

Shortlist (Direct)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country
A01 (Flat Mailing)						
A01/002	00079	HOME	APAV	DOMESTIC VIOLENCE	FCB Lisbon	PORTUGAL
A01/007	00189	JAEGER 1:1 BROCHURE	JAEGER	BIKE MANUFACTURER	BOWLING Brussels	BELGIUM
A02 (Dimensional Mailings)						
A02/001	00003	ASHES	CAMPOFRÍO	CAMPOFRÍO	McCANN MADRID	SPAIN
A02/007	00082	37 DAYS - THE CUBE	ATLANTIC GROUP	CONNECTED HEATERS	LEO BURNETT FRANCE Paris	FRANCE
A03 (Targeted Ambient Media: Small Scale)						
A03/002	00043	WAVE	DECATHLON	TRIBORD IZEBER FLOTATION VESTS	ROSAPARK Paris	FRANCE
A03/006	00104	SNACKHOLIDAYS	TRANSAVIA	AIRLINE COMPANY	LES GAULOIS Puteaux	FRANCE
A03/007	00111	#NOMOREEVITIOS NS	STOP DESAHUCIOS	AWARENESS CAMPAIGN	ORBITAL PROXIMITY Madrid	SPAIN
A03/021	00343	THE LIVE TUBE	HEINEKEN ITALIA	BEER	PUBLICIS ITALY Milan	ITALY
A04 (Targeted Ambient Media: Large Scale)						
A04/001	00011	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid	SPAIN
A04/005	00038	THE 2 EURO T-SHIRT - A SOCIAL EXPERIMENT	FASHION REVOLUTION (NGO)	SOCIAL ACTIVATION	BBDO GROUP GERMANY Berlin	GERMANY
A04/006	00089	NAZIS AGAINST NAZIS-GERMANY'S MOST INVOLUNTARY CHARITY WALK	ZDK GESELLSCHAFT DEMOKRATISCHE KULTUR	EXIT-DEUTSCHLAND	GRABARZ & PARTNER Hamburg	GERMANY
A04/017	00237	STAY SUSTAINABLE ON AIRBNB	ÄHLÉNS	RETAIL STORE	FORSMAN & BODENFORS Gothenburg	SWEDEN
A05 (Direct Response Print or Standard Outdoor, including Inserts)						
A05/001	00046	SOUNDS OF THE CITY	THALYS TRAIN NETWORK	HIGH-SPEED RAIL TRAVEL	ROSAPARK Paris	FRANCE
A05/002	00067	THE LES PAUL SKILL CHECK	GIBSON GUITAR	EPIPHONE LES PAUL BJOERN GELOTTE SIGNATURE EDITION	SERVICEPLAN Munich	GERMANY
A05/006	00169	THE HIV+ ISSUE	VANGARDIST	VANGARDIST MAGAZINE	SAATCHI & SAATCHI SWITZERLAND Geneva	SWITZERLAND
A05/011	00336	THE NEXT PHOTO	CHILDHOOD EYE CANCER TRUST	CHARITY	WUNDERMAN London	UNITED KINGDOM
A06 (Direct Response Broadcast: TV, Radio & Infomercials)						
A06/001	00021	RABBIT RACE	MEDIA MARKT	MEDIA MARKT	OGILVY GERMANY Frankfurt	GERMANY
A06/006	00354	INVERSE GOAL CELEBRATION	UNICEF AND FUNDACIÓN DE LA LIGA DE FÚTBOL PROFESIONAL	NON PROFIT MATCH	VCCP SPAIN Madrid	SPAIN
B01 (Use of Digital Marketing)						
B01/002	00061	PRIDESTREAM	KPN	TELCO	N=5 Amsterdam	THE NETHERLANDS
B01/003	00065	THE BANNER THAT MAKES YOU LIKE BANNERS	3M	POST-IT® STICKY NOTES	BBDO RUSSIA GROUP Moscow	RUSSIA
B01/009	00203	#HANDSOFF	MARC DORCEL	MARC DORCEL	MARCEL Paris	FRANCE

Shortlist (Direct)

B01/010	00204	RELOCKLOVE	ORANGE	ORANGE FRANCE	MARCEL Paris	FRANCE
B01/015	00272	THE AD FILTER	D&AD	D&AD	BETC Paris	FRANCE

B02 (Use of Mobile Marketing)

