

## Shortlist (Product Design Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency
<b>A01 (Electronics, Entertainment &amp; Consumer Technology)</b>							
A01/008	00187	HERE ACTIVE LISTENING™: CHANGE THE WAY WE HEAR THE WORLD	DOPPLER LABS	HERE ACTIVE LISTENING™	DOPPLER LABS San Francisco	USA	DOPPLER LABS San Francisco
<b>A02 (Communication)</b>							
A02/004	00553	DOT. THE FIRST BRAILLE SMARTWATCH.	DOT INCORPORATION	DOT. THE FIRST BRAILLE SMARTWATCH.	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich / SERVICEPLAN KOREA Seoul / DOT INCORPORATION Seoul
<b>A03 (Furniture &amp; Lighting)</b>							
A03/003	00121	+ MET PROJECT	TANIZAWA SEISAKUSHO,	+ MET PROJECT (POT/LAMP)	J. WALTER THOMPSON JAPAN Tokyo	JAPAN	J. WALTER THOMPSON JAPAN Tokyo
<b>A05 (Lifestyle, Fashion, Leisure, Sports &amp; Outdoor )</b>							
A05/022	00554	SAVE ME – THE SKI PASS THAT SAVES LIVES	ÖTZTAL TOURISMUS	ÖTZTAL TOURISMUS	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
A05/023	00258	THE SKIN COLLECTION	BJÖRN BORG	UNDERWEAR	GARBERGS Stockholm	SWEDEN	GARBERGS Stockholm
<b>A06 (Infant Products, Toys &amp; Educational Products )</b>							
A06/002	00063	NAMELESS PAINTS	KOKUYO	STATIONERY	DENTSU INC Tokyo	JAPAN	TOHOKUSHINSHA FILM CORPORATION
A06/004	00019	CUBETTO	PRIMO TOYS	CUBETTO	PRIMO TOYS London	UNITED KINGDOM	PRIMO TOYS London
A06/012	00432	BRAILLE BRICKS	DORINA NOWILL FOUNDATION	INSTITUTIONAL	LEW'LARA\TBWA São Paulo	BRAZIL	LEW'LARA\TBWA São Paulo
A06/017	00035	MY FIRST OPINEL	OPINEL	CHILDREN'S CARVING KNIFE	J. WALTER THOMPSON GROUP GERMANY Frankfurt	GERMANY	J. WALTER THOMPSON GROUP GERMANY Frankfurt
A06/019	00385	PAPER GLASSES	SAVE THE CHILDREN AND SANTILLANA	CHILDREN EDUCATION	GREY MÉXICO Mexico City	MEXICO	GREY MÉXICO Mexico City
A06/022	00567	THE DANCING LETTERS	MAHARASHTRA DYSLEXIA ASSOCIATION	MAHARASHTRA DYSLEXIA ASSOCIATION	McCANN WORLDGROUP INDIA Mumbai	INDIA	McCANN WORLDGROUP INDIA Mumbai
<b>A08 (Industrial Equipment, Consumer Tools &amp; Professional Products)</b>							
A08/001	00491	HIGHWAY ROBBERY	VOLVO CAR USA	2016 VOLVO XC90 T8	GREY NEW YORK	USA	GREY NEW YORK
<b>A09 (Sustainable Product Design)</b>							
A09/003	00512	BRICKS FROM MARIANA	TIJOLOS DE MARIANA	TIJOLOS DE MARIANA	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo
A09/008	00243	EDIBLE SIX PACK RINGS	SALTWATER BREWERY	SALTWATER BREWERY	WE BELIEVERS New York	USA	WE BELIEVERS New York
A09/012	00412	THE GREEN MILLIMETRE	LYCEUM OF PHILIPPINES UNIVERSITY	EDUCATION/ ENVIRONMENT	VML QAIS Singapore	SINGAPORE	VML QAIS Singapore
<b>B01 (Brand Communication)</b>							
B01/006	00067	SLIDE AMAZING IN MOTION	LEXUS INTERNATIONAL	LEXUS	CHI & PARTNERS London	UNITED KINGDOM	CHI & PARTNERS London

