

## Shortlist (Media)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country
<b>A01 (Use of Screens)</b>						
A01/005	00137	THE GREAT ESCAPE	GRAUBUENDEN FERIEN	GRAUBUENDEN FERIEN	JUNG von MATT/LIMMAT Zürich	SWITZERLAND
A01/007	00152	ABUSED PRESENTER	RUSTAVI2	BROADCASTING	SAATCHI & SAATCHI Budapest	HUNGARY
<b>A03 (Use of Print)</b>						
A03/004	00201	THE HIV+ ISSUE	VANGARDIST	VANGARDIST MAGAZINE	SAATCHI & SAATCHI SWITZERLAND Geneva	SWITZERLAND
A03/005	00219	SUFFOCATION	KARMA NIRVANA	KARMA NIRVANA	LEO BURNETT LONDON	UNITED KINGDOM
<b>A04 (Use of Outdoor)</b>						
A04/004	00142	THERE'S ANOTHER SIDE TO THE STORY	DEPAUL UK	YOUTH HOMELESSNESS CHARITY	PUBLICIS LONDON	UNITED KINGDOM
A04/010	00266	JCDECAUX: PERSONAL BILLBOARDS	JCDECAUX	OUTDOOR MEDIA	BBDO BELGIUM Brussels	BELGIUM
A04/011	00341	THE WORST CAMPAIGN EVER	DISNEY	MASS MEDIA CORPORATION	HAVAS SPORTS & ENTERTAINMENT Madrid	SPAIN
<b>A05 (Use of Ambient Media: Small Scale )</b>						
A05/003	00049	WAVE	DECATHLON	TRIBORD IZEBER FLOTATION VESTS	ROSAPARK Paris	FRANCE
A05/010	00210	IKEA SUSTAINABLE CATALOGUE	IKEA BELGIUM	FURNITURE	DDB BRUSSELS	BELGIUM
A05/011	00234	STATUE JUST FOR LOVING BEER	NATAKHTARI BREWERY (EFES GEORGIA)	34	LEAVINGSTONE Tbilisi	REPUBLIC OF GEORGIA
A05/016	00305	PIN THE PINK	FUNDATIA RENASTEREA	CHARITY	McCANN ERICKSON Bucharest	ROMANIA
<b>A06 (Use of Ambient Media: Large Scale)</b>						
A06/001	00012	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid	SPAIN
A06/002	00017	MORE THAN A SIGN	DISLIFE.RU	PARKING LOTS FOR DISABLED PEOPLE	Y&R Moscow	RUSSIA
A06/020	00334	MINI FASHION BAR	PIMKIE INTERNATIONAL	CLOTHING RETAILER	HAPPINESS BRUSSELS	BELGIUM
<b>A07 (Use of Events and Stunts)</b>						
A07/001	00013	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid	SPAIN
A07/002	00044	PARKING WHEELCHAIRS	BANK OF GEORGIA	TREE OF LIFE	J. WALTER THOMPSON METRO Tbilisi	REPUBLIC OF GEORGIA
A07/007	00085	NAZIS AGAINST NAZIS- GERMANY'S MOST INVOLUNTARY CHARITY WALK	ZDK GESELLSCHAFT DEMOKRATISCHE KULTUR	EXIT- DEUTSCHLAND	GRABARZ & PARTNER Hamburg	GERMANY
A07/012	00158	805 MILLION NAMES	UNITED NATIONS WORLD FOOD PROGRAMME	FIGHTING HUNGER WORLDWIDE	FORSMAN & BODENFORS Gothenburg	SWEDEN
A07/025	00316	SAMSUNG HEARING HANDS	SAMSUNG ELECTRONICS TURKEY	SAMSUNG VIDEO BASED CALL CENTER FOR HEARING IMPAIRED	LEO BURNETT ISTANBUL	TURKEY
A07/029	00306	PAY WITH BLOOD	UNTOLD FESTIVAL	MUSIC FESTIVAL	McCANN ERICKSON Bucharest	ROMANIA
<b>A08 (Use of Branded Content &amp; Sponsorship)</b>						

## Shortlist (Media)

A08/001	00025	RABBIT RACE	MEDIA MARKET	MEDIA MARKET	OGILVY GERMANY Frankfurt	GERMANY
A08/002	00036	IKEA BIG BROTHER	IKEA	FURNITURE	McCANN TEL AVIV	ISRAEL
A08/008	00195	YOUNG AGAIN	DNB	BANK	TRY/APT/POL Oslo	NORWAY
A08/009	00211	BACK TO BASE	BASE	TELCO (MOBILE) PROVIDER	DDB BRUSSELS	BELGIUM
A08/011	00225	DEFROST DINNERS	ELECTRABEL	ENERGY SUPPLIER	FAMOUS BRUSSELS	BELGIUM

