

## Design Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional
<b>A01 (Creation of a New Brand Identity)</b>											
A01/016	00414	KHORTYTSIA - THE ISLAND OF A MYSTERY	KHORTYTSIA ISLAND	TOURISTIC PLACE	BICKERSTAFF.734, Kyiv	UKRAINE	BICKERSTAFF.734 Kyiv	BICKERSTAFF.734 Kyiv		BICKERSTAFF.734 Kyiv	
A01/030	00433	RIO CARNAVAL - NEW BRAND	RIO CARNAVAL	CARNIVAL OF RIO DE JANEIRO	TATIL DESIGNING IDEAS, Rio de Janeiro	BRAZIL	PLAU DESIGN Rio de Janeiro / TATIL DESIGNING IDEAS Rio de Janeiro				
A01/033	00374	CHORNOBYL VANISHING LOGO	STATE AGENCY OF UKRAINE ON EXCLUSION ZONE MANAGEMENT	CHORNOBYL EXCLUSION ZONE	THE OTHER LAND, Kyiv / BANDAAGENCY, Kyiv	UKRAINE					
<b>A02 (Rebrand / Refresh of an Existing Brand)</b>											
A02/018	00242	WE HOCKEY	ARIZONA COYOTES	SPORTS	MULLENLOWE U.S., Los Angeles	USA	LOVEBOAT Los Angeles / SATELITE AUDIO São Paulo	DANILO ABRAHAM LLC São Paulo / MPC Culver City / ROCK PAPER SCISSORS Santa Monica / YETI PRODUCTIONS Los Angeles			HOLYRAD STUDIO New York
A02/032	00421	FESTIVAL IMINENTE	IMINENTE	IMINENTE FESTIVAL	SOLID DOGMA, Lisboa	PORTUGAL					FESTIVAL IMINENTE Lisboa
A02/069	00767	COCA-COLA ICON DESIGN SYSTEM	COCA-COLA	COCA-COLA GLOBAL BRANDS	THE COCA-COLA COMPANY, Atlanta / KENYON WESTON, Leeds	USA / UNITED KINGDOM	KENYON WESTON Leeds				
A02/073	00911	NAUTICODE	AMERICAN QUEEN VOYAGES	AMERICAN QUEEN STEAMBOAT ADVENTURES	MRM, New York	USA	MRM New York	VERSUS New York			
A02/075	00575	NATIONAL MAGAZINE AWARDS	NATIONAL MAGAZINE AWARDS FOUNDATION	NATIONAL MAGAZINE AWARDS FOUNDATION	RETHINK, Toronto	CANADA					NATIONAL MAGAZINE AWARDS FOUNDATION Toronto
A02/082	00297	FOR YOUR SMART PART	WISR	WISR	BEAR MEETS EAGLE ON FIRE, Sydney	AUSTRALIA	RESN Wellington				GRUNDINI LTD Brentford
A02/085	01047	REVOLVER DESIGN	REVOLVER	REVOLVER	REVOLVER, Sydney / HORT, Berlin	AUSTRALIA / GERMANY	HORT Berlin / REVOLVER Sydney				
A02/086	01070	NYPHIL	NEW YORK PHILHARMONICS	NEW YORK PHILHARMONICS	OGILVY, New York	USA	OGILVY New York				
<b>A03 (Design-driven Effectiveness)</b>											
A03/008	00170	PIÑATEX	DOLE SUNSHINE COMPANY + ANANAS ANAM	PIÑATEX	L&C, New York	USA	SUITCASE PRODUCTIONS New York	AGOSTO Lima			ANANAS ANAM London / DOLE SUNSHINE COMPANY Singapore
A03/027	00807	THE BILLION DOLLAR COLLECTION	H&M FOUNDATION	SUSTAINABLE TRANSFORMATION OF THE FASHION INDUSTRY	PRIME WEBER SHANDWICK, Stockholm	SWEDEN	PRIME WEBER SHANDWICK Stockholm	PRIME WEBER SHANDWICK Stockholm	PRIME WEBER SHANDWICK Stockholm	PRIME WEBER SHANDWICK Stockholm	H&M Stockholm
A03/029	00558	#FLUTWEIN - OUR WORST VINTAGE	AHR - A WINEREGION NEEDS HELP FOR REBUILDING E.V.	WINES FROM THE FLOODED WINEREGION "AHR"	SEVENONE ADFACTORY, Unterföhring	GERMANY	SEVENONE ADFACTORY Unterföhring	SEVENONE ADFACTORY Unterföhring	SEVENONE ADFACTORY Unterföhring / WALLDECAUX Berlin	SEVENONE ADFACTORY Unterföhring	AHRWEIN E.V. Bad Neuenahr-Ahrweiler / BOHNEN LOGISTIK GMBH & CO. KG - A COMPANY OF DUISPORT GROUP / RESTAURANT KLEBERS KUCHE.GARTEN GMBH & CO KG Sinzig / STARTNEXT GMBH Leipzig / WHITE RABBIT Budapest
A03/032	00785	OREO X POKÉMON	OREO	OREO COOKIES	360I, New York / OREO, East Hanover	USA	FRAMESTORE Chicago / MEDIA.MONKS Los Angeles	MEDIA.MONKS Los Angeles	SPARK FOUNDRY New York / VAYNERMEDIA New York	WEBER SHANDWICK New York	
A03/033	00862	HOPE REEF	MARS PETCARE	SHEBA PET	AMV BBDO, London	UNITED KINGDOM	FLARE BBDO London / FRAMESTORE London / INDO PACIFIC FILMS Bali / THE GLUE SOCIETY Sydney / WE ARE SEVENTEEN London	GOOGLE New York / MEDIACOM London	FREUDS London / WEBER SHANDWICK New York	KING HENRY London / MAKE ME PULSE London / W3 Istanbul	

