

Cyber Lions shortlist

The Cyber Lions shortlist has been released, with 309 entries making it to the final round at Cannes Lions 2016

There are no South African entries on the shortlist:

Cyber Lions shortlist

Title	Client	Product	Entrant Company
A01 (Food & Drinks)			
CHAMPIONS' BOSS	HEINEKEN	UEFA CHAMPIONS LEAGUE	LEO BURNETT Madrid
NOT COMING SOON	REMY MARTIN	LOUIS XIII	FRED & FARID New York
SIZZL	OSCAR MAYER	OSCAR MAYER BACON	360i New York
PRESERVED MEMORIES	SPC ARDMONA	SPC PACKAGED FRUITS & VEGETABLES	LEO BURNETT MELBOURNE
GIVE EXTRA, GET EXTRA	WRIGLEY, A SUBSIDIARY OF MARSORPORATED	EXTRA GUM	ENERGY BBDO Chicago
A02 (Fast Moving Consumer Goods)			
THE FIRST EVER PINTEREST YARD SALE	SHERWIN WILLIAMS	KRYLON	DEUTSCH New York
A03 (Durable Consumer Goods)			
MAGIC WORDS - THE UNWRITTEN STORIES	HP	HP	ALMAPBBDO São Paulo
BOSS EVERYONE	ADIDAS	ADIDAS ACE PURECONTROL FOOTBALL BOOT	IRIS SPORT London
LEGO KRONKIWONGI	LEGO COMPANY	LEGO BRAND CAMPAIGN	FACEBOOK CREATIVE SHOP New York
A04 (Cars & Automotive Products & Services)			
SLIDE AMAZING IN MOTION	LEXUS INTERNATIONAL	LEXUS	CHI & PARTNERS London
TOYOTA FUELED BY EVERYTHING	TOYOTA	MIRAI	DROGA5 New York
FAST FILM	VOLKSWAGEN	GOLF GTI	DDB BUENOS AIRES
EYES ON GIGI	BMW GROUP AND BMW OF NORTH AMERICA	X	SERVICEPLAN Munich
VOLKSWAGEN UNLEASH YOUR RRRR: GOLF R LAUNCH	VOLKSWAGEN GROUP OF AMERICA	GOLF R	DEUTSCH LA
A05 (Retail, e-Commerce, Restaurants & Fast Food Chains)			
#OPTOUTSIDE	REI	REI	VENABLES BELL & PARTNERS San Francisco
SOCIAL INNOVATION CAMPAIGN	LOWE'S	LOWE'S	BBDO New York
COLORMAPS	PPG COMEX	COMEX	J. WALTER THOMPSON MEXICO Mexico City
A06 (Travel, Transport & Leisure)			
#COMEONIN	THE SYDNEY OPERA HOUSE	THE SYDNEY OPERA HOUSE	DDB Sydney
THE SWEDISH NUMBER	SWEDISH TOURIST ASSOCIATION	TOURISM	INGO Stockholm
NO BORDERS	AIRBNB	AIRBNB	TBWA\CHIAT\DAY Los Angeles
HOLIDAYS ON DEMAND	TRANSAM	AIRLINE COMPANY	LES GAULOIS Puteaux
A07 (Media & Publications)			
MTV VMA GREEN-SCREENS	MTV	2015 MTV VIDEO MUSIC AWARDS	MTV New York
HOUSE OF CARDS - FU 2016	NETFLIX	HOUSE OF CARDS	BBH NEW YORK
STARDUST FOR BOWIE	STUDIO BRUSSEL	STARDUST FOR BOWIE	DDB BRUSSELS
A08 (Financial Products & Services)			
MEET HALFWAY	PAYPAL	FINANCIAL SERVICE	CP+B Boulder
SLEEP ON IT	CBC	FINANCIAL SERVICES	TBWA\BELGIUM Brussels
CLEVER KASH	ASB BANK	CLEVER KASH	SAATCHI & SAATCHI Auckland
THE NEXT REMBRANDT	ING	ING	J. WALTER THOMPSON AMSTERDAM

KIDSBK COLLECTION	ITAU BANK	INSTITUTIONAL	AFRICA São Paulo
A09 (Business Products & Services)			
STABILO - "TRUE COLOURS"	STABILO INTERNATIONAL	PLUG-IN	JUNG von MATT Hamburg
A10 (Commercial Public Services)			
PIGEON AIR PATROL	PLUME LABS	PIGEON AIR PATROL	DIGITASLBI London
VODAFONE SMART JACKET	VODAFONE	MOBILE TECHNOLOGY	DDB & TRIBAL WORLDWIDE AMSTERDAM
"THE MOST DANGEROUS TOWN ON THE INTERNET" ORIGINAL DOCUMENTARY SERIES	NORTON BY SYMANTEC	NORTON	GREY SAN FRANCISCO
A11 (Corporate Image)			
