-category in the above Lotus categories (except Radio & Audio Lotus)

**Note:** A given production company will only be counted **ONCE** for a particular entry. That is, if the same production company is entered under Film Production Company, Print Production Company, Post-Production Company, Special Effects Company and Sound Production Company, that company will only be awarded once for that entry.

If the same production company (same legal entity in same country) has multiple branches in the same country, points will be counted as one production company.

## ADVERTISER OF THE YEAR

This award is given to the Advertiser that earned the highest score calculated from the credit entered in **“Advertiser”** (regardless of Entrant Company) from the finalists and winners in all Lotus categories.

## SCORING METHODOLOGY

ALL LOTUS CATEGORIES (Except INNOVA Lotus/Lotus Roots)	
Finalist	1 Point
Bronze	3 Points
Silver	7 Points
Gold	15 Points
Grande	30 Points

INNOVA LOTUS/LOTUS ROOTS/GRANDE FOR HUMANITY	
Finalist	7 Points
INNOVA Lotus/Lotus Roots	20 Points
Grande	35 Points

## SINGLE/CAMPAIGN SCORING

For sub-categories where single entries are submitted, juries may group single entries into a campaign. In which case, the scoring for the campaign will be scored from the point for that award plus additional campaign point (1 point each).

For example, a Silver campaign comprising of 3 single entries will be awarded 9 points: that is, 7 points for the Silver win, plus 2 campaign points. A Gold campaign winner with 4 single entries will be awarded a total of 18 points: 15 points for the Gold win plus 3 campaign points, and so on.

## MULTIPLE AGENCIES/NETWORKS

If a work or campaign constitutes work(s) from multiple agencies and networks, the scores of the winning work will be allocated proportionately.

Example 1: An entry that is the collaboration between Agency A (Network 1) & Agency B (Network 2) wins Gold (15 points).

Agency A	7.5 points	Network 1	7.5 points
Agency B	7.5 points	Network 2	7.5 points

Example 2: A campaign entry grouped from 3 single entries wins Grande of Film Lotus (30 points), where:

Single Entry 1:	Agency X	Network $\alpha$
Single Entry 2:	Agency Y	Network $\alpha$
Single Entry 3:	Agency Z	Network $\beta$

The points will be awarded as follow:

Agency X, Agency Y, Agency Z	10 points each
Network $\alpha$	20 points
Network $\beta$	10 points

## TIED POINTS

In the event that points are tied between multiple Networks/Agencies/Production Companies, the Special Award will be awarded to the Network/Agency/Production Company that won the highest number of the highest ranking medal.

For example, both Agency A & Agency B both receive 95 points for Agency of the Year, where:

### Agency A won:

Grande for Humanity	35 points
Grande of Film Lotus	30 points
2 x Gold Lotus winners	<u>30</u> points

**Total 95 points**

### Agency B won:

1 x INNOVA Lotus	20 points
4 x Gold Lotus winners	60 points
1 x Silver Lotus winner	7 points
1 x Lotus Roots finalist	7 points
1 x Direct Lotus finalist	1 point

**95 points**

Agency A is the winner of Agency of the Year.

## SUBMISSION DEADLINE

FEES & DEADLINES	ENTRY CONFIRMATION & INVOICE GENERATION DEADLINE	PAYMENT DEADLINE	MATERIALS & DOCUMENTS DEADLINE
Early Bird Rate	Friday 19 <sup>th</sup> December 2025	Friday 9 <sup>th</sup> January 2026 <sup>1</sup>	Friday 23 <sup>rd</sup> January 2026
Regular Rate	Friday 9 <sup>th</sup> January 2026	Friday 23 <sup>rd</sup> January 2026 <sup>2</sup>	

**Early Bird Rate<sup>1</sup>:** If payment is not received by **Friday 9<sup>th</sup> January 2026**, 11.59 pm BKK time (UTC+7), the Early Bird Rate invoice will be voided and a new invoice with the Regular Rate will be issued.

**Regular Rate<sup>2</sup>:** If payment is not received by **Friday 23<sup>rd</sup> January 2026**, 11.59 pm BKK time (UTC+7), the Regular Rate invoice will be voided and a new invoice with late fees will be issued.

## FINALISTS & WINNERS ANNOUNCEMENT

WINNER ANNOUNCEMENT	DATE
<b>FINALISTS</b>	Wednesday 18 <sup>th</sup> – Thursday 19 <sup>th</sup> March 2026
<b>WINNERS</b>	Friday 20 <sup>th</sup> – Saturday 21 <sup>st</sup> March 2026

Note: Finalists & Winners will be announced on [www.ADFEST.com](http://www.ADFEST.com)

## ENTRY FEES

FEES BY LOTUS	EARLY BIRD RATE Invoice by 19 <sup>th</sup> Dec2025 Payment by 9 <sup>th</sup> Jan 2026	REGULAR RATE Invoice by 9 <sup>th</sup> Jan 2026 Payment by 23 <sup>rd</sup> Jan 2026	LATE FEE Invoice after 9 <sup>th</sup> Jan 2026
Brand Experience Lotus Commerce Lotus Creative Strategy Lotus Design Lotus Digital & Social Lotus Digital Craft Lotus Direct Lotus Effective Lotus Entertainment Lotus Film Craft Lotus Film Lotus Media Lotus New Director Lotus Outdoor Lotus PR Lotus Press Lotus Print & Outdoor Craft Lotus Radio & Audio Lotus Sustainable Lotus	THB 15,500	THB 17,500	THB 19,500
INNOVA Lotus Lotus Roots	THB 23,000	THB 25,000	THB 27,000
Film School (under New Director Lotus)	THB 7,750	THB 8,750	THB 9,750

Note: All entry fees are inclusive of VAT 7%

## PAYMENT

### INTERNATIONAL PAYMENT

- **Credit Card**

- There is an additional charge 3.2%

- **International Bank Transfer**

Payment in Baht, without deductions is due to:

Beneficiary:	Plannova Co., Ltd.
Address:	1537 Town In Town 3/1, Srivara Road, Plubpla, Wangthonglang, Bangkok 10310, Thailand.
Account No.:	179-403-6879
SWIFT Code:	BKKBTHBK
Bank Name:	Bangkok Bank PCL., Bangchak Branch
Bank Address:	2109 Sukhumvit Road, Bangchak, Prakanong, Bangkok 10250 Thailand.

- There is an additional charge of THB 300 per transaction.
- You must cover all bank charges (all local & overseas charges borne by remitter), otherwise your entry submission may be refused.
- Please send proof of payment to [Arunya@ADFEST.com](mailto:Arunya@ADFEST.com) and [Da@ADFEST.com](mailto:Da@ADFEST.com)

### DOMESTIC PAYMENT: THAILAND ONLY

- **Credit Card**

- There is an additional charge 3.2%

- **Cheque/Bank Transfer for Thailand only**

Beneficiary:	Plannova Co., Ltd.
Account No.:	140-255601-9
Bank Name:	Siam Commercial Bank PCL., Siyeaksiwara Branch

- Please send proof of payment to [Arunya@ADFEST.com](mailto:Arunya@ADFEST.com) and [Da@ADFEST.com](mailto:Da@ADFEST.com)

### TERMS & CONDITIONS

- Entrant is responsible for all bank charges and fees. ADFEST must receive the full amount as stated in the invoice for the entry submission process to be complete.
- No refund will be given for wrong, disqualified or withdrawn entries.



The Brand Experience Lotus awards creative works that have all brand building through the dimension of experience design, activation, immersive, retail and 360° consumer engagement. Entries should demonstrate how the consumer journey, experience of the brand and optimisation of every touch point led to increased brand affinity and commercial success.

The decision of the Juries on Brand Experience Lotus winner will be based on 4 criteria and weighted as follow:

- Creativity/Idea/Insight 30%
- Strategy 20%
- Execution 30%
- Results 20%

Each execution/campaign/set of execution constitutes one entry.

PRODUCTS & SERVICES <b>*NEW*</b>	MATERIALS *** see Guideline <a href="#">here</a>
<b>BE01 Consumer Goods</b> Food & beverages, beauty & healthcare products, pharmaceutical products, household maintenance & cleaning products, electronics & appliances, home decoration & furniture, fashion, toys, sportswear & equipment, other FMCG & consumer durable goods.	<b>Required</b> <ul style="list-style-type: none"> <li>• Written Submission</li> <li>• Video Presentation (max. 2 mins)</li> <li>• Digital Presentation Image</li> <li>• Client Endorsement Letter</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> </ul>
<b>BE02 Automotive</b> Vehicles, boats, and other automotive including automotive accessories.	
<b>BE03 Retail, Leisure &amp; Entertainment</b> Retail stores including online stores, restaurants including cafes & bars. Transportation & travel services, hotel & resorts, sports, gaming, gambling, and other recreational facilities, festivals & events, museums. Film, music, publications, broadcasting stations, digital platforms, streaming service providers, podcasts, music services, and other media & entertainment services.	
<b>BE04 Finance, Business &amp; Commercial Public Services</b> Financial & investment institutions, insurance, and real estate. B2B, B2C, and other professional business services. Commercial Public Services including telecommunications, waste management, education, law enforcement, utilities, healthcare.	
<b>BE05 Corporate Image &amp; Corporate Social Responsibility</b> Brand's concerted effort and commitment to address social, environmental, or economic issues for the betterment of society and also increases positive corporate image.	
<b>BE06 Public Services &amp; Cause Appeals</b> Announcements by non-profit organisations, foundations, charities, or NGOs to raise awareness, change public attitudes, or change behaviour on health & safety, environmental issues, societal issues, and public services issues.	





USE OF MEDIA	MATERIALS *** see Guideline <a href="#">here</a>
<b>BE07 Guerrilla Marketing &amp; Stunts</b> Guerrilla marketing tactics, stunts (publicity stunts, street stunts), pop-up events to drive consumer engagement.	<b>Required</b> <ul style="list-style-type: none"> <li>• Written Submission</li> <li>• Video Presentation (max. 2 mins)</li> <li>• Digital Presentation Image</li> <li>• Client Endorsement Letter</li> </ul>
<b>BE08 Live Experiences &amp; Events</b> Big-scale events such as sport events, live shows, festivals, concerts, corporate entertainment, built stages, etc. to engage consumers.	
<b>BE09 Exhibitions &amp; Installations</b> Space utilisation or use of a more permanent feature to drive consumer engagement, including galleries, exhibitions, fairs, trade shows, vending machines, floor graphics, transit advertising, etc. <b>Note: Works entered into BE09 cannot be re-entered into Digital Installations (BE17).</b>	
<b>BE10 Ambient: Small Scale</b> Items in bars & restaurants, glasses, beer mats & ashtrays, petrol pumps, flyers, stickers, signage, door hangers. <b>Note: 'Small Scale' refers to the physical size of the object, not the quantitative volume or scale of distribution.</b>	<b>Required</b> <ul style="list-style-type: none"> <li>• Written Submission</li> <li>• Video Presentation (max. 2 mins)</li> <li>• Digital Presentation Image</li> <li>• Client Endorsement Letter</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• Actual Work</li> <li>• Demo Video (max. 1 min)</li> </ul>
<b>BE11 Ambient: Large Scale</b> Non-traditional outdoor/3D billboards including non-standard shaped sites, ticket barriers, signage, wallscape, digital billboards, window clings, building wrapping, helicopter banners and executions that utilise a space or an existing permanent feature, etc. <b>Note: 'Large Scale' refers to the physical size of the object, not the quantitative volume or scale of distribution.</b>	<b>Required</b> <ul style="list-style-type: none"> <li>• Written Submission</li> <li>• Video Presentation (max. 2 mins)</li> <li>• Digital Presentation Image</li> <li>• Client Endorsement Letter</li> </ul>
<b>BE12 In-Store Experience</b> In-store communications including product & shelf display, in-store merchandising & promotion, pop-up stores, events, sampling, etc. designed to drive consumer engagement with a brand.	
<b>BE13 Use of Film &amp; Audio</b> Cinema, TV, online film or radio & audio.	<b>Required</b> <ul style="list-style-type: none"> <li>• Written Submission</li> <li>• Video Presentation (max. 2 mins)</li> <li>• Digital Presentation Image</li> <li>• Client Endorsement Letter</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> </ul>





USE OF MEDIA	MATERIALS *** see Guideline <a href="#">here</a>
<b>BE14 Use of Print &amp; Conventional Outdoor</b> Magazines, newspapers, inserts, trade journals, other printed collaterals, posters, billboards, etc.	<b>Required</b> <ul style="list-style-type: none"> <li>• Written Submission</li> <li>• Video Presentation (max. 2 mins)</li> <li>• Digital Presentation Image</li> <li>• Client Endorsement Letter</li> </ul>
<b>BE15 Use of Mobile &amp; Devices</b> Use of technology for mobile or other portable devices such as mobile applications, widgets, Bluetooth and geolocation technology (RFID, NFC, GPS), QR codes, etc. The work should show how it engages the consumer and lead to interaction with the brand.	<b>Required</b> <ul style="list-style-type: none"> <li>• Written Submission</li> <li>• Video Presentation (max. 2 mins)</li> <li>• Digital Presentation Image</li> <li>• Client Endorsement Letter</li> </ul>
<b>BE16 Use of Digital &amp; Social Platforms</b> Digital (websites, microsites, banners ads, eDMs, messaging, search engine and viral campaigns & social platforms (social media platforms, networking sites, social activities, streaming platforms, online communities, blogs, etc.) that enhance brand experience or engagement.	<b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> </ul>

TECHNOLOGY	MATERIALS *** see Guideline <a href="#">here</a>
<b>BE17 Digital Installations</b> Immersive digital experiences and events which are set up to engage and interact with consumers including VR/AR installations, multi-screen, multidimensional experience, etc. <b>Note: Works entered into BE17 cannot be re-entered into Exhibitions &amp; Installations (BE09).</b>	<b>Required</b> <ul style="list-style-type: none"> <li>• Written Submission</li> <li>• Video Presentation (max. 2 mins)</li> <li>• Digital Presentation Image</li> <li>• Client Endorsement Letter</li> </ul>
<b>BE18 Emerging Technology &amp; Tech-led Brand Experience</b> Use of existing or emerging technology such as AI, new realities (VR, AR, MR, XR), gamification, virtual worlds, wearable technology, geolocation technology (RFID, NFC, GPS), voice activated technology, blockchain technology, etc. to engage consumers and enhance the consumer experience with the brand. <b>Note: Emerging Technology doesn't include prototypes of early stage technology.</b>	<b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> </ul>
<b>BE19 Branded Games</b> Branded games that target and engage consumers through games including, but not limited to online games, mobile games, apps, to enhance the consumer experience with the brand.	



STRATEGY		MATERIALS	
		*** see Guideline <a href="#">here</a>	
<b>BE20 Launch/Re-Launch</b>	Launch or re-launched a brand, product or service.	<b>Required</b> <ul style="list-style-type: none"><li>• Written Submission</li><li>• Video Presentation (max. 2 mins)</li><li>• Digital Presentation Image</li><li>• Client Endorsement Letter</li></ul> <b>Optional</b> <ul style="list-style-type: none"><li>• URL</li></ul>	
<b>BE21 Competitions &amp; Promotions</b>	Competitions or promotional incentives used to drive consumer engagement with a brand.		
<b>BE22 Sponsorship &amp; Brand Partnership</b>	Partnerships and/or sponsorships that create immediate and long-term brand experiences or activations.		
<b>BE23 Customer Acquisition &amp; Retention</b>	Consumer engagement that effectively attracts, maintains, or strengthens customer relationships with the brand. <b>Note: Entrants must indicate how the campaign successfully retains consumer loyalty (eligibility period: past 2 years).</b>		

CAMPAIGN EXCELLENCE		MATERIALS	
		*** see Guideline <a href="#">here</a>	
<b>BE24 Integrated Brand Experience Campaign</b>	Campaign that effectively and seamlessly utilises multiple mediums/channels to enhance and enrich consumer experience and engagement.	<b>Required</b> <ul style="list-style-type: none"><li>• Written Submission</li><li>• Video Presentation (max. 2 mins)</li><li>• Digital Presentation Image</li><li>• Client Endorsement Letter</li></ul> <b>Optional</b> <ul style="list-style-type: none"><li>• URL</li><li>• Actual Work</li><li>• Demo Video (max. 1 min)</li></ul>	
<b>BE25 Resilience Through Creativity</b>	Ideas and creative solutions that demonstrate the brand's resilience and resolve in the face of challenges such as budget constraints, changes in market conditions, societal issues, and/or changes in consumer behaviour.		

LOTUS ROOTS		MATERIALS	
		*** see Guideline <a href="#">here</a>	
<b>LRBE Lotus Roots</b>	The Lotus Roots is an award unique to ADFEST that is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, language, insights, or context. Lotus Roots recognizes works that preserve and celebrate the rich heritage and value of each local culture.	<b>Required</b> <ul style="list-style-type: none"><li>• Written Submission</li><li>• Cultural Context Explanation</li><li>• Video Presentation (max. 2 mins)</li><li>• Digital Presentation Image</li><li>• Client Endorsement Letter</li></ul> <b>Optional</b> <ul style="list-style-type: none"><li>• URL</li><li>• Actual Work</li><li>• Demo Video (max. 1 min)</li></ul>	



The Commerce Lotus awards creative and innovative solutions to enhance the consumer experience and drive business sales including both offline commerce and eCommerce (Social Commerce, mCommerce, or Digital Commerce).

The decision of the Juries on Commerce Lotus winner will be based on 4 criteria and weighted as follow:

- Creativity/Idea/Insight 30%
- Strategy 20%
- Execution 20%
- Results 30%

Each campaign/set of execution constitutes one entry.

PRODUCTS & SERVICES <b>*NEW*</b>	MATERIALS *** see Guideline <a href="#">here</a>
<b>CM01 Consumer Goods</b> Food & beverages, beauty & healthcare products, pharmaceutical products, household maintenance & cleaning products, electronics & appliances, home decoration & furniture, fashion, toys, sportswear & equipment, other FMCG & consumer durable goods.	<b>Required</b> <ul style="list-style-type: none"> <li>• Written Submission</li> <li>• Video Presentation (max. 2 mins)</li> <li>• Digital Presentation Image</li> <li>• Client Endorsement Letter</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> </ul>
<b>CM02 Automotive</b> Vehicles, boats, and other automotive including automotive accessories.	
<b>CM03 Retail, Leisure &amp; Entertainment</b> Retail stores including online stores, restaurants including cafes & bars. Transportation & travel services, hotel & resorts, sports, gaming, gambling, and other recreational facilities, festivals & events, museums. Film, music, publications, broadcasting stations, digital platforms, streaming service providers, podcasts, music services, and other media & entertainment services.	
<b>CM04 Finance, Business &amp; Commercial Public Services</b> Financial & investment institutions, insurance, and real estate. B2B, B2C, and other professional business services. Commercial Public Services including telecommunications, waste management, education, law enforcement, utilities, healthcare.	
<b>CM05 Corporate Image &amp; Corporate Social Responsibility</b> Brand's concerted effort and commitment to address social, environmental, or economic issues for the betterment of society and also increases positive corporate image.	
<b>CM06 Public Services &amp; Cause Appeals</b> Announcements by non-profit organisations, foundations, charities, or NGOs to raise awareness, change public attitudes, or change behaviour on health & safety, environmental issues, societal issues, and public services issues.	



CHANNEL	MATERIALS *** see Guideline <a href="#">here</a>
<b>CM07 eCommerce Websites</b> Creative utilisation of websites to drive business sales.	<b>Required</b> <ul style="list-style-type: none"> <li>• Written Submission</li> <li>• URL</li> <li>• Video Presentation (max. 2 mins)</li> <li>• Digital Presentation Image</li> <li>• Client Endorsement Letter</li> </ul>
<b>CM08 Social &amp; Influencer Commerce</b> Creative utilisation of online social platforms or influencers to engage consumers to drive business sales.	
<b>CM09 mCommerce</b> Creative utilisation of application of mobile commerce to drive business sales. This may include, but not limited, to apps, wallets, reward/loyalty programs.	
<b>CM10 Entertainment Commerce</b> Campaign that effectively combines entertainment content and commerce to engage consumers and drive business sales. Includes brand partnerships and collaborations, theatre, gaming, sports, music, virtual worlds, etc.	<b>Required</b> <ul style="list-style-type: none"> <li>• Written Submission</li> <li>• Video Presentation (max. 2 mins)</li> <li>• Digital Presentation Image</li> <li>• Client Endorsement Letter</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> </ul>
<b>CM11 Sustainable Commerce</b> Application of environmentally friendly and sustainable commerce practices including use of sustainable/recycled materials for products or packaging, eco-friendly supply chain and logistics, waste management and recycling practices, use of clean energy, etc.	
<b>CM12 Innovative Commerce</b> Innovative and inventive use of new or existing platforms, technology, or channels to drive business sales.	

EXPERIENCE & ENGAGEMENT	MATERIALS *** see Guideline <a href="#">here</a>
<b>CM13 In-Store Experiences</b> In-store communications including product & shelf display, in-store merchandising & promotion, pop-up stores, events, sampling, etc. that drive business sales.	<b>Required</b> <ul style="list-style-type: none"> <li>• Written Submission</li> <li>• Video Presentation (max. 2 mins)</li> <li>• Digital Presentation Image</li> <li>• Client Endorsement Letter</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> </ul>
<b>CM14 Customer Targeting</b> Campaign that creatively and effectively target, engage, or retain consumers to enhance their experience and drive business sales including relevant content, promotions, incentives, etc.	



TECHNOLOGY		MATERIALS	
		*** see Guideline <a href="#">here</a>	
<b>CM15 Use of Technology</b> Campaign that effectively utilises immersive and emerging technology such as AI, new realities (VR, AR, MR, XR), gamification, virtual worlds, wearable technology, geolocation technology (RFID, NFC, GPS), voice activated technology, blockchain technology, and all other emerging technology to drive business sales. <b>Note: Emerging Technology doesn't include prototypes of early stage technology.</b>		<b>Required</b> <ul style="list-style-type: none"><li>Written Submission</li><li>Video Presentation (max. 2 mins)</li><li>Digital Presentation Image</li><li>Client Endorsement Letter</li></ul> <b>Optional</b> <ul style="list-style-type: none"><li>URL</li></ul>	
<b>CM16 Payment Solutions</b> Campaign that creatively and innovatively offers payment solutions that motivate consumer purchases or ease consumer purchasing experience including biometric verification technology, blockchain technology, softwares, apps, digital wallets, interactive & touch technology, customer reward automation, etc. <b>Note: This doesn't include prototypes of early stage technology.</b>			
STRATEGY		MATERIALS	
		*** see Guideline <a href="#">here</a>	
<b>CM17 Customer Acquisition &amp; Retention</b> Campaign that effectively attracts, maintains, or strengthens customer relationships to drive engagement and business sales. Includes online and offline commerce such as competitions, promotional incentives, geofencing, app, use of social & digital platforms, etc. <b>Note: Entrants must indicate how the campaign successfully retain consumer loyalty (eligibility period: past 2 years).</b>		<b>Required</b> <ul style="list-style-type: none"><li>Written Submission</li><li>Video Presentation (max. 2 mins)</li><li>Digital Presentation Image</li><li>Client Endorsement Letter</li></ul> <b>Optional</b> <ul style="list-style-type: none"><li>URL</li></ul>	
CAMPAIGN EXCELLENCE		MATERIALS	
		*** see Guideline <a href="#">here</a>	
<b>CM18 Breakthrough in Commerce *NEW*</b> Campaign or brand that creatively and innovatively utilised new commerce solutions to change or disrupt the consumer behaviour. It celebrates work that goes beyond convention—introducing new ideas, formats, technologies, or creative solutions that shift the possibilities of what commerce campaigns can achieve.		<b>Required</b> <ul style="list-style-type: none"><li>Written Submission</li><li>Video Presentation (max. 2 mins)</li><li>Digital Presentation Image</li><li>Client Endorsement Letter</li></ul> <b>Optional</b> <ul style="list-style-type: none"><li>URL</li></ul>	
<b>CM19 Integrated Commerce</b> Effective and seamless utilisation and integration of multiple platforms, technology, or channels.			
<b>CM20 Resilience Through Creativity</b> Ideas and creative solutions that demonstrate the brand's resilience and resolve in the face of challenges such as budget constraints, changes in market conditions, societal issues, and/or changes in consumer behaviour.			



