

## Innovation Shortlist

Track	Cat. No	Entry No	Title	Brand	Product	Entrant Company	Entrant Country	Idea Creation	Production	Media	PR	Additional
<b>A01 (Innovative Technology)</b>												
Innovation	A01/010	00101	WHAT3WORDS VOICE		WHAT3WORDS VOICE	WHAT3WORDS London	UNITED KINGDOM	WHAT3WORDS London	WHAT3WORDS London			
Innovation	A01/018	00182	DOT TRANSLATION ENGINE. MAKING EVERYTHING ACCESSIBLE FOR EVERYONE.	DOT INC.	DOT TRANSLATOR	SERVICEPLAN GERMANY Munich	GERMANY	DOT INCORPORATION Seoul / SERVICEPLAN GERMANY Munich / SERVICEPLAN KOREA Seoul	CLOUDANDCO Seoul / DOT INCORPORATION Seoul / HYPERINTERACTIVE GMBH Hamburg / MOBY DIGG GMBH Munich / PAULUS.CO Seoul			
Innovation	A01/019	00120	IMMORTALS	SBERBANK	FINANCIAL SERVICES	SBERBANK OF RUSSIA Moscow	RUSSIA	GOOD Moscow	GOOD Moscow		DENTSU SMART Moscow	
<b>A02 (Applied Innovation)</b>												
Innovation	A02/010	00007	SANS FORGETICA	RMIT UNIVERSITY	RMIT UNIVERSITY EDUCATION	NAKED COMMUNICATIONS Sydney	AUSTRALIA	NAKED COMMUNICATIONS Sydney	BANTAM Sydney / NAKED COMMUNICATIONS Sydney / ORCHARD Sydney		NAKED COMMUNICATIONS Sydney / RMIT UNIVERSITY Melbourne	
Innovation	A02/026	00046	AR DROPS	ADIDAS	ULTRABOOST19	ADIDAS Portland	USA	MOJO SUPERMARKET New York	MOJO SUPERMARKET New York		MOJO SUPERMARKET New York	
Innovation	A02/033	00139	THE BLIND VOTES	ORCAM	MYEYE	GITAM BBDO Tel Aviv	ISRAEL	GITAM BBDO Tel Aviv			GITAM BBDO Tel Aviv	
Innovation	A02/037	00161	THIS IS A TREE	PACIFIC PAINTS (BOYSEN) PHILIPPINES INC.	BOYSEN KNOX-OUT PAINTS	TBWA/SANTIAGO MANGADA PUNO Makati City	THE PHILIPPINES	TBWA/SANTIAGO MANGADA PUNO Makati City				
Innovation	A02/047	00183	MADE IN FUKUSHIMA. A SUSTAINABLE DECONTAMINATION METHOD FOR FARMING.	METER GROUP INC	METER ENVIRONMENT	SERVICEPLAN GERMANY Munich	GERMANY	FUKUSHIMA SAISEI Tokyo / SERVICEPLAN GERMANY Munich / UNIVERSITY OF TOKYO	ALBERT COON Munich / INSTANT RECORDS Munich / NEVEREST München / NICK FRANK Munich / SAS - SHOOT IN JAPAN Tokyo			
<b>A04 (Early Stage Technology)</b>												
Innovation	A04/002	00027	THE GENDERLESS VOICE	COPENHAGEN PRIDE	Q, THE GENDERLESS VOICE	COPENHAGEN PRIDE	DENMARK	VIRTUE NORDIC Copenhagen	VIRTUE NORDIC Copenhagen		VIRTUE NORDIC Copenhagen	KOALITION New York / THIRTYSOUNDSG OOD Copenhagen
Innovation	A04/011	00080	DEAF 911		DEAF 911	SAATCHI & SAATCHI WELLNESS New York	USA	SAATCHI & SAATCHI WELLNESS New York	SAATCHI & SAATCHI WELLNESS New York			DEAF 911 New York
Innovation	A04/016	00097	SMART TOUCH	ALIBABA	SMART PHONE FILM SPECIALLY FOR THE BLIND	mcgarrybowen Shanghai	CHINA	mcgarrybowen Shanghai				
Innovation	A04/023	00175	SEE SOUND	WAVIO	SEE SOUND	AREA 23, AN FCB HEALTH NETWORK COMPANY New York	USA	AREA 23, AN FCB HEALTH NETWORK COMPANY New York	AREA 23, AN FCB HEALTH NETWORK COMPANY New York			
Innovation	A04/028	00185	THE PUCK		DIABETES DETECTION DEVICE	GREY CANADA Toronto	CANADA	GREY CANADA Toronto	CURRENT STUDIOS Toronto / GREY CANADA Toronto			
Innovation	A04/031	00192	SIGNS	GERMAN YOUTH ASSOCIATION OF PEOPLE WITH HEARING LOSS	SIGNS SMART TOOL	MRM/McCANN Frankfurt	GERMANY	McCANN FRANKFURT / MRM/McCANN Frankfurt	DROPOUT-FILMS Mainz			DAS WERK Frankfurt / STUDIO FUNK Frankfurt
<b>A05 (Business Transformation)</b>												
Innovation	A05/010	00160	VOLTS BY VOLVO	VOLVO	VOLVO	FAMOUSGREY BRUSSELS	BELGIUM	FAMOUSGREY BRUSSELS	FAMOUSGREY BRUSSELS		FAMOUS RELATIONS Brussels	ENECO Mechelen
<b>A06 (Product Innovation)</b>												
Innovation	A06/017	00084	CONSENT PACK	TULIPAN	TULIPAN	BBDO ARGENTINA Buenos Aires	ARGENTINA	BBDO ARGENTINA Buenos Aires	ORUGA CINE Buenos Aires	PHD Buenos Aires	ADVERPR Buenos Aires	
Innovation	A06/019	00035	ACCESSIBILITY MAT	FORD MOTOR COMPANY	FORD MOTOR COMPANY	GTB BRASIL São Paulo	BRAZIL	GTB BRASIL São Paulo				BIZSYS Sao Paulo / CODE STUDIO São Paulo / PARANOID BR São Paulo
Innovation	A06/027	00086	MIMICA	MIMICA	MIMICA TOUCH	R/GA LONDON	UNITED KINGDOM	MIMICA London / R/GA LONDON	R/GA LONDON			
Innovation	A06/031	00108	CREATABILITY	GOOGLE	EXPERIMENTS IN AI + ACCESSIBILITY	GOOGLE CREATIVE LAB New York	USA	GOOGLE CREATIVE LAB New York	GOOGLE CREATIVE LAB New York			
Innovation	A06/034	00119	7:1 FURNITURE COLLECTION	HOMEPRO	HOMEPRO	BBDO BANGKOK	THAILAND	BBDO BANGKOK				

