

Industry Craft Shortlist

Track	Cat. No	Entry No	Title	Brand	Product	Entrant Country	Idea Creation	Production	Media	PR	Affiliation
<b>A01 (Brand &amp; Communications Design)</b>											
Cat	A01005	0013	SANS FORTGETA	RMIT UNIVERSITY	RMIT UNIVERSITY EDUCATION	AUSTRALIA	NADES COMMUNICATIONS Sydney	BANAM Sydney / NADES COMMUNICATIONS Sydney / ORCHARD Sydney		NADES COMMUNICATIONS Sydney / RMIT UNIVERSITY Melbourne	
Cat	A01016	0073	ADOBE IDEAS: THE LOFT	ADOBE INC.	ADOBE CREATIVE CLOUD MOBILE	USA	ABBY-FREEST Sacramento / ADOBE San Francisco	ADOBE San Francisco	ADOBE San Francisco		ADOBE San Francisco
Cat	A01023	0034	THE BALMUN	MCDONALD'S JAPAN	HAPPY MEAL	JAPAN	BECK/OLLE BURGETT Tokyo	ONION Tokyo			
Cat	A01042	0134	THE FOLDED LOGO	SAMSUNG ELECTRONICS	GALAXY FOLD / MOBILE DEVICES	USA	OOGLY New York	DEYAN New York / OOGLY New York			
Cat	A01051	0138	GREAT STORIES ARE TIMELESS	TRIBECA FILM FESTIVAL	TRIBECA FILM FESTIVAL	USA	DOB NEW YORK				
<b>A02 (Packaging Design)</b>											
Cat	A02002	0037	COCONUT MILK	GRINNING FACE INC.	COCONUT MILK	CANADA	LEO BURNETT Toronto				
Cat	A02009	0042	SUBJECTIF	THE FRETTE WINERY	SUBJECTIF	CANADA	LEO CANADA				
<b>A03 (Print &amp; Publishing)</b>											
Cat	A03004	0140	THE #1 BIOGRAPHY	FUMA	BIOGRAPHY BOOK	BRAZIL	BETCHOWAS São Paulo	BETCHOWAS São Paulo	BETCHOWAS São Paulo		
Cat	A03009	0146	GREAT STORIES ARE TIMELESS	TRIBECA FILM FESTIVAL	TRIBECA FILM FESTIVAL	USA	DOB NEW YORK				
Cat	A03021	01428	GREAT STORIES ARE TIMELESS	TRIBECA FILM FESTIVAL	TRIBECA FILM FESTIVAL	USA	FCB CHICAGO	LORD & THOMAS Chicago / THE MILL Chicago			CURRENT MARKETING Chicago
<b>A04 (Outdoor)</b>											
Cat	A04028	0141	GREAT STORIES ARE TIMELESS	TRIBECA FILM FESTIVAL	TRIBECA FILM FESTIVAL	USA	DOB NEW YORK				
Cat	A04031	0150	PHANDEMAN	28 TOD MARY	PHANDEMAN	UNITED ARAB EMIRATES	IMPACT BBDO Doha				
Cat	A04032	0150	SHAME-DEFINED	28 TOD MARY	SHAME-DEFINED	UNITED ARAB EMIRATES	IMPACT BBDO Doha				
Cat	A04033	0150	INDIANWOMAN	28 TOD MARY	INDIANWOMAN	UNITED ARAB EMIRATES	IMPACT BBDO Doha				
Cat	A04034	0150	DESPAIN-JOY	28 TOD MARY	DESPAIN-JOY	UNITED ARAB EMIRATES	IMPACT BBDO Doha				
<b>B1 (Brand &amp; Communications Design)</b>											
Cat	B01017	0017	REARRANGED	BERLINER PHILHARMONIKER	BERLINER PHILHARMONIKER	GERMANY	SCHOLZ & FRIENDS Berlin				