## LOTUS ROOTS

## MATERIALS

\*\*\* see Guideline [here](#)

### LRCM Lotus Roots

The Lotus Roots is an award unique to ADFEST that is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, language, insights, or context. Lotus Roots recognizes works that preserve and celebrate the rich heritage and value of each local culture.

### Required

- Written Submission
- Cultural Context Explanation
- Video Presentation (max. 2 mins)
- Digital Presentation Image
- Client Endorsement Letter

### Optional

- URL



The Creative Strategy Lotus awards creative problem solving with perceptive insights to devise a creative strategy that enhances that brand.

The decision of the Juries on Creative Strategy Lotus winner will be based on 4 criteria and weighted as follow:

- Insight 30%
- Creative Strategy 30%
- Creative Idea 20%
- Results 20%

Each campaign/set of execution constitutes one entry.

PRODUCTS & SERVICES	MATERIALS *** see Guideline <a href="#">here</a>
<b>CS01 Consumer Goods</b> Food & beverages, beauty & healthcare products, pharmaceutical products, household maintenance & cleaning products, electronics & appliances, home decoration & furniture, fashion, toys, sportswear & equipment, other FMCG & consumer durable goods.	<b>Required</b> <ul style="list-style-type: none"> <li>• Written Submission</li> <li>• Video Presentation (max. 2 mins)</li> <li>• Digital Presentation Image</li> <li>• Client Endorsement Letter</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> </ul>
<b>CS02 Automotive</b> Vehicles, boats, and other automotive including automotive accessories.	
<b>CS03 Retail, Leisure &amp; Entertainment</b> Retail stores including online stores, restaurants including cafes & bars. Transportation & travel services, hotel & resorts, sports, gaming, gambling, and other recreational facilities, festivals & events, museums. Film, music, publications, broadcasting stations, digital platforms, streaming service providers, podcasts, music services, and other media & entertainment services.	
<b>CS04 Finance, Business &amp; Commercial Public Services</b> Financial & investment institutions, insurance, and real estate. B2B, B2C, and other professional business services. Commercial Public Services including telecommunications, waste management, education, law enforcement, utilities, healthcare.	
<b>CS05 Corporate Image &amp; Corporate Social Responsibility</b> Brand's concerted effort and commitment to address social, environmental, or economic issues for the betterment of society and also increases positive corporate image.	
<b>CS06 Public Services &amp; Cause Appeals</b> Announcements by non-profit organisations, foundations, charities, or NGOs to raise awareness, change public attitudes, or change behaviour on health & safety, environmental issues, societal issues, and public services issues.	





## DATA, INSIGHT & BRAND PARTNERSHIP

## MATERIALS

\*\*\* see Guideline [here](#)

### CS07 Use of Data

Campaign that creatively utilises research, data or actionable insight in the formulation of the creative strategy.

### CS08 Audience Insight

Campaign that creatively utilises audience/consumer insights and behaviours to formulate and tailor the creative strategy to more effectively resonate with the audience/consumer. Entries should indicate how the insights are attributed to the success of the creative strategy.

### CS09 Contextual Insight

Campaign that creatively utilises contextual, local, cultural, or societal insights and behaviours to formulate and tailor the creative strategy to more effectively resonate with the market. Entries should indicate how the insights are attributed to the success of the creative strategy.

### CS10 Collaboration & Partnership

Campaign that creatively utilises brand collaboration or partnership with individuals, influencers, or other organisations in the formulation of the creative strategy.

### Required

- Written Submission
- Video Presentation (max. 2 mins)
- Digital Presentation Image
- Client Endorsement Letter

### Optional

- URL

## CAMPAIGN EXCELLENCE

## MATERIALS

\*\*\* see Guideline [here](#)

### CS11 Breakthrough in Creative Strategy

Game-changing creative strategy that redefines conventions and sets the brand apart from its competitors. It celebrates work that goes beyond convention—introducing new ideas, formats, technologies, or creative strategies that shift the possibilities of creative problem solving with perceptive insights to devise a creative strategy can achieve.

### CS12 Breakthrough on a Budget

Campaign that creatively and effectively formulates its strategy in the face of limited budget and resources to overcome the challenges. Entries should make clear the challenges and limited resources faced by the campaign.

### CS13 Long-Term Strategy

Campaign that demonstrates long-term creative strategic plan in achieving specified objectives over the years.

**Note: Entrants must indicate how the long-term strategy was part of a longer term campaign (eligibility period: past 3 years).**

### CS14 Gutsy Strategy

Campaign strategy that demonstrates bravery and boldness in its approach to set the brand apart.

### CS15 Resilience Through Creativity

Ideas and creative solutions that demonstrate the brand's resilience and resolve in the face of challenges such as budget constraints, changes in market conditions, societal issues, and/or changes in consumer behaviour.

### Required

- Written Submission
- Video Presentation (max. 2 mins)
- Digital Presentation Image
- Client Endorsement Letter

### Optional

- URL





## LOTUS ROOTS

## MATERIALS

\*\*\* see Guideline [here](#)

### LRCS Lotus Roots

The Lotus Roots is an award unique to ADFEST that is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, language, insights, or context. Lotus Roots recognizes works that preserve and celebrate the rich heritage and value of each local culture.

### Required

- Written Submission
- Cultural Context Explanation
- Video Presentation (max. 2 mins)
- Digital Presentation Image
- Client Endorsement Letter

### Optional

- URL



The Design Lotus awards works of design craftsmanship where the design elevates the brand communication objectives.

The decision of the Juries on Design Lotus winner will be based on the following criteria:

## Design-based with no Functionality

Creativity/Idea/Insight	40%
Execution & Craft	30%
Brand Engagement & Justification	30%

## Design-based with Functionality

Creativity/Idea/Insight	30%
Execution & Craft	30%
Brand Engagement & Justification	20%
Functionality	20%

Each campaign/set of execution constitutes one entry.

BRANDING	MATERIALS *** see Guideline <a href="#">here</a>
<b>DE01 New Brand Identity</b> Design of a new brand or corporate identity for any product, service or organisation. <i>Note: Works entered into DE01 cannot be re-entered into Rebrand of an existing Brand (DE02).</i>	<b>Required</b> <ul style="list-style-type: none"> <li>Digital Presentation Image</li> <li>Client Endorsement Letter</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>Video Presentation (max. 2 mins)</li> <li>Actual Work</li> <li>Demo Video (max. 1 min)</li> </ul>
<b>DE02 Rebrand of an Existing Brand</b> Design to rebrand an existing brand identity for any product, service or organisation. <i>Note: Works entered into DE02 cannot be re-entered into New Brand Identity (DE01). Previous brand identity design should be provided for reference.</i>	

PRODUCT DESIGN	MATERIALS *** see Guideline <a href="#">here</a>
Design that creatively and effectively integrates form and function. Products include FMCG, durable consumer goods, appliances, and automotive products.	<b>Required</b> <ul style="list-style-type: none"> <li>Digital Presentation Image</li> <li>Client Endorsement Letter</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>Video Presentation (max. 2 mins)</li> <li>Actual Work</li> <li>Demo Video (max. 1 min)</li> </ul>
<b>DE03 Product Design: Consumer Products</b> Design that enhances the brand value and experience. How the scale of the creative idea and execution fits the scale of the problem; how the idea works for the particular brand, production execution, and the form and functionality of the design will also be considered.	
<b>DE04 Product Design: Innovative Design</b> Innovative design that redefines or explores inventive utilisation of technology, production process, or use of materials to create a functional and practical product. <i>Note: Works must be at least at the prototype stage to be eligible to enter. Conceptual ideas are not eligible. For prototype works, potential for scalability and production execution will also be considered.</i>	
<b>DE05 Product Design: Sustainable Design</b> Product design that addresses social or environmental issues and introduces long-term solutions to raise the standard and quality of life. Includes environmental and sustainable energy, education, health & hygiene, disaster relief, etc. solutions. <i>Note: Works must be at least at the prototype stage to be eligible to enter. Conceptual ideas are not eligible. For prototype works, potential for scalability and production execution will also be considered.</i>	



PACKAGING DESIGN		MATERIALS
		*** see Guideline <a href="#">here</a>
<b>DE06 Packaging Design: Consumer Products</b> Packaging design of physical products used for promotion, sales, or displays.	<b>Required</b> <ul style="list-style-type: none"><li>• Digital Presentation Image</li><li>• Client Endorsement Letter</li></ul> <b>Optional</b> <ul style="list-style-type: none"><li>• Video Presentation (max. 2 mins)</li><li>• Actual Work</li><li>• Demo Video (max. 1 min)</li></ul>	
<b>DE07 Packaging Design: Sustainable Design</b> Packaging design that aims to reduce harm on the environment including, but not limited to, materials used, resource & energy consumption, and production process. This includes recyclable or compostable materials, multi-use packaging, or refurbish materials.  <b>Note: Works must be at least at the prototype stage to be eligible to enter. Conceptual ideas are not eligible. For prototype works, potential for scalability and production execution will also be considered.</b>		

COMMUNICATION DESIGN		MATERIALS
		*** see Guideline <a href="#">here</a>
<b>DE08 Brand Collateral &amp; Publications</b> Physical brand collateral materials e.g.stationary, direct mail, calendars, flyers, leaflets, tickets, postcards, invitations, greetings cards, books, magazines, reports, catalogues, brochures, press kits, etc. <b>Note: E-Book and online publication are not eligible and should be submitted to DE18: Digital &amp; Interactive Design.</b>	<b>Required</b> <ul style="list-style-type: none"><li>• Digital Presentation Image</li><li>• Client Endorsement Letter</li></ul> <b>Optional</b> <ul style="list-style-type: none"><li>• Video Presentation (max. 2 mins)</li><li>• Actual Work</li><li>• Demo Video (max. 1 min)</li></ul>	
<b>DE09 Poster</b> Printed poster design. <b>Note: Digital poster is not eligible and should be submitted into DE18: Digital &amp; Interactive Design.</b>	<b>Required</b> <ul style="list-style-type: none"><li>• Digital Presentation Image or Digital Image</li><li>• Client Endorsement Letter</li></ul> <b>Optional</b> <ul style="list-style-type: none"><li>• Video Presentation (max. 2 mins)</li><li>• Actual Work</li><li>• Demo Video (max. 1 min)</li></ul>	
<b>DE10 Type Design</b> Design and creation of new typefaces including font styles and font families.	<b>Required</b> <ul style="list-style-type: none"><li>• Digital Presentation Image or Digital Image</li><li>• Client Endorsement Letter</li></ul> <b>Optional</b> <ul style="list-style-type: none"><li>• Video Presentation (max. 2 mins)</li><li>• Actual Work</li><li>• Demo Video (max. 1 min)</li></ul>	
<b>DE11 Illustration</b>		
<b>DE12 Self-Promotion</b> Design of collateral, souvenir, products, etc. for own company’s or client’s promotion.		
<b>DE13 Limited Special Editions</b> Special edition products designed and produced in a limited quantity for a one-time occasion.	<b>Required</b> <ul style="list-style-type: none"><li>• Digital Presentation Image</li><li>• Client Endorsement Letter</li></ul> <b>Optional</b> <ul style="list-style-type: none"><li>• URL</li><li>• Video Presentation (max. 2 mins)</li><li>• Actual Work</li><li>• Demo Video (max. 1 min)</li></ul>	



EXPERIENTIAL DESIGN		MATERIALS *** see Guideline <a href="#">here</a>
<b>DE14 Point of Sale: Small Scale</b> In-store communications including product & shelf display, in-store merchandising, signage, poster, POS communication, structural graphics, retail bags & boxes, etc. designed to drive sales at point of purchase. <i>Note: 'Small Scale' refers to the physical size of the object, not the quantitative volume or scale of distribution.</i>		<b>Required</b> <ul style="list-style-type: none"> <li>Digital Presentation Image or Digital Image</li> <li>Client Endorsement Letter</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>Video Presentation (max. 2 mins)</li> <li>Actual Work</li> <li>Demo Video (max. 1 min)</li> </ul>
<b>DE15 Point of Sale: Large Scale</b> Permanent or temporary construction including retail & specialist stores, pop-up stores, installations, etc. at point of purchase. <i>Note: 'Large Scale' refers to the physical size of the object, not the quantitative volume or scale of distribution.</i>		
<b>DE16 Exhibitions, Events &amp; Public Environment</b> Exhibitions, installations, festivals, events, expos, trade fairs, galleries & museums, office & residential spaces, transportation & transit spaces.		<b>Required</b> <ul style="list-style-type: none"> <li>Video Presentation (max. 2 mins)</li> <li>Digital Presentation Image</li> <li>Client Endorsement Letter</li> </ul>
DIGITAL DESIGN		MATERIALS *** see Guideline <a href="#">here</a>
<b>DE17 Motion Design</b> Motion graphics, video, moving images, animation.		<b>Required</b> <ul style="list-style-type: none"> <li>Original Work</li> <li>Digital Presentation Image</li> <li>Client Endorsement Letter</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>Video Presentation (max. 2 mins)</li> </ul>
<b>DE18 Digital &amp; Interactive Design</b> Design created for the digital platform to enhance customer journey and experience. Includes static graphic, icon, websites, microsites, digital poster, digital publications, apps and digital installations.		
<b>DE19 Social Related Design</b> Campaign that drives social media engagement through creative design, including, but not limited to, campaigns on Facebook, Instagram, X, TikTok, Snapchat, and other social platforms.		
INNOVATION		MATERIALS *** see Guideline <a href="#">here</a>
<b>DE20 Innovative Design</b> Innovative design that redefines or explores inventive utilisation of technology, production process, or use of materials. <i>Note: Works must be at least at the prototype stage to be eligible to enter. Conceptual ideas are not eligible. For prototype works, potential for scalability and production execution will also be considered.</i>		<b>Required</b> <ul style="list-style-type: none"> <li>Video Presentation (max. 2 mins)</li> <li>Digital Presentation Image</li> <li>Client Endorsement Letter</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Actual Work</li> <li>Demo Video (max. 1 min)</li> </ul>



## INNOVATION

### MATERIALS

\*\*\* see Guideline [here](#)

#### DE21 Sustainable Design

Innovative design that tackles social and environmental issues, offering long-term sustainable solutions that create lasting, positive change including, but not limited to, sustainable energy, education, health and hygiene, and disaster relief solutions.

**Note: Works must be at least at the prototype stage to be eligible to enter. Conceptual ideas are not eligible. For prototype works, potential for scalability and production execution will also be considered.**

#### Required

- Video Presentation (max. 2 mins)
- Digital Presentation Image
- Client Endorsement Letter

#### Optional

- URL
- Actual Work
- Demo Video (max. 1 min)

## CAMPAIGN EXCELLENCE

### MATERIALS

\*\*\* see Guideline [here](#)

#### DE22 Integrated Design Campaign

Campaign that effectively and seamlessly utilises multiple mediums.

#### DE23 Inclusive Design **\*NEW\***

Design that addresses accessibility and engagement for diverse audiences, demonstrating inclusive design principles that reflect the needs of individuals with disabilities, underrepresented communities, and various socio-cultural backgrounds.

#### DE24 Resilience Through Creativity

Ideas and creative solutions that demonstrate the brand's resilience and resolve in the face of challenges such as budget constraints, changes in market conditions, societal issues, and/or changes in consumer behaviour.

#### Required

- Video Presentation (max. 2 mins)
- Digital Presentation Image
- Client Endorsement Letter

#### Optional

- URL
- Actual Work
- Demo Video (max. 1 min)

## LOTUS ROOTS

### MATERIALS

\*\*\* see Guideline [here](#)

#### LRDE Lotus Roots

The Lotus Roots is an award unique to ADFEST that is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, language, insights, or context. Lotus Roots recognizes works that preserve and celebrate the rich heritage and value of each local culture.

#### Required

- Cultural Context Explanation
- Video Presentation (max. 2 mins)
- Digital Presentation Image or Digital Image
- Client Endorsement Letter

#### Optional

- URL
- Original Work
- Actual Work
- Demo Video (max. 1 min)



The Digital & Social Lotus awards creative utilisation of the digital and social media platforms as well as its tools and capabilities to engage and enhance the consumer experience. The decision of the juries will focus on the creative idea, execution and consumer engagement.

Each campaign/set of execution constitutes one entry

PRODUCTS & SERVICES <b>*NEW*</b>	MATERIALS *** see Guideline <a href="#">here</a>
<b>DI01 Consumer Goods</b> Food & beverages, beauty & healthcare products, pharmaceutical products, household maintenance & cleaning products, electronics & appliances, home decoration & furniture, fashion, toys, sportswear & equipment, other FMCG & consumer durable goods.	<b>Required</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Video Presentation (max. 2 mins)</li> <li>• Digital Presentation Image</li> <li>• Client Endorsement Letter</li> </ul>
<b>DI02 Automotive</b> Vehicles, boats, and other automotive including automotive accessories.	
<b>DI03 Retail, Leisure &amp; Entertainment</b> Retail stores including online stores, restaurants including cafes & bars. Transportation & travel services, hotel & resorts, sports, gaming, gambling, and other recreational facilities, festivals & events, museums. Film, music, publications, broadcasting stations, digital platforms, streaming service providers, podcasts, music services, and other media & entertainment services.	
<b>DI04 Finance, Business &amp; Commercial Public Services</b> Financial & investment institutions, insurance, and real estate. B2B, B2C, and other professional business services. Commercial Public Services including telecommunications, waste management, education, law enforcement, utilities, healthcare.	
<b>DI05 Corporate Image &amp; Corporate Social Responsibility</b> Brand's concerted effort and commitment to address social, environmental, or economic issues for the betterment of society and also increases positive corporate image.	
<b>DI06 Public Services &amp; Cause Appeals</b> Announcements by non-profit organisations, foundations, charities, or NGOs to raise awareness, change public attitudes, or change behaviour on health & safety, environmental issues, societal issues, and public services issues.	





## FILM & SERIES

Note: The same work can only be entered ONCE in Film & Series

### DI07 Social Film

Film specifically created for social platforms for widespread sharing. Juries will take into account the number of views.

### DI08 Social Film Series

Film series specifically created for social platforms for widespread sharing. Juries will take into account the number of views.

**Note: All episodes should be uploaded in a single video file with 3 seconds black between each episode.**

## MATERIALS

\*\*\* see Guideline [here](#)

### Required

- URL
- Original Film
- Digital Presentation Image
- Client Endorsement Letter

### Optional

- Video Presentation (max. 2 mins)

## SOCIAL ENGAGEMENT

Work will be judged specifically on how well social platforms were utilised in its execution.

## MATERIALS

\*\*\* see Guideline [here](#)

### DI09 Community Engagement & Management

Campaign that effectively utilises social media platforms, networking sites, social activities, etc. to target, build, engage, or maintain online communities to build and enhance consumers relationship with the brand.

### Required

- URL
- Video Presentation (max. 2 mins)
- Digital Presentation Image
- Client Endorsement Letter

### DI10 Real-time Response

Campaign that effectively utilises social media platforms, networking sites, social activities, etc. to call for real-time response and social engagement.

### Required

- URL
- Video Presentation (max. 2 mins)
- Digital Presentation Image
- Client Endorsement Letter

### DI11 Use of Data

Campaign that effectively utilises data and insights on social platforms, mobile and other portable devices to engage consumers socially to enhance their relationship with the brand.

### Optional

- Demo Video (max. 1 min)

### DI12 Brand Storytelling

Campaign that effectively engages consumers on social platforms through storytelling to enhance consumer relationship with the brand.

### Required

- URL
- Video Presentation (max. 2 mins)
- Digital Presentation Image
- Client Endorsement Letter

### DI13 Social Commerce

Campaign that effectively utilises social media platforms, networking sites, social activities, etc. to drive eCommerce or mCommerce sales.

### DI14 Social Purpose

Campaign that effectively utilises social media platforms, networking sites, social activities, etc. to call for social engagement or action for a social cause.



CONTENT & INFLUENCERS	MATERIALS
	*** see Guideline <a href="#">here</a>
<b>DI15 User Generated Content</b> Campaign that effectively engages consumers to participate and collaborate with the brand on social platforms to enhance their relationship.	<b>Required</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Video Presentation (max. 2 mins)</li> <li>• Digital Presentation Image</li> <li>• Client Endorsement Letter</li> </ul>
<b>DI16 Content Placement</b> Campaign that effectively manages content placement on social platforms to engage consumers and enhance their relationship with the brand.	
<b>DI17 Use of Influencer</b> Campaign that effectively utilises or collaborates with talents, celebrities, influencers, KOLs, creators, etc. on digital & social platforms to create synergy that engage consumers and enhance their relationship with the brand.	
<b>DI18 Cross-Channel Storytelling *NEW*</b> Campaign that effectively utilises or partners with creators to develop cohesive narratives that seamlessly span digital, social, and traditional media. Entries should demonstrate how creators' authentic voices and distinctive content have been harnessed to engage diverse audiences, amplify reach, and deliver a unified brand message with measurable impact across multiple touchpoints.	
<b>DI19 Organic Reach &amp; Influence</b> Campaign that effectively achieves organic reach on social platforms, and campaign is picked-up by celebrities, influencers, KOLs, creators, etc. to further expand campaign's reach.	

MOBILE & PORTABLE DEVICES *NEW*	MATERIALS
	*** see Guideline <a href="#">here</a>
<b>DI20 Use of Mobile</b> Campaign centrally led by mobile including mobile websites, apps, games, etc. on mobile and portable devices.	<b>Required</b> <ul style="list-style-type: none"> <li>• URL or URL link to Application</li> <li>• Video Presentation (max. 2 mins)</li> <li>• Digital Presentation Image</li> <li>• Client Endorsement Letter</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• Demo Video (max. 1 min)</li> </ul>
<b>DI21 User Experience for Mobile</b> Campaign that creatively design the user experience on mobile to enhance customer satisfaction and loyalty by improving the usability, ease to use, and pleasure provided in the interaction between the customer and the product.	
<b>DI22 Mobile Games</b> Campaign that effectively utilises gaming or gaming-related design for mobile phones, tablets or any other portable devices, whether pre-installed, downloaded or hosted on a mobile website.	
<b>DI23 Application &amp; Utility</b> Campaign that effectively utilised applications and utilities designed for mobile and portable devices to engage the consumer with the brand. Can be pre-installed, downloaded or distributed.	





## MOBILE & PORTABLE DEVICES **\*NEW\***

### MATERIALS

\*\*\* see Guideline [here](#)

#### DI24 Mobile Technology

Campaign that creatively utilises geolocation technology, proximity technology, immersive and emerging technology, new realities, gamification, virtual worlds, voice activated technology, blockchain technology, wearable technology, connected devices, noise cancellation, interactive & touch technology, and other technology for mobile

**Note: Emerging Technology doesn't include prototypes of early stage technology.**

#### Required

- URL or URL link to Application
- Video Presentation (max. 2 mins)
- Digital Presentation Image
- Client Endorsement Letter

#### Optional

- Demo Video (max. 1 min)

## INNOVATION & TECHNOLOGY

### MATERIALS

\*\*\* see Guideline [here](#)

#### DI25 New Realities & Emerging Technology

Campaign that effectively utilises immersive and emerging technology such as AI, new realities (VR, AR, MR, XR), gamification, virtual worlds, wearable technology, geolocation technology (RFID, NFC, GPS), voice activated technology, blockchain technology, and all other emerging technology to engage consumers on social platforms and enhance their relationship with the brand.

**Note: Emerging Technology doesn't include prototypes of early stage technology.**

#### Required

- URL
- Video Presentation (max. 2 mins)
- Digital Presentation Image
- Client Endorsement Letter

#### Optional

- Demo Video (max. 1 min)

#### DI26 Innovative Use of Social

Campaign that creatively and innovatively utilises social media platforms, networking sites, social activities, online communities, etc. to engage consumers and enhance their relationship with the brand.

