

# ADC 96<sup>TH</sup> ANNUAL AWARDS

## GOLD – SILVER – BRONZE CUBES

BY AGENCY



### 702DESIGN / HANGZHOU

Design Book Design – Limited Edition, Private Press or Special Format Book – Single	Thomas Sauvin	XIAN	Gold
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### 72ANDSUNNY / LOS ANGELES + GOOGLE BRAND STUDIO / MOUNTAIN VIEW + HECHO EN 72 / LOS ANGELES

Integrated Integrated – Integrated – Campaign	Google	Year In Search 2016	Silver
Advertising Press – Magazine – Campaign	Google	Year In Search 2016 – Time Magazine Prints	Silver
Advertising Press – Magazine – Campaign	Google	Year In Search 2016 – The New Yorker Magazine Prints	Bronze
Advertising Press – Magazine – Campaign	Google	Year In Search 2016 – The Week Magazine Prints	Bronze

### AFRICA / SÃO PAULO + PBA CINEMA/ PRODUTORA ASSOCIADOS / SÃO PAULO + BIG FOOTE / SÃO PAULO

Design Book Design – Limited Edition, Private Press or Special Format Book – Single	ESPN	Kobe's Rules Book	Gold
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### AIRBNB / SAN FRANCISCO

Digital Apps – Lifestyle – Single	Airbnb	The New Airbnb App	Bronze
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### AKESTAM HOLST NOA / STOCKHOLM

Digital Digital Experiences – Installation – Single	Apotek Hjärtat	The Coughing Billboard	Bronze
Digital Interactive – E-Commerce Site – Single	IKEA	IKEA Retail Therapy	Bronze

### AKQA / LONDON

Digital Apps – Sports – Single	Nike Football	Nike Football Pro Genius	Bronze
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### AKQA / NEW YORK + MASSIVEMUSIC / NEW YORK

Digital Craft in Digital – Use of Technology – Single	AKQA	The Snow Fox	Bronze
Digital Apps – Education / Reference – Single	AKQA	The Snow Fox	Bronze

### AKQA / SAN FRANCISCO + ACTIVISION / SANTA MONICA

Digital Digital Experiences – Guerrilla / Stunts – Single	Activision	Hostile Takeover	Gold
Digital Interactive – Games for Web or Social Media – Single	Activision	Hostile Takeover	Bronze

### ALEX TROCHUT / NEW YORK + PENGUIN ART GROUP / NEW YORK

Design Book Design – Book Jacket – Series	Penguin Classics	Penguin Galaxy	Bronze
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### ALMAPBBDO / SÃO PAULO

Advertising Press – Newspaper – Campaign	Getty Images	Endless Possibilities	Gold
Advertising Out of Home – Posters – Campaign	Getty Images	Endless Possibilities	Bronze
Integrated Integrated – Integrated – Campaign	Getty Images	Endless Possibilities	Bronze
Advertising Out of Home – Posters – Campaign	Visa	Flags	Bronze

### ARNOLD WORLDWIDE / BOSTON

Design Photography – Products / Commercial – Series	CenturyLink	Couch Chameleons	Bronze
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### ART BRIDGE – QUAD GROUP / PARIS + SONY MUSIC / PARIS

Motion Motion – Music Video – Single	Sony Music	Jain "Makeba"	Silver
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### AUTOMATICO STUDIO / LAUSANNE

Design Posters – Print or Electronic Billboards – Series	Grundeinkommen Schweiz	Basic income campaign	Silver
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### BBDO / DUESSELDORF

