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SHORTLIST

Digital Craft Lions

22

CANNES LIONS

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Production
A01 (Digital Illustration & Image Design)					
H1DD3N	VERIZON	VERIZON / IPHONE 13	R/GA, New York	USA	TOOL OF NORTH AMERICA, Los Angeles / VERSUS, New York
JOYTOPIA	BMW GROUP	JOYTOPIA	JUNG VON MATT AG, Hamburg / ELASTIQUE, Cologne / THE GAME, Hamburg / LOOPING GROUP, MÄnchen	GERMANY	JOURNEE æ THE METAVERSE COMPANY, Berlin
MASTER CONDUCTOR	LSO	LSO	SUPERUNION, London	UNITED KINGDOM	ARI WEINKLE, London
NON-FUNGIBLE ANIMALS	WWF GERMANY	WWF GERMANY	SAATCHI & SAATCHI, DÄsseeldorf / METADESIGN, Berlin	GERMANY	SAATCHI & SAATCHI, DÄsseeldorf / METADESIGN, Berlin / DIGITAS PIXELPARK, Hamburg
A02 (Video / Moving Image)					
WARZONE IN PARADISE	ACTIVISION BLIZZARD	CALL OF DUTY	72ANDSUNNY, Los Angeles	USA	
DOJACODE	GIRLS WHO CODE	DOJACODE	MOJO SUPERMARKET, New York / RCA RECORDS, New York	USA	ACTIVE THEORY, Los Angeles
NOT YOUR SUMMER A GOOGLE SLIDES EXPERIENCE	CAPITOL RECORDS	THE ACADEMIC	BBDO, New York	USA	BBDO, New York
MCENROE VS MCENROE	ANHEUSER-BUSCH INBEV	MICHELOB ULTRA	FCB NEW YORK,	USA	FCB NEW YORK, / UNITS, London / 456 STUDIOS/LORD + THOMAS, New York / FALKON, Los Angeles
A03 (Motion Graphics Design & Animation)					
A FUTURE BEGINS	CHIPOTLE MEXICAN GRILL	CHIPOTLE MEXICAN GRILL	OBSERVATORY, Los Angeles / NEXUS STUDIOS, London	USA	NEXUS STUDIOS, London
MASTER CONDUCTOR	LSO	LSO	SUPERUNION, London	UNITED KINGDOM	ARI WEINKLE, London
HALO INFINITE: UNSPOKEN	MICROSOFT XBOX	HALO INFINITE	215 MCCANN, San Francisco	USA	BISCUIT FILMWORKS, Los Angeles
MCENROE VS MCENROE	ANHEUSER-BUSCH INBEV	MICHELOB ULTRA	FCB NEW YORK,	USA	FCB NEW YORK, / UNITS, London / 456 STUDIOS/LORD + THOMAS, New York / FALKON, Los Angeles
A04 (Music / Sound Design)					
BLACK-OWNED FRIDAY 2021	GOOGLE	GOOGLE SMALL BUSINESS	GOOGLE, New York / BBH USA, New York USA / ANONYMOUS CONTENT, Los Angeles		BBH USA, New York / ANONYMOUS CONTENT, Los Angeles
THE O2 IN FORTNITE CREATIVE	O2	TELECOMMUNICATIONS SERVICES	VCCP, London	UNITED KINGDOM	GIRL & BEAR, London / MERCURY STUDIOS PRODUCTION, London / TEAM CREB PRODUCTION, London
ANTHEM FOR ALL	MICROSOFT	MICROSOFT	MCCANN, New York	UNITED KINGDOM	CRAFT, London / CRAFT WORLDWIDE, New York / IRRESISTIBLE FILMS, London / MOMENTUM WORLDWIDE, London / METROPOLIS FILMS, London
MUSIC LIBERATES MUSIC MIXTAPE	BACARDI	BACARDI	BBDO, New York	USA	STURDY., Los Angeles
