

## Shortlist (Design)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country
<b>A01 (360° Corporate Identity)</b>						
A01/002	00078	DESIGNED BY MUSIC	SWISS YOUTH SYMPHONY ORCHESTRA (SJSO)	ORCHESTRA	FCB ZÜRICH	SWITZERLAND
<b>A02 (360° Brand Identity)</b>						
A02/007	00139	LISTEN TO ME	URAL MUSIC NIGHT	URAL MUSIC NIGHT FESTIVAL	VOSKHOD Yekaterinburg	RUSSIA
A02/008	00175	THE FRESHEST ORANGE JUICE BRAND	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE
<b>A03 (Publications &amp; Brand Collateral)</b>						
A03/013	00160	SUFFOCATION	KARMA NIRVANA	KARMA NIRVANA	LEO BURNETT LONDON	UNITED KINGDOM
A03/014	00167	JAEGHER 1:1 BROCHURE	JAEGHER	BIKE MANUFACTURER	BOWLING Brussels	BELGIUM
A03/016	00199	FOOTBALL OR FATHER	LOVE CONDOM - REMED PHARMA	CONDOMS	BBDO BELGIUM Brussels	BELGIUM
<b>A04 (Promotional Item Design)</b>						
A04/001	00011	THE LAMPEDUSA CUCULA DOOR STOPPER. OPEN DOORS FOR REFUGEES.		THE LAMPEDUSA DOOR STOPPER	SCHOLZ & FRIENDS Berlin	GERMANY
A04/002	00049	THE BECK'S SCRATCHBOTTLE	ANHEUSER-BUSCH INBEV	BECK'S BEER	BBDO GROUP GERMANY Berlin	GERMANY
A04/015	00209	LEXUS SLIDE	LEXUS INTERNATIONAL	LEXUS INTERNATIONAL	CHI & PARTNERS London	UNITED KINGDOM
A04/016	00184	THE UNCRASHABLE TOYCARS	DAIMLER	BRAKE ASSIST SYSTEM PLUS	JUNG von MATT Hamburg	GERMANY
A04/020	00202	FLOWERING TEA BAGS	SAMOVA	FLOWERING TEA BAG	SERVICEPLAN Munich	GERMANY
A04/025	00247	LIFEPAIN	VOLVO CARS UK	LIFEPAIN PROMOTIONAL ITEM	GREY LONDON	UNITED KINGDOM
<b>A05 (Self-Promotion)</b>						
A05/007	00090	ALL AROUND MOSCOW	GLBA (GLOBAL LOCAL BRANDING ALLIANCE)	GLBA CONFERENCE IN MOSCOW	DEPOT WPF Moscow	RUSSIA
<b>A06 (Posters)</b>						
A06/005	00071	PACK ATTACK	MARS	TEMPTATIONS CAT TREATS	ADAM&EVEDDB London	UNITED KINGDOM
A06/007	00056	SOUNDS OF THE CITY	THALYS TRAIN NETWORK	HIGH-SPEED RAIL TRAVEL	ROSAPARK Paris	FRANCE
A06/011	00130	THERE'S ANOTHER SIDE TO THE STORY	DEPAUL UK	YOUTH HOMELESSNESS CHARITY	PUBLICIS LONDON	UNITED KINGDOM
A06/020	00248	LIFEPAIN	VOLVO CARS UK	LIFEPAIN PROMOTIONAL ITEM	GREY LONDON	UNITED KINGDOM
<b>A07 (Books)</b>						
A07/003	00187	FORMATION	FITCH	BOOK	FITCH London	UNITED KINGDOM
<b>B01 (Digital Design)</b>						
B01/005	00106	WEBER BBQ CULTURES	EMEA MARKETING DIRECTOR, STIG PEDERSEN	WEBER GRILLS	UNCLE GREY Copenhagen	DENMARK
B01/006	00084	THE DNA PROJECT	JVIEWZ	ALBUM CREATION	HELLO MONDAY Aarhus C	DENMARK
B01/016	00230	EYE CLICK DONATION	ALS LEAGUE	NON-PROFIT ASSOCIATION	PUBLICIS BRUSSELS	BELGIUM

