

## Shortlist (Design Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency
<b>A01 (Creation of a new Brand Identity: Consumer / Corporate)</b>							
A01/001	00419	ORIGINALS	McDONALD'S	FAST FOOD	TBWAIPARIS	FRANCE	TBWAIPARIS
A01/022	01595	20/80	20/80	CATERING	LANDOR Paris	FRANCE	LANDOR Paris
A01/029	01175	PARC OLYMPIQUE   40TH ANNIVERSARY	PARC OLYMPIQUE	40TH ANNIVERSARY IDENTITY	Ig2boutique Montréal	CANADA	Ig2boutique Montréal
A01/031	01794	COMEDY FEST	KITAS KAMPAS	BRAND IDENTITY	NOT PERFECT Y&R Vilnius	LITHUANIA	NOT PERFECT Y&R Vilnius
A01/041	01105	THE LANGUAGE OF WINE	CHATEAU KSARA	CHATEAU KSARA CORPORATE BRAND IDENTITY	LEO BURNETT BEIRUT	LEBANON	LEO BURNETT BEIRUT
<b>A02 (Creation of a new Brand Identity: Non-profit)</b>							
A02/005	00265	EDUCATE AGAINST HATE	HM GOVERNMENT	EDUCATE AGAINST HATE	BREAKTHROUGH London	UNITED KINGDOM	BREAKTHROUGH London
A02/006	00807	DEAR WORLD, YOURS CAMBRIDGE	CAMBRIDGE UNIVERSITY DEPARTMENT OF ALUMNI RELATIONS	EDUCATION AND PHILANTHROPY	JOHNSON BANKS London	UNITED KINGDOM	
A02/010	01532	XQ: THE SUPER SCHOOL PROJECT	XQ INSTITUTE	XQ: THE SUPER SCHOOL PROJECT	MAL FOR GOOD Los Angeles	USA	MAL FOR GOOD Los Angeles / EMERSON COLLECTIVE Palo Alto
A02/013	02484	LIVE LOGO	INEC: NATIONAL STATISTICS INSTITUTE	INNOVATIVE LOGO DESIGN WITH LIVE DATA	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil
A02/025	01893	MOSCOW IDENTITY	GLBA	BRANDING CONFERENCE HELD IN MOSCOW	DEPOT WPF Moscow	RUSSIA	DEPOT WPF Moscow
<b>A03 (Rebrand / Refresh of an existing brand: Consumer / Corporate)</b>							
A03/002	00333	EIR	EIRCOM	REBRAND	MOVING BRANDS London	UNITED KINGDOM	MOVING BRANDS London
A03/007	00016	REBRANDING OF HELSINKI PHILHARMONIC ORCHESTRA	HELSINKI PHILHARMONIC ORCHESTRA	IDENTITY OF HELSINKI PHILHARMONIC ORCHESTRA	BOND CREATIVE AGENCY Helsinki	FINLAND	BOND CREATIVE AGENCY Helsinki
A03/022	01713	MULLENLOWE GROUP REBRAND	MULLENLOWE GROUP	MULLENLOWE GROUP	MULLENLOWE Boston	USA	MULLENLOWE Boston
A03/035	01256	TORONTO RAPTORS - REBRAND/REFRESH	MLSE	NBA TEAM	SID LEE Toronto, ON	CANADA	SID LEE Toronto, ON
A03/051	00982	ITV2 IDENTIS	ITV	ITV2	ITV CREATIVE London	UNITED KINGDOM	ITV CREATIVE London
A03/057	01692	SHIFTING PERSPECTIVES	SYDNEY OPERA HOUSE	SCULPTURAL TYPOGRAPHY	INTERBRAND AUSTRALIA Sydney	AUSTRALIA	INTERBRAND AUSTRALIA Sydney
A03/068	01374	PRINTED BY SOMERSET	PRINTED BY SOMERSET	PRINTED BY SOMERSET	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO
<b>B01 (Posters)</b>							
B01/010	00161	RESILIENT THINKING	COMEXPOSIUM JAPAN	ADTECH TOKYO 2015	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo
B01/011	00162	OPEN UP YOUR IMAGINATION	MUSASHINO ART UNIVERSITY	OPEN CAMPUS	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo
B01/023	00490	QUEER, TRANS, LESBIAN	TORONTO PFLAG	PFLAG	J. WALTER THOMPSON CANADA Toronto	CANADA	J. WALTER THOMPSON CANADA Toronto

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B01/024	00492	QUEER, TRANS, LESBIAN	TORONTO PFLAG	PFLAG	J. WALTER THOMPSON CANADA Toronto	CANADA	J. WALTER THOMPSON CANADA Toronto
B01/025	00494	QUEER, TRANS, LESBIAN	TORONTO PFLAG	PFLAG	J. WALTER THOMPSON CANADA Toronto	CANADA	J. WALTER THOMPSON CANADA Toronto
B01/055	00622	HAPPY MOVING DAY	McDONALD'S	FAST FOOD	COSSETTE Montreal	CANADA	COSSETTE Montreal
B01/067	00082	FORMULAS FOR EMOTIONS	DENTSU	DENTSU CANNES SEMINAR	DENTSU INC Tokyo	JAPAN	DENTSU INC Tokyo
B01/069	00193	SLICE OF HEARTLAND	KIRIN BREWERY COMPANY	HEARTLAND BEER	DENTSU INC Tokyo	JAPAN	DENTSU INC Tokyo
B01/098	00934	THE REFUGEE COLLECTION	REFUGEES INTERNATIONAL JAPAN	NPO	OGILVY & MATHER JAPAN Tokyo	JAPAN	OGILVY & MATHER JAPAN Tokyo
B01/103	00884	SURGEON TRYOUTS	KURASHIKI CENTRAL HOSPITAL	RECRUITMENT	TBWAHAKUHODO Tokyo	JAPAN	TBWAHAKUHODO Tokyo / HAKUHODO Tokyo
B01/125	01712	I AM MUSLIM	PASSOP	TBA	VML Johannesburg	SOUTH AFRICA	VML Johannesburg
B01/140	02269	STEP OUT	THE SAMARITANS	1	Y&R SHANGHAI	CHINA	Y&R SHANGHAI
B01/190	02630	MAPS	VOLKSWAGEN DO BRASIL	TOAUREG WITH 4-ZONE TEMPERATURE CONTROL	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
B01/191	02634	SAFETY FROM EVERY ANGLE	VOLKSWAGEN DO BRASIL	VOLKSWAGEN FEATURES	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
B01/201	02337	DIRTY WATER COLOR	ABS-CBN FOUNDATION	ABS-CBN FOUNDATION	TBWAISANTIAGO MANGADA PUNO Makati City	THE PHILIPPINES	TBWAISANTIAGO MANGADA PUNO Makati City
B01/213	00592	PLEATS PLEASE ISSEY MIYAKE ANIMALS POSTER SERIES	ISSEY MIYAKE	PLEATS PLEASE ISSEY MIYAKE	TAKU SATOH DESIGN OFFICE Tokyo	JAPAN	TAKU SATOH DESIGN OFFICE Tokyo
B01/262	02492	500 YEARS OF STORIES	TATE	BP DISPLAYS AT TATE BRITAIN	GREY LONDON	UNITED KINGDOM	GREY LONDON
B01/266	02560	ART WITH WATSON	IBM	IBM WATSON	OGILVY & MATHER New York	USA	OGILVY & MATHER New York
B01/355	02350	BOEING FLYPAPER	BOEING	AEROSPACE	FCB CHICAGO	USA	FCB CHICAGO
B01/368	02712	TREE	Seub Nakhasathien Foundation	Seub Nakhasathien Foundation	OGILVY & MATHER Bangkok	THAILAND	OGILVY & MATHER Bangkok

