

Digital Craft shortlist

The Digital Craft shortlist has been released, with 97 entries making it to the final round at Cannes Lions 2016.

There are no South African entries on the shortlist:

Digital Craft Lions shortlist

Title	Client	Product	Agency	Country
A01 (Interface & Navigation (UI))				
WHO WE ARE IS WHAT WE LEAVE BEHIND: THE SUBARU ENVIRONMENTAL WEBSITE	SUBARU OF AMERICA	SUBARU	CARMICHAEL LYNCH Minneapolis	USA
FMTK	SWEDISH ARMED FORCES	RECRUITMENT SERVICES	DDB STOCKHOLM	SWEDEN
SONS OF GALLIPOLI	KALE	CERAMICS	JAM3 Toronto / MODIKI Istanbul	CANADA
LIGHTSABER ESCAPE: A CHROME EXPERIMENT	GOOGLE, DISNEY, INDUSTRIAL LIGHT & MAGIC, LUCAS FILM	GOOGLE CHROME	72ANDSUNNY Playa Vista / GOOGLE Mountain View	USA
WEBER BBQ CULTURES	WEBER	WEBER GRILLS	UNCLE GREY Copenhagen	DENMARK
UNDER ARMOUR SLAY YOUR NEXT GIANT	UNDER ARMOUR	UNDER ARMOUR	DROGA5 New York / UNDER ARMOUR Baltimore	USA
IN SPACE WE TRUST	ROSCOSMOS	SPACE EXPLORATION	AILOVE Moscow	RUSSIA
A02 (Digital Illustration)				
FALTER/INFERNO	FALTER NEWSPAPER	NEWSPAPER	JUNG von MATT Hamburg	GERMANY
PAUL, THE DRAWING ROBOT	MEDIAFIN	DE TIJD NEWSPAPER	FAMOUS BRUSSELS	BELGIUM
TACO EMOJI ENGINE	TACO BELL	TACO EMOJI LAUNCH	DEUTSCH LA	USA
MALU MOLETOM	GOVERNMENT OF THE STATE OF SÃO PAULO	WINTER CLOTHING DRIVE	LEWLARAITBWA São Paulo	BRAZIL
A DOG'S STORY	MARS	PEDIGREE	COLENZO BBDO Auckland	NEW ZEALAND
A03 (Video / Moving Image)				
FALTER/INFERNO	FALTER NEWSPAPER	NEWSPAPER	JUNG von MATT Hamburg	GERMANY
DREAMS OF DALÍ	THE DALÍ MUSEUM	THE DALÍ MUSEUM	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA
STEP ON STAGE WITH THE PERFORMING ARTS	GOOGLE	GOOGLE CULTURAL INSTITUTE	GOOGLE London	UNITED KINGDOM
DEJA VU KAMRA	KAMRA	DEJA VU MUSIC VIDEO	DOT BY DOT	JAPAN
SONS OF GALLIPOLI	KALE	CERAMICS	JAM3 Toronto / MODIKI Istanbul	CANADA
BECAUSE RECOLLECTION	BECAUSE MUSIC	BECAUSE MUSIC	84.PARIS	FRANCE
WEBER BBQ CULTURES	WEBER	WEBER GRILLS	UNCLE GREY Copenhagen	DENMARK
HOLO-CINEMA INSTALLATION	LUCASFILM	IMMERSIVE CINEMA EXPERIENCE	ILMXLAB San Francisco	USA
SONG FOR SOMEONE	APPLE	APPLE MUSIC	VRSE.WORKS Los Angeles	USA
A04 (Image Design)				
DREAMS OF DALÍ	THE DALÍ MUSEUM	THE DALÍ MUSEUM	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA
ENDLESS POSSIBILITIES	GETTY IMAGES	GETTY IMAGES	ALMAPBBDO São Paulo	BRAZIL
A05 (Music / Sound Design)				
DON'T LOOK AWAY	USHER	INTERACTIVE MUSIC VIDEO	AKQA São Paulo	BRAZIL
PLAY THE PINGPONG	TV-TOKYO	TABLE TENNIS	DENTSU INC Tokyo	JAPAN
REMIX WITH M	MARS CHOCOLATE NORTH AMERICA	M&MS	BBDO New York	USA
BECAUSE RECOLLECTION	BECAUSE MUSIC	BECAUSE MUSIC	84.PARIS	FRANCE
MUSIC VS GUN VIOLENCE	CHICAGO IDEAS	EVENTS	LEO BURNETT CHICAGO	USA
SLOW DOWN GPS	IF INSURANCE	INSURANCE	FORSMAN & BODENFORS Gothenburg	SWEDEN

