

Shortlist (Design Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency
A01i (Rebrand or Brand Refresh: Renewing a Current brand Identity)							
A01i/003	00129	SONOS BRAND IDENTITY	SONOS	SONOS BRAND	BRUCE MAU DESIGN Toronto	CANADA	BRUCE MAU DESIGN Toronto
A01i/013	01445	WOW! NO COW!	OATLY	OAT BASED DRINKS & FOODS	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS
A01ii (New Brand Identity: the Creation of a New Brand Identity)							
A01ii/001	01027	WAIT	JÉRÉMIE NORMANDIN	PREMIUM TEA	LANDOR ASSOCIATES Paris	FRANCE	LANDOR ASSOCIATES Paris
A01ii/014	01405	ADIDAS 360	ADIDAS	ADIDAS WORLD CUP CAMPAIGN	FITCH London	UNITED KINGDOM	FITCH London
A01ii/018	00874	IDENTITY FOR THE FAMILY FARM OF CHEBURASHKINI BROTHERS	THE FAMILY FARM OF CHEBURASHKINI BROTHERS	DAIRY PRODUCTS	ERMOLAEV BUREAU Moscow	RUSSIA	ERMOLAEV BUREAU Moscow
A02i (Rebrand or Brand Refresh: Renewing a Current brand Identity)							
A02i/005	00167	ACAPO - BRAND IDENTITY CAMPAIGN	ACAPO	INTELLECTUAL PROPERTY CONSULTANCY LAW FIRM	ANTI BERGEN	NORWAY	ANTI BERGEN
A02i/015	00605	DEVIANTART BRAND SYSTEM	DEVIANTART	ONLINE ART COMMUNITY	MOVING BRANDS Hoxton	UNITED KINGDOM	MOVING BRANDS Hoxton
A02i/017	00680	OPTIMAL. SUB-OPTIMAL.	IR	IR	INTERBRAND AUSTRALIA Sydney	AUSTRALIA	INTERBRAND AUSTRALIA Sydney
A02i/019	00765	GET BACK, TOHOKU.	EAST JAPAN RAILWAY COMPANY	TOHOKU SHINKANSEN	DENTSU INC. Tokyo	JAPAN	DENTSU INC. Tokyo
A02i/028	01121	AIRBNB REBRAND	AIRBNB	ALL SERVICES	DESIGNSTUDIO London	UNITED KINGDOM	DESIGNSTUDIO London
A02ii (New Brand Identity: the Creation of a New Brand Identity)							
A02ii/015	00766	PEARL	KEIO UNIVERSITY	KEIO UNIVERSITY FACULTY OF ECONOMICS ACADEMIC PROGRAMME BRANDING	DENTSU INC. Tokyo	JAPAN	DENTSU INC. Tokyo
A02ii/018	00985	BIDDI EVERYTHING	BIDDI.COM	BIDDI.COM	Y&R LABSTORE DUBAI	UNITED ARAB EMIRATES	Y&R LABSTORE DUBAI / Y&R DUBAI
A02ii/019	01301	REFLECT	DJ SARHI	MUSIC & ENTERTAINMENT	IMPACT BBDO Jeddah	SAUDI ARABIA	IMPACT BBDO Jeddah
A02ii/024	02101	HOUSE-MAISON REBRAND	HOUSE-MAISON	RESTAURANT	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO

Shortlist (Design Lions)

A02ii/028	01762	THE FRESHEST ORANGE JUICE BRAND	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	MARCEL Paris
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A03i (Rebrand or Brand Refresh: Renewing a Current brand Identity)

A03i/008	01515	TUSK CONSERVATION AWARDS	TUSK TRUST	CHARITY	THE PARTNERS London	UNITED KINGDOM	THE PARTNERS London
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B01 (Posters)

B01/003	00418	DOGGIE HOMES	MONIKAS DOGGIE RESCUE	ANIMAL RESCUE	M&C SAATCHI Sydney	AUSTRALIA	M&C SAATCHI Sydney
B01/011	01025	FEDORA	FEDORA-THE EUROPEAN CIRCLE OF PHILANTHROPISTS OF BALLET AND OPERA	CULTURAL INSTITUTION	LANDOR ASSOCIATES Paris	FRANCE	LANDOR ASSOCIATES Paris
B01/012	01028	WAIT	JEREMIE NORMANDIN	PREMIUM TEA	LANDOR ASSOCIATES Paris	FRANCE	LANDOR ASSOCIATES Paris
B01/016	00029	50 YEAR ANNIVERSARY POSTER "RING" AND "LINK" BENDA-KOGYO	BENDA-KOGYO	AUTO PARTS	TOPPAN PRINTING Tokyo	JAPAN	TOPPAN PRINTING Tokyo
B01/022	00050	JUNIOR SWIMMING CHAMPIONSHIPS	TOKIO MARINE NICHIDO	JUNIOR SWIMMING CHAMPIONSHIPS	DENTSU INC. Tokyo	JAPAN	DENTSU INC. Tokyo
B01/029	00087	DIFFERENT VIEWPOINT~OCC(OSAKA COPYWRITERS CLUB) STUDENT AWARD ENTRIES OPEN	OSAKA COPYWRITERS CLUB	OSAKA COPYWRITERS CLUB STUDENT AWARD	DENTSU INC. KANSAI Osaka	JAPAN	DENTSU INC. KANSAI Osaka
B01/037	00163	PLEATS PLEASE FLOWERS SERIES POSTERS	ISSEY MIYAKE INC.	DESIGN, WHOLESALE, MANUFACTURE, AND RETAILING OF LADIES' AND MEN'S APPAREL, FASHION ITEMS, AND ACCESSORIES. PLANNING AND PRODUCTION OF EXHIBITIONS, ETC.	TAKU SATOH DESIGN Tokyo	JAPAN	TAKU SATOH DESIGN Tokyo
B01/053	00303	KANJI ID	DENTSU INC.	DENTSU DESIGN TALK	DENTSU INC. Tokyo	JAPAN	DENTSU INC. Tokyo

Shortlist (Design Lions)

