

2023 SHORTLIST

Digital Craft



CANNES LIONS 70

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Production
A01 (Digital Illustration & Image Design)					
KAMI	DOWN SYNDROME INTERNATIONAL	DOWN SYNDROME INTERNATIONAL	FORSMAN & BODENFORS, Singapore	SINGAPORE	THE DIGITALS, Dorsét / HARPI SIM, Singapore
CLIMATE REALISM	WWF GERMANY	WWF GERMANY	LEO BURNETT, Frankfurt	GERMANY	DIGITAS PIXELPARK, Berlin
A02 (Video / Moving Image)					
A TRAIN OF MEMORIES	SOTETSU	SOTETSU	SIX INC., Tokyo	JAPAN	SPOON, Tokyo
A03 (Motion Graphics Design & Animation)					
AMAZING THAILAND. CULTURE TO COMMERCE	TOURISM AUTHORITY OF THAILAND	TOURISM AUTHORITY OF THAILAND	Ogilvy, Bangkok	THAILAND	YGGDRAZIL GROUP PUBLIC CO., Bangkok
THE BRIDGE	PAWS NY	PAWS NY	KLICK HEALTH, Toronto	CANADA	LIGHTFARM STUDIOS, Rio De Janeiro / JAMUTE, Sao Paulo
HEINZ SPOOKY INGREDIENTS	HEINZ	HEINZ TOMATO KETCHUP	SOKO, Sao Paulo	BRAZIL	HEYHEYMYMY, Sao Paulo
ADOBE X BOWIE	ADOBE	ADOBE PHOTOSHOP	DENTSU CREATIVE, Amsterdam	THE NETHERLANDS	DENTSU CREATIVE, Amsterdam / ANTFOOD AMSTERDAM, Amsterdam / RESN, Amsterdam / BLOND VELVET, Amsterdam
QRECE	QUAKER OATS	QUAKER	ALMAPBDDO, Sao Paulo	BRAZIL	BITT, Sao Paulo
A04 (Music / Sound Design)					
ALL PLAYERS TOOL LAB.	WITH ALS	WITH ALS	DENTSU INC., Tokyo	JAPAN	YSCONNECTION, Tokyo / P.I.C.S., Tokyo / DENTSU CREATIVE CUBE INC, Tokyo / WOO, Tokyo
MISSING MATOAKA	MUSKRAT MAGAZINE	ONLINE MAGAZINE	BBDO, Toronto	CANADA	FLARE BBDO, Toronto
DREAMCASTER	MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	USA	HELO, Santa Monica / NEPYRU, London / DAHOUSE AUDIO, Los Angeles
A05 (Overall Aesthetic Design (incl. UI))					
APPLE WATCH ULTRA WEBSITE	APPLE	APPLE WATCH ULTRA	APPLE, Cupertino	USA	APPLE, Cupertino
FAQ YOU - AN EDUCATIONAL REVOLUTION	OHHHI FOUNDATION	FAQ YOU	LOVED, Hamburg	GERMANY	LOVED, Hamburg / THJNK, Hamburg
WRAPPED DESIGN	SPOTIFY IN-HOUSE	SPOTIFY IN-HOUSE	SPOTIFY IN-HOUSE, New York	USA	SPOTIFY IN-HOUSE, New York
EQUALITY: OUR FINAL FRONTIER	UN WOMEN AUSTRALIA	GENDER EQUALITY	THE MONKEYS, PART OF ACCENTURE SONG, Sydney	AUSTRALIA	FINCH, Sydney
LEGACY OF TOMORROW	ARTIFICIAL ROME GMBH	A METAVERSE FASHION WEEK EVENT	METAVERSE FASHION WEEK, Berlin / LIGANOVA, THE BRAND RETAIL COMPANY, Stuttgart	GERMANY	GERMAN WAHNSINN, Hamburg
A06 (UX & Journey Design)					
WRAPPED ON PLATFORM EXPERIENCE	SPOTIFY IN-HOUSE	SPOTIFY IN-HOUSE	SPOTIFY IN-HOUSE, New York	USA	SPOTIFY IN-HOUSE, New York
E-INTERPRETERS SEASON 2	AB INBEV	PILSEN CALLAO	FAHRENHEIT DDB, Lima	PERU	FAHRENHEIT CONTENT, Barranco
