

Shortlist (Media)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Idea creation	Media placement
A01 (Fast Moving Consumer Goods)								
A01/001	00101	GIRL EMOJIS	PROCTER & GAMBLE	ALWAYS	STARCOM London	UNITED KINGDOM	STARCOM London / LEO BURNETT CHICAGO	STARCOM London
A01/003	00221	DELICIOUS CALM	CAMPOFRÍO	PAVOFRÍO	McCANN Madrid	SPAIN	McCANN Madrid	
A02 (Durable Consumer Goods)								
A02/004	00148	APARTMENT STORES	DELA MAISON	HOME DECORATION AND FURNISHINGS	PUBLICIS NURUN Paris	FRANCE	PUBLICIS NURUN Paris	
A03 (Cars & Automotive Products & Services)								
A03/005	00208	THE REVERSED TRAILER	VOLKSWAGEN NORWAY/ HARALD A. MØLLER	VOLKSWAGEN TRAILER ASSIST	TRY Oslo	NORWAY	TRY Oslo	MEDIACOM Oslo / BE ON Oslo
A03/008	00305	DACIA FAMILY PROJECT	RENAULT ITALIA	DACIA	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan	OMD Milan
A04 (Travel, Leisure, Retail, Restaurants & Fast Food Chains)								
A04/006	00104	THE MILLION INTERROGATION CASE	DANSKE SPIL / DANISH LOTTERY	KENO LOTTERY	& CO. Copenhagen	DENMARK	& CO. Copenhagen	BE ON Copenhagen / CARAT Copenhagen
A04/007	00063	SHARING THE GIFT OF READING AT CHRISTMAS	SAINSBURY'S	SAINSBURY'S	PHD London	UNITED KINGDOM	PHD London / AMVBBDO London	PHD London
A04/014	00157	THE SWEDISH NUMBER	THE SWEDISH TOURIST ORGANISATION	TOURISM	INGO Stockholm	SWEDEN	INGO Stockholm	
A04/015	00156	LEBON	LIDL	DISCOUNT FOOD	INGO Stockholm	SWEDEN	INGO Stockholm	
A05 (Media & Publications)								
A05/002	00144	CHANNEL 4 HUNTED	CHANNEL 4	HUNTED	OMD UK London	UNITED KINGDOM	4creative London	OMD UK London / TALON London
A05/004	00281	SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	DENTSU AEGIS NETWORK London

Shortlist (Media)

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

A06/002	00074	A LIVING RIVER	HSBC	BRAND	J. WALTER THOMPSON London	UNITED KINGDOM	J. WALTER THOMPSON London	
A06/009	00244	SBERBANK STREETS	SBERBANK	FINANCIAL SERVICES	SBERBANK OF RUSSIA Moscow	RUSSIA	GOOD Moscow	MAXUS GLOBAL Moscow

A07 (Corporate Image & Sponsorship)

A07/001	00120	MARRIAGE MARKET TAKEOVER	SK-II	SKINCARE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	BE ON Copenhagen
A07/005	00276	THE DILEMMA	HEINEKEN	HEINEKEN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan	STARCOM MEDIAVEST GROUP Milan

A08 (Charities, Public Health & Safety, Public Awareness Messages)

A08/002	00077	THE TEAR-OFF – POSTERS FOR "MEIN KAMPF – AGAINST RACISM"	GESICHT ZEIGEN! ASSOCIATION ENCOURAGING PEOPLE TO STAND AGAINST RACISM IN GER	AN"MEIN KAMPF – AGAINST RACISM"	OGILVY & MATHER BERLIN	GERMANY	OGILVY & MATHER BERLIN	EUROPA VERLAG Munich
A08/008	00092	SEARCH RACISM. FIND TRUTH.	REFUGEES WELCOME	REFUGEES WELCOME	FCB ZÜRICH	SWITZERLAND	FCB ZÜRICH	FCB ZÜRICH / INITIATIVE MEDIA Zurich
A08/013	00198	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	
A08/015	00225	#JENESUPPORTE PASLESBLEUS	ELLE'S IMAGINE'NT	CHARITIES / PUBLIC BUZZMAN Paris	BUZZMAN Paris	FRANCE	BUZZMAN Paris	
A08/021	00290	COINS OF HOPE	CHILD FOCUS	CHILD FOCUS IS THE BELGIAN CENTER FOR MISSING CHILDREN.	THESE DAYS Antwerp	BELGIUM	THESE DAYS Antwerp	

