

Shortlist (Entertainment Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency	Production Company
A01 (Cinema & Theatrical: Fiction Film)								
A01/002	00119	CANDIES	TARJETA NARANJA	TARJETA NARANJA	BBDO ARGENTINA Buenos Aires	ARGENTINA	BBDO ARGENTINA Buenos Aires	
A01/007	01750	CINERGIA II	GAS NATURAL FENOSA	CINERGIA II	ARENA MEDIA Madrid	SPAIN	ARENA MEDIA Madrid	EL TERRAT Barcelona
A02 (Cinema & Theatrical: Non-Fiction Film)								
A02/003	01005	FREE THE KIDS	UNILEVER	PERSIL / OMO	MULLENLOWE GROUP London	UNITED KINGDOM	MULLENLOWE GROUP London	RSA FILMS London
A04 (TV & Broadcast: Fiction 15 minutes or under in Length)								
A04/008	00320	ORANGEAID - LAST DAY OF SCHOOL	NTUC INCOME	ORANGEAID BURSARY AWARD	BBH SINGAPORE	SINGAPORE	BBH SINGAPORE	DOGHOUSE73 PICTURES Selangor
A04/013	01397	MOG'S CALAMITY	SAINSBURY'S	SUPERMARKET	AMVBBDO London	UNITED KINGDOM	AMVBBDO London	OUTSIDER London
A05 (TV & Broadcast: Fiction 15 minutes or over in Length)								
A05/001	00591	LOVE LIKE THERE'S NO TOMORROW	MONDELÉZ INTERNATIONAL	LACTA	OGILVYONE WORLDWIDE ATHENS	GREECE	OGILVYONE WORLDWIDE ATHENS	FOSS PRODUCTIONS Athens
A06 (TV & Broadcast: Non-Fiction Series)								
A06/005	00218	RISE PHILIPPINES	NIKE BASKETBALL	NIKE RISE	AKQA London	UNITED KINGDOM	AKQA London	FIRECRACKER FILMS London / CENTRAL DIGITAL Makati
A07 (TV & Broadcast: Non-Fiction 15 minutes or under in Length)								
A07/002	01622	BEHIND THE T-SHIRT	IBCC	CORPORATE IMAGE	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	CONSPIRAÇÃO FILMES São Paulo / JAMUTE AUDIO Curitiba
A09 (Online: Fiction Series)								
A09/008	01417	NIKEWOMEN : MARGOT VS LILY	NIKE	CLOTHING FOOTWEAR AND ACCESSORIES	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	RSA FILMS New York City, NY
A09/021	01821	THE FAMILY	FORD MOTOR COMPANY	AUTOMOTIVES	VERY AGENCY Copenhagen	DENMARK	VERY AGENCY Copenhagen / NEW LAND Copenhagen	NEW LAND Copenhagen
A09/024	00182	CARMILLA	KIMBERLY-CLARK	U BY KOTEX	SMOKEBOMB ENTERTAINMENT Toronto	CANADA	SMOKEBOMB ENTERTAINMENT Toronto	SMOKEBOMB ENTERTAINMENT Toronto
A10 (Online: Fiction 15 minutes or under in Length)								
A10/001	00151	CLOSE TO HOME	AT&T	AT&T	BBDO New York	USA	BBDO New York	ANONYMOUS CONTENT Culver City
A10/016	00916	BACKSTAGE	APPLE	APPLE WORLDWIDE DEVELOPERS CONFERENCE (WWDC)	TBWA/MEDIA ARTS LAB Los Angeles	USA	TBWA/MEDIA ARTS LAB Los Angeles	THE MILL Los Angeles
A10/022	01451	BECOMING BECKHAM	H&M	H&M	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London	SONNY London
A10/028	01282	THE GAME STARTS HERE - NEW ZEALAND	BEATS BY DRE.	BEATS BY DRE	R/GA HUSTLE London	USA	R/GA LONDON	R/GA HUSTLE London
A10/036	01390	DADS#SHARETH ELOAD	PROCTER & GAMBLE INDIA	ARIEL MATIC	BBDO INDIA Mumbai	INDIA	BBDO INDIA Mumbai	RED ICE FILMS Mumbai
A10/046	01498	NOT COMING SOON	REMY MARTIN	LOUIS XIII	FRED & FARID New York	USA	FRED & FARID New York	FRED & FARID New York
A10/048	01343	THE RAT	NETFLIX	NETFLIX	TBWA/CHIATDAY Los Angeles	USA	TBWA/CHIATDAY Los Angeles	FURLINED Santa Monica / CUT + RUN Santa Monica / FRAMESTORE Los Angeles
A10/052	00774	MADDEN: THE MOVIE	EA SPORTS	MADDEN NFL 16	HEAT San Francisco	USA		HUNGRY MAN Los Angeles
A10/076	00836	OUT THERE	CANADA GOOSE	OUTDOOR APPAREL	CAA MARKETING LOS ANGELES	USA	CAA MARKETING LOS ANGELES / CANADA GOOSE Toronto	SAVILLE PRODUCTIONS Los Angeles, CA / CHEROKEE FILMS Auckland / SPOT WELDERS Los Angeles
A11 (Online: Fiction 15 minutes or over in Length)								
A11/002	01822	THE FAMILY	FORD MOTOR COMPANY	AUTOMOTIVES	VERY AGENCY Copenhagen	DENMARK	VERY AGENCY Copenhagen / NEW LAND Copenhagen	NEW LAND Copenhagen
A12 (Online: Non-Fiction Series)								
A12/006	00351	UNIMPOSSIBLE FILMS	GE	GE	BBDO New York	USA	BBDO New York	BULLITT Los Angeles
A12/011	00785	UNFAIRY TALES SERIES	UNICEF	HUMANITARIAN AID	180LA Santa Monica	USA	180LA Santa Monica	HOUSE OF COLORS Sao Paulo / CONSULADO Sao Paulo / BUBBA'S CHOP SHOP Burbank
A12/015	00787	"THE MOST DANGEROUS TOWN ON THE INTERNET" ORIGINAL DOCUMENTARY SERIES	NORTON BY SYMANTEC	NORTON	GREY SAN FRANCISCO	USA	GREY SAN FRANCISCO	HELO Venice
A12/041	01485	THE LAB	CANON AUSTRALIA	CANON CAMERA	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY	THE POOL COLLECTIVE Sydney / NYLON STUDIOS Sydney
A12/047	00360	COCAINE: NARCOS, SICARIOS AND PERU	NETFLIX	NARCOS	VICE MEDIA Brooklyn	USA	VICE MEDIA Brooklyn	VICE MEDIA Brooklyn
A13 (Online: Non-Fiction 15 minutes or under in Length)								
A13/011	00023	COCAINENOMICS	NETFLIX	NARCOS	WSJ. CUSTOM STUDIOS New York	USA	WSJ. CUSTOM STUDIOS New York	WSJ. CUSTOM STUDIOS New York