B01/057	00307	CREATION.	YOSHIDA HIDEO MEMORIAL FOUNDATION/ADVE RTISING MUSEUM TOKYO	D&AD AWARDS 2014 EXHIBITION IN JAPAN	DENTSU INC. Tokyo	JAPAN	DENTSU INC. Tokyo
B01/092	00483	JAPANESE PRINT QUALITY	TOPPAN PRINTING CO.	POSTERS	VILLAGE® Tokyo	JAPAN	VILLAGE® Tokyo
B01/104	00696	SMART POP UP BILLBOARDS	MERCEDES-BENZ CARS VERTRIEB DEUTSCHLAND	SMART FORTWO	BBDO GROUP Dusseldorf	GERMANY	BBDO GROUP GERMANY Dusseldorf
B01/105	00703	A TREE IN THE SEA	G&CO	A TREE IN THE SEA FILM	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI
B01/112	00752	OKAYBYE	STEPHENWOLF THEATRE	STEPHENWOLF THEATRE	OGILVY & MATHER Chicago	USA	OGILVY & MATHER Chicago
B01/115	00801	ICON MASHUP	COCA-COLA	NEW BRAND ASSETS	THE COCA-COLA COMPANY Atlanta	USA	FORPEOPLE London
B01/127	00991	JAPANESE HARMONY	SUNTORY HOLDINGS	HIBIKI	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo
B01/128	01006	WEARABLE POSTER	FINAL HOME	FINAL HONE ON AIR	SIX Tokyo	JAPAN	SIX Tokyo
B01/142	01219	WORLD GALLERY	APPLE	IPHONE 6	TBWA\MEDIA ARTS LAB Los Angeles	USA	TBWA\MEDIA ARTS LAB Los Angeles / APPLE
B01/153	01383	BE PREPARED	FERRERO ASIA	TIC TAC	nudeJEH Bangkok	THAILAND	nudeJEH Bangkok /
B01/163	01429	BIKE 24 HOURS	CITY OF BUENOS AIRES	THE BUENOS AIRES PUBLIC BIKE SYSTEM	THE COMMUNITY/LA COMUNIDAD Miami	USA	THE COMMUNITY/LA COMUNIDAD Miami
B01/185	01586	IMPRISONED CHILDREN	ABRINQ FOUNDATION - SAVE THE CHILDREN	INSTITUTIONAL	LEW'LARA\TBWA São Paulo	BRAZIL	LEW'LARA\TBWA São Paulo
B01/198	01680	NOT A BUG SPLAT	REPRIEVE / FOUNDATION FOR FUNDAMENTAL RIGHTS	DRONE STRIKES COLLATERAL DAMAGE AWARENESS	BBDO PAKISTAN Lahore	PAKISTAN	BBDO PAKISTAN Lahore
B01/226	01926	WAVE TECH	ALPARGATAS	MIZUNO WAVE CREATION 16	F\NAZCA SAATCHI & SAATCHI São Paulo	BRAZIL	F\NAZCA SAATCHI & SAATCHI São Paulo
B01/228	01928	CELEBRATING 50 YEARS IN BRAZIL	NISSIN AJINOMOTO	INSTITUTIONAL	F\NAZCA SAATCHI & SAATCHI São Paulo	BRAZIL	F\NAZCA SAATCHI & SAATCHI São Paulo
B01/232	02398	IT HAPPENS HERE	28 TOO MANY	FGM	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER LONDON
B01/292	02348	SHADOW PLAY	PEMCO INTERLIGHT CO.	LAMPITUDE	OGILVY & MATHER Bangkok	THAILAND	OGILVY & MATHER Bangkok
B01/298	02437	LIFEPAIN	VOLVO UK	LIFEPAIN PROMOTIONAL ITEM	GREY LONDON	UNITED KINGDOM	GREY LONDON
B01/335	01550	UNLIMITED GRAVY: DRUMSTICK	WHOLESOME FOODS	KFC	TBWA\SANTIAGO MANGADA PUNO Makati City	THE PHILIPPINES	TBWA\SANTIAGO MANGADA PUNO Makati City
B01/387	02473	LESS CAR. MORE SPACE.	MERCEDES-BENZ HONG KONG	SMART	OGILVY & MATHER GROUP HONG KONG	HONG KONG	OGILVY & MATHER GROUP HONG KONG

Shortlist (Design Lions)

B02 (Flyers, Tickets, Invitations, Postcards, Christmas and Other Greetings Cards)

B02/002	00052	CROSSTALK	JAPAN FOOTBALL ASSOCIATION	DIRECT MAIL FOR PROMOTION	DENTSU INC. Tokyo	JAPAN	DENTSU INC. Tokyo
B02/010	00309	IRON MIND	YOSHIDA HIDEO MEMORIAL FOUNDATION/ADVERTISING MUSEUM TOKYO	ONE SHOW 2013 EXHIBITION IN JAPAN	DENTSU INC. Tokyo	JAPAN	DENTSU INC. Tokyo
B02/020	01002	PEARLFISHER HOLIDAY CARDS	PEARLFISHER	HOLIDAY CARDS	PEARLFISHER New York City, NY	USA	PEARLFISHER New York City, NY
B02/026	01083	THE WEDDINGLOPE	ROSENTHAL	PORCELAIN	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg
B02/027	01104	SAM- SIDEWAYS AUDIO MOMENTS	WOLFF OLINS	DIGITAL HOLIDAY CARD	WOLFF OLINS New York	USA	WOLFF OLINS New York

B03 (Calendars)

B03/003	00249	MOSHIMO BOOK CALENDAR	YOMIKO ADVERTISING	CALENDAR	YOMIKO ADVERTISING Tokyo	JAPAN	YOMIKO ADVERTISING Tokyo
B03/009	00956	SURVIVAL CALENDAR	SUNCORP	INSURANCE	GPY&R Brisbane	AUSTRALIA	GPY&R Brisbane
B03/010	01613	BIRTHDAYS CALENDAR	FOUNDATION FOR CHILDREN	FOUNDATION FOR CHILDREN	CREATIVE JUICE\BANGKOK Bangkok	THAILAND	CREATIVE JUICE\BANGKOK
B03/013	02415	RECIPE CALENDAR ROLL	WHIRLPOOL - BRASTEMP	ELETRDOMESTIC OS	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo

B04i (Printed Books)

