

## Shortlist (Direct)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Idea Creation
<b>A01 (Fast Moving Consumer Goods )</b>							
A01/009	00305	SPARE CHAIR SUNDAY	PREMIER FOODS	BISTO BEST	McCANN LONDON	UNITED KINGDOM	McCANN LONDON
A01/012	00354	BITTERSWEET PIES	PAUL ROMANIA	BAKERY CHAIN	McCANN WORLDGROUP ROMANIA Bucharest	ROMANIA	McCANN WORLDGROUP ROMANIA Bucharest / MRM//McCANN Bucharest
<b>A02 (Durable Consumer Goods)</b>							
A02/003	00060	EAT YOUR RUN	DECATHLON	KALENJI	ROSAPARK Paris	FRANCE	ROSAPARK Paris
<b>A03 (Cars &amp; Automotive Products &amp; Services)</b>							
A03/001	00030	SMART "SOCIAL LEASING"	DAIMLER AG, SMART MM	SMART FORTWO, SMART FORFOUR	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin
A03/002	00031	SMART "MOST OPEN TEST DRIVE"	DAIMLER AG, SMART	SMART FORTWO CABRIO 453	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin
A03/004	00152	FOUND BY MERCEDES-BENZ & MAISON KITSUNÉ	MERCEDES-BENZ	A COLLECTION OF SCARVES AND HATS FOR THE LAUNCH OF ITS NEW RANGE OF CONVERTIBLES	BBDO PARIS	FRANCE	BBDO PARIS
<b>A04 (Travel, Leisure, Retail, Restaurants &amp; Fast Food Chains)</b>							
A04/001	00040	BABY NIGHT	CARREFOUR	BABY NIGHT	SAATCHI & SAATCHI Milan	ITALY	SAATCHI & SAATCHI Milan
A04/003	00054	CINEMA TO GO	AIR FRANCE	AIR FRANCE	BETC Paris	FRANCE	BETC Paris
A04/007	00183	THE SWEDISH NUMBER	THE SWEDISH TOURIST ORGANISATION	TOURISM	INGO Stockholm	SWEDEN	INGO Stockholm
A04/008	00182	LEBON	LIDL	DISCOUNT FOOD	INGO Stockholm	SWEDEN	INGO Stockholm
A04/012	00351	BEEES CAN FIND SUGAR WHERE YOU LEAST EXPECT IT	NÁŠ GRUNT	CHAIN OF FARMER SHOPS NÁŠ GRUNT	McCANN PRAGUE	CZECH REPUBLIC	McCANN PRAGUE

## Shortlist (Direct)

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### **A05 (Media & Publications)**

A05/001	00158	KLARAFY	KLARA	KLARAFY	FAMOUSGREY	BELGIUM	FAMOUSGREY
A05/002	00201	STARDUST FOR BOWIE	STUDIO BRUSSEL	DIGITAL MOURNING PLACE FOR DAVID BOWIE	DDB BRUSSELS	BELGIUM	DDB BRUSSELS

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### **A06 (Financial Products & Services, Commercial Public Services, Business Products & Services)**

A06/005	00213	DONATE YOUR DATA	WAOO	DONATE YOUR DATA	UNCLE GREY Copenhagen	DENMARK	UNCLE GREY Copenhagen
A06/011	00172	SLEEP ON IT	CBC	BANKING - MORTGAGE SERVICES	TBWA\BELGIUM Brussels	BELGIUM	TBWA\BELGIUM Brussels
A06/016	00104	SUBLIMINAL LEARNING	LANGENSCHIEDT	LANGENSCHIEDT ONLINE DICTIONARY	GREY GERMANY Düsseldorf	GERMANY	GREY GERMANY Düsseldorf

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### **A07 (Corporate Image & Sponsorship)**

A07/008	00303	THE DILEMMA	HEINEKEN	HEINEKEN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan
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### **A08 (Charities, Public Health & Safety, Public Awareness Messages)**

A08/002	00070	THE TEAR-OPEN-MAILING FOR "MEIN KAMPF – AGAINST RACISM"	GESICHT ZEIGEN! ASSOCIATION ENCOURAGING PEOPLE TO STAND AGAINST RACISM IN GER	ANMEIN KAMPF - AGAINST RACISM	OGILVY & MATHER BERLIN	GERMANY	OGILVY & MATHER BERLIN
A08/009	00079	SIGN THEIR YEARBOOK	NEW YORKERS AGAINST GUN VIOLENCE	GUN VIOLENCE AWARENESS	VOLT Stockholm	SWEDEN	VOLT Stockholm
A08/014	00120	GIRLS OF PARADISE	MOVEMENT DU NID	CHARITY ASSOCIATION AGAINST PROSTITUTION	McCANN PARIS	FRANCE	McCANN PARIS
A08/015	00115	BULAMBULI VALLEY	COMMUNITIES FOR DEVELOPMENT	COMMUNITIES FOR DUDE DEVELOPMENT	Milan	ITALY	DUDE Milan