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A13/045	01038	LOOK WHO'S DRIVING	VOLVO TRUCKS	VOLVO FMX	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	NEW LAND Stockholm
A13/046	01147	MARRIAGE MARKET TAKEOVER	SK-II	SKINCARE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	TOOL Santa Monica
A13/054	01277	DOPPELGÄNGER TOURISTS	MEXICAN TOURISM BOARD	MEXICO AS A TOURISTIC DESTINATION	LAPIZ Chicago	USA	LAPIZ Chicago	
A13/066	01585	NEVER ALONE	DIAGEO	GUINNESS	AMVBDDO London	UNITED KINGDOM	AMVBDDO London	TUBBY BROTHER London
A13/068	01743	MAGIC WORDS - THE DOCUMENTARY	HP	HP	ALMAPBDDO São Paulo	BRAZIL	ALMAPBDDO São Paulo	BANDO São Paulo
A13/080	01674	MAKE YOU HAPPEN	PHILIPS NORELCO	PHILIPS NORELCO BRAND	OGILVY & MATHER New York	USA	OGILVY & MATHER New York	H&O PRODUCTIONS NEW YORK
A13/087	01050	HAPPY TEARS	SCA	TEMPO	PROXIMITY ITALIA Milan	ITALY	PROXIMITY ITALIA Milan	SECTION 80 Milan
A13/092	00868	IVINE AND PILLOW	UNICEF	HUMANITARIAN AID	180LA Santa Monica	USA	180LA Santa Monica	CONSULADO São Paulo
A13/093	00870	MUSTAFA GOES FOR A WALK	UNICEF	HUMANITARIAN AID	180LA Santa Monica	USA	180LA Santa Monica	GILLES & CECILIE London / BUBBA'S CHOP SHOP Burbank / CIRCLE OF SOUND Pacific Palisades
A13/094	01412	CHAMKI: THE GIRL FROM THE FUTURE	UNILEVER GLOBAL	LIFEBUOY	MULLENLOWE SSP3 Bogotá D.C.	COLOMBIA	MULLENLOWE SSP3 Bogotá D.C. / MULLENLOWE LINTAS GROUP INDIA Mumbai	
A13/112	01291	THE DISPLACED	THE NEW YORK TIMES	NYT VR	VRSE WORKS Los Angeles	USA	VRSE WORKS Los Angeles	VRSE WORKS Los Angeles
A13/113	01293	MY MOTHER'S WING	THE UNITED NATIONS	THE UNITED NATIONS	VRSE WORKS Los Angeles	USA	VRSE WORKS Los Angeles	VRSE WORKS Los Angeles
A13/115	01295	WAVES OF GRACE	THE UNITED NATIONS	THE UNITED NATIONS	VRSE WORKS Los Angeles	USA	VRSE WORKS Los Angeles	VRSE WORKS Los Angeles

A14 (Online: Non-Fiction 15 minutes or over in Length)

A14/007	00788	"THE MOST DANGEROUS TOWN ON THE INTERNET" EPISODE 1: HACKERVILLE	NORTON BY SYMANTEC	NORTON	GREY SAN FRANCISCO	USA	GREY SAN FRANCISCO	HELO Venice
A14/008	00789	"THE MOST DANGEROUS TOWN ON THE INTERNET" EPISODE 2: WHERE CYBERCRIME GOES TO HI	NORTON BY SYMANTEC	NORTON	GREY SAN FRANCISCO	USA	GREY SAN FRANCISCO	HELO Venice
A14/021	01564	UNFORGOTTEN	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ANTI HANDGUN VIOLENCE	FCB CHICAGO	USA	FCB CHICAGO	LORD + THOMAS Chicago

A15 (Live Broadcast/Live Streaming)

A15/001	00243	DREAM ADVENTURES	EXPEDIA	TRAVEL	180LA Santa Monica	USA	180LA Santa Monica	WAYS & MEANS Los Angeles
A15/002	00152	SWITCHEROO	MARS CHOCOLATE NORTH AMERICA	SNICKERS	BBDO New York	USA	BBDO New York	THE KITCHEN @ BBDO New York
A15/006	00697	PARKING DRAMA	RENAULT DEUTSCHLAND	RENAULT EASY PARK-ASSIST	PUBLICIS PIXELPARK Hamburg	GERMANY	PUBLICIS PIXELPARK Hamburg	STERNENBERG FILMS Köln
A15/014	01604	SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	
A15/015	01727	THE IVORY BURN	WILDAID	WILDLIFE CONSERVATION	GREY LONDON	UNITED KINGDOM	GREY LONDON	QUITE BRIGHT FILMS Nairobi
A15/016	01346	GRAMMYCAM	THE GRAMMYS	THE 58TH GRAMMY AWARDS	TBWA/CHIATDAY Los Angeles	USA	TBWA/CHIATDAY Los Angeles	TBWA/CHIATDAY Los Angeles / STUDIO CARDENAS Los Angeles / STITCH EDITING Los Angeles
A15/018	00912	WING OF LOVE	JANA	JANA NATURAL MINERAL WATER	IMAGO OGILVY Zagreb	CROATIA	IMAGO OGILVY Zagreb	ANTITALENT Zapresic
A15/023	01836	TARGET CREATES FIRST EVER LIVE MUSIC VIDEO WITH GWEN STEFANI	TARGET	RETAIL	DEUTSCH LA	USA	DEUTSCH LA	WONDROS Los Angeles
A15/027	00460	MR. ROBOT DEBT DELETION	NBCUNIVERSAL	MR. ROBOT	ISL Washington	USA	ISL Washington / USA NETWORK New York	ISL Washington

