

Warc Innovation Awards 2017: Shortlist

Title	Brand	Advertiser	Agency	Country
Innovation to reduce grease	AbsorbPlate	Thai Health Promotion Foundation	BBDO BANGKOK	Thailand
AI multiscreen targeting	Axe	Unilever	PHD Taiwan	Taiwan
The Sweet Donation	Baheya Cancer Hospital	Baheya Cancer Hospital	FP7/CAI	Egypt
No blood should hold us back	Bodyform	SCA	AMV BBDO	United Kingdom
The Good Note	Bou Khalil Supermarché	Bou Khalil Supermarché	J.Walter Thompson Beirut	Lebanon
UCL Final Live Stream	BT Sport	BT (British Telecom)	Maxus Global / AMV BBDO	United Kingdom
#CNCOGO	CNCO	Sony	Strange Thoughts	USA, Spain, Latin America
Drop a hint	Currys PC World	Dixons Carphone PLC	AMV BBDO, Blue 449	United Kingdom
Rethinking recruitment	Dyson	Dyson	Livity	United Kingdom
The A/C Vests	Emirates NBD	Emirates NBD	FP7/DXB, MediaVest Spark	United Arab Emirates
Injury detecting helmet	HELMET	Thai Health Promotion Foundation	BBDO Bangkok	Thailand
Home-run to home-bound	Inorbit Malls	Inorbit Malls	DDB Mudra Group	India
Chamki - story of an unborn child	Lifebuoy	Hindustan Unilever	PHD India	India
A Priceless Delivery	MasterCard	MasterCard	FP7/DXB (A part of McCann Worldgroup)	UAE
Giving people Vitamin D	NHI - Daman	National Health Insurance Company - Daman	FP7/DXB (A part of McCann Worldgroup)	UAE
Tim Weaver's MISSING	Penguin Random House	Penguin Random House	Kindred	United Kingdom
Free Puppies Forever	Seeing Eye Dogs Australia	Vision Australia	McCann	Australia
Å tartaj Slovenija	Spar Interspar	Spar Slovenija d.o.o.	Formitas BBDO	Slovenia
Landcruiser emergency network	Toyota	Toyota	Saatchi & Saatchi	Australia
Care Counts	Whirlpool	Whirlpool Corp	DigitasLBi	United States