Shortlist (Media)

A08/025	00341	BRAVE CUT	FUNDATIA RENASTEREA	CANCER NGO	McCANN WORLDGROUP ROMANIA Bucharest	ROMANIA	McCANN WORLDGROUP ROMANIA Bucharest	UM ROMANIA Bucharest
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B01 (Use of Screens)

B01/005	00291	KEEP HOPE ALIVECHILD FOCUS		CHILD FOCUS IS THE BELGIAN CENTER FOR MISSING CHILDREN.	THESE DAYS Antwerp	BELGIUM	THESE DAYS Antwerp	MEDIACOM Brussels
B01/010	00285	SHOP LIKE A JEDI	CARREFOUR ROMANIA	CARREFOUR	PUBLICIS ROMANIA Bucharest	ROMANIA	PUBLICIS ROMANIA Bucharest	PUBLICIS ROMANIA Bucharest

B02 (Use of Audio Platforms)

B02/005	00134	SOUND OF GLORY	FORD	MUSTANG	OGILVY MADRID	SPAIN	OGILVY MADRID	
B02/007	00141	KLARAFY	KLARA	KLARAFY	FAMOUSGREY	BELGIUM	FAMOUSGREY	
B02/011	00251	THE HORNBACK SPRING EXPERIENCE - THE FIRST ANALOG WEBSTORE	HORNBACK	DIY HOME IMPROVEMENTS SUPERSTORES	HEIMAT Berlin	GERMANY	HEIMAT Berlin	

B03 (Use of Outdoor)

B03/004	00105	ADBLOCK THIS!	OUT OF HOME MEDIA	OUT OF HOME MEDIA PROVIDER	& CO. Copenhagen	DENMARK	& CO. Copenhagen	
B03/007	00166	CALL BRUSSELS	VISIT BRUSSELS	VISIT BRUSSELS	AIR Brussels	BELGIUM	AIR Brussels	
B03/009	00252	BREXIT	LIBERAL DEMOCRATES / FDP	LIBERAL DEMOCRATES / FDP	HEIMAT Berlin	GERMANY	HEIMAT Berlin	
B03/016	00328	MA PLACE EST DANS LA SALLE	PRODISS	ENTERTAINMENT	FRED & FARID PARIS	FRANCE	FRED & FARID PARIS	FRED & FARID PARIS
B03/020	00154	KALLAX REAL TIMER	IKEA	IKEA JANKI/IKEA TARGÓWEK	GREY WORLDWIDE WARSAW	POLAND	GREY WORLDWIDE WARSAW	MEC Warsaw
B03/022	00282	SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	DENTSU AEGIS NETWORK London

B04 (Use of Print)

Shortlist (Media)

B04/007	00210	BRAD IS SINGLE	NORWEGIAN	NORWEGIAN	TRY Oslo	NORWAY	TRY Oslo	VICEUM Oslo
B04/009	00331	THE FASHION MAG HIJACK	STYLIGHT	STYLIGHT	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich	MEDIAPLUS Munich

B05 (Use of Ambient Media: Small Scale)

B05/001	00006	MCTRAX	McDONALD'S	RESTAURANTS	TBWAINEBOKO Amsterdam	THE NETHERLANDS	TBWAINEBOKO Amsterdam	
B05/008	10029	WE FEED THE PLANET	SLOW FOOD ITALY	TERRA MADRE GIOVANI	SAATCHI & SAATCHI Milan	ITALY	SAATCHI & SAATCHI Milan / SAATCHI & SAATCHI Milan	
B05/012	00253	#PAINTBACK	LAGACY STORE BERLIN	LAGACY STORE BERLIN	HEIMAT Berlin	GERMANY	HEIMAT Berlin	
B05/017	00294	COINS OF HOPE	CHILD FOCUS	CHILD FOCUS IS THE BELGIAN CENTER FOR MISSING CHILDREN.	THESE DAYS Antwerp	BELGIUM	THESE DAYS Antwerp	
B05/023	00344	BRAVE CUT	FUNDATIA RENASTEREA	CANCER NGO	McCANN WORLDGROUP ROMANIA Bucharest	ROMANIA	McCANN WORLDGROUP ROMANIA Bucharest	UM ROMANIA Bucharest