## Design Shortlist

### B01 (Posters)

B01/007	00058	THE BIGGER CRASH	HYUNDAI GLOBAL	HYUNDAI	JUNG VON MATT AG, Hamburg	GERMANY	SQUARE PIXEL São Paulo			
B01/017	00129	BEAUTIFUL MUTATIONS	The Ad Museum Tokyo / Yoshida Hideo Memorial Foundation	D&AD AWARDS 2021 EXHIBITION IN JAPAN	DENTSU INC., Tokyo	JAPAN	AOI PRO. INC. Akasaka, Tokyo / TAKI CORPORATION Tokyo / TONE UP CORP. Tokyo			
B01/022	00175	CONVERSE UNITY LACES	CONVERSE	UNITY LACES	JOE PUBLIC UNITED, Johannesburg	SOUTH AFRICA	JOE PUBLIC UNITED Johannesburg			
B01/041	00470	CHORNOBYL VANISHING LOGO	STATE AGENCY OF UKRAINE ON EXCLUSION ZONE MANAGEMENT	CHORNOBYL EXCLUSION ZONE	THE OTHER LAND, Kyiv / BANDA AGENCY, Kyiv	UKRAINE				
B01/042	00491	BRILLE STORIES	FWD INSURANCE	FWD INSURANCE	GREYNJ UNITED, Bangkok	THAILAND				
B01/065	00867	NEVER SENT WITHOUT CONSENT	BROOK	CAMPAIGN	GREY, London	UNITED KINGDOM	GREY London / JELLY London			
B01/070	00925	BETTER WITH PEPSI	PEPSI	PEPSI	PEPSICO, Purchase / ALMA DDB, Miami	USA	CARBOFILMS West Hollywood	OMD New York	ACCELERATION COMMUNITY OF COMPANIES New York	
B01/087	00939	THE MISSING CHAPTER	P&G WHISPER	WHISPER SANITARY NAPKINS	LEO BURNETT, Mumbai	INDIA	MEDIACOM Mumbai		MSL Mumbai	NETWORK18 MEDIA & INVESTMENTS LTD. Mumbai
B01/093	01000	THE POLYGRAPH	CNN BRASIL	CNN BRASIL	ALMAPBDO, São Paulo	BRAZIL	ESTUDIO BLACK MADRE Sao Paulo / STUDIO BOREAL São Paulo	COLOSSAL Curitiba		
B01/102	00191	THE PONCHO POSTER	BRUSSELS MOBILITY	BIKE FOR BRUSSELS	MORTIERBRIGADE, Brussels	BELGIUM	JCDECAUX Brussels			

### B02 (Promotional Printed Media)

B02/010	10210	THE MELANOMA PLASTER	BEIERSDORF AG	NIVEA SUN	JUNG VON MATT AG, Hamburg	GERMANY	FOUNT SPACE GMBH Berlin / GINGER X MASSIVEMUSIC Berlin			
B02/011	10305	CLANBEAT VINYL	ABINBEV	CASTLE MILK STOUT	JOE PUBLIC UNITED, Johannesburg / SHIFT JOE PUBLIC, Johannesburg	SOUTH AFRICA	JOE PUBLIC UNITED Johannesburg	AB INBEV Johannesburg		

