

## Shortlist (Design Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency	Media Agency	Production Company
<b>A01 (Posters)</b>									
A01/005	00015	CARVING OF THE FOREST	SUNTORY HOLDINGS	HAKUSHU	TOKYU AGENCY Tokyo	JAPAN	TOKYU AGENCY Tokyo		WONDERACTIVE Tokyo
A01/007	00041	140TH	TAISEI CORPORATION	CORPORATION CAMPEIGN	DENTSU Tokyo	JAPAN	DENTSU Tokyo / COMMON DESIGN Tokyo		
A01/015	00099	HUMAN PRINT POSTER	FUMINOSATO SHOPPING ARCADE/THE OSAKA CHAMBER OF INDUSTRY	FISH MARKET UOSHIN	DENTSU KANSAI Osaka	JAPAN	DENTSU KANSAI Osaka		
A01/016	00112	ECHTZEIT BOOK CAMPAIGN "HOW TO BE A MOTHER"	ECHTZEIT PUBLISHING	ECHTZEIT PUBLISHING	RUF LANZ Zürich	SWITZERLAND	RUF LANZ Zürich		
A01/040	00233	PORTABLE BIRDHOUSE	MALAYSIAN NATURE SOCIETY	MALAYSIAN NATURE SOCIETY	RAPP MALAYSIA Petaling Jaya	MALAYSIA	RAPP MALAYSIA Petaling Jaya		
A01/046	00269	ROLLING EGGS	SHIGA ART SCHOOL	ROLLING EGGS	CREATIVE POWER UNIT Tokyo	JAPAN	CREATIVE POWER UNIT Tokyo		CREATIVE POWER UNIT Tokyo
A01/047	00272	THE BEAUTIFUL BLACK LIST	YOSHIDA HIDEO MEMORIAL FOUNDATION/ADVERTISING MUSEUM TOKYO	D&AD 2013 EXHIBITION IN JAPAN "THE BEAUTIFUL BLACK LIST - TRACING THE 50 YEARS OF D&AD AWARDS"	DENTSU Tokyo	JAPAN	DENTSU Tokyo		CREATIVE POWER UNIT Tokyo
A01/050	00304	WHITE SHADOW	DMG::EVENTS JAPAN	AD:TECH TOKYO 2013	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo		HAKUHODO PRODUCT'S Tokyo
A01/067	00413	ACTIVITY HOLIDAY ON THE LAKE	VILLA VERDIN	VILLA VERDIN	WIEN NORD Vienna	AUSTRIA	WIEN NORD Vienna		
A01/071	00478	ATAXIA. ATTACK IT BACK	ATAXIA UK	CHARITY	TBWAILONDON	UNITED KINGDOM	TBWAILONDON		
A01/096	00791	THE FURNITURE IS THE POSTER	FRETEX	COLLECTING SECOND HAND FURNITURE	KITCHEN LEO BURNETT Oslo	NORWAY	KITCHEN LEO BURNETT Oslo		
A01/108	00953	ARMS TRADE TREATY	AMNESTY INTERNATIONAL	CLICKBOOM.ORG	ODYSSEUS ARMS San Francisco, CA	USA	ODYSSEUS ARMS San Francisco, CA		RED CAR New York / AMNESTY INTERNATIONAL New York
A01/110	00957	SOLDIERS/SAMURAI/KNIG HTS	ARS CHEMICAL (THAILAND)	HOUSEHOLD	DENTSU SINGAPORE	SINGAPORE	DENTSU SINGAPORE		
A01/115	01104	KNIVES	ZWILLING J. A. HENCKELS	KNIVES	HEREZIE Paris	FRANCE	HEREZIE Paris		CLEO PROD Paris
A01/128	01380	PAPER PRISON	MANDELA POSTER PROJECT	DESIGN COLLECTIVE	INTERBRAND New York	USA	INTERBRAND New York		
A01/136	01492	VANISHED GIRLS POSTER CAMPAIGN	UNICEF	STOP VIOLENCE AGAINST GIRLS	JWT/FABRIKANT Zurich	SWITZERLAND	JWT/FABRIKANT Zurich		
A01/139	01640	THE POWER OF COLOR	PANTONE	PANTONE	Y&R SHANGHAI	CHINA	Y&R SHANGHAI		
A01/140	01641	A CUT ABOVE	ZHANG XIAO QUAN	KNIFE	Y&R SHANGHAI	CHINA	Y&R SHANGHAI		
A01/146	01734	CAVITIES ATTACK AT NIGHT	COLGATE-PALMOLIVE	TOOTHPASTE	RED FUSE COMMUNICATIONS Hong Kong	HONG KONG	RED FUSE COMMUNICATIONS Hong Kong / Y&R MYANMAR Yangon	MEC HONG KONG	
A01/147	01735	GOOD FOOD VS BAD	COLGATE-PALMOLIVE	TOOTHPASTE	RED FUSE COMMUNICATIONS Hong Kong	HONG KONG	RED FUSE COMMUNICATIONS Hong Kong / Y&R MYANMAR Yangon	MEC HONG KONG	
A01/148	01736	GRANDPA'S TEETH	COLGATE-PALMOLIVE	TOOTHPASTE	RED FUSE COMMUNICATIONS Hong Kong	HONG KONG	RED FUSE COMMUNICATIONS Hong Kong / Y&R MYANMAR Yangon	MEC HONG KONG	
A01/149	01746	DECODICONS	LANGENSCHIEDT	LANGENSCHIEDT TRANSLATION DICTIONARIES	GREY DÜSSELDORF	GERMANY	GREY DÜSSELDORF / KW43 BRANDESIGN Düsseldorf	GREY MEDIA Düsseldorf	
A01/151	01768	DISCOVER SOMETHING NEW: POSTER SERIES	MELBOURNE FOOD AND WINE FESTIVAL	PUBLIC FESTIVAL	OGILVY MELBOURNE	AUSTRALIA	OGILVY MELBOURNE		ONE20 Melbourne
A01/171	02167	ARIEL WHITE POSTERS	PROCTER & GAMBLE	ARIEL	SAATCHI & SAATCHI Dubai	UNITED ARAB EMIRATES	SAATCHI & SAATCHI Dubai		
A01/277	02425	STAMPS	AUDI SCHWEIZ, AMAG	AUDI QUATTRO	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI / Y&R GROUP SWITZERLAND Zürich		
A01/334	02309	THE QUALMS	STEPHENWOLF THEATRE	THEATRE	OGILVY & MATHER CHICAGO Chicago	USA	OGILVY & MATHER CHICAGO Chicago		
A01/335	02310	THE WHEEL	STEPHENWOLF THEATRE	THEATRE	OGILVY & MATHER CHICAGO Chicago	USA	OGILVY & MATHER CHICAGO Chicago		
A01/336	02312	TRIBES	STEPHENWOLF THEATRE	THEATRE	OGILVY & MATHER CHICAGO Chicago	USA	OGILVY & MATHER CHICAGO Chicago		
A01/337	02313	WAY WAY WEST	STEPHENWOLF THEATRE	THEATRE	OGILVY & MATHER CHICAGO Chicago	USA	OGILVY & MATHER CHICAGO Chicago		

