

## Industry Craft Shortlist

Track	Cat. No	Entry No	Title	Brand	Product	Entrant Country	Idea Creation	Production	Media	PR	Additional
<b>A01 (Brand &amp; Communications Design)</b>											
Craft	A01/005	00113	SANS FORGETICA	RMIT UNIVERSITY	RMIT UNIVERSITY EDUCATION	AUSTRALIA	NAKED COMMUNICATIONS Sydney	BANTAM Sydney / NAKED COMMUNICATIONS Sydney / ORCHARD Sydney			NAKED COMMUNICATION S Sydney / RMIT UNIVERSITY Melbourne
Craft	A01/016	00573	ADOBE HIDDEN TREASURES: THE LOST TYPOGRAPHY OF THE BAUHAUS	ADOBE INC.	ADOBE CREATIVE CLOUD, ADOBE FONTS	USA	ABBY PRIEST Stockholm / ADOBE San Francisco	ADOBE San Francisco	ADOBE San Francisco		ADOBE San Francisco
Craft	A01/023	00704	THE VERY HAPPY MEAL FONT.	MCDONALD'S JAPAN	HAPPY MEAL	JAPAN	BEACON/LEO BURNETT Tokyo	ONION Tokyo			
Craft	A01/042	01384	THE FOLDED LOGO	SAMSUNG ELECTRONICS	GALAXY FOLD / MOBILE DEVICES	USA	OGILVY New York	DE YAN New York / OGILVY New York			
Craft	A01/051	01039	GREAT STORIES ARE TIMELESS	TRIBECA FILM FESTIVAL	TRIBECA FILM FESTIVAL	USA	DDB NEW YORK				
<b>A02 (Packaging Design)</b>											
Craft	A02/002	00375	COCONUT MILK	GRINNING FACE INC.	COCONUT MILK	CANADA	LEO BURNETT Toronto				
Craft	A02/006	00642	SUBJECTIF	13TH STREET WINERY	SUBJECTIF	CANADA	LG2 CANADA				
<b>A03 (Print &amp; Publishing)</b>											
Craft	A03/004	01420	THE '958 BIOGRAPHY	PUMA	BIOGRAPHY BOOK	BRAZIL	BETC/HAVAS São Paulo	BETC/HAVAS São Paulo	BETC/HAVAS São Paulo		
Craft	A03/009	01040	GREAT STORIES ARE TIMELESS	TRIBECA FILM FESTIVAL	TRIBECA FILM FESTIVAL	USA	DDB NEW YORK				
Craft	A03/021	01426	THE GUN VIOLENCE HISTORY BOOK	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	USA	FCB CHICAGO	LORD & THOMAS Chicago / THE MILL Chicago			CURRENT MARKETING Chicago
<b>A04 (Outdoor)</b>											
Craft	A04/028	01041	GREAT STORIES ARE TIMELESS	TRIBECA FILM FESTIVAL	TRIBECA FILM FESTIVAL	USA	DDB NEW YORK				
Craft	A04/031	01560	PAIN-DREAM	28 TOO MANY	(FGM) FEMALE GENITAL MUTILATION	UNITED ARAB EMIRATES	IMPACT BBDO Dubai				
Craft	A04/032	01562	SHAME-DEFIANCE	28 TOO MANY	(FGM) FEMALE GENITAL MUTILATION	UNITED ARAB EMIRATES	IMPACT BBDO Dubai				
Craft	A04/033	01559	INHUMAN-HUMAN	28 TOO MANY	(FGM) FEMALE GENITAL MUTILATION	UNITED ARAB EMIRATES	IMPACT BBDO Dubai				

## Industry Craft Shortlist

Craft	A04/034	01561	DESPAIR-JOY	28 TOO MANY	(FGM) FEMALE GENITAL MUTILATION	UNITED ARAB EMIRATES	IMPACT BBDO Dubai		
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### B01 (Brand & Communications Design)

Craft	B01/017	00137	REARRANGED	BERLINER PHILHARMONIKER	BERLINER PHILHARMONIKER	GERMANY	SCHOLZ & FRIENDS Berlin			
Craft	B01/022	00508	THE ORIGIN OF LIFE	BIOCLUB TOKYO	BIOCLUB	JAPAN	SHA INC. Tokyo	ORANGE JELLIES Tokyo / QOSMO Tokyo / SHA INC. Tokyo / THE ELVES AND THE SHOEMAKER.CO., LTD. Tokyo	BIOCLUB Tokyo / LOFTWORK Tokyo / NORIHITO IKI FILMS Tokyo / SHOEI INC. Tokyo	
Craft	B01/031	00791	JUST DO IT HQ AT THE CHURCH	NIKE	NIKE	USA	MOMENTUM CANADA Toronto / MOMENTUM WORLDWIDE New York		ABSOLUTE PRODUCTION SERVICES Chicago / CHICAGO SCENIC STUDIOS Chicago / CREATIVE SPORTS CONCEPTS New York / FLOWERS Chicago / STOREY STUDIO London / VICTORY CREATIVE GROUP Toronto	
Craft	B01/035	01162	UBERTOYS	UBER	UBERTOYS	FRANCE	DDB PARIS	ART BRIDGE / QUAD GROUP Paris		
Craft	B01/036	00516	THE MOST CHALLENGING PINGPONG TABLE	JAPAN PARA TABLE TENNIS ASSOCIATION	PARA PINGPONG TABLE	JAPAN	TBWA\HAKUHODO INC. Tokyo	AMANA Tokyo / NOMAD TOKYO, LLC / QUANTUM Tokyo / SAN-EI CORPORATION Chiba	TBWA\HAKUHODO INC. Tokyo	
Craft	B01/050	01123	110 YEARS OF THE STRIDING MAN	DIAGEO	JOHNNY WALKER	BRAZIL	CRISPIN PORTER BOGUSKY+ São Paulo	CRISPIN PORTER BOGUSKY+ São Paulo	CRISPIN PORTER BOGUSKY+ São Paulo	CRISPIN PORTER BOGUSKY+ São Paulo
Craft	B01/058	01386	THE FOLDED LOGO	SAMSUNG ELECTRONICS	GALAXY FOLD / MOBILE DEVICES	USA	OGILVY New York	DE YAN New York / OGILVY New York		
Craft	B01/076	01427	THE GUN VIOLENCE HISTORY BOOK	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	USA	FCB CHICAGO	LORD & THOMAS Chicago / THE MILL Chicago	CURRENT MARKETING Chicago	

