

## Digital Craft Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional
<b>A01 (Digital Illustration &amp; Image Design)</b>											
A01/003	00070	H1DD3N	VERIZON	VERIZON / IPHONE 13	R/GA, New York	USA	TOOL OF NORTH AMERICA Los Angeles / VERSUS New York	PLAN8 Venice			
A01/007	00190	JOYTOPIA	BMW GROUP	JOYTOPIA	JUNG VON MATT AG, Hamburg / ELASTIQUE, Cologne / THE GAME, Hamburg / LOOPING GROUP, München	GERMANY	JOURNEE – THE METAVERSE COMPANY Berlin				
A01/020	00338	MASTER CONDUCTOR	LSO	LSO	SUPERUNION, London	UNITED KINGDOM	ARI WEINKLE London				
A01/025	00388	NON-FUNGIBLE ANIMALS	WWF GERMANY	WWF GERMANY	SAATCHI & SAATCHI, Düsseldorf / METADESIGN, Berlin	GERMANY	DIGITAS PIXELPARK Hamburg / METADESIGN Berlin / SAATCHI & SAATCHI Düsseldorf			MSL Berlin	CHAMAELEON DIGITAL VISION Düsseldorf
<b>A02 (Video / Moving Image)</b>											
A02/002	00049	WARZONE IN PARADISE	Activision Blizzard	Call of Duty	72ANDSUNNY, Los Angeles	USA		BLACKSMITH New York / HUMAN New York / POST HUMAN New York			
A02/014	00556	DOJACODE	GIRLS WHO CODE	DOJACODE	MOJO SUPERMARKET, New York / RCA RECORDS, New York	USA	ACTIVE THEORY Los Angeles			MOJO SUPERMARKET New York / RCA RECORDS New York	GIRLS WHO CODE New York
A02/017	00600	NOT YOUR SUMMER   A GOOGLE SLIDES EXPERIENCE	CAPITOL RECORDS	THE ACADEMIC	BBDO, New York	USA	BBDO New York		BBDO New York		BOWSTRING STUDIOS Conshohocken / OPEN THE PORTAL Los Angeles
A02/021	00649	MCENROE VS MCENROE	ANHEUSER-BUSCH INBEV	MICHELOB ULTRA	FCB NEW YORK	USA	456 STUDIOS/LORD + THOMAS New York / FALKON Los Angeles / FCB NEW YORK / UNIT9 London	456 STUDIOS/LORD + THOMAS New York / FALKON Los Angeles / FCB NEW YORK		3PM - WEBER SHANDWICK New York	AB INBEV New York / JSM MUSIC New York / SECRET GUY Brooklyn / SONIC UNION New York
<b>A03 (Motion Graphics Design &amp; Animation)</b>											
A03/021	00357	A FUTURE BEGINS	CHIPOTLE MEXICAN GRILL	CHIPOTLE MEXICAN GRILL	OBSERVATORY, Los Angeles / NEXUS STUDIOS, London	USA / UNITED KINGDOM	NEXUS STUDIOS London	NEXUS STUDIOS London / THE ELEMENTS MUSIC Los Angeles			FONIC London
A03/033	00335	MASTER CONDUCTOR	LSO	LSO	SUPERUNION, London	UNITED KINGDOM	ARI WEINKLE London				
A03/040	00494	HALO INFINITE: UNSPOKEN	MICROSOFT XBOX	HALO INFINITE	215 McCANN, San Francisco	USA	BISCUIT FILMWORKS Los Angeles	COMPANY 3 Los Angeles / HUMAN Los Angeles / LIME Santa Monica / METHOD STUDIOS Santa Monica / WORK EDITORIAL Los Angeles	215 McCANN San Francisco		
A03/053	00651	MCENROE VS MCENROE	ANHEUSER-BUSCH INBEV	MICHELOB ULTRA	FCB NEW YORK	USA	456 STUDIOS/LORD + THOMAS New York / FALKON Los Angeles / FCB NEW YORK / UNIT9 London	456 STUDIOS/LORD + THOMAS New York / FALKON Los Angeles / FCB NEW YORK		3PM - WEBER SHANDWICK New York	AB INBEV New York / JSM MUSIC New York / SECRET GUY Brooklyn / SONIC UNION New York
<b>A04 (Music / Sound Design)</b>											
A04/008	00252	BLACK-OWNED FRIDAY 2021	GOOGLE	GOOGLE SMALL BUSINESS	GOOGLE, New York / BBH USA, New York / ANONYMOUS CONTENT, Los Angeles	USA	ANONYMOUS CONTENT Los Angeles / BBH USA New York	CABIN EDITING COMPANY NY New York / CARBON New York City / REHAB London		GOOGLE New York	COMPANY 3 New York / DANIELLE ALSTON N/A / MAHANEELA New York City / SONIC UNION New York / THINK450 New York
A04/029	00038	THE O2 IN FORTNITE CREATIVE	O2	TELECOMMUNICATIONS SERVICES	VCCP, London	UNITED KINGDOM	GIRL&BEAR London / MERCURY STUDIOS PRODUCTION London / TEAM CRE8 PRODUCTION London		HAVAS MEDIA London		O2 Slough

