

Creative Data Shortlist

Track	Cat. No	Entry No	Title	Brand	Product	Entrant Company	Entrant Country	Idea Creation	Production	Media	PR	Additional
A01 (Data-enhanced Creativity)												
Reach	A01/004	00051	CAR-2-BIKE	VELORETTI	VELORETTI BIKES	VELORETTI Amsterdam	THE NETHERLANDS	G-UNIT Amsterdam				
Reach	A01/012	00063	WHAT'S IN IT ?	SYSTÈME U	SUPERMARKET	TBWA/PARIS	FRANCE	DAN PARIS / TBWA/PARIS				
Reach	A01/030	00215	SAFETY HUB	NRMA	HOME INSURANCE	CHE PROXIMITY Melbourne	AUSTRALIA	CHE PROXIMITY Melbourne	CHE PROXIMITY Melbourne	CHE PROXIMITY Melbourne		
Reach	A01/033	00131	SEARCHING FOR THE SPECIAL COLOUR OF SEVILLE	DIAGEO	TANQUERAY FLOR DE SEVILLA	PS21 Madrid	SPAIN	PS21 Madrid		CARAT Madrid	LA MAS CHULA Madrid	ZAGUAN Madrid
Reach	A01/039	00326	GO BACK TO AFRICA	BLACK & ABROAD	BLACK & ABROAD	FCB/SIX Toronto	CANADA	FCB/SIX Toronto	GRAYSON MATTHEWS Toronto / ROOSTER POST PRODUCTION Toronto	INITIATIVE Toronto	GLOSSY Toronto	
Reach	A01/040	00305	THE TRAFFIC JAM WHOPPER	BURGER KING MEXICO	BURGER KING DELIVERY	WE BELIEVERS New York	USA	WE BELIEVERS New York	BONSAI3 Miami / CENTRAL FILMS Mexico City / PICKLE MUSIC New York			
Reach	A01/053	00033	TOXIC TOBY	BREEZOMETER / BRITISH LUNG FOUNDATION / WORLD HEALTH ORGANIZATION	BREEZOMETER / BRITISH LUNG FOUNDATION / WORLD HEALTH ORGANIZATION	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	CRAFT LONDON	McCANN LONDON	McCANN LONDON	
Reach	A01/055	00352	THE TIME WE HAVE LEFT - CASE	PERNOD RICHARD	RUAVIEJA	LEO BURNETT Madrid	SPAIN	LEO BURNETT Madrid	SERENA Madrid / TESAURO Madrid		LEO BURNETT Madrid	
Reach	A01/063	00395	PET-COMMERCE	PETZ	ECOMMERCE	OGILVY São Paulo	BRAZIL	OGILVY São Paulo	D2G TECNOLOGIA São Paulo / HOGARTH WORLDWIDE Porto Alegre / HOGARTH WORLDWIDE São Paulo / PICT ESTUDIO São Paulo / PUNCH AUDIO São Paulo			PETZ São Paulo
Reach	A01/067	00175	IMMORTALS	SBERBANK	FINANCIAL SERVICES	SBERBANK OF RUSSIA Moscow	RUSSIA	GOOD Moscow	GOOD Moscow	DENTSU SMART Moscow		
A02 (Data-driven Targeting)												
Reach	A02/002	00021	NO NEED TO FLY - AROUND THE WORLD IN GERMANY	GERMAN RAIL	GERMAN RAIL	OGILVY GERMANY Frankfurt	GERMANY	OGILVY GERMANY Frankfurt	SPIRABLE London			DEUTSCHE BAHN AG Frankfurt / GETTY IMAGES INTERNATIONAL Dublin
Reach	A02/022	00256	A WORLD WITHOUT BORDERS	AEROMEXICO	AEROMEXICO	OGILVY COLOMBIA Bogotá	COLOMBIA	OGILVY COLOMBIA Bogotá / OGILVY Mexico City	DIREKTOR FILMS Bogotá		OGILVY PUBLIC RELATIONS New York	DAVID STUDIO Bogotá / OGILVY Mexico City
Reach	A02/025	00327	GO BACK TO AFRICA	BLACK & ABROAD	BLACK & ABROAD	FCB/SIX Toronto	CANADA	FCB/SIX Toronto	GRAYSON MATTHEWS Toronto / ROOSTER POST PRODUCTION Toronto	INITIATIVE Toronto	GLOSSY Toronto	
Reach	A02/027	00306	THE TRAFFIC JAM WHOPPER	BURGER KING MEXICO	BURGER KING DELIVERY	WE BELIEVERS New York	USA	WE BELIEVERS New York	BONSAI3 Miami / CENTRAL FILMS Mexico City / PICKLE MUSIC New York			
Reach	A02/031	00245	STEEP DISCOUNT	E-MOVING	E-MOVING	TRIBAL WORLDWIDE Sao Paulo	BRAZIL	TRIBAL WORLDWIDE Sao Paulo	BOSON POST São Paulo / ÇA VA ART São Paulo / QUIET CITY MUSIC + SOUND New York	TRIBAL WORLDWIDE Sao Paulo	TULOM São Paulo	