A06 (Typography)				
TYPE TO DESIGN – THE WORLD'S FIRST INSTAGRAM FONT	36 DAYS OF TYPE	36 DAYS OF TYPE - DESIGN CHALLENGE	SUPERHEROES AMSTERDAM Amsterdam	THE NETHERLANDS
TYPEVOICE	THE WEBBY AWARDS	AWARDS	OGILVYONE NEW YORK	USA
A07 (Overall Aesthetic Design)				
THE IMPOSSIBLE GAME	SNCF	SNCF ENGINEER CHALLENGE	TBWA/PARIS	FRANCE
FALTER/INFERNO	FALTER NEWSPAPER	NEWSPAPER	JUNG von MATT Hamburg	GERMANY
THE FIELD TRIP TO MARS	LOCKHEED MARTIN	GENERATION BEYOND	McCANN NEW YORK New York	USA
BECAUSE RECOLLECTION	BECAUSE MUSIC	BECAUSE MUSIC	84.PARIS	FRANCE
WEBER BBQ CULTURES	WEBER	WEBER GRILLS	UNCLE GREY Copenhagen	DENMARK
IN SPACE WE TRUST	ROSCOSMOS	SPACE EXPLORATION	AILOVE Moscow	RUSSIA
B01 (User Experience Design (UX))				
NIKE RISE 2.0 – COACH OF COACHES	NIKE BASKETBALL	NIKE RISE	AKQA London	UNITED KINGDOM
MEET HALFWAY	PAYPAL	FINANCIAL SERVICE	CP+B Boulder	USA
PACE STATION	NIKE	RUNNING PACE STATION	R/GA New York	USA
BECAUSE RECOLLECTION	BECAUSE MUSIC	BECAUSE MUSIC	84.PARIS	FRANCE
RE:SHAKESPEARE	SAMSUNG ELECTRONICS, THE ROYAL SHAKESPEARE COMPANY	THE RE:SHAKESPEARE APP	CHEIL UK London	UNITED KINGDOM
CHROME MUSIC LAB	GOOGLE	CHROME MUSIC LAB	GOOGLE New York	USA
B02 (Native & Built-In Feature Integration)				
DON'T LOOK AWAY	USHER	INTERACTIVE MUSIC VIDEO	AKQA São Paulo	BRAZIL
THE SAFETY TOUCH	LEAGUE AGAINST CANCER, BOGOTÁ	BREAST CANCER AWARENESS PROGRAM	LEO BURNETT COLOMBIA Bogotá	COLOMBIA
LIGHTSABER ESCAPE: A CHROME EXPERIMENT	GOOGLE, DISNEY, INDUSTRIAL LIGHT & MAGIC, LUCAS FILM	GOOGLE CHROME	72ANDSUNNY Playa Vista / GOOGLE Mountain View	USA
THE LES PAUL SKILL CHECK	GIBSON GUITAR	EPIPHONE LES PAUL BJÖRN GELOTTE SIGNATURE EDITION	SERVICEPLAN Munich	GERMANY
RE:SHAKESPEARE	SAMSUNG ELECTRONICS, THE ROYAL SHAKESPEARE COMPANY	THE RE:SHAKESPEARE APP	CHEIL UK London	UNITED KINGDOM
SAMSUNG SAFETY SCREEN	SAMSUNG	SAMSUNG APP	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
B03 (Omni-Channel Experience Design: Multi Platform)				
MUSEUM OF FEELINGS	SC JOHNSON	GLADE	OGILVY & MATHER Chicago	USA
B04 (Overall Functional Design)				
AIRFORCE.COM	U.S. AIR FORCE	U.S. AIR FORCE	GSD&MAustin / MEDIA MONKS Amsterdam	USA
FORD CREDIT LINK SHARED LEASING	FORD MOTOR CREDIT COMPANY	FORD	VML Kansas City / GTB Dearborn	USA
SAMSUNG SAFETY SCREEN	SAMSUNG	SAMSUNG APP	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
CHROME MUSIC LAB	GOOGLE	CHROME MUSIC LAB	GOOGLE New York	USA
C01 (Editorial)				
BALLANTINE'S INSTAZINE	PERNOD RICARD	BALLANTINE'S	HAVAS WORLDWIDE London	UNITED KINGDOM
MAGIC WORDS - THE UNWRITTEN STORIES	HP	HP	ALMAPBBDO São Paulo	BRAZIL
UNFAIRY TALES INTERACTIVE STORYBOOK	UNICEF	HUMANITARIAN AID	180LA Santa Monica	USA
EDITIONS AT PLAY	GOOGLE	EDITIONS AT PLAY, GOOGLE PLAY	GOOGLE Sydney / VISUAL EDITIONS London	UNITED KINGDOM
C02 (Rich Media)				
THE SUPER BOWL DUNK	GATORADE	GATORADE	VML Kansas City	USA

