

Digital Craft Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media
A01 (Digital Illustration & Image Design)									
A01/001	00331	AMAZONIA	EMBRATUR AND RAI	THE BRAZILIAN AMAZON AS A TRAVELING DESTINATION	FUTUREBRAND , Sao Paulo	BRAZIL	MARAHU FILMES Belem		
A01/005	00358	LANGUAGE OF BEDWETTING	AUTISM SOCIETY	Product / Service	McCANN, New York	UNITED STATES	SARA NESSON FILMS Los Angeles	PAPAMUSIC Buenos Aires / SHORT RIBS EDITORIAL Brooklyn	KC ONE Chicago
A02 (Video/Moving Image)									
A02/004	00319	LOREM IPSUM	PURGA STUDIO	AI PRODUCTION COMPANY	GUT, Mexico City	MEXICO	PURGA STUDIO Buenos Aires		
A02/006	00307	NO FRAME MISSED	APPLE	IPHONE	TBWA/MEDIA ARTS LAB, Los Angeles	UNITED STATES	O2 FILMES Sao Paulo / SATELITE AUDIO Sao Paulo	PSYCHONLOOK Sao Paulo	OMD USA California
A03 (Motion Graphics Design & Animation)									
A03/010	00175	CREATE A BEAUTIFUL FUTURE	ADC AWARDS	ADC 105TH ANNUAL AWARDS	DENTSU INC., Tokyo	JAPAN	AD-SEEDS Tokyo / DENTSU CREATIVE PICTURES Tokyo / TAKI CORPORATION Tokyo		
A05 (Overall Aesthetic Design (incl. UI))									
A05/004	00130	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	ACCENTURE SONG SOUTH AFRICA Cape Town

Digital Craft Shortlist

A05/008	00332	AMAZONIA	EMBRATUR AND RAI	THE BRAZILIAN AMAZON AS A TRAVELING DESTINATION	FUTUREBRAND , Sao Paulo	BRAZIL	MARAHU FILMES Belem
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A06 (UX & Journey Design)

A06/012	20191	PROJECT GENIE	GOOGLE	GENIE 3	GOOGLE, Mountain View / GOOGLE CREATIVE TEAM, Mountain View	UNITED STATES	GOOGLE CREATIVE TEAM Mountain View	GOOGLE CREATIVE TEAM Mountain View	
A06/014	00357	LANGUAGE OF BEDWETTING	AUTISM SOCIETY	PRODUCT / SERVICE	McCANN, New York	UNITED STATES	SARA NESSON FILMS Los Angeles	PAPAMUSIC Buenos Aires / SHORT RIBS EDITORIAL Brooklyn	KC ONE Chicago

A07 (Experience Design: Multi-Platform)

A07/002	00248	RUN BACK THE MIRACLE	MICHELOB ULTRA	MICHELOB ULTRA	WIEDEN+KENNEDY, New York	UNITED STATES	FREQUENCY PICTURES Las Vegas / HOUSE OF PARLIAMENT Los Angeles / PIXELS + ATOMS New York / PRETTY DAMN SWEET Philadelphia	HOUSE OF PARLIAMENT Los Angeles / PRETTY DAMN SWEET Philadelphia / SHORT RIBS EDITORIAL Brooklyn
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B01 (Cross-Channel Storytelling)

B01/003	00298	A CRITTER CAROL	APPLE	IPHONE	TBWA/MEDIA ARTS LAB, Los Angeles	UNITED STATES	BARKING OWL Los Angeles / SMUGGLER Los Angeles	RACKET CLUB Los Angeles / TRAFIK Los Angeles / UNTOLD STUDIOS Los Angeles / WALKER Santa Monica / WORK EDITORIAL Los Angeles	OMD USA California
B01/010	00297	HVL BY MCK FIRST-EVER 360 SHOT ON IPHONE	APPLE	IPHONE	TBWA/MEDIA ARTS LAB, Los Angeles	UNITED STATES	ANTIANTIART Hanoi / INCITE Los Angeles	HECKLER SG Singapore	OMD USA California

B02 (Real-Time Contextual Content)

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B02/008	00343	CODE HER	O BOTICÁRIO	HER CODE	ALMAPBBDO, Sao Paulo BRAZIL		BENEXT.AI Rio de Janeiro / LACOBRA STUDIO Sao Paulo / QUIET CITY MUSIC + SOUND Sao Paulo	BRAZA POST Sao Paulo
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B03 (Personalised Storytelling & Experience)

B03/003	00067	SEAT WITH A VIEW	FLYNAS	FLYNAS: INTELLIGENT SEAT SELECTOR	VML, Riyadh	SAUDI ARABIA	BLUE ELEPHANT Riyadh	BLUE ELEPHANT Riyadh
B03/006	00244	RUN BACK THE MIRACLE	MICHELOB ULTRA	MICHELOB ULTRA	WIEDEN+KENNEDY, New York	UNITED STATES	FREQUENCY PICTURES Las Vegas / HOUSE OF PARLIAMENT Los Angeles / PIXELS + ATOMS New York / PRETTY DAMN SWEET Philadelphia	HOUSE OF PARLIAMENT Los Angeles / PRETTY DAMN SWEET Philadelphia / SHORT RIBS EDITORIAL Brooklyn

