

ADC 96TH ANNUAL AWARDS – FINALISTS

Includes Gold, Silver, Bronze Cubes and Merit winners. Award details will be announced during Creative Week, May 8–12.



DESIGN

BOOK DESIGN

702design / Hangzhou	Limited Edition, Private Press or Special Format Book – Single	Thomas Sauvin	XIAN
Africa / São Paulo + PBA Cinema/ Produtora Associados / São Paulo + Big Foote / São Paulo	Book Typography – Single	ESPN	Kobe's Rules Book
Africa / São Paulo + PBA Cinema/ Produtora Associados / São Paulo + Big Foote / São Paulo	Limited Edition, Private Press or Special Format Book – Single	ESPN	Kobe's Rules Book
Casa Rex / São Paulo	Image-Driven Book – Single	Ateliê Editorial	Macunaíma
China Architecture & Building Press / Beijing	Image-Driven Book – Single	China Architecture & Building Press	XX
Hesign / Berlin	Image-Driven Book – Single	Museum Folkwang	Schriftbilder Bilderschrift – Chinesisches Plakat- und Buchdesign heute
Nanjing Han Qing Tang Design / Nanjing	Limited Edition, Private Press or Special Format Book – Single	China architecture&building press	Parting and reunion
Penguin Art Group / New York + Levine and Leavitt / New York	Book Jacket – Series	Penguin Classics	Penguin Galaxy
Pentagram / New York	Limited Edition, Private Press or Special Format Book – Single	Uptake	Uptake Book

BRANDING

Bedow / Stockholm	Logo – Single	Terri Timely	Terri Timely logo
Cleansheet Communications / Toronto	Logo – Single	Canadian Tire	Impressions of Play
Dentsu / Tokyo	Branding Systems / Corporate Identity for Print – Series	Dentsu and Ministry of Education of The People's Republic of China	New Structure
Dentsu / Tokyo	Branding Systems / Corporate Identity for Print – Series	Take Physical Conditioning	Take Physical Conditioning Gym
Dentsu / Tokyo + Mori / Tokyo + Creative Power Unit / Tokyo + Pen / Tokyo	Branding Systems / Corporate Identity for Print – Series	Honda Motor Company	Honda. Great Journey.
Gretel / New York + Viceland / Brooklyn	Branding Systems & Identities for Television / Film / Online Networks – Series	Vice	Viceland
Hakuhodo / Tokyo	Branding Systems / Corporate Identity for Print – Series	Kamoi kakoshi	Modern Pop Sushi
Leo Burnett / Melbourne	Branding Systems / Corporate Identity Integrated – Series	Great Barrier Reef Foundation	Great Barrier Reef Foundation Brand Ecosystem
Paprika / Montreal	Branding Systems / Corporate Identity Integrated – Series	Materia	integrate branding programs Materia
Sid Lee / Toronto + Sid Lee Studio / Toronto	Logo – Single	Fuel Transport	Fuel Transport
Sid Lee / Toronto + Sid Lee Studio / Toronto	Branding Systems / Corporate Identity for Print – Series	Fuel Transport	Fuel Transport
The Partners / London + Vicon Motion Systems / Oxford + University of Portsmouth / Portsmouth	Branding Systems / Corporate Identity Integrated – Series	London Symphony Orchestra	Visual identity conducted by Sir Simon Rattle

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TYPOGRAPHY

Dentsu / Tokyo	Poster Typography – Series	Beatink / Warprecords	Cannes Creativity Through Machine Intelligence: A Conversation with Brian Eno
Puff / Shanghai	Use of Typography – Series	Puff	Typfurniture
Sunday Afternoon / New York	Poster Typography – Series	DesGin	DesGin distorted typography poster campaign
The Partners / London + Vicon Motion Systems / Oxford + University of Portsmouth / Portsmouth	Use of Typography – Series	London Symphony Orchestra	Visual identity conducted by Sir Simon Rattle