## Shortlist (Design)

### C01 (Retail)

C01/001	00168	INNOVATING EVOLUTION	SAMSUNG ELECTRONICS	IFA FAIR	CHEIL GERMANY Schwalbach	GERMANY
C01/002	00176	THE FRESHEST ORANGE JUICE BRAND	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE

### C02 (Point of Sale & Consumer Touchpoints)

C02/002	00169	INNOVATING EVOLUTION	SAMSUNG ELECTRONICS	IFA FAIR	CHEIL GERMANY Schwalbach	GERMANY
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### C03 (Live Events)

C03/001	00006	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid	SPAIN
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### C04 (Installation (Sculptural/ Spatial) & Environment)

C04/001	00007	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid	SPAIN
C04/002	00050	THE 2 EURO T-SHIRT - A SOCIAL EXPERIMENT	FASHION REVOLUTION (NGO)	SOCIAL ACTIVATION	BBDO GROUP Berlin	GERMANY
C04/004	00058	SOUNDS OF THE CITY	THALYS TRAIN NETWORK	HIGH-SPEED RAIL TRAVEL	ROSAPARK Paris	FRANCE

### C05 (Multichannel Experience)

C05/003	00140	LISTEN TO ME	URAL MUSIC NIGHT	URAL MUSIC NIGHT FESTIVAL	VOSKHOD Yekaterinburg	RUSSIA
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### D01 (Food)

D01/006	00224	BEST-BEFORE PACKAGING	PENNY MARKET	PENNY DAIRY PRODUCTS	SERVICEPLAN Munich	GERMANY
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### D02 (Beverages (alcoholic/non-alcoholic))

D02/001	00051	THE BECK'S SCRATCHBOTTLE	ANHEUSER-BUSCH INBEV	BECK'S BEER	BBDO GROUP Berlin	GERMANY
D02/002	00074	MEMEL BRAU	ŠVYTURYS	ALCOHOLIC BEVERAGES	NOT PERFECT Y&R Vilnius	LITHUANIA

### E02 (Well-being, Environmental Impact & Solution )

E02/002	00147	THE RAG BAG	UNIFORMS FOR THE DEDICATED	SHOPPING BAG	DDB STOCKHOLM	SWEDEN
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### F01 (Typography)

F01/005	00002	A NEW HANDWRITING	MERKUR INSURANCE	INSURANCE	ARTS & CRAFTS VIENNA	AUSTRIA
F01/008	00152	WAVES : THE MUSIC VIDEO MADE ENTIRELY WITH SOUNDCLOUD COMMENTS	THE GEEK X VRV, ON AND ON	MUSIC VIDEO	FF PARIS	FRANCE

### F02 (Illustration)

F02/002	00016	MONTBLANC PRESENTS: A PARISIAN WINTER TALE	MONTBLANC	GLOBAL CHRISTMAS CAMPAIGN	SCHOLZ & FRIENDS Berlin	GERMANY
F02/014	00171	INFERNO	FALTER	NEWSPAPER	JUNG von MATT Vienna	AUSTRIA

### F04 (Sound Design)

F04/001	00059	SOUNDS OF THE CITY	THALYS TRAIN NETWORK	HIGH-SPEED RAIL TRAVEL	ROSAPARK Paris	FRANCE
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## **Shortlist (Design)**

F04/004	00141	LISTEN TO ME	URAL MUSIC NIGHT	URAL MUSIC NIGHT FESTIVAL	VOSKHOD Yekaterinburg	RUSSIA
F04/005	00207	SPEAKING IMAGES 2015	WORLD PRESS PHOTO	WORLD PRESS PHOTO ANNUAL 2015	SERVICEPLAN Munich	GERMANY
F04/006	00200	LIDL: BLEND TEST	LIDL BELGIUM	SUPERMARKET	BBDO BELGIUM Brussels	BELGIUM

## **F05 (Motion Graphics / Moving Images Design)**

F05/005	00151	WAVES : THE MUSIC VIDEO MADE ENTIRELY WITH SOUNDCLOUD COMMENTS	THE GEEK X VRV, ON AND ON	MUSIC VIDEO	FF PARIS	FRANCE
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## **F07 (Writing for Brands / Tone of Voice)**

F07/002	00132	THERE'S ANOTHER SIDE TO THE STORY	DEPAUL UK	YOUTH HOMELESSNESS CHARITY	PUBLICIS LONDON	UNITED KINGDOM
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**Total Entries:** 43

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