

Shortlist (Creative Data Lions)

| Cat. No | Entry No | Title | Client | Product | Entrant Company | Country | Agency | Production Company |
|--|----------|-------------------------------------|---|---|-------------------------------------|-----------------|-------------------------------------|---|
| A01 (Creative Data Enhancement) | | | | | | | | |
| A01/019 | 00343 | THE EMOTIONAL TRAILER | MELBOURNE INTERNATIONAL FILM FESTIVAL | THE MELBOURNE INTERNATIONAL FILM FESTIVAL | McCANN MELBOURNE | AUSTRALIA | McCANN MELBOURNE | AIRBAG PRODUCTIONS Melbourne |
| A01/020 | 00292 | SMARTBOWL | FRESSNAPF | ENGAGEMENT ECOSYSTEM | OGILVY GERMANY Düsseldorf | GERMANY | OGILVY GERMANY Frankfurt | |
| A01/021 | 00409 | MUSEUM OF FEELINGS | SC JOHNSON | GLADE | OGILVY & MATHER Chicago | USA | OGILVY & MATHER Chicago | RADICAL MEDIA New York |
| A01/035 | 00483 | VACATION MATCHMAKER | TENNESSEE DEPARTMENT OF TOURISM DEVELOPMENT | TOURISM | VML Kansas City | USA | VML Kansas City | |
| A01/039 | 00395 | THE NEXT REMBRANDT | ING | ING | J. WALTER THOMPSON AMSTERDAM | THE NETHERLANDS | J. WALTER THOMPSON AMSTERDAM | NEW AMSTERDAM FILM COMPANY / KREUKVRIJ Amsterdam / SUPERHERO CHEESECAKE Amsterdam |
| A01/043 | 00487 | GASCALE | MABE | DOMESTIC GAS SCALE | MARURI GREY Guayaquil | ECUADOR | MARURI GREY Guayaquil | MARURI GREY Guayaquil |
| A01/057 | 00240 | SPOTIFY MUSIC FOR YOUR WORLD | SPOTIFY CANADA | SPOTIFY MUSIC STREAMING SERVICE | ANOMALY Toronto, ON | CANADA | ANOMALY Toronto, ON | |
| A01/060 | 00192 | OPEN ROAD PROJECT | TOYOTA | TOYOTA I-ROAD | DENTSU INC Tokyo | JAPAN | DENTSU INC Tokyo | |
| A01/080 | 00616 | REAL TIME DONATIONS | DIAKONIA DIENSTLEISTUNGS BETRIEBE | CHARITY DONATION APPEALS | KINETIC WORLDWIDE Dusseldorf | GERMANY | KINETIC WORLDWIDE Dusseldorf | KINETIC WORLDWIDE Dusseldorf |
| A02 (Data-Driven Targeting) | | | | | | | | |
| A02/007 | 00079 | DIVING INTO DATA FOR NARELLAN POOLS | NARELLAN POOLS | SWIMMING POOLS | AFFINITY Darlinghurst | AUSTRALIA | AFFINITY Darlinghurst | AFFINITY Darlinghurst |
| A02/017 | 00392 | SEARCH RACISM. FIND TRUTH. | REFUGEES WELCOME | NPO | FCB ZÜRICH | SWITZERLAND | FCB ZÜRICH | FCB ZÜRICH |
| A02/024 | 00140 | THE 'ITALIAN' ART OF PERSUASION | MASERATI | MASERATI GHIBLI | GEOMETRY GLOBAL GERMANY Duesseldorf | GERMANY | GEOMETRY GLOBAL GERMANY Duesseldorf | |

