

Shortlist (PR)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Idea Creation	PR
<u>A01 (Fast Moving Consumer Goods)</u>								
A01/006	00293	BITTERSWEET PIES	PAUL ROMANIA	BAKERY CHAIN	McCANN WORLDGROUP ROMANIA Bucharest	ROMANIA	McCANN WORLDGROUP ROMANIA Bucharest / MRM//McCANN Bucharest	
<u>A03 (Cars & Automotive Products & Services)</u>								
A03/002	00087	THE FASTEST INTERVIEW EVER	AUDI	AUDI SPORT- R8	VERBA Milan	ITALY	VERBA Milan	
A03/007	00151	ZERO QUEUE BY NISSAN FRANCE	NISSAN FRANCE	NISSAN LEAF	DIGITASLBI FRANCE Paris	FRANCE	DIGITASLBI FRANCE Paris	DIGITASLBI FRANCE, Paris
<u>A04 (Travel, Leisure, Retail, Restaurants & Fast Food Chains)</u>								
A04/002	00084	DEUTSCHE BAHN "THE FAN"	DB MOBILITY LOGISTICS	LONG-DISTANCE TRAFFIC	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin	BBDO GROUP GERMANY, Berlin
A04/008	00021	EVERY DAY A PLAY	KATONA JOZSEF THEATER	KATONA JOZSEF THEATER	YOUNG & RUBICAM BUDAPEST	HUNGARY	YOUNG & RUBICAM BUDAPEST	Y&R, BUDAPEST
A04/013	00219	#WHOISTHEKING	BURGER KING FRANCE	FAST FOOD	BUZZMAN Paris	FRANCE	BUZZMAN Paris	BUZZMAN, Paris
A04/014	00158	THE SWEDISH NUMBER	THE SWEDISH TOURIST ORGANISATION	TOURISM	INGO Stockholm	SWEDEN	INGO Stockholm	GREY ACTIVATION & PR, New York / COHN & WOLFE, Stockholm
A04/016	00239	#PAINTBACK	LAGACY STORE BERLIN	LAGACY STORE BERLIN	HEIMAT Berlin	GERMANY	HEIMAT Berlin	
A04/019	00279	MA PLACE EST DANS LA SALLE	PRODISS	ENTERTAINMENT	FRED & FARID PARIS	FRANCE	FRED & FARID PARIS	FRED & FARID PARIS
<u>A05 (Media & Publications)</u>								
A05/001	00051	DINING FOR BRUSSELS	DE TIJD	#DININGFORBRUSSELS	FAMOUSGREY ELS	BELGIUM	FAMOUSGREY	FAMOUSGREY
<u>A06 (Financial Products & Services, Commercial Public Services, Business Products & Services)</u>								
A06/002	00117	BIRDHOUSE ALARM	GENERALI	INSURANCE	OGILVY MADRID	SPAIN	OGILVY MADRID	

Shortlist (PR)

A06/007	00228	DR. INTERNET	CENTRAL KRANKENVERSICHERUNG	HEALTH INSURANCE	THJNK Hamburg	GERMANY	THJNK Hamburg / ACHTUNG! Hamburg	THJNK, Hamburg / ACHTUNG!, Hamburg
A06/010	00254	ALAND INDEX INITIATIVE	THE BANK OF ALAND	BALTIC SEA PROJECT	RBK COMMUNICATION Stockholm	SWEDEN	RBK COMMUNICATION Stockholm	HILL+KNOWLTON STRATEGIES SWEDEN, Stockholm

A07 (Charities, Public Health & Safety, Public Awareness Messages)