### B02 (Packaging Design)

Craft	B02/008	00509	ART DIRECTED BY NATURE - 6 YEAR WINE COLLECTION	VINSKI PODRUM BUZET	PIQUENTUM WINE	CROATIA	STUDIO SONDA Vizinada		
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## Industry Craft Shortlist

Craft	B02/009	00585	DISCOVER YOUR AIR	NIKE	AIR MAX DAY	USA	FOOT LOCKER New York / LAUNDRY SERVICE New York / NIKE Portland	CYCLE MEDIA New York	LAUNDRY SERVICE New York
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### B03 (Print & Publishing)

Craft	B03/052	00457	ROBOTS	COMMISSION FOR GENDER EQUALITY	COMMISSION FOR GENDER EQUALITY	SOUTH AFRICA	DDB SOUTH AFRICA Johannesburg			
Craft	B03/060	00198	MCDELIVERY-1	MCDONALD'S FRANCE	DELIVERY SERVICE	FRANCE	TBWAIPARIS			
Craft	B03/062	00214	MCDELIVERY-3	MCDONALD'S FRANCE	DELIVERY SERVICE	FRANCE	TBWAIPARIS			
Craft	B03/063	00222	MCDELIVERY-4	MCDONALD'S FRANCE	DELIVERY SERVICE	FRANCE	TBWAIPARIS			
Craft	B03/064	00229	MCDELIVERY-5	MCDONALD'S FRANCE	DELIVERY SERVICE	FRANCE	TBWAIPARIS			
Craft	B03/111	01423	THE 9'58 BIOGRAPHY	PUMA	BIOGRAPHY BOOK	BRAZIL	BETC/HAVAS São Paulo	BETC/HAVAS São Paulo	BETC/HAVAS São Paulo	
Craft	B03/119	00807	STAN SMITH: "SOME PEOPLE THINK I'M A SHOE!"	ADIDAS	THE STAN SMITH SHOE	USA	ADIDAS Herzogenaurach / JOHANNES LEONARDO New York			
Craft	B03/127	01188	STAR TREK DISCOVERY (AMAZON PRIME)	KFC HONG KONG, JARDINE RESTAURANT GROUP	KFC HONG KONG	HONG KONG	OGILVY HONG KONG	ILLUSION BANGKOK		
Craft	B03/128	01184	GAME OF THRONES (HBO)	KFC HONG KONG, JARDINE RESTAURANT GROUP	KFC HONG KONG	HONG KONG	OGILVY HONG KONG	ILLUSION BANGKOK		
Craft	B03/129	01192	MOTLEY CRUE THE DIRT (NETFLIX)	KFC HONG KONG, JARDINE RESTAURANT GROUP	KFC HONG KONG	HONG KONG	OGILVY HONG KONG	ILLUSION BANGKOK		
Craft	B03/130	01196	EXPEDITION VOLCANO (BBC)	KFC HONG KONG, JARDINE RESTAURANT GROUP	KFC HONG KONG	HONG KONG	OGILVY HONG KONG	ILLUSION BANGKOK		
Craft	B03/148	01480	IT'S COMING HOME	BRITISH AIRWAYS	FLIGHTS & DESTINATIONS	UNITED KINGDOM	OGILVY London	WAVEMAKER London	OGILVY London	OGILVY & WAVEMAKER WPP TEAM HORIZON London
Craft	B03/160	01541	THE WILL 2	MAGNUM/UNILEVER	ICECREAM	SPAIN	LOLA MULLENLOWE Madrid	PROPPA Madrid		UNILEVER Rotterdam
Craft	B03/168	01472	IKEA REAL LIFE SERIES 1	IKEA	FURNITURE/LIVING ROOM	SPAIN	PUBLICIS SPAIN Madrid			
Craft	B03/197	00915	HOMEWORK	CHUPA CHUPS (SNACK TO HOME LIMITED)	CHUPA CHUPS	HONG KONG	CHEIL WORLDWIDE HONG KONG	ILLUSION BANGKOK	CHEIL WORLDWIDE HONG KONG	
Craft	B03/198	00916	MUSIC	CHUPA CHUPS (SNACK TO HOME LIMITED)	CHUPA CHUPS	HONG KONG	CHEIL WORLDWIDE HONG KONG	ILLUSION BANGKOK	CHEIL WORLDWIDE HONG KONG	