## Shortlist (Design Lions)

### A02 (Flyers, Tickets, Invitations, Postcards, Christmas and Other Greetings Cards )

A02/010	00534	SORRY I SPENT IT ON MYSELF	HARVEY NICHOLS	CHRISTMAS	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London	PHD London / ROCKET London
A02/020	01521	PANDA CUPS	THE TORONTO ZOO	PANDA EXHIBIT	CUNDARI Toronto	CANADA	CUNDARI Toronto	
A02/026	01780	HYENA	JOBURG ZOO	NIGHT TOURS	Y&R SOUTH AFRICA Cape Town	SOUTH AFRICA	Y&R SOUTH AFRICA Cape Town	
A02/027	01845	FLIGHT AGAINST CANCER	HOSPITAL DE CANCER DE BARRETOS	CANCER HOSPITAL	WMcCANN São Paulo	BRAZIL	WMcCANN São Paulo	CONSPIRAÇÃO FILMES São Paulo
A02/033	01294	8 LIVES	NATIONAL TRANSPLANT RESOURCES CENTRE (NTRC)	ORGAN DONATION	Y&R MALAYSIA Kuala Lumpur	MALAYSIA	Y&R MALAYSIA Kuala Lumpur	
A02/039	01920	RESULTS DON'T LIE	CAANZ COMMUNICATION AGENCIES ASSOCIATION	THE NEW ZEALAND EFFIE AWARDS	WHYBIN TBWA DAN Auckland	NEW ZEALAND	WHYBIN TBWA DAN Auckland	
A02/046	02431	SKINNED ALIVE	WILDLIFE MANAGEMENT ASSOCIATION	ANIMAL RIGHTS APPEAL	INNOCEAN WORLDWIDE Seoul	SOUTH KOREA	INNOCEAN WORLDWIDE Seoul	PLANIT Seoul
A02/049	02097	PORTRAITS AGAINST OBLIVION	AMNESTY INTERNATIONAL	HUMAN RIGHTS ORGANISATION	LOWE GINKGO Montevideo	URUGUAY	LOWE GINKGO Montevideo	
A02/052	02598	THE 500 NANOMETERS MAIL 3M		PETRFILM	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil	MARURI PRODUCTIONS Guayaquil

### A03 (Calendars)

A03/015	01005	LANGUAGES TAKE YOU FURTHER	INLINGUA SPRACHSCHULE HAMBURG	LANGUAGE SCHOOL	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg	
A03/027	01892	EFFECTIVE MICROORGANISMS CALENDAR	EMRO ASIA CO.,LTD	EM	CREATIVE JUICE BANGKOK	THAILAND	CREATIVE JUICE BANGKOK	MEOUR Bangkok
A03/029	01975	HAIRSTYLE CALENDAR	HAIR CULTURE	BEAUTY SALON	LEO BURNETT HONG KONG	HONG KONG	LEO BURNETT HONG KONG	
A03/036	02480	TOPOGRAPHIC CALENDAR	LANDROVER	LANDROVER	TBWA ISTANBUL	TURKEY	TBWA ISTANBUL	
A03/041	02693	THE DOG WALKING CALENDAR	P&G	EUKANUBA	AFRICA São Paulo	BRAZIL	AFRICA São Paulo	

### A04 (Books)

A04/004	00050	MOTHER BOOK	KISHOKAI MEDICAL CORPORATION	BELL-NET OBSTETRICS	DENTSU Nagoya	JAPAN	DENTSU Nagoya / OPENENDS Nagoya	
A04/007	00098	ZEIT WERT GEBEN – EIN INSPIRATIONSBUCH MIT 40 GUTEN GEDANKEN	DM-DROGERIE MARKT	BOOK	PROJEKTTRIANGLE DESIGN STUDIO Stuttgart	GERMANY	PROJEKTTRIANGLE DESIGN STUDIO Stuttgart	
A04/010	00217	FABCAFE BRAND BOOK	FABCAFE	FABCAFE	LOFTWORK Tokyo	JAPAN	LOFTWORK Tokyo / 777 INTERACTIVE	
A04/011	00260	THE BEAUTIFUL BLACK LIST_BOOK	YOSHIDA HIDEO MEMORIAL FOUNDATION/ADVERTISING MUSEUM TOKYO	D&AD 2013 EXHIBITION IN JAPAN "THE BEAUTIFUL BLACK LIST - TRACING THE 50 YEARS OF D&AD AWARDS"	DENTSU Tokyo	JAPAN	DENTSU Tokyo	CREATIVE POWER UNIT Tokyo
A04/018	00620	RUBBISH FAMZINE	HOLYCRAP.SG	HOLYCRAP.SG	KINETIC SINGAPORE	SINGAPORE	KINETIC SINGAPORE	
A04/027	01026	MY BIGGEST MISTAKE	WIENERS + WIENERS	BOOK	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg	
A04/054	00819	OREO BOOK	OREO	COOKIES	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond	

### A05 (Self-Promotion)

A05/002	00128	FACECAKE	MACHINE	ADVERTISING AGENCY	MACHINE Cape Town	SOUTH AFRICA	MACHINE Cape Town	
A05/007	00276	»THE MAKING OF«	KMS TEAM	»TONGUE-IN-CHEEK« VIDEO	KMS TEAM Munich	GERMANY	KMS TEAM Munich	
A05/016	00578	78 LB	LEO BURNETT	EVENT - 78TH LEO BURNETT ANNIVERSARY CELEBRATION	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO	
A05/021	00650	THE POACHING PHONE	FP7/DXB	RECRUITMENT CAMPAIGN (SELF-PROMOTION)	FP7/DXB Dubai	UNITED ARAB EMIRATES	FP7/DXB Dubai	
A05/041	01384	CREATING BRAND VALUE	INTERBRAND MADRID	BEST SPANISH BRANDS RANKING	INTERBRAND New York	USA	INTERBRAND MADRID	TRICEFALO STUDIO Madrid
A05/066	02639	THE GEEK RECRUITMENT	GREY LONDON	ADVERTISING AGENCY (INTERNAL RECRUITMENT)	GREY LONDON	UNITED KINGDOM	GREY LONDON	
A05/067	00441	CONCEPT BRIQUETTE	DDB & TRIBAL AMSTERDAM	DDB & TRIBAL AMSTERDAM	DDB & TRIBAL WORLDWIDE Amsterdam	THE NETHERLANDS	DDB & TRIBAL WORLDWIDE Amsterdam	