B02/001	00004	VODAFONE BETWEEN US	VODAFONE	VODAFONE RED LIGHT APPLICATION	Y&R TEAM RED ISTANBUL	TURKEY
B02/003	00055	CANON GIG APP	CANON	CANON DSLR	UNCLE GREY Copenhagen	DENMARK
B02/005	00069	THE LES PAUL SKILL CHECK	GIBSON GUITAR	EPIPHONE LES PAUL BJOERN GELOTTE SIGNATURE EDITION	SERVICEPLAN Munich	GERMANY
B02/011	00238	SLOW DOWN GPS	IF INSURANCE	INSURANCE	FORSMAN & BODENFORS Gothenburg	SWEDEN
B02/015	00087	MAKE UP GENIUS VIRTUAL MIRROR	L'ORÉAL PARIS	VIRTUAL MAKE UP MIRROR APPS	McCANN PARIS	FRANCE
B02/018	00332	ALWAYS BACKMEAPP	PROCTER & GAMBLE	ALWAYS FEMININE CARE	LEO BURNETT ITALY Milan	ITALY
B02/019	00337	THE NEXT PHOTO	CHILDHOOD EYE CANCER TRUST	CHARITY	WUNDERMAN London	UNITED KINGDOM

B03 (Use of New Technology in a Direct Marketing Campaign)

B03/010	00012	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid	SPAIN
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B04 (Use of Social in a Direct Marketing Campaign)

B04/004	00015	SPECIAL OLYMPICS - KEVIN DE BRUYNE	SPECIAL OLYMPICS BELGIUM	SPECIAL OLYMPIC SUMMER GAMES BELGIUM	LDV UNITED Antwerp	BELGIUM
B04/006	00142	#HAPPYTOHELP	KLM ROYAL DUTCH AIRLINES	#HAPPYTOHELP	DDB & TRIBAL WORLDWIDE AMSTERDAM	THE NETHERLANDS
B04/012	00205	#HANDSOFF	MARC DORCEL	MARC DORCEL	MARCEL Paris	FRANCE
B04/017	00279	NOW IT IS OUR TURN TO WALK	NORWEGIAN CHURCH AID	THE WATER PROJECT	TRY/APT/POL Oslo	NORWAY
B04/018	00296	RICH KIDS OF INSTAGRAM	KFC ROMANIA	RESTAURANT CHAIN	McCANN ERICKSON Bucharest	ROMANIA

C01 (Acquisition & Retention)

C01/001	00010	GET ME A SPONSOR	CHELSEA FOOTBALL CLUB	SHIRT/BRAND SPONSORSHIP	SAATCHI & SAATCHI London	UNITED KINGDOM
C01/003	00066	THE BANNER THAT MAKES YOU LIKE BANNERS	3M	POST-IT® STICKY NOTES	BBDO RUSSIA GROUP Moscow	RUSSIA
C01/004	00072	THE LES PAUL SKILL CHECK	GIBSON GUITAR	EPIPHONE LES PAUL BJOERN GELOTTE SIGNATURE EDITION	SERVICEPLAN Munich	GERMANY
C01/010	00105	SNACKHOLIDAYS	TRANSAVIA	AIRLINE COMPANY	LES GAULOIS Puteaux	FRANCE
C01/012	00123	IKEA STÅL KVITTO	IKEA AUSTRIA	IKEA METOD KITCHEN	DDB GERMANY HAMBURG	GERMANY
C01/025	00273	THE INTERACTIVE FORM	CANAL+	CANAL+	BETC Paris	FRANCE

C02 (Product Launch/re-Launch)

C02/001	00005	VODAFONE BETWEEN US	VODAFONE	VODAFONE RED LIGHT APPLICATION	Y&R TEAM RED ISTANBUL	TURKEY
C02/009	00207	THE FRESHEST ORANGE JUICE BRAND	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE
C02/015	00346	TIGER ROYALTY	PANTHERA	WILD CAT CONSERVATION ORGANISATION	HAPPINESS BRUSSELS	BELGIUM

Shortlist (Direct)

D01 (Fast Moving Consumer Goods)

D01/005	00240	MAKE UP GENIUS VIRTUAL MIRROR	L'ORÉAL PARIS	VIRTUAL MAKE UP MIRROR APPS	McCANN PARIS	FRANCE
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D02 (Cars & Automotive Services)

D02/008	00284	THE SWEDISH SNOW RESCUERS	AUDI	AUDI QUATTRO	ÅKESTAM HOLST Stockholm	SWEDEN
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D04 (Travel, Leisure & Retail (incl. e-commerce & restaurants))