A05 (Overall Aesthetic Design (incl. UI))					
"THE PARTY PROGRAM INSTA-STORY."	FREE DEMOCRATS	FREE DEMOCRATS	HEIMAT, Berlin	GERMANY	HEIMAT, Berlin
AIRPODS (3RD GENERATION)	APPLE	AIRPODS (3RD GENERATION)	APPLE, Sunnyvale	USA	APPLE, Sunnyvale
AMAZING THAILAND. AMAZING DEEP CULTURE.	TOURISM AUTHORITY OF THAILAND XYGGDRAZIL	TOURISM AUTHORITY OF THAILAND XYGGDRAZIL	OGILVY, Bangkok	THAILAND	DON FILM, Bangkok
MCENROE VS MCENROE	ANHEUSER-BUSCH INBEV	MICHELOB ULTRA	FCB NEW YORK,	USA	FCB NEW YORK, / UNITS, London / 456 STUDIOS/LORD + THOMAS, New York / FALKON, Los Angeles
A06 (UX & Journey Design)					
TRACES - A DIGITAL TIME CAPSULE	WETRANSFER AND MARINA ABRAMOVIC	TRACES - A DIGITAL TIME CAPSULE	WETRANSFER, Amsterdam	UNITED KINGDOM	WETRANSFER, Amsterdam
BEYOND BINARY CODE	SPARK	SPARK	COLENSO BBDO, Auckland	NEW ZEALAND	COLENSO BBDO, Auckland / FINCH, Auckland
THE BOOKCASE FOR TOLERANCE	ANNE FRANK HOUSE	THE BOOKCASE FOR TOLERANCE	INNOCEAN WORLDWIDE EUROPE, Berlin	GERMANY	MEDIA.MONKS, Hilversum / TRIGGER HAPPY PRODUCTIONS, Berlin / HOLY FOOLS, Amsterdam / TED ALKEMADE PRODUCTIONS, Amsterdam / MASSIVEMUSIC BERLIN GMBH, KA&O FILMS AND CONTENT, Lima
E-INTERPRETERS	PILSEN CALLAO	PILSEN CALLAO	FAHRENHEIT DDB, Lima	PERU	KA&O FILMS AND CONTENT, Lima
AUDITORIAL	GOOGLE	ACCESSIBLE EDITORIAL PLATFORM	R/GA, London / THE GUARDIAN, London / ROYAL NATIONAL INSTITUTE OF BLIND PEOPLE (RNIB), London / GOOGLE, London	UNITED KINGDOM	R/GA, London / THE GUARDIAN, London / GOOGLE, London
THE UNFILTERED HISTORY TOUR	VICE MEDIA	BRITISH MUSEUM	DENTSU CREATIVE, Gurgaon	INDIA	DENTSU CREATIVE, Bengaluru
DOJACODE	GIRLS WHO CODE	DOJACODE	MOJO SUPERMARKET, New York / RCA RECORDS, New York	USA	ACTIVE THEORY, Los Angeles
THE WITCHER - WELCOME TO THE CONTINENT	NETFLIX	WEBSITE	MEDIA.MONKS, Hilversum	THE NETHERLANDS	MEDIA.MONKS, Hilversum
ANTHEM FOR ALL	MICROSOFT	MICROSOFT	MCCANN, New York	UNITED KINGDOM	CRAFT, London / CRAFT WORLDWIDE, New York / IRRESISTIBLE FILMS, London / MOMENTUM WORLDWIDE, London / METROPOLIS FILMS, London
A07 (Experience Design: Multi-platform)					
E-INTERPRETERS	PILSEN CALLAO	PILSEN CALLAO	FAHRENHEIT DDB, Lima	PERU	KA&O FILMS AND CONTENT, Lima
THE UNFILTERED HISTORY TOUR	VICE MEDIA	BRITISH MUSEUM	DENTSU CREATIVE, Gurgaon	INDIA	DENTSU CREATIVE, Bengaluru
MCENROE VS MCENROE	ANHEUSER-BUSCH INBEV	MICHELOB ULTRA	FCB NEW YORK,	USA	FCB NEW YORK, / UNITS, London / 456 STUDIOS/LORD + THOMAS, New York / FALKON, Los Angeles