### A06 (Promotional Item)

A06/001	00001	POO-POO PETS	CLOSED	CHILDREN'S SHOE COLLECTION	GÜRTLERBACHMANN Hamburg	GERMANY	GÜRTLERBACHMANN Hamburg	
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A06/006	00051	MOTHER BOOK	KISHOKAI MEDICAL CORPORATION	BELL-NET OBSTETRICS	DENTSU Nagoya	JAPAN	DENTSU Nagoya / OPENENDS Nagoya	
A06/020	00965	GET WELL KIT	SANOI-AVENTIS GROUP	GET WELL KIT	GEOMETRY GLOBAL Moscow	RUSSIA	GEOMETRY GLOBAL Moscow / OGILVY COMMONHEALTH Moscow	BROX PRODUCTION Moscow
A06/025	00343	THE STREET STORE	THE HAVEN NIGHT SHELTER	PUBLIC AWARENESS/CHARITY	M&C SAATCHI ABEL Cape Town	SOUTH AFRICA	M&C SAATCHI ABEL Cape Town	
A06/033	00531	PJS	WALMART CANADA	WALMART.CA	JWT Toronto	CANADA	JWT Toronto	
A06/034	00535	SORRY I SPENT IT ON MYSELF	HARVEY NICHOLS	CHRISTMAS	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London	PHD London / ROCKET London
A06/050	00928	THE PAPER SKIN	FEDRIGONI GERMANY	FEDRIGONI FINE PAPER	GEOMETRY GLOBAL GERMANY Berlin	GERMANY	GEOMETRY GLOBAL GERMANY Frankfurt	
A06/115	02262	DRINKABLE BOOK	WATERISLIFE	WATERISLIFE	DDB NEW YORK	USA	DDB NEW YORK	
A06/121	00218	THE BOTTLED WALKMAN	SONY NZ	RETAIL ITEM - WATERPROOF HEADPHONES LAUNCH	FCB NEW ZEALAND Auckland	NEW ZEALAND		
A06/139	01706	RAVIOLI CUTTERS	VOLKSWAGEN DO BRASIL	VOLKSWAGEN BUS	ALMAPBDO São Paulo	BRAZIL	ALMAPBDO São Paulo	
A06/149	01968	TAPEMAILING	VOLKSWAGEN	VOLKSWAGEN CLASSIC PARTS	DDB TRIBAL GROUP Düsseldorf	GERMANY	DDB TRIBAL GROUP Düsseldorf	
A06/151	01977	GIFT BOX	THE SALVATION ARMY, CROWN RELOCATIONS	RE-CYCLING	LEO BURNETT HONG KONG	HONG KONG	LEO BURNETT HONG KONG	
A06/161	02203	PROUD OF BELGIAN BEER	VLAM - BELGIAN BREWERS	BEER	DDB BRUSSELS	BELGIUM	DDB BRUSSELS	MINDSHARE Brussels
A06/165	01057	MOZZIE BOX	SP BREWERY	SP LAGER PROMO ITEM	GEORGE PATTERSON Y&R Brisbane	AUSTRALIA	GEORGE PATTERSON Y&R Brisbane	
A06/172	02334	THE COCA COLA BIO COOLER	THE COCA-COLA COMPANY	COCA-COLA	LEO BURNETT COLOMBIA Bogotá	COLOMBIA	LEO BURNETT COLOMBIA Bogotá	GRABADOS Y CORTES Bogotá
A06/188	02481	TOPOGRAPHIC CALENDAR	LANDROVER	LANDROVER	TBWA ISTANBUL	TURKEY	TBWA ISTANBUL	
A06/193	02576	FREEDOM CANDLES	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER LONDON	KINETIC WORLDWIDE London
A06/194	02640	THE SUNDAY TIMES - MICHELLE	NEWS UK	NEWSPAPER	GREY LONDON	UNITED KINGDOM	GREY LONDON	M/SIX London
A06/218	01347	LIGHT AFTER SCHOOL	HAIER	LIGHTING	PUBLICIS SHANGHAI	CHINA	PUBLICIS SHANGHAI	
A06/226	02587	GLOW IN THE DARK PACKAGING	PHILIPS MALAYSIA	PHILIPS MASTER LEDTUBE	OGILVY MALAYSIA Kuala Lumpur	MALAYSIA	OGILVY MALAYSIA Kuala Lumpur	
A06/242	01619	THE BARBECUE BIBLE	TRAMONTINA	BARBECUE PRODUCTS	JWT BRAZIL São Paulo	BRAZIL	JWT BRAZIL São Paulo	SANTA TRANSMEDIA PRODUCTIONS Porto Alegre
A06/251	02473	HONDA H20	HONDA	HONDA FCX	LEO BURNETT MELBOURNE	AUSTRALIA	LEO BURNETT MELBOURNE	ZENITHOPTIMEDIA Melbourne

## A07 (Publications & Business Communications)

A07/015	00431	THE TOMORROW PROJECT	THE PRINCE'S TRUST	TOMORROW'S STORE	CHI & PARTNERS London	UNITED KINGDOM	CHI & PARTNERS London	
A07/030	01032	PHEROMONES CARDS	AXE CANADA	COSMETICS & TOILETRIES	UNION Toronto	CANADA	UNION Toronto	
A07/037	01808	PAUSE SPEAKER CARDS	PAUSE HOME ENTERTAINMENT	HIFI CHAIN	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm	
A07/049	01921	RESULTS DON'T LIE	CAANZ COMMUNICATION AGENCIES ASSOCIATION	THE NEW ZEALAND EFFIE AWARDS	WHYBIN TBWA DAN Auckland	NEW ZEALAND	WHYBIN TBWA DAN Auckland	
A07/051	02105	ECO CARD	GREENPEACE	RUSSIA	HAVAS DIGITAL Moscow	RUSSIA	HAVAS DIGITAL Moscow	

## A08i (Annual Reports & Information - Small Business)

A08i/001	00543	CALGARY ZOO 2012 ANNUAL REPORT	CALGARY ZOO	ZOO	TRIGGER COMMUNICATIONS & DESIGN Calgary, AB	CANADA	TRIGGER COMMUNICATIONS & DESIGN Calgary, AB	
A08i/002	00684	STAPLE	CALGARY SOCIETY FOR PERSONS WITH DISABILITIES	ASSISTED LIVING	WAX Calgary	CANADA	WAX Calgary	
A08i/003	02078	THE GAME REPORT	BYTRO LABS	BYTRO LABS GAME DEVELOPING STARTUP	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich	LIGA_01 COMPUTERFILM Munich

## A08ii (Annual Reports & Information - Medium Business)

A08ii/003	00707	GB V0.12 GENUINELY BASIC	DOCHECK	ANNUAL REPORT	ANTWERPES Cologne	GERMANY	ANTWERPES Cologne	
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## A09iii (Broadcast and Animated Communication - Mobile animation)

A09iii/003	02084	DATAGRAMS	IBM	US OPEN	OGILVY NEW YORK	USA	OGILVY NEW YORK	BUCK New York
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## A09iv (Broadcast and Animated Communication - Other video content)

## Shortlist (Design Lions)

A09iv/005	00148	SOUND OF HONDA / AYRTON HONDA MOTOR CO. SENNA 1989		INTERNAVI	DENTSU Tokyo	JAPAN	DENTSU Tokyo	DENTSU CREATIVE X Tokyo
A09iv/013	00612	INTENTION	APPLE	APPLE	TBWA/MEDIA ARTS LAB Los Angeles	USA	TBWA/MEDIA ARTS LAB Los Angeles	OMD New York BUCK Los Angeles
A09iv/033	01961	VOTE FOR CHILD RIGHTS	CHILD RIGHTS AND YOU (CRY)	CHILD RIGHTS AND YOU	BBH COMMUNICATIONS INDIA Mumbai	INDIA	BBH COMMUNICATIONS INDIA Mumbai	BLACK SHEEP LIVE Mumbai
A09iv/039	01537	ANTHEM	OREO	COOKIES	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond	

### B01i (Publications )

B01i/001	00052	MOTHER BOOK	KISHOKAI MEDICAL CORPORATION	BELL-NET OBSTETRICS	DENTSU Nagoya	JAPAN	DENTSU Nagoya / OPENENDS Nagoya	
B01i/013	02062	A BROCHURE MADE ENTIRELY WITHOUT ENERGY	EDP FOUNDATION	A2E PROJECTS	LEO BURNETT LISBOA	PORTUGAL	LEO BURNETT LISBOA	

