

Shortlist (PR Lions)							
Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency
<b>A01 (Food &amp; Nutrition)</b>							
A01013	0286	WAKE UP & SMELL THE RAIN	OSCAR MAYER BACON	OSCAR MAYER BACON	OLSON ENGAGE Chicago	USA	OLSON ENGAGE Chicago
A01020	0682	#NOTBROKEN	MONDELEZ INTERNATIONAL	MONDELEZ INTERNATIONAL	DROGA5 New York	USA	DROGA5 New York
A01037	01757	#MYFAMILYCAN	SPC ARDONNA	SPC CANNED FRUIT AND VEGETABLES	LEO BURNETT MELBOURNE	AUSTRALIA	LEO BURNETT MELBOURNE
<b>A02 (Automotive and Transport)</b>							
A02004	02099	THE DANCING TRAFFIC LIGHT	DAMMLER AG / SMART MM	SMART	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin / KETCHUM PLEON Berlin
A02017	01175	70 GUARDIANS OF WINTER	ŠKODA SPAIN	ŠKODA SCOUT4X4	PROXIMITY BARCELONA Barcelona	SPAIN	PROXIMITY BARCELONA Barcelona
A02029	01880	INTERCEPTION	VOLVO	AUTOMOBILES	GREY NEW YORK	USA	GREY NEW YORK / WAGGENER EDSTROM New York
<b>A03 (Healthcare &amp; Wellbeing)</b>							
A03008	01360	WAKE UP & SMELL THE RAIN	FUNDACION FALARGRO	FUNDACION FALARGRO	GREY ARGENTINA Buenos Aires	ARGENTINA	GREY ARGENTINA Buenos Aires / OLIVIERO TOSCANI Chicago
A03020	01856	THE LUCKY IRON FISH PROJECT	LUCKY IRON FISH	FORTIFIED NUTRITION PRODUCT	GEOMETRY GLOBAL Dubai	UNITED ARAB EMIRATES	GEOMETRY GLOBAL Dubai / MEMAC OGIILVY
A03022	01053	ROCCO SIFFREDDI'S VOYCE OF CHASTITY	RECKITT BENCKISER ITALIA	DUREX	HAVAS WORLDWIDE MILAN	ITALY	HAVAS WORLDWIDE MILAN / HAVAS PR MILAN
A03023	01491	HORSE SELLS THE STRIP TO HUMANS	GSK	BREATHE RIGHT NASAL STRIPS	PHD New York	USA	WEBER SHANDWICK New York
<b>A04 (Luxury goods, Fashion &amp; Beauty)</b>							
A04004	04888	CALL HER NAME	POLA	RED B.A	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo / CYBERCASTING & PR (CSP) Tokyo
A04010	01380	TRUE WETSUITS	QUIKSILVER JAPAN	WETSUITS	TBWAHAKUHODO Tokyo	JAPAN	TBWAHAKUHODO Tokyo / MATERIAL Tokyo
A04023	01136	CATCALLING YOUR MIND	EVERLAST	EVERLAST	INDEPENDENCIA Lima	PERU	INDEPENDENCIA Lima
A04026	01718	CHOOSE BEAUTIFUL	DOVE	PERSONAL CARE	EDELMAN London	UNITED KINGDOM	EDELMAN London / OGIILVY & MATHER Chicago
<b>A05 (Other Consumer Products)</b>							
A05027	01150	KEEP THE FLAME ALIVE	DIAGEO LEBANON	JOHNNIE WALKER	LEO BURNETT BEIRUT	LEBANON	LEO BURNETT BEIRUT / LECCOMM Beirut
A05028	01336	COLOR FOR THE COLORFUL	VALSPAR	PAINT	FCB CHICAGO	USA	FCB CHICAGO
A05037	01532	PRIDE OF WATER	COCA-COLA	ARWA	MEMAC OGIILVY Dubai	UNITED ARAB EMIRATES	MEMAC OGIILVY Dubai
A05042	01505	PRICELESS PETS	PURINA / QUATRO PATRIMAS NGO	ANIMAL ADOPTION	NBS Rio de Janeiro	BRAZIL	NBS Rio de Janeiro
A05045	01640	BREATHE AGAIN	XIAO ZHUI	AIR PURIFIER	Y&R SHANGHAI	CHINA	Y&R SHANGHAI
<b>A06 (Media, Arts &amp; Entertainment)</b>							
