

# LIA 2015 announced Non-Traditional shortlist

London International Awards (LIA) has announced the shortlist for Non-Traditional, where 62 entries have made it to the final round. Winners will be announced on 10 November.



Presiding over this year's jury was Mark Tutssel (Global Chief Creative Officer of Leo Burnett Worldwide). Joining him on the jury was Jérémie Bottiau, Mark Harricks, Ted Lim, Steve Mykolyn, Malcom Poynton, Juan Carlos Ortiz and Jureeporn Thaidumrong.

## Non-Traditional Shortlist:

### Argentina

- Leo Burnett Argentina, Buenos Aires - Samsung "Safety-Truck" - Non-Traditional, Corporate Image
- Leo Burnett Argentina, Buenos Aires - Samsung "Safety-Truck" - Non-Traditional, Experiential

### Australia

- Clemenger BBDO, Sydney - Keep Australia Fishing "The Underwater Billboard" - Non-Traditional, Guerrilla Marketing
- George Patteson Y&R Brisbane, Brisbane - Melanoma Prevention "Melanoma Likes Me" - Non-Traditional, Guerrilla Marketing
- George Patteson Y&R Brisbane, Brisbane - Melanoma Prevention "Melanoma Likes Me" - Non-Traditional, Public Service/Social Welfare
- GYP&R Melbourne, Melbourne - Public Transport Victoria/Ladder "Donation Posters" - Non-Traditional, Interactive Installations
- Leo Burnett Melbourne, Melbourne - Crikey.com.au "Set In Stone" - Non-Traditional, Media Promotion
- Leo Burnett Melbourne, Melbourne - SPC "#MyFamilyCan" - Non-Traditional, Foods
- M&C Saatchi, Sydney - Blue Ball Foundation "Game of Balls" - Non-Traditional, Branded Content

### Brazil

- FCB Brasil, São Paulo - BDF Nivea Brasil "Nivea Doll" - Non-Traditional, Cosmetics/Toiletries/Pharmaceuticals
- Leo Burnett Tailor Made, São Paulo - Clube Sangue Bom (Good Blood Club) "Solidarity Queue" - Non-Traditional, Media Promotion
- Leo Burnett Tailor Made, São Paulo - Clube Sangue Bom (Good Blood Club) "Solidarity Queue" - Non-Traditional, Public Service/Social Welfare
- Leo Burnett Tailor Made, São Paulo - FIAT "Safety Wi-Fi" - Non-Traditional, Experiential
- Leo Burnett Tailor Made, São Paulo - FIAT "Safety Wi-Fi" - Non-Traditional, Interactive Installations
- Leo Burnett Tailor Made, São Paulo - FIAT "Safety Wi-Fi" - Non-Traditional, Direct Marketing
- Ogilvy Brasil, São Paulo - Sport Clube Do Recife "Security Moms" - Non-Traditional, Live Events - Beyond Advertising
- Ogilvy Brasil, São Paulo - Sport Clube Do Recife "Security Moms" - Non-Traditional, Guerrilla Marketing
- Ogilvy Brasil, São Paulo - Sport Clube Do Recife "Security Moms" - Non-Traditional, Experiential
- Ogilvy Brasil, São Paulo - Sport Clube Do Recife "Security Moms" - Non-Traditional, Public Service/Social Welfare

## Canada

- Rethink Canada, - Uber "Uber Safe" - Non-Traditional, Direct Marketing
- Rethink Canada, - Uber "Uber Safe" - Non-Traditional, Interactive Installations

## China

- FRED & FARID Shanghai, Shanghai - The North Face "Great Warm Up Cup" - Non-Traditional, Direct Marketing
- FRED & FARID Shanghai, Shanghai - The North Face "Great Warm Up Cup" - Non-Traditional, Apparel

## France

- Leo Burnett France, Saint-Denis - Atlantic Group / Connected Heaters "37 Days" - Non-Traditional, Branded Content
- Leo Burnett France, Saint-Denis - Atlantic Group / Connected Heaters "37 Days" - Non-Traditional, Home Furnishings/Appliances
- Leo Burnett France, Saint-Denis - The Noemi Association "Eyes of a Child" - Non-Traditional, Live Events - Beyond Advertising
- Leo Burnett France, Saint-Denis - The Noemi Association "Eyes of a Child" - Non-Traditional, Experiential
- Leo Burnett France, Saint-Denis - The Noemi Association "Eyes of a Child" - Non-Traditional, Public Service/Social Welfare
- Marcel, Paris - Intermarché "The Freshest Orange Juice Brand" - Non-Traditional, Retail
- Marcel, Paris - Intermarché "The Freshest Orange Juice Brand" - Non-Traditional, Experiential
- McCann, Paris - L'Oréal Paris "Makeup Genius" - Non-Traditional, Experiential

