

## Shortlist (Film)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Idea creation	Production Company
<b>A01 (Food)</b>								
A01/004	00077	BABY BAY	EVIAN	EVIAN	BETC Paris	FRANCE	BETC Paris	WANDA PRODUCTIONS Saint-Denis La Plaine / MIKROS IMAGE Paris / BETC POP Pantin
A01/011	00012	FOOD FOR MEN	STRYHNS	STRYHNS	M2FILM Århus	DENMARK	M2FILM Århus	M2FILM Århus / ANEW Copenhagen
A01/019	00308	RE-RECIPES	MATPRAT	FOOD AND RECIPES	ANORAK Oslo	NORWAY	ANORAK Oslo	BACON OSLO Oslo
A01/022	00223	FLYBOARDFISHIN G	FISHERMAN'S FRIEND	FISHERMAN'S FRIEND LOZENGES	COBBLESTONE FILMPRODUCTION Hamburg	GERMANY	WALKER WERBEAGENTUR Zurich	COBBLESTONE Hamburg
<b>A02 (Drinks)</b>								
A02 /009	00379	DRESSING ROOM	HEINEKEN	HEINEKEN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan / PUBLICIS New York	RESET Santa Monica
A02 /010	00380	THE LOOK	HEINEKEN	HEINEKEN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan / PUBLICIS New York	RESET Santa Monica
<b>A03 (Fast Moving Consumer Goods )</b>								
A03/001	00081	WILD TRIP	LE TRÈFLE	TOILET PAPER	LEO BURNETT FRANCE Paris	FRANCE	LEO BURNETT FRANCE Paris	INSURRECTION Paris / PRODIGIOUS Paris
A03/002	00078	THE MECHANIC	CILLIT BANG	CILLIT BANG	BETC Paris	FRANCE	BETC Paris	PARTIZAN Paris / GUM Paris
A03/003	00242	MEET THE STARS OF THE IKEA CATALOGUE	IKEA	IKEA CATALOGUE	DDB BRUSSELS	BELGIUM	DDB BRUSSELS	
<b>A04 (Durable Consumer Goods)</b>								
A04/003	00277	"GLITTER BALLOONS"	SONY EUROPE	BRAVIA 4K HDR	DDB GROUP GERMANY Berlin	GERMANY	DDB GROUP GERMANY Berlin	TEMPOMEDIA Berlin / NHB Berlin
<b>A05 (Cars &amp; Automotive Products &amp; Services)</b>								
A05/001	00048	"FACEBOOK"	DAIMLER AG, SMART	SMART FORTWO CABRIO	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin	BIGFISH FILMPRODUKTION Berlin
A05/002	00049	"FIRST DATE"	DAIMLER AG, SMART	SMART FORTWO CABRIO	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin	BIGFISH FILMPRODUKTION Berlin
A05/006	00098	NIGHTS	VOLKSWAGEN	VOLKSWAGEN	DDB PARIS	FRANCE	DDB PARIS	STINK Paris
A05/015	00262	THE WAY BACK	PON AUTOMOBILE	VOLKSWAGEN	DDB & TRIBAL WORLDWIDE AMSTERDAM	NETHERLANDS	DDB & TRIBAL WORLDWIDE AMSTERDAM	PINK RABBIT Amsterdam
A05/019	00212	LAUGHING HORSES	VOLKSWAGEN	VOLKSWAGEN TIGUAN WITH TRAILER ASSIST	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg	CZAR FILM Hamburg
A05/033	00399	MISTAKES	FORD	SERVICE	MINDSHARE Copenhagen	DENMARK	MINDSHARE Copenhagen	ENTRANCE Copenhagen

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### A06 (Retail, e-Commerce, Restaurants & Fast Food Chains)

