

Creative Data Lions shortlist

The Creative Data Lions shortlist has been released, with 73 entries making it to the final round at Cannes Lions 2016.

There are no South African entries on the shortlist:

Creative Data Lions shortlist

Title	Client	Product	Entrant Company
A01 (Creative Data Enhancement)			
THE EMOTIONAL TRAILER	MELBOURNE INTERNATIONAL FILM FESTIVAL	THE MELBOURNE INTERNATIONAL FILM FESTIVAL	McCANN MELBOURNE
SMARTBOWL	FRESSNAPF	ENGAGEMENT ECOSYSTEM	OGILVY GERMANY Düsseldorf
MUSEUM OF FEELINGS	SC JOHNSON	GLADE	OGILVY & MATHER Chicago
VACATION MATCHMAKER	TENNESSEE DEPARTMENT OF TOURISM DEVELOPMENT	TOURISM	VML Kansas City
THE NEXT REMBRANDT	ING	ING	J. WALTER THOMPSON AMSTERDAM
GASCALE	MABE	DOMESTIC GAS SCALE	MARURI GREY Guayaquil
SPOTIFY MUSIC FOR YOUR WORLD	SPOTIFY CANADA	SPOTIFY MUSIC STREAMING SERVICE	ANOMALY Toronto, ON
OPEN ROAD PROJECT	TOYOTA	TOYOTA I-ROAD	DENTSU INC Tokyo
REAL TIME DONATIONS	DIAKONIA DIENSTLEISTUNGSBETRIEBE	CHARITY DONATION APPEALS	KINETIC WORLDWIDE Dusseldorf
A02 (Data-Driven Targeting)			
DIVING INTO DATA FOR NARELLAN POOLS	NARELLAN POOLS	SWIMMING POOLS	AFFINITY Darlinghurst
SEARCH RACISM FIND TRUTH.	REFUGEES WELCOME	NPO	FCB ZÜRICH
THE 'ITALIAN' ART OF PERSUASION	MASERATI	MASERATI GHIBLI	GEOMETRY GLOBAL GERMANY Duesseldorf
SONGS OF VIOLENCE	ESTADAO DIGITAL	ESTADAO DIGITAL	FCB BRASIL São Paulo
HINTS	DIXONS CARPHONE	CURRYS PC WORLD	AMBBDO London
FEMALE RECRUITMENT	DEFENCE FOURCES	FEMALE RECRUITMENT	ROTHCO Dublin
QQ ALERT: TURNING SOCIAL NETWORK INTO A MISSING CHILDREN ALERT	QQ	QQ ALERT, QQ INSTANT MESSENGER	TENCENT Shenzhen
THE IMPOSSIBLE GAME	SNCF	SNCF ENGINEER CHALLENGE	TBWA/PARIS
A03 (Creative Data Client Strategy)			
ADOPTABLE TRENDS	TBD	TBD	DIESTE Dallas
OPEN ROAD PROJECT	TOYOTA	TOYOTA I-ROAD	DENTSU INC Tokyo
A04 (Data Storytelling)			
THE EMOTIONAL TRAILER	MELBOURNE INTERNATIONAL FILM FESTIVAL	THE MELBOURNE INTERNATIONAL FILM FESTIVAL	McCANN MELBOURNE
THE NEXT REMBRANDT	ING	ING	J. WALTER THOMPSON AMSTERDAM
BITTERSWEET PIES	PAUL	RESTAURANTS	McCANN WORLDGROUP ROMANIA Bucharest
LMING MEMORIES	BRAKE NZ	ROAD SAFETY	Y&R NZ Auckland
NRG SOLAR FORECAST	NRG	ENERGY	DROGA5 New York
LIFE UNPAUSED	SICKKIDS FOUNDATION	SICKKIDS	COSSETTE Toronto
SPOTIFY MUSIC FOR YOUR WORLD	SPOTIFY CANADA	SPOTIFY MUSIC STREAMING SERVICE	ANOMALY Toronto, ON
A05 (Data Visualisation)			
PLAYDOWN JONES	J&T BANK	INVESTMENTS	WIKTOR LEO BURNETT Bratislava
THE EMOTIONAL TRAILER	MELBOURNE INTERNATIONAL FILM FESTIVAL	THE MELBOURNE INTERNATIONAL FILM FESTIVAL	McCANN MELBOURNE