A16 (User Generated Content in Visual Storytelling)

A16/004	00459	MUSIC VS GUN VIOLENCE	CHICAGO IDEAS	EVENTS	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO	CUTTERS Chicago / SEE MUSIC Chicago / CLUTCH STUDIOS Chicago
A16/010	01431	HALO 5: GUARDIANS "VISUALIZER"	MICROSOFT / XBOX	HALO 5: GUARDIANS	TWOFIFTEENMcCANN San Francisco	USA	TWOFIFTEENMcCANN San Francisco	TWOFIFTEENMcCANN San Francisco
A16/014	01547	MCWHOPPER	BURGER KING	MCWHOPPER	Y&R NZ Auckland	NEW ZEALAND	Y&R NZ Auckland / Y&R MEDIA NZ Auckland / DAVID Miami	FLYING FISH Auckland

A17 (Use of Brand/Product Integration into Existing Content)

A17/004	01316	38 YEARS LATER	TRIPLE S	TRIPLE S ADVANTAGE	J. WALTER THOMPSON PUERTO RICO San Juan	PUERTO RICO	J. WALTER THOMPSON PUERTO RICO San Juan	LATITUDE 18 FILMS San Juan
A17/010	01556	IKEA - BIG BROTHER UNBOXING	IKEA	IKEA HOME FURNISHINGS AND APPLIANCES	McCANN TEL AVIV	ISRAEL	McCANN TEL AVIV	
A17/019	00464	PEPSI PERFECT	PEPSI	PEPSI	MARKETSHARE Los Angeles	USA	THE MARKETING ARM Los Angeles	THE MARKETING ARM Los Angeles / STUN CREATIVE Los Angeles

A18 (Excellence in Partnerships between a Content Producer and a Brand/Product/Talent)

A18/003	00024	COCAINENOMICS	NETFLIX	NARCOS	WSJ_CUSTOM STUDIOS New York	USA	WSJ_CUSTOM STUDIOS New York	WSJ_CUSTOM STUDIOS New York
A18/005	00088	BATMAN V SUPERMAN	TURKISH AIRLINES	TURKISH AIRLINES	CP+B London	UNITED KINGDOM	CP+B London	SOMESUCH London / ELASTIC Santa Monica
A18/021	00767	THE LADY GAGA + INTEL PERFORMANCE	INTEL	INTEL TECHNOLOGY	INTEL Santa Clara	USA	INTEL Santa Clara / GREENLIGHT MEDIA AND MARKETING Los Angeles, CA	PRETTYBIRD Culver City
A18/022	00458	UPSIDE DOWN & INSIDE OUT (MUSIC VIDEO)	S7 / OK GO	S7 AIRLINES	BOB INDUSTRIES Santa Monica	USA	TUTKOVBUKOV Volgograd	BOB INDUSTRIES Santa Monica / PRO FILMS Moscow
A18/036	01663	AVENGERS	GILLETTE	PROSHIELD	GREY NEW YORK	USA	GREY NEW YORK	GREY NEW YORK / IMAGINARY FORCES Los Angeles

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A18/038	00793	UNIVERSAL RIDE ALONG 2/CONAN REMOTE	UNIVERSAL STUDIOS	RIDE ALONG 2	TURNER BROADCASTING New York	USA	CONACO Burbank	CONACO Burbank
A18/039	01678	SHAVE FORTH	PROCTER & GAMBLE	GILLETTE BODY RAZOR	GREY NEW YORK	USA	GREY NEW YORK	NINJA ENTERTAINMENT Los Angeles, CA
A18/052	00839	ARI GOLD IS BACK	GENERAL MOTORS	CADILLAC	CAA MARKETING LOS ANGELES	USA	CAA MARKETING LOS ANGELES	PRETTYBIRD Culver City / SHIPPING AND HANDLING Venice

A19 (Excellence in Production & Distribution Strategy)

A19/007	00646	HOUSE OF CARDS - FU 2016	NETFLIX	HOUSE OF CARDS	BBH NEW YORK	USA	BBH NEW YORK	RESET Santa Monica / THE MILL New York / EXILE Santa Monica
A19/015	00915	SNACK TIME CASE STUDY	MILK WEST	MILK	DDB CANADA Vancouver	CANADA	DDB CANADA Vancouver	WAVE PRODUCTIONS Vancouver / YETI FARM CREATIVE Kelowna
A19/018	01028	THE STORYTELLERS: NEW VOICES OF TWILIGHT	LIONSGATE AND TONGAL	THE TWILIGHT SAGA	TONGAL Los Angeles	USA	TONGAL Los Angeles / LIONSGATE ENTERTAINMENT Santa Monica	TONGAL Los Angeles

A20 (Innovation in Visual Storytelling and Branded Entertainment)

