

Shortlist (Digital Craft Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency
A01 (Interface & Navigation (UI))							
A01/008	00108	WHO WE ARE IS WHAT WE LEAVE BEHIND: THE SUBARU ENVIRONMENTAL WEBSITE	SUBARU OF AMERICA	SUBARU	CARMICHAEL LYNCH Minneapolis	USA	CARMICHAEL LYNCH Minneapolis
A01/029	00953	FMTK	SWEDISH ARMED FORCES	RECRUITMENT SERVICES	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM
A01/030	00124	SONS OF GALLIPOLI	KALE	CERAMICS	JAM3 Toronto	CANADA	JAM3 Toronto / MODIKI Istanbul
A01/035	00489	LIGHTSABER ESCAPE: A CHROME EXPERIMENT	GOOGLE, DISNEY, INDUSTRIAL LIGHT & MAGIC, LUCAS FILM	GOOGLE CHROME	72ANDSUNNY Playa Vista	USA	72ANDSUNNY Playa Vista / GOOGLE Mountain View
A01/051	00830	WEBER BBQ CULTURES	WEBER	WEBER GRILLS	UNCLE GREY Copenhagen	DENMARK	UNCLE GREY Copenhagen
A01/055	00566	UNDER ARMOUR SLAY YOUR NEXT GIANT	UNDER ARMOUR	UNDER ARMOUR	DROGA5 New York	USA	DROGA5 New York / UNDER ARMOUR Baltimore
A01/069	00521	IN SPACE WE TRUST	ROSCOSMOS	SPACE EXPLORATION	AILOVE Moscow	RUSSIA	AILOVE Moscow
A02 (Digital Illustration)							
A02/007	00354	FALTER/INFERN O	FALTER NEWSPAPER	NEWSPAPER	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg
A02/043	00627	PAUL, THE DRAWING ROBOT	MEDIAFIN	DE TIJD NEWSPAPER	FAMOUSGREY	BELGIUM	FAMOUSGREY
A02/044	01049	TACO EMOJI ENGINE	TACO BELL	TACO EMOJI LAUNCH	DEUTSCH LA	USA	DEUTSCH LA
A02/047	00901	MALU MOLETOM	GOVERNMENT OF THE STATE OF SÃO PAULO	WINTER CLOTHING DRIVE	LEW'LARA\TBWA São Paulo	BRAZIL	LEW'LARA\TBWA São Paulo
A02/051	01007	A DOG'S STORY	MARS	PEDIGREE	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland

Shortlist (Digital Craft Lions)

A03 (Video / Moving Image)

A03/002	00355	FALTER/INFERN O	FALTER NEWSPAPER	NEWSPAPER	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg
A03/016	00127	DREAMS OF DALÍ	THE DALÍ MUSEUM	THE DALÍ MUSEUM	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco
A03/018	00222	STEP ON STAGE WITH THE PERFORMING ARTS	GOOGLE	GOOGLE CULTURAL INSTITUTE	GOOGLE London	UNITED KINGDOM	GOOGLE London
A03/035	00075	DEJA VU KAMRA	KAMRA	DEJA VU MUSIC VIDEO	DOT BY DOT	JAPAN	DOT BY DOT
A03/040	00125	SONS OF GALLIPOLI	KALE	CERAMICS	JAM3 Toronto	CANADA	JAM3 Toronto / MODIKI Istanbul
A03/055	00858	BECAUSE RECOLLECTION	BECAUSE MUSIC	BECAUSE MUSIC	84.PARIS	FRANCE	84.PARIS
A03/057	00832	WEBER BBQ CULTURES	WEBER	WEBER GRILLS	UNCLE GREY Copenhagen	DENMARK	UNCLE GREY Copenhagen
A03/064	00148	HOLO-CINEMA INSTALLATION	LUCASFILM	IMMERSIVE CINEMA EXPERIENCE	ILMXLAB San Francisco	USA	ILMXLAB San Francisco
A03/085	00780	SONG FOR SOMEONE	APPLE	APPLE MUSIC	VRSE.WORKS Los Angeles	USA	VRSE.WORKS Los Angeles

