

Shortlist (Innovation Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Age
A01 (Innovative Technology)							
A01/004	00019	MOTOREPELLENT	DUANG PRATEEP FOUNDATION	MOTOREPELLENT	BBDO BANGKOK	THAILAND	BE
A01/012	00093	FREESTYLE LIBRE - TECHNOLOGY	ABBOTT DIABETES CARE	FLASH GLUCOSE MONITORING SYSTEM	LOOOPED London	UNITED KINGDOM	LC
A01/021	00223	JACQUARD	GOOGLE	JACQUARD WEARABLE FABRIC	GOOGLE CREATIVE LAB London	UNITED KINGDOM	GC
A01/037	00061	JUKEDECK ARTIFICIALLY-INTELLIGENT MUSIC COMPOSER		JUKEDECK	JUKEDECK London	UNITED KINGDOM	JU
A01/039	00284	THE NEXT REMBRANDT	ING	ING	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	J. AM
A01/043	00146	AROUND THE WORLD IN 200 MILLISECONDS	FEDERATION FOR INTERNET ALERTS	FEDERATION FOR INTERNET ALERTS	CONVERSANT Chicago	USA	FE AL
A01/049	00128	LINKNYC	THE CITY OF NEW YORK	LINKNYC	INTERSECTION New York	USA	IN
A01/059	00297	FOCUSMOTION	FOCUSMOTION	FOCUSMOTION	R/GA New York	USA	R/
A01/070	00192	HERE ACTIVE LISTENING™: CHANGE THE WAY WE HEAR THE WORLD	DOPPLER LABS	HERE ACTIVE LISTENING™	DOPPLER LABS San Francisco	USA	DC
A01/078	00193	PREPEX		NON-SURGICAL MALE CIRCUMCISION DEVICE FOR HIV PREVENTION	CIRC MEDTECH Hod Hasharon	ISRAEL	CI
A01/079	00160	THE MILL 'BLACKBIRD'		BLACKBIRD	THE MILL London	UNITED KINGDOM	TH
A01/097	00309	GOOGLE DEEPMIND ALPHAGO	GOOGLE DEEPMIND	ALPHAGO	GOOGLE DEEPMIND London	UNITED KINGDOM	GC
A01/104	00385	DOT. THE FIRST BRAILLE SMARTWATCH.	DOT INCORPORATION	DOT. THE FIRST BRAILLE SMARTWATCH.	SERVICEPLAN Munich	GERMANY	SE SE
A02 (Creative Innovation)							
A02/026	00199	LIFESAVER BACKPACK	LUKI	CHILDREN FRUIT SNACK	J. WALTER THOMPSON COLOMBIA Bogotá	COLOMBIA	J. Bo
A02/038	00015	F21 THREAD SCREEN	FOREVER 21	FOREVER 21	BREAKFAST New York	USA	BF
A02/043	00036	NETFLIX SWITCH	NETFLIX	NETFLIX	DEELOCAL Pittsburgh	USA	DE
A02/044	00037	NETFLIX SOCKS	NETFLIX	NETFLIX	DEELOCAL Pittsburgh	USA	DE
A02/048	00195	CHANGE PLEASE	CHANGE PLEASE AND THE BIG ISSUE	CHANGE PLEASE	FCB INFERNO London	UNITED KINGDOM	FC
A02/094	00332	LANDCRUISER EMERGENCY NETWORK	TOYOTA MOTOR CORPORATION AUSTRALIA	LANDCRUISER	SAATCHI & SAATCHI Sydney	AUSTRALIA	SA

