

ADC 97TH ANNUAL AWARDS – FINALISTS

Includes Gold, Silver, Bronze Cubes and Merit winners. Cube details will be announced during Creative Week, May 7-11.



ADVERTISING

ART DIRECTION

DDB Paris + Eddy + Studio5 / Paris	Digital - Single	Hasbro	Emerging Species
R/GA / Sao Paulo	Mobile - Single	Banco Bradesco	next Bank
BBDO New York + BBDO Studios / New York	Motion - Single	Downtown Records	Live Looper
McCann New York + Blk-Ops / Los Angeles	Motion - Single	Microsoft	Space Holiday
R/GA / Tokyo	Motion - Single	MUJI	Tokyo Pen Pixel
AlmapBBDO / Sao Paulo	Poster Advertising - Campaign	Getty Images	Nosferatu
DENTSU / Tokyo	Poster Advertising - Campaign	EAST JAPAN RAILWAY COMPANY	SLOW TRAIN, SLOW LIFE. Get Back, Tohoku.
DENTSU / Tokyo	Poster Advertising - Campaign	OLFA Corporation	The Art of Cutouts
FCB Chicago	Poster Advertising - Campaign	Archer+Wolf	...And That's the Smell of Archer
FCB Chicago	Poster Advertising - Campaign	Radio Flyer	Travel Posters
Juniper Park\TBWA Communications / Toronto	Poster Advertising - Campaign	Miller Lite	Lite Originals
SHISEIDO / Tokyo	Poster Advertising - Campaign	SHISEIDO	Makeup Tools
TBWA INDIA / Mumbai	Poster Advertising - Campaign	TBWA\INDIA	Zoobar Pet Friendly Bar
Dentsu + Amana + Taki Corporation / Tokyo	Press / Print Advertising - Single	Hokkoku Shimbun	SUMOGIRLS 82 TECHNIQUES
AlmapBBDO / Sao Paulo	Press / Print Advertising - Campaign	Alpargatas	Made of Brazilian Summer
Amber China / Shanghai + Illusion Bangkok	Press / Print Advertising - Campaign	ASD Ammeloo Chef's Edition Knife series	ChopChop 2.0 Campaign
DDB Chicago	Press / Print Advertising - Campaign	Mars Wrigley Confectionery	Flip the Rainbow
DDB Paris	Press / Print Advertising - Campaign	Hasbro	In the world of Play-Doh
OUWN / Tokyo	Press / Print Advertising - Campaign	ABUNOTSURU	"JAPANESE SAKE MIYOSHI"

BRANDED CONTENT & ENTERTAINMENT

DDB Paris + Make me pulse / Paris	Games - Single	Ubisoft	A World With No Heroes
AlmapBBDO / Sao Paulo	Online Video - Long Form - Single	Getty Images	Nosferatu
CHE Proximity / Australia + Revolver/Will O'Rourke / Sydney	Online Video - Long Form - Single	Cochlear	The Hearing Test in Disguise
BBDO New York + biscuit filmworks	Online Video - Short Form - Single	Mars Petcare / Pedigree	General Howe's Dog
BBDO New York + Smuggler	Online Video - Short Form - Single	Sandy Hook Promise	Tomorrow's News
The Best Bit / London	Online Video - Short Form - Single	Uber	The Mother Of All Surprises
Tool / Santa Monica + Saatchi & Saatchi + National Down Syndrome Society / New York City	Online Video - Short Form - Single	National Down Syndrome Society	C21 Restaurant
Jung von Matt AG / Hamburg	TV / Film - Single	Netto Marken-Discount KG	Netto - Easter Surprise
Google Brand Studio / San Francisco	Web Series - Campaign	Google	Search On Stories
RPA / Santa Monica	Web Series - Campaign	Pediatric Brain Tumor Foundation	Imaginary Friend Society

ADC 97TH ANNUAL AWARDS – FINALISTS

Includes Gold, Silver, Bronze Cubes and Merit winners. Cube details will be announced during Creative Week, May 7-11.



ADVERTISING

CRAFT IN VIDEO

BBDO New York + biscuit filmworks	Cinematography - Single	Mars Petcare / Pedigree	General Howe's Dog
Jung von Matt AG / Hamburg + ANORAK Film GmbH / Berlin + The Mill / London	Cinematography - Single	BMW Group MINI Brand Management	The Faith of a Few
Samsung Group / Worldwide + MJZ / LA + MPC / LA+ Leo Burnett Chicago	Cinematography - Single	Samsung	Samsung's "Ostrich" Directed by Matthijs van Heijningen
BBDO New York + biscuit filmworks	Direction - Single	Mars Petcare / Pedigree	General Howe's Dog
BBDO New York + The Corner Shop	Direction - Single	P&G	The Talk
Furlined / Santa Monica + Final Cut + Apple / Cupertino	Direction - Single	Apple	Barbers
McCann Worldgroup / Bangkok	Direction - Single	Verena International	Capture
Samsung Group / Worldwide + MJZ / LA + MPC / LA + Leo Burnett Chicago	Direction - Single	Samsung	Samsung's "Ostrich" Directed by Matthijs van Heijningen
SIXINC + SPA-HAKUHODO / Tokyo	Direction - Single	DOUBLE A	OBSESSION FOR SMOOTHNESS
Commonwealth//McCann / Detroit	Editing - Single	Chevrolet	Silverado Then and Now Film
AlmapBBDO / Sao Paulo	Sound Design - Single	Getty Images	Nosferatu
CHE Proximity / Australia + Revolver/Will O'Rourke / Sydney	Sound Design - Single	Cochlear	The Hearing Test in Disguise
Mekanism + HBO Productions + The Mill + Heard City / New York	Sound Design - Campaign	HBO	HBO - It's What Connects Us
Jung von Matt AG / Hamburg + Sterntag / Hamburg + MJZ / London	Special Effects - Single	EDEKA ZENTRALE KG	Christmas 2117
MPC / London + MPC / Los Angeles + Leo Burnett / Chicago + MJZ / Los Angeles	Special Effects - Single	Samsung	Samsung Ostrich
Samsung Group / Worldwide + MJZ / LA + MPC / LA + Leo Burnett Chicago / Chicago +	Special Effects - Single	Samsung	Samsung's "Ostrich" Directed by Matthijs van Heijningen
SIXINC + SPA-HAKUHODO / Tokyo	Special Effects - Single	DOUBLE A	OBSESSION FOR SMOOTHNESS

CRAFT IN WRITING

BBDO New York + O Positive	Broadcast for TV / Film / Video - Single	Mars Chocolate North America / Snickers	Recovery Room
BBDO New York + Smuggler	Broadcast for TV / Film / Video - Single	Sandy Hook Promise	Tomorrow's News
BBDO New York + The Corner Shop	Broadcast for TV / Film / Video - Single	P&G	The Talk

ADC 97TH ANNUAL AWARDS – FINALISTS

Includes Gold, Silver, Bronze Cubes and Merit winners. Cube details will be announced during Creative Week, May 7-11.



ADVERTISING

DIRECT

AlmapBBDO / Sao Paulo	Art Direction - Single	Kiss FM	The Book of Rock
FCB Chicago	Art Direction - Campaign	Radio Flyer	Travel Agency for the Imagination
72andSunny / New York	Copywriting - Single	Diageo	Smirnoff "Made in America"
Grabarz & Partner / Hamburg	Copywriting - Single	BURGER KING Deutschland	Loving "It"
SERVICEPLAN GERMANY / Munich	Direct Mail - Single	PENNY	The Reconciliation Wine
DENTSU / TOKYO	Press / Poster - Single	Kobe Simbun	Emergency Collectibles
CP+B / Boulder	Wildcard - Single	Domino's	Wedding Registry
Wieden + Kennedy Shanghai	Wildcard - Campaign	Nike China	Nike Badge of Honor
SERVICEPLAN GERMANY / Munich	Digital - Single	Tierschutzverein Muenchen e.V.	Adoptify
CHE Proximity / Australia	Digital - Campaign	LEGO Australia	Making the List
Energy BBDO / Chicago	Digital - Campaign	Bayer Aspirin	HeroSmiths

OUT OF HOME

R/GA / Tokyo	Point of Purchase - Single	MUJI	Tokyo Pen Pixel
CHE Proximity / Australia	Point of Purchase - Campaign	Swann Insurance	Inconvenience Stores
Sid Lee / Montreal	Point of Purchase - Campaign	Molson Export	Molson salutes the depanneurs
72andSunny / New York	Poster - Single	Diageo	Smirnoff "Made in America"
360i / New York	Poster - Campaign	New Orleans Tourism Marketing Corporation	Leave With A Story
DDB / Paris	Poster - Campaign	Hasbro	In the world of Play-Doh
Grabarz & Partner / Hamburg	Poster - Campaign	IKEA	Small Space Sitting
Juniper Park\TBWA Communications / Toronto	Poster - Campaign	Miller Coors	Lite Originals
Ig2 / Montreal + Consulat / Montreal	Poster - Campaign	Parc Olympique	New advertising platform 2017-2020
R/GA / New York	Print / Electronic Billboard - Single	Ad Council	Fans of Love
Ogilvy / Germany	Print / Electronic Billboard - Campaign	Amnesty International	Switch it off
BBDO New York + Obscura	Transit - Single	GE	Unseen Stars
Jung von Matt AG / Hamburg	Transit - Single	Berliner Verkehrsbetriebe (BVG)	BVG x adidas - The Ticket-Shoe

ADC 97TH ANNUAL AWARDS – FINALISTS

Includes Gold, Silver, Bronze Cubes and Merit winners. Cube details will be announced during Creative Week, May 7-11.