A04 (Image Design)

A04/006	00128	DREAMS OF DALÍ	THE DALÍ MUSEUM	THE DALÍ MUSEUM	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco
A04/025	01012	ENDLESS POSSIBILITIES	GETTY IMAGES	GETTY IMAGES	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo

A05 (Music / Sound Design)

A05/009	00389	DON'T LOOK AWAY	USHER	INTERACTIVE MUSIC VIDEO	AKQA São Paulo	BRAZIL	AKQA São Paulo
A05/014	00011	PLAY THE PINGPONG	TV-TOKYO	TABLE TENNIS	DENTSU INC Tokyo	JAPAN	DENTSU INC Tokyo
A05/029	00408	REMIX WITH M	MARS CHOCOLATE NORTH AMERICA	M&M'S	BBDO New York	USA	BBDO New York
A05/040	00859	BECAUSE RECOLLECTION	BECAUSE MUSIC	BECAUSE MUSIC	84.PARIS	FRANCE	84.PARIS

Shortlist (Digital Craft Lions)

A05/046	00273	MUSIC VS GUN VIOLENCE	CHICAGO IDEAS	EVENTS	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO
A05/055	10151	SLOW DOWN GPS	IF INSURANCE	INSURANCE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg

A06 (Typography)

A06/011	00524	TYPE TO DESIGN – THE WORLD'S FIRST INSTAGRAM FONT	36 DAYS OF TYPE	36 DAYS OF TYPE - DESIGN CHALLENGE	SUPERHEROES AMSTERDAM Amsterdam	THE NETHERLANDS	SUPERHEROES AMSTERDAM Amsterdam
A06/012	00978	TYPEVOICE	THE WEBBY AWARDS	AWARDS	OGILVYONE NEW YORK	USA	OGILVYONE NEW YORK

A07 (Overall Aesthetic Design)

A07/001	00366	THE IMPOSSIBLE GAME	SNCF	SNCF ENGINEER CHALLENGE	TBWA\PARIS	FRANCE	TBWA\PARIS
A07/002	00356	FALTER/INFERN O	FALTER NEWSPAPER	NEWSPAPER	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg
A07/031	00971	THE FIELD TRIP TO MARS	LOCKHEED MARTIN	GENERATION BEYOND	McCANN NEW YORK	USA	McCANN NEW YORK
A07/037	00860	BECAUSE RECOLLECTION	BECAUSE MUSIC	BECAUSE MUSIC	84.PARIS	FRANCE	84.PARIS
A07/039	00834	WEBER BBQ CULTURES	WEBER	WEBER GRILLS	UNCLE GREY Copenhagen	DENMARK	UNCLE GREY Copenhagen
A07/057	00523	IN SPACE WE TRUST	ROSCOSMOS	SPACE EXPLORATION	AILOVE Moscow	RUSSIA	AILOVE Moscow

B01 (User Experience Design (UX))

B01/006	00390	NIKE RISE 2.0 – COACH OF COACHES	NIKE BASKETBALL	NIKE RISE	AKQA London	UNITED KINGDOM	AKQA London
B01/022	00561	MEET HALFWAY	PAYPAL/AIRBNB	FINANCIAL SERVICE	CP+B Los Angeles	USA	CP+B Los Angeles
B01/032	00761	PACE STATION	NIKE	RUNNING PACE STATION	R/GA New York	USA	R/GA New York
B01/054	00861	BECAUSE RECOLLECTION	BECAUSE MUSIC	BECAUSE MUSIC	84.PARIS	FRANCE	84.PARIS

Shortlist (Digital Craft Lions)

