

Shortlist

Title	Brand	Product/Service	Entrant Company	Country
A01 (UI)				
SILICON VALLEY: INSIDE THE HACKER HOSTEL VR	HBO	SILICON VALLEY	HBO NEW YORK	USA
NEXT	BRANCO BANCO	NEXT APP	R/GA SÃO PAULO	BRAZIL
A02 (Digital Illustration)				
WHY WE DRIVE	PORSCHE	PORSCHE	ATLANTIC RE:THINK NEW YORK	USA
41 STEPS	GATORADE	GATORADE	TBWA/CHIAT/DAY LOS ANGELES	USA
UPAY VIRTUAL BANKNOTES	UCBL	SERVICE	UNITED COMMERCIAL BANK LTD. DHAKA	BANGLADESH
A03 (Video / Moving Image)				
YOUARETHESTYLIST.COM	VENTE-PRIVEE	THE FASHION CATEGORY IN VENTE-PRIVEE	VENTE PRIVEE SAINT DENIS	FRANCE
LIVE LOOPER	DOWNTOWN RECORDS	THE ACADEMIC	BBDO NEW YORK	USA
DISNEY PIXAR COCO VR	DISNEY PIXAR	COCO VR	THE WALT DISNEY COMPANY BURBANK	USA
OBSESSION FOR SMOOTHNESS	DOUBLE A	DOUBLE A	SIX INC. TOKYO	JAPAN
SILICON VALLEY: INSIDE THE HACKER HOSTEL VR	HBO	SILICON VALLEY	HBO NEW YORK	USA
DISPATCH	OCULUS	OCULUS	HERE BE DRAGONS LOS ANGELES	USA
A04 (Motion Graphics Design & Animation)				
SONARIA	GOOGLE SPOTLIGHT STORIES	GOOGLE SPOTLIGHT STORIES	GOOGLE SPOTLIGHT STORIES MOUNTAIN VIEW	USA
OBSESSION FOR SMOOTHNESS	DOUBLE A	DOUBLE A	SIX INC. TOKYO	JAPAN
NIKE HBL	NIKE	NIKE	R/GA SHANGHAI	CHINA
NIKE REACT GAME OF GO	NIKE	NIKE REACT GAME OF GO	MEDIAMONKS AMSTERDAM	THE NETHERLANDS
A05 (Music / Sound Design)				
LIVE LOOPER	DOWNTOWN RECORDS	THE ACADEMIC	BBDO NEW YORK	USA
THE UNCENSORED PLAYLIST	REPORTERS WITHOUT BORDERS	SONGS WITH CENSORED ARTICLES	DDB GROUP GERMANY BERLIN	GERMANY
JFKUNSILENCED	THE TIMES/NEWS UK & IRELAND	THE TIMES/NEWS UK & IRELAND	ROTHCO ACCENTURE INTERACTIVE DUBLIN	IRELAND
A06 (Digital Image Design)				
ENDLESS STORIES	GETTY IMAGES	GETTY IMAGES	ALMAPBBDO SÃO PAULO	BRAZIL
A07 (Overall Aesthetic Design)				
BE INTERNET AWESOME	GOOGLE	INTERNET SAFETY TRAINING	GOOGLE BRAND STUDIO SAN FRANCISCO	USA
THE GALLERY OF EMERGING SPECIES	HASBRO	PLAY-DOH	DDB PARIS	FRANCE
B01 (UX & Journey Design)				
A TOUCH OF HISTORY	SAMSUNG ELECTRONICS	APP	JUNG VON MATT/LIMMAT ZÜRICH	SWITZERLAND
UBER SIGN LANGUAGE	UBER	UBER	UBER HQ SAN FRANCISCO	USA
VR VACCINE	HERMES PARDINI	DIAGNOSIS LAB	OGILVY BRASIL SÃO PAULO	BRAZIL
B02 (Native & Built-in Feature Integration)				
ALEXA LOSES HER VOICE	AMAZON	ALEXA	AMAZON SEATTLE	USA
RECRUITING CAR	VOLVO	VOLVO S90	FAMOUSGREY BRUSSELS	BELGIUM
B03 (Experience Design: Multi-platform)				
THE VOID AND ILMXLAB'S STAR WARS: SECRETS OF THE EMPIRE	THE VOID	LOCATION BASED VR EXPERIENCE	PMK*BNC LOS ANGELES	USA
MR. ROBOT: ECOIN	USA NETWORK	MR. ROBOT	USA NETWORK NEW YORK	USA
C01 (Rich Media)				
WASTELAND WITH A V	FRUCOR SUNTORY	V ENERGY	TKT SYDNEY	AUSTRALIA
C02 (Cross-channel Storytelling)				
#1917LIVE: WHAT IF TWITTER EXISTED 100 YEARS AGO?	RT	#1917LIVE PROJECT	RT MOSCOW	RUSSIA
FEEL SOMETHING AGAIN- REVERSE	KIA MOTORS AMERICA	KIA MOTORS AMERICA	DAVID&GOLIATH LOS ANGELES	USA
MR. ROBOT: ECOIN	USA NETWORK	MR. ROBOT	USA NETWORK NEW YORK	USA
RICKY BRASIL	FORBES BRASIL	CORPORATE IMAGE	OGILVY BRASIL SÃO PAULO	BRAZIL
SZECHUAN RETURNS	MCDONALD'S	SZECHUAN SAUCE	MCDONALD'S OAK BROOK	USA
D01 (Curation of Data)				
THE CANCELLER	RECLAME AQUI	RECLAME AQUI	GREY BRAZIL SÃO PAULO	BRAZIL
#WHATMAKESGREAT	IBM	INFORMATION & TECHNOLOGY	OGILVYONE LONDON	UNITED KINGDOM
D02 (Data Storytelling)				
SEARCHING FOR SYRIA	UNHCR	SEARCHING FOR SYRIA	R/GA LONDON	UNITED KINGDOM
RICKY BRASIL	FORBES BRASIL	CORPORATE IMAGE	OGILVY BRASIL SÃO PAULO	BRAZIL
D03 (Data Visualisation)				
DESTINATION PRIDE	PFLAG CANADA	PFLAG CANADA	FCB/SIX TORONTO	CANADA