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| A02/038 | 00505 | SONGS OF VIOLENCE | ESTADAO DIGITAL | ESTADAO DIGITAL | FCB BRASIL São Paulo | BRAZIL | FCB BRASIL São Paulo | BOSSA NOVA FILMS São Paulo / SAXSOFUNNY São Paulo |
| A02/041 | 00600 | HINTS | DIXONS CARPHONE | CURRYS PC WORLD | AMVBBDO London | UNITED KINGDOM | AMVBBDO London | |
| A02/043 | 00296 | FEMALE RECRUITMENT | DEFENCE FOURCES | FEMALE RECRUITMENT | ROTHCO Dublin | IRELAND | ROTHCO Dublin | |
| A02/085 | 00627 | QQ ALERT: TURNING SOCIAL NETWORK INTO A MISSING CHILDREN ALERT | QQ | QQ ALERT, QQ INSTANT MESSENGER | TENCENT Shenzhen | CHINA | TENCENT Shenzhen | TENCENT Shenzhen |
| A02/096 | 10886 | THE IMPOSSIBLE GAME | SNCF | SNCF ENGINEER CHALLENGE | TBWA\PARIS | FRANCE | TBWA\PARIS | ELSE Boulogne-Billancourt / DAN PARIS Boulogne-Billancourt |

A03 (Creative Data Client Strategy)

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| A03/006 | 00200 | ADOPTABLE TRENDS | TBD | TBD | DIESTE Dallas | USA | DIESTE Dallas | LETCA FILMS Miami / PERSONAL MUSIC Miami |
| A03/013 | 00193 | OPEN ROAD PROJECT | TOYOTA | TOYOTA I-ROAD | DENTSU INC Tokyo | JAPAN | DENTSU INC Tokyo | |

A04 (Data Storytelling)

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| A04/018 | 00344 | THE EMOTIONAL TRAILER | MELBOURNE INTERNATIONAL FILM FESTIVAL | THE MELBOURNE INTERNATIONAL FILM FESTIVAL | McCANN MELBOURNE | AUSTRALIA | McCANN MELBOURNE | AIRBAG PRODUCTIONS Melbourne |
| A04/034 | 00396 | THE NEXT REMBRANDT | ING | ING | J. WALTER THOMPSON AMSTERDAM | THE NETHERLANDS | J. WALTER THOMPSON AMSTERDAM | NEW AMSTERDAM FILM COMPANY / KREUKVRIJ Amsterdam / SUPERHERO CHEESECAKE Amsterdam |
| A04/035 | 00577 | BITTERSWEET PIES | PAUL | RESTAURANTS | McCANN WORLDGROUP ROMANIA Bucharest | ROMANIA | McCANN WORLDGROUP ROMANIA Bucharest / MRM//McCANN Bucharest | |
| A04/045 | 00182 | LIVING MEMORIES | BRAKE NZ | ROAD SAFETY | Y&R NZ Auckland | NEW ZEALAND | Y&R NZ Auckland | TVNZ Auckland |

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| A04/046 | 00221 | NRG SOLAR FORECAST | NRG | ENERGY | DROGA5 New York | USA | DROGA5 New York / NRG ENERGY Princeton, NJ | |
| A04/054 | 00642 | LIFE UNPAUSED | SICKKIDS FOUNDATION | SICKKIDS | COSSETTE Toronto | CANADA | COSSETTE Toronto / SICKKIDS FOUNDATION Toronto | |
| A04/057 | 00241 | SPOTIFY MUSIC FOR YOUR WORLD | SPOTIFY CANADA | SPOTIFY MUSIC STREAMING SERVICE | ANOMALY Toronto, ON | CANADA | ANOMALY Toronto, ON | |

A05 (Data Visualisation)