## B02 (Promotional Item Design)

B02/006	00707	SLIDE AMAZING IN MOTION	LEXUS INTERNATIONAL	LEXUS	CHI & PARTNERS London	UNITED KINGDOM	CHI & PARTNERS London
B02/036	01578	THE HARLEY DAVIDSON TEA SET	HARLEY DAVIDSON	PROMOTIONAL TEA SET	303 MULLENLOWE Sydney	AUSTRALIA	303 MULLENLOWE Sydney
B02/038	01881	MCTRAX	McDONALD'S	PLACEMET	TBWAINEBOKO Amsterdam	THE NETHERLANDS	TBWAINEBOKO Amsterdam
B02/039	00355	THE UNCRASHABLE TOYCARS	DAIMLER	BRAKE ASSIST SYSTEM PLUS	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg
B02/046	00706	CHARLIE HEBDO BOX	PÚBLICO NEWSPAPER	PÚBLICO NEWSPAPER	FUEL LISBON	PORTUGAL	FUEL LISBON
B02/048	00515	EVACUATION GAME	SHACHIHATA	EVACUATION GAME	DENTSU CHUBU Nagoya	JAPAN	DENTSU INC Tokyo
B02/101	02584	THE 2 LITRE TOWEL	AUSTRALIAN WEAVING	2 LITRE TOWEL	M&C SAATCHI MELBOURNE Melbourne	AUSTRALIA	M&C SAATCHI MELBOURNE Melbourne
B02/109	01500	LIFESAVER BACKPACK	LUKI	CHILDREN FRUIT SNACK	J. WALTER THOMPSON COLOMBIA Bogotá	COLOMBIA	J. WALTER THOMPSON COLOMBIA Bogotá
B02/113	00740	PORCELAN	ROSENTHAL	PORCELAINE	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg

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B02/117	02618	REVERSE DELIVERY	BANCO DE ALIMENTOS	BANCO DE ALIMENTOS	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo
B02/120	02619	PROTECTIVE BUCKET	LA FABRIL	PERLA SOFT	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo
B02/141	02685	PRESERVED MEMORIES	SPC ARDMONA	SPC PACKAGED FRUITS & VEGETABLES	LEO BURNETT MELBOURNE	AUSTRALIA	LEO BURNETT MELBOURNE
B02/148	02711	ARTQUARIUM	PAPAWIN CO.	HI-JET INKJET PAPER	OGILVY & MATHER Bangkok	THAILAND	OGILVY & MATHER Bangkok
B02/169	02552	SAMSUNG GALAXY SURFBOARD	SAMSUNG	INSTITUTIONAL	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo
B02/174	01483	#SQUARESHAKE S	SONIC DRIVE-IN	SONIC DRIVE-IN	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco
B02/184	00990	PAPER PLANE	SINGAPORE AIRLINES	SINGAPORE AIRLINES	DM2 Singapore	SINGAPORE	DM2 Singapore
B02/201	00737	AGEING WINE BOTTLES	Weingut Knipser	WINE	KOLLE REBBE Hamburg	GERMANY	KOREFE Hamburg
B02/221	02819	KOBE'S RULES BOOK	ESPN	INSTITUTIONAL	AFRICA São Paulo	BRAZIL	AFRICA São Paulo
B02/222	02815	DONATE A BOOK PAGE	ITAU BANK	INSTITUTIONAL	AFRICA São Paulo	BRAZIL	AFRICA São Paulo

## B03 (Self-Promotion)

B03/009	00078	FORMULAS FOR EMOTIONS	DENTSU	DENTSU CANNES SEMINAR	DENTSU INC Tokyo	JAPAN	DENTSU INC Tokyo
B03/042	01356	SAY NO TO SPEC	ZULU ALPHA KILO	ZULU ALPHA KILO	ZULU ALPHA KILO Toronto	CANADA	ZULU ALPHA KILO Toronto
B03/043	01662	AI-CD ?	McCANN WORLDGROUP JAPAN	McCANN MILLENNIALS	McCANN ERICKSON JAPAN Tokyo	JAPAN	McCANN ERICKSON JAPAN Tokyo

## B04 (Publications & Editorial Design)

B04/029	02776	THE DANCING LETTERS	MAHARASHTRA DYSLEXIA ASSOCIATION	MAHARASHTRA DYSLEXIA ASSOCIATION	McCANN WORLDGROUP INDIA Mumbai	INDIA	McCANN WORLDGROUP INDIA Mumbai
B04/032	01371	FINDING FREEDOM: POETRY AND PORTRAITS OF FORMER INMATES	ST. LEONARD'S MINISTRIES	ST. LEONARD'S MINISTRIES	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO
B04/034	02441	BE SEEN	THE CARTEL	SPRING SUMMER 2016	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI

## B05 (Annual Reports & other Corporate Communication)

B05/005	01562	NON-STOP ANNUAL REPORT	EDMONTON INTERNATIONAL AIRPORT	ANNUAL REPORT	DDB CANADA Edmonton	CANADA	DDB CANADA Edmonton
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## B07 (Brand Collateral)

