## INNOVATION WINNERS 2015



Title	Advertiser/Client	Product/Service	Entrant Company	Country
Grand Prix		•		
3 WORDS TO ADDRESS THE WORLD		A GLOBAL ADDRESSING PLATFORM	WHAT3WORDS, London	UNITED KINGDOM
Innovation Trophy				
HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN, Madrid	SPAIN
THE RAG BAG	UNIFORMS FOR THE DEDICATED	SHOPPING BAG	DDB STOCKHOLM	SWEDEN
THE HIV+ ISSUE	VANGARDIST	VANGARDIST MAGAZINE	SAATCHI & SAATCHI SWITZERLAND, Geneva	SWITZERLAND
SPEAKING IMAGES 2015	WORLD PRESS PHOTO	WORLD PRESS PHOTO ANNUAL 2015	SERVICEPLAN, Munich	GERMANY