GE PODCAST THEATRE PRESENTS THE MESSAGE	GE	GE	BBDO New York
THE IMPOSSIBLE GAME	SNCF	SNCF ENGINEER CHALLENGE	TBWAIPARIS
EYE AM UNIQUE	LENSCRAFTERS	LENSCRAFTERS	MARCEL Paris
THE NEXT REMBRANDT	ING	ING	J. WALTER THOMPSON AMSTERDAM
MAKE WHAT'S NEXT	MICROSOFT	TECHNOLOGY	MUNITED/McCANN New York
RE:SHAKESPEARE	SAMSUNG ELECTRONICS, THE ROYAL SHAKESPEARE COMPANY	THE RE:SHAKESPEARE APP	CHEIL UK London
DONATE YOUR DATA	WAOO	FIBRE BROADBAND	UNCLE GREY Copenhagen
SAY NO TO SPEC	ZULU ALPHA KILO	ZULU ALPHA KILO	ZULU ALPHA KILO Toronto
A12 (Public Health & Safety, Public Sector & Awareness Messages)			
PROJECT LITERACY	PEARSON	PROJECT LITERACY	FCB INFERNO London
#IMMIGRANT	REFUGEES UNITED (REFUNITE)	INSTITUTIONAL	LDC São Paulo
CHECK IT BEFORE IT'S REMOVED: NAKED BREASTS ON FACEBOOK AGAINST BREAST CANCER.	PINK RIBBON GERMANY	BREAST CANCER AWARENESS	DDB GROUP GERMANY Berlin
#WOMENNOTOBJECTS	BADGER & WINTERS	ADVERTISING INDUSTRY MESSAGE	BADGER AND WINTERS New York
A13 (Charities & Appeals)			
SHARETHEMEAL - THE WORLD'S FIRST APP AGAINST GLOBAL HUNGER	UNITED NATIONS WORLD FOOD PROGRAMME (WFP)	SHARETHEMEAL APP	ICONMOBILE GROUP Berlin
BEAUTY TIPS BY RESHMA	MAKE LOVE NOT SCARS	ACID ATTACK	OGILVY & MATHER MUMBAI
BEDSTOCK	MMRX	NON-PROFIT	ANOMALY New York
SOUND OF CHANGE – SUPPORTING BUSKERS BEYOND THE STREETS	SOUND OF CHANGE	MUSIC LABEL SOUND OF CHANGE	POSSIBLE Seattle
B01 (Website)			
PRINTED BY SOMERSET	PRINTED BY SOMERSET	PRINTED BY SOMERSET	LEO BURNETT TORONTO
GHOST VOTE	STATES UNITED TO PREVENT GUN VIOLENCE	PROMOTING SMART GUN LAWS	GREY NEW YORK
B02 (Microsite)			
COCAINENOMICS	NETFLIX	NARCOS	WSJ. CUSTOM STUDIOS New York
ALIVE MEMORY	GOOGLE RUSSIA	GOOGLE	FRIENDS Moscow
MEET HALFWAY	PAYPAL	FINANCIAL SERVICE	CP+B Boulder
DON'T LOOK AWAY	USHER	INTERACTIVE MUSIC VIDEO	AKQA São Paulo
MADE BY PROFESSIONALS	PAGESJAUNES	PAGESJAUNES	SID LEE Paris
ACT OF LOVE	SAGAMI RUBBER INDUSTRIES CO.	SAGAMI ORIGINAL	PROJECTOR New York
EYE AM UNIQUE	LENSCRAFTERS	LENSCRAFTERS	MARCEL Paris
BOB DYLAN: STUDIO A REVISITED	LEGACY RECORDINGS / SONY MUSIC	BOB DYLAN THE CUTTING EDGE ALBUM	HAVAS WORLDWIDE NEW YORK
TYPEVOICE	THE WEBBY AWARDS	AWARDS	OGILVYONE NEW YORK
THE NEXT REMBRANDT	ING	ING	J. WALTER THOMPSON AMSTERDAM
GOLDIVOX	VOCAL ID	VOCAL ID	SAATCHI & SAATCHI New York
BECAUSE RECOLLECTION	BECAUSE MUSIC	BECAUSE MUSIC	84.PARIS
B03 (Web Service / Apps)			
MINI FAST FORWARD	MINI	MINI COOPER S	DPZ&T São Paulo
CLEVER KASH	ASB BANK	CLEVER KASH	SAATCHI & SAATCHI Auckland
CHOOSE YOUR SIDE	GOOGLE	GOOGLE	72ANDSUNNY Playa Vista

DONATE THE BARS	ATADOS	BLACK BARS	J. WALTER THOMPSON BRAZIL São Paulo
DONATE YOUR DATA	WAOO	FIBRE BROADBAND	UNCLE GREY Copenhagen
EMERGENCY PIN CODE	SEKRON SECURITY SYSTEMS	SEKRON DIGITAL PROTECTION	GREY BRAZIL São Paulo
C01 (Web Banner)			
THE CURSOR	RENO-DEPOT	HOME HARDWARE	SID LEE Montreal
IKEA PASSPORT	IKEA	PASSPORT	MOTHER London
C02 (Innovative Online Ad Solution)			
FAST FORWARD, HIKE	GEICO	INSURANCE	THE MARTIN AGENCY Richmond