A20/014	01605	SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	
A20/017	01764	SAMSUNG BEDTIME VR STORIES	SAMSUNG	SAMSUNG BEDTIME VR STORIES	BBH London	UNITED KINGDOM	BBH London	BLACKSHEEP STUDIOS London
A20/021	01093	MOTO 21 IN 1	MOTOROLA MOBILITY	MOTO X PURE EDITION	VML Kansas City	USA	VML New York	BLACKWATCH PRODUCTIONS INC. Hoboken / IMPOSSIBLE ACOUSTIC Seattle
A20/040	00533	OK GO — UPSIDE DOWN & INSIDE OUT	S7 AIRLINES	S7 AIRLINES	TUTKOVBUKOV Volgograd	RUSSIA	TUTKOVBUKOV Volgograd	BOB INDUSTRIES Santa Monica / PROFILM Moscow
A20/047	01298	THE DISPLACED	THE NEW YORK TIMES	NYT VR	VRSE WORKS Los Angeles	USA	VRSE WORKS Los Angeles	VRSE WORKS Los Angeles

A21 (Audio Content in Branded Entertainment)

A21/006	00389	GE PODCAST THEATRE PRESENTS THE MESSAGE	GE	GE	BBDO New York	USA	BBDO New York	PANOPLY MEDIA New York
A21/033	01758	SHOTTASOCO	SOUTHERN COMFORT	ALCOHOLIC BEVERAGE	WIEDEN+KENNEDY New York	USA	WIEDEN+KENNEDY New York	CAVIAR Los Angeles
A21/036	01851	TRUTH DETECTOR	89 FM	89 FM	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo	

B01 (Talent: Visual Storytelling)

B01/019	01624	BEHIND THE T-SHIRT	IBCC	CORPORATE IMAGE	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	CONSPIRAÇÃO FILMES São Paulo / JAMUTE AUDIO Curitiba
B01/020	01347	COMPTON	THE GRAMMYS	THE 58TH GRAMMY AWARDS	TBWA\CHIAT\DAY Los Angeles	USA	TBWA\CHIAT\DAY Los Angeles	TBWA\CHIAT\DAY Los Angeles
B01/024	01155	PEPSI + EMPIRE PARTNERSHIP	PEPSICO	TM PEPSI	OMD New York	USA	OMD New York / PEPSICO White Plains / WASSERMAN Los Angeles	BBDO New York
B01/026	01586	NEVER ALONE	DIAGEO	GUINNESS	AMVBBDO London	UNITED KINGDOM	AMVBBDO London	TUBBY BROTHER London
B01/027	01613	BREATHLESS CHOIR	PHILIPS	SIMPLYGO MINI	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER LONDON	TOOL Santa Monica / UNIVERSAL PRODUCTION PARTNERS Prague
B01/039	01463	GRILLED DOGS: THE WHOPPER OF HOT DOGS	BURGER KING CORPORATION	GRILLED DOGS	CODE AND THEORY New York	USA	CODE AND THEORY New York	GIFTED YOUTH Los Angeles
B01/043	01644	UNDER ARMOUR PHELPS	UNDER ARMOUR	UNDER ARMOUR	DROGA5 New York	USA	DROGA5 New York	EPOCH FILMS New York
B01/046	00903	READY FOR MORE	NO7	LIFT & LUMINATE	MOTHER London	UNITED KINGDOM	MOTHER London	TOMBOY FILMS London / FINAL CUT London / MPC London

B02 (Talent: Live Experience)

B02/010	01489	MA PLACE EST DANS LA SALLE	PRODISS	ENTERTAINMENT	FRED & FARID PARIS	FRANCE	FRED & FARID PARIS	FRED & FARID PARIS
B02/015	01733	LET GIRLS BE GIRLS	PROCTER & GAMBLE	COVERGIRL	GREY ARGENTINA Buenos Aires	ARGENTINA	GREY ARGENTINA Buenos Aires / GREY MELBOURNE	GLASSCASE PRODUCTIONS Melbourne / ONE20 Melbourne
B02/022	01664	UNKNOWNNS	CANON U.S.A	CANON EOS REBEL T6i	GREY NEW YORK	USA	GREY NEW YORK	GREY NEW YORK
B02/029	01085	REAL TALK	SQUARESPACE	SQUARESPACE WEBSITES	ANOMALY New York	USA	ANOMALY New York	CAVIAR Los Angeles
B02/030	01872	A GUEST OF HONOR	FOX / CAUCASUS ONLINE	THE WALKING DEAD TV SERIES	WINDFOR'S Tbilisi	REPUBLIC OF GEORGIA	WINDFOR'S Tbilisi	WINDFOR'S Tbilisi

B03 (Talent: Digital)

B03/006	00972	CELEBRITY TANTRUM	SAMSUNG AUSTRALIAN=	SAMSUNG TAB S2	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY	MINDS EYE London / FILAMENT POST PRODUCTION London
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B04 (Talent: Social)

B04/003	00236	MTV VMA GREEN SCREENS	MTV	2015 MTV VIDEO MUSIC AWARDS	MTV New York	USA	MTV New York	MTV New York / JAM3 Toronto
B04/024	01614	#LEBIGSWIM	HEINEKEN	KRONENBOURG 1664	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER LONDON	STINK London
B04/028	01680	SHAVE FORTH	PROCTER & GAMBLE	GILLETTE BODY RAZOR	GREY NEW YORK	USA	GREY NEW YORK	NINJA ENTERTAINMENT Los Angeles, CA
B04/031	00959	THE WORLD'S MOST SATISFYING BISCUIT	AUSTRALIAN RED CROSS BLOOD SERVICE	AUSTRALIAN RED CROSS BLOOD SERVICE	CUMMINS & PARTNERS Melbourne	AUSTRALIA	CUMMINS & PARTNERS Melbourne	THE SWEET SHOP Melbourne

B05 (Talent: Games)

B05/001	00157	PLAY MY TWEET	FOOT LOCKER	FOOT LOCKER	BBDO New York	USA	BBDO New York	THE KITCHEN @ BBDO New York
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B06 (Talent: Sports)

B06/007	01681	#DADDO	PANTENE	PANTENE HAIR CARE	GREY NEW YORK	USA	GREY NEW YORK	COMMUNITY FILMS Culver City
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Shortlist (Entertainment Lions)

