

## Creative Data Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media
<b>A01 (Data-Enhanced Creativity)</b>									
A01/005	00020	THE JOYFUL PIANO	YAMAHA	YAMAHA	DENTSU EAST JAPAN INC., Tokyo	JAPAN	CANDEE Tokyo / DENTSU EVENT OPERATIONS INC. Tokyo / EPOCH Tokyo		
A01/019	00097	SOUNDS OF THE LAND	BILLBOARD ARABIA	BILLBOARD ARABIA	SRMG LABS, Riyadh	SAUDI ARABIA	DAHOUSE AUDIO Los Angeles / PILOTO Sao Paulo		
A01/031	00201	BANNED BOOK CLUB	DIGITAL PUBLIC LIBRARY OF AMERICA	DIGITAL PUBLIC LIBRARY OF AMERICA	FCB CHICAGO	UNITED STATES	456 STUDIOS Chicago	456 STUDIOS Chicago	FCB CHICAGO
A01/035	00238	MAGNETIC STORIES	SIEMENS HEALTHINEERS	MAGNETIC RESONANCE IMAGING	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	UNITED STATES	BRO Lisbon / SONIDO Lisbon / TEMPEST ORIGINALS CUSTOM CARPENTRY Brooklyn	ARS THANEA Warsaw	
A01/037	00234	THE EVERYDAY TACTICIAN	XBOX	XBOX GAME PASS	McCANN, London	UNITED KINGDOM	CLOCKWORK Johannesburg / CRAFT London / EXELL London / LOWKEY FILMS London	CRAFT London / WAVE London	TNT SPORTS London
A01/043	00310	TURF FINDER	GATORADE	GATORADE	LEO BURNETT, Mumbai	INDIA	OFFROAD FILMS Mumbai		
A01/065	00376	ROOM FOR EVERYONE	MASTERCARD	DIGITAL PLATFORM THAT HELPS POLISH AND UKRAINIAN BUSINESSES	McCANN POLAND, Warsaw	POLAND			
A01/068	00227	DREAMCASTER	AB INBEV - MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	UNITED STATES	456 STUDIOS New York / CITIZEN MUSIC New York / HELO Santa Monica	DAHOUSE AUDIO Los Angeles	STARCOM Chicago
A01/072	00317	LAP OF LEGENDS	AB INBEV - MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	UNITED STATES	456 STUDIOS New York	THE MILL New York	STARCOM Chicago
<b>A02 (Data-Driven Targeting)</b>									
A02/008	00082	MEOUZER	PEDIGREE	PEDIGREE	COLENZO BBDO, Auckland	NEW ZEALAND	BUCK Sydney / ELMWOOD London	FRANKLIN RD MUSIC & SOUND Auckland	ESSENCEMEDIAC OM Auckland

## Creative Data Shortlist

A02/009	00154	HANDSHAKE HUNT	MERCADO LIBRE	MERCADO LIBRE RETAIL	GUT, Sao Paulo	BRAZIL	CINE CINEMATOGRAFICA Sao Paulo / MUGSHOT Sao Paulo / PEDRO DIMITROW Sao Paulo / RAIZ ESTUDIO Sao Paulo / YELLOW Paulo / MELLO Campo Grande	GUT Sao Paulo
---------	-------	----------------	---------------	----------------------	----------------	--------	--	---------------

A02/023	00261	SORRY FOR SLURPING	POT NOODLE / UNILEVER	POT NOODLE (CHICKEN AND MUSHROOM)	adam&eveDDB, London	UNITED KINGDOM	
---------	-------	--------------------	-----------------------	-----------------------------------	---------------------	----------------	--

### A03 (Data-Driven Consumer Product)

A03/015	00357	VOLKSWAGEN ROOBADGE	VOLKSWAGEN	CAR ACCESSORY	DDB SYDNEY	AUSTRALIA	NAKATOMI Sydney / THE UNIVERSITY OF MELBOURNE Melbourne / VERT DESIGN Sydney
---------	-------	---------------------	------------	---------------	------------	-----------	--