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A04/031	00580	ANTHEM FOR ALL	MICROSOFT	MICROSOFT	McCANN, London / McCANN, New York	UNITED KINGDOM / USA	CRAFT London / CRAFT WORLDWIDE New York / IRRESISTIBLE FILMS London / METROPOLIS FILMS London / MOMENTUM WORLDWIDE London	CODA POST PRODUCTION London / WAVE STUDIOS London		JSM MUSIC New York / RANDOM STUDIO Amsterdam
A04/032	00595	MUSIC LIBERATES MUSIC MIXTAPE	BACARDI	BACARDI	BBDO, New York	USA	STURDY, Los Angeles	STURDY, Los Angeles	BBDO New York / STURDY, Los Angeles	GOOD EAR MUSIC SUPERVISION Brooklyn

## A05 (Overall Aesthetic Design (incl. UI))

A05/015	00211	"THE PARTY PROGRAM INSTA-STORY."	FREE DEMOCRATS	FREE DEMOCRATS	HEIMAT, Berlin	GERMANY	HEIMAT Berlin			
A05/026	00292	AIRPODS (3RD GENERATION)	APPLE	AIRPODS (3RD GENERATION)	APPLE, Sunnyvale	USA	APPLE Sunnyvale			
A05/053	10195	AMAZING THAILAND. AMAZING DEEP CULTURE.	TOURISM AUTHORITY OF THAILAND XYGGDRAZIL	TOURISM AUTHORITY OF THAILAND XYGGDRAZIL	OGILVY, Bangkok	THAILAND	DON FILM Bangkok		YGGDRAZIL GROUP Bangkok	
A05/054	00648	MCENROE VS MCENROE	ANHEUSER-BUSCH INBEV	MICHELOB ULTRA	FCB NEW YORK	USA	456 STUDIOS/LORD + THOMAS New York / FALKON Los Angeles / NEW YORK / UNIT9 London	456 STUDIOS/LORD + THOMAS New York / FALKON Los Angeles / FCB NEW YORK	3PM - WEBER SHANDWICK New York	AB INBEV New York / JSM MUSIC New York / SECRET GUY Brooklyn / SONIC UNION New York