ADVERTISING

PRESS

Akestam Holst / Stockholm	Magazine - Single	IKEA Sweden	IKEA Pee AD
AlmapBBDO / São Paulo	Magazine - Campaign	Alpargatas	Made of Brazilian Summer
Commonwealth//McCanna / Detroit	Magazine - Campaign	Chevrolet	Silverado Then and Now Print Campaign
MullenLowe SSP3 / Bogotá	Magazine - Campaign	Homi Children's Cancer Hospital	Cancer by Children with cancer
Ogilvy / Germany	Magazine - Campaign	Amnesty International	Switch it off
DENTSU / TOKYO	Newspaper - Single	Kobe Simbun	Emergency Collectibles
The VIA Agency / Portland	Newspaper - Single	L.L.Bean	Sunlight Ink Ad

PROMOTIONAL MATERIALS

DDB, Paris + Studio5 / Paris	Dimensional - Single	Ubisoft	Cartel Com
Jung von Matt AG / Hamburg	Dimensional - Single	Berliner Verkehrsbetriebe (BVG)	BVG x adidas - The Ticket-Shoe
Sid Lee / Toronto	Dimensional - Single	Black Lives Matter Canada	The Bulletproof Flag

TELEVISION / FILM / ONLINE VIDEO COMMERCIALS

Y&R Mexico / Mexico	Film Commercial - Single	Movistar Mx	LOVE STORY
AMVBBDO / London	Online Commercial - Single	Essity Libresse Bodyform	#Blood Normal
BBDO New York + biscuit filmworks	Online Commercial - Single	Mars Petcare / Pedigree	General Howe's Dog
BBDO New York + Smuggler	Online Commercial - Single	Sandy Hook Promise	Tomorrow's News
BBDO New York + The Corner Shop	Online Commercial - Single	P&G	The Talk
Furlined / Santa Monica + Apple / Cupertino	Online Commercial - Single	Apple	Barbers
McCann Worldgroup / Bangkok	Online Commercial - Single	Verena International	Capture
R/GA / New York	Online Commercial - Single	Ad Council	Fans of Love
Samsung Group / Worldwide + Leo Burnett Chicago + MJZ / LA + MPC / LA	Online Commercial - Single	Samsung	Samsung's "Ostrich" Directed by Matthijs van Heijningen
Akestam Holst / Stockholm	Online Commercial - Campaign	IKEA Sweden	Irresistibly pointless Trueview Ads
Commonwealth//McCann / Detroit	Television Commercial Under USD\$100K - Single	Chevrolet	Silverado Then and Now Film
BBDO New York + O Positive	Television Commercial - Single	Mars Chocolate North America / Snickers	Fantasy Night
BBDO New York + The Corner Shop	Television Commercial - Single	P&G	The Talk
Furlined / Santa Monica + Apple / Cupertino	Television Commercial - Single	Apple	Barbers
Goodby Silverstein & Partners / San Francisco	Television Commercial - Single	Doritos + Mountain Dew	Doritos Blaze vs. MTN DEW ICE

ADC 97TH ANNUAL AWARDS – FINALISTS

Includes Gold, Silver, Bronze Cubes and Merit winners. Cube details will be announced during Creative Week, May 7-11.



BRAND / COMMUNICATION DESIGN

BRANDING

ANTI / Bergen	Branding Systems / Corporate Identity for Digital - Series	Fitjar Islands	Brand Identity for an artisan soap manufacturer
Larssen & Amaral / Haugesund	Branding Systems / Corporate Identity for Digital - Series	Espen Andersen	Espen Andersen - Music Producer & Sound Designer
R/GA / Sao Paulo	Branding Systems / Corporate Identity for Digital - Series	Banco Bradesco	next Bank
DENTSU / Tokyo	Branding Systems / Corporate Identity for Print - Series	good mornings	The Bridge
DENTSU / Tokyo + Ministry of Foreign Affairs of Japan / Tokyo	Branding Systems / Corporate Identity for Print - Series	Ministry of Foreign Affairs of Japan	One plus One.
Magpie Studio	Branding Systems / Corporate Identity for Print - Series	Bandido Coffee Co	Bandido - disrupting the Californian coffee scene
Mintbrand Design / Beijing	Branding Systems / Corporate Identity for Print - Series	751D.PARK	751 International Design Festival
RIMOWA / Cologne + Commission Studio / London + Bureau Borsche / Munich	Branding Systems / Corporate Identity for Print - Series	RIMOWA	A new visual identity for iconic luggage brand RIMOWA
another design / Guangzhou	Branding Systems / Corporate Identity Integrated - Series	Guangdong Museum of Art	2017 Guangzhou Image Triennial
au chon hin / macao + Instituto Cultural de Macau / macao	Branding Systems / Corporate Identity Integrated - Series	Instituto Cultural de Macau	16th Macao City fringe Festival
Chobani Creative / New York	Branding Systems / Corporate Identity Integrated - Series	Chobaniä	Re-imagination of Chobani
Collins / San Francisco	Branding Systems / Corporate Identity Integrated - Series	The East Cut Community Benefit District	The East Cut
Creuna Norway / Oslo	Branding Systems / Corporate Identity Integrated - Series	DOGA - Design and Architecture Norway	DOGA VISUAL IDENTITY
Jones Knowles Ritchie / New York	Branding Systems / Corporate Identity Integrated - Series	Dream	Dream
Juniper Park/TBWA Communications / Toronto	Branding Systems / Corporate Identity Integrated - Series	Miller Coors	Lite Originals
SILO / The Hague, The Netherlands	Branding Systems / Corporate Identity Integrated - Series	Rijksmuseum Boerhaave	Rijksmuseum Boerhaave
MTV / New York	Branding Systems & Identities for Television / Film / Online Networks - Series	MTV	TRL
MTV / New York + Believe Media / New York + OCD / New York	Branding Systems & Identities for Television / Film / Online Networks - Series	MTV	2017 MTV Video Music Awards
72andSunny / Los Angeles	Logo - Single or Series	The Mayor's Fund of Los Angeles	LA Original
Cossette / Montreal	Logo - Single or Series	Humanity & Inclusion	Humanity & Inclusion - Logo
Creuna Norway / Oslo	Logo - Single or Series	DOGA - Design and Architecture Norway	DOGA LOGO AND VISUAL IDENTITY
Happy F&B / Gothenburg	Logo - Single or Series	GäteborgsOperan	Costume Change At The Opera
Magpie Studio / London	Logo - Single or Series	Bandido Coffee Co	Bandido - disrupting the Californian coffee scene
Mother / New York	Logo - Single or Series	Mother	The Pregnancy Pause
POSSIBLE / New York	Logo - Single or Series	Petfinder, Purina	The Face of Connection
SILO / The Hague, The Netherlands	Logo - Single or Series	Rijksmuseum Boerhaave	Rijksmuseum Boerhaave

ADC 97TH ANNUAL AWARDS – FINALISTS

Includes Gold, Silver, Bronze Cubes and Merit winners. Cube details will be announced during Creative Week, May 7-11.