A06/001	00015	THE MAN ON THE MOON	JOHN LEWIS	JOHN LEWIS	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London	SOMESUCH London / THE MILL London
A06/009	00108	EVERY OTHER WEEK	IKEA	RETAIL	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm	BACON Copenhagen
A06/014	00303	MY SON	IKEA	RETAIL / FURNITURES	BUZZMAN Paris	FRANCE	BUZZMAN Paris	HENRY Paris
A06/015	00304	COOKING IS CARING	IKEA	HOME FURNISHING	BUZZMAN Paris	FRANCE	BUZZMAN Paris	CARNIBIRD Paris
A06/020	00282	THE PIANO	FINN.NO	FINN.NO (CLASSIFIEDS SECOND HAND)	TRY Oslo	NORWAY	TRY Oslo	MOTION BLUR Oslo
A06/022	00334	YOU'RE ALIVE. DO YOU REMEMBER?	HORNBAACH	DIY HOME IMPROVEMENTS SUPERSTORES	HEIMAT Berlin	GERMANY	HEIMAT Berlin	PARTIZAN Berlin
A06/029	00404	NESPRESSO	CURRYS PC WORLD	CURRYS PC WORLD	AMVBBDO London	UNITED KINGDOM	AMVBBDO London	O POSITIVE New York
A06/031	00406	COOKER	CURRYS PC WORLD	CURRYS PC WORLD	AMVBBDO London	UNITED KINGDOM	AMVBBDO London	O POSITIVE New York
A06/032	00401	SPARE THE ACT LAPTOP TV	CURRYS PC WORLD	CURRYS PC WORLD	AMVBBDO London	UNITED KINGDOM	AMVBBDO London	O POSITIVE New York

### A07 (Travel, Transport & Leisure)

A07/001	00144	JUSTINO	LOTERIAS Y APUESTAS DEL ESTADO	CHRISTMAS LOTTERY	LEO BURNETT Madrid	SPAIN	LEO BURNETT Madrid	LEO BURNETT Madrid
A07/002	00022	SECOND CHANCE	ART MUSEUM KONSTRUKTIV	MUSEUM FOR ABSTRACT ART	RUF LANZ Zürich	SWITZERLAND	RUF LANZ Zürich	STORIES Zurich
A07/007	00315	THE BEST PLANET	ST AIRLINES	S7 AIRLINES	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	WIEDEN+KENNEDY AMSTERDAM	PARK PICTURES London
A07/021	00226	TAMPON	VSMU - ISTROPOLITANA PROJECT 2016	INTERNATIONAL FESTIVAL OF THEATRE SCHOOLS	MADE BY VACULIK Bratislava	SLOVAK REPUBLIC	MADE BY VACULIK Bratislava	

### A08 (Media & Publications)

A08/001	00079	DADS	CANAL+	CANAL+	BETC Paris	FRANCE	BETC Paris	HENRY Paris / DIGITAL DISTRICT Paris / SCHMOOZE Paris
A08/009	00029	LANG LANG PLAYS THE F.A. Z. - GERMANY'S LEADING NEWSPAPER	FRANKFURTER ALLGEMEINE ZEITUNG	FRANKFURTER ALLGEMEINE ZEITUNG	SCHOLZ & FRIENDS Berlin	GERMANY	SCHOLZ & FRIENDS Berlin	BIGFISH FILMPRODUKTION Berlin
A08/019	00344	EITB - EMBARAZADOS	EITB - SIN IR MÁS LEJOS	EITB - SIN IR MÁS LEJOS	THE CYRANOS//McCANN Barcelona	SPAIN	THE CYRANOS//McCANN Barcelona	THE CYRANOS//McCANN Barcelona
A08/020	00345	EITB - PERRO	EITB - SIN IR MÁS LEJOS	EITB - SIN IR MÁS LEJOS	THE CYRANOS//McCANN Barcelona	SPAIN	THE CYRANOS//McCANN Barcelona	THE CYRANOS//McCANN Barcelona

## Shortlist (Film)

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A08/021	00274	PARALYMPICS 'WE'RE THE SUPERHUMANS' (DIR. DOUGAL WILSON)	CHANNEL 4	PARALYMPICS	BLINK PRODUCTIONS London	UNITED KINGDOM	4creative London	BLINK PRODUCTIONS London
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## A09 (Financial Products & Services)

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A09/004	00263	RAPPER	CENTRAAL BEHEER ACHMEA	INSURANCE	DDB & TRIBAL WORLDWIDE AMSTERDAM	THE NETHERLANDS	DDB & TRIBAL WORLDWIDE AMSTERDAM	IN CASE OF FIRE Amsterdam
A09/009	00202	SUNNY	ELEVATE	SUNNY	BROTHERS AND SISTERS London	UNITED KINGDOM	BROTHERS AND SISTERS London	STINK London / ELECTRIC THEATRE COLLECTIVE London / MARSHALL STREET EDITORS London
A09/010	00384	TOURIST HATCHING SEASON	VIPPS BY DNB BANK	AN APP THAT SPLIT EXPENSES AMONG FRIENDS AND FAMILY.	POL Oslo	NORWAY	POL Oslo	BACON OSLO Oslo

