

# Creative Data Lions

## 2019 Shortlist



Title	Brand	Product/Service	Entrant Company	Country
<b>A01 (Data-enhanced Creativity)</b>				
CAR-2-BIKE	VELORETTI	VELORETTI BIKES	VELORETTI AMSTERDAM	THE NETHERLANDS
WHAT'S IN IT ?	SYSTÈME U	SUPERMARKET	TBWA/PARIS	FRANCE
SAFETY HUB	NRMA	HOME INSURANCE	CHE PROXIMITY MELBOURNE	AUSTRALIA
SEARCHING FOR THE SPECIAL COLOUR OF SEVILLE	DIAGEO	TANQUERAY FLOR DE SEVILLA	PS21 MADRID	SPAIN
GO BACK TO AFRICA	BLACK & ABROAD	BLACK & ABROAD	FCB/SIX TORONTO	CANADA
THE TRAFFIC JAM WHOPPER	BURGER KING MEXICO	BURGER KING DELIVERY	WE BELIEVERS NEW YORK	USA
TOXIC TOBY	BREEZOMETER / BRITISH LUNG FOUNDATION / WORLD HEALTH ORGANIZATION	BREEZOMETER / BRITISH LUNG FOUNDATION / WORLD HEALTH ORGANIZATION	MCCANN LONDON	UNITED KINGDOM
THE TIME WE HAVE LEFT - CASE	PERNOD RICHARD	RUAVIEJA	LEO BURNETT MADRID	SPAIN
PET-COMMERCE	PETZ	ECOMMERCE	Ogilvy SÃO PAULO	BRAZIL
IMMORTALS	SBERBANK	FINANCIAL SERVICES	SBERBANK OF RUSSIA MOSCOW	RUSSIA
<b>A02 (Data-driven Targeting)</b>				
NO NEED TO FLY - AROUND THE WORLD IN GERMANY	GERMAN RAIL	GERMAN RAIL	Ogilvy GERMANY FRANKFURT	GERMANY
A WORLD WITHOUT BORDERS	AEROMEXICO	AEROMEXICO	Ogilvy COLOMBIA BOGOTÁ	COLOMBIA
GO BACK TO AFRICA	BLACK & ABROAD	BLACK & ABROAD	FCB/SIX TORONTO	CANADA
THE TRAFFIC JAM WHOPPER	BURGER KING MEXICO	BURGER KING DELIVERY	WE BELIEVERS NEW YORK	USA
STEEP DISCOUNT	E-MOVING	E-MOVING	TRIBAL WORLDWIDE SAO PAULO	BRAZIL
THE INFECTION ALERT SYSTEM	HINDUSTAN UNILEVER LIMITED	LIFEBUOY SOAP	MINDSHARE MUMBAI	INDIA
<b>A03 (Data-driven Consumer Product)</b>				
WHAT'S IN IT ?	SYSTÈME U	SUPERMARKET	TBWA/PARIS	FRANCE
SAFETY HUB	NRMA	HOME INSURANCE	CHE PROXIMITY MELBOURNE	AUSTRALIA
SEARCHING FOR THE SPECIAL COLOUR OF SEVILLE	DIAGEO	TANQUERAY FLOR DE SEVILLA	PS21 MADRID	SPAIN
DO BLACK - THE CARBON LIMIT CREDIT CARD	DOCONOMY	DO BLACK	RBK COMMUNICATION STOCKHOLM	SWEDEN
MY CARER	ALZHEIMER'S SOCIETY UK	MY CARER ALEXA SKILL	MCCANN LONDON	UNITED KINGDOM
SIGNS	GERMAN YOUTH ASSOCIATION OF PEOPLE WITH HEARING LOSS	SIGNS SMART TOOL	MRM/MCCANN FRANKFURT	GERMANY
<b>A04 (Data Storytelling)</b>				
THE E.V.A. INITIATIVE	VOLVO CARS	VOLVO CARS	FORSMAN & BODENFORS GOTHENBURG	SWEDEN
AI VERSUS	TV RAIN	MEDIA SERVICE	VOSKHOD EKATERINBURG	RUSSIA
PICTURE WHAT THE CLOUD CAN DO	GOOGLE CLOUD	GOOGLE CLOUD	ELEVEN SAN FRANCISCO	USA
S.H.E.	P&G	PANTENE	GREY WEST LOS ANGELES	USA