## B01 (Use of Social Platforms)

B01/002	00057	MIKADO STICK	MONDELÉZ	MIKADO	ROMANCE Paris	FRANCE
B01/010	00149	#HAPPYTOHELP	KLM ROYAL DUTCH AIRLINES	#HAPPYTOHELP	DDB & TRIBAL WORLDWIDE AMSTERDAM	THE NETHERLANDS
B01/022	00240	WTF TWEETS FROM A POLITICIAN	DE OPVOEDINGSLIJN	PHONELINE-HELPCENTER	DUVAL GUILLAUME Antwerp	BELGIUM
B01/025	00291	NOW IT IS OUR TURN TO WALK	NORWEGIAN CHURCH AID	THE WATER PROJECT	TRY/APT/POL Oslo	NORWAY
B01/031	00307	SUNDAY GRANNIES	VODAFONE ROMANIA	TELECOMMUNICATIONS	McCANN ERICKSON Bucharest	ROMANIA

## B02 (Use of Mobile Devices)

B02/004	00073	THE LES PAUL SKILL CHECK	GIBSON GUITAR	EPIPHONE LES PAUL BJOERN GELOTTE SIGNATURE EDITION	SERVICEPLAN Munich	GERMANY
B02/006	00075	SKY SCREENING	SKY	SKY GO	SERVICEPLAN Munich	GERMANY
B02/013	00175	THE DAY SHAZAM WENT DEAF	WORLD HEALTH ORGANIZATION	INTERNATIONAL EAR CARE DAY	BAUMANN BER RIVNAY SAATCHI & SAATCHI Ramat Gan	ISRAEL
B02/014	00213	PHONEADDRESS	BASE	MOBILE OPERATOR	DDB BRUSSELS	BELGIUM
B02/021	00347	ALWAYS BACKMEAPP	PROCTER & GAMBLE	ALWAYS FEMININE CARE	LEO BURNETT ITALY Milan	ITALY
B02/023	00351	THE NEXT PHOTO	CHILDHOOD EYE CANCER TRUST	CHARITY	WUNDERMAN London	UNITED KINGDOM
B02/025	00263	MAKE UP GENIUS VIRTUAL MIRROR	L'ORÉAL PARIS	VIRTUAL MAKE UP MIRROR APPS	McCANN PARIS	FRANCE

## B03 (Use of Other Digital Platforms)

B03/006	00206	FIRST PERSON LOVER	BJÖRN BORG	SPORTS APPAREL	GARBERGS Stockholm	SWEDEN
B03/009	00256	STREET VIEW TEST	THE AUTOMOBILE CLUB OF ROMANIA	DRIVING SCHOOL	PUBLICIS ROMANIA Bucharest	ROMANIA
B03/018	00309	ANIMAL COPYRIGHTS	WWF/LATINSTOCK	ANIMAL COPYRIGHTS (THE FIRST IMAGE BANK FOR WWF)	CHEIL SPAIN Madrid	SPAIN

## B04 (Use of Digital Content)

B04/003	00015	REVENGE OF THE IT NERDS - DELL TAKE IT EASY	DELL	IT SOLUTIONS	MEDIACOM Düsseldorf	GERMANY
B04/016	00320	THE EMOTISONGS	COCA-COLA	COCA-COLA	McCANN WORLDGROUP Milan	ITALY
B04/017	00328	EYE CLICK DONATION	ALS LEAGUE	NON-PROFIT ASSOCIATION	PUBLICIS BRUSSELS	BELGIUM
B04/020	00345	THE PHOTO BOOTH THAT REVEALS YOUR EMOTIONS	THE WALT DISNEY COMPANY (SPAIN)	FILM	HAVAS SPORTS & ENTERTAINMENT Madrid	SPAIN

## C01 (Fast Moving Consumer Goods)

C01/007	00105	THE OREO ECLIPSE	MONDELÉZ INTERNATIONAL	OREO	PHD London	UNITED KINGDOM
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## Shortlist (Media)

C01/010	00349	ALWAYS BACKMEAPP	PROCTER & GAMBLE	ALWAYS FEMININE CARE	LEO BURNETT ITALY Milan	ITALY
C01/012	00264	MAKE UP GENIUS VIRTUAL MIRROR	L'ORÉAL PARIS	VIRTUAL MAKE UP MIRROR APPS	McCANN PARIS	FRANCE

## C02 (Cars & Automotive Services)

C02/001	00022	SMART POP UP BILLBOARDS	MERCEDES-BENZ CARS VERTRIEB DEUTSCHLAND	SMART FORTWO	BBDO GROUP Dusseldorf	GERMANY
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## C03 (Other Consumer Products (incl. Durable Goods))