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## **Shortlist (Direct)**

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A08/018	00236	CHECK IT BEFORE IT'S REMOVED: NAKED BREASTS ON FACEBOOK AGAINST BREAST CANCER.	PINK RIBBON DEUTSCHLAND	BREAST CANCER AWARENESS	DDB GROUP GERMANY Berlin	GERMANY	DDB GROUP GERMANY Berlin
A08/025	00342	25M2 SYRIA	NRK TV-AKSJONEN / NORWEGIAN RED CROSS	25M2 SYRIA	POL Oslo	NORWAY	POL Oslo
A08/027	00315	COINS OF HOPE	CHILD FOCUS	CHILD FOCUS IS THE BELGIAN CENTER FOR MISSING CHILDREN.	THESE DAYS Antwerp	BELGIUM	THESE DAYS Antwerp

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## **B02 (Dimensional Mailing)**

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B02/002	00071	THE TEAR-OPEN- MAILING FOR "MEIN KAMPF – AGAINST RACISM"	GESICHT ZEIGEN! ASSOCIATION ENCOURAGING PEOPLE TO STAND AGAINST RACISM IN GER	ANMEIN KAMPF - AGAINST RACISM	OGILVY & MATHER BERLIN	GERMANY	OGILVY & MATHER BERLIN
B02/010	00352	BEEES CAN FIND SUGAR WHERE YOU LEAST EXPECT IT	NÁŠ GRUNT	CHAIN OF FARMER SHOPS NÁŠ GRUNT	McCANN PRAGUE	CZECH REPUBLIC	McCANN PRAGUE

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## **B03 (Use of Ambient Media: Small Scale)**

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B03/003	00029	EDUCATIVE WIFI	VODAFONE	DSL 200	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg
B03/013	00316	COINS OF HOPE	CHILD FOCUS	CHILD FOCUS IS THE BELGIAN CENTER FOR MISSING CHILDREN.	THESE DAYS Antwerp	BELGIUM	THESE DAYS Antwerp
B03/016	00356	BITTERSWEET PIES	PAUL ROMANIA	BAKERY CHAIN	McCANN WORLDGROUP ROMANIA Bucharest	ROMANIA	McCANN WORLDGROUP ROMANIA Bucharest / MRM//McCANN Bucharest

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## **B04 (Use of Ambient Media: Large Scale)**

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B04/003	00099	SUGAR DETOX	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	MARCEL Paris
B04/016	00251	THE REVERSED TRAILER	VOLKSWAGEN NORWAY/ HARALD A. MØLLER	VOLKSWAGEN TRAILER ASSIST	TRY Oslo	NORWAY	TRY Oslo
B04/017	00184	LEBON	LIDL	DISCOUNT FOOD	INGO Stockholm	SWEDEN	INGO Stockholm
B04/020	00195	THE SMALLEST CAR DEALERSHIP EVER	MERCEDES-BENZ PORTUGAL	SMART FORTWO	BBDO PORTUGAL Lisbon	PORTUGAL	BBDO PORTUGAL Lisbon
B04/023	00307	SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	McCANN LONDON
B04/024	00304	THE DILEMMA	HEINEKEN	HEINEKEN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan
B04/026	00358	CALL BRUSSELS	VISIT BRUSSELS	VISIT BRUSSELS	AIR Brussels	BELGIUM	AIR Brussels

## **B05 (Use of Print or Outdoor)**

B05/001	00093	THE DAILY CATCH	METRO	WHOLESALE COMPANY	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
B05/010	00308	SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	McCANN LONDON
B05/011	00345	MA PLACE EST DANS LA SALLE	PRODISS	ENTERTAINMENT	FRED & FARID PARIS	FRANCE	FRED & FARID PARIS

## **C01 (Use of Digital Platforms)**

C01/006	00094	THE SNEAK PREVIEW	SATURN ELEKTRO-HANDELSGES. MBH	JUKE!	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich / PLAN. NET Munich
C01/016	00235	BECAUSE RECOLLECTION	BECAUSE MUSIC	BECAUSE RECOLLECTION	84.PARIS	FRANCE	84.PARIS
C01/018	00105	SUBLIMINAL LEARNING	LANGENSCHIEDT	LANGENSCHIEDT ONLINE DICTIONARY	GREY GERMANY Düsseldorf	GERMANY	GREY GERMANY Düsseldorf

## **C02 (Use of Mobile)**

C02/008	00056	CINEMA TO GO	AIR FRANCE	AIR FRANCE	BETC Paris	FRANCE	BETC Paris
C02/012	00203	EPICGRAM	B-CLASSIC	MOBILE APP	DDB BRUSSELS	BELGIUM	DDB BRUSSELS
C02/014	00082	HCD RINK BINGO	HOCKEY CLUB DAVOS	HOCKEY CLUB DAVOS	FCB ZÜRICH	SWITZERLAND	FCB ZÜRICH
C02/015	00313	MR. BEAR DRIVER	THE AUTOMOBILE CLUB OF ROMANIA	APP GAME	PUBLICIS ROMANIA Bucharest	ROMANIA	PUBLICIS ROMANIA Bucharest