C01 (Data Storytelling)

C01/003	00258	HAVEN	SUNCORP INSURANCE	INSURANCE	LEO AUSTRALIA, Sydney	AUSTRALIA	HOGARTH WORLDWIDE Sydney / LE POLISH BUREAU Poland / PXP Sydney	OMD Sydney
C01/008	00330	AMAZONIA	EMBRATUR AND RAI	THE BRAZILIAN AMAZON AS A TRAVELING DESTINATION	FUTUREBRAND , Sao Paulo	BRAZIL	MARAHU FILMES Belem	

C02 (Real-Time Usage & Targeting)

C02/008	00284	MAPFRE CONTIGO	MAPFRE	MAPFRE CONTIGO	McCANN SPAIN, Madrid	SPAIN	OMNICOM PRODUCTION Madrid	
C02/009	00230	SOS POS	BCP	SOS POS	CIRCUS GREY, Lima	PERU	CIRCUS GREY Lima	
C02/010	00313	FORESTS WITHOUT NAMES	HYUNDAI	FORESTS WITHOUT NAMES CONSERVATION	BBDO NEW YORK	UNITED STATES	BBDO NEW YORK / FINAL FRONTIER PRODUCTIONS Stamford	BBDO NEW YORK
C02/011	00029	TRANSIT TALES	MASTERCARD	TRANSIT TALES	HERO McCANN, Melbourne	AUSTRALIA	NAKATOMI Sydney	RUMBLE STUDIOS Melbourne

C04 (Curation of Data)

C04/002	00257	HAVEN	SUNCORP INSURANCE	INSURANCE	LEO AUSTRALIA, Sydney	AUSTRALIA	HOGARTH WORLDWIDE Sydney / LE POLISH BUREAU Poland / PXP Sydney	OMD Sydney
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C04/003	00213	MERMAID	TIFFANY & CO.	TIFFANY & CO.	L&C, New York	UNITED STATES	LUCERO FILM phoenix	DAHOUSE AUDIO Los Angeles / L&C New York
C04/007	00327	THE BIRDWATCHER	SPOOR	AI-POWERED BIRD MONITORING FOR WIND PROJECTS	FP7 McCANN, Dubai	UNITED ARAB EMIRATES	FP7 McCANN Dubai	
C04/014	00310	FORESTS WITHOUT NAMES	HYUNDAI	FORESTS WITHOUT NAMES CONSERVATION	BBDO NEW YORK	UNITED STATES	BBDO NEW YORK / FINAL FRONTIER PRODUCTIONS Stamford	BBDO NEW YORK

C05 (AI Craft)

C05/003	00050	LA BASILICA DI SAN PIETRO: AN AI-ENHANCED EXPERIENCE	MICROSOFT	ST. PETER'S BASILICA	MICROSOFT, Seattle / MICROSOFT, Redmond / ICONEM, Paris / DADADA STUDIO, Vilnius / FABBRICA DI SAN PIETRO, Vatican City / PROCESSOFFICE (ARCHITEKTŪRA IR URBANISTIKA), Vilnius	UNITED STATES / FRANCE / LITHUANIA / VATICAN CITY (HOLY SEE) / LITHUANIA	DADADA STUDIO Vilnius / FABBRICA DI SAN PIETRO Vatican City / ICONEM Paris / MICROSOFT Seattle / TRIFILM Kirkland	DADADA STUDIO Vilnius / FABBRICA DI SAN PIETRO Vatican City / ICONEM Paris / MICROSOFT Seattle / TRIFILM Kirkland	MICROSOFT Seattle
C05/018	00167	THE WIZARD OF OZ AT SPHERE	SPHERE STUDIOS	THE WIZARD OF OZ AT SPHERE	SPHERE ENTERTAINMENT, Burbank / MAGNOPUS, Los Angeles	UNITED STATES	GOOGLE New York / MAGNOPUS Los Angeles / SPHERE ENTERTAINMENT Burbank	GOOGLE New York / MAGNOPUS Los Angeles / SPHERE ENTERTAINMENT Burbank	SPHERE ENTERTAINMENT Burbank
C05/020	00177	L'ULTIMO UOMO REALE ("THE LAST REAL MAN")	The RealReal	LUXURY RESALE AUTHENTICATION	TEAM ONE, Los Angeles	UNITED STATES	LIPSTICK Berlin	LIPSTICK Berlin	
C05/048	20190	PROJECT GENIE	GOOGLE	GENIE 3	GOOGLE, Mountain View / GOOGLE CREATIVE TEAM, Mountain View	UNITED STATES	GOOGLE CREATIVE TEAM Mountain View	GOOGLE CREATIVE TEAM Mountain View	
C05/066	10171	MAGICAL SURVEILLANCE	MOVISTAR PROSEGUR ALARMAS	ALARMS	ACCENTURE SONG, Madrid	SPAIN	ACCENTURE SONG Madrid	ACCENTURE SONG Madrid	

