

DIA15

**CASE**

**CONTENT & ENTERTAINMENT**

**Cross Platform Content**

Do it for Denmark

Spies Travels

Robert/Boisen & Likeminded

Gobsmack; Radius Kommunikation; Be On; Nao Studios

Mazda Happy Dogs

Mazda

J. Walter Thompson Copenhagen

Friendly Film; Playground Production; Freezone

Real Booty Music

AIAIAI

AIAIAI

OWOW

The Selfie Collection

Microsoft

Another

Relax We Are The Good Guys

Aappariippugut?! - Grønlands første reality show

Grønlands departement for Familie og Justitsvæsen

DDB Copenhagen

Spoiled Productions

**Interactive Film**

BFF - Beers for friends

Carlsberg Pilsner

PHD Copenhagen

Yellow Advertising

Fashion for all kind

Stylepit

UncleGrey

B-Reel

Reebok Move

DIKO

Spring/Summer

Unit9

**Shortlist**

**Indsendt af**

**Kreditering**

DIA15

**CASE**

**Kunde**

**Shortlist**

**Indsendt af**

**Kreditering**

**Online Film**

Do it for Denmark	Spies Travels	Robert/Boisen & Likeminded	Gobsmack; Radius Kommunikation; Be On; Nao Studios
Opel Hypnotized Test Drive	Opel Danmark	UncleGrey	Circus Alphaville; Be On; Carat
Play with all fingers	LEGO	Creuna	Fante Film
Real Booty Music	AIAIAI	AIAIAI	OWOW
Tak Rock - viral	Royal Unibrew/Royal Beer	DDB Copenhagen	Spoiled Productions

**Storytelling**

Do it for Denmark	Spies Travel	Robert/Boisen & Likeminded	Gobsmack; Radius Kommunikation; Be On; Nao Studios
Supporting Success Against the Odds (Finding Focus)	Ford Motor Company	Very	
Supporting Success Against the Odds (Worst Idea Ever, Dude)	Ford Motor Company	Very	
The DNA Project	j.viewz	Hello Monday	
The Generous Birthday Stand-ins	Anthon Berg	Robert/Boisen & Like-minded	Molamil
The Mystery about Mystery Room	Mystery Room	Mystery Makers	Peter Dubienko
Ørma	Irma	OMD	Republica; M2Film

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**CASE**

**Kunde**

**Shortlist**

**Indsendt af**

**Kreditering**

**Use of Gamification**

#BarBandits

Carlsberg Group

Konstellation

BioSpil - Share a Coke

Coca-Cola

Oxmond Interactive

Dansk Reklame Film

JP Speedreader Challenge

Jyllands-Posten

Konstellation

Music Match

NorthSide & Tuborg

Gejst Studio

Spell Up

Google

Hello Monday

**Branded Utility**

Grillfaktor

SuperBrugsen

Molamil

Beginr

OK - Tank og Betal

OK

Shape

Spell Up

Google

Hello Monday

The new forsikringsguiden.dk

Forsikring & Pension

Hello Group A/S

Tivoli App

Tivoli

Magnetix

DIA15

**CASE**  
**PLATFORMS**  
**Integrated Multi Platform Campaign**

	<b>Kunde</b>	<b>Indsendt af</b>	<b>Kreditering</b>
#Yourniversity	Aarhus Universitet	MEC	Hatch & Bloom
Danmarks største MAD konkurrence	Coop	Hjaltelin Stahl	Pegasus Production
Do it for Denmark	Spies Travel	Robert/Boisen & Likeminded	Gobsmack; Radius Kommunikation; Be On; Nao Studios
Giv en god undskyldning i julegave	BØRNEfonden	Another	
Mazda Happy Dogs	Mazda	J. Walter Thompson Copenhagen	Friendly Film; Playground Production; Freezone

**Mobile Platform**

Danmarks Verdensarv	Kulturstyrelsen	Redia A/S	
Nordisk Film Biografer app	Propeople & Bysted	Propeople & Bysted	
Sig det videre	Experimentarium	Molamil	
SOUNDBITES APP	Mastertone	J. Walter Thompson Copenhagen	
Talende valgplakater	SF	Kommunikationsbureauet København	
When I didn't have a mike I rapped on headphones	AIAIAI	CP+B Copenhagen	

## DIA15

### CASE

#### New Platform

BioSpil - Share a Coke

### Kunde

Coca-Cola

## Shortlist

### Indsendt af

Oxmond Interactive

### Kreditering

Dansk Reklame Film

Carlsberg Pegasus Platform

Carlsberg Group

Spring/Summer

DigitasLBi

good Things Come To Those Who Wait

bolia

uncleGrey

Partner Portalen

Fritz Hansen

CPH Cloud Company

Royalista

Aller Media

Aller Media A/S

YouTube Kids App

YouTube

Hello Monday

"The Modern Art of Coffee"

NESCAFÉ Dolce Gusto

MediaCom Beyond Advertising

### Social Media

Faxe Kondi - Et national klenodie

Royal Unibrew

Mindshare

Mazda Happy Dogs

Mazda

J. Walter Thompson Copenhagen

Friendly Film; Playground Production;  
Freezone

SkyggeHygge

Kræftens Bekæmpelse og  
TrygFonden

Hjaltelin Stahl

Pegasus Production; PHD; Freezone

Store Tudedag

Efterskolerne

Vertic

The Perfect Recipe

Arla - Karolines Køkken

Hjaltelin Stahl

Pegasus Production; Carat

DIA15

**CASE  
STRATEGY  
Data Driven Marketing**

Europæiske ERV - Ferie Fails

**Kunde**

Europæiske ERV

Shortlist

**Indsendt af**

Mindshare

**Kreditering**

Grund til bekymring? / Cause for alarm?

