

# SHORTLIST 2022

## Design



Title	Brand	Product / Service	Entrant Company	Location
<b>A01 Creation of a new Brand Identity</b>				
TOKYO 2020 LOOK OF THE GAMES	THE TOKYO ORGANISING COMMITTEE OF THE OLYMPIC AND PARALYMPIC GAMES	OLYMPICS/PARALYMPICS	DENTSU INC. Tokyo	JAPAN
<b>A02 Rebrand / Refresh of an existing Brand</b>				
A-LEAGUES - BRAND	A LEAGUES	A LEAGUES	R/GA Sydney	AUSTRALIA
<b>B01 Books</b>				
BOOK OF LIMBO	BELONG	BELONG MOBILE AND INTERNET	HOWATSON + COMPANY Sydney	AUSTRALIA
THE BIRDS & THE BEES	UNITED NATIONS DEVELOPMENT PROGRAMME	THE BIRDS & THE BEES	WUNDERMAN THOMPSON Melbourne	AUSTRALIA
<b>B02 Publications &amp; Brand Collateral</b>				
CREATIVE FILTRATION	NIKKEI INC.	THE HOSHI AWARDS FOR SCIENTIFIC IMAGINATION IN LITERATURE	DENTSU INC. Tokyo	JAPAN
GFNW NEWSPAPER	NETFLIX /BRAVO! STUDIOS / GMM STUDIOS INTERNATIONAL	SERIES	SOUR BANGKOK	THAILAND
<b>B03 Posters</b>				
FLAVOUR OF HOME	SUSHI SEI	SUSHI SEI JAPANESE RESTAURANT	HAKUHODO INDONESIA Jakarta	INDONESIA
ABANDONED STATIONS	VOLKSWAGEN	VOLKSWAGEN	CHEIL Hong Kong	HONG KONG
CONNECT WITH THE FOUNDATION.	TOKAI POLYTECHNIC COLLEGE	TOKOSEN	DENTSU INC. Tokyo	JAPAN
<b>C01 Digital &amp; Interactive Design</b>				
SLOW ROAD	JEJU TOURISM ORGANIZATION	SLOW ROAD	CHEIL WORLDWIDE Seoul	SOUTH KOREA
LITTLE BIG E-MOTION	HYUNDAI MOTOR GROUP	LITTLE BIG E-MOTION	INNOCEAN WORLDWIDE Seoul	SOUTH KOREA
DISEASE DILEMMAS	GARVAN INSTITUTE OF MEDICAL RESEARCH	GENOMICS RESEARCH	BWM ISOBAR Sydney	AUSTRALIA
LIONS GOOD NEWS 2020	NIKKEI INC.	NEWSPAPER	PR CONSULTING DENTSU INC. Tokyo	JAPAN
<b>D01 Retail Environment &amp; Experience Design</b>				
LIFE PLATE	ECOFLOW	LIFE PLATE	DENTSU INC. Tokyo	JAPAN
GUESS WHICH BOOK IS IT?	YAN JI YOU BOOKSTORE	YAN JI YOU BOOKSTORE	THE NINE Shanghai	CHINA
<b>D02 Point of Sales, Consumer Touchpoints &amp; In-store Collateral</b>				

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GUILTY FREE FESTIVAL	CENTRAL DEPARTMENT STORE	CENTRAL MIDNIGHT SALE	WOLF Bangkok	THAILAND
GUESS WHICH BOOK IS IT?	YAN JI YOU BOOKSTORE	YAN JI YOU BOOKSTORE	THE NINE Shanghai	CHINA
D03 Events Storytelling				
LITTLE BIG E-MOTION	HYUNDAI MOTOR GROUP	LITTLE BIG E-MOTION	INNOCEAN WORLDWIDE Seoul	SOUTH KOREA
THE UNFILTERED HISTORY TOUR	VICE WORLD NEWS	VICE WORLD NEWS	DENTSU WEBCHUTNEY Bengaluru	INDIA
D04 Spatial & Sculptural Exhibitions and Experiences				
THE UNFILTERED HISTORY TOUR	VICE WORLD NEWS	VICE WORLD NEWS	DENTSU WEBCHUTNEY Bengaluru	INDIA
GUESS WHICH BOOK IS IT?	YAN JI YOU BOOKSTORE	YAN JI YOU BOOKSTORE	THE NINE Shanghai	CHINA
E01 Consumer Goods				
EATQUAL	MCDONALD'S	MCDONALD'S	DDB MUDRA Mumbai	INDIA
PACKAGE FOR JAPANESE SHRIMP CRACKERS	KEISHINDO	EBIZUKUSHI(ALL TYPES OF SHRIMP CRACKERS)	KEISHINDO Nagoya	JAPAN
E02 Beauty / Healthcare				
THE DISSOLVING BOTTLE	THE NATURALE MARKET	THE DISSOLVING BOTTLE	BBDO GUERRERO Makati City	THE PHILIPPINES
F01 Consumer Products				
AIR PADDING	PARACOSM STUDIO	AIR PADDING	INNOCEAN WORLDWIDE Seoul	SOUTH KOREA
F02 Environmental / Social Impact				
AIR PADDING	PARACOSM STUDIO	AIR PADDING	INNOCEAN WORLDWIDE Seoul	SOUTH KOREA
EATQUAL	MCDONALD'S	MCDONALD'S	DDB MUDRA Mumbai	INDIA
ONE HOUSE TO SAVE MANY	SUNCORP BRAND	ONE HOUSE	LEO BURNETT Sydney	AUSTRALIA
THE DISSOLVING BOTTLE	THE NATURALE MARKET	THE DISSOLVING BOTTLE	BBDO GUERRERO Makati City	THE PHILIPPINES
SOCIAL DISTANCING PRAYER MAT	DETTOL	DETTOL	BBDO PAKISTAN Lahore	PAKISTAN
F03 Innovative solutions				
AIR PADDING	PARACOSM STUDIO	AIR PADDING	INNOCEAN WORLDWIDE Seoul	SOUTH KOREA