

Branded Content & Entertainment							
Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Country	Production Company
A01 (FICTION: SERIES OR FILM)							
A01/002	00044	THE EPIC SPLIT	VOLVO TRUCKS	THE NEW VOLVO FMX, THE NEW VOLVO FL	FORSMAN & BODENFORS Gothenburg	SWEDEN	FOLKE Stockholm
A01/004	00088	DO IT FOR DENMARK	SPIES TRAVELS	TRAVELS AND HOLIDAY	ROBERT/BOISEN & LIKE-MINDED Copenhagen	DENMARK	GOBSMACK PRODUCTIONS Copenhagen
A01/010	00120	BRÄNDÄRIT (BUYTHIS)-A SITCOM WHERE A FICTIONAL AD AGENCY WORKS WITH REAL CLIENTS	GIGANTTI, PAULIG, ATRIA, FAZER, VIKINGLINE, METSÄTISSUE, LIDL, SONERA, NISSAN AND INSTRUMENTARIUM	TEN FAMOUS BRANDS IN FINLAND	TBWA HELSINKI	FINLAND	
A01/016	00183	VACUUM LOVE	VORWERK INTERNATIONAL STRECKER & CO.	KOBOLD VR200 ROBOT VACUUM CLEANER	SAATCHI & SAATCHI DÜSSELDORF	GERMANY	SMUGGLER London / ELECTRIC THEATRE COLLECTIVE London / WAVE STUDIOS London
A02 (NON-FICTION: SERIES OR FILM)							
A02/010	00056	FLY WITH US	AVINOR	STATE OWNED AIRPORT OPERATOR	CREUNA Oslo	NORWAY	TV2 Oslo
A02/012	00075	LIVING WITH LAG	UMEÅ ENERGI, UME.NET	FIBER BROADBAND PROVIDER	ANR BBDO Stockholm	SWEDEN	STOPP/FAMILY Stockholm / HARD HAT Stockholm
A02/015	00099	SAPERUS DOCUMENTARY	DIAGEO	GUINNESS	AMV BBDO London	UNITED KINGDOM	
A02/018	00135	#FIRSTCONCERT	VODAFONE NETHERLANDS	VODAFONE FIRSTS	ACHTUNG! Amsterdam	THE NETHERLANDS	WEFILM Amsterdam
A02/019	00114	THE 24 HOUR AD BREAK	DNB	BANK / 24 HOUR CUSTOMER SERVICE	TRY/APT/POL Oslo	NORWAY	TANGRYSTAN PRODUCTIONS AS Oslo
A02/028	00078	GAME BEFORE THE GAME	BEATS BY DR. DRE	HOME ELECTRONICS	R/GA London	UNITED KINGDOM	THE SWORD FIGHT Los Angeles / ROCK PAPER SCISSORS New York City, NY
A03 (BRAND OR PRODUCT INTEGRATION INTO AN EXISTING PROGRAMME OR PLATFORM)							
A03/003	00026	THE WORLD'S FIRST ALL LEGO AD BREAK	WARNER BROS.	ENTERTAINMENT	PHD MEDIA London	UNITED KINGDOM	ITN PRODUCTIONS London
A03/007	00152	TOO YOUNG FOR THE MOVIE. OLD ENOUGH FOR MARRIAGE.	PLAN INTERNATIONAL	CHILDREN'S DEVELOPMENT ORGANISATION	DUVAL GUILLAUME Antwerp	BELGIUM	GERONIMO Antwerp
A04 (USE OR INTEGRATION OF USER-GENERATED CONTENT)							
A04/007	00100	CHRISTMAS IN A DAY	SAINSBURY'S	SAINSBURY'S SUPERMARKET	AMV BBDO London	UNITED KINGDOM	
A04/008	00106	#ALLTOGETHER	KBVB-URBSFA (ROYAL BELGIAN FOOTBALL ASSOCIATION)	NATIONAL FOOTBALL TEAM WORLDCUP 2014	BOONDOGGLE Leuven	BELGIUM	BONKA CIRCUS Leuven
A04/009	00113	THE 24 HOUR AD BREAK	DNB	BANK / 24 HOUR CUSTOMER SERVICE	TRY/APT/POL Oslo	NORWAY	TANGRYSTAN PRODUCTIONS AS Oslo
A05 (LIVE EXPERIENCE)							
A05/001	00009	FLASHBACK	BERLIN TOURISMUS & KONGRESS	THE VISITBERLIN MUSEUM PASS	BBDO BERLIN	GERMANY	
A05/006	00014	FRONT ROW	GOOGLE	GOOGLE+	ADAM&EVEDDB London	UNITED KINGDOM	GRAND VISUAL London
A05/011	00063	MANNEQUINS	PRO INFIRMIS	PRO INFIRMIS	JUNG von MATT/LIMMAT Zürich	SWITZERLAND	PUMPKIN FILM Zürich
