

Shortlist (Digital Craft Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency
<u>A01 (Interface & Navigation (UI))</u>							
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
<u>A02 (Digital Illustration)</u>							
A02/007	00354	FALTER/INFERNO	FALTER NEWSPAPER	NEWSPAPER	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg
A02/043	00627	PAUL, THE DRAWING ROBOT	MEDIAFIN	DE TIJD NEWSPAPER	FAMOUS BRUSSELS	BELGIUM	FAMOUS BRUSSELS
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
<u>A03 (Video / Moving Image)</u>							
A03/002	00355	FALTER/INFERNO	FALTER NEWSPAPER	NEWSPAPER	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg

Shortlist (Digital Craft Lions)

A03/016	00127	DREAMS OF DALÍ	THE DALÍ MUSEUM	THE DALÍ MUSEUM	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San
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
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
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)

Shortlist (Digital Craft Lions)

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
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A06/012	00978	TYPEVOICE	THE WEBBY AWARDS	AWARDS	OGILVYONE NEW YORK	USA	OGILVYONE NEW YORK
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A07 (Overall Aesthetic Design)

A07/001	00366	THE IMPOSSIBLE GAME	SNCF	SNCF ENGINEER CHALLENGE	TBWA\PARIS	FRANCE	TBWA\PARIS
A07/002	00356	FALTER/INFERNO	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 New York	USA	McCANN NEW YORK 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	FINANCIAL SERVICE	CP+B Boulder	USA	CP+B Boulder
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
B01/057	00698	RE:SHAKESPEAR E	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)

Shortlist (Digital Craft Lions)

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 COLOMBIA 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 / MEDIUMWORKS
B04/005	00670	FORD CREDIT LINK SHARED LEASING	FORD MOTOR CREDIT COMPANY	FORD	VML Kansas City	USA	VML Kansas City / GTB Dearborn
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

Shortlist (Digital Craft Lions)

C01/009	00483	UNFAIRY TALES INTERACTIVE STORYBOOK	UNICEF	HUMANITARIAN AID	180LA Santa Monica	USA	180LA Santa Monica
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C01/011	00274	EDITIONS AT PLAY	GOOGLE	EDITIONS AT PLAY, GOOGLE PLAY	VISUAL EDITIONS London	UNITED KINGDOM	GOOGLE Sydney / VISUAL EDITIONS
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C02 (Rich Media)

C02/002	00243	THE SUPER BOWL DUNK	GATORADE	GATORADE	VML Kansas City	USA	VML Kansas City
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C02/015	00317	EXPLORE STOCKHOLM	TAXI STOCKHOLM	EXPLORE STOCKHOLM - SIGHTSEEING REINVENTED	WE ARE YOURS Stockholm	SWEDEN	WE ARE YOURS Stockholm
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C03 (Omni-Channel Storytelling)

C03/007	00405	HOUSE OF CARDS - FU 2016	NETFLIX	HOUSE OF CARDS	BBH NEW YORK	USA	BBH NEW YORK
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C03/011	01019	MAGIC WORDS - THE UNWRITTEN STORIES	HP	HP	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
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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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D01/032	01022	BRAINBAND	SAMSUNG AUSTRALIA	SAMSUNG BRAINBAND	LEO BURNETT SYDNEY Sydney	AUSTRALIA	LEO BURNETT SYDNEY 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 TOURISM 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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Shortlist (Digital Craft Lions)

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
D03/024	00399	CODEOLOGY	BRAINTREE PAYMENTS	CODEOLOGY BY BRAINTREE	BRAINTREE PAYMENTS San Francisco	USA	WEST SF San Francisco
D03/025	00271	QUANTUM OF PEACE	WARSAW RISING MUSEUM	WARSAW RISING MUSEUM	PANGENERATOR Warsaw	POLAND	PANGENERATOR Warsaw

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
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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
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 New York	USA	McCANN NEW YORK 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	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

E04 (Innovative Use of Technology)

Shortlist (Digital Craft Lions)

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 New York	USA	McCANN NEW YORK New York
E04/092	00515	WILSON X CONNECTED BASKETBALL	WILSON SPORTING GOODS	WILSON X CONNECTED BASKETBALL	PHENOMENON Los Angeles	USA	PHENOMENON Los Angeles
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
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 Sydney	AUSTRALIA	LEO BURNETT SYDNEY Sydney
E04/175	00135	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

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 New York	USA	McCANN NEW YORK New York
E05/057	12627	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

Total Entries: 97