## CAMPAIGN EXCELLENCE

### MATERIALS

\*\*\* see Guideline [here](#)

#### DI27 Use of Platform **\*NEW\***

Campaign that appropriately utilises specific features of social media platforms to effectively engage consumers to maximise the impact of a campaign by tailoring content to align with the platform's strengths, audience behaviors, and tools.

#### Required

- URL
- Video Presentation (max. 2 mins)
- Digital Presentation Image
- Client Endorsement Letter

#### DI28 Integrated Digital & Social Campaign

Campaign that effectively and seamlessly utilises multiple social platforms/channels.

#### Optional

- Demo Video (max. 1 min)

#### DI29 Resilience Through Creativity

Ideas and creative solutions that demonstrate the brand's resilience and resolve in the face of challenges such as budget constraints, changes in market conditions, societal issues, and/or changes in consumer behaviour.



## LOTUS ROOTS

## MATERIALS

\*\*\* see Guideline [here](#)

### LRDI Lotus Roots

The Lotus Roots is an award unique to ADFEST that is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, language, insights, or context. Lotus Roots recognizes works that preserve and celebrate the rich heritage and value of each local culture.

### Required

- Cultural Context Explanation
- URL
- Video Presentation (max. 2 mins)
- Digital Presentation Image
- Client Endorsement Letter

### Optional

- Original Work
- Demo Video (max. 1 min)



The Digital Craft Lotus awards technological craftsmanship, where design and function enhance user experience using digital elements and capabilities. The decision of the juries will focus on the creative idea, craftsmanship in its execution and user experience.

Each campaign/set of execution constitutes one entry.

DESIGN	MATERIALS
Overall creative aesthetic value of the work.	*** see Guideline <a href="#">here</a>
<b>CD01 User Interface (UI)</b> User Interface design interaction with consumers that optimises the brand on a digital platform through presentation and overall user experience.	<b>Required</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Video Presentation (max. 2 mins)</li> <li>• Digital Presentation Image</li> <li>• Client Endorsement Letter</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• Original Work</li> <li>• Demo Video (max. 1 min)</li> </ul>
<b>CD02 Video &amp; Moving Image</b> Use of online video, moving images, motion graphics, animation, interactive video, or other digital footage that enhances aesthetic and user experience.	
<b>CD03 Digital Illustration &amp; Image Design</b> Digital Illustration and image design utilised creatively for the digital platform, including 3D modelling, still imagery, photography, artwork, and image manipulation to enhance the user experience.	
<b>CD04 Music &amp; Sound Design</b> Music or Sound Design, including branded music and sound design, utilised creatively to enhance the user experience.	
<b>CD05 Overall Aesthetic Design</b> The overall aesthetic design that enhances the user experience.	

FUNCTION	MATERIALS
Practicality, Functionality & Performance of the work.	*** see Guideline <a href="#">here</a>
<b>CD06 UX &amp; Journey Design</b> How the design fluidly results in the overall cohesive interactive user experience with focus on functionality.	<b>Required</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Video Presentation (max. 2 mins)</li> <li>• Digital Presentation Image</li> <li>• Client Endorsement Letter</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• Original Work</li> <li>• Demo Video (max. 1 min)</li> </ul>
<b>CD07 Native &amp; Built-In Feature Integration</b> Creative utilisation of built-in and existing integral features of a digital device such as mobile, tablet, desktop, laptop, or other digital device including built-in cameras, microphones, touchscreens, Bluetooth, mobile sensors, GPS, etc.	
<b>CD08 Experience Design: Multi-Platform</b> Immersive digital experiences (include both large and small scales) and events designed to engage and/or interact with consumers such as VR, AR, MR, XR, digital installations, motion chairs, multi-screen and multidimensional experiences.	



## DATA & TECHNOLOGY

## MATERIALS

\*\*\* see Guideline [here](#)

### CD09 Use of Data

Campaign that demonstrates and utilises innovative use of data to engage consumers whether through its collection, compilation, development, and/or visualisation to enhance the user experience and/or brand communication. The jury will consider how data is presented or utilised to enhance brand experience.

### CD10 Use of Technology

Campaign that innovatively utilises existing or emerging technology such as chatbots, automation, avatars, virtual influencers, apps, cloud services, etc. to enhance brand experience.

**Note:** This doesn't include prototypes of early stage technology.

### CD11 Use of AI **\*NEW\***

Campaign that innovatively utilises AI including, but not limited to, machine learning, natural language processing, computer vision, predictive analytics, or generative tools—to engage consumers, improve efficiency, and enhance brand experience.

### Required

- URL
- Video Presentation (max. 2 mins)
- Digital Presentation Image
- Client Endorsement Letter

### Optional

- Original Work
- Demo Video (max. 1 min)

## LOTUS ROOTS

## MATERIALS

\*\*\* see Guideline [here](#)

### LRCD Lotus Roots

The Lotus Roots is an award unique to ADFEST that is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, language, insights, or context. Lotus Roots recognizes works that preserve and celebrate the rich heritage and value of each local culture.

### Required

- Cultural Context Explanation
- URL
- Video Presentation (max. 2 mins)
- Digital Presentation Image
- Client Endorsement Letter

### Optional

- Original Work
- Demo Video (max. 1 min)



The Direct Lotus goes beyond the ambit of traditional direct marketing to encompass all or any kind of communication where it is possible to deliver measurable results in the consumer as well as business to business marketing. Direct medium can be used individually or in combination where there is a simple and clear method to measure success. The key to successful Direct communication is “targeted relationship” with measurable results.

The decision of the Juries on Direct Lotus winner will be based on 5 criteria and weighted as follow:

- Creativity/Idea/Insight 40%
- Strategy 10%
- Execution 20%
- Results 20%
- Creative Targeting 10%

Each campaign/set of execution constitutes one entry.

PRODUCTS & SERVICES <b>*NEW*</b>	MATERIALS *** see Guideline <a href="#">here</a>
<b>DM01 Consumer Goods</b> Food & beverages, beauty & healthcare products, pharmaceutical products, household maintenance & cleaning products, electronics & appliances, home decoration & furniture, fashion, toys, sportswear & equipment, other FMCG & consumer durable goods.	<b>Required</b> <ul style="list-style-type: none"> <li>• Written Submission</li> <li>• Video Presentation (max. 2 mins)</li> <li>• Digital Presentation Image</li> <li>• Client Endorsement Letter</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Actual Work</li> <li>• Demo Video (max. 1 min)</li> </ul>
<b>DM02 Automotive</b> Vehicles, boats, and other automotive including automotive accessories.	
<b>DM03 Retail, Leisure &amp; Entertainment</b> Retail stores including online stores, restaurants including cafes & bars. Transportation & travel services, hotel & resorts, sports, gaming, gambling, and other recreational facilities, festivals & events, museums. Film, music, publications, broadcasting stations, digital platforms, streaming service providers, podcasts, music services, and other media & entertainment services.	
<b>DM04 Finance, Business &amp; Commercial Public Services</b> Financial & investment institutions, insurance, and real estate. B2B, B2C, and other professional business services. Commercial Public Services including telecommunications, waste management, education, law enforcement, utilities, healthcare.	
<b>DM05 Corporate Image &amp; Corporate Social Responsibility</b> Brand's concerted effort and commitment to address social, environmental, or economic issues for the betterment of society and also increases positive corporate image.	
<b>DM06 Public Services &amp; Cause Appeals</b> Announcements by non-profit organisations, foundations, charities, or NGOs to raise awareness, change public attitudes, or change behaviour on health & safety, environmental issues, societal issues, and public services issues.	



USE OF DIRECT	MATERIALS *** see Guideline <a href="#">here</a>
<b>DM07 Mailing</b> One-dimensional and multi-dimensional mailing including greeting cards, inserts, samples and pop-ups where there are clear and measurable results.	<b>Required</b> <ul style="list-style-type: none"> <li>• Written Submission</li> <li>• Video Presentation (max. 2 mins)</li> <li>• Digital Presentation Image</li> <li>• Client Endorsement Letter</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• Actual Work</li> <li>• Demo Video (max. 1 min)</li> </ul>
<b>DM08 Film &amp; Audio</b> Film developed for TV, cinema, web, mobile, or outdoor and communication developed for radio or other use of audio media including radio spots, DJ mentions, radio promos, etc. where there are clear and measurable results.	
<b>DM09 Print &amp; Outdoor</b> Print and outdoor communication, where there is a direct call to action and measurable results. Includes magazines, newspapers, posters, billboards, digital screens, etc.	
<b>DM10 Ambient: Small Scale</b> Use of the surrounding area or environment where there are clear and measurable results. Small scale includes glasses, napkins, beer mats, ashtrays, petrol pumps, flyers, stickers, signage, etc. <i>Note: 'Small Scale' refers to the physical size of the object, not the quantitative volume or scale of distribution.</i>	
<b>DM11 Ambient: Large Scale</b> Use of the surrounding area or environment where there are clear and measurable results. Large scale includes supersized and nonstandard shaped sites, floor media, events, live stunts, etc. <i>Note: 'Large Scale' refers to the physical size of the object, not the quantitative volume or scale of distribution.</i>	<b>Required</b> <ul style="list-style-type: none"> <li>• Written Submission</li> <li>• Video Presentation (max. 2 mins)</li> <li>• Digital Presentation Image</li> <li>• Client Endorsement Letter</li> </ul>
<b>DM12 Field Marketing</b> Field marketing targeting consumers face-to-face to build relationships with clear and measurable results including shopper marketing campaigns, on ground promotions, events, sampling, door-2-door campaigns, demo, direct sales, etc.	



DIGITAL		MATERIALS
		*** see Guideline <a href="#">here</a>
<b>DM13 Online &amp; Digital Platforms</b> Use of online and digital platforms including websites, microsites, banners ads, eDMs, messaging, widgets, games, search engine and viral campaigns where the activities have clear and measurable results.	<b><u>Required</u></b> <ul style="list-style-type: none"><li>• Written Submission</li><li>• Video Presentation (max. 2 mins)</li><li>• Digital Presentation Image</li><li>• Client Endorsement Letter</li></ul> <b><u>Optional</u></b> <ul style="list-style-type: none"><li>• URL</li></ul>	
<b>DM14 Use of Social Media Platforms</b> Use of social platforms including social media platforms, networking sites, social activities, streaming platforms, online communities, blogs, etc. with clear and measurable results.		
<b>DM15 Mobile &amp; Devices</b> Use of technology for mobile and portable devices including mobile applications, widgets, bluetooth and geolocation technology (RFID, NFC, GPS), QR codes, etc. with clear and measurable results.		
<b>DM16 Real-time Response</b> Use of direct marketing tools and activities to target consumers to call for real-time response with clear and measurable results.		
<b>DM17 User Generated Content</b> Use of direct marketing tools and activities to engage consumers with clear and measurable consumer engagement, participation, and/or brand collaboration.		

DATA & TECHNOLOGY		MATERIALS
		*** see Guideline <a href="#">here</a>
<b>DM18 Use of Data</b> Campaign that effectively utilises data to identify, profile and target specific consumers to engage and build relationships with consumers with clear and measurable results.	<b>Required</b> <ul style="list-style-type: none"><li>• Written Submission</li><li>• Video Presentation (max. 2 mins)</li><li>• Digital Presentation Image</li><li>• Client Endorsement Letter</li></ul> <b>Optional</b> <ul style="list-style-type: none"><li>• URL</li></ul>	
<b>DM19 New Realities &amp; Emerging Technology</b> Campaign that creatively utilises immersive and emerging technology such as AI, new realities (VR, AR, MR, XR), gamification, virtual worlds, wearable technology, geolocation technology (RFID, NFC, GPS), voice activated technology, blockchain technology, and all other emerging technology to engage consumers with clear and measurable results. <b>Note: Emerging Technology doesn't include prototypes of early stage technology.</b>		
<b>DM20 Use of Games</b> Campaign that effectively utilises gaming including online games, mobile games, in-game experiences, simulations tokens, puzzles, etc. to target specific consumers to engage consumers with clear and measurable results.		





STRATEGY	MATERIALS *** see Guideline <a href="#">here</a>
<b>DM21 Customer Acquisition &amp; Retention</b> Campaign that targets consumers to establish/maintain relationships with the brand or drive consumer loyalty for the brand. <b>Note: Entrants must indicate how the campaign successfully retains consumer loyalty (eligibility period: past 2 years).</b>	<b>Required</b> <ul style="list-style-type: none"> <li>Written Submission</li> <li>Video Presentation (max. 2 mins)</li> <li>Digital Presentation Image</li> <li>Client Endorsement Letter</li> </ul>
<b>DM22 Launch/Re-Launch</b> Campaign created to launch or re-launched a brand, product or service.	

CAMPAIGN EXCELLENCE	MATERIALS *** see Guideline <a href="#">here</a>
<b>DM23 Breakthrough on a Budget *NEW*</b> Campaign that creatively and effectively formulates its strategy in the face of limited budget and resources to overcome the challenges. Entries should make clear the challenges and limited resources faced by the campaign.	<b>Required</b> <ul style="list-style-type: none"> <li>Written Submission</li> <li>Video Presentation (max. 2 mins)</li> <li>Digital Presentation Image</li> <li>Client Endorsement Letter</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Actual Work</li> <li>Demo Video (max. 1 min)</li> </ul>
<b>DM24 Integrated Direct Campaign</b> Campaign that effectively and seamlessly utilises multiple mediums/channels. Entries should include details of measurable results of the campaign.	
<b>DM25 Resilience Through Creativity</b> Ideas and creative solutions that demonstrate the brand's resilience and resolve in the face of challenges such as budget constraints, changes in market conditions, societal issues, and/or changes in consumer behaviour.	

LOTUS ROOTS	MATERIALS *** see Guideline <a href="#">here</a>
<b>LRDM Lotus Roots</b> The Lotus Roots is an award unique to ADFEST that is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, language, insights, or context. Lotus Roots recognizes works that preserve and celebrate the rich heritage and value of each local culture.	<b>Required</b> <ul style="list-style-type: none"> <li>Written Submission</li> <li>Cultural Context Explanation</li> <li>Video Presentation (max. 2 mins)</li> <li>Digital Presentation Image</li> <li>Client Endorsement Letter</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> <li>Actual Work</li> <li>Demo Video (max. 1 min)</li> </ul>





The Effective Lotus awards works that are not only creative, but also have significant and measurable impact.

The decision of the Juries on Effective Lotus winner will be based on 4 criteria and weighted as follow:

- Creativity/Idea/Insight 30%
- Strategy 15%
- Execution 15%
- Results 40%

Each campaign/set of execution constitutes one entry.

PRODUCTS & SERVICES <b>*NEW*</b>	MATERIALS *** see Guideline <a href="#">here</a>
<b>EF01 Consumer Goods</b> Food & beverages, beauty & healthcare products, pharmaceutical products, household maintenance & cleaning products, electronics & appliances, home decoration & furniture, fashion, toys, sportswear & equipment, other FMCG & consumer durable goods.	<b>Required</b> <ul style="list-style-type: none"> <li>• Written Submission</li> <li>• Video Presentation (max. 2 mins)</li> <li>• Digital Presentation Image</li> <li>• Client Endorsement Letter</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> </ul>
<b>EF02 Automotive</b> Vehicles, boats, and other automotive including automotive accessories.	
<b>EF03 Retail, Leisure &amp; Entertainment</b> Retail stores including online stores, restaurants including cafes & bars. Transportation & travel services, hotel & resorts, sports, gaming, gambling, and other recreational facilities, festivals & events, museums. Film, music, publications, broadcasting stations, digital platforms, streaming service providers, podcasts, music services, and other media & entertainment services.	
<b>EF04 Finance, Business &amp; Commercial Public Services</b> Financial & investment institutions, insurance, and real estate. B2B, B2C, and other professional business services. Commercial Public Services including telecommunications, waste management, education, law enforcement, utilities, healthcare.	
<b>EF05 Corporate Image &amp; Corporate Social Responsibility</b> Brand's concerted effort and commitment to address social, environmental, or economic issues for the betterment of society and also increases positive corporate image.	
<b>EF06 Public Services &amp; Cause Appeals</b> Announcements by non-profit organisations, foundations, charities, or NGOs to raise awareness, change public attitudes, or change behaviour on health & safety, environmental issues, societal issues, and public services issues.	



CAMPAIGN EXCELLENCE	MATERIALS *** see Guideline <a href="#">here</a>
<b>EF07 Campaign Success</b> Campaign that demonstrates measurable success in achieving specified objectives. <i>Note: Entrants must indicate the number/quantity of the increase in results to show campaign effectiveness, not simply a percentage increase of the results to support their entry.</i>	<b>Required</b> <ul style="list-style-type: none"> <li>• Written Submission</li> <li>• Video Presentation (max. 2 mins)</li> <li>• Digital Presentation Image</li> <li>• Client Endorsement Letter</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> </ul>
<b>EF08 Long-Term Creativity</b> Campaign that demonstrates long-term measurable success in achieving specified objectives over the years. <i>Note: Entrants must indicate how sustained brand effectiveness was achieved as part of a longer term campaign (eligibility period: past 3 years).</i>	
<b>EF09 Breakthrough on a Budget *NEW*</b> Campaign that creatively and effectively formulates its strategy in the face of limited budget and resources to overcome the challenges. Entries should make clear the challenges and limited resources faced by the campaign.	
<b>EF10 Launch/Re-launch</b> Campaign for launch or re-launch of a brand, product, or service.	
<b>EF11 Customer Acquisition &amp; Retention</b> Campaign that effectively targets consumers to drive engagement or strengthen customer relationships with the brand. <i>Note: Entrants must indicate the number/quantity of the increase in new customer activities.</i>	
<b>EF12 Collaboration &amp; Partnership</b> Campaign that demonstrates effective brand collaboration or partnership to achieve objectives. <i>Note: Entrants must indicate how the collaboration or partnership has an effect on business results.</i>	
<b>EF13 Resilience Through Creativity</b> Ideas and creative solutions that demonstrate the brand's resilience and resolve in the face of challenges such as budget constraints, changes in market conditions, societal issues, and/or changes in consumer behaviour.	

LOTUS ROOTS	MATERIALS *** see Guideline <a href="#">here</a>
<b>LREF Lotus Roots</b> The Lotus Roots is an award unique to ADFEST that is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, language, insights, or context. Lotus Roots recognizes works that preserve and celebrate the rich heritage and value of each local culture.	<b>Required</b> <ul style="list-style-type: none"> <li>• Written Submission</li> <li>• Cultural Context Explanation</li> <li>• Video Presentation (max. 2 mins)</li> <li>• Digital Presentation Image</li> <li>• Client Endorsement Letter</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> </ul>



The Entertainment Lotus awards brand-funded creative content and entertainment that is created or co-created seamlessly into a platform to engage consumers.

The decision of the Juries on Entertainment Lotus winner will be based on 4 criteria and weighted as follow:

- Creativity/Idea/Insight 30%
- Strategy 20%
- Execution 20%
- Results 30%

Each execution/campaign/set of execution constitutes one entry.

PRODUCTS & SERVICES <b>*NEW*</b>	MATERIALS *** see Guideline <a href="#">here</a>
<b>EN01 Consumer Goods</b> Food & beverages, beauty & healthcare products, pharmaceutical products, household maintenance & cleaning products, electronics & appliances, home decoration & furniture, fashion, toys, sportswear & equipment, other FMCG & consumer durable goods.	<b>Required</b> <ul style="list-style-type: none"> <li>• Written Submission</li> <li>• Video Presentation (max. 2 mins)</li> <li>• Digital Presentation Image</li> <li>• Client Endorsement Letter</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> </ul>
<b>EN02 Automotive</b> Vehicles, boats, and other automotive including automotive accessories.	
<b>EN03 Retail, Leisure &amp; Entertainment</b> Retail stores including online stores, restaurants including cafes & bars. Transportation & travel services, hotel & resorts, sports, gaming, gambling, and other recreational facilities, festivals & events, museums. Film, music, publications, broadcasting stations, digital platforms, streaming service providers, podcasts, music services, and other media & entertainment services.	
<b>EN04 Finance, Business &amp; Commercial Public Services</b> Financial & investment institutions, insurance, and real estate. B2B, B2C, and other professional business services. Commercial Public Services including telecommunications, waste management, education, law enforcement, utilities, healthcare.	
<b>EN05 Corporate Image &amp; Corporate Social Responsibility</b> Brand's concerted effort and commitment to address social, environmental, or economic issues for the betterment of society and also increases positive corporate image.	
<b>EN06 Public Services &amp; Cause Appeals</b> Announcements by non-profit organisations, foundations, charities, or NGOs to raise awareness, change public attitudes, or change behaviour on health & safety, environmental issues, societal issues, and public services issues.	



FILM	MATERIALS *** see Guideline <a href="#">here</a>
<b>EN07 Fiction &amp; Non-Fiction Film: Up to 5 minutes</b> Branded fiction & non-fiction film, series, documentaries, docuseries, reality film for TV, cinema, online, video-on-demand and streaming platforms. <i>Note: for series &amp; docuseries, all episodes should be uploaded in a single video file with 3 seconds black/colour between each episode.</i>	<b>Required</b> <ul style="list-style-type: none"> <li>• Written Submission</li> <li>• Original Film</li> <li>• Digital Presentation Image</li> <li>• Client Endorsement Letter</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Video Presentation (max. 2 mins)</li> </ul>
<b>EN08 Fiction &amp; Non-Fiction Film: 5-30 minutes</b> Branded fiction & non-fiction film, series, documentaries, docuseries, reality film for TV, cinema, online, video-on-demand and streaming platforms. <i>Note: for series &amp; docuseries, all episodes should be uploaded in a single video file with 3 seconds black/colour between each episode.</i>	
<b>EN09 Fiction &amp; Non-Fiction Film: Over 30 minutes</b> Branded fiction & non-fiction film, series, documentaries, docuseries, reality film for TV, cinema, online, video-on-demand and streaming platforms. <i>Note: for series &amp; docuseries, all episodes should be uploaded in a single video file with 3 seconds black/colour between each episode.</i>	

MUSIC & AUDIO	MATERIALS *** see Guideline <a href="#">here</a>
<b>EN10 Music Video *NEW*</b> Branded entertainment utilising music videos, where brand and artist collaborate to promote brand or artist.	<b>Required</b> <ul style="list-style-type: none"> <li>• Written Submission</li> <li>• Original Work</li> <li>• Digital Presentation Image</li> <li>• Client Endorsement Letter</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Video Presentation (max. 2 mins)</li> </ul>
<b>EN11 Branded Music Content: Other *NEW*</b> Branded entertainment integrated into music content including utilised original music composition created specially for a brand's use.	
<b>EN12 Use of Licensed/Adapted Music *NEW*</b> Branded entertainment utilising license/adapt music track for brand communications to enhance the brand.	<b>Required</b> <ul style="list-style-type: none"> <li>• Written Submission</li> <li>• Video Presentation (max. 2 mins)</li> <li>• Digital Presentation Image</li> <li>• Client Endorsement Letter</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Original Work</li> </ul>
<b>EN13 Live Experience: Music</b> Branded entertainment utilising music-led live events to enhance experience for the audience including concerts, live stunts, festivals, events, installations, virtual worlds, etc.	



## MUSIC & AUDIO

## MATERIALS

\*\*\* see Guideline [here](#)

### EN14 Audio Content

Branded entertainment or content created for radio, podcasts or other audio platforms.

### EN15 Breakthrough in Music **\*NEW\***

Branded entertainment through music that innovatively utilises music including music video, music track or other music content to redefine and enhance the brand. It celebrates work that goes beyond convention—introducing new ideas, formats, technologies, or creative executions that shift the possibilities of what music and use of music or audio can achieve.

### Required

- Written Submission
- Original Work
- Digital Presentation Image
- Client Endorsement Letter

### Optional

- URL
- Video Presentation (max. 2 mins)

## GAMING

Includes esports if appropriate.