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| A05/004 | 00138 | PLAYDOWJONES | J&T BANK | INVESTMENTS | WIKTOR LEO BURNETT Bratislava | SLOVAK REPUBLIC | WIKTOR LEO BURNETT Bratislava | |
| A05/007 | 00345 | THE EMOTIONAL TRAILER | MELBOURNE INTERNATIONAL FILM FESTIVAL | THE MELBOURNE INTERNATIONAL FILM FESTIVAL | McCANN MELBOURNE | AUSTRALIA | McCANN MELBOURNE | AIRBAG PRODUCTIONS Melbourne |
| A05/008 | 00387 | RATE MY ROOF | ORGIN ENERGY | ORIGIN ENERGY | CLEMENGER BBDO MELBOURNE | AUSTRALIA | CLEMENGER BBDO MELBOURNE | FINCH Melbourne |
| A05/017 | 00300 | DELICIOUS TREND-MAPPING | ZAIM | HOUSEHOLD ACCOUNTING APP | HAKUHODO Tokyo | JAPAN | HAKUHODO Tokyo | HAKUHODO PRODUCT'S Tokyo |
| A05/024 | 00465 | THE END OF SOCIETY SIMULATOR | UBISOFT | UBISOFT | BETC Paris | FRANCE | BETC Paris | MAKE ME PULSE Paris / BETC DIGITAL Paris |
| A05/025 | 00397 | THE NEXT REMBRANDT | ING | ING | J. WALTER THOMPSON AMSTERDAM | THE NETHERLANDS | J. WALTER THOMPSON AMSTERDAM | NEW AMSTERDAM FILM COMPANY / KREUKVRIJ Amsterdam / SUPERHERO CHEESECAKE Amsterdam |
| A05/027 | 00523 | LIVE LOGO | INEC: NATIONAL STATISTICS INSTITUTE | INNOVATIVE LOGO DESIGN WITH LIVE DATA | MARURI GREY Guayaquil | ECUADOR | MARURI GREY Guayaquil | MARURI GREY Guayaquil |
| A05/038 | 00554 | HEARTBEAT | LEXUS AUSTRALIA | RCF | M&C SAATCHI Sydney | AUSTRALIA | M&C SAATCHI Sydney | RAPID FILMS Sydney |
| A05/044 | 00640 | THE FIELD TRIP TO MARS | LOCKHEED MARTIN | GENERATION BEYOND | McCANN NEW YORK | USA | McCANN NEW YORK | FRAMESTORE VR STUDIO New York |

A06 (Data-Technology Models / Tools / Platforms)

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| A06/013 | 00388 | RATE MY ROOF | ORGIN ENERGY | ORIGIN ENERGY | CLEMENGER BBDO MELBOURNE | AUSTRALIA | CLEMENGER BBDO MELBOURNE | FINCH Melbourne |
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| A06/014 | 00154 | ALAND INDEX - BALTIC SEA PROJECT | THE BANK OF ALAND | THE BALTIC SEA PROJECT ALAND INDEX | RBK COMMUNICATION Stockholm | SWEDEN | RBK COMMUNICATION Stockholm | NOIR Prague |
| A06/017 | 00423 | FOCUSMOTION | FOCUSMOTION | FOCUSMOTION | R/GA New York | USA | R/GA New York | |
| A06/018 | 00422 | KINDUCT | KINDUCT | KINDUCT | R/GA New York | USA | R/GA New York | |
| A06/024 | 00569 | EMERGENCY PIN CODE | SEKRON SECURITY SYSTEMS | SEKRON DIGITAL PROTECTION | GREY BRAZIL São Paulo | BRAZIL | GREY BRAZIL São Paulo | |
| A06/025 | 00398 | THE NEXT REMBRANDT | ING | ING | J. WALTER THOMPSON AMSTERDAM | THE NETHERLANDS | J. WALTER THOMPSON AMSTERDAM | NEW AMSTERDAM FILM COMPANY / KREUKVRIJ Amsterdam / SUPERHERO CHEESECAKE Amsterdam |
| A06/032 | 00489 | PUMA BEATBOT | PUMA | ATHLETIC WEAR | J. WALTER THOMPSON New York | USA | J. WALTER THOMPSON New York | |
| A06/039 | 00115 | THE TRAIN BRAIN PROJECT | STOCKHOLMSTÅG | STOCKHOLM'S COMMUTER TRAIN SERVICE | KÄRNHUSET Stockholm | SWEDEN | KÄRNHUSET Stockholm | KÄRNHUSET Stockholm |
| A06/046 | 00568 | WIFIALARM | WIFIALARM | WIFIALARM | GREY BRAZIL São Paulo | BRAZIL | GREY BRAZIL São Paulo | |
| A06/048 | 00143 | DISCOVER WEEKLY | SPOTIFY | SPOTIFY | SPOTIFY New York | USA | SPOTIFY New York | SPOTIFY New York |
| A06/057 | 00549 | THE SUNCELL GUIDE | VATTENFALL | ENERGY | MRM//McCANN Stockholm | SWEDEN | MRM//McCANN Stockholm | |

