

Digital Craft Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media
<u>A01 (Digital Illustration & Image Design)</u>									
A01/003	00079	THE 26 SIGNS	ALEXANDER MONRO HOSPITAL & BREAST CARE FOUNDATION	BREAST CANCER AWARENESS	TBWAINEBOKO, Amsterdam	NETHERLANDS	TBWAINEBOKO Amsterdam		ESSENCEMEDIAC OM Amsterdam
A01/006	00114	MULLENLOWE GLOBAL REBRAND	MULLENLOWE GLOBAL	MULLENLOWE	MULLENLOWE U.S., New York	UNITED STATES			
A01/014	00261	MY JAPAN RAILWAY	JR GROUP	JAPAN RAILWAY 150TH ANNIVERSARY CAMPAIGN	DENTSU INC., Tokyo	JAPAN	ADBRAIN Tokyo / CREATIVE POWER UNIT Tokyo / LULL INC. Tokyo		
A01/021	00440	IDENTITY BUILDER	ZHEJIANG UNIVERSITY	IDENTITY BUILDER	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	UNITED STATES	BLACK MADRE Sao Paulo / SHANGHAI WANLONG CULTURAL COMMUNICATION COMPANY / STUDIORX New York	STUDIORX New York	
A01/027	00555	PLANETARY GUARDIANS	PLANETARY GUARDIANS	PLANETARY GUARDIANS	AKQA BLOOM, Miami	UNITED STATES	DAHOUSE AUDIO Los Angeles		
<u>A02 (Video/Moving Image)</u>									
A02/009	00147	PLAY HAS NO LIMITS FEAT. KING GNU	PLAYSTATION	PLAYSTATION	SIX INC, Tokyo	JAPAN	GEEK PICTURES Tokyo	JITTO Tokyo	
A02/017	00517	SPREADBEATS	SPOTIFY	SPOTIFY ADVERTISING	FCB NEW YORK	UNITED STATES	UNCHARTED LIMBO COLLECTIVE London	COLOSSAL Curitiba	
A02/018	00511	LAP OF LEGENDS	AB INBEV - MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	UNITED STATES	456 STUDIOS New York	THE MILL New York	STARCOM Chicago
<u>A03 (Motion Graphics Design & Animation)</u>									
A03/003	00041	LUSION	LUSION	LUSION	LUSION , Bristol	UNITED KINGDOM	LUSION Bristol	LUSION Bristol	LUSION Bristol

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A03/025	00341	47	CAFÉ JOYEUX	DOWN SYNDROME AWARENESS	KLICK HEALTH, Toronto	CANADA	CANJA AUDIO CULTURE Curitiba / ZOMBIE STUDIO Sao Paulo		
A03/036	00516	SPREADBEATS	SPOTIFY	SPOTIFY ADVERTISING	FCB NEW YORK	UNITED STATES	UNCHARTED LIMBO COLLECTIVE London	COLOSSAL Curitiba	

A04 (Music/Sound Design)

A04/015	00381	THE MOST BEAUTIFUL SOUND	AMERICAN SOCIETY OF CLINICAL ONCOLOGY (ASCO)	AMERICAN SOCIETY OF CLINICAL ONCOLOGY (ASCO)	GREY HEALTH, New York	UNITED STATES	BRO CINEMA Lisbon / GRAMERCY PARK STUDIOS London / GREY HEALTH New York / HOGARTH London / TOWNHOUSE New York	CANJA AUDIO CULTURE Curitiba / GREY HEALTH New York / LIGHTFARM STUDIOS Rio De Janeiro / SHOW OFF Lisbon	GREY HEALTH New York
A04/017	00389	MUSIC TO MY BRAIN	REGINA MARIA	MRI SONG - MUSIC TO MY BRAIN	PUBLICIS ROMANIA, Bucharest	ROMANIA	PUBLICIS ROMANIA Bucharest		

A05 (Overall Aesthetic Design (incl. UI))

A05/011	00239	VISIONOS	APPLE, INC.	VISIONPRO	APPLE, Cupertino	UNITED STATES	APPLE Cupertino		
A05/024	00512	SPREADBEATS	SPOTIFY	SPOTIFY ADVERTISING	FCB NEW YORK	UNITED STATES	UNCHARTED LIMBO COLLECTIVE London	COLOSSAL Curitiba	

A06 (UX & Journey Design)

A06/003	00101	DAYS OF HIRAYAMA PERFECT DAYS OFFICIAL SITE	PERFECT DAYS	PERFECT DAYS OFFICIAL MOVIE SITE	DENTSU INC., Tokyo	JAPAN	BITTERS END Tokyo / MOUNT INC Tokyo / SPOON Tokyo		DENTSU INC. Tokyo
A06/008	00245	VISIONOS	APPLE, INC.	VISIONPRO	APPLE, Cupertino	UNITED STATES	APPLE Cupertino		