ADIDAS OZWORLD	ADIDAS	ADIDAS OZWORLD SHOE	JAM3, Toronto / ADIDAS ORIGINALS, Berlin	CANADA	JAM3, Toronto
B01 (Cross-channel Storytelling)					
SOURCE	UNESCO	UNESCO	DDB, Paris	FRANCE	AGENCE CHER AMI, Lyon
B02 (Real-time Contextual Content)					
FEEL WHAT WE FEEL - UKRAINE	RAZOM	RAZOM EMERGENCY RESPONSE - HUMANITARIAN RELIEF	TANK, Montreal	CANADA	TANK, Montreal / RODEO FX, Montreal
BACKUP UKRAINE	POLYCAM X UNESCO	PRESERVE REGIONAL AND CULTURAL HISTORY, AND PROMOTE CULTURAL DIVERSITY	VIRTUE WORLDWIDE, New York	USA	VIRTUE WORLDWIDE, New York
B03 (Personalised Storytelling & Experience)					
THE BATTLE INSIDE	CRIS CANCER FOUNDATION	CANCER NGO	CHEIL WORLDWIDE, Madrid	SPAIN	SOMOS 5, Madrid
THE BOOKCASE FOR TOLERANCE	ANNE FRANK HOUSE	THE BOOKCASE FOR TOLERANCE	INNOCEAN WORLDWIDE EUROPE, Berlin	GERMANY	MEDIA.MONKS, Hilversum / TRIGGER HAPPY PRODUCTIONS, Berlin / HOLY FOOLS, Amsterdam / TED ALKEMADE PRODUCTIONS, Amsterdam / MASSIVEMUSIC BERLIN GMBH,

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AUDITORIAL	GOOGLE	ACCESSIBLE EDITORIAL PLATFORM	R/GA, London / THE GUARDIAN, London / ROYAL NATIONAL INSTITUTE OF BLIND PEOPLE (RNIB), London / GOOGLE, London	UNITED KINGDOM	R/GA, London / THE GUARDIAN, London / GOOGLE, London
THE COST OF BULLYING	SAMSUNG	SAMSUNG MOBILE	CHEIL, Hong Kong / CHEIL WORLDWIDE, CHINA Beijing		CHEIL WORLDWIDE, Beijing
THE UNFILTERED HISTORY TOUR	VICE MEDIA	BRITISH MUSEUM	DENTSU CREATIVE, Gurgaon	INDIA	DENTSU CREATIVE, Bengaluru
GRAINS OF TRUTH - ZERNAPRAVDY.ORG - HOLODOMOR MUSEUM CROWDFUNDING CAMPAIGN	HOLODOMOR MUSEUM FOUNDATION	HOLODOMOR MUSEUM	POSTMEN, Kyiv	UKRAINE	POSTMEN, Kyiv
BECOME MASTER CHIEF	MICROSOFT XBOX	HALO INFINITE	215 MCCANN, San Francisco	USA	RESET CONTENT, Los Angeles / EXIT FILMS, Sydney / SUPERHERO CHEESECAKE, Amsterdam
BREAKCHAINS WITH BLOCKCHAIN	CHILDREN OF FEMALE PRISONERS' ASSOCIATION	NGO	HORIZON FCB, Dubai	UNITED ARAB EMIRATES	HORIZON FCB, Dubai / VOX HAUS COMPANY ACTIVITY, Novo Hamburgo / FILM DNA, Cairo / THE YOUTH, Curitiba / BLACK MADRE, SÃO Paulo
9/12 - THE UNTOLD STORY OF RECONNECTING NEW YORK	VERIZON	VERIZON	VERIZON, New York	USA	VERIZON, New York / UNIT 9, New York
TOXIC INFLUENCE	DOVE UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM	SMUGGLER, London
C01 (Data Storytelling)					
WASTEMINSTER	GREENPEACE	N/A	PARK VILLAGE, London / STUDIO BIRTHPLACE, London	UNITED KINGDOM	PARK VILLAGE, London / STUDIO BIRTHPLACE, London
