

Shortlist (Film)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency	Production Company
A01 (Food)								
A01/001	00025	TENNIS UK	MARS - MARS CHOCOLATE DEUTSCHLAND	MARS MINI BARS	BBDO GROUP GERMANY Dusseldorf	GERMANY	BBDO GROUP GERMANY Dusseldorf	TWIN FILM Munich / BBDO CRAFTWORK Dusseldorf
A01/007	00179	PEANUTS REBELLION	MARS	SNICKERS®	BBDO RUSSIA GROUP Moscow	RUSSIA	BBDO RUSSIA GROUP Moscow	BAZELEVS Moscow
A02 (Drinks (Alcoholic & Non-Alcoholic))								
A02/005	00085	ONLY ORDINARY BY NAME	HEINEKEN - JOHN SMITH'S	JOHN SMITH'S	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London	SOMESUCH London
A02/019	00440	FIND YOUR FLOW	LUCOZADE RIBENA SUNTORY	LUCOZDE ENERGY	GREY LONDON	UNITED KINGDOM	GREY LONDON	PARK PICTURES London
A03 (Household, Home Appliances & Furnishings, Home Electronics & Audio-Visual)								
A03/003	00398	URBAN DEER	CANON	CANON	J. WALTER THOMPSON London	UNITED KINGDOM	J. WALTER THOMPSON London	ACADEMY FILMS London
A04 (Cosmetics & Beauty, Toiletries and Pharmacy)								
A04/009	00418	SHOES	JUVA SANTÉ	MERCUROCHROME	HAVAS 360 Puteaux	FRANCE	HAVAS 360 Puteaux	OPEN HOUSE Los Angeles
A05 (Clothing, Footwear & Accessories)								
A05/002	00136	PIERRE	SAMDEX	THE NEW SAMSONITE COLLECTION	JANDL Bratislava	SLOVAK REPUBLIC	JANDL Bratislava	EALLIN Bratislava / EALLIN Prague
A05/003	00137	STEVE	SAMDEX	THE NEW SAMSONITE COLLECTION	JANDL Bratislava	SLOVAK REPUBLIC	JANDL Bratislava	EALLIN Bratislava / EALLIN Prague
A05/004	00138	MELVIN	SAMDEX	THE NEW SAMSONITE COLLECTION	JANDL Bratislava	SLOVAK REPUBLIC	JANDL Bratislava	EALLIN Bratislava / EALLIN Prague
A07 (Cars & Automotive Services)								
A07/013	00241	MECHANICS	AUDI	AUDI SERVICE	THJNK Hamburg	GERMANY	THJNK Berlin	@radical.media Berlin
A07/022	00253	SHOCK	DAIMLER	SMART 453 FORFOUR	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin	ANORAK RADICAL MEDIA Berlin / SLAUGHTERHOUSE Berlin
A08 (Retail Stores, Restaurants & Fast Food Outlets)								
A08/006	00087	MONTY'S CHRISTMAS	JOHN LEWIS PARTNERSHIP	CHRISTMAS	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London	BLINK PRODUCTIONS London
A08/016	00242	POPOV, THE CLOWN	McDONALD'S GERMANY	McDONALD'S	THJNK Hamburg	GERMANY	THJNK Hamburg / LEO BURNETT FRANKFURT	TEMPOMEDIA Frankfurt
A08/018	00294	HARRY	McDONALD'S	FAVOURITES	LEO BURNETT LONDON	UNITED KINGDOM	LEO BURNETT LONDON	BOLD PRODUCTIONS London
A08/019	00295	LONELY HEARTS	McDONALD'S	McDONALD'S	LEO BURNETT LONDON	UNITED KINGDOM	LEO BURNETT LONDON	BOLD PRODUCTIONS London
A08/023	00406	BABEL-THERE IS ALWAYS A JOB TO BE DONE.	HORNBACK	DIY HOME IMPROVEMENT SUPERSTORES	HEIMAT Berlin	GERMANY	HEIMAT Berlin	TRIGGER HAPPY PRODUCTIONS Berlin
A08/031	00420	SHEPERD	HAGEBAUMARKT	DIY STORE	THJNK Hamburg	GERMANY	THJNK Hamburg	TEMPOMEDIA Frankfurt
A08/032	00421	PAINT-BRUSH	HAGEBAUMARKT	DIY STORE	THJNK Hamburg	GERMANY	THJNK Hamburg	TEMPOMEDIA Frankfurt
A08/033	00422	DROPS OF BLOOD	HAGEBAUMARKT	DIY STORE	THJNK Hamburg	GERMANY	THJNK Hamburg	TEMPOMEDIA Frankfurt
A08/045	00449	SUMMER CAMP	IKEA FRANCE	HOME FURNISHING	BUZZMAN Paris	FRANCE	BUZZMAN Paris	BIG Paris / SCHMOOZE Paris
A09 (Travel, Transport & Tourism, Entertainment & Leisure)								
A09/006	00077	IMAGINE	S7 AIRLINES	S7 AIRLINES	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	WIEDEN+KENNEDY AMSTERDAM	SMUGGLER London
A09/010	00125	ANAGRAM LOVERS	MATTEL	SCRABBLE	LOLA / MULLEN LOWE GROUP Madrid	SPAIN	LOLA / MULLEN LOWE GROUP Madrid	LANDIA Buenos Aires
A10 (Publications & Media)								
A10/019	00378	UNICORNS	CANAL+	CANAL+	BETC Paris	FRANCE	BETC Paris	SOIXANTE QUINZE Paris
A10/021	00457	INVISIBLE WOMEN	FRANCE 5	INVISIBLE WOMEN (TRAILER)	PUBLICIS CONSEIL Paris	FRANCE	PUBLICIS CONSEIL Paris	WANDA PRODUCTIONS Saint-Denis La Plaine Cedex
A11 (Financial Products & Services)								
A11/003	00088	TINY DANCER	JOHN LEWIS FINANCIAL SERVICES	PREMIER HOME INSURANCE	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London	BLINK PRODUCTIONS London
A11/009	00234	WELCOME	CENTRAAL BEHEER ACHMEA	INSURANCE	DDB & TRIBAL WORLDWIDE AMSTERDAM	THE NETHERLANDS	DDB & TRIBAL WORLDWIDE AMSTERDAM	
A11/010	00235	SURPRISE	CENTRAAL BEHEER ACHMEA	INSURANCE COMPANY	DDB & TRIBAL WORLDWIDE AMSTERDAM	THE NETHERLANDS	DDB & TRIBAL WORLDWIDE AMSTERDAM	
A11/019	00004	CAR	UBS SCHWEIZ	UBS RETIREMENT CHECK	PUBLICIS COMMUNICATIONS SCHWEIZ Zürich	SWITZERLAND	PUBLICIS COMMUNICATIONS SCHWEIZ Zürich	PUMPKIN FILM Zürich
A11/020	00005	CLUB	UBS SCHWEIZ	UBS RETIREMENT CHECK	PUBLICIS COMMUNICATIONS SCHWEIZ Zürich	SWITZERLAND	PUBLICIS COMMUNICATIONS SCHWEIZ Zürich	PUMPKIN FILM Zürich