Advertising Art Direction – Press / Print Advertising – Campaign	PepsiCo Deutschland	Pepsi Light – Iconic Moments	Gold
Design Photography – Products / Commercial – Series	PepsiCo Deutschland	Pepsi Light – Iconic Moments	Gold
Advertising Art Direction – Poster Advertising – Campaign	PepsiCo Deutschland	Pepsi Light – Iconic Moments	Silver
Advertising Press – Newspaper – Campaign	PepsiCo Deutschland	Pepsi Light – Iconic Moments	Silver
Advertising Out of Home – Print or Electronic Billboards – Campaign	PepsiCo Deutschland	Pepsi Light – Iconic Moments	Silver
Advertising Out of Home – Posters – Campaign	PepsiCo Deutschland	Pepsi Light – Iconic Moments	Silver
Design Posters – Print or Electronic Billboards – Series	PepsiCo Deutschland	Pepsi Light – Iconic Moments	Silver

### BBDO / NEW YORK

Digital Interactive – 360 Video – Single	Lowe's	Made in a Minute	Silver
Advertising Television / Film / Online Video Commercials – Public Service / Non-Profit – Single	Sandy Hook Promise	Evan	Gold
Advertising Branded Content & Entertainment – Online Video – Short Form – Single	Sandy Hook Promise	Evan	Silver
Advertising Craft in Video – Direction – Single	Sandy Hook Promise	Evan	Bronze
Advertising Craft in Video – Editing – Single	Sandy Hook Promise	Evan	Bronze

### BEDOW / STOCKHOLM

Design Branding – Logo – Single	Terri Timely	Identity for California director duo Terri Timely	Silver
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### BEIJING SHOWCITYTIMES ENTERTAINMENT / BEIJING + OUTERSPACE / TAIPEI

Motion Motion – Music Video – Single	Beijing Showcitytimes Entertainment	Dust My Shoulders Off	Bronze
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### BETC / PARIS

Digital Craft in Digital – Content Strategy – Single	Addict Aide	Like my addiction	Gold
Digital Digital Experiences – Guerrilla / Stunts – Single	Addict Aide	Like my addiction	Bronze
Advertising Craft in Video – Special Effects – Single	Canal	Kitchen	Bronze

### BETC / PARIS + BETC DIGITAL / PARIS

Digital Interactive – Campaign Site – Single	UBISOFT	End of society simulator	Bronze
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### BITO / TAIPEI

Motion Craft in Motion – Motion Graphics – Single	Taiwan Design Center	Golden Pin Design Award 2016 Opening	Bronze
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### BLOOMBERG LP / NEW YORK

Motion Motion – Television Identities / Teasers – Campaign	Bloomberg LP	Bloomberg "By The Numbers" brand promos	Bronze
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### BOOOOOOOM / VANCOUVER + PATRICK DOYON / MONTREAL

Design Illustration – Motion – Single	Red Bull Music Academy	The Junction – Chilly Gonzales & Peaches	Silver
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### BUCK / LOS ANGELES + THE BUTLER BROS / AUSTIN

Motion Craft in Motion – Animation / Animated Logo – Single	Clif Bar Family Foundation	Seed Matters	Silver
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### BUCK / NEW YORK + HULK LIMBO / NEW YORK

Motion Motion – Title Sequences – Single	Hulk Limbo	Spectacle of The Real	Silver
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### CAVALCADE / GENEVA

Design Posters – Promotional – Series	Museum of Natural History Geneva	Dinosaurs	Bronze
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### COMMONWEALTH//MCCANN / DETROIT + CARAT / DETROIT

Advertising Press – Newspaper – Single	Chevrolet	Prince Tribute	Bronze
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### DENTSU / TOKYO

