

Creative Business Transformation Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Media
<u>A01 (Experience Transformation)</u>								
A01/005	00058	SELF-CHECK OUT	K-LYNN	K-LYNN	LEO BURNETT, Dubai	UNITED ARAB EMIRATES	PRODIGIOUS Dubai	STARCOM Dubai
A01/009	00142	NATIVA METER	BAVARIA	CERVEZA NATIVA	L&C, New York	USA	SUITCASE PRODUCTIONS New York	
A01/015	00183	RENAULT - PLUG-INN	RENAULT	PLUG-INN	PUBLICIS CONSEIL, Paris	FRANCE	PUBLICIS SAPIENT Paris	
A01/018	00152	DATA TIENDA	GAHR WECAPITAL	DATA TIENDA	DDB MEXICO, Mexico City	MEXICO	LADOBLE Mexico	
A01/023	00241	ADLAM - AN ALPHABET TO PRESERVE A CULTURE	MICROSOFT	MICROSOFT 365	McCANN, New York	USA	ANTINOMY STUDIO Amsterdam / CRAFT WORLDWIDE New York / HUMAN WORLDWIDE New York / JAMRA PATEL Portland / SPIRIT MCCANN Cite Du Niger	
<u>A02 (Marketing Technology for Growth)</u>								
A02/001	00178	RENAULT - PLUG-INN	RENAULT	PLUG-INN	PUBLICIS CONSEIL, Paris	FRANCE	PUBLICIS SAPIENT Paris	
<u>A03 (Targeting, Insights & Personalisation)</u>								
A03/011	00126	RESCUE DOODLES	PEDIGREE	PEDIGREE	BBDO, New York	USA	BBDO New York	MEDIACOM New York
A03/029	00238	ADLAM - AN ALPHABET TO PRESERVE A CULTURE	MICROSOFT	MICROSOFT 365	McCANN, New York	USA	ANTINOMY STUDIO Amsterdam / CRAFT WORLDWIDE New York / HUMAN WORLDWIDE New York / JAMRA PATEL Portland / SPIRIT MCCANN Cite Du Niger	
A03/035	30419	MASTERCARD: THREE YEARS OF INCLUSIVE CARDS	MASTERCARD	CREDIT CARDS	McCANN, New York	USA	CRAFT London / CRAFT WORLDWIDE New York / JSM MUSIC New York / NO6 New York	CARAT New York
<u>A04 (Creative Application of Emerging Technology)</u>								
A04/008	00211	CERTIFIED HUMAN	INTEL	INTEL	DENTSU CREATIVE, Chicago	USA	ASL New York	CARAT New York

