

Shortlist (Promo & Activation)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country
A01 (Use of Promotional Events & Stunts)						
A01/001	00014	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid	SPAIN
A01/002	00019	WORKOUT BILLBOARDS	COCA-COLA	POWERADE	OGILVY GERMANY Frankfurt	GERMANY
A01/005	00036	THE 2 EURO T-SHIRT - A SOCIAL EXPERIMENT	FASHION REVOLUTION (NGO)	SOCIAL ACTIVATION	BBDO GROUP Berlin	GERMANY
A01/008	00092	NAZIS AGAINST NAZIS-GERMANY'S MOST INVOLUNTARY CHARITY WALK	ZDK GESELLSCHAFT DEMOKRATISCHE KULTUR	EXIT-DEUTSCHLAND	GRABARZ & PARTNER Hamburg	GERMANY
A01/014	00129	THE GREAT ESCAPE	GRAUBUENDEN FERIEN	GRAUBUENDEN FERIEN	JUNG von MATT/LIMMAT Zürich	SWITZERLAND
A01/036	00338	SEPARATING AMATEURS FROM TRUE DIY-ENTHUSIASTS. THE HORNBAACH SPRING COLLECTION.	HORNBAACH	DIY HOME IMPROVEMENT SUPERSTORES	HEIMAT Berlin	GERMANY
A01/040	00379	LIFEPAIN	VOLVO CARS UK	LIFEPAIN PROMOTIONAL ITEM	GREY LONDON	UNITED KINGDOM
A02 (Use of Live Shows/Concerts/Festivals)						
A02/006	00332	ESCORT MEN	FOOTBALL CLUB ZÜRICH WOMEN	UEFA CHAMPIONS LEAGUE GAME	FREUNDLICHE GRÜSSE Zürich	SWITZERLAND
A03 (Use of Exhibitions and Installations)						
A03/016	00306	CHARITY ARCADE	SWEDAVIA SWEDISH AIRPORTS	RED CROSS	ÅKESTAM HOLST Stockholm	SWEDEN
A03/019	00307	SINGING SAILOR	THE SWEDISH PEACE AND ARBITRATION SOCIETY	SUSTAINABLE PEACE AND HUMAN RIGHTS	ÅKESTAM HOLST Stockholm	SWEDEN
A03/020	00350	SHADOW WIFE	STICHTING TEGEN KANKER/FONDATION CONTRE LE CANCER	AWARENESS ORGANISATION TO PREVENT SKIN CANCER	HAPPINESS BRUSSELS	BELGIUM
A04 (Use of Merchandising/in-Store Experience)						
A04/002	00068	THE LES PAUL SKILL CHECK	GIBSON GUITAR	EPIPHONE LES PAUL BJOERN GELOTTE SIGNATURE EDITION	SERVICEPLAN Munich	GERMANY
A04/004	00099	SNACKHOLIDAYS	TRANSAVIA	SNACKHOLIDAYS	LES GAULOIS Puteaux	FRANCE
A04/008	00223	THE FRESHEST ORANGE JUICE BRAND	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE
A05 (Product Launch/re-Launch or Multi-Product Promotion)						
A05/001	00006	VODAFONE BETWEEN US	VODAFONE	VODAFONE RED LIGHT APPLICATION	Y&R TEAM RED ISTANBUL	TURKEY

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A05/006	00058	CARLSBERG BEER BEAUTY	CARLSBERG	CARLSBERG BEER BEAUTY SERIES	CP+B SCANDINAVIA Gothenburg	SWEDEN
A05/012	00224	THE FRESHEST ORANGE JUICE BRAND	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE
A05/019	00351	MINI FASHION BAR	PIMKIE INTERNATIONAL	CLOTHING RETAILER	HAPPINESS BRUSSELS	BELGIUM

A06 (Use of Broadcast in a Promotional Campaign)

A06/001	00021	RABBIT RACE	MEDIA MARKT	MEDIA MARKT	OGILVY GERMANY Frankfurt	GERMANY
A06/004	00162	THE SOCIAL BREAK	CAP 48	NON PROFIT	AIR PARTNER OF McCANN Brussels	BELGIUM
A06/010	00383	INVERSE GOAL CELEBRATION	UNICEF AND FUNDACIÓN DE LA LIGA DE FÚTBOL PROFESIONAL	NON PROFIT MATCH	VCCP SPAIN Madrid	SPAIN