Design Typography – Poster Typography – Series	Beatink / Opal	CannesCreativity Through Machine Intelligence: A Conversation with Brian Eno	Bronze
Design Posters – Print or Electronic Billboards – Series	Beatink / Opal	CannesCreativity Through Machine Intelligence: A Conversation with Brian Eno	Bronze
Design Branding – Branding Systems / Corporate Identity for Print – Series	Dentsu and Ministry of Education of The People's Republic of China	New Structure	Bronze
Design Posters – Public Service / Non-Profit – Series	Dentsu and Ministry of Education of The People's Republic of China	New Structure	Bronze
Design Posters – Promotional – Series	East Japan Railway Company	Get Back, Tohoku.	Gold
Advertising Out of Home – Posters – Campaign	East Japan Railway Company	Get Back, Tohoku.	Silver
Design Photography – Travel / Tourism – Series	East Japan Railway Company	Get Back, Tohoku.	Silver
Motion Craft in Motion – Motion Graphics – Single	Nikkei	An Experiment of the Imagination	Silver
Integrated Integrated – Integrated – Campaign	Panasonic Corporation	Life is electric	Silver
Digital Interactive – Campaign Site – Single	Panasonic Corporation	Life is electric	Bronze
Design Branding – Branding Systems / Corporate Identity for Print – Series	Take Physical Conditioning	Take Physical Conditioning Gym	Silver
Design Posters – Point of Purchase – Series	Take Physical Conditioning	Take Physical Conditioning Gym	Bronze
Design Illustration – Posters – Series	Yoshida Hideo Memorial Foundation / Advertising Museum Tokyo	Another Mountain	Silver
Design Posters – Promotional – Series	Yoshida Hideo Memorial Foundation / Advertising Museum Tokyo	Another Mountain	Bronze

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### DENTSU / TOKYO + BIRDMAN / TOKYO + DLX / TOKYO

Digital Interactive – Websites – Single	Conservation International Japan	Donate 4 Birds   The New Ecosystem	Bronze
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### DENTSU / TOKYO + DENTSU CREATIVE X / TOKYO

Motion Motion – Music Video – Campaign	YUKI Precision Komatsu Spring Industrial / Asaiseisakusyo / Shin Ei Industry / Sakamoto Factory / Goko Hatsujo / Iwasahaguruma	Industrial JP	Bronze
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### DENTSU / TOKYO + GOOGLE ZOO / TOKYO + COCONOE / OKAYAMA + BIRDMAN / TOKYO

Digital Apps – Education / Reference – Single	Ezaki Glico	Glicode	Bronze
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### DENTSU / TOKYO + J2 COMPLEX / TOKYO + AMANA / TOKYO + DENTSU ON DEMAND GRAPHIC / TOKYO

Design Posters – Public Service / Non-Profit – Series	Dentsu Advertising Awards Selection Council	The Study of Human Being	Bronze
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### DENTSU / TOKYO + MORI / TOKYO

Design Branding – Branding Systems / Corporate Identity for Print – Series	Honda Motor Company	Honda. Great Journey.	Bronze
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### DENTSU / TOKYO + TOHOKUSHINSHA FILM CORPORATION / TOKYO + DIGITAL EGG / TOKYO + MELODY PUNCH / TOKYO

Motion Craft in Motion – Motion Graphics – Single	Nihon University College of Art	New Angle, New World.	Silver
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### DENTSU / TOKYO + TYO DRIVE / TOKYO

Digital Craft in Digital – Art Direction Single	Panasonic Corporation	Life is electric	Bronze
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### DENTSU / TOKYO + YAHOO JAPAN / TOKYO + TAKI / TOKYO + AMANA / TOKYO

Advertising Art Direction – Poster Advertising – Single	Yahoo Japan	History of the Internet	Gold
Design Posters – Print or Electronic Billboards – Single	Yahoo Japan	History of the Internet	Bronze
Design Illustration – Posters – Single	Yahoo Japan	History of the Internet	Bronze

### DESIGN ARMY / WASHINGTON D.C.

Design Editorial – Magazine Full Issue – Series	Maryland Institute College of Art	Commotion Magazine	Bronze
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### EDELMAN / SAN FRANCISCO

Digital Interactive – Games for Web or Social Media – Single	Adobe	Adobe Photoshop – There's Magic Inside	Silver
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### ELASTIC / SANTA MONICA

Motion Motion – Title Sequences – Single	HBO	Westworld	Gold
Motion Motion – Title Sequences – Single	Netflix	The Crown	Bronze

### EUPHRATES / TOKYO + NHK / TOKYO + NHK EDUCATIONAL / TOKYO

Motion Craft in Motion – Direction – Single	NHK (Japan Broadcasting Corporation)	The Adventures of Bi-suke Marbles	Bronze
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### FACTORY / LONDON + STINK / LONDON + DON'T PANIC / LONDON

