

## Design Shortlist

Track	Cat. No	Entry No	Title	Brand	Product	Entrant Company	Entrant Country	Idea Creation	Production	Media	PR	Additional
<b>A01 (Creation of a New Brand Identity)</b>												
Communication	A01/025	00456	PAL - PHASE ALTERNATING LINE	PAL - U-WERK KAROLINE	PAL	MUTABOR Hamburg	GERMANY	MUTABOR Hamburg				
Communication	A01/042	00803	SPEAK THE TRUTH	ASSOCIATION OF REGISTERED GRAPHIC DESIGNERS (RGD)	ASSOCIATION OF REGISTERED GRAPHIC DESIGNERS (RGD)	ZULU ALPHA KILO Toronto	CANADA	ZULU ALPHA KILO Toronto	ZULU ALPHA KILO Toronto			ASSOCIATION OF REGISTERED GRAPHIC DESIGNERS (RGD) Toronto
Communication	A01/050	00530	THE RESTAURANT OF MISTAKEN ORDERS	THE RESTAURANT OF MISTAKEN ORDERS GENERAL INCORPORATED ASSOCIATION	NURSING CARE	TBWA\HAKUHODO INC. Tokyo	JAPAN	DAIKI ANGEL HELP Tokyo / TBWA\HAKUHODO INC. Tokyo	TBWA\HAKUHODO INC. Tokyo		TBWA\HAKUHODO INC. Tokyo	
Communication	A01/054	00583	COAL DROPS YARD	ARGENT	COAL DROPS YARD	DROGA5 London	UNITED KINGDOM	DROGA5 London				
Communication	A01/059	00673	AMSTELDOK - A WPP CAMPUS	WPP	AMSTELDOK - A WPP CAMPUS	VBAT Amsterdam	THE NETHERLANDS	VBAT Amsterdam				
Communication	A01/062	00970	THE LAST COLUMN	COMMITTEE TO PROTECT JOURNALISTS	THE LAST COLUMN BOOK	FF NEW YORK	USA	FF PARIS	HARPER COLLINS New York / VII PHOTO Manville			
Communication	A01/065	01276	ACTING IDENTITY	THEATRE HOURS	BRAND IDENTITY	TBWA\ISTANBUL	TURKEY	TBWA\ISTANBUL				
Communication	A01/079	01425	THE ZERO TOLERANCE RIBBON	28 TOO MANY	(FGM) FEMALE GENITAL MUTILATION	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai			IMPACT PORTER NOVELLI Dubai	
Communication	A01/083	01181	ADDICTED ON ARRIVAL	PREVENTION COUNCIL OF ROANOKE COUNTY / URGENT LOVE INITIATIVE	OPI'S	GREY NEW YORK	USA	GREY NEW YORK	TOOL OF NORTH AMERICA Los Angeles / TOWNHOUSE New York	GREY NEW YORK	GREY NEW YORK	ASCHE & SPENCER Minneapolis / THE MILL New York
<b>A02 (Rebrand / Refresh of an Existing Brand)</b>												
Communication	A02/007	00206	BBC TWO REBRAND	BBC	BBC TWO	SUPERUNION London	UNITED KINGDOM	BBC CREATIVE London / SUPERUNION London	BBC CREATIVE London			AARDMAN ANIMATIONS Bristol / BBC London / FUTURE CONTENT / MAINFRAME London / THE MILL London / TWENTY THIRD C London
Communication	A02/023	00410	EQUAL JUSTICE INITIATIVE	EQUAL JUSTICE INITIATIVE	LEGAL SERVICE	TURNER DUCKWORTH San Francisco	USA	TURNER DUCKWORTH London / TURNER DUCKWORTH New York / TURNER DUCKWORTH San Francisco				
Communication	A02/032	00933	CRAFTING AN ICONIC BRAND	CARLSBERG	CARLSBERG	TAXI STUDIO Bristol	UNITED KINGDOM	TAXI STUDIO Bristol	CARLSBERG Copenhagen			
Communication	A02/035	00578	CHILDREN'S	CHILDREN'S	S	COSSETTE Montréal	CANADA	COSSETTE Montréal				
Communication	A02/043	00647	NEVER STAND STILL	HONG KONG BALLET	HONG KONG BALLET	DESIGN ARMY Washington	USA	DESIGN ARMY Washington	DESIGN ARMY Washington			
Communication	A02/072	01098	DUNKIN'	DUNKIN' BRANDS	DUNKIN'	JONES KNOWLES RITCHIE New York	USA	JONES KNOWLES RITCHIE New York				COLOPHON London

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Communication	A02/074	01327	WORLD CHESS CHAMPIONSHIP 2018	WORLD CHESS	BRANDING AND IDENTITY FOR WORLD CHESS CHAMPIONSHIP 2018 IN LONDON	SHUKA DESIGN Moscow	RUSSIA	SHUKA DESIGN Moscow				
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### A03 (Design-driven Effectiveness)

Communication	A03/008	00377	HUNGRY PUFFS	FOODBANK WA	HUNGRY PUFFS	THE BRAND AGENCY Perth	AUSTRALIA	THE BRAND AGENCY Perth	THE BRAND AGENCY Perth	THE BRAND AGENCY Perth	THE BRAND AGENCY Perth	FOODBANK Perth
Communication	A03/013	00814	BUDWEISER RECUP ARENA	AB INBEV	BUDWEISER	BOOTLEG Moscow	RUSSIA	BOOTLEG Moscow	MONOLEAK Moscow / SAVE AS IT IS Moscow / SUPERDESIGNERS Moscow		PROMO AGE Moscow	
Communication	A03/014	01009	LIVING SEAWALL	VOLVO CAR AUSTRALIA	VOLVO	whiteGREY SYDNEY	AUSTRALIA	whiteGREY SYDNEY			whiteGREY SYDNEY	
Communication	A03/026	01541	FOCUS LINES	MINISTERIO DE TRANSPORTE Y OBRAS PUBLICAS	ROAD SAFETY	FAMOUSGREY BRUSSELS	BELGIUM	FAMOUSGREY BRUSSELS				