### B01ii (Print and poster)

B01ii/010	00266	GOAL IS THE GOLD	YOSHIDA HIDEO MEMORIAL FOUNDATION/ADVERTISING MUSEUM TOKYO	ONE SHOW 2012 EXHIBITION IN JAPAN	DENTSU Tokyo	JAPAN	DENTSU Tokyo	CREATIVE POWER UNIT Tokyo
B01ii/011	00273	THE BEAUTIFUL BLACK LIST	YOSHIDA HIDEO MEMORIAL FOUNDATION/ADVERTISING MUSEUM TOKYO	D&AD 2013 EXHIBITION IN JAPAN "THE BEAUTIFUL BLACK LIST - TRACING THE 50 YEARS OF D&AD AWARDS"	DENTSU Tokyo	JAPAN	DENTSU Tokyo	CREATIVE POWER UNIT Tokyo
B01ii/062	01120	WI-FI	SURFEASY	SURFEASY VPN APP	kbs+ TORONTO Toronto	CANADA	kbs+ TORONTO Toronto	Topix Toronto
B01ii/071	01541	WILD POSTINGS	OREO	COOKIES	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond	
B01ii/075	01638	CAPTURED IN AUDIO	PENGUIN CHINA	AUDIOBOOKS	Y&R BEIJING	CHINA	Y&R BEIJING	
B01ii/080	01766	DISCOVER SOMETHING NEW: POSTER SERIES	MELBOURNE FOOD AND WINE FESTIVAL	PUBLIC FESTIVAL	OGILVY MELBOURNE	AUSTRALIA	OGILVY MELBOURNE	ONE20 Melbourne
B01ii/081	01805	HATTERS VEGETABLES	PERFECTION FRESH/COLES	CONSUMER PRODUCTS	WHYBIN/TBWA SYDNEY	AUSTRALIA	WHYBIN/TBWA SYDNEY	
B01ii/104	00250	TO THE POINT - ANNIVERSARY DAY	STAEDTLER	HIGHLIGHTERS	LEO BURNETT HONG KONG	HONG KONG	LEO BURNETT HONG KONG	
B01ii/167	02370	CYCLING CITIES	100COPIES	CYCLING	DDB GROUP SINGAPORE	SINGAPORE	DDB GROUP SINGAPORE	
B01ii/184	02643	THE SUNDAY TIMES - MICHELLE	NEWS UK	NEWSPAPER	GREY LONDON	UNITED KINGDOM	GREY LONDON	M/SIX London ACT2 London
B01ii/213	02324	THE QUALMS	STEPPENWOLF THEATRE	THEATRE	OGILVY & MATHER CHICAGO Chicago	USA	OGILVY & MATHER CHICAGO Chicago	
B01ii/214	02325	THE WAY WAY WEST	STEPPENWOLF THEATRE	THEATRE	OGILVY & MATHER CHICAGO Chicago	USA	OGILVY & MATHER CHICAGO Chicago	
B01ii/215	02326	THE WHEEL	STEPPENWOLF THEATRE	THEATRE	OGILVY & MATHER CHICAGO Chicago	USA	OGILVY & MATHER CHICAGO Chicago	
B01ii/216	02327	TRIBES	STEPPENWOLF THEATRE	THEATRE	OGILVY & MATHER CHICAGO Chicago	USA	OGILVY & MATHER CHICAGO Chicago	
B01ii/217	02511	RETURN OF THE ASHES	HHK INTERTRADE	CARAN DACHE & FOREST CONTROL	OGILVY & MATHER Bangkok	THAILAND	OGILVY & MATHER Bangkok	
B01ii/219	02633	MANGO	PERFETTI VAN MELLE	BIG BABOL	McCANN WORLDGROUP INDIA Mumbai	INDIA	McCANN WORLDGROUP INDIA Mumbai	
B01ii/220	02634	PEAR	PERFETTI VAN MELLE	BIG BABOL	McCANN WORLDGROUP INDIA Mumbai	INDIA	McCANN WORLDGROUP INDIA Mumbai	
B01ii/221	02635	TANGERINE	PERFETTI VAN MELLE	BIG BABOL	McCANN WORLDGROUP INDIA Mumbai	INDIA	McCANN WORLDGROUP INDIA Mumbai	
B01ii/226	01501	PLASTIC LIFE - BOTTLE	SURFRIDER FOUNDATION EUROPE	SURFRIDER FOUNDATION EUROPE	Y&R PARIS	FRANCE	Y&R PARIS	

### B01iii (Packaging and promotional item design)

B01iii/010	01009	EPIC DENIM	MUSTANG	JEANS	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg	
B01iii/016	01737	CAVITIES ATTACK AT NIGHT	COLGATE-PALMOLIVE	TOOTHPASTE	RED FUSE COMMUNICATIONS Hong Kong	HONG KONG	RED FUSE COMMUNICATIONS Hong Kong / Y&R MALAYSIA Kuala Lumpur	MEC HONG KONG
B01iii/017	01738	GOOD FOOD VS BAD	COLGATE-PALMOLIVE	TOOTHPASTE	RED FUSE COMMUNICATIONS Hong Kong	HONG KONG	RED FUSE COMMUNICATIONS Hong Kong / Y&R MALAYSIA Kuala Lumpur	MEC HONG KONG

## Shortlist (Design Lions)

B01iii/018	01739	GRANDPA'S TEETH	COLGATE-PALMOLIVE	TOOTHPASTE	RED FUSE COMMUNICATIONS Hong Kong	HONG KONG	RED FUSE COMMUNICATIONS Hong Kong / Y&R MALAYSIA Kuala Lumpur	MEC HONG KONG
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### B01iv (Outdoor spaces e.g. Installations)

B01iv/005	01099	WHAT'S IN YOUR CRAYOLA? OUTDOOR	CRAYOLA	COLORED PENCILS	LEO BURNETT VIETNAM Ho Chi Minh City	VIETNAM	LEO BURNETT VIETNAM Ho Chi Minh City	RENDER MI Bangkok
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### B01v (Calendars, Flyers, tickets, invitations, postcards, Christmas and other greetings cards)

B01v/013	02600	TEXT MESSAGE FILMS	MMDA	METRO MANILA FILM FESTIVAL	ACE SAATCHI & SAATCHI Manila	THE PHILIPPINES	ACE SAATCHI & SAATCHI Manila	
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### B02i (Typography - Publication)

B02i/005	00788	THE MASKS OF LIFE	CARITAS/HOSPICE	CARITAS/HOSPICE	JUNG von MATT Vienna	AUSTRIA	JUNG von MATT Vienna	
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### B02ii (Typography - Print and Poster)

B02ii/004	00097	TAMABI	TAMA ART UNIVERSITY	UNIVERSITY	MR DESIGN Tokyo	JAPAN	MR DESIGN Tokyo	
B02ii/021	01263	THIS IS YOUR TYPE	ADOBE SYSTEMS NORDIC	ADOBE CREATIVE CLOUD	ABBY NORM Stockholm	SWEDEN	ABBY NORM Stockholm	
B02ii/037	02225	THE IKEA RGB BILLBOARD	IKEA	IKEA	THJNK Hamburg	GERMANY	THJNK Hamburg	
B02ii/039	02264	NAUGHTY AS HELL	DDB	HOLIDAY CARD	DDB NEW YORK	USA	DDB NEW YORK	
B02ii/040	02265	NICE	DDB	HOLIDAY CARD	DDB NEW YORK	USA	DDB NEW YORK	
B02ii/043	02388	ALPHABET	FIAT	FIAT	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo	

