

Creative Data Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Media
<u>A01 (Data-enhanced Creativity)</u>								
A01/022	00131	CHIPOTLE DOPPELGÄNGER	CHIPOTLE	CHIPOTLE	GALE, New York	USA	GALE New York	
A01/041	00236	TORRENTS OF TRUTH	NEBO	THE TRUTH OF THE WAR IN UKRAINE	72ANDSUNNY, Amsterdam	THE NETHERLANDS	COSMO STREET Los Angeles	
A01/052	00160	CONFESSIONS OF A PREDATOR	CHILD RESCUE COALITION	CHILD PROTECTION SYSTEM (CPS) TECHNOLOGY	DAVID&GOLIATH, Los Angeles	USA	DAVID&GOLIATH Los Angeles	
A01/059	00323	WORLD CUP DELIVERY	PEDIDOS YA	PEDIDOS YA APP	GUT, Buenos Aires	ARGENTINA	GUT Buenos Aires / PAISANOS.IO Buenos Aires	
A01/060	00324	THE ARTOIS PROBABILITY	STELLA ARTOIS	STELLA ARTOIS	GUT, Buenos Aires	ARGENTINA	KETAMA Buenos Aires	
A01/064	00353	AIRTEL 175 REPLAYED	AIRTEL	AIRTEL TELECOMMUNICATIO NS	LEO BURNETT, Mumbai	INDIA		
A01/065	00351	LAY'S SMART FARM	LAY'S	LAY'S	LEO BURNETT, Mumbai / CROPIN, Bangalore	INDIA		
A01/066	00359	THE SENIOR ECONOMY	BANCO DEL PACÍFICO	BANCO DEL PACÍFICO	PARADAIS DDB, Guayaquil	ECUADOR		
A01/073	00416	LIL SUGAR – MASTER OF DISGUISE	HIP HOP PUBLIC HEALTH (HHPH)	HEALTH AWARENESS CAMPAIGN	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	USA	AREA 23, AN IPG HEALTH NETWORK COMPANY New York / ASTEROIDE FILMS Curitiba / BIZSYS TECNOLOGIA E PROJETOS ESPECIAIS Sao Paulo / CANJA AUDIO CULTURE Curitiba / ZOMBIE STUDIO Sao Paulo	
<u>A02 (Data-driven Targeting)</u>								
A02/005	00130	CHIPOTLE DOPPELGÄNGER	CHIPOTLE	CHIPOTLE	GALE, New York	USA	GALE New York	
A02/013	00313	THE HOFMEISTER KINK	BMW	BMW	PERFORMANCE ART, Toronto	CANADA	PERFORMANCE ART Toronto	UM New York
<u>A03 (Data-driven Consumer Product)</u>								
A03/005	00135	NATIVA METER	BAVARIA	CERVEZA NATIVA	L&C, New York	USA	SUITCASE PRODUCTIONS New York	
A03/010	00303	RENAULT - PLUG- INN	RENAULT	PLUG-INN	PUBLICIS CONSEIL, Paris	FRANCE	PUBLICIS SAPIENT Paris	