A07 (Experience Design: Multi-platform)					
ADOBE X BOWIE	ADOBE	ADOBE PHOTOSHOP	DENTSU CREATIVE, Amsterdam	THE NETHERLANDS	DENTSU CREATIVE, Amsterdam / ANTFOOD AMSTERDAM, Amsterdam / RESN, Amsterdam / BLOND VELVET, Amsterdam
PERSEPOLIS REIMAGINED	GETTY	ONLINE EXPERIENCE	MEDIA.MONKS, Los Angeles	USA	MEDIA.MONKS, Los Angeles
KNOCK AT THE CABIN	CANON USA	CANON USA	FCB CHICAGO	USA	UNIT9, Los Angeles / UNIVERSAL STUDIOS, Los Angeles
GORILLAZ PRESENTS	GORILLAZ	GORILLAZ MUSIC	NEXUS STUDIOS, London / GOOGLE, New York / ELEVEN MANAGEMENT, London	UNITED KINGDOM	NEXUS STUDIOS, London
B01 (Cross-channel Storytelling)					
WRAPPED DESIGN	SPOTIFY IN-HOUSE	SPOTIFY IN-HOUSE	SPOTIFY IN-HOUSE, New York	USA	SPOTIFY IN-HOUSE, New York
IF YOU SEEK	TOURISM NEW ZEALAND	TOURISM NEW ZEALAND	DOB NEW ZEALAND, Auckland	NEW ZEALAND	RUN LTD., Auckland / SWEETSHOP, Auckland
SPAM BY OATLY!	OATLY	OATLY	OATLY, Malmo	SWEDEN	
SAVE SOMEONE	GIFT OF LIFE DONOR PROGRAM	BONE MARROW DONATION / STEM CELL DONATION	DDB, New York	USA	DDB, New York / CHROMISTA, Los Angeles
B02 (Real-time Contextual Content)					
KICKIN' RIGHTS CUP	APDHE (ASSOCIATION FOR HUMAN RIGHTS SPAIN UN)	NOT-FOR-PROFIT & CHARITY	APDHE (ASSOCIATION FOR HUMAN RIGHTS SPAIN UN), MADRID	SPAIN	PANDA FILMMAKER, Madrid / VUELA SIRENA FILMS, MADRID / ESTUDIOS MACHINA, Bogota
DREAMCASTER	MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	USA	HELO, Santa Monica / NEPYRU, London / DAHOUSE AUDIO, Los Angeles
TRANSPARENCY CARD	CONGRESSO EM FOCCO	TRANSPARENCY CARD	AKQA, Sao Paulo	BRAZIL	PAYABRAIN, Sao Paulo / JAMUTE, Sao Paulo
ADOPT A STRAY	FRESH STEP	FRESH STEP	FCB CHICAGO	USA	
B03 (Personalised Storytelling & Experience)					
WRAPPED ON PLATFORM EXPERIENCE	SPOTIFY IN-HOUSE	SPOTIFY IN-HOUSE	SPOTIFY IN-HOUSE, New York	USA	SPOTIFY IN-HOUSE, New York
GOOGLE BLACK-OWNED FRIDAY 2023	GOOGLE	BLACK-OWNED FRIDAY	GOOGLE, New York / SCHEME ENGINE, Los Angeles	USA	BBH, New York / SCHEME ENGINE, Los Angeles / REHAB, London
FLIPVERTISING	SAMSUNG	SAMSUNG GALAXY Z FLIP4	CHEP NETWORK, Sydney	AUSTRALIA	THE SWEETSHOP, Sydney
C01 (Data Storytelling)					
WRAPPED ON PLATFORM EXPERIENCE	SPOTIFY IN-HOUSE	SPOTIFY IN-HOUSE	SPOTIFY IN-HOUSE, New York	USA	SPOTIFY IN-HOUSE, New York
ARE YOU PRESS WORTHY?	COLUMBIA JOURNALISM REVIEW	COLUMBIA JOURNALISM REVIEW	TBWA\CHIAT\DAY, New York City	USA	REDSLASH, New York
CLIMATE REALISM	WWF GERMANY	WWF GERMANY	LEO BURNETT, Frankfurt	GERMANY	DIGITAS PIXELPARK, Berlin
FRESHER STATS	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY	THE SWEETSHOP, Cardiff