### B02iii (Typography - Digital)

B02iii/007	01605	WRITTEN IN THE STARS	AKQA	STARS	AKQA New York	USA	AKQA New York	
B02iii/009	01941	HOMELESS FONTS	ARRELS FUNDACIÓN	ONG	THE CYRANOS McCANN WORLDGROUP EUROPE Barcelona	SPAIN	THE CYRANOS McCANN WORLDGROUP EUROPE Barcelona	

### B02iv (Typography - Brands)

B02iv/005	00501	ADVENT DISPLAY TYPE FACE	ADVENT	ACCOUNTING SOFTWARE	LANDOR ASSOCIATES San Francisco	USA	LANDOR ASSOCIATES San Francisco	
B02iv/014	01387	EXCITABLE, INFLATABLE TYPOGRAPHY	SYDNEY HARBOUR FORESHORE AUTHORITY (SHFA)	LEISURE & RESIDENTIAL PRECINCT	INTERBRAND New York	USA	INTERBRAND AUSTRALIA Sydney	
B02iv/019	02297	WORDS CAN BE WEAPONS	CENTER FOR PSYCHOLOGICAL RESEARCH, SHENYANG	CENTER FOR PSYCHOLOGICAL RESEARCH	OGILVY BEIJING	CHINA	OGILVY BEIJING	T.B.FILMS ADVERTISING Beijing

### B03 (Photography)

B03/005	00244	CITYSCAPE	INFAS PUBLICATIONS, INC.	WWD JAPAN(MAGAZINE)	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo	AMANA Tokyo
B03/022	00789	DOWN SYNDROME FESTIVAL	I DANCE COMPANY	I DANCE COMPANY	JUNG von MATT Vienna	AUSTRIA	JUNG von MATT Vienna	
B03/031	01491	VANISHED GIRLS NEWSPAPER PHOTOGRAPHY	UNICEF	STOP VIOLENCE AGAINST GIRLS	JWT/FABRIKANT Zurich	SWITZERLAND	JWT/FABRIKANT Zurich	
B03/058	02099	PORTRAITS AGAINST OBLIVION	AMNESTY INTERNATIONAL	HUMAN RIGHTS ORGANISATION	LOWE GINKGO Montevideo	URUGUAY	LOWE GINKGO Montevideo	
B03/059	02135	DAUGHTER	ALZHEIMER'S ASSOCIATION	ALZHEIMER'S ASSOCIATION	GRUPO GALLEGOS HUNTINGTON BEACH	USA	GRUPO GALLEGOS HUNTINGTON BEACH	REINO Buenos Aires
B03/061	02137	HUSBAND	ALZHEIMER'S ASSOCIATION	ALZHEIMER'S ASSOCIATION	GRUPO GALLEGOS HUNTINGTON BEACH	USA	GRUPO GALLEGOS HUNTINGTON BEACH	REINO Buenos Aires

### B04 (Sound Design)

B04/001	00149	SOUND OF HONDA / AYRTON HONDA MOTOR CO. SENNA 1989		INTERNAVI	DENTSU Tokyo	JAPAN	DENTSU Tokyo	DENTSU CREATIVE X Tokyo
B04/014	01168	WALKMAN® HI-RES FIGURE	SONY MARKETING (JAPAN) INC.	WALKMAN®	DENTSU Tokyo	JAPAN	DENTSU Tokyo	
B04/015	01467	HIBIKI GLASS	SUNTORY	SUNTORY WHISKEY HIBIKI	HAKUHODO KETTLE Tokyo	JAPAN	HAKUHODO KETTLE Tokyo	HAKUHODO Tokyo
B04/017	01829	MINDTUNES	DIAGEO	SMIRNOFF	DUVAL GUILLAUME Antwerp	BELGIUM	DUVAL GUILLAUME Antwerp	AOI PRO. Tokyo
B04/020	02208	MUSIC VIDEOS WITHOUT MUSIC	KISS TV	MUSIC CHANNEL	LOLA Madrid	SPAIN	LOLA Madrid	TRS BRUSSELS

## Shortlist (Design Lions)

### B05 (Large Scale Logo)

B05/001	00094	KAMIWAZA -PAPER CRAFT AWARD-	TOKUSYU TOKAI PAPER CO., LTD	SERVICE	6D-K Tokyo	JAPAN	6D-K Tokyo
B05/006	00201	IVANO-FRANKIVSK CITY (UKRAINE) VISUAL IDENTITY	INNOVATIONS WORKSHOP	CITY VISUAL IDENTITY	AIMBULANCE Kiev	UKRAINE	AIMBULANCE Kiev
B05/013	00423	BE PART OF IT	QATAR FOOTBALL ASSOCIATION	QATAR FOOTBALL GOVERNING BODY	FITCH London	UNITED KINGDOM	FITCH London
B05/040	01542	WONDERFILLED LOCKUP	OREO	COOKIES	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond
B05/047	02199	;(TO:) CLEFFTOSMILE	OPERATION SMILE INDIA	CLEFT AWARENESS	OGILVY & MATHER INDIA Mumbai	INDIA	OGILVY & MATHER INDIA Mumbai

### B06 (Small Scale Logo)

B06/010	00158	BIG LEBIKESKI – BIKES LIKE ME.	BIG LEBIKESKI	BICYCLE SHOP	JAN BERG KONZEPTION & ART DIREKTION Rastatt	GERMANY	JAN BERG KONZEPTION & ART DIREKTION Rastatt
B06/018	00433	THE TOMORROW PROJECT	THE PRINCE'S TRUST	TOMORROW'S STORE	CHI & PARTNERS London	UNITED KINGDOM	CHI & PARTNERS London
B06/025	00719	TROLL	FELIX TROLLDENIER	POST-PRODUCTION VIDEO COMPANY	THIS IS PACIFICA Porto	PORTUGAL	THIS IS PACIFICA Porto LOOPA Porto
B06/034	01842	BANQ	BIBLIOTHÈQUE ET ARCHIVES NATIONALES DU QUÉBEC	PUBLIC SERVICE	COSSETTE Montreal	CANADA	COSSETTE Montreal
B06/044	02401	DATA EXCHANGE	DATA EXCHANGE	NON-COMMERCIAL EDUCATIONAL PROJECT	DEPOT WPF Moscow	RUSSIA	DEPOT WPF Moscow
B06/050	01237	LESS	CAVE GARIBALDI	WINE	LANDOR ASSOCIATES Paris	FRANCE	LANDOR ASSOCIATES Paris

