

## Shortlist (Innovation)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency	Production Company
<b>A01 (Innovative Technology (including Stand-alone, Technological Solutions not in Association</b>								
A01/004	00013	FENCING VISUALIZED	SPORTS BIZ CO., LTD.	FENCING VISUALIZED	DENTSU INC. Tokyo	JAPAN	DENTSU INC. Tokyo / RHIZOMATIKS Tokyo /	
A01/011	00026	OSHBOT, THE AUTONOMOUS RETAIL SERVICE ROBOT		AUTONOMOUS RETAIL SERVICE ROBOT	LOWE'S COMPANIES Mooresville	USA	FELLOW ROBOTS Mountain View	ROC NOIR Los Angeles
A01/018	00043	3 WORDS TO ADDRESS THE WORLD		WHAT3WORDS IS A GLOBAL GRID OF 57 TRILLION 3MX3M SQUARES WHERE EACH SQUARE HAS BEEN ALLOCATED A UNIQUE, FIXED 3 WORD ADDRESS.	WHAT3WORDS London	UNITED KINGDOM		
A01/020	00057	GOOGLE SPOTLIGHT STORIES		NEW STORYTELLING PLATFORM MADE FOR MOBILE	GOOGLE ATAP Mountain View	USA	GOOGLE ATAP Mountain View	
A01/021	00066	EYE PLAY THE PIANO	THE UNIVERSITY OF TSUKUBA'S SPECIAL NEEDS SCHOOLS	A UNIVERSAL PIANO SYSTEM CALLED "EYE PLAY THE PIANO," WHICH ENABLES A USER TO PLAY PIANO WITHOUT USING HIS HANDS OR ARMS, BUT ONLY WITH HIS EYES	HAKUHODO KETTLE Tokyo	JAPAN	HAKUHODO KETTLE Tokyo	TOKYO Tokyo
A01/029	00051	BAIDU KUAISOU		SMART CHOPSTICKS	BAIDU ONLINE NETWORK TECHNOLOGY (BEIJING) Beijing	CHINA		
A01/033	00091	PEPPER	SOFTBANK MOBILE CORP. / SOFTBANK ROBOTICS CORP. / ALDEBARAN ROBOTICS	COMMUNICATION PARTNER ROBOT	DENTSU INC. Tokyo	JAPAN	DENTSU INC. Tokyo / SOFTBANK MOBILE CORPORATION Tokyo / SOFTBANK ROBOTICS CORP. Tokyo	GEEK PICTURES Tokyo
A01/038	00098	VIEWS FOR THE BLIND	HORUS TECHNOLOGY	WEARABLE DEVICE THAT HELPS BLIND PEOPLE TO OVERCOME THEIR LIMITS	Y&R ITALIA Milan	ITALY	Y&R ITALIA Milan	THE BIGMAMA Milan
A01/056	00163	SOS SMS	MEXICAN RED CROSS	ONLINE EMERGENCY SERVICE	GREY MEXICO Mexico City	MEXICO	GREY MEXICO Mexico City	METRO PRODUCCIONES Mexico City

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A01/061	00194	PRESENZ		INTERACTIVE PARALLAX	NOZON Brussels	BELGIUM		NOZON Brussels
A01/063	00171	BIORANGER	DIAGENETIX	CROP TESTING DEVICE AND APP	R/GA New York	USA		R/GA New York
A01/064	00172	GROVE ECOSYSTEM	GROVE LABS	CONNECTED INDOOR ECOSYSTEM	R/GA New York	USA		R/GA New York
A01/065	00173	HAMMERHEAD	HAMMERHEAD NAVIGATION	INTUITIVE BICYCLE NAVIGATION SYSTEM	R/GA New York	USA		R/GA New York
A01/067	00175	OWLET	OWLET BABY CARE	CONNECTED BABY SOCK THAT MEASURES HEART RATE AND BREATHING	R/GA New York	USA		R/GA New York

