

Shortlist (Creative Data Lions)

Track	Cat. No	Entry No	Title	Brand	Product	Entrant Company	Entrant Country	Idea Creation	Production
<u>A01 (Data-enhanced Creativity)</u>									
Reach	A01/004	00048	MAKE IT METAL	SONY MUSIC LABELS (JAPAN) INC.	CROSSFAITH (MUSIC ARTISTS)	OGILVY JAPAN Tokyo	JAPAN	OGILVY JAPAN Tokyo	
Reach	A01/018	00147	UNITED AIRLINES EWR REAL TIME DATA TAXI TOP CAMPAIGN	UNITED AIRLINES	UNITED REAL TIME DATA TO NEWARK INTERNATIONAL AIRPORT	mcgarrybowen New York	USA	mcgarrybowen New York	
Reach	A01/030	00167	VALUE OF NATURE	THE GREAT BARRIER REEF FOUNDATION	THE GREAT BARRIER REEF	DELOITTE AUSTRALIA Melbourne	AUSTRALIA	DELOITTE AUSTRALIA Melbourne	DELOITTE AUSTRALIA Melbourne
Reach	A01/042	00281	PROJECT REVOICE	THE ALS ASSOCIATION	CHARITY	BWM DENTSU Sydney	AUSTRALIA	BWM DENTSU Sydney	FINCH Sydney / RUMBLE STUDIOS Sydney
Reach	A01/056	00326	HEARPRINT	COCHLEAR	COCHLEAR HEARING IMPLANTS	CHE PROXIMITY Melbourne	AUSTRALIA	CHE PROXIMITY Melbourne	NOISE INTERNATIONAL Sydney / REVOLVER/WILL O'ROURKE Sydney
Reach	A01/060	00357	THE FIRST AD IN THE BLOCKCHAIN	TD AMERITRADE	TD AMERITRADE	HAVAS NEW YORK	USA	HAVAS NEW YORK	
Reach	A01/062	00369	THE WORLD'S FIRST BABY MARATHON	KIMBERLY-CLARK	HUGGIES	OGILVY JOHANNESBURG	SOUTH AFRICA	OGILVY JOHANNESBURG	
Reach	A01/063	00379	DESTINATION PRIDE	PFLAG CANADA	PFLAG CANADA	FCB/SIX Toronto	CANADA	FCB/SIX Toronto	ALTER EGO Toronto / GRAYSON MATTHEWS Toronto / JIGSAW CASTING Toronto
Reach	A01/070	00411	RICKY BRASIL	FORBES BRASIL	CORPORATE IMAGE	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	EVIL TWIN São Paulo / NEXO.AI São Paulo / NOTAN STUDIO São Paulo / STRATOSTORM São Paulo / TRATOR FILMES São Paulo

Shortlist (Creative Data Lions)

Reach	A01/092	10248	NATIONAL SAFETY COUNCIL "PRESCRIBED TO DEATH"	NATIONAL SAFETY COUNCIL	NATIONAL SAFETY COUNCIL	ENERGY BBDO Chicago	USA	ENERGY BBDO Chicago	M S S NG P ECES New York
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A02 (Data Driven Targeting)

Reach	A02/002	00015	ATM'S That Listen	CBA	Consumer Banking	COMMONWEALTH BANK Sydney	AUSTRALIA	M&C SAATCHI Sydney	M&C SAATCHI Sydney
Reach	A02/039	00259	MAKING THE LIST	LEGO AUSTRALIA	LEGO	CHE PROXIMITY Melbourne	AUSTRALIA	CHE PROXIMITY Melbourne	YELL DESIGN Fitzroy
Reach	A02/051	00338	RETHINK	VIVO	INSTITUTIONAL	Y&R BRAZIL São Paulo	BRAZIL	Y&R BRAZIL São Paulo	
Reach	A02/052	00352	DATA INTO DOLLARS	XFINITY	XFINITY MOBILE	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco	ALL VALLEY YACHT CLUB Los Angeles / APACHE COLOR Santa Monica / ARSENAL FX Santa Monica / ELEVEL FILMS San Francisco / THINKING MACHINE Los Angeles
Reach	A02/061	00476	DOGCHECK	BLACK HAWK	PETFOOD	THE WORKS SYDNEY	AUSTRALIA	THE WORKS SYDNEY	