B06/008	01682	SUPER BOWL BABIES CHOIR	NATIONAL FOOTBALL LEAGUE	SUPER BOWL 50	GREY NEW YORK	USA	GREY NEW YORK	TOWNHOUSE 23 New York / PARK PICTURES New York / EXILE Santa Monica
B06/009	01350	FORGET ME	GATORADE	GATORADE	TBWA\CHIAT\DAY Los Angeles	USA	TBWA\CHIAT\DAY Los Angeles	SOCIETY Los Angeles / WHITEHOUSE POST Santa Monica / CARBON VFX Santa Monica
B06/020	00778	MADDEN: THE MOVIE	EA SPORTS	MADDEN NFL 16	HEAT San Francisco	USA		HUNGRY MAN Los Angeles
B06/025	01645	UNDER ARMOUR PHELPS	UNDER ARMOUR	UNDER ARMOUR	DROGA5 New York	USA	DROGA5 New York	EPOCH FILMS New York

B07 (Talent: Cross Channel)

B07/001	00237	MTV VMA GREEN-SCREENS	MTV	2015 MTV VIDEO MUSIC AWARDS	MTV New York	USA	MTV New York	MTV New York / JAM3 Toronto
B07/005	01351	FORGET ME	GATORADE	GATORADE	TBWA\CHIAT\DAY Los Angeles	USA	TBWA\CHIAT\DAY Los Angeles	SOCIETY Los Angeles / WHITEHOUSE POST Santa Monica / CARBON VFX Santa Monica

B08 (Use of Artist/Talent Integration into Existing Content)

B08/008	01156	PEPSI + EMPIRE PARTNERSHIP	PEPSICO	TM PEPSI	OMD New York	USA	OMD New York / PEPSICO White Plains / WASSERMAN Los Angeles	BBDO New York
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B10 (Excellence in Artist/Talent Content Production & Distribution Strategy)

B10/001	00648	HOUSE OF CARDS - FU 2016	NETFLIX	HOUSE OF CARDS	BBH NEW YORK	USA	BBH NEW YORK	RESET Santa Monica / THE MILL New York / EXILE Santa Monica
B10/002	01269	ANTI DIARY	SAMSUNG	SAMSUNG	R/GA New York	USA	R/GA New York	R/GA New York

B11 (Innovation in Talent Entertainment)

B11/002	00071	MATSUKO-ROID BUSINESS	NATURAL EIGHT	MATSUKO DELUXE	DENTSU INC Tokyo	JAPAN	DENTSU INC Tokyo	
B11/012	00649	HOUSE OF CARDS - FU 2016	NETFLIX	HOUSE OF CARDS	BBH NEW YORK	USA	BBH NEW YORK	RESET Santa Monica / THE MILL New York / EXILE Santa Monica
B11/016	00770	THE LADY GAGA + INTEL PERFORMANCE	INTEL	INTEL TECHNOLOGY	INTEL Santa Clara	USA	INTEL Santa Clara / GREENLIGHT MEDIA AND MARKETING Los Angeles, CA	PRETTYBIRD Culver City

C01 (Live Brand Experience)

C01/002	00136	UNFORGOTTEN SOLDIERS	SKY TELEVISION NEW ZEALAND	HISTORY CHANNEL	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland	REVOLVER/WILL O'ROURKE Sydney
C01/028	01068	REACH ACROSS THE AISLE	JETBLUE	JETBLUE	MULLENLOWE Boston	USA	MULLENLOWE Boston	
C01/029	01070	PAY WITH A CUPCAKE	ZAPPOS	ZAPPOS.COM	MULLENLOWE Boston	USA	MULLENLOWE Boston	MULLENLOWE Boston
C01/039	00528	MOST OPEN TEST DRIVE	DAIMLER AG, SMART	SMART FORTWO CABRIO 453	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin	MARKENFILM CROSSING Hamburg
C01/053	01252	MUSEUM OF FEELINGS	SC JOHNSON	GLADE	OGILVY & MATHER Chicago	USA	OGILVY & MATHER Chicago	RADICAL MEDIA New York
C01/056	01511	LE BON	LIDL	DISCOUNT FOOD	INGO Stockholm	SWEDEN	INGO Stockholm	
C01/060	01606	SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	
C01/073	01405	THE DILEMMA	HEINEKEN	HEINEKEN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan	BEDESCHI FILM Milan
C01/080	01660	THE FIELD TRIP TO MARS	LOCKHEED MARTIN	GENERATION BEYOND	McCANN NEW YORK	USA	McCANN NEW YORK	FRAMESTORE VR STUDIO New York
C01/083	01033	ACTUAL REALITY	JAGUAR LAND ROVER NEW ZEALAND	JAGUAR F-TYPE	Y&R NZ Auckland	NEW ZEALAND	Y&R NZ Auckland	8 Auckland
C01/101	01213	THE NEXT REMBRANDT	ING	ING	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	J. WALTER THOMPSON AMSTERDAM	NEW AMSTERDAM FILM COMPANY / KREUKVRIJ Amsterdam / SUPERHERO CHEESECAKE Amsterdam
C01/133	00899	THE MUTE PERFORMANCE	BBVA	RADIO BBVA	FAHRENHEIT DDB Lima	PERU	FAHRENHEIT DDB Lima	SEÑOR Z Lima

C02 (Digital Brand Experience)

C02/008	00941	MADE BY PROFESSIONALS	PAGESJAUNES	PAGESJAUNES	SID LEE Paris	FRANCE	SID LEE Paris	
C02/027	01464	AXE ONE SONG STAND	UNILEVER / AXE BLACK NIGHT	PERSONAL CARE / DEODORANT BODY SPRAY	J. WALTER THOMPSON MANAJANS Levent Istanbul	TURKEY	J. WALTER THOMPSON MANAJANS Levent Istanbul	
C02/036	01848	MASHIMACHINE	4PELAGATOS.COM	ONLINE JOURNAL	LEO BURNETT MEXICO Mexico City	MEXICO	LEO BURNETT MEXICO Mexico City	SPACEBOY Mexico City / LIBRE POST Mexico City