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Advertising Television / Film / Online Video Commercials – Public Service / Non-Profit – Single	Save The Children	Still The Most Shocking Second A Day	Gold
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### FCB / CHICAGO

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Advertising Art Direction – Poster Advertising – Campaign	The Boeing Company	Flypaper	Bronze
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### GIANT ANT / VANCOUVER

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Design Illustration – Motion – Single	Costa Sunglasses	Fix Florida	Bronze
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### GOODBY SILVERSTEIN & PARTNERS / SAN FRANCISCO + ANONYMOUS CONTENT / LOS ANGELES + STITCH / SANTA MONICA

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Advertising Promotional Materials – Dimensional – Single	Tostitos	The Breathalyzer Bag	Bronze
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### GOODBY SILVERSTEIN & PARTNERS / SAN FRANCISCO + ELEVEL / SAN FRANCISCO

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Design Posters – Public Service / Non-Profit – Series	Tipping Point Community	Poverty Line Prices	Gold
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### GOODBY SILVERSTEIN & PARTNERS / SAN FRANCISCO + ELLE COMMUNICATIONS / LOS ANGELES + RALLY / SAN FRANCISCO + ELEVEL / SAN FRANCISCO

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Digital Apps – GPS / Location Technology – Single	Rock the Vote	Election FM	Bronze
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### GOODBY SILVERSTEIN & PARTNERS / SAN FRANCISCO + EMOTION STUDIOS / SAUSALITO + ELEVEL / SAN FRANCISCO

Digital Interactive – Websites – Single	Adobe	Make a Masterpiece	Gold
Digital Craft in Digital – Art Direction Single	Adobe	Make a Masterpiece	Bronze

### GOODBY SILVERSTEIN & PARTNERS / SAN FRANCISCO + EMOTION STUDIOS / SAUSALITO + ELEVEL / SAN FRANCISCO + MEDIAMONKS / LOS ANGELES

Advertising Art Direction – Digital – Single	Adobe	Make a Masterpiece	Silver
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### GOODBY SILVERSTEIN & PARTNERS / SAN FRANCISCO + MEDIAMONKS / LOS ANGELES + TRIGGR&BLOOM / LOS ANGELES

Digital Interactive – Interactive Film – Single	Doritos	Multi-Screen Music Video	Bronze
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### GOODBY SILVERSTEIN & PARTNERS / SAN FRANCISCO + PRETTYBIRD / CULVER CITY + CUT + RUN / SAN FRANCISCO

Advertising Television / Film / Online Video Commercials – Television Commercial Under USD\$100K – Campaign	The Hunting Ground C/O Chain Camera Pictures	Unacceptable Acceptance Letters	Bronze
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### GOOGLE CREATIVE LAB / LONDON + FRAMESTORE / LONDON + PARTNER MUSEUM UK: NATURAL HISTORY MUSEUM / LONDON + PARTNER MUSEUM DE: MUSEUM FÜR NATURKUNDE / BERLIN

Digital Interactive – Augmented Reality / Virtual Reality – Single	Google Arts & Culture	Back to Life in Virtual Reality: Rhomaleosaurus & Giraffatitan	Gold
Digital Craft in Digital – Use of Technology – Single	Google Arts & Culture	Back to Life in Virtual Reality: Rhomaleosaurus & Giraffatitan	Gold

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#### GRETEL / NEW YORK + VICELAND / BROOKLYN

Design Branding – Branding Systems & Identities for Television / Film / Online Networks – Series	Vice	Viceland	Gold
Motion Motion – Television Identities / Teasers – Single	Vice	Viceland	Silver

#### GREY / SAN FRANCISCO + NORTON BY SYMANTEC / MOUNTAIN VIEW + HELO / LOS ANGELES + BEAST / SAN FRANCISCO

Advertising Branded Content & Entertainment – Online Video – Long Form – Single	Norton by Symantec	Most Dangerous Town On The Internet	Bronze
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#### GSD&M / AUSTIN

