

Digital Craft Lions Winners

Cat. No	Entry No	Title	Client	Product	Entrant / Idea Creation	Country	Production	Media	PR	Additional	Short	Prize	Award
E02/012	00150	REAL-TIME VIRTUAL REALITY EXPERIENCE FOR BJORK'S NOTGET	BJORK	NOTGET VR	ANALOG, London / W&N STUDIO, London	UNITED KINGDOM	ANALOG London				YES	Grand Prix	Grand Prix
A03/018	00399	THROUGH THE DARK	GOOGLE	GOOGLE PLAY	R/GA SYDNEY	AUSTRALIA	EXIT FILMS Sydney / XYZ STUDIOS Melbourne	ESSENCE DIGITAL Sydney	POEM GROUP, Sydney		YES	Gold Lion	Gold Lion
A03/052	00749	G ACTIVE GATORADE	GATORADE	G ACTIVE	TBWA CHIAT DAY, Los Angeles	USA	TBWA CHIAT DAY Los Angeles / UNIT 9 New York / UNICOM EDITORIAL Los Angeles / MPC LA Culver City / LIME STUDIOS Santa Monica	OMD USA Chicago			YES	Gold Lion	Gold Lion
A03/067	00736	THE ONE MOMENT	MORTON SALT	MORTON SALT	OGILVY & MATHER, Chicago	USA	PARK PICTURES London / ARTJAIL New York				YES	Gold Lion	Gold Lion
A05/045	00833	NOSFERATU	GETTY IMAGES	GETTY IMAGES	ALMAPBBDO, São Paulo	BRAZIL	ALMAPBBDO São Paulo / GETTY IMAGES Brazil / PUNCH AUDIO São Paulo / SLIKLAND São Paulo / BLACK MADRE São Paulo	ALMAPBBDO São Paulo			YES	Gold Lion	Gold Lion
A07/015	00406	THROUGH THE DARK	GOOGLE	GOOGLE PLAY	R/GA SYDNEY	AUSTRALIA	EXIT FILMS Sydney / XYZ STUDIOS Melbourne	ESSENCE DIGITAL Sydney	POEM GROUP, Sydney		YES	Gold Lion	Gold Lion
E04/027	00760	TILT BRUSH	GOOGLE INC.	TILT BRUSH BY GOOGLE	GOOGLE, Mountain View	USA	GOOGLE Mountain View				YES	Gold Lion	Gold Lion
A01/014	00206	THE MAGIC WALLPAPER	CASTORAMA	STORE TOOLS	TBWA PARIS / DAN PARIS, Boulogne-Billancourt	FRANCE					YES	Silver Lion	Silver Lion
A01/024	00224	VISIT BRITAIN	EXPEDIA	VISIT BRITAIN PARTNERSHIP	180LA, Santa Monica	USA			180LA, Santa Monica		YES	Silver Lion	Silver Lion
A02/013	00398	THROUGH THE DARK	GOOGLE	GOOGLE PLAY	R/GA SYDNEY	AUSTRALIA	EXIT FILMS Sydney / XYZ STUDIOS Melbourne	ESSENCE DIGITAL Sydney	POEM GROUP, Sydney		YES	Silver Lion	Silver Lion
A03/005	00062	DISCOVER THE MAGIC OF CRAFT	MONTBLANC	MONTBLANC	SCHOLZ & FRIENDS, Berlin	GERMANY	SALON ALPIN Vienna				YES	Silver Lion	Silver Lion
A07/006	00055	MY SOLE STORY	NIKE GREATER CHINA	NIKE RUNNING : SHANGHAI MARATHON	AKQA, Shanghai	CHINA	AKQA Shanghai				YES	Silver Lion	Silver Lion
B02/018	00443	GOOGLE PIXEL WALLPAPERS	GOOGLE	INTERACTIVE WALLPAPERS FOR GOOGLE PIXEL	B-REEL, New York	USA	B-REEL New York				YES	Silver Lion	Silver Lion
