

Shortlist (Digital Craft)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Idea creation	Production Company
<u>A01 (Interface & Navigation (UI))</u>								
A01/010	00106	BECAUSE RECOLLECTION	BECAUSE MUSIC	BECAUSE RECOLLECTION	84.PARIS	FRANCE	84.PARIS	84.PARIS
A01/015	00093	16 YEARS FLY BY	ING DIRECT	CLIENT CORPORATE	OGILVYONE WORLDWIDE Madrid	SPAIN	OGILVYONE WORLDWIDE Madrid	ATTIC FILMS Madrid
<u>A02 (Digital Illustration)</u>								
A02/004	00083	INFERNO	FALTER NEWSPAPER	NEWSPAPER	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg	
<u>A03 (Video / Moving Image)</u>								
A03/006	00107	BECAUSE RECOLLECTION	BECAUSE MUSIC	BECAUSE RECOLLECTION	84.PARIS	FRANCE	84.PARIS	84.PARIS
A03/011	00084	INFERNO	FALTER NEWSPAPER	NEWSPAPER	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg	
A03/013	00132	HEINEKEN GO PLACES	THE HEINEKEN COMPANY	RECRUITMENT CAMPAIGN	CLOUDFACTORY Amsterdam	THE NETHERLANDS	CLOUDFACTORY Amsterdam	WEFILM Amsterdam / SUPERHERO CHEESECAKE Amsterdam
<u>A05 (Music / Sound Design)</u>								
A05/006	00041	ICEBERG SONGS	UNFCCC	TBD	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich / PLAN.NET Munich	
A05/009	00108	BECAUSE RECOLLECTION	BECAUSE MUSIC	BECAUSE RECOLLECTION	84.PARIS	FRANCE	84.PARIS	84.PARIS
<u>A06 (Overall Aesthetic Design)</u>								
A06/006	00109	BECAUSE RECOLLECTION	BECAUSE MUSIC	BECAUSE RECOLLECTION	84.PARIS	FRANCE	84.PARIS	84.PARIS
A06/009	00085	INFERNO	FALTER NEWSPAPER	NEWSPAPER	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg	
<u>B01 (User Experience Design (UX))</u>								
B01/002	00006	PRO-GENIUS	NIKE FOOTBALL	NIKE FOOTBALL	AKQA London	UNITED KINGDOM	AKQA London	
B01/009	00121	FMTK	SWEDISH ARMED FORCES	FMTK	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM	
B01/015	00110	BECAUSE RECOLLECTION	BECAUSE MUSIC	BECAUSE RECOLLECTION	84.PARIS	FRANCE	84.PARIS	84.PARIS

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B02 (Native & Built-In Feature Integration)

B02/006	10054	REMUMBER	MISSING CHILDREN EUROPE	REMUMBER	FAMOUSGREY	BELGIUM	FAMOUSGREY
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C01 (Content)

C01/004	00092	THIS WAS LOUISE'S PHONE	VOO	VOO	AIR Brussels	BELGIUM	AIR Brussels	
C01/009	00122	FMTK	SWEDISH ARMED FORCES	FMTK	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM	
C01/011	00129	MAN CAVE	HORNBAACH	DIY HOME IMPROVEMENTS SUPERSTORES	HEIMAT Berlin	GERMANY	HEIMAT Berlin	EASYDOESIT Berlin
C01/017	00133	HEINEKEN GO PLACES	THE HEINEKEN COMPANY	RECRUITMENT CAMPAIGN	CLOUDFACTORY Amsterdam	THE NETHERLANDS	CLOUDFACTORY Amsterdam	WEFILM Amsterdam / SUPERHERO CHEESECAKE Amsterdam

D01 (Data)

D01/002	00030	THE END OF SOCIETY SIMULATOR	UBISOFT	UBISOFT	BETC Paris	FRANCE	BETC Paris	MAKE ME PULSE Paris
D01/003	00100	THE NEXT REMBRANDT	ING	FINANCIAL SERVICES	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	J. WALTER THOMPSON AMSTERDAM	NEW AMSTERDAM FILM COMPANY / KREUKVRIJ Amsterdam

E01 (Augmented Reality (AR))

E01/001	00004	EXCEDRIN - THE MIGRAINE EXPERIENCE	GSK CONSUMER HEALTHCARE	EXCEDRIN MIGRAINE	DDB REMEDY London	UNITED KINGDOM	DDB REMEDY London
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E02 (Virtual Reality (VR))

E02/005	00127	DISCOVER THE WORLD	SAMSUNG ELECTRONICS	CONTENT FOR DISCOVER PLATFORM	CHEIL GERMANY Schwalbach	GERMANY	CHEIL GERMANY Schwalbach	MEDIAMONKS Hilversum
E02/009	00091	BBC HOME - A VR SPACEWALK	THE BBC	N/A	REWIND:VR St. Albans	UNITED KINGDOM	REWIND:VR St. Albans	REWIND:VR St. Albans

E03 (Innovative Use of Technology)

Shortlist (Digital Craft)

E03/008	00068	LOS SANTOS PRIDE	STOCKHOLM PRIDE	STOCKHOLM PRIDE IS A NON-PROFIT, NON-PROFIT ORGANIZATION WHERE EVERYONE IS WORKING WITHOUT COMPENSATION. THEY WORK TO GIVE VISIBILITY TO LGBT ISSUES AND CREATE A FREE ZONE FOR GAY, BISEXUAL, TRANSGENDER AND QUEER PEOPLE AND GENDER EXPRESSION CONTAINED WIT	GARBERGS Stockholm	SWEDEN	GARBERGS Stockholm	GARBERGS Stockholm
E03/010	00103	VODAFONE SMART JACKET	VODAFONE	VODAFONE	DDB & TRIBAL WORLDWIDE AMSTERDAM	THE NETHERLANDS	DDB & TRIBAL WORLDWIDE AMSTERDAM	CZAR Amsterdam
E03/012	00101	THE NEXT REMBRANDT	ING	FINANCIAL SERVICES	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	J. WALTER THOMPSON AMSTERDAM	NEW AMSTERDAM FILM COMPANY / KREUKVRIJ Amsterdam
E03/016	00074	PIGEON AIR PATROL	PLUME LABS	PLUME LABS	DIGITASLBI London	UNITED KINGDOM	DIGITASLBI London	
E03/021	00009	SMARTBOWL	FRESSNAPF TIERNÄHRUNGS	FRESSNAPF	OGILVY GERMANY Frankfurt	GERMANY	OGILVY GERMANY Frankfurt	OGILVY GERMANY Frankfurt
E03/025	00144	DOT. THE FIRST BRAILLE SMARTWATCH.	DOT INCORPORATION	DOT. THE FIRST BRAILLE SMARTWATCH.	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich / DOT INCORPORATION Seoul	COMMONDEER Los Angeles

Total Entries: 29