A07/006	00033	PUP SYNDROME	MARS	PETCARE/ PUBLIC AWARENESS MESSAGE	BBDO RUSSIA GROUP Moscow	RUSSIA	BBDO RUSSIA GROUP Moscow	BBDO RUSSIA GROUP, Moscow
A07/010	00068	SEARCH RACISM. FIND TRUTH.	REFUGEES WELCOME	REFUGEES WELCOME	FCB ZÜRICH	SWITZERLAND	FCB ZÜRICH	EHRENBERG KOMMUNIKATION, Hamburg
A07/016	00147	GIRLS OF PARADISE	MOUVEMENT DU NID	CHARITY ASSOCIATION AGAINST PROSTITUTION	McCANN PARIS	FRANCE	McCANN PARIS	McCANN PARIS
A07/018	00197	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	DDB GROUP GERMANY, Berlin
A07/024	00162	I'M NOT ASKING TO BE A FIREFIGHTER	FOUNDATION INTEGRATION	SPRAWNIWPRACY. PL	WALK Warsaw	POLAND	WALK Warsaw	WALK, Warsaw
A07/030	00274	COINS OF HOPE	CHILD FOCUS	CHILD FOCUS IS THE BELGIAN CENTER FOR MISSING CHILDREN.	THESE DAYS Antwerp	BELGIUM	THESE DAYS Antwerp	
A07/031	00286	THE SEA CEMETERY	SUPPORT TO LIFE	SOCIAL RESPONSIBILITY	TBWAISTANBUL	TURKEY	TBWAISTANBUL	
A07/032	00294	BRAVE CUT	FUNDATIA RENASTEREA	CANCER NGO	McCANN WORLDGROUP ROMANIA Bucharest	ROMANIA	McCANN WORLDGROUP ROMANIA Bucharest	

B01 (Corporate Communication & Reputation Management)

B01/001	00085	DEUTSCHE BAHN "THE FAN"	DB MOBILITY LOGISTICS	LONG-DISTANCE TRAFFIC	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin	BBDO GROUP GERMANY, Berlin
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Shortlist (PR)

B01/009	00284	TUTORIAL FOR GOOD	LEROY MERLIN ITALIA	LEROY MERLIN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan
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B02 (Public Affairs & Lobbying)

B02/004	00148	GIRLS OF PARADISE	MOUVEMENT DU NID	CHARITY ASSOCIATION AGAINST PROSTITUTION	McCANN PARIS	FRANCE	McCANN PARIS	McCANN PARIS
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B02/009	00163	I'M NOT ASKING TO BE A FIREFIGHTER	FOUNDATION INTEGRATION	SPRAWNIWPRACY. WALK PL	Warsaw	POLAND	WALK Warsaw	WALK, Warsaw
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B04 (Business Citizenship / Corporate Responsibility & Environmental)

B04/001	00094	MARRIAGE MARKET TAKEOVER	SK-II	SKINCARE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS	BE ON, Copenhagen
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B04/002	00035	PUP SYNDROME	MARS	PETCARE/ PUBLIC AWARENESS MESSAGE	BBDO RUSSIA GROUP Moscow	RUSSIA	BBDO RUSSIA GROUP Moscow	BBDO RUSSIA GROUP, Moscow
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B04/005	00118	BIRDHOUSE ALARM	GENERALI	INSURANCE	OGILVY MADRID	SPAIN	OGILVY MADRID
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B05 (Internal Communications & Employee Engagement)

B05/001	00119	MERRY LITTLE CAR	FORD	FORD	OGILVY MADRID	SPAIN	OGILVY MADRID
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B06 (Media Relations)

B06/003	10066	SAFETY JINGLE	OVK / PEVR (PARENTS OF ROAD VICTIMS)	ROAD SAFETY AWARENESS MESSAGE	HAPPINESS Brussels	BELGIUM	HAPPINESS Brussels
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B06/004	00116	REMEMBER. CORRECTING MEMORY ERRORS.	AUSCHWITZ-BIRKENAU MEMORIAL AND MUSEUM	REMEMBER APP	FCB WARSAW Warsaw	POLAND	FCB WARSAW Warsaw
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B07 (Events & Stunts)

B07/007	00218	DELICIOUS CALM	CAMPOFRÍO	PAVOFRÍO	McCANN Madrid	SPAIN	McCANN Madrid
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Shortlist (PR)