### B03 (Promotional Item Design)

B03/008	00139	CO2AT	AZGARD 9	CO2AT	AZGARD NINE LIMITED, Lahore / THIS IS PACIFICA, Porto / STREAM AND TOUGH GUY, Lisbon	PAKISTAN / PORTUGAL					
B03/021	00223	THE UNIFORM THAT NEVER EXISTED	CENTAURO	THE UNIFORM THAT NEVER EXISTED	TRACYLOCKE BRASIL, São Paulo	BRAZIL	TRACYLOCKE BRASIL São Paulo	TRACYLOCKE BRASIL São Paulo	TRACYLOCKE BRASIL São Paulo	CENTAURO - AVENIDA PAULISTA - BELA VISTA São Paulo	
B03/060	00495	PINATEX	DOLE SUNSHINE COMPANY + ANANAS ANAM	PINATEX	L&C, New York	USA	SUITCASE PRODUCTIONS New York	AGOSTO Lima	ANANAS ANAM London / DOLE SUNSHINE COMPANY Singapore		
B03/064	00692	SEA LEVEL RE-BOOT	TRETORN	RAIN BOOT	FORSMAN & BODENFORS, Gothenburg	SWEDEN	SUPERSTUDIO Boras		FORSMAN & BODENFORS Gothenburg		
B03/083	00944	UNBOX ME	UNAIDS	UNAIDS	FCB INDIA, Delhi / FCB CHICAGO	INDIA / USA	FCB CHICAGO / HECTIC CONTENT Mumbai	FCB CHICAGO	UNAIDS Genève	CUMULUS Gurgaon	ATHI New Delhi / CHILDREN FIRST Safdarjung Enclave
B03/084	00959	DREAM DROP	ONTARIO LOTTERY AND GAMING CORPORATION	LOTTO MAX	FCB CANADA, Toronto	CANADA	COMMON GOOD Toronto / CRUEL Toronto, ON	COMMON GOOD Toronto / GRAYSON MUSIC Toronto	MEDIACOM Toronto	HILL+KNOWLTON STRATEGIES Toronto	MR. SATURDAY Mountain View, CA / ONTARIO LOTTERY AND GAMING CORPORATION Toronto
B03/085	00849	GREEN LIGHT SIGNAL	NATIONAL GRID	NATIONAL GRID	EDELMAN, London	UNITED KINGDOM	SOLARFLARE STUDIO London		EDELMAN London	EDELMAN London	
B03/092	00903	GOOD DESIGN MATTERS	BRAUN	GLOBAL COMMUNICATIONS PROGRAMME [KNOWN AS MAX BRAUN] - 'GOOD DESIGN'	MEDIA.MONKS, London	UNITED KINGDOM	MEDIA.MONKS London		MEDIA.MONKS London / MSL London	HIGHSNOBIETY, INC. New York / SYSTEMS STUDIO London	
B03/094	00995	THE REAL PHOENIX	NATIONAL MUSEUM & MANTIS PROJECT	NATIONAL MUSEUM & MANTIS PROJECT	ALMAPBDO, São Paulo	BRAZIL	PUNCH AUDIO São Paulo / VETOR ZERO São Paulo	VETOR ZERO São Paulo			

## Design Shortlist

### B04 (Publications & Editorial Design)

B04/007	00526	CIRCULAR DESIGN FOR FASHION	ELLEN MACARTHUR FOUNDATION	CIRCULAR DESIGN METHODOLOGY	SID LEE, Montréal / ELLEN MACARTHUR FOUNDATION, Cowes	CANADA / UNITED KINGDOM				M&H Montreal / SEACOURT PRINTING Oxford
B04/009	00611	POLLY THE POLAR BEAR	MONTESSORI SHCOOLS INDIA	BOOK FOR CHILDREN	LANDOR & FITCH, Mumbai / LANDOR & FITCH, Paris	INDIA / FRANCE	LANDOR & FITCH Mumbai / LANDOR & FITCH Paris			
B04/013	00931	GIRLS DEFINE GIRL	ABINBEV	PONY MALTA	MULLENLOWE SSP3, Bogotá	COLOMBIA		AUSTRIA FILMS Bogotá		AB INBEV Bogotá