BRAND / COMMUNICATION DESIGN

PROMOTIONAL

Ahoy Studios / New York	Announcement / Invitation / Postcard / Greeting Card - Single	Hirshhorn Museum and Sculpture Garden	Hirshhorn New York Gala 2017
FCB/SIX / Toronto	Announcement / Invitation / Postcard / Greeting Card - Single	PFLAG Canada	195 countries. 195 postcards.
TBWA\Chiat\Day / New York + BNY Mellon / New York	Digital Communications - Series	BNY Mellon	SmArt Basel
Jung von Matt AG / Hamburg	Apparel - Single	Berliner Verkehrsbetriebe (BVG)	BVG x adidas - The Ticket-Shoe
DENTSU / Tokyo + Mori / Tokyo	Booklet / Brochure / Catalog & Press Promotional Kit - Single	Mavericks	The Whole Earth Catalog
Design Army / Washington DC	Booklet / Brochure / Catalog & Press Promotional Kit - Single	MARYLAND INSTITUTE COLLEGE OF ART	COMMOTION ISSUE 5
DENTSU / TOKYO + J.C.SPARK / TOKYO + Nissho / TOKYO + Revlon / TOKYO	Booklet / Brochure / Catalog & Press Promotional Kit - Series	Kirin Company, Limited	Journey Around Heartland
Rong Yan Guan (Beijing) Graphic Design / Beijing	Calendar - Single	Shenzhen OCT Creative Festival	A calendar with thousand perspectives
DENTSU / TOKYO	Self-Promotion - Single	Kobe Simbun	Emergency Collectibles
loved / Hamburg	Wildcard - Single	ALI Getränke UG / Husumer Mineralbrunnen HMB KG	A statement for tolerance
Magpie Studio / London	Wildcard - Single	Bandido Coffe Co	Bandido - disrupting the Californian coffee scene
R/GA / New York	Wildcard - Single	Ad Council	Fans of Love
R/GA / Tokyo	Wildcard - Single	MUJI	Tokyo Pen Pixel
Leo Burnett + Fuzz Reps + Webnews Printing / Toronto	Wildcard - Series	Smith Restaurant + Bar	Brunch Your Way

POSTERS

China Academy of Art / Hangzhou	Traditional - Single	Power Station of Art Shanghai, Power Station of Design Shanghai	Henryk Tomaszewski
Sid Lee Collective / Montreal + MASSIVart / Montreal	Traditional - Single	Ivanhoã Cambridge	Peace you
China Academy of Art / Hangzhou	Traditional - Series	Toppan Printing / Tokyo Printing Museum	FUSION (5 Posters)
Creative Power Unit / Tokyo	Traditional - Series	Shiga Art School	The Invisible Visible
Day Day Up Desgin Consultancy / Zhongshan,Guangdong	Traditional - Series	Wei Furniture	"Wei" chair series generalize posters
DENTSU / Tokyo	Traditional - Series	EAST JAPAN RAILWAY COMPANY	SLOW TRAIN, SLOW LIFE. Get Back, Tohoku.
Dentsu / Tokyo	Traditional - Series	JINS	Optical Odyssey
DENTSU / TOKYO	Traditional - Series	Shochiku co. ltd Minami-za	Eating Kabuki with your fingers.
DENTSU / Tokyo + Ministry of Foreign Affairs of Japan / Tokyo	Traditional - Series	Ministry of Foreign Affairs of Japan	One plus One.
Japan / Tokyo	Traditional - Series	Yamaha Corporation	Yamaha Speaker VXS/VXL/VXC Series
Julien de Preux / Geneva	Traditional - Series	Geneva Museum of Natural History	Celebration
Ig2 / Montreal	Traditional - Series	Parc Olympique	New advertising platform 2017-2020

ADC 97TH ANNUAL AWARDS – FINALISTS

Includes Gold, Silver, Bronze Cubes and Merit winners. Cube details will be announced during Creative Week, May 7-11.



BRAND / COMMUNICATION DESIGN

POSTER (CONT.)

Mori / Tokyo + TYMOTÉ / Tokyo	Traditional - Series	Red Bull	RED BULL MUSIC FESTIVAL TOKYO 2017
Q / Tokyo + BOAT / Tokyo + grandpa / Tokyo	Traditional - Series	ISSEY MIYAKE	HOMME PLISSÉ ISSEY MIYAKE BOX PLEATS
Q / Tokyo + BOAT / Tokyo + grandpa / Tokyo	Traditional - Series	ISSEY MIYAKE	HOMME PLISSÉ ISSEY MIYAKE CITY MEETS BODY
RAPP UK / London, United Kingdom + Packshot Factory / London, United Kingdom	Traditional - Series	Heist	Whatever You
SHISEIDO / Tokyo	Traditional - Series	SHISEIDO	Makeup Tools
TBWA\Shanghai / Shanghai	Wild Postings - Single	BAO BEI HUI JIA - NGO for Missing Children	A Thread of Hope
Grabarz & Partner / Hamburg	Wild Postings - Series	IKEA	Small Space Sitting
Juniper Park/TBWA Communications / Toronto	Wild Postings - Series	Miller Coors	Lite Originals

ADC 97TH ANNUAL AWARDS – FINALISTS

Includes Gold, Silver, Bronze Cubes and Merit winners. Cube details will be announced during Creative Week, May 7-11.



DESIGN FOR GOOD

DESIGN FOR GOOD

FCB Chicago	Advertising - Single	Illinois Council Against Handgun Violence	Teddy Gun
McCann New York	Advertising - Single	Microsoft	See What's Next
McCann New York	Advertising - Single	State Street Global Advisors	Fearless Girl
R/GA / New York	Advertising - Single	Ad Council	Fans of Love
Energy BBDO / Chicago	Advertising - Campaign	National Safety Council	Prescribed to Death
RPA / Santa Monica	Advertising - Campaign	Pediatric Brain Tumor Foundation	Imaginary Friend Society
Sid Lee / Toronto	Brand / Communication Design - Single	Black Lives Matter Canada	The Bulletproof Flag
TBWA\Shanghai	Publication Design - Single	Penguin Books	Penguin Frozen Storybook
Energy BBDO / Chicago	Experiential Design - Single	National Safety Council	Prescribed to Death
McCann New York	Experiential Design - Single	State Street Global Advisors	Fearless Girl
McCann Worldgroup India / Mumbai + McCann Health / Delhi	Experiential Design - Single	Ministry of Public Health, Afghanistan	The Immunity Charm
TBWA\Shanghai	Experiential Design - Single	BAO BEI HUI JIA - NGO for Missing Children	A Thread of Hope
Great Works + Akestam Holst / NoA	Integrated - Single	Great Works / Akestam Holst / NoA	The Humanium Metal Initiative
Energy BBDO / Chicago	Integrated - Campaign	National Safety Council	Prescribed to Death
FCB/SIX / Toronto	Interactive - Single	PFLAG Canada	Destination Pride
Google Brand Studio / San Francisco	Interactive - Campaign	Equal Justice Initiative	Lynching in America: Confronting the Legacy of Racial Terror
Merck for Mothers / Kenilworth + Matter Unlimited / New York + Whitelist / Los Angeles	Motion / Film Craft - Single	Merck for Mothers	PUSH
Quad Productions - Quad Group + BBDO France / Paris	Motion / Film Craft - Single	Collectif Nation Refuge	Refugees
Sid Lee Collective + MASSIVart + Sid Lee / Montreal	Motion / Film Craft - Single	Ivanhoe Cambridge	Posters for Peace - Video
Up In The Sky NG / Lagos	Motion / Film Craft - Single	9Mobile NG (Previously Etisalat NG)	Closed - A Short Film
RPA / Santa Monica	Motion / Film Craft - Series	Pediatric Brain Tumor Foundation	Imaginary Friend Society
Goodby Silverstein & Partners / San Francisco	Packaging - Single	Stacy's Pita Chips	Stacy's Stands with You
loved + thjnk / Hamburg	Packaging - Single	ALI Getranke UG / Husumer Mineralbrunnen HMB KG	A statement for tolerance
loved + thjnk / Hamburg	Product - Single	ALI Getranke UG / Husumer Mineralbrunnen HMB KG	A statement for tolerance
McCann Worldgroup India / Mumbai + McCann Health / Delhi	Product - Single	Ministry of Public Health, Afghanistan	The Immunity Charm
Tess + Tohoku University School of Medicine / Sendai + M2 Design + TBWAHAKUHODO / Tokyo	Product - Single	Tess Co.	COGY Wheelchair

ADC 97TH ANNUAL AWARDS – FINALISTS

Includes Gold, Silver, Bronze Cubes and Merit winners. Cube details will be announced during Creative Week, May 7-11.



