

Shortlist (Creative Data Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency
A01 (Creative Data Enhancement)							
A01/019	00343	THE EMOTIONAL TRAILER	MELBOURNE INTERNATIONAL FILM FESTIVAL	THE MELBOURNE INTERNATIONAL FILM FESTIVAL	McCANN MELBOURNE	AUSTRALIA	McCANN 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
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
A01/043	00487	GASCALE	MABE	DOMESTIC GAS SCALE	MARURI GREY Guayaquil	ECUADOR	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 DIENSTLEISTUNGSBETRIEBE	CHARITY DONATION APPEALS	KINETIC WORLDWIDE Dusseldorf	GERMANY	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
A02/017	00392	SEARCH RACISM. FIND TRUTH.	REFUGEES WELCOME	NPO	FCB ZÜRICH	SWITZERLAND	FCB ZÜRICH
A02/024	00140	THE 'ITALIAN' ART OF PERSUASION	MASERATI	MASERATI GHIBLI	GEOMETRY GLOBAL GERMANY Duesseldorf	GERMANY	GEOMETRY GLOBAL GERMANY Duesseldorf
A02/038	00505	SONGS OF VIOLENCE	ESTADAO DIGITAL	ESTADAO DIGITAL	FCB BRASIL São Paulo	BRAZIL	FCB BRASIL 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
A02/096	10886	THE IMPOSSIBLE GAME	SNCF	SNCF ENGINEER CHALLENGE	TBWAIPARIS	FRANCE	TBWAIPARIS
A03 (Creative Data Client Strategy)							
A03/006	00200	ADOPTABLE TRENDS	TBD	TBD	DIESTE Dallas	USA	DIESTE Dallas
A03/013	00193	OPEN ROAD PROJECT	TOYOTA	TOYOTA I-ROAD	DENTSU INC Tokyo	JAPAN	DENTSU INC Tokyo
A04 (Data Storytelling)							
A04/018	00344	THE EMOTIONAL TRAILER	MELBOURNE INTERNATIONAL FILM FESTIVAL	THE MELBOURNE INTERNATIONAL FILM FESTIVAL	McCANN MELBOURNE	AUSTRALIA	McCANN MELBOURNE

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A04/034	00396	THE NEXT REMBRANDT	ING	ING	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	J. WALTER THOMPSON 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
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)

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
A05/008	00387	RATE MY ROOF	ORGIN ENERGY	ORIGIN ENERGY	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE
A05/017	00300	DELICIOUS TREND-MAPPING	ZAIM	HOUSEHOLD ACCOUNTING APP	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo
A05/024	00465	THE END OF SOCIETY SIMULATOR	UBISOFT	UBISOFT	BETC Paris	FRANCE	BETC Paris
A05/025	00397	THE NEXT REMBRANDT	ING	ING	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	J. WALTER THOMPSON AMSTERDAM
A05/027	00523	LIVE LOGO	INEC: NATIONAL STATISTICS INSTITUTE	INNOVATIVE LOGO DESIGN WITH LIVE DATA	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil
A05/038	00554	HEARTBEAT	LEXUS AUSTRALIA	RCF	M&C SAATCHI Sydney	AUSTRALIA	M&C SAATCHI Sydney
A05/044	00640	THE FIELD TRIP TO MARS	LOCKHEED MARTIN	GENERATION BEYOND	McCANN NEW YORK New York	USA	McCANN NEW YORK New York

A06 (Data-Technology Models / Tools / Platforms)

A06/013	00388	RATE MY ROOF	ORGIN ENERGY	ORIGIN ENERGY	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE
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
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
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	STOCKHOLMSTÄG	STOCKHOLM'S COMMUTER TRAIN SERVICE	KÄRNHuset Stockholm	SWEDEN	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

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A06/057	00549	THE SUNCELL GUIDE	VATTENFALL	ENERGY	MRM//McCANN Stockholm	SWEDEN	MRM//McCANN Stockholm
A07 (Use of Real-time Data)							
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
A07/025	00266	GLOBAL BEER FRIDGE	MOLSON CANADIAN	MOLSON CANADIAN BEER / ALCOHOLIC BEVERAGE	RETHINK Toronto	CANADA	RETHINK 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
A07/084	00583	BRAINBAND	SAMSUNG AUSTRALIA	SAMSUNG BRAINBAND	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT 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
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)

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

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
A09/046	00599	UNTYPIC	VUELING - LING	XXXXXX	THE CYRANOS//McCANN Barcelona	SPAIN	THE CYRANOS//McCANN Barcelona / McCANN WORLDGROUP 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

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A09/067	00629	QQ ALERT: TURNING SOCIAL NETWORK INTO A MISSING CHILDREN ALERT	QQ	QQ ALERT, QQ INSTANT MESSENGER	TENCENT Shenzhen	CHINA	TENCENT Shenzhen
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A10 (Creative Data Collection & Research)

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
A10/019	00195	OPEN ROAD PROJECT	TOYOTA	TOYOTA I-ROAD	DENTSU INC Tokyo	JAPAN	DENTSU INC Tokyo

A11 (Data Integration)

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
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