

Shortlist (Design)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Idea Creation
<u>A01 (Creation of a new Brand Identity: Consumer / Corporate / Non-profit)</u>							
A01/001	00010	BARCODE VISUAL IDENTITY	OSLO S UTVIKLING, DNB EIENDOM, KLP EIENDOM, BRAATHEN EIENDOM	BARCODE	ANTI Oslo	NORWAY	ANTI Oslo
A01/002	00090	HIPPEAS: REVOLUTIONISING THE GLOBAL SNACKING MARKET	GREEN PARK HOLDINGS	HIPPEAS	JONES KNOWLES RITCHIE London	UNITED KINGDOM	JONES KNOWLES RITCHIE London
A01/010	00138	RACE AGAINST DEMENTIA	RACE AGAINST DEMENTIA	SERVICE - CHARITY	BRAND UNION London	UNITED KINGDOM	BRAND UNION London
<u>A02 (Rebrand / Refresh of an existing Brand: Consumer / Corporate / Non-profit)</u>							
A02/007	00153	REBRANDING EVEREST	STADIUM	EVEREST	ESSEN INTERNATIONAL Stockholm	SWEDEN	ESSEN INTERNATIONAL Stockholm
<u>B01 (Publications & Brand Collateral)</u>							
B01/005	00212	ADOBE STOCK APPAREL	ADOBE NORDIC	ADOBE STOCK IS A NEW STOCK PHOTO AGENCY.	ABBY PRIEST Stockholm	SWEDEN	ABBY PRIEST Stockholm
<u>B02 (Promotional Item Design)</u>							
B02/001	00049	TRUE FRUITS "BEEBNB"	TRUE FRUITS	TRUE FRUITS - SMOOTHIE SIXPACK	BBDO GROUP Berlin	GERMANY	BBDO GROUP GERMANY Berlin
B02/004	00127	MULTIPOWER MUSCLECAP	ATLANTIC MULTIPOWER GERMANY	MULTIPOWER MUSCLECAP	PHILIPP UND KEUNTJE Hamburg	GERMANY	PHILIPP UND KEUNTJE Hamburg
B02/008	00066	UPSIDE DOWN CAN	ORANGINA	ORANGINA	BETC Paris	FRANCE	BETC Paris

Shortlist (Design)

B02/012	00023	DONATE FOR AFRICA. YOUR MONEY HAS NEVER BEEN MORE VALUABLE.	DFC DEUTSCHE FUNDRAISING COMPANY	UNITED FOR AFRICA	SCHOLZ & FRIENDS Berlin	GERMANY	SCHOLZ & FRIENDS Berlin
B02/017	00186	WORDS OF WELCOME	VEREIN FÜR BERLINER STADTMISSION	TAPE ROLL	DDB GROUP GERMANY Berlin	GERMANY	DDB GROUP GERMANY Berlin
B02/021	00203	JÄGERMEISTER COOLPACK	MAST-JÄGERMEISTER	JÄGERMEISTER	CHEIL GERMANY Schwalbach	GERMANY	CHEIL GERMANY Schwalbach
B02/025	00235	COINS OF HOPE	CHILD FOCUS	CHILD FOCUS IS THE BELGIAN CENTER FOR MISSING CHILDREN.	THESE DAYS Antwerp	BELGIUM	THESE DAYS Antwerp

B03 (Self-Promotion)

B03/003	00073	INSTINCT AGENCY WEBSITE	INSTINCT	CREATIVE AGENCY INSTINCT Moscow		RUSSIA	INSTINCT Moscow
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B04 (Posters)

B04/005	00094	MEIN KAMPF – AGAINST RACISM	GESICHT ZEIGEN! ANMEIN KAMPF - ASSOCIATION ENCOURAGING PEOPLE TO STAND AGAINST RACISM IN GER	OGILVY & MATHER BERLIN	GERMANY		OGILVY & MATHER BERLIN
B04/014	00172	BP 500 YEARS OF STORIES	TATE	TATE BRITAIN ART GALLERY	GREY LONDON	UNITED KINGDOM	GREY LONDON

B05 (Books)

B05/001	00095	MEIN KAMPF – AGAINST RACISM	GESICHT ZEIGEN! ANMEIN KAMPF - ASSOCIATION ENCOURAGING PEOPLE TO STAND AGAINST RACISM IN GER	OGILVY & MATHER BERLIN	GERMANY		OGILVY & MATHER BERLIN
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Shortlist (Design)

B05/003	00167	SIMPLIFIED STORIES	ALZHEIMERLIGA	BOOK FOR ALZHEIMER PATIENTS	DDB BRUSSELS	BELGIUM	DDB BRUSSELS
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C01 (Digital Design)

C01/003	00156	SOUND OF CHANGE	SOUND OF CHANGE MUSIC LABEL	SOUND OF CHANGE MUSIC LABEL	HUNGRY BOYS Moscow	RUSSIA	HUNGRY BOYS Moscow
C01/006	00194	FMTK	SWEDISH ARMED FORCES	FMTK	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM
C01/010	00250	THIS WAS LOUISE'S PHONE	VOO	CYBER CRIME UNIT AIR	Brussels	BELGIUM	AIR Brussels

D01 (Retail)

D01/001	00141	McDONALD'S ORIGINALS	McDONALD'S	ORIGINALS	W&CIE Boulogne Billancourt	FRANCE	W&CIE Boulogne Billancourt
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D02 (Point of Sales & Consumer Touchpoints)

D02/002	00241	MA PLACE EST DANS LA SALLE	PRODISS	ENTERTAINMENT	FRED & FARID PARIS	FRANCE	FRED & FARID PARIS
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D03 (Live Events)