## Industry Craft Shortlist

Craft	B03/199	00917	TIDY-UP	CHUPA CHUPS (SNACK TO HOME LIMITED)	CHUPA CHUPS	HONG KONG	CHEIL WORLDWIDE HONG KONG	ILLUSION BANGKOK	CHEIL WORLDWIDE HONG KONG
Craft	B03/219	01428	THE GUN VIOLENCE HISTORY BOOK	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	USA	FCB CHICAGO	LORD & THOMAS Chicago / THE MILL Chicago	CURRENT MARKETING Chicago
Craft	B03/232	01611	Ikea Real Life Series Simps...	IKEA	FURNITURE/LIVING ROOM	SPAIN	PUBLICIS SPAIN Madrid		
Craft	B03/233	01612	IKEA REAL LIFE SERIES 3	IKEA	FURNITURE/LIVING ROOM	SPAIN	PUBLICIS SPAIN Madrid		
Craft	B03/241	00910	ALICE	PENGUIN RANDOM HOUSE NORTH ASIA	PENGUIN BOOK	HONG KONG	CHEIL WORLDWIDE BEIJING / CHEIL WORLDWIDE HONG KONG	CHEIL WORLDWIDE BEIJING / CHEIL WORLDWIDE HONG KONG	CHEIL WORLDWIDE HONG KONG
Craft	B03/243	00912	DRACULA	PENGUIN RANDOM HOUSE NORTH ASIA	PENGUIN BOOK	HONG KONG	CHEIL WORLDWIDE BEIJING / CHEIL WORLDWIDE HONG KONG	CHEIL WORLDWIDE BEIJING / CHEIL WORLDWIDE HONG KONG	CHEIL WORLDWIDE HONG KONG
Craft	B03/244	00913	GATSBY	PENGUIN RANDOM HOUSE NORTH ASIA	PENGUIN BOOK	HONG KONG	CHEIL WORLDWIDE BEIJING / CHEIL WORLDWIDE HONG KONG	CHEIL WORLDWIDE BEIJING / CHEIL WORLDWIDE HONG KONG	CHEIL WORLDWIDE HONG KONG

## B04 (Outdoor)

Craft	B04/004	00162	GUILIN - KROMLAU	DEUTSCHE BAHN	DEUTSCHE BAHN	GERMANY	OGILVY GERMANY Frankfurt		DEUTSCHE BAHN AG Frankfurt / GETTY IMAGES INTERNATIONAL Dublin
Craft	B04/005	00164	VANCOUVER - HUNSRUECK	DEUTSCHE BAHN	DEUTSCHE BAHN	GERMANY	OGILVY GERMANY Frankfurt		DEUTSCHE BAHN AG Frankfurt / GETTY IMAGES INTERNATIONAL Dublin
Craft	B04/007	00166	OREGON - BAVARIA	DEUTSCHE BAHN	DEUTSCHE BAHN	GERMANY	OGILVY GERMANY Frankfurt		DEUTSCHE BAHN AG Frankfurt / GETTY IMAGES INTERNATIONAL Dublin
Craft	B04/021	00009	72POSTERS FOR SCHOOL TEAMS PARTICIPATING IN THE HIGH SCHOOL SUMO TOURNAMENT -1	THE HOKKOKU SHIMBUN	KANAZAWA HIGH SCHOOL SUMO WRESTLING TOURNAMENT	JAPAN	DENTSU INC. Tokyo	AMANA Tokyo / J.C. SPARK Tokyo	
Craft	B04/022	00010	72POSTERS FOR SCHOOL TEAMS PARTICIPATING IN THE HIGH SCHOOL SUMO TOURNAMENT -2	THE HOKKOKU SHIMBUN	KANAZAWA HIGH SCHOOL SUMO WRESTLING TOURNAMENT	JAPAN	DENTSU INC. Tokyo	AMANA Tokyo / J.C. SPARK Tokyo	

## Industry Craft Shortlist

Craft	B04/023	00011	72POSTERS FOR SCHOOL TEAMS PARTICIPATING IN THE HIGH SCHOOL SUMO TOURNAMENT -3	THE HOKKOKU SHIMBUN	KANAZAWA HIGH SCHOOL SUMO WRESTLING TOURNAMENT	JAPAN	DENTSU INC. Tokyo	AMANA Tokyo / J.C. SPARK Tokyo	
Craft	B04/041	00091	GET BACK, TOHOKU. 1	EAST JAPAN RAILWAY COMPANY	TOHOKU SHINKANSEN	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
Craft	B04/043	00097	GET BACK, TOHOKU. 3	EAST JAPAN RAILWAY COMPANY	TOHOKU SHINKANSEN	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
Craft	B04/044	00100	GET BACK, TOHOKU. 4	EAST JAPAN RAILWAY COMPANY	TOHOKU SHINKANSEN	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
Craft	B04/045	00102	GET BACK, TOHOKU. 5	EAST JAPAN RAILWAY COMPANY	TOHOKU SHINKANSEN	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
Craft	B04/092	00200	MCDELIVERY-1	MCDONALD'S FRANCE	DELIVERY SERVICE	FRANCE	TBWAIPARIS		
Craft	B04/093	00208	MCDELIVERY-2	MCDONALD'S FRANCE	DELIVERY SERVICE	FRANCE	TBWAIPARIS		
Craft	B04/094	00216	MCDELIVERY-3	MCDONALD'S FRANCE	DELIVERY SERVICE	FRANCE	TBWAIPARIS		
Craft	B04/095	00224	MCDELIVERY-4	MCDONALD'S FRANCE	DELIVERY SERVICE	FRANCE	TBWAIPARIS		
Craft	B04/096	00230	MCDELIVERY-5	MCDONALD'S FRANCE	DELIVERY SERVICE	FRANCE	TBWAIPARIS		

