

# Digital Craft Lions

## 2019 Shortlist



Title	Brand	Product/Service	Entrant Company	Country	Production Role	Country
<b>A01 (Digital Illustration &amp; Image Design)</b>						
WRONG WORLD FINALS	MARS WRIGLEY CONFECTIONARY	SNICKERS	BBDO GUERRERO MAKATI CITY	THE PHILIPPINES		
LESSONS IN HERSTORY	DAUGHTERS OF THE EVOLUTION	EDUCATIONAL WOMEN'S HISTORY APP	GOODBY SILVERSTEIN & PARTNERS SAN FRANCISCO	USA	GOODBY SILVERSTEIN & PARTNERS SAN FRANCISCO	USA
THE UNKNOWN FACE	HISTORIAL DE LA GRANDE GUERRE DE PERONNE	CENTENAIRE 14-18	FF PARIS	FRANCE	MERCI-MICHEL PARIS	FRANCE
INSTA NOVELS	THE NEW YORK PUBLIC LIBRARY	LITERATURE	MOTHER NEW YORK	USA	BUCK DESIGN NEW YORK / HORNET NEW YORK / MAGOZ MALMO / PSYOP NEW YORK / STRANGE BEAST LONDON	USA
<b>A02 (Video / Moving Image)</b>						
EXPENSIFY THIS	EXPENSIFY	MOBILE APP EXPENSIFY	JOHNXHANNES NEW YORK	USA	BISCUIT FILMWORKS LOS ANGELES	USA
DALÍ LIVES	THE DALÍ MUSEUM	THE DALÍ MUSEUM	GOODBY SILVERSTEIN & PARTNERS SAN FRANCISCO	USA	GOODBY SILVERSTEIN & PARTNERS SAN FRANCISCO	USA
<b>A03 (Motion Graphics Design &amp; Animation)</b>						
NINJAGO DRAGON CAM	LEGO SYSTEMS	LEGO	R/GA NEW YORK	USA	ATOMIC KIDS MILFORD / R/GA NEW YORK	USA
NEVER ASK	NIKE	NIKE FOOTBALL	WIZZ / QUAD GROUP PARIS	FRANCE	RIFF RAFF LONDON / WIZZ / QUAD GROUP PARIS	FRANCE
GOOGLE PIXEL 3 X CHILDISH GAMBINO	GOOGLE	PIXEL 3	CASHMERE AGENCY LOS ANGELES	USA	FINAL CUT LOS ANGELES / MAMAG STUDIOS NEW YORK / NEXUS STUDIOS LOS ANGELES / THE MILL LOS ANGELES	USA
MY LIFE AS A NPC	UBIOSFT	ASSASSINS CREED ODYSSEY	DDB PARIS	FRANCE	MAKEMEPULSE PARIS / PRESS PLAY ON TAPE PARIS / THE PARIS	FRANCE
BBC TWO REBRAND	BBC	BBC TWO	SUPERUNION LONDON	UNITED KINGDOM	BBC CREATIVE LONDON	UNITED KINGDOM
<b>A04 (Music / Sound Design)</b>						
BIG BELL	TACO BELL	TACO BELL UK	EDELMAN LONDON	UNITED KINGDOM	OFFSET AUDIO LONDON / PRIORITY POST LONDON / UNIT9 LONDON	UNITED KINGDOM
<b>A05 (Overall Aesthetic Design (incl. UI))</b>						
WRONG WORLD FINALS	MARS WRIGLEY CONFECTIONARY	SNICKERS	BBDO GUERRERO MAKATI CITY	THE PHILIPPINES		
THE SMOOTHEST BURGER	MCDONALD'S FRANCE	EGG MCMUFFIN	TBWA/PARIS	FRANCE		
INSTA NOVELS	THE NEW YORK PUBLIC LIBRARY	LITERATURE	MOTHER NEW YORK	USA	BUCK DESIGN NEW YORK / HORNET NEW YORK / MAGOZ MALMO / PSYOP NEW YORK / STRANGE BEAST LONDON	USA