### B05 (Books)

B05/013	00528	CIRCULAR DESIGN FOR FASHION	ELLEN MACARTHUR FOUNDATION	CIRCULAR DESIGN METHODOLOGY	SID LEE, Montréal / ELLEN MACARTHUR FOUNDATION, Cowes	CANADA / UNITED KINGDOM				M&H Montreal / SEACOURT PRINTING Oxford
B05/015	00610	POLLY THE POLAR BEAR	MONTESSORI SHCOOLS INDIA	BOOK FOR CHILDREN	LANDOR & FITCH, Mumbai / LANDOR & FITCH, Paris	INDIA / FRANCE	LANDOR & FITCH Mumbai / LANDOR & FITCH Paris			
B05/020	00919	THE ONE WORD DICTIONARY	HERSHEY'S	HERSHEY'S	BETC HAVAS SAO PAULO	BRAZIL	ESTUDIO OLHO BALA Sao Bernardo do Campo / MERCI São Paulo / MOTIONHAND Sao Paulo	BETC HAVAS SAO PAULO	GIUSTI COMUNICAÇÃO INTEGRADA São Paulo	
B05/024	00730	DR. RICK WILL SEE YOU NOW	PROGRESSIVE INSURANCE	INSURANCE	ARNOLD WORLDWIDE, Boston	USA	SWEET RICKEY Boston	GLOSS VFX New York		FINISH Boston / MOXIE PICTURES Los Angeles / PROGRESSIVE INSURANCE Mayfield / SOUNDTRACK Boston / ZERO VFX Boston
B05/027	01055	PORTUGUESE (RE)CONSTITUTION	PENGUIN BOOKS	PENGUIN BOOKS	FCB, Lisbon	PORTUGAL	SHOW OFF FILMS Lisbon			

### B06 (Data Visualisation)

B06/017	00910	THE BLACK ELEVATION MAP	BLACK & ABROAD	THE BLACK ELEVATION MAP	PERFORMANCE ART, Toronto	CANADA	ALFREDO FILMS Toronto / VOCAL TYPE CO. Washington D.C.	ALTER EGO Toronto / INITIATIVE Toronto	GLOSSY PR Toronto	KINESO New York / META New York / REPRISE MEDIA Toronto
B06/018	00924	REAL STREET STYLE	MERCADO LIBRE	MERCADO LIBRE	GUT, Buenos Aires	ARGENTINA	ANIMAL MUSIC Buenos Aires / REINO Buenos Aires			MERCADO LIBRE Buenos Aires

### B07 (Brand Collateral)

B07/005	00415	KHORTYTSIA - THE ISLAND OF A MYSTERY	KHORTYTSIA ISLAND	TOURISTIC PLACE	BICKERSTAFF.734, Kyiv	UKRAINE	BICKERSTAFF.734 Kyiv	BICKERSTAFF.734 Kyiv	BICKERSTAFF.734 Kyiv	
B07/023	00861	HOPE REEF	MARS PETCARE	SHEBA PET	AMV BBDO, London	UNITED KINGDOM	FLARE BBDO London / FRAMESTORE London / INDO PACIFIC FILMS Bali / THE GLUE SOCIETY Sydney / WE ARE SEVENTEEN London	GOOGLE New York / MEDIACOM London	FREUDS London / WEBER SHANDWICK New York	KING HENRY London / MAKE ME PULSE London / W3 Istanbul

### B08 (Special Editions & Bespoke Items)

B08/004	00176	SOULFUEL™ SAFE LAMP™	CHICKEN LICKEN	CHICKEN LICKEN	JOE PUBLIC UNITED, Johannesburg	SOUTH AFRICA	JOE PUBLIC UNITED Johannesburg			
B08/007	00221	THE UNIFORM THAT NEVER EXISTED	CENTAURO	THE UNIFORM THAT NEVER EXISTED	TRACYLOCKE BRASIL, São Paulo	BRAZIL	TRACYLOCKE BRASIL São Paulo	TRACYLOCKE BRASIL São Paulo	TRACYLOCKE BRASIL São Paulo	CENTAURO - AVENIDA PAULISTA - BELA VISTA São Paulo
B08/029	00535	MIXED MEDS	WAKA KOTAHI NZ TRANSPORT AGENCY	WAKA KOTAHI NZ TRANSPORT AGENCY	CLEMENGER BBDO, Wellington	NEW ZEALAND	HUMAN DYNAMO Wellington / REVOLVER Sydney / THE GLUE SOCIETY Sydney	OMD Wellington		
B08/033	00579	COLOURS OF PRIDE	FONDATION ÉMERGENCE	FONDATION ÉMERGENCE	RETHINK, Toronto	CANADA		GRAYSON MUSIC Toronto		FONDATION ÉMERGENCE Montréal
B08/040	00823	CAP THE TAP	RECKITT-FINISH	DISHWASHER DETERGENT	HAVAS TURKEY, Istanbul	TURKEY	3K1A MUSIC Istanbul / DEPO FILM Istanbul / FORMUL DESIGN Istanbul / MASTER MODEL Turkey			
B08/053	00690	SEA LEVEL RE-BOOT	TRETORN	RAIN BOOT	FORSMAN & BODENFORS, Gothenburg	SWEDEN	SUPERSTUDIO Boras			FORSMAN & BODENFORS Gothenburg