A03 (Data-driven Consumer Product)

Reach	A03/002	00087	SAFECAP	FORD MOTOR COMPANY	FORD TRUCKS	GTB BRASIL São Paulo	BRAZIL	GTB BRASIL São Paulo	BOLHA São Paulo
Reach	A03/003	00247	USPS OPERATION SANTA	US POSTAL SERVICE	SHIPPING & MAILING	MRM/McCANN New York	USA	MRM/McCANN New York	
Reach	A03/007	00283	PROJECT REVOICE	THE ALS ASSOCIATION	CHARITY	BWM DENTSU Sydney	AUSTRALIA	BWM DENTSU Sydney	FINCH Sydney / RUMBLE STUDIOS Sydney
Reach	A03/014	00415	THE CANCELLER	RECLAME AQUI	RECLAME AQUI	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo	
Reach	A03/016	00459	BORDEAUX 2050	AJE	ALCOHOLIC BEVERAGES	McCANN PARIS Clichy	FRANCE	McCANN PARIS Clichy	LES IMPRODUCTIBLES Paris / STUDIO GRANDE ARMEE Paris

A04 (Data Storytelling)

Shortlist (Creative Data Lions)

Reach	A04/006	00024	EDUCYCLE – CLIMATE CHANGE. GAMIFIED.	NESTE	RENEWABLES	NESTE OIL Espoo	FINLAND	TBWA\HELSINKI	TBWA\HELSINKI
Reach	A04/022	00052	AXE #ISITOKFORGUYS	AXE	AXE	72ANDSUNNY AMSTERDAM	THE NETHERLANDS	72ANDSUNNY AMSTERDAM	
Reach	A04/036	00164	CLOSER THAN YOU THINK	CHILD FOCUS	CHILD FOCUS – BELGIAN CENTER FOR MISSING AND SEXUALLY EXPLOITED CHILDREN	WUNDERMAN Antwerp	BELGIUM	WUNDERMAN Antwerp	STATIC FILMS Antwerp
Reach	A04/037	00168	VALUE OF NATURE	THE GREAT BARRIER REEF FOUNDATION	THE GREAT BARRIER REEF	DELOITTE AUSTRALIA Melbourne	AUSTRALIA	DELOITTE AUSTRALIA Melbourne	DELOITTE AUSTRALIA Melbourne
Reach	A04/050	00284	PROJECT REVOICE	THE ALS ASSOCIATION	CHARITY	BWM DENTSU Sydney	AUSTRALIA	BWM DENTSU Sydney	FINCH Sydney / RUMBLE STUDIOS Sydney
Reach	A04/067	00388	GOOD ODDS	TOYOTA MOTOR CORPORATION	TOYOTA BRAND	TOYOTA USA Plano	USA	SAATCHI & SAATCHI TOYOTA AGENCY Torrance	FINAL CUT Los Angeles / LIME STUDIOS Santa Monica / MPC LA Culver City / SAATCHI & SAATCHI TOYOTA AGENCY Torrance / SOMESUCH X ANONYMOUS CONTENT Culver City
Reach	A04/084	00494	2017 WRAPPED	SPOTIFY IN-HOUSE	SPOTIFY	SPOTIFY New York	USA	SPOTIFY New York	
Reach	A04/086	00491	DESTINATION PRIDE	PFLAG CANADA	TBD	FCB/SIX Toronto	CANADA	FCB CANADA Toronto	ALTER EGO Toronto / GRAYSON MATTHEWS Toronto / JIGSAW CASTING Toronto
Reach	A04/090	00510	TAGWORDS	AB INBEV	BUDWEISER	AFRICA São Paulo	BRAZIL	AFRICA São Paulo	EVIL TWIN São Paulo / LANDIA São Paulo / MARLA COLOR GRADING Sao Paulo / WEBCORE São Paulo

A05 (Data Visualisation)

Shortlist (Creative Data Lions)

