

# Digital Craft Lions

## 2019 Winners



| Title   | Brand                                     | Product/Service                           | Entrant Company                             | Country         | Prize       |
|---|---|---|---|-----------------|-------------|
| A03 (Motion Graphics Design & Animation)                          |   |   |   |                 |             |
| NEVER ASK   | NIKE                                      | NIKE FOOTBALL                             | WIZZ / QUAD GROUP PARIS                     | FRANCE          | GOLD LION   |
| GOOGLE PIXEL 3 X CHILDISH GAMBINO                                 | GOOGLE                                    | PIXEL 3                                   | CASHMERE AGENCY LOS ANGELES                 | USA             | BRONZE LION |
| MY LIFE AS A NPC  | UBISOFT                                   | ASSASSINS CREED ODYSSEY                   | DDB PARIS                                   | FRANCE          | GOLD LION   |
| A05 (Overall Aesthetic Design (incl. UI))                         |   |   |   |                 |             |
| INSTA NOVELS  | THE NEW YORK PUBLIC LIBRARY               | LITERATURE                                | MOTHER NEW YORK                             | USA             | SILVER LION |
| A06 (UX & Journey Design)   |   |   |   |                 |             |
| COMPLEXCON  | ADIDAS ORIGINALS                          | ADIDAS ORIGINALS                          | JAM3 TORONTO                                | CANADA          | BRONZE LION |
| STORYSIGN   | HUAWEI                                    | HUAWEI BRAND                              | FCB INFERNO LONDON                          | UNITED KINGDOM  | GOLD LION   |
| A08 (Experience Design: Voice)                                    |   |   |   |                 |             |
| WESTWORLD: THE MAZE   | HBO                                       | WESTWORLD                                 | 360I NEW YORK                               | USA             | GOLD LION   |
| B01 (Cross-channel Storytelling)                                  |   |   |   |                 |             |
| EXPENSIFY THIS  | EXPENSIFY                                 | MOBILE APP EXPENSIFY                      | JOHNXHANNES NEW YORK                        | USA             | SILVER LION |
| B02 (Real-time Contextual Content)                                |   |   |   |                 |             |
| SNELWEG SPROOKJES   | VOLKSWAGEN                                | VOLKSWAGEN APPLICATION                    | ISOBAR AMSTERDAM                            | THE NETHERLANDS | SILVER LION |
| B03 (Personalised Storytelling & Experience)                      |   |   |   |                 |             |
| ADDRESS THE FUTURE  | CARLINGS                                  | THE DIGITAL COLLECTION                    | VIRTUE COPENHAGEN                           | DENMARK         | GRAND PRIX  |
| C01 (Data Storytelling)   |   |   |   |                 |             |
| TRENDING BOTICS   | CONGRESSO EM FOCO                         | INSTITUTIONAL                             | FCB BRASIL SÃO PAULO                        | BRAZIL          | BRONZE LION |
| MOST DANGEROUS STREET   | ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE | ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE | FCB CHICAGO                                 | USA             | BRONZE LION |
| C02 (Real-time Usage & Targeting)                                 |   |   |   |                 |             |
| LIVE MOVES  | BACARDI                                   | BACARDI                                   | BBDO NEW YORK                               | USA             | BRONZE LION |
| C03 (Data Visualisation)  |   |   |   |                 |             |
| BLINDMETERS   | OVK / PEVR (PARENTS OF ROAD VICTIMS)      | ROAD SAFETY AWARENESS MESSAGE             | HAPPINESS BRUSSELS BRUSSELS                 | BELGIUM         | SILVER LION |
| C04 (Curation of Data)  |   |   |   |                 |             |
| DOT TRANSLATION ENGINE. THE FIRST AI BRAILLE TRANSLATION SOFTWARE | DOT INC.                                  | DOT TRANSLATION ENGINE                    | SERVICEPLAN GERMANY MUNICH                  | GERMANY         | BRONZE LION |
| C05 (AI Storytelling)   |   |   |   |                 |             |
| DALÍ LIVES  | THE DALÍ MUSEUM                           | THE DALÍ MUSEUM                           | GOODBY SILVERSTEIN & PARTNERS SAN FRANCISCO | USA             | SILVER LION |
| C06 (IA Application )   |   |   |   |                 |             |
| BLOCK WISH  | HOK-ELANTO   S GROUP                      | ALEPA                                     | HOK-ELANTO HELSINKI                         | FINLAND         | BRONZE LION |
| D01 (Innovative Use of Technology)                                |   |   |   |                 |             |
| LIVE SOCIAL PRESS JUNKET  | CRICKET WIRELESS                          | TELECOMMUNICATION / CELL PHONE PLANS      | ARGONAUT SAN FRANCISCO                      | USA             | BRONZE LION |
| CREATABILITY  | GOOGLE                                    | EXPERIMENTS IN AI + ACCESSIBILITY         | GOOGLE CREATIVE LAB NEW YORK                | USA             | BRONZE LION |
| D02 (Native & Built-in Feature Integration)                       |   |   |   |                 |             |
| MORSE CODE FOR GBOARD   | GOOGLE                                    | EXTENSION FOR SMARTPHONE KEYBOARDS        | GOOGLE CREATIVE LAB NEW YORK                | USA             | SILVER LION |
| E01 (AR / VR Utility)   |   |   |   |                 |             |
| KUPU  | SPARK                                     | SPARK                                     | COLENZO BBDO AUCKLAND                       | NEW ZEALAND     | BRONZE LION |
| E02 (AR / VR Immersive Storytelling)                              |   |   |   |                 |             |
| AGE OF SAIL   | GOOGLE                                    | N/A                                       | GOOGLE SPOTLIGHT STORIES MOUNTAIN VIEW      | USA             | SILVER LION |
| ECHOS   | UBISOFT                                   | THE DIVISION 2                            | DDB PARIS                                   | FRANCE          | BRONZE LION |