

# Design Lions

## 2019 Shortlist



Title	Brand	Product/Service	Entrant Company	Country
<b>A01 (Creation of a New Brand Identity)</b>				
PAL - PHASE ALTERNATING LINE	PAL - U-WERK KAROLINE	PAL	MUTABOR HAMBURG	GERMANY
SPEAK THE TRUTH	ASSOCIATION OF REGISTERED GRAPHIC DESIGNERS (RGD)	ASSOCIATION OF REGISTERED GRAPHIC DESIGNERS (RGD)	ZULU ALPHA KILO TORONTO	CANADA
THE RESTAURANT OF MISTAKEN ORDERS	THE RESTAURANT OF MISTAKEN ORDERS GENERAL INCORPORATED ASSOCIATION	NURSING CARE	TBWA/HAKUHODO INC. TOKYO	JAPAN
COAL DROPS YARD	ARGENT	COAL DROPS YARD	DROGA5 LONDON	UNITED KINGDOM
AMSTELDOK - A WPP CAMPUS	WPP	AMSTELDOK - A WPP CAMPUS	VBAT AMSTERDAM	THE NETHERLANDS
THE LAST COLUMN	COMMITTEE TO PROTECT JOURNALISTS	THE LAST COLUMN BOOK	FF NEW YORK	USA
ACTING IDENTITY	THEATRE HOURS	BRAND IDENTITY	TBWA/ISTANBUL	TURKEY
THE ZERO TOLERANCE RIBBON	28 TOO MANY	(FGM) FEMALE GENITAL MUTILATION	IMPACT BBDO DUBAI	UNITED ARAB EMIRATES
ADDICTED ON ARRIVAL	PREVENTION COUNCIL OF ROANOKE COUNTY / URGENT LOVE INITIATIVE	OPI'S	GREY NEW YORK	USA
<b>A02 (Rebrand / Refresh of an Existing Brand)</b>				
BBC TWO REBRAND	BBC	BBC TWO	SUPERUNION LONDON	UNITED KINGDOM
EQUAL JUSTICE INITIATIVE	EQUAL JUSTICE INITIATIVE	LEGAL SERVICE	TURNER DUCKWORTH SAN FRANCISCO	USA
CRAFTING AN ICONIC BRAND	CARLSBERG	CARLSBERG	TAXI STUDIO BRISTOL	UNITED KINGDOM
CHILDREN'S	CHILDREN'S	S	COSSETTE MONTRÉAL	CANADA
NEVER STAND STILL	HONG KONG BALLET	HONG KONG BALLET	DESIGN ARMY WASHINGTON	USA
DUNKIN'	DUNKIN' BRANDS	DUNKIN'	JONES KNOWLES RITCHIE NEW YORK	USA
WORLD CHESS CHAMPIONSHIP 2018	WORLD CHESS	BRANDING AND IDENTITY FOR WORLD CHESS CHAMPIONSHIP 2018 IN LONDON	SHUKA DESIGN MOSCOW	RUSSIA
<b>A03 (Design-driven Effectiveness)</b>				
HUNGRY PUFFS	FOODBANK WA	HUNGRY PUFFS	THE BRAND AGENCY PERTH	AUSTRALIA
BUDWEISER RECUP ARENA	AB INBEV	BUDWEISER	BOOTLEG MOSCOW	RUSSIA
LIVING SEAWALL	VOLVO CAR AUSTRALIA	VOLVO	WHITEGREY SYDNEY	AUSTRALIA
FOCUS LINES	MINISTERIO DE TRANSPORTE Y OBRAS PUBLICAS	ROAD SAFETY	FAMOUSGREY BRUSSELS	BELGIUM
<b>B01 (Posters)</b>				
GET BACK, TOHOKU.	EAST JAPAN RAILWAY COMPANY	TOHOKU SHINKANSEN	DENTSU INC. TOKYO	JAPAN
REARRANGED	BERLINER PHILHARMONIKER	BERLINER PHILHARMONIKER	SCHOLZ & FRIENDS BERLIN	GERMANY