D01 (Innovative Use of Technology)

D01/015	00231	SOS POS	BCP	SOS POS	CIRCUS GREY, Lima	PERU	CIRCUS GREY Lima	
D01/023	00324	THE BIRDWATCHER	SPOOR	AI-POWERED BIRD MONITORING FOR WIND PROJECTS	FP7 McCANN, Dubai	UNITED ARAB EMIRATES	FP7 McCANN Dubai	
D01/028	00342	CODE HER	O BOTICÁRIO	HER CODE	ALMAPBBDO, Sao Paulo	BRAZIL	BENEXT.AI Rio de Janeiro / LACOBRA STUDIO Sao Paulo / QUIET CITY MUSIC + SOUND Sao Paulo	BRAZA POST Sao Paulo

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D01/032	00150	MAGNIF-EYE	1001 OPTOMETRY	1001 OPTOMETRY	VML, Sydney	AUSTRALIA	VML Sydney	VML Sydney	WORD OF MOUTH Sydney
D01/037	00106	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		DENTSU INC. Tokyo

D02 (Native & Built-In Feature Integration)

D02/002	00229	SOS POS	BCP	SOS POS	CIRCUS GREY, Lima	PERU	CIRCUS GREY Lima		
D02/005	00221	SPEED SHIELDS	KXNGS	SPEED CONTROL	UNCLE GREY, Copenhagen	DENMARK	UNCLE GREY Copenhagen	UNCLE GREY Copenhagen	UNCLE GREY Copenhagen
D02/010	00042	F1 HAPTIC TRAILER	APPLE	IPHONE + APPLE TV	APPLE, Cupertino	UNITED STATES	APPLE Cupertino	APPLE Cupertino	APPLE Cupertino

D03 (Technological Achievement in Digital Craft)

D03/003	00246	RUN BACK THE MIRACLE	MICHELOB ULTRA	MICHELOB ULTRA	WIEDEN+KENNEDY, New York	UNITED STATES	FREQUENCY PICTURES Las Vegas / HOUSE OF PARLIAMENT Los Angeles / PIXELS + ATOMS New York / PRETTY DAMN SWEET Philadelphia	HOUSE OF PARLIAMENT Los Angeles / PRETTY DAMN SWEET Philadelphia / SHORT RIBS EDITORIAL Brooklyn	
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Total Shortlisted:

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PR **Additional**

TULOM Sao Paulo ASSOPIO, ASSOCIACAO DOS
 NEGOCIOS DA
 SOCIOBIOECONOMIA DA
 AMAZONIA Belem / BLACK MADRE
 Sao Paulo / NORTE Sao Paulo

KC ONE Chicago AUTISM SOCIETY OF AMERICA
 Rockville, Maryland / CLICKON New
 York

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

TULOM Sao Paulo ASSOBIQ, ASSOCIACAO DOS
NEGOCIOS DA
SOCIOBIOECONOMIA DA
AMAZONIA Belem / BLACK MADRE
Sao Paulo / NORTE Sao Paulo

KC ONE Chicago AUTISM SOCIETY OF AMERICA
Rockville, Maryland / CLICKON New
York

3PM/WEBER
SHANDWICK New
York

TBWA/MEDIA ARTS LAB Los
Angeles

VOZ Sao Paulo

FLYNAS Riyadh / RATTEL L.L.C.
Delaware

3PM/WEBER
SHANDWICK New
York

TULOM Sao Paulo ASSOPIO, ASSOCIACAO DOS
 NEGOCIOS DA
 SOCIOBIOECONOMIA DA
 AMAZONIA Belem / BLACK MADRE
 Sao Paulo / NORTE Sao Paulo

MAPFRE Madrid / UM STUDIOS
Madrid

BCP Lima

BBDO NEW YORK

HERO McCANN Melbourne

FP7 McCANN Dubai BUMBLEBEAT Curitiba /
MRM//McCANN Dubai

BBDO NEW YORK

MICROSOFT Seattle DADADA STUDIO Vilnius /
FABBRICA DI SAN PIETRO Vatican
City / ICONEM Paris / MICROSOFT
Redmond / TRIFILM Kirkland

SPHERE
ENTERTAINMENT
Burbank

TEAM ONE Los Angeles ELEVENLABS New York / FRIDGE
AUDIO Berlin

ACCENTURE SONG
Madrid

BCP Lima

FP7 McCANN Dubai BUMBLEBEAT Curitiba /
MRM//McCANN Dubai

VOZ Sao Paulo

BURSON Sydney

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
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BCP Lima

UNCLE GREY Copenhagen	APPLE Cupertino / THE AV SQUAD Los Angeles
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3PM/WEBER
SHANDWICK New
York