B06 (Use of Ambient Media: Large Scale)

B06/002	00083	VIRTUALLY DEAD	HTC	HTC	OMD London	UNITED KINGDOM	OMD London	OMD London
B06/005	00036	DOORS OF THRONES	TOURISM IRELAND	TOURISM	PUBLICIS LONDON	UNITED KINGDOM	PUBLICIS LONDON	PUBLICIS LONDON
B06/009	00147	THE NAME CHANGE	SPAR	SPAR	ANOTHER Copenhagen	DENMARK	ANOTHER Copenhagen	
B06/018	00149	APARTMENT STORES	DELAMAISON	HOME DECORATION AND FURNISHINGS	PUBLICIS NURUN Paris	FRANCE	PUBLICIS NURUN Paris	

B07 (Use of Events)

B07/002	00108	HCD RINK BINGO	HOCKEY CLUB DAVOS	HOCKEY CLUB DAVOS	FCB ZÜRICH	SWITZERLAND	FCB ZÜRICH	
B07/003	00151	GIVE THE RAINBOW	MARS	SKITTLES	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London	MEDIACOM London
B07/011	00277	THE DILEMMA	HEINEKEN	HEINEKEN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan	STARCOM MEDIAVEST GROUP Milan

B08 (Use of Stunts)

Shortlist (Media)

B08/010	00224	DELICIOUS CALM	CAMPOFRÍO	PAVOFRÍO	McCANN Madrid	SPAIN	McCANN Madrid
B08/012	00150	APARTMENT STORES	DELA MAISON	HOME DECORATION AND FURNISHINGS	PUBLICIS NURUN Paris	FRANCE	PUBLICIS NURUN Paris

C01 (Use of Digital Platforms)

C01/003	00097	THE SNEAK PREVIEW	SATURN ELEKTRO-HANDELSGES. MBH	JUKE!	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich / PLAN.NET Munich	
C01/004	00045	SPEAK LIKE THE PATRÓN	NETFLIX	NARCOS SEASON 2	NETFLIX Amsterdam	THE NETHERLANDS	WE ARE SOCIAL Milan	
C01/005	00032	EVERY DAY A PLAY	KATONA JOZSEF THEATER	KATONA JOZSEF THEATER	YOUNG & RUBICAM BUDAPEST	HUNGARY	YOUNG & RUBICAM BUDAPEST	YOUNG & RUBICAM BUDAPEST
C01/009	00338	GIRLS OF PARADISE	MOUVEMENT DU NID	CHARITY ASSOCIATION AGAINST PROSTITUTION	McCANN PARIS	FRANCE	McCANN PARIS	

C02 (Use of Mobile)

C02/002	00087	#NETFLIXSWAP	NETFLIX	NETFLIX ORIGINAL SERIES	DAREWIN ENTERTAINMENT AGENCY Paris	FRANCE	DAREWIN ENTERTAINMENT AGENCY Paris	
C02/003	00065	REMUMBER	MISSING CHILDREN EUROPE	REMUMBER	FAMOUSGREY	BELGIUM	FAMOUSGREY	
C02/010	00086	HCD RINK BINGO	HOCKEY CLUB DAVOS	HOCKEY CLUB DAVOS	FCB ZÜRICH	SWITZERLAND	FCB ZÜRICH	
C02/020	00287	MR. BEAR DRIVER	THE AUTOMOBILE CLUB OF ROMANIA	APP GAME	PUBLICIS ROMANIA Bucharest	ROMANIA	PUBLICIS ROMANIA Bucharest	PUBLICIS ROMANIA Bucharest

C03 (Use of Social Platforms)