B01/057	00698	RE:SHAKESPEARE	SAMSUNG ELECTRONICS, THE ROYAL SHAKESPEARE COMPANY	THE RE:SHAKESPEARE APP	CHEIL UK London	UNITED KINGDOM	CHEIL UK London
B01/083	00824	CHROME MUSIC LAB	GOOGLE	CHROME MUSIC LAB	GOOGLE New York	USA	GOOGLE New York

B02 (Native & Built-In Feature Integration)

B02/001	00391	DON'T LOOK AWAY	USHER	INTERACTIVE MUSIC VIDEO	AKQA São Paulo	BRAZIL	AKQA São Paulo
B02/008	00584	THE SAFETY TOUCH	LEAGUE AGAINST CANCER, BOGOTÁ.	BREAST CANCER AWARENESS PROGRAM	LEO BURNETT Bogotá	COLOMBIA	LEO BURNETT COLOMBIA Bogotá
B02/011	00492	LIGHTSABER ESCAPE: A CHROME EXPERIMENT	GOOGLE, DISNEY, INDUSTRIAL LIGHT & MAGIC, LUCAS FILM	GOOGLE CHROME	72ANDSUNNY Playa Vista	USA	72ANDSUNNY Playa Vista / GOOGLE Mountain View
B02/012	00963	THE LES PAUL SKILL CHECK	GIBSON GUITAR	EPIPHONE LES PAUL BJÖRN GELOTTE SIGNATURE EDITION	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
B02/015	00699	RE:SHAKESPEARE	SAMSUNG ELECTRONICS, THE ROYAL SHAKESPEARE COMPANY	THE RE:SHAKESPEARE APP	CHEIL UK London	UNITED KINGDOM	CHEIL UK London
B02/020	00845	SAMSUNG SAFETY SCREEN	SAMSUNG	SAMSUNG APP	LEO BURNETT DUBAI	UNITED ARAB EMIRATES	LEO BURNETT DUBAI

B03 (Omni-Channel Experience Design: Multi Platform)

B03/009	00741	MUSEUM OF FEELINGS	SC JOHNSON	GLADE	OGILVY & MATHER Chicago	USA	OGILVY & MATHER Chicago
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B04 (Overall Functional Design)

B04/001	00501	AIRFORCE.COM	U.S. AIR FORCE	U.S. AIR FORCE	GSD&M Austin	USA	GSD&M Austin / MEDIAMONKS Amsterdam
B04/005	00670	FORD CREDIT LINK SHARED LEASING	FORD MOTOR CREDIT COMPANY	FORD	VML Kansas City	USA	VML Kansas City / GTB Dearborn

Shortlist (Digital Craft Lions)

B04/023	00846	SAMSUNG SAFETY SCREEN	SAMSUNG	SAMSUNG APP	LEO BURNETT DUBAI	UNITED ARAB EMIRATES	LEO BURNETT DUBAI
B04/025	00825	CHROME MUSIC LAB	GOOGLE	CHROME MUSIC LAB	GOOGLE New York	USA	GOOGLE New York

C01 (Editorial)

C01/003	00210	BALLANTINE'S INSTAZINE	PERNOD RICARD	BALLANTINE'S	HAVAS WORLDWIDE London	UNITED KINGDOM	HAVAS WORLDWIDE London
C01/006	01018	MAGIC WORDS - THE UNWRITTEN STORIES	HP	HP	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
C01/009	00483	UNFAIRY TALES INTERACTIVE STORYBOOK	UNICEF	HUMANITARIAN AID	180LA Santa Monica	USA	180LA Santa Monica
C01/011	00274	EDITIONS AT PLAY	GOOGLE	EDITIONS AT PLAY, GOOGLE PLAY	VISUAL EDITIONS London	UNITED KINGDOM	GOOGLE Sydney / VISUAL EDITIONS London

C02 (Rich Media)

C02/002	00243	THE SUPER BOWL DUNK	GATORADE	GATORADE	VML Kansas City	USA	VML Kansas City
C02/015	00317	EXPLORE STOCKHOLM	TAXI STOCKHOLM	EXPLORE STOCKHOLM - SIGHTSEEING REINVENTED	WE ARE YOURS Stockholm	SWEDEN	WE ARE YOURS Stockholm

