

Shortlist (Product Design Lions)

Track	Cat. No	Entry No	Title	Brand	Product	Entrant Company	Entrant Country	Idea Creation	Production
<u>A01 (Electronics, Entertainment & Consumer Technology)</u>									
Innovation	A01/004	00053	PASSPORT TO REPUBLIC OF DIGITAL INDIA - JIO PHONE	JIO	JIO PHONE	RELIANCE JIO INFOCOMM Mumbai	INDIA	RELIANCE JIO INFOCOMM Mumbai	
Innovation	A01/005	00066	GOOGLE HOME MINI	Google LLC	GOOGLE HOME MINI	GOOGLE Mountain View	USA	GOOGLE Mountain View	
Innovation	A01/006	00067	GOOGLE PIXELBUDS	GOOGLE LLC	GOOGLE PIXELBUDS	GOOGLE Mountain View	USA	GOOGLE Mountain View	
Innovation	A01/009	00113	NEST THERMOSTAT E	NEST	NEST THERMOSTAT E	NEST Palo Alto	USA	NEST Palo Alto	NEST Palo Alto
<u>A03 (Lifestyle, Fashion, Leisure, Sports & Outdoor)</u>									
Innovation	A03/007	00076	FUTURECRAFT 4D	ADIDAS	FUTURECRAFT 4D	ADIDAS Amsterdam	THE NETHERLANDS	ADIDAS Amsterdam	ADIDAS Amsterdam / CARBON Redwood City / MINAC FILMS Los Angeles / OWEN SILVERWOOD London / PUSSYKREW New York
<u>A04 (Infant Products, Toys & Educational Products)</u>									
Innovation	A04/002	00030	FITTLE	LV PRASAD EYE INSTITUTE, WHO COLLABORATION CENTRE	FITTLE - THE FIRST 3D PRINTED BRAILLE PUZZLE	SERVICEPLAN GERMANY Munich	GERMANY	SERVICEPLAN GERMANY Munich / SERVICEPLAN HEALTH & LIFE München	
Innovation	A04/007	00133	BRICKBOOK	LITTLE VILLAGE	BRICKBOOK	GEOMETRY GLOBAL Singapore	SINGAPORE	GEOMETRY GLOBAL Singapore	
Innovation	A04/021	00390	DOT MINI. THE FIRST SMART MEDIA DEVICE FOR THE VISUALLY IMPAIRED.	DOT	DOT MINI	SERVICEPLAN GERMANY Munich	GERMANY	DOT INCORPORATION Seoul / SERVICEPLAN GERMANY Munich / SERVICEPLAN KOREA Seoul	NEVEREST München / PAULUS.CO Seoul
<u>A05 (Medical Products)</u>									
Innovation	A05/005	00146	BLINK TO SPEAK	ASHA EK HOPE FOUNDATION	SOCIAL SERVICE	TBWA\INDIA Mumbai	INDIA	TBWA\INDIA Mumbai	

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Innovation	A05/006	00199	THE UNIVERSAL LANGUAGE OF PAIN	MERCEDES-BENZ (THAILAND) , THAIHEALTH	MERCEDES-BENZ VANS	BBDO BANGKOK	THAILAND	BBDO BANGKOK
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B01 (Brand Communication)

Innovation	B01/006	00050	NRMA FIREBLANKET	NRMA INSURANCE	FIREBLANKET	TRICKY JIGSAW Sydney	AUSTRALIA	TRICKY JIGSAW Sydney	TRICKY JIGSAW Sydney
Innovation	B01/007	00062	SAVE OUR SPECIES	LACOSTE	LACOSTE	BETC Paris	FRANCE	BETC Paris	ALLSO Paris
Innovation	B01/008	00069	GOOGLE HOME MINI	Google LLC	GOOGLE HOME MINI	GOOGLE Mountain View	USA	GOOGLE Mountain View	

B02 (Innovation)

Innovation	B02/003	00077	FUTURECRAFT 4D	ADIDAS	FUTURECRAFT 4D	ADIDAS Amsterdam	THE NETHERLANDS	ADIDAS Amsterdam	ADIDAS Amsterdam / CARBON Redwood City / MINAC FILMS Los Angeles / OWEN SILVERWOOD London / PUSSYKREW New York
Innovation	B02/010	00193	LIVE DESIGN	NIKE	NIKE MAKERS' EXPERIENCE	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	WIEDEN+KENNEDY Portland
Innovation	B02/019	00391	DOT MINI. THE FIRST SMART MEDIA DEVICE FOR THE VISUALLY IMPAIRED.	DOT	DOT MINI	SERVICEPLAN GERMANY Munich	GERMANY	DOT INCORPORATION Seoul / SERVICEPLAN GERMANY Munich / SERVICEPLAN KOREA Seoul	NEVEREST München / PAULUS.CO Seoul

B03 (Solution)

Innovation	B03/027	00236	RX PRESCRIPTION STICKERS	DUBAI HEALTH AUTHORITY	PRESCRIPTION LABEL	THE CLASSIC PARTNERSHIP ADVERTISING Dubai	UNITED ARAB EMIRATES	THE CLASSIC PARTNERSHIP ADVERTISING Dubai
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B04 (Integration of Technology into Daily Life)

Innovation	B04/003	00070	GOOGLE HOME MINI	Google LLC	GOOGLE HOME MINI	GOOGLE Mountain View	USA	GOOGLE Mountain View
Innovation	B04/004	00071	GOOGLE PIXELBUDS	GOOGLE LLC	GOOGLE PIXELBUDS	GOOGLE Mountain View	USA	GOOGLE Mountain View

Shortlist (Product Design Lions)