B04i/009	00237	RUBBISH FAMZINE: FOR EVER AND A DAY	HOLYCRAP.SG	HOLYCRAP.SG	KINETIC SINGAPORE	SINGAPORE	KINETIC SINGAPORE
B04i/010	00238	RUBBISH FAMZINE: TILL DEATH DO US PART	HOLYCRAP.SG	HOLYCRAP.SG	KINETIC SINGAPORE	SINGAPORE	KINETIC SINGAPORE
B04i/025	00842	OUTSIDE THE BLOCK - PARENTS PASS ON THEIR CHILDHOOD GAMES	SCHOOL OF PLAY	CHILDREN'S PLAY WORKSHOPS	SUPERSOMETHING Bucharest	ROMANIA	SUPERSOMETHING Bucharest
B04i/032	01401	FORMATION	FITCH	SELF PROMOTION - BOOK	FITCH London	UNITED KINGDOM	FITCH London
B04i/033	01450	I AM WASTING MY TIME	I AM WASTING MY TIME	BOOK	DLV BBDO Milan	ITALY	DLV BBDO Milan
B04i/041	01887	IMAGINE YOUR KOREA, 'KOREAN FOOD-VISOR KIT BOOK'	KOREA NATIONAL TOURISM ORGANIZATION	IMAGINE YOUR KOREAN FOOD BOOK/ NATIONAL TOURISM INDUSTRY	INTERBRAND Seoul	SOUTH KOREA	INTERBRAND Seoul

Shortlist (Design Lions)

B04i/043	02416	TELL MY STORY	AMOR EXIGENTE	NGO - AID PROGRAM TO CHEMICAL DEPENDENTS	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo
B04i/048	02251	SPEAKING IMAGES 2015	WORLD PRESS PHOTO	WORLD PRESS PHOTO ANNUAL 2015	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
B04i/049	02275	THE TRIBAL RAPPORT FIELD GUIDE	MERCEDES-BENZ	G-CLASS	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai

B05 (Self-Promotion)

B05/011	00285	INSTALLATION »LICHTGESTALTE N«	KMS TEAM	INSTALLATION	KMS TEAM Munich	GERMANY	KMS TEAM Munich
B05/013	00505	ADC TRAVELING EXHIBIT	SID LEE	AWARDS TRAVELING	SID LEE Montreal	CANADA	SID LEE Montreal
B05/018	00424	WINTERLANDS	AKQA	HOLIDAY CARD	AKQA Paris	FRANCE	AKQA Paris
B05/028	00716	LINGUA 365	MUTABOR DESIGN	LINGUA 365	MUTABOR DESIGN	GERMANY	MUTABOR DESIGN
B05/034	00999	RE ISSUE 01	RE:	SELF PROMOTION BROCHURE	RE Sydney	AUSTRALIA	RE Sydney
B05/044	01499	THE COUNCIL IDENTITY	THE COUNCIL/GREY	CREATIVE COMMITTEE	UNCLE GREY Copenhagen	DENMARK	UNCLE GREY Copenhagen
B05/056	02103	CHRISTMAS WRAPPING PAPER	LEO BURNETT TORONTO	WRAPPING PAPER	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO

B06 (Promotional Item Design)

B06/010	00089	PAPER SAMPLE COASTER	HEIWA PAPER CO.	FANCY PAPER	DENTSU INC. Tokyo	JAPAN	DENTSU INC. Tokyo
B06/036	00570	THE COPYWRITER'S EYE	COPYWRITERS CLUB NAGOYA	ANNUAL	DENTSU MEITETSU COMMUNICATIONS Nagoya	JAPAN	DENTSU MEITETSU COMMUNICATIONS Nagoya
B06/051	00915	TIRE KIMONO	TOYO TIRE & RUBBER CO.	CORPORATE	McCANN ERICKSON JAPAN Tokyo	JAPAN	McCANN ERICKSON JAPAN Tokyo
B06/054	00942	10 HOT STORIES	GLOBAL EXPORT CO.	AMERICAN GARDEN HABANERO SAUCE	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI
B06/063	01084	MAGIC TAPE	3M DEUTSCHLAND	MAGIC TAPE	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg
B06/106	01623	JUST	WWF	JUST	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY
B06/119	01744	PLASTIQUE PANTS	FRUIT OF THE LOOM	FRUIT OF THE LOOM	CP+B Boulder	USA	CP+B Boulder
B06/122	01750	TRUE WETSUITS	QUIKSILVER JAPAN	WETSUITS	TBWA\HAKUHODO Tokyo	JAPAN	TBWA\HAKUHODO
B06/130	01856	PROUD WHOPPER	BURGER KING	WHOPPER	DAVID Miami	USA	DAVID Miami
B06/137	01899	PRICELESS WEAPONS	COLOMBIA'S MINISTRY OF ENVIRONMENT	LIONFISH	GEOMETRY GLOBAL COLOMBIA Bogotá	COLOMBIA	GEOMETRY GLOBAL COLOMBIA Bogotá

Shortlist (Design Lions)

B06/146	02450	LIFEPAIN	VOLVO UK	LIFEPAIN PROMOTIONAL ITEM	GREY LONDON	UNITED KINGDOM	GREY LONDON
B06/171	02322	THE GUN SHOP	STATES UNITED TO PREVENT GUN VIOLENCE	ANTI-GUN VIOLENCE	GREY NEW YORK	USA	GREY NEW YORK
B06/172	02330	THE SHAPE OF IMAGINATION	LEGO	TOYS	OGILVY & MATHER SINGAPORE	SINGAPORE	OGILVY & MATHER SINGAPORE
B06/174	02428	TICKET BOOKS	L&PM	POCKET BOOKS	AFRICA São Paulo	BRAZIL	AFRICA São Paulo
B06/190	02028	TINY POWER PLANT	SIXNINE CO.	FOOTWEAR	DENTSU YOUNG & RUBICAM Bangkok	THAILAND	DENTSU YOUNG & RUBICAM Bangkok

B07 (Publications & Brand Collateral)

B07/002	00619	HONDA. BEAUTIFUL ENGINES.	HONDA MOTOR CO.	HONDA	MORI Tokyo	JAPAN	MORI Tokyo / DENTSU INC. Tokyo
B07/022	00572	D&A ISSUE 22	VELUX	ROOF WINDOWS	STOCKHOLM DESIGN LAB Stockholm	SWEDEN	STOCKHOLM DESIGN LAB Stockholm
B07/024	00620	HOTEL JAPAN	HOTEL JAPAN	HOTEL JAPAN	MORI Tokyo	JAPAN	MORI Tokyo / DENTSU
B07/031	00768	PEARL	KEIO UNIVERSITY	KEIO UNIVERSITY FACULTY OF ECONOMICS ACADEMIC PROGRAMME BRANDING	DENTSU INC. Tokyo	JAPAN	DENTSU INC. Tokyo
B07/055	01583	WE WON'T HELP YOU	ALCOHOLICS ANONYMOUS	ALCOHOLICS ANONYMOUS	J. WALTER THOMPSON BRAZIL São Paulo	BRAZIL	J. WALTER THOMPSON BRAZIL São Paulo
B07/072	02105	HOUSE-MAISON REBRAND	HOUSE-MAISON	RESTAURANT	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO
B07/073	02106	THE MOST HELPFUL MEASURING TAPE IN THE WORLD	IKEA	IKEA CATALOGUE	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO

