

LIA announces Digital shortlist

London International Awards (LIA) has announced the shortlist for Digital, with a total of 116 entries making it to the final round. Winners will be announced on 10 November.



Chairing the Digital judging this year was Ronald Ng (Chief Creative Officer NA, DigitasLBi). Joining Ng on the jury were Daniel Bonner, Brent Choi, Mike Farr, Elke Klinkhammer, Jason Musante and Andreas Ulleni

Digital Shortlist:

Australia

- BWM Dentsu, Sydney - SurfAid.org "Surfify" - Digital, Public Service/Social Welfare
- George Patterson Y&R Brisbane, Brisbane - Melanoma Patients Australia "Melanoma Likes Me" - Digital, Public Service/Social Welfare
- George Patterson Y&R Brisbane, Brisbane - Melanoma Patients Australia "Melanoma Likes Me" - Digital, Use of Social Media
- Havas Worldwide, Sydney - Virgin Mobile Australia "#mealforameal" - Digital, Utilities
- Havas Worldwide, Sydney - Virgin Mobile Australia "#mealforameal" - Digital, Use of Social Media

Brazil

- FCB Brasil, São Paulo - Hewlett-Packard Brasil "Print for Help" - Digital, Innovative Use of Digital
- FCB Brasil, São Paulo - Hewlett-Packard Brasil "Print for Help" - Digital, Corporate Image
- GREY Brasil, - Aruba Tourism Authority "Aruba Image Bank" - Digital, Travel
- Leo Burnett Tailor Made, São Paulo - FIAT "Safety Wi Fi" - Digital, Innovative Use of Digital
- Publicis Brasil, São Paulo - The Voice "Skip Ad Festival" - Digital, Innovative Use of Digital

Canada

- J. Walter Thompson Canada, Toronto - Toronto PFLAG "Raise the Pride" - Digital, Public Service/Social Welfare
- J. Walter Thompson Canada, Toronto - Toronto PFLAG "Raise the Pride" - Digital, Innovative Use of Digital
- Leo Burnett Toronto, Toronto - IKEA "#ShareTheBathroom" - Digital, Banners
- Leo Burnett Toronto, Toronto - IKEA "Quick & Easy Banners" - Digital, Banners

China

- OgilvyOne Beijing, Beijing - Volkswagen "Bug Configurator" - Digital, Animation/Motion Graphics

Colombia

- Sancho BBDO, Bogotá - Exito Foundation / Food Bank "Aid to Cart" - Digital, Innovative Use of Digital
- Sancho BBDO, Bogotá - Exito Foundation / Food Bank "Aid to Cart" - Digital, Public Service/Social Welfare
- Sancho BBDO, Bogotá - Exito Foundation / Food Bank "Aid to Cart" - Digital, E-Commerce

France

- BETC Paris, Paris - CANAL+ "Being the Bear" - Digital, Media Promotion
- BETC Paris, Paris - CANAL+ "The Interactive Form" - Digital, Media Promotion
- BETC Paris, Paris - D&AD "The Ad Filter" - Digital, Corporate Image
- FRED & FARID PARIS, Paris - GOV "Keep Democracy Alive" - Digital, Use of Social Media
- Marcel, Paris - Marc Dorcel "#HandsOff" - Digital, Navigation/Interactivity
- Marcel, Paris - Marc Dorcel "#HandsOff" - Digital, Web Services
- McCann, Paris - L'Oréal Paris "Make Up Genius" - Digital, Apps

Germany

- denkwerk, Cologne - denkwerk "Teye" - Digital, Visual Design
- Grabarz & Partner, Hamburg - EXIT-Deutschland "Nazis Against Nazis - Germany's Most Involuntary Charity Walk" - Digital, Viral
- Grabarz & Partner, Hamburg - EXIT-Deutschland - Nazis Against Nazis - Germany's Most Involuntary Charity Walk campaign - "The Viral Film", "The Website" - Digital, Public Service/Social Welfare Campaign
- GREY Germany, Düsseldorf - Germanwings "Corridor Targeting" - Digital, Innovative Use of Digital
- GREY Germany, Düsseldorf - Germanwings "Corridor Targeting" - Digital, Banners
- GREY Germany - SoundCloud "The Berlin Wall of Sound" - Digital, Innovative Use of Digital
- GREY Germany - SoundCloud "The Berlin Wall of Sound" - Digital, Microsites
- GREY Germany - SoundCloud "The Berlin Wall of Sound" - Digital, Branded Content
- Heye, Munich - Mammut "#Project 360" - Digital, Microsites
- Heye, Munich - Mammut "#Project 360" - Digital, Branded Content