THE TIME WE HAVE LEFT - CASE	PERNOD RICHARD	RUAVIEJA	LEO BURNETT MADRID	SPAIN
SNELWEG SPROOKJES	VOLKSWAGEN	VOLKSWAGEN APPLICATION	ISOBAR AMSTERDAM	THE NETHERLANDS
MOST DANGEROUS STREET	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	FCB CHICAGO	USA
<b>A05 (Data Visualisation)</b>				
BLINDMETERS	OVK / PEVR (PARENTS OF ROAD VICTIMS)	ROAD SAFETY AWARENESS MESSAGE	HAPPINESS BRUSSELS BRUSSELS	BELGIUM
HIV ON THE AGENDA	FUNDACIÓN HUÉSPED	WORLD AIDS DAY CAMPAIGN	WUNDERMAN THOMPSON BUENOS AIRES	ARGENTINA
SEE SOUND	WAVIO	SEE SOUND	AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK	USA
MOST DANGEROUS STREET	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	FCB CHICAGO	USA
<b>A06 (Data Technology)</b>				
GOOGLE CLOUD X NEW YORK TIMES - PICTURE WHAT THE CLOUD CAN DO	GOOGLE CLOUD	GOOGLE CLOUD PLATFORM	INSTRUMENT PORTLAND	USA
PET-COMMERCE	PETZ	ECOMMERCE	Ogilvy SÃO PAULO	BRAZIL
IMMORTALS	SBERBANK	FINANCIAL SERVICES	SBERBANK OF RUSSIA MOSCOW	RUSSIA
<b>A07 (Use of Real-time Data)</b>				
BLOOD BEACON	TAIPEI BLOOD CENTER	BLOOD DONATION	WUNDERMAN THOMPSON TAIPEI	CHINESE TAIPEI
THE COORS LIGHT	COORS LIGHT	COORS LIGHT	DDB CHICAGO	USA
GO BACK TO AFRICA	BLACK & ABROAD	BLACK & ABROAD	FCB/SIX TORONTO	CANADA
THE TRAFFIC JAM WHOPPER	BURGER KING MEXICO	BURGER KING DELIVERY	WE BELIEVERS NEW YORK	USA
TOXIC TOBY	BREEZOMETER / BRITISH LUNG FOUNDATION / WORLD HEALTH ORGANIZATION	BREEZOMETER / BRITISH LUNG FOUNDATION / WORLD HEALTH ORGANIZATION	MCCANN LONDON	UNITED KINGDOM
<b>A08 (Social Data &amp; Insight)</b>				
HEROES OF TODAY	HEROES OF TODAY PLATFORM (IBERIA, CORREOS, TELEPIZZA, LALIGA, 11811, BAVIERA)	CORPORATE SOCIAL RESPONSIBILITY (CSR)	DDB SPAIN MADRID	SPAIN

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GO BACK TO AFRICA	BLACK & ABROAD	BLACK & ABROAD	FCB/SIX TORONTO	CANADA
THE ALGORITHM OF LIFE	ROLLING STONE	INSTITUTIONAL	AFRICA SÃO PAULO	BRAZIL
A09 (Creative Data Collection & Research)				
THE E.V.A. INITIATIVE	VOLVO CARS	VOLVO CARS	FORSMAN & BODENFORS GOTHENBURG	SWEDEN
SEE SOUND	WAVIO	SEE SOUND	AREA 23. AN FCB HEALTH NETWORK COMPANY NEW YORK	USA
A10 (Data Integration)				
NO NEED TO FLY - AROUND THE WORLD IN GERMANY	GERMAN RAIL	GERMAN RAIL	OGILVY GERMANY FRANKFURT	GERMANY
THE INFECTION ALERT SYSTEM	HINDUSTAN UNILEVER LIMITED	LIFEBUOY SOAP	MINDSHARE MUMBAI	INDIA