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## A10 (Business Products & Services)

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A10/002	00117	FREEZER	POSTNORD	POST SERVICE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	BACON FILM Stockholm
A10/005	00120	MEAT	POSTNORD	POST SERVICE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	BACON FILM Stockholm
A10/010	00203	TUMBLEWEED	PEARL AND DEAN	PEARL AND DEAN	BROTHERS AND SISTERS London	UNITED KINGDOM	BROTHERS AND SISTERS London	PULSE FILMS London / TIME BASED ARTS London / WAVE STUDIOS London

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## A11 (Commercial Public Services)

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A11/003	00066	AN EMPTY BOTTLE IS FULL OF ENERGY	INFINITUM	NORWAY'S DEPOSIT SYSTEM FOR RECYCLABLE BOTTLES AND CANS	GEELMUYDEN KIESE Oslo	NORWAY	GEELMUYDEN KIESE Oslo / ANTI Oslo	EINAR FILM & FORTELLINGER Oslo / STORM STUDIOS Oslo
A11/005	00070	THE STAKEOUT	CANAL DIGITAL	SATELLITE TV PROVIDER	TBWA\STOCKHOLM	SWEDEN	TBWA\STOCKHOLM	BACON FILM Stockholm
A11/006	00069	THE BOY SCOUTS	CANAL DIGITAL	SATELLITE TV PROVIDER	TBWA\STOCKHOLM	SWEDEN	TBWA\STOCKHOLM	BACON FILM Stockholm
A11/008	00284	"ON AND OFF"	TALKMORE	TELECOM	TRY Oslo	NORWAY	TRY Oslo	PRAVDA Oslo

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## A12 (Corporate Image & Sponsorship)

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A12/004	00363	JACKIE	HEINEKEN	HEINEKEN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan	ANORAK Berlin / INDEPENDENT London
A12/009	00207	SORPANOS	SORPA – RECYCLING	RECYCLE! CAPHICHE?	BRANDENBURG Reykjavik	ICELAND	BRANDENBURG Reykjavik	REPUBLIK Reykjavik

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## A13 (Public Health & Safety)

## Shortlist (Film)

A13/002	00080	FOR EVER YOUNG	OVK / PEVR (PARENTS OF ROAD VICTIMS	ROAD SAFETY AWARENESS MESSAGE	HAPPINESS / FCB Brussels	BELGIUM	HAPPINESS / FCB Brussels	CAVIAR Brussels
A13/006	00091	LOSS OF CONTROL	SÉCURITÉ ROUTIÈRE	ROAD SAFETY	LA CHOSE Paris	FRANCE	LA CHOSE Paris	
A13/007	00092	THE LAST CLASS	SÉCURITÉ ROUTIÈRE	ROAD SAFETY	LA CHOSE Paris	FRANCE	LA CHOSE Paris	
A13/008	00093	SHOCKWAVE	SÉCURITÉ ROUTIÈRE	ROAD SAFETY	LA CHOSE Paris	FRANCE	LA CHOSE Paris	
A13/009	00368	#UNEXPECTED STING	FRENCH FEDERATION OF CARDIOLOGY	AWARENESS MESSAGE	LES GAULOIS Puteaux	FRANCE	LES GAULOIS Puteaux	

## A14 (Public Sector & Awareness Messages)

A14/003	00181	DOMESTIC VIOLENCE	FRANCE 5	MEDIA	PUBLICIS CONSEIL Paris	FRANCE	PUBLICIS CONSEIL Paris	
A14/011	00376	TREAT ME LIKE A WOMAN, PAY ME LIKE A MAN	EQUAL PAY DAY	PUBLIC SERVICE	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels	CZAR Brussels

## A15 (Charities & Appeals)

A15/005	00382	SECOND HAND	ALS LIGA	NON-PROFIT ASSOCIATION	PUBLICIS BRUSSELS	BELGIUM	PUBLICIS BRUSSELS	CZAR Brussels
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## B01 (Fast Moving Consumer Goods )

