

**FINALIST**



**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
CD02/001	HANKOGRAPH	WILDAID	GREY TOKYO, TOKYO	GREY JAPAN, TOKYO	FINALIST
CD02/003	MORI BUILDING BRAND MOVIE DESIGNING TOKYO	MORI BUILDING	DENTSU INC., TOKYO	DENTSU CREATIVE X INC., TOKYO	FINALIST

**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	FINALIST

**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	FINALIST

**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	FINALIST

**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	FINALIST
CD09/006	CITY OF POSSIBILITIES	SINGAPORE TOURISM BOARD	TBWA\SINGAPORE, SINGAPORE	TBWA SINGAPORE PTE LTD, SINGAPORE	FINALIST

**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	FINALIST

**TECHNOLOGY SUB-CATEGORIES**
**CATEGORY CD11: INNOVATIVE USE OF TECHNOLOGY**

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

**DATA SUB-CATEGORIES**
**CATEGORY CD12: USE OF DATA**

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