TD POSTER BANK	TD	TD POSTER BANK	LEO BURNETT TORONTO	CANADA
THE POWERPOINT LANDSCAPES	SEMINAR HOTEL HOF DE PLANIS	BUSINESS SEMINAR HOTEL „HOF DE PLANIS“	RUF LANZ ZÜRICH	SWITZERLAND
ASPIRATION & PERSPIRATION	DENTSU ADVERTISING AWARDS SELECTION COUNCIL	DENTSU ADVERTISING AWARDS 2018	DENTSU INC. TOKYO	JAPAN
72POSTERS FOR SCHOOL TEAMS PARTICIPATING IN THE HIGH SCHOOL SUMO TOURNAMENT -PRO	THE HOKKOKU SHIMBUN	KANAZAWA HIGH SCHOOL SUMO WRESTLING TOURNAMENT	DENTSU INC. TOKYO	JAPAN
GET NEW POWER	THE JAPANESE SOCIETY FOR ARTIFICIAL INTELLIGENCE	THE 32ND NATIONAL CONVENTION OF THE JAPANESE SOCIETY FOR ARTIFICIAL INTELLIGENCE	DENTSU INC. TOKYO	JAPAN
COAL DROPS YARD	ARGENT	COAL DROPS YARD	DROGA5 LONDON	UNITED KINGDOM
HAPPY MOVING DAY - CAMPAIGN	MCDONALD'S CANADA	FAST FOOD	COSSETTE MONTRÉAL	CANADA
NEVER STAND STILL	HONG KONG BALLET	HONG KONG BALLET	DESIGN ARMY WASHINGTON	USA
BLOOMY DAYS "FLOWERS TALKING"	BLOOMY DAYS	BLOOMY DAYS	HEIMAT BERLIN	GERMANY
MUTILATED WORDS	28 TOO MANY	(FGM) FEMALE GENITAL MUTILATION	IMPACT BBDO DUBAI	UNITED ARAB EMIRATES
#UNIGNORABLE	UNITED WAY	UNITED WAY	TAXI TORONTO	CANADA
LSO 19/20 NEW SEASON CAMPAIGN - "ROOTS & ORIGINS"	LONDON SYMPHONY ORCHESTRA	LONDON SYMPHONY ORCHESTRA	SUPERUNION LONDON	UNITED KINGDOM
HIGHLIGHT THE REMARKABLE	STABILO INTERNATIONAL GMBH	STABILO BOSS HIGHLIGHTER PEN	DDB DÜSSELDORF	GERMANY
<b>B02 (Promotional Printed Media)</b>				
FEM CURRENCY	PAISLEY	WOMEN'S COLLECTION	MAYD HAMBURG	GERMANY
BLOOMY DAYS "FLOWERS TALKING"	BLOOMY DAYS	BLOOMY DAYS	HEIMAT BERLIN	GERMANY
THE REAL MACHADO	UNIVERSITY ZUMBI DOS PALMARES	CORPORATE	GREY BRAZIL SÃO PAULO	BRAZIL
<b>B03 (Promotional Item Design)</b>				
FIREVASE	SAMSUNG FIRE & MARINE INSURANCE	FIREVASE	CHEIL WORLDWIDE SEOUL	SOUTH KOREA
THE OMO BOOK OF DIRT	UNILEVER	OMO WASHING POWDER	OGILVY CAPE TOWN	SOUTH AFRICA
SEETROEN	CITROEN	CITROEN	BETC PARIS	FRANCE
UNBOXING THE TRUTH	THOMSON REUTERS FOUNDATION	THOMSON REUTERS FOUNDATION	TBWA/CHIAT/DAY NEW YORK	USA
BAHLSSEN - THE BAHLSSEN FAMILY	BAHLSSEN GMBH & CO. KG	BAHLSSEN GMBH & CO. KG	MUTABOR HAMBURG	GERMANY
DRINK RIGHT, F*** RIGHT	AB INBEV	SKOL BEATS	WIEDEN+KENNEDY SÃO PAULO	BRAZIL
