

Shortlist (PR)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country
A01 (Corporate Reputation & Communication)						
A01/009	00150	METSÄ WOOD PLAN B - REACHING A DIVERSE GLOBAL EXPERT AUDIENCE WITH NO PAID MEDI	METSÄ WOOD	METSÄ WOOD PLAN B	HASAN & PARTNERS GROUP Helsinki	FINLAND
A02 (Corporate Responsibility)						
A02/002	00195	DON'T DRINK & DIVE	TRYGG-HANSA	INSURANCE	PRIME Stockholm	SWEDEN
A02/006	00135	THE RAG BAG	UNIFORMS FOR THE DEDICATED	SHOPPING BAG	DDB STOCKHOLM	SWEDEN
A02/009	00238	PAY WITH BLOOD	UNTOLD FESTIVAL	MUSIC FESTIVAL	McCANN ERICKSON Bucharest	ROMANIA
A03 (Public Affairs & Lobbying)						
A03/001	00006	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid	SPAIN
A03/002	00068	NAZIS AGAINST NAZIS- GERMANY'S MOST INVOLUNTARY CHARITY WALK	ZDK GESELLSCHAFT DEMOKRATISCHE KULTUR	EXIT- DEUTSCHLAND	GRABARZ & PARTNER Hamburg	GERMANY
A03/009	00100	#NOMOREEVITIO NS	STOP DESAHUCIOS	AWARENESS CAMPAIGN	ORBITAL PROXIMITY Madrid	SPAIN
A05 (Media Relations)						
A05/007	00172	A CONSONANT FOR LIFE	CROATIAN TRANSPLANT ASSOCIATION	PUBLIC HEALTH & SAFETY & PUBLIC AWARENESS MESSAGES	IMAGO Zagreb	CROATIA
A05/008	00196	HOUSE OF CLICKS	HEMNET	REAL ESTATE	PRIME Stockholm	SWEDEN
A06 (Events & Experiential (incl. stunts))						
A06/001	00007	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid	SPAIN
A06/004	00018	THE DANCING TRAFFIC LIGHT	DAIMLER / SMART	SMART	BBDO GROUP Berlin	GERMANY
A06/005	00024	THE MARATHON WALKER	WATER FOR AFRICA	CHARITY	OGILVY PARIS	FRANCE
A06/009	00048	THE 2 EURO T-SHIRT - A SOCIAL EXPERIMENT	FASHION REVOLUTION	NGO	KETCHUM PLEON Berlin	GERMANY
A06/013	00069	NAZIS AGAINST NAZIS- GERMANY'S MOST INVOLUNTARY CHARITY WALK	ZDK GESELLSCHAFT DEMOKRATISCHE KULTUR	EXIT- DEUTSCHLAND	GRABARZ & PARTNER Hamburg	GERMANY
A06/022	00147	THE HIV+ ISSUE	VANGARDIST	VANGARDIST MAGAZINE	SAATCHI & SAATCHI SWITZERLAND Geneva	SWITZERLAND
A06/030	00245	THE ARTISTIC BABYSITTER	OPERA/BALLET FLANDERS	ARTISTIC BABYSIT SERVICE OF OPERA/BALLET FLANDERS	HAVAS WORLDWIDE BRUSSELS Brussels	BELGIUM
A06/032	00253	MINI FASHION BAR	PIMKIE INTERNATIONAL	CLOTHING RETAILER	HAPPINESS BRUSSELS	BELGIUM
A06/033	00254	SHADOW WIFI	STICHTING TEGEN KANKER/FONDATIO N CONTRE LE CANCER	AWARENESS ORGANISATION TO PREVENT SKIN CANCER	HAPPINESS BRUSSELS	BELGIUM

Shortlist (PR)

A07 (Celebrity Endorsement)

A07/003	00062	LITERARY CRITIC REVIEWS IKEA CATALOGUE	IKEA SCHWEIZ	FURNITURE STORE	WIRZ BBDO SWITZERLAND Zürich	SWITZERLAND
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A09 (Launch or re-launch)

A09/007	00063	LITERARY CRITIC REVIEWS IKEA CATALOGUE	IKEA SCHWEIZ	FURNITURE STORE	WIRZ BBDO SWITZERLAND Zürich	SWITZERLAND
A09/009	00122	MAZDA OPEN AIR B&B	MAZDA	MAZDA MX-5	THESE DAYS Y&R Antwerp	BELGIUM
A09/011	00136	IS THIS THE NEXT?	SAMSUNG ELECTRONICS NORDIC	GALAXY S6 EDGE	DDB STOCKHOLM	SWEDEN

A10 (Brand Voice (incl. strategic storytelling))

A10/005	00265	SLIDE, AMAZING IN MOTION	LEXUS INTERNATIONAL	LEXUS INTERNATIONAL	CHI & PARTNERS London	UNITED KINGDOM
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B01 (Fast Moving Consumer Goods)

B01/008	00153	DONT MISS IT	BEIERSDORF	AWARENESS CAMPAIGN	JUNG von MATT Hamburg	GERMANY
B01/009	00239	RICH KIDS OF INSTAGRAM	KFC ROMANIA	RESTAURANT CHAIN	McCANN ERICKSON Bucharest	ROMANIA
B01/011	00271	THE HELLO PROJECT	NESTLÉ	NESCAFÉ	PUBLICIS ITALY Milan	ITALY