Cat	B01022	0058	THE ORIGIN OF LIFE	BEOLUX TOKYO	BEOLUX TOKYO	JAPAN	SHOJI INC. Tokyo	ORANGE JILLIES Tokyo / GOSAKI Tokyo / SHOJI INC. Tokyo / THE ELVES AND SHIMEMURA CO. LTD. Tokyo			BOOLUX Tokyo / LPT Tokyo / SHI NORIHO HI FILMS Tokyo / SHI INC. Tokyo
Cat	B01031	0091	JUST DONT HATE THE COUNTRY	NINE	NINE	USA	MUSEUM CANADA Toronto / MOMENTUM WORLDWIDE New York				ABSOLUTE PRODUCTION SERVICES Chicago / CHICAGO DESIGN GROUP Chicago / YAN FLOWERS Chicago / ESTERY STUDIO London / VICTORY CREATIVE GROUP Toronto
Cat	B01035	0162	UBERTOYS	UBER	UBERTOYS	FRANCE	DOB PARIS	ART BRIDGE / QUAD GROUP Paris			
Cat	B01036	0016	THE MOST CHALLENGING TABLE	JAPAN PARASITABLE TABLE ASSOCIATION	PARASITABLE TABLE	JAPAN	TEWAHAKUDDO INC. Tokyo / UCC TOKYO / UCC TOKYO / UCC TOKYO / UCC TOKYO	TEWAHAKUDDO INC. Tokyo			TEWAHAKUDDO INC. Tokyo
Cat	B01050	0133	13 YEARS OF THE STRONGMAN	DAGEO	JOHNNY WALKER	BRAZIL	CRISPIN PORTER BOGUSKY + S&P São Paulo	CRISPIN PORTER BOGUSKY + S&P São Paulo			CRISPIN PORTER BOGUSKY + S&P São Paulo
Cat	B01058	0136	THE FOLDED LOGO	SAMSUNG ELECTRONICS	GALAXY FOLD / MOBILE DEVICES	USA	OOGLY New York	DEYAN New York / OOGLY New York			
Cat	B01070	01427	GREAT STORIES ARE TIMELESS	TRIBECA FILM FESTIVAL	TRIBECA FILM FESTIVAL	USA	FCB CHICAGO	LORD & THOMAS Chicago / THE MILL Chicago			CURRENT MARKETING Chicago
<b>B02 (Packaging Design)</b>											
Cat	B02008	0008	ART DETECTED BY NATURE - 6 YEAR ONE COLLECTION	YINSHI PODIUM BUET	POUQUENTUM WINE	CROATIA	STUDIO SONDA Vrhovna				
Cat	B02009	0050	DISCOVER YOUR ART	NINE	ART MAX DAY	USA	FOOT LOCKER New York / LAUNDRY SERVICE New York / NINE Portland	CYCLE MEDIA New York	LAUNDRY SERVICE New York		
<b>B03 (Print &amp; Publishing)</b>											
Cat	B03052	0047	ROOTS	COMMISSION FOR GENDER EQUALITY	COMMISSION FOR GENDER EQUALITY	SOUTH AFRICA	DOB SOUTH AFRICA				
Cat	B03050	0078	MODELVER-1	MCDONALD'S FRANCE	DELIVERY SERVICE	FRANCE	TEWAPARIS				
Cat	B03051	0079	MODELVER-2	MCDONALD'S FRANCE	DELIVERY SERVICE	FRANCE	TEWAPARIS				
Cat	B03052	0022	MODELVER-4	MCDONALD'S FRANCE	DELIVERY SERVICE	FRANCE	TEWAPARIS				
Cat	B03054	0029	MODELVER-5	MCDONALD'S FRANCE	DELIVERY SERVICE	FRANCE	TEWAPARIS				
Cat	B03011	0143	THE #1 BIOGRAPHY	FUMA	BIOGRAPHY BOOK	BRAZIL	BETCHOWAS São Paulo	BETCHOWAS São Paulo	BETCHOWAS São Paulo		
Cat	B03019	0067	STAN BATH: SOME PEOPLE THINK I'M A SHOE	ADDAS	THE STAN SMITH SHOE	USA	ADDAS (Paris/ogon/paris) / JOHANNES LEONARDO New York				