C03 (Omni-Channel Storytelling)

C03/007	00405	HOUSE OF CARDS - FU 2016	NETFLIX	HOUSE OF CARDS	BBH NEW YORK	USA	BBH NEW YORK
C03/011	01019	MAGIC WORDS - THE UNWRITTEN STORIES	HP	HP	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo

D01 (Curation of Data)

D01/025	00735	ZYRTEC 'ALLERGY IMPACT'	MCNEIL CONSUMER HEALTHCARE	OTC ORAL MEDICINE	J. WALTER THOMPSON New York	USA	J. WALTER THOMPSON New York
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Shortlist (Digital Craft Lions)

D01/032	01022	BRAINBAND	SAMSUNG AUSTRALIA	SAMSUNG BRAINBAND	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY
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D02 (Data Storytelling)

D02/003	00236	STRAVA - INSIGHTS	STRAVA	STRAVA	STINK London	UNITED KINGDOM	STINK London
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D02/011	00866	THE END OF SOCIETY SIMULATOR	UBISOFT	UBISOFT	BETC Paris	FRANCE	BETC Paris
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D02/017	00717	THE NEXT REMBRANDT	ING	ING	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	J. WALTER THOMPSON AMSTERDAM
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D02/019	00886	VACATION MATCHMAKER	TENNESSEE DEPARTMENT OF TOURIST DEVELOPMENT	TOURISM	VML Kansas City	USA	VML Kansas City
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D02/020	00599	#COMEONIN	THE SYDNEY OPERA HOUSE	THE SYDNEY OPERA HOUSE	DDB Sydney	AUSTRALIA	DDB Sydney
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D02/021	00205	GOOGLE SHOPPING INSIGHTS	GOOGLE	GOOGLE SHOPPING INSIGHTS	GROW Norfolk	USA	GROW Norfolk
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D03 (Data Visualisation)

D03/014	00718	THE NEXT REMBRANDT	ING	ING	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	J. WALTER THOMPSON AMSTERDAM
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D03/024	00399	CODEOLOGY	BRAINTREE PAYMENTS	CODEOLOGY BY BRAINTREE	BRAINTREE PAYMENTS San Francisco	USA	WEST SF San Francisco
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D03/025	00271	QUANTUM OF PEACE	WARSAW RISING MUSEUM	WARSAW RISING MUSEUM	PANGENERATOR Warsaw	POLAND	PANGENERATOR Warsaw
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E01 (3D Models)

E01/005	00130	DREAMS OF DALÍ	THE DALÍ MUSEUM	THE DALÍ MUSEUM	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco
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Shortlist (Digital Craft Lions)

E02 (Augmented Reality (AR))

E02/002	00314	THE SUPER BOWL DUNK	GATORADE	GATORADE	VML Kansas City	USA	VML Kansas City
E02/005	00093	DIEHARD FAN	NISSAN NORTH AMERICA	NISSAN'S NCAA PARTNERSHIP	CRITICAL MASS Calgary	CANADA	CRITICAL MASS Calgary

E03 (Virtual Reality (VR))

E03/007	00131	DREAMS OF DALÍ	THE DALÍ MUSEUM	THE DALÍ MUSEUM	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco
E03/020	00494	HELP	GOOGLE ATAP	GOOGLE SPOTLIGHT STORIES	THE MILL Los Angeles	USA	
E03/024	00972	THE FIELD TRIP TO MARS	LOCKHEED MARTIN	GENERATION BEYOND	McCANN NEW YORK	USA	McCANN NEW YORK
E03/026	01027	SAMSUNG BEDTIME VR STORIES	SAMSUNG	SAMSUNG BEDTIME VR STORIES	BBH London	UNITED KINGDOM	BBH London
E03/055	00134	THE MARTIAN VR EXPERIENCE	20TH CENTURY FOX, FOX INNOVATION LAB, RSA FILMS, THE VIRTUAL REALITY COMPANY	THE MARTIAN VR EXPERIENCE	TWENTIETH CENTURY FOX HOME ENTERTAINMENT Los Angeles	USA	TWENTIETH CENTURY FOX HOME ENTERTAINMENT Los Angeles / RSA FILMS Los Angeles / THE VIRTUAL REALITY COMPANY Los Angeles

