

Shortlist (Product Design Lions)



Cat. No	Entry No	Title	Client	Product	Entrant Contact Firstname	Entrant Company	Entrant Country	Idea Creation	Production	Media	PR
A01 (Electronics, Entertainment & Consumer Technology)											
A01/001	00195	SPECTACLES	SNAP, INC.	SPECTACLES	Steevy	SNAP Los Angeles	USA	SNAP Los Angeles	SNAP Los Angeles	SNAP Los Angeles	SNAP Los Angeles
A01/003	00236	TINYMOS - THE WORLD'S SMARTEST ASTROPHOTOGRAPHY CAMERA	TINYMOS PRIVATE LIMITED	ASTROPHOTOGRAPHY CAMERA	Penny	Y&R SINGAPORE	SINGAPORE	Y&R SINGAPORE			TINYMOS Singapore
A02 (Communication Devices)											
A02/001	00374	PAYPHONE BANK	TIGO-UNE	PAYPHONE MICRO SAVINGS ACCOUNT	Curt Sebastian	GREY COLOMBIA Bogotá	COLOMBIA	GREY COLOMBIA Bogotá	LA OCTAVA Bogotá		
A03 (Furniture & Lighting)											
A03/001	00160	GRAVITYLIGHT: TURNING GRAVITY INTO LIGHT	SHELL GLOBAL / GRAVITYLIGHT FOUNDATION	GRAVITYLIGHT - GL02	Ibeth	SHELL BRANDS INTERNATIONAL Baar	SWITZERLAND	GRAVITYLIGHT FOUNDATION London / J. WALTER THOMPSON London	STARSTRUCK MEDIA London / YDX Nairobi	MEDIACOM London	EDELMAN London
A06 (Infant Products, Toys & Educational Products)											
A06/001	00087	THE MAGIC WALLPAPER	CASTORAMA	STORE TOOLS	Marie-Anne	TBWA\PARIS Paris	FRANCE	DAN PARIS Boulogne-Billancourt / TBWA\PARIS Paris			
A06/007	00213	LIFE BANDAGES	ASTRAZENECA	LIFE BANDAGES	Alejandra	J. WALTER THOMPSON MEXICO	MEXICO	J. WALTER THOMPSON MEXICO	THE MAESTROS Mexico City		
A10 (Medical Products)											
A10/002	00137	HEARING RESCUE	THAI HEALTH PROMOTION FOUNDATION	HEARING RESCUE	Predashanok	BBDO BANGKOK	THAILAND	BBDO BANGKOK			
A10/005	00131	COGY WHEELCHAIR	TESS CO., LTD.	COGY WHEELCHAIR	Rina	TBWA\HAKUHODO Tokyo	JAPAN	TBWA\HAKUHODO Tokyo / TESS Sendai / TOHOKU UNIVERSITY Sendai	GEEK PICTURES Tokyo	TBWA\HAKUHODO Tokyo	TBWA\HAKUHODO Tokyo
A10/006	00228	THE FIN	NORTHWELL HEALTH	TBD	Lauren	J. WALTER THOMPSON NEW YORK	USA	J. WALTER THOMPSON NEW YORK	J. WALTER THOMPSON NEW YORK	METAVISION MEDIA New York	
A10/007	00201	HMBLDT	HMBLDT	HMBLDT	Joanne	ANOMALY New York	USA	ANOMALY New York			

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A10/011	00034	CONFETTI PROSTHETIC LEG COVER	ETHNOS	CONFETTI	Rodrigo	FURF DESIGN STUDIO Curitiba	BRAZIL	FURF DESIGN STUDIO Curitiba	FURF DESIGN STUDIO Curitiba
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B01 (Brand Communication)

B01/022	00367	COBBLESTONE RIDERS	FUEL TV	FUEL TV	Maria	FCB Lisbon	PORTUGAL	FCB Lisbon	BRO Lisbon
B01/023	00299	PERCEBEIRO SHIELD	NISSAN	MOBILITY INTELLIGENT TECHNOLOGY	Esther	TBWA\ESPANA Madrid	SPAIN	TBWA\ESPANA Madrid	