Cat	B03017	0188	STAR TREK (DISCOVERY) (AMAZON PRIME)	KFC HONG KONG JARON	KFC HONG KONG RESTAURANT GROUP	HONG KONG	OOGLY HONG KONG	ILLUSION BANGKOK			
Cat	B03018	0184	GAME OF THRONES (HBO)	KFC HONG KONG JARON	KFC HONG KONG RESTAURANT GROUP	HONG KONG	OOGLY HONG KONG	ILLUSION BANGKOK			
Cat	B03019	0184	MOTLEY CRUE: THE DIRTY (NETFLIX)	KFC HONG KONG JARON	KFC HONG KONG RESTAURANT GROUP	HONG KONG	OOGLY HONG KONG	ILLUSION BANGKOK			
Cat	B03019	0186	EXPEDITION VOLCANO (BBC)	KFC HONG KONG JARON	KFC HONG KONG RESTAURANT GROUP	HONG KONG	OOGLY HONG KONG	ILLUSION BANGKOK			
Cat	B03018	0184	THE COMING HOME	BRITISH AIRWAYS	FLIGHTS & DESTINATIONS	UNITED KINGDOM	OOGLY London	WAVEMAKER London	OOGLY London		OOGLY & WAVEMAKER with TEAM HORIZON London
Cat	B03010	0151	THE WELL 2	MAGNUM/UNILEVER	ICECREAM	SPAIN	LOU MALLE/LEONE Madrid	PROPPA Madrid			UNILEVER Rotterdam
Cat	B03016	0142	REAL LIFE SERIES 1	KEA	FURNITURE/LIVING ROOM	SPAIN	PUBLICIS SPAIN Madrid				
Cat	B03017	0015	HOMEWORK	CHUPA CHUPS	CHUPA CHUPS	HONG KONG	CHEIL WORLDWIDE HONG KONG	ILLUSION BANGKOK	CHEIL WORLDWIDE HONG KONG		
Cat	B03018	0016	MUSIC	CHUPA CHUPS (SHACK TO HOME LIMITED)	CHUPA CHUPS	HONG KONG	CHEIL WORLDWIDE HONG KONG	ILLUSION BANGKOK	CHEIL WORLDWIDE HONG KONG		
Cat	B03019	0017	TDY-CP	CHUPA CHUPS (SHACK TO HOME LIMITED)	CHUPA CHUPS	HONG KONG	CHEIL WORLDWIDE HONG KONG	ILLUSION BANGKOK	CHEIL WORLDWIDE HONG KONG		
Cat	B03019	0148	THE DON VIOLENCE HISTORY BOOK	ILLINOIS COUNCIL AGAINST HANGGUN VIOLENCE	ILLINOIS COUNCIL AGAINST HANGGUN VIOLENCE	USA	FCB CHICAGO	LORD & THOMAS Chicago / THE MILL Chicago			CURRENT MARKETING Chicago
Cat	B03022	0161	REAL LIFE SERIES 2	KEA	FURNITURE/LIVING ROOM	SPAIN	PUBLICIS SPAIN Madrid				
Cat	B03023	0162	REAL LIFE SERIES 3	KEA	FURNITURE/LIVING ROOM	SPAIN	PUBLICIS SPAIN Madrid				
Cat	B03024	0010	ALICE	PENGIN RANDOM HOUSE NORTH ASIA	PENGIN BOOK	HONG KONG	CHEIL WORLDWIDE HONG KONG	CHEIL WORLDWIDE HONG KONG	CHEIL WORLDWIDE HONG KONG		
Cat	B03043	0012	DRACULA	PENGIN RANDOM HOUSE NORTH ASIA	PENGIN BOOK	HONG KONG	CHEIL WORLDWIDE HONG KONG	CHEIL WORLDWIDE HONG KONG	CHEIL WORLDWIDE HONG KONG		
Cat	B03044	0013	GATSBY	PENGIN RANDOM HOUSE NORTH ASIA	PENGIN BOOK	HONG KONG	CHEIL WORLDWIDE HONG KONG	CHEIL WORLDWIDE HONG KONG	CHEIL WORLDWIDE HONG KONG		
Cat	B03044	0013	GATSBY	PENGIN RANDOM HOUSE NORTH ASIA	PENGIN BOOK	HONG KONG	CHEIL WORLDWIDE HONG KONG	CHEIL WORLDWIDE HONG KONG	CHEIL WORLDWIDE HONG KONG		