A06028	02688	TAMPS MUSEUM ON A TROLLEY	TAM MUSEUM	AIRCRAFT MUSEUM	WUNDERMAN BRAZIL São Paulo	BRAZIL	WUNDERMAN BRAZIL São Paulo
A06043	01653	THE ROB NEWS	ANTENA 1 OBSERVATOR	BLOOD DONATION	GEOMETRY GLOBAL Bucharest	ROMANIA	GEOMETRY GLOBAL Bucharest / SAATCHI & SAATCHI
A06048	01658	THE HRV & ISSUE	VANGUARDIST MAGAZINE	MAGAZINE	SAATCHI & SAATCHI SWITZERLAND Geneva	SWITZERLAND	SAATCHI & SAATCHI SWITZERLAND Geneva / SWITZERLAND London
A06050	01842	BLACK CATS ON HOLIDAY	LOTO LIBANAS	LOTO	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai
<b>A07 (Travel, Tourism &amp; Leisure)</b>							
A07028	01493	SNACKHOLIDAYS	TRANSAVA	AIRLINE COMPANY	LES GAULOIS Puteaux	FRANCE	LES GAULOIS Puteaux / MARIÉ-ANTOINETTE Paris
A07041	01557	GREAT CHINESE NAMES FOR GREAT BRITAIN	VISITBRITAIN	TOURISM	OGILVY BEIJING	CHINA	OGILVY PUBLIC RELATIONS Beijing
A07042	01748	SECURITY MOMS	SPORT CLUB DO RECRE	SOCCER TEAM	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo
A07048	01862	BLIND TRIP	MINISTRY OF TRANSPORTATION AND TOURISM	PROMOTIONAL TOURISM CAMPAIGN	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil
<b>A08 (Retail &amp; Restaurants)</b>							
A08004	01115	#BRODTWOPPER	MC DONALD'S	BIG MAC	DOB Sydney	AUSTRALIA	DOB Sydney
A08011	01516	PROUD WHOPPER	BURGER KING	WHOPPER	DAVID Miami	USA	DAVID Miami / ALISON BROD PUBLIC RELATIONS New York
<b>A09 (Financial Services)</b>							
A09006	02016	THE C CONCERT NO ONE WAS WAITING FOR	BDVA	BDVA	FAHRENHEIT DOB Lima	PERU	FAHRENHEIT DOB Lima
A09028	01754	VOYAGING ROAD BILLBOARD	SEGOROS BOLIVAR	SEGOROS BOLIVAR	LEO BURNETT COLOMBIA Bogotá	COLOMBIA	LEO BURNETT COLOMBIA Bogotá / MB COMUNICACIONES Bogotá
<b>A10 (Technology &amp; Manufacturing)</b>							
A10004	00177	EVER BUOY	OPTUS	OPTUS NETWORK	FUEL COMMUNICATIONS Sydney	AUSTRALIA	FUEL COMMUNICATIONS Sydney / M&C SAATCHI Sydney
A10028	01229	LIFELINE	SAMSUNG	GEAR VR	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY / EDELMAN Sydney
A10040	01921	PERU TE LLAMA	MOVISTAR	COMMUNICATION SERVICES	Y&R Lima	PERU	Y&R Lima
A10053	01681	TU PATROL	MYTEKSI	MYTEKSI APP	OGILVY MALAYSIA Kuala Lumpur	MALAYSIA	OGILVY MALAYSIA Kuala Lumpur
A10054	01851	SUNDAY GRANNIES	VODAFONE ROMANIA	TELECOMMUNICATIONS	McCANN ERICKSON ROMANIA Bucharest	ROMANIA	McCANN ERICKSON ROMANIA Bucharest
<b>A11 (Charity &amp; not for Profit)</b>							
A11001	00014	GUILD TRIP SUNDAY	SOS CHILDREN'S VILLAGES SWEDEN	MOTHER'S DAY	RIVER Stockholm	SWEDEN	RIVER Stockholm
A11024	00848	MORE THAN A COSTUME	DOCTORS OF THE WORLD	DOCTORS OF THE WORLD	PUBLICIS KAPLAN THALER New York	USA	PUBLICIS KAPLAN THALER New York
A11034	01353	LOVE HAS NO LABELS	ADDCOUNCIL	LOVE HAS NO LABELS	R/GA New York	USA	R/GA New York
