

Title	Brand	Product/Service	Entrant Company	Location	Idea Creation Company	Location
A01 Innovative Technology						
SAMSUNG FASTFRAME	SAMSUNG	SAMSUNG FASTFRAME	CHEIL WORLDWIDE, Amsterdam	THE NETHERLANDS	CHEIL WORLDWIDE Amsterdam	THE NETHERLANDS
A02 Applied Innovation						
FELLINI FORWARD	CAMPARI GROUP	CAMPARI RED DIARIES	WUNDERMAN THOMPSON, Milan	ITALY	WUNDERMAN THOMPSON Milan	ITALY
FINGERSPELLING WITH MACHINE LEARNING	AMERICAN SOCIETY FOR DEAF CHILDREN	FINGERSPELLING	HELLO MONDAY, Aarhus	DENMARK	HELLO MONDAY Aarhus	DENMARK
A04 Early-stage Technology						
DOT GO. THE FIRST CUSTOMIZABLE OBJECT RECOGNITION APP FOR THE VISUALLY IMPAIRED.	DOT	DOT GO	SERVICEPLAN GERMANY, Munich	GERMANY	SERVICEPLAN GERMANY Munich	GERMANY
A05 Brand Strategy & Experience						
JOYTOPIA	BMW AG	BRAND COMMUNICATION	JUNG VON MATT, Hamburg	GERMANY	JUNG VON MATT Hamburg	GERMANY