B07/012	01596	20/80	20/80	CATERING	LANDOR Paris	FRANCE	LANDOR Paris
B07/047	00434	GENIUS TABLE 'MEANWHILE IN KYOTO'	KYOTO UNIVERSITY	GENIUS TABLE	DENTSU INC Tokyo	JAPAN	DENTSU INC Tokyo / CREATIVE POWER UNIT Tokyo
B07/049	02708	THE SLAVE CALENDAR	IZIKO MUSEUMS OF SOUTH AFRICA	IZIKO SLAVE MUSEUM	GEOMETRY GLOBAL Cape Town	SOUTH AFRICA	GEOMETRY GLOBAL Cape Town
B07/050	01243	LIFE IS ELECTRIC	PANASONIC	PANASONIC	DENTSU INC Tokyo	JAPAN	DENTSU INC Tokyo

## B08 (Books)

## Shortlist (Design Lions)

B08/012	00684	CONNECT PEN & NOTEBOOK	OTSUKA PHARMACEUTICAL CO.	EDUCATION OF CRANIAL NERVE DISEASE	TOPPAN PRINTING Tokyo	JAPAN	TOPPAN PRINTING Tokyo
B08/030	02638	MAGIC WORDS - THE BOOK	HP	HP	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
B08/034	00728	A BOOK FOR EVERYONE	KBRAILLE, SARAMSARAM	BRAILLE BOOK	VISUAL LAB Daejeon Metropolitan City	SOUTH KOREA	VISUAL LAB Daejeon Metropolitan City
B08/044	02777	THE DANCING LETTERS	MAHARASHTRA DYSLEXIA ASSOCIATION	MAHARASHTRA DYSLEXIA ASSOCIATION	McCANN WORLDGROUP INDIA Mumbai	INDIA	McCANN WORLDGROUP INDIA Mumbai
B08/049	01372	FINDING FREEDOM: POETRY AND PORTRAITS OF FORMER INMATES	ST. LEONARD'S MINISTRIES	ST. LEONARD'S MINISTRIES	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO

## B09 (Calendars)

B09/011	00985	THE SLAVE CALENDAR	IZIKO MUSEUMS OF SOUTH AFRICA	IZIKO SLAVE MUSEUM	GEOMETRY GLOBAL Cape Town	SOUTH AFRICA	GEOMETRY GLOBAL Cape Town
B09/012	00710	THE CHEMICAL CALENDAR	BASF	CHEMICAL PRODUCTS & INNOVATIONS	SAATCHI & SAATCHI UKRAINE Kiev	UKRAINE	SAATCHI & SAATCHI UKRAINE Kiev

## B10 (Invitations and Greeting Cards)

B10/020	02494	500 YEARS OF STORIES	TATE	BP DISPLAYS AT TATE BRITAIN	GREY LONDON	UNITED KINGDOM	GREY LONDON
B10/023	00901	PARIS RÉSONNE	GEOMETRY GLOBAL PARIS	GEOMETRY GLOBAL PARIS	GEOMETRY GLOBAL Paris	FRANCE	GEOMETRY GLOBAL Paris

## C01 (Website Design)

C01/002	00404	WHO WE ARE IS WHAT WE LEAVE BEHIND: THE SUBARU ENVIRONMENTAL WEBSITE	SUBARU OF AMERICA	SUBARU	CARMICHAEL LYNCH Minneapolis	USA	CARMICHAEL LYNCH Minneapolis
C01/008	00184	ALIVE MEMORY	GOOGLE RUSSIA	GOOGLE	FRIENDS Moscow	RUSSIA	FRIENDS Moscow
C01/033	02423	THIS WAS LOUISE'S PHONE	VOO	CYBER CRIME UNIT	AIR Brussels	BELGIUM	AIR Brussels
C01/045	02184	BECAUSE RECOLLECTION	BECAUSE MUSIC	BECAUSE MUSIC	84.PARIS	FRANCE	84.PARIS
C01/053	01244	LIFE IS ELECTRIC	PANASONIC	PANASONIC	DENTSU INC Tokyo	JAPAN	DENTSU INC Tokyo
C01/054	01383	PRINTED BY SOMERSET	PRINTED BY SOMERSET	PRINTED BY SOMERSET	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO

## C03 (Online Publications )

C03/006	00858	EDITIONS AT PLAY	GOOGLE	EDITIONS AT PLAY, VISUAL EDITIONS	GOOGLE PLAY London	UNITED KINGDOM	GOOGLE Sydney / VISUAL EDITIONS London
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## C04 (Data Visualisation )

C04/017	02486	LIVE LOGO	INEC: NATIONAL STATISTICS INSTITUTE	INNOVATIVE LOGO DESIGN WITH LIVE DATA	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil
C04/019	01923	THE NEXT REMBRANDT	ING	ING	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	J. WALTER THOMPSON AMSTERDAM

## C05 (Apps)

## Shortlist (Design Lions)

C05/019	01423	WILSON X CONNECTED BASKETBALL	WILSON SPORTING GOODS	WILSON X CONNECTED BASKETBALL	PHENOMENON Los Angeles	USA	PHENOMENON Los Angeles
C05/030	02512	FMTK	SWEDISH ARMED FORCES	RECRUITMENT SERVICES	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM
C05/031	02158	BLOOD BANKING	INDIAN RED CROSS SOCIETY	RED CROSS BLOOD BANK	J. WALTER THOMPSON Mumbai	INDIA	J. WALTER THOMPSON Mumbai
C05/038	02217	HEAR THE VOICE OF SILENT APP.	SETSATIAN SCHOOL FOR THE DEAF UNDER THE ROYAL PATRONAGE OF HIS ROYAL HIGHNESS CR	SETSATIAN SCHOOL FOR THE DEAF UNDER THE ROYAL PATRONAGE OF HIS ROYAL HIGHNESS CROWN PRINCE MAHA VAJIRALONGKORN	Y&R THAILAND Bangkok	THAILAND	Y&R THAILAND Bangkok

## C06 (Digital Installations & Events)

C06/003	00476	DELQA	MICROSOFT	MICROSOFT KINECT	LISTEN New York	USA	LISTEN New York
C06/012	00848	QUANTUM OF PEACE	WARSAW RISING MUSEUM	WARSAW RISING MUSEUM	PANGENERATOR Warsaw	POLAND	PANGENERATOR Warsaw
C06/017	01342	THE LADY GAGA + INTEL PERFORMANCE	INTEL	INTEL TECHNOLOGY	INTEL Santa Clara	USA	INTEL Santa Clara / GREENLIGHT MEDIA AND MARKETING Los Angeles, CA
C06/024	02549	THE FIELD TRIP TO MARS	LOCKHEED MARTIN	GENERATION BEYOND	McCANN NEW YORK New York	USA	McCANN NEW YORK New York