PROMOTIONAL

Dentsu / Tokyo + Pen / Tokyo + Creative Power Unit / Tokyo + TYO Drive / Tokyo	Booklet / Brochure / Catalog & Press Promotional Kit – Single	Panasonic Corporation	Life is electric
Dentsu / Tokyo + Pen / Tokyo + Creative Power Unit / Tokyo + TYO Drive / Tokyo	Wildcard – Series	Panasonic Corporation	Life is electric
Leo Burnett / Toronto + Jungle Media / Toronto	Booklet / Brochure / Catalog & Press Promotional Kit – Series	IKEA	IKEA: Cook This Page
Leo Burnett Germany / Frankfurt	Wildcard – Single	Reporters Without Borders	Latest news from Turkey
Osborne Ross / London + Royal Mail Group / London	Wildcard – Single	Royal Mail Group Ltd	Animail Stamps
Uncle Grey / Copenhagen + The Woerks / Copenhagen + Oliver Knauer / Copenhagen + Core Copenhagen / Copenhagen	Wildcard – Single	Opel	Ride Comfortably

EDITORIAL

Atlas / Palma de Mallorca + Elephant Publishers / London	Magazine Full Issue – Series	Elephant Publishers	Elephant magazine
Design Army / Washington D.C.	Magazine Full Issue – Series	Maryland Institute College of Art	Commotion Magazine
R/GA / New York	Public Service / Non-Profit – Series	The Ad Council	We Are America
The New York Times Magazine / New York	Magazine Cover – Single	The New York Times Magazine	Do Over
The New York Times Magazine / New York	Magazine Cover – Single	The New York Times Magazine	RESIST
The New York Times Magazine / New York	Magazine Cover – Single	The New York Times Magazine	Right-Wing Air War
The New York Times Magazine / New York	Magazine Story Spread – Single	The New York Times Magazine	The Blacker the Berry, Kendrick Lamar
The New York Times Magazine / New York	Magazine Full Issue – Single	The New York Times Magazine	The Design Issue
The New York Times Magazine / New York	Magazine Full Issue – Single	The New York Times Magazine	The New York Issue
Wired / San Francisco	Magazine Story Spread – Single	Wired	Double Cross

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POSTERS

601bisang / Seoul	Promotional – Series	601bisang	A Thousand of Wind
Automatico Studio / Lausanne	Print or Electronic Billboards – Series	Grundeinkommen Schweiz	Basic income campaign
BBDO / Duesseldorf	Print or Electronic Billboards – Series	PepsiCo Deutschland	Pepsi Light – Iconic Moments
Bergmann Studios / Frankfurt a.M.	Public Service / Non-Profit – Single	University of Applied Sciences Augsburg, Faculty of Design	Letter "Ü" of "GÜNTER" – With an auspicious and a dropping eye
Cavalcade / Geneva	Promotional – Series	Museum of Natural History Geneva	Dinosaurs
Creative Power Unit / Tokyo	Promotional – Series	Shiga Art School	Rolling Eggs
Dentsu / Tokyo	Print or Electronic Billboards – Series	Beatink / Warprecords	Cannes Creativity Through Machine Intelligence: A Conversation with Brian Eno
Dentsu / Tokyo	Public Service / Non-Profit – Series	Dentsu and Ministry of Education of The People's Republic of China	New Structure
Dentsu / Tokyo	Point of Purchase – Series	Take Physical Conditioning	Take Physical Conditioning Gym
Dentsu / Tokyo + Amana / Tokyo + Adbrain / Tokyo	Public Service / Non-Profit – Series	Nihon University College of Art	New Angle, New World.
Dentsu / Tokyo + Creative Power Unit / Tokyo	Promotional – Series	East Japan Railway	Get Back, Tohoku.
Dentsu / Tokyo + Creative Power Unit / Tokyo	Promotional – Series	Yoshida Hideo Memorial Foundation / Advertising Museum Tokyo	Another Mountain
Dentsu / Tokyo + J2 Complex / Tokyo + Amana / Tokyo + Dentsu on Demand Graphic / Tokyo	Public Service / Non-Profit – Series	Dentsu Advertising Awards Selection Council	The Study of Human Being
Dentsu / Tokyo + Yahoo Japan / Tokyo + Taki / Tokyo + Amana / Tokyo	Print or Electronic Billboards – Single	Yahoo Japan	History of the Internet
FCB / Chicago	Wild Postings – Series	Radioflyer	Red Posters
Goodby Silverstein & Partners / San Francisco + EFilms / San Francisco + Elevel / San Francisco	Public Service / Non-Profit – Series	Tipping Point Community	Poverty Line Prices
Hakuhodo / Tokyo	Promotional – Series	RC Corp. France-Japon	The Washi Lingerie Poster
Hiromura Design Office / Tokyo + Keizo Matsuki Advertising / Osaka + Thormaehlen Photography / Frankfurt	Promotional – Series	CO-OP Sapporo, Tokushu Tokai Paper	Happy at Hundred
Leo Burnett Group Manila / Makati City	Public Service / Non-Profit – Single	WWF Philippines	WWF Iceberg "Bird"
Leo Burnett Group Manila / Makati City	Public Service / Non-Profit – Single	WWF Philippines	WWF Iceberg "Deer"
Mintbrand Design / Beijing	Print or Electronic Billboards – Series	751D.PARK	751 D.LAB Silk&Scarf Design Competition posters
R/GA / New York	Public Service / Non-Profit – Series	The Ad Council	We Are America
Shinmura Design Office / Tokyo	Promotional – Series	Ryohin Keikaku Co., Ltd.	Muji Campsite
Starbrand / Shenzhen	Promotional – Single	Starbrand	Every phenomenon is virtual
The Nine	Public Service / Non-Profit – Series	Amnesty International	Prison of the Head

