

Title	Advertiser/Client	Product/Service	Entrant Company	Country
<b>A01 Creative Data Enhancement</b>				
RETAIL THERAPY	IKEA	FURNITURE	ÅKESTAM HOLST, Stockholm	SWEDEN
<b>A02 Data-Driven Targeting</b>				
SBERBANK NEIGHBORHOODS	SBERBANK	LOANS FOR SMALL BUSINESSES	SBERBANK OF RUSSIA, Moscow	RUSSIA
<b>A03 Data Driven Consumer Product</b>				
YOURNALIST	EITB - EUSKAL IRRATI TELEBISTA	YOURNALIST	THE CYRANOS/McCANN, Barcelona	SPAIN
<b>A04 Data Storytelling</b>				
ALL THAT WE SHARE	TV2	TV2	&CO, Copenhagen	DENMARK
TAHRA'S WORKOUT	WERELDSOLIDARITEIT	CLEANE KLEREN	BOONDOGGLE, Leuven	BELGIUM
SEARCHING FOR SYRIA	GOOGLE	GOOGLE	R/GA LONDON	UNITED KINGDOM
YOURNALIST	EITB - EUSKAL IRRATI TELEBISTA	YOURNALIST	THE CYRANOS/McCANN, Barcelona	SPAIN
<b>A05 Data Visualisation</b>				
EDUCYCLE - CLIMATE CHANGE GAMIFIED	NESTE	RENEWABLES	TBWAHELINSINKI	FINLAND
PIQUENTUM ST. VITAL 12/13/14 COLLECTION	VINSKI PODRUM BUZET	PIQUENTUM ST. VITAL WINE	STUDIO SONDA, Vizinada	CROATIA
PREDICTIVE WORLD	UBISOFT	VIDEO GAMES	SID LEE, Paris	FRANCE
<b>A07 Use of Real-time Data</b>				
AIMEN	CANAL+	CANAL+	BETC, Paris	FRANCE
YOURNALIST	EITB - EUSKAL IRRATI TELEBISTA	YOURNALIST	THE CYRANOS/McCANN, Barcelona	SPAIN
<b>A09 Social Data</b>				
AIMEN	CANAL+	CANAL+	BETC, Paris	FRANCE