## Industry Craft Shortlist

Craft	B04/120	00650	RETWEETS FROM STRANGERS	COLUMBIA JOURNALISM REVIEW	COLUMBIA JOURNALISM REVIEW - NEWS	USA	TBWA\CHIAT\DAY New York	TBWA\CHIAT\DAY New York		COLUMBIA UNIVERSITY New York
Craft	B04/121	00653	DAD'S FACEBOOK POSTS	COLUMBIA JOURNALISM REVIEW	COLUMBIA JOURNALISM REVIEW - NEWS	USA	TBWA\CHIAT\DAY New York	TBWA\CHIAT\DAY New York		COLUMBIA UNIVERSITY New York
Craft	B04/122	00657	SOME GUY'S BLOG	COLUMBIA JOURNALISM REVIEW	COLUMBIA JOURNALISM REVIEW - NEWS	USA	TBWA\CHIAT\DAY New York	TBWA\CHIAT\DAY New York		COLUMBIA UNIVERSITY New York
Craft	B04/123	00649	THE FAKE NEWS STAND	COLUMBIA JOURNALISM REVIEW	COLUMBIA JOURNALISM REVIEW - NEWS	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
Craft	B04/199	00867	GRAVE OF THRONES	FOXTEL	GAME OF THRONES	AUSTRALIA	DDB SYDNEY	REVOLVER/WILL O'ROURKE Sydney	MANGO Sydney	FOXTEL Sydney / PHOTOPLAY Sydney
Craft	B04/200	01193	MOTLEY CRUE THE DIRT (NETFLIX)	KFC HONG KONG, JARDINE RESTAURANT GROUP	KFC HONG KONG	HONG KONG	OGILVY HONG KONG	ILLUSION BANGKOK		
Craft	B04/201	01189	STAR TREK DISCOVERY (AMAZON PRIME)	KFC HONG KONG, JARDINE RESTAURANT GROUP	KFC HONG KONG	HONG KONG	OGILVY HONG KONG	ILLUSION BANGKOK		
Craft	B04/202	01185	GAMES OF THRONES (HBO)	KFC HONG KONG, JARDINE RESTAURANT GROUP	KFC HONG KONG	HONG KONG	OGILVY HONG KONG	ILLUSION BANGKOK		
Craft	B04/203	01197	EXPEDITION VOLCANO (BBC)	KFC HONG KONG, JARDINE RESTAURANT GROUP	KFC HONG KONG	HONG KONG	OGILVY HONG KONG	ILLUSION BANGKOK		
Craft	B04/250	01350	TRUCK ART CHILDFINDER	BERGER PAINTS	BERGER PAINTS	PAKISTAN	BBDO PAKISTAN Lahore	SARAH TAREEN PRODUCTIONS Lahore	BBDO PAKISTAN Lahore	BBDO PAKISTAN Lahore
Craft	B04/279	01466	LET'S SAMBA	ALPARGATAS	HAVAIANAS	BRAZIL	ALMAPBBDO São Paulo	ACACA São Paulo / ADELMO ART Bauru / ESTUDIO PUM São Paulo / GELMI ESTÚDIO DE ARTE São Paulo		
Craft	B04/280	01467	LET'S CARNIVAL	ALPARGATAS	HAVAIANAS	BRAZIL	ALMAPBBDO São Paulo	ACACA São Paulo / ADELMO ART Bauru / ESTUDIO PUM São Paulo / GELMI ESTÚDIO DE ARTE São Paulo		
Craft	B04/287	00920	HOMEWORK	CHUPA CHUPS (SNACK TO HOME LIMITED)	CHUPA CHUPS	HONG KONG	CHEIL WORLDWIDE HONG KONG	ILLUSION BANGKOK	CHEIL WORLDWIDE HONG KONG	
Craft	B04/288	00919	MUSIC	CHUPA CHUPS (SNACK TO HOME LIMITED)	CHUPA CHUPS	HONG KONG	CHEIL WORLDWIDE HONG KONG	ILLUSION BANGKOK	CHEIL WORLDWIDE HONG KONG	
Craft	B04/289	00918	TIDY-UP	CHUPA CHUPS (SNACK TO HOME LIMITED)	CHUPA CHUPS	HONG KONG	CHEIL WORLDWIDE HONG KONG	ILLUSION BANGKOK	CHEIL WORLDWIDE HONG KONG	

## Industry Craft Shortlist

Craft	B04/309	01462	DRINK WITH THIS POSTER	AMBEV	GUARANÁ ANTARCTICA	BRAZIL	ALMAPBBDO São Paulo	ALMAPBBDO São Paulo / S DE SAMBA São Paulo / SUGARCANE FILMES São Paulo		
Craft	B04/310	01575	PIRARUCU	AMBEV	GUARANÁ ANTARCTICA	BRAZIL	ALMAPBBDO São Paulo	S DE SAMBA São Paulo / SUGARCANE FILMES São Paulo		
Craft	B04/311	01576	JIBÓIA	AMBEV	GUARANÁ ANTARCTICA	BRAZIL	ALMAPBBDO São Paulo	S DE SAMBA São Paulo / SUGARCANE FILMES São Paulo		
Craft	B04/329	01613	Ikea Real Life Series Simps...	IKEA	FURNITURE/LIVING ROOM	SPAIN	PUBLICIS SPAIN Madrid			
Craft	B04/330	01615	Ikea Real Life Series Strang...	IKEA	FURNITURE/LIVING ROOM	SPAIN	PUBLICIS SPAIN Madrid			
Craft	B04/331	01617	Ikea Real Life Series Frien...	IKEA	FURNITURE/LIVING ROOM	SPAIN	PUBLICIS SPAIN Madrid			
Craft	B04/360	00921	MONKEY	PENGUIN RANDOM HOUSE NORTH ASIA	PENGUIN BOOK	HONG KONG	CHEIL WORLDWIDE BEIJING / CHEIL WORLDWIDE HONG KONG	CHEIL WORLDWIDE BEIJING / CHEIL WORLDWIDE HONG KONG	CHEIL WORLDWIDE HONG KONG	
Craft	B04/361	00922	GATSBY	PENGUIN RANDOM HOUSE NORTH ASIA	PENGUIN BOOK	HONG KONG	CHEIL WORLDWIDE BEIJING / CHEIL WORLDWIDE HONG KONG	CHEIL WORLDWIDE BEIJING / CHEIL WORLDWIDE HONG KONG	CHEIL WORLDWIDE HONG KONG	
Craft	B04/362	00923	DRACULA	PENGUIN RANDOM HOUSE NORTH ASIA	PENGUIN BOOK	HONG KONG	CHEIL WORLDWIDE BEIJING / CHEIL WORLDWIDE HONG KONG	CHEIL WORLDWIDE BEIJING / CHEIL WORLDWIDE HONG KONG	CHEIL WORLDWIDE HONG KONG	