## MATERIALS

\*\*\* see Guideline [here](#)

### EN16 Audio-Visual Content

Branded entertainment utilising gaming-led content including film, series, documentaries, posters, music, etc.

**Note: For series & docuseries, all episodes should be uploaded in a single video file with 3 seconds black between each episode.**

### EN17 Brand Integration, Partnerships & Collaborations: Gaming

Branded entertainment through gaming where brand partnerships, or collaborations are seamlessly integrated into the gaming experience and enhance the brand.

### EN18 Live Experience: Gaming

Branded entertainment utilising gaming-led live events to enhance experience for the audience including festivals, installations, live demonstrations, esports competitions, virtual worlds, etc.

### EN19 Community Engagement: Gaming

Branded entertainment that effectively utilises gaming to establish and maintain relationships with the gaming community through social engagement with the brand.

### EN20 Use of Talent & Influencer: Gaming

Branded entertainment that effectively utilises or collaborates with gamers, influencers, streamers, or creators to engage the gaming community.

### EN21 Breakthrough in Gaming

Branded entertainment through gaming that innovatively utilises technology, platforms, or other media to redefine and enhance the gaming experience. It celebrates work that goes beyond convention—introducing new ideas, formats, technologies, or creative executions that shift the possibilities of what gaming can achieve.

### Required

- Written Submission
- Video Presentation (max. 2 mins)
- Digital Presentation Image
- Client Endorsement Letter

### Optional

- URL



SPORTS		MATERIALS	
Includes esports if appropriate.		*** see Guideline <a href="#">here</a>	
<b>EN22 Film &amp; Audio</b> Branded entertainment through sports including films, series, documentaries, radio, music, other audio content, etc. <b>Note: For series &amp; docuseries, all episodes should be uploaded in a single video file with 3 seconds black between each episode.</b>	<b>Required</b> <ul style="list-style-type: none"><li>• Written Submission</li><li>• Video Presentation (max. 2 mins)</li><li>• Digital Presentation Image</li><li>• Client Endorsement Letter</li></ul> <b>Optional</b> <ul style="list-style-type: none"><li>• URL</li></ul>		
<b>EN23 Live Broadcast &amp; Livestream: Sports</b> Branded entertainment through live sports coverage including live broadcast through service providers and livestreams. <b>Note: Sample film must not exceed 30 minutes.</b>	<b>Required</b> <ul style="list-style-type: none"><li>• Written Submission</li><li>• Video Presentation (max. 2 mins)</li><li>• Digital Presentation Image</li><li>• Client Endorsement Letter</li></ul> <b>Optional</b> <ul style="list-style-type: none"><li>• URL</li><li>• Sample film (max. 30 mins)</li></ul>		
<b>EN24 Live Experience: Sports</b> Branded entertainment through live sporting events including esports, events, installations, virtual worlds, etc.	<b>Required</b> <ul style="list-style-type: none"><li>• Written Submission</li><li>• Video Presentation (max. 2 mins)</li><li>• Digital Presentation Image</li><li>• Client Endorsement Letter</li></ul> <b>Optional</b> <ul style="list-style-type: none"><li>• URL</li></ul>		
<b>EN25 Community Engagement: Sports</b> Branded entertainment that effectively utilises sports to establish and maintain relationships with the community and fans to enhance relationship with the brand.			
<b>EN26 Use of Talent &amp; Influencer: Sports</b> Branded entertainment that effectively utilises or collaborates with athletes, sportscasters, influencers, streamers, or creators to engage the sports community.			
<b>EN27 Breakthrough in Sports</b> Branded entertainment through sports that innovatively utilises technology, platforms, or other media to redefine and enhance the sports experience. It celebrates work that goes beyond convention—introducing new ideas, formats, technologies, or creative executions that shift the possibilities of what sports can achieve.			





BRAND PARTNERSHIP & COLLABORATION		MATERIALS
		*** see Guideline <a href="#">here</a>
<b>EN28 Brand Storytelling &amp; Content</b> Branded entertainment or content to promote the brand and engage consumers.	<b>Required</b> <ul style="list-style-type: none"><li>• Written Submission</li><li>• Video Presentation (max. 2 mins)</li><li>• Digital Presentation Image</li><li>• Client Endorsement Letter</li></ul> <b>Optional</b> <ul style="list-style-type: none"><li>• URL</li></ul>	
<b>EN29 Brand Integration, Partnerships &amp; Collaborations</b> Branded entertainment or content integrating brand into an existing platform or program including brand sponsorship or partnership collaborations in films, TV programs, radio shows, livestreams, etc. Includes sports-led brand collaborations. <i>Note: Gaming-led partnerships or collaborations must be entered into EN17.</i>		
<b>EN30 Community Engagement</b> Branded entertainment or content that effectively establishes and maintains relationships with the community through social engagement with the brand. <i>Note: Gaming community engagement must be entered into EN19. Sports community engagement must be entered into EN25.</i>		
<b>EN31 Use of Talent &amp; Influencer</b> Branded entertainment or content utilising strategic collaboration with talents, celebrities, influencers, KOLs, or creators to create content that engages consumers and enhances the brand. <i>Note: Use of gamers or gaming-related influencers must be entered into EN20. Use of athletes or sports-related influencers must be entered into EN26.</i>		

EXPERIENTIAL		MATERIALS
		*** see Guideline <a href="#">here</a>
<b>EN32 Live Broadcast &amp; Livestream</b> Branded entertainment or content utilising live broadcast through service providers and livestreams. <i>Note: Sample film must not exceed 30 minutes. Live sports broadcast &amp; livestream must be entered into EN23.</i>	<b><u>Required</u></b> <ul style="list-style-type: none"><li>• Written Submission</li><li>• Video Presentation (max. 2 mins)</li><li>• Digital Presentation Image</li><li>• Client Endorsement Letter</li></ul> <b><u>Optional</u></b> <ul style="list-style-type: none"><li>• URL</li><li>• Sample film (max. 30 mins)</li></ul>	
<b>EN33 Live Experience</b> Branded entertainment utilising live events to enhance experience for the audience including live stunts, festivals, events, installations, expos & trade fairs, virtual worlds, etc. <i>Note: Music-led live experience must be entered into EN13. Gaming-led live experience must be entered into EN18. Sports-led live experience must be entered into EN24.</i>	<b><u>Required</u></b> <ul style="list-style-type: none"><li>• Written Submission</li><li>• Video Presentation (max. 2 mins)</li><li>• Digital Presentation Image</li><li>• Client Endorsement Letter</li></ul> <b><u>Optional</u></b> <ul style="list-style-type: none"><li>• URL</li></ul>	





## INNOVATION & TECHNOLOGY

## MATERIALS

\*\*\* see Guideline [here](#)

### EN34 Diversity & Inclusion in Entertainment

Branded entertainment or content that addresses diversity and/or inequality issues in the community including gender, disability, race, religion, etc.

### EN35 Digital, Social & Emerging Technology

Branded entertainment or content utilising websites, microsites, social platforms, mobile technology, and emerging technology such as AI, new realities (VR, AR, MR, XR), gamification, virtual worlds, voice activated technology, blockchain technology, and all other emerging technology to engage consumers.

### Required

- Written Submission
- Video Presentation (max. 2 mins)
- Digital Presentation Image
- Client Endorsement Letter

### Optional

- URL

## CAMPAIGN EXCELLENCE

## MATERIALS

\*\*\* see Guideline [here](#)

### EN36 Breakthrough in Entertainment

Branded entertainment or content that innovatively utilises technology, platforms, or other media to enhance the experience or redefines new excellence in branded entertainment. It celebrates work that goes beyond convention—introducing new ideas, formats, technologies, or creative executions that shift the possibilities of what entertainment can achieve.

### EN37 Integrated Entertainment Campaign

Campaign that effectively and seamlessly utilises multiple mediums.

### EN38 Resilience Through Creativity

Ideas and creative solutions that demonstrate the brand's resilience and resolve in the face of challenges such as budget constraints, changes in market conditions, societal issues, and/or changes in consumer behaviour.

### Required

- Written Submission
- Video Presentation (max. 2 mins)
- Digital Presentation Image
- Client Endorsement Letter

### Optional

- URL

## LOTUS ROOTS

## MATERIALS

\*\*\* see Guideline [here](#)

### LREN Lotus Roots

The Lotus Roots is an award unique to ADFEST that is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, language, insights, or context. Lotus Roots recognizes works that preserve and celebrate the rich heritage and value of each local culture.

### Required

- Written Submission
- Cultural Context Explanation
- Video Presentation (max. 2 mins)
- Digital Presentation Image
- Client Endorsement Letter

### Optional

- URL
- Original Work or Sample film (max. 30 mins)



The Film Craft Lotus awards craftsmanship and technical prowess in film production that are not only flawlessly executed, but also enhance the idea.

## For Film Craft Lotus categories (CF01-CF16):

- Each execution constitutes one entry. Executions which form a campaign must be entered and paid for as single entries.  
Except for micro-films which are part of a series, maybe entered as a set of execution.

## For Breakthrough in Production (CF17) and Lotus Roots (LRCF)

- Each execution/campaign/set of execution constitutes one entry.

PRODUCTION	MATERIALS *** see Guideline <a href="#">here</a>
<b>CF01 Directing</b> How the director's vision enhances the story and makes the idea stronger.	<b>Required</b> <ul style="list-style-type: none"> <li>Original Film</li> <li>Client Endorsement Letter or Media Schedule</li> </ul>
<b>CF02 Script</b> How the interpretation and development of the script enhance the story and make the idea stronger. The origin and development of the script can be either from agency or production.	<b>Required</b> <ul style="list-style-type: none"> <li>Original Film</li> <li>English Script</li> <li>Client Endorsement Letter or Media Schedule</li> </ul>
<b>CF03 Cinematography</b> How the cinematography enhances the story and makes the idea stronger. Namely, through composition, style of photography, lighting and use of camera techniques.	<b>Required</b> <ul style="list-style-type: none"> <li>Original Film</li> <li>Client Endorsement Letter or Media Schedule</li> </ul>
<b>CF04 Production Design</b> How the execution of a cohesive overall aesthetic via production design, including set design, location builds and prop design enhance a story and make the idea stronger.	<b>Required</b> <ul style="list-style-type: none"> <li>Original Film</li> <li>Client Endorsement Letter or Media Schedule</li> </ul>
<b>CF05 Costume Design</b> How the costume designer's vision of props and wardrobes enhances the director's vision and makes the idea stronger.	<b>Recommended</b> <ul style="list-style-type: none"> <li>'Making of' or demo VDO to provide juries with a better understanding of the crafts and technical skills involved in the production of the film. (max. 2 mins)</li> <li>If a 'making of' or demo VDO is not feasible, entrant can submit a presentation image.</li> </ul>
<b>CF06 Casting</b> How the casting selections bring the idea to life and enhance the delivery of the script. Script can be either way (agency or production/director).	
<b>CF07 Use of Talent/Celebrity</b> How the use of the talent, celebrity, influencer, or KOLs enhances the idea and brings the script to life.	



POST-PRODUCTION		MATERIALS
		*** see Guideline <a href="#">here</a>
<b>CF08 Editing</b> How the editing enhances the story and makes the idea stronger.	<b>Required</b> <ul style="list-style-type: none"><li>• Original Film</li><li>• Client Endorsement Letter or Media Schedule</li></ul>	
<b>CF09 Special Effects: AI *NEW*</b> How the digitally created AI imagery enhances a story and makes the idea stronger. There will be a focus on AI craft. Please describe in your written entry which elements have been AI generated. (e.g. Characters, environments, special effects.)	<b>Required</b> <ul style="list-style-type: none"><li>• Original Film</li><li>• Client Endorsement Letter or Media Schedule</li></ul> <b>Recommended</b> <ul style="list-style-type: none"><li>• ‘Making of’ or demo VDO to provide juries with a better understanding of the crafts and technical skills involved in the production of the film. (max. 2 mins)</li><li>• If a ‘making of’ or demo VDO is not feasible, entrant can submit a presentation image.</li></ul>	
<b>CF10 Special Effects: In-Camera</b> How the execution of in-camera practical effects (e.g. pyrotechnics, mechanized props, models, atmospheric effects) or in-camera optical effects (e.g. multiple exposure, ramping speed, shutter adjustment, time-lapse, mattes) enhance the story and make the idea stronger. <b>Note: Work that predominately uses digital visual effects must be entered into Special Effects: Digital Visual Effects (CF11).</b>		
<b>CF11 Special Effects: Digital Visual Effects</b> How the digitally created or manipulated imagery (CGI) enhances a story and makes the idea stronger. <b>Note: Work that predominantly involves the integration of in-camera effects must be entered into Special Effects: In-Camera (CF10).</b>		
<b>CF12 Animation (In-Camera or Digital)</b> How the execution of the animation (including character/asset design, build, 2D/3D animation and integration, stop motion, motion graphics) enhance a story and make the idea stronger.		

MUSIC & SOUND		MATERIALS
		*** see Guideline <a href="#">here</a>
<b>CF13 Original Music</b> How the creation of a completely new piece of music, instrumental or vocal, composed specifically for the film enhances the story and makes the idea stronger. This includes original lyrics, melody and arrangement. <b>Note: Works entered into CF13 cannot be re-entered into Use of Adapted Music (CF14) and Use of Licensed Music (CF15).</b>		<b>Required</b> <ul style="list-style-type: none"> <li>• Original Film</li> <li>• Client Endorsement Letter or Media Schedule</li> </ul>



## MUSIC & SOUND

## MATERIALS

\*\*\* see Guideline [here](#)

### CF14 Use of Adapted Music

How the creative adaptation of pre-existing music including remixes and cover versions enhances the story and makes the idea stronger. Entries will be judged on the quality of production, originality of the remix or new version and/or musical rearrangements of the existing music.

**Note: Works entered into CF14 cannot be re-entered into Original Music (CF13) and Use of Licensed Music (CF15).**

### CF15 Use of Licensed Music

How the creative use of an existing piece of music enhances the story and makes the idea stronger. Entries will be judged on the reinterpretation of the song, how it works within the story, and the quality of the production.

**Note: Works entered into CF15 cannot be re-entered into Original Music (CF13) and Use of Adapted Music (CF14).**

### CF16 Sound Design

How the creation and integration of all non-musical sound elements enhance the story and make the idea stronger. This includes the use of original sound effects, Foley, ambient sounds, dialogue editing, and audio engineering. Entries will be judged on the creativity, technical skill, and how effectively the sound design enhances the narrative, atmosphere and emotional impact of the film.

### Required

- Original Film
- Client Endorsement Letter or Media Schedule

## INNOVATION

## MATERIALS

\*\*\* see Guideline [here](#)

### CF17 Breakthrough in Production

How the production from idea to execution innovatively redefines production capabilities. The crafts utilised in the production should reflect unparalleled or groundbreaking achievements in production including production methods or technological applications.

### Required

- Original Film
- Client Endorsement Letter or Media Schedule

### Recommended

- 'Making of' or demo VDO to provide juries with a better understanding of the crafts and technical skills involved in the production of the film. (max. 2 mins)
- If a 'making of' or demo VDO is not feasible, entrant can submit a presentation image.



## LOTUS ROOTS

## MATERIALS

\*\*\* see Guideline [here](#)

### LRCF Lotus Roots

The Lotus Roots is an award unique to ADFEST that is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, language, insights, or context. Lotus Roots recognizes works that preserve and celebrate the rich heritage and value of each local culture.

### Required

- Cultural Context Explanation
- Original Film
- Client Endorsement Letter or Media Schedule

### Recommended

- 'Making of' or demo VDO to provide juries with a better understanding of the crafts and technical skills involved in the production of the film. (max. 2 mins)
- If a 'making of' or demo VDO is not feasible, entrant can submit a presentation image.



The same work (identical version & duration) can only be entered ONCE in Broadcast (F01-F06) and ONCE in Online Film: Products & Services (F07-F16).

For Broadcast (F01-06), Online Film: Products & Services, and Viral Film (F07-F17), Other Films (F20-F21), and Resilience Through Creativity (F23):

- Each execution constitutes one entry. Executions which form a campaign must be entered and paid for as single entries.

For Micro Short Film (F18), Web Series (F19), Breakthrough in Film (F22), and Lotus Roots (LRF):

- Each execution/campaign/set of execution constitutes one entry.

For entries in the Resilience Through Creativity (F23), entries can be broadcast, online, or other films.

BROADCAST	MATERIALS *** see Guideline <a href="#">here</a>
<b>F01 Broadcast: Consumer Goods</b> Food & beverages, beauty & healthcare products, pharmaceutical products, household maintenance & cleaning products, electronics & appliances, home decoration & furniture, fashion, toys, sportswear & equipment, other FMCG & consumer durable goods.	<b>Required</b> <ul style="list-style-type: none"> <li>• Original Film</li> <li>• Media Schedule</li> </ul>
<b>F02 Broadcast: Automotive</b> Vehicles, boats, and other automotive including automotive accessories.	
<b>F03 Broadcast: Retail, Leisure &amp; Entertainment</b> Retail stores including online stores, restaurants including cafes & bars. Transportation & travel services, hotel & resorts, sports, gaming, gambling, and other recreational facilities, festivals & events, museums. Film, music, publications, broadcasting stations, digital platforms, streaming service providers, podcasts, music services, and other media & entertainment services.	
<b>F04 Broadcast: Finance, Business &amp; Commercial Public Services</b> Financial & investment institutions, insurance, and real estate. B2B, B2C, and other professional business services. Commercial Public Services including telecommunications, waste management, education, law enforcement, utilities, healthcare.	
<b>F05 Broadcast: Corporate Image &amp; Corporate Social Responsibility</b> Brand's concerted effort and commitment to address social, environmental, or economic issues for the betterment of society and also increases positive corporate image.	
<b>F06 Broadcast: Public Services &amp; Cause Appeals</b> Announcements by non-profit organisations, foundations, charities, or NGOs to raise awareness, change public attitudes, or change behaviour on health & safety, environmental issues, societal issues, and public services issues.	



ONLINE FILM	MATERIALS *** see Guideline <a href="#">here</a>
<b>F07 Online Film: Food &amp; Beverages</b>	<b>Required</b> <ul style="list-style-type: none"> <li>• Original Film</li> <li>• URL</li> <li>• Client Endorsement Letter</li> </ul>
<b>F08 Online Film: Consumer Goods</b> Beauty & healthcare products, pharmaceutical products, household maintenance & cleaning products, electronics & appliances, home decorations & furniture, fashion, toys, sportswear & equipment, other FMCG & consumer durable goods.	
<b>F09 Online Film: Automotive</b> Vehicles, boats, and other automotive including automotive accessories.	
<b>F10 Online Film: Retail</b> Retail stores including online stores, restaurants including cafes & bars.	
<b>F11 Online Film: Travel &amp; Leisure</b> Transportation & travel services, hotel & resorts, sports, gaming, gambling, and other recreational facilities, festivals & events, museums.	
<b>F12 Online Film: Media &amp; Entertainment</b> Film, music, publications, broadcasting stations, digital platforms, streaming service providers, podcasts, music services, and other media & entertainment services.	
<b>F13 Online Film: Finance &amp; Real Estate</b> Financial & investment institutions, insurance, and real estate.	
<b>F14 Online Film: Business &amp; Commercial Public Services</b> B2B, B2C, and other professional business services. Commercial Public Services including telecommunications, waste management, education, law enforcement, utilities, healthcare.	
<b>F15 Online Film: Corporate Image &amp; Corporate Social Responsibility</b> Brand's concerted effort and commitment to address social, environmental, or economic issues for the betterment of society and also increases positive corporate image.	
<b>F16 Online Film: Public Services &amp; Cause Appeals</b> Announcements by non-profit organisations, foundations, charities, or NGOs to raise awareness, change public attitudes, or change behaviour on health & safety, environmental issues, societal issues, and public services issues.	
<b>F17 Viral Film</b> Films created primarily to be shared or distributed online.	
<b>F18 Micro Short Film</b> Micro short films for social platforms such as TikTok, Facebook, Instagram, X, etc. <b>Note: Set of execution can be entered as one entry, where each micro short film cannot exceed 15 seconds, and total executions cannot exceed 60 seconds.</b>	
<b>F19 Web Series</b> A series of online films. <b>Note: Series must consist of at least 2 episodes with episodes weaved into a single video file.</b>	





OTHER FILMS		MATERIALS	
		*** see Guideline <a href="#">here</a>	
<b>F20 Other Screens</b> Film created for any other screens other than TV, cinema or online. Includes events, festivals, expos, shows, exhibitions, and other public or private events.		<b><u>Required</u></b> <ul style="list-style-type: none"><li>• Original Film</li><li>• Client Endorsement Letter</li><li>• Picture of Work on the Location</li></ul> <b><u>Optional</u></b> <ul style="list-style-type: none"><li>• URL</li></ul>	
<b>F21 New Realities &amp; Emerging Technology</b> Film that creatively utilises immersive and emerging technology such as AI, new realities (VR, AR, MR, XR), live action photography, gamification, virtual worlds, and all other emerging technology.		<b><u>Required</u></b> <ul style="list-style-type: none"><li>• Original Film</li><li>• Client Endorsement Letter</li></ul> <b><u>Optional</u></b> <ul style="list-style-type: none"><li>• URL</li></ul> <b><u>Recommended</u></b> <ul style="list-style-type: none"><li>• ‘Making of’ or demo VDO to provide juries with a better understanding of the immersive and emerging technology utilised with the film. (max. 2 mins)</li></ul>	

CAMPAIGN EXCELLENCE		MATERIALS	
		*** see Guideline <a href="#">here</a>	
<b>F22 Breakthrough in Film *NEW*</b> Campaign that innovatively uses the film medium that redefines how stories are told, experienced, or connected with audiences. It celebrates work that goes beyond convention—introducing new ideas, formats, technologies, or creative executions that shift the possibilities of what film can achieve.		<b><u>Required</u></b> <ul style="list-style-type: none"><li>• Original Film</li><li>• Client Endorsement Letter</li></ul> <b><u>Optional</u></b> <ul style="list-style-type: none"><li>• URL</li><li>• Video Presentation (max. 2 mins)</li></ul>	
<b>F23 Resilience Through Creativity</b> Ideas and creative solutions that demonstrate the brand’s resilience and resolve in the face of challenges such as budget constraints, changes in market conditions, societal issues, and/or changes in consumer behaviour.			



## LOTUS ROOTS

## MATERIALS

\*\*\* see Guideline [here](#)

### LRF Lotus Roots

The Lotus Roots is an award unique to ADFEST that is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, language, insights, or context. Lotus Roots recognizes works that preserve and celebrate the rich heritage and value of each local culture.

### Required

- Cultural Context Explanation
- Original Film
- Client Endorsement Letter or Media Schedule

### Optional

- URL
- Video Presentation (max. 2 mins)
- Picture of Work on the Location

### Recommended

- 'Making of' or demo VDO to provide juries with a better understanding of the immersive and emerging technology utilised with the film. (max. 2 mins)



The INNOVA Lotus entries will be judged on their level of genuine innovation, talk-value, and results. The entry may utilise only one media or across multiple mediums.

INNOVA Lotus will be presented to world-class concepts that have made a dramatic impact on the marketplace i.e. unique, "landmark" ideas, technologies, designs, applications or creative properties that have pushed the marketing industry into uncharted territory.

**Shortlisted INNOVA Lotus entries are required\* to present their works to the juries and delegates at ADFEST 2026 on Thursday 19<sup>th</sup> March 2026 in Pattaya.**

\*Failure of a shortlisted entry to send a presenter may forfeit the entry's right to be eligible to become a Finalist or INNOVA Lotus winner.

The same work can only be entered ONCE in IN01-IN03 but it may be re-entered into other subcategories.

Each execution/campaign/set of execution constitutes one entry.