A07 (Use of Print or Standard Outdoor in a Promotional Campaign)

A07/001	00042	SOUNDS OF THE CITY	THALYS TRAIN NETWORK	HIGH-SPEED RAIL TRAVEL	ROSAPARK Paris	FRANCE
A07/003	00069	THE LES PAUL SKILL CHECK	GIBSON GUITAR	EPIPHONE LES PAUL BJOERN GELOTTE SIGNATURE EDITION	SERVICEPLAN Munich	GERMANY

A09 (Sponsorship or Partnership Campaigns)

A09/011	00346	THE ARTISTIC BABYSITTER	OPERA/BALLET FLANDERS	ARTISTIC BABYSIT SERVICE OF OPERA/BALLET FLANDERS	HAVAS WORLDWIDE BRUSSELS Brussels	BELGIUM
A09/012	00372	THE LIVE TUBE	HEINEKEN ITALIA	BEER	PUBLICIS ITALY Milan	ITALY

B01 (Use of Digital Advertising in a Promotional Campaign)

B01/017	00190	FIRST PERSON LOVER	BJÖRN BORG	SPORTS APPAREL	GARBERGS Stockholm	SWEDEN
B01/019	00216	FAMILIES ON THE VERGE OF EXTINCTION	WORLD WILDLIFE FUND	NON PROFIT	FAMOUS BRUSSELS	BELGIUM
B01/020	00252	STREET VIEW TEST	THE AUTOMOBILE CLUB OF ROMANIA	DRIVING SCHOOL	PUBLICIS ROMANIA Bucharest	ROMANIA
B01/021	00255	DO IT FOR MOM	SPIES TRAVELS	ACTIVE HOLIDAY	ROBERT/BOISEN & LIKE-MINDED Copenhagen	DENMARK
B01/022	00258	MAKE UP GENIUS VIRTUAL MIRROR	L'ORÉAL PARIS	VIRTUAL MAKE UP MIRROR APPS	McCANN PARIS	FRANCE
B01/026	00294	THE INTERACTIVE FORM	CANAL+	CANAL+	BETC Paris	FRANCE
B01/027	00295	THE AD FILTER	D&AD	D&AD	BETC Paris	FRANCE
B01/028	00308	THE SWEDISH SNOW RESCUERS	AUDI	AUDI QUATTRO	ÅKESTAM HOLST Stockholm	SWEDEN

B02 (Use of New Technology in a Promotional Campaign)

B02/002	00015	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid	SPAIN
B02/008	00057	SIGHTSEEING REINVENTED	TAXI STOCKHOLM	EXPLORE STOCKHOLM	WE ARE YOURS Stockholm	SWEDEN
B02/012	00287	SLIDE, AMAZING IN MOTION	LEXUS INTERNATIONAL	LEXUS INTERNATIONAL	CHI & PARTNERS London	UNITED KINGDOM

B03 (Use of Social Platform(s) in a Promotional Campaign)

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B03/004	00093	NAZIS AGAINST NAZIS-GERMANY'S MOST INVOLUNTARY CHARITY WALK	ZDK GESELLSCHAFT DEMOKRATISCHE KULTUR	EXIT-DEUTSCHLAND	GRABARZ & PARTNER Hamburg	GERMANY
B03/010	00148	#HAPPYTOHELP	KLM ROYAL DUTCH AIRLINES	#HAPPYTOHELP	DDB & TRIBAL WORLDWIDE AMSTERDAM	THE NETHERLANDS
B03/019	00243	WTF TWEETS FROM A POLITICIAN	DE OPVOEDINGSLIJN	PHONELINE-HELPCENTER	DUVAL GUILLAUME Antwerp	BELGIUM
B03/025	00302	NOW IT IS OUR TURN TO WALK	NORWEGIAN CHURCH AID	THE WATER PROJECT	TRY/APT/POL Oslo	NORWAY
B03/026	00316	I'M NOT RACIST, BUT...	HAND IN HAND	HAND IN HAND AGAINST RACISM	MORTIERBRIGADE Brussels	BELGIUM
B03/030	00322	SUNDAY GRANNIES	VODAFONE ROMANIA	TELECOMMUNICATIONS	McCANN ERICKSON Bucharest	ROMANIA
B03/032	00386	OPENING CONSTRUCTION PANELS	BURGER KING	FAST FOOD	BUZZMAN Paris	FRANCE