B03/008	00156	BBC HOME: A VR SPACEWALK	BBC	N/A	REWIND, St. Albans / BBC, London	UNITED KINGDOM	REWIND St. Albans		REWIND, St. Albans / BBC, London		YES	Silver Lion	Silver Lion
E02/016	00418	NIKEID VR STUDIO	NIKE	NIKEID	R/GA BUENOS AIRES	ARGENTINA	JOIA STUDIO Buenos Aires				YES	Silver Lion	Silver Lion
E02/045	00759	TILT BRUSH	GOOGLE INC.	TILT BRUSH BY GOOGLE	GOOGLE, Mountain View	USA	GOOGLE Mountain View				YES	Silver Lion	Silver Lion
E03/045	00450	SUPER BOWL DRONES HALF TIME SHOW	INTEL	DRONE TECHNOLOGY	INTEL, Santa Clara	USA	INTEL, Santa Clara	OMD USA New York	INTEL, Santa Clara		YES	Silver Lion	Silver Lion
E04/010	00451	INTEL X THE ROYAL SHAKESPEARE COMPANY X THE IMAGINARIUM: THE TEMPEST	INTEL	INTEL TECHNOLOGY	INTEL, Santa Clara / AGENCY INSIDE, Santa Clara / THE ROYAL SHAKESPEARE COMPANY, Stratford-Upon-Avon	USA	THE ROYAL SHAKESPEARE COMPANY Stratford-Upon-Avon / IMAGINARIUM London	OMD USA New York	INTEL, Santa Clara	IMAGINARIUM	YES	Silver Lion	Silver Lion
A01/006	00092	PANTONE STUDIO	PANTONE	PANTONE STUDIO	ROKKAN, New York	USA	ROKKAN New York		SWEENEYVESTY, New York / KWITTKEN, New York		YES	Bronze Lion	Bronze Lion
A01/039	00832	NOSFERATU	GETTY IMAGES	GETTY IMAGES	ALMAPBBDO, São Paulo	BRAZIL	ALMAPBBDO São Paulo / GETTY IMAGES Brazil / PUNCH AUDIO São Paulo / SLIKLAND São Paulo / BLACK MADRE São Paulo	ALMAPBBDO São Paulo			YES	Bronze Lion	Bronze Lion
A01/040	00830	THE HISTORY OF THE MAUSOLEUM OF AUGUSTUS	TIM	THE HISTORY OF THE MAUSOLEUM OF AUGUSTUS	HAVAS MILAN	ITALY	UPRISING Milan / HAVAS MILAN				YES	Bronze Lion	Bronze Lion
A03/031	00348	BACK TO LIFE IN VIRTUAL REALITY: RHOMALEOSAURUS & GIRAFFATTIAN	GOOGLE ARTS & CULTURE	GOOGLE ARTS & CULTURE NATURAL HISTORY	GOOGLE CREATIVE LAB, London	UNITED KINGDOM	FRAMESTORE London / GRAND CENTRAL SOUND STUDIOS London		MUSEUM FOR NATURKUNDE / NATURAL HISTORY MUSEUM		YES	Bronze Lion	Bronze Lion
A07/002	00064	DISCOVER THE MAGIC OF CRAFT	MONTBLANC	MONTBLANC	SCHOLZ & FRIENDS, Berlin	GERMANY	SALON ALPIN Vienna				YES	Bronze Lion	Bronze Lion
B01/015	00145	OUTCAST INTERACTIVE TRAILER: "POSSESSION BEGINS"	CINEMAX	OUTCAST	CAMPFIRE AT SAPIENTRAZORFISH, New York	USA	DINAHMOE Stockholm / APOLLO STUDIOS Montréal				YES	Bronze Lion	Bronze Lion