<b>A06 (UX &amp; Journey Design)</b>						
COMPLEXCON	ADIDAS ORIGINALS	ADIDAS ORIGINALS	JAM3 TORONTO	CANADA	ASA DIGITAL TORRANCE / JAM3 TORONTO / KINDLY BEAST OTTAWA / PIXELPUSHER TORONTO / WE ARE ROYALE LOS ANGELES	CANADA
2018 WRAPPED	SPOTIFY	SPOTIFY	SPOTIFY IN-HOUSE NEW YORK	USA	ACTIVE THEORY LOS ANGELES	USA
STORYSIGN	HUAWEI	HUAWEI BRAND	FCB INFERNO LONDON	UNITED KINGDOM	AARDMAN ANIMATIONS BRISTOL / DOG EAT DOG LONDON / MCASSO LONDON / TENTHREE EDITING LONDON / UNIT LONDON	UNITED KINGDOM
CREATABILITY	GOOGLE	EXPERIMENTS IN AI + ACCESSIBILITY	GOOGLE CREATIVE LAB NEW YORK	USA	GOOGLE CREATIVE LAB NEW YORK	USA
<b>A07 (Experience Design: Multi-platform)</b>						
ADIDAS SPEEDFACTORY - 6 CITY ACTIVATION	ADIDAS	AM4 (ADIDAS MADE 4) LDN, PAR, NYC, LA, SH AND TKY	ADIDAS AMSTERDAM	THE NETHERLANDS	FICTION FACTORY AMSTERDAM / RESN AMSTERDAM	THE NETHERLANDS
COMPLEXCON	ADIDAS ORIGINALS	ADIDAS ORIGINALS	JAM3 TORONTO	CANADA	ASA DIGITAL TORRANCE / JAM3 TORONTO / KINDLY BEAST OTTAWA / PIXELPUSHER TORONTO / WE ARE ROYALE LOS ANGELES	CANADA
<b>A08 (Experience Design: Voice)</b>						
THE GENDERLESS VOICE	COPENHAGEN PRIDE	Q, THE GENDERLESS VOICE	VIRTUE COPENHAGEN	DENMARK	VIRTUE COPENHAGEN	DENMARK
WESTWORLD: THE MAZE	HBO	WESTWORLD	360I NEW YORK	USA	KILTER FILMS LOS ANGELES / XANDRA NEW YORK	USA
TALK TO THE REASONS	NETFLIX	13 REASONS WHY	MOTH + FLAME NEW YORK	USA	MOTH + FLAME NEW YORK	USA
<b>B01 (Cross-channel Storytelling)</b>						
EXPENSIFY THIS	EXPENSIFY	MOBILE APP EXPENSIFY	JOHNXHANNES NEW YORK	USA	BISCUIT FILMWORKS LOS ANGELES	USA
IF IT'S MEANT TO BE	PARK MGM	PARK MGM HOTEL & RESORT	VIRTUE WORLDWIDE NEW YORK	USA	PARTIZAN ENTERTAINMENT LOS ANGELES / PRETTY BIRD CULVER CITY	USA
<b>B02 (Real-time Contextual Content)</b>						
LIVE MOVES	BACARDI	BACARDI	BBDO NEW YORK	USA	BBDO STUDIOS NEW YORK	USA
NO NEED TO FLY - AROUND THE WORLD IN GERMANY	GERMAN RAIL	GERMAN RAIL	OGILVY GERMANY FRANKFURT	GERMANY	SPIRABLE LONDON	UNITED KINGDOM
SNELWEG SPROOKJES	VOLKSWAGEN	VOLKSWAGEN APPLICATION	ISOBAR AMSTERDAM	THE NETHERLANDS	ACHTUNG/MCGARRYBOWEN AMSTERDAM / BIG ORANGE AMSTERDAM / ROBOT KITTENS HILVERSUM	THE NETHERLANDS