FAST FORWARD, FOREST	GEICO	INSURANCE	THE MARTIN AGENCY Richmond
FAST FORWARD, LAKE	GEICO	INSURANCE	THE MARTIN AGENCY Richmond
FAST FORWARD, GOING UP	GEICO	INSURANCE	THE MARTIN AGENCY Richmond
AMNESTY INTERNATIONAL UNBLOCKER	AMNESTY INTERNATIONAL	WORLD DAY AGAINST CYBER CENSORSHIP	COLENZO BBDO Auckland
C03 (Native Advertising)			
SWITCHEROO	MARS CHOCOLATE NORTH AMERICA	SNICKERS	BBDO New York
THE SUPER BOWL DUNK	GATORADE	GATORADE	VML Kansas City
YOUMSG	HARMONICANTO - MUSIC AND CITIZENSHIP	INSTITUTIONAL	AFRICA São Paulo
D01 (Social Video)			
BALLANTINE'S SPACE GLASS	PERNOD RICARD	BALLANTINE'S	HAVAS WORLDWIDE London
FACEBOOK: YOUR STORY OF FRIENDSHIP	FACEBOOK	FACEBOOK	FACEBOOK Menlo Park
PROJECT LITERACY	PEARSON	PROJECT LITERACY	FCB INFERNO London
SLIDE AMAZING IN MOTION	LEXUS INTERNATIONAL	LEXUS	CHI & PARTNERS London
LOOK WHO'S DRIVING	VOLVO TRUCKS	VOLVO FMX	FORSMAN & BODENFORS Gothenburg
DREAMADVENTURES FILM	EXPEDIA	TRAVEL	180LA Santa Monica
SHOPLIFTERS	HARVEY NICHOLS	LOYALTY APP	ADAM&EVEDDB London
YASKAWA BUSHIDO PROJECT	YASKAWA ELECTRIC CORPORATION	THE 100TH ANNIVERSARY OF ESTABLISHMENT PROJECT	DENTSU INC Tokyo
THE VOICE OF NATURE	NOÉ	NOÉ	MARCEL Paris
GRANDMA'S CAR	NAPA AUTO PARTS	NAPA AUTO PARTS	VML Kansas City
THE TINY BEATER	NAPA AUTO PARTS	NAPA AUTO PARTS	VML Kansas City
THE POWER COMMUTER	NAPA AUTO PARTS	NAPA AUTO PARTS	VML Kansas City
ACT OF LOVE	SAGAMI RUBBER INDUSTRIES CO.	SAGAMI ORIGINAL	PROJECTOR New York
PIANO	HOTELS.COM	HOTELS.COM	CP+B Boulder
WHAT WOMEN CAN DO	PROCTER & GAMBLE	ALWAYS FEMININE PADS	LEO BURNETT BEIRUT
DARK TO LIGHT	MARS PETCARE	PEDIGREE	BBDO New York
IMAGINE THE POSSIBILITIES	MATTEL	BARBIE	BBDO SAN FRANCISCO San Francisco
DECOY	CANON AUSTRALIA	CANON CAMERA	LEO BURNETT SYDNEY
OK GO — UPSIDE DOWN & INSIDE OUT	S7 AIRLINES	S7 AIRLINES	TUTKOV BUDKOV Volgograd
#WEIGHTHIS	NESTLÉ LEAN CUISINE	LEAN CUISINE	360i New York
HELLO	NZ TRANSPORT AGENCY	ROAD SAFETY	CLEMINGER BBDO
WHOPPER SIGN	BURGER KING	FAST FOOD RESTAURANT	DAVID Mami
DADS#SHARETHELOAD	PROCTER & GAMBLE INDIA	ARIEL MATIC	BBDO INDIA Mumbai
THE DILEMMA	HEINEKEN	HEINEKEN	PUBLICIS ITALY Milan
MARRIAGE MARKET TAKEOVER	SK-II	SKINCARE	FORSMAN & BODENFORS Gothenburg
NATIVE MOBILE MUSIC VIDEO	KING RECORDS	LYRICAL SCHOOL	TBWAHAKUHODO Tokyo
LEGALLY BRIDE	KAFA	WOMEN'S RIGHTS NGO	LEO BURNETT BEIRUT
HOW TO GET PERFECT RED LIPS	MAKE LOVE NOT SCARS	ACID ATTACK	OGILVY & MATHER MUMBAI
HOW TO APPLY EYELINER	MAKE LOVE NOT SCARS	ACID ATTACK	OGILVY & MATHER MUMBAI
HOW TO GET RID OF DARK SPOTS NATURALLY	MAKE LOVE NOT SCARS	ACID ATTACK	OGILVY & MATHER MUMBAI

MS. ROBERT'S UNACCEPTABLE ACCEPTANCE LETTER	THE HUNTING GROUND	THE HUNTING GROUND	GOODBY SILVERSTEIN & PARTNERS San Francisco
MS. KARTHER'S UNACCEPTABLE ACCEPTANCE LETTER	THE HUNTING GROUND	THE HUNTING GROUND	GOODBY SILVERSTEIN & PARTNERS San Francisco
MS. ARCHER'S UNACCEPTABLE ACCEPTANCE LETTER	THE HUNTING GROUND	THE HUNTING GROUND	GOODBY SILVERSTEIN & PARTNERS San Francisco