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Reach	A02/040	00185	THE INFECTION ALERT SYSTEM	HINDUSTAN UNILEVER LIMITED	LIFEBUOY SOAP	MINDSHARE Mumbai	INDIA	MINDSHARE Mumbai		MINDSHARE Mumbai	
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A03 (Data-driven Consumer Product)

Reach	A03/002	00064	WHAT'S IN IT ?	SYSTÈME U	SUPERMARKET	TBWA/PARIS	FRANCE	DAN PARIS / TBWA/PARIS				
Reach	A03/005	00217	SAFETY HUB	NRMA	HOME INSURANCE	CHE PROXIMITY Melbourne	AUSTRALIA	CHE PROXIMITY Melbourne	CHE PROXIMITY Melbourne	CHE PROXIMITY Melbourne		
Reach	A03/008	00132	SEARCHING FOR THE SPECIAL COLOUR OF SEVILLE	DIAGEO	TANQUERAY FLOR DE SEVILLA	PS21 Madrid	SPAIN	PS21 Madrid		CARAT Madrid	LA MAS CHULA Madrid	ZAGUAN Madrid
Reach	A03/010	00293	DO BLACK - THE CARBON LIMIT CREDIT CARD	DOCONOMY	DO BLACK	RBK COMMUNICATION Stockholm	SWEDEN	RBK COMMUNICATION Stockholm	MAKING WAVES Stockholm		HILL+KNOWLTON STRATEGIES Stockholm	
Reach	A03/017	00393	MY CARER	ALZHEIMER'S SOCIETY UK	MY CARER ALEXA SKILL	McCANN LONDON	UNITED KINGDOM	McCANN LONDON / MRM//McCANN Frankfurt	SKILLED London			
Reach	A03/023	10748	SIGNS	GERMAN YOUTH ASSOCIATION OF PEOPLE WITH HEARING LOSS	SIGNS SMART TOOL	MRM//McCANN Frankfurt	GERMANY	McCANN FRANKFURT / MRM//McCANN Frankfurt	DROPOUT-FILMS Mainz			DAS WERK Frankfurt / STUDIO FUNK Frankfurt

A04 (Data Storytelling)