Reach	A05/004	00100	DUSTSEE	SEOUL METROPOLITAN GOVERNMENT	PUBLIC HEALTH AND SAFETY AWARENESS	CHEIL WORLDWIDE Seoul	SOUTH KOREA	CHEIL WORLDWIDE Seoul	FAT BOY Seoul / FIREWORKS Seoul / IM FINE Seoul / ORANGE CODE SOUND FACTORY Seoul / SOMEDAY SPRING Seoul
Reach	A05/009	40198	NATIONAL SAFETY COUNCIL "PRESCRIBED TO DEATH"	NATIONAL SAFETY COUNCIL	NATIONAL SAFETY COUNCIL	ENERGY BBDO Chicago	USA	ENERGY BBDO Chicago	M SS NG P ECES New York
Reach	A05/013	00191	THE RIPPLE EFFECT GENERATOR	THE NORWEGIAN BANK	SMALL BUSINESSES	POL Oslo	NORWAY	POL Oslo	APT Oslo
Reach	A05/015	00210	LIVING STATISTICS	FUNDACIÓN HUÉSPED	WORLD AIDS DAY CAMPAIGN	WUNDERMAN CATO JOHNSON Buenos Aires	ARGENTINA	WUNDERMAN CATO JOHNSON Buenos Aires	WUNDERMAN CATO JOHNSON Buenos Aires
Reach	A05/018	00279	HELLO IN ELEPHANT	DAVID SHELDRIK WILDLIFE TRUST	HELLO IN ELEPHANT	whiteGREY SYDNEY	AUSTRALIA	whiteGREY SYDNEY	whiteGREY SYDNEY
Reach	A05/020	00222	NEXT	BRDESCO BANCO	NEXT APP	R/GA SÃO PAULO	BRAZIL	R/GA SÃO PAULO	R/GA SÃO PAULO
Reach	A05/021	00329	HEARPRINT	COCHLEAR	COCHLEAR HEARING IMPLANTS	CHE PROXIMITY Melbourne	AUSTRALIA	CHE PROXIMITY Melbourne	NOISE INTERNATIONAL Sydney / REVOLVER/WILL O'ROURKE Sydney
Reach	A05/023	00380	DESTINATION PRIDE	PFLAG CANADA	PFLAG CANADA	FCB/SIX Toronto	CANADA	FCB/SIX Toronto	ALTER EGO Toronto / GRAYSON MATTHEWS Toronto / JIGSAW CASTING Toronto
Reach	A05/025	00440	THE FIELD REPORT	IFAD	IFAD	WEBER SHANDWICK London	UNITED KINGDOM	WEBER SHANDWICK London	WEBER SHANDWICK London
Reach	A05/027	00452	THE DRESS FOR RESPECT	COCA-COLA BRASIL	SCHWEPPE	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	BOLHA São Paulo / JAMUTE São Paulo / VOLCANO HOTMIND São Paulo
Reach	A05/033	00416	CORRUPTION DETECTOR	RECLAME AQUI	VIGIE AQUI	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo	
<u>A06 (Data-technology)</u>									
Reach	A06/007	00088	SAFECAP	FORD MOTOR COMPANY	FORD TRUCKS	GTB BRASIL São Paulo	BRAZIL	GTB BRASIL São Paulo	BOLHA São Paulo

Shortlist (Creative Data Lions)

Reach	A06/018	00285	PROJECT REVOICE	THE ALS ASSOCIATION	CHARITY	BWM DENTSU Sydney	AUSTRALIA	BWM DENTSU Sydney	FINCH Sydney / RUMBLE STUDIOS Sydney
Reach	A06/021	00330	HEARPRINT	COCHLEAR	COCHLEAR HEARING IMPLANTS	CHE PROXIMITY Melbourne	AUSTRALIA	CHE PROXIMITY Melbourne	NOISE INTERNATIONAL Sydney / REVOLVER/WILL O'ROURKE Sydney

A07 (Use of Real-time Data)