A04/010	00219	DOT PAD. THE FIRST SMART TACTILE GRAPHICS DISPLAY.	DOT INCORPORATION	DOT INCORPORATION	SERVICEPLAN, Munich / SERVICEPLAN KOREA, Seoul	GERMANY / SOUTH KOREA	PAULUS.CO., LTD Seoul	
A04/012	00006	THE GAMING PROFILE	BANCOLOMBIA	CREDIT CARD	SANCHO BBDO, Bogota	COLOMBIA		OMD COLOMBIA Bogotá
<u>B01 (Operational Transformation)</u>								
B01/010	00150	FORTALEZA	CLUB COLOMBIA ABINBEV	BEER	DRAFTLINE, Bogota	COLOMBIA	DRAFTLINE Bogota / OCEAN Bogota	DRAFTLINE Bogota
B01/024	00255	CORONA EXTRA LIME	CORONA	CORONA EXTRA LIME	DRAFTLINE, Shanghai / DAVID, Bogotá / DAVID, New York	MAINLAND CHINA / COLOMBIA / USA	DRAFTLINE Shanghai / MACARENA & CO Bogota	
<u>B02 (Brand Purpose & Impact)</u>								
B02/020	00146	BEER POWER	HEINEKEN	HEINEKEN	LE PUB, Sao Paulo	BRAZIL		IPROSPECT Sao Paulo
B02/030	00151	DATA TIENDA	GAHR WECAPITAL	DATA TIENDA	DDB MEXICO, Mexico City	MEXICO	LADOBLE Mexico	
B02/034	00202	SUVIDHA CENTRE	UNILEVER	UNILEVER	VMLY&R, Mumbai / VMLY&R COMMERCE, Mumbai	INDIA	LITTLE LAMB FILMS Mumbai	
B02/035	00225	FITCHIX	HONEST EGGS CO.	REGENERATIVE FARM EGGS	VMLY&R, Melbourne	AUSTRALIA	AIRBAG Abbotsford	MINDSHARE Melbourne
B02/044	00177	ORANGE - RE PROGRAM	ORANGE	RE PROGRAM	PUBLICIS CONSEIL, Paris	FRANCE	ICONOCLAST Paris	
<u>B03 (Company Culture)</u>								
B03/006	00061	CULTURE DIAGNOSIS	NYU LANGONE HEALTH	NYU LANGONE HEALTH	DELOITTE DIGITAL, New York / NYU LANGONE HEALTH, New York	USA		
B03/007	00109	WELL-BEING INDEX (GDW)	NIKKEI INC.	WELL-BEING INDEX	DENTSU INC., Tokyo	JAPAN		DENTSU INC. Tokyo / NIKKEI INC. Tokyo
B03/012	00199	BAR EXPERIENCE	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY	C41 Amsterdam	DENTSU REDSTAR London
<u>B04 (New Relationship Models)</u>								
B04/010	00201	SUVIDHA CENTRE	UNILEVER	UNILEVER	VMLY&R, Mumbai / VMLY&R COMMERCE, Mumbai	INDIA	LITTLE LAMB FILMS Mumbai	
B04/012	00222	THE SENIOR ECONOMY	BANCO DEL PACÍFICO	BANCO DEL PACÍFICO	PARADAIS DDB, Guayaquil	ECUADOR		
<u>B05 (End-to-end Transformation)</u>								

B05/003	00063	CULTURE DIAGNOSIS	NYU LANGONE HEALTH	NYU LANGONE HEALTH	DELOITTE DIGITAL, New York / NYU LANGONE HEALTH, New York	USA	
C01 (Product)							
C01/012	00079	NATIVA METER	BAVARIA	CERVEZA NATIVA	L&C, New York	USA	SUITCASE PRODUCTIONS New York
C01/026	00210	CERTIFIED HUMAN	INTEL	INTEL	DENTSU CREATIVE, Chicago	USA	ASL New York CARAT New York
C01/035	00220	DOT PAD. THE FIRST SMART TACTILE GRAPHICS DISPLAY.	DOT INCORPORATION	DOT INCORPORATION	SERVICEPLAN, Munich / SERVICEPLAN KOREA, Seoul	GERMANY / SOUTH KOREA	PAULUS.CO., LTD Seoul
C01/044	00074	SHELLMET	KOUSHI CHEMICAL INDUSTRY CO., LTD.	SHELLMET	TBWA\HAKUHODO INC., Tokyo	JAPAN	QUANTUM Tokyo / ROBOT COMMUNICATIONS Tokyo
C02 (Service Design)							
C02/001	00048	THE FUEL DELIVERY	PT	PT GAS STATION	LEO BURNETT, Bangkok	THAILAND	
C02/005	00187	RENAULT - PLUG-INN	RENAULT	PLUG-INN	PUBLICIS CONSEIL, Paris	FRANCE	PUBLICIS SAPIENT Paris
D01 (Venture Models & Corporate Innovation)							
D01/002	00081	EVERGRAIN	ZX VENTURES	EVERGRAIN	ACCENTURE SONG, New York / EVERGRAIN, St Louis / ANHEUSER-BUSCH INBEV, Leuven / ZX-VENTURES, New York	USA / BELGIUM	EVERGRAIN St Louis
D01/005	00216	LAY'S SMART FARM	LAY'S	LAY'S	LEO BURNETT, Mumbai / CROPIN, Bangalore	INDIA	
Total Shortlisted:			33				