MANBOOBS	MACMA	BREAST CANCER AWARENESS	DAVID Buenos Aires
LILY & THE SNOWMAN	CINEPLEX	CINEPLEX	ZULU ALPHA KILO Toronto
SAY NO TO SPEC	ZULU ALPHA KILO	ZULU ALPHA KILO	ZULU ALPHA KILO Toronto
UNIVERSAL RIDE ALONG 2/CONAN REMOTE	UNIVERSAL STUDIOS	RIDE ALONG 2	TURNER BROADCASTING New York
EXTRA GUM "SARAH & JUAN"	WRIGLEY, A SUBSIDIARY OF MARS INCORPORATED	EXTRA GUM	ENERGY BBDO Chicago
#MORETHANMEAN 'FACES' ONLINE HARASSMENT OF WOMEN IN SPORTS	JUST NOT SPORTS	GENDER EQUALITY	JUST NOT SPORTS Palatine
D02 (Interactive Video)			
DON'T LOOK AWAY	USHER	INTERACTIVE MUSIC VIDEO	AKQA São Paulo
THE SUPER BOWL DUNK	GATORADE	GATORADE	VML Kansas City
LAKE	GEICO	INSURANCE	THE MARTIN AGENCY Richmond
HIKE	GEICO	INSURANCE	THE MARTIN AGENCY Richmond
FOREST	GEICO	INSURANCE	THE MARTIN AGENCY Richmond
GOING UP	GEICO	INSURANCE	THE MARTIN AGENCY Richmond
MUSCLE SURPRISE	OLD SPICE	MEN'S BODY CARE	WEDEN+KENNEDY Portland
DREAMS OF DALÍ	THE DALÍ MUSEUM	THE DALÍ MUSEUM	GOODBY SILVERSTEIN & PARTNERS San Francisco
PLAY WITH POP	CLINIQUE	CLINIQUE	WEDEN+KENNEDY New York
OUT THERE	CANADA GOOSE	OUTDOOR APPAREL	CAA MARKETING LOS ANGELES
D03 (Webisodes / Series)			
LIGHTNING IN A BOTTLE	GE	GE	BBDO New York
FUELED BY THE FUTURE	TOYOTA	MIRAI	DROGA5 New York
MALAK AND THE BOAT	UNICEF	HUMANITARIAN AID	180LA Santa Monica
IMINE AND PILLOW	UNICEF	HUMANITARIAN AID	180LA Santa Monica
MUSTAFA GOES FOR A WALK	UNICEF	HUMANITARIAN AID	180LA Santa Monica
NIKEWOMEN : MARGOT VS LILY	NIKE	CLOTHING, FOOTWEAR AND ACCESSORIES	WEDEN+KENNEDY Portland
EPISODE 2: BEGINNERS	NIKE	CLOTHING, FOOTWEAR AND ACCESSORIES	WEDEN+KENNEDY Portland
EPISODE 3: DANCER	NIKE	CLOTHING, FOOTWEAR AND ACCESSORIES	WEDEN+KENNEDY Portland
EPISODE 4: TROLLS	NIKE	CLOTHING, FOOTWEAR AND ACCESSORIES	WEDEN+KENNEDY Portland
EPISODE 5: BREAKTHROUGHS	NIKE	CLOTHING, FOOTWEAR AND ACCESSORIES	WEDEN+KENNEDY Portland
EPISODE 6: GAMES	NIKE	CLOTHING, FOOTWEAR AND ACCESSORIES	WEDEN+KENNEDY Portland
EPISODE 7: FAVORITES	NIKE	CLOTHING, FOOTWEAR AND ACCESSORIES	WEDEN+KENNEDY Portland
EPISODE 8: WINNERS	NIKE	CLOTHING, FOOTWEAR AND ACCESSORIES	WEDEN+KENNEDY Portland
DECOY	CANON AUSTRALIA	CANON CAMERA	LEO BURNETT SYDNEY
D04 (Other Video)			
THE NEXT REMBRANDT	ING	ING	J. WALTER THOMPSON AMSTERDAM
DECOY	CANON AUSTRALIA	CANON CAMERA	LEO BURNETT SYDNEY
ANTIADARY: VR + VIDEO EXPERIENCE	SAMSUNG	SAMSUNG	R/GA New York
IBM CLOUD HERO: RUNKEEPER	IBM	IBM CLOUD	THE BARBARIAN GROUP New York
FAST FILM	VOLKSWAGEN	GOLF GTI	DDB BUENOS AIRES

VOICES OF LIFE	SAMSUNG CONSUMER ELECTRONICS	MOBILE APP & SPEAKER SYSTEM	LEO BURNETT CHICAGO
INTRODUCING: IKEA CINEMAGRÄF	IKEA	A DIGITAL MEDIA FORMAT	HJALTELIN STAHL Copenhagen
BREATHLESS CHOIR	PHILIPS	SIMPLYGO MINI	OGILVY & MATHER LONDON
BECOMING BECKHAM	H&M	H&M	ADAM&EVEDDB London
HIGHWAY ROBBERY	VOLVO CAR USA	2016 VOLVO XC90 T8	GREY NEW YORK
MANBOOBS	MACMA	BREAST CANCER AWARENESS	DAVID Buenos Aires