B01/007	00072	TOOTHPASTE	UNILEVER	KLIK CHOCOLATE	GREAT DIGITAL PARTNERS Tel Aviv	ISRAEL	GREAT DIGITAL PARTNERS Tel Aviv	IOG GROUP Tel Aviv
B01/010	00112	WIRELESS	BOSCH	L-BOXX WIRELESS CHARGING BAY	MOLAND FILM Copenhagen	DENMARK	MOLAND FILM Copenhagen / PATCHWORK GROUP Copenhagen	MOLAND FILM Copenhagen
B01/013	00252	GET CLOSER	BOSE	QUIETCOMFORT 35 WIRELESS HEADPHONES	GREY LONDON	UNITED KINGDOM	GREY LONDON	GREY LONDON / SMUGGLER London
B01/020	00285	KJETIL VS SARA	TINE	TINE MILK	TRY Oslo	NORWAY	TRY Oslo	PRAVDA Oslo
B01/023	00298	FREE THE KIDS	UNILEVER	PERSIL / OMO	MULLENLOWE GROUP London	UNITED KINGDOM	MULLENLOWE GROUP London	RSA FILMS London
B01/028	00402	BLOOD	SCA BODYFORM	BODYFORM	AMVBBDO London	UNITED KINGDOM	AMVBBDO London	STINK London
B01/029	00403	SPARE THE ACT LAPTOP	CURRYS PC WORLD	CURRYS PC WORLD	AMVBBDO London	UNITED KINGDOM	AMVBBDO London	O POSITIVE New York

## B02 (Durable Consumer Goods)

B02 /001	00025	LET'S RELAX	IKEA	IKEA	ACNE PRODUCTION Stockholm	SWEDEN	ACNE PRODUCTION Stockholm / IKEA Malmö	ACNE PRODUCTION Stockholm
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## B03 (Cars & Automotive Products & Services)

## Shortlist (Film)

B03/001	00047	SMART "MOST OPEN TEST DRIVE"	DAIMLER AG, SMART	SMART FORTWO CABRIO 453	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin	MARKENFILM CROSSING Hamburg
B03/005	00111	EYES ON GIGI	BMW GROUP	BMW M2	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich / KBS+ New York / PLAN.NET Munich	TOOL Los Angeles
B03/012	00250	RIDE COMFORTABLY	OPEL DENMARK	CARS	UNCLE GREY Copenhagen	DENMARK	UNCLE GREY Copenhagen	THE WOERKS Copenhagen

## B04 (Travel, Leisure, Retail, Restaurants & Fast Food Chains)

B04/002	00017	ESSENTIALS FOR EVERYONE	H&M	H&M	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London	SONNY London
B04/008	00046	HOME FOR CHRISTMAS	EDEKA ZENTRALE AG & CO. KG	EDEKA	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg	TEMPOMEDIA Hamburg
B04/010	00126	THE DNA JOURNEY / MAIN FILM	MOMONDO	MOMONDO	& CO. Copenhagen	DENMARK	& CO. Copenhagen	NOA / &CO Copenhagen
B04/011	00127	MOMONDO / THE DNA JOURNEY / KAREN	MOMONDO	MOMONDO	& CO. Copenhagen	DENMARK	& CO. Copenhagen	NOA / &CO Copenhagen
B04/012	00128	MOMONDO / THE DNA JOURNEY / ELLAHA	MOMONDO	MOMONDO	& CO. Copenhagen	DENMARK	& CO. Copenhagen	NOA / &CO Copenhagen
B04/013	00129	MOMONDO / THE DNA JOURNEY / CARLOS	MOMONDO	MOMONDO	& CO. Copenhagen	DENMARK	& CO. Copenhagen	NOA / &CO Copenhagen
B04/014	00130	MOMONDO / THE DNA JOURNEY / JAY	MOMONDO	MOMONDO	& CO. Copenhagen	DENMARK	& CO. Copenhagen	NOA / &CO Copenhagen
B04/025	00211	THE SWEDISH NUMBER	THE SWEDISH TOURIST ORGANISATION	TOURISM	INGO Stockholm	SWEDEN	INGO Stockholm	INGO Stockholm