INNOVA LOTUS		MATERIALS
		*** see Guideline <a href="#">here</a>
<b>IN01 Innovation in Creativity</b> Campaign must clearly demonstrate a breakthrough in creative idea, execution, or innovation that provides communication or business solutions for the brand. Includes innovative ideas, as well as product innovations that create solutions to the challenges. <i>Note: Technological innovations should be entered into Innovation in Technology (IN02) or Innovation in Prototype Technology (IN03). Works must be at least at the prototype stage to be eligible to enter. Conceptual ideas are not eligible.</i>	<b>Required</b> <ul style="list-style-type: none"><li>• Written Submission</li><li>• Video Presentation (max. 2 mins)</li><li>• Digital Presentation Image</li><li>• Client Endorsement Letter</li></ul> <b>Optional</b> <ul style="list-style-type: none"><li>• URL</li></ul>	
<b>IN02 Innovation in Technology</b> Campaign must clearly demonstrate technological innovativeness that may utilize big data, innovative tools, invention, platforms or other measures that lead to an improvement or solutions. The solutions may or may not lead to the brand.		
<b>IN03 Innovation in Prototype Technology</b> Campaign with technological innovativeness but yet to be marketed or launched openly in the market. The technology can be prototype, beta, or pre-production stage. While the technology has yet to be launched, it must have at least been tested. Concept ideas are not acceptable.		
<b>IN04 Scalable Innovation</b> Campaign with scalability of innovation to expand the presence, use, and impact of the innovation. Includes expansion through Scaling Up (scaling effectiveness or economies of scale), Scaling Out (geographic or demographic expansion to new market segments), and Scaling Deep (maximising impact of innovation). <i>Note: Submitted works do not need to achieve scalability yet, but should be able to demonstrate potential for scalability.</i>		



## INNOVA LOTUS

## MATERIALS

\*\*\* see Guideline [here](#)

### IN05 Sustainable Innovation

Campaign with innovation initiatives to address social or environmental issues to raise the standard and quality of life. Includes environmental and sustainable energy, education, health & hygiene, disaster relief, etc. solutions.

### IN06 Innovation for Humanity

Campaign with innovation initiatives with the potential to transform and improve the quality of life of people on a significant scale. Includes initiatives to improve social or gender equality, education, healthcare, human rights, or other social justice issues.

### IN07 Innovation in Local Culture Application

Campaign must demonstrate how the innovation is culturally relevant whether through solving a local issue or problem in terms of culture, religion, beliefs, traditions or languages.

### Required

- Written Submission
- Video Presentation (max. 2 mins)
- Digital Presentation Image
- Client Endorsement Letter

### Optional

- URL



## LOTUS ROOTS

## MATERIALS

\*\*\* see Guideline [here](#)

The Lotus Roots is an award unique to ADFEST that is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, language, insights, or context. Lotus Roots recognizes works that preserve and celebrate the rich heritage and value of each local culture.

See specific materials in each Lotus.

For Lotus Roots submissions, please enter into the Lotus Roots sub-category in the appropriate Lotus Award category.



The Media Lotus awards creative and effective use of media channels to help achieve business goals and objectives.

The decision of the Juries on Media Lotus winner will be based on 4 criteria and weighted as follow:

- Creativity/Idea/Insight 30%
- Strategy 20%
- Execution 20%
- Results 30%

Each execution/campaign/set of execution constitutes one entry.

PRODUCTS & SERVICES <b>*NEW*</b>	MATERIALS *** see Guideline <a href="#">here</a>
<b>ME01 Consumer Goods</b> Food & beverages, beauty & healthcare products, pharmaceutical products, household maintenance & cleaning products, electronics & appliances, home decoration & furniture, fashion, toys, sportswear & equipment, other FMCG & consumer durable goods.	<b>Required</b> <ul style="list-style-type: none"> <li>• Written Submission</li> <li>• Video Presentation (max. 2 mins)</li> <li>• Digital Presentation Image</li> <li>• Client Endorsement Letter</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Actual Work</li> <li>• Demo Video (max. 1 min)</li> </ul>
<b>ME02 Automotive</b> Vehicles, boats, and other automotive including automotive accessories.	
<b>ME03 Retail, Leisure &amp; Entertainment</b> Retail stores including online stores, restaurants including cafes & bars. Transportation & travel services, hotel & resorts, sports, gaming, gambling, and other recreational facilities, festivals & events, museums. Film, music, publications, broadcasting stations, digital platforms, streaming service providers, podcasts, music services, and other media & entertainment services.	
<b>ME04 Finance, Business &amp; Commercial Public Services</b> Financial & investment institutions, insurance, and real estate. B2B, B2C, and other professional business services. Commercial Public Services including telecommunications, waste management, education, law enforcement, utilities, healthcare.	
<b>ME05 Corporate Image &amp; Corporate Social Responsibility</b> Brand's concerted effort and commitment to address social, environmental, or economic issues for the betterment of society and also increases positive corporate image.	
<b>ME06 Public Services &amp; Cause Appeals</b> Announcements by non-profit organisations, foundations, charities, or NGOs to raise awareness, change public attitudes, or change behaviour on health & safety, environmental issues, societal issues, and public services issues.	



USE OF MEDIA		MATERIALS
		*** see Guideline <a href="#">here</a>
<b>ME07 Use of Screens &amp; Displays</b> TV, cinema, video-on-demand, in-flight screening, digital & interactive screens, online film, and other online service providers.		<b>Required</b> <ul style="list-style-type: none"> <li>Written Submission</li> <li>Video Presentation (max. 2 mins)</li> <li>Digital Presentation Image</li> <li>Client Endorsement Letter</li> </ul>
<b>ME08 Use of Audio</b> Radio, podcasts, and other audio platforms.		
<b>ME09 Use of Print &amp; Conventional Outdoor</b> Magazines, newspapers, inserts, trade journals, printed collaterals, posters, billboards.		
<b>ME10 Use of Ambient: Small Scale</b> Items in bars & restaurants, glasses, beer mats & ashtrays, petrol pumps, flyers, stickers, signage, door hangers. <i>Note: 'Small Scale' refers to the physical size of the object, not the quantitative volume or scale of distribution.</i>		<b>Required</b> <ul style="list-style-type: none"> <li>Written Submission</li> <li>Video Presentation (max. 2 mins)</li> <li>Digital Presentation Image</li> <li>Client Endorsement Letter</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>Actual Work</li> <li>Demo Video (max. 1 min)</li> </ul>
<b>ME11 Use of Ambient: Large Scale</b> Supersize sites, 3D and non-standard shaped sites, ticket barriers, floor media and other adaptations, signage, buildings or street furniture. <i>Note: 'Large Scale' refers to the physical size of the object, not the quantitative volume or scale of distribution.</i>		
<b>ME12 Use of Events</b> Exhibitions, events, expos & trade fairs, festivals, etc.		
<b>ME13 Use of Guerrilla Marketing &amp; Stunts</b> Guerrilla marketing tactics, stunts (publicity stunts, street stunts), pop-up events.		<b>Required</b> <ul style="list-style-type: none"> <li>Written Submission</li> <li>Video Presentation (max. 2 mins)</li> <li>Digital Presentation Image</li> <li>Client Endorsement Letter</li> </ul>
<b>ME14 Use of Digital Platforms</b> Websites, microsites, banner ads, email marketing, games, widgets. <i>Note: Social media-led campaigns should be entered to Use of Social Platforms (ME16).</i>		
<b>ME15 Use of Mobile &amp; Devices</b> Campaign that effectively utilises technology for mobile and portable devices including mobile applications, widgets, Bluetooth and geolocation technology (RFID, NFC, GPS), QR codes, etc.		
<b>ME16 Use of Social Platforms</b> Campaign that effectively utilises social platforms including social media platforms, networking sites, social activities, streaming platforms, online communities, blogs, etc.		<b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> </ul>
<b>ME17 Use of Retail Media *NEW*</b> Campaign that effectively utilises retailer's media or channel such as website, apps, in-store displays, or in-store experience to reach and engage consumers to deliver measurable business impact.		



**DATA & TECHNOLOGY****MATERIALS**\*\*\* see Guideline [here](#)**ME18 Use of Data**

Campaign that effectively utilises creative use of data collected, created, or generated including real-time data to execute its media plan.

**Required**

- Written Submission
- Video Presentation (max. 2 mins)
- Digital Presentation Image
- Client Endorsement Letter

**ME19 Use of Technology**

Campaign that effectively utilises existing or emerging technology such as AI, new realities (VR, AR, MR, XR), gamification, virtual worlds, wearable technology, geolocation technology (RFID, NFC, GPS), voice activated technology, blockchain technology, etc.

**Optional**

- URL

**Note:** Emerging Technology doesn't include prototypes of early stage technology.

**CONTENT & INFLUENCERS****MATERIALS**\*\*\* see Guideline [here](#)**ME20 Branded Entertainment & Content: Program & Platforms**

Campaign that effectively utilises an entertainment or content funded (or co-funded) and generated by the brand for TV, cinema, series, program sponsorships, or partnerships.

**Required**

- Written Submission
- Video Presentation (max. 2 mins)
- Digital Presentation Image
- Client Endorsement Letter

**ME21 Branded Entertainment & Content: Digital & Social Platforms**

Campaign that effectively utilises an entertainment or content funded (or co-funded) and generated by the brand for digital (websites, microsites, banners ads, eDMs, messaging, search engine and viral campaigns & social platforms (social media platforms, networking sites, social activities, streaming platforms, online communities, blogs, etc.).

**Optional**

- URL

**ME22 Use of Influencer**

Campaign that effectively utilises talents, celebrities, influencers, KOLs, creators, etc.

**STRATEGY****MATERIALS**\*\*\* see Guideline [here](#)**ME23 Media Strategy**

Campaign that effectively utilises insights to effectively target the right consumers with the right content and message, in the right tone, to achieve the brand's communication goals.

**Required**

- Written Submission
- Video Presentation (max. 2 mins)
- Digital Presentation Image
- Client Endorsement Letter

**ME24 Media Planning & Execution**

Campaign that effectively determines how, when, how often, and who to the target, and flawlessly executed the media plan in order to achieve the brand's communication goals.

**Optional**

- URL

**ME25 Audience Insights**

Campaign that effectively utilises consumer insights and behaviours to formulate and tailor the media plan appropriately. Entries should indicate how the insights attributed to the success of the media plan.

**ME26 Collaboration & Media Partnership**

Campaign that demonstrates effective brand collaboration or partnership between brand and media to strengthen its media plan and achieve the brand's communication goals.



## CAMPAIGN EXCELLENCE

## MATERIALS

\*\*\* see Guideline [here](#)

### ME27 Integrated Media Campaign

Campaign that effectively and seamlessly utilises multiple mediums.

### ME28 Breakthrough on a Budget **\*NEW\***

Campaign that creatively and effectively formulates its strategy in the face of limited budget and resources to overcome the challenges. Entries should make clear the challenges and limited resources faced by the campaign.

### ME29 Resilience Through Creativity

Ideas and creative solutions that demonstrate the brand's resilience and resolve in the face of challenges such as budget constraints, changes in market conditions, societal issues, and/or changes in consumer behaviour.

### Required

- Written Submission
- Video Presentation (max. 2 mins)
- Digital Presentation Image
- Client Endorsement Letter

### Optional

- URL
- Actual Work
- Demo Video (max. 1 min)

## LOTUS ROOTS

## MATERIALS

\*\*\* see Guideline [here](#)

### LRME Lotus Roots

The Lotus Roots is an award unique to ADFEST that is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, language, insights, or context. Lotus Roots recognizes works that preserve and celebrate the rich heritage and value of each local culture.

### Required

- Written Submission
- Cultural Context Explanation
- Video Presentation (max. 2 mins)
- Digital Presentation Image
- Client Endorsement Letter

### Optional

- URL
- Actual Work
- Demo Video (max. 1 min)



The New Director Lotus awards up-and-coming new directors to give them exposure to the creative community and help launch their directorial careers.

- For New Director Lotus, works submitted must have been directed during a Director's first two years of Director career (Eligibility period: 1<sup>st</sup> January 2024 and 31<sup>st</sup> December 2025).
- For Portfolio/Passion Project (ND09), works submitted do not need to be commercially broadcasted and Assistant Directors and students are also eligible.
- For Film School (ND10), entries must be part of a film school project.
- For Short Films for ADFEST 2026 by The Fabulous Five (ND11), the Director must have started a Director career after March 2024. That is, no more than 2 years professional experience as a Director.

Each execution constitutes one entry. Executions which form a campaign must be entered and paid for as single entries **except** Series Film (ND08), it constitutes one entry.

The same work (identical version & duration) can only be entered ONCE in New Director Lotus, but it can be re-entered into Lotus Roots (LRND).

NEW DIRECTOR LOTUS		MATERIALS *** see Guideline <a href="#">here</a>
<b>ND01 Commercial *NEW*</b> Eligible works must be works created for clients for the purpose of on-air TV, online film, website, email, mobile devices or cinema broadcast, and other non-broadcast medium such as internal promotion or special event screening.	<b>Required</b> <ul style="list-style-type: none"> <li>• Original Film</li> <li>• Client Endorsement Letter</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> </ul>	
<b>ND02 Directing *NEW*</b> How the director's creative and technical ability to elevate the work beyond the script – making it engaging, memorable, and impactful.		
<b>ND03 Script *NEW*</b> How the interpretation and development of the script enhance the storytelling and strengthen the core idea. The script's origin and development must come from the director.	<b>Required</b> <ul style="list-style-type: none"> <li>• Original Film</li> <li>• English Script</li> <li>• Client Endorsement Letter</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> </ul>	
<b>ND04 Music Video</b>	<b>Required</b> <ul style="list-style-type: none"> <li>• Original Film</li> <li>• Client Endorsement Letter</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> </ul>	
<b>ND05 Short Film: Up to 10 minutes</b> Eligible works must be works created for clients for the purpose of broadcast program, internal promotion, or special event screening.		
<b>ND06 Short Film: Over 10 minutes</b> Eligible works must be works created for clients for the purpose of broadcast program, internal promotion, or special event screening.		



NEW DIRECTOR LOTUS		MATERIALS
		*** see Guideline <a href="#">here</a>
<b>ND07 Documentary</b> Eligible works must be work created for the reality or documentary film purpose. Films should bring the story closely to the audience. Note: maximum duration is 60 mins.		<b>Required</b> <ul style="list-style-type: none"> <li>• Original Film</li> <li>• Client Endorsement Letter</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> </ul>
<b>ND08 Series Film</b> Eligible works must be created for series film. Note: Series must consist of at least 2 episodes with episodes weaved into a single video file.		
<b>ND09 Portfolio/Passion Project *NEW*</b> Work created to showcase a director's reel, craft, or creative voice outside of commissioned client briefs. This includes self-initiated projects, experimental pieces, or personal work driven by passion rather than commercial assignment, demonstrating originality, innovation, and artistic ambition.		<b>Required</b> <ul style="list-style-type: none"> <li>• Original Film</li> </ul>
<b>ND10 Film School</b> Eligible works must be films created for school projects.		<b>Required</b> <ul style="list-style-type: none"> <li>• Original Film</li> <li>• Certified Letter from Institution</li> </ul>
<b>ND11 Short Films for ADFEST 2026 by the Fabulous Five</b> ND11 is a non-entry fee basis. Eligible entrants submit scripts under the ADFEST 2026 theme, <b>Human+</b> , where only 5 selected scripts will become the Fabulous Five New Directors. The Fabulous Five will premiere their short films on stage at ADFEST 2026. For more information, see <a href="#">Fabulous Five</a> .		<b>Required</b> <ul style="list-style-type: none"> <li>• Script</li> <li>• Script Submission Form to ADFEST</li> </ul>

LOTUS ROOTS		MATERIALS
		*** see Guideline <a href="#">here</a>
<b>LRND Lotus Roots</b> The Lotus Roots is an award unique to ADFEST that is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, language, insights, or context. Lotus Roots recognizes works that preserve and celebrate the rich heritage and value of each local culture.		<b>Required</b> <ul style="list-style-type: none"> <li>• Cultural Context Explanation</li> <li>• Original Film</li> <li>• Client Endorsement Letter</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> <li>• Certified Letter from Institution</li> </ul>



The Outdoor Lotus awards creative and innovative use of out-of-home marketing executions.

Each execution/campaign/set of execution constitutes one entry.

USE OF OUTDOOR	MATERIALS *** see Guideline <a href="#">here</a>
<b>OD01 Traditional Poster *NEW*</b> Poster advertising campaigns created for existing outdoor formats in a static environment.	<b>Required</b> <ul style="list-style-type: none"> <li>Digital Presentation Image or Digital Image</li> <li>Picture of Work on the Location</li> <li>Client Endorsement Letter</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>Video Presentation (max. 2 mins)</li> </ul>
<b>OD02 Traditional Billboard</b> Traditional 2-dimensional billboards including static digital billboards for standardised, formatted billboard spaces including highway and transit billboards.	
<b>OD03 Animated Poster *NEW*</b> Poster campaigns that integrate motion or digital animation within outdoor formats, designed to go beyond the static environment. <i>Note: Works entered into OD03 cannot be re-entered to Traditional Poster (OD01).</i>	<b>Required</b> <ul style="list-style-type: none"> <li>Video Presentation (max. 2 mins)</li> <li>Digital Presentation Image or Digital Image</li> <li>Picture of Work on the Location</li> <li>Client Endorsement Letter</li> </ul>
<b>OD04 Animated Billboard</b> Standardised, formatted outdoor digital screens for motion content or animation including digital billboards, digital posters, transit displays, LED displays, etc. <i>Note: Works entered into OD04 cannot be re-entered to Traditional Billboard (OD02).</i>	
<b>OD05 Transit</b> Non-standardised, non-formatted transit and vehicle advertising including use of vehicles, non-standardised transit locations such as stations, airports, car parks, roads, etc.	<b>Required</b> <ul style="list-style-type: none"> <li>Digital Presentation Image</li> <li>Picture of Work on the Location</li> <li>Client Endorsement Letter</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>Video Presentation (max. 2 mins)</li> </ul>
<b>OD06 Ambient: Small Scale</b> Non-standardised, non-formatted small scale ambient advertising to engage consumers in unique and creative ways including promotional items, merchandise, giveaways, flyers, signage, etc. <i>Note: 'Small Scale' refers to the physical size of the object, not the quantitative volume or scale of distribution.</i>	<b>Required</b> <ul style="list-style-type: none"> <li>Video Presentation (max. 2 mins)</li> <li>Digital Presentation Image</li> <li>Picture of Work on the Location</li> <li>Client Endorsement Letter</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>Actual Work</li> <li>Demo Video (max. 1 min)</li> </ul>



USE OF OUTDOOR	MATERIALS *** see Guideline <a href="#">here</a>
<b>OD07 Ambient: Exhibition &amp; Installation</b> Non-standardised, non-formatted ambient advertising to engage consumers in unique and creative ways including exhibitions, digital & interactive installations, projection mapping, displays, etc.	<b>Required</b> <ul style="list-style-type: none"> <li>• Video Presentation (max. 2 mins)</li> <li>• Digital Presentation Image</li> <li>• Picture of Work on the Location</li> <li>• Client Endorsement Letter</li> </ul>
<b>OD08 Ambient: Special Build</b> Non-standardised, non-formatted large scale construction ambient advertising to engage consumers in unique and creative ways including supersize sites, 3D and non-standard shaped sites, pop-up stores, etc.	
<b>OD09 Events, Guerrilla Marketing &amp; Stunts</b> Guerrilla marketing tactics, stunts (publicity stunts, street stunts), pop-up & promotional events, concerts, etc.	
<b>OD10 Interactive &amp; Immersive Experiences</b> Campaign that effectively engages and interacts with consumers in unique and creative ways including interactive experiences, experiential marketing, and use of technology such as AI, new realities (VR, AR, MR, XR), gamification, geolocation technology (RFID, NFC, GPS), voice activated technology, etc.	

CAMPAIGN EXCELLENCE	MATERIALS *** see Guideline <a href="#">here</a>
<b>OD11 Breakthrough in Outdoor *NEW*</b> Campaign that innovatively utilises the outdoor media including traditional outdoor, ambient, use of technology, and other use of outdoor to enhance consumer experience. It celebrates work that goes beyond convention—introducing new ideas, formats, technologies, or creative executions that shift the possibilities of what the outdoor medium can achieve.	<b>Required</b> <ul style="list-style-type: none"> <li>• Video Presentation (max. 2 mins)</li> <li>• Digital Presentation Image</li> <li>• Picture of Work on the Location</li> <li>• Client Endorsement Letter</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• Actual Work</li> <li>• Demo Video (max. 1 min)</li> </ul>
<b>OD12 Integrated Outdoor Campaign</b> Campaign that effectively and seamlessly utilises multiple platforms and channels, where the outdoor element plays a major role.	
<b>OD13 Resilience Through Creativity</b> Ideas and creative solutions that demonstrate the brand's resilience and resolve in the face of challenges such as budget constraints, changes in market conditions, societal issues, and/or changes in consumer behaviour.	



## LOTUS ROOTS

## MATERIALS

\*\*\* see Guideline [here](#)

### LROD Lotus Roots

The Lotus Roots is an award unique to ADFEST that is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, language, insights, or context. Lotus Roots recognizes works that preserve and celebrate the rich heritage and value of each local culture.

### Required

- Cultural Context Explanation
- Video Presentation (max. 2 mins)
- Digital Presentation Image or Digital Image
- Picture of Work on the Location
- Client Endorsement Letter

### Optional

- Actual Work
- Demo Video (max. 1 min)





The PR Lotus awards the strategy and creative execution that develop, preserve or strengthen the reputation and business of the brand. Entries should demonstrate how the strategy, insight, and creative ideas have a positive impact on the brand's perception leading to changes whether business, societal or cultural.

The decision of the Juries on PR Lotus winner will be based on 4 criteria and weighted as follow:

- Creativity/Idea/Insight 30%
- Strategy 20%
- Execution 30%
- Results 20%

Each execution/campaign/set of execution constitutes one entry.

IMPLEMENTATION	MATERIALS *** see Guideline <a href="#">here</a>
<b>PR01 Corporate Image &amp; Corporate Social Responsibility</b> Brand's concerted effort and commitment to address social, environmental, or economic issues for the betterment of society and also increases positive corporate image. <i>Note: Works entered into PR01 cannot be re-entered into Public Services &amp; Cause Appeals (PR02).</i>	<b>Required</b> <ul style="list-style-type: none"> <li>• Written Submission</li> <li>• Video Presentation (max. 2 mins)</li> <li>• Digital Presentation Image</li> <li>• Client Endorsement Letter</li> </ul>
<b>PR02 Public Services &amp; Cause Appeals</b> Announcements by non-profit organisations, foundations, charities, or NGOs to raise awareness, change public attitudes, or change behaviour on health & safety, environmental issues, societal issues, and public services issues. <i>Note: Works entered into PR02 cannot be re-entered into Corporate Image &amp; Corporate Social Responsibility (PR01).</i>	
<b>PR03 Crisis Management</b> Campaign that aims to negate the impact of negative publicity or crisis that might affect the company's credibility and reputation. Entries should include details of the crisis management plan, execution, and demonstrate resolution of the issue.	
<b>PR04 Use of Media Relations</b> Campaign with the media and journalism at its core, where innovative use of media leads to engagement or editorial influence. Entries should include details of media coverage and how the campaign met its communication objectives.	
<b>PR05 Use of Guerrilla Marketing &amp; Stunts</b> Campaign that utilises guerrilla marketing tactics, stunts (publicity stunts, street stunts), pop-up events to increase brand perception and achieve communication objectives.	
<b>PR06 Use of Events</b> Big-scale events such as sport events, festivals, concerts, live shows, corporate entertainment, built stages, etc. to increase brand perception and achieve communication objectives.	



IMPLEMENTATION	MATERIALS *** see Guideline <a href="#">here</a>
<b>PR07 Use of Talent/Celebrity</b> Campaign that collaborates with talents, celebrities, influencers, or KOLs to raise awareness, increase brand perception and achieve communication objectives.	<b>Required</b> <ul style="list-style-type: none"> <li>• Written Submission</li> <li>• Video Presentation (max. 2 mins)</li> <li>• Digital Presentation Image</li> <li>• Client Endorsement Letter</li> </ul>
<b>PR08 Sponsorship &amp; Partnership</b> Campaign that utilises sponsorship and/or partnership programme to raise awareness, increase brand perception and achieve communication objectives.	
<b>PR09 Launch/Re-launch</b> Campaign for launch or re-launch of a brand, product or service.	
<b>PR10 Brand Voice &amp; Strategic Storytelling</b> Campaign that customises communication strategy to establish a brand's perception and identity in a particular way in order to establish brand affinity with its stakeholders.	