## A06 (UX & Journey Design)

A06/004	00099	TRACES - A DIGITAL TIME CAPSULE	WETRANSFER AND MARINA ABRAMOVIC	TRACES - A DIGITAL TIME CAPSULE	WETRANSFER, Amsterdam	UNITED KINGDOM	WETRANSFER Amsterdam				
A06/008	00162	BEYOND BINARY CODE	SPARK	SPARK	COLENSO BBDO, Auckland	NEW ZEALAND	COLENSO BBDO Auckland / FINCH Auckland	LIQUID STUDIOS Auckland	SPARK Auckland	ANTHEM Auckland	OUTLINE AOTEAROA HARGREAVES STREET Auckland
A06/010	00015	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		
A06/017	00317	E-NTERPRETERS	PILSEN CALLAO	PILSEN CALLAO	FAHRENHEIT DDB, Lima	PERU	KA&O FILMS AND CONTENT Lima	LUNATIC Lima / NATIVO POST Lima		AB INBEV Lima / FTW DDB PERU Barranco	
A06/020	00427	AUDITORIAL	GOOGLE	ACCESSIBLE EDITORIAL PLATFORM	R/GA, London / THE GUARDIAN, London / ROYAL NATIONAL INSTITUTE OF BLIND PEOPLE (RNIB), London / GOOGLE, London	UNITED KINGDOM	GOOGLE London / R/GA London / THE GUARDIAN London		GOOGLE London	ABILITYNET Reading / ZOONOU Eastbourne East Sussex	
A06/022	00476	THE UNFILTERED HISTORY TOUR	VICE MEDIA	BRITISH MUSEUM	DENTSU CREATIVE, Bengaluru / DENTSU CREATIVE, Mumbai / DENTSU CREATIVE, Gurgaon	INDIA	DENTSU CREATIVE Bengaluru	DENTSU CREATIVE Bengaluru		DENTSU CREATIVE Bengaluru	
A06/029	00554	DOJACODE	GIRLS WHO CODE	DOJACODE	MOJO SUPERMARKET, New York / RCA RECORDS, New York	USA	ACTIVE THEORY Los Angeles		MOJO SUPERMARKET New York / RCA RECORDS New York	GIRLS WHO CODE New York	
A06/038	00523	THE WITCHER - WELCOME TO THE CONTINENT	NETFLIX	WEBSITE	MEDIA.MONKS, Hilversum	THE NETHERLANDS	MEDIA.MONKS Hilversum				
A06/039	20982	ANTHEM FOR ALL	MICROSOFT	MICROSOFT	McCANN, London / McCANN, New York	UNITED KINGDOM / USA	CRAFT London / CRAFT WORLDWIDE New York / IRRESISTIBLE FILMS London / METROPOLIS FILMS London / MOMENTUM WORLDWIDE London	CODA POST PRODUCTION London / WAVE STUDIOS London		JSM MUSIC New York / RANDOM STUDIO Amsterdam	

## A07 (Experience Design: Multi-platform)

A07/013	00315	E-NTERPRETERS	PILSEN CALLAO	PILSEN CALLAO	FAHRENHEIT DDB, Lima	PERU	KA&O FILMS AND CONTENT Lima	LUNATIC Lima / NATIVO POST Lima		AB INBEV Lima / FTW DDB PERU Barranco
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A07/017	00475	THE UNFILTERED HISTORY TOUR	VICE MEDIA	BRITISH MUSEUM	DENTSU CREATIVE, Bengaluru / DENTSU CREATIVE, Mumbai / DENTSU CREATIVE, Gurgaon	INDIA	DENTSU CREATIVE Bengaluru	DENTSU CREATIVE Bengaluru	DENTSU CREATIVE Bengaluru	
A07/028	00655	MCENROE VS MCENROE	ANHEUSER-BUSCH INBEV	MICHELOB ULTRA	FCB NEW YORK	USA	456 STUDIOS/LORD + THOMAS New York / FALKON Los Angeles / FCB NEW YORK / UNIT9 London	456 STUDIOS/LORD + THOMAS New York / FALKON Los Angeles / FCB NEW YORK	3PM - WEBER SHANDWICK New York	AB INBEV New York / JSM MUSIC New York / SECRET GUY Brooklyn / SONIC UNION New York
A07/029	00685	ADIDAS OZWORLD	ADIDAS	ADIDAS OZWORLD SHOE	JAM3, Toronto / ADIDAS ORIGINALS, Berlin	CANADA / GERMANY	JAM3 Toronto	JAM3 Toronto		

### B01 (Cross-channel Storytelling)

B01/018	00403	SOURCE	UNESCO	UNESCO	DDB, Paris	FRANCE	AGENCE CHER AMI Lyon			
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### B02 (Real-time Contextual Content)