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A11/021	00006	SCROLL	UBS SCHWEIZ	UBS RETIREMENT CHECK	PUBLICIS COMMUNICATIONS SCHWEIZ Zürich	SWITZERLAND	PUBLICIS COMMUNICATIONS SCHWEIZ Zürich	PUMPKIN FILM Zürich
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A13 (Commercial Public Services)

A13/007	00130	GOOGLE YEAR IN SEARCH	GOOGLE	ONLINE FILM	R/GA LONDON	UNITED KINGDOM	R/GA LONDON	
A13/013	00278	LICK YOUR LIPS	DJUICE	BRAND	TRY/APT/POL Oslo	NORWAY	TRY/APT/POL Oslo	ANIMASJONSDEPARTEMENTET Oslo / VERDENS STERKESTE MANN Oslo / ALBAN STUDIOS Bristol

A15 (Charities, Public Health, Safety & Awareness Messages)

A15/009	00073	WOMAN	INPES	ANTI-TOBACCO	DDB PARIS	FRANCE	DDB PARIS	EXCUSE MY FRENCH Paris / THE Paris
A15/021	00271	AFTENPOSTEN STROKE VERSION	NORWEGIAN AIR AMBULANCE	EMERGENCY HEALTH CARE	TRY/APT/POL Oslo	NORWAY	TRY/APT/POL Oslo	BACON OSL Oslo / EINAR FILM & FORTELLINGER Oslo
A15/022	00272	TELENOR STROKE VERSION	NORWEGIAN AIR AMBULANCE	EMERGENCY HEALTH CARE	TRY/APT/POL Oslo	NORWAY	TRY/APT/POL Oslo	BACON OSL Oslo / EINAR FILM & FORTELLINGER Oslo
A15/026	00248	THIS GIRL CAN	SPORT ENGLAND	SPORT ENGLAND	FCB INFERNO London	UNITED KINGDOM	FCB INFERNO London	SOMESUCH London
A15/028	00308	#MAKEACHILDCRY	MÉDECINS DU MONDE	MÉDECINS DU MONDE	DDB PARIS	FRANCE	DDB PARIS	MAGALI FILMS Paris / STUDIO 5 Paris
A15/032	00389	THE UNDUBBED TRUTH	EQUAL PAY DAY	EQUAL PAY DAY	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels / MEDIAMONKS Hilversum	CAVIAR London
A15/037	00439	50TH ANNIVERSARY	DEPARTMENT FOR TRANSPORT	THINK	AMVBBDO London	UNITED KINGDOM	AMVBBDO London	ROGUE London
A15/038	00442	ELLEEMAE	MUMSNET	EDUCATION INITIATIVE: TEACH YOUR KIDS TO DIAL 999	GREY LONDON	UNITED KINGDOM	GREY LONDON	ACADEMY FILMS London