### C01 (Online Digital Design)

C01/008	00966	GET WELL KIT	SANOFI-AVENTIS GROUP	GET WELL KIT	GEOMETRY GLOBAL Moscow	RUSSIA	GEOMETRY GLOBAL Moscow / OGILVY	YARR! Moscow
C01/011	00301	PENGUIN NAVI	SUNSHINE AQUARIUM	SUNSHINE CITY CORPORATION	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo	HAKUHODO PRODUCT'S Tokyo
C01/018	00545	COPYRIGHT	CARA OPERATIONS	HARVEY'S	BBDO TORONTO	CANADA	BBDO TORONTO	MEC Toronto SOFT CITIZEN Toronto, ON
C01/034	00860	UNIQLO HAIRDO	UNIQLO	UNIQLO	PROJECTOR New York	USA	PROJECTOR New York	WHITE Tokyo
C01/075	02458	VITTEL COUCH CONVERTER	VITTEL - NESTLÉ WATERS	MINERAL WATER	OGILVY FRANCE Paris	FRANCE	OGILVY FRANCE Paris	
C01/085	01579	THE NIKE SB APP	NIKE	APPAREL	R/GA New York	USA	R/GA New York	
C01/091	00842	KILLING KENNEDY	NATIONAL GEOGRAPHIC CHANNEL	TV PROGRAM/WEBSITE	MULLEN Boston	USA	MULLEN Boston	SOUNDTRACK Boston
C01/099	02444	FASHION FOR ALL KIND	STYLEPIT	ONLINE FASHION RETAILER	UNCLE GREY Copenhagen	DENMARK	UNCLE GREY Copenhagen	B-REEL Stockholm
C01/101	02564	IBM FRACTAL FEST	IBM	TUMBLR	OGILVY NEW YORK	USA	OGILVY NEW YORK	EYEPATCH PRODUCTIONS New York
C01/103	02648	PUMA SYNC - THE LANGUAGE OF ATTRACTION	PUMA	PUMA FRAGRANCES	GREY LONDON	UNITED KINGDOM	GREY LONDON	SOMESUCH & CO London
C01/112	00742	MASSEY LECTURES IPAD APP	HOUSE OF ANANSI PRESS	IPAD APP	CRITICAL MASS Calgary	CANADA	CRITICAL MASS Calgary	THE HANGAR INTERACTIVE San Jose, Costa Rica

### C02 (Offline Digital Design)

C02/011	01494	MEGAFACES PAVILION AT THE SOCHI 2014 WINTER OLYMPIC GAMES	MEGAFON	4G / LTE INTERNET	MEGAFON Moscow	RUSSIA	ASIF KHAN LTD London / AXIS Moscow	
C02/017	01809	BLOWING IN THE WIND	APOTEK HJÄRTAT	APOLOSOPHY	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm	STARCOM MEDIAVEST GROUP Stockholm
C02/019	02438	WORDS CAN BE WEAPONS TOUCHSCREEN	CENTER FOR PSYCHOLOGICAL RESEARCH, SHENYANG	CENTER FOR PSYCHOLOGICAL RESEARCH	OGILVY BEIJING	CHINA	OGILVY BEIJING	
C02/024	01447	HANDS ON SEARCH	YAHOO! JAPAN	YAHOO! JAPAN	HAKUHODO KETTLE Tokyo	JAPAN	HAKUHODO KETTLE Tokyo	HAKUHODO DY MEDIA PARTNERS Tokyo
C02/028	00823	TIMES SQUARE OUT OF HOME	OREO	COOKIES	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond	BRAND NEW SCHOOL Los Angeles, CA
C02/032	01216	THE SOCIAL SWIPE	BISCHÖFLICHES HILFSWERK MISEREOR	DONATIONS	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg	

## Shortlist (Design Lions)

### D01ii (Medium Business - regional or national organisations)

D01ii/002	00432	THE TOMORROW PROJECT	THE PRINCE'S TRUST	TOMORROW'S STORE	CHI & PARTNERS London	UNITED KINGDOM	CHI & PARTNERS London
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### D02iii (Large Business – international or global scale )

D02iii/006	01470	NIKE FREESTORE	NIKE RUNNING	RETAIL	FLOCK Mexico	MEXICO	FLOCK Mexico
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### D03i (Posters)

D03i/015	01543	WILD POSTINGS	OREO	COOKIES	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond
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D03i/026	02426	STAMPS	AUDI SCHWEIZ, AMAG	AUDI QUATTRO	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI
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### D03ii (Product displays, POS graphic materials, brand Collateral)

D03ii/007	00220	THE BOTTLED WALKMAN	SONY NZ	RETAIL ITEM - WATERPROOF HEADPHONES LAUNCH	FCB NEW ZEALAND Auckland	NEW ZEALAND	
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D03ii/027	02584	LISTEN WITH RESPECT	SONY PHILIPPINES INC.	MDR HEADPHONES	OGILVY & MATHER PHILIPPINES Makati City	THE PHILIPPINES	OGILVY & MATHER PHILIPPINES Makati City
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### D03iii (Window displays)

D03iii/001	00792	THE FURNITURE IS THE POSTER	FRETEX	COLLECTING SECOND HAND FURNITURE	KITCHEN LEO BURNETT Oslo	NORWAY	KITCHEN LEO BURNETT Oslo
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### D04i (Installation)

D04i/003	00151	SOUND OF HONDA / AYRTON SENNA 1989	HONDA MOTOR CO.	INTERNAVI	DENTSU Tokyo	JAPAN	DENTSU Tokyo	DENTSU CREATIVE X Tokyo
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D04i/009	00344	THE STREET STORE	THE HAVEN NIGHT SHELTER	PUBLIC AWARENESS/CHARITY	M&C SAATCHI ABEL Cape Town	SOUTH AFRICA	M&C SAATCHI ABEL Cape Town	
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D04i/010	00401	MINI KIOSK	COCA-COLA GERMANY	COCA-COLA MINI CAN 0.15L	OGILVY GERMANY Berlin	GERMANY	OGILVY GERMANY Berlin	TONY PETERSEN FILM Berlin
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D04i/019	00713	WINTER WONDERLAB	GOOGLE	GOOGLE HARDWARE PRODUCTS: NEXUS 7, CHROMEBOOK, CHROMECAST	GOOGLE Mountain View	USA	AUTOFUSS San Francisco	
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D04i/035	01857	THE CHACLICE SYMPHONY	STELLA ARTOIS	BEER	MOTHER NEW YORK	USA	MOTHER NEW YORK	GREENCARD PICTURES New York
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D04i/037	01943	GREEN SANTA	COCA-COLA	COCA-COLA	THE CYRANOS McCANN WORLDGROUP EUROPE Barcelona	SPAIN	THE CYRANOS McCANN WORLDGROUP EUROPE Barcelona	
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### D04ii (Sculptural)

D04ii/007	00692	CHAMELEON CABIN	GÖTEBORGSTRYCKERIET	PRINTING SERVICES, DISPLAY AND PACKAGING CONSTRUCTIONS	HAPPY F&B Gothenburg	SWEDEN	HAPPY F&B Gothenburg	
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D04ii/027	01373	MANNEQUINS	PRO INFIRMIS	PRO INFIRMIS	JUNG von MATT/LIMMAT Zürich	SWITZERLAND	JUNG von MATT/LIMMAT Zürich	
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D04ii/030	01831	POSTER TURNED INTO WRAPPING PAPER	COCA-COLA COMPANY	COCA-COLA	DUVAL GUILLAUME Antwerp	BELGIUM	DUVAL GUILLAUME Antwerp	CLEAR CHANNEL BELGIUM Brussels
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D04ii/033	02337	THE COCA COLA BIO COOLER	THE COCA-COLA COMPANY	COCA-COLA	LEO BURNETT COLOMBIA Bogotá	COLOMBIA	LEO BURNETT COLOMBIA Bogotá	GRABADOS Y CORTES Bogotá
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D04ii/034	02421	HELLO HAPPINESS PHONE BOOTH	THE COCA-COLA COMPANY	COCA-COLA	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI	
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D04ii/038	01217	THE SOCIAL SWIPE	BISCHÖFLICHES HILFSWERK MISEREOR	DONATIONS	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg	
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### D05 (Public Space)