B02/007	00417	FEEL WHAT WE FEEL - UKRAINE	RAZOM	RAZOM EMERGENCY RESPONSE - HUMANITARIAN RELIEF	TANK, Montreal	CANADA	RODEO FX Montreal / TANK Montreal	KFFEIN Montreal	MINDSHARE CANADA Toronto	TANK Montreal	HILL+KNOWLTON STRATEGIES Toronto / RAZOM New York
B02/024	10560	BACKUP UKRAINE	POLYCAM X UNESCO	PRESERVE REGIONAL AND CULTURAL HISTORY, AND PROMOTE CULTURAL DIVERSITY	VIRTUE WORLDWIDE, New York	USA	VIRTUE WORLDWIDE New York	VIRTUE WORLDWIDE New York	VIRTUE WORLDWIDE New York	VIRTUE WORLDWIDE New York	POLYCAM 3D Altadena, CA / UNESCO NATIONAL COMMISSION OF DENMARK Kobenhavn

### B03 (Personalised Storytelling & Experience)

B03/009	00294	THE BATTLE INSIDE	CRIS CANCER FOUNDATION	CANCER NGO	CHEIL WORLDWIDE, Madrid	SPAIN	SOMOS 5 Madrid				
B03/010	00011	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	
B03/027	00428	AUDITORIAL	GOOGLE	ACCESSIBLE EDITORIAL PLATFORM	R/GA, London / THE GUARDIAN, London / ROYAL NATIONAL INSTITUTE OF BLIND PEOPLE (RNIB), London / GOOGLE, London	UNITED KINGDOM	GOOGLE London / R/GA London / THE GUARDIAN London		GOOGLE London		ABILITYNET Reading / ZONOU Eastbourne East Sussex
B03/028	00470	THE COST OF BULLYING	SAMSUNG	SAMSUNG MOBILE	CHEIL WORLDWIDE, Beijing / CHEIL, Hong Kong	CHINA / HONG KONG	CHEIL WORLDWIDE Beijing		CHEIL WORLDWIDE Beijing	CHEIL WORLDWIDE Beijing	
B03/030	00477	THE UNFILTERED HISTORY TOUR	VICE MEDIA	BRITISH MUSEUM	DENTSU CREATIVE, Bengaluru / DENTSU CREATIVE, Mumbai / DENTSU CREATIVE, Gurgaon	INDIA	DENTSU CREATIVE Bengaluru	DENTSU CREATIVE Bengaluru	DENTSU CREATIVE Bengaluru	DENTSU CREATIVE Bengaluru	
B03/032	00269	GRAINS OF TRUTH - ZERNAPRAVDY.ORG MUSEUM - HOLODOMOR MUSEUM CROWDFUNDING CAMPAIGN	HOLODOMOR MUSEUM	HOLODOMOR MUSEUM	POSTMEN, Kyiv	UKRAINE	POSTMEN Kyiv	POSTMEN Kyiv	POSTMEN Kyiv	POSTMEN Kyiv	
B03/035	00490	BECOME MASTER CHIEF	MICROSOFT XBOX	HALO INFINITE	215 McCANN, San Francisco	USA	EXIT FILMS Sydney / RESET CONTENT Los Angeles / SUPERHERO CHEESECAKE Amsterdam	COMPANY 3 Los Angeles / KOBALT MUSIC GROUP New York / LIME Santa Monica / METHOD STUDIOS Santa Monica / WORK EDITORIAL Los Angeles	215 McCANN San Francisco		
B03/047	00498	BREAKCHAINS WITH BLOCKCHAIN	CHILDREN OF FEMALE PRISONERS' ASSOCIATION	NGO	HORIZON FCB, Dubai	UNITED ARAB EMIRATES	BLACK MADRE São Paulo / FILM DNA Cairo / HORIZON FCB Dubai / THE YOUTH Curitiba / VOX HAUS COMPANY			HORIZON FCB Dubai	