## Design Shortlist

B08/073	00928	REAL SOAPS	DOVE	DOVE	MULLENLOWE SSP3, Bogotá	COLOMBIA	AUSTRIA FILMS Bogota		BABEL Bogota	
B08/079	00599	TOUGH TURBAN	PFAFF HARLEY-DAVIDSON	PFAFF HARLEY-DAVIDSON	ZULU ALPHA KILO, Toronto	CANADA	ZULUBOT Toronto		NELSON CONNECTS Toronto / SELECT PR Toronto	PFAFF HARLEY-DAVIDSON Richmond Hill / SPARK INNOVATIONS INC. King City
B08/093	01060	A SILENT FROWN	CHARLIE CHAPLIN FOUNDATION	A BOOK ON THE UNTOLD TALE OF CHARLIE CHAPLIN	DDB MUDRA, Mumbai	INDIA	DDB MUDRA Mumbai	DDB MUDRA Mumbai		
B08/095	01042	PALATE CARE DISPENSER	OPERATION SMILE COLOMBIA	NON-MANDATORY MEDICAL DEVICE	WUNDERMAN THOMPSON, Bogotá	COLOMBIA				OPERATION SMILE COLOMBIA FOUNDATION Bogotá
B08/099	01089	LESSO LESSONS	ROTO & THE MINISTRY OF HEALTH KENYA	POSTNATAL NUTRITIONAL EDUCATION	OGILVY AFRICA, Nairobi	KENYA		OGILVY AFRICA Nairobi	OGILVY AFRICA Nairobi	

### C01 (Digital Design)

C01/001	00028	THE BOOKCASE FOR TOLERANCE	ANNE FRANK HOUSE	THE BOOKCASE FOR TOLERANCE	INNOCEAN WORLDWIDE EUROPE, Berlin	GERMANY	HOLY FOOLS Amsterdam / MASSIVEMUSIC BERLIN GMBH / MEDIA.MONKS Hilversum / TED ALKEMADE PRODUCTIES Amsterdam / TRIGGER HAPPY PRODUCTIONS Berlin	MEDIA.MONKS Hilversum	HAGENS PR & STRATEGY Amsterdam		
C01/005	00081	DISEASE DILEMMAS	GARVAN INSTITUTE OF MEDICAL RESEARCH	GARVAN INSTITUTE OF MEDICAL RESEARCH	DENTSU CREATIVE, Sydney	AUSTRALIA	DENTSU CREATIVE Sydney	DENTSU CREATIVE Sydney	DENTSU CREATIVE Sydney	DENTSU CREATIVE Sydney	
C01/010	00309	MYHOOMAN	MARS	MARS	COLENZO BBDO, Auckland	NEW ZEALAND	WATERMARK CREATIVE Auckland		WAVEMAKER Auckland	LEVO Sydney	
C01/017	00396	CIRCULATE: AHLUWALIA	MICROSOFT	CIRCULATE	ADA, New York / MICROSOFT, Redmond / AHLUWALIA, London	USA / UNITED KINGDOM	ADA New York / RECONSTRUKT Larchmont	ADA New York	MICROSOFT Redmond		
C01/032	00808	THE BILLION DOLLAR COLLECTION	H&M FOUNDATION	SUSTAINABLE TRANSFORMATION OF THE FASHION INDUSTRY	PRIME WEBER SHANDWICK, Stockholm	SWEDEN	PRIME WEBER SHANDWICK Stockholm		PRIME WEBER SHANDWICK Stockholm	PRIME WEBER SHANDWICK Stockholm	H&M Stockholm
C01/034	00267	OATLY INFINITE CANVAS	OATLY	OATLY PRODUCT LINE	OKTO, Stockholm / OATLY, Malmö	SWEDEN	OATLY Malmö / OKTO Stockholm				
C01/040	00703	STAYBL	DEUTSCHE PARKINSON VEREINIGUNG E.V. (GERMAN PARKINSON ASSOCIATION)	BROWSER-APP FOR PEOPLE WITH PARKINSON'S DISEASE	HAVAS GERMANY, Düsseldorf / HAVAS MEDIA, New York	GERMANY / USA	HAVAS GERMANY Düsseldorf / HAVAS MEDIA New York	HAVAS MEDIA New York	HAVAS GERMANY Düsseldorf	HAVAS GERMANY Düsseldorf	BLUE PANDA Stuttgart / MMP.FILM GMBH Duesseldorf / M-SOUND München