DIGITAL & SOCIAL Works will be judged specifically on how well the digital medium/social platform was used to execute the PR campaign.	MATERIALS *** see Guideline <a href="#">here</a>
<b>PR11 Use of Social</b> Campaign that effectively utilises social media platforms, networking sites, social activities, online communities, etc. to increase brand perception and achieve communication objectives.	<b>Required</b> <ul style="list-style-type: none"> <li>• Written Submission</li> <li>• Video Presentation (max. 2 mins)</li> <li>• Digital Presentation Image</li> <li>• Client Endorsement Letter</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> </ul>
<b>PR12 Real-time Response</b> Campaign that effectively engages consumers to call for real-time response.	
<b>PR13 Use of Content</b> Campaign that effectively creates and distributes content to reach and engage consumers to increase brand perception and achieve communication objectives.	

DATA & TECHNOLOGY	MATERIALS *** see Guideline <a href="#">here</a>
<b>PR14 Use of Data</b> Campaign that effectively utilises research, data or actionable insight as part of the formulation of the PR strategy. Entries should include details of how the research, analytical data, and/or insights contribute to the strategic formulation of the campaign.	<b>Required</b> <ul style="list-style-type: none"> <li>• Written Submission</li> <li>• Video Presentation (max. 2 mins)</li> <li>• Digital Presentation Image</li> <li>• Client Endorsement Letter</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> </ul>

**DATA & TECHNOLOGY****MATERIALS**\*\*\* see Guideline [here](#)**PR15 PR Effectiveness**

Campaign that demonstrates effectiveness with measurable results on the brand's perception and reputation. Entries should include details of measurement methods, analysis, and results to demonstrate quantitatively the effectiveness of the campaign.

**Required**

- Written Submission
- Video Presentation (max. 2 mins)
- Digital Presentation Image
- Client Endorsement Letter

**PR16 Use of Technology**

Campaign that effectively utilises existing or emerging technology such as AI, new realities (VR, AR, MR, XR), gamification, virtual worlds, wearable technology, geolocation technology (RFID, NFC, GPS), voice activated technology, blockchain technology, robotics & electronic gadgets, etc. to increase brand perception and achieve communication objectives.

**Optional**

- URL

**Note: Emerging Technology doesn't include prototypes of early stage technology.**

**CAMPAIGN EXCELLENCE****MATERIALS**\*\*\* see Guideline [here](#)**PR17 Breakthrough on a Budget \*NEW\***

Campaign that creatively and effectively formulates its strategy in the face of limited budget and resources to overcome the challenges. Entries should make clear the challenges and limited resources faced by the campaign.

**Required**

- Written Submission
- Video Presentation (max. 2 mins)
- Digital Presentation Image
- Client Endorsement Letter

**PR18 Breakthrough in PR \*NEW\***

Game-changing PR strategies that challenge conventions, disrupt category norms, and set the brand apart through bold, innovative thinking and measurable impact. It celebrates work that goes beyond convention—introducing new ideas, formats, technologies, or creative executions that shift the possibilities of what PR campaigns can achieve.

**Optional**

- URL

**PR19 Integrated PR Campaign**

Campaign that effectively and seamlessly utilises multiple platforms/channels, where the PR element plays a major role. Entries should include details of how the different platforms/channels complement each other to demonstrate how the campaign is truly integrated at its core.

**PR20 Resilience Through Creativity**

Ideas and creative solutions that demonstrate the brand's resilience and resolve in the face of challenges such as budget constraints, changes in market conditions, societal issues, and/or changes in consumer behaviour.



## LOTUS ROOTS

## MATERIALS

\*\*\* see Guideline [here](#)

### LRPR Lotus Roots

The Lotus Roots is an award unique to ADFEST that is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, language, insights, or context. Lotus Roots recognizes works that preserve and celebrate the rich heritage and value of each local culture.

### Required

- Written Submission
- Cultural Context Explanation
- Video Presentation (max. 2 mins)
- Digital Presentation Image
- Client Endorsement Letter

### Optional

- URL



The Press Lotus awards creativity of traditional print advertising including the innovative use of print as the medium.

The same work can only be entered ONCE in Products & Services (P01-P06):

- Each execution constitutes one entry. Executions which form a campaign must be entered and paid for as single entries.

For Books & Publications (P07), Breakthrough in Print (P08), Breakthrough on a Budget (P09), Resilience Through Creativity (P10), and Lotus Roots (LRP):

- Each execution/campaign/set of execution constitutes one entry.

PRODUCTS & SERVICES	MATERIALS
For print advertisement in newspaper, magazine, etc.	*** see Guideline <a href="#">here</a>
<b>P01 Consumer Goods</b> Food & beverages, beauty & healthcare products, pharmaceutical products, household maintenance & cleaning products, electronics & appliances, home decoration & furniture, fashion, toys, sportswear & equipment, other FMCG & consumer durable goods.	<b>Required</b> <ul style="list-style-type: none"> <li>• Digital Image</li> <li>• Tearsheet</li> <li>• Client Endorsement Letter</li> </ul>
<b>P02 Automotive</b> Vehicles, boats, and other automotive including automotive accessories.	
<b>P03 Retail, Leisure &amp; Entertainment</b> Retail stores including online stores, restaurants including cafes & bars. Transportation & travel services, hotel & resorts, sports, gaming, gambling, and other recreational facilities, festivals & events, museums. Film, music, publications, broadcasting stations, digital platforms, streaming service providers, podcasts, music services, and other media & entertainment services.	
<b>P04 Finance, Business &amp; Commercial Public Services</b> Financial & investment institutions, insurance, and real estate. B2B, B2C, and other professional business services. Commercial Public Services including telecommunications, waste management, education, law enforcement, utilities, healthcare.	
<b>P05 Corporate Image &amp; Corporate Social Responsibility</b> Brand's concerted effort and commitment to address social, environmental, or economic issues for the betterment of society and also increases positive corporate image.	
<b>P06 Public Services &amp; Cause Appeals</b> Announcements by non-profit organisations, foundations, charities, or NGOs to raise awareness, change public attitudes, or change behaviour on health & safety, environmental issues, societal issues, and public services issues.	



PRINTED PUBLICATIONS	MATERIALS *** see Guideline <a href="#">here</a>
<p><b>P07 Books &amp; Publications</b></p> <p>Printed or published media including books, magazines, annual reports, catalogues, brochures, press kits, covers and digital publications for commercial or promotional purposes.</p> <p><b>Note:</b> Entrants must indicate whether the publication should be judged in part or as a whole.</p>	<p><b>Required</b></p> <ul style="list-style-type: none"> <li>Digital Presentation Image</li> <li>Actual Work</li> <li>Client Endorsement Letter</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>Video Presentation (max. 2 mins)</li> </ul>

CAMPAIGN EXCELLENCE	MATERIALS *** see Guideline <a href="#">here</a>
<p><b>P08 Breakthrough in Print *NEW*</b></p> <p>Innovative use of print as a medium including interactive print ads, use of new materials, use of printing technology such as 3D printing, use of immersive technology with digital and interactive elements such as downloadable applications, QR codes, AR and NFC to enhance consumer experience. It celebrates work that goes beyond convention—introducing new ideas, formats, technologies, or creative executions that shift the possibilities of what print can achieve. Eligible works must have been published in newspapers, magazines, books, or inserts (digital works are not eligible).</p>	<p><b>Required</b></p> <ul style="list-style-type: none"> <li>Video Presentation (max. 2 mins)</li> <li>Digital Presentation Image</li> <li>Client Endorsement Letter</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>Actual Work</li> <li>Demo Video (max. 1 min)</li> </ul>
<p><b>P09 Breakthrough on a Budget *NEW*</b></p> <p>Campaign that creatively and effectively formulates its strategy in the face of limited budget and resources to overcome the challenges. Entries should make clear the challenges and limited resources faced by the campaign.</p>	
<p><b>P10 Resilience Through Creativity</b></p> <p>Ideas and creative solutions that demonstrate the brand's resilience and resolve in the face of challenges such as budget constraints, changes in market conditions, societal issues, and/or changes in consumer behaviour.</p>	

LOTUS ROOTS	MATERIALS *** see Guideline <a href="#">here</a>
<p><b>LRP Lotus Roots</b></p> <p>The Lotus Roots is an award unique to ADFEST that is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, language, insights, or context. Lotus Roots recognizes works that preserve and celebrate the rich heritage and value of each local culture.</p>	<p><b>Required</b></p> <ul style="list-style-type: none"> <li>Cultural Context Explanation</li> <li>Video Presentation (max. 2 mins)</li> <li>Digital Presentation Image</li> <li>Tearsheet or Client Endorsement Letter</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>Actual Work</li> <li>Demo Video (max. 1 min)</li> </ul>

The Print & Outdoor Craft Lotus awards craftsmanship and technical prowess in print or design



production, where skillfulness is an integral part and its execution brings the idea to life.

Each execution/campaign/set of execution constitutes one entry.

PRINT & OUTDOOR CRAFT LOTUS		MATERIALS
		*** see Guideline <a href="#">here</a>
<b>CP01 Photography</b> How the photography or use of photography brings the creative idea to life.	<b>Required</b> <ul style="list-style-type: none"> <li>Digital Image or Digital Presentation Image</li> <li>Tearsheet or Client Endorsement Letter</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>Video Presentation (max. 2 mins)</li> </ul>	
<b>CP02 Illustration</b> How the illustration or use of illustration brings the creative idea to life.		
<b>CP03 Typography</b> How the typography or font design brings the creative idea to life.		
<b>CP04 Art Direction</b> How the art direction brings the creative idea to life.		
<b>CP05 Copywriting</b> How the writing of the copy, including headline, body, and tagline bring the creative idea to life.		
<b>CP06 Retouching</b> How the retouching and image manipulation bring the creative idea to life.	<b>Required</b> <ul style="list-style-type: none"> <li>Digital Image or Digital Presentation Image</li> <li>Tearsheet or Client Endorsement Letter</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>Video Presentation (max. 2 mins)</li> </ul> <b>Recommended</b> <ul style="list-style-type: none"> <li>Original Layout/Layers/Stages Images or Source Photography</li> </ul>	
<b>CP07 Computer Generated Imagery (CGI)</b> How CGI such as 3D modeling, lighting, rendering, etc. bring the creative idea to life.		
<b>CP08 Production Design</b> How the production design & styling including wardrobe, props contribute to the final image and bring the creative idea to life.	<b>Required</b> <ul style="list-style-type: none"> <li>Digital Image or Digital Presentation Image</li> <li>Tearsheet or Client Endorsement Letter</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>Video Presentation (max. 2 mins)</li> </ul> <b>Recommended</b> <ul style="list-style-type: none"> <li>'Making of' or demo VDO to provide juries with a better understanding of how the production design bring the creative idea to life. (max. 2 mins)</li> </ul>	





INNOVATION	MATERIALS *** see Guideline <a href="#">here</a>
<p><b>CP09 Innovative Use of Printing Technique</b></p> <p>Innovative use of printing techniques such as 3D printing, or use of new materials.</p>	<p><b>Required</b></p> <ul style="list-style-type: none"> <li>• Video Presentation (max. 2 mins)</li> <li>• Digital Presentation Image</li> <li>• Client Endorsement Letter</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• Actual Work</li> </ul>

LOTUS ROOTS	MATERIALS *** see Guideline <a href="#">here</a>
<p><b>LRCP Lotus Roots</b></p> <p>The Lotus Roots is an award unique to ADFEST that is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, language, insights, or context. Lotus Roots recognizes works that preserve and celebrate the rich heritage and value of each local culture.</p>	<p><b>Required</b></p> <ul style="list-style-type: none"> <li>• Cultural Context Explanation</li> <li>• Digital Presentation Image</li> <li>• Tearsheet or Client Endorsement Letter</li> </ul> <p><b>Optional</b></p> <ul style="list-style-type: none"> <li>• Video Presentation (max. 2 mins)</li> <li>• Actual Work</li> <li>• Demo Video (max. 1 min)</li> </ul> <p><b>Recommended</b></p> <ul style="list-style-type: none"> <li>• Original Layout/Layers/Stages Images or Source Photography</li> <li>• Video Presentation (max. 2 mins)</li> <li>• 'Making of' or demo VDO to provide juries with a better understanding of how the production design bring the creative idea to life. (max. 2 mins)</li> </ul>



The Radio & Audio Lotus awards creativity through the use of the audio medium including radio, podcasts, and other audio streaming platforms. Audio Craft sub-categories also award craftsmanship.

For Radio Spots (RA01-RA06):

- Entries must be aired on the radio.
- The same work (that is, identical version & duration) can only be entered ONCE in Radio Spots.
- Each execution constitutes one entry. Executions which form a campaign must be entered and paid for as single entries.

For Innovation (RA07-RA08), Sonic Branding (RA13) in Audio Craft, Breakthrough in Radio & Audio (RA14), Resilience Through Creativity (RA15) in CAMPAIGN EXCELLENCE and Lotus Roots (LRR):

- Each execution/campaign/set of execution constitutes one entry.

For RA09-RA12 in Audio Craft:

Each execution constitutes one entry. Executions which form a campaign must be entered and paid for as single entries.

RADIO SPOTS	MATERIALS *** see Guideline <a href="#">here</a>
<b>RA01 Consumer Goods</b> Food & beverages, beauty & healthcare products, pharmaceutical products, household maintenance & cleaning products, electronics & appliances, home decoration & furniture, fashion, toys, sportswear & equipment, other FMCG & consumer durable goods.	<b>Required</b> <ul style="list-style-type: none"> <li>• Original Radio Spot</li> <li>• English Script</li> <li>• Media Schedule or Client Endorsement Letter</li> </ul>
<b>RA02 Automotive</b> Vehicles, boats, and other automotive including automotive accessories.	
<b>RA03 Retail, Leisure &amp; Entertainment</b> Retail stores including online stores, restaurants including cafes & bars. Transportation & travel services, hotel & resorts, sports, gaming, gambling, and other recreational facilities, festivals & events, museums. Film, music, publications, broadcasting stations, digital platforms, streaming service providers, podcasts, music services, and other media & entertainment services.	
<b>RA04 Finance, Business &amp; Commercial Public Services</b> Financial & investment institutions, insurance, and real estate. B2B, B2C, and other professional business services. Commercial Public Services including telecommunications, waste management, education, law enforcement, utilities, healthcare.	
<b>RA05 Corporate Image &amp; Corporate Social Responsibility</b> Brand's concerted effort and commitment to address social, environmental, or economic issues for the betterment of society and also increases positive corporate image.	
<b>RA06 Public Services &amp; Cause Appeals</b> Announcements by non-profit organisations, foundations, charities, or NGOs to raise awareness, change public attitudes, or change behaviour on health & safety, environmental issues, societal issues, and public services issues.	



INNOVATION		MATERIALS
		*** see Guideline <a href="#">here</a>
<b>RA07 Use of Audio or Voice Technology</b>	Innovative use of audio or voice technology such as software, apps, AI, voice activated technology, or other technology in the audio or voice production process to enhance the audience experience.	<b>Required</b> <ul style="list-style-type: none"> <li>• Video Presentation (max. 2 mins)</li> <li>• Client Endorsement Letter or Media Schedule</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• Original Work</li> <li>• Digital Presentation Image</li> </ul>
<b>RA08 Branded Content/Podcasts</b>	Brand commissioned content created for radio, podcasts or other audio platforms to enhance the audience experience in the brand communication.	

AUDIO CRAFT		MATERIALS
		*** see Guideline <a href="#">here</a>
<b>RA09 Use of Music</b>	How the use of music (existing, composed, or rearranged) enhances the radio spot/audio work.	<b>Required</b> <ul style="list-style-type: none"> <li>• Original Work or Video Presentation (max. 2 mins)</li> <li>• Client Endorsement Letter or Media Schedule</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• Digital Presentation Image</li> </ul> <b>Recommended</b> <ul style="list-style-type: none"> <li>• 'Making of' or demo VDO to provide juries with a better understanding of the crafts and technical skills involved in the production of the audio. (max. 2 mins)</li> </ul>
<b>RA10 Casting &amp; Use of Talent/Celebrity</b>	How the use of voice talent, celebrity, or influencer whose script delivery enhances the radio spot/audio work.	
<b>RA11 Sound Design</b>	How the use of sound including sound effects, ambient sound, etc. enhances the radio spot/audio work.	
<b>RA12 Script</b>	How the scriptwriting enhances the radio spot/audio work.	
<b>RA13 Sonic Branding</b>	<p>How the creation of a brand's sonic identity including sonic logos, brand music, UI sounds or brand voice enhances brand value and elevates brand identity.</p> <p>Criteria for consideration includes Appeal (creative concept &amp; technical execution), Brand Fit (amplification and connection to brand identity), Uniqueness (distinctive &amp; ownable by the brand), and Recognition (association with the brand).</p> <p><b>Note: Entrants must submit video presentations with details on the creative process and range of sonic branding applications and executions to demonstrate the flexibility of the sonic brand assets.</b></p>	<b>Required</b> <ul style="list-style-type: none"> <li>• Video Presentation (max. 2 mins)</li> <li>• Client Endorsement Letter</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• Original Work</li> <li>• Digital Presentation Image</li> </ul>



## CAMPAIGN EXCELLENCE

## MATERIALS

\*\*\* see Guideline [here](#)

### RA14 Breakthrough in Radio & Audio **\*NEW\***

Innovative use of radio or audio as a medium, it can be innovatively utilised audio driven elements or channels that complement and build on each other to communicate the brand's message and/or change consumer awareness and attitudes. It celebrates work that goes beyond convention—introducing new ideas, formats, technologies, or creative executions that shift the possibilities of what radio and use of audio campaigns can achieve.

### RA15 Resilience Through Creativity

Ideas and creative solutions that demonstrate the brand's resilience and resolve in the face of challenges such as budget constraints, changes in market conditions, societal issues, and/or changes in consumer behaviour.

### Required

- Original Work or Video Presentation (max. 2 mins)
- Client Endorsement Letter or Media Schedule

### Optional

- Digital Presentation Image
- English Script

## LOTUS ROOTS

## MATERIALS

\*\*\* see Guideline [here](#)

### LRRA Lotus Roots

The Lotus Roots is an award unique to ADFEST that is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, language, insights, or context. Lotus Roots recognizes works that preserve and celebrate the rich heritage and value of each local culture.

### Required

- Cultural Context Explanation
- Video Presentation (max. 2 mins)
- Client Endorsement Letter or Media Schedule

### Optional

- Original Work
- Digital Presentation Image
- English Script



The Sustainable Lotus recognises the importance of Sustainable Development Goals and how striving for these Global Goals can drive transformational change and positively impact the world and its people. Creativity, knowhow, technological development and resources are invaluable to achieve social, environmental, and economic sustainability.

The decision of the Juries on Sustainable Lotus winner will be based on 4 criteria and weighted as follow:

- Creativity/Idea/Insight 30%
- Strategy 15%
- Execution 15%
- Results 40%

Each execution/campaign/set of execution constitutes one entry.

<b>SOCIAL</b>		<b>MATERIALS</b> *** see Guideline <a href="#">here</a>
<b>ST01 Poverty &amp; Hunger</b> Campaign initiatives to eradicate poverty, end hunger, achieve food security and improved nutrition and promote sustainable agriculture.		<b>Required</b> <ul style="list-style-type: none"> <li>• Written Submission</li> <li>• Video Presentation (max. 2 mins)</li> <li>• Digital Presentation Image</li> <li>• Client Endorsement Letter</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> </ul>
<b>ST02 Health &amp; Well-Being</b> Campaign initiatives to ensure healthy lives and promote well-being for all.		
<b>ST03 Education</b> Campaign initiatives to ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.		
<b>ST04 Gender Equality</b> Campaign initiatives to achieve gender equality and empower all women and girls.		

<b>ENVIRONMENT</b>		<b>MATERIALS</b> *** see Guideline <a href="#">here</a>
<b>ST05 Climate Action &amp; Conservation</b> Campaign initiatives to combat climate change and its impacts; conserve and sustainably use the oceans, seas and marine resources for sustainable development; and protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss.		<b>Required</b> <ul style="list-style-type: none"> <li>• Written Submission</li> <li>• Video Presentation (max. 2 mins)</li> <li>• Digital Presentation Image</li> <li>• Client Endorsement Letter</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>• URL</li> </ul>
<b>ST06 Energy, Sanitation &amp; Sustainable Communities</b> Campaign initiatives to ensure access to affordable, reliable, sustainable and modern energy; availability and sustainable management of water and sanitation; make cities and human settlements inclusive, safe, resilient and sustainable; and ensure sustainable consumption and production patterns.		



ECONOMIC	MATERIALS *** see Guideline <a href="#">here</a>
<b>ST07 Reduced Inequalities</b> Campaign initiatives to reduce inequality within and among countries.	<b>Required</b> <ul style="list-style-type: none"> <li>Written Submission</li> <li>Video Presentation (max. 2 mins)</li> <li>Digital Presentation Image</li> <li>Client Endorsement Letter</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> </ul>
<b>ST08 Decent Work &amp; Economic Growth</b> Campaign initiatives to promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.	
<b>ST09 Innovation, Infrastructure &amp; Institutions</b> Campaign initiatives to build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation; and peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.	
<b>ST10 Partnerships for the Goals</b> Campaign initiatives to strengthen the means of implementation and revitalise the global partnership for sustainable development.	

CAMPAIGN EXCELLENCE	MATERIALS *** see Guideline <a href="#">here</a>
<b>ST11 Long-Term Brand Platform *NEW*</b> Long term campaign initiatives the brand platform enduring brand ideas or positioning that drives consistent creative expression and marketing activity across years. A long-term brand platform is built on an enduring brand idea or positioning that drives consistent creative expression and marketing activity across multiple years. It is not a single campaign, but a sustained initiative where the brand communicates a unified message through evolving executions. <i>Note: Entrants must indicate how the long term brand platform was achieved as part of a longer term campaign (eligibility period: past 3 years).</i>	<b>Required</b> <ul style="list-style-type: none"> <li>Written Submission</li> <li>Video Presentation (max. 2 mins)</li> <li>Digital Presentation Image</li> <li>Client Endorsement Letter</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> </ul>

LOTUS ROOTS	MATERIALS *** see Guideline <a href="#">here</a>
<b>LRST Lotus Roots</b> The Lotus Roots is an award unique to ADFEST that is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, language, insights, or context. Lotus Roots recognizes works that preserve and celebrate the rich heritage and value of each local culture.	<b>Required</b> <ul style="list-style-type: none"> <li>Written Submission</li> <li>Cultural Context Explanation</li> <li>Video Presentation (max. 2 mins)</li> <li>Digital Presentation Image</li> <li>Client Endorsement Letter</li> </ul> <b>Optional</b> <ul style="list-style-type: none"> <li>URL</li> </ul>

## ONLINE ENTRY SUBMISSION

All entry details must be completed online. To submit:

- Go to [www.ADFEST.com](http://www.ADFEST.com), in menu under “Awards”, select “Submit Entry”. You will be re-directed to an online entry submission system created by WebEnergy.
- Select the appropriate Lotus Category and complete the online submission.  
**Note: An entry can be pended for further revisions and additions of details until you click “Confirm”**
- After you confirmed your entry submission, you can download the Entry Submission form and Entry Confirmation form from the **Entry List & Payment page**.
- After you have submitted your payment details, the Invoice will be sent directly to your email and you can also download/print it out from the **Payment Summary page**.
- An Entry Summary containing all your entries submitted can be downloaded/printed from the **Entry Summary page**.