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B03/056	00640	9/12 - THE UNTOLD STORY OF RECONNECTING NEW YORK	VERIZON	VERIZON	VERIZON, New York	USA	UNIT 9 New York / VERIZON New York	VERIZON New York	VERIZON New York	VERIZON New York	
B03/058	00669	TOXIC INFLUENCE	DOVE   UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM	SMUGGLER London		MINDSHARE New York	EDELMAN New York	VMLY&R Dallas
<b>C01 (Data Storytelling)</b>											
C01/005	00192	WASTEMINSTER	GREENPEACE	N/A	PARK VILLAGE, London / STUDIO BIRTHPLACE, London	UNITED KINGDOM	PARK VILLAGE London / STUDIO BIRTHPLACE London	METHODMADNESS Singapore			
C01/009	00350	PROJECT CONVEY	COX COMMUNICATIONS	DIGITAL CABLE TELEVISION PROVIDER, TELECOMMUNICATIONS AND HOME AUTOMATION SERVICES	COX COMMUNICATIONS, Atlanta / 180LA	USA	SANCTUARY CONTENT New York / UNIT9 London				
C01/014	00507	BLACK CHARACTERS	REVISTA RAÇA	REVISTA RAÇA	FCB BRASIL, São Paulo	BRAZIL			FCB BRASIL São Paulo		
C01/026	00668	TOXIC INFLUENCE	DOVE   UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM	SMUGGLER London		MINDSHARE New York	EDELMAN New York	VMLY&R Dallas
C01/028	00572	THE MINDSETS PAPER	CANADIAN DOWN SYNDROME SOCIETY	CANADIAN DOWN SYNDROME SOCIETY	FCB CANADA, Toronto	CANADA	FUEL CONTENT Toronto	GRAYSON MUSIC Toronto / RADAR STUDIOS Chicago			BLISS INTERACTIVE Ho Chi Minh City / CANADIAN DOWN SYNDROME SOCIETY Calgary
<b>C02 (Real-time Usage &amp; Targeting)</b>											
C02/010	00445	PAVE IT FORWARD	INFINITI MOTOR COMPANY	INFINITI QX60	BEACON COMMUNICATIONS, Tokyo	JAPAN	THE PUB New York	THE PUB New York			
<b>C03 (Data Visualisation)</b>											
C03/002	00008	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 / KAJI MORIYAMA CO., LTD. Tokyo / WATCH INC. Tokyo / y's connection inc. Tokyo	
C03/013	00609	SPEAKING IN COLOR	SHERWIN-WILLIAMS COIL COATINGS	SPEAKING IN COLOR	WUNDERMAN THOMPSON, Minneapolis	USA	WUNDERMAN THOMPSON Minneapolis				
C03/016	00533	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 / TA2 SOUND + MUSIC Toronto	INITIATIVE Toronto	GLOSSY PR Toronto	KINESO New York / META New York / REPRISE MEDIA Toronto
C03/022	10559	BACKUP UKRAINE	POLYCAM X UNESCO	PRESERVE REGIONAL AND CULTURAL HISTORY, AND PROMOTE CULTURAL DIVERSITY	VIRTUE WORLDWIDE, New York	USA	VIRTUE WORLDWIDE New York	VIRTUE WORLDWIDE New York	VIRTUE WORLDWIDE New York	POLYCAM 3D Altadena, CA / UNESCO NATIONAL COMMISSION OF DENMARK Kobenhavn	
<b>C04 (Curation of Data)</b>											
C04/017	00541	REAL STREET STYLE	MERCADO LIBRE	MERCADO LIBRE	GUT, Buenos Aires	ARGENTINA	ANIMAL MUSIC Buenos Aires / REINO Buenos Aires				MERCADO LIBRE Buenos Aires
C04/018	00221	RESTOR	GOOGLE	GOOGLE MAPS	GOOGLE, Mountain View / GOOGLE, New York / RESTOR, Zürich / CROWTHER LAB, Zürich	USA / SWITZERLAND	GOOGLE New York / SIBERIA New York				FOXHOLE QA California / VIZZUALITY Madrid
C04/021	00536	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 / TA2 SOUND + MUSIC Toronto	INITIATIVE Toronto	GLOSSY PR Toronto	KINESO New York / META New York / REPRISE MEDIA Toronto
<b>C05 (AI Storytelling)</b>											
C05/003	00068	FELLINI FORWARD	CAMPARI GROUP	CAMPARI RED DIARIES	WUNDERMAN THOMPSON, Milan	ITALY	UNIT9 London			HILL+KNOWLTON STRATEGIES London	
C05/006	00313	E-NTERPRETERS	PILSEN CALLAO	PILSEN CALLAO	FAHRENHEIT DDB, Lima	PERU	KA&O FILMS AND CONTENT Lima	LUNATIC Lima / NATIVO POST Lima			AB INBEV Lima / FTW DDB PERU Barranco
C05/007	00343	PROJECT CONVEY	COX COMMUNICATIONS	DIGITAL CABLE TELEVISION PROVIDER, TELECOMMUNICATIONS AND HOME AUTOMATION SERVICES	COX COMMUNICATIONS, Atlanta / 180LA	USA	SANCTUARY CONTENT New York / UNIT9 London				

