

Winners (Digital Craft Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency	Prize
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	Silver Lion
A01/029	00953	FMTK	SWEDISH ARMED FORCES	RECRUITMENT SERVICES	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM	Bronze Lion
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	Silver Lion
A01/055	00566	UNDER ARMOUR SLAY YOUR NEXT GIANT	UNDER ARMOUR	UNDER ARMOUR	DROGA5 New York	USA	DROGA5 New York / UNDER ARMOUR Baltimore	Bronze Lion
A01/069	00521	IN SPACE WE TRUST	ROSCOSMOS	SPACE EXPLORATION	AILOVE Moscow	RUSSIA	AILOVE Moscow	Silver Lion
A02 (Digital Illustration)								
A02/007	00354	FALTER/INFERN O	FALTER NEWSPAPER	NEWSPAPER	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg	Gold Lion
A02/043	00627	PAUL, THE DRAWING ROBOT	MEDIAFIN	DE TIJD NEWSPAPER	FAMOUS BRUSSELS	BELGIUM	FAMOUS BRUSSELS	Bronze Lion
A02/044	01049	TACO EMOJI ENGINE	TACO BELL	TACO EMOJI LAUNCH	DEUTSCH LA	USA	DEUTSCH LA	Bronze Lion
A03 (Video / Moving Image)								
A03/002	00355	FALTER/INFERN O	FALTER NEWSPAPER	NEWSPAPER	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg	Gold Lion
A03/016	00127	DREAMS OF DALÍ	THE DALÍ MUSEUM	THE DALÍ MUSEUM	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco	Silver Lion
A03/018	00222	STEP ON STAGE WITH THE PERFORMING ARTS	GOOGLE	GOOGLE CULTURAL INSTITUTE	GOOGLE London	UNITED KINGDOM	GOOGLE London	Bronze Lion

Winners (Digital Craft Lions)

A03/035	00075	DEJA VU KAMRA	KAMRA	DEJA VU MUSIC VIDEO	DOT BY DOT	JAPAN	DOT BY DOT	Bronze Lion
A03/055	00858	BECAUSE RECOLLECTION	BECAUSE MUSIC	BECAUSE MUSIC	84.PARIS	FRANCE	84.PARIS	Grand Prix
A03/057	00832	WEBER BBQ CULTURES	WEBER	WEBER GRILLS	UNCLE GREY Copenhagen	DENMARK	UNCLE GREY Copenhagen	Bronze Lion

A04 (Image Design)

A04/025	01012	ENDLESS POSSIBILITIES	GETTY IMAGES	GETTY IMAGES	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	Silver Lion
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A05 (Music / Sound Design)

A05/040	00859	BECAUSE RECOLLECTION	BECAUSE MUSIC	BECAUSE MUSIC	84.PARIS	FRANCE	84.PARIS	Gold Lion
A05/055	10151	SLOW DOWN GPS	IF INSURANCE	INSURANCE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	Bronze Lion

A07 (Overall Aesthetic Design)

A07/002	00356	FALTER/INFERN O	FALTER NEWSPAPER	NEWSPAPER	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg	Gold Lion
A07/037	00860	BECAUSE RECOLLECTION	BECAUSE MUSIC	BECAUSE MUSIC	84.PARIS	FRANCE	84.PARIS	Silver Lion
A07/057	00523	IN SPACE WE TRUST	ROSCOSMOS	SPACE EXPLORATION	AILOVE Moscow	RUSSIA	AILOVE Moscow	Silver Lion

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

Winners (Digital Craft Lions)

B02 (Native & Built-In Feature Integration)

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	Silver Lion
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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	Silver Lion
B04/025	00825	CHROME MUSIC LAB	GOOGLE	CHROME MUSIC LAB	GOOGLE New York	USA	GOOGLE New York	Silver Lion

C02 (Rich Media)

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

D01 (Curation of Data)

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

D02/011	00866	THE END OF SOCIETY SIMULATOR	UBISOFT	UBISOFT	BETC Paris	FRANCE	BETC Paris	Bronze Lion
D02/017	00717	THE NEXT REMBRANDT	ING	ING	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	J. WALTER THOMPSON AMSTERDAM	Bronze Lion
D02/019	00886	VACATION MATCHMAKER	TENNESSEE DEPARTMENT OF TOURISM DEVELOPMENT	TOURISM	VML Kansas City	USA	VML Kansas City	Bronze Lion

Winners (Digital Craft Lions)

D02/021	00205	GOOGLE SHOPPING INSIGHTS	GOOGLE	GOOGLE SHOPPING INSIGHTS	GROW Norfolk	USA	GROW Norfolk	Silver Lion
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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	Gold Lion
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D03/024	00399	CODEOLOGY	BRAINTREE PAYMENTS	CODEOLOGY BY BRAINTREE	BRAINTREE PAYMENTS San Francisco	USA	WEST SF San Francisco	Gold Lion
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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	Silver Lion
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E02 (Augmented Reality (AR))

E02/002	00314	THE SUPER BOWL DUNK	GATORADE	GATORADE	VML Kansas City	USA	VML Kansas City	Bronze Lion
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E02/005	00093	DIEHARD FAN	NISSAN NORTH AMERICA	NISSAN'S NCAA PARTNERSHIP	CRITICAL MASS Calgary	CANADA	CRITICAL MASS Calgary	Bronze Lion
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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	Bronze Lion
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E03/020	00494	HELP	GOOGLE ATAP	GOOGLE SPOTLIGHT STORIES	THE MILL Los Angeles	USA		Gold Lion
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E03/024	00972	THE FIELD TRIP TO MARS	LOCKHEED MARTIN	GENERATION BEYOND	McCANN NEW YORK	USA	McCANN NEW YORK	Bronze Lion
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Winners (Digital Craft Lions)

E03/055	00134	THE MARTIAN VR EXPERIENCE	TWENTIETH CENTURY FOX HOME ENTERTAINMENT	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	Silver Lion
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E04 (Innovative Use of Technology)

E04/085	00719	THE NEXT REMBRANDT	ING	ING	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	J. WALTER THOMPSON AMSTERDAM	Bronze Lion
E04/090	00973	THE FIELD TRIP TO MARS	LOCKHEED MARTIN	GENERATION BEYOND	McCANN NEW YORK	USA	McCANN NEW YORK	Bronze Lion
E04/092	00515	WILSON X CONNECTED BASKETBALL	WILSON SPORTING GOODS	WILSON X CONNECTED BASKETBALL	PHENOMENON Los Angeles	USA	PHENOMENON Los Angeles	Silver Lion
E04/112	00996	ROAM DELIVERY	VOLVO CARS	IN CAR DELIVERY SERVICE	OGILVYONE LONDON	UNITED KINGDOM	OGILVYONE LONDON / OGILVY PUBLIC RELATIONS London	Bronze Lion
E04/169	00307	#SEECOLORS	SAMSUNG	SAMSUNG #SEECOLORS	LEO BURNETT BUDAPEST	HUNGARY	LEO BURNETT BUDAPEST	Bronze Lion
E04/171	01023	BRAINBAND	SAMSUNG AUSTRALIA	SAMSUNG BRAINBAND	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY	Bronze Lion

E05 (Technological Achievement in Digital Craft)

E05/021	00496	HELP	GOOGLE ATAP	GOOGLE SPOTLIGHT STORIES	THE MILL Los Angeles	USA		Gold Lion
E05/031	00974	THE FIELD TRIP TO MARS	LOCKHEED MARTIN	GENERATION BEYOND	McCANN NEW YORK	USA	McCANN NEW YORK	Bronze Lion

Total Entries: 50