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A02/120	00232	EDIBLE SIX PACK RINGS	SALTWATER BREWERY	SALTWATER BREWERY	WE BELIEVERS New York	USA	WI
A02/139	00353	HIGHWAY ROBBERY	VOLVO CAR USA	2016 VOLVO XC90 T8	GREY NEW YORK	USA	GF
A02/141	00255	HACK IN BLACK	ACTIVSION	CALL OF DUTY : BLACK OPS 3	EDELMAN New York	USA	EL
A02/142	00108	THE SOUND SHIRT	JUNGE SYMPHONIKER HAMBURG	THE SOUND SHIRT	JUNG von MATT Hamburg	GERMANY	JU
A02/146	00115	THE TRAIN BRAIN PROJECT	STOCKHOLMSTÅG	STOCKHOLM'S COMMUTER TRAIN SERVICE	KÄRNHUSET Stockholm	SWEDEN	KÅ
A02/162	00359	ROAM DELIVERY	VOLVO	IN CAR DELIVERY SERVICE	OGILVYONE LONDON	UNITED KINGDOM	
A02/173	00075	SLIDE AMAZING IN MOTION	LEXUS INTERNATIONAL	LEXUS	CHI & PARTNERS London	UNITED KINGDOM	CF
A02/177	00323	MISSION TO THE MOON	AUDI AG	AUDI	THJNK Hamburg	GERMANY	TH
A02/209	00306	SUN HATS	EPM EMPRESAS PÚBLICAS DE MEDELLÍN	SOLAR ENERGY PROGRAM	DDB COLOMBIA Bogotá	COLOMBIA	DI
A02/210	00312	PAPER GLASSES	SAVE THE CHILDREN AND SANTILLANA	CHILDREN EDUCATION	GREY MÉXICO Mexico City	MEXICO	GF
A02/227	00287	EMOTI SOUNDS	TIM	LIVE TIM	ARTPLAN Rio de Janeiro	BRAZIL	AF
A02/229	00327	DIABETEST	TOPLI TISSUES	TISSUE PAPER	DENTSU INDONESIA Jakarta	INDONESIA	DE
A02/232	00349	THE FIELD TRIP TO MARS	LOCKHEED MARTIN	GENERATION BEYOND	McCANN NEW YORK New York	USA	Mc
A02/250	00188	WILSON X CONNECTED BASKETBALL	WILSON SPORTING GOODS	WILSON X CONNECTED BASKETBALL	PHENOMENON Los Angeles	USA	PH
A02/258	00329	MCWHOPPER	BURGER KING	MCWHOPPER	Y&R NZ Auckland	NEW ZEALAND	Y&
A02/261	00302	THE DISPLACED	THE NEW YORK TIMES	NYT VR	VERSE New York	USA	VF
A02/262	00382	SEA HERO QUEST	DEUTSCHE TELEKOM	DEUTSCHE TELEKOM	SAATCHI & SAATCHI London	UNITED KINGDOM	SA
A02/263	00375	TOUCHABLE INK	THAI SAMSUNG ELECTRONICS / THAI ASSOCIATION OF THE BLIND	TOUCHABLE INK	J. WALTER THOMPSON BANGKOK	THAILAND	J.
A02/266	00372	PEDAL PURE	WATERAID	THE PEDAL POWERED WATER FILTER	GREY BANGLADESH Dhaka	BANGLADESH	GF
A02/267	00373	BRAINBAND	SAMSUNG AUSTRALIA	SAMSUNG BRAINBAND	LEO BURNETT Millers Point	AUSTRALIA	LE

Total Entries:

39

Agency	Production Company
3DO BANGKOK	
DOOPED London	MAD COW FILMS London
GOOGLE CREATIVE LAB London	GOOGLE CREATIVE LAB London
IKEDDECK London	
WALTER THOMPSON AMSTERDAM	NEW AMSTERDAM FILM COMPANY / KREUKVRIJ Amsterdam / SUPERHERO CHEESECAKE Amsterdam
EDERATION FOR INTERNET .ERTS Chicago	
TERSECTION New York	CIVIQ SMARTSCAPES Milford / QUALCOMM San Diego
GA New York	
OPPLER LABS San Francisco	
RC MEDTECH Hod Hasharon	
IE MILL London	
GOOGLE DEEPMIND London	GOOGLE DEEPMIND London
ERVICEPLAN Munich / SERVICEPLAN KOREA Seoul / DOT	COMMONDEER LLC Los Angeles / CORE-A STUDIOS Seoul
WALTER THOMPSON COLOMBIA Bogotá	
REAKFAST New York	BREAKFAST New York
EEPLOCAL Pittsburgh	DEEPLocal Pittsburgh
EEPLOCAL Pittsburgh	DEEPLocal Pittsburgh
IB INFERNO London	NICE SHIRT FILMS London
ATCHI & SAATCHI Sydney	8COM Sydney / HECKLER Sydney

E BELIEVERS New York	ENTELEQUIA SUSTAINABLE DEVELOPMENT Metepec / PERSONAL MUSIC Miami
REY NEW YORK	1STAVEMACHINE Brooklyn
EDELMAN Los Angeles	EDELMAN Los Angeles
JING von MATT Hamburg	
KÄRNHUSET Stockholm	KÄRNHUSET Stockholm
HI & PARTNERS London	
SMUGGLER London	
THJNK Hamburg	THJNK Hamburg
JB COLOMBIA Bogotá	
REY MÉXICO Mexico City	GARCIA BROSS Mexico City / LOOK AS AUDIO Mexico City
TRATOR FILMES Rio de Janeiro	TRATOR FILMES São Paulo
ENTSU INDONESIA Jakarta	
FRAMESTORE VR STUDIO New York	
PHENOMENON Los Angeles	PHENOMENON Los Angeles
FLYING FISH Auckland / Y&R MEDIA NZ Auckland	FLYING FISH Auckland
VRSE.WORKS Los Angeles	VRSE.WORKS Los Angeles
BUF Paris / GRAND CENTRAL SOUND STUDIOS London / UNIT MEDIA London	
WALTER THOMPSON BANGKOK	THE FILM FACTORY Bangkok
REY BANGLADESH Dhaka	
THE POOL COLLECTIVE Sydney / WE LOVE JAM Sydney	