

Innovation Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production
<u>A01 (Early-Stage Technology)</u>								
A01/001	00023	HOPE ON A CHIP	UTEC	UTEC	UTEC, Lima	PERU		
A01/013	00133	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
A01/015	00040	SPARC	COMMONWEALTH FUSION SYSTEMS	FUSION ENERGY	COMMONWEALTH FUSION SYSTEMS, Devens	UNITED STATES		
A01/020	00047	RADIO TIME MACHINE	NICHII GAKKAN CO., LTD.	RADIO TIME MACHINE	TBWA\HAKUHODO, Tokyo	JAPAN	AOI PRO Tokyo / BLACK CAT WHITE CAT MUSIC Tokyo	AOI PRO Tokyo
<u>B01 (Brand-Led Innovation)</u>								
B01/003	00098	SOS POS	BCP	SOS POS	CIRCUS GREY, Lima	PERU	CIRCUS GREY Lima	
B01/025	00061	MAGNIF-EYE	1001 OPTOMETRY	1001 OPTOMETRY	VML, Sydney	AUSTRALIA	VML Sydney	VML Sydney
<u>B02 (Product Innovation)</u>								
B02/002	00086	HERO GUM	GIFT OF LIFE	HERO GUM	LOLA USA, New York / adam&eveDDB, New York	UNITED STATES	OMNICOM PRODUCTION New York / UNSAID STUDIO New York	APM MUSIC Hollywood / HUMAN New York / OMNICOM PRODUCTION New York
B02/005	00048	LEGO SMART PLAY	THE LEGO GROUP	LEGO SMART PLAY PLATFORM	LEGO SYSTEM, Billund	DENMARK		
<u>B03 (Environmental Innovation)</u>								
B03/002	00095	T-REX LEATHER	LAB-GROWN LEATHER	LEATHER	VML, Paris	FRANCE	KUEST PROD Paris / WPP PRODUCTION Paris	
B03/008	00158	DARK MODE ADS	PLENTITUDE	ENERGY	LEPUB, Milan	ITALY	PRODIGIOUS Milan	PRODIGIOUS Milan
B03/012	00110	THE FAROE ISLANDS SPACE PROGRAM	SKF	TECHNICAL SOLUTIONS AND INNOVATIONS, BEARINGS, SEALS AND LUBRICATION	NORD DDB , Stockholm	SWEDEN		

B03/015	00073	UTRECHT ENERGIZED	RENAULT	RENAULT	PUBLICIS, Amsterdam	NETHERLANDS	10/10 Amsterdam	
B04 (Societal Innovation)								
B04/002	00085	HERO GUM	GIFT OF LIFE	HERO GUM	LOLA USA, New York / adam&eveDDB, New York	UNITED STATES	OMNICOM PRODUCTION New York / UNSAID STUDIO New York	APM MUSIC Hollywood / HUMAN New York / OMNICOM PRODUCTION New York
B04/013	00097	SOS POS	BCP	SOS POS	CIRCUS GREY, Lima	PERU	CIRCUS GREY Lima	
B04/019	00120	SUPERNOVA ADAPTIVE	ADIDAS	ADIDAS	TBWA\CANADA, Toronto	CANADA	MIRROR3D VFX Toronto / OMNICOM PRODUCTION Toronto / OVERFLOW PRODUCTIONS Orlando / SUNEEVA Toronto	ALTER EGO Toronto / CITIZEN MUSIC Santa Monica / MOTOMOTUS Toronto / NIMIOPERE Toronto / OSO AUDIO Toronto
B04/032	00046	WAVES OF WILL POWERED BY NTT	NTT HUMAN INFORMATICS LABORATORIES	NTT HUMAN INFORMATICS LABORATORIES	DENTSU INC., Tokyo	JAPAN	BASSDRUM Tokyo / DENTSU CREATIVE Amsterdam / DENTSU LAB Tokyo / TRACKS & FIELDS Berlin / WOW Tokyo	
B05 (Technology)								
B05/003	00049	LEGO SMART PLAY	THE LEGO GROUP	LEGO SMART PLAY PLATFORM	LEGO SYSTEM, Billund	DENMARK		
B05/028	00060	MAGNIF-EYE	1001 OPTOMETRY	1001 OPTOMETRY	VML, Sydney	AUSTRALIA	VML Sydney	VML Sydney
Total Shortlisted:			18					

Media	PR	Additional
		WE ARE VOLUME New York
	KMC Tokyo	
		BCP Lima
WORD OF MOUTH Sydney	BURSON Sydney	
	W COMMUNICATIONS New York	LABCORP Burlington / LAMARK MEDIA Boca Raton / MARS HIVE Newark
		CAMBRIDGE CONSULTANTS / JABIL Tiszaujvaros / LUCASFILM San Francisco / WALT DISNEY COMPANY Glendale
	FOR THE RIGHT REASONS Amsterdam / PROPELLER London	
CARAT Milan		CERTIMAC Faenza / URBAN VISION Milan

MYWHEELS Amsterdam / RENAULT
Schiphol-Rijk / WE DRIVE SOLAR
Hengelo

W
COMMUNICATIONS
New York

LABCORP Burlington / LAMARK
MEDIA Boca Raton / MARS HIVE
Newark

BCP Lima

ADIDAS Erlangen / BOGOTA Curitiba /
CANADIAN DOWN SYNDROME
SOCIETY Calgary

DENTSU INC. Tokyo

DENTSU CREATIVE
London / DENTSU
INC. Tokyo /
INGENUITY London /
PLATINUM Tokyo

ALS FOUNDATION NETHERLANDS
Utrecht / PANASONIC PROJECTOR &
DISPLAY COPORATION Osaka /
SHOWTEX NV Antwerp / TAKI
CORPORATION Tokyo

CAMBRIDGE CONSULTANTS / JABIL
Tiszaujvaros / LUCASFILM San
Francisco / WALT DISNEY COMPANY
Glendale

WORD OF MOUTH
Sydney

BURSON Sydney