- Kolle Rebbe, Hamburg - Google "Go Global" - Digital, Business-to-Business
- Ogilvy Germany, Frankfurt - Media Markt "Rabbit Race" - Digital, Retail
- serviceplan, Munich - Epiphone Les Paul Björn Gelotte Signature Edition "The Les Paul Skill Check" - Digital, Mobile Advertising
- serviceplan, Munich - Epiphone Les Paul Björn Gelotte Signature Edition "The Les Paul Skill Check" - Digital, Innovative Use of Digital
- serviceplan, Munich - German Bar Association "The Guy Who Cut Everything in Half" - Digital, Viral
- serviceplan, Munich - German Bar Association "The Guy Who Cut Everything in Half" - Digital, Use of Social Media
- serviceplan, Munich - German Bar Association "The Guy Who Cut Everything in Half" - Digital, Banking/Financial/Insurance
- serviceplan, Munich - Sky Go "Sky Squeening" - Digital, Innovative Use of Digital

Italy

- Leo Burnett Milan, Milan - Always Feminine Care "BackMeApp" - Digital, Cosmetics/Toiletries/Pharmaceuticals
- Leo Burnett Milan, Milan - Always Feminine Care "BackMeApp" - Digital, Apps

Japan

- Hakuhodo Kettle, Tokyo - The University of Tsukuba's Special Needs-Schools "Eye Play the Piano" - Digital, Public Service/Social Welfare
- Hakuhodo Kettle, Tokyo - The University of Tsukuba's Special Needs-Schools "Eye Play the Piano" - Digital, Innovative Use of Digital
- Tokyu Agency, Tokyo - DoCoMo LTE "3 Second Cooking - Shrimp Frying Cannon and Super Fried Dumpling" - Digital, Weird Wonderful Work
- Tokyu Agency, Tokyo - DoCoMo LTE - "3 Second Cooking - Shrimp Frying Cannon and Super Fried Dumpling" - Digital, Campaign
- Tokyu Agency, Tokyo - DoCoMo LTE "3 Second Cooking - Shrimp Frying Cannon and Super Fried Dumpling" - Digital, Viral

Korea

- Cheil Worldwide, Seoul - Samsung "Look at Me" - Digital, Electronic Equipment
- Cheil Worldwide, Seoul - Samsung "Look at Me" - Digital, Apps
- Cheil Worldwide, Seoul - Samsung "Look at Me" - Digital, Innovative Use of Digital
- INNOCEAN Worldwide, Seoul - Hyundai "A Message to Space" - Digital, Branded Content

New Zealand

- Colenso BBDO, Auckland - Pedigree "Found" - Digital, Innovative Use of Digital

Panama

- P4 Ogilvy & Mather, Panama - Telemetro Reporta "The Tweeting Pothole" - Digital, Use of Social Media
- P4 Ogilvy & Mather, Panama - Telemetro Reporta "The Tweeting Pothole" - Digital, Media Promotion
- P4 Ogilvy & Mather, Panama - Telemetro Reporta "The Tweeting Pothole" - Digital, Innovative Use of Digital

Spain

- Cheil Spain, Madrid - WWF "Animal Copyrights" - Digital, Public Service/Social Welfare
- DDB Spain, Madrid - No Somos Delito (We Are Not Crime) NGO "Holograms for Freedom" - Digital, Public Service/Social Welfare
- DDB Spain, Madrid - No Somos Delito (We Are Not Crime) NGO "Holograms for Freedom" - Digital, Innovative Use of Digital

Sweden

- Åkestam Holst, Stockholm - Audi quattro "The Swedish Snow Rescuers" - Digital, Apps
- Åkestam Holst, Stockholm - Audi quattro "The Swedish Snow Rescuers" - Digital, Automotive
- Åkestam Holst, Stockholm - The Swedish Peace and Arbitration Society "Singing Sailor" - Digital, We Wonderful Work
- Forsman & Bodenfors, Gothenburg - World Food Programme "805 Million Names" - Digital, Viral

Thailand

- BBDO Proximity Thailand, Bangkok - Samsung "Samsung Memory Recaller" - Digital, Innovative Use Digital
- BBDO Proximity Thailand, Bangkok - Samsung "Samsung Memory Recaller" - Digital, Apps

The Netherlands

- JWT Amsterdam, Amsterdam - ELAN Languages "ELAN Taste the Translation" - Digital, Web Service

Turkey

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- Y&R Team Red Istanbul, Istanbul - Vodafone Red Light Application "Between Us" - Digital, Public Service/Social Welfare
- Y&R Team Red Istanbul, Istanbul - Vodafone Red Light Application "Between Us" - Digital, Utilities

United Kingdom

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- McCann London, London - Momondo "ClickTwo Travel" - Digital, Travel
- Publicis London, London - Depaul UK "Spot 4 Sale" - Digital, Public Service/Social Welfare