## **Shortlist (Direct)**

### **C03 (Use of Social Platforms )**

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C03/002	00033	SMART "SOCIAL LEASING"	DAIMLER AG, SMART MM	SMART FORTWO, SMART FORFOUR	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin
C03/012	00161	READ TO ME	CHANGE ONE LIFE (CHARITABLE FOUNDATION)	ONLINE CHANNELS WITH AUDIO BOOKS COLLECTION FOR ORPHANS AND OTHER KIDS	Y&R Moscow	RUSSIA	Y&R Moscow
C03/017	00240	CHECK IT BEFORE IT'S REMOVED: NAKED BREASTS ON FACEBOOK AGAINST BREAST CANCER.	PINK RIBBON DEUTSCHLAND	BREAST CANCER AWARENESS	DDB GROUP GERMANY Berlin	GERMANY	DDB GROUP GERMANY Berlin
C03/023	00171	JUSTINO	LOTERIAS Y APUESTAS DEL ESTADO	CHRISTMAS LOTTERY	LEO BURNETT Madrid	SPAIN	LEO BURNETT Madrid

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### **C04 (Response / Real-time Activity)**

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C04/008	00267	#WHOISTHEKING	BURGER KING FRANCE	FAST FOOD	BUZZMAN Paris	FRANCE	BUZZMAN Paris
C04/011	00204	STARDUST FOR BOWIE	STUDIO BRUSSEL	DIGITAL MOURNING PLACE FOR DAVID BOWIE	DDB BRUSSELS	BELGIUM	DDB BRUSSELS

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### **C05 (Co-Creation & User Generated Content )**

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C05/002	00080	SIGN THEIR YEARBOOK	NEW YORKERS AGAINST GUN VIOLENCE	GUN VIOLENCE AWARENESS	VOLT Stockholm	SWEDEN	VOLT Stockholm
C05/003	00117	HEARTBEAT PROJECT	APOTEK 1 GRUPPEN	PHARMACY RETAIL	McCANN OSLO	NORWAY	McCANN OSLO
C05/009	00185	THE SWEDISH NUMBER	THE SWEDISH TOURIST ORGANISATION	TOURISM	INGO Stockholm	SWEDEN	INGO Stockholm

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## **Shortlist (Direct)**

### **D01 (Acquisitions)**

D01/002	00034	SMART "SOCIAL LEASING"	DAIMLER AG, SMART MM	SMART FORTWO, SMART FORFOUR	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin
D01/005	00097	THE SNEAK PREVIEW	SATURN ELEKTRO-HANDELSGES. MBH	JUKE!	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich / PLAN. NET Munich
D01/011	00186	THE SWEDISH NUMBER	THE SWEDISH TOURIST ORGANISATION	TOURISM	INGO Stockholm	SWEDEN	INGO Stockholm

### **D03 (Launch / Re-launch)**

D03/001	00100	SUGAR DETOX	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	MARCEL Paris
D03/006	00309	SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	McCANN LONDON

### **E03 (Experience Design)**

E03/005	00043	SECRET NUM8RS	ATOMIC SOUL	KRAFTWERK	KITCHEN LEO BURNETT Oslo	NORWAY	KITCHEN LEO BURNETT Oslo VOID Oslo
E03/010	00343	25M2 SYRIA	NRK TV-AKSJONEN / NORWEGIAN RED CROSS	25M2 SYRIA	POL Oslo	NORWAY	POL Oslo

### **F01 (Integrated Campaign Led by Direct)**

F01/006	00338	MOBISTAR LETTERS	ORANGE	TELECOM	PUBLICIS BRUSSELS	BELGIUM	PUBLICIS BRUSSELS
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### **F02 (Low Budget Campaign)**

F02/004	00232	HOMELESS EXTRAS	DE VOLKSBOND	CASTING AGENCY FOR HOMELESS PEOPLE	DDB & TRIBAL WORLDWIDE AMSTERDAM	THE NETHERLANDS	DDB & TRIBAL WORLDWIDE AMSTERDAM
F02/005	00242	CHECK IT BEFORE IT'S REMOVED: NAKED BREASTS ON FACEBOOK AGAINST BREAST CANCER.	PINK RIBBON DEUTSCHLAND	BREAST CANCER AWARENESS	DDB GROUP GERMANY Berlin	GERMANY	DDB GROUP GERMANY Berlin

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F02/010	00207	STARDUST FOR BOWIE	STUDIO BRUSSEL	DIGITAL MOURNING PLACE FOR DAVID BOWIE	DDB BRUSSELS	BELGIUM	DDB BRUSSELS
F02/013	00353	BEES CAN FIND SUGAR WHERE YOU LEAST EXPECT IT	NÁŠ GRUNT	CHAIN OF FARMER SHOPS NÁŠ GRUNT	McCANN PRAGUE	CZECH REPUBLIC	McCANN PRAGUE
F02/018	00246	THE MORA LIKE FARM	MORA	THE COMPLIMENT	DARWIN BBDO Diegem	BELGIUM	DARWIN BBDO Diegem

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**Total Entries:**                      **68**