C03/001	00021	HEIST ON CAM	ONCAM GRANDEYE	SECURITY CAMERAS	4129GREY Istanbul	TURKEY
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## C04 (Travel, Leisure & Retail (incl. e-commerce & Restaurants))

C04/001	00027	RABBIT RACE	MEDIA MARKT	MEDIA MARKT	OGILVY Frankfurt	GERMANY
C04/003	00071	COVERGREETINGS	KLM ROYAL DUTCH AIRLINES, AMSTERDAM AIRPORT SCHIPHOL	COVERGREETINGS	DDB & TRIBAL WORLDWIDE AMSTERDAM	THE NETHERLANDS
C04/004	00094	SNACKHOLIDAYS	TRANSAVIA	AIRLINE COMPANY	LES GAULOIS Puteaux	FRANCE
C04/006	00139	THE GREAT ESCAPE	GRAUBUENDEN FERIEN	GRAUBUENDEN FERIEN	JUNG von MATT/LIMMAT Zürich	SWITZERLAND
C04/008	00150	#HAPPYTOHELP	KLM ROYAL DUTCH AIRLINES	#HAPPYTOHELP	DDB & TRIBAL WORLDWIDE AMSTERDAM	THE NETHERLANDS
C04/015	00265	THE TOURING TOURIST	PROVINCE OF ANTWERP	PUBLIC SERVICE	DE VLOER Antwerp	BELGIUM
C04/020	00337	MINI FASHION BAR	PIMKIE INTERNATIONAL	CLOTHING RETAILER	HAPPINESS BRUSSELS	BELGIUM

## C05 (Financial Services, Commercial Public Services, Business Products & Services)

C05/006	00197	YOUNG AGAIN	DNB	BANK	TRY/APT/POL Oslo	NORWAY
C05/010	00005	VODAFONE BETWEEN US	VODAFONE	VODAFONE RED LIGHT APPLICATION	Y&R TEAM RED ISTANBUL	TURKEY

## C06 (Publications & Media)

C06/003	00167	NATIONAL STEW 'N FRIES DAY	VRT	EÉN	MAKE LEMONADE Leuven	BELGIUM
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## C08 (Charities, Public Health, Safety & Awareness Messages)

C08/001	00014	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid	SPAIN
C08/002	00018	MORE THAN A SIGN	DISLIFE.RU	PARKING LOTS FOR DISABLED PEOPLE	Y&R Moscow	RUSSIA
C08/004	00039	THE 2 EURO T-SHIRT - A SOCIAL EXPERIMENT	FASHION REVOLUTION (NGO)	SOCIAL ACTIVATION	BBDO GROUP Berlin	GERMANY
C08/008	00086	NAZIS AGAINST NAZIS-GERMANY'S MOST INVOLUNTARY CHARITY WALK	ZDK GESELLSCHAFT DEMOKRATISCHE KULTUR	EXIT-DEUTSCHLAND	GRABARZ & PARTNER Hamburg	GERMANY
C08/011	00154	ABUSED PRESENTER	RUSTAVI2	BROADCASTING	SAATCHI & SAATCHI Budapest	HUNGARY
C08/020	00207	ABUSED EMOJIS	BRIS	NON PROFIT ORGANIZATION	GARBERGS Stockholm	SWEDEN
C08/022	00231	#MAKEACHILDCRY	MÉDECINS DU MONDE	MÉDECINS DU MONDE	DDB PARIS	FRANCE
C08/025	00284	PHOTOS FOR LIFE	RAK'N'ROLL	CHARITY PHOTO STOCK	ISOBAR POLAND Warsaw	POLAND
C08/034	00352	THE NEXT PHOTO	CHILDHOOD EYE CANCER TRUST	CHARITY	WUNDERMAN London	UNITED KINGDOM

## **Shortlist (Media)**

C08/036	00123	HOW CHARITIES BECAME DONORS	FREE A GIRL	CHARITY	TBWAINEBOKO Amsterdam	THE NETHERLANDS
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### **D01 (Use of Integrated Media)**

D01/001	00028	RABBIT RACE	MEDIA MARKT	MEDIA MARKT	OGILVY GERMANY Frankfurt	GERMANY
D01/006	00106	THE OREO ECLIPSE	MONDELÉZ INTERNATIONAL	OREO	PHD London	UNITED KINGDOM
D01/008	00184	IS THIS THE NEXT?	SAMSUNG ELECTRONICS NORDIC	GALAXY S6 EDGE	DDB STOCKHOLM	SWEDEN
D01/013	00255	A SMALL HEAVEN	MISSION21	FUNDRAISING FOR CHARITY MISSION 21	WALKER Zürich	SWITZERLAND
D01/020	00006	VODAFONE BETWEEN US	VODAFONE	VODAFONE RED LIGHT APPLICATION	Y&R TEAM RED ISTANBUL	TURKEY

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**Total Entries:** 74

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