

# SHORTLIST OUTDOOR

CATEGORY	CAMPAIGN	ADVERTISER	AGENCY	COUNTRY
A1. Food	Marcia Gets Hungry	Mars Chocolate North America	BBDO New York	United States (US)
A2. Drink	Pool lounge	evian	BETC	France
A2. Drink	Sunbed	evian	BETC	France
A2. Drink	Palm tree	evian	BETC	France
A2. Drink	Diver	evian	BETC	France
A3. Automotive / Motorbike	Honda Voice Recognition GPS: Confusing Indian, Confusing Iranian, Confusing Arab	Alghanim Motors - Honda	Impact & Echo BBDO	Kuwait
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A3. Automotive / Motorbike	Follow the road	Lexus	FCB Cape Town	South Africa
A9. Leisure / Sport / Entertainment	The photo booth that reveals your emotions	The Walt Disney Company (Spain)	Media Planning Group S.A	Spain
A10. Transport / Travel / Tourism	SOUNDS OF THE CITY	THALYS	ROSAPARK	France
A12. Home	The World's First Billbed	Moltyfoam	BBDO Pakistan	Pakistan
A17. Restaurant & fast food	OPENING CONSTRUCTION PANELS	BURGER KING	BUZZMAN	France
B3. Automotive / Motorbike	Stop Guessing	Mitsubishi	Africa São Paulo Publicidade LTDA	Brazil
B12. Home	Flower Dog	Reckitt Benckiser	Havas Worldwide Digital Vale SA de CV	Mexico
B13. Clothing / Accessories	Ugly Positions	DARJEELING - GROUPE CHANTELE	HEREZIE	France
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B13. Clothing / Accessories	Baby Selfie	Cartabranca	Africa São Paulo Publicidade LTDA	Brazil
B14. Beauty / Hygiene / Health	The Ignored - Her Right	S.C.S.H.C	Impact BBDO Dubai	United Arab Emirates
D1. Special installations	Live Vines	Lowe's	BBDO New York	United States (US)

D1. Special installations	Marcia Gets Hungry	Mars Chocolate North America	BBDO New York	United States (US)
D1. Special installations	The World's First Billbed	Moltyfoam	BBDO Pakistan	Pakistan
D3. Interactive outdoor Experience	SOUNDS OF THE CITY	THALYS	ROSAPARK	France
D3. Interactive outdoor Experience	WAVE	DECATHLON	ROSAPARK	France
E. INTEGRATED CAMPAIGN	The Oreo Eclipse	Mondelez International	PHD	United Kingdom (UK)
F1. Art direction	History is just waiting for you	Le Puy du Fou	LES GROS MOTS	France
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F1. Art direction	THE TURN OFF	BEAUTYTECH	IMPACT BBDO	Lebanon
F4. Illustration	Sneaker Dreams	Sneaker Freaker Boogazine	BBDO New York	United States (US)
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