EXPERIENTIAL DESIGN

DIGITAL EXPERIENCES

Commonwealth//McCann / Detroit + The Mill + Mill+ / Los Angeles	Augmented Reality - Single	Chevrolet	Invisible Car
Saatchi & Saatchi / London + Mediacom / Dusseldorf + Proud Robinson / Brighton	Augmented Reality - Campaign	Deutsche Telekom	Magenta Unleashed
Energy BBDO / Chicago	Responsive Environments - Single	National Safety Council	Prescribed to Death
Moment Factory / Montreal + Ottawa 2017 Bureau / Ottawa	Responsive Environments - Single	Ottawa 2017 Bureau	KONTINUUM - AN UNDERGROUND JOURNEY THROUGH TIME
TBWA\HAKUHODO - Tokyo	Responsive Environments - Single	adidas Japan	GREEN LIGHT RUN

ENVIRONMENTAL DESIGN

BBDO New York + Lobo	Exhibition Design - Single	Bacardi / Bombay Sapphire	Art Without Labels
Energy BBDO / Chicago	Exhibition Design - Single	National Safety Council	Prescribed to Death
Google Brand Studio / San Francisco	Exhibition Design - Single	Google	The Agoraphobic Traveller
Local Projects + Studio Joseph / New York	Exhibition Design - Single	Bloomberg	The London Mithraeum
Ogilvy + Some Films / Vilnius	Exhibition Design - Single	TELE 2	Kinetic Generative Music Installation Turning People's 4G Network Browsing Into Musical Sounds
TBWA\Shanghai	Exhibition Design - Single	BAO BEI HUI JIA - NGO for Missing Children	A Thread of Hope
VML / New York + LEGOLAND Florida Resort / Winter Haven	Wayfinding Systems - Single	LEGOLAND Florida Resort	Quest to LEGOLAND
R/GA / Tokyo	Window Display / Merchandising - Single	MUJI	Tokyo Pen Pixel

EXPERIENTIAL DESIGN

FCB Chicago	Guerrilla / Stunt - Single	Illinois Council Against Handgun Violence	Teddy Gun
Grabarz & Partner / Hamburg	Guerrilla / Stunt - Single	BURGER KING Deutschland	Loving "It"
Jung von Matt + Markenfilm Crossing + 2wei Music / Hamburg + Nordmeister / California	Guerrilla / Stunt - Single	EDEKA ZENTRALE AG & Co. KG	The most German supermarket
McCann New York	Guerrilla / Stunt - Single	State Street Global Advisors	Fearless Girl
Radley Yeldar / London	Guerrilla / Stunt - Single	Kaspersky Lab	The Data Dollar Store
Adell Taivas Ogilvy + Some Films / Vilnius	Installations - Single	TELE 2	Kinetic Generative Music Installation Turns People's 4G Network Browsing Into Musical Sounds.

ADC 97TH ANNUAL AWARDS – FINALISTS

Includes Gold, Silver, Bronze Cubes and Merit winners. Cube details will be announced during Creative Week, May 7–11.



EXPERIENTIAL DESIGN

EXPERIENTIAL DESIGN (CONT.)

DDB Paris + Handsome + Marshmallow Laser Feast + Chez Jean / Paris	Installations - Single	Hennessy	HPI The Quest
Energy BBDO / Chicago	Installations - Single	National Safety Council	Prescribed to Death
McCann New York	Installations - Single	State Street Global Advisors	Fearless Girl
CHE Proximity / Melbourne	Installations - Campaign	Swann Insurance	Inconvenience Stores
Grabarz & Partner / Hamburg	Installations - Campaign	IKEA	Small Space Sitting
BBDO New York + BBDO Studios / New York	Live Event - Single	Downtown Records	Live Looper
Jung von Matt AG / Hamburg	Live Event - Single	Berliner Verkehrsbetriebe (BVG)	BVG x adidas - The Ticket-Shoe
R/GA / New York	Live Event - Single	Ad Council	Fans of Love
Sila Sveta / Los Angeles, Moscow + Gordon von Steiner Studio / New York	Live Event - Single	Vogue	The Met Gala's 2017 Vogue x Instagram Studio
McCann New York	Placemaking - Single	State Street Global Advisors	Fearless Girl
Studio TheGreenEyl / Berlin + Studio TheGreenEyl / New York + Mozilla / Mountain View	Placemaking - Single	Mozilla	Step Into The Web
VML / Kansas City + Tennessee Department of Tourist Development / Nashville + Plan A Films / Asheville	Placemaking - Single	Tennessee Department of Tourist Development	The Colorblind-less Viewer

ADC 97TH ANNUAL AWARDS – FINALISTS

Includes Gold, Silver, Bronze Cubes and Merit winners. Cube details will be announced during Creative Week, May 7-11.



ILLUSTRATION

ILLUSTRATION

Al Rewaq Publishing / Cairo	Book - Single	Al Rewaq Publishing	Journey of the samovar
TBWA\Shanghai	Book - Single	Penguin Books	Penguin Frozen Storybook
Victo Ngai Studio / Los Angeles + Harper Collins / New York	Book - Single	Harper Collins	A Lite Too Bright
Ellen Weinstein / New York + Chronicle Books / San Francisco	Book - Series	Chronicle Books	Recipes for Good Luck: The Superstitions, Rituals, and Practices of Extraordinary People
IC4DESIGN / Hiroshima + Laurence King Publishing / London	Book - Series	Laurence King Publishing	Pierre The Maze Detective The Mystery of the Empire Maze Tower
White Rabbit Budapest	Digital - Single	Gastropolis Cooking School	Get Mesmerized!
Yahoo Japan Corporation / Tokyo + BIRDMAN / Tokyo + JH Kagaku / Tokyo + TEEMA / Tokyo	Digital - Single	Yahoo! JAPAN	History of the Internet
Juniper Park\TBWA Communications / Toronto	Digital - Series	Flap Canada	BirdSafe
Wetransfer / Amsterdam	Digital - Series	Wetransfer	Text Me
Eiko Ojala / Tallinn	Magazine / Newspaper Spread - Single	New York Times	Paris Climate Agreement
The New York Times Magazine / New York	Magazine / Newspaper Spread - Single	New York Times Magazine	What Was She Wearing? (The Reckoning: Women and Power in The Workplace)
Vanity Fair / New York	Magazine / Newspaper Spread - Series	Vanity Fair	History's First Draft Illustration Story
The New York Times Magazine / New York	Magazine Cover / Newspaper Front Page - Single	The New York Times Magazine	The Death of Michael Deng
The New York Times Magazine / New York	Magazine Cover / Newspaper Front Page - Single	The New York Times Magazine	Trumplandia
Edel Rodriguez Studio / Mt. Tabor + Der Spiegel / Hamburg	Magazine Cover / Newspaper Front Page - Series	Der Spiegel	Der Spiegel covers
Giant Ant / Vancouver	Motion - Single	NPR	Invisibilia
Giant Ant / Vancouver	Motion - Single	The Pediatric Brain Tumor Foundation	The Imaginary Friends Society - Finding Out You Have Cancer
Magoz Blog / Barcelona	Motion - Single	Magoz Blog	Always Traveling
Magoz Blog / Barcelona	Motion - Single	Magoz Blog	The Struggle for Happiness
SEAT + C14 / Barcelona	Motion - Single	SEAT	Do You Have a Question? Ask!
Sid Lee Collective + MASSIVart + Sid Lee / Montreal	Motion - Single	Ivanhoe Cambridge	Posters for Peace - Video
VICE News / Brooklyn	Motion - Single	VICE News	Cryptocurrency
VICE News / Brooklyn	Motion - Single	VICE News	Mueller's Team
VICE News / Brooklyn	Motion - Single	VICE News	North Korea
VICE News / Brooklyn	Motion - Single	VICE News	Uber and Waymo
DDB Paris + Collectif sin- / Paris	Poster - Single	Hennessy	Hennessy Craft Land

ADC 97TH ANNUAL AWARDS – FINALISTS

Includes Gold, Silver, Bronze Cubes and Merit winners. Cube details will be announced during Creative Week, May 7-11.



ILLUSTRATION

ILLUSTRATION (CONT.)

DDB Paris	Poster - Series	Hasbro	In the world of Play-Doh
DENTSU / NAGOYA	Poster - Series	Tokai Polytechnic College	Study Opposite Styles
DENTSU / Tokyo	Poster - Series	EAST JAPAN RAILWAY COMPANY	SLOW TRAIN, SLOW LIFE. Get Back, Tohoku.
FCB Chicago	Poster - Series	Radio Flyer	Travel Posters
Jordan Awan Illustration / Salem	Poster - Series	Room Fifty	Room Fifty Posters
Julien de Preux / Geneva	Poster - Series	Geneva Museum of Natural History	Celebration
Juniper Park\TBWA Communications / Toronto	Poster - Series	Flap Canada	BirdSafe
Victo Ngai Studio / Los Angeles + KAI + CRland / Shenzhen	Poster - Series	Mixc World	Celebrations at Mixc World
Amber China / Shanghai	Press - Single	ASD Ammeloo Chef's Edition Knife series	ChopChop1.0_ AtomicBombPig
DDB Paris	Press - Series	Hasbro	In the world of Play-Doh
DENTSU + TYO MONSTER Div. + dish + DENTSU EAST JAPAN / Tokyo	Promotional / Collateral - Series	SHIBUYA CITY	Shibuya City Vision
The Mix-Place / Shanghai	Self-Promotion - Single	Self Promotion	The Space In Between
Leonardo Santamaria / Los Angeles	Personal / Unpublished Illustration - Single	Personal Work	Through the day, through the night
Magoz / Barcelona	Personal / Unpublished Illustration - Single	magoz	Light!
Francesco Ciccolella / Vienna	Personal / Unpublished Illustration - Series	Francesco Ciccolella	Alternate Realities Exhibition

ADC 97TH ANNUAL AWARDS – FINALISTS

Includes Gold, Silver, Bronze Cubes and Merit winners. Cube details will be announced during Creative Week, May 7-11.



