

SHORTLIST DIGITAL & MOBILE (WORLDWIDE)

A1 - Retailer Website

ID	Campaign Name	Ad Title	Advertiser	Agency	Country
810-19	Online Ordering		McDonald's	DDB Paris	France

A2 - Brand Website (Services, Products & Comparators)

ID	Campaign Name	Ad Title	Advertiser	Agency	Country
918-26	I want Karl's sunglasses		optic 2000	Buzzman	France

Digital & Mobile - Category : C-1 Food / Drink Mass-consumption product / Home product

ID	Campaign Name	Ad Title	Advertiser	Agency	Country
918-12	Milka Last Square		Mondelez international	Buzzman	France
908-2	Really Friends		Nestle Boissons Instantanees	Zenith	FRANCE
972-1	The Secret Place		Nestlé Waters	Zenith	France
727-4	Lowe's Vine Fix in Six Campaign	Lowe's Vine Fix in Six	Lowe's	BBDO New York	USA
918-24	milka the hidden eggs		Mondelez international	Buzzman	France

C2 - Automotive / Motorcycle / Automotive Product

ID	Campaign Name	Ad Title	Advertiser	Agency	Country
844-11	CURVE	CURVE	Porsche (China) Motors Ltd.	FRED & FARID SHANGHAI	CHINA
520-1	Toyota Hilux Ramadan	Toyota Ramadan	Abdul Latif Jameel	Drive Dentsu/ Jeddah	KSA
677-23	Test Driver	Test Driver	Peugeot	BETC	France

C3 - Insurance / Banking / Financial Service

ID	Campaign Name	Ad Title	Advertiser	Agency	Country
698-1	Tweet & shoot		BNP Paribas	We Are Social	France
837-2	Crush The Speed	Crush The Speed	Alfa Strakhovanie	Hungry Boys	Russia
749-2	The worst customer: An		Asstel ProKunde Versicherungskonzepte	DigitasLBi	Germany

C5 - Charity / General Interest

ID	Campaign Name	Ad Title	Advertiser	Agency	Country
959-2	Clouds Over Cuba		John F. Kennedy Presidential Library	The Martin Agency	USA
727-7	CineMama	CineMama	March of Dimes	BBDO New York	USA
837-4	The WWF 'Rare Page'	The WWF 'Rare Page'	WWF	Hungry Boys	Russia
676-9	Allforbear.com	Allforbear.com	WWF Russia	BBDO Russia Group	Russia
748-6	BACK ON TAKSIM		AMNESTY INTERNATIONAL TURKEY	Herezie	France
810-13	Facebook1914		Musee de la Grande Guerre du pays de	DDB Paris	France

C8 - Information Technology / Telecommunications

ID	Campaign Name	Ad Title	Advertiser	Agency	Country
848-7	SFR 4G LIVE		SFR	Red	France
868-4	Eat A Tweet		M6 Mobile	Blast Radius Paris	France

C10 - Fashion

ID	Campaign Name	Ad Title	Advertiser	Agency	Country
868-3	Get Loud Paris		Converse	Blast Radius Paris	France
813-3	JEAN PAUL GAULTIER		BEAUTE PRESTIGE INTERNATIONAL	KASSIUS	FRANCE

C11 - Media (TV, Press, Internet, Radio)

ID	Campaign Name	Ad Title	Advertiser	Agency	Country
820-8	We all need Glamour		Les Publications Conde Nast / Glamour	DAN PARIS	France

C12 - Beauty Product / Hygiene / Health Products

ID	Campaign Name	Ad Title	Advertiser	Agency	Country
542-3	SOS condom		Durex	Buzzman	France
478-1	AXE WINGMAN	AXE WINGMAN	UNILEVER GULF	DIGITAL REPUBLIC	UAE

C13 - Luxury

ID	Campaign Name	Ad Title	Advertiser	Agency	Country
824-12	Vive le sport!	Hermes Vive le sport!	Hermes	DigitasLBI Paris	FRANCE
813-2	ISSEYMIYAKEPARFUMS.COM		BEAUTE PRESTIGE INTERNATIONAL	KASSIUS	FRANCE
683-3	Boucheron, the moments B		MNSTR / BOUCHERON	MNSTR	France

C14 - Corporate

ID	Campaign Name	Ad Title	Advertiser	Agency	Country
824-9	The Human Youtube Player	The Human Youtube	Publicis Groupe	DigitasLBI Paris	France