A05/017	00143	PAY PER LAUGH	TEATRENEU	PAY PER LAUGH	THE CYRANOS McCANN Barcelona	SPAIN	CANADA Barcelona
A06 (USE OR INTEGRATION OF MUSIC)							
A06/002	00045	MADE BY SWEDEN FEAT. ZLATAN	VOLVO CARS CORPORATION	VOLVO XC70	FORSMAN & BODENFORS Gothenburg	SWEDEN	ACADEMY FILMS London
A06/003	00067	SUPERGEIL	EDEKA ZENTRALE & CO.	FOOD RETAILER	JUNG von MATT Hamburg	GERMANY	WHITE HORSE MUSIC Berlin
A06/016	00199	THE CLASSICAL COMEBACK	B-CLASSIC	CLASSICAL MUSIC FESTIVAL	DDB BRUSSELS	BELGIUM	CAVIAR Brussels / SONICVILLE Brussels
A07 (USE OR INTEGRATION OF PRINTED CONTENT)							
A07/001	00062	L'EQUIPE OF OUR DREAMS	L'EQUIPE	L'EQUIPE	DDB PARIS	FRANCE	
A07/002	00068	THE LEGENDARY POSTERS	HEINEKEN	HEINEKEN	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	
A08 (ORIGINAL GAME OR USE OF GAMING)							
A08/001	00001	GT RIDE - VIRAL GAMING FOR KIA	KIA MOTORS EUROPE	KIA PRO_CEE'D GT	LA RED Hamburg	GERMANY	ARTIFICIAL ROME Berlin
A08/006	00107	ENEMY FRONT W HOUR	CI GAMES	ENEMT FRONT (VIDEO GAME)	McCANN WORLDGROUP Warsaw	POLAND	DELAPOST Warsaw
A09 (USE OR INTEGRATION OF DIGITAL OR SOCIAL MEDIA)							
A09/002	00033	JUST ROO IT!	BERND HUMMEL	KANGAROOS	CHEIL GERMANY Schwalbach	GERMANY	RUBBER REPUBLIC Bristol / DAS WERK Frankfurt / TOESOX PRODUCTIONS North Perth
A09/011	00064	THE EMOGRAPHY PROJECT	MTV MOBILE / SUNRISE COMMUNICATIONS SWITZERLAND	TELECOMMUNICATIO N PROVIDER	FCB ZURICH	SWITZERLAND	
A09/013	00076	LIVING WITH LAG	UMEÅ ENERGI, UME.NET	FIBER BROADBAND PROVIDER	ANR BBDO Stockholm	SWEDEN	STOPP/FAMILY Stockholm / HARD HAT Stockholm
A09/016	00089	OPEL'S AIRMAIL FOR VOLKSWAGEN	OPEL GENERAL MOTORS AUSTRIA	OPEL	WIEN NORD Vienna	AUSTRIA	
A09/020	00125	REAL LIFE POWERED BY STREET VIEW	ALLIANZ	ALL PRODUCTS	FIGHTING FISH Clichy	FRANCE	FIGHTING FISH Clichy
A09/025	00108	TRAVEL YOUR TWEET INTERESTING	EXPEDIA	EXPEDIA	OGILVY & MATHER LONDON	UNITED KINGDOM	
A09/031	00187	#LIKEAGIRL	P&G	ALWAYS	LEO BURNETT LONDON	UNITED KINGDOM	CHELSEA PICTURES Chicago
A09/033	00194	THE NIGHT TERROR APP	HORROR CHANNEL UK	TELEVISION BROADCASTING NETWORK	INTERONE Hamburg	GERMANY	
A10 (INTEGRATED CONTENT CAMPAIGN)							
A10/001	00031	IF ONLY FOR A SECOND	MIMI FOUNDATION	CANCER SUPPORT AND WELLBEING CENTER	LEO BURNETT FRANCE Paris	FRANCE	
A10/009	00058	FLY WITH US	AVINOR	STATE OWNED AIRPORT OPERATOR	CREUNA Oslo	NORWAY	TV2 Oslo
A10/014	00137	#FIRSTCONCERT	VODAFONE NETHERLANDS	VODAFONE FIRSTS	ACHTUNG! Amsterdam	THE NETHERLANDS	WEFILM Amsterdam
A10/017	00122	BRÄNDÄRIT (BUYTHIS)-A SITCOM WHERE A FICTIONAL AD AGENCY WORKS WITH REAL CLIENTS	GIGANTTI, PAULIG, ATRIA, FAZER, VIKINGLINE, METSÄTISSUE, LIDL, SONERA, NISSAN AND INSTRUMENTARIUM	TEN FAMOUS BRANDS IN FINLAND	TBWA HELSINKI	FINLAND	ALSO STARRING Helsinki / FREMANTLE MEDIA Helsinki
Total Entries:			38				