A11041	00603	A HAIR RAISING CARE	BARNCANCERFONDE	NON PROFIT ORGANIZATION	GARBERGS Stockholm	SWEDEN	GARBERGS Stockholm
A11049	00479	PROJECT AKSHAR (ALPHABETS) - GRADUATING BLUE COLLAR TO WHITE-COLLAR	SMARTLIFE	GET SMART PROGRAM	FP7/DXB Dubai	UNITED ARAB EMIRATES	FP7/DXB Dubai
A11058	00769	NAZIS AGAINST NAGIS SCRYAN'S MOST INVOLUNTARY CHARITY WALK	ZDK GESELLSCHAFT DEMOKRATISCHE KULTUR	EXIT-DEUTSCHLAND	GGH LOWE Hamburg	GERMANY	GGH LOWE Hamburg / GRABARZ & PARTNER Hamburg
A11065	01179	THE UNFOGOTTEN	ILLINOIS COUNCIL AGAINST HANGGON VIOLENCE	GUN VIOLENCE EDUCATION AWARENESS AND LOBBING	FCB CHICAGO	USA	FCB CHICAGO / CURRENT Chicago
A11067	01534	COME AND VOTE!	ASOCIATA PRO CROMANIA	PRO VOTING CAMPAIGN	LEO BURNETT GROUP Bucharest	ROMANIA	LEO BURNETT GROUP Bucharest / THE PRACTICE Bucharest
A11070	01577	UNPAID SPEAKERSPERSON	LEGACY	NATIONAL PUBLIC HEALTH FOUNDATION (TOSACCO PREVENTION & CEASTION)	KETCHUM New York	USA	KETCHUM New York / 72ANDSUNNY Playa Vista
A11092	01936	SINGING SAILOR	THE SWEDISH PEACE AND ARBITRATION SOCIETY	SUSTAINABLE DEVELOPMENT AND HUMAN RIGHTS	AKESTAM HOLST Stockholm	SWEDEN	AKESTAM HOLST Stockholm
A11103	01862	THE GUN SHOP	STATES UNITED TO PREVENT GUN VIOLENCE	ANTI-GUN VIOLENCE	GREY NEW YORK	USA	GREY NEW YORK / GREY ACTIVATION & PR New York
A11106	01098	805 MILLION NAMES	UNITED NATIONS WORKING FOOD PROGRAMME	FIGHTING HUNGER WORLDWIDE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg
A11114	01398	THE 2 EURO T-SHIRT A SOCIAL EXPERIMENT	FASHION REVOLUTION (NGO)	SOCIAL ACTIVATION	KETCHUM PLEON Berlin	GERMANY	KETCHUM PLEON Berlin / BERLIN GROUP Berlin
A11144	01897	BROWN AND MAIDS	TRANSIENT WORKERS COUNT TOO (TW2)	TW2	OGILVY & MATHER SINGAPORE	SINGAPORE	OGILVY & MATHER SINGAPORE
<b>A12 (Public Sector)</b>							
A12003	00107	THE SAD BUS	THE CENTER FOR INFORMATION TECHNOLOGY AT THE MINISTRY OF THE INTERIOR	BEZPECZNYAUTOBU S.GOV.PL	K2 Warsaw	POLAND	K2 Warsaw
A12011	00830	ANTI-ROBBERY COURSE	NATIONAL POLICE	NATIONAL POLICE	McCANN WORLDGROUP COLOMBIA Bogotá	COLOMBIA	McCANN WORLDGROUP COLOMBIA Bogotá
<b>B01 (Corporate Reputation &amp; Communication)</b>							
B01006	00178	CLEVER BUOY	OPTUS	OPTUS NETWORK	FUEL COMMUNICATIONS Sydney	AUSTRALIA	FUEL COMMUNICATIONS Sydney / M&C SAATCHI Sydney
B01028	00927	THE DAVOS CHALLENGE WALK FOR CLIMATE	UBS	CORPORATE SOCIAL RESPONSIBILITY	PUBLICIS PIXELPAR Berlin	GERMANY	PUBLICIS HAMBURG
B01031	01362	TUVALU	LG ELECTRONICS	SMART TV	GREY ARGENTINA Buenos Aires	ARGENTINA	GREY ARGENTINA Buenos Aires
B01032	01381	TRUE WETSUITS	QUIKSILVER JAPAN	WETSUITS	TBWAHAKUHODO Tokyo	JAPAN	TBWAHAKUHODO Tokyo / MATERIAL Tokyo