B07/016	00042	SL BENFICA SAFETY DEMONSTRATION	SL BENFICA, EMIRATES	SL BENFICA SPONSORSHIP	O ESCRITORIO Estoril	PORTUGAL	O ESCRITORIO Estoril
B07/017	00153	ZERO QUEUE BY NISSAN FRANCE	NISSAN FRANCE	NISSAN LEAF	DIGITASLBI FRANCE Paris	FRANCE	DIGITASLBI FRANCE Paris DIGITASLBI FRANCE, Paris
B07/018	00263	THE DILEMMA	HEINEKEN	HEINEKEN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan COHN & WOLFE, Milan

B08 (Live Shows / Concerts / Festivals)

B08/002	00043	SL BENFICA SAFETY DEMONSTRATION	SL BENFICA, EMIRATES	SL BENFICA SPONSORSHIP	O ESCRITORIO Estoril	PORTUGAL	O ESCRITORIO Estoril
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B09 (Celebrity Endorsement)

B09/006	00251	SUPRISE SELECTION	SPECIAL OLYMPICS	PLAY UNIFIED	LDV UNITED Antwerp	BELGIUM	LDV UNITED Antwerp WAVEMAKERS, Waasmunster
B09/010	10047	COOL WITHOUT SMOKING	THE DANISH CANCER SOCIETY	ANTI-SMOKING	DDB COPENHAGEN	DENMARK	DDB COPENHAGEN GEELMUYDEN KIESE, Copenhagen

B10 (Sponsorship & Partnership)

B10/009	00044	SL BENFICA SAFETY DEMONSTRATION	SL BENFICA, EMIRATES	SL BENFICA SPONSORSHIP	O ESCRITORIO Estoril	PORTUGAL	O ESCRITORIO Estoril
B10/010	00264	THE DILEMMA	HEINEKEN	HEINEKEN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan COHN & WOLFE, Milan

B11 (Launch / Re-launch)

B11/002	00027	THE BLOODY SOAP	NETFLIX	MARSEILLE - NETFLIX ORIGINALS SERIES	OGILVY & MATHER Paris	FRANCE	OGILVY & MATHER Paris
B11/005	00199	100 % REAL VIRTUAL REALITY	NATAKHTARI BREWERY	OLD IRISH	LEAVINGSTONE Tbilisi	GEORGIA	LEAVINGSTONE Tbilisi

B12 (Brand Voice & Strategic Storytelling)

B12/009	00072	BVG "IS' MIR EGAL"	BERLINER VERKEHRSBETRIEBESPECIFICATION (BVG)	NO FURTHER	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg
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Shortlist (PR)

B12/010	00159	THE SWEDISH NUMBER	THE SWEDISH TOURIST ORGANISATION	TOURISM	INGO Stockholm	SWEDEN	INGO Stockholm	GREY ACTIVATION & PR, New York / COHN & WOLFE, Stockholm
B12/011	00213	HUNT OR BE HUNTED	JAGERMEISTER	JAGERMEISTER	McCANN Madrid	SPAIN	McCANN Barcelona	

B13 (Content Led Engagement & Marketing)

B13/008	00265	THE DILEMMA	HEINEKEN	HEINEKEN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan	COHN & WOLFE, Milan
B13/009	00300	BULLYING - IN VIRTUAL REALITY	UR (THE SWEDISH EDUCATIONAL BROADCAST COMPANY)	"DET HANDLAR OM DIG". TELEVISION SERIES ON THE SUBJECT OF BULLYING.	McCANN STOCKHOLM Stockholm	SWEDEN	McCANN STOCKHOLM Stockholm	

C01 (Use of Digital in a PR campaign)

C01/003	00031	SPEAK LIKE THE PATRÓN	NETFLIX	NARCOS SEASON 2	NETFLIX Amsterdam	THE NETHERLANDS	WE ARE SOCIAL Milan	NETFLIX, Amsterdam
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C02 (Use of Social in a PR campaign)

C02/005	00221	#JENESUPPORTE PASLESBLEUS	ELLE'S IMAGINE'NT	CHARITIES / PUBLICBUZZMAN AWARENESS	Paris	FRANCE	BUZZMAN Paris	
C02/006	00205	THE LANGUAGE BARRIER	RED CROSS NORWAY	CHARITY	TRY Oslo	NORWAY	TRY Oslo	TRY, Oslo
C02/009	10034	#NOLIKESFORRA CISM	LICRA	LICRA	DDB PARIS	FRANCE	DDB PARIS	