GERMAN FEDERAL ASSOCIATION OF FUNERAL DIRECTORS "MY PERSONAL COFFIN"	GERMAN FEDERAL ASSOCIATION OF FUNERAL DIRECTORS	FUNERALS/COUNSELLING/COFFIN CONSULTATION AND SELECTION	HEIMAT BERLIN	GERMANY
THE GUN VIOLENCE HISTORY BOOK	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	FCB CHICAGO	USA

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LEGS TO FLY	ESPN	INSTITUTIONAL	AFRICA SÃO PAULO	BRAZIL
ONE MINDFUL MIND	NEUROGEN BRAIN AND SPINE INSTITUTE	KIT	TBWA/INDIA MUMBAI	INDIA
THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE FEMALE COMPANY	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	SCHOLZ & FRIENDS BERLIN	GERMANY
TRUCK ART CHILDFINDER	BERGER PAINTS	BERGER PAINTS	BBDO PAKISTAN LAHORE	PAKISTAN
ADDICTED ON ARRIVAL	PREVENTION COUNCIL OF ROANOKE COUNTY / URGENT LOVE INITIATIVE	OPI'S	GREY NEW YORK	USA
<b>B04 (Publications &amp; Editorial Design)</b>				
DER TAGESSPIEGEL - #QUEERFORMAT	DER TAGESSPIEGEL	DER TAGESSPIEGEL NEWSPAPER	SCHOLZ & FRIENDS BERLIN	GERMANY
THE FAKE NEWS STAND	COLUMBIA JOURNALISM REVIEW	COLUMBIA JOURNALISM REVIEW - NEWS	TBWA/CHIAT/DAY NEW YORK	USA
FONTS FOR FREEDOM	REPORTER OHNE GRENZEN E. V.	FONTS OF PROHIBITED NEWSPAPERS	SERVICEPLAN GERMANY MUNICH	GERMANY
<b>B05 (Books)</b>				
PAL - PHASE ALTERNATING LINE	PAL - U-WERK KAROLINE	PAL	MUTABOR HAMBURG	GERMANY
STIMULATE ANNUAL	COPYWRITERS CLUB NAGOYA	CCN ANNUAL 2018	DENTSU INC. TOKYO	JAPAN
CREATIVE CIRCLE ANNUAL	CREATIVE CIRCLE	BOOK	GREY LONDON	UNITED KINGDOM
BLACK BOX	FACULDADE ZUMBI DOS PALMARES	FACULDADE ZUMBI DOS PALMARES	WUNDERMAN THOMPSON SAO PAULO	BRAZIL
STAN SMITH: "SOME PEOPLE THINK I'M A SHOE!"	ADIDAS	THE STAN SMITH SHOE	JOHANNES LEONARDO NEW YORK	USA
THE 9'58 BIOGRAPHY	PUMA	BIOGRAPHY BOOK	BETC/HAVAS SÃO PAULO	BRAZIL
THE GUN VIOLENCE HISTORY BOOK	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	FCB CHICAGO	USA
ONE MINDFUL MIND	NEUROGEN BRAIN AND SPINE INSTITUTE	KIT	TBWA/INDIA MUMBAI	INDIA
THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE FEMALE COMPANY	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	SCHOLZ & FRIENDS BERLIN	GERMANY
<b>B06 (Data Visualisation)</b>				
BLINDMETERS	OVK / PEVR (PARENTS OF ROAD VICTIMS)	ROAD SAFETY AWARENESS MESSAGE	HAPPINESS BRUSSELS BRUSSELS	BELGIUM
FISHACT - STOP OVERFISHING	FISHACT E.V.	FISHACT E.V.	MUTABOR HAMBURG	GERMANY