B01 (Cross-Channel Storytelling)

B01/017	00407	THE HEAVIEST JERSEY	NEW BALANCE	NEW BALANCE	LEPUB, Sao Paulo	BRAZIL	BIZSYS TECNOLOGIA E PROJETOS ESPECIAIS Sao Paulo / LOUD+ Sao Paulo		
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B02 (Real-Time Contextual Content)

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B02/001	00016	PĪKARI MAI	KŌPŪ O TE RANGI	PĪKARI MAI	COLENZO BBDO, Auckland	NEW ZEALAND	COLENZO BBDO Auckland	LIQUID STUDIOS Auckland	HEARTS & SCIENCE Auckland
B02/003	00171	THE PLASTIC FORECAST	MINDEROO FOUNDATION	THE PLASTIC FORECAST	M&C SAATCHI, Sydney	AUSTRALIA	COLLIDER Sydney / M&C SAATCHI Sydney / RESOLUTION Sydney / UNXPCTD Paris	M&C SAATCHI Sydney / RESOLUTION Sydney	JELLYFISH FRANCE Paris
B02/010	00303	ANIMAL ALERTS	PETPACE	ANIMAL ALERTS	SERVICEPLAN, Munich / L&C, New York	GERMANY / UNITED STATES	REBECA Lima	NATIVO POST Lima	MEDIAPLUS GERMANY Munich
B02/013	00350	KIKI, VIRTUAL HUMAN INTERPRETER	NHK ENTERPRISES & NHK GLOBAL MEDIA SERVICES	WEB PLATFORM	MEDIA.MONKS, Hilversum	NETHERLANDS	MEDIA.MONKS Hilversum	MEDIA.MONKS Hilversum	
B02/018	00402	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

B03 (Personalised Storytelling & Experience)

B03/006	00113	MULLENLOWE GLOBAL REBRAND	MULLENLOWE GLOBAL	MULLENLOWE	MULLENLOWE U.S., New York	UNITED STATES			
B03/016	00325	WITHOUT CONSENT - A MESSAGE FROM ELLA	DEUTSCHE TELEKOM	DEUTSCHE TELEKOM	adam&eve, Berlin	GERMANY	TEMPOMEDIA Berlin		EMETRIQ Hamburg / MINDSHARE Frankfurt
B03/021	00404	MUSICAL MEMORIES	TEAM ALZHEIMER	ALZHEIMER RESEARCH	PUBLICIS GROUPE BENELUX, Amsterdam	NETHERLANDS	FEELS LIKE STUDIO Barcelona / PUBLICIS GROUPE BENELUX Amsterdam / SUNO Cambridge		
B03/029	00486	CODE MY CROWN	DOVE	DOVE	EDELMAN, London	UNITED KINGDOM	11 DOLLAR BILL Chicago / KODE MEDIA London		
B03/036	00513	SPREADBEATS	SPOTIFY	SPOTIFY ADVERTISING	FCB NEW YORK	UNITED STATES	UNCHARTED LIMBO COLLECTIVE London	COLOSSAL Curitiba	

C01 (Data Storytelling)

C01/015	00504	SOLAR IMPULSE - A.I IMPULSE	SOLAR IMPULSE	CLIMATE PRESERVATION	PUBLICIS CONSEIL, Paris	FRANCE	RAZORFISH Paris		
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Digital Craft Shortlist

C02 (Real-Time Usage & Targeting)

C02/005	00169	THE PLASTIC FORECAST	MINDEROO FOUNDATION	THE PLASTIC FORECAST	M&C SAATCHI, Sydney	AUSTRALIA	COLLIDER Sydney / M&C SAATCHI Sydney / RESOLUTION Sydney / UNXPCTD Paris	M&C SAATCHI Sydney / RESOLUTION Sydney	JELLYFISH FRANCE Paris
C02/006	00150	OPEN TO DIVERSITY - CLOSED TO EXCLUSION "THE MOST INCLUSIVE CHRISTMAS ADDRESS"	OPEN TO DIVERSITY - CLOSED TO EXCLUSION	CHRISTMAS ADDRESS FRANK-WALTER STEINMEIER	JUNG VON MATT AG, Hamburg	GERMANY	JUNG VON MATT AG Hamburg		
C02/010	00403	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
C02/021	00508	LAP OF LEGENDS	AB INBEV - MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	UNITED STATES	456 STUDIOS New York	THE MILL New York	STARCOM Chicago

C03 (Data Visualisation)

