

**Shortlist (Creative Data)**

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency	Production Company
<b>A01 (Creative Data Enhancement)</b>								
A01/008	00154	9/11 MEMORIAL MUSEUM	NATIONAL SEPTEMBER 11TH MEMORIAL AND MUSEUM	PERMANENT INTERACTIVE EXHIBITION DESIGN, DEVELOPMENT, AND IMPLEMENTATION	LOCAL PROJECTS New York	USA	LOCAL PROJECTS New York	
A01/018	00359	TWIN SOULS	CHARITABLE FOUNDATION "CHANGE ONE LIFE"	ADOPTION AWARENESS	Y&R Moscow	RUSSIA	Y&R Moscow	
A01/024	00257	RUN THAT TOWN	AUSTRALIAN BUREAU OF STATISTICS	CENSUS	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY	
A01/025	00258	SPOTLIGHT	AUSTRALIAN BUREAU OF STATISTICS	CENSUS	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY	
A01/029	00333	PROJECT ARCHITEUTHIS	U.S. NAVY	RECRUITMENT	LOWE CAMPBELL EWALD Detroit, MI	USA	PUZZABILITY New York	
A01/039	00489	VODAFONE BETWEEN US	VODAFONE	VODAFONE "BETWEEN US"	Y&R TEAM RED ISTANBUL	TURKEY	Y&R TEAM RED ISTANBUL	RANDOM WORKS Istanbul
A01/046	00383	HIDDEN SUGAR RECEIPT	COLGATE PALMOLIVE	SUGAR ACID NEUTRALIZER TOOTHPASTE	RED FUSE COMMUNICATIONS Hong Kong	HONG KONG	RED FUSE COMMUNICATIONS Hong Kong / Y&R Hong Kong	
<b>A02 (Data Driven Insight)</b>								
A02/044	00232	NETFLIX DATA	NETFLIX	SVOD	OGILVY PARIS	FRANCE	OGILVY PARIS	LES TÉLÉCRÉATEURS Paris
A02/047	00343	IT'S NOT CHEATING WHEN IT'S YOUR DREAM TEAM	THE SUN	INTEGRATED CAMPAIGN	WUNDERMAN London	UNITED KINGDOM	WUNDERMAN London	
A02/066	00467	UNLOAD YOUR 401K	STATES UNITED TO PREVENT GUN VIOLENCE	ANTI-GUN VIOLENCE	GREY NEW YORK	USA	GREY NEW YORK	SUGAR CONTENT New York
<b>A03 (Creative Business Data Strategy)</b>								
A03/009	00300	LA DODGERS DIGITAL TRADING ROOM	LA DODGERS	ONE-OF-A-KIND DIGITAL HUB FOR BASEBALL TEAM TRADING	R/GA New York	USA	R/GA New York	
A03/012	00233	NETFLIX DATA	NETFLIX	SVOD	OGILVY PARIS	FRANCE	OGILVY PARIS	LES TÉLÉCRÉATEURS Paris
A03/015	00283	SOS SMS	MEXICAN RED CROSS	ONLINE EMERGENCY SERVICE	GREY MÉXICO Mexico City	MEXICO	GREY MÉXICO Mexico City	METRO PRODUCCIONES Mexico City
<b>A04 (Data Storytelling)</b>								
A04/001	00009	REVIVING LEGENDS	JAPAN SPORT COUNCIL	NATIONAL STADIUM	DENTSU INC. Tokyo	JAPAN	DENTSU INC. Tokyo / DENTSU TEC INC. Tokyo / RHIZOMATIKS Tokyo	
A04/010	00141	YOUR YEAR. DIRECTED BY NIKE +.	NIKE	NIKE+ APP	AKQA London	UNITED KINGDOM	AKQA Portland	BLACK STUDIOS Stockholm
A04/012	00120	EVERY MAN REMEMBERED	ROYAL BRITISH LEGION	ROYAL BRITISH LEGION	RKCR/Y&R London	UNITED KINGDOM	RKCR/Y&R London	
A04/021	00209	HOTEL CUP	TRIPADVISOR	TRIPADVISOR	JOHANNES LEONARDO New York	USA	JOHANNES LEONARDO New York	
A04/022	00259	RUN THAT TOWN	AUSTRALIAN BUREAU OF STATISTICS	CENSUS	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY	