**Note: Your entry is not complete until all required materials, and payment have been received.**

**IMPORTANT:** Carefully check the credits you enter. If the work is a finalist or winner, As Credits are provided by the entrant and only credits submitted at the point of entry via the ADFEST entry site are used and cannot be changed retrospectively. Any requests for credit changes must be done in writing to [Nat@ADFEST.com](mailto:Nat@ADFEST.com) by Friday 30<sup>th</sup> January 2026\*.

\*Entry credits CANNOT be revised **after Friday 30<sup>th</sup> January 2026**. Any requests for changes are subject to the approval of the Organiser. **A fee of THB 2,000 per request will be charged for each change including revisions for credit revisions, written submission and material replacements.**



## 9 KEY STEPS TO ENTERING



### Appoint an Entry Manager

Designate someone to coordinate all entry activities and act as your main contact.



### Check the Rules & Lotus Categories

Review eligibility, key dates, and entry criteria before starting the submission process.



### Download the Entry Kit

Download the latest Entry Kit — it includes all requirements, templates, and material specs.



### Explore the Lotus Awards

Review the Lotus categories and entry materials. Contact our team if you need guidance.



### Create or Log in to Your Account

Use your account to manage entries, payments, and updates in one place.



### Prepare & Upload Your Entries

Gather all descriptions, credits, and materials, then upload your work.



### Submit & Pay

Complete your submission and payment before the deadline (see the [Key Dates & Fees](#)).



### Review & Judging

Before or during jury deliberations, our team may need to contact you for clarification. As this may be time-sensitive, please make sure you provide us with a mobile contact.



### Results & Trophies

ADFEST Lotus Awards Winners will be announced at the ADFEST Award Presentations on Friday 20<sup>th</sup> & Saturday 21<sup>st</sup> March 2026. Lotus winners will receive a trophy. Finalists will be given certificates.

Don't worry if you don't have all the information for your entries yet, you can create your entry, edit entry details, and save them along the way until you're ready to confirm your entries. Once an entry is confirmed, you will no longer be able to make additional edits to the details of that entry.

Even better news, if you have your entry details, but your materials are not ready, we've got you. You can confirm your entry details and upload your entry materials until Friday 23<sup>rd</sup> January 2026.

Have you ever entered work to ADFEST before?

If you are new to ADFEST, you need to create an ADFEST account [here](#)

If you need help, please feel free to email Nat, Entry Manager at [Nat@ADFEST.com](mailto:Nat@ADFEST.com)

## WHAT YOU MUST ENTER: ENTRY DETAILS

### LOTUS CATEGORY

Select Lotus category and sub-category

### ENTRY INFORMATION

Entry Title, Duration (if applicable), Brand, Advertiser, Launch Date of your entry.

### IS THIS BRAND NON-PROFIT ORGANISATION, FOUNDATION, CHARITY, OR NGO?

The determinant of eligible work is the brand/client/advertiser of the work. That is, the work must be for non-profit organisations, foundations, charities, or NGOs including non-profit foundations & associations, appeals, charities & donations, volunteers, etc. to complete in the Grande for Humanity.

While you are required to declare your brand whether YES or No, ADFEST Organiser reserves the right to determine the entries eligible to compete in the Grande for Humanity.

### USE & PUBLICATION OF ENTRIES:

Can all the materials submitted for your entry be used for public use?

Note: Public Use includes exhibition, award presentation, winners showcase, and sharing with third parties (such as the media) to promote the festival.

### USE OF AI DISCLOSURE

Entrants are required to declare if and how AI (including, but not limited to, video/image generation, audio production, subtitle, etc.) is used in the work submitted, and must complete the AI Disclosure Declaration to verify their submission.

### WRITTEN SUBMISSION:

Written information of the work according to the category guidelines.

### URL:

URL of your entry.

### AGENCY INFORMATION

Details of companies involved in the work's creative process e.g. Agency, Media Agency, etc.

Details of people who were involved in the work e.g. Adam Johnson, Chief Creative Officer, Plannova.

### PRODUCTION INFORMATION

Details of companies involved in the work's production process e.g. Film Production Company, Post-Production Company, Special Effects Company, Sound Production Company, Print Production Company etc. Details of people who were involved in the work e.g. Dan Brown, Director, Plannova

## CONTACT INFORMATION

In the event that questions arise during judging, ADFEST may need to contact the team directly involved with the creation of the work for the juries' clarification.

## CLIENT CONTACTS INFORMATION

In the event that questions arise during judging, ADFEST may need to contact the client directly involved with the creation of the work.

ADFEST will not contact the client unless it is absolutely necessary to do so in the case that it affects the judging of the work.

## ENTRY DETAILS

### LOTUS CATEGORY

Select Lotus category and sub-category you wish to enter.

### TITLE

The name of the work being entered.

### CAMPAIGN NAME

If your work is part of a campaign, juries may group the single entries and award the works as a campaign if they see fit. In this case, please enter what you would like the campaign to be named.

### BRAND

The product or service of the work (e.g. Dove, Google Play Music, Johnnie Walker)

### ADVERTISER

The name of the company or organisation who commissioned the work (e.g. Unilever, Google, Diageo)

### LAUNCHED DATE

Launch date of your entry

### IS THIS BRAND NON-PROFIT ORGANISATION, FOUNDATION, CHARITY, OR NGO?

The determinant of eligible work is the brand/client/advertiser of the work. That is, the work must be for non-profit organisations, foundations, charities, or NGOs including non-profit foundations & associations, appeals, charities & donations, volunteers, etc. to complete in the Grande for Humanity.

While you are required to declare whether your brand meets the criteria, ADFEST Organiser reserves the right to determine the entries eligible to compete in the Grande for Humanity.

☐ Yes

☐ No

## USE & PUBLICATION OF ENTRIES

\*Can all the materials submitted for this entry be used for public use?

If this work has restrictions on its public use, please specify what can be shown publicly.

- ☐ Yes, all materials submitted can be made public.
- ☐ No, none of the materials can be made public.
- ☐ No, there are restrictions on some materials. Please select all that apply:

### VDO

- ☐ VDO can be used for Award Presentations
- ☐ VDO can be used for Exhibition & Entry Kiosks
- ☐ VDO can be used for Online Winners Showcase
- ☐ VDO can be used for Press Kit

### JPEG

- ☐ Digital Presentation Image can be used for Award Presentations
- ☐ Digital Presentation Image can be used for Exhibition & Entry Kiosks
- ☐ Digital Presentation Image can be used for Online Winners Showcase
- ☐ Digital Presentation Image can be used for Press Kit

## AI DISCLOSURE DECLARATION\*

Does the work include any use of AI?

- ☐ No
- ☐ Yes. Please provide as much details as possible including:
  - Which parts of the work (e.g. copy, imagery, music, sound design, video, data analysis) involved AI tools.
  - The specific tools, platforms, or models used, and the extent of AI assistance.
  - Any use of AI-generated or AI-synthesized material, deepfake, synthetic voice, likeness recreation, or generative representation, etc.

☐ I confirm that the information represented is truthful and accurate. I understand that if this is proven otherwise, my entry will be disqualified and all points associated with the entry will be voided.

## URLS

Active browsable URL must lead the viewer straight into your entry. Your URL must be active until 30<sup>th</sup> April 2026. URLs must start with <http://> or <https://> and you must provide username and password (if applicable). ADFEST is not responsible for invalid/inactive sites or failure to provide necessary login/download details.

## URL

E.G. <http://www.ADFEST.com>

## TYPE

Please select from the drop-down

- URL link to Application
- Online Video
- Social Page
- Website

IF ENTERING 'URL link to Application'

Please provide the application download details. These details will not be shared with anyone but used for judging purposes only.

## APP NAME

## APP STORE/GOOGLE PLAY USERNAME

## APP STORE/GOOGLE PLAY PASSWORD

## CREATIVE CREDITS

Details of the company/ies significantly involved in the creativity of the work.

You can add multiple companies, but please note that the points will be divided proportionately among the Agencies and Networks.

### AGENCY

Agency credit will count towards Agency of the Year, Independent Agency of the Year and Digital Agency of the Year, so make sure your spelling, even spacing or use of symbols are consistent.

### AGENCY

Note: if this not applicable, fill in "N/A".

**\*What you enter will be counted in the scoring for "AGENCY OF THE YEAR".**

☐ Tick if you are an Independent Agency to be counted in the scoring for "INDEPENDENT AGENCY OF THE YEAR".

### CITY

Note: If the city is not in the list, select "OTHER" to specify. If this is not applicable, select "N/A".

### NETWORK

Network credit will count towards Network of the Year and Independent Network of the Year, so make sure your spelling, even spacing or use of symbols are consistent.

Note: Holding company cannot be entered as Network.

### NETWORK

If your company does not belong to any network, please select N/A.

**\*This will be counted in the scoring for "NETWORK OF THE YEAR".**

☐ Tick if you are an Independent Network to be counted in the scoring for "INDEPENDENT NETWORK OF THE YEAR".

Note:

If this does not apply to your company, select "N/A".

If your network is not in the list, select "OTHER" and specify your network.

## CREATIVE TEAM CREDITS

Details of people who made significant contribution to the work.

### CHAIRMAN

### CHIEF EXECUTIVE OFFICER

### MANAGING DIRECTOR

### CHIEF CREATIVE OFFICER

### EXECUTIVE CREATIVE DIRECTOR

### CREATIVE DIRECTOR

### ART DIRECTOR





# Sample Entry Forms

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**COPYWRITER**

**EXECUTIVE PRODUCER**

**AGENCY PRODUCER**

**CREATIVE TECHNOLOGIST**

**INTERACTIVE DESIGNER**

**TECHNICAL DIRECTOR**

**DEVELOPER**

**PROGRAMMER**

**ANIMATOR SPECIAL EFFECTS**

**COMPUTER ARTIST**

**RETOUCHER**

**ILLUSTRATOR**

**DESIGNER**

**RESEACH & DATA ANALYST**

**BUSINESS STRATEGY DIRECTOR**

**CLIENT SERVICE DIRECTOR**

**ACCOUNT DIRECTOR**

**ACCOUNT MANAGER**

**ACCOUNT EXECUTIVE**

**MARKETING COMMUNICATION DIRECTOR**

**MARKETING COMMUNICATION MANAGER**

**STRATEGIC PLANNING DIRECTOR**

**STRATEGIC PLANNING MANAGER**

**STRATEGIC PLANNER****PLANNER****PR DIRECTOR****MEDIA PLANNER****MEDIA BUYER****OTHER CREATIVE CREDITS**

Enter the details (positions & names) of additional creative team members who made significant contribution to the work.

**MEDIA CREDITS**

Details of the company/ies significantly involved in the media strategy of the work. If the company/ies involved in both the creative and media strategy, it should be entered in both Agency and Media Agency.

**MEDIA AGENCY**

For Media Lotus entries, the Media Agency credit will count towards Media Agency of the Year, so make sure your spelling, even spacing or use of symbols are consistent.

**MEDIA AGENCY****CITY****MEDIA TEAM CREDITS****WHO WAS INVOLVED?**

Enter the details of people who significantly involved in the work. Enter the names of your media team members in the field.

**MEDIA PLANNING DIRECTOR****MEDIA PLANNING MANAGER****MEDIA PLANNER****STRATEGIC PLANNING DIRECTOR****STRATEGIC PLANNING MANAGER****STRATEGIC PLANNER****DATA & ANALYTICS MANAGER**



**CLIENT DIRECTOR**

**CLIENT MANAGER**

**OTHER MEDIA CREDITS**

Enter the details (positions & names) of additional media team members who made significant contribution to the work.

**PR CREDITS**

Details of the company/ies significantly involved in the PR strategy of the work. If the company/ies involved in both the creative and PR strategy, it should be entered in both Agency and PR Agency.

**PR AGENCY**

For PR Lotus entries, the PR Agency credit will count towards PR Agency of the Year, so make sure your spelling, even spacing or use of symbols are consistent.

**PR AGENCY**

**CITY**

**PR TEAM CREDITS**

**WHO WAS INVOLVED?**

Enter the details of people who significantly involved in the work. Enter the names of your PR team members in the field.

**PR DIRECTOR**

**PR MANAGER**

**EXECUTIVE PR**

**PR PLANNER**

**SOCIAL MEDIA MANAGER**

**MEDIA RELATIONS**

**INFLUENCER RELATIONS**

**OTHER PR CREDITS**

Enter the details (positions & names) of additional PR team members who made significant contribution to the work.



**PRODUCTION CREDITS**

Details of the company/ies involved in each specialisation in the production process.  
The company credits when entered into Audio Craft sub-categories (RA10-RA14) in Radio & Audio Lotus, Digital Craft Lotus, Film Craft Lotus, New Director Lotus and Print & Outdoor Craft will count towards Production Company of the Year, so make sure your spelling, even spacing or use of symbols are consistent.

**FILM PRODUCTION COMPANY**

Details of the company/ies significantly involved in film production of the work.

FILM PRODUCTION COMPANY

CITY

**FILM PRODUCTION TEAM CREDITS**

Details of people who made significant contribution to the film production of the work.

MANAGING DIRECTOR

DIRECTOR

DIRECTOR OF PHOTOGRAPHY

CINEMATOGRAPHER

CAMERAMAN

GAFFER

ASSISTANT DIRECTOR

EXECUTIVE PRODUCER

FILM PRODUCER

PRODUCTION MANAGER

PRODUCTION DESIGNER

LIGHTING

GRADING

CASTING

HAIR & MAKE-UP



# Sample Entry Forms

[Back to Content](#)

**STYLIST**

**WARDROBE**

**OTHER FILM PRODUCTION CREDITS**

Enter the details (positions & names) of additional team members who made significant contribution to the film production of the work.

**POST-PRODUCTION COMPANY**

Details of the company/ies significantly involved in post-production of the work.

**POST-PRODUCTION COMPANY**

**CITY**

**POST-PRODUCTION TEAM CREDITS**

Details of people who made significant contribution to the post-production of the work.

**EDITOR**

**COLORIST**

**FLAME ARTIST**

**SPECIAL EFFECTS**

**SOUND DESIGNER**

**TECHNICAL DESIGNER**

**GRAPHIC DESIGNER**

**COMPOSER**

**MOTION GRAPHIC**

**MIXER**

**POST EXECUTIVE PRODUCER**

**POST PRODUCER**

**OTHER POST-PRODUCTION CREDITS**

Enter the details (positions & names) of additional team members who made significant contribution to the post-production of the work.

**SPECIAL EFFECTS PRODUCTION COMPANY**

Details of the company/ies significantly involved in Special Effects, Visual Effects, or Animation of the work.

**SPECIAL EFFECTS COMPANY**

**CITY**

**SPECIAL EFFECTS PRODUCTION TEAM CREDITS**

Details of people who made significant contribution to the Special Effects, Visual Effects, or Animation of the work.

**VISUAL EFFECTS**

**SPECIAL EFFECTS**

**CG DIRECTOR**

**CG SUPERVISOR**

**CG DESIGNER**

**DESIGNER**

**COMPUTER ARTIST**

**ANIMATOR**

**ILLUSTRATOR**

**SPECIAL EFFECTS EXECUTIVE PRODUCER**

**SPECIAL EFFECTS PRODUCER**

**COMPOSER**

**OTHER SPECIAL EFFECTS CREDITS**

Enter the details (positions & names) of additional team members who made significant contribution to the Special Effects, Visual Effects, or Animation of the work.

**SOUND PRODUCTION COMPANY**

Details of the company/ies significantly involved in sound production of the work.

**SOUND PRODUCTION COMPANY**

**CITY**



## SOUND PRODUCTION TEAM CREDITS

Details of people who made significant contribution to the sound production of the work.

**SOUND DESIGNER**

**SOUND ENGINEER**

**SOUND EXECUTIVE PRODUCER**

**SOUND PRODUCER**

**MIXER**

**MUSIC DIRECTOR**

**MUSIC COMPOSER**

**MUSIC ARRANGER**

**OTHER SOUND PRODUCTION CREDITS**

Enter the details (positions & names) of additional team members who made significant contribution to the sound production of the work.

**PRINT PRODUCTION COMPANY**

Details of the company/ies significantly involved in print production of the work.

**PRINT PRODUCTION COMPANY**

**CITY**

**PRINT PRODUCTION TEAM CREDITS**

Details of people who made significant contribution to the print production of the work.

**PHOTOGRAPHER**

**TYPOGRAPHER**

**RETOUCHER**

**ILLUSTRATOR**

**DESIGNER**

**GRAPHIC DESIGNER**

**PRINT EXECUTIVE PRODUCER**



PRINT PRODUCER

OTHER PRINT PRODUCTION CREDITS

Enter the details (positions & names) of additional team members who made significant contribution to the print production of the work.

ENTRY CONTACTS DETAILS

In the event that questions arise during judging, ADFEST may need to contact the team directly involved with the creation of the work for the juries' clarification.

NAME

POSITION

MOBILE NUMBER

EMAIL

CLIENT CONTACTS DETAILS

In the event that questions arise during judging, ADFEST may need to contact the client directly involved with the creation of the work.

ADFEST will not contact the client unless it is absolutely necessary to do so in the case that it affects the judging of the work.

NAME

POSITION

MOBILE NUMBER

EMAIL

ADDRESS

CITY



Juries will go through the written submissions during judging, so it is recommended that you provide as much details as possible.

## BRAND EXPERIENCE LOTUS

### Campaign Summary

Overview of campaign's objective, creativity, idea, insight, strategy, and execution. Summary of the campaign with focus on brand building through the dimension of experience design, activation, immersive experience, retail and 360° consumer engagement.

Entries should demonstrate how the consumer journey, experience of the brand and optimisation of every touch point led to increased brand affinity and commercial success. (300 words max).

### Creativity/Idea/Insight:

Description of the Creativity/Idea/Insight. (200 words max.)

### Strategy:

Description of the target consumer, and how the strategy is appropriate for this target. What is the current relationship/ perception of the consumer toward the brand? Include any specific the consumer journey, experience of the brand and how it been optimized on every touch point to increase brand affinity and commercial success? (200 words max.)

### Execution:

Description of campaign execution in order of implementation. Placement and timeline of the campaign engage and/or attract the target consumer. (200 words max.)

### Result:

How the campaign succeeded in achieving the objectives with inclusion of specific results and/or statistical data on the target consumer awareness and behaviour. (200 words max.)





## COMMERCE LOTUS

### Campaign Summary

Overview of campaign's objective, creativity, idea, insight, strategy, and execution. Summary of this campaign with focus on works have creativity of Commerce solutions to enhance the consumer experience and drive business sales including both offline commerce and eCommerce. Entries should demonstrate how the its effort in the business that define the future. (300 words max.)

### Creativity/Idea/Insight:

Description of the Creativity/Idea/Insight. (200 words max.)

### Strategy:

Description of the campaign, and how the strategy is appropriate for this target? Include any specific insights on the market and its audience. (200 words max.)

### Execution:

Description how the idea is implemented for the work that have creativity of Commerce solutions to enhance the consumer experience and drive business sales including both offline commerce and eCommerce? Placement and timeline of the campaign connect and/or attract the target consumer. (200 words max.)

### Result:

How the campaign succeeded in achieving the objectives with inclusion of specific results and statistical data. Details of the result of the campaign and how it affects in the business that define the future? (200 words max.)



## CREATIVE STRATEGY LOTUS

### Campaign Summary:

Overview of campaign's objective, creativity, idea, insight, strategy, and execution. Summary of the crucial roles strategic planning and creative solutions played in the success of a campaign. (300 words max.)

### Insight:

Description of any specific insights including consumer insights, behaviours, research, or other background context. If applicable, entries should also outline any challenges the brand faced to provide full context of the campaign. (300 words max.)

### Creative Strategy:

Description of the creative strategy. How the strategic planning that utilised the insights and addressed the challenges played a crucial role in the success of a campaign. Why the strategy is appropriate to achieve campaign objectives and drive campaign success. (300 words max.)

### Creative Idea:

What was the creative idea? And how it aligned with the creative strategy in addressing the challenge and achieving the campaign objectives. (300 words max.)

### Execution:

Description of campaign execution in order of implementation. How the execution strengthened the creative strategy? (300 words max.)

### Result:

How the campaign succeeded in achieving the objectives with inclusion of specific results and statistical data? Details of the result of the campaign and the creative strategy impact. To what extent can you attribute the results to the campaign. Were there other factors that might have affected the results? (300 words max.)

If the work is submitted into CS12 Breakthrough on a Budget, entrant must clearly indicate how the campaign utilised the limited budget and resources to overcome the challenges. (300 words max.)

If the work is submitted into CS13 Long-Term Strategy, entrant must indicate how the long-term strategy was part of a longer term campaign (eligibility period: past 3 years).



## DIRECT LOTUS

### Campaign Summary

Overview of campaign's objective, creativity, idea, insight, strategy, and execution and craft. Summary of the direct marketing campaign with focus on the creativity. Entries should demonstrate how the appropriate strategy been implemented to the target audience and its results. (300 words max.)

### Creativity/Idea/Insight:

Description of the Creativity/Idea/Insight. (200 words max.)

### Strategy:

Description of the target audience of this direct marketing campaign, and how the strategy is appropriate for this target. What is the current relationship/perception of the target toward the brand? Include any specific insights on the market and its audience. (200 words max.)

### Execution:

Description of campaign execution in order of implementation. Placement and timeline of the campaign connect and/or attract the target consumer. (200 words max.)

### Result:

How the campaign succeeded in achieving the objectives with inclusion of specific results and statistical data on how the target audience responded to the campaign? (200 words max.)

If the work is submitted into DM<sub>23</sub> Breakthrough on a Budget, entrant must clearly indicate how the campaign utilised the limited budget and resources to overcome the challenges. (300 words max.)

EFFECTIVE LOTUS

Campaign Summary

Overview of campaign's objective, creativity, idea, insight, strategy, and execution. Summary of the campaign from launch to completion, and its results. (300 words max.)

Creativity/Idea/Insight:

Description of the Creativity/Idea/Insight. (300 words max.)

Strategy:

Description of the campaign. Why each chosen channel is appropriate to drive results and make the campaign effective. Include any specific insights on the market and its audience? (300 words max.)

Execution:

Description of campaign execution in order of implementation. How the execution strengthened the effectiveness of the campaign? (300 words max.)

Result:

How the campaign succeeded in achieving the objectives with inclusion of specific results and statistical data? Details of the result of the campaign and how they served the objectives (commercial, marketing, and/or communication). To what extent can you attribute the results to the campaign. Were there other factors that might have affected the results? (300 words max.)

The results must indicate the number/quantity of the increase to show effectiveness, not only the percentage. For example, you must state that sales increase from 1,000 units to 1,500 units, not simply that there was a 50% increase in sales.

If the work is submitted into EF08: Long-Term Creativity, Entrant must clearly indicate how sustained brand effectiveness was achieved as part of a longer term campaign (eligibility period: past 3 years) (300 words max.)

If the work is submitted into EF09 Breakthrough on a Budget, entrant must clearly indicate how the campaign utilised the limited budget and resources to overcome the challenges. (300 words max.)

If the work is submitted into EF11: Customer Acquisition & Retention, Entrant must clearly indicate the number/quantity of the increase in new customer activities or the number of retained customers. (300 words max.)



## ENTERTAINMENT LOTUS

### Campaign Summary

Overview of campaign's objective, creativity, idea, insight, strategy, and execution. Summary of the campaign from launch to completion. The campaign's brand-funded creative content and entertainment that is created or co-created seamlessly into a platform to engage consumers, and how the audience was drawn to the campaign. (300 words max.)

### Creativity/Idea/Insight:

Description of the Creativity/Idea/Insight. (200 words max.)

### Strategy:

Description of the campaign and its audience. How is the campaign appropriate for the content and the audience? Include any background information of media landscape, challenges, restrictions in the market, or any specific insights on the market and its audience. (200 words max.)

### Execution:

Description of campaign execution in order of implementation. Placement and timeline of the campaign engage and/or attract the target consumer. (200 words max.)

### Result:

How the campaign succeeded in achieving the objectives with inclusion of specific results and impact on the engage consumer? (200 words max.)