A03/016	00285	NOTTURTLE	NOTCO	NOTTURTLE SOUP	GUT, Miami	UNITED STATES	LANDIA Los Angeles / REBECA Lima / RIVERTREE, INC Miami	ALCGRADING Buenos Aires / ANIMAL MUSIC Miami / BOT Guayaquil / COSMO STREET Miami / LES AMATEURS Buenos Aires
---------	-------	-----------	-------	----------------	------------	---------------	---	---

A03/020	00352	PINK CHIP	DEGIRO AND UN WOMEN NL	PINK CHIP INDEX	AKQA, Amsterdam	NETHERLANDS	AKQA Amsterdam / THEMATIC Menlo Park	AMP AMSTERDAM
---------	-------	-----------	------------------------	-----------------	-----------------	-------------	--------------------------------------	---------------

### A04 (Data Storytelling)

A04/005	00046	PULSE OF NATURE	VEOLIA	VEOLIA	FAMOUSGREY, Brussels	BELGIUM	FAMOUSGREY Brussels	FAMOUSGREY Brussels	GAMNED Brussels
---------	-------	-----------------	--------	--------	----------------------	---------	---------------------	---------------------	-----------------

A04/024	00141	RIP CURL VIRTUAL PRO	RIP CURL	RIP CURL	VML, Sydney	AUSTRALIA	EYEJACK Sydney / VML Sydney
---------	-------	----------------------	----------	----------	-------------	-----------	-----------------------------

A04/035	00235	MAGNETIC STORIES	SIEMENS HEALTHINEERS	MAGNETIC RESONANCE IMAGING	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	UNITED STATES	BRO Lisbon / SONIDO Lisbon / TEMPEST ORIGINALS CUSTOM CARPENTRY Brooklyn	ARS THANEA Warsaw
---------	-------	------------------	----------------------	----------------------------	--	---------------	--	-------------------

## Creative Data Shortlist

### A05 (Data Visualisation)

A05/011	00084	MAPPING THE TUMOR 2.0	ASTRAZENECA AND MERCK	LYNPARZA (BREAST, PROSTATE & OVARIAN CANCER TREATMENT)	HAVAS LYNX, Manchester	UNITED KINGDOM	LIGHTFARM STUDIOS Rio De Janeiro	HAVAS LYNX Manchester
A05/014	00131	PRIDE UNRAVELLED	EGALE CANADA	EGALE CANADA	VML CANADA, Toronto	CANADA		ALTER EGO Toronto / FORT YORK VFX Toronto / ROOSTER POST PRODUCTION Toronto
A05/017	00163	ABSURD PROMISES	ASDRA	DOWN SYNDROME ASSOCIATION OF ARGENTINA	VML, Buenos Aires	ARGENTINA		
A05/024	00218	LINE GUIDE	EMBASA	EMBASA	DDB MEXICO, Mexico City	MEXICO	LANDIA Mexico City	
A05/030	00252	BLOOD AID	DASA INTEGRATED HEALTH SYSTEM	DASA HEALTH DIAGNOSTICS	DM9, Sao Paulo	BRAZIL		
A05/042	00323	SPREADBEATS	SPOTIFY	SPOTIFY ADVERTISING	FCB NEW YORK	UNITED STATES	UNCHARTED LIMBO COLLECTIVE London	COLOSSAL Curitiba

### A06 (Data Technology)

A06/006	00114	ANIMAL ALERTS	PETPACE	ANIMAL ALERTS	SERVICEPLAN, Munich / L&C, New York	GERMANY / UNITED STATES	REBECA Lima	NATIVO POST Lima	MEDIAPLUS GERMANY Munich
A06/026	00290	GAMER LOAN	BANCO DEL PACÍFICO	BANK LOAN	PARADAIS DDB, Guayaquil	ECUADOR			