<b>B04 (Outdoor)</b>											
Cat	B04004	0062	GULIN - KROMAU	DEUTSCHE BAHN	DEUTSCHE BAHN	GERMANY	OOGLY GERMANY Frankfurt				DEUTSCHE BAHN AD Frankfurt / GETTY IMAGES INTERNATIONAL Doha
Cat	B04005	0014	VANCOUVER - HUNGRUEK	DEUTSCHE BAHN	DEUTSCHE BAHN	GERMANY	OOGLY GERMANY Frankfurt				DEUTSCHE BAHN AD Frankfurt / GETTY IMAGES INTERNATIONAL Doha
Cat	B04007	0016	ORIGON - BAARIA	DEUTSCHE BAHN	DEUTSCHE BAHN	GERMANY	OOGLY GERMANY Frankfurt				DEUTSCHE BAHN AD Frankfurt / GETTY IMAGES INTERNATIONAL Doha
Cat	B04021	0009	720PETERS FOR SCHOOL TEAMS PARTICIPATING IN THE HIGH SCHOOL SUMO TOURNAMENT - 1	THE HOKURIKU SHIRUBU	KANAZAWA HIGH SCHOOL SUMO WRESTLING TOURNAMENT	JAPAN	DENTSU INC. Tokyo	AMANA Tokyo / J.C. SPARK Tokyo			
Cat	B04022	0010	720PETERS FOR SCHOOL TEAMS PARTICIPATING IN THE HIGH SCHOOL SUMO TOURNAMENT - 2	THE HOKURIKU SHIRUBU	KANAZAWA HIGH SCHOOL SUMO WRESTLING TOURNAMENT	JAPAN	DENTSU INC. Tokyo	AMANA Tokyo / J.C. SPARK Tokyo			
Cat	B04023	0011	720PETERS FOR SCHOOL TEAMS PARTICIPATING IN THE HIGH SCHOOL SUMO TOURNAMENT - 3	THE HOKURIKU SHIRUBU	KANAZAWA HIGH SCHOOL SUMO WRESTLING TOURNAMENT	JAPAN	DENTSU INC. Tokyo	AMANA Tokyo / J.C. SPARK Tokyo			
Cat	B04041	0001	GET BACK TONKOU 1	EAST JAPAN RAILWAY COMPANY	TOHOKU SHINANKEN	JAPAN	DENTSU INC. Tokyo	COFFICE OFFICE Tokyo / CREATIVE POWER UNIT Tokyo / UMIHITO KAMAMURA			DENTSU ON DEMAND GRAPHIC INC. Tokyo
Cat	B04043	0007	GET BACK TONKOU 3	EAST JAPAN RAILWAY COMPANY	TOHOKU SHINANKEN	JAPAN	DENTSU INC. Tokyo	COFFICE OFFICE Tokyo / CREATIVE POWER UNIT Tokyo / UMIHITO KAMAMURA			DENTSU ON DEMAND GRAPHIC INC. Tokyo
Cat	B04044	0010	GET BACK TONKOU 4	EAST JAPAN RAILWAY COMPANY	TOHOKU SHINANKEN	JAPAN	DENTSU INC. Tokyo	COFFICE OFFICE Tokyo / CREATIVE POWER UNIT Tokyo / UMIHITO KAMAMURA			DENTSU ON DEMAND GRAPHIC INC. Tokyo
Cat	B04045	0032	GET BACK TONKOU 5	EAST JAPAN RAILWAY COMPANY	TOHOKU SHINANKEN	JAPAN	DENTSU INC. Tokyo	COFFICE OFFICE Tokyo / CREATIVE POWER UNIT Tokyo / UMIHITO KAMAMURA			DENTSU ON DEMAND GRAPHIC INC. Tokyo
Cat	B04050	0020	MODELVER-1	MCDONALD'S FRANCE	DELIVERY SERVICE	FRANCE	TEWAPARIS				
Cat	B04051	0020	MODELVER-2	MCDONALD'S FRANCE	DELIVERY SERVICE	FRANCE	TEWAPARIS				
Cat	B04054	0018	MODELVER-3	MCDONALD'S FRANCE	DELIVERY SERVICE	FRANCE	TEWAPARIS				
Cat	B04055	0024	MODELVER-4	MCDONALD'S FRANCE	DELIVERY SERVICE	FRANCE	TEWAPARIS				
Cat	B04056	0029	MODELVER-5	MCDONALD'S FRANCE	DELIVERY SERVICE	FRANCE	TEWAPARIS				
