

Shortlist

Title	Brand	Product/Service	Entrant Company	Country
A01 (Data-enhanced Creativity)				
MAKE IT METAL	SONY MUSIC LABELS (JAPAN) INC.	CROSSFAITH (MUSIC ARTISTS)	OGILVY JAPAN TOKYO	JAPAN
UNITED AIRLINES EWR REAL TIME DATA TAXI TOP CAMPAIGN	UNITED AIRLINES	UNITED REAL TIME DATA TO NEWARK INTERNATIONAL AIRPORT	MCGARRYBOWEN NEW YORK	USA
VALUE OF NATURE	THE GREAT BARRIER REEF FOUNDATION	THE GREAT BARRIER REEF	DELOITTE AUSTRALIA MELBOURNE	AUSTRALIA
PROJECT REVOICE	THE ALS ASSOCIATION	CHARITY	BWM DENTSU SYDNEY	AUSTRALIA
HEARPRINT	COCHLEAR	COCHLEAR HEARING IMPLANTS	CHE PROXIMITY MELBOURNE	AUSTRALIA
THE FIRST AD IN THE BLOCKCHAIN	TD AMERITRADE	TD AMERITRADE	HAVAS NEW YORK	USA
THE WORLD'S FIRST BABY MARATHON	KIMBERLY-CLARK	HUGGIES	OGILVY JOHANNESBURG	SOUTH AFRICA
DESTINATION PRIDE	PFLAG CANADA	PFLAG CANADA	FCB/SIX TORONTO	CANADA
RICKY BRASIL	FORBES BRASIL	CORPORATE IMAGE	OGILVY BRASIL SÃO PAULO	BRAZIL
NATIONAL SAFETY COUNCIL "PRESCRIBED TO DEATH"	NATIONAL SAFETY COUNCIL	NATIONAL SAFETY COUNCIL	ENERGY BBDO CHICAGO	USA
A02 (Data Driven Targeting)				
ATM'S THAT LISTEN	CBA	CONSUMER BANKING	COMMONWEALTH BANK SYDNEY	AUSTRALIA
MAKING THE LIST	LEGO AUSTRALIA	LEGO	CHE PROXIMITY MELBOURNE	AUSTRALIA
RETHINK	VIVO	INSTITUTIONAL	Y&R BRAZIL SÃO PAULO	BRAZIL
DATA INTO DOLLARS	XFINITY	XFINITY MOBILE	GOODYBY SILVERSTEIN & PARTNERS SAN FRANCISCO	USA
DOGCHECK	BLACK HAWK	PETFOOD	THE WORKS SYDNEY	AUSTRALIA
A03 (Data-driven Consumer Product)				
SAFECAP	FORD MOTOR COMPANY	FORD TRUCKS	GTB BRASIL SÃO PAULO	BRAZIL
USPS OPERATION SANTA	US POSTAL SERVICE	SHIPPING & MAILING	MRM/MCCANN NEW YORK	USA
PROJECT REVOICE	THE ALS ASSOCIATION	CHARITY	BWM DENTSU SYDNEY	AUSTRALIA
THE CANCELLER	RECLAME AQUI	RECLAME AQUI	GREY BRAZIL SÃO PAULO	BRAZIL
BORDEAUX 2050	AJE	ALCOHOLIC BEVERAGES	MCCANN PARIS CLICHY	FRANCE
A04 (Data Storytelling)				
EDUCYCLE – CLIMATE CHANGE. GAMIFIED.	NESTE	RENEWABLES	NESTE OIL ESPOO	FINLAND
AXE '#SITOKFORGUYS'	AXE	AXE	72ANDSUNNY AMSTERDAM	THE NETHERLANDS
CLOSER THAN YOU THINK	CHILD FOCUS	CHILD FOCUS – BELGIAN CENTER FOR MISSING AND SEXUALLY EXPLOITED CHILDREN	WUNDERMAN ANTWERP	BELGIUM
VALUE OF NATURE	THE GREAT BARRIER REEF FOUNDATION	THE GREAT BARRIER REEF	DELOITTE AUSTRALIA MELBOURNE	AUSTRALIA
PROJECT REVOICE	THE ALS ASSOCIATION	CHARITY	BWM DENTSU SYDNEY	AUSTRALIA
GOOD ODDS	TOYOTA MOTOR CORPORATION	TOYOTA BRAND	TOYOTA USA PLANO	USA
2017 WRAPPED	SPOTIFY IN-HOUSE	SPOTIFY	SPOTIFY NEW YORK	USA
DESTINATION PRIDE	PFLAG CANADA	TBD	FCB/SIX TORONTO	CANADA
TAGWORDS	AB INBEV	BUDWEISER	AFRICA SÃO PAULO	BRAZIL
A05 (Data Visualisation)				
DUSTSEE	SEOUL METROPOLITAN GOVERNMENT	PUBLIC HEALTH AND SAFETY AWARENESS	CHEIL WORLDWIDE SEOUL	SOUTH KOREA
NATIONAL SAFETY COUNCIL "PRESCRIBED TO DEATH"	NATIONAL SAFETY COUNCIL	NATIONAL SAFETY COUNCIL	ENERGY BBDO CHICAGO	USA
THE RIPPLE EFFECT GENERATOR	THE NORWEGIAN BANK	SMALL BUSINESSES	POL OSLO	NORWAY
LIVING STATISTICS	FUNDACIÓN HUÉSPED	WORLD AIDS DAY CAMPAIGN	WUNDERMAN CATO JOHNSON BUENOS AIRES	ARGENTINA
HELLO IN ELEPHANT	DAVID SHELDRIK WILDLIFE TRUST	HELLO IN ELEPHANT	WHITEGREY SYDNEY	AUSTRALIA
NEXT	BRÁDESCO BANCO	NEXT APP	R/GA SÃO PAULO	BRAZIL
HEARPRINT	COCHLEAR	COCHLEAR HEARING IMPLANTS	CHE PROXIMITY MELBOURNE	AUSTRALIA
DESTINATION PRIDE	PFLAG CANADA	PFLAG CANADA	FCB/SIX TORONTO	CANADA
THE FIELD REPORT	IFAD	IFAD	WEBER SHANDWICK LONDON	UNITED KINGDOM
THE DRESS FOR RESPECT	COCA-COLA BRASIL	SCHWEPPES	OGILVY BRASIL SÃO PAULO	BRAZIL
CORRUPTION DETECTOR	RECLAME AQUI	VIGIE AQUI	GREY BRAZIL SÃO PAULO	BRAZIL
A06 (Data-technology)				
SAFECAP	FORD MOTOR COMPANY	FORD TRUCKS	GTB BRASIL SÃO PAULO	BRAZIL
PROJECT REVOICE	THE ALS ASSOCIATION	CHARITY	BWM DENTSU SYDNEY	AUSTRALIA
HEARPRINT	COCHLEAR	COCHLEAR HEARING IMPLANTS	CHE PROXIMITY MELBOURNE	AUSTRALIA
A07 (Use of Real-time Data)				
CAR VS DATA	VIA RAIL CANADA	TRAIN SERVICE	TOUCHÉI MONTRÉAL	CANADA
KNOW WHAT YOUR DATA KNOWS	GOOGLE	GOOGLE CLOUD	ELEVEN SAN FRANCISCO	USA
UNITED AIRLINES EWR REAL TIME DATA TAXI TOP CAMPAIGN	UNITED AIRLINES	UNITED REAL TIME DATA TO NEWARK INTERNATIONAL AIRPORT	MCGARRYBOWEN NEW YORK	USA
THE R WORD	AVIVO	AVIVO	MARKETFORCE PERTH	AUSTRALIA