B02 (Innovation)

B02/002	00090	THE MAGIC WALLPAPER	CASTORAMA	STORE TOOLS	Marie-Anne	TBWA\PARIS Paris	FRANCE	DAN PARIS Boulogne-Billancourt / TBWA\PARIS Paris		
B02/013	00156	PROJECT BLOKS	GOOGLE CREATIVE LAB	PRODUCT/EDU	Patrick	GOOGLE CREATIVE LAB London	UNITED KINGDOM	GOOGLE CREATIVE LAB London	IDEO Palo Alto / OLOGIC INC. Santa Clara / RRD LABS Haslemere	
B02/015	00094	SHOE WITHOUT A FOOTPRINT	NRG	CARBON SHOE	Carly	DROGA5 New York	USA	DROGA5 New York	10XBETA New York	
B02/018	00237	TINYMOS - THE WORLD'S SMARTEST ASTROPHOTOGRAPHY CAMERA	TINYMOS PRIVATE LIMITED	ASTROPHOTOGRAPHY CAMERA	Penny	Y&R SINGAPORE	SINGAPORE	Y&R SINGAPORE	TINYMOS Singapore	
B02/024	00186	KNOW YOU AGAIN	BAIDU	AI GLASSES	Adams	F5 Shanghai	CHINA	F5 Shanghai	F5 Shanghai	F5 Shanghai
B02/028	00196	SPECTACLES	SNAP, INC.	SPECTACLES	Steevy	SNAP Los Angeles	USA	SNAP Los Angeles	SNAP Los Angeles	SNAP Los Angeles
B02/031	00391	ZERA	WHIRLPOOL CORPORATION	FOOD PROCESSOR	Nadine	DIGITALSBI Chicago	USA	WHIRLPOOL CORPORATION Benton Harbor		

B03 (Solution)

B03/011	00132	COGY WHEELCHAIR	TESS CO., LTD.	COGY WHEELCHAIR	Rina	TBWA\HAKUHODO Tokyo	JAPAN	TBWA\HAKUHODO Tokyo / TESS Sendai / TOHOKU UNIVERSITY Sendai	GEEK PICTURES Tokyo	TBWA\HAKUHODO Tokyo	TBWA\HAKUHODO Tokyo
B03/026	00035	CONFETTI PROSTHETIC LEG COVER	ETHNOS	CONFETTI	Rodrigo	FURF DESIGN STUDIO Curitiba	BRAZIL	FURF DESIGN STUDIO Curitiba	FURF DESIGN STUDIO Curitiba		

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B03/027	00238	TINYMOS - THE WORLD'S SMARTEST ASTROPHOTOGRAPHY CAMERA	TINYMOS PRIVATE LIMITED	ASTROPHOTOGRAPHY CAMERA	Penny	Y&R SINGAPORE	SINGAPORE	Y&R SINGAPORE	TINYMOS Singapore		
B03/034	00333	THE GAS SAVING BURNER	RFL GROUP	RFL GAS STOVE	Manami	GREY BANGLADESH	Dhaka BANGLADESH	GREY BANGLADESH	Dhaka		
B03/039	00188	LIAM	APPLE	PHONE	Ashley	APPLE Cupertino	USA	APPLE Cupertino			
B03/054	00439	SAVLON HEALTHY HANDS CHALK STICKS	ITC SAVLON	SAVLON HEALTHY HANDS CHALK STICKS	Rajiv Bhavanishanker	OGILVY & MATHER MUMBAI	INDIA	OGILVY & MATHER MUMBAI	GOOD MORNING	Mumbai	PR PUNDIT Mumbai
B03/058	00253	LIFE LINE	AGENCIA NACIONAL DE SEGURIDAD VIAL	AGENCIA NACIONAL DE SEGURIDAD VIAL	OSCAR	HAVAS COLOMBIA Bogotá	COLOMBIA	HAVAS COLOMBIA Bogotá	LECHUGA MGT Bogotá / MOBEXT Bogotá	HAVAS COLOMBIA Bogotá	ANSV Bogotá / HAVAS COLOMBIA Bogotá
B03/066	00448	AFGHAN IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, ISLAMIC REPUBLIC OF AFGHANISTAN	..	Meraj	McCANN WORLDGROUP INDIA Mumbai	INDIA	McCANN HEALTH New Delhi / McCANN WORLDGROUP INDIA Mumbai	McCANN HEALTH New Delhi		

