

Shortlist (Product Design Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency
<u>A02 (Entertainment Technology and Cameras)</u>							
A02/001	00217	TMA-2 MODULAR HEADPHONE SYSTEM	AIAIAI	Headphones	AIAIAI Copenhagen	DENMARK	AIAIAI Copenhagen / KILO DESIGN VlabY
<u>A03 (Communication (mobiles & telephones incl. accessories))</u>							
A03/004	00081	PEPPER	SOFTBANK MOBILE CORP./ SOFTBANK ROBOTICS CORP./ALDEBARAN ROBOTICS	PEPPER	DENTSU INC. Tokyo	JAPAN	DENTSU INC. Tokyo / SHINGATA Tokyo
<u>A05 (Home Electronics and Appliances)</u>							
A05/002	00287	ACH2O	PANASONIC	ACH2O	MARURI GREY Guayaquil	ECUADOR	MARURI GREY
<u>A06 (Toys)</u>							
A06/004	00022	WRITE MORE	ISSUE+DESIGN	WRITE MORE	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo
<u>B04 (Lighting (standards lamps, desk lamps, etc.))</u>							
B04/002	00045	LICHTGRENZE BALLOON LIGHT	THE CITY OF BERLIN (KULTURPROJEKTE BERLIN)	OUTDOOR FLOOR LIGHT WITH RELEASABLE BALLOON TOP	WHITEVOID Berlin	GERMANY	WHITEVOID Berlin
<u>D04 (Active Sportswear & Sports Equipment)</u>							
D04/004	00177	HAMMERHEAD	HAMMERHEAD NAVIGATION	HAMMERHEAD	R/GA New York	USA	R/GA New York
<u>E01 (Promotional & Bespoke Items)</u>							
E01/041	00153	THE LAMPEDUSA DOOR STOPPER. OPEN DOORS FOR REFUGEES.	CUCULA – REFUGEES COMPANY FOR CRAFTS AND DESIGN	THE LAMPEDUSA DOORSTOP	SCHOLZ & FRIENDS Berlin	GERMANY	SCHOLZ & FRIENDS Berlin
E01/044	00163	JUST	WWF	JUST	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY
E01/055	00204	FLOWERING TEA BAGS	SAMOVA	FLOWERING TEA BAG	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
E01/068	00245	REDUCE SPEED DIAL	VOLKSWAGEN	VOLKSWAGEN	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
E01/072	00262	NIVEA DOLL	BDF NIVEA BRASIL	NIVEA SUN KIDS	FCB BRASIL São Paulo	BRAZIL	FCB BRASIL São Paulo
E01/082	00308	LIFEPAIN	VOLVO UK	LIFEPAIN PROMOTIONAL ITEM	GREY LONDON	UNITED KINGDOM	GREY LONDON

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E01/107	00295	JEFF BRIDGES SLEEPING TAPES	SQUARESPACE	SQUARESPACE	WIEDEN+KENNEDY New York	USA	WIEDEN+KENNEDY New York
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F01 (Well-Being & Environmental Impact)

F01/013	00033	CLEVER BUOY	OPTUS	OPTUS NETWORK	M&C SAATCHI Sydney	AUSTRALIA	M&C SAATCHI Sydney
F01/024	00134	LIFE SAVING DOT	TALWAR BINDI	BINDI	GREY GROUP Singapore	SINGAPORE	GREY GROUP Singapore
F01/038	00228	CLEAN AIR IN A BOX	VOLKSWAGEN GROUP CHINA	VEHICLES	DDB CHINA GROUP Shanghai	CHINA	DDB CHINA GROUP Shanghai / TRIBAL DDB
F01/039	00233	PRICELESS WEAPONS	COLOMBIA'S MINISTRY OF ENVIRONMENT	LIONSH	GEOMETRY GLOBAL COLOMBIA Bogotá	COLOMBIA	GEOMETRY GLOBAL COLOMBIA Bogotá
F01/044	00289	THE LUCKY IRON FISH PROJECT	LUCKY IRON FISH	FORTIFIED NUTRITION PRODUCT	GEOMETRY GLOBAL Dubai	UNITED ARAB EMIRATES	GEOMETRY GLOBAL Dubai
F01/060	00221	FUNTASTIC HAND	CIREC FOUNDATION (REHABILITATION AND PROSTHESIS CENTER)	PROSTHESIS FOR KIDS	PUBLICIS COLOMBIA Bogotá	COLOMBIA	PUBLICIS COLOMBIA Bogotá

G01 (Solution)

G01/024	00232	HEART BEAT PILLOW	FARMATODO	FARMATODO DIAPERS	Y&R COLOMBIA Bogotá	COLOMBIA	Y&R COLOMBIA Bogotá
G01/033	00286	EYE PLAY THE PIANO	THE UNIVERSITY OF TSUKUBA'S SPECIAL NEEDS SCHOOLS	THE UNIVERSITY OF TSUKUBA'S SPECIAL NEEDS SCHOOLS	HAKUHODO KETTLE Tokyo	JAPAN	HAKUHODO KETTLE Tokyo
G01/044	00183	BIORANGER	DIAGENETIX	CROP TESTING DEVICE / MOBILE APP	R/GA New York	USA	R/GA New York

H01 (Interface)

H01/003	00189	THE PURSUIT BY EQUINOX	EQUINOX	EQUINOX	R/GA New York	USA	R/GA New York
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Total Entries: 23