### B01 (Posters)

Communication	B01/014	00267	GET BACK, TOHOKU.	EAST JAPAN RAILWAY COMPANY	TOHOKU SHINKANSEN	DENTSU INC. Tokyo	JAPAN	DENTSU INC. Tokyo	COTORI-OFFICE Tokyo / CREATIVE POWER UNIT Tokyo / FUMIHITO KATAMURA PHOTOGRAPH OFFICE Tokyo / ICHIKURA OFFICE Tokyo / YOKOHAMA SUPER FACTORY Tokyo		DENTSU ON DEMAND GRAPHIC INC. Tokyo	
Communication	B01/027	00119	REARRANGED	BERLINER PHILHARMONIKER	BERLINER PHILHARMONIKER	SCHOLZ & FRIENDS Berlin	GERMANY	SCHOLZ & FRIENDS Berlin				
Communication	B01/028	00319	TD POSTER BANK	TD	TD POSTER BANK	LEO BURNETT Toronto	CANADA	LEO BURNETT Toronto	FLASH REPRODUCTIONS Etobicoke / LEO BURNETT Toronto			
Communication	B01/031	00031	THE POWERPOINT LANDSCAPES	SEMINAR HOTEL HOF DE PLANIS	BUSINESS SEMINAR HOTEL „HOF DE PLANIS“	RUF LANZ Zürich	SWITZERLAND	RUF LANZ Zürich				
Communication	B01/044	00064	ASPIRATION & PERSPIRATION	DENTSU ADVERTISING AWARDS SELECTION COUNCIL	DENTSU ADVERTISING AWARDS 2018	DENTSU INC. Tokyo	JAPAN	DENTSU INC. Tokyo	BAU ADVERTISING OFFICE Tokyo			
Communication	B01/046	00017	72POSTERS FOR SCHOOL TEAMS PARTICIPATING IN THE HIGH SCHOOL SUMO TOURNAMENT - PRO	THE HOKKOKU SHIMBUN	KANAZAWA HIGH SCHOOL SUMO WRESTLING TOURNAMENT	DENTSU INC. Tokyo	JAPAN	DENTSU INC. Tokyo	AMANA Tokyo / J.C. SPARK Tokyo			
Communication	B01/048	00098	GET NEW POWER	THE JAPANESE SOCIETY FOR ARTIFICIAL INTELLIGENCE	THE 32ND NATIONAL CONVENTION OF THE JAPANESE SOCIETY FOR ARTIFICIAL INTELLIGENCE	DENTSU INC. Tokyo	JAPAN	DENTSU INC. Tokyo				
Communication	B01/083	00584	COAL DROPS YARD	ARGENT	COAL DROPS YARD	DROGA5 London	UNITED KINGDOM	DROGA5 London				
Communication	B01/087	00579	HAPPY MOVING DAY - CAMPAIGN	McDonald's Canada	Fast Food	COSSETTE Montréal	CANADA	COSSETTE Montréal	COSSETTE Montréal	OMD MONTREAL		

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Communication	B01/095	00648	NEVER STAND STILL	HONG KONG BALLET	HONG KONG BALLET	DESIGN ARMY Washington	USA	DESIGN ARMY Washington	DESIGN ARMY Washington			
Communication	B01/132	01053	BLOOMY DAYS "FLOWERS TALKING"	BLOOMY DAYS	BLOOMY DAYS	HEIMAT Berlin	GERMANY	HEIMAT Berlin	HEIMAT Berlin	HEIMAT Berlin	HEIMAT Berlin	
Communication	B01/139	01426	MUTILATED WORDS	28 TOO MANY	(FGM) FEMALE GENITAL MUTILATION	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai				
Communication	B01/149	00974	#UNIGNORABLE	UNITED WAY	UNITED WAY	TAXI TORONTO	CANADA	TAXI TORONTO	4ZERO1 Montreal / BERKELEY Toronto / HANDSOME FRANK LIMITED London / LOSSLESS FILMS Toronto / MICHAEL WALKER STUDIO 302 Toronto	TOUCHÉ Toronto	ROCK-IT PROMOTIONS Toronto	ALTER EGO Toronto
Communication	B01/164	01432	LSO 19/20 NEW SEASON CAMPAIGN - "ROOTS & ORIGINS"	LONDON SYMPHONY ORCHESTRA	LONDON SYMPHONY ORCHESTRA	SUPERUNION London	UNITED KINGDOM	SUPERUNION London				THE LONDON SYMPHONY ORCHESTRA / UNIVERSITY OF PORTSMOUTH / VICON MOTION SYSTEMS Oxford
Communication	B01/210	20154	HIGHLIGHT THE REMARKABLE	STABILO INTERNATIONAL GMBH	STABILO BOSS HIGHLIGHTER PEN	DDB DÜSSELDORF	GERMANY	DDB DÜSSELDORF	DDB DÜSSELDORF / STUDIO FUNK Düsseldorf	DDB DÜSSELDORF	DDB DÜSSELDORF	
<b>B02 (Promotional Printed Media)</b>												
Communication	B02/023	00826	FEM CURRENCY	PAISLEY	WOMEN'S COLLECTION	MAYD HAMBURG	GERMANY	MAYD HAMBURG	DONDON Berlin / MAYD HAMBURG / THE SOUNDSHACK Hamburg			
Communication	B02/037	01054	BLOOMY DAYS "FLOWERS TALKING"	BLOOMY DAYS	BLOOMY DAYS	HEIMAT Berlin	GERMANY	HEIMAT Berlin	HEIMAT Berlin	HEIMAT Berlin	HEIMAT Berlin	
Communication	B02/043	01536	THE REAL MACHADO	UNIVERSITY ZUMBI DOS PALMARES	CORPORATE	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo	GREY BRAZIL São Paulo	GREY BRAZIL São Paulo	GREY BRAZIL São Paulo	GREY BRAZIL São Paulo
<b>B03 (Promotional Item Design)</b>												
Communication	B03/002	00217	FIREVASE	SAMSUNG FIRE & MARINE INSURANCE	FIREVASE	CHEIL WORLDWIDE Seoul	SOUTH KOREA	CHEIL WORLDWIDE Seoul	BOUNCE CREATIVE Seoul / JUNPASANG PRODUCTION Seoul	CHEIL WORLDWIDE Seoul	CHEIL WORLDWIDE Seoul	
Communication	B03/005	00168	THE OMO BOOK OF DIRT	UNILEVER	OMO WASHING POWDER	OGILVY CAPE TOWN	SOUTH AFRICA	OGILVY CAPE TOWN	THE INSTITUTE Cape Town			
Communication	B03/035	00137	SEETROEN	CITROEN	CITROEN	BETC Paris	FRANCE	BETC Paris	5.5 DESIGN STUDIOS Paris / FURY Paris			BETC Paris
Communication	B03/044	00773	UNBOXING THE TRUTH	THOMSON REUTERS FOUNDATION	THOMSON REUTERS FOUNDATION	TBWA\CHIAT\DAY New York	USA	DESIGN BY DISRUPTION New York / TBWA\CHIAT\DAY New York	DESIGN BY DISRUPTION New York / TBWA\CHIAT\DAY New York	TBWA\CHIAT\DAY New York		
Communication	B03/045	00458	BAHLSSEN - THE BAHLSSEN FAMILY	BAHLSSEN GMBH & CO. KG	BAHLSSEN GMBH & CO. KG	MUTABOR Hamburg	GERMANY	MUTABOR Hamburg				
Communication	B03/062	00904	DRINK RIGHT, F*** RIGHT	AB INBEV	SKOL BEATS	WIEDEN+KENNEDY São Paulo	BRAZIL	WIEDEN+KENNEDY São Paulo	EVIL TWIN São Paulo / LANDIA São Paulo / WIEDEN+KENNEDY São Paulo	BLINKS Sao Paulo / WIEDEN+KENNEDY São Paulo	IN PRESS PORTER NOVELLI São Paulo / WIEDEN+KENNEDY São Paulo	