Shortlist

NISSAN'S FOLLOW THE BALL	NISSAN DO BRASIL	NISSAN KICKS	LEW/LARAITBWA SÃO PAULO	BRAZIL
SUBWAY LIVE FEED	SUBWAY	FOOD AND BEVERAGE	J. WALTER THOMPSON SYDNEY	AUSTRALIA
A08 (Social Data & Insight)				
LIKE WHAT YOU HATE	VICE MEDIA DENMARK	LIKEWHATYOUHATE.COM	VICE MEDIA SCANDINAVIA COPENHAGEN	DENMARK
BREAKING BALLET	JOBURG BALLET	JOBURG BALLET COMPANY	TBWA/AFRICA JOHANNESBURG	SOUTH AFRICA
DESTINATION PRIDE	PFLAG CANADA	PFLAG CANADA	FCB/SIX TORONTO	CANADA
INSTAGRAM MENU	MCDONALD'S	STORE MENU BOARD EXPERIENCE	DM9DDB SÃO PAULO	BRAZIL
A09 (Creative Data Collection & Research)				
ATM'S THAT LISTEN	CBA	CONSUMER BANKING	COMMONWEALTH BANK SYDNEY	AUSTRALIA
EDDIE HIGHWAY	SHELL	SHELL RIMULA	WUNDERMAN BRAZIL SÃO PAULO	BRAZIL
VALUE OF NATURE	THE GREAT BARRIER REEF FOUNDATION	THE GREAT BARRIER REEF	DELOITTE AUSTRALIA MELBOURNE	AUSTRALIA
GENE PROJECT CASE STUDY	UNILEVER	MARMITE	ADAM&EVEDDB LONDON	UNITED KINGDOM
JFKUNSILENCED	THE TIMES/NEWS UK & IRELAND	THE TIMES/NEWS UK & IRELAND	ROTHCO ACCENTURE INTERACTIVE DUBLIN	IRELAND
SCIENCE OF SOUND	FORD OF EUROPE	ALL-NEW FORD FIESTA	GTB LONDON	UNITED KINGDOM
THE VOICE OF VOICES	NEMO	HEALTHCARE	MCCANN MILAN	ITALY
RIDING FOR FOCUS	THE SPECIALIZED FOUNDATION	PSA - HEALTH & WELLNESS	GOODYBY SILVERSTEIN & PARTNERS SAN FRANCISCO	USA