B08iii (Large Business)

B08iii/006	02124	THE BURGER REPORT	McDONALD'S GERMANY	McDONALD'S GERMANY CR REPORT	THJNK Hamburg	GERMANY	THJNK Hamburg / LEO BURNETT FRANKFURT
B08iii/007	02190	WRAPPED REPORT	EMMENTALER SWITZERLAND	CHEESE	LEO BURNETT SCHWEIZ Zürich	SWITZERLAND	LEO BURNETT SCHWEIZ Zürich

B09i (Channel Branding or Programme Branding)

B09i/003	00158	FILM4 IDENT	CHANNEL 4	FILM4 IDENT	4creative London	UNITED KINGDOM	4creative London
B09i/012	00886	MTV VIDEO MUSIC AWARDS	MTV	VIDEO MUSIC AWARDS BROADCAST DESIGN	ELASTIC Santa Monica	USA	

Shortlist (Design Lions)

B09ii (Title Sequences)

B09ii/003	00726	MARCO POLO TITLE SEQUENCE	NETFLIX / WEINSTEIN GROUP	TITLE SEQUENCE	MILL+ New York	USA	
B09ii/005	01162	2014 TITLE SEQUENCE	D&AD	D&AD	MILL+ London	UNITED KINGDOM	

B09iii (Other Video Content)

B09iii/015	01166	WISH YOU WERE HERE	D&AD	D&AD FESTIVAL	LOBO São Paulo	BRAZIL	
B09iii/019	01489	MONTBLANC PRESENTS: A PARISIAN WINTER TALE	MONTBLANC INTERNATIONAL	GLOBAL CHRISTMAS CAMPAIGN	SCHOLZ & FRIENDS Berlin	GERMANY	SCHOLZ & FRIENDS Berlin

C01i (Publications)

C01i/001	00621	HONDA. BEAUTIFUL ENGINES.	HONDA MOTOR CO.	HONDA	MORI Tokyo	JAPAN	MORI Tokyo / DENTSU INC. Tokyo
C01i/012	00943	10 HOT STORIES	GLOBAL EXPORT CO.	AMERICAN GARDEN HABANERO SAUCE	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI

C01ii (Print and Poster)

C01ii/001	00419	DOGGIE HOMES	MONIKAS DOGGIE RESCUE	ANIMAL RESCUE	M&C SAATCHI Sydney	AUSTRALIA	M&C SAATCHI Sydney
C01ii/003	00056	JUNIOR SWIMMING CHAMPIONSHIPS	TOKIO MARINE NICHIDO	JUNIOR SWIMMING CHAMPIONSHIPS	DENTSU INC. Tokyo	JAPAN	DENTSU INC. Tokyo
C01ii/004	00082	ANTI-EST. #UNLEARN	ANTI-EST.	#UNLEARN	GRID WORLDWIDE BRANDING AND DESIGN Johannesburg	SOUTH AFRICA	GRID WORLDWIDE BRANDING AND DESIGN Johannesburg
C01ii/032	01168	ICONOCONS	McDONALD'S	ICONIC PRODUCTS	TBWA\PARIS	FRANCE	TBWA\PARIS
C01ii/033	01029	WAIT	JÉRÉMIE NORMANDIN	PREMIUM TEA	LANDOR ASSOCIATES Paris	FRANCE	LANDOR ASSOCIATES Paris
C01ii/040	00691	STREET FARE	CROSSROADS COMMUNITY	CROSSROADS COMMUNITY SERVICES	SAATCHI & SAATCHI WELLNESS New York	USA	SAATCHI & SAATCHI WELLNESS New York
C01ii/045	00769	CREATION.	YOSHIDA HIDEO MEMORIAL FOUNDATION/ADVE RTISING MUSEUM TOKYO	D&AD AWARDS 2014 EXHIBITION IN JAPAN	DENTSU INC. Tokyo	JAPAN	DENTSU INC. Tokyo
C01ii/046	00770	IRON MIND	YOSHIDA HIDEO MEMORIAL FOUNDATION/ADVE RTISING MUSEUM TOKYO	ONE SHOW 2013 EXHIBITION IN JAPAN	DENTSU INC. Tokyo	JAPAN	DENTSU INC. Tokyo

Shortlist (Design Lions)

C01ii/054	01049	THE CANCER SUTRA	STUPID CANCER	EARLY CANCER DETECTION AWARENESS AND EDUCATION	THE BULL-WHITE HOUSE New York	USA	THE BULL-WHITE HOUSE New York
C01ii/072	00992	JAPANESE HARMONY	SUNTORY HOLDINGS	HIBIKI	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo
C01ii/109	02278	ADVENTURE BECKONS	MERCEDES-BENZ	G-CLASS	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai
C01ii/112	02399	IT HAPPENS HERE	28 TOO MANY	FGM	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER LONDON
C01ii/116	00704	A TREE IN THE SEA	G&CO	A TREE IN THE SEA FILM	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI
C01ii/171	02218	CUT A TREE. KILL A LIFE - FISH	MALYSIAN NATURE SOCIETY	BELUM-TEMENGOR RAINFOREST	Y&R MALAYSIA Kuala Lumpur	MALAYSIA	Y&R MALAYSIA Kuala Lumpur
C01ii/173	02220	CUT A TREE. KILL A LIFE - RHINO	MALYSIAN NATURE SOCIETY	BELUM-TEMENGOR RAINFOREST	Y&R MALAYSIA Kuala Lumpur	MALAYSIA	Y&R MALAYSIA Kuala Lumpur
C01ii/174	02221	CUT A TREE. KILL A LIFE - TAPIR	MALYSIAN NATURE SOCIETY	BELUM-TEMENGOR RAINFOREST	Y&R MALAYSIA Kuala Lumpur	MALAYSIA	Y&R MALAYSIA Kuala Lumpur

C01iii (Packaging and Promotional Item Design)