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Communication	B03/091	01108	GERMAN FEDERAL ASSOCIATION OF FUNERAL DIRECTORS "MY PERSONAL COFFIN"	GERMAN FEDERAL ASSOCIATION OF FUNERAL DIRECTORS	FUNERALS/COFFIN ELLING/COFFIN CONSULTATION AND SELECTION	HEIMAT Berlin	GERMANY	HEIMAT Berlin	HEIMAT Berlin	HEIMAT Berlin	HEIMAT Berlin	
Communication	B03/095	01456	THE GUN VIOLENCE HISTORY BOOK	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	FCB CHICAGO	USA	FCB CHICAGO	LORD & THOMAS Chicago / THE MILL Chicago		CURRENT MARKETING Chicago	
Communication	B03/104	01364	LEGS TO FLY	ESPN	INSTITUTIONAL	AFRICA São Paulo	BRAZIL	AFRICA São Paulo	ANTFOOD São Paulo / BOLHA São Paulo / BOSSA NOVA FILMS São Paulo / FURF DESIGN STUDIO Curitiba / ID ETHNOS Rio de Janeiro			
Communication	B03/124	01193	ONE MINDFUL MIND	NEUROGEN BRAIN AND SPINE INSTITUTE	KIT	TBWAINDIA Mumbai	INDIA	TBWAINDIA Mumbai	MOTHERSHIP PRODUCTIONS Mumbai			
Communication	B03/128	01228	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE FEMALE COMPANY	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	SCHOLZ & FRIENDS Berlin	GERMANY	SCHOLZ & FRIENDS Berlin		SCHOLZ & FRIENDS Berlin	SCHOLZ & FRIENDS Berlin	METAGATE Berlin
Communication	B03/137	21394	TRUCK ART CHILDFINDER	BERGER PAINTS	BERGER PAINTS	BBDO PAKISTAN Lahore	PAKISTAN	BBDO PAKISTAN Lahore	SARAH TAREEN PRODUCTIONS Lahore	BBDO PAKISTAN Lahore	BBDO PAKISTAN Lahore	
Communication	B03/140	21182	ADDICTED ON ARRIVAL	PREVENTION COUNCIL OF ROANOKE COUNTY / URGENT LOVE INITIATIVE	OPI'S	GREY NEW YORK	USA	GREY NEW YORK	TOOL OF NORTH AMERICA Los Angeles / TOWNHOUSE New York	GREY NEW YORK	GREY NEW YORK	ASCHE & SPENCER Minneapolis / THE MILL New York

### B04 (Publications & Editorial Design)

Communication	B04/004	00122	DER TAGESSPIEGEL - #QUEERFORMAT	DER TAGESSPIEGEL	DER TAGESSPIEGEL NEWSPAPER	SCHOLZ & FRIENDS Berlin	GERMANY	SCHOLZ & FRIENDS Berlin	DER TAGESSPIEGEL Berlin	DER TAGESSPIEGEL Berlin		
Communication	B04/009	00775	THE FAKE NEWS STAND	COLUMBIA JOURNALISM REVIEW	COLUMBIA JOURNALISM REVIEW - NEWS	TBWA\CHIAT\DAY New York	USA	TBWA\CHIAT\DAY New York	REBEL AND ROGUE New York	TBWA\CHIAT\DAY New York	COLUMBIA UNIVERSITY New York / DESIGN BY DISRUPTION New York	
Communication	B04/020	01257	FONTS FOR FREEDOM	REPORTER OHNE GRENZEN E. V.	FONTS OF PROHIBITED NEWSPAPERS	SERVICEPLAN GERMANY Munich	GERMANY	SERVICEPLAN GERMANY Munich	BBOX TYPE Berlin / INSTANT WAVES Berlin / NEVEREST München / STUDIO HEU.LAND Munich / SUPREME MUSIC Hamburg	MEDIAPLUS Munich / SERVICEPLAN GERMANY Munich	ACHTUNG! Hamburg	PLAN.NET Munich

### B05 (Books)

Communication	B05/011	00459	PAL - PHASE ALTERNATING LINE	PAL - U-WERK KAROLINE	PAL	MUTABOR Hamburg	GERMANY	MUTABOR Hamburg			
Communication	B05/013	00023	STIMULATE ANNUAL	COPYWRITERS CLUB NAGOYA	CCN ANNUAL 2018	DENTSU INC. Tokyo	JAPAN	DENTSU INC. Tokyo	ASTROLAND INC. Nagoya / IMPACT TAKI Nagoya / KITO PRINTING Nagoya		DENTSU MEITETSU COMMUNICATIONS Nagoya / SUNJUSHI Kitanaagoya