B04 (Integration of Technology in Daily Life)

B04/001	00091	THE MAGIC WALLPAPER	CASTORAMA	STORE TOOLS	Marie-Anne	TBWA\PARIS Paris	FRANCE	DAN PARIS Boulogne-Billancourt / TBWA\PARIS Paris			
B04/003	00314	SAFETY BAGS	TESCO	SAFETY BAGS, TESCO	Denise	CHEIL WORLDWIDE HONG KONG	HONG KONG	CHEIL WORLDWIDE HONG KONG	CHEIL WORLDWIDE HONG KONG		
B04/014	00127	PANASONIC X GO-ON	PANASONIC CORPORATION	KYOTO KADEN LABO	HITOSHI	DENTSU INC. Tokyo	JAPAN	DENTSU INC. Tokyo	DENTSU INC. Tokyo	DENTSU INC. Tokyo	
B04/015	00375	PAYPHONE BANK	TIGO-UNE	PAYPHONE MICRO SAVINGS ACCOUNT	Curt Sebastian	GREY COLOMBIA Bogotá	COLOMBIA	GREY COLOMBIA Bogotá	LA OCTAVA Bogotá		
B04/016	00427	YOURNALIST	EITB - EUSKAL IRRATI TELEBISTA	YOURNALIST - NEWS APP	NATALIA	THE CYRANOS//McCANN Barcelona	SPAIN	THE CYRANOS//McCANN Barcelona	GLASSWORKS Barcelona / OXIGENO Barcelona / THE CYRANOS//McCANN Barcelona	THE CYRANOS//McCANN Barcelona	THE CYRANOS//McCANN Barcelona
B04/017	00433	GETTY PEN PROJECT	GETTY IMAGES	GETTY IMAGES	Claudia	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	ALMAPBBDO São Paulo / SKETCHX London / SPRAY FILMES São Paulo	ALMAPBBDO São Paulo	ALMAPBBDO São Paulo

B05 (Social Impact)

Shortlist (Product Design Lions)

B05/002	00083	BLINK: A LANGUAGE OF LOVE THROUGH LIGHT.	RONALD MCDONALD HOUSE CHARITIES	RONALD MCDONALD HOUSE	Sonya	SAPIENTRAZORFISH Chicago	USA	SAPIENTRAZORFISH Chicago	NEDMCB Munster / OPTIMUS Chicago / THE MILL Chicago	
B05/013	00258	THE REFUGEE NATION	AMNESTY INTERNATIONAL	AWARENESS AROUND THE REFUGEE CAUSE	Paula	OGILVY NEW YORK	USA	OGILVY NEW YORK	ASTEROIDE FILMS Curitiba / CANJA AUDIO CULTURE Curitiba / SQUARE PIXEL Rio De Janeiro	
B05/044	11399	THE LIFE SAVING SCARECROW	VARUNA PUMPS	VARUNA PUMPS	Kalpesh	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI		
B05/047	00234	WRITING OUR RIGHTS: THE EMPOWERMENT WORKBOOK	IGNITE	IGNITE	Molly	PEREIRA & O'DELL San Francisco	USA	PEREIRA & O'DELL San Francisco	CALITHO Concord / NTROPIC San Francisco / XYZ San Francisco	
B05/052	00449	AFGHAN IMMUNITY CHARM	MINISTRY OF PUBLIC HEALTH, ISLAMIC REPUBLIC OF AFGHANISTAN	..	Meraj	McCANN WORLDGROUP INDIA Mumbai	INDIA	McCANN HEALTH New Delhi / McCANN WORLDGROUP INDIA Mumbai	McCANN HEALTH New Delhi	
B05/059	00399	DYTECTIVE FOR SAMSUNG	SAMSUNG SPAIN	SAMSUNG #TECHNOLOGYWIT HPURPOSE	David	CHEIL SPAIN Madrid	SPAIN	CHEIL SPAIN Madrid	CHEIL SPAIN Madrid	CHEIL SPAIN Madrid
B05/062	00437	SAVLON HEALTHY HANDS CHALK STICKS	ITC SAVLON	SAVLON HEALTHY HANDS CHALK STICKS	Rajiv Bhavanishanker	OGILVY & MATHER MUMBAI	INDIA	OGILVY & MATHER MUMBAI	GOOD MORNING Mumbai	PR PUNDIT Mumbai
B05/067	30371	FOOTNOTE FOR THE BREAST	MEDCARE WOMEN & CHILDREN HOSPITAL	HEALTHCARE	Alok	THE CLASSIC PARTNERSHIP ADVERTISING Dubai	UNITED ARAB EMIRATES	THE CLASSIC PARTNERSHIP ADVERTISING Dubai		