## INNOVA LOTUS

### Campaign Summary

Overview of campaign's objective, creativity, idea, insight, strategy, and execution. Summary of the campaign on their level of genuine innovation, talk-value, and results. (300 words max.)

### Creativity/Idea/Insight:

Description of the Creativity/Idea/Insight. (200 words max.)

### Strategy:

Description of the campaign. What opportunities were there for such innovation? and how the innovation would help achieve the objectives. Include any specific insights on the market and its audience? (200 words max.)

### Execution:

For Innovation in Creativity (IN01)

Description of campaign execution in order of implementation. How was the campaign breakthrough in creative idea, execution, or innovation that provides communication or business solutions for the brand? (200 words max.)

For Innovation in Technology (IN02)

Description of campaign execution in order of implementation. How was the campaign technological innovativeness that may utilize big data, innovative tools, invention, platforms or other measures that lead to an improvement or solutions? (200 words max.)

For Innovation in Prototype Technology (IN03)

Description of campaign execution in order of implementation. How was the campaign technological innovativeness but yet to be marketed or launched openly in the market? The technology can be prototype, beta, or pre-production stage. (200 words max.)

For Scalable Innovation (IN04)

Description of campaign execution in order of implementation. How was the campaign expand its scalability of innovation to the presence, or use, and impact of the innovation. Includes expansion through Scaling Up (scaling effectiveness or economies of scale), Scaling Out (geographic or demographic expansion to new market segments), and Scaling Deep (maximising impact of innovation)? (200 words max.)

For Sustainable Innovation (IN05)

Description of campaign execution in order of implementation. How was the campaign initiatives designed for improved and sustainable developments for the environment that create positive impact on the physical environment? (200 words max.)

For Innovation for Humanity (IN06)

Description of campaign execution in order of implementation. How was the campaign initiatives with the potential to transform and improve the quality of life of people on a significant scale? Includes initiatives to improve social or gender equality, education, healthcare, human rights, or other social justice issues. (200 words max.)

For Innovation in Local Culture Application (IN07)

Description of campaign execution in order of implementation. How was the campaign is innovative culturally relevant whether through solving a local issue or problem in terms of culture, religion, beliefs, traditions or languages? (200 words max.)

**Result:**

How the innovation succeeded in achieving the objectives with inclusion of specific results and statistical data? (200 words max.)



## MEDIA LOTUS

### Campaign Summary

Overview of campaign's objective, creativity, idea, insight, strategy, and execution. Summary of this campaign with focus on the creativity and insight and results. Entries should demonstrate how the appropriate media strategy been implemented to the target audience and what the executions and its results. (300 words max.)

### Creativity/Idea/Insight:

Description of the Creativity/Idea/Insight. (200 words max.)

### Strategy:

Description of media strategy and target audience. How each media channel is appropriate for the campaign and target? Include any specific insights on the market and its audience. (200 words max.)

### Execution:

Description of media execution in order of implementation. How the media implementation strengthened the overall campaign? (200 words max.)

### Result:

How the campaign succeeded in achieving the objectives with inclusion of specific results and statistical data?

The results must indicate the number/quantity of the increase to show brand achievement, it also can be any change on the consumer behavior or awareness. (200 words max.)

If the work is submitted into ME28 Breakthrough on a Budget, entrant must clearly indicate how the campaign utilised the limited budget and resources to overcome the challenges. (300 words max).

## PR LOTUS

### Campaign Summary

Overview of campaign's objective, creativity, idea, insight, strategy, and execution. Summary of the campaign with focus on the strategy and creative execution that develop, preserve or strengthen the reputation and business of the brand. Entries should demonstrate how the strategy, insight, and creative idea have a positive impact on the brand's perception leading to changes whether business, societal or cultural. (300 words max.)

### Creativity/Idea/Insight:

Description of the Creativity/Idea/Insight. (200 words max.)

### Strategy:

Description of PR strategy and target audience. How the creativity communication is appropriate for the campaign and target? Include any PR platforms/channels or media. (200 words max.)

### Execution:

Description of PR campaign execution in order of implementation. How the strategy, insight, and creative idea have a positive impact on the brand's perception leading to changes whether business, societal or cultural? (200 words max.)

### Result:

How the campaign succeeded in achieving the objectives with inclusion of specific results and statistical data to show the increasing the brand's perception leading to changes whether business, societal or cultural? Any change on the consumer behavior or awareness can be shown and/or indicate the number/quantity of the business achievement. (200 words max.)

If the work is submitted into PR17 Breakthrough on a Budget, entrant must clearly indicate how the campaign utilised the limited budget and resources to overcome the challenges. (300 words max.)



## PRESS LOTUS

If the work is submitted into P09 Breakthrough on a Budget, entrant must clearly indicate how the campaign utilised the limited budget and resources to overcome the challenges. (300 words max).

## SUSTAINABLE LOTUS

### Campaign Summary

Overview of campaign's objective, creativity, idea, insight, strategy, and execution, strategy, and execution. Summary of the campaign with focus on the how the brand striving for these sustainable goals driving transformational change and positively impact the world and its people.

Entries should demonstrate how the creativity, knowhow, technological development and resources are invaluable to achieve social, environmental and economic sustainability. (300 words max.)

### Creativity/Idea/Insight:

Description of the Creativity/Idea/Insight. (200 words max.)

### Strategy:

Description of the strategy and target goal. How was the strategy initiatives planned for achieve the social, environmental and economic that create positive impact on the physical environment?

(200 words max.)

### Execution:

Description of campaign execution in order of implementation. How the strategy, insight, and creative idea been striven for these sustainable goals and positive impact on the world and its people?

(200 words max.)

### Result:

How the campaign succeeded in achieving the objectives with inclusion of specific results and statistical data to show the increasing contribution to those goals or brand's perception leading to changes whether. (200 words max.)

If the work is submitted into ST11 Long-Term Brand Platform, Entrant must clearly indicate how brand platform was achieved as part of a longer term sustained campaign (eligibility period: past 3 years) (300 words max.)





## RESILIENCE THROUGH CREATIVITY

\*Description how the creative solutions relevant and/or appropriate for the campaign and target.  
(200 words max.)

## LOTUS ROOTS

The Lotus Roots is an award unique to ADFEST that is awarded to works that embody local values whether in terms of culture, religion, beliefs, traditions, language, insights, or context. Lotus Roots recognizes works that preserve and celebrate the rich heritage and value of each local culture.  
Description of how the work is culturally relevant. (200 words max.)



## ACTUAL WORK OR DEMO VIDEO (MAX. 1 min)

Any samples, products or other actual materials submitted for judging such as Packaging, Product Design, Flat & Dimensional Direct Mail etc.

## CERTIFIED LETTER FROM INSTITUTION

An official letter from the Academic Institution certifying that the entrant is a student and created the submitted film for a school project.

## CLIENT ENDORSEMENT LETTER IN CLIENT'S LETTERHEAD

An official letter from the client certifying that they endorsed the entrant's company to create the work submitted to ADFEST. Note: Your entry will not be shown to the juries if you fail to provide the Client Endorsement Letter in client's letterhead.

28<sup>th</sup> January 2012

To Whom It May Concern

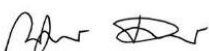
This letter is to confirm that we endorse your interest in entering the Carlton Mid 'Wifemen' campaigns into various advertising awards for 2012.

The campaign launched on 30<sup>th</sup> October 2011.

Should you have any other requests please let me know.

Kind regards

Respectfully,



Natthaporn Luevarapong  
Brand Manager  
Plannova Co., Ltd.

PLANNOVA CO., LTD.  
1537 Town in Town 3/1, Srivara Road, Plubpla, Wangthonglang, Bangkok 10310, Thailand.  
Tel: 622-530-9300 Fax: 622-530-9292-3



## CULTURAL CONTEXT EXPLANATION

Written explanation of how the work is culturally relevant. It will be in your own interest to explain how the work reflects the local cultural relevance.

## DIGITAL FILE

The digital file of the original motion & digital design as it ran such as motion graphic, video, moving image, animated or static graphic, icon, etc. Original digital file can be uploaded into the online submission.

## DIGITAL IMAGE or DIGITAL PRESENTATION IMAGE

- JPEG file
- Resolution 300 dpi (CMYK & RGB) minimum A4 size
- Digital File can be uploaded into the online submission.

## Sample of Digital Image



Note:

- Ad as it was published
- No agency logo
- No additional text description

## Sample of Digital Presentation Image

### Scalable technology that can create water from the potatoes and save our dying water resources.

**Challenge**

10 billion tons of water is used every day worldwide. Consequently, our water resources, such as rivers, lakes, and underground water, are depleting due to the immense pressure of this water demand. And as a result, our planet is heading towards an inevitable water crisis.

**Solution**

Lay's has found a way to create water from the very core of our process - the potato.

The potato contains 80% water, which is wasted during chip production. We've engineered a method to capture every single drop of it. It's a cost-effective and easily installable mechanism that converts the steam released while cooking chips into 120 million litres of water annually. This technology can create water from potatoes in any food processing industry and ease the pressure on our limited water resources.

**120 MILLION LITRES**  
of water created per year

**7.7 TRILLION LITRES**  
of water can be created when implemented industry-wide in the next 50 years.

**Process**

**STEP 1**  
Vapour collection

Vapours from potatoes get collected.

**STEP 2**  
Condensation

These vapours convert into water.

**STEP 3**  
3-step purification

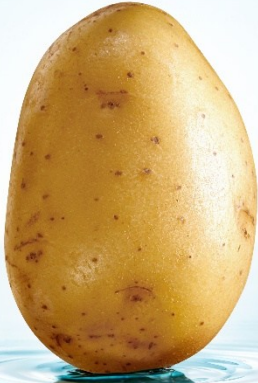
Water goes through alum treatment, filtration and then UV light.


**STEP 4**  
Aeration

Addition of dissolved oxygen to water.

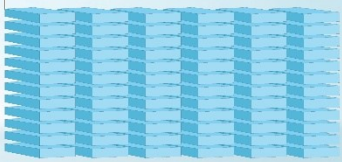
**Natural water**

Pure water with pH of about 7.17.

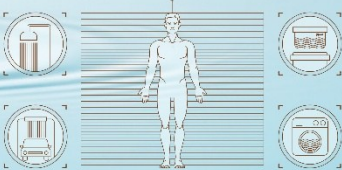




CAN FILL 72 OLYMPIC-SIZE SWIMMING POOLS EVERY YEAR



PER YEAR WATER REQUIREMENT OF 2800 PEOPLE



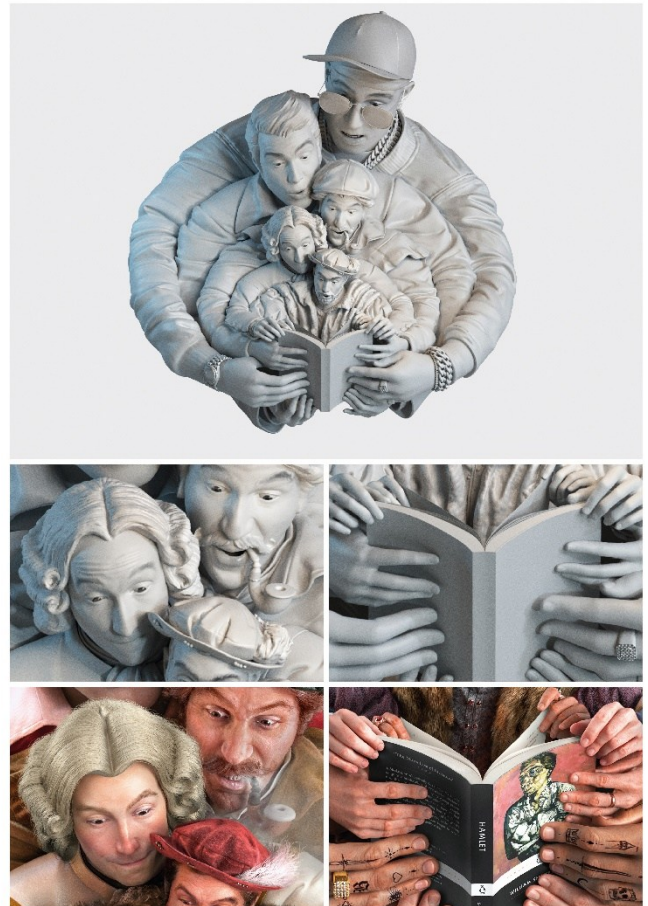
Note:

- Ad as it was published
- No agency logo
- Clear & Concise Text separated in each section (100 words maximum for each section)



## LAYOUT/LAYERS/STAGES IMAGES OR SOURCE PHOTOGRAPHY

Must be accompanied by the ad in which the work finally appeared in order to judge the image manipulation/3D contribution to the final ad.




Note:

- Ad as it was published
- No agency logo
- No additional text description

## MEDIA SCHEDULE FROM MEDIA AGENCY

A programme or plan that identifies the media channel used in an advertising campaign, and specifies on broadcast dates, positions and durations. Media schedule can be uploaded into the online submission.

Note: Your entry will not be shown to the juries if you fail to provide Media Schedule from Media Agency.

 <b>FALL/WINTER BROADCAST PRIMETIME SCHEDULE - 2008-09</b>									
	abc			NBC		FOX		CW	MNT
<b>MON</b>									
8PM	Dancing with the Stars		Big Bang Theory	Chuck		Terminator: S.C. Chronicles		Gossip Girl	The Twilight Zone
830PM			How I met Your Mother						The Twilight Zone
9PM			Two and a Half Men	Heroes		Prison Break		One Tree Hill	Magic Secrets
930PM	Samantha Who?		<b>Worst Week</b>						
10PM	Boston Legal (final season)		CSI Miami	<b>My Own Worst Enemy</b>					
1030PM									
<b>TUE</b>									
8PM	<b>TBA</b>		NCIS	Biggest Loser (2-hrs)		AMERICAN IDOL	11-Jan	90210	Street Patrol
830PM									Street Patrol (encore)
9PM	Dancing with the Stars		<b>The Mentalist</b>			<b>Fringe</b>		<b>Privileged</b>	Jail
930PM									Jail (encore)
10PM	Eli Stone		Without a Trace	Law & Order: SVU					
1030PM									
<b>WED</b>									
8PM	Pushing Daisies		The New Adv of Old Christine	Knight Rider		Bones		America's Next Top Model	Life's Funniest Moments
830PM			<b>Gary Unmarried</b>						
9PM	Private Practice		Criminal Minds	Life		House		<b>Stylists</b>	Tony Rock Project
930PM									Tony Rock Project
10PM	Dirty Sexy Money		CSI New York	Law & Order					
1030PM									
<b>THU</b>									
8PM	Ugly Betty		Survivor	My Name is Earl		Kitchen Nightmares		Smallville	MyNetwork TV Movie
830PM				<b>Kath &amp; Kim</b>					
9PM	Grey's Anatomy		CSI	The Office		Hell's Kitchen	29-Jan	Supernatural	
930PM				30 Rock					
10PM	<b>Life on Mars</b>		<b>Eleventh Hour</b>	ER					
1030PM									
<b>FRI</b>									
8PM	Wife Swap		Ghost Whisperer	Deal or No Deal		Are You Smarter than a 5th Grader?		Everybody Hates Chris	WWE Smackdown
830PM								The Game	
9PM	Super Nanny		<b>The Ex List</b>	<b>Crusoe</b>		<b>Dailhouse</b>	13-Feb	America Next Top Model [r]	
930PM									
10PM	20/20		numb3rs	Life					
1030PM									
<b>SAT</b>									
8PM	ABC College Football		Crimetime Saturday	Knight Rider (encore)		Cops			MyNetworkTV Movies (encore)
830PM						Cops [r]			
9PM			Crimetime Saturday	Law & Order		America's Most Wanted			
930PM									
10PM			48 Hours Mystery	Lipstick Jungle					
1030PM									
<b>SUN</b>									
7PM	America's Funniest Home Videos		60 Minutes	Football Night in America		The O.C.		<b>In Harm's Way</b>	
730PM									
8PM	Extreme Makeover: Home Edition		Amazing Race	Sunday Night Football		The Simpsons		<b>Valentine, Inc.</b>	
830PM						King of the Hill			
	Desperate Housewives		Gold Case			Family Guy		<b>Easy Money</b>	
930PM						American Dad			
10PM	Brothers & Sisters		The Unit						
1030PM									
	Midseason		Midseason	Midseason		Midseason			
	Bank's/Kutcher Project	Mondays	The Philanthropist	Mondays	24	American Idol	Mondays		
	The Bachelor	Mondays	Law & Order	Wed			Tue/Wed		
	Scrubs	Tuesdays	Untitled The Office Spinoff	Thurs	House		Wed		
	The Goode Family	Tuesdays	The Apprentice	Thurs	Hell's Kitchen		Thurs		
			Friday Night Lights	Friday	Secret Millionaire		Thurs		
			Law & Order (encore)	Sat	Moment of Truth		Thurs		
			Dateline NBC	Sunday	Bones		Friday		
			Merlin	Sunday	Ti Death		Friday		
			Medium	Sunday	Do Not Disturb		Friday		
			Kings	Sunday	S4 Down Shut Up		Sunday		
					The Cleveland Show		Sunday		

## ORIGINAL FILM

The original film ad as it was broadcasted or aired. Original film can be uploaded into the online submission.

## ORIGINAL RADIO SPOT

The original radio spot with the running script. Original radio spot can be uploaded into the online submission.

### Digital File Format

• HD 720p: 1280 x 720		• Full HD 1080p: 1920 x 1080
• QuickTime (.mov) H.264	OR	• QuickTime (.mov) H.264
• MP4 H.264		• MP4 H.264

- Sound: Stereo
- All works must be dubbed or subtitled in English. ADFEST is not accountable for any disadvantage to your entry if translation is not provided.
- For Original Radio Spot with English Subtitles sync to the spoken script and colour-coded by speaker/voice over. For Sample, Click [here](#)

Note: Although the sample is not in Quicktime or MP4 format (for purposes of efficiency on the website), please make sure your entry is in Quicktime or MP4 format.

## PICTURE OF WORK ON THE LOCATION

Entrant must provide the picture of work on the location.

- JPEG file (image must be shown on the location).
- Digital File can be uploaded into the online submission.





## SAMPLE FILM

The edited shortened version of the original live broadcast or livestream. Sample Film can be uploaded into the online submission.

## TEARSHEET

The page cut from a publication to prove to the juries that this printed ad was published. Your entry will not be shown to the juries if you fail to provide the tearsheet. Furthermore, digital image must be exactly appeared as the tearsheet.

Note: Tearsheet must be sent not print proofs.



## URL

- Active Browsable URL must lead the viewer straight into your entry
- You must provide username and password (if applicable)
- URL must be active until [30<sup>th</sup> April 2026](#).

Note: ADFEST is not accountable if your entry is not judged due to inactivated site

- English version of the site ADFEST is not accountable for any disadvantage to your entry during judging if English version is not provided
- Launch pages are permitted but must not show any agency branding
- Brief synopsis of the entry and the title and client name may be included
- Offline URL of the entry (if Online URL is expired)

## URL LINK TO APPLICATION

Any URL Application that can be installed on a mobile device, or downloaded available in the Apple App Store or Google Play Store and can be downloaded throughout the judging periods.

## VIDEO PRESENTATION

Video presentation can be uploaded into the online submission.

## VDO SUPPORT

VDO support to provide the behind the scenes video show to the juries a better understanding of particular methods applied in the production process. It is highly recommended to provide a 2 minutes video in additional to the film as it aired. VDO support can be uploaded into the online submission.

## Digital File Format

• HD 720p: 1280 x 720		• Full HD 1080p: 1920 x 1080
• QuickTime (.mov) H.264	OR	• QuickTime (.mov) H.264
• MP4 H.264		• MP4 H.264

- Sound: Stereo
- All works must be dubbed or subtitled in English. ADFEST is not accountable for any disadvantage to your entry if translation is not provided.

**Note: for Video presentation If you are submitting video presentation, you must submit 2**

### Versions:

#### 1. Long Version: Maximum duration 2 minutes

To be viewed by the Juries during judging and could be used if your work is a winner in post- Festival promotions.

Note: Videos exceeding 2 minutes limit will be cut-off at the 2 minutes mark and not shown to juries during judging.

#### 2. Short Version: maximum duration 45 seconds

To be shown at the award presentation. If the short version (45 seconds) is not provided, ADFEST will use the long version and cut-off after 45 seconds instead.

IMPORTANT: If the video presentation has copyright or licensing concerns for which the video presentation cannot be shown after the festival e.g. on website or promotional activities, entrants must remark these constraints when submitting their entries.





# Sending Material of Entries

[Back to Content](#)

**For ALL Lotus Categories:**

**Friday 23<sup>rd</sup> January 2026**

## CHECKLISTS

The following instructions must be strictly adhered to. Failure to do so may result in loss of materials.

**The following documentation must be included for all entries:**

- 1) Entry Confirmation Form
- 2) Entry Summary Form

## Note:

- All materials must be provided in the format as specified in Technical Requirements.
- **It is the entrant's responsibility to guarantee arrival of shipment at ADFEST Office and to cover fully all courier, mailing and insurance costs and any import duties where applicable, in advance, up to and including arrival at ADFEST Office.**
- ADFEST Organiser cannot accept responsibility for non-presentation at ADFEST of materials received in Bangkok **after Friday 23<sup>rd</sup> January 2026.**

## SENDING OF ENTRIES

The Entry Package should be couriered to:

**Plannova Co., Ltd.**

**c/o ADFEST**

1537 Town in Town 3/1  
Srivara Road, Plubpla,  
Wangthonglang, Bangkok  
10310, Thailand  
Tel: +662 530 9300

## CONTACT

For more information, please contact:

**Nat Luevarapong**

Entry Manager

Tel: +662 530 9300 ext. 23

Mobile: +6687 711 6903

Email: [Nat@ADFEST.com](mailto:Nat@ADFEST.com)



## TREATMENT AND PUBLICATION OF ENTRIES

- 1) All entries submitted will become the property of ADFEST Organiser and will not be returned.
- 2) In order to promote the ADFEST, each entrant authorizes ADFEST Organiser to show his/her brand communication materials without charge at public or private presentations, at such time and place and as often as ADFEST Organiser sees fit. In addition, each entrant undertakes to allowing the lending or selling by ADFEST Organiser of the entries to any interested public or private organisation with a view to promoting The ADFEST, either directly or indirectly. If any materials have copyright or licensing concerns for which the material cannot be shown after the festival e.g. on website or promotional activities, entrants must remark these constraints when submitting their entries.
- 3) For further promotional purposes, each entrant of brand communication will supply ADFEST Organiser upon request with a series of different digital copies of each of his/her finalised or award-winning commercials. ADFEST Organiser may also use advertisements submitted for similar purposes.
- 4) Any entry that wins an award may be used by ADFEST Organiser to compile into a collection bearing a designation indicating that the entry has won such an award. Such a collection of award winning materials, nor any extract or extracts from it, may not be copied, marketed or sold. Each entrant agrees to assist ADFEST Organiser in supporting any legal action taken by ADFEST Organiser to prevent a breach of this condition and to supply information to ADFEST Organiser immediately on becoming aware that an unauthorized collection or compilation is being made available for sale or distribution.
- 5) Each entrant agrees not to hold ADFEST Organiser responsible for any claims made against them by reason of any presentation set out in Clause 2 or the publication of any collection as set out in Clause 4.
- 6) Winners have the right to use any award given to them for promotional purposes on condition that this is correctly described.

## MISCELLANEOUS

- 1) Each entrant accepts full responsibility in respect of the quality of supplement material and discharges ADFEST Organiser from any responsibility in respect of third parties.
- 2) All entrants must strictly observe the Entry Rules and Regulations. Completion of the summary of entries form will imply full acceptance by each entrant of ADFEST Rules. Non-compliance with any of the Entry Rules and Regulations will result in the automatic disqualification of the entry. The decisions of ADFEST Organiser in all matters relating to the ADFEST 2026 shall be final and binding.