B02 (Consumer Products (incl. Durable Goods))

B02/007	00138	THE RAG BAG	UNIFORMS FOR THE DEDICATED	SHOPPING BAG	DDB STOCKHOLM	SWEDEN
B02/009	00255	MINI FASHION BAR	PIMKIE INTERNATIONAL	CLOTHING RETAILER	HAPPINESS BRUSSELS	BELGIUM

B03 (Consumer Services)

B03/006	00152	A KISS IS A STAMP	POSTNL	POSTAL SERVICE	JOE PUBLIC TAKE-AWAY ADVERTISING Amsterdam	THE NETHERLANDS
B03/009	00198	HOUSE OF CLICKS	HEMNET	REAL ESTATE	PRIME Stockholm	SWEDEN
B03/010	00214	THE GUY WHO CUT EVERYTHING IN HALF	DEUTSCHER ANWALTVEREIN	LEGAL ADVICE (GERMAN BAR ASSOCIATION)	SERVICEPLAN Munich	GERMANY
B03/011	00225	THE ORGANIC EFFECT	COOP	RETAIL STORES	FORSMAN & BODENFORS Gothenburg	SWEDEN
B03/012	00226	SLOW DOWN GPS	IF INSURANCE	INSURANCE	FORSMAN & BODENFORS Gothenburg	SWEDEN
B03/013	00230	READ A TREE	ELEFANT.RO	ONLINE BOOK SELLER	GEOMETRY GLOBAL Bucharest	ROMANIA

B04 (Charities, Public Health, Safety & Awareness Messages)

B04/001	00008	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid	SPAIN
B04/002	00010	MORE THAN A SIGN	DISLIFE.RU	PARKING LOTS FOR DISABLED PEOPLE	Y&R Moscow	RUSSIA
B04/003	00023	THE MARATHON WALKER	WATER FOR AFRICA	CHARITY	OGILVY PARIS	FRANCE
B04/005	00070	NAZIS AGAINST NAZIS- GERMANY'S MOST INVOLUNTARY CHARITY WALK	ZDK GESELLSCHAFT DEMOKRATISCHE KULTUR	EXIT- DEUTSCHLAND	GRABARZ & PARTNER Hamburg	GERMANY
B04/008	00099	#NOMOREEVITIO NS	STOP DESAHUCIOS	AWARENESS CAMPAIGN	ORBITAL PROXIMITY Madrid	SPAIN
B04/012	00036	HURTS ME TOO	HUNGARIAN INTERCHURCH AID	HURTS ME TOO	ACG ADVERTISING AGENCY Budapest	HUNGARY

Shortlist (PR)

B04/018	00159	ABUSED EMOJIS	BRIS	NON PROFIT ORGANIZATION	GARBERGS Stockholm	SWEDEN
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C01 (Use of Digital in a PR campaign)

C01/015	00201	HOUSE OF CLICKS	HEMNET	REAL ESTATE	PRIME Stockholm	SWEDEN
C01/018	00231	READ A TREE	ELEFANT.RO	ONLINE BOOK SELLER	GEOMETRY GLOBAL Bucharest	ROMANIA
C01/023	00264	ALWAYS BACKMEAPP	PROCTER & GAMBLE	ALWAYS FEMININE CARE	LEO BURNETT ITALY Milan	ITALY

C02 (Use of Social in a PR campaign)

C02/002	00016	SWIPING OUT SEX TRAFFICKING	THE IMMIGRANT COUNCIL OF IRELAND	THE IMMIGRANT COUNCIL OF IRELAND	EIGHTYTWENTY Dublin	IRELAND
C02/014	00131	KARENINA. LIVE EDITION	GOOGLE RUSSIA	GOOGLE+ HANGOUTS / YOUTUBE	KETCHUM San Francisco	USA
C02/015	00134	COME AND VOTE!	ASOCIATIA PRO DEMOCRATIA	PRO VOTING CAMPAIGN	LEO BURNETT Bucharest	ROMANIA
C02/026	00237	I'M NOT RACIST, BUT...	HAND IN HAND	HAND IN HAND AGAINST RACISM	MORTIERBRIGADE Brussels	BELGIUM
C02/027	00240	SUNDAY GRANNIES	VODAFONE ROMANIA	TELECOMMUNICATIONS	McCANN ERICKSON Bucharest	ROMANIA

D01 (Integrated Campaign led by PR)

D01/012	00274	TOY OR TOXIC	VEILIGHEIDNL (THE DUTCH GOVERNMENT'S HOME SAFETY PROMOTION ORGANIZATION) & NVWA (THE DUTCH NATIONAL FOOD PRODUCTS AUTHORITY)	INDEPENDENT EXPERT IN THE FIELD OF ACCIDENTS AND SAFE BEHAVIOR	LEMZ Amsterdam	THE NETHERLANDS
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D02 (Costs/Creative Performance PR Campaign)

D02/012	00247	THE ARTISTIC BABYSITTER	OPERA/BALLET FLANDERS	ARTISTIC BABYSIT SERVICE OF OPERA/BALLET FLANDERS	HAVAS WORLDWIDE BRUSSELS Brussels	BELGIUM
D02/015	00266	ESCORT MEN	FOOTBALL CLUB ZÜRICH WOMEN	UEFA CHAMPIONS LEAGUE GAME	FREUNDLICHE GRÜSSE Zürich	SWITZERLAND

Total Entries: 52

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