



Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Interface & Navigation (UI)				
GLICODE	EZAKI GLICO CO., LTD.	CORPORATE	DENTSU INC., Tokyo	JAPAN
CYBERBULLYING VACCINE	KOREA ASSOCIATION OF SCHOOL VIOLENCE VICTIMS FAMILIES	APPLICATION	INNOCEAN WORLDWIDE, Seoul	SOUTH KOREA
A02 Digital Illustration				
THROUGH THE DARK	GOOGLE	GOOGLE PLAY MUSIC	R/GA SYDNEY	AUSTRALIA
HISTORY OF THE INTERNET	YAHOO! JAPAN	YAHOO!	BIRDMAN, Tokyo	JAPAN
A03 Video / Moving Image				
THROUGH THE DARK	GOOGLE	GOOGLE PLAY MUSIC	R/GA SYDNEY	AUSTRALIA
HITOTOKI CLOCK	KING JIM CO., LTD.	HITOTOKI	DENTSU INC., Tokyo	JAPAN
5572320 / MASHUP MUSIC PLAYER	NISSIN CISCO CO., LTD.	COCONUT SABLE	DENTSU INC., Tokyo	JAPAN
GRAVITY CAT	SONY INTERACTIVE ENTERTAINMENT INC.	GRAVITY DAZE 2	HAKUHODO INC., Tokyo	JAPAN
INDUSTRIAL JP	Komatsu Spring Industrial Co., Ltd. / Asaiseisakusyo.Co.Ltd. / Shin Ei Industry	SMES IN JAPAN	DENTSU INC., Tokyo	JAPAN
ARTS SCIENCE MUSEUM: INTO THE WILD	GOOGLE, LENOVO AND WWF	LENOVO PHAB 2 PRO AND GOOGLE TANGO	MEDIAMONKS, Amsterdam	THE NETHERLANDS
A04 Image Design				
AMAZON FASHION WEEK TOKYO 2017 S/S OPENING ACT	AMAZON JAPAN G.K.	AMAZON FASHION	McCANN TOKYO	JAPAN
A05 Music / Sound Design				
INDUSTRIAL JP	7 FACTORIES COMMISSIONED THIS WORK	SMES IN JAPAN	DENTSU INC., Tokyo	JAPAN
A07 Overall Aesthetic Design				
THROUGH THE DARK	GOOGLE	GOOGLE PLAY MUSIC	R/GA SYDNEY	AUSTRALIA
MY SOLE STORY	NIKE	RUNNING	AKQA, Shanghai	CHINA
B01 User Experience Design (UX)				
GLICODE	EZAKI GLICO CO., LTD.	CORPORATE	DENTSU INC., Tokyo	JAPAN
KIBO SCIENCE 360 - A SPACE EXPERIMENT WITH GOOGLE	GOOGLE JAPAN G.K.	GOOGLE	DENTSU TEC, Tokyo	JAPAN
ELECTION IN THE DARK	YAHOO JAPAN CORPORATION	WEBSERVICE	DENTSU INC., Tokyo	JAPAN
B03 Experience Design: Multi-platform				
DRAW AND RELEASE	SAMSUNG ELECTRONICS	GALAXY S7 EDGE	DENTSU INC., Tokyo	JAPAN
B04 Overall Functional Design				
AAMI SMARTPLATES	SUNCORP	AAMI INSURANCE	OGILVY AUSTRALIA, Melbourne	AUSTRALIA
D01 Curation of Data				
GREEN LIGHT RUN	ADIDAS JAPAN	PUREBOOST	TBWA/HAKUHODO, Tokyo	JAPAN
AAMI SMARTPLATES	SUNCORP	AAMI INSURANCE	OGILVY AUSTRALIA, Melbourne	AUSTRALIA
KNOW YOU AGAIN	Baidu	BAIDU AI GLASSES FOR THE ALZHEIMER'S DISEASE	BAIDU, Beijing	CHINA
D02 Data Storytelling				
THE BILLION POINT GIVEAWAY	VELOCITY FREQUENT FLYER	VELOCITY FREQUENT FLYER POINTS	CHE PROXIMITY, Sydney	AUSTRALIA
MY SOLE STORY	NIKE	RUNNING	AKQA, Shanghai	CHINA
E01 Augmented Reality (AR)				
ARTS SCIENCE MUSEUM: INTO THE WILD	GOOGLE, LENOVO AND WWF	LENOVO PHAB 2 PRO AND GOOGLE TANGO	MEDIAMONKS, Amsterdam	THE NETHERLANDS
E02 Virtual Reality (VR)				
VRECRUITMENT	DEFENCE FORCE RECRUITING	THE AUSTRALIAN DEFENCE FORCE	HAVAS AUSTRALIA, Sydney	AUSTRALIA
E03 Innovative Use of Technology				
GLICODE	EZAKI GLICO CO., LTD.	CORPORATE	DENTSU INC., Tokyo	JAPAN
DRAW AND RELEASE	SAMSUNG ELECTRONICS	GALAXY S7 EDGE	DENTSU INC., Tokyo	JAPAN
ARTS SCIENCE MUSEUM: INTO THE WILD	GOOGLE, LENOVO AND WWF	LENOVO PHAB 2 PRO AND GOOGLE TANGO	MEDIAMONKS, Amsterdam	THE NETHERLANDS
E04 Technological Achievement in Digital Craft				
THROUGH THE DARK	GOOGLE	GOOGLE PLAY MUSIC	R/GA SYDNEY	AUSTRALIA
ARTS SCIENCE MUSEUM: INTO THE WILD	GOOGLE, LENOVO AND WWF	LENOVO PHAB 2 PRO AND GOOGLE TANGO	MEDIAMONKS, Amsterdam	THE NETHERLANDS