B01 (Internet Film)

B01/004	00041	SWEARING KIDS	DAIMLER / SMART	SMART FORFOUR	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin	ANORAK RADICAL MEDIA Berlin
B01/005	00042	I SKIP LEG DAY	MERCEDES-BENZ CARS VERTRIEB DEUTSCHLAND	SMART EBIKE	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin	BIGFISH FILMPRODUKTION Berlin
B01/011	00089	SHOPLIFTERS	HARVEY NICHOLS	LOYALTY APP	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London	BLINK PRODUCTIONS London
B01/014	00092	TIME TO PLAY BALL	MARS	TEMPTATIONS TUMBLERS	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London	P FOR PRODUCTION London
B01/016	00112	THE EYES OF A CHILD	ASSOCIATION NOEMI	DISABILITIES ASSOCIATION	LEO BURNETT FRANCE Paris	FRANCE	LEO BURNETT FRANCE Paris	LES TÉLÉCRÉATEURS Paris
B01/042	00218	THE SOUND OF DEATH	UNICEF	PUBLIC AWARENESS MESSAGE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	ACNE PRODUCTION Stockholm
B01/047	00174	WE ARE SURVIVORS	RFSL DALARNA AND HIV-SWEDEN	HIV- AND LGBT- INFORMATION	MAGIC CIRCLE Stockholm	SWEDEN	MAGIC CIRCLE Stockholm	PAPERCUT FILM Stockholm
B01/070	00359	TASTE THE TRANSLATION	ELAN	TRANSLATOR	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	J. WALTER THOMPSON AMSTERDAM	DPPLR Amsterdam
B01/079	00438	1914	SAINSBURY'S	SAINSBURY'S SUPERMARKET	AMVBBDO London	UNITED KINGDOM	AMVBBDO London	RATTLING STICK London

B02 (Viral Film)

B02/023	00313	A GREAT DAY	WIND TELECOMUNICAZIONI	WIND	OGILVY & MATHER Milan	ITALY	OGILVY & MATHER Milan	ENORMOUS FILMS Milan
B02/024	00198	KEYNOTE PRESENTATION	PROTONET	PROTONET SERVER	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg	HARVEST DIGITAL AGRICULTURE Hamburg

B03 (Branded Content & Entertainment Film)

B03/007	00305	DEFROST DINNERS	ELECTRABEL	ENERGY SUPPLIER	FAMOUS BRUSSELS	BELGIUM	FAMOUS BRUSSELS	WOESTIJN/VIS Vilvoorde
B03/011	00200	BUSINESS LIKE A SWEDEN	TCO	UNIONS	ANR BBDO Stockholm	SWEDEN	ANR BBDO Stockholm	CALLBOY Stockholm
B03/025	00424	SAMSUNG EMOTION PROJECT	SAMSUNG ELECTRONICS ITALIA	SAMSUNG CONSUMER ELECTRONICS	LEO BURNETT ITALY Milan	ITALY	LEO BURNETT ITALY Milan	BEDESCHI FILM Milan
B03/027	00371	SLIDE, AMAZING IN MOTION	LEXUS INTERNATIONAL	LEXUS INTERNATIONAL	CHI & PARTNERS London	UNITED KINGDOM	CHI & PARTNERS London	SMUGGLER London / MARSHALL STREET EDITORS London / GOODGATE PRODUCTIONS Barcelona
B03/030	00357	RISE PHILIPPINES	NIKE	NIKE BASKETBALL	AKQA London	UNITED KINGDOM	AKQA London	FIRECRACKER FILMS London / PITCH & SYNC London

B04 (Screens & Events)

B04/005	00323	CHILDREN ABOUT BANKERS	FEBELFIN (FEDERATION OF BELGIAN BANKS)	EUROPEAN CONVENTION OF BANKERS	DUVAL GUILLAUME Antwerp	BELGIUM	DUVAL GUILLAUME Antwerp	BORGERHOFF & LAMBERIGTS Leuven
B04/006	00384	NOW IT IS OUR TURN TO WALK	NORWEGIAN CHURCH AID	THE WATER PROJECT	TRY/APT/POL Oslo	NORWAY	TRY/APT/POL Oslo	

Total Entries:

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