A07 (Use of Real-time Data)

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| A07/009 | 00163 | PIGEON AIR PATROL | PLUME LABS | PIGEON AIR PATROL | DIGITASLBi London | UNITED KINGDOM | DIGITASLBi London | |
| A07/020 | 00271 | #COMEONIN | THE SYDNEY OPERA HOUSE | THE SYDNEY OPERA HOUSE | DDB Sydney | AUSTRALIA | DDB Sydney | |
| A07/023 | 00411 | MUSEUM OF FEELINGS | SC JOHNSON | GLADE | OGILVY & MATHER Chicago | USA | OGILVY & MATHER Chicago | RADICAL MEDIA New York |
| A07/025 | 00266 | GLOBAL BEER FRIDGE | MOLSON CANADIAN | MOLSON CANADIAN BEER / ALCOHOLIC BEVERAGE | RETHINK Toronto | CANADA | RETHINK Toronto | RETHINK Toronto / SUNEEVA Toronto |
| A07/059 | 00264 | THE COLDER IT GETS... | MARK'S | SOFTGOODS | TOUCHÉ! Montréal | CANADA | SID LEE Montreal | |
| A07/066 | 00222 | NRG SOLAR FORECAST | NRG | ENERGY | DROGA5 New York | USA | DROGA5 New York / NRG ENERGY Princeton, NJ | |

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| A07/084 | 00583 | BRAINBAND | SAMSUNG AUSTRALIA | SAMSUNG BRAINBAND | LEO BURNETT SYDNEY | AUSTRALIA | LEO BURNETT SYDNEY | THE POOL COLLECTIVE Sydney / WE LOVE JAM Sydney |
| A07/087 | 00194 | OPEN ROAD PROJECT | TOYOTA | TOYOTA I-ROAD | DENTSU INC Tokyo | JAPAN | DENTSU INC Tokyo | |
| A07/088 | 00482 | THE THERMOMETER THAT GETS COLD | THE SALVATION ARMY | DONATIONS | WMcCANN Rio De Janeiro | BRAZIL | WMcCANN Rio De Janeiro | |
| A07/098 | 00573 | LIFE SIGNAL | UNACEM | UNACEM | CIRCUS GREY Lima | PERU | CIRCUS GREY Lima | PICNIC Lima / SANGRE Lima / AUDIOPOST Lima |
| A07/111 | 00234 | THE SECOND SCOREBOARD | TELETICA, INAMU, FEDEFUTBOL | DOMESTIC VIOLENCE | J. WALTER THOMPSON COSTA RICA San José | COSTA RICA | J. WALTER THOMPSON COSTA RICA San José | |
| A07/120 | 00086 | VIVI | BAY INNOVATIONS | A HEAD-MOUNTED DISPLAY TO HELP MEDICAL CLINICIANS MONITOR PATIENT HEALTH | METHOD San Francisco | USA | METHOD San Francisco | |

A08 (Business-to-Business Data Solution)

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| A08/012 | 00233 | ANGEL CALL | SCANIA | SCANIA FLEET MANAGEMENT SYSTEM | GEOMETRY GLOBAL Moscow | RUSSIA | GEOMETRY GLOBAL Moscow | GEOMETRY GLOBAL Moscow |
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A09 (Social Data)

