

Shortlist (Design Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency	Media Agency	Production Company
A01 (Posters)									
A01/005	00015	CARVING OF THE FOREST	SUNTORY HOLDINGS	HAKUSHU	TOKYU AGENCY Tokyo	JAPAN	TOKYU AGENCY Tokyo		WONDERACTIVE Tokyo
A01/007	00041	140TH	TAISEI CORPORATION	CORPORATION CAMPEIGN	DENTSU Tokyo	JAPAN	DENTSU Tokyo / COMMON DESIGN Tokyo		
A01/015	00099	HUMAN PRINT POSTER	FUMINOSATO SHOPPING ARCADE/THE OSAKA CHAMBER OF INDUSTRY	FISH MARKET UOSHIN	DENTSU KANSAI Osaka	JAPAN	DENTSU KANSAI Osaka		
A01/016	00112	ECHTZEIT BOOK CAMPAIGN "HOW TO BE A MOTHER"	ECHTZEIT PUBLISHING	ECHTZEIT PUBLISHING	RUF LANZ Zürich	SWITZERLAND	RUF LANZ Zürich		
A01/040	00233	PORTABLE BIRDHOUSE	MALAYSIAN NATURE SOCIETY	MALAYSIAN NATURE SOCIETY	RAPP MALAYSIA Petaling Jaya	MALAYSIA	RAPP MALAYSIA Petaling Jaya		
A01/046	00269	ROLLING EGGS	SHIGA ART SCHOOL	ROLLING EGGS	CREATIVE POWER UNIT Tokyo	JAPAN	CREATIVE POWER UNIT Tokyo		CREATIVE POWER UNIT Tokyo
A01/047	00272	THE BEAUTIFUL BLACK LIST	YOSHIDA HIDEO MEMORIAL FOUNDATION/ADVERTISING MUSEUM TOKYO	D&AD 2013 EXHIBITION IN JAPAN "THE BEAUTIFUL BLACK LIST - TRACING THE 50 YEARS OF D&AD AWARDS"	DENTSU Tokyo	JAPAN	DENTSU Tokyo		CREATIVE POWER UNIT Tokyo
A01/050	00304	WHITE SHADOW	DMG::EVENTS JAPAN	AD:TECH TOKYO 2013	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo		HAKUHODO PRODUCT'S Tokyo
A01/067	00413	ACTIVITY HOLIDAY ON THE LAKE	VILLA VERDIN	VILLA VERDIN	WIEN NORD Vienna	AUSTRIA	WIEN NORD Vienna		
A01/071	00478	ATAXIA. ATTACK IT BACK	ATAXIA UK	CHARITY	TBWAILONDON	UNITED KINGDOM	TBWAILONDON		
A01/096	00791	THE FURNITURE IS THE POSTER	FRETTEX	COLLECTING SECOND HAND FURNITURE	KITCHEN LEO BURNETT Oslo	NORWAY	KITCHEN LEO BURNETT Oslo		
A01/108	00953	ARMS TRADE TREATY	AMNESTY INTERNATIONAL	CLICKBOOM.ORG	ODYSSEUS ARMS San Francisco, CA	USA	ODYSSEUS ARMS San Francisco, CA		RED CAR New York / AMNESTY INTERNATIONAL New York
A01/110	00957	SOLDIERS/SAMURAI/KNIG HTS	ARS CHEMICAL (THAILAND)	HOUSEHOLD	DENTSU SINGAPORE	SINGAPORE	DENTSU SINGAPORE		
A01/115	01104	KNIVES	ZWILLING J. A. HENCKELS	KNIVES	HEREZIE Paris	FRANCE	HEREZIE Paris		CLEO PROD Paris
A01/128	01380	PAPER PRISON	MANDELA POSTER PROJECT	DESIGN COLLECTIVE	INTERBRAND New York	USA	INTERBRAND New York		
A01/136	01492	VANISHED GIRLS POSTER CAMPAIGN	UNICEF	STOP VIOLENCE AGAINST GIRLS	JWT/FABRIKANT Zurich	SWITZERLAND	JWT/FABRIKANT Zurich		
A01/139	01640	THE POWER OF COLOR	PANTONE	PANTONE	Y&R SHANGHAI	CHINA	Y&R SHANGHAI		
A01/140	01641	A CUT ABOVE	ZHANG XIAO QUAN	KNIFE	Y&R SHANGHAI	CHINA	Y&R SHANGHAI		
A01/146	01734	CAVITIES ATTACK AT NIGHT	COLGATE-PALMOLIVE	TOOTHPASTE	RED FUSE COMMUNICATIONS Hong Kong	HONG KONG	RED FUSE COMMUNICATIONS Hong Kong / Y&R MYANMAR Yangon	MEC HONG KONG	
A01/147	01735	GOOD FOOD VS BAD	COLGATE-PALMOLIVE	TOOTHPASTE	RED FUSE COMMUNICATIONS Hong Kong	HONG KONG	RED FUSE COMMUNICATIONS Hong Kong / Y&R MYANMAR Yangon	MEC HONG KONG	
A01/148	01736	GRANDPA'S TEETH	COLGATE-PALMOLIVE	TOOTHPASTE	RED FUSE COMMUNICATIONS Hong Kong	HONG KONG	RED FUSE COMMUNICATIONS Hong Kong / Y&R MYANMAR Yangon	MEC HONG KONG	
A01/149	01746	DECODICONS	LANGENSCHIEDT	LANGENSCHIEDT TRANSLATION DICTIONARIES	GREY DÜSSELDORF	GERMANY	GREY DÜSSELDORF / KW43 BRANDDESIGN Düsseldorf	GREY MEDIA Düsseldorf	
A01/151	01768	DISCOVER SOMETHING NEW: POSTER SERIES	MELBOURNE FOOD AND WINE FESTIVAL	PUBLIC FESTIVAL	OGILVY MELBOURNE	AUSTRALIA	OGILVY MELBOURNE		ONE20 Melbourne
A01/171	02167	ARIEL WHITE POSTERS	PROCTER & GAMBLE	ARIEL	SAATCHI & SAATCHI Dubai	UNITED ARAB EMIRATES	SAATCHI & SAATCHI Dubai		
A01/277	02425	STAMPS	AUDI SCHWEIZ, AMAG	AUDI QUATTRO	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI / Y&R GROUP SWITZERLAND Zürich		
A01/334	02309	THE QUALMS	STEPPEWOLF THEATRE	THEATRE	OGILVY & MATHER CHICAGO Chicago	USA	OGILVY & MATHER CHICAGO Chicago		
A01/335	02310	THE WHEEL	STEPPEWOLF THEATRE	THEATRE	OGILVY & MATHER CHICAGO Chicago	USA	OGILVY & MATHER CHICAGO Chicago		
A01/336	02312	TRIBES	STEPPEWOLF THEATRE	THEATRE	OGILVY & MATHER CHICAGO Chicago	USA	OGILVY & MATHER CHICAGO Chicago		
A01/337	02313	WAY WAY WEST	STEPPEWOLF THEATRE	THEATRE	OGILVY & MATHER CHICAGO Chicago	USA	OGILVY & MATHER CHICAGO Chicago		

Shortlist (Design Lions)

A02 (Flyers, Tickets, Invitations, Postcards, Christmas and Other Greetings Cards)