INNOVATION

INNOVATION

Abby Priest / Stockholm	Advertising	Adobe	The Original Brushes of Edvard Munch
Akestam Holst / Stockholm	Advertising	IKEA Sweden	IKEA Pee AD
BBDO New York + BBDO Studios / New York	Advertising	Columbia Records	RPM: Russ Per Minute
BBDO New York + BBDO Studios / New York	Advertising	Downtown Records	Live Looper
Commonwealth//McCann / Detroit + The Mill / Los Angeles + Mill+ / Los Angeles	Advertising	Chevrolet	Invisible Car
Fitzco//McCann / Atlanta	Advertising	Coca-Cola	Share a Coke 1,000 Name Celebration
FCB Chicago	Brand / Communication Design	Illinois Council Against Handgun Violence	Teddy Gun
BBDO New York + Obscura	Experiential Design	GE	Unseen Stars
Between Music / Aarhus + FuturePerfect Productions / New York	Experiential Design	Between Music	AquaSonic
Heimat / Hamburg	Experiential Design	BSH Huishoudapparaten / Siemens Home Appliances	Siemens artSmellery
R/GA New York	Experiential Design	Samsung	Samsung Galaxy S8: Times Square Takeover
Ueberall International LLC / Los Angeles + E Ink Corporation / Billerica + San Diego International Airport / San Diego	Experiential Design	San Diego International Airport Arts Program	DAZZLE
Saatchi & Saatchi / London + Mediacom / Dusseldorf + Proud Robinson / Brighton	Integrated	Deutsche Telekom	Magenta Unleashed
Tool / Santa Monica + TBWA\Chiat\Day / Los Angeles + The Recording Academy / Los Angeles	Integrated	The Recording Academy	Play the City The Recording Academy 60th GRAMMYS
Commonwealth//McCann / Detroit + The Mill / Los Angeles + Mill+ / Los Angeles	Interactive	Chevrolet	Invisible Car
DDB Paris + Make me pulse / Paris	Interactive	Ubisoft	A World With No Heroes
Google Creative Lab / London	Interactive	Google Creative Lab	Speak to Go
Philipp und Keuntje / Hamburg + RIMOWA / Cologne	Interactive	RIMOWA	RIMOWA ELECTRONIC TAG
UncleGrey + Canon / Copenhagen	Photography	Canon	Local Business Never Looked So Good
Jung von Matt AG / Hamburg	Product	Berliner Verkehrsbetriebe (BVG)	BVG x adidas - The Ticket-Shoe
SERVICEPLAN GERMANY + SERVICEPLAN HEALTH & LIFE / Munich	Product	LV Prasad Eye Institute	Fittle - The first 3D printed Braille Puzzle
Tess + Tohoku University School of Medicine / Sendai + M2 Design + TBWAHAKUHODO / Tokyo	Product	Tess Co.	COGY Wheelchair

ADC 97TH ANNUAL AWARDS – FINALISTS

Includes Gold, Silver, Bronze Cubes and Merit winners. Cube details will be announced during Creative Week, May 7-11.



INTEGRATED

INTEGRATED

Akestam Holst / Stockholm	Integrated - Campaign	IKEA Sweden	WHERE LIFE HAPPENS 2017
AlmapBBDO / Sao Paulo	Integrated - Campaign	Getty Images	Nosferatu
AMVBBDO / London	Integrated - Campaign	Essity Libresse Bodyform	#Blood Normal
CHE Proximity / Melbourne	Integrated - Campaign	Velocity Frequent Flyer	The Billion Point Giveaway
Energy BBDO / Chicago	Integrated - Campaign	Bayer Aspirin	HeroSmiths
FCB Chicago	Integrated - Campaign	Illinois Council Against Handgun Violence	Teddy Gun
Fitzco//McCann / Atlanta	Integrated - Campaign	Coca-Cola	Share a Coke 1,000 Name Celebration
Goodby Silverstein & Partners / San Francisco	Integrated - Campaign	Doritos + Mountain Dew	Doritos Blaze vs. MTN DEW ICE
Jung von Matt AG / Hamburg	Integrated - Campaign	Berliner Verkehrsbetriebe (BVG)	BVG x adidas - The Ticket-Shoe
McCann London + MRM/McCann + Craft/McCann / London	Integrated - Campaign	Microsoft	Xbox Design Lab Originals: The Fanchise Model
McCann New York	Integrated - Campaign	Microsoft	See What's Next
McCann Worldgroup Italy + MRM//McCann + Craft London + Think Cattleya / Milan	Integrated - Campaign	Ubrew	Responsibly the beer
Spotify In-House / New York	Integrated - Campaign	Spotify	2017 Wrapped
VICELAND / New York	Integrated - Campaign	VICELAND	Things Campaign

ADC 97TH ANNUAL AWARDS – FINALISTS

Includes Gold, Silver, Bronze Cubes and Merit winners. Cube details will be announced during Creative Week, May 7-11.



INTERACTIVE

APPS

Google Creative Lab / London	Augmented Reality / Virtual Reality - Single	Google Creative Lab	Speak to Go
Saatchi & Saatchi / London + Mediacom / Dusseldorf + Proud Robinson / Brighton	Augmented Reality / Virtual Reality - Single	Deutsche Telekom	Magenta Unleashed
Cheil Worldwide Spain + Samsung Electronic Iberia / Madrid	Education / Reference - Single	Cheil Worldwide Spain	Dydetective for Samsung
Google Brand Studio / San Francisco	Education / Reference - Single	Google	Be Internet Awesome
VML / New York + LEGOLAND Florida Resort / Winter Haven	GPS / Location Technology - Single	LEGOLAND Florida Resort	Quest to LEGOLAND
Abby Priest / Stockholm	Services / Utilities - Single	Adobe	The Original Brushes of Edvard Munch
denkwerk / Cologne + hobby.denkwerk / Hamburg	Services / Utilities - Single	Black und Decker Deutschland	Social Tools
R/GA / Sao Paulo	Services / Utilities - Single	Banco Bradesco	next Bank
R/GA London	Services / Utilities - Single	Flock	Flock
R/GA London	Sports - Single	Snaptivity	Snaptivity

CRAFT IN ONLINE / MOBILE

DDB Paris + Make me pulse / Paris	Art Direction - Single	Ubisoft	A World With No Heroes
DENTSU + STRIPES / Tokyo	Art Direction - Single	KING JIM	HITOTOKI CLOCK
Energize / Amsterdam	Art Direction - Single	Mauritshuis	The Goldfinch a bird's-eye view
Guillermo Brotons + Frederik Delmotte / New York	Art Direction - Single	Coalmine Museum Winterthur	Excessocenus
R/GA / Sao Paulo	Art Direction - Single	Banco Bradesco	next Bank
WeTransfer / Amsterdam + Stink Studios / Los Angeles	Art Direction - Single	WeTransfer	A Message From Earth
BBDO New York + BBDO Studios / New York + Visual Country	Art Direction - Campaign	Lowe's	Converticals
CHE Proximity / Melbourne	Art Direction - Campaign	LEGO Australia	Making the List
BBDO New York + BBDO Studios / New York	Content Strategy - Single	Downtown Records	Live Looper
CHE Proximity / Melbourne	Content Strategy - Campaign	Velocity Frequent Flyer	The Billion Point Giveaway
DDB Paris + Eddy + Studio5 / Paris	Copywriting for Digital - Campaign	Hasbro	Emerging Species
AlmapBBDO / Sao Paulo	Sound Design - Single	Getty Images	Nosferatu
CHE Proximity / Melbourne + Revolver/Will O'Rourke / Sydney	Sound Design - Single	Cochlear	The Hearing Test in Disguise
BBDO New York + BBDO Studios / New York	Use of Technology - Single	Downtown Records	Live Looper
Commonwealth//McCann / Detroit + The Mill + Mill+ / Los Angeles	Use of Technology - Single	Chevrolet	Invisible Car
DENTSU / Tokyo	Use of Technology - Single	NTT DOCOMO	Redefining Distance

ADC 97TH ANNUAL AWARDS – FINALISTS

Includes Gold, Silver, Bronze Cubes and Merit winners. Cube details will be announced during Creative Week, May 7–11.



INTERACTIVE

CRAFT IN ONLINE / MOBILE (CONT.)