## Germany

- BBDO Group Germany, Berlin - smart "The MONSTER-smart Launch" - Non-Traditional, Automotive
- Grabarz & Partner, Hamburg - EXIT Deutschland "Nazis Against Nazis - Germany's Most Involuntary Charity Walk" - Non-Traditional, Public Service/Social Welfare
- Grabarz & Partner, Hamburg - EXIT Deutschland "Nazis Against Nazis - Germany's Most Involuntary Charity Walk" - Non-Traditional, Live Events - Beyond Advertising
- Grabarz & Partner, Hamburg - EXIT Deutschland "Nazis Against Nazis - Germany's Most Involuntary Charity Walk" - Non-Traditional, Guerrilla Marketing
- GREY Germany, Berlin - SoundCloud "The Berlin Wall of Sound" - Non-Traditional, Web Services

- GREY Germany, Berlin - SoundCloud "The Berlin Wall of Sound" - Non-Traditional, Branded Content

## **Hong Kong**

- Cheil, Hong Kong - Save The Children "'Missing Child' Lock Screens" - Non-Traditional, Public Service/Social Welfare

## **Italy**

- Dinamo Istanbul / Casta Diva Group, Milan - Samsung Duyan Eller "Hearing Hands" - Non-Traditional, Live Events - Beyond Advertising

## **Japan**

- Ogilvy & Mather Japan GK, Tokyo - Yaocho Bars "Sleeping Drunks Billboard" - Non-Traditional, Guerrilla Marketing

## **Korea**

- KT, Seoul - olleh "The Life Saving TV Project" - Non-Traditional, Direct Marketing

## **Lebanon**

- Leo Burnett, Beirut - KAFA "Vote for Us, We'll Vote for You" - Non-Traditional, Guerrilla Marketing

## **New Zealand**

- Colenso BBDO, Auckland - Breast Cancer Awareness "Breast Cream" - Non-Traditional, Cosmetics/Toiletries/Pharmaceuticals
- Colenso BBDO, Auckland - Volkswagen "Reduce Speed Dial" - Non-Traditional, Automotive

## **Spain**

- DDB Spain, Madrid - No Somos Delito (We Are Not Crime) NGO "Holograms for Freedom" - Non-Traditional, Live Events - Beyond Advertising
- DDB Spain, Madrid - No Somos Delito (We Are Not Crime) NGO "Holograms for Freedom" - Non-Traditional, Experiential
- McCann Madrid, Madrid - Campofrío "Ashes" - Non-Traditional, Guerrilla Marketing
- Del Campo Saatchi & Saatchi Madrid, Madrid - Islazul "A Discount to Your Misfortune" - Non-Traditional, Retail

## **Sweden**

- Åkestam Holst, Stockholm - The Swedish Peace and Arbitration Society "Singing Sailor" - Non-Traditional, Public Service/Social Welfare
- Forsman & Bodenfors, Gothenburg - World Food Program "805 Million Names" - Non-Traditional, Public Service/Social Welfare

## **Turkey**

- Leo Burnett Istanbul, Istanbul - www.duyaneller.com "Hearing Hands" - Non-Traditional, Web Services

## United Kingdom

- Engine, London - National Blood Week "Missing Type" - Non-Traditional, Guerrilla Marketing
- Leo Burnett London, London - Karma Nirvana "Suffocation" - Non-Traditional, Direct Marketing

## United States

- AKQA, San Francisco - Jordan "The Last Shot" - Non-Traditional, Interactive Installations
- CP+B, Boulder - Fruit of the Loom "Plastique" - Non-Traditional, Branded Content
- DAVID, Miami - Burger King "Proud Whopper" - Non-Traditional, Retail
- DigitasLBI San Francisco, San Francisco - Taco Bell "Taco Bell Blackout" - Non-Traditional, Retail
- DigitasLBI San Francisco, San Francisco - Taco Bell "Taco Bell Blackout" - Non-Traditional, Direct Marketing
- Leo Burnett Chicago, Chicago - Allstate "Skip Punishment" - Non-Traditional, Branded Content
- Leo Burnett Chicago, Chicago - Allstate "Social Savvy Burglar" - Non-Traditional, Live Events - Beyond Advertising
- R/GA, New York - Ad Council "Love Has No Labels" - Non-Traditional, Experiential
- R/GA, New York - Ad Council "Love Has No Labels" - Non-Traditional, Public Service/Social Welfare

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