B06 (Sustainability & Environmental Impact)

B06/006	00069	CREATING THE WORLD'S FIRST MODULAR SMARTPHONE	FAIRPHONE	FAIRPHONE 2	Charlie	SEYMOURPOWELL London	UNITED KINGDOM	SEYMOURPOWELL London	SEYMOURPOWELL London
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Shortlist (Product Design Lions)



B06/010	00125	AIR-INK	HEINEKEN ASIA PACIFIC PTE. LTD.	TIGER BEER	Toni	MARCEL SYDNEY	AUSTRALIA	MARCEL SYDNEY	GOODOIL FILMS Sydney / HECKLER Sydney / SQUEAK E CLEAN PRODUCTIONS Los Angeles	CURIOUS FEW Hong Kong / FLORA&FAUNAVIS IONS Berlin / MEDIAVEST SPAR K New York / STARCOM London / STARCOM Singapore	BRAYA New York / EDELMAN SINGAPORE / MSL HONG KONG Kwun Tong / OGILVY PUBLIC RELATIONS WORLDWIDE Singapore / SCHRODER+SCHO MBS PR Berlin
B06/014	00392	ZERA	WHIRLPOOL CORPORATION	FOOD PROCESSOR	Nadine	DIGITASLBI Chicago	USA	WHIRLPOOL CORPORATION Benton Harbor			
B06/017	00190	LIAM	APPLE	PHONE	Ashley	APPLE Cupertino	USA	APPLE Cupertino			

B07 (Consumer Experience)

B07/009	00005	ORINIGIRI	ASAHI KASEI HOME PRODUCTS	SALAN WRAP	Tomoo	HIMAWARI DESIGN Tokyo	JAPAN	HIMAWARI DESIGN Tokyo	HIMAWARI DESIGN Tokyo	HIMAWARI DESIGN Tokyo	HIMAWARI DESIGN Tokyo
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C01 (Product Design for Promotional Purposes)