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C05/016	00666	TOXIC INFLUENCE	DOVE   UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM	SMUGGLER London		MINDSHARE New York	EDELMAN New York	VMLY&R Dallas
C05/018	00652	MCENROE VS MCENROE	ANHEUSER-BUSCH INBEV	MICHELOB ULTRA	FCB NEW YORK	USA	456 STUDIOS/LORD + THOMAS New York / FALKON Los Angeles / NEW YORK / UNIT9 London	456 STUDIOS/LORD + THOMAS New York / FALKON Los Angeles / FCB NEW YORK		3PM - WEBER SHANDWICK New York	AB INBEV New York / JSM MUSIC New York / SECRET GUY Brooklyn / SONIC UNION New York

### D01 (Innovative Use of Technology)

D01/021	00347	PROJECT CONVEY	COX COMMUNICATIONS	DIGITAL CABLE TELEVISION PROVIDER, TELECOMMUNICATIONS AND HOME AUTOMATION SERVICES	COX COMMUNICATIONS, Atlanta / 180LA	USA		SANCTUARY CONTENT New York / UNIT9 London			
D01/022	00374	CITY HALL OF LOVE	CLOSEUP	CLOSEUP TOOTHPASTE (#FREETOLOVE)	MULLENLOWE SINGAPORE, Singapore	SINGAPORE					
D01/025	00478	THE UNFILTERED HISTORY TOUR	VICE MEDIA	BRITISH MUSEUM	DENTSU CREATIVE, Bengaluru / DENTSU CREATIVE, Mumbai / DENTSU CREATIVE, Gurgaon	INDIA	DENTSU CREATIVE Bengaluru	DENTSU CREATIVE Bengaluru		DENTSU CREATIVE Bengaluru	
D01/042	00544	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
D01/055	00569	ACTION AUDIO	TENNIS AUSTRALIA	ACTION AUDIO	AKQA, Melbourne	AUSTRALIA	AKQA Melbourne	AKQA MEDIA Victoria			
D01/060	00614	EYEDAR	HORIZON THERAPEUTICS	EYEDAR APP FOR THE BLIND	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	USA	DALMATIAN COW Los Angeles	BLIND PIG London			
D01/066	00662	TOXIC INFLUENCE	DOVE   UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM	SMUGGLER London		MINDSHARE New York	EDELMAN New York	VMLY&R Dallas
D01/067	10561	BACKUP UKRAINE	POLYCAM X UNESCO	PRESERVE REGIONAL AND CULTURAL HISTORY, AND PROMOTE CULTURAL DIVERSITY	VIRTUE WORLDWIDE, New York	USA	VIRTUE WORLDWIDE New York	VIRTUE WORLDWIDE New York	VIRTUE WORLDWIDE New York	POLYCAM 3D Altadena, CA / UNESCO NATIONAL COMMISSION OF DENMARK Kobenhavn	
D01/068	00653	MCENROE VS MCENROE	ANHEUSER-BUSCH INBEV	MICHELOB ULTRA	FCB NEW YORK	USA	456 STUDIOS/LORD + THOMAS New York / FALKON Los Angeles / NEW YORK / UNIT9 London	456 STUDIOS/LORD + THOMAS New York / FALKON Los Angeles / FCB NEW YORK		3PM - WEBER SHANDWICK New York	AB INBEV New York / JSM MUSIC New York / SECRET GUY Brooklyn / SONIC UNION New York

