

Innovation Lions shortlist announced

The Cannes Lions judges have revealed the shortlist for the Innovation Lions section, with 39 entries making it through to the final round.

Innovation Lions shortlist

Title	Client	Product	Entrant Company	Agency	Production Company
A01 (Innovative Technology)					
MOTOREPELLENT	DUANG PRATEEP FOUNDATION	MOTOREPELLENT	BBDO BANGKOK	BBDO BANGKOK	
FREESTYLE LIBRE - TECHNOLOGY	ABBOTT DIABETES CARE	FLASH GLUCOSE MONITORING SYSTEM	LOOOPED London	LOOOPED London	MAD COW FILMS London
JACQUARD	GOOGLE	JACQUARD WEARABLE FABRIC	GOOGLE CREATIVE LAB London	GOOGLE CREATIVE LAB London	GOOGLE CREATIVE LAB London
JUKEDECK ARTIFICIALLY-INTELLIGENT MUSIC COMPOSER		JUKEDECK	JUKEDECK London	JUKEDECK London	
THE NEXT REMBRANDT	ING	ING	J. WALTER THOMPSON AMSTERDAM	J. WALTER THOMPSON AMSTERDAM	NEW AMSTERDAM FILM COMPANY / KREUKVRIJ Amsterdam / SUPERHERO CHEESECAKE Amsterdam
AROUND THE WORLD IN 200 MILLISECONDS	FEDERATION FOR INTERNET ALERTS	FEDERATION FOR INTERNET ALERTS	CONVERSANT Chicago	FEDERATION FOR INTERNET ALERTS Chicago	
LINKNYC	THE CITY OF NEW YORK	LINKNYC	INTERSECTION New York	INTERSECTION New York	CIVIQ SMARTSCAPES Milford / QUALCOMM San Diego
FOCUSMOTION	FOCUSMOTION	FOCUSMOTION	R/GA New York	R/GA New York	
HERE ACTIVE LISTENING™: CHANGE THE WAY WE HEAR THE WORLD	DOPPLER LABS	HERE ACTIVE LISTENING™	DOPPLER LABS San Francisco	DOPPLER LABS San Francisco	
PREPEX		NON-SURGICAL MALE CIRCUMCISION DEVICE FOR HIV PREVENTION	CIRC MEDTECH Hod Hasharon	CIRC MEDTECH Hod Hasharon	
THE MILL 'BLACKBIRD'		BLACKBIRD	THE MILL London	THE MILL London	
GOOGLE DEEPMIND ALPHAGO	GOOGLE DEEPMIND	ALPHAGO	GOOGLE DEEPMIND London	GOOGLE DEEPMIND London	GOOGLE DEEPMIND London
DOT. THE FIRST BRAILLE SMARTWATCH.	DOT INCORPORATION	DOT. THE FIRST BRAILLE SMARTWATCH.	SERVICEPLAN Munich	SERVICEPLAN Munich / SERVICEPLAN KOREA Seoul / DOT INCORPORATION Seoul	COMMONDEER Los Angeles / CORE-A STUDIOS Seoul
A02 (Creative Innovation)					
LIFESAVER BACKPACK	LUKI	CHILDREN FRUIT SNACK	J. WALTER THOMPSON COLOMBIA Bogotá	J. WALTER THOMPSON COLOMBIA Bogotá	
F21 THREAD SCREEN	FOREVER 21	FOREVER 21	BREAKFAST New York	BREAKFAST New York	BREAKFAST New York
NETFLIX SWITCH	NETFLIX	NETFLIX	DEELOCAL Pittsburgh	DEELOCAL Pittsburgh	DEELOCAL Pittsburgh
NETFLIX SOCKS	NETFLIX	NETFLIX	DEELOCAL Pittsburgh	DEELOCAL Pittsburgh	DEELOCAL Pittsburgh