C01iii/008	01030	WAIT	JÉRÉMIE NORMANDIN	PREMIUM TEA	LANDOR ASSOCIATES Paris	FRANCE	LANDOR ASSOCIATES Paris
C01iii/019	01845	TAXI BEER	BRAUMANUFAKTUR FORSTHAUS TEMPLIN	TAXI BEER	DDB GROUP GERMANY Berlin	GERMANY	DDB GROUP GERMANY Berlin
C01iii/028	01891	SHOEMOJI	FOOT LOCKER	FOOT LOCKER	BBDO NEW YORK	USA	BBDO NEW YORK

C01iv (Outdoor Spaces e.g. Installations)

C01iv/001	01171	WONDERFILLED WILD POSTINGS: CRUNCH WITH OREO TODD	OREO	COOKIES	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond
C01iv/011	02107	KINGS AND QUEENS OF THE COURT	BELL MEDIA (TSN)	US OPEN	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO
C01iv/014	01825	805 MILLION NAMES	UNITED NATIONS WORLD FOOD PROGRAMME	FIGHTING HUNGER WORLDWIDE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg

C02i (Publication)

C02i/008	01402	FORMATION	FITCH	SELF-PROMOTION - TYPOGRAPHY	FITCH London	UNITED KINGDOM	FITCH London
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C02ii (Print and Poster)

C02ii/014	00083	ANTI-EST. #UNLEARN	ANTI-EST.	#UNLEARN	GRID WORLDWIDE BRANDING AND DESIGN Johannesburg	SOUTH AFRICA	GRID WORLDWIDE BRANDING AND DESIGN Johannesburg
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Shortlist (Design Lions)

C02ii/018	00853	PROJECT AKSHAR (ALPHABETS) - GRADUATING BLUE-COLLAR TO WHITE COLLAR	SMARTLIFE	GET SMART PROGRAM	FP7/DXB Dubai	UNITED ARAB EMIRATES	FP7/DXB Dubai
C02ii/024	02084	MAN WITH MACHINE: THINK SERIES (BIRDS)	IBM	TECHNOLOGY & CONSULTING	OGILVY NEW YORK	USA	OGILVY NEW YORK
C02ii/049	01826	805 MILLION NAMES	UNITED NATIONS WORLD FOOD PROGRAMME	FIGHTING HUNGER WORLDWIDE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg
C02ii/050	01933	SOUNDLAB POSTERS	LEICA GALLERY SÃO PAULO	LEICA INSTITUTIONAL	F/NAZCA SAATCHI & SAATCHI São Paulo	BRAZIL	F/NAZCA SAATCHI & SAATCHI São Paulo

C02iii (Digital)

C02iii/012	02429	MUTANT FONT	AMNESTY INTERNATIONAL	PUBLIC AWARENESS NGO	AFRICA São Paulo	BRAZIL	AFRICA São Paulo
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C02iv (Brands)

C02iv/006	00549	INTEL CLEAR	INTEL	CORPORATE BRAND FONT	RED PEAK New York	USA	RED PEAK New York
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C03 (Photography)

C03/018	00945	EXOBIOTANICA	MAKOTO AZUMA(BOTANIST/FLOWER ARTIST)	EXOBIOTANICA	SIX Tokyo	JAPAN	SIX Tokyo
C03/035	01220	WORLD GALLERY	APPLE	IPHONE 6	TBWA/MEDIA ARTS LAB Los Angeles	USA	TBWA/MEDIA ARTS LAB Los Angeles / APPLE
C03/041	02121	THE MSSNG PROJECT	AUTISM SPEAKS	AUTISM SPEAKS	BBDO NEW YORK	USA	BBDO NEW YORK
C03/043	02252	SPEAKING IMAGES 2015	WORLD PRESS PHOTO	WORLD PRESS PHOTO ANNUAL 2015	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
C03/062	01647	SUFFOCATION	KARMA NIRVANA	KARMA NIRVANA	LEO BURNETT LONDON	UNITED KINGDOM	LEO BURNETT LONDON
C03/070	01491	MONTBLANC PRESENTS: A PARISIAN WINTER TALE	MONTBLANC INTERNATIONAL	GLOBAL CHRISTMAS CAMPAIGN	SCHOLZ & FRIENDS Berlin	GERMANY	SCHOLZ & FRIENDS Berlin

C04 (Sound Design)

C04/001	00387	THE MSC MAGNIFICA SHIPHORN CHOIR	MSC KREUZFAHRT	MSC KREUZFAHRT	LEAGAS DELANEY Hamburg	GERMANY	LEAGAS DELANEY Hamburg
C04/004	00676	THE BERLIN WALL OF SOUND	SOUNDCLOUD	SOUNDCLOUD	GREY GERMANY Düsseldorf	GERMANY	GREY GERMANY Düsseldorf / GREY

Shortlist (Design Lions)

C04/005	00460	SWEEPER	UNITED NATIONS MINE ACTION SERVICE	UNITED NATIONS MINE ACTION SERVICE	CRITICAL MASS New York	USA	CRITICAL MASS New York
C04/026	01468	DONATED VOICES	THE NATIONAL UNIVERSITY CENTRE FOR ORGAN	ORGAN DONATION ADVOCACY	LOWE SINGAPORE	SINGAPORE	LOWE SINGAPORE
C04/034	02200	SOUNDS OF THE CITY	THALYS TRAIN NETWORK	HIGH-SPEED RAIL TRAVEL	ROSAPARK Paris	FRANCE	ROSAPARK Paris
C04/035	02253	SPEAKING IMAGES 2015	WORLD PRESS PHOTO	WORLD PRESS PHOTO ANNUAL 2015	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
C04/037	02317	JEFF BRIDGES SLEEPING TAPES	SQUARESPACE	SQUARESPACE	WIEDEN+KENNEDY New York	USA	WIEDEN+KENNEDY New York
C04/043	01934	SOUNDLAB RECORDS	LEICA GALLERY SÃO PAULO	LEICA INSTITUTIONAL	F/NAZCA SAATCHI & SAATCHI São Paulo	BRAZIL	F/NAZCA SAATCHI & SAATCHI São Paulo

C05 (Logo & Logo Type (designed for Large Scale Organisations))