ROOTS	AIB	AIB	ROTHCO   ACCENTURE INTERACTIVE DUBLIN	IRELAND
MADE IN FUKUSHIMA	METER GROUP INC	METER ENVIRONMENT	SERVICEPLAN GERMANY MUNICH	GERMANY
LSO 19/20 NEW SEASON CAMPAIGN - "ROOTS & ORIGINS"	LONDON SYMPHONY ORCHESTRA	LONDON SYMPHONY ORCHESTRA	SUPERUNION LONDON	UNITED KINGDOM
MOST DANGEROUS STREET	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	FCB CHICAGO	USA
<b>B07 (Brand Collateral)</b>				
THE UGLY TRUTH SWEATERS	HELSINGIN SANOMAT	HELSINGIN SANOMAT NEWSPAPER	TBWA/HELSINKI	FINLAND
THE MOST CHALLENGING PINGPONG TABLE	JAPAN PARA TABLE TENNIS ASSOCIATION	PARA PINGPONG TABLE	TBWA/HAKUHODO INC. TOKYO	JAPAN
<b>B08 (Special Editions &amp; Bespoke Items)</b>				
ACCESSIBILITY MAT	FORD MOTOR COMPANY	FORD MOTOR COMPANY	GTB BRASIL SÃO PAULO	BRAZIL
SPACE EDITION	MATTEL	SCRABBLE	LOLA MULLENLOWE MADRID	SPAIN
LEXUS X JOHN ELLIOTT: SOLE OF THE UX	LEXUS	LEXUS UX	TEAM ONE LOS ANGELES	USA
SEETROEN	CITROEN	CITROEN	BETC PARIS	FRANCE
BILLIE JEAN KING YOUR SHOES	ADIDAS	ADIDAS	TBWA/CHIAT/DAY NEW YORK	USA
UNBOXING THE TRUTH	THOMSON REUTERS FOUNDATION	THOMSON REUTERS FOUNDATION	TBWA/CHIAT/DAY NEW YORK	USA
GLASSES OF DROUGHT	FINISH	FINISH QUANTUM	HAVAS ISTANBUL ISTANBUL	TURKEY
THE GUN VIOLENCE HISTORY BOOK	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	FCB CHICAGO	USA
THE OUTLAW BIKE	ROCKY MOUNTAIN SPORTS CONTENT.	ROCKY MOUNTAIN SPORTS CONTENT.	TALENT MARCEL SÃO PAULO	BRAZIL
INSTRUMENT OF HOPE	SHINEMSD	SHINE MSD	PUBLICIS NEW YORK	USA
GUMSHOE: THE FIRST SHOE MADE FROM RECYCLED CHEWING GUM	AMSTERDAM METROPOLITAN AREA	GUMSHOE	PUBLICIS AMSTERDAM	THE NETHERLANDS
<b>C01 (Digital Design)</b>				
SAMSUNG WITHIN	SAMSUNG MOBILE	SAMSUNG MOBILE	R/GA NEW YORK	USA
9.58 SECONDS – THE WORLD'S FASTEST ANNUAL REPORT	PUMA SE	ANNUAL REPORT	PUBLICIS PIXELPARK HAMBURG	GERMANY
ACCESSIBILITY MAT	FORD MOTOR COMPANY	FORD MOTOR COMPANY	GTB BRASIL SÃO PAULO	BRAZIL
KUPU	SPARK	SPARK	COLENSO BBDO AUCKLAND	NEW ZEALAND
THE SMOOTHEST BURGER	MCDONALD'S FRANCE	EGG MCMUFFIN	TBWA/PARIS	FRANCE
INSTA NOVELS	THE NEW YORK PUBLIC LIBRARY	LITERATURE	MOTHER NEW YORK	USA
BANG & OLUFSEN BRAND EXPERIENCE	BANG & OLUFSEN	ECOMMERCE, UX	PUBLICIS SAPIENT LONDON	UNITED KINGDOM