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### B03 (Personalised Storytelling & Experience)

WESTWORLD: THE MAZE	HBO	WESTWORLD	360I NEW YORK	USA	KILTER FILMS LOS ANGELES / XANDRA NEW YORK	USA
ADDRESS THE FUTURE	CARLINGS	THE DIGITAL COLLECTION	VIRTUE COPENHAGEN	DENMARK		
SNELWEG SPROOKJES	VOLKSWAGEN	VOLKSWAGEN APPLICATION	ISOBAR AMSTERDAM	THE NETHERLANDS	ACHTUNG!MCGARRYBOWEN AMSTERDAM / BIG ORANGE AMSTERDAM / ROBOT KITTENS HILVERSUM	THE NETHERLANDS
TALK TO THE REASONS	NETFLIX	13 REASONS WHY	MOTH + FLAME NEW YORK	USA	MOTH + FLAME NEW YORK	USA
OAT THE GOAT	MINISTRY OF EDUCATION	EDUCATIONAL RESOURCE - CHILDREN	FCB NEW ZEALAND AUCKLAND	NEW ZEALAND	ASSEMBLY AUCKLAND / LIQUID STUDIOS AUCKLAND / NEW ZEALAND SYMPHONY ORCHESTRA WELLINGTON	NEW ZEALAND
2018 WRAPPED	SPOTIFY	SPOTIFY	SPOTIFY IN-HOUSE NEW YORK	USA	ACTIVE THEORY LOS ANGELES	USA

### C01 (Data Storytelling)

SIEMENS FABRIC	SIEMENS	BRAND	KING JAMES GROUP CAPE TOWN	SOUTH AFRICA	FIRST PENCIL JOHANNESBURG / KING JAMES GROUP CAPE TOWN / SINISTER STUDIOS JOHANNESBURG / STERLING SOUND JOHANNESBURG	SOUTH AFRICA
SNELWEG SPROOKJES	VOLKSWAGEN	VOLKSWAGEN APPLICATION	ISOBAR AMSTERDAM	THE NETHERLANDS	ACHTUNG!MCGARRYBOWEN AMSTERDAM / BIG ORANGE AMSTERDAM / ROBOT KITTENS HILVERSUM	THE NETHERLANDS
GOOGLE CLOUD X NEW YORK TIMES - PICTURE WHAT THE CLOUD CAN DO	GOOGLE CLOUD	GOOGLE CLOUD	INSTRUMENT PORTLAND	USA		
TRENDING BOTICS	CONGRESSO EM FOCO	INSTITUTIONAL	FCB BRASIL SÃO PAULO	BRAZIL	FCB BRASIL SÃO PAULO	BRAZIL
MOST DANGEROUS STREET	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	FCB CHICAGO	USA	FCBX CHICAGO / LORD & THOMAS CHICAGO / STRICTLY FX CHICAGO / UNIT9 LOS ANGELES	USA

### C02 (Real-time Usage & Targeting)

LIVE MOVES	BACARDI	BACARDI	BBDO NEW YORK	USA	BBDO STUDIOS NEW YORK	USA
NO NEED TO FLY - AROUND THE WORLD IN GERMANY	GERMAN RAIL	GERMAN RAIL	OGILVY GERMANY FRANKFURT	GERMANY	SPIRABLE LONDON	UNITED KINGDOM

### C03 (Data Visualisation)

BLINDMETERS	OVK / PEVR (PARENTS OF ROAD VICTIMS)	ROAD SAFETY AWARENESS MESSAGE	HAPPINESS BRUSSELS BRUSSELS	BELGIUM	HAPPINESS BRUSSELS BRUSSELS / LATCHO DROM BRUSSELS / MOXY POST PRODUCTION BRUSSELS / RAYGUN BRUSSELS	BELGIUM
9.58 SECONDS - THE WORLD'S FASTEST ANNUAL REPORT	PUMA SE	ANNUAL REPORT	PUBLICIS PIXELPARK HAMBURG	GERMANY	PUBLICIS PIXELPARK HAMBURG	GERMANY
2018 WRAPPED	SPOTIFY	SPOTIFY	SPOTIFY IN-HOUSE NEW YORK	USA	ACTIVE THEORY LOS ANGELES	USA
STORYSIGN	HUAWEI	HUAWEI BRAND	FCB INFERNO LONDON	UNITED KINGDOM	AARDMAN ANIMATIONS BRISTOL / DOG EAT DOG LONDON / MCASSO LONDON / TENTHREE EDITING LONDON / UNIT LONDON	UNITED KINGDOM
CNN MAGIC WALL	CNN	CNN MAGIC WALL	CODE AND THEORY NEW YORK	USA	CNN ATLANTA / CODE AND THEORY NEW YORK	USA
SURVIVOR LOGO	GREENPEACE	INSTITUTIONAL	VMLY&R BRAZIL SÃO PAULO	BRAZIL	VMLY&R BRAZIL SÃO PAULO	BRAZIL

