

# 2024 Shortlist



# Innovation

Title	Brand	Product / Service	Entrant / Idea Creation	Location
<b>A01 (Innovative Technology)</b>				
MEAL VISION	COMPASS GROUP	MEAL VISION	DELOITTE DIGITAL, Melbourne	AUSTRALIA
GAMMA WAVE SOUND	GAMMA WAVE SOUND	GAMMA WAVE SOUND	DROGAS, PART OF ACCENTURE SONG, Tokyo	JAPAN
<b>A02 (Applied Innovation)</b>				
AIZOME ULTRA™ - AN INNOVATIVE METHOD TO CREATE TEXTILES WITH LASTING HEALTH BENEFITS.	AIZOME	TEXTILE DYEING TECHNOLOGY	SERVICEPLAN, Munich	GERMANY
GUIDE PLAY	JBL	JBL	BLKJ HAVAS, Singapore	SINGAPORE
HEAR GEAR	COLGATE	COLGATE	VML, Sydney	AUSTRALIA
THE EVERYTHING BOOK	VEDANTU	THE EVERYTHING BOOK	DENTSU CREATIVE, Gurgaon	INDIA
SHELLMET	KOUSHI CHEMICAL INDUSTRY CO., LTD.	SHELLMET	TBWA\HAKUHODO INC., Tokyo	JAPAN
RANGER BUDDIES QUEST	MANDAI WILDLIFE RESERVE	RANGER BUDDIES QUEST	MEDIA MONKS, Singapore / PICO ART INTERNATIONAL, Singapore	SINGAPORE
<b>A03 (Scalable Innovation)</b>				
LAY'S SMART FARM	LAY'S	LAY'S	LEO BURNETT, Mumbai	INDIA
<b>A04 (Early-stage Technology)</b>				
PROJECT HUMANITY	WITH ALS	PROJECT HUMANITY	DENTSU INC, Tokyo	JAPAN
<b>A05 (Brand Strategy &amp; Experience)</b>				
HEROES' BELATED GRADUATION	BINGGRAE	BINGGRAE	DMINUSONE, Seoul	SOUTH KOREA