

DESIGN SHORTLIST 2014



Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Posters				
CARVING OF THE FOREST	SUNTORY HOLDINGS	HAKUSHU	TOKYU AGENCY, Tokyo	JAPAN
140TH	TAISEI CORPORATION	CORPORATION CAMPEIGN	DENTSU, Tokyo	JAPAN
HUMAN PRINT POSTER	FUMINOSATO SHOPPING ARCADE/THE OSAKA CHAMBER OF INDUSTRY	FISH MARKET UOSHIN	DENTSU KANSAI, Osaka	JAPAN
ECHTZEIT BOOK CAMPAIGN 'HOW TO BE A MOTHER'	ECHTZEIT PUBLISHING	ECHTZEIT PUBLISHING	RUF LANZ, Zürich	SWITZERLAND
PORTABLE BIRDHOUSE	MALAYSIAN NATURE SOCIETY	MALAYSIAN NATURE SOCIETY	RAPP MALAYSIA, Petaling Jaya	MALAYSIA
ROLLING EGGS	SHIGA ART SCHOOL	ROLLING EGGS	CREATIVE POWER UNIT, Tokyo	JAPAN
THE BEAUTIFUL BLACK LIST	YOSHIDA HIDEO MEMORIAL FOUNDATION/ADVERTISING MUSEUM TOKYO	D&AD 2013 EXHIBITION IN JAPAN 'THE BEAUTIFUL BLACK LIST - TRACING THE 50 YEARS OF D&AD AWARDS'	DENTSU, Tokyo	JAPAN
WHITE SHADOW	DMG::EVENTS JAPAN	AD:TECH TOKYO 2013	HAKUHODO, Tokyo	JAPAN
ACTIVITY HOLIDAY ON THE LAKE	VILLA VERDIN	VILLA VERDIN	WIEN NORD, Vienna	AUSTRIA
ATAXIA. ATTACK IT BACK	ATAXIA UK	CHARITY	TBWA/LONDON	UNITED KINGDOM
THE FURNITURE IS THE POSTER	FRETEX	COLLECTING SECOND HAND FURNITURE	KITCHEN LEO BURNETT, Oslo	NORWAY
ARMS TRADE TREATY	AMNESTY INTERNATIONAL-	CLICKBOOM.ORG-	ODYSSEUS ARMS, San Francisco, CA	USA
SOLDIERS/SAMU-RAIS/KNIGHTS	ARS CHEMICAL (THAILAND)	HOUSEHOLD	DENTSU SINGAPORE	SINGAPORE
KNIVES	ZWILLING J. A. HENCKELS	KNIVES	HEREZIE, Paris	FRANCE
PAPER PRISON	MANDELA POSTER PROJECT	DESIGN COLLECTIVE	INTERBRAND, New York	USA
VANISHED GIRLS POSTER CAMPAIGN	UNICEF	STOP VIOLENCE AGAINST GIRLS	JWT/FABRIKANT-, Zurich	SWITZERLAND
THE POWER OF COLOR	PANTONE	PANTONE	Y&R SHANGHAI	CHINA
A CUT ABOVE	ZHANG XIAO QUAN	KNIFE	Y&R SHANGHAI	CHINA
CAVITIES ATTACK AT NIGHT	COLGATE-PALMOLIVE	TOOTHPASTE	RED FUSE COMMUNICATIONS, Hong Kong	HONG KONG
GOOD FOOD VS BAD	COLGATE-PALMOLIVE	TOOTHPASTE	RED FUSE COMMUNICATIONS, Hong Kong	HONG KONG

GRANDPA'S TEETH	COLGATE-PALMO-LIVE	TOOTHPASTE	RED FUSE COMMUNICATIONS, Hong Kong	HONG KONG
DECODICONS	LANGENSCHIEDT-	LANGENSCHIEDT-TRANSLATION DICTIONARIES	GREY DÜSSELDORF	GERMANY
DISCOVER SOMETHING NEW: POSTER SERIES	MELBOURNE FOOD AND WINE FESTIVAL	PUBLIC FESTIVAL	OGILVY MELBOURNE	AUSTRALIA
ARIEL WHITE POSTERS	PROCTER & GAMBLE	ARIEL	SAATCHI & SAATCHI, Dubai	UNITED ARAB EMIRATES
STAMPS	AUDI SCHWEIZ, AMAG	AUDI QUATTRO	Y&R DUBAI	UNITED ARAB EMIRATES
THE QUALMS	STEPPEWOLF THEATRE	THEATRE	OGILVY & MATHER CHICAGO, Chicago	USA
THE WHEEL	STEPPEWOLF THEATRE	THEATRE	OGILVY & MATHER CHICAGO, Chicago	USA
TRIBES	STEPPEWOLF THEATRE	THEATRE	OGILVY & MATHER CHICAGO, Chicago	USA
WAY WAY WEST	STEPPEWOLF THEATRE	THEATRE	OGILVY & MATHER CHICAGO, Chicago	USA
A02 Flyers, Tickets, Invitations, Postcards, Christmas and Other Greetings Cards				
SORRY I SPENT IT ON MYSELF	HARVEY NICHOLS	CHRISTMAS	ADAM&EVEDDB, London	UNITED KINGDOM
PANDA CUPS	THE TORONTO ZOO	PANDA EXHIBIT	CUNDARI, Toronto	CANADA
HYENA	JOBURG ZOO	NIGHT TOURS	Y&R SOUTH AFRICA, Cape Town	SOUTH AFRICA