### C04 (Curation of Data)

DOT TRANSLATION ENGINE. THE FIRST AI BRAILLE TRANSLATION SOFTWARE	DOT INC.	DOT TRANSLATION ENGINE	SERVICEPLAN GERMANY MUNICH	GERMANY	DOT INCORPORATION SEOUL / HYPERINTERACTIVE HAMBURG / PAULUS.CO SEOUL	SOUTH KOREA
CORRUPTION DETECTOR	RECLAME AQUI	RECLAME AQUI	GREY BRAZIL SÃO PAULO	BRAZIL	GREY BRAZIL SÃO PAULO / GREY WEST LOS ANGELES	BRAZIL

### C05 (AI Storytelling)

MEMORY LANE	STOCKHOLM EXERGI	MEMORY LANE	ACCENTURE INTERACTIVE STOCKHOLM	SWEDEN	PAROLL STOCKHOLM	SWEDEN
AI VS AI	TV RAIN	TV RAIN SUBSCRIPTIONS	ISD GROUP KIEV	UKRAINE	APP SOLUTIONS WILMINGTON / ISD GERMANY HAMBURG / ISD GROUP KIEV / KA.KA.HA LONDON / VOSKHOD EKATERINBURG	UKRAINE
DALÍ LIVES	THE DALÍ MUSEUM	THE DALÍ MUSEUM	GOODBY SILVERSTEIN & PARTNERS SAN FRANCISCO	USA	GOODBY SILVERSTEIN & PARTNERS SAN FRANCISCO	USA

### C06 (IA Application)

BLOCK WISH	HOK-ELANTO   S GROUP	ALEPA	HOK-ELANTO HELSINKI	FINLAND	ACCENTURE HELSINKI / BOUTIQUE HELSINKI / WORKS HELSINKI / ZEELAND HELSINKI	FINLAND
CONTRACT TRANSLATOR	RECLAME AQUI	RECLAME AQUI	GREY BRAZIL SÃO PAULO	BRAZIL	GREY BRAZIL SÃO PAULO	BRAZIL

### D01 (Innovative Use of Technology)

ADDRESS THE FUTURE	CARLINGS	THE DIGITAL COLLECTION	VIRTUE COPENHAGEN	DENMARK		
THE SENDING MACHINE	PUBLICIS SAPIENT	DIGITAL VENDING MACHINE	PUBLICIS SAPIENT LONDON	UNITED KINGDOM	BENNY CASEY STUDIO LONDON	UNITED KINGDOM
LIVE SOCIAL PRESS JUNKET	CRICKET WIRELESS	TELECOMMUNICATION / CELL PHONE PLANS	ARGONAUT SAN FRANCISCO	USA	PSYOP LOS ANGELES	USA
BURN THAT AD	BURGER KING	BURGER KING WHOPPER	DAVID SÃO PAULO SÃO PAULO	BRAZIL	CAFE ROYAL SÃO PAULO / CLAN VFX SÃO PAULO / HOGARTH WORLDWIDE SÃO PAULO / JAMUTE SÃO PAULO / VETOR ZERO SÃO PAULO	BRAZIL