D04/001	00024	RABBIT RACE	MEDIA MARKET	MEDIA MARKET	OGILVY GERMANY Frankfurt	GERMANY
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D04/002	00048	SOUNDS OF THE CITY	THALYS TRAIN NETWORK	HIGH-SPEED RAIL TRAVEL	ROSAPARK Paris	FRANCE
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D04/004	00106	SNACKHOLIDAYS	TRANSAVIA	AIRLINE COMPANY	LES GAULOIS Puteaux	FRANCE
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D04/007	00143	#HAPPYTOHELP	KLM ROYAL DUTCH AIRLINES	#HAPPYTOHELP	DDB & TRIBAL WORLDWIDE AMSTERDAM	THE NETHERLANDS
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D04/013	00208	THE FRESHEST ORANGE JUICE BRAND	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE
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D04/017	00308	SEPARATING AMATEURS FROM TRUE DIY- ENTHUSIASTS. THE HORNBACK SPRING COLLECTION.	HORNBACK	DIY HOME IMPROVEMENT SUPERSTORES	HEIMAT Berlin	GERMANY
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D04/019	00322	THE ARTISTIC BABYSITTER	OPERA/BALLET FLANDERS	ARTISTIC BABYSIT SERVICE OF OPERA/BALLET FLANDERS	HAVAS WORLDWIDE BRUSSELS Brussels	BELGIUM
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D05 (Financial Services, Commercial Public Services, Business Products & Services)

D05/006	00170	A KISS IS A STAMP	POSTNL	POSTAL SERVICE	JOE PUBLIC TAKE-AWAY ADVERTISING Amsterdam	THE NETHERLANDS
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D05/009	00239	SLOW DOWN GPS	IF INSURANCE	INSURANCE	FORSMAN & BODENFORS Gothenburg	SWEDEN
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D07 (Corporate Image & Communication)

D07/002	00163	THE RAG BAG	UNIFORMS FOR THE DEDICATED	SHOPPING BAG	DDB STOCKHOLM	SWEDEN
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D07/007	00234	ASHES	CAMPOFRÍO	CAMPOFRÍO	McCANN MADRID	SPAIN
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D08 (Charities, Public Health, Safety & Awareness Messages)

D08/001	00013	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid	SPAIN
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D08/008	00075	EYE CLICK DONATION	ALS LEAGUE	NON-PROFIT ASSOCIATION	PUBLICIS BRUSSELS	BELGIUM
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D08/009	00090	NAZIS AGAINST GERMANY'S MOST INVOLUNTARY CHARITY WALK	ZDK GESELLSCHAFT DEMOKRATISCHE KULTUR	EXIT- DEUTSCHLAND	GRABARZ & PARTNER Hamburg	GERMANY
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D08/011	00112	#NOMOREEVITIO NS	STOP DESAHUCIOS	AWARENESS CAMPAIGN	ORBITAL PROXIMITY Madrid	SPAIN
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D08/028	00330	FIGHTING THE VIRUS WITH CLICKS	DOTHIV	DOTHIV	THJNK Hamburg	GERMANY
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D08/029	00299	PAY WITH BLOOD	UNTOLD FESTIVAL	MUSIC FESTIVAL	McCANN ERICKSON Bucharest	ROMANIA
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E01 (Integrated Campaign Led by Direct)

Shortlist (Direct)

E01/001	00006	VODAFONE BETWEEN US	VODAFONE	VODAFONE RED LIGHT APPLICATION	Y&R TEAM RED ISTANBUL	TURKEY
E01/006	00235	ASHES	CAMPOFRÍO	CAMPOFRÍO	McCANN MADRID	SPAIN

E02 (Low Budget Campaign)

E02/001	00091	NAZIS AGAINST NAZIS- GERMANY'S MOST INVOLUNTARY CHARITY WALK	ZDK GESELLSCHAFT DEMOKRATISCHE KULTUR	EXIT- DEUTSCHLAND	GRABARZ & PARTNER Hamburg	GERMANY
E02/004	00113	#NOMOREEVITIO NS	STOP DESAHUCIOS	AWARENESS CAMPAIGN	ORBITAL PROXIMITY Madrid	SPAIN

F03 (Customer Journey)

F03/003	00241	MAKE UP GENIUS VIRTUAL MIRROR	L'ORÉAL PARIS	VIRTUAL MAKE UP MIRROR APPS	McCANN PARIS	FRANCE
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Total Entries: 69

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