FLIGHT AGAINST CANCER	HOSPITAL DE CANCER DE BARRETOS	CANCER HOSPITAL	WMcCANN, São Paulo	BRAZIL
8 LIVES	NATIONAL TRANSPLANT RESOURCES CENTRE (NTRC)	ORGAN DONATION	Y&R MALAYSIA, Kuala Lumpur	MALAYSIA
RESULTS DON'T LIE	CAANZ COMMUNICATION-AGENCIES ASSOCIATION	THE NEW ZEALAND EFFIE AWARDS	WHYBINTBWAID-AN, Auckland	NEW ZEALAND
SKINNED ALIVE	WILDLIFE MANAGEMENT ASSOCIATION	ANIMAL RIGHTS APPEAL	INNOCEAN WORLDWIDE, Seoul	SOUTH KOREA
PORTRAITS AGAINST OBLIVION	AMNESTY INTERNATIONAL-	HUMAN RIGHTS ORGANISATION	LOWE GINKGO, Montevideo	URUGUAY
THE 500 NANOMETERS MAIL	3M	PETRIFILM	MARURI GREY, Guayaquil	ECUADOR
A03 Calendars				
LANGUAGES TAKE YOU FURTHER	INLINGUA SPRACHSCHULE HAMBURG	LANGUAGE SCHOOL	KOLLE REBBE, Hamburg	GERMANY
EFFECTIVE MICROORGANISMS CALENDAR	EMRO ASIA CO.,LTD	EM	CREATIVE JUICE\BANGKOK-	THAILAND
HAIRSTYLE CALENDAR	HAIR CULTURE	BEAUTY SALON	LEO BURNETT HONG KONG	HONG KONG
TOPOGRAPHIC CALENDAR	LANDROVER	LANDROVER	TBWA\ISTANBUL-	TURKEY
THE DOG WALKING CALENDAR	P&G	EUKANUBA	AFRICA, São Paulo	BRAZIL
A04 Books				
MOTHER BOOK	KISHOKAI MEDICAL CORPORATION	BELL-NET OBSTETRICS	DENTSU, Nagoya	JAPAN

ZEIT WERT GEBEN – EIN INSPIRATIONSB- UCH MIT 40 GUTEN GEDANKEN	DM-DROGERIE MARKT	BOOK	PROJEKTTRIANG- LE DESIGN STUDIO, Stuttgart	GERMANY
FABCAFE BRAND BOOK	FABCAFE	FABCAFE	LOFTWORK, Tokyo	JAPAN
THE BEAUTIFUL BLACK LIST_BOOK	YOSHIDA HIDEO MEMORIAL FOUNDATION/AD- VERTISING MUSEUM TOKYO	D&AD 2013 EXHIBITION IN JAPAN 'THE BEAUTIFUL BLACK LIST - TRACING THE 50 YEARS OF D&AD AWARDS'	DENTSU, Tokyo	JAPAN
RUBBISH FAMZINE	HOLYCRAP.SG	HOLYCRAP.SG	KINETIC SINGAPORE	SINGAPORE
MY BIGGEST MISTAKE	WIENERS + WIENERS	BOOK	GRABARZ & PARTNER, Hamburg	GERMANY
OREO BOOK	OREO	COOKIES	THE MARTIN AGENCY, Richmond	USA
A05 Self-Promotion				
FACECAKE	MACHINE	ADVERTISING AGENCY	MACHINE, Cape Town	SOUTH AFRICA
»THE MAKING OF«	KMS TEAM	»TONGUE-IN-CH- EEK« VIDEO	KMS TEAM, Munich	GERMANY
78 LB	LEO BURNETT	EVENT - 78TH LEO BURNETT ANNIVERSARY CELEBRATION	LEO BURNETT CHICAGO	USA
THE POACHING PHONE	FP7/DXB	RECRUITMENT CAMPAIGN (SELF-PROMOTI- ON)	FP7/DXB, Dubai	UNITED ARAB EMIRATES
CREATING BRAND VALUE	INTERBRAND MADRID	BEST SPANISH BRANDS RANKING	INTERBRAND, New York	USA
THE GEEK RECRUITMENT	GREY LONDON	ADVERTISING AGENCY (INTERNAL RECRUITMENT)	GREY LONDON	UNITED KINGDOM
CONCEPT BRIQUETTE	DDB & TRIBAL AMSTERDAM	DDB & TRIBAL AMSTERDAM	DDB & TRIBAL WORLDWIDE, Amsterdam	THE NETHERLANDS
A06 Promotional Item				
POO-POO PETS	CLOSED	CHILDREN'S SHOE COLLECTION	GÜRTLERBACHMA- NN, Hamburg	GERMANY
MOTHER BOOK	KISHOKAI MEDICAL CORPORATION	BELL-NET OBSTETRICS	DENTSU, Nagoya	JAPAN
GET WELL KIT	SANOFI-AVENTI- S GROUP	GET WELL KIT	GEOMETRY GLOBAL, Moscow	RUSSIA
THE STREET STORE	THE HAVEN NIGHT SHELTER	PUBLIC AWARENESS/CHA- RITY	M&C SAATCHI ABEL, Cape Town	SOUTH AFRICA
PJS	WALMART CANADA	WALMART.CA	JWT, Toronto	CANADA
SORRY I SPENT IT ON MYSELF	HARVEY NICHOLS	CHRISTMAS	ADAM&EVEDDB, London	UNITED KINGDOM
THE PAPER SKIN	FEDRIGONI GERMANY	FEDRIGONI FINE PAPER	GEOMETRY GLOBAL GERMANY, Berlin	GERMANY