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Communication	B05/022	01128	CREATIVE CIRCLE ANNUAL	CREATIVE CIRCLE	BOOK	GREY London	UNITED KINGDOM	GREY London	LOVEUROPE & PARTNERS London			
Communication	B05/028	01231	BLACK BOX	FACULDADE ZUMBI DOS PALMARES	FACULDADE ZUMBI DOS PALMARES	WUNDERMAN THOMPSON Sao Paulo	BRAZIL	J. WALTER THOMPSON BRAZIL São Paulo	EVIL TWIN São Paulo	J. WALTER THOMPSON BRAZIL São Paulo	J. WALTER THOMPSON BRAZIL São Paulo	
Communication	B05/032	00958	STAN SMITH: "SOME PEOPLE THINK I'M A SHOE!"	ADIDAS	THE STAN SMITH SHOE	JOHANNES LEONARDO New York	USA	ADIDAS Herzogenaurach / JOHANNES LEONARDO New York				
Communication	B05/039	01449	THE 9'58 BIOGRAPHY	PUMA	BIOGRAPHY BOOK	BETC/HAVAS São Paulo	BRAZIL	BETC/HAVAS São Paulo	BETC/HAVAS São Paulo	BETC/HAVAS São Paulo		
Communication	B05/040	01458	THE GUN VIOLENCE HISTORY BOOK	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	FCB CHICAGO	USA	FCB CHICAGO	LORD & THOMAS Chicago / THE MILL Chicago		CURRENT MARKETING Chicago	
Communication	B05/049	01194	ONE MINDFUL MIND	NEUROGEN BRAIN AND SPINE INSTITUTE	KIT	TBWA\INDIA Mumbai	INDIA	TBWA\INDIA Mumbai	MOTHERSHIP PRODUCTIONS Mumbai			
Communication	B05/050	01229	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE FEMALE COMPANY	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	SCHOLZ & FRIENDS Berlin	GERMANY	SCHOLZ & FRIENDS Berlin		SCHOLZ & FRIENDS Berlin	SCHOLZ & FRIENDS Berlin	METAGATE Berlin

## B06 (Data Visualisation)

Communication	B06/001	00059	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		
Communication	B06/006	00460	FISHACT - STOP OVERFISHING	FISHACT E.V.	FISHACT E.V.	MUTABOR Hamburg	GERMANY	MUTABOR Hamburg			
Communication	B06/017	01091	ROOTS	AIB	AIB	ROTHCO   ACCENTURE INTERACTIVE Dublin	IRELAND	ROTHCO   ACCENTURE INTERACTIVE Dublin	ROTHCO   ACCENTURE INTERACTIVE Dublin		
Communication	B06/027	01528	MADE IN FUKUSHIMA	METER GROUP INC	METER ENVIRONMENT	SERVICEPLAN GERMANY Munich	GERMANY	FUKUSHIMA SAISEI Tokyo / SERVICEPLAN GERMANY Munich / UNIVERSITY OF TOKYO	ALBERT COON Munich / SAS - SHOOT IN JAPAN Tokyo		MOBY DIGG Munich / NICK FRANK Munich
Communication	B06/028	01433	LSO 19/20 NEW SEASON CAMPAIGN - "ROOTS & ORIGINS"	LONDON SYMPHONY ORCHESTRA	LONDON SYMPHONY ORCHESTRA	SUPERUNION London	UNITED KINGDOM	SUPERUNION London			THE LONDON SYMPHONY ORCHESTRA / UNIVERSITY OF PORTSMOUTH / VICON MOTION SYSTEMS Oxford
Communication	B06/032	01459	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

## B07 (Brand Collateral)

Communication	B07/006	00574	THE UGLY TRUTH SWEATERS	HELSINGIN SANOMAT	HELSINGIN SANOMAT NEWSPAPER	TBWA\HELSINKI	FINLAND	TBWA\HELSINKI	GRAVITY NORDIC Helsinki / TBWA\HELSINKI / TUORINIEMI DREAM Turku		TBWA\HELSINKI	SANOMA MEDIA FINLAND Helsinki
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Communication	B07/008	00495	THE MOST CHALLENGING PINGPONG TABLE	JAPAN PARA TABLE TENNIS ASSOCIATION	PARA PINGPONG TABLE	TBWA\HAKUHODO INC. Tokyo	JAPAN	TBWA\HAKUHODO INC. Tokyo	AMANA Tokyo / NOMAD TOKYO, LLC / QUANTUM Tokyo / SAN-EI CORPORATION Chiba	TBWA\HAKUHODO INC. Tokyo		
<b>B08 (Special Editions &amp; Bespoke Items)</b>												
Communication	B08/011	00341	ACCESSIBILITY MAT	FORD MOTOR COMPANY	FORD MOTOR COMPANY	GTB BRASIL São Paulo	BRAZIL	GTB BRASIL São Paulo		BIZSYS Sao Paulo / CODE STUDIO São Paulo / J. WALTER THOMPSON BRAZIL São Paulo / PARANOID BR São Paulo		
Communication	B08/015	00393	SPACE EDITION	MATTEL	SCRABBLE	LOLA MULLENLOWE Madrid	SPAIN	LOLA MULLENLOWE Madrid	NATURACT Móstoles	MATTEL Los Angeles		
Communication	B08/023	00423	LEXUS X JOHN ELLIOTT: SOLE OF THE UX	LEXUS	LEXUS UX	TEAM ONE Los Angeles	USA	TEAM ONE Los Angeles	CVLT New York / IMG New York	3D SYSTEMS BENELUX / BEYOND MARKETING Culver City / TILTSHIFT Los Angeles		
Communication	B08/029	00138	SEETROEN	CITROEN	CITROEN	BETC Paris	FRANCE	BETC Paris	5.5 DESIGN STUDIOS Paris / FURY Paris	BETC Paris		
Communication	B08/038	00776	BILLIE JEAN KING YOUR SHOES	ADIDAS	ADIDAS	TBWA\CHIAT\DAY New York	USA	TBWA\CHIAT\DAY New York	REBEL AND ROGUE New York	ADIDAS Herzogenaurach / DESIGN BY DISRUPTION New York		
Communication	B08/039	00777	UNBOXING THE TRUTH	THOMSON REUTERS FOUNDATION	THOMSON REUTERS FOUNDATION	TBWA\CHIAT\DAY New York	USA	DESIGN BY DISRUPTION New York / TBWA\CHIAT\DAY New York	DESIGN BY DISRUPTION New York / TBWA\CHIAT\DAY New York	TBWA\CHIAT\DAY New York		
Communication	B08/078	01233	GLASSES OF DROUGHT	FINISH	FINISH QUANTUM	HAVAS ISTANBUL Istanbul	TURKEY	HAVAS ISTANBUL Istanbul	3K1A MUSIC Istanbul / ABT POST PRODUCTION Istanbul / P BLOK Istanbul / RPRESENTER Istanbul / SAFIR CAM Istanbul	HAVAS MEDIA TURKEY Istanbul	CONTENTINE Istanbul	MEDYABANK Istanbul / ÖZAY CAM Istanbul / RECKITT BENCKISER Istanbul
Communication	B08/085	01460	THE GUN VIOLENCE HISTORY BOOK	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	FCB CHICAGO	USA	FCB CHICAGO	LORD & THOMAS Chicago / THE MILL Chicago	CURRENT MARKETING Chicago		
Communication	B08/103	01524	THE OUTLAW BIKE	ROCKY MOUNTAIN SPORTS CONTENT.	ROCKY MOUNTAIN SPORTS CONTENT.	TALENT MARCEL São Paulo	BRAZIL	TALENT MARCEL São Paulo	TALENT MARCEL São Paulo	TALENT MARCEL São Paulo	TALENT MARCEL São Paulo	
Communication	B08/106	01413	INSTRUMENT OF HOPE	SHINEMSD	SHINE MSD	PUBLICIS New York	USA	PUBLICIS New York	NICE PIXELS New York	JANICE & ASSOCIATES PR Hauppauge	WOOL & TUSK New York	
Communication	B08/111	01023	GUMSHOE: THE FIRST SHOE MADE FROM RECYCLED CHEWING GUM	AMSTERDAM METROPOLITAN AREA	GUMSHOE	PUBLICIS Amsterdam	THE NETHERLANDS	PUBLICIS Amsterdam		PUBLICIS Amsterdam	PUBLICIS Amsterdam	