Advertising Craft in Writing – Broadcast for TV / Film / Video – Single	Avocados from Mexico	Secret Society	Silver
Advertising Television / Film / Online Video Commercials – Online Commercial – Single	Avocados from Mexico	Secret Society	Silver

#### HAKUHODO / TOKYO

Design Branding – Branding Systems / Corporate Identity f or Print – Series	Kappa Create	Modern Pop Sushi	Bronze
Design Posters – Promotional – Series	RC Corp. France-Japon	The Washi Lingerie Poster	Gold

#### HEIMAT / BERLIN

Digital Craft in Digital – Sound Design – Single	Hornbach	The First Analog Webstore	Gold
Digital Interactive – Websites – Single	Hornbach	The First Analog Webstore	Silver
Advertising Pop-Ups – Stunts / Guerrilla – Single	Legacy Berlin	#Paintback	Bronze

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#### HEIMAT / BERLIN + PARTIZAN / BERLIN + LOFT STUDIOS / BERLIN

Advertising Craft in Video – Cinematography – Single	Hornbach	You're Alive - Do You Remember?	Bronze
Advertising Television / Film / Online Video Commercials – Film Commercial – Single	Hornbach	You're Alive - Do You Remember?	Bronze

#### IYAMADESIGN / TOKYO

Design Environmental – Retail / Restaurant / Office – Single	Kamoi kakoshi	mt x vitra	Bronze
Design Environmental – Retail / Restaurant / Office – Series	Kamoi kakoshi	mt ex 3331	Silver

#### LA COMUNIDAD / BUENOS AIRES

Advertising Art Direction – Press / Print Advertising – Campaign	Ferrero Rocher, Argentina Group	3 Pretty Playful Minutes	Silver
Design Illustration – Press – Series	Ferrero Rocher, Argentina Group	3 Pretty Playful Minutes	Silver

#### LEO BURNETT / BEIRUT

Advertising Pop-Ups – Stunts / Guerrilla – Single	KAFA (enough) Violence & Exploitation	Kafa "Legally Bride"	Silver
Advertising Branded Content & Entertainment – Online Video – Short Form – Single	KAFA (enough) Violence & Exploitation	Kafa "Legally Bride"	Bronze
Advertising Television / Film / Online Video Commercials – Public Service / Non-Profit – Single	KAFA (enough) Violence & Exploitation	Kafa "Legally Bride"	Bronze

#### LEO BURNETT / CHICAGO

Advertising Pop-Ups – Events – Single	Art Institute of Chicago	Van Gogh BnB	Gold
Advertising Pop-Ups – Installations – Single	Art Institute of Chicago	Van Gogh BnB	Gold
Advertising Pop-Ups – Immersive – Single	Art Institute of Chicago	Van Gogh BnB	Gold

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### LEO BURNETT / MADRID + RCR / MADRID

Digital Interactive – Interactive Film – Single	Loterias y Apuestas del Estado	December 21st	Silver
Integrated Integrated – Integrated – Campaign	Loterias y Apuestas del Estado	December 21st	Bronze

### LEO BURNETT / SYDNEY

Digital Apps – GPS / Location Technology – Single	Samsung Australia	Pocket Patrol	Silver
Digital Interactive – Innovation – Single	Samsung Australia	Pocket Patrol	Bronze

### LEO BURNETT / TORONTO

Design Product Design – Specialty Product / Wildcard – Series	IKEA	IKEA: Cook This Page	Gold
Advertising Promotional Materials – Flat – Campaign	IKEA	IKEA: Cook This Page	Silver
Design Promotional – Booklet / Brochure / Catalog & Press Promotional Kit – Series	IKEA	IKEA: Cook This Page	Silver
Advertising Out of Home – Point of Purchase – Campaign	IKEA	IKEA: Cook This Page	Bronze