EXPLORE STOCKHOLM	TAXI STOCKHOLM	EXPLORE STOCKHOLM-SIGHTSEEING REINVENTED	WE ARE YOURS Stockholm	SWEDEN
C03 (Omni-Channel Storytelling)				
HOUSE OF CARDS - FU 2016	NETFLIX	HOUSE OF CARDS	BBH NEW YORK	USA
MAGIC WORDS - THE UNWRITTEN STORIES	HP	HP	ALMAPBBDO São Paulo	BRAZIL
D01 (Curation of Data)				
ZYRTEC 'ALLERGY IMPACT'	MCNEIL CONSUMER HEALTHCARE	OTC ORAL MEDICINE	J. WALTER THOMPSON New York	USA
BRAINBAND	SAMSUNG AUSTRALIA	SAMSUNG BRAINBAND	LEO BURNETT SYDNEY Sydney	AUSTRALIA
D02 (Data Storytelling)				
STRAVA - INSIGHTS	STRAVA	STRAVA	STINK London	UNITED KINGDOM
THE END OF SOCIETY SIMULATOR	UBISOFT	UBISOFT	BETC Paris	FRANCE
THE NEXT REMBRANDT	ING	ING	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS
VACATION MATCHMAKER	TENNESSEE DEPARTMENT OF TOURISM DEVELOPMENT	TOURISM	VML Kansas City	USA
#COMEONIN	THE SYDNEY OPERA HOUSE	THE SYDNEY OPERA HOUSE	DDB Sydney	AUSTRALIA
GOOGLE SHOPPING INSIGHTS	GOOGLE	GOOGLE SHOPPING INSIGHTS	GROW Norfolk	USA
D03 (Data Visualisation)				
THE NEXT REMBRANDT	ING	ING	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS
CODEOLOGY	BRAINTREE PAYMENTS	CODEOLOGY BY BRAINTREE	WEST SF San Francisco	USA
QUANTUM OF PEACE	WARSAW RISING MUSEUM	WARSAW RISING MUSEUM	PANGENERATOR Warsaw	POLAND
E01 (3D Models)				
DREAMS OF DALÍ	THE DALÍ MUSEUM	THE DALÍ MUSEUM	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA
E02 (Augmented Reality (AR))				
THE SUPER BOWL DUNK	GATORADE	GATORADE	VML Kansas City	USA
DIEHARD FAN	NISSAN NORTH AMERICA	NISSAN'S NCAA PARTNERSHIP	CRITICAL MASS Calgary	CANADA
E03 (Virtual Reality (VR))				
DREAMS OF DALÍ	THE DALÍ MUSEUM	THE DALÍ MUSEUM	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA
HELP	GOOGLE ATAP	GOOGLE SPOTLIGHT STORIES		USA
THE FIELD TRIP TO MARS	LOCKHEED MARTIN	GENERATION BEYOND	McCANN NEW YORK New York	USA
SAMSUNG BEDTIME VR STORIES	SAMSUNG	SAMSUNG BEDTIME VR STORIES	BBH London	UNITED KINGDOM
THE MARTIAN VR EXPERIENCE	TWENTIETH CENTURY FOX HOME ENTERTAINMENT	THE MARTIAN VR EXPERIENCE	TWENTIETH CENTURY FOX HOME ENTERTAINMENT Los Angeles / RSA FILMS Los Angeles / THE VIRTUAL REALITY COMPANY Los Angeles	USA
E04 (Innovative Use of Technology)				
MAGIC WORDS - THE UNWRITTEN STORIES	HP	HP	ALMAPBBDO São Paulo	BRAZIL
EMERGENCY PIN CODE	SEKRON SECURITY SYSTEMS	SEKRON DIGITAL PROTECTION	GREY BRAZIL São Paulo	BRAZIL
THE NEXT REMBRANDT	ING	ING	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS
THE FIELD TRIP TO MARS	LOCKHEED MARTIN	GENERATION BEYOND	McCANN NEW YORK New York	USA
WILSON X CONNECTED BASKETBALL	WILSON SPORTING GOODS	WILSON X CONNECTED BASKETBALL	PHENOMENON Los Angeles	USA