C05/009	00530	WORLD TRADE CENTER	PORT AUTHORITY OF NEW YORK & NEW JERSEY	WORLD TRADE CENTER	LANDOR New York	USA	LANDOR New York
C05/031	01122	AIRBNB REBRAND	AIRBNB	ALL SERVICES	DESIGNSTUDIO London	UNITED KINGDOM	DESIGNSTUDIO London
C05/041	01500	THE COUNCIL IDENTITY	THE COUNCIL/GREY	CREATIVE COMMITTEE	UNCLE GREY Copenhagen	DENMARK	UNCLE GREY Copenhagen
C05/047	01764	THE FRESHEST ORANGE JUICE BRAND	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	MARCEL Paris

C06 (Logo & Logo Type (designed for Small Scale Organisations))

C06/007	00236	THE PENCIL DIAMONDS	TOKYO COPYWRITERS CLUB	THE ANNUAL AWARDS	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo
C06/011	00444	100% IDEIAS IDENTITY	100% IDEIAS	RETAIL STORE	NEW GRECO Belo Horizonte	BRAZIL	NEW GRECO Belo Horizonte
C06/014	01026	FEDORA	FEDORA-THE EUROPEAN CIRCLE OF PHILANTHROPISTS OF BALLET AND OPERA	CULTURAL INSTITUTION	LANDOR ASSOCIATES Paris	FRANCE	LANDOR ASSOCIATES Paris
C06/015	01031	WAIT	JÉRÉMIE NORMANDIN	PREMIUM TEA	LANDOR ASSOCIATES Paris	FRANCE	LANDOR ASSOCIATES Paris
C06/045	01527	TUSK CONSERVATION AWARDS	TUSK TRUST	CHARITY	THE PARTNERS London	UNITED KINGDOM	THE PARTNERS London

C07 (Writing for Brands / Tone of Voice)

Shortlist (Design Lions)

C07/016	01145	THERE'S ANOTHER SIDE TO THE STORY	DEPAUL UK	HOMELESS CHARITY	PUBLICIS LONDON	UNITED KINGDOM	PUBLICIS LONDON
C07/022	01446	WOW! NO COW!	OATLY	OAT BASED DRINKS & FOODS	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS
C07/024	01656	INFREQUENT FLYERS CLUB	TIGERAIR	INFREQUENT FLYERS CLUB	McCANN MELBOURNE	AUSTRALIA	McCANN MELBOURNE
C07/037	01935	RON MUECK AT PINACOTECA	PINACOTECA DO ESTADO DE SÃO PAULO	INSTITUTIONAL	F/NAZCA SAATCHI & SAATCHI São Paulo	BRAZIL	F/NAZCA SAATCHI & SAATCHI São Paulo

D01iii (Large Business)

D01iii/003	00594	ADIDAS ORIGINALS NEIGHBOURHOOD STORES	ADIDAS	ADIDAS ORIGINALS NEIGHBOURHOOD STORES	HERE DESIGN London	UNITED KINGDOM	HERE DESIGN London
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D02i (Small Business)

D02i/001	00494	FLOWER LUSH IN ROPPONGI HILLS	MORI BUILDING	FLOWER LUSH IN ROPPONGI HILLS	AD&D TOKYO	JAPAN	AD&D TOKYO
D02i/005	02323	THE GUN SHOP	STATES UNITED TO PREVENT GUN VIOLENCE	ANTI-GUN VIOLENCE	GREY NEW YORK	USA	GREY NEW YORK

D02iii (Large Business)

D02iii/002	00788	CENTERSTAGE	SAMSUNG ELECTRONICS	SAMSUNG ELECTRONICS	THE BARBARIAN GROUP New York	USA	THE BARBARIAN GROUP New York
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D03i (Posters)

D03i/035	02287	FRENCH HORN	DABUR	GASTRINA	McCANN WORLDGROUP INDIA Mumbai	INDIA	McCANN WORLDGROUP INDIA
D03i/038	01384	BE PREPARED	FERRERO ASIA	TIC TAC	nudeJEH Bangkok	THAILAND	nudeJEH Bangkok /
D03i/039	02440	LIFEPAIN	VOLVO UK	LIFEPAIN PROMOTIONAL ITEM	GREY LONDON	UNITED KINGDOM	GREY LONDON
D03i/040	01936	SOUNDLAB POSTERS	LEICA GALLERY SÃO PAULO	LEICA INSTITUTIONAL	F/NAZCA SAATCHI & SAATCHI São Paulo	BRAZIL	F/NAZCA SAATCHI & SAATCHI São Paulo

D03ii (Product displays, POS graphic materials, brand Collateral)

D03ii/002	00367	COULD I BE ANY CLEARER	HARVEY NICHOLS	CHRISTMAS	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London
D03ii/016	02298	HANDLE ON HYGIENE	UNILEVER	LIFEBOUY	GEOMETRY GLOBAL Dubai	UNITED ARAB EMIRATES	GEOMETRY GLOBAL Dubai
D03ii/026	01857	PROUD WHOPPER	BURGER KING	WHOPPER	DAVID Miami	USA	DAVID Miami
D03ii/029	02312	IKEA EASY ASSEMBLY DISPLAYS	IKEA TURKEY	FURNITURE & HOME ACCESSORIES	TBWA ISTANBUL	TURKEY	TBWA ISTANBUL

Shortlist (Design Lions)

D04i (Spatial Installation)

D04i/003	00427	HOUSE OF MAMBA	NIKE	NIKE BASKETBALL CHINA	AKQA London	UNITED KINGDOM	AKQA London / AKQA Shanghai
D04i/018	00927	LIGHT IS TIME	CITIZEN WATCH	CITIZEN	ASATSU-DK Tokyo	JAPAN	ASATSU-DK Tokyo
D04i/023	01304	THE LAST SHOT	JORDAN BRAND	FOOTWEAR	AKQA San Francisco	USA	AKQA San Francisco
D04i/029	01896	AIRBNB PORTLAND CALL CENTER	AIRBNB	AIRBNB	AIRBNB San Francisco	USA	BOORA ARCHITECTS Portland
D04i/032	00093	MT EXPO TAIPEI	KAMOI KAKOSHI CO.	MASKING TAPE	IYAMADESIGN Tokyo	JAPAN	IYAMADESIGN Tokyo
D04i/034	01724	NIKE KNITTING MACHINE	NIKE	NIKE	R/GA BUENOS AIRES Buenos Aires	ARGENTINA	R/GA BUENOS AIRES Buenos Aires

D04ii (Sculptural)