### C01 (Brand & Communications Design)

Craft	C01/034	21072	LOSE YOURSELF IN A BOOK	PENGUIN RANDOM HOUSE NORTH ASIA	PENGUIN BOOK	HONG KONG	CHEIL WORLDWIDE BEIJING / CHEIL WORLDWIDE HONG KONG	CHEIL WORLDWIDE BEIJING / CHEIL WORLDWIDE HONG KONG	CHEIL WORLDWIDE HONG KONG	
Craft	C01/035	01614	Ikea Real Life Series Simps...	IKEA	FURNITURE/LIVING ROOM	SPAIN	PUBLICIS SPAIN Madrid			
Craft	C01/036	01616	Ikea Real Life Series Strang...	IKEA	FURNITURE/LIVING ROOM	SPAIN	PUBLICIS SPAIN Madrid			
Craft	C01/037	01618	Ikea Real Life Series Frien...	IKEA	FURNITURE/LIVING ROOM	SPAIN	PUBLICIS SPAIN Madrid			
Craft	C01/038	31073	A SWEET ESCAPE	CHUPA CHUPS (SNACK TO HOME LIMITED)	CHUPA CHUPS	HONG KONG	CHEIL WORLDWIDE HONG KONG	ILLUSION BANGKOK	CHEIL WORLDWIDE HONG KONG	

### C02 (Packaging Design)

Craft	C02/004	00540	TESCO FINEST FISH	TESCO	TESCO FINEST FISH	UNITED KINGDOM	JONES KNOWLES RITCHIE London			
Craft	C02/006	01124	110 YEARS OF THE STRIDING MAN	DIAGEO	JOHNNY WALKER	BRAZIL	CRISPIN PORTER BOGUSKY+ São Paulo	CRISPIN PORTER BOGUSKY+ São Paulo	CRISPIN PORTER BOGUSKY+ São Paulo	CRISPIN PORTER BOGUSKY+ São Paulo

## Industry Craft Shortlist

Craft	C02/021	01463	LET'S SUMMER	ALPARGATAS	HAVAIANAS	BRAZIL	ALMAPBBDO São Paulo	ACACA São Paulo / ADELMO ART Bauru / ESTUDIO PUM São Paulo / GELMI ESTÚDIO DE ARTE São Paulo		
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### C03 (Print & Publishing)

Craft	C03/027	00345	MUTOMBO	BASKET MAG	SPORT MAGAZINE	FRANCE	TBWAIPARIS			
Craft	C03/029	00347	BARKLEY	BASKET MAG	SPORT MAGAZINE	FRANCE	TBWAIPARIS			
Craft	C03/042	01132	BLACK BOX	FACULDADE ZUMBI DOS PALMARES	FACULDADE ZUMBI DOS PALMARES	BRAZIL	J. WALTER THOMPSON BRAZIL São Paulo	EVIL TWIN São Paulo	J. WALTER THOMPSON BRAZIL São Paulo	J. WALTER THOMPSON BRAZIL São Paulo
Craft	C03/061	01425	THE 9'58 BIOGRAPHY	PUMA	BIOGRAPHY BOOK	BRAZIL	BETC/HAVAS São Paulo	BETC/HAVAS São Paulo	BETC/HAVAS São Paulo	
Craft	C03/095	00931	HOMEWORK	CHUPA CHUPS (SNACK TO HOME LIMITED)	CHUPA CHUPS	HONG KONG	CHEIL WORLDWIDE HONG KONG	ILLUSION BANGKOK	CHEIL WORLDWIDE HONG KONG	
Craft	C03/096	00932	MUSIC	CHUPA CHUPS (SNACK TO HOME LIMITED)	CHUPA CHUPS	HONG KONG	CHEIL WORLDWIDE HONG KONG	ILLUSION BANGKOK	CHEIL WORLDWIDE HONG KONG	
Craft	C03/097	00933	TIDY-UP	CHUPA CHUPS (SNACK TO HOME LIMITED)	CHUPA CHUPS	HONG KONG	CHEIL WORLDWIDE HONG KONG	ILLUSION BANGKOK	CHEIL WORLDWIDE HONG KONG	
Craft	C03/129	00929	GATSBY	PENGUIN RANDOM HOUSE NORTH ASIA	PENGUIN BOOK	HONG KONG	CHEIL WORLDWIDE BEIJING / CHEIL WORLDWIDE HONG KONG	CHEIL WORLDWIDE BEIJING / CHEIL WORLDWIDE HONG KONG	CHEIL WORLDWIDE HONG KONG	
Craft	C03/130	00930	MONKEY	PENGUIN RANDOM HOUSE NORTH ASIA	PENGUIN BOOK	HONG KONG	CHEIL WORLDWIDE BEIJING / CHEIL WORLDWIDE HONG KONG	CHEIL WORLDWIDE BEIJING / CHEIL WORLDWIDE HONG KONG	CHEIL WORLDWIDE HONG KONG	