A02/010	00534	SORRY I SPENT IT ON MYSELF	HARVEY NICHOLS	CHRISTMAS	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London	PHD London / ROCKET London
A02/020	01521	PANDA CUPS	THE TORONTO ZOO	PANDA EXHIBIT	CUNDARI Toronto	CANADA	CUNDARI Toronto	
A02/026	01780	HYENA	JOBURG ZOO	NIGHT TOURS	Y&R SOUTH AFRICA Cape Town	SOUTH AFRICA	Y&R SOUTH AFRICA Cape Town	
A02/027	01845	FLIGHT AGAINST CANCER	HOSPITAL DE CANCER DE BARRETOS	CANCER HOSPITAL	WMcCANN São Paulo	BRAZIL	WMcCANN São Paulo	CONSPIRAÇÃO FILMES São Paulo
A02/033	01294	8 LIVES	NATIONAL TRANSPLANT RESOURCES CENTRE (NTRC)	ORGAN DONATION	Y&R MALAYSIA Kuala Lumpur	MALAYSIA	Y&R MALAYSIA Kuala Lumpur	
A02/039	01920	RESULTS DON'T LIE	CAANZ COMMUNICATION AGENCIES ASSOCIATION	THE NEW ZEALAND EFFIE AWARDS	WHYBIN/TBWAIDAN Auckland	NEW ZEALAND	WHYBIN/TBWAIDAN Auckland	
A02/046	02431	SKINNED ALIVE	WILDLIFE MANAGEMENT ASSOCIATION	ANIMAL RIGHTS APPEAL	INNOCEAN WORLDWIDE Seoul	SOUTH KOREA	INNOCEAN WORLDWIDE Seoul	PLANIT Seoul
A02/049	02097	PORTRAITS AGAINST OBLIVION	AMNESTY INTERNATIONAL	HUMAN RIGHTS ORGANISATION	LOWE GINKGO Montevideo	URUGUAY	LOWE GINKGO Montevideo	
A02/052	02598	THE 500 NANOMETERS MAIL 3M		PETRIFILM	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil	MARURI PRODUCTIONS Guayaquil

A03 (Calendars)

A03/015	01005	LANGUAGES TAKE YOU FURTHER	INLINGUA SPRACHSCHULE HAMBURG	LANGUAGE SCHOOL	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg	
A03/027	01892	EFFECTIVE MICROORGANISMS CALENDAR	EMRO ASIA CO.,LTD	EM	CREATIVE JUICE/BANGKOK	THAILAND	CREATIVE JUICE/BANGKOK	MEOUR Bangkok
A03/029	01975	HAIRSTYLE CALENDAR	HAIR CULTURE	BEAUTY SALON	LEO BURNETT HONG KONG	HONG KONG	LEO BURNETT HONG KONG	
A03/036	02480	TOPOGRAPHIC CALENDAR	LANDROVER	LANDROVER	TBWAISTANBUL	TURKEY	TBWAISTANBUL	
A03/041	02693	THE DOG WALKING CALENDAR	P&G	EUKANUBA	AFRICA São Paulo	BRAZIL	AFRICA São Paulo	

A04 (Books)

A04/004	00050	MOTHER BOOK	KISHOKAI MEDICAL CORPORATION	BELL-NET OBSTETRICS	DENTSU Nagoya	JAPAN	DENTSU Nagoya / OPENENDS Nagoya	
A04/007	00098	ZEIT WERT GEBEN – EIN INSPIRATIONSBUCH MIT 40 GUTEN GEDANKEN	DM-DROGERIE MARKT	BOOK	PROJEKTTRIANGLE DESIGN STUDIO Stuttgart	GERMANY	PROJEKTTRIANGLE DESIGN STUDIO	
A04/010	00217	FABCAFE BRAND BOOK	FABCAFE	FABCAFE	LOFTWORK Tokyo	JAPAN	LOFTWORK Tokyo / 777INTERACTIVE	
A04/011	00260	THE BEAUTIFUL BLACK LIST_BOOK	YOSHIDA HIDEO MEMORIAL FOUNDATION/ADVERTISING MUSEUM TOKYO	D&AD 2013 EXHIBITION IN JAPAN "THE BEAUTIFUL BLACK LIST - TRACING THE 50 YEARS OF D&AD AWARDS"	DENTSU Tokyo	JAPAN	DENTSU Tokyo	CREATIVE POWER UNIT Tokyo
A04/018	00620	RUBBISH FAMZINE	HOLYCRAP.SG	HOLYCRAP.SG	KINETIC SINGAPORE	SINGAPORE	KINETIC SINGAPORE	
A04/027	01026	MY BIGGEST MISTAKE	WIENERS + WIENERS	BOOK	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg	
A04/054	00819	OREO BOOK	OREO	COOKIES	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond	

A05 (Self-Promotion)

A05/002	00128	FACECAKE	MACHINE	ADVERTISING AGENCY	MACHINE Cape Town	SOUTH AFRICA	MACHINE Cape Town	
A05/007	00276	»THE MAKING OF«	KMS TEAM	»TONGUE-IN-CHEEK« VIDEO	KMS TEAM Munich	GERMANY	KMS TEAM Munich	
A05/016	00578	78 LB	LEO BURNETT	EVENT - 78TH LEO BURNETT ANNIVERSARY CELEBRATION	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO	
A05/021	00650	THE POACHING PHONE	FP7/DXB	RECRUITMENT CAMPAIGN (SELF-PROMOTION)	FP7/DXB Dubai	UNITED ARAB EMIRATES	FP7/DXB Dubai	
A05/041	01384	CREATING BRAND VALUE	INTERBRAND MADRID	BEST SPANISH BRANDS RANKING	INTERBRAND New York	USA	INTERBRAND MADRID	TRICEFALO STUDIO Madrid
A05/066	02639	THE GEEK RECRUITMENT	GREY LONDON	ADVERTISING AGENCY (INTERNAL RECRUITMENT)	GREY LONDON	UNITED KINGDOM	GREY LONDON	
A05/067	00441	CONCEPT BRIQUETTE	DDB & TRIBAL AMSTERDAM	DDB & TRIBAL AMSTERDAM	DDB & TRIBAL WORLDWIDE Amsterdam	THE NETHERLANDS	DDB & TRIBAL WORLDWIDE Amsterdam	

A06 (Promotional Item)

A06/001	00001	POO-POO PETS	CLOSED	CHILDREN'S SHOE COLLECTION	GÜRTLERBACHMANN Hamburg	GERMANY	GÜRTLERBACHMANN Hamburg	
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Shortlist (Design Lions)