DESIGN LANGUAGE.AI	BRAUN	AUTOMATED DESIGN TOOL	GREY LONDON	UNITED KINGDOM
<b>C02 (Digital Installations &amp; Events)</b>				
THE QUIET TAXI	HYUNDAI MOTOR GROUP	HYUNDAI SONATA LF TAXI	INNOCEAN WORLDWIDE SEOUL	SOUTH KOREA
FOOTBALL DECODED	MICROSOFT	XBOX / FIFA 18	MCCANN LONDON	UNITED KINGDOM

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MOST DANGEROUS STREET	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	FCB CHICAGO	USA
DALÍ LIVES	THE DALÍ MUSEUM	THE DALÍ MUSEUM	GOODBY SILVERSTEIN & PARTNERS SAN FRANCISCO	USA
<b>C03 (UX, UI &amp; Journey Design)</b>				
DEADLY QUESTIONS	ABORIGINAL VICTORIA, DEPARTMENT OF PREMIER & CABINET (VICTORIA)	ABORIGINAL VICTORIA, DEPARTMENT OF PREMIER & CABINET (VICTORIA)	CLEMENGER BBDO MELBOURNE	AUSTRALIA
TAKUMI: A 60,000 HOUR STORY ON THE SURVIVAL OF HUMAN CRAFT	LEXUS INTERNATIONAL	LEXUS	THE&PARTNERSHIP LONDON	UNITED KINGDOM
9.58 SECONDS – THE WORLD'S FASTEST ANNUAL REPORT	PUMA SE	ANNUAL REPORT	PUBLICIS PIXELPARK HAMBURG	GERMANY
COMPLEXCON	ADIDAS ORIGINALS	ADIDAS ORIGINALS	JAM3 TORONTO	CANADA
CREATABILITY	GOOGLE	EXPERIMENTS IN AI + ACCESSIBILITY	GOOGLE CREATIVE LAB NEW YORK	USA
THINK INSIDE THE BOX	LOCKHEED MARTIN	SPACE EXPLORATION	MCCANN NEW YORK	USA
HISTORY BLOCKS	UNESCO	INSTITUTIONAL	AFRICA SÃO PAULO	BRAZIL
STORYSIGN	HUAWEI	HUAWEI BRAND	FCB INFERNO LONDON	UNITED KINGDOM
<b>C04 (Social Engagement)</b>				
THE FOLDED LOGO	SAMSUNG ELECTRONICS	GALAXY FOLD / MOBILE DEVICES	OGILVY NEW YORK	USA
MADE IN KOREA	SAMSUNG ELECTRONICS	GALAXY FOLD / MOBILE DEVICES	OGILVY NEW YORK	USA
INSTA NOVELS	THE NEW YORK PUBLIC LIBRARY	LITERATURE	MOTHER NEW YORK	USA
GET UP ALARM CLOCK	ELI LILLY AND COMPANY	LARTRUVO (OLARATUMAB)	AREA 23. AN FCB HEALTH NETWORK COMPANY NEW YORK	USA
THE EVOLVING MUSIC VIDEO STARRING ELLA MAI	THE RECORDING ACADEMY	61ST GRAMMY AWARDS	TBWA\CHIAT\DAY LOS ANGELES	USA
<b>D01 (Retail Environment &amp; Design)</b>				
HOUSE OF INNOVATION - 000 NYC AND 001 SH	NIKE, INC.	NIKE DIRECT RETAIL	NIKE PORTLAND	USA
<b>D02 (Retail Installation &amp; Experience)</b>				
BLIZZARD STORE	FRANQUICIAS PANAMENAS	BLIZZARD	FRANQUICIAS PANAMEÑAS S.A. PANAMA	PANAMA
HOUSE OF INNOVATION - 000 NYC AND 001 SH	NIKE, INC.	NIKE DIRECT RETAIL	NIKE PORTLAND	USA