### C04 (Outdoor)

Craft	C04/052	00349	JORDAN	BASKET MAG	SPORT MAGAZINE	FRANCE	TBWAIPARIS			
Craft	C04/053	00348	CURRY	BASKET MAG	SPORT MAGAZINE	FRANCE	TBWAIPARIS			
Craft	C04/054	00350	RODMAN	BASKET MAG	SPORT MAGAZINE	FRANCE	TBWAIPARIS			
Craft	C04/055	00351	MUTOMBO	BASKET MAG	SPORT MAGAZINE	FRANCE	TBWAIPARIS			
Craft	C04/056	00352	JOHNSON	BASKET MAG	SPORT MAGAZINE	FRANCE	TBWAIPARIS			
Craft	C04/057	00353	BARKLEY	BASKET MAG	SPORT MAGAZINE	FRANCE	TBWAIPARIS			
Craft	C04/088	01061	EYE.	HEAL TRAFFICKING	HUMAN TRAFFICKING AWARENESS CAMPAIGN FOR PHYSICIANS	USA	AREA 23, AN FCB HEALTH NETWORK COMPANY New York / GREY NEW YORK		CUSTOM IMAGE Santiago	



## Industry Craft Shortlist

Craft	C04/089	01062	MOUTH.	HEAL TRAFFICKING	HUMAN TRAFFICKING AWARENESS CAMPAIGN FOR PHYSICIANS	USA	AREA 23, AN FCB HEALTH NETWORK COMPANY New York / GREY NEW YORK		CUSTOM IMAGE Santiago
Craft	C04/124	01340	CONFUCIUS	HAAGEN DAZS	ICE CREAM	UNITED ARAB EMIRATES	VMLY&R Dubai		
Craft	C04/152	01042	GREAT STORIES ARE TIMELESS	TRIBECA FILM FESTIVAL	TRIBECA FILM FESTIVAL	USA	DDB NEW YORK		
Craft	C04/153	01564	ABSOLUT LOVE BOTTLE	ABSOLUT VODKA	ABSOLUT VODKA	USA	360I New York / ABSOLUT New York		360I New York
Craft	C04/157	00936	HOMEWORK	CHUPA CHUPS (SNACK TO HOME LIMITED)	CHUPA CHUPS	HONG KONG	CHEIL WORLDWIDE HONG KONG	ILLUSION BANGKOK	CHEIL WORLDWIDE HONG KONG
Craft	C04/158	00935	MUSIC	CHUPA CHUPS (SNACK TO HOME LIMITED)	CHUPA CHUPS	HONG KONG	CHEIL WORLDWIDE HONG KONG	ILLUSION BANGKOK	CHEIL WORLDWIDE HONG KONG
Craft	C04/159	00934	TIDY-UP	CHUPA CHUPS (SNACK TO HOME LIMITED)	CHUPA CHUPS	HONG KONG	CHEIL WORLDWIDE HONG KONG	ILLUSION BANGKOK	CHEIL WORLDWIDE HONG KONG
Craft	C04/201	00937	MONKEY	PENGUIN RANDOM HOUSE NORTH ASIA	PENGUIN BOOK	HONG KONG	CHEIL WORLDWIDE BEIJING / CHEIL WORLDWIDE HONG KONG	CHEIL WORLDWIDE BEIJING / CHEIL WORLDWIDE HONG KONG	CHEIL WORLDWIDE HONG KONG
Craft	C04/202	00938	GATSBY	PENGUIN RANDOM HOUSE NORTH ASIA	PENGUIN BOOK	HONG KONG	CHEIL WORLDWIDE BEIJING / CHEIL WORLDWIDE HONG KONG	CHEIL WORLDWIDE BEIJING / CHEIL WORLDWIDE HONG KONG	CHEIL WORLDWIDE HONG KONG
Craft	C04/203	00939	DRACULA	PENGUIN RANDOM HOUSE NORTH ASIA	PENGUIN BOOK	HONG KONG	CHEIL WORLDWIDE BEIJING / CHEIL WORLDWIDE HONG KONG	CHEIL WORLDWIDE BEIJING / CHEIL WORLDWIDE HONG KONG	CHEIL WORLDWIDE HONG KONG
Craft	C04/205	00941	ALICE	PENGUIN RANDOM HOUSE NORTH ASIA	PENGUIN BOOK	HONG KONG	CHEIL WORLDWIDE BEIJING / CHEIL WORLDWIDE HONG KONG	CHEIL WORLDWIDE BEIJING / CHEIL WORLDWIDE HONG KONG	CHEIL WORLDWIDE HONG KONG

### D01 (Brand & Communications Design)

Craft	D01/012	01065	BLINK. AND THEY'RE GONE.	JIMMY NELSON FOUNDATION	JIMMY NELSON FOUNDATION	INDIA	J. WALTER THOMPSON AMSTERDAM / J. WALTER THOMPSON INDIA Mumbai	SMALL FRY PRODUCTIONS Mumbai	
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### D02 (Print & Publishing)

Craft	D02/008	00264	PARADE	PROGRESSIVE INSURANCE	PROGRESSIVE INSURANCE	USA	ARNOLD WORLDWIDE Boston	ZOMBIE STUDIO São Paulo	
Craft	D02/010	00266	MOUNT RUSHMORE	PROGRESSIVE INSURANCE	PROGRESSIVE INSURANCE	USA	ARNOLD WORLDWIDE Boston	ZOMBIE STUDIO São Paulo	
Craft	D02/011	00267	FIRST FLIGHT	PROGRESSIVE INSURANCE	PROGRESSIVE INSURANCE	USA	ARNOLD WORLDWIDE Boston	ZOMBIE STUDIO São Paulo	
Craft	D02/019	00151	REARRANGED - 1	BERLINER PHILHARMONIKER	BERLINER PHILHARMONIKER	GERMANY	SCHOLZ & FRIENDS Berlin		