A06/006	00051	MOTHER BOOK	KISHOKAI MEDICAL CORPORATION	BELL-NET OBSTETRICS	DENTSU Nagoya	JAPAN	DENTSU Nagoya / OPENENDS Nagoya	
A06/020	00965	GET WELL KIT	SANOFI-AVENTIS GROUP	GET WELL KIT	GEOMETRY GLOBAL Moscow	RUSSIA	GEOMETRY GLOBAL Moscow / OGILVY COMMONHEALTH Moscow	BROX PRODUCTION Moscow
A06/025	00343	THE STREET STORE	THE HAVEN NIGHT SHELTER	PUBLIC AWARENESS/CHARITY	M&C SAATCHI ABEL Cape Town	SOUTH AFRICA	M&C SAATCHI ABEL Cape Town	
A06/033	00531	PJS	WALMART CANADA	WALMART.CA	JWT Toronto	CANADA	JWT Toronto	
A06/034	00535	SORRY I SPENT IT ON MYSELF	HARVEY NICHOLS	CHRISTMAS	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London	PHD London / ROCKET London
A06/050	00928	THE PAPER SKIN	FEDRIGONI GERMANY	FEDRIGONI FINE PAPER	GEOMETRY GLOBAL GERMANY Berlin	GERMANY	GEOMETRY GLOBAL GERMANY Frankfurt	
A06/115	02262	DRINKABLE BOOK	WATERISLIFE	WATERISLIFE	DDB NEW YORK	USA	DDB NEW YORK	
A06/121	00218	THE BOTTLED WALKMAN	SONY NZ	RETAIL ITEM - WATERPROOF HEADPHONES LAUNCH	FCB NEW ZEALAND Auckland	NEW ZEALAND		
A06/139	01706	RAVIOLI CUTTERS	VOLKSWAGEN DO BRASIL	VOLKSWAGEN BUS	ALMAPBDDO São Paulo	BRAZIL	ALMAPBDDO São Paulo	
A06/149	01968	TAPEMAILING	VOLKSWAGEN	VOLKSWAGEN CLASSIC PARTS	DDB TRIBAL GROUP Düsseldorf	GERMANY	DDB TRIBAL GROUP Düsseldorf	
A06/151	01977	GIFT BOX	THE SALVATION ARMY, CROWN RELOCATIONS	RE-CYCLING	LEO BURNETT HONG KONG	HONG KONG	LEO BURNETT HONG KONG	
A06/161	02203	PROUD OF BELGIAN BEER	VLAM - BELGIAN BREWERS	BEER	DDB BRUSSELS	BELGIUM	DDB BRUSSELS	MINDSHARE Brussels
A06/165	01057	MOZZIE BOX	SP BREWERY	SP LAGER PROMO ITEM	GEORGE PATTERSON Y&R Brisbane	AUSTRALIA	GEORGE PATTERSON Y&R Brisbane	
A06/172	02334	THE COCA COLA BIO COOLER	THE COCA-COLA COMPANY	COCA-COLA	LEO BURNETT COLOMBIA Bogotá	COLOMBIA	LEO BURNETT COLOMBIA Bogotá	GRABADOS Y CORTES Bogotá
A06/188	02481	TOPOGRAPHIC CALENDAR	LANDROVER	LANDROVER	TBWA ISTANBUL	TURKEY	TBWA ISTANBUL	
A06/193	02576	FREEDOM CANDLES	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER LONDON	KINETIC WORLDWIDE London
A06/194	02640	THE SUNDAY TIMES - MICHELLE	NEWS UK	NEWSPAPER	GREY LONDON	UNITED KINGDOM	GREY LONDON	M/SIX London
A06/218	01347	LIGHT AFTER SCHOOL	HAIER	LIGHTING	PUBLICIS SHANGHAI	CHINA	PUBLICIS SHANGHAI	
A06/226	02587	GLOW IN THE DARK PACKAGING	PHILIPS MALAYSIA	PHILIPS MASTER LEDTUBE	OGILVY MALAYSIA Kuala Lumpur	MALAYSIA	OGILVY MALAYSIA Kuala Lumpur	
A06/242	01619	THE BARBECUE BIBLE	TRAMONTINA	BARBECUE PRODUCTS	JWT BRAZIL São Paulo	BRAZIL	JWT BRAZIL São Paulo	SANTA TRANSMEDIA PRODUCTIONS Porto Alegre
A06/251	02473	HONDA H20	HONDA	HONDA FCX	LEO BURNETT MELBOURNE	AUSTRALIA	LEO BURNETT MELBOURNE	ZENITHOPTIMEDIA Melbourne

A07 (Publications & Business Communications)

A07/015	00431	THE TOMORROW PROJECT	THE PRINCE'S TRUST	TOMORROW'S STORE	CHI & PARTNERS London	UNITED KINGDOM	CHI & PARTNERS London	
A07/030	01032	PHEROMONES CARDS	AXE CANADA	COSMETICS & TOILETRIES	UNION Toronto	CANADA	UNION Toronto	
A07/037	01808	PAUSE SPEAKER CARDS	PAUSE HOME ENTERTAINMENT	HIFI CHAIN	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm	
A07/049	01921	RESULTS DON'T LIE	CAANZ COMMUNICATION AGENCIES ASSOCIATION	THE NEW ZEALAND EFFIE AWARDS	WHYBIN TBWA DAN Auckland	NEW ZEALAND	WHYBIN TBWA DAN Auckland	
A07/051	02105	ECO CARD	GREENPEACE	RUSSIA	HAVAS DIGITAL Moscow	RUSSIA	HAVAS DIGITAL Moscow	

A08i (Annual Reports & Information - Small Business)

A08i/001	00543	CALGARY ZOO 2012 ANNUAL REPORT	CALGARY ZOO	ZOO	TRIGGER COMMUNICATIONS & DESIGN Calgary, AB	CANADA	TRIGGER COMMUNICATIONS & DESIGN Calgary, AB	
A08i/002	00684	STAPLE	CALGARY SOCIETY FOR PERSONS WITH DISABILITIES	ASSISTED LIVING	WAX Calgary	CANADA	WAX Calgary	
A08i/003	02078	THE GAME REPORT	BYTRO LABS	BYTRO LABS GAME DEVELOPING STARTUP	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich	LIGA_01 COMPUTERFILM Munich

A08ii (Annual Reports & Information - Medium Business)

A08ii/003	00707	GB V0.12 GENUINELY BASIC	DOCHECK	ANNUAL REPORT	ANTWERPES Cologne	GERMANY	ANTWERPES Cologne	
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A09iii (Broadcast and Animated Communication - Mobile animation)

A09iii/003	02084	DATAGRAMS	IBM	US OPEN	OGILVY NEW YORK	USA	OGILVY NEW YORK	BUCK New York
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A09iv (Broadcast and Animated Communication - Other video content)

Shortlist (Design Lions)

A09iv/005	00148	SOUND OF HONDA / AYRTON HONDA MOTOR CO. SENNA 1989		INTERNAVI	DENTSU Tokyo	JAPAN	DENTSU Tokyo	DENTSU CREATIVE X Tokyo
A09iv/013	00612	INTENTION	APPLE	APPLE	TBWA/MEDIA ARTS LAB Los Angeles	USA	TBWA/MEDIA ARTS LAB Los Angeles	OMD New York BUCK Los Angeles
A09iv/033	01961	VOTE FOR CHILD RIGHTS	CHILD RIGHTS AND YOU (CRY)	CHILD RIGHTS AND YOU	BBH COMMUNICATIONS INDIA Mumbai	INDIA	BBH COMMUNICATIONS INDIA Mumbai	BLACK SHEEP LIVE Mumbai
A09iv/039	01537	ANTHEM	OREO	COOKIES	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond	

B01i (Publications)

B01i/001	00052	MOTHER BOOK	KISHOKAI MEDICAL CORPORATION	BELL-NET OBSTETRICS	DENTSU Nagoya	JAPAN	DENTSU Nagoya / OPENENDS Nagoya	
B01i/013	02062	A BROCHURE MADE ENTIRELY WITHOUT ENERGY	EDP FOUNDATION	AZE PROJECTS	LEO BURNETT LISBOA	PORTUGAL	LEO BURNETT LISBOA	

