

WINNERS



**DIGITAL
CRAFT
LOTUS**



DESIGN SUB-CATEGORIES
CATEGORY CD01: USER INTERFACE (UI)

NO AWARD

CATEGORY CD02: VIDEO/MOVING IMAGE

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
CD02/003	MORI BUILDING BRAND MOVIE DESIGNING TOKYO	MORI BUILDING	DENTSU INC., TOKYO	DENTSU CREATIVE X INC., TOKYO	SILVER
CD02/001	HANKOGRAPH	WILDAID	GREY TOKYO, TOKYO	GREY JAPAN, TOKYO	BRONZE

CATEGORY CD03: DIGITAL ILLUSTRATION

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
CD03/001	SEE STRESS DIFFERENTLY	CIGNA	MCCANN WORLDGROUP HONG KONG, HONG KONG	MCCANN WORLDGROUP HONG KONG, HONG KONG	GOLD

CATEGORY CD04: DIGITAL IMAGE DESIGN

NO AWARD

CATEGORY CD05: MUSIC/SOUND DESIGN

NO AWARD

CATEGORY CD06: OVERALL AESTHETIC DESIGN

NO AWARD

FUNCTION SUB-CATEGORIES
CATEGORY CD07: UX & JOURNEY DESIGN

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
CD07/001	GALAXY GRAFFITI	SAMSUNG ELECTRONICS	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	BRONZE

CATEGORY CD08: NATIVE & BUILT-IN FEATURE INTEGRATION

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
CD08/005	POWERSHARE	SAMSUNG	LEO BURNETT, SYDNEY	LEO BURNETT SYDNEY, SYDNEY	BRONZE

CATEGORY CD09: EXPERIENCE DESIGN: MULTI PLATFORM

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
CD09/004	HEALING JUNGLE	HYUNDAI MARINE & FIRE INSURANCE	INNOCEAN WORLDWIDE, SEOUL	INNOCEAN WORLDWIDE, SEOUL	BRONZE
CD09/006	CITY OF POSSIBILITIES	SINGAPORE TOURISM BOARD	TBWA\SINGAPORE, SINGAPORE	TBWA SINGAPORE PTE LTD, SINGAPORE	BRONZE

CATEGORY CD10: OVERALL FUNCTIONAL DESIGN

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
CD10/002	NOW, WORDS AREN'T JUST HEARD. BUT FELT.	SAMSUNG	CHEIL INDIA, GURGAON	CHEIL WORLDWIDE INDIA, GURGAON	BRONZE

TECHNOLOGY SUB-CATEGORIES
CATEGORY CD11: INNOVATIVE USE OF TECHNOLOGY

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
CD11/013	THE DYSTOPIA EXPERIENCE	AMAZARASHI	SIX INC., TOKYO/HAKUHODO INC., TOKYO/ HAKUHODO KETTLE INC., TOKYO	SIX INC., TOKYO	GRANDE
CD11/004	NOW, WORDS AREN'T JUST HEARD. BUT FELT.	SAMSUNG	CHEIL INDIA, GURGAON	CHEIL WORLDWIDE INDIA, GURGAON	BRONZE
CD11/010	A.I. LOVE	CLOSEUP	MULLENLOWE SINGAPORE, SINGAPORE	MULLENLOWE SINGAPORE, SINGAPORE	BRONZE
CD11/012	AVATAR ROBOT CAFE	ORY LABORATORY	ADK CREATIVE ONE INC., TOKYO	ADK CREATIVE ONE INC., TOKYO	BRONZE

DATA SUB-CATEGORIES
CATEGORY CD12: USE OF DATA

CODE	TITLE	BRAND	AGENCY	COMPANY ENTERING	AWARDS
CD12/002	TUNA SCOPE	TUNA SCOPE	DENTSU INC., TOKYO	DENTSU INC., TOKYO	GOLD
CD12/005	EVERY DOG HAS IT'S AD	PUPPO	COLENZO BBDO, AUCKLAND	COLENZO BBDO, AUCKLAND	BRONZE
CD12/011	NIKKEI BLEND	NIKKEI BLEND	DENTSU INC., TOKYO	DENTSU INC., TOKYO	BRONZE
CD12/001	REDCEIPT	KAKAO PAY / KAKAO T DRIVER	CHEIL WORLDWIDE, SEOUL	CHEIL WORLDWIDE, SEOUL	FINALIST