D2 - Interactive & Dynamic Banner

ID	Campaign Name	Ad Title	Advertiser	Agency	Country
914-1	Tweet Player	Tweet Player	Red Bull	LOWE/SSP3	Colombia
824-17	Vive le sport!	Hermes Vive le sport!	Hermes	DigitasLBI Paris	France
798-1	Samsung Smarttv Campaign	Speak to Navigate	Samsung	Digitas	Brazil

D3 - Homepage Customization

ID	Campaign Name	Ad Title	Advertiser	Agency	Country
473-34	CHEYEF HALAK	DISCRIMINATION CAPTCHA	LBCI	IMPACT BBDO	LEBANON

E1 - Viral Mechanism (Device & Creation, including Social)

ID	Campaign Name	Ad Title	Advertiser	Agency	Country
810-12	Facebook1914		Musee de la Grande Guerre du pays de	DDB Paris	France
720-1	Tweet & shoot		BNP Paribas	We Are Social	France
970-9	The Candidate		Heineken	Publicis Italy	NC
844-17	THE COUNTRYWIDE JOKE	THE COUNTRYWIDE JOKE	CARAMBAR - KRAFT FOODS MONDELEZ	FRED & FARID GROUP (KIDS	FRANCE
847-3	ACTIONAID INTERNATIONAL	DONAILTUOPROFILO	ACTIONAID INTERNATIONAL ITALIA ONLUS	DLVBBDO	Italy
868-5	Eat A Tweet		M6 Mobile	Blast Radius Paris	France
922-1	CINZIA YOUR SKIN FRIEND	CINZIA YOUR SKIN FRIEND	IDI Farmaceutici (Merck Sharp & Dohme	LEO BURNETT CO. Srl Milan	Italy

E2 - Viral Film

ID	Campaign Name	Ad Title	Advertiser	Agency	Country
677-30	Baby&Me	Baby&Me	evian	BETC	France
812-3	One photo a day in the worst	One photo a day in the	Fund B92	Saatchi&Saatchi Belgrade	Serbia
824-10	The Human Youtube Player	The Human Youtube		DigitasLBI Paris	France
486-36	Mashou' Leila - Raasuk	Diversion	Mashrou' Leila	Leo Burnett Beirut	Lebanon

F1 - Mobile Marketing (Mobile Application, Sites...)

ID	Campaign Name	Ad Title	Advertiser	Agency	Country
542-4	SOS condom		Durex	Buzzman	France
901-5	Bluetooth Diaper Alert	Bluetooth Diaper Alert	P&G	Agencia Africa	Brazil
484-3	Nawras Piggybacking	Nawras Piggybacking	Nawras	Leo Burnett Dubai	UAE
677-24	Music in the sky	Music in the sky	Air France	BETC	France
680-2	THE BRIGHTEST ONLINE AD	THE BRIGHTEST ONLINE AD	Lupine Lighting Systems GmbH / Delius	Publicis Germany	Germany
473-38	HERITAGE	HERITAGE	ETS. KHALIL FATTAL & SONS	IMPACT BBDO	LEBANON

G1 - Digital Innovation

ID	Campaign Name	Ad Title	Advertiser	Agency	Country
698-2	Tweet & shoot		BNP Paribas	We Are Social	France
848-6	SFR 4G LIVE		SFR	Red	France

H1 - Integrated Campaign

ID	Campaign Name	Ad Title	Advertiser	Agency	Country
918-13	Milka Last Square		Mondelez international	Buzzman	France
727-1	AT&T Digital Life	AT&T Digital Life	AT&T	BBDO New York	USA

I1 - Craft Best Animation

ID	Campaign Name	Ad Title	Advertiser	Agency	Country
824-13	Vive le sport!	Hermes Vive le sport!	Hermes	DigitasLbi Paris	FRANCE

I3 - Craft Best Sound Design

ID	Campaign Name	Ad Title	Advertiser	Agency	Country
820-7	The sound of Hermes Silver		Hermès	DAN PARIS	France

I4 - Craft Best Interface & Navigation

ID	Campaign Name	Ad Title	Advertiser	Agency	Country
844-10	Wezzoo Mobile App	Wezzoo Mobile App	WEZZOO	FRED & FARID GROUP (KIDS)	France

I5 - Craft Best Video

ID	Campaign Name	Ad Title	Advertiser	Agency	Country
929-11	THE MONOLITH	THE MONOLITH	MERCEDES BENZ	PROXIMITY BBDO & CLM BBDO	FRANCE
683-5	Lacoste Future Polo L1212		LACOSTE	MNSTR	France