C03 (Social Brand Experience)

C03/008	00387	THE SUPER BOWL DUNK	GATORADE	GATORADE	VML Kansas City	USA	VML Kansas City	
C03/014	00863	GIRL EMOJIS	PROCTER & GAMBLE	ALWAYS	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO	PULSE FILMS Los Angeles / BEAST CHICAGO Chicago / METHOD STUDIOS Chicago
C03/024	01569	THE TWEETING POTHOLE	MEDCOM	TELEMETRO REPORTA	P4 OGILVY&MATHER Panama City	PANAMA	P4 OGILVY&MATHER Panama City	VFX Panama / SAKE Buenos Aires
C03/028	01253	MUSEUM OF FEELINGS	SC JOHNSON	GLADE	OGILVY & MATHER Chicago	USA	OGILVY & MATHER Chicago	RADICAL MEDIA New York
C03/040	01658	WHOPPER SIGN	BURGER KING	FAST FOOD RESTAURANT	DAVID Miami	USA	DAVID Miami	BULLITT Los Angeles
C03/041	01434	HALO 5: GUARDIANS "VISUALIZER"	MICROSOFT / XBOX	HALO 5: GUARDIANS	TWOFIFTEENMcCANN San Francisco	USA	TWOFIFTEENMcCANN San Francisco	TWOFIFTEENMcCANN San Francisco
C03/044	01030	#CATCHDROGON	HBO/GAME OF THRONES	HBO GAME OF THRONES	360i New York	USA	360i New York	
C03/069	01852	PINLIST	TOK&STOK	FURNITURE STORE	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo	ACADEMIA DE FILMES São Paulo

C04 (Mobile/Device Brand Experience)

C04/018	01512	THE SWEDISH NUMBER	SWEDISH TOURIST ASSOCIATION	TOURISM	INGO Stockholm	SWEDEN	INGO Stockholm	INGO Stockholm
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Shortlist (Entertainment Lions)

C04/021	01373	IN-A-SNAP	LOWE'S	LOWE'S	BBDO New York	USA	BBDO New York	HUMBLE New York
C04/022	01739	A DOG'S STORY	MARS	PEDIGREE	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland	COLENZO BBDO Auckland
C04/024	00804	LIGHTSABER ESCAPE: A CHROME EXPERIMENT	GOOGLE, DISNEY, INDUSTRIAL LIGHT & MAGIC, LUCAS FILM	GOOGLE CHROME	72ANDSUNNY Playa Vista	USA		UNIT9 London
C04/025	01639	THE LES PAUL SKILL CHECK	GIBSON GUITAR	EPIPHONE LES PAUL BJORN GELOTTE SIGNATURE EDITION	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich	
C04/034	01427	SAMSUNG SAFETY SCREEN	SAMSUNG	SAMSUNG APP	LEO BURNETT DUBAI	UNITED ARAB EMIRATES	LEO BURNETT DUBAI	

C05 (New Technology Brand Experience)

C05/001	00245	DREAM ADVENTURES	EXPEDIA	TRAVEL	180LA Santa Monica	USA	180LA Santa Monica	WAYS & MEANS Los Angeles
C05/003	00224	DREAMS OF DALI	THE DALI MUSEUM	THE DALI MUSEUM	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco	GOODBY SILVERSTEIN & PARTNERS San Francisco
C05/020	01255	MUSEUM OF FEELINGS	SC JOHNSON	GLADE	OGILVY & MATHER Chicago	USA	OGILVY & MATHER Chicago	RADICAL MEDIA New York
C05/023	00772	THE LADY GAGA + INTEL PERFORMANCE	INTEL	INTEL TECHNOLOGY	INTEL Santa Clara	USA	INTEL Santa Clara / GREENLIGHT MEDIA AND MARKETING Los Angeles, CA	PRETTYBIRD Culver City
C05/035	01661	THE FIELD TRIP TO MARS	LOCKHEED MARTIN	GENERATION BEYOND	McCANN NEW YORK	USA	McCANN NEW YORK	FRAMESTORE VR STUDIO New York
C05/044	01214	THE NEXT REMBRANDT	ING	ING	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	J. WALTER THOMPSON AMSTERDAM	NEW AMSTERDAM FILM COMPANY / KREUKVRIJ Amsterdam / SUPERHERO CHEESECAKE Amsterdam
C05/068	01304	THE DISPLACED	THE NEW YORK TIMES	NYT VR	VRSE.WORKS Los Angeles	USA	VRSE.WORKS Los Angeles	VRSE.WORKS Los Angeles

C06 (Cross Channel Brand Experience)

C06/001	00215	HOUSE OF LITTLE MOMENTS	UNI PRESIDENTS	UNI NOODLE	ADK TAIWAN	CHINESE TAIPEI	ADK TAIWAN	INNOVATION FILMS Taipei City
C06/003	00235	MTV VMA GREEN SCREENS	MTV	2015 MTV VIDEO MUSIC AWARDS	MTV New York	USA	MTV New York	MTV New York / JAM3 Toronto
C06/009	00650	HOUSE OF CARDS - FU 2016	NETFLIX	HOUSE OF CARDS	BBH NEW YORK	USA	BBH NEW YORK	RESET Santa Monica / THE MILL New York / EXILE Santa Monica
C06/018	01607	SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	
C06/026	01435	HALO 5 GUARDIANS #HUNTHERTRUTH	MICROSOFT / XBOX	HALO 5 GUARDIANS	TWOFIFTEENMcCANN San Francisco	USA	TWOFIFTEENMcCANN San Francisco	FURLINED Santa Monica
C06/048	00827	GIVE EXTRA, GET EXTRA	WRIGLEY, A SUBSIDIARY OF MARSORPORATED	EXTRA GUM	ENERGY BBDO Chicago	USA	ENERGY BBDO Chicago	RATTLING STICK Santa Monica