PROJECT CONVEY	COX COMMUNICATIONS	DIGITAL CABLE TELEVISION PROVIDER, TELECOMMUNICATIONS AND HOME AUTOMATION SERVICES	180LA, / COX COMMUNICATIONS, Atlanta	USA	UNIT9, London / SANCTUARY CONTENT, New York
BLACK CHARACTERS	REVISTA RAAÇA	REVISTA RAAÇA	FCB BRASIL, SÃO Paulo	BRAZIL	
TOXIC INFLUENCE	DOVE UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM	SMUGGLER, London
THE MINDSETS PAPER	CANADIAN DOWN SYNDROME SOCIETY	CANADIAN DOWN SYNDROME SOCIETY	FCB CANADA, Toronto	CANADA	FUEL CONTENT, Toronto
C02 (Real-time Usage & Targeting)					
PAVE IT FORWARD	INFINITI MOTOR COMPANY	INFINITI QX60	BEACON COMMUNICATIONS, Tokyo	JAPAN	THE PUB, New York
C03 (Data Visualisation)					
THE WINDS OF CHANGE	THE TOKYO ORGANISING COMMITTEE OF THE OLYMPIC AND PARALYMPIC GAMES	TOKYO 2020 PARALYMPIC GAMES	DENTSU INC., Tokyo	JAPAN	WOW, Tokyo / P.I.C.S. CO., LTD., Tokyo / ADBRAIN INC., Tokyo
SPEAKING IN COLOR	SHERWIN-WILLIAMS COIL COATINGS	SPEAKING IN COLOR	WUNDERMAN THOMPSON, Minneapolis	USA	WUNDERMAN THOMPSON, Minneapolis
THE BLACK ELEVATION MAP	BLACK & ABROAD	THE BLACK ELEVATION MAP	PERFORMANCE ART, Toronto	CANADA	VOCAL TYPE CO., Washington D.c. / ALFREDO FILMS, Toronto
BACKUP UKRAINE	POLYCAM X UNESCO	PRESERVE REGIONAL AND CULTURAL HISTORY, AND PROMOTE CULTURAL DIVERSITY	VIRTUE WORLDWIDE, New York	USA	VIRTUE WORLDWIDE, New York
C04 (Curation of Data)					
REAL STREET STYLE	MERCADO LIBRE	MERCADO LIBRE	GUT, Buenos Aires	ARGENTINA	REINO, Buenos Aires / ANIMAL MUSIC, Buenos Aires
RESTOR	GOOGLE	GOOGLE MAPS	GOOGLE, New York / RESTOR, Zürich / USA CROWTHER LAB, Zürich	USA	GOOGLE, New York / SIBERIA, New York
THE BLACK ELEVATION MAP	BLACK & ABROAD	THE BLACK ELEVATION MAP	PERFORMANCE ART, Toronto	CANADA	VOCAL TYPE CO., Washington D.c. / ALFREDO FILMS, Toronto
C05 (AI Storytelling)					
FELLINI FORWARD	CAMPARI GROUP	CAMPARI RED DIARIES	WUNDERMAN THOMPSON, Milan	ITALY	UNIT9, London
E-INTERPRETERS	PILSEN CALLAO	PILSEN CALLAO	FAHRENHEIT DDB, Lima	PERU	KA&O FILMS AND CONTENT, Lima
PROJECT CONVEY	COX COMMUNICATIONS	DIGITAL CABLE TELEVISION PROVIDER, TELECOMMUNICATIONS AND HOME AUTOMATION SERVICES	180LA, / COX COMMUNICATIONS, Atlanta	USA	UNIT9, London / SANCTUARY CONTENT, New York
TOXIC INFLUENCE	DOVE UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM	SMUGGLER, London
MCENROE VS MCENROE	ANHEUSER-BUSCH INBEV	MICHELOB ULTRA	FCB NEW YORK,	USA	FCB NEW YORK, / UNIT9, London / 456 STUDIOS/LORD + THOMAS, New York / FALKON, Los Angeles
D01 (Innovative Use of Technology)					
