

2011 Digital Shortlist

If any details on this shortlist are incorrect - contact YG immediately on kristian@ygaward.com

Title	Category / Division	Eligible Creatives	Agency	Country
Websites				
A New Warrior	Being Involved	Mr Benjamin Marchal & Mr Olivier Lefebvre	DDB Paris	France
Jell-O Pudding Face/Mood Meter	Food and Beverage	Ms Brittany Poole & Mr Ken Slater	CP+B	United States
Spotlight	Government	Mr David Mugford	Leo Burnett Sydney	Australia
Philips Obsessed with sound	Music	Mr Bart Mol & Mr Chris Baylis & Mr Jan Willem Penterman & Mr Jeroen Jedeloo & Mr Niels Bellaar & Mr Pol Hoenderboom & Mr Robbin Cenijn	TribalDDB Amsterdam	Netherlands
Kinetic V5	Personal Website	Miss Clay Kuok & Mr Desmond Tan & Mr Edwin Toh & Miss Elen Winata & Miss Esther Goh & Mr Jack Tan & Mr Joseph Davies & Mr Noel Chan & Mr Pann Lim & Mr Victor	Kinetic Singapore	Singapore
Google Demo Slam	Applications	Mr Alex Romans & Mr Ben Clare & Miss Emmie Nostitz	Johannes Leonardo	United States
Attraction	Content	Mr Alexander Kalchev & Mr Siavosh Zabeti	DDB Paris	France
Borgia	Content	Mr Silvere Marechal	BETC EuroRSCG	France
Open Book	Non for profit / Charities	Mr Daniel Grech & Miss Jessica Brophy & Miss Stefanie Diganvincenzo	DDB Melbourne	Australia
Doggelganger	Non for profit / Charities	Mr Jae Morrison	Colenso BBDO	New Zealand
Messages for Japan	Non for profit / Charities	Mr Alex Romans & Mr Ben Clare	Johannes Leonardo	United States
Website Craft				
Philips Obsessed with sound	Navigation/Structure	Mr Bart Mol & Mr Chris Baylis & Mr Jan Willem Penterman & Mr Jeroen Jedeloo & Mr Niels Bellaar & Mr Pol Hoenderboom & Mr Robbin Cenijn	TribalDDB Amsterdam	Netherlands
Attraction	Animation or Motion Graphics	Mr Alexander Kalchev & Mr Siavosh Zabeti	DDB Paris George Patterson	France
Air Force Aviation	Animation or Motion Graphics	Mr Nicholas Sellars	Y&R	Australia
Kinetic V5	Typography	Miss Clay Kuok & Mr Desmond Tan & Mr Edwin Toh & Miss Elen Winata & Miss Esther Goh & Mr Jack Tan & Mr Joseph Davies & Mr Noel Chan & Mr Pann Lim & Mr Victor	Kinetic Singapore	Singapore
Kinetic V5	Visual Design - Aesthetic	Miss Clay Kuok & Mr Desmond Tan & Mr Edwin Toh & Miss Elen Winata & Miss Esther Goh & Mr Jack Tan & Mr Joseph Davies & Mr Noel Chan & Mr Pann Lim & Mr Victor	Kinetic Singapore	Singapore
Philips Obsessed with sound	Visual Design - Aesthetic	Mr Bart Mol & Mr Chris Baylis & Mr Jan Willem Penterman & Mr Jeroen Jedeloo & Mr Niels Bellaar & Mr Pol Hoenderboom & Mr Robbin Cenijn	TribalDDB Amsterdam	Netherlands
Digital Advertising				
Time Sheets	Webspots	Mr Carlos Wigle & Mr Joao Unzer & Mr Juan Carlos Pagan & Ms Nina Horowitz & Mr Rodrigo De Castro	DDB New York	United States
The Saatchi Experiment	Self promotional digital	Mr Dan Castro	mistercastro	New Zealand
The Inside Experience	Branded Content	Mr Chaz Whitworth & Mr Neil Ramanan	Pereira & O'Dell	United States



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Musical Fitting Rooms	Installations and Experimental media	Mr Lester Lee and Ms Selena Soh	DDB Singapore	Singapore
A New Warrior	Public & Community Service	Mr Benjamin Marchal & Mr Olivier Lefebvre	DDB Paris	France
Profile the Governor - Jan Brewer	Public & Community Service	Mr David Canning & Mr Mihail Aleksandrov	Y&R New York	United States
Project Shiphunt - Oceans of Treasure Game	Online games	Mr Ben Barney & Mr Ryan Pocket Fluet	180LA	United States
Touch the Rainbow	Innovative Use of Technology	Mr Chris Joakim & Mr Mike Donaghey	BBDO Toronto	Canada
Philips Obsessed with sound	Micro sites	Mr Bart Mol & Mr Chris Baylis & Mr Jan Willem Penterman & Mr Jeroen Jedeloo & Mr Niels Bellaar & Mr Pol Hoenderboom & Mr Robbin Cenijn	TribalDDB Amsterdam	Netherlands
Cat	Viral	Mr Chris Joakim & Mr Mike Donaghey	BBDO Toronto	Canada
Rear View Girls - Los Angeles	Viral	Mr Jae Morrison & Miss Kia Heinnen & Miss Zoe Hawkins	Colenso BBDO	New Zealand
Smack Shack Digital Campaign	Digital Campaigns	Mr Ben Salsky & Mr Mark Potoka	Heat	United States
	Mobile			
Invisible Pop Up Store	Innovative Use of Technology	Mr Alexander Nowak & Mr Felix Richter	Y&R New York	United States
Old Navy Records	Innovative Use of Technology	Mr AJ Musial & Mr Andy Pearson & Ms Brittany Poole	CP+B	United States
Amnesty : Bulletproof	Gaming	Mr Guillaume Ganty & Mr Victor Sidoroff	La Chose	France
Borgia app	Mobile Applications	Mr Silvere Marechal	BETC EuroRSCG	France
Budweiser Ice Cold Index	Mobile Applications	Mr Robert Bovington	DDB UK	United Kingdom
Cascade 'Brew by Feel'	Mobile Applications	Mr Alexander Lukas & Mr Andrew Fergusson & Mr Omid Amidi	Druga5 Sydney	Australia
Invisible Pop Up Store	Mobile Marketplace	Mr Alexander Nowak & Mr Felix Richter	Y&R New York	United States
	Digital Innovation			
Invisible Pop Up Stores	Digital Vision	Mr Alexander Nowak & Mr Felix Richter	Y&R New York	United States
Amnesty : Bulletproof	Digital Vision	Mr Guillaume Ganty & Mr Victor Sidoroff	La Chose	France
Google Demo Slam	Digital Vision	Mr Alex Romans & Mr Ben Clare & Miss Emmie Nostitz & Miss Bipasha Moorkherjee	Johannes Leonardo	United States