## C07 (UX Interface & User Journey)

C07/007	01095	THE IMPOSSIBLE GAME	SNCF	SNCF ENGINEER CHALLENGE	TBWAIPARIS	FRANCE	TBWAIPARIS
C07/027	02041	BOB DYLAN: STUDIO A REVISITED	LEGACY RECORDINGS / SONY MUSIC	BOB DYLAN THE CUTTING EDGE ALBUM	HAVAS WORLDWIDE NEW YORK	USA	HAVAS WORLDWIDE NEW YORK
C07/043	01909	SAMSUNG BLIND CAP	SAMSUNG ESPAÑA	GALAXY S7, GEAR S2, SAMSUNG INSTITUTIONAL	CHEIL SPAIN Madrid	SPAIN	CHEIL SPAIN Madrid

## C08 (Social Engagement)

C08/004	00868	#OPTOUTSIDE	REI	REI	VENABLES BELL & PARTNERS San Francisco	USA	VENABLES BELL & PARTNERS San Francisco
C08/005	01024	DESIGN YOUR TIME	SAMSUNG	SAMSUNG GEAR S2	LEO BURNETT FRANKFURT	GERMANY	LEO BURNETT FRANKFURT
C08/006	00712	MOTO 21 IN 1	MOTOROLA MOBILITY	MOTO X PURE EDITION	VML New York	USA	VML New York
C08/011	00856	RAINBOWS	DORITOS	DORITOS	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco
C08/032	02669	CHOR CHANG	WWF - THAILAND	WWF - THAILAND	OGILVY & MATHER Bangkok	THAILAND	OGILVY & MATHER Bangkok
C08/040	01484	#SQUARESHAKE S	SONIC DRIVE-IN	SONIC DRIVE-IN	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco

## C09 (Other Digital Design Solutions)

C09/004	01629	SIGNEMOJI	CHINA ASSOCIATION OF THE DEAF AND HARD OF HEARING	CHINA ASSOCIATION OF THE DEAF AND HARD OF HEARING	TBWAISHANGHAI	CHINA	TBWAISHANGHAI
C09/009	02564	TYPEVOICE	THE WEBBY AWARDS	AWARDS	OGILVYONE NEW YORK	USA	OGILVYONE NEW YORK

## Shortlist (Design Lions)

### D01 (Retail - Permanent Environment & Experience Design)

D01/008	02052	THE GOOD NOTE	BOU KHALIL SUPERMARCHÉ	THE GOOD NOTE	J. WALTER THOMPSON BEIRUT	LEBANON	J. WALTER THOMPSON BEIRUT
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### D02 (Retail - Temporary and Pop-Up Environment & Experience Design)

D02/010	01882	MCTRAX	McDONALD'S	PLACEMET	TBWAINEBOKO Amsterdam	THE NETHERLANDS	TBWAINEBOKO Amsterdam
D02/023	02730	BEHIND THE LEATHER	PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS	PETA ASIA	OGILVY & MATHER Bangkok	THAILAND	OGILVY & MATHER Bangkok
D02/027	01911	INNOVATING EVOLUTION	SAMSUNG ELECTRONICS	IFA 2015, SAMSUNG ELECTRONICS	CHEIL GERMANY Schwalbach	GERMANY	CHEIL GERMANY Schwalbach

### D03 (Point of Sale, Consumer Touchpoints & Instore Collateral)

D03/005	00890	ICE & FIRE	BEIJING NAXIN CREATIVE TRADE CO.,	COMMODITY	J. WALTER THOMPSON BEIJING	CHINA	J. WALTER THOMPSON BEIJING
D03/012	00766	THE 2 LITRE TOWEL	AUSTRALIAN WEAVING	2 LITRE TOWEL	M&C SAATCHI MELBOURNE Melbourne	AUSTRALIA	M&C SAATCHI MELBOURNE Melbourne
D03/018	02201	MA PLACE EST DANS LA SALLE	PRODISS	ENTERTAINMENT	FRED & FARID PARIS	FRANCE	FRED & FARID PARIS
D03/019	01507	THE WORLD EXPIRATION DATE	GLOBAL EXPORT	AMERICAN GARDEN	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI
D03/041	02601	IKEA. IT'S THAT AFFORDABLE.	IKEA - SAUDI ARABIA	IKEA SPECIAL OFFERS	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES	MEMAC OGILVY Dubai
D03/049	02247	ONE-DROP BOTTLE	HENKEL	PRIL	TBWAIIRAAD Dubai	UNITED ARAB EMIRATES	TBWAIIRAAD Dubai

### D04 (Spatial Brand Installation & Experience)

D04/003	00583	US PRIMARY PRESIDENTIAL DEBATE SPIN ROOM/ MEDIA FILING CENTER INNOVATION PROJECT	GOOGLE	GOOGLE TRENDS, GOOGLE CONSUMER SURVEYS, YOUTUBE, GOOGLE CARDBOARD, GOOGLE SEARCH	GOOGLE New York	USA	GOOGLE New York / HARBINGER OUTREACH Washington DC
D04/004	00477	DELQA	MICROSOFT	MICROSOFT KINECT	LISTEN New York	USA	LISTEN New York
D04/005	00034	MT EXPO 2015	KAMOI KAKOSHI CO.	MASKING TAPE	IYAMADESIGN Tokyo	JAPAN	IYAMADESIGN Tokyo
D04/006	00037	MT EX YOKOHAMA	KAMOI KAKOSHI CO.	MASKING TAPE	IYAMADESIGN Tokyo	JAPAN	IYAMADESIGN Tokyo
D04/007	00038	MT EX 3331	KAMOI KAKOSHI CO.	MASKING TAPE	IYAMADESIGN Tokyo	JAPAN	IYAMADESIGN Tokyo
D04/008	00414	TARGET TOO	TARGET	BRAND LOVE	TARGET CREATIVE Minneapolis	USA	TARGET CREATIVE Minneapolis
D04/019	02094	UNEXPECTED COURTS	AKZO NOBEL N.V.	CORAL PAINTS	NBS Rio de Janeiro	BRAZIL	NBS Rio de Janeiro
D04/022	01461	VAN GOGH BNB	ART INSTITUTE OF CHICAGO	VAN GOGH "BEDROOMS" EXHIBIT	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO
D04/027	01954	MUSEUM OF FEELINGS	SC JOHNSON	GLADE	OGILVY & MATHER Chicago	USA	OGILVY & MATHER Chicago
D04/043	02713	ARTQUARIUM	PAPAWIN CO.	HI-JET INKJET PAPER	OGILVY & MATHER Bangkok	THAILAND	OGILVY & MATHER Bangkok
D04/052	01654	ACTUAL REALITY	JAGUAR LAND ROVER NEW ZEALAND	JAGUAR F-TYPE	Y&R NZ Auckland	NEW ZEALAND	Y&R NZ Auckland