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POSTERS (CONT.)

The Partners / London + Vicon Motion Systems / Oxford + University of Portsmouth / Portsmouth	Promotional – Series	London Symphony Orchestra	Visual identity conducted by Sir Simon Rattle
Three & Co. / Osaka	Promotional – Series	compliance	Life to hair
Toppan Printing / Tokyo	Promotional – Series	Toppan Printing	Specimens of Crossing

PACKAGING

Cheil Germany / Schwalbach am Taunus	Food / Beverage – Single	Mast-Jägermeister SE	Jägermeister Coolpack
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PRODUCT DESIGN

Cheil Germany / Schwalbach am Taunus	Food / Beverage – Single	Mast-Jägermeister SE	Jägermeister Coolpack
Leo Burnett / Toronto + Jungle Media / Toronto	Specialty Product / Wildcard – Series	IKEA	IKEA: Cook This Page
Leo Burnett Germany / Frankfurt	Specialty Product / Wildcard – Single	Reporters Without Borders	Latest news from Turkey

ENVIRONMENTAL

Alt Group / Auckland	Museums / Gallery Installation – Single	Auckland Council	POP Marble Run
Casson Mann / London	Museums / Gallery Installation – Single	Casson Mann	La Cité du Vin Permanent Exhibition
Hakuhodo / Tokyo	Retail / Restaurant / Office – Series	Kamoi kakoshi	Modern Pop Sushi
iyamadesign / Tokyo	Retail / Restaurant / Office – Single	Kamoi kakoshi	mt x vitra
iyamadesign / Tokyo	Retail / Restaurant / Office – Series	Kamoi kakoshi	mt ex 3331
McCann Erickson Japan / Tokyo + TYO / Tokyo + TYO drive / Tokyo + WOW / Tokyo	Museums / Gallery Installation – Single	Amazon Japan	Amazon Fashion Week Tokyo 2017 S/S Opening Act
MRM//McCann / Singapore + Commonwealth//McCann / India	Wayfinding Systems / Signage – Single	GM Chevrolet	Lost In The Rain (Drive with Care)
Ouchhh New Media Agency / Istanbul	Museums / Gallery Installation – Single	Self	AVA V2 / Particle Physics Scientific Installation
SILO / The Hague	Retail / Restaurant / Office – Series	Mecanoo Architects / Zaans Medical Centre	Zaans Medical Centre Healing Environment