### LEO BURNETT GERMANY / FRANKFURT

Design Photography – Products / Commercial – Series	Fiat Professional	Hate Going Twice	Bronze
Motion Motion – Innovation – Single	Frankfurt Zoo	Holoquarium	Gold
Design Promotional – Wildcard – Single	Reporters Without Borders	Latest news from Turkey	Silver
Design Product Design – Specialty Product / Wildcard – Single	Reporters Without Borders	Latest news from Turkey	Silver
Digital Craft in Digital – Use of Technology – Single	Samsung	Design your time	Bronze

### LG2 / TORONTO

Digital Craft in Digital – Copywriting for Digital – Single	Rethink Breast Cancer	The Give-A-Care Collection	Bronze
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### MARCEL / PARIS

Advertising Promotional Materials – Point of Purchase Display – Single	Intermarché	Sugar Detox	Bronze
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### MCCANN / NEW YORK

Advertising Branded Content & Entertainment – Online Video – Short Form – Single	The Brady Campaign	Toddlers Kill	Silver
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### MCCANN / NEW YORK + 1STAVEMACHINE / NEW YORK

Advertising Promotional Materials – Dimensional – Single	Godiva	The Box that Keeps Giving	Bronze
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### MCCANN / NEW YORK + FRAMESTORE / NEW YORK

Advertising Pop-Ups – Events – Single	Lockheed Martin	The Field Trip to Mars	Gold
Advertising Pop-Ups – Immersive – Single	Lockheed Martin	The Field Trip to Mars	Gold
Digital Interactive – Augmented Reality / Virtual Reality – Single	Lockheed Martin	The Field Trip to Mars	Gold
Digital Interactive – Innovation – Single	Lockheed Martin	The Field Trip to Mars	Gold
Digital Craft in Digital – Use of Technology – Single	Lockheed Martin	The Field Trip to Mars	Gold
Digital Digital Experiences – Installation – Single	Lockheed Martin	The Field Trip to Mars	Gold
Digital Digital Experiences – Event – Single	Lockheed Martin	The Field Trip to Mars	Gold
Digital Digital Experiences – Responsive Environments – Single	Lockheed Martin	The Field Trip to Mars	Gold
Advertising Pop-Ups – Installations – Single	Lockheed Martin	The Field Trip to Mars	Silver
Motion Motion – Innovation – Single	Lockheed Martin	The Field Trip to Mars	Silver
Digital Craft in Digital – Art Direction Single	Lockheed Martin	The Field Trip to Mars	Bronze

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### MCCANN / NEW YORK + TOOL OF NORTH AMERICA / NEW YORK + SPOT WELDERS / NEW YORK + COMPANY 3 / NEW YORK

Advertising Craft in Writing – Broadcast for TV / Film / Video – Campaign	Girls Who Code	Girls Can't Code	Bronze
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### MCCANN / TOKYO + TYO, TYO DRIVE / TOKYO + WOW / TOKYO

Design Environmental – Museums / Gallery Installation – Single	Amazon Japan	Amazon Fashion Week Tokyo 2017 S/S Opening Act	Gold
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### MOTH / LONDON + CNN / LONDON

Motion Craft in Motion – Animation / Animated Logo – Single	CNN	Color Scope – Blue	Bronze
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### NEW YORK MAGAZINE / NEW YORK

Design Photography – Portraiture – Series	New York Magazine	Issue 20(16): Eight Years in Obama's America	Silver
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### OSBORNE ROSS / LONDON + ROYAL MAIL GROUP / LONDON

Design Promotional – Wildcard – Single	Royal Mail Group	Animail Stamps	Bronze
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### OUCHHH NEW MEDIA AGENCY / ISTANBUL

Design Environmental – Museums / Gallery Installation – Single	Ouchhh New Media Agency	AVA V2 / Particle Physics Scientific Installation	Silver
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### PONCE / BUENOS AIRES

Advertising Television / Film / Online Video Commercials – Television Commercial – Campaign	Unilever	Nicknames	Bronze
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### PREACHER / AUSTIN + WILD / VIENNA

