

DIGITAL CRAFT SHORTLIST 2016



Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Interface & Navigation (UI)				
MUSEUM IN THE CLOUD	ALL NIPPON AIRWAYS	IS JAPAN COOL?	ENJIN, Tokyo	JAPAN
NIKE NSW : SNEAKER SLAM	NIKE GREATER CHINA	NIKE SNEAKER GENEALOGY	AKQA, Shanghai	CHINA
A02 Digital Illustration				
A DOG'S STORY	MARS	PEDIGREE	COLENZO BBDO, Auckland	NEW ZEALAND
MUSEUM IN THE CLOUD	ALL NIPPON AIRWAYS	IS JAPAN COOL?	ENJIN, Tokyo	JAPAN
A03 Video / Moving Image				
MUSEUM IN THE CLOUD	ALL NIPPON AIRWAYS	IS JAPAN COOL?	ENJIN, Tokyo	JAPAN
A KIND DRONE	ENIGMO	BUYMA	DENTSU INC., Tokyo	JAPAN
NATIVE MOBILE MUSIC VIDEO	KING RECORDS	LYRICAL SCHOOL	TBWAHAKUHODO, Tokyo	JAPAN
PAPER PLANE: NO DETAIL TOO SMALL	SINGAPORE AIRLINES	SINGAPORE AIRLINES	DM2, Singapore	SINGAPORE
A04 Image Design				
MUSEUM IN THE CLOUD	ALL NIPPON AIRWAYS	IS JAPAN COOL?	ENJIN, Tokyo	JAPAN
A07 Overall Aesthetic Design				
LIFE IS ELECTRIC	PANASONIC	PANASONIC	DENTSU INC., Tokyo	JAPAN
MUSEUM IN THE CLOUD	ALL NIPPON AIRWAYS	IS JAPAN COOL?	ENJIN, Tokyo	JAPAN
MY INNER SPACE	DOUBAN.COM	DOUBAN.COM BRANDING	W, Shanghai	CHINA
B01 User Experience Design (UX)				
G?U?M PLAY	G?U?M PLAY	SUNSTAR	PARTY, Tokyo	JAPAN
SMARTPHONE POSTCARD	JAPAN POST	POSTAL SERVICE	ASATSU-DK, Tokyo	JAPAN
MUSEUM IN THE CLOUD	ALL NIPPON AIRWAYS	IS JAPAN COOL?	ENJIN, Tokyo	JAPAN
FACE TO FACE	OTSUKA PHARMACEUTICAL CO.	EDUCATION OF MENTAL DISORDERS	TOPPAN PRINTING, Tokyo	JAPAN
DIGITAL GOLDFISH SCOOPING	IMC GROUP/SAMSUNG ELECTRONICS	GALAXY S7 EDGE	TOHOKUSHINSHA FILM CORPORATION, Tokyo	JAPAN
HOLOGRAM DANCE THEATER 'CELEBRITY & YOU'	MADAME TUSSAUDS TOKYO	MADAME TUSSAUDS TOKYO	DENTSU Y&R, Tokyo	JAPAN
B04 Overall Functional Design				
TINYMOS	TINYMOS	TINYMOS ASTROPHOTOGRAPHY CAMERA	Y&R SINGAPORE	SINGAPORE
ANZ BANKER DESKTOP	ANZ	BANKING PLATFORM	ISOBAR, South Melbourne	AUSTRALIA
C02 Rich Media				
MUSEUM IN THE CLOUD	ALL NIPPON AIRWAYS	IS JAPAN COOL?	ENJIN, Tokyo	JAPAN
C03 Omni-Channel Storytelling				
HISTORY COMES ALIVE	INTEL	INTEL REALSENSE	J. WALTER THOMPSON BEIJING	CHINA
D01 Curation of Data				
THE EMOTIONAL TRAILER	MELBOURNE INTERNATIONAL FILM FESTIVAL	MELBOURNE INTERNATIONAL FILM FESTIVAL	McCANN MELBOURNE	AUSTRALIA
BRAINBAND	SAMSUNG AUSTRALIA	SAMSUNG BRAINBAND	LEO BURNETT SYDNEY	AUSTRALIA
MCNOW	McDONALD'S JAPAN	ALL PRODUCTS	TBWAHAKUHODO, Tokyo	JAPAN
D02 Data Storytelling				
THE EMOTIONAL TRAILER	MELBOURNE INTERNATIONAL FILM FESTIVAL	MELBOURNE INTERNATIONAL FILM FESTIVAL	McCANN MELBOURNE	AUSTRALIA
D03 Data Visualisation				
THE EMOTIONAL TRAILER	MELBOURNE INTERNATIONAL FILM FESTIVAL	MELBOURNE INTERNATIONAL FILM FESTIVAL	McCANN MELBOURNE	AUSTRALIA
E03 Innovative Use of Technology				
THE EMOTIONAL TRAILER	MELBOURNE INTERNATIONAL FILM FESTIVAL	MELBOURNE INTERNATIONAL FILM FESTIVAL	McCANN MELBOURNE	AUSTRALIA
MR.SNIFF	LOTTE CO.	ACUO	DENTSU INC., Tokyo	JAPAN
BRAINBAND	SAMSUNG AUSTRALIA	SAMSUNG BRAINBAND	LEO BURNETT SYDNEY	AUSTRALIA
TINYMOS	TINYMOS	TINYMOS ASTROPHOTOGRAPHY CAMERA	Y&R SINGAPORE	SINGAPORE