B01ii (Print and poster)

B01ii/010	00266	GOAL IS THE GOLD	YOSHIDA HIDEO MEMORIAL FOUNDATION/ADVERTISING MUSEUM TOKYO	ONE SHOW 2012 EXHIBITION IN JAPAN	DENTSU Tokyo	JAPAN	DENTSU Tokyo	CREATIVE POWER UNIT Tokyo
B01ii/011	00273	THE BEAUTIFUL BLACK LIST	YOSHIDA HIDEO MEMORIAL FOUNDATION/ADVERTISING MUSEUM TOKYO	D&AD 2013 EXHIBITION IN JAPAN "THE BEAUTIFUL BLACK LIST - TRACING THE 50 YEARS OF D&AD AWARDS"	DENTSU Tokyo	JAPAN	DENTSU Tokyo	CREATIVE POWER UNIT Tokyo
B01ii/062	01120	WI-FI	SURFEASY	SURFEASY VPN APP	kbs+ TORONTO Toronto	CANADA	kbs+ TORONTO Toronto	Topix Toronto
B01ii/071	01541	WILD POSTINGS	OREO	COOKIES	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond	
B01ii/075	01638	CAPTURED IN AUDIO	PENGUIN CHINA	AUDIOBOOKS	Y&R BEIJING	CHINA	Y&R BEIJING	
B01ii/080	01766	DISCOVER SOMETHING NEW: POSTER SERIES	MELBOURNE FOOD AND WINE FESTIVAL	PUBLIC FESTIVAL	OGILVY MELBOURNE	AUSTRALIA	OGILVY MELBOURNE	ONE20 Melbourne
B01ii/081	01805	HATTERS VEGETABLES	PERFECTION FRESH/COLES	CONSUMER PRODUCTS	WHYBINTBWA SYDNEY	AUSTRALIA	WHYBINTBWA SYDNEY	
B01ii/104	00250	TO THE POINT - ANNIVERSARY DAY	STAEDTLER	HIGHLIGHTERS	LEO BURNETT HONG KONG	HONG KONG	LEO BURNETT HONG KONG	
B01ii/167	02370	CYCLING CITIES	100COPIES	CYCLING	DDB GROUP SINGAPORE	SINGAPORE	DDB GROUP SINGAPORE	
B01ii/184	02643	THE SUNDAY TIMES - MICHELLE	NEWS UK	NEWSPAPER	GREY LONDON	UNITED KINGDOM	GREY LONDON	M/SIX London ACT2 London
B01ii/213	02324	THE QUALMS	STEPPEWOLF THEATRE	THEATRE	OGILVY & MATHER CHICAGO Chicago	USA	OGILVY & MATHER CHICAGO Chicago	
B01ii/214	02325	THE WAY WAY WEST	STEPPEWOLF THEATRE	THEATRE	OGILVY & MATHER CHICAGO Chicago	USA	OGILVY & MATHER CHICAGO Chicago	
B01ii/215	02326	THE WHEEL	STEPPEWOLF THEATRE	THEATRE	OGILVY & MATHER CHICAGO Chicago	USA	OGILVY & MATHER CHICAGO Chicago	
B01ii/216	02327	TRIBES	STEPPEWOLF THEATRE	THEATRE	OGILVY & MATHER CHICAGO Chicago	USA	OGILVY & MATHER CHICAGO Chicago	
B01ii/217	02511	RETURN OF THE ASHES	HHK INTERTRADE	CARAN DACHE & FOREST CONTROL	OGILVY & MATHER Bangkok	THAILAND	OGILVY & MATHER Bangkok	
B01ii/219	02633	MANGO	PERFETTI VAN MELLE	BIG BABOL	McCANN WORLDGROUP INDIA Mumbai	INDIA	McCANN WORLDGROUP INDIA Mumbai	
B01ii/220	02634	PEAR	PERFETTI VAN MELLE	BIG BABOL	McCANN WORLDGROUP INDIA Mumbai	INDIA	McCANN WORLDGROUP INDIA Mumbai	
B01ii/221	02635	TANGERINE	PERFETTI VAN MELLE	BIG BABOL	McCANN WORLDGROUP INDIA Mumbai	INDIA	McCANN WORLDGROUP INDIA Mumbai	
B01ii/226	01501	PLASTIC LIFE - BOTTLE	SURFRIDER FOUNDATION EUROPE	SURFRIDER FOUNDATION EUROPE	Y&R PARIS	FRANCE	Y&R PARIS	

B01iii (Packaging and promotional item design)

B01iii/010	01009	EPIC DENIM	MUSTANG	JEANS	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg	
B01iii/016	01737	CAVITIES ATTACK AT NIGHT	COLGATE-PALMOLIVE	TOOTHPASTE	RED FUSE COMMUNICATIONS Hong Kong	HONG KONG	RED FUSE COMMUNICATIONS Hong Kong / Y&R MALAYSIA Kuala Lumpur	MEC HONG KONG
B01iii/017	01738	GOOD FOOD VS BAD	COLGATE-PALMOLIVE	TOOTHPASTE	RED FUSE COMMUNICATIONS Hong Kong	HONG KONG	RED FUSE COMMUNICATIONS Hong Kong / Y&R MALAYSIA Kuala Lumpur	MEC HONG KONG

Shortlist (Design Lions)

B01iii/018	01739	GRANDPA'S TEETH	COLGATE-PALMOLIVE	TOOTHPASTE	RED FUSE COMMUNICATIONS Hong Kong	HONG KONG	RED FUSE COMMUNICATIONS Hong Kong / Y&R MALAYSIA Kuala Lumpur	MEC HONG KONG
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B01iv (Outdoor spaces e.g. Installations)

B01iv/005	01099	WHAT'S IN YOUR CRAYOLA?/ CRAYOLA OUTDOOR		COLORED PENCILS	LEO BURNETT VIETNAM Ho Chi Minh City	VIETNAM	LEO BURNETT VIETNAM Ho Chi Minh City	RENDER MI Bangkok
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B01v (Calendars, Flyers, tickets, invitations, postcards, Christmas and other greetings cards)

B01v/013	02600	TEXT MESSAGE FILMS	MMDA	METRO MANILA FILM FESTIVAL	ACE SAATCHI & SAATCHI Manila	THE PHILIPPINES	ACE SAATCHI & SAATCHI Manila	
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B02i (Typography - Publication)

B02i/005	00788	THE MASKS OF LIFE	CARITAS/HOSPICE	CARITAS/HOSPICE	JUNG von MATT Vienna	AUSTRIA	JUNG von MATT Vienna	
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B02ii (Typography - Print and Poster)

B02ii/004	00097	TAMABI	TAMA ART UNIVERSITY	UNIVERSITY	MR DESIGN Tokyo	JAPAN	MR DESIGN Tokyo	
B02ii/021	01263	THIS IS YOUR TYPE	ADOBE SYSTEMS NORDIC	ADOBE CREATIVE CLOUD	ABBY NORM Stockholm	SWEDEN	ABBY NORM Stockholm	
B02ii/037	02225	THE IKEA RGB BILLBOARD	IKEA	IKEA	THJNK Hamburg	GERMANY	THJNK Hamburg	
B02ii/039	02264	NAUGHTY AS HELL	DDB	HOLIDAY CARD	DDB NEW YORK	USA	DDB NEW YORK	
B02ii/040	02265	NICE	DDB	HOLIDAY CARD	DDB NEW YORK	USA	DDB NEW YORK	
B02ii/043	02388	ALPHABET	FIAT	FIAT	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo	