## C01 (Digital Design)

## Design Shortlist

Communication	C01/006	00197	SAMSUNG WITHIN	SAMSUNG MOBILE	SAMSUNG MOBILE	R/GA New York	USA	R/GA New York	ACTIVE THEORY Los Angeles / MATHEMATIC Paris / R/GA New York / SIDECAR Brooklyn			
Communication	C01/022	00519	9.58 SECONDS – THE WORLD'S FASTEST ANNUAL REPORT	PUMA SE	ANNUAL REPORT	PUBLICIS PIXELPARK Hamburg	GERMANY	PUBLICIS PIXELPARK Hamburg	PUBLICIS PIXELPARK Hamburg		PUBLICIS PIXELPARK Hamburg	
Communication	C01/023	00342	ACCESSIBILITY MAT	FORD MOTOR COMPANY	FORD MOTOR COMPANY	GTB BRASIL São Paulo	BRAZIL	GTB BRASIL São Paulo			BIZSYS Sao Paulo / CODE STUDIO São Paulo / J. WALTER THOMPSON BRAZIL São Paulo / PARANOID BR São Paulo	
Communication	C01/024	00261	KUPU	SPARK	SPARK	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland	CREATURE Auckland / FRANKLIN RD Auckland / RUSH DIGITAL INTERACTIVE Auckland	PHD Auckland	DRUM Auckland	AUCKLAND UNIVERSITY OF TECHNOLOGY / TIKI TAANE N/A
Communication	C01/029	00586	THE SMOOTHEST BURGER	MCDONALD'S FRANCE	EGG MCMUFFIN	TBWA/PARIS	FRANCE	DAN PARIS / TBWA/PARIS				
Communication	C01/049	01326	INSTA NOVELS	THE NEW YORK PUBLIC LIBRARY	LITERATURE	MOTHER NEW YORK	USA	MOTHER NEW YORK	BUCK DESIGN New York / HORNET New York / MAGOZ Malmo / PSYOP New York / STRANGE BEAST London			
Communication	C01/050	01133	BANG & OLUFSEN BRAND EXPERIENCE	BANG & OLUFSEN	ECOMMERCE, UX	PUBLICIS SAPIENT London	UNITED KINGDOM	PUBLICIS SAPIENT London	PUBLICIS SAPIENT London			
Communication	C01/058	01422	DESIGN LANGUAGE.AI	BRAUN	AUTOMATED DESIGN TOOL	GREY London	UNITED KINGDOM	GREY London				

## C02 (Digital Installations & Events)

Communication	C02/006	00486	THE QUIET TAXI	HYUNDAI MOTOR GROUP	HYUNDAI SONATA LF TAXI	INNOCEAN WORLDWIDE Seoul	SOUTH KOREA	INNOCEAN WORLDWIDE Seoul	AUDIOLAB Seoul / EDITIN Seoul / GIANT STEP Seoul / WALKING IN MIND Seoul / WALKING ON THE BLUE Seoul	INNOCEAN WORLDWIDE Seoul	INNOCEAN WORLDWIDE Seoul	HYUNDAI MOTOR COMPANY Seoul
Communication	C02/026	01424	FOOTBALL DECODED	MICROSOFT	XBOX / FIFA 18	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	CRAFT LONDON / SOMESUCH London / TWENTYFOUR SEVEN Madrid	CARAT London		
Communication	C02/029	01461	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	
Communication	C02/033	01311	DALI LIVES	THE DALI MUSEUM	THE DALI MUSEUM	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco	GOODBY SILVERSTEIN & PARTNERS San Francisco			THINKINGBOX Toronto

## C03 (UX, UI & Journey Design)

## Design Shortlist

Communication	C03/002	00055	DEADLY QUESTIONS	ABORIGINAL VICTORIA, DEPARTMENT OF PREMIER & CABINET (VICTORIA)	ABORIGINAL VICTORIA, DEPARTMENT OF PREMIER & CABINET (VICTORIA)	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE	MEDIACOM Brisbane	CLEMENGER BBDO MELBOURNE	DEPARTMENT OF PREMIER & CABINET (ABORIGINAL VICTORIA) East Melbourne
Communication	C03/007	00148	TAKUMI: A 60,000 HOUR STORY ON THE SURVIVAL OF HUMAN CRAFT	LEXUS INTERNATIONAL	LEXUS	THE&PARTNERSHIP London	UNITED KINGDOM	THE&PARTNERSHIP London	SAVILLE PRODUCTIONS Los Angeles		
Communication	C03/014	00520	9.58 SECONDS – THE WORLD'S FASTEST ANNUAL REPORT	PUMA SE	ANNUAL REPORT	PUBLICIS PIXELPARK Hamburg	GERMANY	PUBLICIS PIXELPARK Hamburg	PUBLICIS PIXELPARK Hamburg		PUBLICIS PIXELPARK Hamburg
Communication	C03/017	00614	COMPLEXCON	ADIDAS ORIGINALS	ADIDAS ORIGINALS	JAM3 Toronto	CANADA	JAM3 Toronto	ASA DIGITAL Torrance / JAM3 Toronto / KINDLY BEAST Ottawa / PIXELPUSHER Toronto / WE ARE ROYALE Los Angeles		
Communication	C03/029	00781	CREATABILITY	GOOGLE	EXPERIMENTS IN AI + ACCESSIBILITY	GOOGLE CREATIVE LAB New York	USA	GOOGLE CREATIVE LAB New York	GOOGLE CREATIVE LAB New York		
Communication	C03/031	01171	THINK INSIDE THE BOX	LOCKHEED MARTIN	SPACE EXPLORATION	McCANN NEW YORK	USA	McCANN NEW YORK	TRACTION New York		LOCKHEED MARTIN New York
Communication	C03/034	01368	HISTORY BLOCKS	UNESCO	INSTITUTIONAL	AFRICA São Paulo	BRAZIL	AFRICA São Paulo	ASTEROIDE FILMS Curitiba / HUNGRY MAN São Paulo / PUNCH AUDIO São Paulo		
Communication	C03/038	01408	STORYSIGN	HUAWEI	HUAWEI BRAND	FCB INFERNO London	UNITED KINGDOM	FCB INFERNO London	AARDMAN ANIMATIONS Bristol / DOG EAT DOG London / MCASSO London / TENTHREE EDITING London / UNIT London	WAVEMAKER London	HUAWEI London

