

Creative Data Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production
<u>A01 (Data-Enhanced Creativity)</u>								
A01/005	00069	SEAT WITH A VIEW	FLYNAS	FLYNAS: INTELLIGENT SEAT SELECTOR	VML, Riyadh	SAUDI ARABIA	BLUE ELEPHANT Riyadh	BLUE ELEPHANT Riyadh
A01/013	00263	HAVEN	SUNCORP INSURANCE	INSURANCE	LEO AUSTRALIA, Sydney	AUSTRALIA	HOGARTH WORLDWIDE Sydney / LE POLISH BUREAU Poland / PXP Sydney	
A01/032	00344	THE BIRDWATCHER	SPOOR	AI-POWERED BIRD MONITORING FOR WIND PROJECTS	FP7 McCANN, Dubai	UNITED ARAB EMIRATES	FP7 McCANN Dubai	
A01/050	00396	UNWATCHED GOALS	BRAHMA	BEER	AFRICA CREATIVE, Sao Paulo	BRAZIL	HALLEY SOUND Sao Paulo / ZAINE FILMES Sao Paulo	
<u>A02 (Real-Time & Dynamic Creative)</u>								
A02/028	00395	UNWATCHED GOALS	BRAHMA	BEER	AFRICA CREATIVE, Sao Paulo	BRAZIL	HALLEY SOUND Sao Paulo / ZAINE FILMES Sao Paulo	
A02/029	20086	600K NETWORK	COMANDO CON VENEZUELA	COMANDO CON VENEZUELA	RAINBOW LOBSTER, Mexico City / COMANDO CON VENEZUELA, Caracas	MEXICO / VENEZUELA	COMANDO CON VENEZUELA Caracas	
<u>A03 (Creative Data Visualisation)</u>								
A03/006	00241	FIND YOUR EDGE	GOOGLE	GOOGLE CLOUD GEMINI	GOOGLE, Sunnyvale	UNITED STATES	ENTROPICO Sydney / GOOGLE Sunnyvale / M SS NG PIECES New York	
A03/020	10364	FANTASY HERD	MEADOW FRESH	FRESH WHITE MILK	McCANN NEW ZEALAND, Auckland	NEW ZEALAND	THE SWEETSHOP Auckland	THE SWEETSHOP Auckland
<u>B01 (Data-Driven Creative Strategy)</u>								
B01/008	00223	SOS POS	BCP	SOS POS	CIRCUS GREY, Lima	PERU	CIRCUS GREY Lima	
B01/012	00333	HERE TO STAY	MASTERCARD	WHERE NEXT	McCANN POLAND, Warsaw	POLAND	ASSEMBLY Warsaw / McCANN New York / McCANN POLAND Warsaw / McCANN Prague	McCANN POLAND Warsaw / McCANN Prague

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B02 (Creative Data Collection & Research)

B02/018	00320	PEDIGREE CAMELO	PEDIGREE	PEDIGREE	ALMAPBDO, Sao Paulo	BRAZIL	BLACK MADRE Sao Paulo / RAW AUDIO Sao Paulo / SURREAL HOTEL ARTS Sao Paulo	GAFANHOTTO POST Sao Paulo
B02/022	00314	THE UNBREAKABLE TWIN	DELOITTE	DELOITTE	BBDO NEW YORK	UNITED STATES	BOGOTA Curitiba / NARRATIVE Los Angeles / WE ARE SOCIAL USA New York	PAPAMUSIC Buenos Aires / PLENTY Buenos Aires
B02/027	00321	FORESTS WITHOUT NAMES	HYUNDAI	FORESTS WITHOUT NAMES CONSERVATION	BBDO NEW YORK	UNITED STATES	BBDO NEW YORK / FINAL FRONTIER PRODUCTIONS Stamford	BBDO NEW YORK

B03 (Data Integration)

B03/002	00065	LUCKY FAN INDEX	WISŁA KRAKÓW FOOTBALL CLUB	WISŁA KRAKÓW FOOTBALL CLUB	VML, Warsaw	POLAND	VML Warsaw
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B04 (Retail Media)

B04/003	00225	SOS POS	BCP	SOS POS	CIRCUS GREY, Lima	PERU	CIRCUS GREY Lima
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C01 (Data Infrastructure & Architecture Innovation)

C01/006	00313	THE UNBREAKABLE TWIN	DELOITTE	DELOITTE	BBDO NEW YORK	UNITED STATES	BOGOTA Curitiba / NARRATIVE Los Angeles / WE ARE SOCIAL USA New York	PAPAMUSIC Buenos Aires / PLENTY Buenos Aires
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C02 (Data-Driven Media Innovation)

C02/008	00373	CUSTOM BILLBOARDS	MERCADO LIBRE	MERCADO LIBRE	GUT, Buenos Aires	ARGENTINA	BERMUDA TECH LAB Buenos Aires / ORUGA CINE Buenos Aires
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C03 (Creative Data Technology)