B02iii (Typography - Digital)

B02iii/007	01605	WRITTEN IN THE STARS	AKQA	STARS	AKQA New York	USA	AKQA New York	
B02iii/009	01941	HOMELESS FONTS	ARRELS FUNDACIÓN	ONG	THE CYRANOS McCANN WORLDGROUP EUROPE Barcelona	SPAIN	THE CYRANOS McCANN WORLDGROUP EUROPE Barcelona	

B02iv (Typography - Brands)

B02iv/005	00501	ADVENT DISPLAY TYPE FACE	ADVENT	ACCOUNTING SOFTWARE	LANDOR ASSOCIATES San Francisco	USA	LANDOR ASSOCIATES San Francisco	
B02iv/014	01387	EXCITABLE, INFLATABLE TYPOGRAPHY	SYDNEY HARBOUR FORESHORE AUTHORITY (SHFA)	LEISURE & RESIDENTIAL PRECINCT	INTERBRAND New York	USA	INTERBRAND AUSTRALIA Sydney	
B02iv/019	02297	WORDS CAN BE WEAPONS	CENTER FOR PSYCHOLOGICAL RESEARCH, SHENYANG	CENTER FOR PSYCHOLOGICAL RESEARCH	OGILVY BEIJING	CHINA	OGILVY BEIJING	T.B.FILMS ADVERTISING Beijing

B03 (Photography)

B03/005	00244	CITYSCAPE	INFAS PUBLICATIONS, INC.	WWD JAPAN(MAGAZINE)	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo	AMANA Tokyo
B03/022	00789	DOWN SYNDROME FESTIVAL	I DANCE COMPANY	I DANCE COMPANY	JUNG von MATT Vienna	AUSTRIA	JUNG von MATT Vienna	
B03/031	01491	VANISHED GIRLS NEWSPAPER PHOTOGRAPHY	UNICEF	STOP VIOLENCE AGAINST GIRLS	JWT/FABRIKANT Zurich	SWITZERLAND	JWT/FABRIKANT Zurich	
B03/058	02099	PORTRAITS AGAINST OBLIVION	AMNESTY INTERNATIONAL	HUMAN RIGHTS ORGANISATION	LOWE GINKGO Montevideo	URUGUAY	LOWE GINKGO Montevideo	
B03/059	02135	DAUGHTER	ALZHEIMER'S ASSOCIATION	ALZHEIMER'S ASSOCIATION	GRUPO GALLEGOS HUNTINGTON BEACH	USA	GRUPO GALLEGOS HUNTINGTON BEACH	REINO Buenos Aires
B03/061	02137	HUSBAND	ALZHEIMER'S ASSOCIATION	ALZHEIMER'S ASSOCIATION	GRUPO GALLEGOS HUNTINGTON BEACH	USA	GRUPO GALLEGOS HUNTINGTON BEACH	REINO Buenos Aires

B04 (Sound Design)

B04/001	00149	SOUND OF HONDA / AYRTON HONDA MOTOR CO. SENNA 1989		INTERNAVI	DENTSU Tokyo	JAPAN	DENTSU Tokyo	DENTSU CREATIVE X Tokyo
B04/014	01168	WALKMAN® HI-RES FIGURE	SONY MARKETING (JAPAN) INC.	WALKMAN®	DENTSU Tokyo	JAPAN	DENTSU Tokyo	
B04/015	01467	HIBIKI GLASS	SUNTORY	SUNTORY WHISKEY HIBIKI	HAKUHODO KETTLE Tokyo	JAPAN	HAKUHODO KETTLE Tokyo	HAKUHODO Tokyo
B04/017	01829	MINDTUNES	DIAGEO	SMIRNOFF	DUVAL GUILLAUME Antwerp	BELGIUM	DUVAL GUILLAUME Antwerp	TRIS BRUSSELS
B04/020	02208	MUSIC VIDEOS WITHOUT MUSIC	KISS TV	MUSIC CHANNEL	LOLA Madrid	SPAIN	LOLA Madrid	

Shortlist (Design Lions)

B05 (Large Scale Logo)

B05/001	00094	KAMIWAZA -PAPER CRAFT AWARD-	TOKUSYU TOKAI PAPER CO., LTD	SERVICE	6D-K Tokyo	JAPAN	6D-K Tokyo
B05/006	00201	IVANO-FRANKIVSK CITY (UKRAINE) VISUAL IDENTITY	INNOVATIONS WORKSHOP	CITY VISUAL IDENTITY	AIMBULANCE Kiev	UKRAINE	AIMBULANCE Kiev
B05/013	00423	BE PART OF IT	QATAR FOOTBALL ASSOCIATION	QATAR FOOTBALL GOVERNING BODY	FITCH London	UNITED KINGDOM	FITCH London
B05/040	01542	WONDERFILLED LOCKUP	OREO	COOKIES	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond
B05/047	02199	{TO:} CLEFFTOSMILE	OPERATION SMILE INDIA	CLEFT AWARENESS	OGILVY & MATHER INDIA Mumbai	INDIA	OGILVY & MATHER INDIA Mumbai

B06 (Small Scale Logo)

B06/010	00158	BIG LEBIKESKI – BIKES LIKE ME.	BIG LEBIKESKI	BICYCLE SHOP	JAN BERG KONZEPTION & ART DIREKTION Rastatt	GERMANY	JAN BERG KONZEPTION & ART DIREKTION Rastatt
B06/018	00433	THE TOMORROW PROJECT	THE PRINCE'S TRUST	TOMORROW'S STORE	CHI & PARTNERS London	UNITED KINGDOM	CHI & PARTNERS London
B06/025	00719	TROLL	FELIX TROLLDENIER	POST-PRODUCTION VIDEO COMPANY	THIS IS PACIFICA Porto	PORTUGAL	THIS IS PACIFICA Porto LOOPA Porto
B06/034	01842	BANQ	BIBLIOTHÈQUE ET ARCHIVES NATIONALES DU QUÉBEC	PUBLIC SERVICE	COSSETTE Montreal	CANADA	COSSETTE Montreal
B06/044	02401	DATA EXCHANGE	DATA EXCHANGE	NON-COMMERCIAL EDUCATIONAL PROJECT	DEPOT WPF Moscow	RUSSIA	DEPOT WPF Moscow
B06/050	01237	LESS	CAVE GARIBALDI	WINE	LANDOR ASSOCIATES Paris	FRANCE	LANDOR ASSOCIATES Paris

C01 (Online Digital Design)