LILY & THE SNOWMAN	CINEPLEX	CINEPLEX	ZULU ALPHA KILO Toronto
E01 (Web)			
THE IMPOSSIBLE GAME	SNCF	SNCF ENGINEER CHALLENGE	TBWA/PARIS
LIGHTSABER ESCAPE: A CHROME EXPERIMENT	GOOGLE, DISNEY, INDUSTRIAL LIGHT & MAGIC, LUCAS FILM	GOOGLE CHROME	72ANDSUNNY Playa Vista
CRYPTARIS MISSION STATUS	US ARMY	US ARMY	McCANN WORLDGROUP New York
E03 (Live Digital)			
HCD RINK BINGO	HOCKEY CLUB DAVOS	HCD MERCHANDISE	FCB ZÜRICH
SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON
THE FIELD TRIP TO MARS	LOCKHEED MARTIN	GENERATION BEYOND	McCANN NEW YORK
F01 (Social Business)			
MISSING TYPE	NHS BLOOD AND TRANSPLANT	NATIONAL BLOOD WEEK	ENGINE London
SMART SOCIAL LEASING	DAIMLER AG, SMART MM	SMART FORTWO, SMART FORFOUR	BBDO GROUP GERMANY Berlin
LOVE YOUR CURLS' EMOJIS	DOVE HAIR	BEAUTY/COSMETICS	OGILVY & MATHER Paris
STRAIGHT OUTTA	BEATS BY DRE.	BEATS BY DRE.	R/GA HUSTLE Los Angeles
NO BORDERS	AIRBNB	AIRBNB	TBWA/CHIAT/DAY Los Angeles
CRACKER CUTTER	MONDELÉZ INTERNATIONAL	RITZ CRACKERS	FCB Toronto
TACOBOT	TACO BELL	TACOBOT	DEUTSCH LA
PINLIST	TOK&STOK	FURNITURE STORE	DDB BRASIL São Paulo
F02 (Social Purpose)			
MISSING TYPE	NHS BLOOD AND TRANSPLANT	NATIONAL BLOOD WEEK	ENGINE London
#OPTOUTSIDE	REI	REI	VENABLES BELL & PARTNERS San Francisco
DONATE THE HATE - THE INVOLUNTARY ONLINE DONATION	ZDK - GESELLSCHAFT DEMOKRATISCHE KULTUR GGMBH	EXIT DEUTSCHLAND	GRABARZ & PARTNER Hamburg
PROJECT LITERACY	PEARSON	PROJECT LITERACY	FCB INFERNO London
CLOSE THE LOOP	H&M	CLOTHING, FOOTWEAR & ACCESSORIES	FORSYMAN & BODENFORS Gothenburg
PIGEON AIR PATROL	PLUME LABS	PIGEON AIR PATROL	DIGITALSLBi London
RAINBOWS	DORITOS	DORITOS	GOODBY SILVERSTEIN & PARTNERS San Francisco
I AM A WITNESS	AD COUNCIL	EMOJI	GOODBY SILVERSTEIN & PARTNERS San Francisco
CHECK IT BEFORE IT'S REMOVED: NAKED BREASTS ON FACEBOOK AGAINST BREAST CANCER.	PINK RIBBON GERMANY	BREAST CANCER AWARENESS	DDB GROUP GERMANY Berlin
DONATE THE BARS	ATADOS	BLACK BARS	J. WALTER THOMPSON BRAZIL São Paulo
DADS#SHARETHELOAD (CASE STUDY)	PROCTER & GAMBLE INDIA	ARIEL MATIC	BBDO INDIA Mumbai
HELP KENYA NOT KANYE	CROWDRISE	FUNDRAISING FOR KENYAN CHARITIES	ALMA DDB Mami
MAKE WHAT'S NEXT	MICROSOFT	TECHNOLOGY	MUNIFIED/McCANN New York
HELLO	NZ TRANSPORT AGENCY	ROAD SAFETY	CLEMINGER BBDO
SEA HERO QUEST	DEUTSCHE TELEKOM	DEUTSCHE TELEKOM	SAATCHI & SAATCHI London
GHOST VOTE	STATES UNITED TO PREVENT GUN VIOLENCE	PROMOTING SMART GUN LAWS	GREY NEW YORK
ADAPTOYS	CHRISTOPHER & DANAREEVE FOUNDATION	ADAPTOYS	360i New York
BEAUTY TIPS BY RESHMA	MAKE LOVE NOT SCARS	ACID ATTACK	OGILVY & MATHER MUMBAI
MANBOOBS	MACMA	BREAST CANCER AWARENESS	DAVID Buenos Aires

IMAGINE THE POSSIBILITIES CAMPAIGN	MATTEL	BARBIE	BBDO SAN FRANCISCO San Francisco
UNACCEPTABLE ACCEPTANCE LETTERS	THE HUNTING GROUND	THE HUNTING GROUND	GOODBY SILVERSTEIN & PARTNERS San Francisco
F03 (Response / Real-time Activity)			
CELEBRATE PRIDE TOOL BY FACEBOOK	FACEBOOK	FACEBOOK	FACEBOOK Menlo Park