C03 (Social Community Building & Management)

C03/001	00288	GAY TURTLE	AMNESTY INTERNATIONAL	SOCIAL RESPONSIBILITY	TBWA/ISTANBUL	TURKEY	TBWA/ISTANBUL	
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C04 (Audience Targeting / Engagement Strategies)

C04/001	00073	SEARCH RACISM. FIND TRUTH.	REFUGEES WELCOME	REFUGEES WELCOME	FCB ZÜRICH	SWITZERLAND	FCB ZÜRICH	EHRENBERG KOMMUNIKATION, Hamburg
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C05 (Influencer Communication & Social Amplification)

C05/003	00111	BRUTAL CUT	ACTIONAID UK	TBC	WEBER SHANDWICK London	UNITED KINGDOM	WEBER SHANDWICK London	WEBER SHANDWICK, London
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Shortlist (PR)

C05/010	00301	BULLYING - IN VIRTUAL REALITY	UR (THE SWEDISH EDUCATIONAL BROADCAST COMPANY)	"DET HANDLAR OM DIG". TELEVISION SERIES ON THE SUBJECT OF BULLYING.	McCANN STOCKHOLM Stockholm	SWEDEN	McCANN STOCKHOLM Stockholm	
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C06 (Response / Real-time Activity)

C06/001	00052	DINING FOR BRUSSELS	DE TIJD	#DININGFORBRUSS ELS	FAMOUSGREY	BELGIUM	FAMOUSGREY	FAMOUSGREY
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C06/006	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	DDB GROUP GERMANY, Berlin
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C06/011	00154	ZERO QUEUE BY NISSAN FRANCE	NISSAN FRANCE	NISSAN LEAF	DIGITASLBI FRANCE Paris	FRANCE	DIGITASLBI FRANCE Paris	DIGITASLBI FRANCE, Paris
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C07 (Co-Creation & User Generated Content)

C07/001	00013	CENSORSHIP FOR CANCER	FONDAZIONE ANT ITALIA ONLUS	FONDAZIONE ANT ITALIA ONLUS	J. WALTER THOMPSON ITALY Milan	ITALY	J. WALTER THOMPSON ITALY Milan	J. WALTER THOMPSON ITALY, Milan
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C07/002	00160	THE SWEDISH NUMBER	THE SWEDISH TOURIST ORGANISATION	TOURISM	INGO Stockholm	SWEDEN	INGO Stockholm	GREY ACTIVATION & PR, New York / COHN & WOLFE, Stockholm
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C07/003	00246	#PAINTBACK	LAGACY STORE BERLIN	LAGACY STORE BERLIN	HEIMAT Berlin	GERMANY	HEIMAT Berlin	
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C07/006	00176	THE VAGINA EXPERIMENT	WALMARK	IDELYN	McCANN BUDAPEST	HUNGARY	McCANN BUDAPEST	McCANN BUDAPEST
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C09 (Use of New Technology)

C09/002	00053	REMUMBER	MISSING CHILDREN EUROPE	REMUMBER	FAMOUSGREY	BELGIUM	FAMOUSGREY	FAMOUSGREY
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C09/005	00150	GIVE A BEEP	HÖVDING	HÖVDING	EDELMAN DEPORTIVO Stockholm	SWEDEN	EDELMAN DEPORTIVO Stockholm	EDELMAN DEPORTIVO, Stockholm
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D01 (Integrated Campaign led by PR)

Shortlist (PR)

D01/001	00060	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	CARLSBERG & RICHTER, Munich / BARBARA STANG PR, Berlin
D01/007	00292	LIKE A GIRL EMOJIS	PROCTER & GAMBLE CONSUMER	MSLGROUP New York	USA	MSLGROUP New York / HILL+KNOWLTON STRATEGIES London	MSLGROUP, New York

Total Entries: **66**