C01/008	00966	GET WELL KIT	SANOFI-AVENTIS GROUP	GET WELL KIT	GEOMETRY GLOBAL Moscow	RUSSIA	GEOMETRY GLOBAL Moscow / OGILVY	YARR! Moscow
C01/011	00301	PENGUIN NAVI	SUNSHINE AQUARIUM	SUNSHINE CITY CORPORATION	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo	HAKUHODO PRODUCT'S Tokyo
C01/018	00545	COPYRIGHT	CARA OPERATIONS	HARVEY'S	BBDO TORONTO	CANADA	BBDO TORONTO	MEC Toronto SOFT CITIZEN Toronto, ON
C01/034	00860	UNIQLO HAIRDO	UNIQLO	UNIQLO	PROJECTOR New York	USA	PROJECTOR New York	WHITE Tokyo
C01/075	02458	VITTEL COUCH CONVERTER	VITTEL - NESTLÉ WATERS	MINERAL WATER	OGILVY FRANCE Paris	FRANCE	OGILVY FRANCE Paris	
C01/085	01579	THE NIKE SB APP	NIKE	APPAREL	R/GA New York	USA	R/GA New York	
C01/091	00842	KILLING KENNEDY	NATIONAL GEOGRAPHIC CHANNEL	TV PROGRAM/WEBSITE	MULLEN Boston	USA	MULLEN Boston	SOUNDTRACK Boston
C01/099	02444	FASHION FOR ALL KIND	STYLEPIT	ONLINE FASHION RETAILER	UNCLE GREY Copenhagen	DENMARK	UNCLE GREY Copenhagen	B-REEL Stockholm
C01/101	02564	IBM FRACTAL FEST	IBM	TUMBLR	OGILVY NEW YORK	USA	OGILVY NEW YORK	EYEPATCH PRODUCTIONS New York
C01/103	02648	PUMA SYNC - THE LANGUAGE OF ATTRACTION	PUMA	PUMA FRAGRANCES	GREY LONDON	UNITED KINGDOM	GREY LONDON	SOMESUCH & CO London
C01/112	00742	MASSEY LECTURES IPAD APP	HOUSE OF ANANSI PRESS	IPAD APP	CRITICAL MASS Calgary	CANADA	CRITICAL MASS Calgary	THE HANGAR INTERACTIVE San Jose, Costa Rica

C02 (Offline Digital Design)

C02/011	01494	MEGAFACES PAVILION AT THE SOCHI 2014 WINTER OLYMPIC GAMES	MEGAFON	4G / LTE INTERNET	MEGAFON Moscow	RUSSIA	ASIF KHAN LTD London / AXIS Moscow	
C02/017	01809	BLOWING IN THE WIND	APOTEK HJÄRTAT	APOLOSOPHY	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm	STARCOM MEDIAVEST GROUP Stockholm STOPP/FAMILY Stockholm
C02/019	02438	WORDS CAN BE WEAPONS TOUCHSCREEN	CENTER FOR PSYCHOLOGICAL RESEARCH, SHENYANG	CENTER FOR PSYCHOLOGICAL RESEARCH	OGILVY BEIJING	CHINA	OGILVY BEIJING	
C02/024	01447	HANDS ON SEARCH	YAHOO! JAPAN	YAHOO! JAPAN	HAKUHODO KETTLE Tokyo	JAPAN	HAKUHODO KETTLE Tokyo	HAKUHODO DY MEDIA PARTNERS Tokyo
C02/028	00823	TIMES SQUARE OUT OF HOME	OREO	COOKIES	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond	BRAND NEW SCHOOL Los Angeles, CA
C02/032	01216	THE SOCIAL SWIPE	BISCHÖFLICHES HILFSWERK MISEREOR	DONATIONS	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg	

Shortlist (Design Lions)

D01ii (Medium Business - regional or national organisations)

D01ii/002	00432	THE TOMORROW PROJECT	THE PRINCE'S TRUST	TOMORROW'S STORE	CHI & PARTNERS London	UNITED KINGDOM	CHI & PARTNERS London
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D02iii (Large Business – international or global scale)

D02iii/006	01470	NIKE FREESTORE	NIKE RUNNING	RETAIL	FLOCK Mexico	MEXICO	FLOCK Mexico
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D03i (Posters)

D03i/015	01543	WILD POSTINGS	OREO	COOKIES	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond
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D03i/026	02426	STAMPS	AUDI SCHWEIZ, AMAG	AUDI QUATTRO	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI
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D03ii (Product displays, POS graphic materials, brand Collateral)

D03ii/007	00220	THE BOTTLED WALKMAN	SONY NZ	RETAIL ITEM - WATERPROOF HEADPHONES LAUNCH	FCB NEW ZEALAND Auckland	NEW ZEALAND	
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D03ii/027	02584	LISTEN WITH RESPECT	SONY PHILIPPINES INC.	MDR HEADPHONES	OGILVY & MATHER PHILIPPINES Makati City	THE PHILIPPINES	OGILVY & MATHER PHILIPPINES Makati City
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D03iii (Window displays)

D03iii/001	00792	THE FURNITURE IS THE POSTER	FRETEX	COLLECTING SECOND HAND FURNITURE	KITCHEN LEO BURNETT Oslo	NORWAY	KITCHEN LEO BURNETT Oslo
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D04i (Installation)

D04i/003	00151	SOUND OF HONDA / AYRTON HONDA MOTOR CO. SENNA 1989		INTERNAVI	DENTSU Tokyo	JAPAN	DENTSU Tokyo	DENTSU CREATIVE X Tokyo
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D04i/009	00344	THE STREET STORE	THE HAVEN NIGHT SHELTER	PUBLIC AWARENESS/CHARITY	M&C SAATCHI ABEL Cape Town	SOUTH AFRICA	M&C SAATCHI ABEL Cape Town	
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D04i/010	00401	MINI KIOSK	COCA-COLA GERMANY	COCA-COLA MINI CAN 0.15L	OGILVY GERMANY Berlin	GERMANY	OGILVY GERMANY Berlin	TONY PETERSEN FILM Berlin
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D04i/019	00713	WINTER WONDERLAB	GOOGLE	GOOGLE HARDWARE PRODUCTS: NEXUS 7, CHROMEBOOK, CHROMECAST	GOOGLE Mountain View	USA	AUTOFUSS San Francisco	
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D04i/035	01857	THE CHACLICE SYMPHONY	STELLAARTOIS	BEER	MOTHER NEW YORK	USA	MOTHER NEW YORK	GREENCARD PICTURES New York
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D04i/037	01943	GREEN SANTA	COCA-COLA	COCA-COLA	THE CYRANOS McCANN WORLDGROUP EUROPE Barcelona	SPAIN	THE CYRANOS McCANN WORLDGROUP EUROPE Barcelona	
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D04ii (Sculptural)

D04ii/007	00692	CHAMELEON CABIN	GÖTEBORGSTRICKERIE	PRINTING SERVICES, DISPLAY AND PACKAGING CONSTRUCTIONS	HAPPY F&B Gothenburg	SWEDEN	HAPPY F&B Gothenburg	
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D04ii/027	01373	MANNEQUINS	PRO INFIRMIS	PRO INFIRMIS	JUNG von MATT/LIMMAT Zürich	SWITZERLAND	JUNG von MATT/LIMMAT Zürich	
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D04ii/030	01831	POSTER TURNED INTO WRAPPING PAPER	COCA-COLA COMPANY	COCA-COLA	DUVAL GUILLAUME Antwerp	BELGIUM	DUVAL GUILLAUME Antwerp	CLEAR CHANNEL BELGIUM Brussels
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D04ii/033	02337	THE COCA COLA BIO COOLER	THE COCA-COLA COMPANY	COCA-COLA	LEO BURNETT COLOMBIA Bogotá	COLOMBIA	LEO BURNETT COLOMBIA Bogotá	GRABADOS Y CORTES Bogotá
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D04ii/034	02421	HELLO HAPPINESS PHONE BOOTH	THE COCA-COLA COMPANY	COCA-COLA	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI	
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D04ii/038	01217	THE SOCIAL SWIPE	BISCHÖFLICHES HILFSWERK MISEREOR	DONATIONS	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg	
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D05 (Public Space)