SAMSUNG BEDTIME VR STORIES	SAMSUNG	SAMSUNG BEDTIME VR STORIES	BBH London	UNITED KINGDOM
ROAM DELIVERY	VOLVO CARS	IN CAR DELIVERY SERVICE	OGILVYONE LONDON / OGILVY PUBLIC RELATIONS London	UNITED KINGDOM
TACOBOT	TACO BELL	TACOBOT	DEUTSCH LA	USA
#SEECOLORS	SAMSUNG	SAMSUNG #SEECOLORS	LEO BURNETT BUDAPEST	HUNGARY
BRAINBAND	SAMSUNG AUSTRALIA	SAMSUNG BRAINBAND	LEO BURNETT SYDNEY Sydney	AUSTRALIA
THE MARTIAN VR EXPERIENCE	TWENTIETH CENTURY FOX HOME ENTERTAINMENT	THE MARTIAN VR EXPERIENCE	TWENTIETH CENTURY FOX HOME ENTERTAINMENT Los Angeles / RSA FILMS Los Angeles / THE VIRTUAL REALITY COMPANY Los Angeles	USA
E05 (Technological Achievement in Digital Craft)				
F21 THREAD SCREEN	FOREVER 21	FOREVER 21	BREAKFAST New York	USA
HELP	GOOGLE ATAP	GOOGLE SPOTLIGHT STORIES		USA
THE NEXT REMBRANDT	ING	ING	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS
THE FIELD TRIP TO MARS	LOCKHEED MARTIN	GENERATION BEYOND	McCANN NEW YORK New York	USA
THE MARTIAN VR EXPERIENCE	TWENTIETH CENTURY FOX HOME ENTERTAINMENT	THE MARTIAN VR EXPERIENCE	TWENTIETH CENTURY FOX HOME ENTERTAINMENT Los Angeles / RSA FILMS Los Angeles / THE VIRTUAL REALITY COMPANY Los Angeles	USA

The Festival of Creativity runs from 18-25 June 2016. Visit www.canneslions.com/ for more information.

For more:

- Bizcommunity search: [Cannes Lions content in Biz](#)
- Google news search: [Cannes Lions on Google News](#)
- Twitter search: [Loeries](#)
- Twitter hashtag: [#CannesLions](#)
- Official site: <http://www.canneslions.com>, [Facebook](#), [Twitter](#), [Instagram](#)
- More info: [Cannes Lions special section](#)

For more, visit: <https://www.bizcommunity.com>