

# INNOVATION SHORTLIST 2016



Title	Advertiser/Client	Product/Service	Entrant Company	Country
<b>A01 Innovative Technology</b>				
NO SALT RESTAURANT	ISHII CLINIC	ELECTRO 'SALT-FLAVOURED' FORK	J. WALTER THOMPSON JAPAN, Tokyo	JAPAN
DOT. THE FIRST BRAILLE SMARTWATCH	DOT INCORPORATION	DOT WATCH	SERVICEPLAN KOREA, Seoul	SOUTH KOREA
BRAINBAND	SAMSUNG AUSTRALIA	SAMSUNG BRAINBAND	LEO BURNETT SYDNEY	AUSTRALIA
<b>A02 Creative Innovation</b>				
MOTOREPELLENT: SAVING LIVES ONE RIDE AT A TIME	DUANG PRATEEP FOUNDATION	MOTOREPELLENT	BBDO BANGKOK	THAILAND
+ MET PROJECT	TANIZAWA SEISAKUSHO	+ MET PROJECT (POT / LAMP)	J. WALTER THOMPSON JAPAN, Tokyo	JAPAN
LANDCRUISER EMERGENCY NETWORK	TOYOTA MOTOR CORPORATION AUSTRALIA	LANDCRUISER	SAATCHI & SAATCHI, Sydney	AUSTRALIA
TOUCHABLE INK	THAI SAMSUNG ELECTRONICS / THAI ASSOCIATION OF THE BLIND	TOUCHABLE INK	J. WALTER THOMPSON BANGKOK	THAILAND
M.W.	YKK AP	YKK AP	PARTY, Tokyo	JAPAN
HEARTBEAT	LEXUS AUSTRALIA	FC	M&C SAATCHI, Sydney	AUSTRALIA
OPEN ROAD PROJECT	TOYOTA	TOYOTA I-ROAD	DENTSU INC., Tokyo	JAPAN