## Industry Craft Shortlist

Craft	D02/020	00156	REARRANGED - 2	BERLINER PHILHARMONIKER	BERLINER PHILHARMONIKER	GERMANY	SCHOLZ & FRIENDS Berlin		
Craft	D02/021	00141	REARRANGED - 3	BERLINER PHILHARMONIKER	BERLINER PHILHARMONIKER	GERMANY	SCHOLZ & FRIENDS Berlin		
Craft	D02/023	00243	MAGNUM BY MAGNUM	UNILEVER	MAGNUM	SPAIN	LOLA MULLENLOWE Madrid	UNILEVER Rotterdam	
Craft	D02/033	00202	MCDELIVERY-1	MCDONALD'S FRANCE	DELIVERY SERVICE	FRANCE	TBWA\PARIS		
Craft	D02/034	00210	MCDELIVERY-2	MCDONALD'S FRANCE	DELIVERY SERVICE	FRANCE	TBWA\PARIS		
Craft	D02/035	00218	MCDELIVERY-3	MCDONALD'S FRANCE	DELIVERY SERVICE	FRANCE	TBWA\PARIS		
Craft	D02/036	00226	MCDELIVERY-4	MCDONALD'S FRANCE	DELIVERY SERVICE	FRANCE	TBWA\PARIS		
Craft	D02/037	00231	MCDELIVERY-5	MCDONALD'S FRANCE	DELIVERY SERVICE	FRANCE	TBWA\PARIS		
Craft	D02/038	00235	MCDELIVERY-6	MCDONALD'S FRANCE	DELIVERY SERVICE	FRANCE	TBWA\PARIS		
Craft	D02/064	01198	EXPEDITION VOLCANO (BBC)	KFC HONG KONG, JARDINE RESTAURANT GROUP	KFC HONG KONG	HONG KONG	OGILVY HONG KONG	ILLUSION BANGKOK	
Craft	D02/065	01194	MOTLEY CRUE THE DIRT (NETFLIX)	KFC HONG KONG, JARDINE RESTAURANT GROUP	KFC HONG KONG	HONG KONG	OGILVY HONG KONG	ILLUSION BANGKOK	
Craft	D02/066	01186	GAME OF THRONES (HBO)	KFC HONG KONG, JARDINE RESTAURANT GROUP	KFC HONG KONG	HONG KONG	OGILVY HONG KONG	ILLUSION BANGKOK	
Craft	D02/067	01190	STAR TREK DISCOVERY (AMAZON PRIME)	KFC HONG KONG, JARDINE RESTAURANT GROUP	KFC HONG KONG	HONG KONG	OGILVY HONG KONG	ILLUSION BANGKOK	
Craft	D02/078	01037	FEEDING	SAVE THE CHILDREN	SAVE THE CHILDREN	CHILE	VMLY&R Santiago		
Craft	D02/107	01455	MAN IN THE IRON MASK	CHICAGO PUBLIC LIBRARY	LIBRARY	USA	FCB CHICAGO	SANDRO FILMS Chicago	
Craft	D02/116	01431	THE GUN VIOLENCE HISTORY BOOK	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	USA	FCB CHICAGO	LORD & THOMAS Chicago / THE MILL Chicago	CURRENT MARKETING Chicago
Craft	D02/129	01038	HOME	STATE OF PALESTINE	INSTITUTIONAL	CHILE	PROLAM Y&R Santiago		

## D03 (Outdoor)

## Industry Craft Shortlist

Craft	D03/004	00093	GET BACK, TOHOKU. 1	EAST JAPAN RAILWAY COMPANY	TOHOKU SHINKANSEN	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
Craft	D03/006	00099	GET BACK, TOHOKU. 3	EAST JAPAN RAILWAY COMPANY	TOHOKU SHINKANSEN	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
Craft	D03/007	00101	GET BACK, TOHOKU. 4	EAST JAPAN RAILWAY COMPANY	TOHOKU SHINKANSEN	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
Craft	D03/008	00103	GET BACK, TOHOKU. 5	EAST JAPAN RAILWAY COMPANY	TOHOKU SHINKANSEN	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
Craft	D03/026	00152	REARRANGED - 1	BERLINER PHILHARMONIKER	BERLINER PHILHARMONIKER	GERMANY	SCHOLZ & FRIENDS Berlin		
Craft	D03/027	00157	REARRANGED - 2	BERLINER PHILHARMONIKER	BERLINER PHILHARMONIKER	GERMANY	SCHOLZ & FRIENDS Berlin		
Craft	D03/028	00142	REARRANGED - 3	BERLINER PHILHARMONIKER	BERLINER PHILHARMONIKER	GERMANY	SCHOLZ & FRIENDS Berlin		
Craft	D03/046	00204	MCDELIVERY-1	MCDONALD'S FRANCE	DELIVERY SERVICE	FRANCE	TBWAIPARIS		
Craft	D03/047	00212	MCDELIVERY-2	MCDONALD'S FRANCE	DELIVERY SERVICE	FRANCE	TBWAIPARIS		
Craft	D03/048	00220	MCDELIVERY-3	MCDONALD'S FRANCE	DELIVERY SERVICE	FRANCE	TBWAIPARIS		
Craft	D03/049	00228	MCDELIVERY-4	MCDONALD'S FRANCE	DELIVERY SERVICE	FRANCE	TBWAIPARIS		
Craft	D03/050	00232	MCDELIVERY-5	MCDONALD'S FRANCE	DELIVERY SERVICE	FRANCE	TBWAIPARIS		
Craft	D03/051	00236	MCDELIVERY-6	MCDONALD'S FRANCE	DELIVERY SERVICE	FRANCE	TBWAIPARIS		