C01/009	00013	MAX MOTOR DREAMS	FORD SPAIN	FORD SPAIN	Paulo	OGILVY MADRID	SPAIN	GTB Madrid / OGILVY MADRID	ESPADAYSANTACRUZ STUDIO Madrid		MINDSHARE Madrid
C01/019	00198	STADIUM CHAIR – SELLING ALL THE SEATS OF HELSINKI OLYMPIC STADIUM	VEPSÄLÄINEN OY AND STADION- SÄÄTIÖ	THE OLD SEATING OF THE HELSINKI OLYMPIC STADIUM WAS TURNED INTO PREMIUM-PRICED DESIGN FURNITURE – STADION CHAIR	Pia	HASAN & PARTNERS Helsinki	FINLAND	HASAN & PARTNERS Helsinki	HEKU Helsinki / KOSKI SYVÄRI Helsinki		
C01/023	30365	VEGETABLE INSECTICIDE	CASA ORGÁNICA	INSTITUTIONAL	Thais	Y&R BRAZIL São Paulo	BRAZIL	Y&R BRAZIL São Paulo			
C01/032	00293	POSTERS FOR CATCHING FISHERMEN	MINISTERIO DE AMBIENTE Y DESARROLLO SOSTENIBLE	DIRECCIÓN DE ASUNTOS MARINOS, COSTEROS Y RECURSOS ACUÁTICOS	Juan	GEOMETRY GLOBAL London	UNITED KINGDOM	GEOMETRY GLOBAL COLOMBIA Bogotá / GEOMETRY GLOBAL London	GEOMETRY GLOBAL COLOMBIA Bogotá / GEOMETRY GLOBAL London		
C01/033	00426	UNTIL WE ALL BELONG	AIRBNB	AIRBNB	Clare	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE	THE GLUE SOCIETY Sydney	STARCOM Melbourne	N2N COMMUNICATIONS Sydney
C01/053	00368	COBBLESTONE RIDERS	FUEL TV	FUEL TV	Maria	FCB Lisbon	PORTUGAL	FCB Lisbon	BRO Lisbon		

Shortlist (Product Design Lions)



C01/058	00082	VANS3XTRASHOE	VANS SHOP MADRID	VANS SHOES	Saskia	VCCP SPAIN Madrid	SPAIN	VCCP SPAIN Madrid	VCCP SPAIN Madrid		
C01/070	00447	OCEAN DILDOS	MTV	INSTITUTIONAL	Fabiana	AFRICA São Paulo	BRAZIL	AFRICA São Paulo	BIG FOOTE São Paulo / PICT ESTUDIO São Paulo / PILOTO TV São Paulo / SPRAY FILMES São Paulo / WEBCORE São Paulo		
C01/074	00307	AIR-INK	HEINEKEN ASIA PACIFIC PTE. LTD.	TIGER BEER	Toni	MARCEL SYDNEY	AUSTRALIA	MARCEL SYDNEY	GOODOIL FILMS Sydney / HECKLER Sydney / SQUEAK E CLEAN PRODUCTIONS Los Angeles	CURIOUS FEW Hong Kong / FLORA&FAUNAVIS IONS Berlin / MEDIAVEST SPAR K New York / STARCOM London / STARCOM Singapore	BRAYA New York / EDELMAN SINGAPORE / MSL HONG KONG Kwun Tong / OGILVY PUBLIC RELATIONS WORLDWIDE Singapore / SCHRODER+SCHO MBS PR Berlin
C01/076	00393	HORIZON ZERO DOWN	PLAYSTATION	VIDEO GAMING	Nadine	DIGITASLBI San Francisco	USA	DIGITASLBI San Francisco	SPECTRAL MOTION Glendale	SONY San Francisco	

C02 (Bespoke Items & Designed Objects)

C02/002	00064	SKIN COLORS	FUNDACIÓN PIES DESCALZOS	EDUCATIONAL	Hugo	SANCHO BBDO Bogotá	COLOMBIA	SANCHO BBDO Bogotá			
C02/005	00179	ALTERNATIVE FACTS: THE CARD GAME	VARSITY GAMES	ALTERNATIVE FACTS: THE CARD GAME	Kate	R/GA New York	USA	R/GA New York	Varsity Games New York		
C02/020	00175	DON'T DONATE, ADOPT A POCKET	TENCENT CHARITY/XIHAN ACTION	QIANG EMBROIDERY PROTECTION	Angela	PUBLICIS GUANGZHOU	CHINA	PUBLICIS GUANGZHOU	GUANGZHOU MAGIC PAINT ADVERTISING	PUBLICIS GUANGZHOU	PUBLICIS GUANGZHOU

Total Entries: 60