Digital Interactive – Campaign Site – Single	Squarespace	Playing Lynch	Gold
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### R/GA / BUENOS AIRES

Digital Interactive – Augmented Reality / Virtual Reality – Single	PowerChair Football Argentina	VR Power Trainer	Silver
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### R/GA / NEW YORK

Advertising Art Direction – Digital – Single	Samsung	ANTidiaRy	Bronze
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Design Editorial – Public Service / Non-Profit – Series	The Ad Council	We Are America	Silver
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Design Posters – Public Service / Non-Profit – Series	The Ad Council	We Are America	Silver
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### R/GA / SYDNEY

Digital Interactive – Interactive Film – Single	Google	Playing with Fire	Bronze
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Digital Interactive – Interactive Film – Single	Google	Through the Dark	Gold
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Digital Craft in Digital – Art Direction Single	Google	Through the Dark	Silver
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### ROKKAN / LOS ANGELES

Digital Apps – Services / Utilities – Single	Pantone	PANTONE Studio	Gold
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### SAATCHI & SAATCHI / SHANGHAI + SAATCHI & SAATCHI / GREATER CHINA

Design Illustration – Posters – Single	FAW-Mazda	Music Temple – Mu Ma	Bronze
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### SALESFORCE / SAN FRANCISCO + BONFIRE LABS / SAN FRANCISCO

Motion Motion – Title Sequences – Single	Salesforce	Salesforce Design Leadership Conference 2016, Introduction Film	Bronze
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### SANDRO PRODUCTIONS / CHICAGO

Design Photography – Fine Art / Conceptual – Series	David Lynch Foundation	Psychogenic Fugue	Silver
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### SANDRO PRODUCTIONS / CHICAGO + SAMATA / CHICAGO + GLITTERATI / NEW YORK

Design Photography – Books – Series	Sandro Productions	Malkovich Sessions	Silver
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### SERVICEPLAN / MUNICH + SERVICEPLAN KOREA / SEOUL + DOT INCORPORATION / SEOUL

Digital Interactive – Innovation – Single	Dot Incorporation	DOT. The first Braille Smartwatch.	Gold
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### SID LEE / MONTREAL

Digital Apps – Wildcard – Single	Réno Dépôt	Live Swatches	Bronze
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Digital Digital Experiences – Installation – Single	Réno-Dépôt	Street Swatches	Bronze
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### SID LEE / PARIS

Digital Interactive – Data Visualization – Single	UBISOFT	Predictive World	Gold
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Digital Interactive – Websites – Single	UBISOFT	Predictive World	Bronze
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### SID LEE USA / NEW YORK + TOOL OF NA / LOS ANGELES

Digital Craft in Digital – Sound Design – Single	Stella Artois	The World's First Music Video You Can Taste	Bronze
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### SILO / THE HAGUE

Design Environmental – Retail / Restaurant / Office – Series	Mecanoo Architects / Zaans Medical Centre	Zaans Medical Centre Healing Environment	Gold
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Design Illustration – Wildcard – Series	Mecanoo Architects / Zaans Medical Centre	Zaans Medical Centre Healing Environment	Gold
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### SOSOLIMITED / BOSTON + HYPERSONIC / BROOKLYN + PLEBIAN DESIGN / BOSTON

Digital Digital Experiences – Installation – Single	BioMed Realty	Diffusion Choir	Silver
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### SPOTIFY / NEW YORK

Integrated Integrated – Integrated – Campaign	Spotify	2016 Wrapped	Gold
Digital Craft in Digital – Copywriting for Digital – Single	Spotify	President of Playlists	Silver
Advertising Out of Home – Posters – Campaign	Spotify	Thanks, 2016. It's been weird.	Gold
Advertising Craft in Writing – Out of Home – Campaign	Spotify	Thanks, 2016. It's been weird.	Silver