A03/016	00345	INFLATION COOKBOOK	SKIP THE DISHES	SKIP EXPRESS LANE	DENTSU CREATIVE, Toronto	CANADA	DENTSU CREATIVE Toronto	
A03/018	00369	WHERE TO SETTLE	MASTERCARD	WEBSITE ...	McCANN POLAND, Warsaw	POLAND	McCANN POLAND Warsaw	MASTERCARD POLAND Warszawa
A03/019	00380	FITCHIX	HONEST EGGS CO.	REGENERATIVE FARM EGGS	VMLY&R, Melbourne	AUSTRALIA	AIRBAG Abbotsford	MINDSHARE Melbourne
A04 (Data Storytelling)								
A04/020	00047	HOW TO STOP SWEDEN	ADIDAS	THE SWEDISH NATIONAL TEAM WOMEN - SHIRT	ABBY.WORLD, Stockholm	SWEDEN	ABBY.WORLD Stockholm / BRYNER CREATIVE Stockholm / FLICKORNA LARSSON Stockholm / TULA STUDIO Malmo	
A04/031	00109	FREEDOM GRAMS	AROYA	AROYA	SERVICEPLAN, Munich	GERMANY	OFF STUDIOS Munich	
A04/032	00155	TIME TO READ	KINOKUNIYA	KINOKUNIYA BOOKSTORE	SAATCHI & SAATCHI ME, Dubai	UNITED ARAB EMIRATES	LA MANUFACTURE PARIS / PRODIGIOUS Dubai / VOX HAUS Porto Alegre	SAATCHI & SAATCHI ME Dubai
A04/059	00200	FABRIC OF ENGLAND	SHOW RACISM THE RED CARD	SHOW RACISM THE RED CARD	McCANN, London	UNITED KINGDOM	CRAFT London	
A04/072	00161	CONFESSIONS OF A PREDATOR	CHILD RESCUE COALITION	CHILD PROTECTION SYSTEM (CPS) TECHNOLOGY	DAVID&GOLIATH, Los Angeles	USA	DAVID&GOLIATH Los Angeles	
A04/077	00297	GIRLS WHO CODE GIRLS	GIRLS WHO CODE	GIRLS WHO CODE	MOJO SUPERMARKET, New York	USA	MAKEMEPULSE London	
A04/078	00321	THE ARTOIS PROBABILITY	STELLA ARTOIS	STELLA ARTOIS	GUT, Buenos Aires	ARGENTINA	KETAMA Buenos Aires	
A04/081	00379	FITCHIX	HONEST EGGS CO.	REGENERATIVE FARM EGGS	VMLY&R, Melbourne	AUSTRALIA	AIRBAG Abbotsford	MINDSHARE Melbourne
A04/090	00422	NEVER DONE EVOLVING FEAT SERENA	NIKE	NIKE	AKQA, Sao Paulo / AKQA, Portland / AKQA, Melbourne	BRAZIL / USA / AUSTRALIA	HEFTY Sao Paulo	
A05 (Data Visualisation)								
A05/014	00134	NATIVA METER	BAVARIA	CERVEZA NATIVA	L&C, New York	USA	SUITCASE PRODUCTIONS New York	
A05/015	00108	FREEDOM GRAMS	AROYA	AROYA	SERVICEPLAN, Munich	GERMANY	OFF STUDIOS Munich	
A05/033	00311	THE HOFMEISTER KINK	BMW	BMW	PERFORMANCE ART, Toronto	CANADA	PERFORMANCE ART Toronto	UM New York
A05/057	00421	TRANSPARENCY CARD	CONGRESSO EM FOCO	TRANSPARENCY CARD	AKQA, Sao Paulo	BRAZIL	JAMUTE Sao Paulo / PAY4BRAIN Sao Paulo	AKQA Sao Paulo
A06 (Data Technology)								
A06/014	00212	THE BATTING LAB	SAS	THE BATTING LAB	McCANN, New York	USA	CRAFT WORLDWIDE New York / OBJ New York / VOLVOX LABS New York	SAS Cary

A06/022	00249	MCENROE VS MCENROE	MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	USA	FALKON Cheshire / JSM MUSIC New York / LORD + THOMAS New York / SECRET GUY New York / UNIT9 London	
A06/025	00340	CERTIFIED HUMAN	INTEL	INTEL	DENTSU CREATIVE, Chicago	USA	ASL New York	CARAT New York
A06/026	00349	LAY'S SMART FARM	LAY'S	LAY'S	LEO BURNETT, Mumbai / CROPIN, Bangalore	INDIA		
A06/027	00368	WHERE TO SETTLE	MASTERCARD	WEBSITE ...	McCANN POLAND, Warsaw	POLAND	McCANN POLAND Warsaw	MASTERCARD POLAND Warszawa
<u>A07 (Use of Real-time Data)</u>								
A07/015	00132	GUARDIANS	SANTAM	SANTAM	ACCENTURE SONG, Cape Town	SOUTH AFRICA		
A07/044	00350	LAY'S SMART FARM	LAY'S	LAY'S	LEO BURNETT, Mumbai / CROPIN, Bangalore	INDIA		
A07/049	00419	TRANSPARENCY CARD	CONGRESSO EM FOCO	TRANSPARENCY CARD	AKQA, Sao Paulo	BRAZIL	PAY4BRAIN Sao Paulo	AKQA Sao Paulo
<u>A08 (Social Data & Insight)</u>								
A08/001	00061	WALL STREET BALLS	TESTICULAR CANCER SOCIETY	TESTICULAR CANCER AWARENESS	FP7 McCANN, Dubai / McCANN HEALTH, Dubai	UNITED ARAB EMIRATES	CRAFT WORLDWIDE New York / DRIZZLIN MEDIA PTE LTD Singapore	
A08/010	00241	MCDROP	MCDONALD'S FRANCE	MCDONALD'S	DDB, Paris	FRANCE		
<u>A09 (Creative Data Collection & Research)</u>								
A09/013	00177	WELL-BEING INDEX (GDW)	NIKKEI INC.	WELL-BEING INDEX	DENTSU INC., Tokyo	JAPAN		DENTSU INC. Tokyo / NIKKEI INC. Tokyo
A09/025	00347	INFLATION COOKBOOK	SKIP THE DISHES	SKIP EXPRESS LANE	DENTSU CREATIVE, Toronto	CANADA	DENTSU CREATIVE Toronto	
<u>A10 (Data Integration)</u>								
A10/013	00348	LAY'S SMART FARM	LAY'S	LAY'S	LEO BURNETT, Mumbai / CROPIN, Bangalore	INDIA		
A10/014	00370	WHERE TO SETTLE	MASTERCARD	WEBSITE ...	McCANN POLAND, Warsaw	POLAND	McCANN POLAND Warsaw	MASTERCARD POLAND Warszawa
Total Shortlisted:		43						