Reach	A07/019	00082	CAR VS DATA	VIA RAIL CANADA	TRAIN SERVICE	TOUCHÉ! Montréal	CANADA	COSSETTE Montréal / TOUCHÉ! Montréal	COSSETTE Montréal
Reach	A07/025	00142	KNOW WHAT YOUR DATA KNOWS	GOOGLE	GOOGLE CLOUD	ELEVEN San Francisco	USA	ELEVEN San Francisco	CLONELESS Portland / GENTLEMAN SCHOLAR Los Angeles
Reach	A07/026	00148	UNITED AIRLINES EWR REAL TIME DATA TAXI TOP CAMPAIGN	UNITED AIRLINES	UNITED REAL TIME DATA TO NEWARK INTERNATIONAL AIRPORT	mcgarrybowen New York	USA	mcgarrybowen New York	
Reach	A07/027	00102	THE R WORD	AVIVO	AVIVO	MARKETFORCE Perth	AUSTRALIA	MARKETFORCE Perth	MARKETFORCE Perth
Reach	A07/053	00309	NISSAN'S FOLLOW THE BALL	NISSAN DO BRASIL	NISSAN KICKS	LEW'LARA\TBWA São Paulo	BRAZIL	LEW'LARA\TBWA São Paulo	LEW'LARA\TBWA São Paulo / MUGSHOT São Paulo
Reach	A07/067	00454	SUBWAY LIVE FEED	SUBWAY	FOOD AND BEVERAGE	J. WALTER THOMPSON Sydney	AUSTRALIA	J. WALTER THOMPSON Sydney	J. WALTER THOMPSON Sydney

A08 (Social Data & Insight)

Reach	A08/007	00114	LIKE WHAT YOU HATE	VICE MEDIA DENMARK	LIKEWHATYOUHAT E.COM	VICE MEDIA SCANDINAVIA Copenhagen	DENMARK	VIRTUE SCANDINAVIA Copenhagen	KOALITION New York / VIRTUE SCANDINAVIA Copenhagen
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Shortlist (Creative Data Lions)

Reach	A08/018	00318	BREAKING BALLET	JOBURG BALLET	JOBURG BALLET COMPANY	TBWAVAFRICA Johannesburg	SOUTH AFRICA	TBWA\HUNT\ASCARIS Johannesburg	BLUE NOISE Johannesburg / DARLING FILMS Johannesburg / LEFT POST PRODUCTION Johannesburg / THE UPSTAIRS LUDUS POST PRODUCTION Johannesburg
Reach	A08/022	00381	DESTINATION PRIDE	PFLAG CANADA	PFLAG CANADA	FCB/SIX Toronto	CANADA	FCB/SIX Toronto	ALTER EGO Toronto / GRAYSON MATTHEWS Toronto / JIGSAW CASTING Toronto
Reach	A08/032	00433	INSTAGRAM MENU	MCDONALD'S	STORE MENU BOARD EXPERIENCE	DM9DDB São Paulo	BRAZIL	DM9DDB São Paulo	

A09 (Creative Data Collection & Research)

Reach	A09/002	00016	ATM'S That Listen	CBA	Consumer Banking	COMMONWEALTH BANK Sydney	AUSTRALIA	M&C SAATCHI Sydney	M&C SAATCHI Sydney
Reach	A09/003	00153	EDDIE HIGHWAY	SHELL	SHELL RIMULA	WUNDERMAN BRAZIL São Paulo	BRAZIL	WUNDERMAN BRAZIL São Paulo	7 FILMES São Paulo / A9 AUDIO São Paulo / MEDIAMONKS São Paulo
Reach	A09/008	00169	VALUE OF NATURE	THE GREAT BARRIER REEF FOUNDATION	THE GREAT BARRIER REEF	DELOITTE AUSTRALIA Melbourne	AUSTRALIA	DELOITTE AUSTRALIA Melbourne	DELOITTE AUSTRALIA Melbourne
Reach	A09/011	00201	GENE PROJECT CASE STUDY	UNILEVER	MARMITE	adam&eveDDB London	UNITED KINGDOM	adam&eveDDB London	
Reach	A09/013	00236	JFKUNSILENCED	THE TIMES/NEWS UK & IRELAND	THE TIMES/NEWS UK & IRELAND	ROTHCO ACCENTURE INTERACTIVE Dublin	IRELAND	ROTHCO ACCENTURE INTERACTIVE Dublin	ROTHCO ACCENTURE INTERACTIVE Dublin / SCREEN SCENE Dublin
Reach	A09/018	00304	SCIENCE OF SOUND	FORD OF EUROPE	ALL-NEW FORD FIESTA	GTB London	UNITED KINGDOM	GTB London / SPOTIFY London / VICE London	VICE London

