

Shortlist (Innovation)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency	Production Company
A01 (Innovative Technology (incl. standalone solutions not in association with a brand or creative campaign))								
A01/004	00039	3 WORDS TO ADDRESS THE WORLD		A GLOBAL ADDRESSING PLATFORM	WHAT3WORDS London	UNITED KINGDOM	WHAT3WORDS London	
A01/006	00052	VIEWS FOR THE BLIND	HORUS TECHNOLOGY	THE CROWDFUNDING THAT ALLOWED BLIND PEOPLE TO OVERCOME THEIR LIMITS	Y&R ITALIA Milan	ITALY	Y&R ITALIA Milan	THE BIGMAMA Milan
A02 (Creative Innovation (incl. business solutions in association with a brand or creative campaign))								
A02/002	00002	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid	SPAIN	DDB SPAIN Madrid	GARLIC TV Madrid / LA LIVINGSTON Madrid / 20 HUNGAROS Barcelona
A02/026	00030	THE RAG BAG	UNIFORMS FOR THE SHOPPING BAG DEDICATED		DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM	B-REEL Stockholm
A02/027	00031	THE HIV+ ISSUE	VANGARDIST	VANGARDIST MAGAZINE	SAATCHI & SAATCHI SWITZERLAND Geneva	SWITZERLAND	SAATCHI & SAATCHI SWITZERLAND Geneva	PULSE FILMS London
A02/031	00042	STREET VIEW TEST	THE AUTOMOBILE CLUB OF ROMANIA	DRIVING SCHOOL	PUBLICIS ROMANIA Bucharest	ROMANIA	PUBLICIS ROMANIA Bucharest	
A02/032	00043	SLOW DOWN GPS	IF INSURANCE	INSURANCE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg / STARCUT Helsinki	BACON FILM Stockholm
A02/034	00045	SPEAKING IMAGES 2015	WORLD PRESS PHOTO	WORLD PRESS PHOTO ANNUAL 2015	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich / PLAN.NET Munich	INSTITUTE FOR PRINT AND MEDIA TECHNOLOGY AT CHEMNITZ UNIVERSITY (PMTUC) / HASTINGS AUDIO NETWORK Hamburg / ATELIERBUCH Chemnitz
A02/035	00047	SLIDE, AMAZING IN MOTION	LEXUS INTERNATIONAL	HOVERBOARD	CHI & PARTNERS London	UNITED KINGDOM	CHI & PARTNERS London	SMUGGLER London / MARSHALL STREET EDITORS London
A02/044	00056	THE NEXT PHOTO	CHILDHOOD EYE CANCER TRUST	CHARITY	WUNDERMAN London	UNITED KINGDOM	WUNDERMAN London	

Total Entries: 10