## Shortlist (Design Lions)

D04/061	00941	GAYNZ	ANZ	ANZ BANK	TBWA MELBOURNE	AUSTRALIA	TBWA MELBOURNE
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### D05 (Sculptural Brand Installation & Experience)

D05/004	00972	#SMARTEFFECT	MERCEDES-BENZ PORTUGAL	SMART FORTWO	BBDO PORTUGAL Lisbon	PORTUGAL	BBDO PORTUGAL Lisbon
D05/006	00343	UNFORGOTTEN SOLDIERS	SKY TELEVISION NEW ZEALAND	HISTORY CHANNEL	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland
D05/011	02073	REINCARNATION	J.WALTER THOMPSON3	SÃO PAULO CITY HALL	J. WALTER THOMPSON BRAZIL São Paulo	BRAZIL	J. WALTER THOMPSON BRAZIL São Paulo
D05/021	01605	BIRD HOUSE ALARM	GENERALI INSURANCE	INSURANCE	OGILVY MADRID	SPAIN	OGILVY MADRID
D05/023	02717	THE IMAGINARY FRIEND COLLECTION	V&A	MUSEUM OF CHILDHOOD	AMVBBDO London	UNITED KINGDOM	AMVBBDO London
D05/035	02574	HIGHWAY ROBBERY	VOLVO CAR USA	2016 VOLVO XC90 T8	GREY NEW YORK	USA	GREY NEW YORK

### D06 (Live Events)

D06/004	00383	THE WINNING SHOT	BACARDI	GREY GOOSE	BBDO New York	USA	BBDO New York
D06/009	00963	MOST OPEN TEST DRIVE	DAIMLER AG, SMART	SMART FORTWO CABRIO 453	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin
D06/021	02550	THE FIELD TRIP TO MARS	LOCKHEED MARTIN	GENERATION BEYOND	McCANN NEW YORK New York	USA	McCANN NEW YORK New York
D06/030	01905	JUST ONE LOOK	DEPAUL FRANCE	CHARITY	PUBLICIS CONSEIL Paris	FRANCE	PUBLICIS CONSEIL Paris
D06/040	01655	ACTUAL REALITY	JAGUAR LAND ROVER NEW ZEALAND	JAGUAR F-TYPE	Y&R NZ Auckland	NEW ZEALAND	Y&R NZ Auckland
D06/047	02406	THIS BIKE HAS MS	MS AUSTRALIA	MS	GREY MELBOURNE	AUSTRALIA	GREY MELBOURNE
D06/048	02302	SMS LAST WORDS	GLOBAL ROAD SAFETY PARTENERSHIP	GLOBAL ROAD SAFETY	HAVAS WORLDWIDE SHANGHAI	CHINA	HAVAS WORLDWIDE SHANGHAI
D06/050	01426	GOOGLE I/O 2015 KEYNOTE PRE-SHOW EXPERIENCE	GOOGLE I/O	GOOGLE I/O PRE-SHOW	GOOGLE Mountain View	USA	GOOGLE Mountain View / REZIN8 Tempe / KING VOLCANO WORLD INDUSTRIES Los Angeles

### D07 (Non-commercial Exhibitions & Experiences)

D07/001	02731	BEHIND THE LEATHER	PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS	PETA ASIA	OGILVY & MATHER Bangkok	THAILAND	OGILVY & MATHER Bangkok
D07/020	02095	UNEXPECTED COURTS	AKZO NOBEL N.V.	CORAL PAINTS	NBS Rio de Janeiro	BRAZIL	NBS Rio de Janeiro
D07/021	01887	UNTOUCHABLE CARS	MOUNTAIN RIDERS	MOUNTAIN RIDERS	J. WALTER THOMPSON PARIS Neuilly sur Seine	FRANCE	J. WALTER THOMPSON PARIS Neuilly sur Seine
D07/044	02303	SMS LAST WORDS	GLOBAL ROAD SAFETY PARTENERSHIP	GLOBAL ROAD SAFETY	HAVAS WORLDWIDE SHANGHAI	CHINA	HAVAS WORLDWIDE SHANGHAI
D07/054	02450	FACE BLINDNESS	FACEBLIND.ORG	FACE BLINDNESS	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI

### D08 (Trade Stands)

D08/009	00620	MERCEDES-BENZ AT THE IAA 2015	DAIMLER	MERCEDES-BENZ CARS	ATELIER MARKGRAPH Frankfurt	GERMANY	ATELIER MARKGRAPH Frankfurt / JANGLED NERVES Stuttgart / TLD PLANUNGSGRUPPE Esslingen am Neckar
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## Shortlist (Design Lions)

### D09 (Omnichannel Experience )

D09/002	02418	THE SECRET NUM8RS	ATOMIC SOUL	KRAFTWERK	KITCHEN LEO BURNETT Oslo	NORWAY	KITCHEN LEO BURNETT Oslo / VOID Oslo
D09/003	01955	MUSEUM OF FEELINGS	SC JOHNSON	GLADE	OGILVY & MATHER Chicago	USA	OGILVY & MATHER Chicago

### D10 (Wayfinding & Signage)

D10/001	00270	NARITA INTERNATIONAL AIRPORT TERMINAL 3	NARITA INTERNATIONAL AIRPORT CORPORATION	NARITA INTERNATIONAL AIRPORT TERMINAL 3	PARTY Tokyo	JAPAN	PARTY Tokyo
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### E01 (Comprehensive Range )

E01/001	00422	ORIGINALS	McDONALD'S	FAST FOOD	TBWA\PARIS	FRANCE	TBWA\PARIS
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### E04 (Alcoholic Drinks)

E04/013	00507	JAPANESE SAKE KOI	IMAYOTSUKASA SAKE BREWERY CO.	JAPANESE SAKE KOI	BULLET Tokyo	JAPAN	BULLET Tokyo
E04/020	01647	EDIBLE SIX PACK RINGS	SALTWATER BREWERY	SALTWATER BREWERY	WE BELIEVERS New York	USA	WE BELIEVERS New York
E04/022	01226	NOAM	NOAM	NOAM BAVARIAN LAGER	ACNE ADVERTISING Stockholm	SWEDEN	ACNE ADVERTISING Stockholm
E04/025	01888	JÄGERMEISTER COOLPACK	MAST-JÄGERMEISTER	JÄGERMEISTER	CHEIL GERMANY Schwalbach	GERMANY	CHEIL GERMANY Schwalbach
E04/039	01222	STILLHOUSE PACKAGING	STILLHOUSE SPIRITS COMPANY	AMERICAN WHISKEY	SANDSTROM PARTNERS Portland	USA	SANDSTROM PARTNERS Portland
E04/041	01030	TOAST ALE	FEEDBACK	TOAST ALE	PUBLICIS LONDON	UNITED KINGDOM	PUBLICIS LONDON
E04/046	00746	AGEING WINE BOTTLES	WEINGUT KNIPSER	WINE	KOLLE REBBE Hamburg	GERMANY	KOREFE Hamburg