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ILLUSTRATION

Africa / São Paulo + PBA Cinema/ Produtora Associados / São Paulo + Big Foote / São Paulo	Books – Single	ESPN	Kobe's Rules Book
Bergmann Studios / Frankfurt a.M.	Posters – Single	University of Applied Sciences Augsburg, Faculty of Design	Letter "Ü" of "GÜNTER" – With an auspicious and a dropping eye
BOOOOOOOM / Richmond	Motion – Single	Red Bull Music Academy	The Junction – Chilly Gonzales & Peaches
Dentsu / Tokyo + Creative Power Unit / Tokyo	Posters – Series	Yoshida Hideo Memorial Foundation / Advertising Museum Tokyo	Another Mountain
Dentsu / Tokyo + Pen / Tokyo + Creative Power Unit / Tokyo	Promotional / Collateral – Series	Panasonic Corporation	Life is electric
Dentsu / Tokyo + Yahoo Japan / Tokyo + Taki / Tokyo + Amana / Tokyo	Posters – Single	Yahoo Japan	History of the Internet
Eiko Ojala / Tallinn	Magazine Cover / Newspaper Front Page – Single	New York Times	An Olympic Catastrophe
Entertainment Weekly / New York	Magazine / Newspaper Spread – Single	Entertainment Weekly	Album of the Year, Lemonade
Giant Ant / Vancouver	Motion – Single	Costa Sunglasses	Fix Florida
Hakuhodo / Tokyo	Wildcard – Series	Kamoi kakoshi	Modern Pop Sushi
Juniper Park\TBWA / Toronto	Posters – Series	CJFE	Speech Bluddles
La Comunidad / Buenos Aires	Press – Series	Ferrero Rocher, Argentina Group	3 Pretty Playful Minutes
Laurence King Publishing / London, San Francisco	Books – Single	Laurence King Publishing	Bob the Artist by Marion Deuchars
Leo Burnett Group Manila / Makati City	Posters – Single	WWF Philippines	WWF Iceberg "Bird"
Saatchi & Saatchi / Shanghai + Saatchi & Saatchi / Greater China	Posters – Single	FAW-Mazda	Music Temple – Mu Ma
SILO / The Hague	Wildcard – Series	Mecanoo Architects / Zaans Medical Centre	Zaans Medical Centre Healing Environment
The New York Times Magazine / New York	Magazine / Newspaper Spread – Single	The New York Times Magazine	The Blacker the Berry, Kendrick Lamar
The New York Times Magazine / New York	Press – Single	The New York Times Magazine	Top Gun
The Nine / Shanghai	Posters – Series	Amnesty International	Prison of the Head
The Nine / Shanghai	Motion – Series	Amnesty International	Prison of the Head

PHOTOGRAPHY

Airbnb / San Francisco	Travel / Tourism – Series	Airbnb	Neighborhoods
Apple / Cupertino	Products / Commercial – Series	Apple	iPhone 7 Art Direction
Apple / Cupertino	Wildcard – Series	Apple	iPhone 7 Lifestyle Photography
Arnold Worldwide / Boston	Products / Commercial – Series	CenturyLink	Couch Chameleons
BBDO / Duesseldorf	Products / Commercial – Series	PepsiCo Deutschland	Pepsi Light – Iconic Moments

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Dammsavage Inc / Brooklyn + Daylight Books / Raleigh	Books – Single	Daylight Books	A Whole World Blind
Dentsu / Tokyo + Creative Power Unit / Tokyo	Travel / Tourism – Series	East Japan Railway	Get Back, Tohoku.
Leo Burnett Germany / Frankfurt	Products / Commercial – Series	Fiat Professional	Hate Going Twice
New York Magazine / New York	Portraiture– Series	New York Magazine	Issue 20(16): Obama
New York Magazine / New York Magazine	Sports / Recreation – Series	New York Magazine	Issue 15(16): Gymnastics
New York Magazine / New York Magazine	Magazine Cover / Newspaper Front Page – Single	New York Magazine	Issue 20(16): Obama
R/GA / New York	Magazine / Newspaper Spread – Series	The Ad Council	We Are America
Sandro Productions / Chicago	Fine Art / Conceptual – Series	David Lynch Foundation	Psychogenic Fugue
Sandro Productions / Chicago	Fine Art / Conceptual – Series	Sandro Productions	I Am Papua New Guinea
Sandro Productions / Chicago + Galambos + Associates / Chicago + Chicago Dancers United / Chicago	Books – Series	Dance For Life	Dance For Life
Sandro Productions / Chicago + Samata / Chicago + Glitterati Inc / New York	Books – Series	Sandro Productions	Malkovich Sessions
The New York Times Magazine / New York	Magazine / Newspaper Spread – Single	The New York Times Magazine	Big Food Strikes Back
The New York Times Magazine / New York	Magazine / Newspaper Spread – Single	The New York Times Magazine	Big Lift
The New York Times Magazine / New York	Magazine Cover / Newspaper Front Page – Single	The New York Times Magazine	David's Ankles
The New York Times Magazine / New York	Magazine Cover / Newspaper Front Page – Single	The New York Times Magazine	High Life
The New York Times Magazine / New York	Magazine / Newspaper Spread – Single	The New York Times Magazine	L.A. Noir
The New York Times Magazine / New York	Magazine Cover / Newspaper Front Page – Single	The New York Times Magazine	La Noir, Ashton Sanders
The New York Times Magazine / New York	Magazine / Newspaper Spread – Single	The New York Times Magazine	The Danakil Depression