### D02 (Native & Built-in Feature Integration)

D02/003	00310	MADE ON IPAD X OLIVIA RODRIGO	APPLE	IPAD	APPLE, Cupertino	USA	IMPOSTER TV Los Angeles	LIME STUDIOS Santa Monica / ROCK PAPER SCISSORS Santa Monica / SCHOLAR Los Angeles / SIGNIFICANT OTHERS Santa Monica	OMD New York	APPLE Cupertino	
D02/019	00615	EYEDAR	HORIZON THERAPEUTICS	EYEDAR APP FOR THE BLIND	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	USA	DALMATIAN COW Los Angeles	BLIND PIG London			

### D03 (Technological Achievement in Digital Craft)

D03/012	00314	E-INTERPRETERS	PILSEN CALLAO	PILSEN CALLAO	FAHRENHEIT DDB, Lima	PERU	KA&O FILMS AND CONTENT Lima	LUNATIC Lima / NATIVO POST Lima			AB INBEV Lima / FTW DDB PERU Barranco
D03/030	00650	MCENROE VS MCENROE	ANHEUSER-BUSCH INBEV	MICHELOB ULTRA	FCB NEW YORK	USA	456 STUDIOS/LORD + THOMAS New York / FALKON Los Angeles / NEW YORK / UNIT9 London	456 STUDIOS/LORD + THOMAS New York / FALKON Los Angeles / FCB NEW YORK		3PM - WEBER SHANDWICK New York	AB INBEV New York / JSM MUSIC New York / SECRET GUY Brooklyn / SONIC UNION New York

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**D04 (New Realities)**

D04/024	00420	THE FIRST META SNEAKER	UNDER ARMOUR	GENESIS CURRY FLOW NFT	BERLIN CAMERON, New York	USA	NEWKINO STUDIO New York	DIGENNARO COMMUNICATIONS New York / EDELMAN Washington / NASTY/CREATIVE Brooklyn	LUNA MARKET INC. New York	
D04/034	00543	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	
D04/043	00547	THE VIRTUAL HEINEKEN SILVER	HEINEKEN	HEINEKEN SILVER	PUBLICIS ITALY, Milan	ITALY	BOOMERANG AGENCY Amsterdam / DENTSU AEGIS NETWORK London / FRAMESTORE London / SFERA PRODUCTION Milan	DENTSU X London	EDELMAN London	BILLION DOLLAR BOY UK London / GRAND CENTRAL RECORDING STUDIOS London / LE PUB Amsterdam / MASSIVEMUSIC Amsterdam / PLATINUM STUDIO Orem
D04/051	00654	MCENROE VS MCENROE	ANHEUSER-BUSCH INBEV	MICHELOB ULTRA	FCB NEW YORK	USA	456 STUDIOS/LORD + THOMAS New York / FALKON Los Angeles / FCB NEW YORK / UNITS London	456 STUDIOS/LORD + THOMAS New York / FALKON Los Angeles / FCB NEW YORK	3PM - WEBER SHANDWICK New York	AB INBEV New York / JSM MUSIC New York / SECRET GUY Brooklyn / SONIC UNION New York
D04/052	00686	ADIDAS OZWORLD	ADIDAS	ADIDAS OZWORLD SHOE	JAM3, Toronto / ADIDAS ORIGINALS, Berlin	CANADA / GERMANY	JAM3 Toronto	JAM3 Toronto		

**Total Shortlisted: 82**













