

Creative Data Lions Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production
A01 (Data-enhanced Creativity)								
A01/017	00010	SHAH RUKH KHAN-MY-AD	CADBURY CELEBRATIONS	CADBURY CELEBRATIONS	OGILVY, Mumbai	INDIA	THE PACK Mumbai	REPHRASE.AI Bengaluru
A01/026	00110	KFCOPYPASTE	KFC	KFC	PS21, Madrid	SPAIN		
A01/055	00224	VODACOM ANTI-HIJACK AD'S	VODACOM	VODACOM	VMLY&R, Johannesburg	SOUTH AFRICA	CARAT Johannesburg	
A01/057	00269	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
A02 (Data-driven Targeting)								
A02/006	00061	DATA FOR STORE	QUILMES	BEES RETAILER APP	DRAFTLINE, Buenos Aires	ARGENTINA		
A02/007	00050	MYHOOMAN	MARS	MARS	COLENZO BBDO, Auckland	NEW ZEALAND	WATERMARK CREATIVE Auckland	
A02/011	00015	SHAH RUKH KHAN-MY-AD	CADBURY CELEBRATIONS	CADBURY CELEBRATIONS	OGILVY, Mumbai	INDIA	THE PACK Mumbai	REPHRASE.AI Bengaluru
A02/012	00076	HETZJAEGER. ANTIFASCIST ALGORITHMS.	LAUT GEGEN NAZIS E.V.	HETZJAEGER	PHILIPP UND KEUNTJE, Hamburg	GERMANY	PHILIPP UND KEUNTJE Hamburg	
A02/034	00209	AAMI REST TOWNS	AAMI	AAMI CAR INSURANCE	OGILVY AUSTRALIA, Melbourne	AUSTRALIA	OGILVY AUSTRALIA Melbourne	
A02/043	00225	VODACOM ANTI-HIJACK AD'S	VODACOM	VODACOM	VMLY&R, Johannesburg	SOUTH AFRICA	CARAT Johannesburg	
A02/045	00336	APOLOGIZE THE RAINBOW	SKITTLES	SKITTLES LIME	DDB, Chicago / DDB, New York	USA	PICROW Los Angeles	CARBON VFX Chicago / WHITEHOUSE POST New York / WHITEHOUSE POST PRODUCTIONS New York
A03 (Data-driven Consumer Product)								
A03/004	00226	GREEN LIGHT SIGNAL	NATIONAL GRID	NATIONAL GRID	EDELMAN, London	UNITED KINGDOM	SOLARFLARE STUDIO London	
A03/005	00207	DATA TIENDA	WECAPITAL	DATA TIENDA	DDB MEXICO, Mexico City / DDB MEXICO, Ciudad de México	MEXICO	ESTUDIOS MACHINA Bogotá / LADOBLE Mexico	

A03/008	00294	MUSIC LIBERATES MUSIC MIXTAPE	BACARDI	BACARDI	BBDO, New York	USA	STURDY. Los Angeles	STURDY. Los Angeles
A04 (Data Storytelling)								
A04/001	00007	THE DAY-AFTER- WOMEN'S-DAY NEWSPAPERS	RAPARIGAS DA BOLA	RAPARIGAS DA BOLA	HAVAS, Lisbon	PORTUGAL		
A04/012	00124	MIND RACE	ASICS	SOUND MIND SOUND BODY	GOLIN, London	UNITED KINGDOM	SOLARFLARE STUDIO London / UNIT9 London	
A04/015	00016	MONOPOLY OF INEQUALITIES	L'OBSERVATOIRE DES INEGALITES	MONOPOLY OF INEQUALITIES	HEREZIE, Paris	FRANCE	HEREZIE Paris	
A04/030	00237	BLACK CHARACTERS	REVISTA RAÇA	REVISTA RAÇA	FCB BRASIL, São Paulo	BRAZIL		
A04/048	00272	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
A05 (Data Visualisation)								
A05/018	00218	THE COST OF INEQUALITY	FONDATION DES FEMMES	FONDATION DES FEMMES	EDELMAN FRANCE, Paris	FRANCE	EDDY Paris	
A05/022	00268	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
A06 (Data Technology)								
A06/011	00229	GREEN LIGHT SIGNAL	NATIONAL GRID	NATIONAL GRID	EDELMAN, London	UNITED KINGDOM	SOLARFLARE STUDIO London	
A06/017	00147	AI ANXIETY METER	CROATIA INSURANCE	HEALTH INSURANCE	BRUKETA&ZINIC&GREY CROATIA, Zagreb	CROATIA	GO2DIGITAL Zagreb	
A07 (Use of Real-time Data)								
A07/002	00024	THE 9TH LANE	LACOSTE	LACOSTE	BETC, Paris	FRANCE	COLLECTIVE ENSEMBLE Paris / DUCK FACTORY - DKFT Issy-les- Moulineaux / MARS OCTOBRE MUSIC Montpitol / MIDDLEMOTION VANVES	
A07/026	00222	BILLY THE WATCHER	PONY MALTA	ABINBEV	LEO BURNETT, Bogota	COLOMBIA	LOS LOBOS Medellin	

A07/027	00227	GREEN LIGHT SIGNAL	NATIONAL GRID	NATIONAL GRID	EDELMAN, London	UNITED KINGDOM	SOLARFLARE STUDIO London	
A07/031	00149	BAD MOVIE INDEX	DRAKEN FILM	STREAMING SERVICE	FORSMAN & BODENFORS, Gothenburg	SWEDEN	F&B DAILY GOTEBOG	
A07/047	10315	THE REAL AIRDROP	GARENA	FREE FIRE	AKQA, São Paulo	BRAZIL	EVIL TWIN São Paulo / STINK FILMS São Paulo	EVIL TWIN São Paulo / STINK FILMS São Paulo