B01/068	22131	BREAKING THE PATTERN WITH ADIDAS GLITCH	ADIDAS FOOTBALL	ADIDAS' GLITCH	POSSIBLE, London / IRIS, London	UNITED KINGDOM	POSSIBLE London / IRIS London				YES	Bronze Lion	Bronze Lion
B02/002	00105	THE SNOW FOX	AKQA	EDUCATION BOOK	AKQA, San Francisco	USA			PMK'BNC, Los Angeles		YES	Bronze Lion	Bronze Lion
B02/014	00545	QUEST TO LEGOLAND	LEGOLAND FLORIDA RESORT	LEGOLAND	VML, New York	USA	MEDIAMONKS New York	VML New York	THE ZOO		YES	Bronze Lion	Bronze Lion
B03/011	00307	MEET GRAHAM	TRANSPORT ACCIDENT COMMISSION VICTORIA	TRANSPORT ACCIDENT COMMISSION VICTORIA	CLEMENGER BBDO MELBOURNE	AUSTRALIA	FLARE PRODUCTIONS BBDO Melbourne / AIRBAG PRODUCTIONS Melbourne		CLEMENGER BBDO MELBOURNE		YES	Bronze Lion	Bronze Lion
C01/004	00213	THE MAGIC WALLPAPER	CASTORAMA	STORE TOOLS	TBWA PARIS / DAN PARIS, Boulogne-Billancourt	FRANCE					YES	Bronze Lion	Bronze Lion
D01/001	00028	NOT EASY	IBM	IBM WATSON	OGILVY NEW YORK	USA	OGILVY NEW YORK / KIDINAKORNER Los Angeles / THE MILL New York	NEO@OGILVY New York	IBM, New York / KIDINAKORNER, Los Angeles		YES	Bronze Lion	Bronze Lion
D02/003	00056	MY SOLE STORY	NIKE GREATER CHINA	NIKE RUNNING : SHANGHAI MARATHON	AKQA, Shanghai	CHINA	AKQA Shanghai				YES	Bronze Lion	Bronze Lion
E02/011	00146	THE ENTER SANDBOX VR EXPERIENCE	AUDI	AUDI Q5 QUATTRO	POL, Oslo	NORWAY	MEDIAMONKS Stockholm	MEDIACOM Oslo			YES	Bronze Lion	Bronze Lion
E03/027	00225	NBA 2K BOOST	2K SPORTS	NBA 2K17	CP+B, Los Angeles	USA	CP+B Los Angeles				YES	Bronze Lion	Bronze Lion
E03/031	00147	THE ENTER SANDBOX VR EXPERIENCE	AUDI	AUDI Q5 QUATTRO	POL, Oslo	NORWAY	MEDIAMONKS Stockholm	MEDIACOM Oslo			YES	Bronze Lion	Bronze Lion
E03/046	00449	INTEL X THE ROYAL SHAKESPEARE COMPANY X THE IMAGINARIUM: THE TEMPEST	INTEL	INTEL TECHNOLOGY	INTEL, Santa Clara / AGENCY INSIDE, Santa Clara / THE ROYAL SHAKESPEARE COMPANY, Stratford-Upon-Avon	USA	THE ROYAL SHAKESPEARE COMPANY Stratford-Upon-Avon / IMAGINARIUM London	OMD USA New York	INTEL, Santa Clara	IMAGINARIUM	YES	Bronze Lion	Bronze Lion
E03/098	00318	SNOWDRAWINGS	SWISSCOM	NONE	HEIMAT, Berlin	GERMANY	UNIT9 London				YES	Bronze Lion	Bronze Lion
E04/009	00422	THROUGH THE DARK	GOOGLE	GOOGLE PLAY	R/GA SYDNEY	AUSTRALIA	EXIT FILMS Sydney / XYZ STUDIOS Melbourne	ESSENCE DIGITAL Sydney	POEM GROUP, Sydney		YES	Bronze Lion	Bronze Lion

Total Awards: 37