<b>D03 (Point of Sale Consumer Touchpoints &amp; In-store Collateral)</b>				
HUNGRY PUFFS	FOODBANK WA	HUNGRY PUFFS	THE BRAND AGENCY PERTH	AUSTRALIA
<b>D04 (Live Events)</b>				
HANDHELD CONCERT	ROKID	ROKID ME / THE PORTABLE SMART SPEAKER	THE NINE SHANGHAI	CHINA
THE BRIDAL UNIFORM	UN WOMEN	ANTI-CHILD MARRIAGES	BBDO PAKISTAN LAHORE	PAKISTAN
THE UNBREAKABLE RAINBOW	UNILEVER - BEN&JERRY'S	CSR EVENT	180HEARTBEATS+JUNG V MATT WARSAW	POLAND
BILLIE JEAN KING YOUR SHOES	ADIDAS	ADIDAS	TBWA\CHIAT\DAY NEW YORK	USA
<b>D05 (Spatial &amp; Sculptural Exhibitions and Experiences)</b>				
PRIDE SHIELD	FONDATION ÉMERGENCE	INTERNATIONAL DAY AGAINST HOMOPHOBIA AND TRANSPHOBIA	RETHINK TORONTO	CANADA
THE UNBREAKABLE RAINBOW	UNILEVER - BEN&JERRY'S	CSR EVENT	180HEARTBEATS+JUNG V MATT WARSAW	POLAND
ABSOLUT STREET TREES	PERNOD RICARD MÉXICO	ABSOLUT	PERNOD RICARD MEXICO	MEXICO
007 ELEMENTS	NEAL CALLOW	007	OPTIMIST HAMBURG	GERMANY
THE IMPACTFUL REMINDER	VISION ZERO PROJECT (CITY OF MONTREAL)	THE IMPACTFUL REMINDER STREET EXHIBIT	SID LEE MONTRÉAL	CANADA
GRAVE OF THRONES	FOXTEL	GAME OF THRONES	REVOLVER\WILL O'ROURKE SYDNEY	AUSTRALIA
THINK INSIDE THE BOX	LOCKHEED MARTIN	SPACE EXPLORATION	MCCANN NEW YORK	USA
FOCUS LINES	MINISTERIO DE TRANSPORTE Y OBRAS PUBLICAS	ROAD SAFETY	FAMOUSGREY BRUSSELS	BELGIUM
MOST DANGEROUS STREET	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	FCB CHICAGO	USA
<b>D06 (Wayfinding &amp; Signage)</b>				
FOCUS LINES	MINISTERIO DE TRANSPORTE Y OBRAS PUBLICAS	ROAD SAFETY	FAMOUSGREY BRUSSELS	BELGIUM
<b>E01 (Food)</b>				
BUSHE	BUSHE	A CHAIN OF A CITY CAFES	BUSHE PITER	RUSSIA
<b>E02 (Drinks)</b>				
FIT PACK	CORONA	CORONA EXTRA	LEO BURNETT MÉXICO MEXICO CITY	MEXICO
<b>E03 (Other FMCG &amp; Consumer Durables )</b>				
CHANGING THE GAME	MICROSOFT	XBOX	MCCANN NEW YORK	USA
THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE FEMALE COMPANY	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	SCHOLZ & FRIENDS BERLIN	GERMANY
<b>E06 (Special Editions &amp; Promotional Packaging)</b>				
PASS THE BILL	LEAF FORWARD	LEAF FORWARD	RETHINK TORONTO	CANADA
BAHLSSEN - THE BAHLSSEN FAMILY	BAHLSSEN GMBH & CO. KG	BAHLSSEN GMBH & CO. KG	MUTABOR HAMBURG	GERMANY