C07 (Use of Brand/Product Integration into an Existing Brand Experience)

C07/006	00742	HACK IN BLACK	ACTIVISION	CALL OF DUTY : BLACK OPS 3	EDELMAN Los Angeles	USA	EDELMAN Los Angeles	EDELMAN Los Angeles
C07/008	01490	MA PLACE EST DANS LA SALLE	PRODISS	ENTERTAINMENT	FRED & FARID PARIS	FRANCE	FRED & FARID PARIS	FRED & FARID PARIS
C07/027	01368	PEPITO	GFR MEDIA	PRIMERA HORA	McCANN San Juan	PUERTO RICO	McCANN San Juan / HAROLD JESSURUN San Juan	

C08 (Use of User Generated Content in a Brand Experience)

C08/003	00239	MTV VMA GREEN SCREENS	MTV	2015 MTV VIDEO MUSIC AWARDS	MTV New York	USA	MTV New York	MTV New York / JAM3 Toronto
C08/022	01514	THE SWEDISH NUMBER	SWEDISH TOURIST ASSOCIATION	TOURISM	INGO Stockholm	SWEDEN	INGO Stockholm	INGO Stockholm
C08/023	01608	THE OFFICIAL COVER	MASTERCARD UK	MASTERCARD UK - SPONSORSHIP OF THE BRIT AWARDS 2016	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	CRAFT WORLDWIDE London
C08/026	01659	WHOPPER SIGN	BURGER KING	FAST FOOD RESTAURANT	DAVID Miami	USA	DAVID Miami	BULLITT Los Angeles

C09 (Excellence in Partnerships between a Content Producer and a Brand/Product/Talent in a Brand Experience)

C09/001	00165	PLAY MY TWEET	FOOT LOCKER	FOOT LOCKER	BBDO New York	USA	BBDO New York	THE KITCHEN @ BBDO New York
C09/021	01665	AVENGERS	GILLETTE	PROSHIELD	GREY NEW YORK	USA	GREY NEW YORK	GREY NEW YORK / IMAGINARY FORCES Los Angeles
C09/035	10972	ANALOG	AMERICAN GREETINGS	AMERICAN GREETINGS	MULLENLOWE Boston	USA	MULLENLOWE Boston	MULLENLOWE Boston
C09/037	01305	THE DISPLACED	THE NEW YORK TIMES	NYT VR	VRSE.WORKS Los Angeles	USA	VRSE.WORKS Los Angeles	VRSE.WORKS Los Angeles

C10 (Excellence in Production & Distribution Strategy in a Brand Experience)

C10/004	00651	HOUSE OF CARDS - FU 2016	NETFLIX	HOUSE OF CARDS	BBH NEW YORK	USA	BBH NEW YORK	RESET Santa Monica / THE MILL New York / EXILE Santa Monica
C10/016	01307	THE DISPLACED	THE NEW YORK TIMES	NYT VR	VRSE.WORKS Los Angeles	USA	VRSE.WORKS Los Angeles	VRSE.WORKS Los Angeles

C11 (Innovation in Brand Experience)

C11/009	00866	VAN GOGH BNB	ART INSTITUTE OF CHICAGO	VAN GOGH "BEDROOMS" EXHIBIT	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO	
C11/013	00652	HOUSE OF CARDS - FU 2016	NETFLIX	HOUSE OF CARDS	BBH NEW YORK	USA	BBH NEW YORK	RESET Santa Monica / THE MILL New York / EXILE Santa Monica
C11/017	00656	DISCOVER WEEKLY	SPOTIFY	SPOTIFY	SPOTIFY New York	USA	SPOTIFY New York	SPOTIFY New York
C11/021	01515	THE SWEDISH NUMBER	SWEDISH TOURIST ASSOCIATION	TOURISM	INGO Stockholm	SWEDEN	INGO Stockholm	INGO Stockholm
C11/024	01609	SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	
C11/040	01662	THE FIELD TRIP TO MARS	LOCKHEED MARTIN	GENERATION BEYOND	McCANN NEW YORK	USA	McCANN NEW YORK	FRAMESTORE VR STUDIO New York

Shortlist (Entertainment Lions)

C11/075	01486	THE LAB	CANON AUSTRALIA	CANON CAMERA	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY	THE POOL COLLECTIVE Sydney / NYLON STUDIOS Sydney
C11/081	01308	THE DISPLACED	THE NEW YORK TIMES	NYT VR	VRSE WORKS Los Angeles	USA	VRSE WORKS Los Angeles	VRSE WORKS Los Angeles

D02 (Live Experience Games)

D02/008	01610	SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	
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D04 (Mobile/Device Games)

D04/010	01804	SEA HERO QUEST	DEUTSCHE TELEKOM	DEUTSCHE TELEKOM	SAATCHI & SAATCHI London	UNITED KINGDOM	SAATCHI & SAATCHI London	BUF Paris / GRAND CENTRAL SOUND STUDIOS London / UNIT MEDIA London
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D07 (Use of Brand/Product Integration into an Existing Game or Gaming Platform)

D07/004	00743	HACK IN BLACK	ACTIVISION	CALL OF DUTY : BLACK OPS 3	EDELMAN Los Angeles	USA	EDELMAN Los Angeles	EDELMAN Los Angeles
D07/011	01647	UNDER ARMOUR GAME CHANGER	UNDER ARMOUR	BASKETBALL	DROGA5 New York	USA	DROGA5 New York	THE MILL New York

D11 (Innovation in Branded Games)