DONATE THE HATE - THE INVOLUNTARY ONLINE DONATION	ZDK - GESELLSCHAFT DEMOKRATISCHE KULTUR GGMBH	EXIT DEUTSCHLAND	GRABARZ & PARTNER Hamburg
PIGEON AIR PATROL	PLUME LABS	PIGEON AIR PATROL	DIGITASLBI London
HOUSE OF CARDS - FU 2016	NETFLIX	HOUSE OF CARDS	BBH NEW YORK
ADIOS AMIGO	HEINEKEN	DOS EQUIS	HAVAS WORLDWIDE NEW YORK
MUSEUM OF FEELINGS	SC JOHNSON	GLADE	OGILVY & MATHER Chicago
HCD RINK BINGO	HOCKEY CLUB DAVOS	HCD MERCHANDISE	FCB ZÜRICH
#COMEONIN	THE SYDNEY OPERA HOUSE	THE SYDNEY OPERA HOUSE	DDB Sydney
MR. ROBOT DEBT DELETION	NBCUNIVERSAL	MR. ROBOT	ISL Washington
STARDUST FOR BOWME	STUDIO BRUSSEL	STARDUST FOR BOWME	DDB BRUSSELS
NO BORDERS	AIRBNB	AIRBNB	TBWA\CHIAT\DAY Los Angeles
#WHOISTHEKING	BURGER KING FRANCE	FOOD	BUZZMAN Paris
#LIVEINTHEMOVIES	AIRBNB	AIRBNB	TBWA\CHIAT\DAY Los Angeles
F04 (Co-Creation & User Generated Content)			
MTV VMA GREEN-SCREENS	MTV	2015 MTV VIDEO MUSIC AWARDS	MTV New York
#OPTOUTSIDE	REI	REI	VENABLES BELL & PARTNERS San Francisco
THE HOUSE OF CLICKS	HEMNET	COMMERCIAL RESIDENCE	PRIME Stockholm
DESIGN YOUR TIME	SAMSUNG	SAMSUNG GEAR S2	LEO BURNETT FRANKFURT
THE SUPER BOWL DUNK	GATORADE	GATORADE	VML Kansas City
VERIZON IN MINECRAFT	VERIZON	CONSUMER ELECTRONICS	WIEDEN+KENNEDY Portland
STRAIGHT OUTTA	BEATS BY DRE.	BEATS BY DRE.	R/GA HUSTLE Los Angeles
DATA DUNK	VERIZON	VERIZON	R/GA New York
4000 STOPS	RUTER - PUBLIC TRANSPORTATION IN OSLO	PUBLIC TRANSPORTATION	McCANN OSLO
#COMEONIN	THE SYDNEY OPERA HOUSE	THE SYDNEY OPERA HOUSE	DDB Sydney
OPEN ROAD PROJECT	TOYOTA	TOYOTA I-ROAD	DENTSU INC Tokyo
AMATEUR REPLAY	ALLIANZ	INSURANCE	OGILVY & MATHER SINGAPORE
BOSS EVERYONE	ADIDAS	ADIDAS ACE PURECONTROL FOOTBALL BOOT	IRIS SPORT London
DONATE THE BARS	ATADOS	BLACK BARS	J. WALTER THOMPSON BRAZIL São Paulo
LEGO KRONKI WONGI	LEGO COMPANY	LEGO BRAND CAMPAIGN	FACEBOOK CREATIVE SHOP New York
REWORD	HEADSPACE	REWORD WEB APPLICATION	LEO BURNETT MELBOURNE
GOOGLE ANDROID LEAP SECOND	GOOGLE ANDROID	ANDROID	DROGA5 New York
MCWHOPPER	BURGER KING	MCWHOPPER	Y&R NZ Auckland
F05 (Influencer / Talent)			
MTV VMA GREEN-SCREENS	MTV	2015 MTV VIDEO MUSIC AWARDS	MTV New York
STEAL THE SHOW	NIKE	NIKE COURT	AKQA New York
SWITCHEROO	MARS CHOCOLATE NORTH AMERICA	SNICKERS	BBDO New York
HOUSE OF CARDS - FU 2016	NETFLIX	HOUSE OF CARDS	BBH NEW YORK
GIRL EMOJIS	PROCTER & GAMBLE	ALWAYS	LEO BURNETT CHICAGO
OUR GREATEST ADVENTURE	20TH CENTURY FOX	THE MARTIAN	3AM New York
CELEBRITY TANTRUM	SAMSUNG AUSTRALIAN=	SAMSUNG TAB S2	LEO BURNETT SYDNEY
NOT COMING SOON	REMY MARTIN	LOUIS XIII	FRED & FARID New York
MY FIRST WOMEN'S DAY	L'ORÉAL PARIS BRASIL	L'ORÉAL PARIS	WMcCANN Rio De Janeiro
COMPTON	THE GRAMMYS	THE 58TH GRAMMY AWARDS	TBWA\CHIAT\DAY Los Angeles
ANTI DIARY	SAMSUNG	SAMSUNG MOBILE	EDELMAN New York
THE SHELTER PET PROJECT	AD COUNCIL, MADDIE'S FUND, THE HUMANE SOCIETY OF THE UNITED STATES	THE SHELTER PET PROJECT	J. WALTER THOMPSON New York

BEDSTOCK	MMRX	NON-PROFIT	ANOMALY New York
F06 (Innovative Use of Social or Community)			