D03/004	00147	JUST 1 LOOK	DEPAUL	CHARITY	PUBLICIS CONSEIL Paris	FRANCE	PUBLICIS CONSEIL Paris
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D04 (Brand Installation & Experience)

D04/006	00025	FOUNTAIN AGAINST TORTURE	AMNESTY INTERNATIONAL	CAMPAIGN AGAINST TORTURE	SCHOLZ & FRIENDS Berlin	GERMANY	SCHOLZ & FRIENDS Berlin
D04/013	10139	RENOVATED AMBIENTS	OBI & CO DEUTSCHLAND KG	N.A.	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg
D04/022	00214	#PAINTBACK	LAGACY STORE BERLIN	LAGACY STORE BERLIN	HEIMAT Berlin	GERMANY	HEIMAT Berlin
D04/024	00035	AUDIBLE STREET ART	URAL MUSIC NIGHT	URAL MUSIC NIGHT FESTIVAL	VOSKHOD Ekaterinburg	RUSSIA	VOSKHOD Ekaterinburg
D04/026	00107	HERE - AUGMENTED CITY MODEL	HERE GLOBAL B.V.	AUGMENTED CITY MODEL	GRAFT Berlin	GERMANY	GRAFT Berlin

Shortlist (Design)

E01 (Food)

E01/003	00092	HIPPEAS: REVOLUTIONISIN G THE GLOBAL SNACKING MARKET	GREEN PARK HOLDINGS	HIPPEAS	JONES KNOWLES RITCHIE London	UNITED KINGDOM	JONES KNOWLES RITCHIE London
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E01/005	00155	GIVE THE RAINBOW	MARS	SKITTLES	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London
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E02 (Drinks)

E02/002	00051	TRUE FRUITS "BEEBNB"	TRUE FRUITS	TRUE FRUITS - SMOOTHIE SIXPACK	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin
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E02/007	00206	JÄGERMEISTER COOLPACK	MAST- JÄGERMEISTER	JÄGERMEISTER	CHEIL GERMANY Schwalbach	GERMANY	CHEIL GERMANY Schwalbach
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E02/010	00226	AGEING WINE BOTTLE	WEINGUT KNIPSER	WINE	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg
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E04 (Other Packaging)

E04/005	00187	WOREIN OF WELCOME	VEREIN FÜR BERLINER STADTMISSION	TAPE ROLL	DDB GROUP GERMANY Berlin	GERMANY	DDB GROUP GERMANY Berlin
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E04/007	00227	TOX HEAVYWEIGHT PACKAGING	TOX	TOX	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg
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F01 (Consumer Products)

F01/005	00111	DOT. THE FIRST BRAILLE SMARTWATCH.	DOT INCORPORATION	DOT. THE FIRST BRAILLE SMARTWATCH.	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich / DOT INCORPORATION Seoul / PLAN.NET Munich
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F01/011	00230	AGEING WINE BOTTLE	WEINGUT KNIPSER	WINE	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg
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F02 (Well-being, Environmental Impact & Solution)

F02/005	00112	DOT. THE FIRST BRAILLE SMARTWATCH.	DOT INCORPORATION	DOT. THE FIRST BRAILLE SMARTWATCH.	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich / DOT INCORPORATION Seoul / PLAN.NET Munich
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Shortlist (Design)

F02/007	00169	SIMPLIFIED STORIES	ALZHEIMERLIGA	BOOK FOR ALZHEIMER PATIENTS	DDB BRUSSELS	BELGIUM	DDB BRUSSELS
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G02 (Illustration)

G02/005	00042	DOORS OF THRONES	TOURISM IRELAND	TOURISM	PUBLICIS LONDON	UNITED KINGDOM	PUBLICIS LONDON
G02/011	00215	#PAINTBACK	LAGACY STORE BERLIN	LAGACY STORE BERLIN	HEIMAT Berlin	GERMANY	HEIMAT Berlin
G02/013	00161	INFERNO	FALTER NEWSPAPER	NEWSPAPER	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg

G04 (Sound Design)

G04/010	00036	AUDIBLE STREET ART	URAL MUSIC NIGHT	URAL MUSIC NIGHT FESTIVAL	VOSKHOD Ekaterinburg	RUSSIA	VOSKHOD Ekaterinburg
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G05 (Motion Graphics / Moving Images Design)

G05/002	00162	INFERNO	FALTER NEWSPAPER	NEWSPAPER	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg
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G06 (Photography)

G06/003	00068	#NOFILTER DONG NAI	UNICEF GLOBAL	ORGANISATION TO PROTECT CHILD RIGHTS	HAPPINESS Brussels	BELGIUM	HAPPINESS Brussels
G06/004	00069	#NOFILTER BEN NGHE	UNICEF GLOBAL	ORGANISATION TO PROTECT CHILDREN RIGHTS	HAPPINESS Brussels	BELGIUM	HAPPINESS Brussels
G06/005	00070	#NOFILTER NGA BAY	UNICEF GLOBAL	ORGANISATION TO PROTECT CHILDREN RIGHTS	HAPPINESS Brussels	BELGIUM	HAPPINESS Brussels
G06/006	00071	#NOFILTER SAIGON	UNICEF GLOBAL	ORGANISATION TO PROTECT CHILDREN RIGHTS	HAPPINESS Brussels	BELGIUM	HAPPINESS Brussels

G07 (Copywriting)

G07/001	00173	BP 500 YEARS OF STORIES	TATE	TATE BRITAIN ART GALLERY	GREY LONDON	UNITED KINGDOM	GREY LONDON
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Shortlist (Design)

Total Entries: 49