D04ii/001	00252	THE DANCING TRAFFIC LIGHT	DAIMLER AG / SMART MM	SMART	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin
D04ii/007	00452	THE IOE MACHINE	CISCO	CISCO	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco
D04ii/043	01280	SNOW GRAFFITI	MEXICO TOURISM BOARD	MEXICO	LAPIZ Chicago	USA	LAPIZ Chicago
D04ii/051	02335	THE SHAPE OF IMAGINATION	LEGO	TOYS	OGILVY & MATHER SINGAPORE	SINGAPORE	OGILVY & MATHER SINGAPORE
D04ii/052	01779	THE 2 EURO T-SHIRT - A SOCIAL EXPERIMENT	FASHION REVOLUTION (NGO)	SOCIAL ACTIVATION	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin
D04ii/067	02114	INSPIRATION BOXES	IKEA	IKEA	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO

D05 (Public Space)

D05/005	00799	REBORN STATUES	LEGO STORE BUDAPEST	TOYS	Y&R BUDAPEST	HUNGARY	Y&R BUDAPEST
D05/008	00881	DONATE YOUR SHADOW	CONVERSE HQ & BRASIL	CONVERSE	THE COMMUNITY/LA COMUNIDAD Miami	USA	THE COMMUNITY/LA COMUNIDAD Miami
D05/013	01682	NOT A BUG SPLAT	REPRIEVE / FOUNDATION FOR FUNDAMENTAL RIGHTS	DRONE STRIKES COLLATERAL DAMAGE AWARENESS	BBDO PAKISTAN Lahore	PAKISTAN	BBDO PAKISTAN Lahore
D05/017	00385	THE VETIVER PROJECT	PEERLESS LION CORPORATION	SHOKUBUTSU HANA	TBWA\SANTIAGO MANGADA PUNO Makati City	THE PHILIPPINES	TBWA\SANTIAGO MANGADA PUNO Makati City

D06 (Wayfinding & Signage)

D06/009	01947	MORE THAN A SIGN	DISLIFE	DISABILITY RIGHTS AWARENESS	Y&R Moscow	RUSSIA	Y&R Moscow
D06/010	02431	UNFORGETTABLE SHOTS	SHOPPING SP MARKET/CAMINHO DE VOLTA PROJECT	INSTITUTIONAL	AFRICA São Paulo	BRAZIL	AFRICA São Paulo

Shortlist (Design Lions)

D07 (Non-commercial Exhibitions)

D07/005	00461	SWEEPER	UNITED NATIONS MINE ACTION SERVICE	UNITED NATIONS MINE ACTION SERVICE	CRITICAL MASS New York	USA	CRITICAL MASS New York
D07/006	00194	TIME MACHINE	WU KINGDOM HELV RELICS MUSEUM WUXI CHINA	IMMERSIVE INTERACTIVE EXPERIENCE	TAMSCHICK MEDIA+SPACE Berlin	GERMANY	TAMSCHICK MEDIA+SPACE Berlin / ACCIONA

D08iii (Large Business – international or global scale)

D08iii/008	00586	OOVOO FLIP DOT WALL	OOVOO	INTERACTIVE TRADE STAND	REAL ART New York	USA	REAL ART New York
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D09 (Live Events)

D09/001	00604	LICHTGRENZE	THE CITY OF BERLIN (KULTURPROJEKTE BERLIN)	CITY WIDE MEMORIAL LIGHT INSTALLATION AND LIVE EVENT	WHITEVOID Berlin	GERMANY	WHITEVOID Berlin
D09/002	00199	HACKING RICHTER	WEB DE COLOGNE / INTERACTIVE COLOGNE	INTERACTIVE CONCERT	DENKWERK Cologne	GERMANY	DENKWERK Cologne
D09/011	00328	ADIDAS PREDATOR INSTINCT: THE GAME	ADIDAS	ADIDAS PREDATOR	TBWA\LONDON	UNITED KINGDOM	TBWA\LONDON
D09/022	01486	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid	SPAIN	DDB SPAIN Madrid

E01i (Own Label and Private Label brands)

E01i/003	00168	PIQUENTUM BRAZDA '12	VINSKI PODRUM BUZET D.O.O.	WINE PIQUENTUM BRAZDA '12	STUDIO SONDA Vizinada	CROATIA	STUDIO SONDA Vizinada
E01i/022	00705	10 HOT LABELS	GLOBAL EXPORT CO.	AMERICAN GARDEN HABANERO SAUCE	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI

E01iii (Premium Brand)

E01iii/004	00875	DAIRY PACKAGING FOR THE FAMILY FARM OF CHEBURASHKINI BROTHERS	THE FAMILY FARM OF CHEBURASHKINI BROTHERS	DAIRY PRODUCTS	ERMOLAEV BUREAU Moscow	RUSSIA	ERMOLAEV BUREAU Moscow
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E02iii (Premium Brand)

Shortlist (Design Lions)

E02iii/004	00171	AMSTERDAM ORIGINALS: RIJKSMUSEUM BOTTLES	HEINEKEN	Alcoholic Drink	DBOD Amsterdam	THE NETHERLANDS	DBOD Amsterdam
E02iii/010	00532	KYRÖ DISTILLERY COMPANY	KYRÖ DISTILLERY COMPANY	RYE SPIRITS	WERKLIG Helsinki	FINLAND	WERKLIG Helsinki
E02iii/022	01133	DESIGN OF A SINGLE MALTS COLLECTION	THE WHISKY LODGE	SINGLE MALTS	BE DANDY PARIS	FRANCE	BE DANDY PARIS

E03i (Own Label and Private Label brands)

E03i/001	00256	TEA TIME STORIES	EM-COMPANY	TEA TIME STORIES	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo
E03i/004	00836	THE ORANGE PRESS	OH-SAFT!	100% FRESH ORANGE JUICE	LEO BURNETT FRANKFURT	GERMANY	LEO BURNETT FRANKFURT

E03ii (Core FMCG)

E03ii/005	01447	WOW! NO COW!	OATLY	OAT BASED DRINKS & FOODS	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS
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E03iii (Premium Brand)

E03iii/001	01032	WAIT	JÉRÉMIE NORMANDIN	PREMIUM TEA	LANDOR ASSOCIATES Paris	FRANCE	LANDOR ASSOCIATES Paris
E03iii/002	01397	NONGFU SPRING MINERAL WATER	NONGFU SPRING	NON-ALCOHOLIC BEVERAGE	HORSE STUDIO peterborough	UNITED KINGDOM	HORSE STUDIO peterborough

E04 (Health, Beauty & OTC Pharmacy)