B01042	01494	SNACKHOLIDAYS	TRANSAVA	AIRLINE COMPANY	LES GAULOIS Puteaux	FRANCE	LES GAULOIS Puteaux / MARIÉ-ANTOINETTE Paris
B01045	01657	FINY POWER	SIXONIE CO.	FOOTWEAR	DENTSU YOUNG & RUBICAM THAILAND	THAILAND	DENTSU YOUNG & RUBICAM Bangkok
B01059	01274	TIGERAIR	TIGERAIR	INFREQUENT FLYERS CLUB	MCCANN MELBOURNE	AUSTRALIA	MCCANN MELBOURNE
B01064	01922	PERU TE LLAMA	MOVISTAR	COMMUNICATION SERVICES	Y&R Lima	PERU	Y&R Lima
B01071	01392	RELOCK LOVE	ORANGE	ORANGE FRANCE	MARCEL Paris	FRANCE	MARCEL Paris
B01090	01314	THE ART OF WAITING	RECLAME AQUI	INSTITUTIONAL	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo
B01092	01682	TAXIPATROL	MYTEKSI	MYTEKSI APP	OGILVY MALAYSIA Kuala Lumpur	MALAYSIA	OGILVY MALAYSIA Kuala Lumpur
<b>B02 (Public Affairs &amp; Lobbying)</b>							
B02003	00124	VOTE FOR US, WELL VOTE FOR YOU	KAFA	WOMEN'S RIGHTS NGO	LEO BURNETT BEIRUT	LEBANON	LEO BURNETT BEIRUT / LECCOMM Beirut
B02016	00999	GROCERIES NOT GUNS	MOMS DEMAND ACTION FOR GUN SAFETY IN AMERICA	PUBLIC AWARENESS - GUN CONTROL	GREY CANADA Toronto	CANADA	GREY CANADA Toronto
B02018	01121	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DOB SPAIN Madrid	SPAIN	DOB SPAIN Madrid
B02020	00770	NAZIS AGAINST NAGIS SCRYAN'S MOST INVOLUNTARY CHARITY WALK	ZDK GESELLSCHAFT DEMOKRATISCHE KULTUR	EXIT-DEUTSCHLAND	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg / G&R LOWE Hamburg
B02022	00994	TOYS IN MOURNING	UNICEF	INSTITUTIONAL	ONIRIA/TBWA Asuncion	PARAGUAY	ONIRIA/TBWA Asuncion / VIENTO SURURBAN GRUPO DE COMUNICACION Asuncion
B02032	01865	THE GUN SHOP	STATES UNITED TO PREVENT GUN VIOLENCE	ANTI-GUN VIOLENCE	GREY NEW YORK	USA	GREY NEW YORK / GREY ACTIVATION & PR New York
<b>B03 (Crisis Communications &amp; Issue Management)</b>							
B03002	00325	#TECHNOLOGY CAN DISTURF: RAPID INTEGRATION TURNS PR CRISIS INTO SOCIAL CURRENCY	GENERAL MOTORS	CHEVROLET TRUCKS	FLEISHMANHILLARD St. Louis	USA	FLEISHMANHILLARD DALLAS
B03016	01541	SHEDDY OF DIGNITY	DANTREE PAPER	MARRIAGE EQUALITY	ROTHCO Dublin	IRELAND	ROTHCO Dublin
<b>B04 (Corporate Responsibility)</b>							
B04010	01020	LIFE SAVING DOT	TALWAR BINDI	BINDI	GREY GROUP Singapore	SINGAPORE	GREY GROUP Singapore
B04018	00980	TOUCH THE PROCTER & GAMBLE	PROCTER & GAMBLE	WIPSPER SANITARY NAPKINS	BBDO INDIA Mumbai	INDIA	BBDO INDIA Mumbai
B04023	01517	PROUD WHOPPER	BURGER KING	WHOPPER	DAVID Miami	USA	DAVID Miami / ALISON BROD PUBLIC RELATIONS New York
B04024	01623	MARCH OF TOYS	KASPERLE	KASPERLE	BBDO GUATEMALA	GUATEMALA	BBDO GUATEMALA
B04035	00337	THE RAMP LESSON	DRIVER'S SCHOOL	DRIVING SCHOOL	VLM Mexico	MEXICO	VLM Mexico
B04036	00853	SIDE BY SIDE	SPORT CLUB INTERNACIONAL	GRENAL	SPORT CLUB INTERNACIONAL Porto Alegre	BRAZIL	SPORT CLUB INTERNACIONAL Porto Alegre