## C04 (Social Engagement)

Communication	C04/017	01419	THE FOLDED LOGO	SAMSUNG ELECTRONICS	GALAXY FOLD / MOBILE DEVICES	OGILVY New York	USA	OGILVY New York	DE YAN New York / OGILVY New York		
Communication	C04/018	01420	MADE IN KOREA	SAMSUNG ELECTRONICS	GALAXY FOLD / MOBILE DEVICES	OGILVY New York	USA	OGILVY New York	DE YAN New York / OGILVY New York	CHEIL WORLDWIDE Seoul / STARCOM London	
Communication	C04/023	01325	INSTA NOVELS	THE NEW YORK PUBLIC LIBRARY	LITERATURE	MOTHER NEW YORK	USA	MOTHER NEW YORK	BUCK DESIGN New York / HORNET New York / MAGOZ Malmo / PSYOP New York / STRANGE BEAST London		
Communication	C04/034	01471	GET UP ALARM CLOCK	ELI LILLY AND COMPANY	LARTRUVO (OLARATUMAB)	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		
Communication	C04/038	00679	THE EVOLVING MUSIC VIDEO STARRING ELLA MAI	THE RECORDING ACADEMY	61ST GRAMMY AWARDS	TBWA\CHIAT\DAY LOS ANGELES	USA	TBWA\CHIAT\DAY LOS ANGELES	TOOL OF NORTH AMERICA Los Angeles		BARKING OWL Los Angeles / CABIN EDITING COMPANY Santa Monica / SHAPE + LIGHT Los Angeles

## Design Shortlist

### D01 (Retail Environment & Design)

Communication	D01/002	00482	HOUSE OF INNOVATION - 000 NYC AND 001 SH	NIKE, INC.	NIKE DIRECT RETAIL	NIKE Portland	USA	ACCEPT & PROCEED London / COORDINATION ASIA Shanghai / HOVERCRAFT Portland / NIKE Portland	CallisonRTKL Architects P.C. New York / COORDINATION ASIA Shanghai / NIKE Portland	HEINTGES New York / NETFORTUNE (SHANGHAI) ALUMINUM WORKS CO. SHANGHAI
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### D02 (Retail Installation & Experience)

Communication	D02/005	00442	BLIZZARD STORE	FRANQUICIAS PANAMENAS	BLIZZARD	FRANQUICIAS PANAMENAS S.A. Panama	PANAMA	P4 OGILVY Panama City	CONTEXTO PANAMA Panama / GEOMETRY PANAMA / LA TRIBU PERFORMANCE Panama city / VFX Panama	
Communication	D02/007	00483	HOUSE OF INNOVATION - 000 NYC AND 001 SH	NIKE, INC.	NIKE DIRECT RETAIL	NIKE Portland	USA	ACCEPT & PROCEED London / COORDINATION ASIA Shanghai / HOVERCRAFT Portland / NIKE Portland	CallisonRTKL Architects P.C. New York / COORDINATION ASIA Shanghai / NIKE Portland	HEINTGES New York / NETFORTUNE (SHANGHAI) ALUMINUM WORKS CO. SHANGHAI

### D03 (Point of Sale Consumer Touchpoints & In-store Collateral)

Communication	D03/004	00379	HUNGRY PUFFS	FOODBANK WA	HUNGRY PUFFS	THE BRAND AGENCY Perth	AUSTRALIA	THE BRAND AGENCY Perth	THE BRAND AGENCY Perth	THE BRAND AGENCY Perth	THE BRAND AGENCY Perth	FOODBANK Perth
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### D04 (Live Events)

Communication	D04/003	00231	HANDHELD CONCERT	ROKID	ROKID ME / THE PORTABLE SMART SPEAKER	THE NINE Shanghai	CHINA	THE NINE Shanghai		THE NINE Shanghai		
Communication	D04/004	00372	THE BRIDAL UNIFORM	UN WOMEN	ANTI-CHILD MARRIAGES	BBDO PAKISTAN Lahore	PAKISTAN	BBDO PAKISTAN Lahore	THE VIDEOGRAPHERS Lahore	BBDO PAKISTAN Lahore	MINT PR Lahore	
Communication	D04/009	00113	THE UNBREAKABLE RAINBOW	UNILEVER - BEN&JERRY'S	CSR EVENT	180HEARTBEATS+JUNG V MATT Warsaw	POLAND	180HEARTBEATS+JUNG V MATT Warsaw	180HEARTBEATS+JUNG V MATT Warsaw		180HEARTBEATS+JUNG V MATT Warsaw	BEN & JERRY'S Warsaw / MILOSC NIE WYKLUCZA Warsaw / WOLONTARIAT ROWNOSCI Warsaw
Communication	D04/042	10972	BILLIE JEAN KING YOUR SHOES	ADIDAS	ADIDAS	TBWA\CHIAT\DAY New York	USA	TBWA\CHIAT\DAY New York	REBEL AND ROGUE New York			ADIDAS Herzogenaurach / DESIGN BY DISRUPTION New York

### D05 (Spatial & Sculptural Exhibitions and Experiences)

Communication	D05/006	00313	PRIDE SHIELD	FONDATION ÉMERGENCE	INTERNATIONAL DAY AGAINST HOMOPHOBIA AND TRANSPHOBIA	RETHINK Toronto	CANADA	RETHINK Toronto	1ONE Montréal / MORRISON FILMS Montréal		TÖK COMMUNICATION S Montreal	FONDATION ÉMERGENCE Montréal
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## Design Shortlist