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E01 (AR, VR & Mixed Reality)				
TOUCHING MASTERPIECES	NEURODIGITAL	HAPTIC GLOVES	GEOMETRY GLOBAL PRAGUE	CZECH REPUBLIC
SILICON VALLEY: INSIDE THE HACKER HOSTEL VR	HBO	SILICON VALLEY	HBO NEW YORK	USA
THE VOID AND ILMXLAB'S STAR WARS: SECRETS OF THE EMPIRE	THE VOID	LOCATION BASED VR EXPERIENCE	PMK*BNC LOS ANGELES	USA
BEAT THE BLITZ	GATORADE	GATORADE	OMD USA NEW YORK	USA
VR VACCINE	HERMES PARDINI	DIAGNOSIS LAB	OGILVY BRASIL SÃO PAULO	BRAZIL
AERONAUT VR	WILLIAM PATRICK CORGAN	AERONAUT MUSIC EXPERIENCE	ISOBAR NEW YORK	USA
E02 (Innovative Use of Technology)				
THE HOMELESS WEBSHOP	SOLIDARITÉ GRANDS FROIDS	SOLIDARITÉ GRANDS FROIDS	TBWA/BELGIUM BRUSSELS	BELGIUM
DESTINY 2 GHOST SKILL	ACTIVISION	DESTINY 2	AKQA SAN FRANCISCO	USA
LIVE LOOPER	DOWNTOWN RECORDS	THE ACADEMIC	BBDO NEW YORK	USA
DIGISEQ	DIGISEQ	DIGISEQ	R/GA LONDON	UNITED KINGDOM
RE:SCAM	NETSAFE	CYBER SECURITY	DDB GROUP NEW ZEALAND AUCKLAND	NEW ZEALAND
TOUCHING MASTERPIECES	NEURODIGITAL	HAPTIC GLOVES	GEOMETRY GLOBAL PRAGUE	CZECH REPUBLIC
ALEXA LOSES HER VOICE	AMAZON	ALEXA	AMAZON SEATTLE	USA
JFKUNSILENCED	THE TIMES/NEWS UK & IRELAND	THE TIMES/NEWS UK & IRELAND	ROTHCO ACCENTURE INTERACTIVE DUBLIN	IRELAND
THE FIRST AD IN THE BLOCKCHAIN	TD AMERITRADE	TD AMERITRADE	HAVAS NEW YORK	USA
RICKY BRASIL	FORBES BRASIL	CORPORATE IMAGE	OGILVY BRASIL SÃO PAULO	BRAZIL
THE CANCELLER	RECLAME AQUI	RECLAME AQUI	GREY BRAZIL SÃO PAULO	BRAZIL
E03 (Technological Achievement in Digital Craft)				
BBC EARTH: LIFE IN VR - CALIFORNIA COAST	BBC EARTH	BBC EARTH: LIFE IN VR - CALIFORNIA COAST	BBC WORLDWIDE LONDON	UNITED KINGDOM
TOUCHING MASTERPIECES	NEURODIGITAL	HAPTIC GLOVES	GEOMETRY GLOBAL PRAGUE	CZECH REPUBLIC
JFKUNSILENCED	THE TIMES/NEWS UK & IRELAND	THE TIMES/NEWS UK & IRELAND	ROTHCO ACCENTURE INTERACTIVE DUBLIN	IRELAND
THE INVISIBLE CAR	GENERAL MOTORS	CHEVROLET	COMMONWEALTH/MCCANN DETROIT	USA
E04 (360° Videos)				
NIKE WOMEN : ZHOU DONGYU : BELIEVE IN MORE	NIKE WOMEN	NIKE WOMEN	AKQA SHANGHAI	CHINA
RACING THE SUN	VOLVO CAR USA	2018 VOLVO XC60	GREY NEW YORK	USA
E05 (Advanced Learning Technologies)				
RE:SCAM	NETSAFE	CYBER SECURITY	DDB GROUP NEW ZEALAND AUCKLAND	NEW ZEALAND
KNOW WHAT YOUR DATA KNOWS	GOOGLE	GOOGLE CLOUD	ELEVEN SAN FRANCISCO	USA
ALEXA LOSES HER VOICE	AMAZON	ALEXA	AMAZON SEATTLE	USA
JFKUNSILENCED	THE TIMES/NEWS UK & IRELAND	THE TIMES/NEWS UK & IRELAND	ROTHCO ACCENTURE INTERACTIVE DUBLIN	IRELAND
RICKY BRASIL	FORBES BRASIL	CORPORATE IMAGE	OGILVY BRASIL SÃO PAULO	BRAZIL
CHEETOS VISION	CHEETOS - FRITO LAY NORTH AMERICA	CHEETOS	GOODBY SILVERSTEIN & PARTNERS SAN FRANCISCO	USA
THE CANCELLER	RECLAME AQUI	RECLAME AQUI	GREY BRAZIL SÃO PAULO	BRAZIL