C03/010	00452	HIGH AI	RIFF	RIFF	PUBLICIS CANADA, Toronto	CANADA	PUBLICIS CANADA Toronto	PUBLICIS CANADA Toronto	
C03/013	00496	SPACE TRASH SIGNS	PRIVATEER	PRIVATEER	SERVICEPLAN, Munich	GERMANY	PEOPLEGRAPHE Dusseldorf		MEDIAPLUS GERMANY Munich
C03/014	00556	LISTENING TO THE EARTH	PLANETARY GUARDIANS	NON-PROFIT ORGANIZATION	AKQA BLOOM, Miami	UNITED STATES	DA HOUSE AUDIO Los Angeles / GROBA STUDIO N/A		
C03/017	00369	THE ENDANGERED TYPEFACE	ANF WWF & JARDIM ZOOLOGICO DE LISBOA	THE ENDANGERED TYPEFACE	BAR OGILVY, Lisbon	PORTUGAL	ESTRELA DE ALCANTARA Lisbon / JUNGLE CORNER PRODUCTION COMPANY Linda-a-Velha	JUNGLE CORNER PRODUCTION COMPANY Linda-a-Velha	BAR OGILVY Lisbon

C04 (Curation of Data)

C04/012	00528	SCENIC AUDIO	HONDA SCENIC AUDIO	HONDA SCENIC AUDIO	VML, Seattle / VML, Amsterdam	UNITED STATES / NETHERLANDS	VML Seattle		
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Digital Craft Shortlist

C05 (AI Storytelling)

C05/001	00006	OUR TIME NOW FIFA WOMEN'S WORLD CUP 2023 ADIDAS X SVFF	ADIDAS X SVFF	ADIDAS WWC23 MATCH JERSEY (SWEDEN)	KIVE, Stockholm	SWEDEN	NOERD Stockholm / PINE Stockholm		
C05/024	00134	LAIKA 13	LÄNSFÖRSÄKRINGA R GÖTEBORG OCH BOHUSLÄN	INSURANCE	STENDAHL, Gothenburg	SWEDEN	STENDAHL Gothenburg		
C05/045	00324	WITHOUT CONSENT - A MESSAGE FROM ELLA	DEUTSCHE TELEKOM	DEUTSCHE TELEKOM	adam&eve, Berlin	GERMANY	TEMPOMEDIA Berlin	EMETRIQ Hamburg / MINDSHARE Frankfurt	
C05/062	00466	SKIN LIKE ME / "MUESTRA TU MARCA"	BEPANTHEN	BEPANTHEN SKIN CARE CREAM	ENERGY BBDO, Chicago	UNITED STATES			
C05/063	00503	SOLAR IMPULSE - A.I IMPULSE	SOLAR IMPULSE	CLIMATE PRESERVATION	PUBLICIS CONSEIL, Paris	FRANCE	RAZORFISH Paris		
C05/064	00524	SCENIC AUDIO	HONDA SCENIC AUDIO	HONDA SCENIC AUDIO	VML, Seattle / VML, Amsterdam	UNITED STATES / NETHERLANDS	VML Seattle		

D01 (Innovative Use of Technology)

D01/025	00243	VISIONOS	APPLE, INC.	VISIONPRO	APPLE, Cupertino	UNITED STATES	APPLE Cupertino		
D01/038	00343	THE SHOTLINE	CHANGE THE REF & MARCH FOR OUR LIVES	THE SHOTLINE	MULLENLOWE U.S., Boston	UNITED STATES	EDISEN New York	YETI PRODUCTIONS Boston	MEDIAHUB New York
D01/067	00510	LAP OF LEGENDS	AB INBEV - MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	UNITED STATES	456 STUDIOS New York	THE MILL New York	STARCOM Chicago

D02 (Native & Built-In Feature Integration)

D02/012	00405	MISSING ALBUM	MISSING CHILDREN, SOS DESAPARECIDOS	THE FIGHT TO FIND MISSING PEOPLE	PUBLICIS GROUPE BENELUX, Brussels / PUBLICIS SPAIN, Madrid	BELGIUM / SPAIN	PUBLICIS GROUPE BENELUX Brussels / PUBLICIS SPAIN Madrid		
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D02/015	00397	SAMSUNG PULSE +	SAMSUNG	PULSE +	LEO BURNETT TAILOR MADE, Sao Paulo / PUBLICIS GROUPE BENELUX, Amsterdam	BRAZIL / NETHERLANDS	ANTFOOD MUSIC & SOUND DESIGN Sao Paulo / LEO BURNETT TAILOR MADE Sao Paulo / THE FUTURE STUDIOS Sao Paulo	LEO BURNETT TAILOR MADE Sao Paulo	LEO BURNETT TAILOR MADE Sao Paulo / PUBLICIS GROUPE BENELUX Amsterdam
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D03 (Technological Achievement in Digital Craft)

