

Digital Craft Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant Company	Entrant Location	Idea Creation	Production	Media	PR	Additional
A01 (UI)											
A01/001	00030	HEALING JUNGLE	HYUNDAI MARINE & FIRE INSURANCE	HYUNDAI MARINE & FIRE INSURANCE	INNOCEAN WORLDWIDE	Seoul SOUTH KOREA	INNOCEAN WORLDWIDE Seoul	ELIOT Seoul / GOODLUCK Seoul / LINEHOLIC Seoul / TRUMAKUS Seoul	INNOCEAN WORLDWIDE Seoul	INNOCEAN WORLDWIDE Seoul	HYUNDAI MARINE & FIRE INSURANCE Seoul
A05 (Music / Sound Design)											
A05/001	00011	TM DRINKING IT FOR YOU	DB BREWERIES	DB BREWERIES	COLENZO BBDO	Auckland NEW ZEALAND	COLENZO BBDO Auckland	LIQUID STUDIOS Auckland / SWEETSHOP Auckland	CARAT Auckland	DRUM Auckland	DB BREWERIES Auckland
A05/006	00094	RECIPROKE	HORMEL FOODS INTERNATIONAL	SPAM® BRAND	BBDO GUERRERO	Makati City THE PHILIPPINES	BBDO GUERRERO Makati City	FLARE MANILA Makati City / WYD PRODUCTIONS Makati City	MEDIADONUTS Makati City / OMD PHILIPPINES Makati City		
A06 (Overall Aesthetic Design)											
A06/003	00059	RUN YOUR WAY	PUMA	PUMA HYBRID ASTRO	MEDIAMONKS	Hilversum THE NETHERLANDS	MEDIAMONKS Hilversum	MEDIAMONKS Hilversum			
B01 (UX & Journey Design)											
B01/002	00005	SAMURAI AVATAR	ALL NIPPON AIRWAYS	IS JAPAN COOL?	ENJIN	Tokyo JAPAN	ENJIN Tokyo	BIRDMAN Tokyo		AUR Tokyo	
B01/004	00044	SAFETY HUB	NRMA	HOME INSURANCE	CHE PROXIMITY	Melbourne AUSTRALIA	CHE PROXIMITY Melbourne	CHE PROXIMITY Melbourne / IAG Sydney	CHE PROXIMITY Melbourne	CHE PROXIMITY Melbourne	
B02 (Native & Built-in Feature Integration)											
B02/001	00070	POWERSHARE STATIONS	SAMSUNG	SPECIAL BUILD OUTDOOR	LEO BURNETT	SYDNEY AUSTRALIA	LEO BURNETT SYDNEY		JCDECAUX AUSTRALIA Sydney / STARCOM Melbourne		
B03 (Experience Design: Multi-platform)											
B03/004	00077	CITY OF POSSIBILITIES	STB	SINGAPORE	AIRBAG	Melbourne AUSTRALIA	TBWA/SINGAPORE	AIRBAG Melbourne / SIXTOES TV Singapore			
B04 (Overall Functional Design)											
B04/002	00078	CITY OF POSSIBILITIES	SINGAPORE TOURISM BOARD	SINGAPORE	TBWA/SINGAPORE	SINGAPORE	TBWA/SINGAPORE	AIRBAG Melbourne / TBWA/SINGAPORE			
C01 (Curation of Data)											
C01/004	00043	TUNA SCOPE	SOJITZ CORPORATION	TUNA SCOPE	DENTSU INC.	Tokyo JAPAN	DENTSU INC. Tokyo	AT ARMZ Osaka / DENTSU CREATIVE X INC. Tokyo / DENTSU LIVE INC. Tokyo / INFORMATION SERVICES INTERNATIONAL- DENTSU, LTD. Tokyo / KOOZYT, INC. Tokyo			SOJITZ CORPORATION Tokyo