**Innovation Shortlist**

Innovation	A06/042	00129	FIT PACK	CORONA	CORONA EXTRA	LEO BURNETT MÉXICO Mexico City	MEXICO	LEO BURNETT MÉXICO Mexico City	DRUGSTORE Mexico City / LANDIA FILMS Mexico City / TRIDI MX Mexico City			
Innovation	A06/043	00132	CHANGING THE GAME	MICROSOFT	XBOX	McCANN NEW YORK	USA	McCANN NEW YORK	COMPANY 3 New York / HUNGRY MAN New York / JSM MUSIC New York / ROCK PAPER SCISSORS New York / SONIC UNION New York	CARAT New York	WAGGENER EDSTROM SEATTLE	MICROSOFT Redmond
Innovation	A06/059	00165	DO BLACK - THE CARBON LIMIT CREDIT CARD	DOCONOMY	DO BLACK	RBK COMMUNICATION Stockholm	SWEDEN	RBK COMMUNICATION Stockholm	MAKING WAVES Stockholm		HILL+KNOWLTON STRATEGIES Stockholm	
Innovation	A06/061	00164	#BRAILLEBRICKSF ORALL	DORINA NOWILL FOUNDATION FOR THE BLIND	#BRAILLEBRICKSF RALL	LEW'LARA'IBWA São Paulo	BRAZIL	LEW'LARA'IBWA São Paulo	DELICATESSEN FILMES São Paulo / MUGSHOT São Paulo	LEW'LARA'IBWA São Paulo	ADVICE COMUNICACAO CORPORATIVA São Paulo / TRE ASSESSORIA São Paulo	
Innovation	A06/073	00193	THISABLES	IKEA	IKEA THISABLES	McCANN Tel Aviv	ISRAEL	McCANN Tel Aviv	CRAFT LONDON / McCANN Tel Aviv	UM Tel Aviv	McCANN Tel Aviv	

**Total Entries:** 25