Communication	D05/016	00114	THE UNBREAKABLE RAINBOW	UNILEVER - BEN&JERRY'S	CSR EVENT	180HEARTBEATS+JUNG V MATT Warsaw	POLAND	180HEARTBEATS+JUNG V MATT Warsaw	180HEARTBEATS+JUNG V MATT Warsaw	180HEARTBEATS+JUNG V MATT Warsaw	BEN & JERRY'S Warsaw / MILOSC NIE WYKLUCZA Warsaw / WOLONTARIAT ROWNOSCI Warsaw	
Communication	D05/019	00479	ABSOLUT STREET TREES	PERNOD RICARD MÉXICO	ABSOLUT	PERNOD RICARD Mexico	MEXICO	ANÓNIMO Mexico City		SUMA Mexico City		
Communication	D05/026	00500	007 ELEMENTS	NEAL CALLOW	007	OPTIMIST Hamburg	GERMANY	BERGBAHNEN SOLDEN / EON PRODUCTIONS London / NEAL CALLOW London / OBERMOSER ARCH-OMO ZT Innsbruck / OPTIMIST Hamburg	EMPIRE DESIGN London / FALKNER & RIML Solden / OPTIMIST Hamburg / TERRITORY STUDIO London / WERK5 Berlin	POWELL COMMUNICATIONS New York	CALAM COMMUNICATIONS Leamington Spa / POWELL COMMUNICATIONS New York	BARTENBACH GMBH Aldrans / DELUXE ENTERTAINMENT Los Angeles / INDUSTRIAL LIGHT AND MAGIC London / KRAFTWERK Vienna / ÖTZTAL TOURISMUS Solden / ROHDE ACOUSTICS Salzburg / XAILABS Berlin
Communication	D05/037	00650	THE IMPACTFUL REMINDER	VISION ZERO PROJECT (CITY OF MONTREAL)	THE IMPACTFUL REMINDER STREET EXHIBIT	SID LEE Montréal	CANADA	CITY OF MONTREAL / SID LEE Montréal	BLVD Montreal / OUTPOST Montreal / SID LEE Montréal / SUD OUEST Montreal			
Communication	D05/048	01020	GRAVE OF THRONES	FOXTEL	GAME OF THRONES	REVOLVER/WILL O'ROURKE Sydney	AUSTRALIA	DDB SYDNEY	REVOLVER/WILL O'ROURKE Sydney	MANGO Sydney	FOXTEL Sydney / PHOTOPLAY Sydney	
Communication	D05/050	01173	THINK INSIDE THE BOX	LOCKHEED MARTIN	SPACE EXPLORATION	McCANN NEW YORK	USA	McCANN NEW YORK	TRACTION New York		LOCKHEED MARTIN New York	
Communication	D05/059	01529	FOCUS LINES	MINISTERIO DE TRANSPORTE Y OBRAS PUBLICAS	ROAD SAFETY	FAMOUSGREY BRUSSELS	BELGIUM	FAMOUSGREY BRUSSELS				
Communication	D05/063	01465	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		
<b>D06 (Wayfinding &amp; Signage)</b>												
Communication	D06/008	01530	FOCUS LINES	MINISTERIO DE TRANSPORTE Y OBRAS PUBLICAS	ROAD SAFETY	FAMOUSGREY BRUSSELS	BELGIUM	FAMOUSGREY BRUSSELS				
<b>E01 (Food)</b>												
Communication	E01/015	00559	BUSHE	BUSHE	A CHAIN OF A CITY CAFES	BUSHE Piter	RUSSIA	SUPREMATIKA Moscow	SUPREMATIKA Moscow	BUSHE Piter	SUPREMATIKA Moscow	
<b>E02 (Drinks)</b>												
Communication	E02/024	00908	FIT PACK	CORONA	CORONA EXTRA	LEO BURNETT MÉXICO Mexico City	MEXICO	LEO BURNETT MÉXICO Mexico City	DRUGSTORE Mexico City / LANDIA FILMS Mexico City / TRIDI MX Mexico City			
<b>E03 (Other FMCG &amp; Consumer Durables )</b>												

## Design Shortlist

Communication	E03/005	01533	CHANGING THE GAME	MICROSOFT	XBOX	McCANN NEW YORK	USA	McCANN NEW YORK	COMPANY 3 New York / HUNGRY MAN New York / JSM MUSIC New York / ROCK PAPER SCISSORS New York / SONIC UNION New York	CARAT New York	WAGGENER EDSTROM SEATTLE	MICROSOFT Redmond
Communication	E03/008	01230	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE FEMALE COMPANY	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	SCHOLZ & FRIENDS Berlin	GERMANY	SCHOLZ & FRIENDS Berlin		SCHOLZ & FRIENDS Berlin	SCHOLZ & FRIENDS Berlin	METAGATE Berlin

### E06 (Special Editions & Promotional Packaging)

Communication	E06/010	00314	PASS THE BILL	LEAF FORWARD	LEAF FORWARD	RETHINK Toronto	CANADA	RETHINK Toronto	RETHINK Toronto			LEAF FORWARD Toronto
Communication	E06/029	00463	BAHLESEN - THE BAHLESEN FAMILY	BAHLESEN GMBH & CO. KG	BAHLESEN GMBH & CO. KG	MUTABOR Hamburg	GERMANY	MUTABOR Hamburg				
Communication	E06/033	00911	FIT PACK	CORONA	CORONA EXTRA	LEO BURNETT MEXICO Mexico City	MEXICO	LEO BURNETT MEXICO Mexico City	DRUGSTORE Mexico City / LANDIA FILMS Mexico City / TRIDI MX Mexico City			
Communication	E06/034	00910	LOSING BLUE	CORONA	CORONA EXTRA	LEO BURNETT MEXICO Mexico City	MEXICO	LEO BURNETT MELBOURNE / LEO BURNETT MEXICO Mexico City	BONICA TV Mexico City	LEO BURNETT MEXICO Mexico City	LEO BURNETT MEXICO Mexico City	
Communication	E06/056	01057	BLOOMY DAYS "FLOWERS TALKING"	BLOOMY DAYS	BLOOMY DAYS	HEIMAT Berlin	GERMANY	HEIMAT Berlin	HEIMAT Berlin	HEIMAT Berlin		
Communication	E06/058	01147	NISSIN - THE APOLOGY	NISSIN	NISSIN LAMEN	DENTSU BRAZIL São Paulo	BRAZIL	DENTSU BRAZIL São Paulo				
Communication	E06/061	01303	THE WASTE MEASURE	GREENPEOPLE	AWARENESS CAMPAIGN	CHEIL WORLDWIDE São Paulo	BRAZIL	CHEIL WORLDWIDE São Paulo	7 FILMES São Paulo / ANGELS São Paulo			PUNCH AUDIO São Paulo / SPECIAL GLASS São Paulo
Communication	E06/069	01106	P&G ORKID - UNCOVER THE SHAME	P&G ORKID	ORKID	4129GREY Istanbul	TURKEY	4129GREY Istanbul	VIDEOJENIK Istanbul			