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FIT PACK	CORONA	CORONA EXTRA	LEO BURNETT MÉXICO MEXICO CITY	MEXICO
LOSING BLUE	CORONA	CORONA EXTRA	LEO BURNETT MÉXICO MEXICO CITY	MEXICO
BLOOMY DAYS "FLOWERS TALKING"	BLOOMY DAYS	BLOOMY DAYS	HEIMAT BERLIN	GERMANY
NISSIN - THE APOLOGY	NISSIN	NISSIN LAMEN	DENTSU BRAZIL SÃO PAULO	BRAZIL
THE WASTE MEASURE	GREENPEOPLE	AWARENESS CAMPAIGN	CHEIL WORLDWIDE SÃO PAULO	BRAZIL
P&G ORKID - UNCOVER THE SHAME	P&G ORKID	ORKID	4129GREY ISTANBUL	TURKEY
<b>F01 (Consumer Technology &amp; Homeware)</b>				
THE URBAN MOBILITY SOLUTION	UJET	UJET ELECTRIC SCOOTER	LEO BURNETT FRANKFURT	GERMANY
7:1 FURNITURE COLLECTION	HOMEPRO	HOMEPRO	BBDO BANGKOK	THAILAND
DOT MINI. THE FIRST SMART MEDIA DEVICE FOR THE VISUALLY IMPAIRED.	DOT	DOT	SERVICEPLAN GERMANY MUNICH	GERMANY
CHANGING THE GAME	MICROSOFT	XBOX	MCCANN NEW YORK	USA
<b>F02 (Lifestyle, Fashion, Leisure, Sports &amp; Outdoor)</b>				
I AM TRASH, LES FLEURS DU DÉCHET	ETAT LIBRE D'ORANGE	PERFUME - I AM TRASH, LES FLEURS DU DÉCHET	OGILVY PARIS	FRANCE
BILLIE JEAN KING YOUR SHOES	ADIDAS	ADIDAS	TBWA\CHIAT\DAY NEW YORK	USA
GERMAN FEDERAL ASSOCIATION OF FUNERAL DIRECTORS "MY PERSONAL COFFIN"	GERMAN FEDERAL ASSOCIATION OF FUNERAL DIRECTORS	FUNERALS/COUNSELLING/COFFIN CONSULTATION AND SELECTION	HEIMAT BERLIN	GERMANY
LEGS TO FLY	ESPN	INSTITUTIONAL	AFRICA SÃO PAULO	BRAZIL
TOMMY HILFIGER ADAPTIVE	TOMMY HILFIGER	TOMMY HILFIGER ADAPTIVE: ADAPTIVE CLOTHING FOR PEOPLE WITH DISABILITIES	WUNDERMAN THOMPSON NEW YORK	USA
GUMSHOE: THE FIRST SHOE MADE FROM RECYCLED CHEWING GUM	AMSTERDAM METROPOLITAN AREA	GUMSHOE	PUBLICIS AMSTERDAM	THE NETHERLANDS
<b>F03 (Infant Products, Toys &amp; Educational Products)</b>				
PROJET AU COEUR DE TOI	ENFANTS TRANSGENRES CANADA	PROJET AU CŒUR DE TOI – EDUCATIONAL DOLL	LG2 MONTRÉAL	CANADA
SANS FORGETICA	RMIT UNIVERSITY	RMIT UNIVERSITY EDUCATION	NAKED COMMUNICATIONS SYDNEY	AUSTRALIA
STORYSIGN	HUAWEI	HUAWEI BRAND	FCB INFERNO LONDON	UNITED KINGDOM
MASSIRA PROJECT	PLAYSTATION TALENTS	MASSIRA GAME (PLAYSTATION)	TBWA\ESPAÑA MADRID	SPAIN
HISTORY BLOCKS	UNESCO	INSTITUTIONAL	AFRICA SÃO PAULO	BRAZIL
<b>F04 (Medical Products)</b>				
HUGGIES H-SECTION	HUGGIES/KIMBERLY-CLARK	HUGGIES DIAPERS	OGILVY CANADA TORONTO	CANADA