CURIOSITY SAVES	DISQUE DENUNCIA - ANONYMOUS TIP HOTLINE	ANONYMOUS TIP HOTLINE	AGÊNCIA3 Rio de Janeiro
WESTPAC CHOPPER APPEAL	WESTPAC	CHOPPER APPEAL MONTH	DDB GROUP NEW ZEALAND Auckland
DONATE THE HATE - THE INVOLUNTARY ONLINE DONATION	ZDK - GESELLSCHAFT DEMOKRATISCHE KULTUR GGMBH	EXIT DEUTSCHLAND	GRABARZ & PARTNER Hamburg
THE SUPER BOWL DUNK	GATORADE	GATORADE	VML Kansas City
SMART SOCIAL LEASING	DAIMLER AG, SMART MM	SMART FORTWO, SMART FORFOUR	BBDO GROUP GERMANY Berlin
VERIZON IN MINECRAFT	VERIZON	CONSUMER ELECTRONICS	WIEDEN+KENNEDY Portland
PLAYLISTS FOR LIFE	DOCTORS WITHOUT BORDERS	DOCTORS WITHOUT BORDERS	Y&R PRAGUE
TRUTH DETECTOR	89 FM	89 FM	DDB BRASIL São Paulo
THE FIRST EVER PINTEREST YARD SALE	SHERWIN WILLIAMS	KRYLON	DEUTSCH New York
DATA AUCTION	VIRGIN MOBILE	VIRGIN MOBILE	TBWA SYDNEY
DONATE THE BARS	ATADOS	BLACK BARS	J. WALTER THOMPSON BRAZIL São Paulo
SEA HERO QUEST	DEUTSCHE TELEKOM	DEUTSCHE TELEKOM	SAATCHI & SAATCHI London
YOU'RE ACCEPTED	MINUS 18	LGBT YOUTH SUPPORT	GPY&R Melbourne
SNAP COUNSELLORS	LOVEDOCTOR.IN	SNAP COUNSELLORS	TBWA INDIA Mumbai
MANBOOBS	MACMA	BREAST CANCER AWARENESS	DAVID Buenos Aires
SEARCH RACISM. FIND TRUTH.	REFUGEES WELCOME	NPO	FCB ZÜRICH
F07 (Content Placement)			
#HYPERMADE	LOWE'S	LOWE'S	BBDO New York
VERIZON IN MINECRAFT	VERIZON	CONSUMER ELECTRONICS	WIEDEN+KENNEDY Portland
FLIPSIDE	LOWE'S	LOWE'S	BBDO New York
THE FIRST EVER PINTEREST YARD SALE	SHERWIN WILLIAMS	KRYLON	DEUTSCH New York
CELEBRITY TANTRUM	SAMSUNG AUSTRALIAN=	SAMSUNG TAB S2	LEO BURNETT SYDNEY
JUSTINO	LOTERÍAS Y APUESTAS DEL ESTADO	CHRISTMAS LOTTERY	LEO BURNETT Madrid
VAN GOGH BNB	ART INSTITUTE OF CHICAGO	VAN GOGH "BEDROOMS" EXHIBIT	LEO BURNETT CHICAGO
F08 (Community Building / Management)			
FANSHAKE	NATIONAL AUSTRALIA BANK	NATIONAL AUSTRALIA BANK	CLEMINGER BBDO MELBOURNE
CLASH OF CLANS INTEGRATED CAMPAIGN	SUPERCCELL	CLASH OF CLANS	BARTON F. GRAF New York
GHOST VOTE	STATES UNITED TO PREVENT GUN VIOLENCE	PROMOTING SMART GUN LAWS	GREY NEW YORK
ANTIDIARY	SAMSUNG	SAMSUNG MOBILE	EDELMAN New York
#LIVEINTHEMOVIES	AIRBNB	AIRBNB	TBWA CHIAT DAY Los Angeles
SOCIAL INNOVATION CAMPAIGN	LOWE'S	LOWE'S	BBDO New York
F09 (Use of Social Data & Insight)			
LOVE THIS? LIVE THERE.	AIRBNB	AIRBNB	TBWA CHIAT DAY Los Angeles
MIRRORS OF RACISM	NGO CRIOLA	NGO	W3HAUS São Paulo
WORDDEBT	HEALRWORLD	GREEK FINANCIAL CRISIS	GEOMETRY GLOBAL Hong Kong
SPOTIFY SINGLES	SPOTIFY	SINGLES (FOUND THEM FIRST, TASTE REWIND, MIXTUP, ...)	RAZORFISH New York
F10 (Apps / Tools)			
I AMA WITNESS	AD COUNCIL	EMOJI	GOODBY SILVERSTEIN & PARTNERS San Francisco
YOU'RE ACCEPTED	MINUS 18	LGBT YOUTH SUPPORT	GPY&R Melbourne
F11 (Social Currency & Commerce)			
SMART SOCIAL LEASING	DAIMLER AG, SMART MM	SMART FORTWO, SMART FORFOUR	BBDO GROUP GERMANY Berlin
THE FIRST EVER PINTEREST YARD SALE	SHERWIN WILLIAMS	KRYLON	DEUTSCH New York

G01 (Tangible Tech)			
HELPMET	THAI HEALTH PROMOTION FOUNDATION	THAIHEALTH ROAD SAFETY PROJECT	BBDO BANGKOK