## Industry Craft Shortlist

Craft	D03/093	01187	GAME OF THRONES (HBO)	KFC HONG KONG, JARDINE RESTAURANT GROUP	KFC HONG KONG	HONG KONG	OGILVY HONG KONG	ILLUSION BANGKOK
Craft	D03/094	01191	STAR TREK DISCOVERY (AMAZON PRIME)	KFC HONG KONG, JARDINE RESTAURANT GROUP	KFC HONG KONG	HONG KONG	OGILVY HONG KONG	ILLUSION BANGKOK
Craft	D03/095	01195	MOTLEY CRUE THE DIRT (NETFLIX)	KFC HONG KONG, JARDINE RESTAURANT GROUP	KFC HONG KONG	HONG KONG	OGILVY HONG KONG	ILLUSION BANGKOK
Craft	D03/096	01199	EXPEDITION VOLCANO (BBC)	KFC HONG KONG, JARDINE RESTAURANT GROUP	KFC HONG KONG	HONG KONG	OGILVY HONG KONG	ILLUSION BANGKOK
Craft	D03/112	01441	FRANKENSTEIN	CHICAGO PUBLIC LIBRARY	LIBRARY	USA	FCB CHICAGO	SANDRO FILMS Chicago
Craft	D03/113	01453	WONDERFUL WIZARD OF OZ	CHICAGO PUBLIC LIBRARY	LIBRARY	USA	FCB CHICAGO	SANDRO FILMS Chicago
Craft	D03/114	01459	THE JUNGLE BOOK	CHICAGO PUBLIC LIBRARY	LIBRARY	USA	FCB CHICAGO	SANDRO FILMS Chicago
Craft	D03/115	01450	SCARLET LETTER	CHICAGO PUBLIC LIBRARY	LIBRARY	USA	FCB CHICAGO	SANDRO FILMS Chicago
Craft	D03/116	01456	MAN IN THE IRON MASK	CHICAGO PUBLIC LIBRARY	LIBRARY	USA	FCB CHICAGO	SANDRO FILMS Chicago
Craft	D03/129	11771	BLINK TEST	JIMMY NELSON FOUNDATION	JIMMY NELSON FOUNDATION	INDIA	J. WALTER THOMPSON AMSTERDAM / J. WALTER THOMPSON INDIA Mumbai	SMALL FRY PRODUCTIONS Mumbai
Craft	D03/130	11775	BLINK TEST	JIMMY NELSON FOUNDATION	JIMMY NELSON FOUNDATION	INDIA	J. WALTER THOMPSON AMSTERDAM / J. WALTER THOMPSON INDIA Mumbai	SMALL FRY PRODUCTIONS Mumbai
Craft	D03/131	11187	BLINK OFF	JIMMY NELSON FOUNDATION	JIMMY NELSON FOUNDATION	INDIA	J. WALTER THOMPSON AMSTERDAM / J. WALTER THOMPSON INDIA Mumbai	
Craft	D03/132	21192	BLINK TEST	JIMMY NELSON FOUNDATION	JIMMY NELSON FOUNDATION	INDIA	J. WALTER THOMPSON AMSTERDAM / J. WALTER THOMPSON INDIA Mumbai	SMALL FRY PRODUCTIONS Mumbai
Craft	D03/133	11188	BLINK OFF	JIMMY NELSON FOUNDATION	JIMMY NELSON FOUNDATION	INDIA	J. WALTER THOMPSON AMSTERDAM / J. WALTER THOMPSON INDIA Mumbai	

## E03 (Print & Publishing)

## Industry Craft Shortlist

Craft	E03/044	00808	STAN SMITH: "SOME PEOPLE THINK I'M A SHOE!"	ADIDAS	THE STAN SMITH SHOE	USA	ADIDAS Herzogenaurach / JOHANNES LEONARDO New York			
Craft	E03/060	01058	THE PAN	AVON	AVON	BRAZIL	J. WALTER THOMPSON BRAZIL São Paulo	EVIL TWIN São Paulo / SLINGSHOT São Paulo / VIDEOCUBO Sao Paulo	J. WALTER THOMPSON BRAZIL São Paulo	J. WALTER THOMPSON BRAZIL São Paulo
Craft	E03/061	01056	THE BROOM	AVON	AVON	BRAZIL	J. WALTER THOMPSON BRAZIL São Paulo	EVIL TWIN São Paulo / SLINGSHOT São Paulo / VIDEOCUBO Sao Paulo	J. WALTER THOMPSON BRAZIL São Paulo	J. WALTER THOMPSON BRAZIL São Paulo
Craft	E03/062	01057	THE PILLOW	AVON	AVON	BRAZIL	J. WALTER THOMPSON BRAZIL São Paulo	EVIL TWIN São Paulo / SLINGSHOT São Paulo / VIDEOCUBO Sao Paulo	J. WALTER THOMPSON BRAZIL São Paulo	J. WALTER THOMPSON BRAZIL São Paulo
Craft	E03/063	01059	THE HEELS	AVON	AVON	BRAZIL	J. WALTER THOMPSON BRAZIL São Paulo	EVIL TWIN São Paulo / SLINGSHOT São Paulo / VIDEOCUBO Sao Paulo	J. WALTER THOMPSON BRAZIL São Paulo	J. WALTER THOMPSON BRAZIL São Paulo

### E04 (Outdoor)

Craft	E04/019	00397	BREWED IN HONOR OF LEGENDS/MAIN COURSE	PINNACLE DRINKS	JOHN BOSTON	AUSTRALIA	M&C SAATCHI Sydney			
Craft	E04/051	01173	SPOIL YOUR INNER CHILD	HONDA MOTO	MONKEY	FRANCE	DDB PARIS			
Craft	E04/052	01174	BECAUSE MATURITY	HONDA MOTO	MONKEY	FRANCE	DDB PARIS			
Craft	E04/053	01175	CHILDREN HATE	HONDA MOTO	MONKEY	FRANCE	DDB PARIS			
Craft	E04/063	01505	HEALTH INSURANCE RENEWAL	MARS	SNICKERS	CHINA	BBDO CHINA Shanghai		21ST CENTURY NEWSPAPER Beijing / MEDIACOM Shanghai / WHITE HORSE Shanghai	

Total Entries:

181