- R/GA London, London - Heineken "Heineken @WhereNext" - Digital, Use of Social Media
- R/GA London, London - Heineken "Heineken @WhereNext" - Digital, Navigation/Interactivity
- R/GA London, London - Heineken "Heineken @WhereNext" - Digital, Beverages - Alcoholic
- R/GA London, London - Turkcell "Turkcell Healthmetre" - Digital, Apps
- RKCR/Y&R, London - Royal British Legion "Every Man Remembered" - Digital, Public Service/Social Welfare Campaign
- Stinkdigital, London - Honda "The Other Side" - Digital, Innovative Use of Digital

United States

- 180LA, Santa Monica - Expedia "#ThrowMeBack" - Digital, Travel
- AKQA, San Francisco - Jordan Brand "The Last Shot" - Digital, Innovative Use of Digital
- BBDO New York, New York - American Red Cross & Bitly "Hope.ly" - Digital, Banners
- BBDO New York, New York - Autism Speaks "The MSSNG Project" - Digital, Visual Design
- BBDO New York, New York - Foot Locker "HORSE with Harden" - Digital, Use of Social Media
- BBDO New York, New York - Foot Locker "HORSE with Harden" - Digital, Retail
- BBDO New York, New York - Foot Locker "HORSE with Harden" - Digital, Branded Content
- CP+B, Boulder - Domino's "Emoji Ordering" - Digital, Use of Social Media
- CP+B, Boulder - Domino's "Emoji Ordering" - Digital, Innovative Use of Digital
- DDB Chicago, Chicago - McDonald's "Lovin' the Super Bowl" - Digital, Use of Social Media
- DigitasLBI San Francisco, San Francisco - Taco Bell "Taco Bell Blackout" - Digital, Use of Social Media
- DigitasLBI San Francisco, San Francisco - Taco Bell "Taco Bell Blackout" - Digital, Retail
- Droga5, New York - Newcastle "Newcastle Band of Brands" - Digital, Campaign
- Droga5, New York - Under Armour Women's Apparel "Gisele Bündchen - I Will What I Want Online Film and Web Experience" - Digital, Campaign
- Droga5, New York - Women's Apparel "Gisele Bündchen - I Will What I Want" - Digital, Use of Social Media
- Havas Worldwide New York, New York - Dos Equis "Things Get More Interesting When You Wear a Mask - Oculus Rift" - Digital, Innovative Use of Digital
- Ogilvy New York, New York - IBM "Play!" - Digital, Use of Social Media
- Ogilvy New York, New York - IBM "US Open Sessions" - Digital, Animation/Motion Graphics
- Publicis Kaplan Thaler, New York - Doctors of the World "More Than a Costume" - Digital, Public Service/Social Welfare
- R/GA, New York - Ad Council "Love Has No Labels" - Digital, Viral
- R/GA, New York - Ad Council "Love Has No Labels" - Digital, Public Service/Social Welfare
- R/GA, New York - Ad Council "Love Has No Labels - YouTube Viral Film; TVC; Website; Live Event/Stunt" - Digital, Public Service/Social Welfare Campaign
- R/GA, New York - Alvio - Digital, Apps
- R/GA, New York - Alvio - Digital, Innovative Use of Digital
- R/GA, New York - BioRanger - Digital, Innovative Use of Digital
- R/GA, New York - Equinox "The Pursuit by Equinox" - Digital, Retail
- R/GA, New York - Equinox "The Pursuit by Equinox" - Digital, Visual Design
- R/GA, New York - Equinox "The Pursuit by Equinox" - Digital, Innovative Use of Digital
- R/GA, New York - Hammerhead Navigation "Hammerhead" - Digital, Navigation/Interactivity
- R/GA, New York - LISNR - Digital, Innovative Use of Digital
- R/GA, New York - Owlet - Digital, Innovative Use of Digital

- R/GA, New York - Samsung "Samsung Holiday Dreams" - Digital, Animation/Motion Graphics
- Razorfish New York, New York - Mercedes-Benz USA "Build a GLA on Instagram" - Digital, Innovative Use of Digital
- Razorfish New York, New York - Mercedes-Benz USA "Build a GLA on Instagram" - Digital, Use of Social Media
- Razorfish New York, New York - Mercedes-Benz USA "Build a GLA on Instagram" - Digital, Automotiv
- Razorfish New York, New York - Spotify "Spotify Year in Music" - Digital, Microsites
- VML, Kansas City - Tennessee Department of Tourist Development "One Minute Vacation" - Digital, Banners
- Y&R New York, New York - Land Rover USA "The Vanishing Game" - Digital, Branded Content

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

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