C01 (Fast Moving Consumer Goods)

C01/002	00059	CARLSBERG BEER BEAUTY	CARLSBERG	CARLSBERG BEER BEAUTY SERIES	CP+B SCANDINAVIA Gothenburg	SWEDEN
C01/007	00259	MAKE UP GENIUS VIRTUAL MIRROR	L'ORÉAL PARIS	VIRTUAL MAKE UP MIRROR APPS	McCANN PARIS	FRANCE
C01/008	00267	FOOTBALL OR FATHER	REMED PHARMA	CONDOMS	BBDO BELGIUM Brussels	BELGIUM

C02 (Cars & Automotive Services)

C02/007	00289	SLIDE, AMAZING IN MOTION	LEXUS INTERNATIONAL	LEXUS INTERNATIONAL	CHI & PARTNERS London	UNITED KINGDOM
C02/009	00380	LIFEPAIN	VOLVO CARS UK	LIFEPAIN PROMOTIONAL ITEM	GREY LONDON	UNITED KINGDOM

C03 (Other Consumer Products (incl. Durable Goods))

C03/008	00357	MINI FASHION BAR	PIMKIE INTERNATIONAL	CLOTHING RETAILER	HAPPINESS BRUSSELS	BELGIUM
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C04 (Travel, Leisure & Retail (incl. e-commerce & restaurants))

C04/005	00100	SNACKHOLIDAYS	TRANSAVIA	AIRLINE COMPANY	LES GAULOIS Puteaux	FRANCE
C04/015	00256	DO IT FOR MOM	SPIES TRAVELS	ACTIVE HOLIDAY	ROBERT/BOISEN & LIKE-MINDED Copenhagen	DENMARK
C04/022	00286	SHOPLIFTERS	HARVEY NICHOLS	LOYALTY APP	ADAM&EVEDDB London	UNITED KINGDOM

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

C05/001	00007	VODAFONE BETWEEN US	VODAFONE	VODAFONE RED LIGHT APPLICATION	Y&R TEAM RED ISTANBUL	TURKEY
C05/004	00063	PRIDESTREAM	KPN	TELCO	N=5 Amsterdam	THE NETHERLANDS
C05/010	00184	A KISS IS A STAMP	POSTNL	POSTAL SERVICE	JOE PUBLIC TAKE-AWAY ADVERTISING Amsterdam	THE NETHERLANDS
C05/011	00274	TASTE THE TRANSLATION	ELAN	TRANSLATOR	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS
C05/014	00262	SLOW DOWN GPS	IF INSURANCE	INSURANCE	FORSMAN & BODENFORS Gothenburg	SWEDEN

C06 (Publications & Media)

C06/008	00226	#THANKSFORBEING LATE	EDITIONS POINTS	EPOINTS.F0	MARCEL Paris	FRANCE
		THE INTERACTIVE FORM	CANAL+	CANAL+	BETC Paris	FRANCE

Shortlist (Promo & Activation)

MORTIERBRIGADE
Brussels BELGIUM

THE AD FILTER D&AD D&AD BETC Paris FRANCE

HOLOGRAMS FOR FREEDOM NO SOMOS DELITO (WE ARE NOT CRIME) NGO DDB SPAIN Madrid SPAIN

SWITZERLAND

SPAIN

THE NETHERLANDS

FAMILIES ON THE VERGE OF EXTINCTION WORLD WILDLIFE FUND NON PROFIT FAMOUS BRUSSELS BELGIUM

FORSMAN & BODENFORS Gothenburg SWEDEN

SINGING SAILOR THE SWEDISH PEACE AND ARBITRATION SOCIETY SUSTAINABLE PEACE AND HUMAN RIGHTS ÅKESTAM HOLST Stockholm SWEDEN

RABBIT RACE MEDIA MARKT MEDIA MARKT OGILVY GERMANY Frankfurt GERMANY

BBDO BELGIUM Brussels BELGIUM

SUNDAY GRANNIES VODAFONE ROMANIA TELECOMMUNICATIONS McCANN ERICKSON Bucharest ROMANIA

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