

The full Cannes Lions Creative Data shortlist

The full Cannes Lions Creative Data shortlist has been released. The winners will be announced at an awards ceremony tomorrow evening...

Cannes Lions Creative Data shortlist

Title	Client	Product	Entrant Company
9/11 MEMORIAL MUSEUM	NATIONAL SEPTEMBER 11TH MEMORIAL AND MUSEUM	PERMANENT INTERACTIVE EXHIBITION DESIGN, DEVELOPMENT, AND IMPLEMENTATION	LOCAL PROJECTS New York
TWIN SOULS	CHARITABLE FOUNDATION "CHANGE ONE LIFE"	ADOPTION AWARENESS	Y&R Moscow
RUN THAT TOWN	AUSTRALIAN BUREAU OF STATISTICS	CENSUS	LEO BURNETT SYDNEY
SPOTLIGHT	AUSTRALIAN BUREAU OF STATISTICS	CENSUS	LEO BURNETT SYDNEY
PROJECT ARCHITEUTHIS	U.S. NAVY	RECRUITMENT	LOWE CAMPBELL EWALD Detroit, MI
VODAFONE BETWEEN US	VODAFONE	VODAFONE "BETWEEN US"	Y&R TEAM RED ISTANBUL
HIDDEN SUGAR RECEIPT	COLGATE PALMOLIVE	SUGAR ACID NEUTRALIZER TOOTHPASTE	RED FUSE COMMUNICATIONS Hong Kong
NETFLIX DATA	NETFLIX	SVOD	OGILVY PARIS
IT'S NOT CHEATING WHEN IT'S YOUR DREAM TEAM	THE SUN	INTEGRATED CAMPAIGN	WUNDERMAN London
UNLOAD YOUR 401K	STATES UNITED TO PREVENT GUN VIOLENCE	ANTI-GUN VIOLENCE	GREY NEW YORK
LA DODGERS DIGITAL TRADING ROOM	LA DODGERS	ONE-OF-A-KIND DIGITAL HUB FOR BASEBALL TEAM TRADING	R/GA New York
NETFLIX DATA	NETFLIX	SVOD	OGILVY PARIS
SOS SMS	MEXICAN RED CROSS	ONLINE EMERGENCY SERVICE	GREY MEXICO Mexico City
REVIVING LEGENDS	JAPAN SPORT COUNCIL	NATIONAL STADIUM	DENTSU INC. Tokyo
YOUR YEAR. DIRECTED BY NIKE+.	NIKE	NIKE+ APP	AKQA London
EVERY MAN REMEMBERED	ROYAL BRITISH LEGION	ROYAL BRITISH LEGION	RKCR/Y&R London
HOTEL CUP	TRIPADVISOR	TRIPADVISOR	JOHANNES LEONARDO New York
RUN THAT TOWN	AUSTRALIAN BUREAU OF STATISTICS	CENSUS	LEO BURNETT SYDNEY
GOOGLE YEAR IN SEARCH 2014	GOOGLE	GOOGLE SEARCH	R/GA LONDON London
PROJECT ARCHITEUTHIS	U.S. NAVY	RECRUITMENT	LOWE CAMPBELL EWALD Detroit, MI
BEYOND SCOTT	INTEL	ULTRABOOK	MRM METEORITE London
SPOTIFY YEAR IN MUSIC	SPOTIFY	SPOTIFY	RAZORFISH New York
WORLD OF BELONGING	AIRBNB	AIRBNB	TOOL Santa Monica
REVIVING LEGENDS	JAPAN SPORT COUNCIL	NATIONAL STADIUM	DENTSU INC. Tokyo
YOUR YEAR. DIRECTED BY NIKE+.	NIKE	NIKE+ APP	AKQA London
RAISE THE PRIDE	TORONTO PFLAG	LGBTQ SUPPORT, EDUCATION, AND ADVOCACY	J. WALTER THOMPSON CANADA Toronto
LUCOZADE SPORT CONDITIONS ZONE	LUCOZADE RIBENA SUNTRORY	LUCOZADE SPORT	GREY LONDON
REVIVING LEGENDS	JAPAN SPORT COUNCIL	NATIONAL STADIUM	DENTSU INC. Tokyo
CROSSWORD TARGETING	MERCEDES-BENZ JAPAN	MERCEDES-BENZ BRAND CAMPAIGN 2015	HAKUHODO Tokyo
TWIN SOULS	CHARITABLE FOUNDATION "CHANGE ONE LIFE"	ADOPTION AWARENESS	Y&R Moscow