### C02 (Digital Installations & Events)

C02/005	00018	THE WINDS OF CHANGE	THE TOKYO ORGANISING COMMITTEE OF THE OLYMPIC AND PARALYMPIC GAMES	TOKYO 2020 PARALYMPIC GAMES	DENTSU INC., Tokyo	JAPAN	ADBRAIN INC. Tokyo / P.I.C.S. CO., LTD. Tokyo / WOW Tokyo		DENTSU INC. Tokyo	CUBE. INC. Tokyo / KAIJI MORIYAMA CO., LTD. Tokyo / WATCH INC. Tokyo / y's connection inc. Tokyo
C02/025	00784	IRL TRASHCAN	SOIXANTE CIRCUITS	SOIXANTE CIRCUITS	BETC, Paris	FRANCE	GENERAL POP Paris			

### C03 (UX, UI & Journey Design)

C03/012	00394	CAMERA SWITCHES	GOOGLE	GOOGLE PIXEL	GOOGLE, Mountain View / GOOGLE CREATIVE LAB, London	USA / UNITED KINGDOM	GOOGLE CREATIVE LAB London			
C03/016	00713	COOKIE FACTORY	UNESCO	UNESCO	DDB, Paris	FRANCE	MAKEMEPULSE Paris	MIKROS IMAGE Paris		

### C04 (Social Media Design)

C04/001	00078	SPICE UP YOUR VALENTINE'S DAY	LE CHOCOLAT DES FRANÇAIS	CHOCOLATE BARS	TBWA, Paris	FRANCE		ELSE Paris		
C04/009	00365	MALARIA NO MORE - DRAW THE LINE AGAINST MALARIA	MALARIA NO MORE	DRAW THE LINE AGAINST MALARIA	DENTSU X, London / dentsuACHTUNG!, Amsterdam / DENTSU AEGIS NETWORK, London	UNITED KINGDOM / THE NETHERLANDS	BLACK DOG FILMS London / dentsuACHTUNG! Amsterdam / LOBO New York / WHITESPACE London	CARAT London / DENTSU X London / IPROSPECT London / VIZEUM London		NOMINT London / ONESIZE Amsterdam / POSTERSCOPE NETHERLANDS Amsterdam / SIZZER B.V. Amsterdam / T S E PRODUCTIONS Hemel Hempstead

## Design Shortlist

C04/015	00565	APPLE TV+ @APPLETVPLUS INSTAGRAM	APPLE	APPLE TV+	TBWA/MEDIA ARTS LAB, Los Angeles / APPLE, California	USA			OMD USA Los Angeles	
<b>D01 (Retail Environment &amp; Experience Design)</b>										
D01/005	00310	THE TOKYO TOILET	THE NIPPON FOUNDATION	PUBLIC TOILETS	THE NIPPON FOUNDATION, Tokyo	JAPAN	DAIWA HOUSE INDUSTRY CO.,LTD. Tokyo / SHIBUYA WARD Tokyo / TOTO LTD. Tokyo		THE NIPPON FOUNDATION Tokyo	SHIBUYA CITY TOURISM ASSOCIATION Tokyo
D01/014	01011	KFC DEGUSTATION	KFC AUSTRALIA	KFC	OGILVY AUSTRALIA, Sydney	AUSTRALIA	AKQA Melbourne / GEOMETRY North Sydney	MEDIACOM Sydney	OGILVY AUSTRALIA Sydney	
<b>D02 (Point of Sale, Consumer Touchpoints &amp; In-store Collateral)</b>										
D02/001	00204	THE WALL OF HAIKUS	NATIONAL READING MOVEMENT (NATIONAL LIBRARY BOARD)	BOOKS	OGILVY, Singapore	SINGAPORE	LTY EXPERIENTIAL Singapore			
