

LIA 2015 announces the NEW shortlist

London International Awards (LIA) has today announced the shortlist for the The NEW, with 24 entries making it to the final round. Winners will be announced on 10 November.



The NEW was redefined for 2015 and several categories were added to the medium. The shortlisted entries were those that delivered a freshness that makes its impact ever more potent; work that attempts to be category defining in and of itself.

John Merrifield (Chief Creative Officer of Google Asia-Pacific) was the 2015 Jury President. His jury consisted of Tom Gilmartin, Aden Hepburn, Kelle Jacob, Emad Tahtouh, Cyrus Vantoch-Wood and Faris Yakob.

The NEW Shortlist:

Argentina

- Leo Burnett Argentina, Buenos Aires - Samsung Corporate, "Safety-Truck" - The NEW, Brand Experience

Brazil

- Ogilvy Brasil, São Paulo - Soccer Team "Security Moms" - The NEW, Brand Content

France

- Marcel, Paris - Marc Dorcel, "#HandsOff" - The NEW, Brand Experience
- McCann, Clichy - L'Oréal Paris "Make Up Genius apps" - The NEW, Brand Technology
- ROSAPARK, Paris - Thalys High-Speed Rail Travel Network "Sounds of the City" - The NEW, Media Innovation

Germany

- Grabarz & Partner, Hamburg - EXIT-Deutschland "Nazis Against Nazis - Germany's Most Involuntary Charity Walk" - The NEW, Brand Content

- GREY Germany - SoundCloud "The Berlin Wall of Sound" - The NEW, Brand Content
- serviceplan, Munich - World Press Photo Annual 2015 "Speaking Images 2015" - The NEW, Technology Development

Indonesia

- Dentsu Indonesia, Jakarta - Topli Tissues "Diabetest" - The NEW, IP and/or Licensing

Japan

- BIRDMAN Inc., Tokyo - Google Android "Android Chorus" - The NEW, Brand Experience

Korea

- Cheil Worldwide, Seoul - Samsung "Look at Me" - The NEW, Brand Technology

Malaysia

- TBWA Group KL, Kuala Lumpur - Eveready Batteries and Torchlights "The Eveready Book of Play" - The NEW, Brand Experience

Norway

- Kitchen Reklamebyrå, Oslo - Fretex As "The Overweight Baggage Drop" - The NEW, Media Innovation

Pakistan

- BBDO Pakistan, Lahore - MoltyFoam "The World's First BillBed" - The NEW, Media Innovation

United Kingdom

- J. Walter Thompson, London - Royal Dutch Shell "Shell Morro da Mineira" - The NEW, Brand Experience
- McCann London, London - Momondo "ClickTwo Travel" - The NEW, Media Innovation
- OgilvyOne London, London - Animal Rescue Service "Looking For You" - The NEW, Media Innovation
- Saatchi & Saatchi, Worldwide - New Directors' Showcase "25x25" - The NEW, Self-Promotion

United States

- AKQA, San Francisco - Jordan Brand "The Last Shot" - The NEW, Brand Experience
- Hill Holliday, Boston - Capra "Trailscape" - The NEW, Brand Experience
- Leo Burnett Chicago, Chicago - Allstate "Social Savvy Burglar" - The NEW, Brand Content
- Ogilvy & Mather - Dove "Choose Beautiful" - The NEW, Brand Content
- Ogilvy New York, New York - Coke Zero "Drinkable Advertising" - The NEW, Brand Experience
- Razorfish New York, New York - Mercedes-Benz USA "Build a GLA on Instagram" - The NEW, Media Innovation

To find out more about LIA, visit www.liaawards.com/

For more, visit: <https://www.bizcommunity.com>