Falck Danmark

RelationshusetGekko

Roger; DM Partner; Geomatic

**Digital Cross Channel Marketing**

Do It For Denmark

Spies Travels

Robert/Boisen & Like-minded

Gobsmack; Radius Kommunikation; Be On; Nao Studios

Grønne Favoritter

Tuborg

PHD

Mindjumpers

One Result Google Search

Toyota

Saatchi & Saatchi

The Perfect Recipe

Arla - Karolines Køkken

Hjaltelin Stahl

Pegasus Production; Carat

Volvo Virtual Sell Out

Volvo Cars

DigitasLBi

**Social Media Strategy**

Grønne Favoritter

Tuborg

PHD

Mindjumpers

Nederen Forældre

Rådet for Sikker Trafik

& Co.

Banyo

Store Tusedag

Efterskolerne

Vertic

The Perfect Recipe

Arla - Karolines Køkken

Hjaltelin Stahl

Pegasus Production; Carat

**DIA15****CASE  
TECHNOLOGY  
App Technology**

Aduro Smart Response

**Kunde**

Aduro A/S

**Shortlist****Indsendt af**

iDeal Development ApS

**Kreditering**

Aduro A/S

issuu iOS

issuu

Shape

Hello Monday

Sig det videre

Experimentarium

Molamil

Zulu BFF

TV 2 Zulu og Carlsberg

Hello Monday

**Response/Real Time Activity**

Fang Europas Mest Punktlige Tilbud

SAS

McCann Copenhagen

Grillfaktor

SuperBrugsen

Molamil

Beginr

McDonald's Programmatic Custom  
Audiences

McDonald's

OMD

Resolution Denmark; DDB Copenhagen;  
Insight Group**Social Technology/API**

Grillfaktor

SuperBrugsen

Molamil

Beginr

Music Match

NorthSide &amp; Tuborg

Gejst Studio

Solgryn Hjerteform

Quaker Pepsico Nordic

Advance A/S

The DNA Project

j.viewz

Hello Monday

The Generous Birthday Stand-ins

Anthon Berg

Robert/Boisen &amp; Like-minded

Molamil

DIA15

**CASE**

**Kunde**

**Shortlist**

**Indsendt af**

**Kreditering**

**Web Technology**

Grillfaktor

SuperBrugsen

Molamil

Beginr

JP Speedreader Challenge

Jyllandsposten

Konstellation

Reebok Move

DIKO

Spring/Summer

Unit9

Spell Up

Google

Hello Monday

The DNA Project

j.viewz

Hello Monday

**CRAFT**

**Animation / Motion Graphics**

YouTube Kids App

YouTube

Hello Monday

OMG (Oh My God)

Odense Kommune

Stupid Studios

JP Speedreader Challenge

Jyllands-Posten

Konstellation

BeoPlay – A2

BeoPlay

Stupid Studios



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**CASE**

**Kunde**

**Shortlist**

**Indsendt af**

**Kreditering**

**App Design**

Zulu BFF

TV 2 Zulu og Carlsberg

Hello Monday

TDC & YouSee - TV & Film apps

TDC

Spring/Summer

momondo Places

momondo

momondo A/S

Issuu iOS App

Issuu

Hello Monday

Sig det videre

Experimentarium

Molamil

Wordbase

Aller Media

Aller Media A/S, att: Wordbase

Robocat ApS; Greener Pastures Aps

**Digital Design**

Fashion for all kind

Stylepit

UncleGrey

B-Reel

The DNA Project

j.viewz

Hello Monday

Helbak Ceramics

Helbak ApS

ROB

Værsågod; Bergh

Spell Up

Google

Hello Monday

BeoPlay H8 - beoplay.com/h8

B&O Play

Magic People Voodoo People

The Woerks; I Like To Play

**DIA15****CASE  
Responsive Design**

Maersk.com

Konform website

Danish™

danbolig.dk

Tuborg.com

BRANDTS Website

**UX**

Issuu iOS App

Spell Up

Danish™

danbolig.dk

Jack &amp; Jones Frontline iPad app

Alectia

**Shortlist****Kunde**

Propeople &amp; Bysted

Konform

DDAI

danbolig a/s

Carlsberg Group

BRANDTS – Museum For Kunst &  
Visuel Kultur

Issuu

Google

DDAI

danbolig a/s

Bestseller

Alectia

**Indsendt af**

Propeople &amp; Bysted

Konform

Spring/Summer

Magnetix

Spring/Summer

Stupid Studios

Hello Monday

Hello Monday

Spring/Summer

Magnetix

Hello Group

Hello Monday

**Kreditering**

Molamil

Umbrella

Molamil

Firestarters; Zoolooz

DIA15

**CASE**

**DIA FUTURE**

**Kunde**

Shortlist

**Indsendt af**

**Kreditering**

DIA Future 10 - Emojis til måltid

Fødevarebanken

DMJX

Niklas Hultquist  
Frederik Voetmann

DIA Future 12 - madØrer

Fødevarebanken

DMJX

Uffe Trærup  
Marie Christine Frederiksen

DIA Future 14 - Donér en Döner

Fødevarebanken

DMJX

Morten Schmidt  
Philip Bock

DIA Future 7 - Køb en kilometer

Fødevarebanken

DMJX

Eva Stehr Ebbensgaard  
August Laustsen