### F01 (Consumer Technology & Homeware)

Communication	F01/006	00383	THE URBAN MOBILITY SOLUTION	UJET	UJET ELECTRIC SCOOTER	LEO BURNETT FRANKFURT	GERMANY	LEO BURNETT FRANKFURT	LEO BURNETT FRANKFURT			
Communication	F01/008	00829	7:1 FURNITURE COLLECTION	HOMEPRO	HOMEPRO	BBDO BANGKOK	THAILAND	BBDO BANGKOK				
Communication	F01/017	01346	DOT MINI. THE FIRST SMART MEDIA DEVICE FOR THE VISUALLY IMPAIRED.	DOT	DOT	SERVICEPLAN GERMANY Munich	GERMANY	DOT INCORPORATION Seoul / SERVICEPLAN GERMANY Munich / SERVICEPLAN KOREA Seoul	CLOUDANDCO Seoul / DOT INCORPORATION Seoul / HYPERINTERACTIVE Hamburg / MOBY DIGG Munich / PAULUS.CO Seoul			
Communication	F01/018	01535	CHANGING THE GAME	MICROSOFT	XBOX	McCANN NEW YORK	USA	McCANN NEW YORK	COMPANY 3 New York / HUNGRY MAN New York / JSM MUSIC New York / ROCK PAPER SCISSORS New York / SONIC UNION New York	CARAT New York	WAGGENER EDSTROM SEATTLE	MICROSOFT Redmond

## Design Shortlist

### F02 (Lifestyle, Fashion, Leisure, Sports & Outdoor)

Communication	F02/008	00811	I AM TRASH, LES FLEURS DU DÉCHET	ETAT LIBRE D'ORANGE	PERFUME - I AM TRASH, LES FLEURS DU DÉCHET	OGILVY Paris	FRANCE	OGILVY Paris	OGILVY Paris / TOO-YOUNG Paris	OGILVY Paris
Communication	F02/010	00779	BILLIE JEAN KING YOUR SHOES	ADIDAS	ADIDAS	TBWA\CHIAT\DAY New York	USA	TBWA\CHIAT\DAY New York	REBEL AND ROGUE New York	ADIDAS Herzogenaurach / DESIGN BY DISRUPTION New York
Communication	F02/022	01112	GERMAN FEDERAL ASSOCIATION OF FUNERAL DIRECTORS "MY PERSONAL COFFIN"	GERMAN FEDERAL ASSOCIATION OF FUNERAL DIRECTORS	FUNERALS/COUNSELLING/COFFIN CONSULTATION AND SELECTION	HEIMAT Berlin	GERMANY	HEIMAT Berlin	HEIMAT Berlin	HEIMAT Berlin
Communication	F02/024	01371	LEGS TO FLY	ESPN	INSTITUTIONAL	AFRICA São Paulo	BRAZIL	AFRICA São Paulo	ANTFOOD São Paulo / BOLHA São Paulo / BOSSA NOVA FILMS São Paulo / FURF DESIGN STUDIO Curitiba / ID ETHNOS Rio de Janeiro	
Communication	F02/028	01065	TOMMY HILFIGER ADAPTIVE	TOMMY HILFIGER	TOMMY HILFIGER ADAPTIVE: ADAPTIVE CLOTHING FOR PEOPLE WITH DISABILITIES	WUNDERMAN THOMPSON New York	USA	POSSIBLE NEW YORK / WUNDERMAN New York	HUMBLE New York	
Communication	F02/029	01024	GUMSHOE: THE FIRST SHOE MADE FROM RECYCLED CHEWING GUM	AMSTERDAM METROPOLITAN AREA	GUMSHOE	PUBLICIS Amsterdam	THE NETHERLANDS	PUBLICIS Amsterdam	PUBLICIS Amsterdam	PUBLICIS Amsterdam

### F03 (Infant Products, Toys & Educational Products)

Communication	F03/007	00191	PROJET AU CŒUR DE TOI	ENFANTS TRANSGENRES CANADA	PROJET AU CŒUR DE TOI – EDUCATIONAL DOLL	LG2 Montréal	CANADA	LG2 Montréal	CIRCONFLEX Montreal / LG2 Montréal / PRETTY IN PLASTIC Los Angeles / ROMEO & FILS Montreal / SHED Montréal	
Communication	F03/009	00081	SANS FORGETICA	RMIT UNIVERSITY	RMIT UNIVERSITY EDUCATION	NAKED COMMUNICATIONS Sydney	AUSTRALIA	NAKED COMMUNICATIONS Sydney	BANTAM Sydney / NAKED COMMUNICATIONS Sydney / ORCHARD Sydney	NAKED COMMUNICATION S Sydney / RMIT UNIVERSITY Melbourne
Communication	F03/018	01409	STORYSIGN	HUAWEI	HUAWEI BRAND	FCB INFERNO London	UNITED KINGDOM	FCB INFERNO London	AARDMAN ANIMATIONS Bristol / DOG EAT DOG London / MCASSO London / TENTHREE EDITING London / UNIT London	WAVEMAKER London
Communication	F03/019	01213	MASSIRA PROJECT	PLAYSTATION TALENTS	MASSIRA GAME (PLAYSTATION)	TBWA\ESPAÑA Madrid	SPAIN	TBWA\ESPAÑA Madrid		TBWA\ESPAÑA Madrid
Communication	F03/020	21373	HISTORY BLOCKS	UNESCO	INSTITUTIONAL	AFRICA São Paulo	BRAZIL	AFRICA São Paulo	ASTEROIDE FILMS Curitiba / HUNGRY MAN São Paulo / PUNCH AUDIO São Paulo	

## **Design Shortlist**

### **F04 (Medical Products)**

Communication	F04/004	01308	HUGGIES H-SECTION	HUGGIES/KIMBERLY-CLARK	HUGGIES DIAPERS	OGILVY CANADA Toronto	CANADA	OGILVY CANADA Toronto	KIMBERLY CLARK Mississauga
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**Total Entries:** 153