## B06 (Financial Products & Services, Commercial Public Services, Business Products & Services)

B06/005	00237	THE NEXT REMBRANDT	ING	FINANCIAL SERVICES	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	J. WALTER THOMPSON AMSTERDAM	NEW AMSTERDAM FILM COMPANY / KREUKVRIJ Amsterdam
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## B07 (Corporate Image & Sponsorship)

B07/001	00150	MARRIAGE MARKET TAKEOVER	SK-II	SKINCARE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	TOOL Los Angeles
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## B08 (Charities, Public Health & Safety, Public Awareness Messages)

B08/003	00009	DEAR DADDY	CARE NORWAY	VIOLENCE AGAINST WOMEN	TANGRYSTAN Oslo	NORWAY	SCHJAERVEN REKLAMEBYRÅ Oslo	TANGRYSTAN Oslo
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## **Shortlist (Film)**

B08/004	00038	YOU WILL NEVER WALK ALONE	DCA MINE ACTION	LANDMINE AWARENESS	GREAT GUNS London	UNITED KINGDOM	GREY GROUP SINGAPORE / YESSIAN New York	GREAT GUNS London / YESSIAN New York
B08/005	00106	CROSSES	RED CROSS FLANDERS	VOLUNTEER PROGRAM	DUVAL GUILLAUME Antwerp	BELGIUM	DUVAL GUILLAUME Antwerp	DUVAL GUILLAUME Antwerp / AMP AMSTERDAM
B08/019	00299	REDRAW THE BALANCE	EDUCATION AND EMPLOYERS	INSPIRING THE FUTURE	MULLENLOWE GROUP London	UNITED KINGDOM	MULLENLOWE GROUP London	BURGER FILMS London

## **C01 (Viral Film)**

C01/002	00105	OK GO — UPSIDE DOWN & INSIDE OUT #GRAVITYSJUST AHABIT	S7 AIRLINES	S7 AIRLINES	TUTKOVBUKOV Volgograd	RUSSIA	TUTKOVBUKOV Volgograd / OK GO New York	TUTKOVBUKOV Volgograd / OK GO New York / PROFILM Moscow
C01/003	00137	LOOK WHO'S DRIVING	VOLVO TRUCKS	TRUCKS	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	NEW LAND Stockholm
C01/010	00361	THE DILEMMA	HEINEKEN	HEINEKEN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan	BEDESCHI FILM Milan

## **C02 (Branded Content & Entertainment Film)**

C02/012	00192	BECOMING BECKHAM	H&M	H&M	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London	SONNY London
C02/013	00307	WHOPPER BLACKOUT	BURGER KING FRANCE	FAST FOOD	BUZZMAN Paris	FRANCE	BUZZMAN Paris	WHY US PARIS
C02/017	00341	MAN CAVE	HORNBAACH	DIY HOME IMPROVEMENTS SUPERSTORES	HEIMAT Berlin	GERMANY	HEIMAT Berlin	EASYDOESIT Berlin
C02/018	00278	STRELLSON: MAKE YOURSELF UNSTOPPABLE	STRELLSON	STRELLSON	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich	WANDA GERMANY GMBH Hamburg / NEVEREST Munich
C02/020	00233	EXTREME ALPINE DAIMLER SOCCER		MERCEDES-BENZ SPRINTER 4X4	FISCHERAPPELT Hamburg	GERMANY	FISCHERAPPELT Hamburg	STUDIOVIER Stuttgart / TONFALL MUSIKPRODUKTION Stuttgart
C02/023	00359	IAN WRIGHT - THE LICK-HIKER'S GUIDE TO INNER STRENGTH	VALIO	VALIO GEFILUS	HASAN & PARTNERS Helsinki	FINLAND	HASAN & PARTNERS Helsinki / VALIO Helsinki	COCOA MEDIAPRODUCTIONS Helsinki

## **C03 (Screens & Events)**

C03/004	00101	#NOLIKESFORRA CISM	LICRA	LICRA	DDB PARIS	FRANCE	DDB PARIS	LE FILS DE Paris
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## **D01 (Use of Film)**

D01/001	00107	SEARCH RACISM. FIND TRUTH.	REFUGEES WELCOME	REFUGEES WELCOME	FCB ZÜRICH	SWITZERLAND	FCB ZÜRICH	FCB ZÜRICH
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Total Entries:

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