C03/017	00152	MAGNIF-EYE	1001 OPTOMETRY	1001 OPTOMETRY	VML, Sydney	AUSTRALIA	VML Sydney	VML Sydney
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Creative Data Shortlist

C04 (Social Data & Community Insights)

C04/005	00208	SERVING SINGLES	KNORR	KNORR MASTERBRAND	FRANK, London	UNITED KINGDOM
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C05 (AI Craft)

C05/001	00184	MERMAID	TIFFANY & CO.	TIFFANY & CO.	L&C, New York	UNITED STATES	LUCERO FILM phoenix	DAHOUSE AUDIO Los Angeles / L&C New York
C05/009	00022	R0_B0+	CANAL+	CANAL+	BETC, Paris	FRANCE	GUM Paris / OBVIOUS ART Paris / PROSE ON PIXELS Paris	PROSE ON PIXELS Paris
C05/016	00361	ALTA: YOUR PERSONAL AI STYLIST	ALTA DAILY	ALTA APP	ALTA DAILY, San Francisco	UNITED STATES		
C05/023	00149	MAGNIF-EYE	1001 OPTOMETRY	1001 OPTOMETRY	VML, Sydney	AUSTRALIA	VML Sydney	VML Sydney

D01 (Data-Driven Product Innovation)

D01/001	00210	T-REX LEATHER	LAB-GROWN LEATHER	LEATHER	VML, Paris	FRANCE	KUEST Paris / WPP PRODUCTION Paris	
D01/002	00131	THE PHILIPSTOWN WIRECAR GRAND PRIX	THE PHILIPSTOWN WIRECAR FOUNDATION	COMMUNITY- DRIVEN ENTERTAINMENT PLATFORM	ACCENTURE SONG SOUTH AFRICA, Cape Town	SOUTH AFRICA	ACCENTURE SONG GERMANY Hamburg / ACCENTURE SONG HUNGARY Budapest / ACCENTURE SONG SOUTH AFRICA Cape Town / GIANT FILMS Cape Town / PRESSURE COOKER STUDIOS Cape Town	ACCENTURE SONG GERMANY Hamburg / ACCENTURE SONG SOUTH AFRICA Cape Town / CHOCOLATE TRIBE Johannesburg / GIANT FILMS Cape Town / THE WORKROOM AUDIO POST Cape Town

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D01/011	00389	DUOBELL	SKODA	SKODA	ABBOTT MEAD VICKERS BBDO, London	UNITED KINGDOM	UNIT 9 London
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D01/016	00151	MAGNIF-EYE	1001 OPTOMETRY	1001 OPTOMETRY	VML, Sydney	AUSTRALIA	VML Sydney VML Sydney
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D02 (Data Storytelling & Narrative)

D02/004	00063	LUCKY FAN INDEX	WISŁA KRAKÓW FOOTBALL CLUB	WISŁA KRAKÓW FOOTBALL CLUB	VML, Warsaw	POLAND	VML Warsaw
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D02/010	00240	FIND YOUR EDGE	GOOGLE	GOOGLE CLOUD GEMINI	GOOGLE, Sunnyvale	UNITED STATES	ENTROPICO Sydney / GOOGLE Sunnyvale / M SS NG PIECES New York
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D02/012	00268	HAVEN	SUNCORP INSURANCE	INSURANCE	LEO AUSTRALIA, Sydney	AUSTRALIA	HOGARTH WORLDWIDE Sydney / LE POLISH BUREAU Poland / PXP Sydney
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D02/037	00394	UNWATCHED GOALS	BRAHMA	BEER	AFRICA CREATIVE, Sao Paulo	BRAZIL	HALLEY SOUND Sao Paulo / ZAINE FILMES Sao Paulo
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E01 (Ethical Data & Privacy Innovation)

E01/001	00224	SOS POS	BCP	SOS POS	CIRCUS GREY, Lima	PERU	CIRCUS GREY Lima
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E02 (Purpose-Driven Data Solutions)