E04 (Innovative Use of Technology)

E04/073	01020	MAGIC WORDS - THE UNWRITTEN STORIES	HP	HP	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
E04/078	01003	EMERGENCY PIN CODE	SEKRON SECURITY SYSTEMS	SEKRON DIGITAL PROTECTION	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo
E04/085	00719	THE NEXT REMBRANDT	ING	ING	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	J. WALTER THOMPSON AMSTERDAM
E04/090	00973	THE FIELD TRIP TO MARS	LOCKHEED MARTIN	GENERATION BEYOND	McCANN NEW YORK	USA	McCANN NEW YORK
E04/092	00515	WILSON X CONNECTED BASKETBALL	WILSON SPORTING GOODS	WILSON X CONNECTED BASKETBALL	PHENOMENON Los Angeles	USA	PHENOMENON Los Angeles

Shortlist (Digital Craft Lions)

E04/093	01028	SAMSUNG BEDTIME VR STORIES	SAMSUNG	SAMSUNG BEDTIME VR STORIES	BBH London	UNITED KINGDOM	BBH London
E04/112	00996	ROAM DELIVERY	VOLVO CARS	IN CAR DELIVERY SERVICE	OGILVYONE LONDON	UNITED KINGDOM	OGILVYONE LONDON / OGILVY PUBLIC RELATIONS London
E04/158	01056	TACOBOT	TACO BELL	TACOBOT	DEUTSCH LA	USA	DEUTSCH LA
E04/169	00307	#SEECOLORS	SAMSUNG	SAMSUNG #SEECOLORS	LEO BURNETT BUDAPEST	HUNGARY	LEO BURNETT BUDAPEST
E04/171	01023	BRAINBAND	SAMSUNG AUSTRALIA	SAMSUNG BRAINBAND	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY
E04/175	00135	THE MARTIAN VR EXPERIENCE	20TH CENTURY FOX, FOX INNOVATION LAB, RSA FILMS, THE VIRTUAL REALITY COMPANY	THE MARTIAN VR EXPERIENCE	TWENTIETH CENTURY FOX HOME ENTERTAINMENT Los Angeles	USA	TWENTIETH CENTURY FOX HOME ENTERTAINMENT Los Angeles / RSA FILMS Los Angeles / THE VIRTUAL REALITY COMPANY Los Angeles

E05 (Technological Achievement in Digital Craft)

E05/005	00070	F21 THREAD SCREEN	FOREVER 21	FOREVER 21	BREAKFAST New York	USA	BREAKFAST New York
E05/021	00496	HELP	GOOGLE ATAP	GOOGLE SPOTLIGHT STORIES	THE MILL Los Angeles	USA	
E05/028	00720	THE NEXT REMBRANDT	ING	ING	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	J. WALTER THOMPSON AMSTERDAM
E05/031	00974	THE FIELD TRIP TO MARS	LOCKHEED MARTIN	GENERATION BEYOND	McCANN NEW YORK	USA	McCANN NEW YORK
E05/057	12627	THE MARTIAN VR EXPERIENCE	20TH CENTURY FOX, FOX INNOVATION LAB, RSA FILMS, THE VIRTUAL REALITY COMPANY	THE MARTIAN VR EXPERIENCE	TWENTIETH CENTURY FOX HOME ENTERTAINMENT Los Angeles	USA	TWENTIETH CENTURY FOX HOME ENTERTAINMENT Los Angeles / RSA FILMS Los Angeles / THE VIRTUAL REALITY COMPANY Los Angeles

Total Entries: 97