## A02 (Creative Innovation (including Business Solutions in Association with a Brand or Creative

A02/005	00011	THE DANCING TRAFFIC LIGHT	DAIMLER AG / SMART MM	TRAFFIC LIGHT MODIFICATION	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin	BIGFISH FILMPRODUKTION Berlin
A02/008	00019	SMARTBOWL	FRESSNAPF	ENGAGEMENT ECOSYSTEM	OGILVY GERMANY Düsseldorf	GERMANY	OGILVY GERMANY Düsseldorf	
A02/010	00024	CLEVER BUOY	OPTUS	THE WORLD'S FIRST SHARK DETECTION BUOY	M&C SAATCHI Sydney	AUSTRALIA	M&C SAATCHI Sydney	
A02/021	00061	BACKUP MEMORY	SAMSUNG TUNISIA	SMART PHONE APP	3SG-BBDO Ariana	TUNISIA	3SG-BBDO Ariana	
A02/022	00108	HOUSE OF MAMBA	NIKE	RE-ACTIVE LED COURT	AKQA London	UNITED KINGDOM	AKQA London / AKQA Shanghai	
A02/041	00193	COLOR FOR THE COLORBLIND	VALSPAR	GLASSES FOR THE COLORBLIND	FCB CHICAGO	USA	FCB CHICAGO / ENCHROMA Berkeley, CA	TOOL Santa Monica
A02/044	00064	DRINK UP FOUNTAIN	PARTNERSHIP FOR A HEALTHIER AMERICA	NON PROFIT ORGANIZATION	VML Kansas City / Y&R NEW YORK	USA	VML Kansas City / Y&R NEW YORK	YESYESNO New York
A02/056	00203	THE FACE OF LITTER	HONG KONG CLEANUP	HONG KONG CLEANUP	OGILVY & MATHER GROUP HONG KONG	HONG KONG	OGILVY & MATHER GROUP HONG KONG	
A02/062	00124	FIAT SAFE KEY	FIAT	SOCIAL MEDIA TECHNOLOGY OR SMART PHONE APP.	ISOBAR BRAZIL Sao Paulo	BRAZIL	ISOBAR BRAZIL Sao Paulo	VETOR FILMES São Paulo
A02/078	00137	KINETIC ENERGY SHOE	GREEN CROSS	THE SHOE THAT GENERATES POWER WITH EVERY STEP	DDB GROUP VIETNAM Ho Chi Minh City	VIETNAM	DDB GROUP VIETNAM Ho Chi Minh City	
A02/080	00148	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	THE WORLD'S FIRST HOLOGRAM PROTEST.	DDB SPAIN Madrid	SPAIN	DDB SPAIN Madrid	GARLIC TV Madrid
A02/082	00158	PENNY THE PIRATE	LUXOTTICA	STORYBOOK AND APP WITH INTEGRATED CHILDRENS EYE SCREENING	SAATCHI & SAATCHI Sydney	AUSTRALIA	SAATCHI & SAATCHI Sydney	

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A02/093	00188	CLEAN AIR IN A BOX	VOLKSWAGEN GROUP CHINA	CLEAN AIR IN A BOX	DDB CHINA GROUP Shanghai	CHINA	DDB CHINA GROUP Shanghai	A NEW LIFE FILMS Shanghai
A02/095	00218	SAFETY TRUCK	SAMSUNG	SAFETY TRUCK	LEO BURNETT ARGENTINA Buenos Aires	ARGENTINA	LEO BURNETT ARGENTINA Buenos Aires	GLORIA FILMS Buenos Aires
A02/107	00135	LIFE SAVING DOT	TALWAR BINDI	LIFE SAVING DOT	GREY GROUP Singapore	SINGAPORE	GREY GROUP Singapore	HFILMS Milan
A02/113	00199	REDUCE SPEED DIAL	VOLKSWAGN	REDUCE SPEED DIAL	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland	
A02/122	00224	THE LUCKY IRON FISH PROJECT	LUCKY IRON FISH	IRON DEFICIENCY SUPPLEMENT	GEOMETRY GLOBAL Dubai	UNITED ARAB EMIRATES	GEOMETRY GLOBAL Dubai / MEMAC OGILVY Dubai	LUCKY DEVIL FILMS Singapore
A02/128	00237	ACH2O	PANASONIC	"ENVIRONMENTAL TECHNOLOGY"	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil	
A02/130	00239	LIFEPAIN	VOLVO UK	LIFEPAIN REFLECTIVE PAINT	GREY LONDON	UNITED KINGDOM	GREY LONDON	CAVIAR London
A02/138	00241	REBIRTH AFTER READING	FRIENDS OF NATURE	FADING INK	CHEIL Beijing	CHINA		

**Total Entries:** 34