Innovation	B04/010	00334	KINGO	KINGO	KINGO	OGILVY COLOMBIA Bogotá	COLOMBIA	KINGO ENERGY Guatemala City / OGILVY COLOMBIA Bogotá / OGILVY GUATEMALA Guatemala, Central America	OGILVY COLOMBIA Bogotá / OGILVY GUATEMALA Guatemala, Central America
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B05 (Social Impact)

Innovation	B05/033	00335	KINGO	KINGO	KINGO	OGILVY COLOMBIA Bogotá	COLOMBIA	KINGO ENERGY Guatemala City / OGILVY COLOMBIA Bogotá / OGILVY GUATEMALA Guatemala, Central America	OGILVY COLOMBIA Bogotá / OGILVY GUATEMALA Guatemala, Central America
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Innovation	B05/038	00264	RX PRESCRIPTION STICKERS	DUBAI HEALTH AUTHORITY	PRESCRIPTION LABEL	THE CLASSIC PARTNERSHIP ADVERTISING Dubai	UNITED ARAB EMIRATES	THE CLASSIC PARTNERSHIP ADVERTISING Dubai	
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Innovation	B05/048	00289	SIP SAFE	MONASH UNIVERSITY	MONASH UNIVERSITY	Y&R MELBOURNE	AUSTRALIA	Y&R MELBOURNE	
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Innovation	B05/052	00384	UNFORGETTABLE BAG	TESCO	TESCO	GREY MALAYSIA Kuala Lumpur	MALAYSIA	GREY MALAYSIA Kuala Lumpur	MOTION ROM Petaling Jaya / RAWR PICTURES ANIMATION HOUSE Selangor / TWO AM MUSIC STUDIOS Kuala Lumpur
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C01 (Product Design for Promotional Purposes)

Innovation	C01/008	00019	THE ORGAN DONOR PRICE TAG	BEYOND RETRO	ORGAN DONATION	ANR BBDO Stockholm	SWEDEN	ANR BBDO Stockholm	
Innovation	C01/020	00063	SAVE OUR SPECIES	LACOSTE	LACOSTE	BETC Paris	FRANCE	BETC Paris	ALLSO Paris

Shortlist (Product Design Lions)

Innovation	C01/031	00119	THE BULLETPROOF FLAG	BLACK LIVES MATTER CANADA	BLACK LIVES MATTER IS AN ACTIVIST GROUP THAT CAMPAIGNS AGAINST SYSTEMIC RACISM AND VIOLENCE AGAINST BLACK PEOPLE.	SID LEE Toronto	CANADA	SID LEE Toronto	AD HOC Toronto
Innovation	C01/047	00219	LIMITLESS	SENDA ATHLETICS	SENDA LIMITLESS	SENDA ATHLETICS Berkeley	USA	GREY ARGENTINA Buenos Aires	FIGHT FILMS Buenos Aires / PAPAMUSIC Buenos Aires / SODA PASTA Buenos Aires
Innovation	C01/052	00258	PRIDE JERSEY	AIG	CSR	TBWA\HAKUHODO Tokyo	JAPAN	TBWA\HAKUHODO Tokyo	AOI PRO. INC. Tokyo / CUTTERS Tokyo / SAQULAI Tokyo
Innovation	C01/060	00373	SAVLON ID-GUARD	ITC-SAVLON	SAVLON HANDWASH	OGILVY MUMBAI	INDIA	OGILVY MUMBAI	
Innovation	C01/081	00386	THE MOST LOVING INSTRUCTION MANUAL	MTI, ROHTO, BENESSE	HAND IN HAND PROJECT	DRILL Tokyo	JAPAN	DRILL Tokyo	
Innovation	C01/082	00389	DOODLE MATS	RENAULT ROMANIA	DOODLE MATS	RENAULT ROMANIA Bucharest	ROMANIA	PUBLICIS ROMANIA Bucharest	STUDIOSET Bucharest

C02 (Bespoke Items & Designed Objects)

Innovation	C02/003	00026	BVG X ADIDAS – THE TICKET-SHOE	BERLINER VERKEHRSBETRIEBE (BVG)	THE LIMITED EDITION BVG X ADIDAS ORIGINALS EQT 93/BERLIN, THE SNEAKER THAT'S A YEARLY TICKET.	JUNG VON MATT Hamburg	GERMANY	JUNG VON MATT Hamburg	
Innovation	C02/009	00144	VOICE EXPERIMENTS: PAPER SIGNALS	GOOGLE	EXPERIMENTS WITH GOOGLE	GOOGLE CREATIVE LAB New York	USA	GOOGLE CREATIVE LAB New York	GOOGLE CREATIVE LAB New York / SMOOTH TECHNOLOGY Brooklyn

Total Entries:

34

Media

PR

Additional

RELIANCE JIO
INFOCOMM
Mumbai

NEST Palo Alto NEST Palo Alto

4D MAX
Bedfordshire /
EXPOSURE NY
New York / RESN
Amsterdam

ORANGE SOUND
Munich

OGILVY
SINGAPORE

CLOUDANDCO
Seoul

DREAM RIDERS
BANGKOK

4D MAX
Bedfordshire /
EXPOSURE NY
New York / RESN
Amsterdam

CLOUDANDCO
Seoul

OGILVY POWELL
COLOMBIA Bogotá / COMMUNICATIONS
OGILVY New York
GUATEMALA
Guatemala, Central
America

OGILVY POWELL
COLOMBIA Bogotá / COMMUNICATIONS
OGILVY New York
GUATEMALA
Guatemala, Central
America

ANR BBDO
Stockholm

TBWA\HAKUHODO TBWA\HAKUHODO
Tokyo Tokyo

SAVLON PR TEAM
Kolkata
DRILL Tokyo

ACHTUNG! Hamburg GUD.BERLIN /
MARKENFILM
CROSSING
Hamburg / VIRUS
Hamburg