D05/013	01756	THE FEELING TREE	IPÊ - INSTITUTO DE PESQUISAS ECOLÓGICAS	INSTITUTO DE PESQUISAS ECOLÓGICAS	Y&R SÃO PAULO	BRAZIL	Y&R SÃO PAULO	
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### D07 (Non-commercial Exhibitions)

## Shortlist (Design Lions)

D07/003	00264	THE BEAUTIFUL BLACK LIST_SPACE	YOSHIDA HIDEO MEMORIAL FOUNDATION/ADVERTISING MUSEUM TOKYO	D&AD 2013 EXHIBITION IN JAPAN "THE BEAUTIFUL BLACK LIST - TRACING THE 50 YEARS OF D&AD AWARDS"	DENTSU Tokyo	JAPAN	DENTSU Tokyo	CREATIVE POWER UNIT Tokyo
D07/006	01285	SMOK-INK	HUMANITAS CANCER CENTER	ANTI-SMOKING	TBWAITALIA Milan	ITALY	TBWAITALIA Milan	FIRST FLOOR UNDER Milan
D07/010	02298	WORDS CAN BE WEAPONS	CENTER FOR PSYCHOLOGICAL RESEARCH, SHENYANG	CENTER FOR PSYCHOLOGICAL RESEARCH	OGILVY BEIJING	CHINA	OGILVY BEIJING	T.B.FILMS ADVERTISING Beijing
D07/019	02162	INVISIBLE PEOPLE	UNHCR	A REFUGEE EXHIBITION	CHEIL WORLDWIDE Seoul	SOUTH KOREA	CHEIL WORLDWIDE Seoul	

## D09 (Live Events)

D09/005	00476	D ROSE JUMP STORE	ADIDAS	ADIDAS D ROSE 3.5 BASKETBALL SHOES	TBWA LONDON	UNITED KINGDOM	TBWA LONDON	
D09/009	00893	LITERACY STORE	McDONALDS	McDONALDS	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO	RADAR STUDIOS Chicago
D09/016	01944	PAY PER LAUGH	TEATRE NEU	THEATER	THE CYRANOS McCANN WORLDGROUP EUROPE Barcelona	SPAIN	THE CYRANOS McCANN WORLDGROUP EUROPE Barcelona	
D09/027	02617	MIND ART	WINSOR & NEWTON/SHANGHAI YUE MIAO CENTRE FOR PEOPLE WITH DISABILITIES	WINSOR & NEWTON ACRYLIC PAINT/NON-GOVERNMENT NON-PROFIT INSTITUTION PROVIDING CARE,TREATMENT,EDUCATION SERVICE TO DISABILITIES	OGILVY & MATHER SHANGHAI	CHINA	OGILVY & MATHER SHANGHAI	GWANTSI Shanghai
D09/028	01255	DILL - THE RESTAURANT.	LIDL	SUPERMARKETS	INGO Stockholm	SWEDEN	INGO Stockholm	
D09/031	01650	ALMOST IDENTICAL	MONDELEZ INTERNATIONAL	BELDENT INFINIT	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	AGOSTO BUENOS AIRES
D09/034	02544	AMIA BOOTH	AMIA (ASOCIACIÓN MUTUAL ISRAELITA ARGENTINA)	AMIA (ASOCIACIÓN MUTUAL ISRAELITA ARGENTINA)	OGILVY & MATHER ARGENTINA Buenos Aires	ARGENTINA	OGILVY & MATHER ARGENTINA Buenos Aires	WINONA Buenos Aires

## E01i (Own Label and Private Label brands)

E01i/012	01926	AL MARKET PRIVATE LABEL	AZERSUN	ALL RANGES	TOMATDESIGN Moscow	RUSSIA	TOMATDESIGN Moscow	
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## E01ii (Core FMCG)

E01ii/009	00752	NORBUR SALT	NORBUR & CO.	SEA SALT FLAKES	JONSSON & LEMACKS Reykjavik	ICELAND	JONSSON & LEMACKS Reykjavik	
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## E01iii (Premium Brand)

E01iii/001	02403	FINNISH HAIKU	MYLLYN PARAS	MYLLYN PARAS 1928 FLOUR	DEPOT WPF Moscow	RUSSIA	DEPOT WPF Moscow	
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## E02i (Own Label and Private Label brands)

E02i/001	00078	DOLINA	BREBAJES DEL NORTE	CRAFT BEER	MORUBA Logroño	SPAIN	MORUBA Logroño	
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## E02ii (Core FMCG)

E02ii/005	00558	SKOL DESIGN BLISTERS	AMBEV	SKOL	F/NAZCA SAATCHI & SAATCHI São Paulo	BRAZIL	F/NAZCA SAATCHI & SAATCHI São Paulo	
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## E02iii (Premium Brand)

E02iii/008	00294	CUP SAKE	ASABIRAKI CO.,LTD / TOMITA SHUZO INC.	ASABIRAKI / SHICHIHONYARI	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo	
E02iii/016	00715	ABSOLUT ORIGINALITY	THE ABSOLUT COMPANY	ABSOLUT VODKA	HAPPY TEAR Stockholm	SWEDEN	HAPPY TEAR Stockholm	
E02iii/020	01328	UPROOT WINE VISUAL IDENTITY + PACKAGING	UPROOT WINE	WINE	TURNER DUCKWORTH: LONDON & SAN FRANCISCO London	UNITED KINGDOM	TURNER DUCKWORTH: LONDON & SAN FRANCISCO London	
E02iii/024	01110	ABSOLUT CONTEMPORARY FLAVORS	THE ABSOLUT COMPANY	ALCOHOLIC DRINK	THE BRAND UNION Stockholm	SWEDEN	THE BRAND UNION Stockholm	

## E03i (Own Label and Private Label brands)

E03i/003	02360	TEA STORIES	MANJUSHREE PLANTATIONS LTD	TEA	GREY GROUP Singapore	SINGAPORE	GREY GROUP Singapore	
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## Shortlist (Design Lions)

### E04 (Health, Beauty & OTC Pharmacy)

E04/009	00712	VERSO SKINCARE	SELEGO	SKINCARE	THE STUDIO Stockholm	SWEDEN	THE STUDIO Stockholm
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### E05 (Consumer Electronics & Multimedia)

E05/001	00929	THE PAPER SKIN	FEDRIGONI GERMANY	FEDRIGONI FINE PAPER	GEOMETRY GLOBAL GERMANY Berlin	GERMANY	GEOMETRY GLOBAL GERMANY Frankfurt
E05/005	00221	THE BOTTLED WALKMAN	SONY NZ	RETAIL ITEM - WATERPROOF HEADPHONES LAUNCH	FCB NEW ZEALAND Auckland	NEW ZEALAND	

