

## **Shortlist (Creative Data)**

<b>Cat. No</b>	<b>Entry No</b>	<b>Title</b>	<b>Client</b>	<b>Product</b>	<b>Entrant Company</b>	<b>Country</b>	<b>Idea Creation</b>
<b><u>A01 (Creative Data Enhancement)</u></b>							
A01/006	00035	THE NEXT REMBRANDT	ING	FINANCIAL SERVICES	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	J. WALTER THOMPSON AMSTERDAM
A01/010	00044	THE SUNCELL GUIDE	VATTENFALL	ENERGY	MRM//McCANN Stockholm	SWEDEN	MRM//McCANN Stockholm
A01/013	00064	BITTERSWEET PIES	PAUL ROMANIA	BAKERY CHAIN	McCANN WORLDGROUP ROMANIA Bucharest	ROMANIA	McCANN WORLDGROUP ROMANIA Bucharest / MRM//McCANN Bucharest
<b><u>A02 (Data-Driven Targeting)</u></b>							
A02/004	00021	SEARCH RACISM. FIND TRUTH.	REFUGEES WELCOME	REFUGEES WELCOME	FCB ZÜRICH	SWITZERLAND	FCB ZÜRICH
A02/010	00065	BITTERSWEET PIES	PAUL ROMANIA	BAKERY CHAIN	McCANN WORLDGROUP ROMANIA Bucharest	ROMANIA	McCANN WORLDGROUP ROMANIA Bucharest / MRM//McCANN Bucharest
A02/011	00068	HINTS	CURRYS PC WORLD	CURRYS PC WORLD	AMVBBDO London	UNITED KINGDOM	AMVBBDO London
<b><u>A04 (Data Visualisation)</u></b>							
A04/001	00014	THE END OF SOCIETY SIMULATOR	UBISOFT	UBISOFT	BETC Paris	FRANCE	BETC Paris
A04/005	00036	THE NEXT REMBRANDT	ING	FINANCIAL SERVICES	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	J. WALTER THOMPSON AMSTERDAM
A04/014	00066	BITTERSWEET PIES	PAUL ROMANIA	BAKERY CHAIN	McCANN WORLDGROUP ROMANIA Bucharest	ROMANIA	McCANN WORLDGROUP ROMANIA Bucharest / MRM//McCANN Bucharest
<b><u>A05 (Use of Real-time Data)</u></b>							
A05/001	00020	GOOGLE LONDON COMMUNITY NOTICE BOARD	GOOGLE	GOOGLE	OMD London	UNITED KINGDOM	OMD London
A05/007	00030	PIGEON AIR PATROL	PLUME LABS	PLUME LABS	DIGITASLBI London	UNITED KINGDOM	DIGITASLBI London

## **Shortlist (Creative Data)**

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A05/009	00034	GIVE A BEEP	HÖVDING	HÖVDING	EDELMAN DEPORTIVO Stockholm	SWEDEN	EDELMAN DEPORTIVO Stockholm
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## **A07 (Social Data)**

A07/002	00026	NIKE ON DEMAND NIKE		PERSONALISED MESSAGING PLATFORM	R/GA LONDON	UNITED KINGDOM	R/GA LONDON
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A07/009	00067	BITTERSWEET PIES	PAUL ROMANIA	BAKERY CHAIN	McCANN WORLDGROUP ROMANIA Bucharest	ROMANIA	McCANN WORLDGROUP ROMANIA Bucharest / MRM//McCANN Bucharest
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## **A09 (Data Integration)**

A09/001	00004	THE TRAIN BRAIN STOCKHOLMSTÄG PROJECT	THE STOCKHOLM COMMUTER TRAIN	KÄRNHUSET Stockholm	SWEDEN	KÄRNHUSET Stockholm
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**Total Entries:** 15