DRINKABLE BOOK	WATERISLIFE	WATERISLIFE	DDB NEW YORK	USA
THE BOTTLED WALKMAN	SONY NZ	RETAIL ITEM - WATERPROOF HEADPHONES LAUNCH	FCB NEW ZEALAND, Auckland	NEW ZEALAND
RAVIOLI CUTTERS	VOLKSWAGEN DO BRASIL	VOLKSWAGEN BUS	ALMAPBBDO, São Paulo	BRAZIL
TAPEMAILING	VOLKSWAGEN	VOLKSWAGEN CLASSIC PARTS	DDB TRIBAL GROUP, Düsseldorf	GERMANY

GIFT BOX	THE SALVATION ARMY, CROWN RELOCATIONS	RE-CYCLING	LEO BURNETT HONG KONG	HONG KONG
PROUD OF BELGIAN BEER	VLAM - BELGIAN BREWERS	BEER	DDB BRUSSELS	BELGIUM
MOZZIE BOX	SP BREWERY	SP LAGER PROMO ITEM	GEORGE PATTERSON Y&R, Brisbane	AUSTRALIA
THE COCA COLA BIO COOLER	THE COCA-COLA COMPANY	COCA-COLA	LEO BURNETT COLOMBIA, Bogotá	COLOMBIA
TOPOGRAPHIC CALENDAR	LANDROVER	LANDROVER	TBWAISTANBUL-	TURKEY
FREEDOM CANDLES	AMNESTY INTERNATIONAL-	AMNESTY INTERNATIONAL-	OGILVY & MATHER LONDON	UNITED KINGDOM
THE SUNDAY TIMES - MICHELLE	NEWS UK	NEWSPAPER	GREY LONDON	UNITED KINGDOM
LIGHT AFTER SCHOOL	HAIER	LIGHTING	PUBLICIS SHANGHAI	CHINA
GLOW IN THE DARK PACKAGING	PHILIPS MALAYSIA	PHILIPS MASTER LEDTUBE	OGILVY MALAYSIA, Kuala Lumpur	MALAYSIA
THE BARBECUE BIBLE	TRAMONTINA	BARBECUE PRODUCTS	JWT BRAZIL, São Paulo	BRAZIL
HONDA H20	HONDA	HONDA FCX	LEO BURNETT MELBOURNE	AUSTRALIA
A07 Publications & Business Communications				
THE TOMORROW PROJECT	THE PRINCE'S TRUST	TOMORROW'S STORE	CHI & PARTNERS, London	UNITED KINGDOM
PHEROMONES CARDS	AXE CANADA	COSMETICS & TOILETRIES	UNION, Toronto	CANADA
PAUSE SPEAKER CARDS	PAUSE HOME ENTERTAINMENT-	HIFI CHAIN	ÅKESTAM HOLST, Stockholm	SWEDEN
RESULTS DON'T LIE	CAANZ COMMUNICATION-AGENCIES ASSOCIATION	THE NEW ZEALAND EFFIE AWARDS	WHYBIN TBWA D-AN, Auckland	NEW ZEALAND
ECO CARD	GREENPEACE	RUSSIA	HAVAS DIGITAL, Moscow	RUSSIA
A08i Annual Reports & Information - Small Business				
CALGARY ZOO 2012 ANNUAL REPORT	CALGARY ZOO	ZOO	TRIGGER COMMUNICATIONS & DESIGN, Calgary, AB	CANADA
STAPLE	CALGARY SOCIETY FOR PERSONS WITH DISABILITIES	ASSISTED LIVING	WAX, Calgary	CANADA
THE GAME REPORT	BYTRO LABS	BYTRO LABS GAME DEVELOPING STARTUP	SERVICEPLAN, Munich	GERMANY
A08ii Annual Reports & Information - Medium Business				
GB V0.12 GENUINELY BASIC	DOCHECK	ANNUAL REPORT	ANTWERPES, Cologne	GERMANY
A09iii Broadcast and Animated Communication - Mobile animation				
DATAGRAMS	IBM	US OPEN	OGILVY NEW YORK	USA
A09iv Broadcast and Animated Communication - Other video content				
SOUND OF HONDA / AYRTON SENNA 1989	HONDA MOTOR CO.	INTERNAVI	DENTSU, Tokyo	JAPAN
INTENTION	APPLE	APPLE	TBWA MEDIA ARTS LAB, Los Angeles	USA
VOTE FOR CHILD RIGHTS	CHILD RIGHTS AND YOU (CRY)	CHILD RIGHTS AND YOU	BBH COMMUNICATIONS INDIA, Mumbai	INDIA

ANTHEM	OREO	COOKIES	THE MARTIN AGENCY, Richmond	USA
B01i Publications				
MOTHER BOOK	KISHOKAI MEDICAL CORPORATION	BELL-NET OBSTETRICS	DENTSU, Nagoya	JAPAN
A BROCHURE MADE ENTIRELY WITHOUT ENERGY	EDP FOUNDATION	A2E PROJECTS	LEO BURNETT LISBOA	PORTUGAL
B01ii Print and poster				