DREAMCASTER	MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	USA	HELO, Santa Monica / NEPYRU, London / DAHOUSE AUDIO, Los Angeles
C02 (Real-time Usage & Targeting)					
ALEXA TEST DRIVE	BMW BRAZIL	IX3	Ogilvy, São Paulo	BRAZIL	CAMERA CREW, Munich / L3 PRODUTORA, Sao Paulo / SAILOR STUDIO, Sao Paulo / LUCHA LIBRE AUDIO, São Paulo / IARA DIGITAL, Sao Paulo
INFLATION COOKBOOK	SKIP THE DISHES	SKIP EXPRESS LANE	DENTSU CREATIVE, Toronto	CANADA	DENTSU CREATIVE, Toronto

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Title	Brand	Product / Service	Entrant / Idea Creation	Location	Production
C03 (Data Visualisation)					
WRAPPED DESIGN	SPOTIFY IN-HOUSE	SPOTIFY IN-HOUSE	SPOTIFY IN-HOUSE, New York	USA	SPOTIFY IN-HOUSE, New York
SHORTEST LIVES	GHENT UNIVERSITY HOSPITAL	SHORTEST LIVES	FAMOUSGREY, Brussels	BELGIUM	FAMOUSGREY, Brussels / UNCLE GREY, Copenhagen
CLIMATE REALISM	WWF GERMANY	WWF GERMANY	LEO BURNETT, Frankfurt	GERMANY	DIGITAS PIXELPARK, Berlin
REMASTERED MEMORIES	TRUE PATRIOT LOVE FOUNDATION	TRUE PATRIOT LOVE FOUNDATION	WUNDERMAN THOMPSON, Toronto	CANADA	WUNDERMAN THOMPSON, Toronto
THE HOFMEISTER KINK	BMW	BMW	PERFORMANCE ART, Toronto	CANADA	PERFORMANCE ART, Toronto
C04 (Curation of Data)					
WRAPPED ON PLATFORM EXPERIENCE	SPOTIFY IN-HOUSE	SPOTIFY IN-HOUSE	SPOTIFY IN-HOUSE, New York	USA	SPOTIFY IN-HOUSE, New York
ARE YOU PRESS WORTHY?	COLUMBIA JOURNALISM REVIEW	COLUMBIA JOURNALISM REVIEW	TBWACHIAIDAY, New York City	USA	REDSLASH, New York
INFLATION COOKBOOK	SKIP THE DISHES	SKIP EXPRESS LANE	DENTSU CREATIVE, Toronto	CANADA	DENTSU CREATIVE, Toronto
TRANSPARENCY CARD	CONGRESSO EM FOCO	TRANSPARENCY CARD	AKQA, Sao Paulo	BRAZIL	PAY4BRAIN, Sao Paulo / JAMUTE, Sao Paulo
NEVER DONE EVOLVING FEAT SERENA	NIKE	NIKE	AKQA, Sao Paulo / AKQA, Portland / AKQA, Melbourne	BRAZIL	HEFTY, Sao Paulo
SEE MY SKIN	VASELINE	VASELINE	EDELMAN, New York	USA	EDELMAN, New York / U-STUDIO, New York City / GIRL CULTURE FILMS, California
C05 (AI Storytelling)					
EXHIBIT A-1	MAURICE BLACKBURN SOCIAL JUSTICE	N/A	HOWATSON+COMPANY, Sydney	AUSTRALIA	HOWATSON+COMPANY, Sydney / SCOUNDR, Sydney / CARBON8, Sydney / DELOITTE DIGITAL, Sydney
THE HOMELESS GALLERY	HINZ&KUNZT / HAMBURGER KUNSTHALLE	THE HOMELESS GALLERY	PHILIPP UND KEUNTJE, Hamburg	GERMANY	PHILIPP UND KEUNTJE, Hamburg / HASTINGS AUDIO NETWORK, Hamburg / HOOKED MUSIC, Hamburg / STUDIO GUNDACH, Hamburg
CAMOUFLAGS	VICE	CAMOUFLAGS	VIRTUE WORLDWIDE, New York / BRANDHOUSE, Copenhagen	USA	VIRTUE WORLDWIDE, New York / BRANDHOUSE, Copenhagen