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| A09/005 | 00272 | #COMEONIN | THE SYDNEY OPERA HOUSE | THE SYDNEY OPERA HOUSE | DDB Sydney | AUSTRALIA | DDB Sydney | |
| A09/006 | 00497 | YOU'RE ACCEPTED | MINUS 18 | LGBT YOUTH SUPPORT | GPY&R Melbourne | AUSTRALIA | GPY&R Melbourne | |
| A09/008 | 00112 | BIGGER ISSUES | LYNX, UNILEVER & CAMPAIGN AGAINST LIVING MISERABLY | LYNX & CAMPAIGN AGAINST LIVING MISERABLY | TMW UNLIMITED London | UNITED KINGDOM | TMW UNLIMITED London | |
| A09/026 | 00446 | MOST CONFIDENT FANS | TD AMERITRADE | TD AMERITRADE | HAVAS WORLDWIDE NEW YORK | USA | HAVAS WORLDWIDE NEW YORK | |
| A09/041 | 00580 | MIRRORS OF RACISM | NGO CRIOLA | NGO | W3HAUS São Paulo | BRAZIL | W3HAUS São Paulo | W3HAUS São Paulo |

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| A09/046 | 00599 | UNTYPIC | VUELING - LING | XXXXXX | THE CYRANOS//McCANN Barcelona | SPAIN | THE CYRANOS//McCANN Barcelona / McCANN WORLDGROUP Barcelona | ALBINAÑA FILMS Barcelona |
| A09/052 | 00235 | THE SECOND SCOREBOARD | TELETICA, INAMU, FEDEFUTBOL | DOMESTIC VIOLENCE | J. WALTER THOMPSON COSTA RICA San José | COSTA RICA | J. WALTER THOMPSON COSTA RICA San José | |
| A09/067 | 00629 | QQ ALERT: TURNING SOCIAL NETWORK INTO A MISSING CHILDREN ALERT | QQ | QQ ALERT, QQ INSTANT MESSENGER | TENCENT Shenzhen | CHINA | TENCENT Shenzhen | TENCENT Shenzhen |

A10 (Creative Data Collection & Research)

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| A10/003 | 00295 | HASHTAGS FOR LIFE. | PERUVIAN RED CROSS | VOLUNTARY BLOOD DONORS | McCANN LIMA | PERU | McCANN LIMA | |
| A10/011 | 00399 | THE NEXT REMBRANDT | ING | ING | J. WALTER THOMPSON AMSTERDAM | THE NETHERLANDS | J. WALTER THOMPSON AMSTERDAM | NEW AMSTERDAM FILM COMPANY / KREUKVRIJ Amsterdam / SUPERHERO CHEESECAKE Amsterdam |
| A10/019 | 00195 | OPEN ROAD PROJECT | TOYOTA | TOYOTA I-ROAD | DENTSU INC Tokyo | JAPAN | DENTSU INC Tokyo | |

A11 (Data Integration)

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| A11/018 | 00336 | ZYRTEC 'ALLERGY IMPACT' | MCNEIL CONSUMER HEALTHCARE | OTC ORAL MEDICINE | J. WALTER THOMPSON New York | USA | J. WALTER THOMPSON New York | |
| A11/020 | 00621 | CREATE THE CURRENT FACE OF MISSING CHILDREN | BAOBEIHUIJIA | BAOBEIHUIJIA | HAVAS WORLDWIDE SHANGHAI | CHINA | HAVAS WORLDWIDE SHANGHAI | SHINWORKS Shanghai |
| A11/028 | 00391 | AROUND THE WORLD IN 200 MILLISECONDS | FEDERATION FOR INTERNET ALERTS | FEDERATION FOR INTERNET ALERTS | CONVERSANT Chicago | USA | FEDERATION FOR INTERNET ALERTS Chicago | |

Total Entries: 73