GOAL IS THE GOLD	YOSHIDA HIDEO MEMORIAL FOUNDATION/ADVERTISING MUSEUM TOKYO	ONE SHOW 2012 EXHIBITION IN JAPAN	DENTSU, Tokyo	JAPAN
THE BEAUTIFUL BLACK LIST	YOSHIDA HIDEO MEMORIAL FOUNDATION/ADVERTISING MUSEUM TOKYO	D&AD 2013 EXHIBITION IN JAPAN 'THE BEAUTIFUL BLACK LIST - TRACING THE 50 YEARS OF D&AD AWARDS'	DENTSU, Tokyo	JAPAN
WI-FI	SURFEASY	SURFEASY VPN APP	kbs+ TORONTO, Toronto	CANADA
WILD POSTINGS	OREO	COOKIES	THE MARTIN AGENCY, Richmond	USA
CAPTURED IN AUDIO	PENGUIN CHINA	AUDIOBOOKS	Y&R BEIJING	CHINA
DISCOVER SOMETHING NEW: POSTER SERIES	MELBOURNE FOOD AND WINE FESTIVAL	PUBLIC FESTIVAL	OGILVY MELBOURNE	AUSTRALIA
HATTERS VEGETABLES	PERFECTION FRESH/COLES	CONSUMER PRODUCTS	WHYBIN/TBWA SYDNEY	AUSTRALIA
TO THE POINT - ANNIVERSARY DAY	STAEDTLER	HIGHLIGHTERS	LEO BURNETT HONG KONG	HONG KONG
CYCLING CITIES	100COPIES	CYCLING	DDB GROUP SINGAPORE	SINGAPORE
THE SUNDAY TIMES - MICHELLE	NEWS UK	NEWSPAPER	GREY LONDON	UNITED KINGDOM
THE QUALMS	STEPPENWOLF THEATRE	THEATRE	OGILVY & MATHER CHICAGO, Chicago	USA
THE WAY WAY WEST	STEPPENWOLF THEATRE	THEATRE	OGILVY & MATHER CHICAGO, Chicago	USA
THE WHEEL	STEPPENWOLF THEATRE	THEATRE	OGILVY & MATHER CHICAGO, Chicago	USA
TRIBES	STEPPENWOLF THEATRE	THEATRE	OGILVY & MATHER CHICAGO, Chicago	USA
RETURN OF THE ASHES	HHK INTERTRADE	CARAN DACHE & FOREST CONTROL	OGILVY & MATHER, Bangkok	THAILAND
MANGO	PERFETTI VAN MELLE	BIG BABOL	McCANN WORLDGROUP INDIA, Mumbai	INDIA
PEAR	PERFETTI VAN MELLE	BIG BABOL	McCANN WORLDGROUP INDIA, Mumbai	INDIA
TANGERINE	PERFETTI VAN MELLE	BIG BABOL	McCANN WORLDGROUP INDIA, Mumbai	INDIA
PLASTIC LIFE - BOTTLE	SURFRIDER FOUNDATION EUROPE	SURFRIDER FOUNDATION EUROPE	Y&R PARIS	FRANCE
B01iii Packaging and promotional item design				
EPIC DENIM	MUSTANG	JEANS	KOLLE REBBE, Hamburg	GERMANY
CAVITIES ATTACK AT NIGHT	COLGATE-PALMO-LIVE	TOOTHPASTE	RED FUSE COMMUNICATIONS, Hong Kong	HONG KONG

GOOD FOOD VS BAD	COLGATE-PALMOLIVE	TOOTHPASTE	RED FUSE COMMUNICATIONS, Hong Kong	HONG KONG
GRANDPA'S TEETH	COLGATE-PALMOLIVE	TOOTHPASTE	RED FUSE COMMUNICATIONS, Hong Kong	HONG KONG
B01iv Outdoor spaces e.g. Installations				
WHAT'S IN YOUR CRAYOLA?/ OUTDOOR	CRAYOLA	COLORED PENCILS	LEO BURNETT VIETNAM, Ho Chi Minh City	VIETNAM
B01v Calendars, Flyers, tickets, invitations, postcards, Christmas and other greetings cards				
TEXT MESSAGE FILMS	MMDA	METRO MANILA FILM FESTIVAL	ACE SAATCHI & SAATCHI, Manila	THE PHILIPPINES
B02i Typography - Publication				
THE MASKS OF LIFE	CARITAS/HOSPICE	CARITAS/HOSPICE	JUNG von MATT, Vienna	AUSTRIA
B02ii Typography - Print and Poster				
TAMABI	TAMA ART UNIVERSITY	UNIVERSITY	MR_DESIGN, Tokyo	JAPAN
THIS IS YOUR TYPE	ADOBE SYSTEMS NORDIC	ADOBE CREATIVE CLOUD	ABBY NORM, Stockholm	SWEDEN
THE IKEA RGB BILLBOARD	IKEA	IKEA	THJNK, Hamburg	GERMANY
NAUGHTY AS HELL	DDB	HOLIDAY CARD	DDB NEW YORK	USA
NICE	DDB	HOLIDAY CARD	DDB NEW YORK	USA
ALPHABET	FIAT	FIAT	LEO BURNETT TAILOR MADE, São Paulo	BRAZIL
B02iii Typography - Digital				
WRITTEN IN THE STARS	AKQA	STARS	AKQA, New York	USA