CHANGE PLEASE	CHANGE PLEASE AND THE BIG ISSUE	CHANGE PLEASE	FCB INFERNO London	FCB INFERNO London	NICE SHIRT FILMS London
LANDCRUISER EMERGENCY NETWORK	TOYOTA MOTOR CORPORATION AUSTRALIA	LANDCRUISER	SAATCHI & SAATCHI Sydney	SAATCHI & SAATCHI Sydney	8COM Sydney / HECKLER Sydney
EDIBLE SIX PACK RINGS	SALTWATER BREWERY	SALTWATER BREWERY	WE BELIEVERS New York	WE BELIEVERS New York	ENTELEQUIA SUSTAINABLE DEVELOPMENT Metepec / PERSONAL MUSIC Mami
HIGHWAY ROBBERY	VOLVO CAR USA	2016 VOLVO XC90 T8	GREY NEW YORK	GREY NEW YORK	1STAVEMACHINE New York
HACK IN BLACK	ACTIVISION	CALL OF DUTY : BLACK OPS 3	EDELMAN Los Angeles	EDELMAN Los Angeles	EDELMAN Los Angeles
THE SOUND SHIRT	JUNGE SYMPHONIKER HAMBURG	THE SOUND SHIRT	JUNG von MATT Hamburg	JUNG von MATT Hamburg	
THE TRAIN BRAIN PROJECT	STOCKHOLMSTÄG	STOCKHOLMS COMMUTER TRAIN SERVICE	KÄRNHUSET Stockholm	KÄRNHUSET Stockholm	KÄRNHUSET Stockholm
ROAM DELIVERY	VOLVO CARS	IN CAR DELIVERY SERVICE	OGILVYONE LONDON		
SLIDE AMAZING IN MOTION	LEXUS INTERNATIONAL	LEXUS	CHI & PARTNERS London	CHI & PARTNERS London	SMUGGLER London
MISSION TO THE MOON	AUDI AG	AUDI	THJNK Hamburg	THJNK Hamburg	THJNK Hamburg
SUN HATS	EPME EMPRESAS PÚBLICAS DE MEDELLÍN	SOLAR ENERGY PROGRAM	DDB COLOMBIA Bogotá	DDB COLOMBIA Bogotá	
PAPER GLASSES	SAVE THE CHILDREN AND SANTILLANA	CHILDREN EDUCATION	GREY MÉXICO Mexico City	GREY MÉXICO Mexico City	GARCIA BROSS Mexico City / LOOK AS AUDIO Mexico City
EMOTI SOUNDS	TIM	LIVE TIM	ARTPLAN Rio de Janeiro	ARTPLAN Rio de Janeiro	TRATOR FILMES São Paulo
DIABETEST	TOPLI TISSUES	TISSUE PAPER	DENTSU INDONESIA Jakarta	DENTSU INDONESIA Jakarta	
THE FIELD TRIP TO MARS	LOCKHEED MARTIN	GENERATION BEYOND	McCANN NEW YORK New York	McCANN NEW YORK New York	FRAMESTORE VR STUDIO New York
WILSON X CONNECTED BASKETBALL	WILSON SPORTING GOODS	WILSON X CONNECTED BASKETBALL	PHENOMENON Los Angeles	PHENOMENON Los Angeles	PHENOMENON Los Angeles
MCWHOPPER	BURGER KING	MCWHOPPER	Y&R NZ Auckland	Y&R NZ Auckland / Y&R MEDIA NZ Auckland	FLYING FISH Auckland
THE DISPLACED	THE NEW YORK TIMES	NYT VR	VRSE.WORKS Los Angeles	VRSE.WORKS Los Angeles	VRSE.WORKS Los Angeles
SEA HERO QUEST	DEUTSCHE TELEKOM	DEUTSCHE TELEKOM	SAATCHI & SAATCHI London	SAATCHI & SAATCHI London	BUF Paris / GRAND CENTRAL SOUND STUDIOS London / UNIT MEDIA London
TOUCHABLE INK	THAI SAMSUNG ELECTRONICS / THAI ASSOCIATION OF THE BLIND	TOUCHABLE INK	J. WALTER THOMPSON BANGKOK	J. WALTER THOMPSON BANGKOK	THE FILM FACTORY Bangkok
PEDAL PURE	WATERAID	THE PEDAL POWERED WATER FILTER	GREY BANGLADESH Dhaka	GREY BANGLADESH Dhaka	
BRAINBAND	SAMSUNG AUSTRALIA	SAMSUNG BRAINBAND	LEO BURNETT SYDNEY Sydney	LEO BURNETT SYDNEY Sydney	THE POOL COLLECTIVE Sydney / WE LOVE JAM Sydney

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