### A07 (Use of Real-Time Data)

A07/005	00048	PULSE OF NATURE	VEOLIA	VEOLIA	FAMOUSGREY, Brussels	BELGIUM	FAMOUSGREY Brussels	FAMOUSGREY Brussels	GAMNED Brussels
A07/014	00129	SIM: SPECIAL INVESTIGATIVE MEDIA	DUTCH POLICE FORCE	DUTCH POLICE FORCE	INITIATIVE MEDIA, New York / KINESSO, New York / POLITIE, Amsterdam	UNITED STATES / NETHERLANDS			INITIATIVE MEDIA New York / KINESSO New York

## Creative Data Shortlist

A07/015	00113	ANIMAL ALERTS	PETPACE	ANIMAL ALERTS	SERVICEPLAN, Munich / L&C, New York	GERMANY / UNITED STATES	REBECA Lima	NATIVO POST Lima	MEDIAPLUS GERMANY Munich
---------	-------	---------------	---------	---------------	--	----------------------------	-------------	---------------------	-----------------------------

A07/031	00309	TURF FINDER	GATORADE	GATORADE	LEO BURNETT, Mumbai	INDIA	OFFROAD FILMS Mumbai		
---------	-------	-------------	----------	----------	------------------------	-------	-------------------------	--	--

A07/034	00354	PINK CHIP	DEGIRO, UN WOMEN	PINK CHIP INDEX	AKQA, Amsterdam	NETHERLANDS	AKQA Amsterdam / THEMATIC CAPITAL San Francisco	AMP AMSTERDAM	
---------	-------	-----------	------------------	-----------------	-----------------	-------------	---	---------------	--

### A08 (Social Data & Insight)

A08/001	00007	OLD BAY GOLDFISH - TURNING HEARTBREAK INTO A HIT	GOLDFISH	OLD BAY GOLDFISH	SAATCHI & SAATCHI, New York	UNITED STATES	STATE BIRD Los Angeles	HARBOR PICTURE COMPANY New York	SPARK FOUNDRY New York
---------	-------	--	----------	---------------------	--------------------------------	---------------	---------------------------	--	------------------------------

A08/006	00093	LETHAL TRENDS WARNING SYSTEM	MLL - MANNERHEIM LEAGUE FOR CHILD WELFARE	LETHAL TRENDS WARNING SYSTEM	TBWA HELSINKI	FINLAND	INTERACTIVE INUITS Helsinki	SCREEN Helsinki	ELEVEN Helsinki
---------	-------	------------------------------------	---	---------------------------------	---------------	---------	--------------------------------	-----------------	-----------------

A08/010	00161	ABSURD PROMISES	ASDRA	DOWN SYNDROME ASSOCIATION OF ARGENTINA	VML, Buenos Aires	ARGENTINA			
---------	-------	--------------------	-------	--	-------------------	-----------	--	--	--

### A09 (Creative Data Collection & Research)

A09/006	00112	ANIMAL ALERTS	PETPACE	ANIMAL ALERTS	SERVICEPLAN, Munich / L&C, New York	GERMANY / UNITED STATES	REBECA Lima	NATIVO POST Lima	MEDIAPLUS GERMANY Munich
---------	-------	---------------	---------	---------------	--	----------------------------	-------------	---------------------	-----------------------------

### A10 (Data Integration)

A10/004	00090	OREOCODES	OREO	OREO	VML, New York / VML COMMERCE, New York	UNITED STATES	VML COMMERCE New York		
---------	-------	-----------	------	------	---	---------------	--------------------------	--	--

A10/006	00111	ANIMAL ALERTS	PETPACE	ANIMAL ALERTS	SERVICEPLAN, Munich / L&C, New York	GERMANY / UNITED STATES	REBECA Lima	NATIVO POST Lima	MEDIAPLUS GERMANY Munich
---------	-------	---------------	---------	---------------	--	----------------------------	-------------	---------------------	-----------------------------

