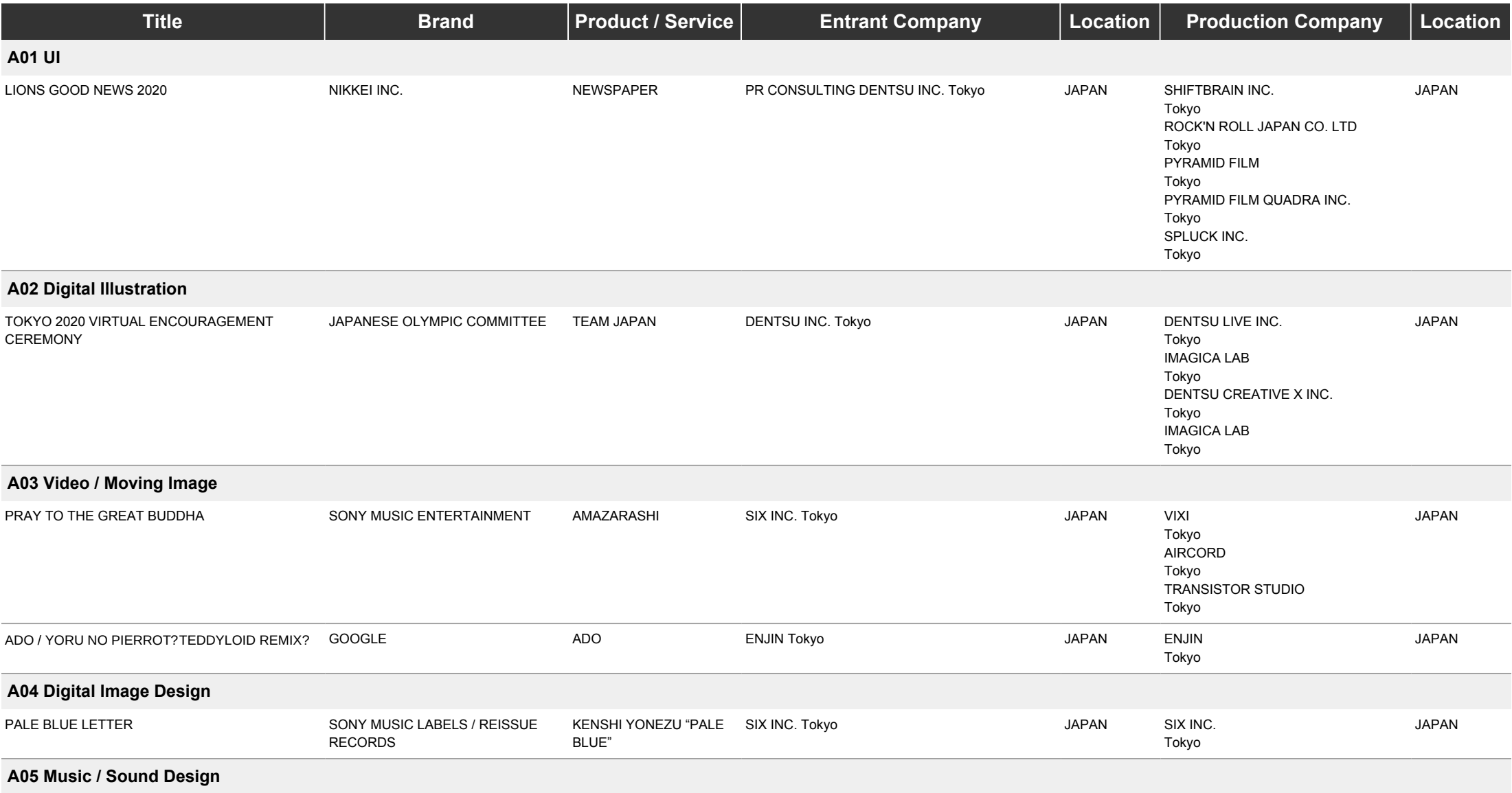


Digital Craft



Title	Brand	Product / Service	Entrant Company	Location	Production Company	Location
PERFORMANCE ENHANCING MUSIC	SAMSUNG	SAMSUNG	CHE PROXIMITY Sydney	AUSTRALIA	REVOLVER Sydney RESONANCE - SONIC BRANDING Sydney BIG SYNC MUSIC Sydney	AUSTRALIA
B01 UX & Journey Design						
SAMSUNG - ITEST	SAMSUNG	SAMSUNG OS	TRIBAL AOTEAROA Auckland	NEW ZEALAND	TRIBAL AOTEAROA Auckland	NEW ZEALAND
B02 Native & Built-in Feature Integration						
LAY'S CRISPY SUBTITLES	LAY'S-PEPSICO	LAY'S POTATO CHIPS	HAPPINESS SAIGON / AN FCB ALLIANCE Ho Chi Minh City	VIETNAM	HAPPINESS SAIGON / AN FCB ALLIANCE Ho Chi Minh City	VIETNAM
B05 Websites / Microsites						
SAMSUNG - ITEST	SAMSUNG	SAMSUNG OS	TRIBAL AOTEAROA Auckland	NEW ZEALAND	TRIBAL AOTEAROA Auckland	NEW ZEALAND
LIONS GOOD NEWS 2020	NIKKEI INC.	NEWSPAPER	PR CONSULTING DENTSU INC. Tokyo	JAPAN	SHIFTBRAIN INC. Tokyo ROCK'N ROLL JAPAN CO. LTD Tokyo PYRAMID FILM Tokyo PYRAMID FILM QUADRA INC. Tokyo SPLUCK INC. Tokyo	JAPAN
C02 Data Storytelling						
LITTLE BIG E-MOTION	HYUNDAI MOTOR GROUP	LITTLE BIG E-MOTION	INNOCEAN WORLDWIDE Seoul	SOUTH KOREA	INNOCEAN WORLDWIDE Seoul PLANIT PRODUCTION Seoul	SOUTH KOREA
D01 New Realities & Voice Activation						
LAY'S CRISPY SUBTITLES	LAY'S-PEPSICO	LAY'S POTATO CHIPS	HAPPINESS SAIGON / AN FCB ALLIANCE Ho Chi Minh City	VIETNAM	HAPPINESS SAIGON / AN FCB ALLIANCE Ho Chi Minh City	VIETNAM
D02 Innovative Use of Technology						
HI TOILET	THE NIPPON FOUNDATION	PUBLIC TOILET	TBWA\HAKUHODO INC. Tokyo	JAPAN	BIRDMAN Tokyo	JAPAN
YAKUSHIMA TREASURE ANOTHER LIVE FROM YAKUSHIMA	YAKUSHIMA TREASURE	ONLINE LIVE EXPERIENCE	DENTSU CREATIVE X INC. Tokyo	JAPAN	DENTSU CRAFT TOKYO DENTSU CREATIVE X INC. Tokyo	JAPAN

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PERFORMANCE ENHANCING MUSIC	SAMSUNG	SAMSUNG	CHE PROXIMITY Sydney	AUSTRALIA	REVOLVER Sydney RESONANCE - SONIC BRANDING Sydney BIG SYNC MUSIC Sydney	AUSTRALIA
SHIBUYA VIRTUAL CITY	AU BY KDDI, FUTURE DESIGN SHIBUYA	SHIBUYA CITY, KDDI	GEOMETRY OGILVY JAPAN Tokyo	JAPAN	CLUSTER Tokyo	JAPAN