B04045	01934	COFFEE VS. CHOCOLATE	MONDELEZ	KENCO	J. WALTER THOMPSON London	UNITED KINGDOM	J. WALTER THOMPSON London
B04052	01316	THE WORDS' FIRST BILLED	MOLTYFOAM	MATTRESSES	BK PALSTRAN Lahore	PAKISTAN	BK PALSTRAN Lahore
<b>B05 (Environmental (incl. Sustainability))</b>							
B05004	00179	CLEVER BUOY	OPTUS	OPTUS NETWORK	FUEL COMMUNICATIONS Sydney	AUSTRALIA	FUEL COMMUNICATIONS Sydney / M&C SAATCHI Sydney
B05021	00501	TREE BOOK TREE	PEQUEÑO EDITOR	TREE BOOK TREE	FCB BUENOS AIRES	ARGENTINA	FCB BUENOS AIRES / NV PRENSA Buenos Aires
<b>B06 (Internal Communications (incl. Employee Engagement))</b>							
B06003	00314	THE VERY GOOD WISHES	PUBLICIS GROUPE	PUBLICIS 2015 ANNUAL WISHES	DIGITASLB FRANCE Paris	FRANCE	DIGITASLB FRANCE Paris
B06009	01802	ASHES	CAMPOFRIO	INSTITUTIONAL FIRE LA BUREBA FACTORY	McCANN MADRID	SPAIN	McCANN MADRID
<b>B07 (Media Relations)</b>							
B07018	00468	THE 30TH ANNIVERSARY OF THE UK'S FIRST MOBILE PHONE CALL	VODAFONE	30TH ANNIVERSARY OF THE UK'S FIRST MOBILE PHONE CALL ON THE VODAFONE NETWORK	VODAFONE GROUP London	UNITED KINGDOM	GOLDEN GOOSE PR London
B07053	01061	THE WORLD'S TOUGHEST JOB	AMERICAN GREETINGS	CARDSTORE.COM	MULLEN Boston	USA	MULLEN Boston
B07054	01198	WITTEL COUCH CONVERTER SERVICE	WITTEL - NESTLE WATERS	MINERAL WATER	OGILVY PARIS	FRANCE	OGILVY PARIS / CEST DIT, CEST ECRIE Paris
<b>B08 (Events &amp; Experiential (incl. stunts))</b>							
B08025	00300	THE DANCING TRAFFIC LIGHT	DAMMLER AG / SMART MM	SMART	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin / KETCHUM PLEON Berlin
B08043	00278	LICHTRENZE	THE CITY OF BERLIN (KULTURPROJEKT BERLIN)	CITY WIDE MEDIA LIGHT INSTALLATION AND LIVE EVENT	WHITEVOID Berlin	GERMANY	WHITEVOID Berlin
B08044	00297	STAY WITH PRIDE	AIRBNB	TRAVEL & ACCOMMODATION	WHYBIN/TBWA GROUP SYDNEY	AUSTRALIA	WHYBIN/TBWA GROUP SYDNEY / NZN COMMUNICATIONS Sydney
B08052	00732	HEARING HANDS	SAMSUNG ELECTRONICS TURKEY	SAMSUNG	LEO BURNETT ISTANBUL	TURKEY	LEO BURNETT ISTANBUL
B08061	01354	LOVE HAS NO LABELS	ADDCOUNCIL	LOVE HAS NO LABELS	R/GA New York	USA	R/GA New York
B08062	01122	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DOB SPAIN Madrid	SPAIN	DOB SPAIN Madrid
B08093	01192	THE MARATHON WALKER	WATER FOR AFRICA	CHARITY	OGILVY PARIS	FRANCE	OGILVY PARIS
B08122	01591	PAY PER LOVE	TEATRENU	PAY PER LOVE	THE CYRANOS/MCCANN Barcelona	SPAIN	THE CYRANOS/MCCANN Barcelona
B08137	00771	NAZIS AGAINST NAGIS SCRYAN'S MOST INVOLUNTARY CHARITY WALK	ZDK GESELLSCHAFT DEMOKRATISCHE KULTUR	EXIT-DEUTSCHLAND	GGH LOWE Hamburg	GERMANY	GGH LOWE Hamburg / GRABARZ & PARTNER Hamburg
B08139	00824	THE HEARING TEST CONCERT	NEUROTH	HEARING AID	FCB ZÜRICH	SWITZERLAND	FCB ZÜRICH