Shortlist (Creative Data Lions)

Reach	A09/027	00483	THE VOICE OF VOICES	NEMO	HEALTHCARE	McCANN MILAN	ITALY	McCANN MILAN	NOHUP San Giorgio Di Nogarò / SDM INTERACTIVE PASSION Milan / THINK CATTLEYA Milan
Reach	A09/028	00353	RIDING FOR FOCUS	THE SPECIALIZED FOUNDATION	PSA - HEALTH & WELLNESS	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco	COMPANY 3 Santa Monica / Q DEPARTMENT New York / THE MILL Los Angeles / TONIC FILMS Mexico City / WORK EDITORIAL Los Angeles

Total Entries: 61

Media **PR** **Additional**

WAVEMAKER New York CURB MOBILITY New York / KINETIC WORLDWIDE New York / mcgarrybowen New York

DELOITTE AUSTRALIA Melbourne DELOITTE AUSTRALIA Melbourne GREAT BARRIER REEF FOUNDATION Brisbane

HAYSTAC Sydney

CHE PROXIMITY Melbourne CHE PROXIMITY Melbourne

HAVAS FORMULA New York

INITIATIVE Toronto GLOSSY Toronto

OGILVY BRASIL São Paulo OGILVY BRASIL São Paulo FORBES BRASIL São Paulo

PHD Chicago KETCHUM New York FLARE BBDO
Chicago / THE MILL
Chicago

IKON
COMMUNICATION
S Sydney

GOOGLE New York
/ SPARK FOUNDRY
New York

GTB BRASIL São
Paulo

HAYSTAC Sydney

WEBER M STORIES Clichy
SHANDWICK Paris

TBWA\HELSINKI

MEDIACOM
Brussels

DELOITTE AUSTRALIA Melbourne	DELOITTE AUSTRALIA Melbourne	GREAT BARRIER REEF FOUNDATION Brisbane
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HAYSTAC Sydney

SAATCHI & SAATCHI TOYOTA AGENCY Torrance	SAATCHI & SAATCHI TOYOTA AGENCY Torrance
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UM New York

INITIATIVE Toronto GLOSSY Toronto

CHEIL
WORLDWIDE
Seoul

CHEIL
WORLDWIDE Seoul

GAM Seoul

PHD Chicago

KETCHUM New York

FLARE BBDO
Chicago / THE MILL
Chicago

whiteGREY
SYDNEY

whiteGREY SYDNEY

CHE PROXIMITY
Melbourne

CHE PROXIMITY
Melbourne

INITIATIVE Toronto

GLOSSY Toronto

WEBER
SHANDWICK
London

WEBER
SHANDWICK
London

OGILVY BRASIL
São Paulo

COCA-COLA
BRAZIL Rio de
Janeiro

GTB BRASIL São
Paulo

HAYSTAC Sydney

CHE PROXIMITY Melbourne	CHE PROXIMITY Melbourne
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TOUCHÉ! Montréal

OPTIMUM SPORTS
New York / PHD
New York

WAVEMAKER New York	CURB MOBILITY New York / KINETIC WORLDWIDE New York / mcgarrybowen New York
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MARKETFORCE
Perth

LEW'LARA\TBWA
São Paulo

IKON COMMUNICATION S Sydney	WEBLING Sydney
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VIRTUE SCANDINAVIA Copenhagen	VIRTUE SCANDINAVIA Copenhagen
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TBWA\HUNT\LASC
ARIS Johannesburg

INITIATIVE Toronto GLOSSY Toronto

IKON
COMMUNICATION
S Sydney

DELOITTE AUSTRALIA Melbourne	DELOITTE AUSTRALIA Melbourne	GREAT BARRIER REEF FOUNDATION Brisbane
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THE TIMES London	THE TIMES London	CEREPROC Edinburgh
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GTB London / SPOTIFY London / VICE London	FORD BLENDED TEAM London
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FONDAZIONE
SERENA ONLUS,
CENTRO CLINICO
NEMO Milan /
MRM/McCANN
Milan

LIME STUDIOS
Santa Monica