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B01/031	00176	COLOPLAST DESIGN DNA	COLOPLAST	DESIGN DNA BOOK, SENSURA MIO OSTOMY BAG, SPEEDICATH COMPACT SET, SPEEDICATH COMPACT EVE	NATIVE DESIGN London	UNITED KINGDOM	NATIVE DESIGN London
<b>B02 (Innovation)</b>							
B02/009	00223	JACQUARD	GOOGLE	JACQUARD WEARABLE FABRIC	GOOGLE CREATIVE LAB London	UNITED KINGDOM	GOOGLE CREATIVE LAB London
B02/030	00188	HERE ACTIVE LISTENING™: CHANGE THE WAY WE HEAR THE WORLD	DOPPLER LABS	HERE ACTIVE LISTENING™	DOPPLER LABS San Francisco	USA	DOPPLER LABS San Francisco
B02/038	00560	TOUCHABLE INK	THAI SAMSUNG ELECTRONICS / THAI ASSOCIATION OF THE BLIND	TOUCHABLE INK	J. WALTER THOMPSON BANGKOK	THAILAND	J. WALTER THOMPSON BANGKOK
B02/039	00556	DOT. THE FIRST BRAILLE SMARTWATCH.	DOT INCORPORATION	DOT. THE FIRST BRAILLE SMARTWATCH.	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich / SERVICEPLAN KOREA Seoul / DOT INCORPORATION Seoul
<b>B03 (Solution)</b>							
B03/018	00525	ECO-COOLER	GRAMEEN INTEL SOCIAL BUSINESS	ZERO ELECTRICITY AIR COOLER	GREY BANGLADESH Dhaka	BANGLADESH	GREY BANGLADESH Dhaka
B03/019	00531	PEDAL PURE	WATERAID	THE PEDAL POWERED WATER FILTER	GREY BANGLADESH Dhaka	BANGLADESH	GREY BANGLADESH Dhaka
<b>B04 (Integration of Technology in Daily Life)</b>							
B04/012	00224	JACQUARD	GOOGLE	JACQUARD WEARABLE FABRIC	GOOGLE CREATIVE LAB London	UNITED KINGDOM	GOOGLE CREATIVE LAB London
<b>B05 (Social Impact)</b>							
B05/003	00089	WASHBOARD LIFESAVER	WATER GIANTS	SWIMMING PROGRAMME	J. WALTER THOMPSON KUALA LUMPUR	MALAYSIA	J. WALTER THOMPSON KUALA LUMPUR
B05/031	00434	BRAILLE BRICKS	DORINA NOWILL FOUNDATION	INSTITUTIONAL	LEW'LARA\TBWA São Paulo	BRAZIL	LEW'LARA\TBWA São Paulo
<b>B06 (Environmental Impact)</b>							
B06/007	00526	ECO-COOLER	GRAMEEN INTEL SOCIAL BUSINESS	ZERO ELECTRICITY AIR COOLER	GREY BANGLADESH Dhaka	BANGLADESH	GREY BANGLADESH Dhaka
B06/018	00232	BIRD HOUSE ALARM	GENERALI INSURANCE	INSURANCE	OGILVY MADRID	SPAIN	OGILVY MADRID
<b>C01 (Promotional Items)</b>							
C01/025	00522	PROTECTIVE BUCKET	LA FABRIL	PERLA SOFT	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo
C01/034	00131	ONEMI RADIO	CHILE'S MINISTRY OF INTERNAL AFFAIRS	GOVERNMENT	SHACKLETON Madrid	SPAIN	SHACKLETON Madrid
C01/060	00076	CARLSBERG BEER BEAUTY	CARLSBERG	CARLSBERG BEER	CP+B SCANDINAVIA Copenhagen	DENMARK	CP+B SCANDINAVIA Copenhagen / CP+B SCANDINAVIA Gothenburg

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### **C02 (Bespoke Items & Designed Objects)**

C02/007	00088	AGEING WINE BOTTLES	WEINGUT KNIPSER	WINE	KOLLE REBBE Hamburg	GERMANY	KOREFE Hamburg
C02/035	00110	THE SOUND SHIRT	JUNGE SYMPHONIKER HAMBURG	THE SOUND SHIRT	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg
C02/046	00058	THE ASTON MARTIN DB10	ASTON MARTIN	PRODUCT DESIGN	PRISM London	UNITED KINGDOM	PRISM London / ASTON MARTIN Warwick

**Total Entries:** 34