B08146	00754	THE RAMP LESSON	DRIVER'S SCHOOL	DRIVING SCHOOL	VLM Mexico	MEXICO	VLM Mexico
B08168	01889	THE GUN SHOP	STATES UNITED TO PREVENT GUN VIOLENCE	ANTI-GUN VIOLENCE	GREY NEW YORK	USA	GREY NEW YORK / GREY ACTIVATION & PR New York
B08174	01390	A KISS IS A STAMP	POSTNL	POSTAL SERVICES	JOE PUBLIC TAKE-AWAY ADVERTISING Amsterdam	THE NETHERLANDS	JOE PUBLIC TAKE-AWAY ADVERTISING Amsterdam
B08175	01650	THE BILLBOARD WITH NOTHING TO HIDE	FARM PRIDE FOODS	FREE RANGE EGGS	GPV&R Melbourne	AUSTRALIA	GPV&R Melbourne / PPR Sydney
B08179	01752	SECURITY MOMS	SPORT CLUB DO RECRE	SOCCER TEAM	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo
B08182	01399	THE 2 EURO T-SHIRT A SOCIAL EXPERIMENT	FASHION REVOLUTION (NGO)	SOCIAL ACTIVATION	KETCHUM PLEON Berlin	GERMANY	KETCHUM PLEON Berlin / BBDO GROUP GERMANY Berlin
B08191	00834	ZOO LANDER RETURNS TO THE RURAL	PARAMOUNT PICTURES	ZOO LANDER 2	WME MG New York	USA	CATALYST PUBLIC RELATIONS New York
B08199	01869	BLIND TRIP	MINISTRY OF TRANSPORTATION AND TOURISM	PROMOTIONAL TOURISM CAMPAIGN	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil
B08204	00996	TOYS IN MOURNING	UNICEF	INSTITUTIONAL	ONIRIA/TBWA Asuncion	PARAGUAY	ONIRIA/TBWA Asuncion / VIENTO SURURBAN GRUPO DE COMUNICACION Asuncion
B08205	01124	THE VALENTINE CHALLENGE	ANTHON BERG	ANTHON BERG CREATION	ROBERTS (BOISEN & LIKE-MINDED) Copenhagen	DENMARK	ROBERTS (BOISEN & LIKE-MINDED) Copenhagen / ESSENCIUS Copenhagen
B08209	01608	MORE THAN A SIGN	DISLIFE	DISABILITY RIGHTS AWARENESS	Y&R Moscow	RUSSIA	Y&R MOSCOW / PROSTOR Y&R
<b>B09 (Celebrity Endorsement)</b>							
B09007	00371	PRETZEL BACON CHEESEBURGER - YES, YES, YES	WENDY'S	QUICK SERVICE RESTAURANT	VLM Kansas City	USA	VLM Kansas City / KETCHUM New York
B09014	01282	THE WEATHER CHALLENGE	TOYOTA MOTOR EUROPE	EGGS	DEL CAMPO SAATCHI & SAATCHI MADRID Madrid	SPAIN	DEL CAMPO SAATCHI & SAATCHI MADRID Madrid
B09021	01187	WITH BACON	AMERICAN EGG BOARD	EGGS	EDELMAN Chicago	USA	EDELMAN Chicago / GREY NEW YORK
B09029	00931	SUPPORTING GREATNESS WITH JOCKEY MODULAR UNDERWEAR	JOCKEY	APPAREL	EDELMAN INTERNATIONAL Kenosha	USA	ZENO GROUP New York
B09038	01716	CELIBACY CHALLENGE	GLAAD, GAY MEN'S HEALTH CRISIS	PUBLIC SERVICE	SAATCHI & SAATCHI New York	USA	SAATCHI & SAATCHI New York / SWENEVESTY New York
B09040	01099	805 MILLION NAMES	UNITED NATIONS WORKING FOOD PROGRAMME	FIGHTING HUNGER WORLDWIDE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg
<b>B10 (Sponsorship)</b>							
B10005	00298	STAY WITH PRIDE	AIRBNB	TRAVEL & ACCOMMODATION	WHYBIN/TBWA GROUP SYDNEY	AUSTRALIA	WHYBIN/TBWA GROUP SYDNEY / NZN COMMUNICATIONS Sydney
B10012	00941	MINERS	BANCO DE CHILE	BANCO DE CH			