Cat	B04120	0040	RETWEETS FROM STRANGERS	COLUMBIA JOURNALISM REVIEW	COLUMBIA JOURNALISM REVIEW - NEWS	USA	TEWA/CHATDAY New York	TEWA/CHATDAY New York			COLUMBIA UNIVERSITY New York / COLUMBIA UNIVERSITY New York / COLUMBIA UNIVERSITY New York
Cat	B04121	0063	FACEBOOK POSTS	COLUMBIA JOURNALISM REVIEW	COLUMBIA JOURNALISM REVIEW - NEWS	USA	TEWA/CHATDAY New York	TEWA/CHATDAY New York			COLUMBIA UNIVERSITY New York / COLUMBIA UNIVERSITY New York / COLUMBIA UNIVERSITY New York
Cat	B04122	0067	SOME ODYSSEY	COLUMBIA JOURNALISM REVIEW	COLUMBIA JOURNALISM REVIEW - NEWS	USA	TEWA/CHATDAY New York	TEWA/CHATDAY New York			COLUMBIA UNIVERSITY New York / COLUMBIA UNIVERSITY New York / COLUMBIA UNIVERSITY New York
Cat	B04123	0049	THE FINE NEWS STAND	COLUMBIA JOURNALISM REVIEW	COLUMBIA JOURNALISM REVIEW - NEWS	USA	TEWA/CHATDAY New York	REBEL MAD ROGUE New York	TEWA/CHATDAY New York		COLUMBIA UNIVERSITY New York / COLUMBIA UNIVERSITY New York / COLUMBIA UNIVERSITY New York
Cat	B04199	0087	GAME OF THRONES	FOXTEL	GAME OF THRONES	AUSTRALIA	DOB SYDNEY	REVOLVER/WALL VIDEOCUBO São Paulo	MANGO Sydney		FOXTEL Sydney / PHOTOFLEX Sydney
Cat	B04200	0183	MOTLEY CRUE: THE DIRTY (NETFLIX)	KFC HONG KONG JARON	KFC HONG KONG RESTAURANT GROUP	HONG KONG	OOGLY HONG KONG	ILLUSION BANGKOK			
Cat	B04201	0180	STAR TREK (DISCOVERY) (AMAZON PRIME)	KFC HONG KONG JARON	KFC HONG KONG RESTAURANT GROUP	HONG KONG	OOGLY HONG KONG	ILLUSION BANGKOK			
Cat	B04202	0185	GAMES OF THRONES (HBO)	KFC HONG KONG JARON	KFC HONG KONG RESTAURANT GROUP	HONG KONG	OOGLY HONG KONG	ILLUSION BANGKOK			
Cat	B04203	0187	EXPEDITION VOLCANO (BBC)	KFC HONG KONG JARON	KFC HONG KONG RESTAURANT GROUP	HONG KONG	OOGLY HONG KONG	ILLUSION BANGKOK			
Cat	B04250	0130	THE MOUNTAIN CHILDFINDER	BERGER PAINTS	BERGER PAINTS	INDONESIA	BIDO PAIGANT Lahore	BIDO PAIGANT Lahore	BIDO PAIGANT Lahore		
Cat	B04279	0146	LETS SAMBA	ALFARAGATAS	HAWANAS	BRAZIL	ALMARBEDO São Paulo / AGUIAR São Paulo / ESTUDIO PUM São Paulo / GELM ESTUDIO DE ARTE São Paulo				
Cat	B04280	0148	LETS CARNIVAL	ALFARAGATAS	HAWANAS	BRAZIL	ALMARBEDO São Paulo / AGUIAR São Paulo / ESTUDIO PUM São Paulo / GELM ESTUDIO DE ARTE São Paulo				
Cat	B04281	0060	HOMEWORK	CHUPA CHUPS	CHUPA CHUPS	HONG KONG	CHEIL WORLDWIDE HONG KONG	ILLUSION BANGKOK	CHEIL WORLDWIDE HONG KONG		