PROJECT CONVEY	COX COMMUNICATIONS	DIGITAL CABLE TELEVISION PROVIDER, TELECOMMUNICATIONS AND HOME AUTOMATION SERVICES	180LA, / COX COMMUNICATIONS, Atlanta	USA	UNIT9, London / SANCTUARY CONTENT, New York
CITY HALL OF LOVE	CLOSEUP	CLOSEUP TOOTHPASTE (#FREETOLOVE)	MULLENLOWE SINGAPORE, Singapore	SINGAPORE	
THE UNFILTERED HISTORY TOUR	VICE MEDIA	BRITISH MUSEUM	DENTSU CREATIVE, Gurgaon	INDIA	DENTSU CREATIVE, Bengaluru
DOT PAD. THE FIRST SMART TACTILE GRAPHICS DISPLAY.	DOT	DOT PAD	SERVICEPLAN GERMANY, Munich	GERMANY	PAULUS.CO, Seoul
ACTION AUDIO	TENNIS AUSTRALIA	ACTION AUDIO	AKQA, Melbourne	AUSTRALIA	AKQA, Melbourne
EYEDAR	HORIZON THERAPEUTICS	EYEDAR APP FOR THE BLIND	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	USA	DALMATIAN COW, Los Angeles
TOXIC INFLUENCE	DOVE UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM	SMUGGLER, London
BACKUP UKRAINE	POLYCAM X UNESCO	PRESERVE REGIONAL AND CULTURAL HISTORY, AND PROMOTE CULTURAL DIVERSITY	VIRTUE WORLDWIDE, New York	USA	VIRTUE WORLDWIDE, New York
MCENROE VS MCENROE	ANHEUSER-BUSCH INBEV	MICHELOB ULTRA	FCB NEW YORK,	USA	FCB NEW YORK, / UNIT9, London / 456 STUDIOS/LORD + THOMAS, New York / FALKON, Los Angeles
D02 (Native & Built-in Feature Integration)					
MADE ON IPAD X OLIVIA RODRIGO	APPLE	IPAD	APPLE, Cupertino	USA	IMPOSTER TV, Los Angeles
EYEDAR	HORIZON THERAPEUTICS	EYEDAR APP FOR THE BLIND	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	USA	DALMATIAN COW, Los Angeles
D03 (Technological Achievement in Digital Craft)					
E-INTERPRETERS	PILSEN CALLAO	PILSEN CALLAO	FAHRENHEIT DDB, Lima	PERU	KA&O FILMS AND CONTENT, Lima
MCENROE VS MCENROE	ANHEUSER-BUSCH INBEV	MICHELOB ULTRA	FCB NEW YORK,	USA	FCB NEW YORK, / UNIT9, London / 456 STUDIOS/LORD + THOMAS, New York / FALKON, Los Angeles
D04 (New Realities)					
THE FIRST META SNEAKER	UNDER ARMOUR	GENESIS CURRY FLOW NFT	BERLIN CAMERON, New York	USA	NEWKINO STUDIO, New York
DOT PAD. THE FIRST SMART TACTILE GRAPHICS DISPLAY.	DOT	DOT PAD	SERVICEPLAN GERMANY, Munich	GERMANY	PAULUS.CO, Seoul

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THE VIRTUAL HEINEKEN SILVER	HEINEKEN	HEINEKEN SILVER	PUBLICIS ITALY, Milan	ITALY	BOOMERANG AGENCY, Amsterdam / DENTSU AEGIS NETWORK, London / FRAMESTORE, London / SFERA PRODUCTION, Milan
MCENROE VS MCENROE	ANHEUSER-BUSCH INBEV	MICHELOB ULTRA	FCB NEW YORK,	USA	FCB NEW YORK, / UNITS, London / 456 STUDIOS/LORD + THOMAS, New York / FALKON, Los Angeles
ADIDAS OZWORLD	ADIDAS	ADIDAS OZWORLD SHOE	JAM3, Toronto / ADIDAS ORIGINALS, Berlin	CANADA	JAM3, Toronto