

SHORTLIST 2023

Innovation



Title	Brand	Product / Service	Entrant / Idea Creation	Location
A01 (Innovative Technology)				
VOICE WATCH	TOYOTA MOBILITY FOUNDATION	VOICE WATCH	DENTSU INC., Tokyo	JAPAN
A02 (Applied Innovation)				
SOLAR BEEHIVE	HANWHA	HANWHA	INNOCEAN WORLDWIDE, Seoul	SOUTH KOREA
AUDIO AD YOU CAN SEE	DFR RECRUITING	ROYAL AUSTRALIAN NAVY	VMLY&R, Melbourne	AUSTRALIA
THE RESPONSIBLE MANHOLE	TVS MOTOR COMPANY	TVS MOTOR COMPANY	DENTSU CREATIVE, Bengaluru	INDIA
A03 (Scalable Innovation)				
THE KILLER PACK	MAXXFLASH	MAXX FLASH MOSQUITO REPELLENT COIL	VMLY&R, Mumbai	INDIA
TOY8 SCREENING	TOY EIGHT	TOY8 SCREENING	TOY EIGHT, Kuala Lumpur	MALAYSIA
A04 (Early-stage Technology)				
DOT PAD. THE FIRST SMART TACTILE GRAPHICS DISPLAY.	DOT	DOT PAD	SERVICEPLAN KOREA, Seoul / DOT INCORPORATION, Seoul / SERVICEPLAN, Munich	SOUTH KOREA
PROJECT SKATE	GOOGLE	TENSORFLOW	GOOGLE BRAND STUDIO APAC, Sydney	AUSTRALIA
PROJECT RELATE	GOOGLE	ANDROID BETA APP FOR NON-STANDARD SPEECH	TOASTER, Singapore	SINGAPORE
A05 (Brand Strategy & Experience)				
HYDROGEN GARBAGE TRUCK	HYUNDAI MOTOR GROUP	HYUNDAI MOTOR GROUP	INNOCEAN WORLDWIDE, Seoul	SOUTH KOREA