ALTITUDE DROP	SWEDISH MATCH	SMOKELESS TOBACCO	MING UTILITY AND ENTERTAINMENT GROUP New York
VODAFONE BETWEEN US	VODAFONE	VODAFONE "BETWEEN US"	Y&R TEAM RED ISTANBUL
MEETING MURILO	KIMBERLY CLARK	HUGGIES	MOOD/TBWA São Paulo
EA SPORTS MADDEN GIFERATOR: AN ART, COPY & CODE PROJECT WITH GOOGLE	EA SPORTS	MADDEN GIFERATOR	GROW Norfolk
THE ECONOMIST: SMART DATA IN REAL-TIME	THE ECONOMIST	PROSPECT DRIVE	UM London
PHYSICAL COOKIE - REAL-TIME MARKETING AT BRICK'N MORTAR	SPONDA	CITYCENTER	TBWA HELSINKI
SKY TIP	SKY	PAY TV	ISOBAR BRAZIL Sao Paulo
THE PURSUIT BY EQUINOX	EQUINOX	EQUINOX	R/GA New York
THE LES PAUL SKILL CHECK	GIBSON GUITAR GMBH	EPIPHONE LES PAUL BJOERN GELOTTE SIGNATURE EDITION	SERVICEPLAN Munich
MELANOMA LIKES ME	MELANOMA PATIENTS AUSTRALIA	MELANOMA PREVENTION	GPY&R Brisbane
VODAFONE BETWEEN US	VODAFONE	VODAFONE "BETWEEN US"	Y&R TEAM RED ISTANBUL
CHICAGO MARATHON MOVING WORDS	LIBERTY MUTUAL INSURANCE	AUTO INSURANCE	HAVAS WORLDWIDE NEW YORK
#SENDERBADLUCK	ALLSTATE	ALLSTATE INSURANCE	LAPIZ Chicago
THROWN BACK THURSDAYS	EXPEDIA	ONLINE TRAVEL	180LA Santa Monica
MELANOMA LIKES ME	MELANOMA PATIENTS AUSTRALIA	MELANOMA PREVENTION	GPY&R Brisbane
CHICAGO MARATHON MOVING WORDS	LIBERTY MUTUAL INSURANCE	AUTO INSURANCE	HAVAS WORLDWIDE NEW YORK
NETFLIX DATA	NETFLIX	SVOD	OGILVY PARIS
MCDONALD'S GERMANY - ECRM EVOLUTION	MCDONALD'S GERMANY	QUICK SERVICE RESTAURANT	TRACK Hamburg
REVIVING LEGENDS	JAPAN SPORT COUNCIL	NATIONAL STADIUM	DENTSU INC. Tokyo
PROJECT ARCHITEUTHIS	U.S. NAVY	RECRUITMENT	LOWE CAMPBELL EWALD Detroit, MI
ANTONYMOUS - THE DIGITAL SMOKE BOMB	PIRATENPARTEI DEUTSCHLAND	ANTONYMOUS - THE DIGITAL SMOKE BOMB	SERVICEPLAN Munich
VODAFONE BETWEEN US	VODAFONE	VODAFONE "BETWEEN US"	Y&R TEAM RED ISTANBUL
THE GAME REPORT	BYTRO LABS GMBH	BYTRO LABS GAME DEVELOPING STARTUP	SERVICEPLAN Munich
ONE MINUTE VACATION	TENNESSEE DEPARTMENT OF TOURIST DEVELOPMENT	NON PROFIT ORGANIZATION	VML Kansas City
NETFLIX DATA	NETFLIX	SVOD	OGILVY PARIS

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