D05/013	01756	THE FEELING TREE	IPÊ - INSTITUTO DE PESQUISAS ECOLÓGICAS	INSTITUTO DE PESQUISAS ECOLÓGICAS	Y&R SÃO PAULO	BRAZIL	Y&R SÃO PAULO	
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D07 (Non-commercial Exhibitions)

Shortlist (Design Lions)

D07/003	00264	THE BEAUTIFUL BLACK LIST_SPACE	YOSHIDA HIDEO MEMORIAL FOUNDATION/ADVERTISING MUSEUM TOKYO	D&AD 2013 EXHIBITION IN JAPAN "THE BEAUTIFUL BLACK LIST - TRACING THE 50 YEARS OF D&AD AWARDS"	DENTSU Tokyo	JAPAN	DENTSU Tokyo	CREATIVE POWER UNIT Tokyo
D07/006	01285	SMOK-INK	HUMANITAS CANCER CENTER	ANTI-SMOKING	TBWA ITALIA Milan	ITALY	TBWA ITALIA Milan	FIRST FLOOR UNDER Milan
D07/010	02298	WORDS CAN BE WEAPONS	CENTER FOR PSYCHOLOGICAL RESEARCH, SHENYANG	CENTER FOR PSYCHOLOGICAL RESEARCH	OGILVY BEIJING	CHINA	OGILVY BEIJING	T.B.FILMS ADVERTISING Beijing
D07/019	02162	INVISIBLE PEOPLE	UNHCR	A REFUGEE EXHIBITION	CHEIL WORLDWIDE Seoul	SOUTH KOREA	CHEIL WORLDWIDE Seoul	

D09 (Live Events)

D09/005	00476	D ROSE JUMP STORE	ADIDAS	ADIDAS D ROSE 3.5 BASKETBALL SHOES	TBWA LONDON	UNITED KINGDOM	TBWA LONDON	
D09/009	00893	LITERACY STORE	McDONALDS	McDONALDS	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO	RADAR STUDIOS Chicago
D09/016	01944	PAY PER LAUGH	TEATRE NEU	THEATER	THE CYRANOS McCANN WORLDGROUP EUROPE Barcelona	SPAIN	THE CYRANOS McCANN WORLDGROUP EUROPE Barcelona	
D09/027	02617	MIND ART	WINSOR & NEWTON/SHANGHAI YUE MIAO CENTRE FOR PEOPLE WITH DISABILITIES	WINSOR & NEWTON ACRYLIC PAINT/NON-GOVERNMENT NON-PROFIT INSTITUTION PROVIDING CARE,TREATMENT,EDUCATION SERVICE TO DISABILITIES	OGILVY & MATHER SHANGHAI	CHINA	OGILVY & MATHER SHANGHAI	GWANTSI Shanghai
D09/028	01255	DILL - THE RESTAURANT.	LIDL	SUPERMARKETS	INGO Stockholm	SWEDEN	INGO Stockholm	
D09/031	01650	ALMOST IDENTICAL	MONDELEZ INTERNATIONAL	BELDENT INFINIT	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	AGOSTO BUENOS AIRES
D09/034	02544	AMIA BOOTH	AMIA (ASOCIACIÓN MUTUAL ISRAELITA ARGENTINA)	AMIA (ASOCIACIÓN MUTUAL ISRAELITA ARGENTINA)	OGILVY & MATHER ARGENTINA Buenos Aires	ARGENTINA	OGILVY & MATHER ARGENTINA Buenos Aires	WINONA Buenos Aires

E01i (Own Label and Private Label brands)

E01i/012	01926	AL MARKET PRIVATE LABEL	AZERSUN	ALL RANGES	TOMATDESIGN Moscow	RUSSIA	TOMATDESIGN Moscow	
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E01ii (Core FMCG)

E01ii/009	00752	NORÐUR SALT	NORÐUR & CO.	SEA SALT FLAKES	JONSSON & LEMACKS Reykjavik	ICELAND	JONSSON & LEMACKS Reykjavik	
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E01iii (Premium Brand)

E01iii/001	02403	FINNISH HAIKU	MYLLYN PARAS	MYLLYN PARAS 1928 FLOUR	DEPOT WPF Moscow	RUSSIA	DEPOT WPF Moscow	
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E02i (Own Label and Private Label brands)

E02i/001	00078	DOLINA	BREBAJES DEL NORTE	CRAFT BEER	MORUBA Logroño	SPAIN	MORUBA Logroño	
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E02ii (Core FMCG)

E02ii/005	00558	SKOL DESIGN BLISTERS	AMBEV	SKOL	F/NAZCA SAATCHI & SAATCHI São Paulo	BRAZIL	F/NAZCA SAATCHI & SAATCHI São Paulo	
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E02iii (Premium Brand)

E02iii/008	00294	CUP SAKE	ASABIRAKI CO.,LTD / TOMITA SHUZO INC.	ASABIRAKI / SHICHIHONYARI	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo	
E02iii/016	00715	ABSOLUT ORIGINALITY	THE ABSOLUT COMPANY	ABSOLUT VODKA	HAPPY TEAR Stockholm	SWEDEN	HAPPY TEAR Stockholm	
E02iii/020	01328	UPROOT WINE VISUAL IDENTITY + PACKAGING	UPROOT WINE	WINE	TURNER DUCKWORTH: LONDON & SAN FRANCISCO London	UNITED KINGDOM	TURNER DUCKWORTH: LONDON & SAN FRANCISCO London	
E02iii/024	01110	ABSOLUT CONTEMPORARY FLAVORS	THE ABSOLUT COMPANY	ALCOHOLIC DRINK	THE BRAND UNION Stockholm	SWEDEN	THE BRAND UNION Stockholm	

E03i (Own Label and Private Label brands)

E03i/003	02360	TEA STORIES	MANJUSHREE PLANTATIONS LTD	TEA	GREY GROUP Singapore	SINGAPORE	GREY GROUP Singapore	
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Shortlist (Design Lions)

E04 (Health, Beauty & OTC Pharmacy)

E04/009	00712	VERSO SKINCARE	SELEGO	SKINCARE	THE STUDIO Stockholm	SWEDEN	THE STUDIO Stockholm
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E05 (Consumer Electronics & Multimedia)

E05/001	00929	THE PAPER SKIN	FEDRIGONI GERMANY	FEDRIGONI FINE PAPER	GEOMETRY GLOBAL GERMANY Berlin	GERMANY	GEOMETRY GLOBAL GERMANY Frankfurt
E05/005	00221	THE BOTTLED WALKMAN	SONY NZ	RETAIL ITEM - WATERPROOF HEADPHONES LAUNCH	FCB NEW ZEALAND Auckland	NEW ZEALAND	

E06 (Other Packaging)

