

Shortlist

Title	Brand	Product/Service	Entrant Company	Country
A01 (Innovative Technology)				
SEEING AI - TALKING CAMERA APP FOR THE BLIND		SEEING AI APP	MICROSOFT SUNNYVALE	USA
STREETGUARD	TRACKING SYSTEM DE MÉXICO	CAR ALARMS	TRACKING SYSTEMS DE MÉXICO SA DE CV NAUCALPAN	MEXICO
MY LINE	MINISTRY OF COMMUNICATIONS & TECHNOLOGY	VIVE DIGITAL PROGRAM	MULLENLOWE SSP3 BOGOTÁ	COLOMBIA
A02 (Applied Innovation)				
THE ORIGINAL BRUSHES OF EDVARD MUNCH	ADOBE	ADOBE PHOTOSHOP CC	ABBY PRIEST STOCKHOLM	SWEDEN
FUTURECRAFT 4D	ADIDAS	FUTURECRAFT 4D	ADIDAS AMSTERDAM	THE NETHERLANDS
VALUE OF NATURE	THE GREAT BARRIER REEF FOUNDATION	THE GREAT BARRIER REEF	DELOITTE AUSTRALIA MELBOURNE	AUSTRALIA
THE FINANCIAL HACK	TARJETA CENCOSUD	TARJETA CENCOSUD	WUNDERMAN CATO JOHNSON BUENOS AIRES	ARGENTINA
PROJECT REVOICE	THE ALS ASSOCIATION	CHARITY	BWM DENTSU SYDNEY	AUSTRALIA
KINGO	KINGO	KINGO	OGILVY & MATHER COLOMBIA BOGOTÁ	COLOMBIA
SAVOR SAVER	ECUADOR MINISTRY OF PUBLIC HEALTH	SAVOR SAVER	OGILVY & MATHER COLOMBIA BOGOTÁ	COLOMBIA
THE COFFEE LINE	SHELL	SHELL	J. WALTER THOMPSON LONDON	UNITED KINGDOM
DISSOLVING POSTERS	ASSOCIAÇÃO INTERNACIONAL HABITAT PARA A HUMANIDADE	ANTI MOSQUITO POSTERS	BETC/HAVAS SÃO PAULO	BRAZIL
A03 (Technological Development)				
GOOGLE ARTS & CULTURE 'ART SELFIE' FEATURE	GOOGLE	GOOGLE ARTS & CULTURE	GOOGLE PARIS	FRANCE
TOUCHING MASTERPIECES	NEURODIGITAL	HAPTIC GLOVES	GEOMETRY GLOBAL PRAGUE	CZECH REPUBLIC
MAKING THE WORLD ACCESSIBLE, DOT BY DOT.	DOT	DOT	SERVICEPLAN GERMANY MUNICH	GERMANY
A04 (Early Stage Technology)				
GOOD VIBES: COMMUNICATION TOOL FOR THE DEAFBLIND	SENSE INTERNATIONAL INDIA	GOOD VIBES APP	CHEIL WORLDWIDE GURGAON	INDIA
LIGHTPIN PROJECT	LIGHTPIN PROJECT	LIGHTPIN	RÉPUBLIQUE BEIRUT	LEBANON
ECHO OF HELP	UN WOMEN	ECHO OF HELP - AMAZON ALEXA EXTENSION	GREY GERMANY DÜSSELDORF	GERMANY
ARIA	BONGIOVI ACOUSTICS	BONGIOVI ARIA	J. WALTER THOMPSON NEW YORK	USA
THE CANCELLER	RECLAME AQUI	RECLAME AQUI	GREY BRAZIL SÃO PAULO	BRAZIL
A05 (Business Transformation)				
THE WORLD'S LARGEST DIGITAL POLICE FORCE	THE METROPOLITAN POLICE	THE METROPOLITAN POLICE FORCE	GLOBANT LONDON	UNITED KINGDOM