D02/013	00940	TOUCH CARD	MASTERCARD	TOUCH CARD	McCANN, New York	USA	MJZ Los Angeles	HENRYBOY New York / JSM MUSIC New York / MPC New York / NO6 New York / Q DEPARTMENT New York	CARAT New York / KETCHUM New York	
<b>D03 (Event Storytelling)</b>										
D03/008	00606	FIRST AID FOR HUMANITY	BNP PARIBAS & THE POLISH RED CROSS	FIRST AID FOR HUMANITY	VMLY&R POLAND, Warsaw	POLAND	WARSAW WITCHES ASSOCIATION	RIO DE POST Warsaw		VMLY&R POLAND Warsaw
D03/013	00979	THE BLUE PARADOX	SC JOHNSON	SC JOHNSON	OGILVY, Chicago	USA	RADICAL MEDIA New York		FUSE London	FLEISHMANHILLARD FISHBURN London
<b>D04 (Spatial &amp; Sculptural Exhibitions and Experiences)</b>										
D04/017	00409	MOTHERLAND PRIDE	KYIVPRIDE	KYIV PRIDE EVENT	SAATCHI & SAATCHI UKRAINE, Kyiv	UKRAINE				
D04/026	00946	THE UNWEARABLE COLLECTION	BOEHRINGER INGELHEIM	DISEASE AWARENESS	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	USA	DALMATIAN COW Los Angeles / RITMIKA AUDIO ARTS São Paulo			
D04/035	01013	SOUND TOUR	SPOTIFY JAPAN	SPOTIFY CODE	GEOMETRY OGILVY JAPAN, Tokyo / OGILVY SOUTH AFRICA, Johannesburg	JAPAN / SOUTH AFRICA	TYO DRIVE Tokyo		TYO DRIVE Tokyo	
D04/036	01046	NATURAL BAR: THE BAR THAT LEAVES NO TRACE	ABINBEV	CORONA	DAVID, Bogotá / DAVID, Madrid	COLOMBIA / SPAIN				
D04/039	10669	SIGNS FROM BEYOND	GENERAL MOTORS / CHEVROLET	GENERAL MOTORS / CHEVROLET	COMMONWEALTH McCANN, Mexico City	MEXICO	LOVSTER Mexico City		CARAT Mexico City	GENERAL MOTORS México, D.f.
D04/040	21431	THE MISSING CHAPTER	P&G WHISPER	WHISPER SANITARY PADS	LEO BURNETT, Mumbai	INDIA			MEDIACOM Mumbai	MSL Mumbai NETWORK18 MEDIA & INVESTMENTS LTD. Mumbai
<b>E01 (Food)</b>										
E01/002	00079	SPICE UP YOUR VALENTINE'S DAY	LE CHOCOLAT DES FRANÇAIS	CHOCOLATE BARS	TBWA, Paris	FRANCE		ELSE Paris		
E01/014	00733	OREO THINS PROTECTION PROGRAM	OREO	OREO THINS	THE COMMUNITY, Miami	USA	MEDIA.MONKS New York		VAYNERMEDIA New York	WEBER SHANDWICK 360i New York
E01/016	00573	PURDYS HOLIDAY BRAILLE BOX	PURDYS	PURDYS	RETHINK, Toronto	CANADA	R+D PRODUCTIONS Toronto	WAVE PRODUCTIONS Vancouver		PURDYS CHOCOLATIER Vancouver
<b>E02 (Drinks)</b>										
E02/005	00234	NOTES IPA	SINGLECUT BEERSMITHS	NOTES IPA	ZULU ALPHA KILO, Toronto	CANADA	SPARK INNOVATIONS INC. King City / TABLE OF CONTENT New York / ZULUBOT Toronto			SINGLECUT BEERSMITHS New York