E06/012	02267	DRINKABLE BOOK	WATERISLIFE	WATERISLIFE	DDB NEW YORK	USA	DDB NEW YORK
E06/018	02466	LÉAUNDRY	T.D.G.	FRAGRANCE LAUNDRY DETERGENT	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg

E07 (Sustainable Packaging)

E07/007	01273	EXPIRED ONCE IT TURNS THIS COLOUR	BAN KANOM NUNTAWAN	THAI DESSERT	Y&R THAILAND Bangkok	THAILAND	Y&R THAILAND Bangkok
E07/008	01937	RAIN FOR SALE	THE COCA-COLA COMPANY	RAINWATER OF LLORO	OGILVY & MATHER COLOMBIA Bogotá	COLOMBIA	OGILVY & MATHER COLOMBIA Bogotá / LOS NOTARIOS Bogotá
E07/010	02154	NIKE FREE BOX	NIKE URUGUAY	NIKE FREE 5.0	PUBLICIS IMPETU Montevideo	URUGUAY	PUBLICIS IMPETU Montevideo / METROPOLIS FILMS Montevideo

E08 (3D Structural Design)

E08/012	02594	DOMINO'S STEADY PIZZA	DOMINO'S	PIZZA DELIVERY	ARTPLAN Rio de Janeiro	BRAZIL	ARTPLAN Rio de Janeiro
E08/013	01252	LURPAK SLOW CHURNED	ARLA	LURPAK	PEARLFISHER London	UNITED KINGDOM	PEARLFISHER London

E09 (Special Editions & Promotional Packaging)

E09/001	00020	THE HORNBACK HAMMER	HORNBACK	DIY / HOME IMPROVEMENT SUPERSTORES	HEIMAT Berlin	GERMANY	HEIMAT Berlin / CROSSMEDIA Düsseldorf
E09/002	00083	NEWS BOTTLE!	THE MAINICHI NEWSPAPERS	NEWS BOTTLE!	DENTSU Tokyo	JAPAN	DENTSU Tokyo
E09/009	00388	COMICS AND COFFEE UNITE!	SILVER SNAIL COMICS & BLACK CANARY ESPRESSO BAR	COMICS AND CAFE	SQUAB & PIGEON Toronto	CANADA	SQUAB & PIGEON Toronto / FUZE REPS Toronto
E09/012	00538	SORRY I SPENT IT ON MYSELF	HARVEY NICHOLS	CHRISTMAS	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London / PHD London / ROCKET London
E09/020	01011	SMART HEADS	HANSGROHE SE	BATHROOM FITTINGS AND FIXTURES	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg
E09/026	01740	TURNING EDUCATION INTO PACKAGING	COLGATE-PALMOLIVE	TOOTHPASTE	RED FUSE COMMUNICATIONS Hong Kong	HONG KONG	RED FUSE COMMUNICATIONS Hong Kong / MEC HONG KONG / Y&R MYANMAR Yangon
E09/034	01995	THE LAVAMAT 55-MONTH-CALENDAR	ELECTROLUX HAUSGERÄTE	AEG LAVAMAT	DDB TRIBAL BERLIN	GERMANY	DDB TRIBAL BERLIN
E09/064	02361	TEA STORIES	MANJUSHREE PLANTATIONS LTD	TEA	GREY GROUP Singapore	SINGAPORE	GREY GROUP Singapore

F01 (Consumer Products)

F01/010	00477	D ROSE JUMP STORE	ADIDAS	ADIDAS D ROSE 3.5 BASKETBALL SHOES	TBWA/LONDON	UNITED KINGDOM	TBWA/LONDON
F01/011	00539	SORRY I SPENT IT ON MYSELF	HARVEY NICHOLS	CHRISTMAS	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London / PHD London / ROCKET London
F01/024	01801	HATTERS VEGETABLES	PERFECTION FRESH/COLES	CONSUMER PRODUCTS	WHYBINTBWA SYDNEY	AUSTRALIA	WHYBINTBWA SYDNEY
F01/027	01317	CANS OF POSITIVITY	CAMPBELL SOUP SOUTHEAST ASIA	CAMPBELL'S SOUP	Y&R MALAYSIA Kuala Lumpur	MALAYSIA	Y&R MALAYSIA Kuala Lumpur / MEC Kuala Lumpur
F01/039	01240	LESS	CAVE GARIBALDI	WINE	LANDOR ASSOCIATES Paris	FRANCE	LANDOR ASSOCIATES Paris

F02 (Consumer Services)

F02/002	00013	BERGEN INTERNATIONAL FESTIVAL BRAND CAMPAIGN	BERGEN INTERNATIONAL FESTIVAL	MUSIC FESTIVAL	ANTI BERGEN	NORWAY	ANTI BERGEN
F02/008	00240	HOTEL JAPAN	HOTEL JAPAN	RETAIL (GIFT SHOP)	MORI Tokyo	JAPAN	MORI Tokyo / DENTSU Tokyo / PEN.
F02/009	00281	GREAT NORTHERN HOTEL	GREAT NORTHERN HOTEL	RETAILER	HERE DESIGN London	UNITED KINGDOM	HERE DESIGN London
F02/016	00540	SORRY I SPENT IT ON MYSELF	HARVEY NICHOLS	CHRISTMAS	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London / PHD London / ROCKET London

Shortlist (Design Lions)

F02/018	00627	UU 3D CUSTOM FIGURINES	KINETIC + SCOTTS SQUARE + MIKANBAKO	UU 3D CUSTOM FIGURINES	KINETIC SINGAPORE	SINGAPORE	KINETIC SINGAPORE
F02/039	02022	THE CONNAUGHT	MAYBOURNE HOTEL GROUP	LUXURY HOTEL	THE PARTNERS London	UNITED KINGDOM	THE PARTNERS London
F02/041	02491	TELL A STORY	TELL A STORY	TELL A STORY	MSTF PARTNERS Lisbon	PORTUGAL	MSTF PARTNERS Lisbon
F02/049	01851	VISUAL IDENTITY BEIJING8	BEIJING8	CHAIN OF DUMPLING RESTAURANTS	GARBERGS_PROJECT Stockholm	SWEDEN	GARBERGS_PROJECT Stockholm
F02/052	02355	THE DISHOOM STORY PLATES	DISHOOM	BOMBAY CAFE, SHOREDITCH BRANCH	OGILVYONE LONDON	UNITED KINGDOM	OGILVYONE LONDON
F02/056	01266	HUMAN TO BUSINESS BRAND IDENTITY	HUMAN TO BUSINESS	BRAND IDENTITY	WALK CREATIVE Warsaw	POLAND	WALK CREATIVE Warsaw

F03 (Charities & Not For Profit)

F03/001	00067	UNIVERSITY OF THE ARTS HELSINKI BRANDING	UNIVERSITY OF THE ARTS HELSINKI	BRANDING	BOND CREATIVE AGENCY Helsinki	FINLAND	BOND CREATIVE AGENCY Helsinki	
F03/024	02299	WORDS CAN BE WEAPONS	CENTER FOR PSYCHOLOGICAL RESEARCH, SHENYANG	CENTER FOR PSYCHOLOGICAL RESEARCH	OGILVY BEIJING	CHINA	OGILVY BEIJING	T.B.FILMS ADVERTISING Beijing
F03/039	02551	BALD CARTOONS	GRAACC	NGO	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	PARANOID BR São Paulo

Total Entries: 248