Reach	A04/012	00100	THE E.V.A. INITIATIVE	VOLVO CARS	VOLVO CARS	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	NEW LAND Stockholm	MINDSHARE Gothenburg		F&B INHOUSE Gothenburg / FACTORY London / FRAMESTORE London / GOODBYE KANSAS STUDIOS Stockholm / SUPERSTUDIO Stockholm
Reach	A04/016	00136	AI VERSUS	TV RAIN	MEDIA SERVICE	VOSKHOD Ekaterinburg	RUSSIA	ISD GROUP Kiev / VOSKHOD Ekaterinburg	APP SOLUTIONS Wilmington / ISD GERMANY Hamburg / KA.KA.HA London / VOSKHOD Ekaterinburg		VOSKHOD Ekaterinburg	
Reach	A04/045	00126	PICTURE WHAT THE CLOUD CAN DO	GOOGLE CLOUD	GOOGLE CLOUD	ELEVEN San Francisco	USA	ELEVEN San Francisco / INSTRUMENT Portland	ELEVEN San Francisco	ESSENCE New York / PHD New York		M BOOTH New York
Reach	A04/054	00343	S.H.E.	P&G	PANTENE	GREY WEST Los Angeles	USA	GREY COLOMBIA Bogotà / GREY NEW YORK / GREY WEST Los Angeles	4129GREY Istanbul / TOWNHOUSE New York	CARAT New York	MMK+ New York	
Reach	A04/057	00353	THE TIME WE HAVE LEFT - CASE	PERNOD RICHARD	RUAVIEJA	LEO BURNETT Madrid	SPAIN	LEO BURNETT Madrid	SERENA Madrid / TESAURO Madrid		LEO BURNETT Madrid	
Reach	A04/070	10316	SNELWEG SPROOKJES	VOLKSWAGEN	VOLKSWAGEN APPLICATION	ISOBAR Amsterdam	THE NETHERLANDS	ACHTUNG! mcgarrybowen Amsterdam	ACHTUNG! mcgarrybowen Amsterdam / BIG ORANGE Amsterdam / ROBOT KITTENS Hilversum			
Reach	A04/073	00374	MOST DANGEROUS STREET	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	FCB CHICAGO	USA	FCB CHICAGO	FCBX Chicago / LORD & THOMAS Chicago / STRICTLY FX Chicago / UNIT9 Los Angeles		CURRENT MARKETING Chicago	

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A05 (Data Visualisation)

Reach	A05/005	00012	BLINDMETERS	OVK / PEVR (PARENTS OF ROAD VICTIMS)	ROAD SAFETY AWARENESS MESSAGE	HAPPINESS BRUSSELS Brussels	BELGIUM	HAPPINESS BRUSSELS Brussels	HAPPINESS BRUSSELS Brussels / LATCHO DROM Brussels / MOXY POST PRODUCTION Brussels / RAYGUN Brussels	
Reach	A05/011	00200	HIV ON THE AGENDA	FUNDACIÓN HUÉSPED	WORLD AIDS DAY CAMPAIGN	WUNDERMAN THOMPSON Buenos Aires	ARGENTINA	WUNDERMAN CATO JOHNSON Buenos Aires		
Reach	A05/044	00376	SEE SOUND	WAVIO	SEE SOUND	AREA 23, AN FCB HEALTH NETWORK COMPANY New York	USA	AREA 23, AN FCB HEALTH NETWORK COMPANY New York	AREA 23, AN FCB HEALTH NETWORK COMPANY New York	
Reach	A05/046	00375	MOST DANGEROUS STREET	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	FCB CHICAGO	USA	FCB CHICAGO	FCBX Chicago / LORD & THOMAS Chicago / STRICTLY FX Chicago / UNIT9 Los Angeles	CURRENT MARKETING Chicago

A06 (Data Technology)

Reach	A06/011	00125	GOOGLE CLOUD X NEW YORK TIMES - PICTURE WHAT THE CLOUD CAN DO	GOOGLE CLOUD	GOOGLE CLOUD PLATFORM	INSTRUMENT Portland	USA	ELEVEN San Francisco / INSTRUMENT Portland	ESSENCE New York / PHD New York	M BOOTH New York
Reach	A06/028	00397	PET-COMMERCE	PETZ	ECOMMERCE	OGILVY São Paulo	BRAZIL	OGILVY São Paulo	D2G TECNOLOGIA São Paulo / HOGARTH WORLDWIDE Porto Alegre / HOGARTH WORLDWIDE São Paulo / PICT ESTUDIO São Paulo / PUNCH AUDIO São Paulo	PETZ São Paulo
Reach	A06/032	00176	IMMORTALS	SBERBANK	FINANCIAL SERVICES	SBERBANK OF RUSSIA Moscow	RUSSIA	GOOD Moscow	GOOD Moscow	DENTSU SMART Moscow

A07 (Use of Real-time Data)