## Design Shortlist

### E03 (Other FMCG & Consumer Durables)

E03/007	00183	COFFEE SCRUB	7-ELEVEN	COFFEE SCRUB	CHEP Network, Melbourne	AUSTRALIA	CHEP Network Melbourne	PHD AUSTRALIA Melbourne	CHEP Network Melbourne	ADORE BEAUTY HQ Northcote / BOTANY ESSENTIALS Laverton North
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### E04 (Healthcare)

E04/009	01037	FREEDOM GRAMS	AROYA	AROYA	SERVICEPLAN GERMANY, Munich	GERMANY	86TALES UG Berlin / OFF FILMS München		DIGENNARO COMMUNICATIONS New York	GABY INC Calgary / KIMERA Munich / MASSIVEVOICES Berlin / MOBY DIGG Munich / STANDARDABWEICHUNG Munich
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### E05 (Sustainable Packaging)

E05/009	00990	PLASTICOFF	WHIRLPOOL	WHIRLPOOL	VMLY&R MEXICO, Mexico City	MEXICO	ORIENTAL FILMS Mexico City		BCW Mexico City	
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### E06 (Special Editions & Promotional Packaging)

E06/002	00047	#SHOWUSEQUAL	GERMAN OLYMPIC SPORTS CONFEDERATION	GERMAN OLYMPIC SPORTS CONFEDERATION - #SHOWUSEQUAL	KOLLE REBBE, PART OF ACCENTURE SONG, Hamburg	GERMANY	KOLLE REBBE, PART OF ACCENTURE SONG Hamburg / RTS SCHOLZ Bremen	KOLLE REBBE, PART OF ACCENTURE SONG Hamburg		GERMAN OLYMPIC SPORTS CONFEDERATION Frankfurt/Main
E06/029	00543	REJECTED ALES	MATILDA BAY	MATILDA BAY ORIGINAL ALE	HOWATSON + COMPANY, Sydney	AUSTRALIA	HECKLER Sydney / HOWATSON + COMPANY Sydney / WORK WORKS Moorabbin	HECKLER Sydney / HOWATSON + COMPANY Sydney / PHD Sydney	HOWATSON + COMPANY Sydney	MATILDA BAY Healesville
E06/034	00556	#FLUTWEIN - OUR WORST VINTAGE	AHR - A WINEREGION NEEDS HELP FOR REBUILDING E.V.	WINES FROM THE FLOODED WINEREGION "AHR"	SEVENONE ADFACTORY, Unterföhring	GERMANY	SEVENONE ADFACTORY Unterföhring	SEVENONE ADFACTORY Unterföhring	SEVENONE ADFACTORY Unterföhring / WALLDECAUX Berlin	AHRWEIN E.V. Bad Neuenahr-Ahrweiler / BOHNEN LOGISTIK GMBH & CO. KG - A COMPANY OF DUISPORT GROUP / RESTAURANT KLEBERS KUCHE. GARTEN GMBH & CO KG Sinzig / STARTNEXT GMBH Leipzig / WHITE RABBIT Budapest
E06/040	00732	OREO THINS PROTECTION PROGRAM	OREO	OREO THINS	THE COMMUNITY, Miami	USA	MEDIA.MONKS New York	VAYNERMEDIA New York	WEBER SHANDWICK New York	3601 New York

### F01 (Consumer Technology & Homeware)

F01/001	00110	TENO	LUMIO	TENO SPEAKER	LUMIO, San Francisco	USA	LUMIO San Francisco			
F01/002	00174	SOULFUEL™ SAFE LAMP™	CHICKEN LICKEN	CHICKEN LICKEN	JOE PUBLIC UNITED, Johannesburg	SOUTH AFRICA	JOE PUBLIC UNITED Johannesburg			
F01/006	00950	SICK BEATS	WOJER	SICK BEATS BY WOJER	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	USA		BANDIT New York		CLAIRE'S PLACE FOUNDATION Los Angeles / MR BRONX AUDIO POST New York / THE EMBASSY VFX Vancouver / YESSIAN MUSIC New York

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

F02/008	00138	CO2AT	AZGARD 9	CO2AT	AZGARD NINE LIMITED, Lahore / THIS IS PACIFICA, Porto / STREAM AND TOUGH GUY, Lisbon	PAKISTAN / PORTUGAL					
F02/009	00169	PIÑATEX	DOLE SUNSHINE COMPANY + ANANAS ANAM	PIÑATEX	L&C, New York	USA	SUITCASE PRODUCTIONS New York	AGOSTO Lima		ANANAS ANAM London / DOLE SUNSHINE COMPANY Singapore	
F02/022	00689	SEA LEVEL RE-BOOT	TRETORN	RAIN BOOT	FORSMAN & BODENFORS, Gothenburg	SWEDEN	SUPERSTUDIO Borås		FORSMAN & BODENFORS Gothenburg		
F02/025	00783	THÉO CURIN X LACOSTE	LACOSTE	LACOSTE	BETC, Paris	FRANCE	GENERAL POP Paris				
F02/028	00960	DREAM DROP	ONTARIO LOTTERY AND GAMING CORPORATION	LOTTO MAX	FCB CANADA, Toronto	CANADA	COMMON GOOD Toronto / CRUEL Toronto, ON	COMMON GOOD Toronto / GRAYSON MUSIC Toronto	MEDIACOM Toronto	HILL+KNOWLTON STRATEGIES Toronto	MR. SATURDAY Mountain View, CA / ONTARIO LOTTERY AND GAMING CORPORATION Toronto
F02/031	00845	NUGEN	COLGATE	TOOTHBRUSHES	VMLY&R, Cape Town	SOUTH AFRICA	STREET TALENT AGENCY C/O DISCO CREATIVES Cape Town				

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

F03/004	00842	PARA EXPANSION PACK	CANADIAN PARALYMPIC COMMITTEE	TOKYO PARALYMPIC GAMES	BBDO, Toronto	CANADA	BBDO Toronto			
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**Design Shortlist**

**F04 (Medical Products)**

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F04/006	00945	SICK BEATS	WOOJER	SICK BEATS BY WOOJER	AREA 23, AN IPG HEALTH USA NETWORK COMPANY, New York		BANDIT New York		CLAIRE'S PLACE FOUNDATION Los Angeles / MR BRONX AUDIO POST New York / THE EMBASSY VFX Vancouver / YESSIAN MUSIC New York
F04/007	01039	DOT PAD. THE FIRST SMART TACTILE GRAPHICS DISPLAY.	DOT	DOT PAD	SERVICEPLAN GERMANY, Munich	GERMANY	PAULUS.CO Seoul		ASTRAL KREATIV Munich / MASSIVEVOICES Berlin / SERVICEPLAN KOREA Seoul

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**Total Shortlisted: 109**