Cat	B04288	0019	MUSIC	CHUPA CHUPS (SHACK TO HOME LIMITED)	CHUPA CHUPS	HONG KONG	CHEIL WORLDWIDE HONG KONG	ILLUSION BANGKOK	CHEIL WORLDWIDE HONG KONG		
Cat	B04289	0018	TDY-CP	CHUPA CHUPS (SHACK TO HOME LIMITED)	CHUPA CHUPS	HONG KONG	CHEIL WORLDWIDE HONG KONG	ILLUSION BANGKOK	CHEIL WORLDWIDE HONG KONG		
Cat	B04300	0140	DRINK WITH THIS POSTER	AMBEV	GUANABANA ANTARCTICA	BRAZIL	ALMARBEDO São Paulo	ALMARBEDO São Paulo / SUE SAMBA São Paulo / SUGARCANE FILMS São Paulo			
Cat	B04310	0175	PHARLUCU	AMBEV	GUANABANA ANTARCTICA	BRAZIL	ALMARBEDO São Paulo	ALMARBEDO São Paulo / SUE SAMBA São Paulo / SUGARCANE FILMS São Paulo			
Cat	B04311	0176	JBOA	AMBEV	GUANABANA ANTARCTICA	BRAZIL	ALMARBEDO São Paulo	SUE SAMBA São Paulo / SUGARCANE FILMS São Paulo			
Cat	B04320	0153	Real Life Series 1	KEA	FURNITURE/LIVING ROOM	SPAIN	PUBLICIS SPAIN Madrid				
Cat	B04320	0155	Real Life Series 2	KEA	FURNITURE/LIVING ROOM	SPAIN	PUBLICIS SPAIN Madrid				
Cat	B04321	0157	Real Life Series 3	KEA	FURNITURE/LIVING ROOM	SPAIN	PUBLICIS SPAIN Madrid				
Cat	B04380	0021	MONKEY	PENGIN RANDOM HOUSE NORTH ASIA	PENGIN BOOK	HONG KONG	CHEIL WORLDWIDE HONG KONG	CHEIL WORLDWIDE HONG KONG	CHEIL WORLDWIDE HONG KONG		
Cat	B04381	0022	GATSBY	PENGIN RANDOM HOUSE NORTH ASIA	PENGIN BOOK	HONG KONG	CHEIL WORLDWIDE HONG KONG	CHEIL WORLDWIDE HONG KONG	CHEIL WORLDWIDE HONG KONG		
Cat	B04382	0023	DRACULA	PENGIN RANDOM HOUSE NORTH ASIA	PENGIN BOOK	HONG KONG	CHEIL WORLDWIDE HONG KONG	CHEIL WORLDWIDE HONG KONG	CHEIL WORLDWIDE HONG KONG		
Cat	B04383	0024	ALICE	PENGIN RANDOM HOUSE NORTH ASIA	PENGIN BOOK	HONG KONG	CHEIL WORLDWIDE HONG KONG	CHEIL WORLDWIDE HONG KONG	CHEIL WORLDWIDE HONG KONG		
<b>C01 (Brand &amp; Communications Design)</b>											
Cat	C01004	2102	LOVE YOURSELF IN A BOOK	PENGIN RANDOM HOUSE NORTH ASIA	PENGIN BOOK	HONG KONG	CHEIL WORLDWIDE HONG KONG	CHEIL WORLDWIDE HONG KONG	CHEIL WORLDWIDE HONG KONG		
Cat	C01020	0154	Real Life Series 1	KEA	FURNITURE/LIVING ROOM	SPAIN	PUBLICIS SPAIN Madrid				
Cat	C01020	0155	Real Life Series 2	KEA	FURNITURE/LIVING ROOM	SPAIN	PUBLICIS SPAIN Madrid				
Cat	C01021	0158	Real Life Series 3	KEA	FURNITURE/LIVING ROOM	SPAIN	PUBLICIS SPAIN Madrid				
Cat	C01028	3107	A SWEET ESCAPE	CHUPA CHUPS (SHACK TO HOME LIMITED)	CHUPA CHUPS	HONG KONG	CHEIL WORLDWIDE HONG KONG	ILLUSION BANGKOK	CHEIL WORLDWIDE HONG KONG		
<b>C02 (Packaging Design)</b>											
Cat	C02004	0040	TESCO FISH	TESCO	TESCO FINEST FEED	UNITED KINGDOM	RITCHIE KNOWLES	AG			