Energy BBDO / Chicago	Use of Technology - Single	National Safety Council	Prescribed to Death
Philipp und Keuntje / Hamburg + RIMOWA / Cologne	Use of Technology - Single	RIMOWA	RIMOWA ELECTRONIC TAG
VML / New York + LEGOLAND Florida Resort / Winter Haven	Use of Technology - Single	LEGOLAND Florida Resort	Quest to LEGOLAND

ONLINE / MOBILE

AlmapBBDO / Sao Paulo	Campaign Site - Single	Getty Images	Nosferatu
DDB Paris + Eddy + Studio5 / Paris	Campaign Site - Single	Hasbro	Emerging Species
DDB Paris + Make me pulse / Paris	Campaign Site - Single	Ubisoft	A World With No Heroes
Google Brand Studio / San Francisco	Campaign Site - Single	Equal Justice Initiative	Lynching in America: Confronting the Legacy of Racial Terror
Spotify In-House / New York	Campaign Site - Single	Spotify	Your 2017 Wrapped
FCB/SIX / Toronto	Data Visualization - Single	PFLAG Canada	Destination Pride
Spotify In-House / New York	Data Visualization - Single	Spotify	Your 2017 Wrapped
Grabarz & Partner / Hamburg	E-Commerce Site - Single	IKEA Deutschland KG	PAX it
R/GA / New York	E-Commerce Site - Single	Verizon	Holiday Hintlist
McCann New York	Games for Web / Social Media - Single	U. S. Army	White Hats Wanted
Tool / Santa Monica + Amazon Studios + Twitch / San Francisco	Games for Web / Social Media - Single	Amazon Studios	The Grand Tour Season 2 - Battle Cars Live
BBDO New York + BBDO Studios / New York + Visual Country	Interactive Video - Single	Lowe's	Converticals
Akestam Holst / Stockholm	Interactive Video - Campaign	IKEA Sweden	Irresistibly pointless Trueview Ads
BBDO New York + BBDO Studios / New York	Online Video - Single	Monica Lewinsky	In Real Life
BBDO New York + The Corner Shop	Online Video - Single	P&G	The Talk
DDB / Chicago	Online Video - Single	State Farm	Following
DDB Paris + Stink Digital + Studio5 / Paris	Online Video - Single	Securite Routiere	Crash Test
International Justice Mission / Washington, DC + Novo / Brooklyn	Online Video - Single	International Justice Mission	The Deep Place
Samsung Group / Worldwide + MJZ / LA + MPC / LA+ Leo Burnett Chicago / Chicago	Online Video - Single	Samsung	Samsung's "Ostrich" Directed by Matthijs van Heijningen
Spotify In-House / New York	Online Video - Single	Spotify	I'm With The Banned
The New York Times Magazine / New York	Online Video - Campaign	The New York Times	The Great Performers
DDB Paris + Make me pulse / Paris	UX / UI - Single	Ubisoft	A World With No Heroes

ADC 97TH ANNUAL AWARDS – FINALISTS

Includes Gold, Silver, Bronze Cubes and Merit winners. Cube details will be announced during Creative Week, May 7-11.



INTERACTIVE

ONLINE / MOBILE (CONT.)

Dentsu + BIRDMAN + Dentsu Public Relations + Yahoo Japan Corporation / Tokyo	UX / UI - Single	Yahoo Japan Corporation	Election in the Dark
Google Creative Lab / London	UX / UI - Single	Google Creative Lab	Speak to Go
R/GA / London	UX / UI - Single	Google	Searching for Syria
AlmapBBDO / Sao Paulo	Websites - Single	Getty Images	Nosferatu
R/GA / London	Websites - Single	Google	Searching for Syria
WeTransfer / Amsterdam + Stink Studios / Los Angeles	Websites - Single	WeTransfer	A Message From Earth
Yahoo Japan Corporation + BIRDMAN + JH Kagaku + TEEMA / Tokyo	Websites - Single	Yahoo! JAPAN	History of the Internet

USE OF SOCIAL MEDIA

360i / New York	Facebook - Single	HBO	Game of Thrones: Ice & Fire
BBDO New York + BBDO Studios / New York	Facebook - Single	Downtown Records	Live Looper
DDB Paris + Stink Digital + Studio5 / Paris	Facebook - Single	Securite Routiere	Crash Test
VML + United Nations / New York	Facebook - Single	United Nations	Not A Target Teleprompter
BBDO New York + BBDO Studios / New York + Visual Country	Instagram - Campaign	Lowe's	Verticals
Jung von Matt AG / Hamburg	Instagram - Campaign	Berliner Verkehrsbetriebe (BVG) AoR	BVG x adidas - The Ticket-Shoe
VICELAND / New York	Instagram - Campaign	VICELAND	Things Campaign
McCann New York	LinkedIn - Single	Microsoft	See What's Next
Mother / New York	LinkedIn - Single	Mother	The Pregnancy Pause

ADC 97TH ANNUAL AWARDS – FINALISTS

Includes Gold, Silver, Bronze Cubes and Merit winners. Cube details will be announced during Creative Week, May 7-11.



MOTION / FILM CRAFT

MOTION / FILM

Elastic People / Miami	Music Video - Single	Universal Music Latin Entertainment	"Despacito" Luis Fonsi + Daddy Yankee
FP7/CAI + Good People Content + Good People Films / Cairo	Music Video - Single	Orange	Now or Never
Goodby Silverstein & Partners / San Francisco	Music Video - Single	Doritos + Mountain Dew	Doritos Blaze vs. MTN DEW ICE
SIXINC + SPA-HAKUHODO / Tokyo	Music Video - Single	DOUBLE A	OBSESSION FOR SMOOTHNESS
Bito + Taipei City Government / Taipei	Television Promo / Opening - Single	Bito	Taipei in Motion
Elastic / Santa Monica + TNT / Atlanta	Title Sequences - Single	TNT	The Alienist

CRAFT IN MOTION / FILM

Alt.vfx + Deutsch + Smuggler / Los Angeles	Animation - Single	Tile	Lost Panda
Buck / Los Angeles	Animation - Single	Tinder	Invention of Together
Friends Electric + Electric Theatre Collective + Adam&EveDDB / London	Animation - Single	Friends Electric	Five Go On A Great Western Adventure
Giant Ant / Vancouver	Animation - Single	NPR	Invisibilia
Jung von Matt / Hamburg	Animation - Single	Netto Marken-Discount KG	Netto - Easter Surprise
Jung von Matt + Sterntag / Hamburg + MJZ / London	Animation - Single	EDEKA ZENTRALE	Christmas 2117
MPC / London + MPC / Los Angeles + Leo Burnett / Chicago + MJZ / Los Angeles	Animation - Single	Samsung	Samsung Ostrich
Titmouse / Los Angeles	Animation - Single	Adult Swim	Rick and Morty Exquisite Corpse
Titmouse / Los Angeles	Animation - Single	The Mill	The Story of OJ
Giant Ant / Vancouver	Animation - Series	Spotify	Pride Stories
RPA / Santa Monica	Animation - Series	Pediatric Brain Tumor Foundation	Imaginary Friend Society
Bazmark / Sydney	Cinematography - Single	H&M	The Secret Life Of Flowers
BBDO New York + The Corner Shop	Cinematography - Single	P&G	The Talk
BETC / Paris	Cinematography - Single	Leroy Merlin	Life's adventure
BETC + Wanda + Academy Films / Paris	Cinematography - Single	Lacoste	Timeless
Impact BBDO Dubai + Truffle / Beirut + Plunk / Beirut	Cinematography - Single	Landmark Group	Greed
Jung von Matt / Hamburg + ANORAK Film / Berlin + The Mill / London	Cinematography - Single	BMW Group MINI Brand Management	The Faith of a Few

ADC 97TH ANNUAL AWARDS – FINALISTS

Includes Gold, Silver, Bronze Cubes and Merit winners. Cube details will be announced during Creative Week, May 7-11.



MOTION / FILM CRAFT

CRAFT IN MOTION / FILM (CONT.)

Jung von Matt / Hamburg + Sternntag + MJZ / London	Cinematography - Single	EDEKA ZENTRALE	Christmas 2117
Jung von Matt + Tempomedia Filmproduktion + NHB Video + Supreme Music / Hamburg	Cinematography - Single	EDEKA ZENTRALE	Eatkarus
The Richards Group / Dallas + 10 Films / Los Angeles + 3008 Editorial / Dallas	Cinematography - Single	Jeep	Fables
BBDO New York + Park Pictures	Direction - Single	GE	Shortcuts
BBDO New York + The Corner Shop	Direction - Single	P&G	The Talk
BETC + Wanda + Academy Films / Paris	Direction - Single	Lacoste	Timeless
CP+B / Los Angeles + Rattling Stick / Santa Monica	Direction - Single	Jose Cuervo	Last Days
Furlined / Santa Monica + Apple / Cupertino	Direction - Single	Apple	Barbers
Jung von Matt / Hamburg + Sternntag / Hamburg + MJZ / London	Direction - Single	EDEKA ZENTRALE	Christmas 2117
Jung von Matt + Tempomedia Filmproduktion + NBH Video + Supreme Music / Hamburg	Direction - Single	EDEKA ZENTRALE	Eatkarus
Samsung Group / Worldwide + MJZ / LA + MPC / LA + Leo Burnett Chicago	Direction - Single	Samsung	Samsung's "Ostrich" Directed by Matthijs van Heijningen
Sanctuary Content / Los Angeles + Barrett / San Francisco	Direction - Single	Cost Plus World Market	The Performance
Final Cut + Wieden+Kennedy + Riff Raff / London	Editing - Single	Nike	Nothing Beats a Londoner
Final Cut + Apple + Furlined / Los Angeles	Editing - Single	Apple	Barbers
Vetor Zero / Lobo + F/Nazca Saatchi & Saatchi / Sao Paulo	Motion Graphics - Single	Leica	Everything in Black and White
Electric Theatre Collective + Crispin Porter + Bogusky + Rattling Stick LA / Santa Monica + Work LA / Los Angeles	Special Effects - Single	Jose Cuervo	Jose Cuervo 'Last Days'
Jung von Matt / Hamburg + Sternntag / Hamburg + MJZ / London	Special Effects - Single	EDEKA ZENTRALE	Christmas 2117
Samsung Group / Worldwide + MJZ / LA + MPC / LA+ Leo Burnett Chicago	Special Effects - Single	Samsung	Samsung's "Ostrich" Directed by Matthijs van Heijningen
Babusjka + Ohyeah Studio + Sagveien Resort / Oslo	Typography - Single	Nike	Oslo - A Nike Typeface