HOMELESSFONTS-	ARRELS FUNDACIÓN	ONG	THE CYRANOS McCANN WORLDGROUP EUROPE, Barcelona	SPAIN
B02iv Typography - Brands				
ADVENT DISPLAY TYPE FACE	ADVENT	ACCOUNTING SOFTWARE	LANDOR ASSOCIATES, San Francisco	USA
EXCITABLE, INFLATABLE TYPOGRAPHY	SYDNEY HARBOUR FORESHORE AUTHORITY (SHFA)	LEISURE & RESIDENTIAL PRECINCT	INTERBRAND, New York	USA
WORDS CAN BE WEAPONS	CENTER FOR PSYCHOLOGICAL-RESEARCH, SHENYANG	CENTER FOR PSYCHOLOGICAL-RESEARCH	OGILVY BEIJING	CHINA
B03 Photography				
CITYSCAPE	INFAS PUBLICATIONS,-INC.	WWD JAPAN(MAGAZINE)	HAKUHODO, Tokyo	JAPAN
DOWN SYNDROME FESTIVAL	I DANCE COMPANY	I DANCE COMPANY	JUNG von MATT, Vienna	AUSTRIA
VANISHED GIRLS NEWSPAPER PHOTOGRAPHY	UNICEF	STOP VIOLENCE AGAINST GIRLS	JWT/FABRIKANT-, Zurich	SWITZERLAND

PORTRAITS AGAINST OBLIVION	AMNESTY INTERNATIONAL-	HUMAN RIGHTS ORGANISATION	LOWE GINKGO, Montevideo	URUGUAY
DAUGHTER	ALZHEIMER'S ASSOCIATION	ALZHEIMER'S ASSOCIATION	GRUPO GALLEGOS, HUNTINGTON BEACH	USA
HUSBAND	ALZHEIMER'S ASSOCIATION	ALZHEIMER'S ASSOCIATION	GRUPO GALLEGOS, HUNTINGTON BEACH	USA
B04 Sound Design				
SOUND OF HONDA / AYRTON SENNA 1989	HONDA MOTOR CO.	INTERNAVI	DENTSU, Tokyo	JAPAN
WALKMAN® HI-RES FIGURE	SONY MARKETING (JAPAN) INC.	WALKMAN®	DENTSU, Tokyo	JAPAN
HIBIKI GLASS	SUNTORY	SUNTORY WHISKEY HIBIKI	HAKUHODO KETTLE, Tokyo	JAPAN
MINDTUNES	DIAGEO	SMIRNOFF	DUVAL GUILLAUME, Antwerp	BELGIUM
MUSIC VIDEOS WITHOUT MUSIC	KISS TV	MUSIC CHANNEL	LOLA, Madrid	SPAIN
B05 Large Scale Logo				
KAMIWAZA -PAPER CRAFT AWARD-	TOKUSYU TOKAI PAPER CO., LTD	SERVICE	6D-K, Tokyo	JAPAN
IVANO-FRANKIV-SK CITY (UKRAINE) VISUAL IDENTITY	INNOVATIONS WORKSHOP	CITY VISUAL IDENTITY	AIMBULANCE, Kiev	UKRAINE
BE PART OF IT	QATAR FOOTBALL ASSOCIATION	QATAR FOOTBALL GOVERNING BODY	FITCH, London	UNITED KINGDOM
WONDERFILLED LOCKUP	OREO	COOKIES	THE MARTIN AGENCY, Richmond	USA
:{TO:) CLEFTTOSMILE	OPERATION SMILE INDIA	CLEFT AWARENESS	OGILVY & MATHER INDIA, Mumbai	INDIA
B06 Small Scale Logo				
BIG LEBIKESKI – BIKES LIKE ME.	BIG LEBIKESKI	BICYCLE SHOP	JAN BERG KONZEPTION & ART DIREKTION, Rastatt	GERMANY
THE TOMORROW PROJECT	THE PRINCE'S TRUST	TOMORROW'S STORE	CHI & PARTNERS, London	UNITED KINGDOM
TROLL	FELIX TROLLDENIER	POST-PRODUCTI-ON VIDEO COMPANY	THIS IS PACIFICA, Porto	PORTUGAL
BANQ	BIBLIOTHÈQUE ET ARCHIVES NATIONALES DU QUÉBEC	PUBLIC SERVICE	COSSETTE, Montreal	CANADA
DATA EXCHANGE	DATA EXCHANGE	NON-COMMERCIA-L EDUCATIONAL PROJECT	DEPOT WPF, Moscow	RUSSIA
LESS	CAVE GARIBALDI	WINE	LANDOR ASSOCIATES, Paris	FRANCE
C01 Online Digital Design				
GET WELL KIT	SANOFI-AVENTI-S GROUP	GET WELL KIT	GEOMETRY GLOBAL, Moscow	RUSSIA
PENGUIN NAVI	SUNSHINE AQUARIUM	SUNSHINE CITY CORPORATION	HAKUHODO, Tokyo	JAPAN
COPYRIGHT	CARA OPERATIONS	HARVEY'S	BBDO TORONTO	CANADA
UNIQLO HAIRDO	UNIQLO	UNIQLO	PROJECTOR, New York	USA

VITTEL COUCH CONVERTER	VITTEL - NESTLÉ WATERS	MINERAL WATER	OGILVY FRANCE, Paris	FRANCE
THE NIKE SB APP	NIKE	APPAREL	R/GA, New York	USA
KILLING KENNEDY	NATIONAL GEOGRAPHIC CHANNEL	TV PROGRAM/WEBSITE	MULLEN, Boston	USA
