

Shortlist (Branded Content & Entertainment)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country
A01 (Fiction: series or film)						
A01/002	00030	THE ELECTRIC SAGA	EDF	EDF CONSUMER SERVICES	HAVAS WORLDWIDE PARIS	FRANCE
A01/006	00011	RED BULL FOR G-DRIVE	GAZPROMNEFT	G-DRIVE	UNITE Moscow	RUSSIA
A01/010	00112	DO IT FOR MOM	SPIES TRAVELS	ACTIVE HOLIDAY	ROBERT/BOISEN & LIKE-MINDED Copenhagen	DENMARK
A02 (Non-Fiction: series or film)						
A02/001	00007	RABBIT RACE	MEDIA MARKT	MEDIA MARKT	OGILVY GERMANY Frankfurt	GERMANY
A02/004	00044	805 MILLION NAMES	UNITED NATIONS WORLD FOOD PROGRAMME	FIGHTING HUNGER WORLDWIDE	FORSMAN & BODENFORS Gothenburg	SWEDEN
A02/006	00004	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid	SPAIN
A02/014	00094	YOUNG AGAIN	DNB	BANK	TRY/APT/POL Oslo	NORWAY
A02/015	00099	BACK TO BASE	BASE	TELCO (MOBILE) PROVIDER	DDB BRUSSELS	BELGIUM
A02/019	00122	SLIDE, AMAZING IN MOTION	LEXUS INTERNATIONAL	LEXUS INTERNATIONAL	CHI & PARTNERS London	UNITED KINGDOM
A03 (Brand or Product Integration into an existing programme or platform)						
A03/002	00016	GRAND MCEXTREM TOPCHEF	McDONALD'S	GRAND MCEXTREM	OMD SPAIN Madrid	SPAIN
A03/005	00045	805 MILLION NAMES	UNITED NATIONS WORLD FOOD PROGRAMME	FIGHTING HUNGER WORLDWIDE	FORSMAN & BODENFORS Gothenburg	SWEDEN
A03/007	00083	THE SOCIAL BREAK	CAP 48	NON PROFIT	AIR PARTNER OF McCANN Brussels	BELGIUM
A04 (Original User-generated Content)						
A04/005	00160	INVERSE GOAL CELEBRATION	UNICEF Y FUNDACIÓN DE LA LIGA DE FÚTBOL PROFESIONAL	CHARITY MATCH	VCCP SPAIN Madrid	SPAIN
A05 (Branded Live Experience)						
A05/001	00005	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid	SPAIN
A05/015	00046	805 MILLION NAMES	UNITED NATIONS WORLD FOOD PROGRAMME	FIGHTING HUNGER WORLDWIDE	FORSMAN & BODENFORS Gothenburg	SWEDEN
A05/016	00047	NAZIS AGAINST NAZIS-GERMANY'S MOST INVOLUNTARY CHARITY WALK	ZDK GESELLSCHAFT DEMOKRATISCHE KULTUR	EXIT-DEUTSCHLAND	GRABARZ & PARTNER Hamburg	GERMANY
A05/034	00148	SHADOW WIFI	STICHTING TEGEN KANKER/FONDATIO N CONTRE LE CANCER	AWARENESS ORGANISATION TO PREVENT SKIN CANCER	HAPPINESS BRUSSELS	BELGIUM
A06 (Original Use of Music)						
A06/003	00062	WORLD OF BLUE	WWF THE NETHERLANDS	DONATIONS FOR THE OCEANS	OGILVY & MATHER AMSTERDAM	THE NETHERLANDS
A06/005	00078	DENIS - THE CLIP THAT BROKE THE INTERNET	UNILEVER ISRAEL	TELMA BRANFLAKES	BAUMANN BER RIVNAY SAATCHI & SAATCHI Ramat Gan	ISRAEL
A07 (Original Printed Content)						

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A07/004	00095	THE HIV+ ISSUE	VANGARDIST	VANGARDIST MAGAZINE	SAATCHI & SAATCHI SWITZERLAND Geneva	SWITZERLAND
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A08 (Original Game/Gaming)

A08/004	00098	FIRST PERSON LOVER	BJÖRN BORG	SPORTS APPAREL	GARBERGS Stockholm	SWEDEN
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A09 (Original Branded Digital or Social media)

A09/001	00001	#PROJECT360	MAMMUT SPORTS GROUP	MAMMUT	HEYE Munich	GERMANY
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A09/003	00023	CANON GIG APP	CANON	CANON DSLR	UNCLE GREY Copenhagen	DENMARK
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A09/006	00043	MAKE UP GENIUS VIRTUAL MIRROR	L'ORÉAL PARIS	VIRTUAL MAKE UP MIRROR APPS	McCANN PARIS	FRANCE
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A09/016	00101	PHONEADDRESS	BASE	MOBILE OPERATOR	DDB BRUSSELS	BELGIUM
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A09/017	00105	RELOCKLOVE	ORANGE	ORANGE FRANCE	MARCEL Paris	FRANCE
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A09/020	00123	SLIDE, AMAZING IN MOTION	LEXUS INTERNATIONAL	LEXUS INTERNATIONAL	CHI & PARTNERS London	UNITED KINGDOM
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A09/021	00129	PHOTOS FOR LIFE	RAK'N'ROLL	CHARITY PHOTO STOCK	ISOBAR POLAND Warsaw	POLAND
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A10 (Integrated Campaign led by Content Platform)

A10/001	00008	RABBIT RACE	MEDIA MARKT	MEDIA MARKT	OGILVY GERMANY Frankfurt	GERMANY
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A10/003	00027	MONTY'S CHRISTMAS	JOHN LEWIS PARTNERSHIP	CHRISTMAS	ADAM&EVEDDB London	UNITED KINGDOM
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A10/005	00048	NAZIS AGAINST NAZIS- GERMANY'S MOST INVOLUNTARY CHARITY WALK	ZDK GESELLSCHAFT DEMOKRATISCHE KULTUR	EXIT- DEUTSCHLAND	GRABARZ & PARTNER Hamburg	GERMANY
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A10/013	00124	SLIDE, AMAZING IN MOTION	LEXUS INTERNATIONAL	LEXUS INTERNATIONAL	CHI & PARTNERS London	UNITED KINGDOM
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Total Entries: 32

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