ADC 97TH ANNUAL AWARDS – FINALISTS

Includes Gold, Silver, Bronze Cubes and Merit winners. Cube details will be announced during Creative Week, May 7–11.



MOTION / FILM CRAFT

CRAFT IN GAMING

Ayzenberg / Pasadena +
Xbox / Redmond

Animation - Single

Xbox

Xbox One X

ADC 97TH ANNUAL AWARDS – FINALISTS

Includes Gold, Silver, Bronze Cubes and Merit winners. Cube details will be announced during Creative Week, May 7-11.



PACKAGING DESIGN

PACKAGING DESIGN

Sayuri Studio / Tokyo + DEREK LAM + BUTTERFLY BEAUTY / New York	Beauty / Cosmetics / Personal Care - Series	DEREK LAM 10 CROSBY	DEREK LAM 10 CROSBY fragrance
Creuna Norway / Oslo	Beverage - Single	NorBrew	Krone (Crown) Beer
frame / Niigata	Beverage - Series	KIRINZAN BREWERY	KIRINZAN MOMIJI KIN
interabang / London	Beverage - Series	GREK	GREK Tea
PepsiCo Design & Innovation / New York	Beverage - Series	PepsiCo	LIFEWTR Series 1,2,3
Studio Sonda / Vizinada	Beverage - Series	Vinski podrum Buzet d.o.o.	St. Vital Piquentum Series - Vintage years 12/13/14 Wine, A collection through which nature speaks out
Underline Studio + Halo Brewery / Toronto	Beverage - Series	Halo Brewery	Halo Packaging
Hangzhou dongyun advertising design / Hangzhou	Food - Single	Qingyinongnong	Shiny Woods
Ogilvy & Mather Group HK / Hong Kong	Food - Single	Birdland (Hong Kong)	200% Edible
& SMITH / London	Food - Series	Liberty London	Liberty London British food range
Chobani Creative / New York	Food - Series	Chobani	Chobani A hint of flavor
Shenzhen Great-Time Vision Marketing&Planning / Shenzhen	Home / Houseware - Single	Shenzhen Great-Time Vision Marketing&Planning	Tea Packaging
Shinola / Detroit	Specialty Product / Wildcard - Single	Shinola	The Lake Erie Monster
Ultra Creative / Minneapolis	Specialty Product / Wildcard - Single	Ultra Creative	KindNEST

ADC 97TH ANNUAL AWARDS – FINALISTS

Includes Gold, Silver, Bronze Cubes and Merit winners. Cube details will be announced during Creative Week, May 7-11.



PHOTOGRAPHY

PHOTOGRAPHY

Edition Lammerhuber / Baden	Book - Single	Edition Lammerhuber	LUO YANG GIRLS
Edition Nord / Niigata + Rondade / Tokyo + Live Art Books / Osaka	Book - Single	Rondade	Go Itami "photocopy"
Evergreen Pictures / Venice + Phaidon / New York	Book - Series	Evergreen Pictures	Generation Wealth
New York Magazine / New York	Drone / Aerial - Series	New York Magazine	Drone's-Eye View
New York Magazine / New York	Fashion - Series	New York Magazine	Jessica Lange As Legendary Women
Six N. Five / Barcelona + Willett Creative / New York	Fine Art / Conceptual - Series	Six N. Five	Co-Existe
New York Magazine / New York	Food - Single	New York Magazine	Watching and Lamenting the Death of the New York City Diner
Raytheon / Waltham	Landscape - Series	Raytheon Company	Love is Metaphysical Gravity
Dentsu + Amana + Taki Corporation / Tokyo	Magazine / Newspaper Spread - Single	Hokkoku Shimbun	SUMOGIRLS
Harpers Bazaar USA / New York + Bandaloop Vertical Dance Company / Oakland + Visual Motion Productions / New York	Magazine / Newspaper Spread - Single	Harpers Bazaar USA	Dancing on Air
The New York Times Magazine / New York	Magazine / Newspaper Spread - Single	The New York Times Magazine	Horror Show
The New York Times Magazine / New York	Magazine / Newspaper Spread - Series	The New York Times Magazine	The Voyages Issue
The New York Times Magazine / New York	Magazine Cover / Newspaper Front Page - Single	The New York Times Magazine	The Voyages Issue
Apple / Cupertino	Mobile - Single	Apple	Street NYC
Apple / Cupertino	Mobile - Series	Apple	Passion Projects Morocco
New York Magazine / New York	Portraiture - Single	New York Magazine	I. M. Pei
Network / Istanbul + Rafineri / Istanbul + Visual Motion Productions / New York + Bandaloop Vertical Dance Company / Oakland	Products / Commercial - Single	Network	Launch Image of Network Spring/Summer Collection 2017 Campaign
Apple / Cupertino	Products / Commercial - Series	Apple	Apple Watch Series 3
Black Swan Life Communications / Mumbai	Products / Commercial - Series	Amar Tea	TEA SOCIETY
Catherine Losing + Blink Art / London	Products / Commercial - Series	MoMA	Is Fashion Modern?
DENTSU / Tokyo	Products / Commercial - Series	JINS	Optical Odyssey
knot / Tokyo	Products / Commercial - Series	Yamaha Corporation	Yamaha Speaker VXS/VXL/ VXC Series
McCann Tokyo + Soda! Communications / Tokyo	Products / Commercial - Series	THERMOS K.K.	The Temperature of Deliciousness
Network / Istanbul + Rafineri / Istanbul + Visual Motion Productions / New York + Bandaloop Vertical Dance Company / Oakland	Products / Commercial - Series	Network	Images of the Network Spring/Summer Collection 2017 Campaign
TBWA/Hunt Lascaris / Johannesburg	Products / Commercial - Series	TBWA/Hunt Lascaris	Doom Insects
Chris Crisman Photography / Penn Valley	Self-Promotion - Series	Chris Crisman Photography	Boxing

ADC 97TH ANNUAL AWARDS – FINALISTS

Includes Gold, Silver, Bronze Cubes and Merit winners. Cube details will be announced during Creative Week, May 7-11.



PHOTOGRAPHY

PHOTOGRAPHY (CONT.)

MUHTAYZIK HOFFER / San Francisco + Audi of America / Herndon	Social Media - Series	Audi of America	The A5 Cabriolet visits the Mars Desert Research Station
ACNE + Ikea Creative Hub / Stockholm	Social Media - Single	IKEA	IKEA's response to Balenciaga
Ice Cream Books / New York	Social Media - Series	Ice Cream Books	Ice Cream Books
360i / New York	Travel / Tourism - Series	New Orleans Tourism Marketing Corporation	Leave With A Story
DENTSU / Tokyo	Travel / Tourism - Series	EAST JAPAN RAILWAY COMPANY	Get Back, Tohoku.
Jonathan Knowles + Rose / London	Wildcard - Single	English National Opera	Aida
VICELAND / New York	Wildcard - Single	VICELAND	Things Campaign
Cody Cobb / Seattle	Personal / Unpublished Photography - Series	Cody Cobb	West

ADC 97TH ANNUAL AWARDS – FINALISTS

Includes Gold, Silver, Bronze Cubes and Merit winners. Cube details will be announced during Creative Week, May 7-11.