Reach	A07/022	00102	BLOOD BEACON	TAIPEI BLOOD CENTER	BLOOD DONATION	WUNDERMAN THOMPSON Taipei	CHINESE TAIPEI	J. WALTER THOMPSON TAIWAN Taipei City	ACER ITS, INC New Taipei City	
Reach	A07/025	00265	THE COORS LIGHT	COORS LIGHT	COORS LIGHT	DDB CHICAGO	USA	DDB CHICAGO	DDB CHICAGO / MILL+ Chicago / THE ELEMENTS Los Angeles / THE MILL Chicago / UNIT9 Los Angeles	DDB CHICAGO / MILLERCOORS Chicago
Reach	A07/028	00329	GO BACK TO AFRICA	BLACK & ABROAD	BLACK & ABROAD	FCB/SIX Toronto	CANADA	FCB/SIX Toronto	GRAYSON MATTHEWS Toronto / ROOSTER POST PRODUCTION Toronto	INITIATIVE Toronto
Reach	A07/031	00309	THE TRAFFIC JAM WHOPPER	BURGER KING MEXICO	BURGER KING DELIVERY	WE BELIEVERS New York	USA	WE BELIEVERS New York	BONSAI3 Miami / CENTRAL FILMS Mexico City / PICKLE MUSIC New York	
Reach	A07/054	00035	TOXIC TOBY	BREEZOMETER / BRITISH LUNG FOUNDATION / WORLD HEALTH ORGANIZATION	BREEZOMETER / BRITISH LUNG FOUNDATION / WORLD HEALTH ORGANIZATION	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	CRAFT LONDON	McCANN LONDON

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A08 (Social Data & Insight)

Reach	A08/008	00192	HEROES OF TODAY	HEROES OF TODAY PLATFORM (IBERIA, CORREOS, TELEPIZZA, LALIGA, 11811, BAVIERA)	CORPORATE SOCIAL RESPONSIBILITY (CSR)	DDB SPAIN Madrid	SPAIN	DDB SPAIN Madrid	EL RANCHITO Madrid / GARLIC TV Madrid / THE OMS Madrid		QMS COMUNICACION Madrid
Reach	A08/012	00330	GO BACK TO AFRICA	BLACK & ABROAD	BLACK & ABROAD	FCB/SIX Toronto	CANADA	FCB/SIX Toronto	GRAYSON MATTHEWS Toronto / ROOSTER POST PRODUCTION Toronto	INITIATIVE Toronto	GLOSSY Toronto
Reach	A08/029	00350	THE ALGORITHM OF LIFE	ROLLING STONE	INSTITUTIONAL	AFRICA São Paulo	BRAZIL	AFRICA São Paulo	BIZSYS Sao Paulo / CONSULADO São Paulo / ICONOCLAST São Paulo / PRODIGO FILMS São Paulo / SATELITE AUDIO São Paulo		

A09 (Creative Data Collection & Research)

Reach	A09/004	00101	THE E.V.A. INITIATIVE	VOLVO CARS	VOLVO CARS	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	NEW LAND Stockholm	MINDSHARE Gothenburg	F&B INHOUSE Gothenburg / FACTORY London / FRAMESTORE London / GOODBYE KANSAS STUDIOS Stockholm / SUPERSTUDIO Stockholm
Reach	A09/019	00377	SEE SOUND	WAVIO	SEE SOUND	AREA 23, AN FCB HEALTH NETWORK COMPANY New York	USA	AREA 23, AN FCB HEALTH NETWORK COMPANY New York	AREA 23, AN FCB HEALTH NETWORK COMPANY New York		

A10 (Data Integration)

Reach	A10/001	00023	NO NEED TO FLY - AROUND THE WORLD IN GERMANY	GERMAN RAIL	GERMAN RAIL	OGILVY GERMANY Frankfurt	GERMANY	OGILVY GERMANY Frankfurt	SPIRABLE London		DEUTSCHE BAHN AG Frankfurt / GETTY IMAGES INTERNATIONAL Dublin
Reach	A10/021	00295	THE INFECTION ALERT SYSTEM	HINDUSTAN UNILEVER LIMITED	LIFEBUOY SOAP	MINDSHARE Mumbai	INDIA	MINDSHARE Mumbai		MINDSHARE Mumbai	

Total Entries: 48