### SUNDAY AFTERNOON / NEW YORK

Design Typography – Poster Typography – Series	DesGin	DesGin distorted typography poster campaign	Bronze
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### TBWA\HAKUHODO / TOKYO

Digital Interactive – Innovation – Single	King Records	Native Mobile Music Video	Bronze
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### THE MARTIN AGENCY / RICHMOND + DONATE LIFE / RICHMOND + FURLINED / LOS ANGELES

Advertising Television / Film / Online Video Commercials – Public Service / Non-Profit – Single	Donate Life	The World's Biggest Asshole	Gold
Advertising Branded Content & Entertainment – Online Video – Short Form – Single	Donate Life	The World's Biggest Asshole	Gold
Advertising Craft in Video – Direction – Single	Donate Life	The World's Biggest Asshole	Silver

### THE MILL / NEW YORK

Digital Interactive – Augmented Reality / Virtual Reality – Single	The Mill	STRATA	Bronze
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BY AGENCY



### THE NEW YORK TIMES MAGAZINE / NEW YORK

Design Photography – Magazine / Newspaper Spread – Single	The New York Times Magazine	Big Food Strikes Back	Gold
Design Editorial – Magazine Cover – Single	The New York Times Magazine	Do Over	Bronze
Design Photography – Magazine Cover / Newspaper Front Page – Single	The New York Times Magazine	High Life	Gold
Design Photography – Magazine / Newspaper Spread – Single	The New York Times Magazine	L.A. Noir	Silver
Design Editorial – Magazine Cover – Single	The New York Times Magazine	Right-Wing Air War	Silver
Design Editorial – Magazine Story Spread – Single	The New York Times Magazine	The Blacker the Berry, Kendrick Lamar	Bronze
Design Editorial – Magazine Full Issue – Single	The New York Times Magazine	The Design Issue	Bronze
Digital Interactive – 360 Video – Single	The New York Times Magazine	The Great Performers	Bronze

### THE PARTNERS / LONDON + UNIVERSITY OF PORTSMOUTH / PORTSMOUTH + VICON MOTION SYSTEMS / OXFORD + LONDON SYMPHONY ORCHESTRA / LONDON

Digital Interactive – Data Visualization – Single	London Symphony Orchestra	Visual Identity conducted by Sir Simon Rattle	Gold
Digital Craft in Digital – Sound Design – Single	London Symphony Orchestra	Visual Identity conducted by Sir Simon Rattle	Bronze
Design Branding – Branding Systems / Corporate Identity Integrated – Series	London Symphony Orchestra	Visual identity conducted by Sir Simon Rattle	Silver
Design Typography – Use of Typography – Series	London Symphony Orchestra	Visual identity conducted by Sir Simon Rattle	Silver
Motion Craft in Motion – Motion Graphics – Single	London Symphony Orchestra	Visual identity conducted by Sir Simon Rattle	Bronze

### TRIZZ PRODUCTIONS / BARCELONA + INNOCEAN WORLDWIDE / FRANKFURT

Advertising Art Direction – Motion – Single	Genesis Automotive	Genesis DNA	Bronze
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# ADC 96<sup>TH</sup> ANNUAL AWARDS



## GOLD – SILVER – BRONZE CUBES

BY AGENCY

**UNCLE GREY / COPENHAGEN +  
GREY WORKS / COPENHAGEN +  
OUT OF HOME MEDIA / COPENHAGEN +  
BEON / AARHUS**

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Advertising Out of Home – Public Service / Non-Profit – Single	SF	Denmark vs. Trump	Bronze
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**VALENSTEIN & FATT / LONDON +  
AKA LTD / LONDON +  
GREYWORKS / LONDON**

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Advertising Craft in Writing – Out of Home – Campaign	Tate	Bed, War, Chav	Silver
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**WIRED / SAN FRANCISCO**

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Design Editorial – Magazine Story Spread – Single	WIRED	Double Cross	Bronze
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**XIAO MAGE & CHENG ZI / BEIJING**

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Design Book Design – Image-Driven Book – Single	China Architecture & Building Press	XX	Silver
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