PRODUCT DESIGN

PRODUCT DESIGN

Mccann Worldgroup India / Mubai + Mccann Health / Delhi	Children - Single	Ministry of Public Health, Afghanistan	The Immunity Charm
SERVICEPLAN GERMANY + SERVICEPLAN HEALTH & LIFE / Munich + LV Prasad Eye Institute, WHO Collaboration Centre / Telangana	Children - Single	LV Prasad Eye Institute	Fittle - The first 3D printed Braille Puzzle
Jung von Matt / Hamburg	Fashion, Jewelry and Accessories - Single	Berliner Verkehrsbetriebe (BVG)	BVG x adidas - The Ticket- Shoe
iyamadesign / Tokyo	Home and Housewares - Single	Pegasus Candle	Card Candle
Cheil Germany / Schwalbach am Taunus	Sustainable / Eco-Friendly - Series	FEEDitBAG	FEEDitBAG - The First Plastic Bag That Gives Life
Tess Co / Sendai + Tohoku University School of Medicine / Sendai + M2 Design + TBWAHAKUHODO / Tokyo	Wildcard - Single	Tess Co.	COGY Wheelchair

ADC 97TH ANNUAL AWARDS – FINALISTS

Includes Gold, Silver, Bronze Cubes and Merit winners. Cube details will be announced during Creative Week, May 7-11.



PUBLICATION DESIGN

BOOK DESIGN

Brad Bartlett / Los Angeles	Book Jacket - Single	Nevada Museum of Art	Unsettled
Phaidon / New York / London	Book Jacket - Single	Phaidon	The Art of the Erotic
Regan Arts / New York	Book Jacket - Single	Regan Arts	Manly Health and Training, by Walt Whitman
Stella Giovanni / New York	Book Jacket - Single	Rizzoli Publications	Supima The Book
China Academy of Art / Hangzhou	Image-Driven Book - Single	Power Station of Art Shanghai, Power Station of Design Shanghai	Henryk Tomaszewski
Dammsavage / Brooklyn + Daylight Books / Raleigh	Image-Driven Book - Single	Daylight Books	ARAMCO
Hinterland / New York	Image-Driven Book - Single	School of Visual Arts	School of Visual Arts Senior Library 2016
Phaidon / New York / London	Image-Driven Book - Single	Phaidon	Bread is Gold: Extraordinary Meals with Ordinary Ingredients
Phaidon / New York / London	Image-Driven Book - Single	Phaidon	Vegan: The Cookbook
Stella Giovanni / New York	Image-Driven Book - Single	Rizzoli Publications	Supima The Book
Sweet Root + Boy Creative Studio+ Dvi Tylos + Sarune Zurba Photography / Vilnius	Image-Driven Book - Single	Sweet Root	Proud of Lithuania. A Fairy Tale by Sweet Root
T-Change Design / Nanjing	Image-Driven Book - Single	Liuchunjie Art Studio	For the unforgettable memory woodcuts
Whitney Museum of American Art / New York	Image-Driven Book - Single	Whitney Museum of American Art	Owens, Lauara
Ahn Graphics / Seoul	Limited Edition, Private Press or Special Format Book - Single	Ahn Graphics Publisher	AGI Seoul 2016
Amilus / New York	Limited Edition, Private Press or Special Format Book - Single	Amilus	American Photography 33
Nanjing Han Qing Tang Design / Nanjing	Limited Edition, Private Press or Special Format Book - Single	Phoenix Science Press	Walking the Path to Eternal Fragrance
SHA / Tokyo	Limited Edition, Private Press or Special Format Book - Single	SHA	UNCONTROLLED TYPES by Plotter Drawing
TBWA\Shanghai	Limited Edition, Private Press or Special Format Book - Single	Penguin Books	Penguin Frozen Storybook
XXL Studio + Artron Art Group / Beijing + Shanghai People's Fine Arts Publishing House / Shanghai	Limited Edition, Private Press or Special Format Book - Single	Shanghai People's Fine Arts Publishing House	The Record of Suzhou's Prosperity: A Collection of Works in Suzhou Taohuawu Wood Engraving New Year Paint
Sun Xiaoxi / Beijing	Text-Driven Book - Single	Sun Xiaoxi	Che Pi- Interview with Zuoxiaozuzhou

ADC 97TH ANNUAL AWARDS – FINALISTS

Includes Gold, Silver, Bronze Cubes and Merit winners. Cube details will be announced during Creative Week, May 7–11.



PUBLICATION DESIGN

EDITORIAL

The New York Times Magazine / New York	Magazine Cover - Single	The New York Times Magazine	She Said.
The New York Times Magazine / New York	Magazine Cover - Single	The New York Times Magazine	The Music Issue
The New York Times Magazine / New York	Magazine Cover - Single	The New York Times Magazine	The Return of the Pop Prodigy
The New York Times Magazine / New York	Magazine Cover - Single	The New York Times Magazine	Weapon Confusion Is a Weapon
The New York Times Magazine / New York	Magazine Cover - Single	The New York Times Magazine	Why Can't Democrats turn the Page
Design Army / Washington DC	Magazine Full Issue - Single	MARYLAND INSTITUTE COLLEGE OF ART	COMMOTION ISSUE 5
The California Sunday Magazine / San Francisco	Magazine Full Issue - Single	The California Sunday Magazine	A Teenage Life
The New York Times Magazine / New York	Magazine Full Issue - Single	The New York Times Magazine	The Music Issue
The New York Times Magazine / New York	Magazine Full Issue - Single	The New York Times Magazine	New York Stories
WIRED / San Francisco	Magazine Full Issue - Single	WIRED	Tales from an Uncertain Future
MacGuffin / Amsterdam	Magazine Full Issue - Series	MacGuffin	MacGuffin Magazine
The California Sunday Magazine / San Francisco	Magazine Full Issue - Series	The California Sunday Magazine	The California Sunday Magazine (February, August, October)
The New York Times Magazine / New York	Magazine Story / Spread - Single	The New York Times Magazine	Bard of Suck
The New York Times Magazine / New York	Magazine Story / Spread - Single	The New York Times Magazine	He's Gotta Have It
The New York Times Magazine / New York	Magazine Story / Spread - Single	The New York Times Magazine	The Pop Prodigy Returns
The New York Times Magazine / New York	Newspaper Front Page / Spread / Full Issue - Single	The New York Times Magazine	The Great American Eclipse of 2017
The New York Times Magazine / New York	Newspaper Front Page / Spread / Full Issue - Single	The New York Times Magazine	The New York Times for Kids: Killer Mosquitos!

ADC 97TH ANNUAL AWARDS – FINALISTS

Includes Gold, Silver, Bronze Cubes and Merit winners. Cube details will be announced during Creative Week, May 7-11.



TYPOGRAPHY

TYPOGRAPHY

beierarbeit / Bielefeld	Advertising - Single	Bielefelder Philharmoniker	Season Opener 2018
Cheil Worldwide Germany / Schwalbach am Taunus + Cheil Worldwide Hong Kong	Advertising - Series	3M Hong Kong	The Earworm Billboards
DENTSU + J.C.SPARK / Tokyo	Advertising - Series	The Shizuoka Shimbun and Shizuoka Broadcasting System	Self-spelling KANJI
Design Army / Washington DC	Editorial - Single	MARYLAND INSTITUTE COLLEGE OF ART	COMMOTION
Kevin Cantrell Studio / Mantua	Editorial - Single	Wired Magazine	Fantastic Rum Accelerator
344 Design / Los Angeles	Lettering - Single	Unnamed Press	Stefan G. Bucher's LetterHeads : An Eccentric Alphabet
Tian Yu Kong Advertising / Shanghai	Lettering - Single	Life Master Home Renovation	White-hair Embroideries
Yorokobu / Madrid	Lettering - Single	Yorokobu	Yorokobu #85
BOAT / Tokyo	Package / Product Typography - Series	and cosme	BOTCHAN
Grand Deluxe / Matsuyama	Package / Product Typography - Series	Yasuoka Kamaboko	Yasuoka Fishery Rebranding with Swordlike Chinese Character
26 Lettres / Montreal	Poster Typography - Single	Just For Laughs Productions	Eddy King - Mokonzi
beierarbeit / Bielefeld	Poster Typography - Single	Bielefelder Philharmoniker	2nd Symphonyconcert
SHA / TOKYO	Poster Typography - Single	SHA	UNCONTROLLED TYPES by Plotter Drawing
Delighted Design / Beijing	Poster Typography - Series	Power District Fitness	Laziness
Chobani Creative / New York	Typefaces / Font Systems - Series	Chobani	Chobani Serif
Chobani Creative / New York	Typefaces / Font Systems - Series	Chobani	Chobani Display
Morcos Key / Brooklyn	Typefaces / Font Systems - Series	Commercial Type	Graphik Arabic
Sakkal Design / Bothell	Typefaces / Font Systems - Series	Sakkal Design	Sakkal Kitab Arabic Typeface
Superunion / London	Typefaces / Font Systems - Series	Superunion	Plava Laguna; Proudly Croatian
Yani & Guille + Sudtipos / Buenos Aires	Typefaces / Font Systems - Series	Self promoted.	Proprietor Font Family
Jones Knowles Ritchie / New York	Use of Typography - Single	Dream	Dream
Albert Trulls / Barcelona	Personal / Unpublished Lettering - Series	Advanced Music	Sonar 2017