F21 THREAD SCREEN	FOREVER 21	FOREVER 21	BREAKFAST New York
DREAMADVENTURES	EXPEDIA	TRAVEL	180LA Santa Monica
GIGA SELFIE	TOURISMAUSTRALIA	SIGHTSEEING	TBWA HAKUHODO Tokyo
PINLIST	TOK&STOK	FURNITURE STORE	DDB BRASIL São Paulo
CLEVER KASH	ASB BANK	CLEVER KASH	SAATCHI & SAATCHI Auckland
PUMA BEATBOT	PUMA	ATHLETIC WEAR	J. WALTER THOMPSON New York
THE MARTIAN VR EXPERIENCE	TWENTIETH CENTURY FOX HOME ENTERTAINMENT	THE MARTIAN VR EXPERIENCE	TWENTIETH CENTURY FOX HOME ENTERTAINMENT Los Angeles
G02 (Spatial Tech)			
EXPLORE STOCKHOLM	TAXI STOCKHOLM	EXPLORE STOCKHOLM - SIGHTSEEING REINVENTED	WE ARE YOURS Stockholm
MUSEUM OF FEELINGS	SC JOHNSON	GLADE	OGILVY & MATHER Chicago
THE NEXT REMBRANDT	ING	ING	J. WALTER THOMPSON AMSTERDAM
THE FIELD TRIP TO MARS	LOCKHEED MARTIN	GENERATION BEYOND	McCANN NEW YORK
HIGHWAY ROBBERY	VOLVO CAR USA	2016 VOLVO XC90 T8	GREY NEW YORK
TRIBECA FILM FESTIVAL REACTOR	TRIBECA FILM FESTIVAL	FILM FESTIVAL	J. WALTER THOMPSON New York
LANDCRUISER EMERGENCY NETWORK	TOYOTA MOTOR CORPORATION AUSTRALIA	LANDCRUISER	SAATCHI & SAATCHI Sydney
G03 (Digital Billboard)			
THE BOYS	PACIFIC BRANDS UNDERWEAR GROUP AUSTRALIA	BONDS	CLEMINGER BBDO MELBOURNE
PHOTO COACH	CANON	CANON LENSES	360i New York
H01 (Integrated Multi-Platform Campaign (Online & Offline))			
BALLANTINE'S SPACE GLASS	PERNOD RICARD	BALLANTINE'S	HAVAS WORLDWIDE London
PROJECT LITERACY	PEARSON	PROJECT LITERACY	FCB INFERNO London
EXPLORE STOCKHOLM	TAXI STOCKHOLM	EXPLORE STOCKHOLM - SIGHTSEEING REINVENTED	WE ARE YOURS Stockholm
HOUSE OF CARDS - FU 2016	NETFLIX	HOUSE OF CARDS	BBH NEW YORK
THE DIADORA DELIVERY	DIADORA SPORT	DIADORA RUNNING SHOES AND APPAREL	SMFB Oslo
UNFAIRY TALES INTEGRATED	UNICEF	HUMANITARIAN AID	180LA Santa Monica
SQUADVERTISER	MICROSOFT	XBOX/ HALO	McCANN LONDON
THE NEXT REMBRANDT	ING	ING	J. WALTER THOMPSON AMSTERDAM
MAGIC WORDS - THE UNWRITTEN STORIES	HP	HP	ALMAPBBDO São Paulo
JUSTINO	LOTERÍAS Y APUESTAS DEL ESTADO	CHRISTMAS LOTTERY	LEO BURNETT Madrid
DADS#SHARETHELOAD (INTEGRATED)	PROCTER & GAMBLE INDIA	ARIEL MATIC	BBDO INDIA Mumbai
NO BORDERS	AIRBNB	AIRBNB	TBWA CHIAT DAY Los Angeles
THE NEW YORK TIMES VIRTUAL REALITY LAUNCH CAMPAIGN (NYT VR)	THE NEW YORK TIMES	NYT VR APP AND CORRESPONDING CONTENT	THE NEW YORK TIMES New York
RATE MY ROOF	ORGIN ENERGY	ORIGIN ENERGY	CLEMINGER BBDO MELBOURNE
YEAR IN MUSIC 2015	SPOTIFY	SPOTIFY	STINKDIGITAL New York
SOCIAL INNOVATION CAMPAIGN	LOWE'S	LOWE'S	BBDO New York
BEAUTY TIPS BY RESHMA	MAKE LOVE NOT SCARS	ACID ATTACK	OGILVY & MATHER MUMBAI
INTUIT QUICKBOOKS SMALL BUSINESS BIG GAME	INTUIT QUICKBOOKS	QUICKBOOKS	RPA Santa Monica
GIVE EXTRA, GET EXTRA	WRIGLEY, A SUBSIDIARY OF MARSORPORATED	EXTRA GUM	ENERGY BBDO Chicago
COLOR MAPS	COMEX	COLOR CATALOG	J. WALTER THOMPSON MEXICO Mexico City
"THE MOST DANGEROUS TOWN ON THE INTERNET" ORIGINAL DOCUMENTARY SERIES	NORTON BY SYMANTEC	NORTON	GREY SAN FRANCISCO

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