C02 (Data Storytelling)											
C02/003	00003	STRADIVARIUS: TIMELESS JOURNEY	TOKYO STRADIVARIUS FESTIVAL 2018 COMMITTEE / NIPPON VIOLIN CO.,LTD	TOKYO STRADIVARIUS FESTIVAL 2018	DENTSU INC.	Tokyo JAPAN	DENTSU INC. Tokyo	ACOUSTICFIELD, INC. Tokyo / ONO SOKKI Yokohama / QOSMO Tokyo / STUDIO ATLIO Tokyo			BAGN Tokyo / DESIGN OFFICE LINE Tokyo / NAGATA ACOUSTICS Tokyo / NEWPORT Tokyo
C02/004	00035	THE PERFECT CANDIDATE	THE AUSTRALIAN FUTURES PROJECT	THE PERFECT CANDIDATE	ISOBAR	Melbourne AUSTRALIA	ISOBAR Melbourne	ISOBAR Melbourne		COX INALL CHANGE Melbourne	
C02/010	00092	WOMEN WILL: THE DIVIDE	GOOGLE	WOMEN WILL	GOOGLE BRAND STUDIO	APAC JAPAN Tokyo	GOOGLE BRAND STUDIO APAC Tokyo	GOOGLE BRAND STUDIO APAC Tokyo			
C03 (Data Visualisation)											
C03/005	00041	NIKKEI BLEND	Nikkei Inc.	NIKKEI BLEND	DENTSU INC.	Tokyo JAPAN	DENTSU INC. Tokyo	DANCE NOT ACT Tokyo / DENTSU CREATIVE FORCE Tokyo / DENTSU LIVE INC. Tokyo / MASKMAN Tokyo / TOW CO.,LTD Tokyo		DENTSU PUBLIC RELATIONS Tokyo	JIGOWATTS Tokyo / NIKKEI INC. Tokyo / NISSHO Tokyo / TAKI CORPORATION Tokyo / VONS PICTURES Tokyo
D01 (New Realities & Voice Activation)											
D01/001	00018	HAGGLEBOT	FLIPKART INTERNET PVT LTD	SALE EVENT - FLIPKART'S THE BIG BILLION DAYS	DENTSU WEBCHUTNEY	Bangalore INDIA	DENTSU WEBCHUTNEY Bangalore	GOOGLE ASIA PACIFIC Singapore			FLIPKART Bangalore
D02 (Innovative Use of Technology)											
D02/003	00026	KUPU	SPARK	SPARK	COLENZO BBDO	Auckland NEW ZEALAND	COLENZO BBDO Auckland	CREATURE Auckland / FRANKLIN RD Auckland	PHD Auckland	DRUM Auckland	GOOGLE ZOO Sydney / RUSH DIGITAL INTERACTIVE Auckland / TE AKA MAORI DICTIONARY Auckland

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D02/006	00046	THE DYSTOPIA EXPERIENCE	SONY MUSIC ENTERTAINMENT	AMAZARASHI	SIX Tokyo	JAPAN	HAKUHODO INC. Tokyo / HAKUHODO KETTLE INC Tokyo / SIX Tokyo	EPOCH Tokyo / FT Tokyo
D02/008	00079	CITY OF POSSIBILITIES	SINGAPORE TOURISM BOARD	SINGAPORE	TBWA/SINGAPORE	SINGAPORE	TBWA/SINGAPORE	AIRBAG Melbourne / TBWA/SINGAPORE

D04 (Advanced Learning Technologies)

D04/001	00010	TUNA SCOPE	SQJITZ CORPORATION	TUNA SCOPE	DENTSU INC. Tokyo	JAPAN	DENTSU INC. Tokyo	AT ARMZ Osaka / DENTSU CREATIVE X INC. Tokyo / DENTSU LIVE INC. Tokyo	INFORMATION SERVICES INTERNATIONAL- DENTSU, LTD. Tokyo / KOOZYT, INC. Tokyo / SQJITZ CORPORATION Tokyo
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