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DOT TRANSLATION ENGINE. THE FIRST AI BRAILLE TRANSLATION SOFTWARE	DOT INC.	DOT TRANSLATION ENGINE	SERVICEPLAN GERMANY MUNICH	GERMANY	DOT INCORPORATION SEOUL / HYPERINTERACTIVE HAMBURG / PAULUS.CO SEOUL	SOUTH KOREA
CREATABILITY	GOOGLE	EXPERIMENTS IN AI + ACCESSIBILITY	GOOGLE CREATIVE LAB NEW YORK	USA	GOOGLE CREATIVE LAB NEW YORK	USA
AI VS AI	TV RAIN	TV RAIN SUBSCRIPTIONS	ISD GROUP KIEV	UKRAINE	APP SOLUTIONS WILMINGTON / ISD GERMANY HAMBURG / ISD GROUP KIEV / KA.KA.HA LONDON / VOSKHOD EKATERINBURG	UKRAINE
NPC	UBISOFT	NPC	MAKEMEPULSE PARIS	FRANCE	MAKEMEPULSE PARIS	FRANCE
SIGNS	GERMAN YOUTH ASSOCIATION OF PEOPLE WITH HEARING LOSS	SIGNS SMART TOOL	MRM/MCCANN FRANKFURT	GERMANY	DROPOUT-FILMS MAINZ	GERMANY
SEE SOUND	WAVIO	SEE SOUND	AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK	USA	AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK	USA
<b>D02 (Native &amp; Built-in Feature Integration)</b>						
STORYSIGN	HUAWEI	HUAWEI BRAND	FCB INFERNO LONDON	UNITED KINGDOM	AARDMAN ANIMATIONS BRISTOL / DOG EAT DOG LONDON / MCASSO LONDON / TENTHREE EDITING LONDON / UNIT LONDON	UNITED KINGDOM
MORSE CODE FOR GBOARD	GOOGLE	EXTENSION FOR SMARTPHONE KEYBOARDS	GOOGLE CREATIVE LAB NEW YORK	USA	GOOGLE CREATIVE LAB NEW YORK	USA
DALÍ LIVES	THE DALÍ MUSEUM	THE DALÍ MUSEUM	GOODBY SILVERSTEIN & PARTNERS SAN FRANCISCO	USA	GOODBY SILVERSTEIN & PARTNERS SAN FRANCISCO	USA
<b>D03 (Technological Achievement in Digital Craft)</b>						
KUPU	SPARK	SPARK	COLENZO BBDO AUCKLAND	NEW ZEALAND	CREATURE AUCKLAND / FRANKLIN RD AUCKLAND / RUSH DIGITAL INTERACTIVE AUCKLAND	NEW ZEALAND
<b>E01 (AR / VR Utility)</b>						
KUPU	SPARK	SPARK	COLENZO BBDO AUCKLAND	NEW ZEALAND	CREATURE AUCKLAND / FRANKLIN RD AUCKLAND / RUSH DIGITAL INTERACTIVE AUCKLAND	NEW ZEALAND
ADDRESS THE FUTURE	CARLINGS	THE DIGITAL COLLECTION	VIRTUE COPENHAGEN	DENMARK	□	□
LESSONS IN HERSTORY	DAUGHTERS OF THE EVOLUTION	EDUCATIONAL WOMEN'S HISTORY APP	GOODBY SILVERSTEIN & PARTNERS SAN FRANCISCO	USA	GOODBY SILVERSTEIN & PARTNERS SAN FRANCISCO	USA
BURN THAT AD	BURGER KING	BURGER KING WHOPPER	DAVID SÃO PAULO SÃO PAULO	BRAZIL	CAFE ROYAL SÃO PAULO / CLAN VFX SÃO PAULO / HOGARTH WORLDWIDE SÃO PAULO / JAMUTE SÃO PAULO / VETOR ZERO SÃO PAULO	BRAZIL
<b>E02 (AR / VR Immersive Storytelling)</b>						
THE BOND	AXIS STUDIOS	N/A	AXIS ANIMATION GLASGOW	UNITED KINGDOM	AXIS ANIMATION GLASGOW	UNITED KINGDOM
THE GREAT C	SECRET LOCATION	N/A	SECRET LOCATION TORONTO	CANADA	SECRET LOCATION TORONTO	CANADA
AGE OF SAIL	GOOGLE	N/A	GOOGLE SPOTLIGHT STORIES MOUNTAIN VIEW	USA	BROAD REACH PICTURES LOS ANGELES / EVIL EYE PICTURES SAN FRANCISCO / GOOGLE SPOTLIGHT STORIES MOUNTAIN VIEW	USA
ECHOS	UBISOFT	THE DIVISION 2	DDB PARIS	FRANCE	MAKEMEPULSE PARIS / PRESS PLAY ON TAPE PARIS	FRANCE
MUSE SIMULATION THEORY VR EXPERIENCE	MICROSOFT	HOLOLENS	LISTEN NEW YORK	USA	LISTEN NEW YORK	USA