C03/002	00121	MARRIAGE MARKET TAKEOVER	SK-II	SKINCARE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	BE ON Copenhagen
C03/006	00076	DONATE THE HATE - THE INVOLUNTARY ONLINE DONATION	ZDK - GESELLSCHAFT DEMOKRATISCHE KULTUR GGMBH	EXIT GERMANY	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg	
C03/013	00102	GIRL EMOJIS	PROCTER & GAMBLE	ALWAYS	STARCOM London	UNITED KINGDOM	STARCOM London / LEO BURNETT CHICAGO	STARCOM London

Shortlist (Media)

C03/015	00202	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	
C03/020	00265	DARE TO PLAY?	SPECIAL OLYMPICS	PLAY UNIFIED	LDV UNITED Antwerp	BELGIUM	LDV UNITED Antwerp	LDV UNITED Antwerp
C03/026	00272	NMD_LIVE	ADIDAS ORIGINALS	NMD_R1	FRIENDS Moscow	RUSSIA	FRIENDS Moscow	FRIENDS Moscow / BAKEHOUSE (VIDEOPRODUCTION) Moscow

C04 (Use of New Technology)

C04/003	00124	NIKE ON DEMAND	NIKE	PERSONALISED MESSAGING PLATFORM	R/GA LONDON	UNITED KINGDOM	R/GA LONDON	R/GA LONDON
C04/004	00171	THE NEXT REMBRANDT	ING	FINANCIAL SERVICES	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	J. WALTER THOMPSON AMSTERDAM	
C04/005	00203	100 % REAL VIRTUAL REALITY	NATAKHTARI BREWERY	OLD IRISH	LEAVINGSTONE Tbilisi	GEORGIA	LEAVINGSTONE Tbilisi	

D01 (Use of Brand or Product Integration into a Programme or Platform)

D01/007	00329	MA PLACE EST DANS LA SALLE	PRODISS	ENTERTAINMENT	FRED & FARID PARIS	FRANCE	FRED & FARID PARIS	FRED & FARID PARIS
D01/012	00278	THE DILEMMA	HEINEKEN	HEINEKEN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan	STARCOM MEDIAVEST GROUP Milan

D02 (Use of Co-Creation & User Generated Content)

D02/005	00179	EPICGRAM	B-CLASSIC	MOBILE APP	DDB BRUSSELS	BELGIUM	DDB BRUSSELS	
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D03 (Use of Branded Content created for Digital or Social Media)

D03/004	00041	HOME FOR CHRISTMAS	EDEKA ZENTRALE AG & CO. KG	EDEKA	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg	
D03/012	00103	GIRL EMOJIS	PROCTER & GAMBLE	ALWAYS	STARCOM London	UNITED KINGDOM	STARCOM London / LEO BURNETT CHICAGO	STARCOM London

Shortlist (Media)

D03/018	00240	PRE-ORDER THE FUTURE	NESTE	RENEWABLE MATERIALS	TBWA\HELSINKI	FINLAND	TBWA\HELSINKI	VICEUM Helsinki
D03/019	00350	MR. BEAR DRIVER	THE AUTOMOBILE CLUB OF ROMANIA	APP GAME	PUBLICIS ROMANIA Bucharest	ROMANIA	PUBLICIS ROMANIA Bucharest	PUBLICIS ROMANIA Bucharest

E01 (Use of Integrated Media)

E01/002	00064	SHARING THE GIFT OF READING AT CHRISTMAS	SAINSBURY'S	SAINSBURY'S	PHD London	UNITED KINGDOM	PHD London / AMVBBDO London	PHD London
E01/004	00135	THE WORLD'S MOST EXPENSIVE OBJECTS	GENERAL TRAFIC ADMINISTRATION - DGT	GENERAL TRAFIC ADMINISTRATION - DGT	OGILVY MADRID	SPAIN	OGILVY MADRID	
E01/006	00146	CHANNEL 4 HUNTED	CHANNEL 4	HUNTED	OMD UK London	UNITED KINGDOM	4creative London	OMD UK London / TALON London
E01/008	00297	COINS OF HOPE	CHILD FOCUS	CHILD FOCUS IS THE BELGIAN CENTER FOR MISSING CHILDREN.	THESE DAYS Antwerp	BELGIUM	THESE DAYS Antwerp	

Total Entries:

76