FASHION FOR ALL KIND	STYLEPIT	ONLINE FASHION RETAILER	UNCLE GREY, Copenhagen	DENMARK
IBM FRACTAL FEST	IBM	TUMBLR	OGILVY NEW YORK	USA
PUMA SYNC - THE LANGUAGE OF ATTRACTION	PUMA	PUMA FRAGRANCES	GREY LONDON	UNITED KINGDOM
MASSEY LECTURES IPAD APP	HOUSE OF ANANSI PRESS	IPAD APP	CRITICAL MASS, Calgary	CANADA
C02 Offline Digital Design				
MEGAFACES PAVILION AT THE SOCHI 2014 WINTER OLYMPIC GAMES	MEGAFON	4G / LTE INTERNET	MEGAFON, Moscow	RUSSIA
BLOWING IN THE WIND	APOTEK HJÄRTAT	APOLOSOPHY	ÅKESTAM HOLST, Stockholm	SWEDEN
WORDS CAN BE WEAPONS TOUCHSCREEN	CENTER FOR PSYCHOLOGICAL-RESEARCH, SHENYANG	CENTER FOR PSYCHOLOGICAL-RESEARCH	OGILVY BEIJING	CHINA
HANDS ON SEARCH	YAHOO! JAPAN	YAHOO! JAPAN	HAKUHODO KETTLE, Tokyo	JAPAN
TIMES SQUARE OUT OF HOME	OREO	COOKIES	THE MARTIN AGENCY, Richmond	USA
THE SOCIAL SWIPE	BISCHÖFLICHES-HILFSWERK MISEREOR	DONATIONS	KOLLE REBBE, Hamburg	GERMANY
D01ii Medium Business - regional or national organisations				
THE TOMORROW PROJECT	THE PRINCE'S TRUST	TOMORROW'S STORE	CHI & PARTNERS, London	UNITED KINGDOM
D02iii Large Business – international or global scale				
NIKE FREESTORE	NIKE RUNNING	RETAIL	FLOCK, Mexico	MEXICO
D03i Posters				
WILD POSTINGS	OREO	COOKIES	THE MARTIN AGENCY, Richmond	USA
STAMPS	AUDI SCHWEIZ, AMAG	AUDI QUATTRO	Y&R DUBAI	UNITED ARAB EMIRATES
D03ii Product displays, POS graphic materials, brand Collateral				
THE BOTTLED WALKMAN	SONY NZ	RETAIL ITEM - WATERPROOF HEADPHONES LAUNCH	FCB NEW ZEALAND, Auckland	NEW ZEALAND
LISTEN WITH RESPECT	SONY PHILIPPINES INC.	MDR HEADPHONES	OGILVY & MATHER PHILIPPINES, Makati City	THE PHILIPPINES
D03iii Window displays				
THE FURNITURE IS THE POSTER	FRETEX	COLLECTING SECOND HAND FURNITURE	KITCHEN LEO BURNETT, Oslo	NORWAY
D04i Installation				
SOUND OF HONDA / AYRTON SENNA 1989	HONDA MOTOR CO.	INTERNAVI	DENTSU, Tokyo	JAPAN

THE STREET STORE	THE HAVEN NIGHT SHELTER	PUBLIC AWARENESS/CHARITY	M&C SAATCHI ABEL, Cape Town	SOUTH AFRICA
MINI KIOSK	COCA-COLA GERMANY	COCA-COLA MINI CAN 0.15L	OGILVY GERMANY, Berlin	GERMANY
WINTER WONDERLAB	GOOGLE	GOOGLE HARDWARE PRODUCTS: NEXUS 7, CHROMEBOOK, CHROMECAST	GOOGLE, Mountain View	USA
THE CHACLICE SYMPHONY	STELLA ARTOIS	BEER	MOTHER NEW YORK	USA
GREEN SANTA	COCA-COLA	COCA-COLA	THE CYRANOS McCANN WORLDGROUP EUROPE, Barcelona	SPAIN
D04ii Sculptural				
CHAMELEON CABIN	GÖTEBORGSTRYCKERIET	PRINTING SERVICES, DISPLAY AND PACKAGING CONSTRUCTIONS-	HAPPY F&B, Gothenburg	SWEDEN
MANNEQUINS	PRO INFIRMIS	PRO INFIRMIS	JUNG von MATT/LIMMAT, Zürich	SWITZERLAND
POSTER TURNED INTO WRAPPING PAPER	COCA-COLA COMPANY	COCA-COLA	DUVAL GUILLAUME, Antwerp	BELGIUM
THE COCA COLA BIO COOLER	THE COCA-COLA COMPANY	COCA-COLA	LEO BURNETT COLOMBIA, Bogotá	COLOMBIA
HELLO HAPPINESS PHONE BOOTH	THE COCA-COLA COMPANY	COCA-COLA	Y&R DUBAI	UNITED ARAB EMIRATES
THE SOCIAL SWIPE	BISCHÖFLICHES-HILFSWERK MISEREOR	DONATIONS	KOLLE REBBE, Hamburg	GERMANY
D05 Public Space				
THE FEELING TREE	IPÊ - INSTITUTO DE PESQUISAS ECOLÓGICAS	INSTITUTO DE PESQUISAS ECOLÓGICAS	Y&R SÃO PAULO	BRAZIL