RATE MY ROOF	ORIGIN ENERGY	ORIGIN ENERGY	CLEMINGER BBDO MELBOURNE
DELICIOUS TREND-MAPPING	ZAIM	HOUSEHOLD ACCOUNTING APP	HAKUHODO Tokyo
THE END OF SOCIETY SIMULATOR	UBISOFT	UBISOFT	BETC Paris
THE NEXT REMBRANDT	ING	ING	J. WALTER THOMPSON AMSTERDAM
LIVE LOGO	INEC: NATIONAL STATISTICS INSTITUTE	INNOVATIVE LOGO DESIGN WITH LIVE DATA	MARURI GREY Guayaquil
HEARTBEAT	LEXUS AUSTRALIA	RCF	M&C SAATCHI Sydney
THE FIELD TRIP TO MARS	LOCKHEED MARTIN	GENERATION BEYOND	McCANN NEW YORK New York
A06 (Data-Technology Models / Tools / Platforms)			
RATE MY ROOF	ORIGIN ENERGY	ORIGIN ENERGY	CLEMINGER BBDO MELBOURNE
ALAND INDEX - BALTIC SEA PROJECT	THE BANK OF ALAND	THE BALTIC SEA PROJECT ALAND INDEX	RBK COMMUNICATION Stockholm
FOCUSMOTION	FOCUSMOTION	FOCUSMOTION	R/GA New York
KINDUCT	KINDUCT	KINDUCT	R/GA New York
EMERGENCY PIN CODE	SEKRON SECURITY SYSTEMS	SEKRON DIGITAL PROTECTION	GREY BRAZIL São Paulo
THE NEXT REMBRANDT	ING	ING	J. WALTER THOMPSON AMSTERDAM
PUMA BEATBOT	PUMA	ATHLETIC WEAR	J. WALTER THOMPSON New York
THE TRAIN BRAIN PROJECT	STOCKHOLMSTÅG	STOCKHOLMS COMMUTER TRAIN SERVICE	KÄRNHuset Stockholm
WIFI ALARM	WIFI ALARM	WIFI ALARM	GREY BRAZIL São Paulo
DISCOVER WEEKLY	SPOTIFY	SPOTIFY	SPOTIFY New York
THE SUNCELL GUIDE	VATTENFALL	ENERGY	MRM/McCANN Stockholm
A07 (Use of Real-time Data)			
PIGEON AIR PATROL	PLUME LABS	PIGEON AIR PATROL	DIGITAL Bi London
#COMEONIN	THE SYDNEY OPERA HOUSE	THE SYDNEY OPERA HOUSE	DDB Sydney
MUSEUM OF FEELINGS	SC JOHNSON	GLADE	OGILVY & MATHER Chicago
GLOBAL BEER FRIDGE	MOLSON CANADIAN	MOLSON CANADIAN BEER / ALCOHOLIC BEVERAGE	RETHINK Toronto
THE COLDER IT GETS...	MARK'S	SOFTGOODS	TOUCHÉ! Montréal
NRG SOLAR FORECAST	NRG	ENERGY	DROGA5 New York
BRAINBAND	SAMSUNG AUSTRALIA	SAMSUNG BRAINBAND	LEO BURNETT SYDNEY
OPEN ROAD PROJECT	TOYOTA	TOYOTA I-ROAD	DENTSU INC Tokyo
THE THERMOMETER THAT GETS COLD	THE SALVATION ARMY	DONATIONS	WMcCANN Rio De Janeiro
LIFE SIGNAL	UNACEM	UNACEM	CIRCUS GREY Lima
THE SECOND SCOREBOARD	TELETICA, INAMU, FEDEFUTBOL	DOMESTIC VIOLENCE	J. WALTER THOMPSON COSTA RICA San José
VIM	BAY INNOVATIONS	A HEAD-MOUNTED DISPLAY TO HELP MEDICAL CLINICIANS MONITOR PATIENT HEALTH	METHOD San Francisco
A08 (Business-to-Business Data Solution)			
ANGEL CALL	SCANIA	SCANIA FLEET MANAGEMENT SYSTEM	GEOMETRY GLOBAL Moscow
A09 (Social Data)			
#COMEONIN	THE SYDNEY OPERA HOUSE	THE SYDNEY OPERA HOUSE	DDB Sydney
YOU'RE ACCEPTED	MINUS 18	LGBT YOUTH SUPPORT	GPY&R Melbourne
BIGGER ISSUES	LYNX, UNILEVER & CAMPAIGN AGAINST LIVING MISERABLY	LYNX & CAMPAIGN AGAINST LIVING MISERABLY	TMW UNLIMITED London
MOST CONFIDENT FANS	TD AMERITRADE	TD AMERITRADE	HAVAS WORLDWIDE NEW YORK
MIRRORS OF RACISM	NGO CRIOLA	NGO	W3HAUS São Paulo
UNTYPIC	WJELING - LING	XXXXXX	THE CYRANOS/McCANN Barcelona
THE SECOND SCOREBOARD	TELETICA, INAMU, FEDEFUTBOL	DOMESTIC VIOLENCE	J. WALTER THOMPSON COSTA RICA San José
QQ ALERT: TURNING SOCIAL NETWORK INTO A MISSING CHILDREN ALERT	QQ	QQ ALERT, QQ INSTANT MESSENGER	TENCENT Shenzhen

A10 (Creative Data Collection & Research)			
HASHTAGS FOR LIFE.	PERUVIAN RED CROSS	VOLUNTARY BLOOD DONORS	McCANN LIMA
THE NEXT REMBRANDT	ING	ING	J. WALTER THOMPSON AMSTERDAM
OPEN ROAD PROJECT	TOYOTA	TOYOTA I-ROAD	DENTSU INC Tokyo
A11 (Data Integration)			
ZYRTEC 'ALLERGY IMPACT'	MCNEIL CONSUMER HEALTHCARE	OTC ORAL MEDICINE	J. WALTER THOMPSON New York
CREATE THE CURRENT FACE OF MISSING CHILDREN	BAOBEIHUIJIA	BAOBEIHUIJIA	HAVAS WORLDWIDE SHANGHAI
AROUND THE WORLD IN 200 MILLISECONDS	FEDERATION FOR INTERNET ALERTS	FEDERATION FOR INTERNET ALERTS	CONVERSANT Chicago

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