

Title	Brand	Product/Service	Entrant Company	Location	Idea Creation Company	Location
A01 Data-enhanced Creativity						
SAYLISTS	WARNER MUSIC GROUP	PLAYLISTS	ROTHCO, PART OF ACCENTURE INTERACTIVE, Dublin	IRELAND	ROTHCO, PART OF ACCENTURE INTERACTIVE Dublin	IRELAND
BEETHOVEN X THE AI PROJECT	TELEKOM	TELEKOM	DDB GERMANY, Berlin	GERMANY	DDB GERMANY Berlin	GERMANY
A03 Data-driven Consumer Product						
SAYLISTS	WARNER MUSIC GROUP	PLAYLISTS	ROTHCO, PART OF ACCENTURE INTERACTIVE, Dublin	IRELAND	ROTHCO, PART OF ACCENTURE INTERACTIVE Dublin	IRELAND
THE LAST DAY PASS	MOUNTAIN VISION	SKILIFT TICKET	SERVICEPLAN GERMANY, Munich	GERMANY	SERVICEPLAN GERMANY Munich	GERMANY
A05 Data Visualisation						
THE CLIMATE CRISIS FONT	HELSINGIN SANOMAT	HELSINGIN SANOMAT	TBWA HELSINKI	FINLAND	TBWA HELSINKI Helsinki HELSINGIN SANOMAT Helsinki EINO KORKALA	FINLAND
ADDRESSPOLLUTION.ORG-	COPI CENTRAL OFFICE OF PUBLIC INTEREST)	ADDRESSPOLLUTION.ORG	AMV BBDO, London	UNITED KINGDOM	AMV BBDO London	UNITED KINGDOM
MELTDOWN FLAGS	METER GROUP	METER ENVIRONMENT	SERVICEPLAN GERMANY, Munich	GERMANY	SERVICEPLAN GERMANY Munich	GERMANY
A07 Use of Real-time Data						
GREEN LIGHT SIGNAL	NATIONAL GRID	NATIONAL GRID	EDELMAN UK, London	UNITED KINGDOM	EDELMAN UK London	UNITED KINGDOM