D07 Non-commercial Exhibitions				
THE BEAUTIFUL BLACK LIST_SPACE	YOSHIDA HIDEO MEMORIAL FOUNDATION/ADVERTISING MUSEUM TOKYO	D&AD 2013 EXHIBITION IN JAPAN 'THE BEAUTIFUL BLACK LIST - TRACING THE 50 YEARS OF D&AD AWARDS'	DENTSU, Tokyo	JAPAN
SMOK-INK	HUMANITAS CANCER CENTER	ANTI-SMOKING	TBWAITALIA, Milan	ITALY
WORDS CAN BE WEAPONS	CENTER FOR PSYCHOLOGICAL-RESEARCH, SHENYANG	CENTER FOR PSYCHOLOGICAL-RESEARCH	OGILVY BEIJING	CHINA
INVISIBLE PEOPLE	UNHCR	A REFUGEE EXHIBITION	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
D09 Live Events				
D ROSE JUMP STORE	ADIDAS	ADIDAS D ROSE 3.5 BASKETBALL SHOES	TBWA/LONDON	UNITED KINGDOM
LITERACY STORE	McDONALDS	McDONALDS	LEO BURNETT CHICAGO	USA
PAY PER LAUGH	TEATRE NEU	THEATER	THE CYRANOS McCANN WORLDGROUP EUROPE, Barcelona	SPAIN
MIND ART	WINSOR & NEWTON/SHANGHAI YUE MIAO CENTRE FOR PEOPLE WITH DISABILITIES	WINSOR & NEWTON ACRYLIC PAINT/NON-GOV-ERNMENT NON-PROFIT INSTITUTION PROVIDING CARE,TREATMENT,EDUCATION SERVICE TO DISABILITIES	OGILVY & MATHER SHANGHAI	CHINA

DILL - THE RESTAURANT.	LIDL	SUPERMARKETS	INGO, Stockholm	SWEDEN
ALMOST IDENTICAL	MONDELEZ INTERNATIONAL-	BELDENT INFINIT	DEL CAMPO SAATCHI & SAATCHI, Buenos Aires	ARGENTINA
AMIA BOOTH	AMIA (ASOCIACIÓN MUTUAL ISRAELITA ARGENTINA)	AMIA (ASOCIACIÓN MUTUAL ISRAELITA ARGENTINA)	OGILVY & MATHER ARGENTINA, Buenos Aires	ARGENTINA
E01i Own Label and Private Label brands				
AL MARKET PRIVATE LABEL	AZERSUN	ALL RANGES	TOMATDESIGN, Moscow	RUSSIA
E01ii Core FMCG				
NORÐUR SALT	NORÐUR & CO.	SEA SALT FLAKES	JONSSON & LEMACKS, Reykjavik	ICELAND
E01iii Premium Brand				
FINNISH HAIKU	MYLLYN PARAS	MYLLYN PARAS 1928 FLOUR	DEPOT WPF, Moscow	RUSSIA
E02i Own Label and Private Label brands				
DOLINA	BREBAJES DEL NORTE	CRAFT BEER	MORUBA, Logroño	SPAIN
E02ii Core FMCG				
SKOL DESIGN BLISTERS	AMBEV	SKOL	F/NAZCA SAATCHI & SAATCHI, São Paulo	BRAZIL
E02iii Premium Brand				
CUP SAKE	ASABIRAKI CO.,LTD / TOMITA SHUZO INC.	ASABIRAKI / SHICHIHONYARI-	HAKUHODO, Tokyo	JAPAN
ABSOLUT ORIGINALITY	THE ABSOLUT COMPANY	ABSOLUT VODKA	HAPPY TEAR, Stockholm	SWEDEN
UPROOT WINE VISUAL IDENTITY + PACKAGING	UPROOT WINE	WINE	TURNER DUCKWORTH: LONDON & SAN FRANCISCO, London	UNITED KINGDOM
ABSOLUT CONTEMPORARY FLAVORS	THE ABSOLUT COMPANY	ALCOHOLIC DRINK	THE BRAND UNION, Stockholm	SWEDEN
E03i Own Label and Private Label brands				
TEA STORIES	MANJUSHREE PLANTATIONS LTD	TEA	GREY GROUP, Singapore	SINGAPORE
E04 Health, Beauty & OTC Pharmacy				
VERSO SKINCARE	SELEGO	SKINCARE	THE STUDIO, Stockholm	SWEDEN
E05 Consumer Electronics & Multimedia				
THE PAPER SKIN	FEDRIGONI GERMANY	FEDRIGONI FINE PAPER	GEOMETRY GLOBAL GERMANY, Berlin	GERMANY
THE BOTTLED WALKMAN	SONY NZ	RETAIL ITEM - WATERPROOF HEADPHONES LAUNCH	FCB NEW ZEALAND, Auckland	NEW ZEALAND
E06 Other Packaging				
DRINKABLE BOOK	WATERISLIFE	WATERISLIFE	DDB NEW YORK	USA
LÉAUNDRY	T.D.G.	FRAGRANCE LAUNDRY DETERGENT	KOLLE REBBE, Hamburg	GERMANY