A10/007	00138	RIP CURL VIRTUAL PRO	RIP CURL	RIP CURL	VML, Sydney	AUSTRALIA	EYEJACK Sydney / VML Sydney		
---------	-------	-------------------------	----------	----------	-------------	-----------	--------------------------------	--	--

**Creative Data Shortlist**

A10/019	00373	ROOM FOR EVERYONE	MASTERCARD	DIGITAL PLATFORM THAT HELPS POLISH AND UKRAINIAN BUSINESSES	McCANN POLAND, Warsaw	POLAND
---------	-------	-------------------	------------	---	-----------------------	--------

---

**Total Shortlisted: 39**

**PR**                      **Additional**

---

MATERIAL INC.  
Tokyo

---

---

CURRENT  
GLOBAL Chicago

---

GRUPO LEYA Lisbon

---

---

ASSEMBLY London    BROMLEY FC / MIAI BRAND  
PARTNERSHIPS Weybridge /  
SPORTS INTERACTIVE London

---

PEPSICO Gurgaon

---

---

3PM/WEBER            ASL New York / VICAPS New York  
SHANDWICK New  
York

---

---

3PM/WEBER            160OVER90 New York /  
SHANDWICK New    FORMULA 1 London /  
York                    MOTORSPORT IMAGES London /  
THE DUKE VIDEO ARCHIVE Isle  
of Man / WILLIAMS F1 Oxford

---

---

PORTER NOVELLI    MARS GLOBAL Tennessee /  
Auckland            MARS NEW ZEALAND Auckland

---

MERCADO LIVRE Sao Paulo

---

W adam&eveStudios London /  
COMMUNICATIONS ANONYMOUS CONTENT London  
London / COFFEE AND TV London / KING  
HENRY London / WAVE  
STUDIOS London

---

FLYING ROBOT Sydney

---

BUNKER Cordoba / NOTCO  
Buenos Aires

---

DEGIRO Amsterdam

---

FAMOUS VEOLIA BELUX Brussels  
RELATIONS  
Brussels

---

---

GRUPO LEYA Lisbon

---

ASTRAZENECA Washington /  
MERCK New Jersey

---

VIOLETA MUSIC Buenos Aires

---

PORTER NOVELLI ESTUDIOS MACHINA Bogota  
Mexico City

---

BOGOTA Curitiba / DAHOUSE  
AUDIO Los Angeles / SPOTIFY  
New York

---

PEPPERCOMM AGOSTO MUSIC AND SOUND  
New York CRAFT Lima / ASTRAL KREATIV  
Munich / EAT, SLEEP + DESIGN  
Berlin / ZEPPELIN  
PRODUCCIONES SAC Lima

---

FAMOUS VEOLIA BELUX Brussels  
RELATIONS  
Brussels

---



PEPPERCOMM AGOSTO MUSIC AND SOUND  
New York CRAFT Lima / ASTRAL KREATIV  
Munich / EAT, SLEEP + DESIGN  
Berlin / ZEPPELIN  
PRODUCCIONES SAC Lima

---

PEPSICO Gurgaon

---

DEGIRO Amsterdam

---

ZENO GROUP New CAMPBELL'S SNACK COMPANY  
York Camden / CREATIVE LICENSE  
New York / PXP STUDIOS New  
York

---

ELEVEN Helsinki

---

VIOLETA MUSIC Buenos Aires

---

PEPPERCOMM AGOSTO MUSIC AND SOUND  
New York CRAFT Lima / ASTRAL KREATIV  
Munich / EAT, SLEEP + DESIGN  
Berlin / ZEPPELIN  
PRODUCCIONES SAC Lima

---

PEPPERCOMM AGOSTO MUSIC AND SOUND  
New York CRAFT Lima / ASTRAL KREATIV  
Munich / EAT, SLEEP + DESIGN  
Berlin / ZEPPELIN  
PRODUCCIONES SAC Lima

---

---

---