

Innovation Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional
A01 (Early Stage Technology)											
A01/007	00065	PROJECT CONVEY	COX COMMUNICATIONS	DIGITAL CABLE TELEVISION PROVIDER, TELECOMMUNICATIONS AND HOME AUTOMATION SERVICES	COX COMMUNICATIONS, Atlanta / 180LA	USA	SANCTUARY CONTENT New York / UNIT9 London				
A01/012	00100	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
A01/015	00111	SPEAKING IN COLOR	SHERWIN-WILLIAMS COIL COATINGS	SPEAKING IN COLOR	WUNDERMAN THOMPSON, Minneapolis	USA	WUNDERMAN THOMPSON Minneapolis				
A01/017	00115	EYEDAR	HORIZON THERAPEUTICS	EYEDAR APP FOR THE BLIND	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York / HORIZON THERAPEUTICS, Deerfield	USA	DALMATIAN COW Los Angeles	BLIND PIG London			
A03 (Applied Innovation)											
A03/012	00061	E-INTERPRETERS	PILSEN CALLAO	PILSEN CALLAO	FAHRENHEIT DDB, Lima	PERU	KA&O FILMS AND CONTENT Lima	LUNATIC Lima / NATIVO POST Lima			FTW DDB PERU Barranco
A03/022	00108	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
A03/023	00125	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		JSM MUSIC New York / SECRET GUY Brooklyn / SONIC UNION New York
A03/49001	10026	WITH MY EYES	QD LASER, INC.	RETISSA SUPER CAPTURE	DENTSU INC., Tokyo	JAPAN	AOI PRO. INC. Akasaka, Tokyo / CONNECTION Tokyo		DENTSU INC. Tokyo	DENTSU INC. Tokyo / INITIAL Tokyo	
A04 (Scalable Innovation)											
A04/001	00004	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
A04/008	00113	PLASTICOFF	WHIRLPOOL	WHIRLPOOL	VMLY&R COMMERCE MEXICO, Mexico City	MEXICO	ORIENTAL FILMS Mexico City				BCW Mexico City
A06 (Product Innovation)											
A06/003	00018	HYDROGEN GARBAGE TRUCK	HYUNDAI MOTOR GROUP	HYUNDAI MOTOR GROUP	INNOCEAN WORLDWIDE, Seoul / HYUNDAI MOTOR COMPANY, Seoul	SOUTH KOREA	INNOCEAN WORLDWIDE Seoul / PLANIT PRODUCTION Seoul	PLANIT PRODUCTION Seoul	INNOCEAN WORLDWIDE Seoul	HYUNDAI MOTOR COMPANY Seoul / INNOCEAN WORLDWIDE Seoul	

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A06/013	00053	REAL TONE — PRODUCT INNOVATION & GLOBAL CAMPAIGN	GOOGLE	REAL TONE	GOOGLE, Mountain View / T BRAND STUDIO, New York / WIEDEN+KENNEDY, Portland / GUT, Miami	USA	1STAVEMACHINE Santa Monica / GUT Miami / PRETTYBIRD Los Angeles / T BRAND STUDIO New York / WIEDEN+KENNEDY Portland	ROCK PAPER SCISSORS Santa Monica / STITCH EDITING Los Angeles	
A06/014	00058	ONE HOUSE TO SAVE MANY	SUNCORP GROUP	WEATHER RESILIENT HOUSING	LEO BURNETT, Sydney	AUSTRALIA	LEO BURNETT Sydney / REVOLVER Sydney	THE GLUE SOCIETY Sydney	
A06/019	00072	THE KILLER PACK	MAXX FLASH	MAXX FLASH MOSQUITO REPELLENT COIL	VMLY&R COMMERCE INDIA, Mumbai	INDIA	MONKEY ON HOT BRICKS Mumbai	MONKEY ON HOT BRICKS Mumbai	PRINT PLAZA Mumbai

Total Shortlisted: 14