E07 Sustainable Packaging				
EXPIRED ONCE IT TURNS THIS COLOUR	BAN KANOM NUNTAWAN	THAI DESSERT	Y&R THAILAND, Bangkok	THAILAND

RAIN FOR SALE	THE COCA-COLA COMPANY	RAINWATER OF LLORO	OGILVY & MATHER COLOMBIA, Bogotá	COLOMBIA
NIKE FREE BOX	NIKE URUGUAY	NIKE FREE 5.0	PUBLICIS IMPETU, Montevideo	URUGUAY
E08 3D Structural Design				
DOMINO'S STEADY PIZZA	DOMINO'S	PIZZA DELIVERY	ARTPLAN, Rio de Janeiro	BRAZIL
LURPAK SLOW CHURNED	ARLA	LURPAK	PEARLFISHER, London	UNITED KINGDOM
E09 Special Editions & Promotional Packaging				
THE HORNBAACH HAMMER	HORNBAACH	DIY / HOME IMPROVEMENT SUPERSTORES	HEIMAT, Berlin	GERMANY
NEWS BOTTLE!	THE MAINICHI NEWSPAPERS	NEWS BOTTLE!	DENTSU, Tokyo	JAPAN
COMICS AND COFFEE UNITE!	SILVER SNAIL COMICS & BLACK CANARY ESPRESSO BAR	COMICS AND CAFE	SQUAB & PIGEON, Toronto	CANADA
SORRY I SPENT IT ON MYSELF	HARVEY NICHOLS	CHRISTMAS	ADAM&EVEDDB, London	UNITED KINGDOM
SMART HEADS	HANSGROHE SE	BATHROOM FITTINGS AND FIXTURES	KOLLE REBBE, Hamburg	GERMANY
TURNING EDUCATION INTO PACKAGING	COLGATE-PALMO-LIVE	TOOTHPASTE	RED FUSE COMMUNICATION-S, Hong Kong	HONG KONG
THE LAVAMAT 55-MONTH-CALENDAR	ELECTROLUX HAUSGERÄTE	AEG LAVAMAT	DDB TRIBAL BERLIN	GERMANY
TEA STORIES	MANJUSHREE PLANTATIONS LTD	TEA	GREY GROUP, Singapore	SINGAPORE
F01 Consumer Products				
D ROSE JUMP STORE	ADIDAS	ADIDAS D ROSE 3.5 BASKETBALL SHOES	TBWA/LONDON	UNITED KINGDOM
SORRY I SPENT IT ON MYSELF	HARVEY NICHOLS	CHRISTMAS	ADAM&EVEDDB, London	UNITED KINGDOM
HATTERS VEGETABLES	PERFECTION FRESH/COLES	CONSUMER PRODUCTS	WHYBIN/TBWA SYDNEY	AUSTRALIA
CANS OF POSITIVITY	CAMPBELL SOUP SOUTHEAST ASIA	CAMPBELL'S SOUP	Y&R MALAYSIA, Kuala Lumpur	MALAYSIA
LESS	CAVE GARIBALDI	WINE	LANDOR ASSOCIATES, Paris	FRANCE
F02 Consumer Services				
BERGEN INTERNATIONAL-FESTIVAL BRAND CAMPAIGN	BERGEN INTERNATIONAL-FESTIVAL	MUSIC FESTIVAL	ANTI BERGEN	NORWAY
HOTEL JAPAN	HOTEL JAPAN	RETAIL (GIFT SHOP)	MORI, Tokyo	JAPAN
GREAT NORTHERN HOTEL	GREAT NORTHERN HOTEL	RETAILER	HERE DESIGN, London	UNITED KINGDOM
SORRY I SPENT IT ON MYSELF	HARVEY NICHOLS	CHRISTMAS	ADAM&EVEDDB, London	UNITED KINGDOM
UU 3D CUSTOM FIGURINES	KINETIC + SCOTTS SQUARE + MIKANBAKO	UU 3D CUSTOM FIGURINES	KINETIC SINGAPORE	SINGAPORE
THE CONNAUGHT	MAYBOURNE HOTEL GROUP	LUXURY HOTEL	THE PARTNERS, London	UNITED KINGDOM
TELL A STORY	TELL A STORY	TELL A STORY	MSTF PARTNERS, Lisbon	PORTUGAL
VISUAL IDENTITY BEIJING8	BEIJING8	CHAIN OF DUMPLING RESTAURANTS	GARBERGS_PROJECT, Stockholm	SWEDEN

THE DISHOOM STORY PLATES	DISHOOM	BOMBAY CAFE, SHOREDITCH BRANCH	OGILVYONE LONDON	UNITED KINGDOM
HUMAN TO BUSINESS BRAND IDENTITY	HUMAN TO BUSINESS	BRAND IDENTITY	WALK CREATIVE, Warsaw	POLAND
F03 Charities & Not For Profit				
UNIVERSITY OF THE ARTS HELSINKI BRANDING	UNIVERSITY OF THE ARTS HELSINKI	BRANDING	BOND CREATIVE AGENCY, Helsinki	FINLAND
WORDS CAN BE WEAPONS	CENTER FOR PSYCHOLOGICAL- RESEARCH, SHENYANG	CENTER FOR PSYCHOLOGICAL- RESEARCH	OGILVY BEIJING	CHINA
BALD CARTOONS	GRAACC	NGO	OGILVY BRASIL, São Paulo	BRAZIL