D03/009	00241	VISIONOS	APPLE, INC.	VISIONPRO	APPLE, Cupertino	UNITED STATES	APPLE Cupertino		
D03/014	00349	KIKI, VIRTUAL HUMAN INTERPRETER	NHK ENTERPRISES & NHK GLOBAL MEDIA SERVICES	WEB PLATFORM	MEDIA.MONKS, Hilversum	NETHERLANDS	MEDIA.MONKS Hilversum	MEDIA.MONKS Hilversum	
D03/022	00515	SPREADBEATS	SPOTIFY	SPOTIFY ADVERTISING	FCB NEW YORK	UNITED STATES	UNCHARTED LIMBO COLLECTIVE London	COLOSSAL Curitiba	
D03/023	00509	LAP OF LEGENDS	AB INBEV - MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	UNITED STATES	456 STUDIOS New York	THE MILL New York	STARCOM Chicago

D04 (Metaverse, New Realities & Emerging Tech)

D04/025	00365	AT&T 5G HELMET	AT&T	FOOTBALL HELMET	TRANSLATION, New York / AT AND T, Dallas	UNITED STATES	LOVE SONG Los Angeles / SQUAD47 Bethesda / THE MAYDA CREATIVE CO New York	BARKING OWL New York / COMPANY 3 New York / CUT AND RUN New York / MATHEMATIC Los Angeles	
D04/032	00552	DRIVING WHILE BLACK	COURAGEOUS CONVERSATION GLOBAL FOUNDATION	COURAGEOUS CONVERSATION GLOBAL FOUNDATION	GOODBY SILVERSTEIN AND PARTNERS, San Francisco / CRITICAL MASS, Calgary	UNITED STATES / CANADA	CRITICAL MASS Calgary / ELEVEL San Francisco	THE MILL Los Angeles	

Total Shortlisted:

55

PR

Additional

OVIDE AGENCY Utrecht	ALEXANDER MONRO HOSPITAL Bilthoven / STICHTING BREAST CARE FOUNDATION Schiphol
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MULLENLOWE
U.S. New York

PR CONSULTING DENTSU Tokyo	1-10, INC. Kyoto / DENTSU CREATIVE CUBE INC. Tokyo / DENTSU LIVE INC. Tokyo
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EARTH SPECIES PROJECT
Miami

AMANA INC. Tokyo / HAKUHODO
DY HOLDINGS Tokyo /
HAKUHODO KETTLE INC. Tokyo /
LINDA Tokyo / LUDENS Tokyo

BOGOTA Curitiba / DAHOUSE
AUDIO Los Angeles / SPOTIFY
New York

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

BOGOTA Curitiba / DAHOUSE
AUDIO Los Angeles / SPOTIFY
New York

GREY HEALTH
New York

PUBLICIS DIGITAS ROMANIA Bucharest
ROMANIA Bucharest

BOGOTA Curitiba / DAHOUSE
AUDIO Los Angeles / SPOTIFY
New York

DENTSU INC. Tokyo

LEPUB Sao Paulo NEW BALANCE Sao Paulo

PORTER NOVELLI KOPU O TE RANGI Auckland
Auckland

M&C SAATCHI
Sydney / THE
MINDEROO
FOUNDATION Perth

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

MEDIA.MONKS
Hilversum

CURRENT
GLOBAL Chicago

MULLENLOWE
U.S. New York

SCHRODER+SCHO
MBS PR Berlin

PUBLICIS
GROUPE
BENELUX
Amsterdam

EDELMAN London

BOGOTA Curitiba / DAHOUSE
AUDIO Los Angeles / SPOTIFY
New York

M&C SAATCHI
Sydney / THE
MINDEROO
FOUNDATION Perth

CURRENT
GLOBAL Chicago

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

PEPPERCOMM	JURGEN BRANZ Augsburg /
New York	MOBY DIGG Munich / OWLS
	DEPARTMENT Krakow
	EARTH SPECIES PROJECT
	Miami

BAR OGILVY
Lisbon / BCW Lisbon

VML New York	HONDA Torrance
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STENDAHL
Gothenburg

SCHRODER+SCHO
MBS PR Berlin

KOLLECTIFF Los Angeles /
LIQUO AUDIO Sao Paulo /
PINGUIM CONTENT Sao Paulo

VML New York HONDA Torrance

MULLENLOWE
U.S. Boston

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

LEO BURNETT
TAILOR MADE Sao
Paulo / PUBLICIS
GROUPE
BENELUX
Amsterdam

MEDIA.MONKS
Hilversum

BOGOTA Curitiba / DAHOUSE
AUDIO Los Angeles / SPOTIFY
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