A04/025	00301	GOOGLE YEAR IN SEARCH 2014	GOOGLE	GOOGLE SEARCH	R/GA LONDON London	UNITED KINGDOM	R/GA LONDON London	ACROSS THE POND London
A04/026	00335	PROJECT ARCHITEUTHIS	U.S. NAVY	RECRUITMENT	LOWE CAMPBELL EWALD Detroit, MI	USA	PUZZABILITY New York	
A04/035	00323	BEYOND SCOTT	INTEL	ULTRABOOK	MRM METEORITE London	UNITED KINGDOM	MRM METEORITE London	
A04/041	00542	SPOTIFY YEAR IN MUSIC	SPOTIFY	SPOTIFY	RAZORFISH New York	USA	RAZORFISH New York	
A04/054	00286	WORLD OF BELONGING	AIRBNB	AIRBNB	TOOL Santa Monica	USA	AIRBNB San Francisco	TOOL Santa Monica
<b>A05 (Creative Data Visualisation)</b>								
A05/003	00011	REVIVING LEGENDS	JAPAN SPORT COUNCIL	NATIONAL STADIUM	DENTSU INC. Tokyo	JAPAN	DENTSU INC. Tokyo / DENTSU TEC INC. Tokyo / RHIZOMATIKS Tokyo	
A05/010	00142	YOUR YEAR. DIRECTED BY NIKE +.	NIKE	NIKE+ APP	AKQA London	UNITED KINGDOM	AKQA Portland	BLACK STUDIOS Stockholm
A05/017	00037	RAISE THE PRIDE	TORONTO PFLAG	LGBTQ SUPPORT, EDUCATION, AND ADVOCACY	J. WALTER THOMPSON CANADA Toronto	CANADA	J. WALTER THOMPSON CANADA Toronto / SHANTY TOWN Toronto	
A05/048	00583	LUCOZADE SPORT CONDITIONS ZONE	LUCOZADE RIBENA SUNTRORY	LUCOZADE SPORT	GREY LONDON	UNITED KINGDOM	GREY LONDON	
<b>A06 (Data Technology Enhanced Creative (including models/tools/platforms))</b>								
A06/001	00013	REVIVING LEGENDS	JAPAN SPORT COUNCIL	NATIONAL STADIUM	DENTSU INC. Tokyo	JAPAN	DENTSU INC. Tokyo / DENTSU TEC INC. Tokyo / RHIZOMATIKS Tokyo	
A06/003	00070	CROSSWORD TARGETING	MERCEDES-BENZ JAPAN	MERCEDES-BENZ BRAND CAMPAIGN 2015	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo	HAKUHODO PRODUCT'S Tokyo
A06/015	00361	TWIN SOULS	CHARITABLE FOUNDATION "CHANGE ONE LIFE"	ADOPTION AWARENESS	Y&R Moscow	RUSSIA	Y&R Moscow	
A06/016	00389	ALTITUDE DROP	SWEDISH MATCH	SMOKELESS TOBACCO	MING UTILITY AND ENTERTAINMENT GROUP New York	USA	MING UTILITY AND ENTERTAINMENT GROUP New York / YOUR MAJESTY New York	JUMP New York
A06/040	00491	VODAFONE BETWEEN US	VODAFONE	VODAFONE "BETWEEN US"	Y&R TEAM RED ISTANBUL	TURKEY	Y&R TEAM RED ISTANBUL	RANDOM WORKS Istanbul
A06/043	00496	MEETING MURILO	KIMBERLY CLARK	HUGGIES	MOOD\TBWA São Paulo	BRAZIL	MOOD\TBWA São Paulo / THE GOODFELLAS São Paulo	LA CASA DE LA MADRE São Paulo
<b>A07 (Use of Real-time Data)</b>								
A07/003	00049	EA SPORTS MADDEN GIFERATOR: AN ART, COPY & CODE PROJECT WITH GOOGLE	EA SPORTS	MADDEN GIFERATOR	GROW Norfolk	USA	GROW Norfolk	
A07/009	00108	THE ECONOMIST: SMART DATA IN REAL-TIME	THE ECONOMIST	PROSPECT DRIVE	UM London	UNITED KINGDOM	PROXIMITY LONDON	
A07/020	00228	PHYSICAL COOKIE - REAL-TIME MARKETING AT BRICK'N MORTAR	SPONDA	CITYCENTER	TBWA\HELSINKI	FINLAND	TBWA\HELSINKI	