E04/011	01430	TADOT BOTTLE	PUBLICATION BRAILLE	TADOT BOTTLE	McCANN WORLDGROUP KOREA Seoul	SOUTH KOREA	McCANN WORLDGROUP KOREA
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E06 (Other Packaging)

E06/010	01089	MAGIC TAPE	3M DEUTSCHLAND	MAGIC TAPE	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg
E06/011	01090	FRAGILITEA	ROSENTHAL	PORCELAIN/SUSTAINABLE PACKING MATERIAL	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg

E07 (Sustainable Packaging)

E07/006	01391	BEST-BEFORE PACKAGING	PENNY MARKT	PENNY DAIRY PRODUCTS	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
E07/008	02038	HANGER CARD FOR THE OSTI 01 CHEESE PLANER	OSTI / ROLLEX	CHEESE PLANER	LAND DESIGNLAB Copenhagen	DENMARK	LAND DESIGNLAB Copenhagen
E07/009	02299	THE LUCKY IRON FISH PROJECT	LUCKY IRON FISH	FORTIFIED NUTRITION PRODUCT	GEOMETRY GLOBAL Dubai	UNITED ARAB EMIRATES	GEOMETRY GLOBAL Dubai / MEMAC OGILVY Dubai

Shortlist (Design Lions)

E08 (3D Structural Design)

E08/029	01094	MAGIC TAPE	3M DEUTSCHLAND	MAGIC TAPE	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg
E08/031	01096	THE WEDDINGLOPE	ROSENTHAL	PORCELAIN	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg
E08/041	01370	FLOWERING TEA BAGS	SAMOVA	FLOWERING TEA BAG	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
E08/050	01626	JUST	WWF	JUST	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY
E08/067	01939	SOUNDLAB BOX	LEICA GALLERY SÃO PAULO	LEICA INSTITUTIONAL	F/NAZCA SAATCHI & SAATCHI São Paulo	BRAZIL	F/NAZCA SAATCHI & SAATCHI São Paulo
E08/071	02022	BLOCKBUSTER BOX	PIZZA HUT	PIZZA HUT DELIVERY	OGILVY & MATHER GROUP HONG KONG	HONG KONG	OGILVY & MATHER GROUP HONG KONG
E08/077	02115	INSPIRATION BOXES	IKEA	IKEA	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO
E08/085	02353	DEFINE THE DIFFERENCE	NOBLE DEVELOPMENT PUBLIC CO.	NOBLE	OGILVY & MATHER Bangkok	THAILAND	OGILVY & MATHER Bangkok
E08/086	00706	10 HOT LABELS	GLOBAL EXPORT CO.	AMERICAN GARDEN HABANERO SAUCE	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI

F01 (Website)

F01/003	00230	WEBSITE REDESIGN	VIRGIN AMERICA	RESPONSIVE WEBSITE	WORK & CO Brooklyn	USA	WORK & CO Brooklyn
F01/019	00781	THE DNA PROJECT	J.VIEWZ	ALBUM CREATION	HELLO MONDAY Aarhus C	DENMARK	HELLO MONDAY Aarhus C
F01/023	01666	INSIDE ABBEY ROAD	GOOGLE	TECHNOLOGY	GOOGLE CREATIVE LAB London	UNITED KINGDOM	GOOGLE CREATIVE LAB London
F01/027	01675	EYE CLICK DONATION	ALS LEAGUE	NON-PROFIT ASSOCIATION	PUBLICIS BRUSSELS	BELGIUM	PUBLICIS BRUSSELS
F01/033	01322	VW.COM	VOLKSWAGEN OF AMERICA	VW.COM	DEUTSCH LA	USA	DEUTSCH LA
F01/041	02123	THE MSSNG PROJECT	AUTISM SPEAKS	AUTISM SPEAKS	BBDO NEW YORK	USA	BBDO NEW YORK
F01/042	02320	DREAMINGWITHJ EFF.COM	SQUARESPACE	SQUARESPACE	WIEDEN+KENNEDY New York	USA	WIEDEN+KENNEDY New York
F01/047	02095	US OPEN SESSIONS	IBM	TECHNOLOGY & CONSULTING	OGILVY NEW YORK	USA	OGILVY NEW YORK
F01/049	02246	DASHBOARD	SID LEE PARIS	WEBSITE	SID LEE Paris	FRANCE	SID LEE Paris

F02 (Applications)

F02/009	01663	CLICKTWO TRAVEL	MOMONDO	CLICKTWO TRAVEL	McCANN LONDON	UNITED KINGDOM	McCANN LONDON
F02/016	01732	THE XC90 EXPERIENCE IN VOLVO REALITY	VOLVO CARS NORTH AMERICA	VOLVO XC90	R/GA New York	USA	R/GA New York
F02/030	02134	THE SAFETY TOUCH	LIGA CONTRA EL CÁNCER BOGOTÁ	BREAST CANCER CAMPAIGNS	LEO BURNETT COLOMBIA Bogotá	COLOMBIA	LEO BURNETT COLOMBIA Bogotá

Shortlist (Design Lions)

F03 (Digital Installations)

F03/003	00246	THE VOICE ANIMATION	THE NATIONAL ART CENTER TOKYO	TOKYO ANIMA!	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo
F03/004	00253	THE DANCING TRAFFIC LIGHT	DAIMLER AG / SMART MM	SMART	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin
F03/006	00292	FENCING VISUALIZED	SPORTS BIZ CO.	FENCING	DENTSU INC. Tokyo	JAPAN	DENTSU INC. Tokyo / RHIZOMATIKS Tokyo
F03/012	00429	HOUSE OF MAMBA	NIKE	NIKE BASKETBALL CHINA	AKQA London	UNITED KINGDOM	AKQA London / AKQA Shanghai
F03/022	00857	EYE PLAY THE PIANO	THE UNIVERSITY OF TSUKUBA'S SPECIAL NEEDS SCHOOLS	THE UNIVERSITY OF TSUKUBA'S SPECIAL NEEDS SCHOOLS	HAKUHODO KETTLE Tokyo	JAPAN	HAKUHODO KETTLE Tokyo
F03/025	01305	THE LAST SHOT	JORDAN BRAND	FOOTWEAR	AKQA San Francisco	USA	AKQA San Francisco
F03/032	00993	ANDROID CHORUS	GOOGLE	ANDROID	GOOGLE Tokyo	JAPAN	DENTSU INC. Tokyo / DENTSU RAZORFISH

Total Entries: 240