### E06 (Other Packaging)

E06/012	02267	DRINKABLE BOOK	WATERISLIFE	WATERISLIFE	DDB NEW YORK	USA	DDB NEW YORK
E06/018	02466	LÉAUNDRY	T.D.G.	FRAGRANCE LAUNDRY DETERGENT	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg

### E07 (Sustainable Packaging)

E07/007	01273	EXPIRED ONCE IT TURNS THIS COLOUR	BAN KANOM NUNTAWAN	THAI DESSERT	Y&R THAILAND Bangkok	THAILAND	Y&R THAILAND Bangkok
E07/008	01937	RAIN FOR SALE	THE COCA-COLA COMPANY	RAINWATER OF LORO	OGILVY & MATHER COLOMBIA Bogotá	COLOMBIA	OGILVY & MATHER COLOMBIA Bogotá / LOS NOTARIOS Bogotá
E07/010	02154	NIKE FREE BOX	NIKE URUGUAY	NIKE FREE 5.0	PUBLICIS IMPETU Montevideo	URUGUAY	PUBLICIS IMPETU Montevideo / METROPOLIS FILMS Montevideo

### E08 (3D Structural Design)

E08/012	02594	DOMINO'S STEADY PIZZA	DOMINO'S	PIZZA DELIVERY	ARTPLAN Rio de Janeiro	BRAZIL	ARTPLAN Rio de Janeiro
E08/013	01252	LURPAK SLOW CHURNED	ARLA	LURPAK	PEARLFISHER London	UNITED KINGDOM	PEARLFISHER London

### E09 (Special Editions & Promotional Packaging)

E09/001	00020	THE HORNBAACH HAMMER	HORNBAACH	DIY / HOME IMPROVEMENT SUPERSTORES	HEIMAT Berlin	GERMANY	HEIMAT Berlin / CROSSMEDIA Düsseldorf
E09/002	00083	NEWS BOTTLE!	THE MAINICHI NEWSPAPERS	NEWS BOTTLE!	DENTSU Tokyo	JAPAN	DENTSU Tokyo
E09/009	00388	COMICS AND COFFEE UNITE!	SILVER SNAIL COMICS & BLACK CANARY ESPRESSO BAR	COMICS AND CAFE	SQUAB & PIGEON Toronto	CANADA	SQUAB & PIGEON Toronto / FUZE REPS Toronto
E09/012	00538	SORRY I SPENT IT ON MYSELF	HARVEY NICHOLS	CHRISTMAS	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London / PHD London / ROCKET London
E09/020	01011	SMART HEADS	HANSGROHE SE	BATHROOM FITTINGS AND FIXTURES	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg
E09/026	01740	TURNING EDUCATION INTO PACKAGING	COLGATE-PALMOLIVE	TOOTHPASTE	RED FUSE COMMUNICATIONS Hong Kong	HONG KONG	RED FUSE COMMUNICATIONS Hong Kong / Y&R MYANMAR Yangon / MEC HONG KONG
E09/034	01995	THE LAVAMAT 55-MONTH-CALENDAR	ELECTROLUX HAUSGERÄTE	AEG LAVAMAT	DDB TRIBAL BERLIN	GERMANY	DDB TRIBAL BERLIN
E09/064	02361	TEA STORIES	MANJUSHREE PLANTATIONS LTD	TEA	GREY GROUP Singapore	SINGAPORE	GREY GROUP Singapore

### F01 (Consumer Products)

F01/010	00477	D ROSE JUMP STORE	ADIDAS	ADIDAS D ROSE 3.5 BASKETBALL SHOES	TBWA\LONDON	UNITED KINGDOM	TBWA\LONDON
F01/011	00539	SORRY I SPENT IT ON MYSELF	HARVEY NICHOLS	CHRISTMAS	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London / PHD London / ROCKET London
F01/024	01801	HATTERS VEGETABLES	PERFECTION FRESH/COLES	CONSUMER PRODUCTS	WHYBIN\TBWA SYDNEY	AUSTRALIA	WHYBIN\TBWA SYDNEY
F01/027	01317	CANS OF POSITIVITY	CAMPBELL SOUP SOUTHEAST ASIA	CAMPBELL'S SOUP	Y&R MALAYSIA Kuala Lumpur	MALAYSIA	Y&R MALAYSIA Kuala Lumpur / MEC Kuala Lumpur
F01/039	01240	LESS	CAVE GARIBALDI	WINE	LANDOR ASSOCIATES Paris	FRANCE	LANDOR ASSOCIATES Paris

### F02 (Consumer Services)

F02/002	00013	BERGEN INTERNATIONAL FESTIVAL BRAND CAMPAIGN	BERGEN INTERNATIONAL FESTIVAL	MUSIC FESTIVAL	ANTI BERGEN	NORWAY	ANTI BERGEN
F02/008	00240	HOTEL JAPAN	HOTEL JAPAN	RETAIL (GIFT SHOP)	MORI Tokyo	JAPAN	MORI Tokyo / DENTSU Tokyo / PEN.
F02/009	00281	GREAT NORTHERN HOTEL	GREAT NORTHERN HOTEL	RETAILER	HERE DESIGN London	UNITED KINGDOM	HERE DESIGN London
F02/016	00540	SORRY I SPENT IT ON MYSELF	HARVEY NICHOLS	CHRISTMAS	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London / PHD London / ROCKET London

### Shortlist (Design Lions)

F02/018	00627	UU 3D CUSTOM FIGURINES	KINETIC + SCOTTS SQUARE + MIKANBAKO	UU 3D CUSTOM FIGURINES	KINETIC SINGAPORE	SINGAPORE	KINETIC SINGAPORE
F02/039	02022	THE CONNAUGHT	MAYBOURNE HOTEL GROUP	LUXURY HOTEL	THE PARTNERS London	UNITED KINGDOM	THE PARTNERS London
F02/041	02491	TELL A STORY	TELL A STORY	TELL A STORY	MSTF PARTNERS Lisbon	PORTUGAL	MSTF PARTNERS Lisbon
F02/049	01851	VISUAL IDENTITY BEIJING8	BEIJING8	CHAIN OF DUMPLING RESTAURANTS	GARBERGS_PROJECT Stockholm	SWEDEN	GARBERGS_PROJECT Stockholm
F02/052	02355	THE DISHOOM STORY PLATES	DISHOOM	BOMBAY CAFE, SHOREDITCH BRANCH	OGILVYONE LONDON	UNITED KINGDOM	OGILVYONE LONDON
F02/056	01266	HUMAN TO BUSINESS BRAND IDENTITY	HUMAN TO BUSINESS	BRAND IDENTITY	WALK CREATIVE Warsaw	POLAND	WALK CREATIVE Warsaw

### F03 (Charities & Not For Profit)

F03/001	00067	UNIVERSITY OF THE ARTS HELSINKI BRANDING	UNIVERSITY OF THE ARTS HELSINKI	BRANDING	BOND CREATIVE AGENCY Helsinki	FINLAND	BOND CREATIVE AGENCY Helsinki	
F03/024	02299	WORDS CAN BE WEAPONS	CENTER FOR PSYCHOLOGICAL RESEARCH, SHENYANG	CENTER FOR PSYCHOLOGICAL RESEARCH	OGILVY BEIJING	CHINA	OGILVY BEIJING	T.B.FILMS ADVERTISING Beijing
F03/039	02551	BALD CARTOONS	GRAACC	NGO	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	PARANOID BR São Paulo

Total Entries: 248