A07/034	00241	SKY TIP	SKY	PAY TV	ISOBAR BRAZIL Sao Paulo	BRAZIL	ISOBAR BRAZIL Sao Paulo	
A07/035	00311	THE PURSUIT BY EQUINOX	EQUINOX	EQUINOX	R/GA New York	USA	R/GA New York	
A07/039	00375	THE LES PAUL SKILL CHECK	GIBSON GUITAR GMBH	EPIPHONE LES PAUL BJOERN GELOTTE SIGNATURE EDITION	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich	SKFILM Munich
A07/051	00470	MELANOMA LIKES ME	MELANOMA PATIENTS AUSTRALIA	MELANOMA PREVENTION	GPY&R Brisbane	AUSTRALIA	GPY&R Brisbane	
A07/053	00492	VODAFONE BETWEEN US	VODAFONE	VODAFONE "BETWEEN US"	Y&R TEAM RED ISTANBUL	TURKEY	Y&R TEAM RED ISTANBUL	RANDOM WORKS Istanbul
A07/079	00195	CHICAGO MARATHON MOVING WORDS	LIBERTY MUTUAL INSURANCE	AUTO INSURANCE	HAVAS WORLDWIDE NEW YORK	USA	HAVAS WORLDWIDE NEW YORK	
<b>A08 (Social Data)</b>								
A08/015	00448	#SENBADLUCK	ALLSTATE	ALLSTATE INSURANCE	LAPIZ Chicago	USA	LAPIZ Chicago / LEO BURNETT INTERACTIVE Chicago	
A08/016	00452	THROWN BACK THURSDAYS	EXPEDIA	ONLINE TRAVEL	180LA Santa Monica	USA	180LA Santa Monica	
A08/025	00471	MELANOMA LIKES ME	MELANOMA PATIENTS AUSTRALIA	MELANOMA PREVENTION	GPY&R Brisbane	AUSTRALIA	GPY&R Brisbane	
A08/038	00196	CHICAGO MARATHON MOVING WORDS	LIBERTY MUTUAL INSURANCE	AUTO INSURANCE	HAVAS WORLDWIDE NEW YORK	USA	HAVAS WORLDWIDE NEW YORK	
<b>A09 (Creative Data Collection &amp; Research)</b>								
A09/010	00236	NETFLIX DATA	NETFLIX	SVOD	OGILVY PARIS	FRANCE	OGILVY PARIS	LES TÉLÉCRÉATEURS Paris
A09/014	00085	McDONALD'S GERMANY - ECRM EVOLUTION	MCDONALD'S GERMANY	QUICK SERVICE RESTAURANT	TRACK Hamburg	GERMANY	TRACK Hamburg	
<b>A10 (Innovative Use of Data)</b>								
A10/001	00016	REVIVING LEGENDS	JAPAN SPORT COUNCIL	NATIONAL STADIUM	DENTSU INC. Tokyo	JAPAN	DENTSU INC. Tokyo / DENTSU TEC INC. Tokyo / RHIZOMATIKS Tokyo	
A10/033	00338	PROJECT ARCHITEUTHIS	U.S. NAVY	RECRUITMENT	LOWE CAMPBELL EWALD Detroit, MI	USA	PUZZABILITY New York	
A10/035	00424	ANTONYMOUS - THE DIGITAL SMOKE BOMB	PIRATENPARTEI DEUTSCHLAND	ANTONYMOUS - THE DIGITAL SMOKE BOMB	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich	
A10/042	00493	VODAFONE BETWEEN US	VODAFONE	VODAFONE "BETWEEN US"	Y&R TEAM RED ISTANBUL	TURKEY	Y&R TEAM RED ISTANBUL	RANDOM WORKS Istanbul
A10/059	00202	THE GAME REPORT	BYTRO LABS GMBH	BYTRO LABS GAME DEVELOPING STARTUP	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich	LUCKY7EVEN ENTERTAINMENT Munich
<b>A11 (Strategic Data Integration)</b>								
A11/011	00160	ONE MINUTE VACATION	TENNESSEE DEPARTMENT OF TOURIST DEVELOPMENT	NON PROFIT ORGANIZATION	VML Kansas City	USA	VML Kansas City	
A11/015	00238	NETFLIX DATA	NETFLIX	SVOD	OGILVY PARIS	FRANCE	OGILVY PARIS	LES TÉLÉCRÉATEURS Paris
<b>Total Entries:</b>		<b>55</b>						