

Shortlist (Innovation Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Entrant Country	Idea Creation	Production
<u>A01 (Innovative Technology)</u>								
A01/014	00055	SEEING AI - TALKING CAMERA APP FOR THE BLIND		SEEING AI APP	MICROSOFT Sunnyvale	USA	MICROSOFT Sunnyvale	MICROSOFT Sunnyvale
A01/029	00161	STREETGUARD	TRACKING SYSTEM DE MÉXICO	CAR ALARMS	TRACKING SYSTEMS DE MÉXICO SA DE CV Naucalpan	MEXICO	OGILVY & MATHER Mexico City	OGILVY & MATHER Mexico City
A01/030	00182	MY LINE POWERED BY GOOGLE	MINISTRY OF COMMUNICATIONS & TECHNOLOGY	VIVE DIGITAL PROGRAM	MULLENLOWE SSP3 Bogotá	COLOMBIA	MULLENLOWE SSP3 Bogotá	
<u>A02 (Applied Innovation)</u>								
A02/018	00049	THE ORIGINAL BRUSHES OF EDVARD MUNCH	ADOBE	ADOBE PHOTOSHOP CC	ABBY PRIEST Stockholm	SWEDEN	ABBY PRIEST Stockholm	
A02/028	00032	FUTURECRAFT 4D	ADIDAS	FUTURECRAFT 4D	ADIDAS Amsterdam	THE NETHERLANDS	ADIDAS Amsterdam	ADIDAS Amsterdam / CARBON Redwood City / MINIAC FILMS Los Angeles / OWEN SILVERWOOD London / PUSSYKREW Poland & New York
A02/030	00085	VALUE OF NATURE	THE GREAT BARRIER REEF FOUNDATION	THE GREAT BARRIER REEF	DELOITTE DIGITAL Melbourne	AUSTRALIA	DELOITTE DIGITAL Melbourne	DELOITTE DIGITAL Melbourne
A02/054	00106	THE FINANCIAL HACK	TARJETA CENCOSUD	TARJETA CENCOSUD	WUNDERMAN CATO JOHNSON Buenos Aires	ARGENTINA	WUNDERMAN CATO JOHNSON Buenos Aires	WUNDERMAN CATO JOHNSON Buenos Aires
A02/058	00135	PROJECT REVOICE	THE ALS ASSOCIATION	CHARITY	BWM DENTSU Sydney	AUSTRALIA	BWM DENTSU Sydney	FINCH Sydney / RUMBLE STUDIOS Sydney

A02/085	00176	KINGO	KINGO	KINGO	OGILVY & MATHER COLOMBIA Bogotá	COLOMBIA	KINGO ENERGY Guatemala City / OGILVY & MATHER COLOMBIA Bogotá / OGILVY GUATEMALA Guatemala, Central America	OGILVY & MATHER COLOMBIA Bogotá / OGILVY GUATEMALA Guatemala, Central America
A02/086	00177	SAVOR SAVER	ECUADOR MINISTRY OF PUBLIC HEALTH	SAVOR SAVER	OGILVY & MATHER COLOMBIA Bogotá	COLOMBIA	OGILVY & MATHER COLOMBIA Bogotá	OGILVY & MATHER COLOMBIA Bogotá
A02/088	00183	THE COFFEE LINE	SHELL	SHELL	J. WALTER THOMPSON London	UNITED KINGDOM	J. WALTER THOMPSON London	J. WALTER THOMPSON London
A02/096	00191	DISSOLVING POSTERS	ASSOCIAÇÃO INTERNACIONAL HABITAT PARA A HUMANIDADE	ANTI MOSQUITO POSTERS	BETC São Paulo	BRAZIL	BETC São Paulo	BETC São Paulo
A03 (Technological Development)								
A03/003	00057	GOOGLE ARTS & CULTURE 'ART SELFIE' FEATURE	GOOGLE	GOOGLE ARTS & CULTURE	GOOGLE Paris	FRANCE	GOOGLE Paris	GOOGLE Paris
A03/004	00101	TOUCHING MASTERPIECES	NEURODIGITAL	HAPTIC GLOVES	GEOMETRY GLOBAL Prague	CZECH REPUBLIC	GEOMETRY GLOBAL Prague	GEOMETRY GLOBAL Prague
A03/007	00186	MAKING THE WORLD ACCESSIBLE, DOT BY DOT.	DOT	DOT	SERVICEPLAN München	GERMANY	DOT INCORPORATION Seoul / SERVICEPLAN KOREA Seoul / SERVICEPLAN München	NEVEREST München / PAULUS.CO Seoul
A04 (Early Stage Technology)								
A04/001	00005	GOOD VIBES: COMMUNICATION TOOL FOR THE DEAFBLIND	SENSE INTERNATIONAL INDIA	GOOD VIBES APP	CHEIL WORLDWIDE Gurgaon	INDIA	CHEIL WORLDWIDE Gurgaon	ATTHAH INFO MEDIA Gurgaon
A04/006	00044	LIGHTPIN PROJECT	LIGHTPIN PROJECT	LIGHTPIN	RÉPUBLIQUE Beirut	LEBANON	RÉPUBLIQUE Beirut	
A04/040	00167	ECHO OF HELP	UN WOMEN	PUBLIC AWARENESS MESSAGE	GREY GERMANY Düsseldorf	GERMANY	GREY GERMANY Düsseldorf	GREY GERMANY Düsseldorf / HOGARTH WORLDWIDE Duesseldorf

A04/045	00185	ARIA	BONGIOVI ACOUSTICS	BONGIOVI ARIA	J. WALTER THOMPSON New York	USA	BONGIOVI ACOUSTIC LABS Port Saint Lucie / J. WALTER THOMPSON New York	HOGARTH New York
A04/047	00179	THE CANCELLER	RECLAME AQUI	RECLAME AQUI	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo	

A05 (Business Transformation)

A05/006	00075	THE WORLD'S LARGEST DIGITAL POLICE FORCE	THE METROPOLITAN POLICE	THE METROPOLITAN POLICE FORCE	GLOBANT London	UNITED KINGDOM	GLOBANT London	
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Total Entries: 21

Media	PR	Additional
MICROSOFT Sunnyvale	MICROSOFT Sunnyvale	
	OGILVY & MATHER Mexico City	
	ABBY PRIEST Stockholm	
		4D MAX Bedfordshire / EXPOSURE NY New York / RESN Amsterdam
DELOITTE DIGITAL Melbourne	DELOITTE DIGITAL Melbourne	GREAT BARRIER REEF FOUNDATION Brisbane
	HAYSTAC Sydney	

OGILVY & MATHER COLOMBIA Bogotá / OGILVY GUATEMALA Guatemala, Central America	POWELL COMMUNICATIONS New York	
OGILVY & MATHER COLOMBIA Bogotá	BABEL GROUP Bogota	
MEDIACOM London	HILL+KNOWLTON STRATEGIES London	COLLOQUIAL London
BETC São Paulo	BETC São Paulo	
	GEOMETRY GLOBAL Prague	
		CLOUDANDCO Seoul
GREY GERMANY Düsseldorf		UN WOMEN NATIONALES KOMITEE DEUTSCHLAND Bonn