D11/001	00266	RICK AND MORTY RICKSTAVESER	ADULT SWIM	THE ADULT SWIM TV SHOW "RICK AND MORTY"	CARROT CREATIVE Brooklyn	USA	CARROT CREATIVE Brooklyn	
D11/006	01462	THE END OF SOCIETY SIMULATOR	UBISOFT	UBISOFT	BETC Paris	FRANCE	BETC Paris	MAKE ME PULSE Paris / BETC DIGITAL Paris
D11/011	01805	SEA HERO QUEST	DEUTSCHE TELEKOM	DEUTSCHE TELEKOM	SAATCHI & SAATCHI London	UNITED KINGDOM	SAATCHI & SAATCHI London	BUF Paris / GRAND CENTRAL SOUND STUDIOS London / UNIT MEDIA London

E01 (Visual Storytelling in Sports Entertainment)

E01/012	01685	#DADD0	PANTENE	PANTENE HAIR CARE	GREY NEW YORK	USA	GREY NEW YORK	COMMUNITY FILMS Culver City
E01/013	01356	FORGET ME	GATORADE	GATORADE	TBWA\CHIAT\DAY Los Angeles	USA	TBWA\CHIAT\DAY Los Angeles	SOCIETY Los Angeles / WHITEHOUSE POST Santa Monica / CARBON VFX Santa Monica
E01/029	01574	CONVERSOS	TYC SPORTS	TYC SPORTS CORPORATE	MERCADO MCCANN Buenos Aires	ARGENTINA	MERCADO MCCANN Buenos Aires	LA DOBLE A Buenos Aires
E01/042	00850	THE LEAP OF FAITH	FORMULA E	FORMULA E	LITTLE DOT STUDIOS London	UNITED KINGDOM	LITTLE DOT STUDIOS London	LITTLE DOT STUDIOS London

E02 (Brand Experience in Sports Entertainment)

E02/001	00170	PLAY MY TWEET	FOOT LOCKER	FOOT LOCKER	BBDO New York	USA	BBDO New York	THE KITCHEN @ BBDO New York
E02/008	00327	SWISSCOM TV PLAYOFF HACK	SWISSCOM	SWISSCOM TV 2.0	REPUBLICA Bern	SWITZERLAND	REPUBLICA Bern	CLOUDSCAPE Zurich / MELVYN BUSS Bern / TOPFUEL MEDIA
E02/018	01577	THIS BIKE HAS MS	MS AUSTRALIA	MS	GREY MELBOURNE	AUSTRALIA	GREY MELBOURNE	GREY MELBOURNE / GLASSCASE PRODUCTIONS Melbourne / RISK SOUND Melbourne
E02/022	01406	THE DILEMMA	HEINEKEN	HEINEKEN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan	BEDESCHI FILM Milan

E04 (Social in Sports Entertainment)

E04/007	00479	#AIRLINEWAGER	AIR NEW ZEALAND AND QANTAS	AIR NEW ZEALAND AND QANTAS	HOST SYDNEY Sydney	AUSTRALIA	HOST SYDNEY Sydney	
E04/011	00978	FUEL THE FIRE	GIO INSURANCE AUSTRALIA	GIO INSURANCE	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY	BRIGHTWORKS PRODUCTION Sydney
E04/012	01686	#DADD0	PANTENE	PANTENE HAIR CARE	GREY NEW YORK	USA	GREY NEW YORK	COMMUNITY FILMS Culver City
E04/021	00880	THE HASHTAG 500	NASCAR	MOTOR SPORTS/AUTO RACING	OGILVYONE NEW YORK	USA	OGILVYONE NEW YORK	REPUBLIC CONTENT South Pasadena / BEAST EDITORIAL New York
E04/031	01555	THE FIGHT BOOK	UFC BRAZIL	SPORTS INDUSTRY	PEREIRA & O'DELL San Francisco	USA	PEREIRA & O'DELL San Francisco	
E04/033	01730	ETO O	TWITTER	TWITTER	WIEDEN + KENNEDY São Paulo	BRAZIL	WIEDEN + KENNEDY São Paulo	SATELITE AUDIO São Paulo

E05 (Mobile/Device in Sports Entertainment)

E05/002	00531	THE SUPER BOWL DUNK	GATORADE	GATORADE	VML Kansas City	USA	VML Kansas City	
E05/008	01207	HCD RINK BINGO	HOCKEY CLUB DAVOS	HCD MERCHANDISE	FCB ZÜRICH	SWITZERLAND	FCB ZÜRICH	FCB ZÜRICH

E06 (Cross Channel Sports Entertainment)

E06/002	01687	#DADD0	PANTENE	PANTENE HAIR CARE	GREY NEW YORK	USA	GREY NEW YORK	COMMUNITY FILMS Culver City
E06/017	01863	INVISIBLE PLAYERS	ESPN	ESPNW - WOMEN'S SPORTS PORTAL	AFRICA São Paulo	BRAZIL	AFRICA São Paulo	BANDO São Paulo

E07 (Use of Brand/Product Integration into Existing Content/Channel in Sports Entertainment)

E07/008	01592	THE LIVE TUBE	HEINEKEN	BEER	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan	PUBLITALIA '80 Milan
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E08 (Use of User Generated Content in Sports Entertainment)

E08/001	00173	PLAY MY TWEET	FOOT LOCKER	FOOT LOCKER	BBDO New York	USA	BBDO New York	THE KITCHEN @ BBDO New York
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E11 (Innovation in Branded Sports Entertainment)

E11/012	01208	HCD RINK BINGO	HOCKEY CLUB DAVOS	HCD MERCHANDISE	FCB ZÜRICH	SWITZERLAND	FCB ZÜRICH	FCB ZÜRICH
E11/020	00567	KALEIDOSCOPE	RED BULL MEDIA HOUSE	RED BULL	RSA FILMS London	UNITED KINGDOM	RED BULL MEDIA London	RSA FILMS London
E11/022	01651	UNDER ARMOUR GAME CHANGER	UNDER ARMOUR	BASKETBALL	DROGA5 New York	USA	DROGA5 New York	THE MILL New York

Shortlist (Entertainment Lions)

Total Entries:

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