### E05 (Healthcare & Pharmacy)

E05/001	00330	LE SANTI	VERTEX	LE SANTI	:OTVETDESIGN St. Petersburg	RUSSIA	:OTVETDESIGN St. Petersburg
E05/008	02346	BRAILLE BRICKS	DORINA NOWILL FOUNDATION	INSTITUTIONAL	LEW\LARA\TBWA São Paulo	BRAZIL	LEW\LARA\TBWA São Paulo

### E10 (Sustainable Packaging)

E10/010	02456	GREEN MILLIMETRE	LYCEUM OF PHILIPPINES UNIVERSITY	EDUCATION/ ENVIRONMENT	VML QAIS Singapore	SINGAPORE	VML QAIS Singapore
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### E11 (Special Editions & Promotional Packaging)

E11/003	00703	NAMELESS PAINTS	KOKUYO	STATIONERY	DENTSU INC Tokyo	JAPAN	TOHOKUSHINSHA FILM CORPORATION
E11/054	01247	LIFE IS ELECTRIC	PANASONIC	PANASONIC	DENTSU INC Tokyo	JAPAN	DENTSU INC Tokyo
E11/064	01409	RAID® "ROACH RESTAURANTS"	S.C. JOHNSON	RAID® ROACH BAITS	ENERGY BBDO Chicago	USA	ENERGY BBDO Chicago
E11/079	00753	TOX Heavy Weight Packaging	TOX	TOX	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg
E11/087	00758	AGEING WINE BOTTLES	WEINGUT KNIPSER	WINE	KOLLE REBBE Hamburg	GERMANY	KOREFE Hamburg

### E12 (Other Packaging)

E12/016	02668	THE LIVE FISH PACK	MILA	FROZEN FOOD	Y&R WARSAW	POLAND	Y&R WARSAW
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### F01 (Logo Design: Local Companies & Brands)



## **Shortlist (Design Lions)**

F01/001	00232	THE VISUAL SOUND LOGO	MÜNCHNER PHILHARMONIKER - LANDESHAUPTSTADT MÜNCHEN	MÜNCHNER PHILHARMONIKER	HEYE Munich	GERMANY	HEYE Munich
F01/019	01180	PARC OLYMPIQUE   40TH ANNIVERSARY	PARC OLYMPIQUE	40TH ANNIVERSARY IDENTITY	lg2boutique Montréal	CANADA	lg2boutique Montréal
F01/020	01808	COMEDY FEST	KITAS KAMPAS	BRAND IDENTITY	NOT PERFECT Y&R Vilnius	LITHUANIA	NOT PERFECT Y&R Vilnius

## **F02 (Logo Design: International Companies & Brands)**

F02/014	01405	STRIKETHROUGH	ADIDAS	ADIDAS	JOHANNES LEONARDO New York	USA	JOHANNES LEONARDO New York
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## **F03 (Typography: Poster)**

F03/002	00487	SHEDDING LIGHT ON WHAT MATTERS	TORONTO PFLAG	PFLAG	J. WALTER THOMPSON CANADA Toronto	CANADA	J. WALTER THOMPSON CANADA Toronto
F03/014	02480	CALENDAR	ETHOS TRAVEL	TOUR OPERATOR	McCANN LONDON	UNITED KINGDOM	McCANN LONDON
F03/015	01439	TYPOGRAPHY OF CENSORSHIP	AMNESTY TURKEY	SOCIAL RESPONSABILITY	CONCEPT Istanbul	TURKEY	CONCEPT Istanbul
F03/046	02498	GAY (500 YEARS OF STORIES)	TATE	TATE BRITAIN	GREY LONDON	UNITED KINGDOM	GREY LONDON
F03/069	01129	TYPEFACES	SCOTT LAMBERT/THE PARTNERS	CHILDREN'S BOOK	THE PARTNERS London	UNITED KINGDOM	THE PARTNERS London

## **F04 (Typography: Print & Editorial)**

F04/026	02822	KOBE'S RULES BOOK	ESPN	INSTITUTIONAL	AFRICA São Paulo	BRAZIL	AFRICA São Paulo
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## **F05 (Typography: Brand, Corporate & other Communication Design)**

F05/019	01695	SHIFTING PERSPECTIVES	SYDNEY OPERA HOUSE	SCULPTURAL TYPOGRAPHY	INTERBRAND AUSTRALIA Sydney	AUSTRALIA	INTERBRAND AUSTRALIA Sydney
F05/023	02332	DOWNTOWN FONTS	AL ISMAELIA FOR REAL ESTATE INVESTMENT	DOWNTOWN FONTS	J. WALTER THOMPSON CAIRO	EGYPT	J. WALTER THOMPSON CAIRO

## **F07 (Typography: Digital)**

F07/007	02567	TYPEVOICE	THE WEBBY AWARDS	AWARDS	OGILVYONE NEW YORK	USA	OGILVYONE NEW YORK
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## **F08 (Illustration: Poster)**

F08/002	00299	POLAR BEAR	ROBIN WOOD	ROBIN WOOD	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg
F08/003	00298	CAPUCHIN MONKEY	ROBIN WOOD	ROBIN WOOD	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg
F08/004	00300	DEER	ROBIN WOOD	ROBIN WOOD	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg
F08/029	01697	BREAKING A FATAL PATTERN	QATAR ISLAMIC BANK	PUBLIC SAFETY AWARENESS	MEMAC OGILVY & MATHER Doha	QATAR	MEMAC OGILVY & MATHER Doha / MEMAC OGILVY Dubai
F08/058	02339	DIRTY WATER COLOR	ABS-CBN FOUNDATION	ABS-CBN FOUNDATION	TBWA/SANTIAGO MANGADA PUNO Makati City	THE PHILIPPINES	TBWA/SANTIAGO MANGADA PUNO Makati City
F08/087	02568	ART WITH WATSON: THROUGH COGNITIVE EYES	IBM	IBM WATSON	OGILVY & MATHER New York	USA	OGILVY & MATHER New York