A08 (Social Data & Insight)

A08/006	00143	REACT FOR REAL	ICRC	CHARITY	WUNDERMAN THOMPSON, Dubai	UNITED ARAB EMIRATES		
A08/008	00223	BILLY THE WATCHER	PONY MALTA	ABINBEV	LEO BURNETT, Bogota	COLOMBIA	LOS LOBOS Medellin	
A08/009	00210	AAMI REST TOWNS	AAMI	AAMI CAR INSURANCE	OGILVY AUSTRALIA, Melbourne	AUSTRALIA	OGILVY AUSTRALIA Melbourne	
A08/010	00236	BLACK CHARACTERS	REVISTA RAÇA	REVISTA RAÇA	FCB BRASIL, São Paulo	BRAZIL		
A08/017	00338	APOLOGIZE THE RAINBOW	SKITTLES	SKITTLES LIME	DDB, Chicago / DDB, New York	USA	PICROW Los Angeles	CARBON VFX Chicago / WHITEHOUSE POST New York / WHITEHOUSE POST PRODUCTIONS New York

A09 (Creative Data Collection & Research)

A09/007	00096	THE GAMING PROFILE	BANCOLOMBIA	BANCOLOMBIA CREDIT CARD	SANCHO BBDO, Bogotá	COLOMBIA	SANCHO BBDO Bogotá	SANCHO BBDO Bogotá
A09/009	00155	GAMING AWAY TO COLLEGE	ESTÁCIO	EDUCATION	ARTPLAN, Rio De Janeiro	BRAZIL	BLEND AUDIO São Paulo / FUN Barra da Tijuca / MONSTER FILMS São Paulo / STUDIO NUTS Rio De Janeiro	
A09/018	10288	THE MINDSETS PAPER	CANADIAN DOWN SYNDROME SOCIETY	CANADIAN DOWN SYNDROME SOCIETY	FCB CANADA, Toronto	CANADA	FUEL CONTENT Toronto	GRAYSON MUSIC Toronto / RADAR STUDIOS Chicago
A09/019	10178	A LETTER FROM THE WORLD	WRITE FOR RIGHTS	AMNESTY INTERNATIONAL	VMLY&R, Bogotá	COLOMBIA	ESTUDIOS MACHINA Bogotá / VMLY&R Bogotá / WHISKEY FILMS Mexico City	

A10 (Data Integration)

A10/010	00157	THIS IS OUR SHOT	WALGREENS	COVID-19 VACCINE	THE PHARM, Chicago	USA	ANONYMOUS CONTENT Los Angeles / PRETTYBIRD Los Angeles / THE PHARM Chicago	COSMO STREET Santa Monica / The Den Los Angeles / THE PHARM Chicago
A10/011	00198	FERTILITY FINDER	BABY QUEST FOUNDATION	FERTILITY FINDER	VMLY&R, New York	USA	FOONE FX Sao Paulo	
A10/014	00270	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
Total Shortlisted:		40						

Media	PR	Additional
WAVEMAKER INDIA Mumbai		DELTAX Bangalore
		THE LION DIGITAL STUDIO AND TECHNOLOGY LAB Madrid
CARAT Johannesburg		
INITIATIVE Toronto	GLOSSY PR Toronto	KINESSO New York / META New York / REPRISE MEDIA Toronto
		ABINBEV Buenos Aires
WAVEMAKER Auckland		LEVO Sydney
WAVEMAKER INDIA Mumbai		DELTAX Bangalore
PHILIPP UND KEUNTJE Hamburg	FISCHERAPPELT Hamburg	
OMD Sydney		
CARAT Johannesburg		MARS WRIGLEY CONFECTIONERY Chicago
EDELMAN London	EDELMAN London	

BBDO New York / STURDY. Los Angeles	GOOD EAR MUSIC SUPERVISION Brooklyn
---	--

GOLIN London	GOLIN London
HEREZIE Paris	

FCB BRASIL São Paulo		
INITIATIVE Toronto	GLOSSY PR Toronto	KINESSO New York / META New York / REPRISE MEDIA Toronto

OMNICOM MEDIA GROUP Paris	EDELMAN FRANCE Paris	
INITIATIVE Toronto	GLOSSY PR Toronto	KINESSO New York / META New York / REPRISE MEDIA Toronto

EDELMAN London	EDELMAN London	
GO2DIGITAL Zagreb	MILLENIUM PROMOCIJA Zagreb	CROATIA OSIGURANJE Zagreb

EDELMAN London EDELMAN London

OMD Sydney

FCB BRASIL São
Paulo

MARS WRIGLEY CONFECTIONERY
Chicago

VASAVA ARTWORKS Barcelona

BLISS INTERACTIVE Ho Chi Minh
City / CANADIAN DOWN
SYNDROME SOCIETY Calgary

VMLY&R Bogotá

THE PHARM Chicago THE PHARM Chicago ARTJAIL New York / BEACON
STREET STUDIOS Los Angeles /
COMPANY 3 Los Angeles / FRIENDS
AT WORK Venice / HEARD CITY New
York

KINETIC WORLDWIDE New York RITMIKA AUDIO ARTS São Paulo

INITIATIVE Toronto GLOSSY PR Toronto KINESSO New York / META New York /
REPRISE MEDIA Toronto