TRANSLATING JOY	BMW CHINA	BMW	TBWA BOLT SHANGHAI		REAL GOOD STUDIO, New York / FILMATE PRODUCTIONS, Shanghai / MOD MEDIA, Shanghai
MIND'S EYE	MND ASSOCIATION, DEEPAI, AMYLYX PHARMACEUTICALS	MIND'S EYE	AREA 23, An IPG Health Network Company, New York	USA	EDIT1, New York / RATTLING STICK LTD, London / CANJA AUDIO CULTURE, Curitiba
OLD FARM ANIMALS	NOTCO	PLANT-BASED FOOD	AKQA BLOOM, Miami	USA	AKQA BLOOM, Miami
D01 (Innovative Use of Technology)					
MOUTHPAD^	AUGMENTAL	MOUTHPAD^	WUNDERMAN THOMPSON, Lima / AUGMENTAL, San Francisco	PERU	D'AVANT GARDE PUBLISHER, Buenos Aires
DREAMCASTER	MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	USA	HELO, Santa Monica / NEPYRU, London / DAHOUSE AUDIO, Los Angeles
NEVER DONE EVOLVING FEAT SERENA	NIKE	NIKE	AKQA, Sao Paulo / AKQA, Portland / AKQA, Melbourne	BRAZIL	HEFTY, Sao Paulo
ADOPT A STRAY	FRESH STEP	FRESH STEP	FCB CHICAGO	USA	
THE SMART LEGACY	IFTHEN. INC	THE SMART LEGACY	DOB CENTRO, Guatemala City / EL TAIER DDB, Guatemala	GUATEMALA	FILMICO, Guatemala
D02 (Native & Built-in Feature Integration)					
UNDERCOVER	WOMEN HELPING WOMEN ASIA	WOMEN HELPING WOMEN	OGILVY, Hong Kong		VERTICURL VIETNAM, Ho Chi Minh City
COCA-COLA MAGIC AUDIOS	THE COCA-COLA COMPANY	COCA-COLA AND COCA-COLA NO SUGAR	OGILVY, São Paulo	BRAZIL	TAKE BLIP, Belo Horizonte / SAILOR STUDIO, São Paulo / A-GANDAIA STUDIO, São Paulo
D03 (Technological Achievement in Digital Craft)					
GIVE A HAND	HELLO MONDAY/DEPT®	GIVE A HAND	HELLO MONDAY/DEPT®, Aarhus	DENMARK	HELLO MONDAY/DEPT®, Aarhus
FORAGER VR	FUNGI FOUNDATION	SUSTAINABILITY	ACCENTURE SONG, New York	USA	ACCENTURE SONG, New York / FORAGER, LLC, New York / Q DEPARTMENT, New York
D04 (Metaverse, New Realities & Emerging Tech)					
GORILLAZ PRESENTS	GORILLAZ	GORILLAZ MUSIC	NEXUS STUDIOS, London / GOOGLE, New York / ELEVEN MANAGEMENT, London	UNITED KINGDOM	NEXUS STUDIOS, London
DREAMCASTER	MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	USA	HELO, Santa Monica / NEPYRU, London / DAHOUSE AUDIO, Los Angeles
V-LAND	SABA MEXICO (GLOBALLY KNOWN AS BODYFORM)	SABA PERIOD CARE PRODUCTS (PADS & TAMPONS)	DENTSU CREATIVE, Mexico City	MEXICO	DENTSU CREATIVE, Mexico City / DENTSU CREATIVE, Milan
NON-MINEABLE LAND	AMAZONE-SE, CENTRO DE TRABALHO INDIGENISTA - CTI E SURVIVAL INTERNATIONAL	AMAZONE-SE, CENTRO DE TRABALHO INDIGENISTA - CTI E SURVIVAL INTERNATIONAL	ALMAPBDDO, Sao Paulo	BRAZIL	ALMAPBDDO, Sao Paulo / PUNCH AUDIO, Sao Paulo
THE SMART LEGACY	IFTHEN. INC	THE SMART LEGACY	DOB CENTRO, Guatemala City / EL TAIER DDB, Guatemala	GUATEMALA	FILMICO, Guatemala