## Shortlist (Design Lions)

F08/124	00438	SURPRISING MANNERS	YOSHIDA HIDEO MEMORIAL FOUNDATION/ADVERTISING MUSEUM TOKYO	ONE SHOW 2014 AWARDS EXHIBITION IN JAPAN	DENTSU INC Tokyo	JAPAN	DENTSU INC Tokyo
F08/125	01249	LIFE IS ELECTRIC	PANASONIC	PANASONIC	DENTSU INC Tokyo	JAPAN	DENTSU INC Tokyo
F08/127	02029	STEPHENWOLF 40 SERIES 4	STEPHENWOLF	STEPHENWOLF 40TH ANNIVERSARY CAMPAIGN	OGILVY & MATHER Chicago	USA	OGILVY & MATHER Chicago
F08/145	02357	BOEING FLYPAPER	BOEING	AEROSPACE	FCB CHICAGO	USA	FCB CHICAGO

### F09 (Illustration: Print & Editorial)

F09/003	00302	DEER	ROBIN WOOD	ROBIN WOOD	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg
F09/013	01563	NON-STOP ANNUAL REPORT	EDMONTON INTERNATIONAL AIRPORT	ANNUAL REPORT	DDB CANADA Edmonton	CANADA	DDB CANADA Edmonton
F09/014	00820	DARK LONDON	LANDOR	BRAND CONSULTANCY & DESIGN	LANDOR London	UNITED KINGDOM	LANDOR London
F09/018	01756	1 FOR 7	HONG KONG TRANSPLANT SPORTS ASSOCIATION	ORGAN DONATION	DDB WORLDWIDE Hong Kong	HONG KONG	DDB WORLDWIDE Hong Kong
F09/019	02340	DIRTY WATER COLOR	ABS-CBN FOUNDATION	ABS-CBN FOUNDATION	TBWA\SANTIAGO MANGADA PUNO Makati City	THE PHILIPPINES	TBWA\SANTIAGO MANGADA PUNO Makati City
F09/033	00216	FLY CHARTS	FLIGHT CENTRE	AFFORDABLE FLIGHTS	M&C SAATCHI ABEL Cape Town	SOUTH AFRICA	M&C SAATCHI ABEL Cape Town
F09/047	02297	TRANSGENDER	THE SAMARITANS	1	Y&R SHANGHAI	CHINA	Y&R SHANGHAI

### F10 (Illustration: Other Communication Design)

F10/005	01066	FALTER/INFERNO	FALTER NEWSPAPER	NEWSPAPER	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg
F10/016	01250	LIFE IS ELECTRIC	PANASONIC	PANASONIC	DENTSU INC Tokyo	JAPAN	DENTSU INC Tokyo
F10/026	02596	ADDRESSING THE PROBLEM	WHAT3WORDS	ADDRESSING SYSTEM	OGILVYONE LONDON	UNITED KINGDOM	OGILVYONE LONDON

### F11 (Illustration: Packaging)

F11/001	00425	ORIGINALS	McDONALD'S	FAST FOOD	TBWA\PARIS	FRANCE	TBWA\PARIS
F11/005	00673	LE CHOCOLAT DES FRANÇAIS, PACKAGINGS	LE CHOCOLAT DES FRANÇAIS	CHOCOLATE BARS	LE CHOCOLAT DES FRANÇAIS Paris	FRANCE	LE CHOCOLAT DES FRANÇAIS Paris
F11/008	01638	CEMENT FOR COLLECTORS	ARGOS CEMENTS	CEMENT PACKAGES	TBWA\COLOMBIA Bogota	COLOMBIA	TBWA\COLOMBIA Bogota
F11/011	00974	SEEDLIP	SEEDLIP	NON-ALCOHOLIC DISTILLED SPIRIT	PEARLFISHER New York City, NY	USA	PEARLFISHER New York City, NY
F11/021	01251	LIFE IS ELECTRIC	PANASONIC	PANASONIC	DENTSU INC Tokyo	JAPAN	DENTSU INC Tokyo

### F12 (Illustration: Digital)

F12/006	01067	FALTER/INFERNO	FALTER NEWSPAPER	NEWSPAPER	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg
F12/025	02505	THE A-Z OF SEX AND DISABILITY	SCOPE	CHARITY	GREY LONDON	UNITED KINGDOM	GREY LONDON

### F13 (Illustration: Brand Environment & Experience Design)

F13/008	02716	ARTQUARIUM	PAPAWIN CO.	HI-JET INKJET PAPER	OGILVY & MATHER Bangkok	THAILAND	OGILVY & MATHER Bangkok
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## Shortlist (Design Lions)

### F14 (Sound Design)

F14/002	00135	PIANO OF UNIFICATION	MINISTRY OF UNIFICATION	MINISTRY OF UNIFICATION	CHEIL WORLDWIDE Seoul	SOUTH KOREA	CHEIL WORLDWIDE Seoul
F14/003	00479	DELQA	MICROSOFT	MICROSOFT KINECT	LISTEN New York	USA	LISTEN New York
F14/009	01150	DON'T LOOK AWAY	USHER	INTERACTIVE MUSIC VIDEO	AKQA São Paulo	BRAZIL	AKQA São Paulo
F14/010	00349	SHOUT DOWN ARMS	CONTROL ARMS	PETITION AGAINST ARMS TRADE	SCHOLZ & FRIENDS Berlin	GERMANY	SCHOLZ & FRIENDS Berlin
F14/015	02045	BOB DYLAN: STUDIO A REVISITED	LEGACY RECORDINGS / SONY MUSIC	BOB DYLAN THE CUTTING EDGE ALBUM	HAVAS WORLDWIDE NEW YORK	USA	HAVAS WORLDWIDE NEW YORK
F14/034	00312	LISTEN TO ME	URAL MUSIC NIGHT	URAL MUSIC NIGHT FESTIVAL	VOSKHOD Ekaterinburg	RUSSIA	VOSKHOD Ekaterinburg