E02/005	00129	THE PHILIPSTOWN WIRECAR GRAND PRIX	THE PHILIPSTOWN WIRECAR FOUNDATION	COMMUNITY- DRIVEN ENTERTAINMENT PLATFORM	ACCENTURE SONG SOUTH AFRICA, Cape Town	SOUTH AFRICA	ACCENTURE SONG GERMANY Hamburg / ACCENTURE SONG HUNGARY Budapest / ACCENTURE SONG SOUTH AFRICA Cape Town / GIANT FILMS Cape Town / PRESSURE COOKER STUDIOS Cape Town	ACCENTURE SONG GERMANY Hamburg / ACCENTURE SONG SOUTH AFRICA Cape Town / CHOCOLATE TRIBE Johannesburg / GIANT FILMS Cape Town / THE WORKROOM AUDIO POST Cape Town
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E02/008	00226	SOS POS	BCP	SOS POS	CIRCUS GREY, Lima	PERU	CIRCUS GREY Lima
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E02/010	00182	MERMAID	TIFFANY & CO.	TIFFANY & CO.	L&C, New York	UNITED STATES	LUCERO FILM phoenix	DAHOUSE AUDIO Los Angeles / L&C New York
E02/015	00075	RING SEARCH PARTY FOR DOGS CAMPAIGN	RING	RING SEARCH PARTY FOR DOGS	RING, Los Angeles	UNITED STATES	MINIAC Los Angeles / RING Los Angeles	BEMO Los Angeles / MINIAC Los Angeles / RING Los Angeles
E02/018	00310	NIGRUM CORPUS	IDOMED & INSTITUTO YDUQS	NIGRUM CORPUS	ARTPLAN, Sao Paulo	BRAZIL	MAURICIO NAHAS ESTUDIO FOTOGRAFICO Sao Paulo / RAW AUDIO Sao Paulo / ROAD FILMES Rio de Janeiro / RUDY HUHOLD FOTOGRAFIA Rio de Janeiro / UNTITLED PRODUCTIONS Sao Paulo	FUJOCKA CREATIVE IMAGES Sao Paulo / P+E GALERIA DIGITAL Sao Paulo
E02/028	00260	DYING REVIEWS	HOSPICE NZ	Hospice care	McCANN, Wellington	NEW ZEALAND		

F02 (Market Disruption & Transformation)

F02/005	00264	HAVEN	SUNCORP INSURANCE	INSURANCE	LEO AUSTRALIA, Sydney	AUSTRALIA	HOGARTH WORLDWIDE Sydney / LE POLISH BUREAU Poland / PXP Sydney	
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Total Shortlisted:

39

Media

PR

Additional

FLYNAS Riyadh / RATTEL L.L.C.
Delaware

OMD Sydney

FP7 McCANN Dubai BUMBLEBEAT Curitiba /
MRM/McCANN Dubai

COMANDO CON COMANDO CON RAINBOW LOBSTER Mexico City
VENEZUELA VENEZUELA
Caracas Caracas

GOOGLE
Sunnyvale

TOGETHER
Auckland

BCP Lima

ESSENCEMEDIAC BISON & ROSE INTERNATIONAL ORGANIZATION
OM Warsaw Prague FOR MIGRATION Bratislava /
MASTERCARD Bratislava /
MASTERCARD POLAND Warsaw

ESSENCEDIAC OM Sao Paulo
GIUSTI CREATIVE PR Sao Paulo /
IMAGEM CORPORATIVA Sao
Paulo
AMPARA ANIMAL Sao Paulo / DNA
PETS Rio de Janeiro / FBIZ Sao
Paulo / VOZ Sao Paulo

WE ARE VOLUME New York

BBDO NEW YORK

VML Warsaw

BCP Lima

WE ARE VOLUME New York

BAMBA MUSIC Buenos Aires

WORD OF MOUTH BURSON Sydney
Sydney

MINDSHARE
London

WEBER
SHANDWICK
London

BETC Paris

WORD OF MOUTH BURSON Sydney
Sydney

FOR THE RIGHT
REASONS
Amsterdam /
PROPELLER London

ACCENTURE SONG SOUTH AFRICA Cape Town	ACCENTURE SONG SOUTH AFRICA Cape Town	ACCENTURE SONG HUNGARY Budapest / ACCENTURE SONG London / ACCENTURE SONG SOUTH AFRICA Cape Town / GIANT FILMS Cape Town
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PHD MEDIA London PERSUASION UNIVERSITY OF SALFORD
COMMUNICATIONS Manchester
London

WORD OF MOUTH BURSON Sydney
Sydney

VML Warsaw

GOOGLE
Sunnyvale

OMD Sydney

BCP Lima

ACCENTURE ACCENTURE SONG ACCENTURE SONG HUNGARY
SONG SOUTH SOUTH AFRICA Budapest / ACCENTURE SONG
AFRICA Cape Town Cape Town London / ACCENTURE SONG
SOUTH AFRICA Cape Town /
GIANT FILMS Cape Town

BCP Lima

RING Los Angeles RING Los Angeles RING Los Angeles

APPROACH	A-LAB Rio de Janeiro / BLACKBIRD
COMUNICACAO	PRODUCOES Rio de Janeiro /
Sao Paulo	FSIGN Rio de Janeiro / REDE
	AMERICAS Rio de Janeiro

GRC PARTNERS +	CREDERA AUCKLAND / McCANN
PORTER NOVELLI	Wellington / PERCEPTIVE
Wellington	COLLEGE HILL Auckland

OMD Sydney