### F15 (Motion Graphics Design & Animation )

F15/003	00391	THE WORLD OF AUTISM	AUTISM SPEAKS	AUTISM SPEAKS	BBDO New York	USA	BBDO New York
F15/005	00505	MALAK AND THE BOAT	UNICEF	HUMANITARIAN AID	180LA Santa Monica	USA	180LA Santa Monica
F15/007	00457	PAPER	AMERICAN HONDA MOTOR CO.	HONDA	RPA Santa Monica	USA	RPA Santa Monica
F15/014	01068	FALTER/INFERNO	FALTER NEWSPAPER	NEWSPAPER	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg
F15/018	00809	HYPERVENOM II	NIKE	NIKE HYPERVENOM II FOOTBALL BOOT	MANVSMACHINE London	UNITED KINGDOM	MANVSMACHINE London
F15/024	02122	NEW YEAR'S EVE	MASTERCARD	MASTERCARD	McCANN XBC New York	USA	McCANN XBC New York
F15/025	02490	MONSTER STAINS	UNILEVER	PERSIL	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER LONDON
F15/029	01853	A DIFFERENT PARIS	AIRBNB	AIRBNB	TBWAISINGAPORE	SINGAPORE	TBWAISINGAPORE

### F16 (Video / Moving Images)

F16/001	00393	CLOSE TO HOME	AT&T	AT&T	BBDO New York	USA	BBDO New York
F16/004	00539	A KIND DRONE	ENIGMO	BUYMA	DENTSU INC Tokyo	JAPAN	DENTSU INC Tokyo / DRILL Tokyo
F16/034	01433	OUT THERE	CANADA GOOSE	OUTDOOR APPAREL	CAA MARKETING LOS ANGELES	USA	CAA MARKETING LOS ANGELES / CANADA GOOSE Toronto
F16/036	02146	THE FAINTEST CLASP	ABC	BRAND	MARCEL SYDNEY Walsh Bay	AUSTRALIA	MARCEL SYDNEY Walsh Bay
F16/038	00899	FILM "NEVER WALK ALONE"	DANISHCHURCH	DCA MINE ACTION	GREY GROUP Singapore	SINGAPORE	GREY GROUP Singapore
F16/048	01253	LIFE IS ELECTRIC	PANASONIC	PANASONIC	DENTSU INC Tokyo	JAPAN	DENTSU INC Tokyo

### F17 (Photography / Curation of Images)

F17/005	00072	WORLD TABLE TENNIS CHAMPIONSHIPS 2015	TV TOKYO CORPORATION	WORLD TABLE TENNIS CHAMPIONSHIPS	DENTSU INC Tokyo	JAPAN	DENTSU INC Tokyo
F17/008	00959	ICONIC MOMENTS	PEPSICO DEUTSCHLAND	PEPSI LIGHT	BBDO GROUP GERMANY Dusseldorf	GERMANY	BBDO GROUP GERMANY Dusseldorf
F17/024	02640	MAGIC WORDS - THE BOOK	HP	HP	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
F17/026	00986	THE SLAVE CALENDAR	IZIKO MUSEUMS OF SOUTH AFRICA	IZIKO SLAVE MUSEUM	GEOMETRY GLOBAL Cape Town	SOUTH AFRICA	GEOMETRY GLOBAL Cape Town
F17/027	00795	YOUR TRASH TRAVELS FAR.	MIE PREFECTURE	GOVERNMENT	DENTSU WEST JAPAN Ishikawa	JAPAN	DENTSU WEST JAPAN Ishikawa / DENTSU MEITETSU COMMUNICATIONS Nagoya

## Shortlist (Design Lions)

F17/033	02335	COMMIT TO SOMETHING	EQUINOX	EQUINOX	WIEDEN+KENNEDY New York	USA	WIEDEN+KENNEDY New York
F17/034	01930	STORY BEHIND THE POPPY	ROYAL BRITISH LEGION	POPPY APPEAL	RKCR/Y&R London	UNITED KINGDOM	RKCR/Y&R London
F17/036	00415	PORTRAITS	THAI HEALTH PROMOTION FOUNDATION	PUBLIC SERVICE	SAATCHI & SAATCHI Singapore	SINGAPORE	SAATCHI & SAATCHI Singapore
F17/048	02191	URBANITE	LACOSTE	LACOSTE	BETC Paris	FRANCE	BETC Paris
F17/057	02755	ALCOHOL ART CAMPAIGN: 01 - PINA COLADA	AUTOMOBILE ASSOCIATION OF SINGAPORE	PUBLIC SERVICE ANNOUNCEMENT	J. WALTER THOMPSON SINGAPORE	SINGAPORE	J. WALTER THOMPSON SINGAPORE
F17/058	02756	ALCOHOL ART CAMPAIGN: 02 - BELGIAN BEER	AUTOMOBILE ASSOCIATION OF SINGAPORE	PUBLIC SERVICE ANNOUNCEMENT	J. WALTER THOMPSON SINGAPORE	SINGAPORE	J. WALTER THOMPSON SINGAPORE
F17/063	02443	BE SEEN	THE CARTEL	SPRING SUMMER 2016	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI

## F18 (Copywriting)

F18/005	00209	HEALTHY HALLOWEEN	ICA	HEALTHY FOOD	KING Stockholm	SWEDEN	KING Stockholm
F18/040	02642	MAGIC WORDS - THE BOOK	HP	HP	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
F18/043	02689	POEMS FROM THE WOMB - MOBILE BOOK	THE LIFE FOUNDATION	STOPTHEGENDER CIDE.COM	OGILVY & MATHER SINGAPORE	SINGAPORE	OGILVY & MATHER SINGAPORE
F18/054	02148	THE SCIMITAR'S ARC, ARTBREAKS	ABC	BRAND	MARCEL SYDNEY Walsh Bay	AUSTRALIA	MARCEL SYDNEY Walsh Bay
F18/055	02147	THE FAINTEST CLASP	ABC	BRAND	MARCEL SYDNEY Walsh Bay	AUSTRALIA	MARCEL SYDNEY Walsh Bay
F18/057	02507	SELFIE (500 YEARS OF STORIES)	TATE	TATE BRITAIN	GREY LONDON	UNITED KINGDOM	GREY LONDON
F18/058	02508	GRIEF (500 YEARS OF STORIES)	TATE	TATE BRITAIN	GREY LONDON	UNITED KINGDOM	GREY LONDON
F18/059	02509	BED (500 YEARS OF STORIES)	TATE	TATE BRITAIN	GREY LONDON	UNITED KINGDOM	GREY LONDON
F18/067	01131	SIMPLE VALUE	ARGOS	SIMPLE VALUE RANGE BY ARGOS	THE PARTNERS London	UNITED KINGDOM	THE PARTNERS London
F18/070	14509	WAR (500 YEARS OF STORIES)	TATE	TATE BRITAIN	GREY LONDON	UNITED KINGDOM	GREY LONDON
F18/071	14510	GAY (500 YEARS OF STORIES)	TATE	TATE BRITAIN	GREY LONDON	UNITED KINGDOM	GREY LONDON

**Total Entries:** 250