

Shortlist (Promo & Activation)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Idea creation
A01 (Fast Moving Consumer Goods)							
A01/011	00225	GIVE THE RAINBOW	MARS	SKITTLES	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London
A01/014	00339	THE REBREW PROJECT	CARLSBERG FOUNDATION	CARLSBERG BEER	CP+B SCANDINAVIA Copenhagen	DENMARK	CP+B SCANDINAVIA Copenhagen
A01/022	00436	#NOTCOMINGSON	REMY COINTREAU	LOUIS XIII COGNAC	FRED & FARID New York	USA	FRED & FARID New York / FRED & FARID PARIS
A02 (Durable Consumer Goods)							
A02/003	00222	APARTMENT STORES	DELA MAISON	HOME DECORATION AND FURNISHINGS	PUBLICIS NURUN Paris	FRANCE	PUBLICIS NURUN Paris
A02/004	00317	DIADORA DELIVERY	DIADORA SPORT	SHOES AND APPAREL	SMFB Oslo	NORWAY	SMFB Oslo
A03 (Cars & Automotive Products & Services)							
A03/002	00053	SMART "MOST OPEN TEST DRIVE"	DAIMLER AG, SMART	SMART FORTWO CABRIO 453	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin
A03/012	00302	THE REVERSED TRAILER	VOLKSWAGEN NORWAY/ HARALD A. MØLLER	VOLKSWAGEN TRAILER ASSIST	TRY Oslo	NORWAY	TRY Oslo
A03/019	00239	ZERO QUEUE BY NISSAN FRANCE	NISSAN FRANCE	NISSAN LEAF	DIGITASLBI FRANCE Paris	FRANCE	DIGITASLBI FRANCE Paris
A04 (Travel, Leisure, Retail, Restaurants & Fast Food Chains)							
A04/006	00062	BABY NIGHT	CARREFOUR	BABY NIGHT	SAATCHI & SAATCHI Milan	ITALY	SAATCHI & SAATCHI Milan
A04/011	00145	MOMONDO / THE DNA JOURNEY	MOMONDO	MOMONDO	& CO. Copenhagen	DENMARK	& CO. Copenhagen
A04/016	00247	THE SWEDISH NUMBER	THE SWEDISH TOURIST ORGANISATION	TOURISM	INGO Stockholm	SWEDEN	INGO Stockholm
A04/017	00248	LEBON	LIDL	DISCOUNT FOOD	INGO Stockholm	SWEDEN	INGO Stockholm

Shortlist (Promo & Activation)

A04/024	00356	THE HORNBACH SPRING EXPERIENCE - THE FIRST ANALOG WEBSTORE	HORNBACH	DIY HOME IMPROVEMENTS SUPERSTORES	HEIMAT Berlin	GERMANY	HEIMAT Berlin
A04/026	00232	TAXI TRANSLATORS	TAXI STOCKHOLM	TAXI	KING Stockholm	SWEDEN	KING Stockholm
A04/027	00454	CALL BRUSSELS	VISIT BRUSSELS	VISIT BRUSSELS	AIR Brussels	BELGIUM	AIR Brussels

A05 (Media & Publications)

A05/003	00264	STARDUST FOR BOWIE	STUDIO BRUSSEL	DIGITAL MOURNING PLACE FOR DAVID BOWIE	DDB BRUSSELS	BELGIUM	DDB BRUSSELS
A05/006	00392	SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	McCANN LONDON
A05/007	00393	SQUADVERTISER	MICROSOFT	XBOX / HALO	McCANN LONDON	UNITED KINGDOM	McCANN LONDON
A05/008	00448	GO MONO	RADIO 21	RADIO STATION	McCANN WORLDGROUP ROMANIA Bucharest	ROMANIA	McCANN WORLDGROUP ROMANIA Bucharest

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

A06/005	00271	DONATE YOUR DATA	WAOO	DONATE YOUR DATA	UNCLE GREY Copenhagen	DENMARK	UNCLE GREY Copenhagen
A06/018	00461	SEA HERO QUEST	DEUTSCHE TELEKOM	DEUTSCHE TELEKOM	SAATCHI & SAATCHI London	UNITED KINGDOM	SAATCHI & SAATCHI London

A07 (Corporate Image & Sponsorship)

A07/001	00169	MARRIAGE MARKET TAKEOVER	SK-II	SKINCARE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg
A07/004	00207	EMOTION CAPTURE BOX	ORANGE	TELECOMMUNICATIONS	PUBLICIS CONSEIL Paris	FRANCE	PUBLICIS CONSEIL Paris
A07/008	00388	THE DILEMMA	HEINEKEN	HEINEKEN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan

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

Shortlist (Promo & Activation)

A08/004	00101	DONATE THE HATE - THE INVOLUNTARY ONLINE DONATION	ZDK - GESELLSCHAFT DEMOKRATISCHE KULTUR GGMBH	EXIT GERMANY	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg
A08/008	00136	THE VOICE OF NATURE	NOÉ	NOÉ	MARCEL Paris	FRANCE	MARCEL Paris
A08/016	00229	UNICEF: UNFAIRY TALES	UNICEF	UNFAIRY TALES WEBSITE	MEDIAMONKS Hilversum	THE NETHERLANDS	180LA Santa Monica
A08/023	00296	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
A08/028	00329	CHILDREN'S ELECTIONS	SAVE THE CHILDREN	AWARENESS CAMPAIGN	McCANN Madrid	SPAIN	McCANN Madrid
A08/032	00402	COINS OF HOPE	CHILD FOCUS	CHILD FOCUS IS THE BELGIAN CENTER FOR MISSING CHILDREN.	THESE DAYS Antwerp	BELGIUM	THESE DAYS Antwerp
A08/034	00233	MINISTRY OF TALES	BERÄTTARMINISTERIET	READ TO UNLOCK- APP	KING Stockholm	SWEDEN	KING Stockholm

B01 (Guerrilla Marketing & Stunts)

B01/001	00170	MARRIAGE MARKET TAKEOVER	SK-II	SKINCARE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg
B01/002	00102	E-MOBILITY – ENJOY THE SILENCE	VOLKSWAGEN	VOLKSWAGEN E-MODELLE	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg
B01/008	00249	LEBON	LIDL	DISCOUNT FOOD	INGO Stockholm	SWEDEN	INGO Stockholm
B01/009	00256	THE SMALLEST CAR DEALERSHIP EVER	MERCEDES-BENZ PORTUGAL	SMART FORTWO	BBDO PORTUGAL Lisbon	PORTUGAL	BBDO PORTUGAL Lisbon
B01/010	00305	THE REVERSED TRAILER	VOLKSWAGEN NORWAY/ HARALD A. MØLLER	VOLKSWAGEN TRAILER ASSIST	TRY Oslo	NORWAY	TRY Oslo

Shortlist (Promo & Activation)

B01/018	00450	BRAVE CUT	FUNDATIA RENAȘTEREA	CANCER NGO	McCANN WORLDGROUP ROMANIA Bucharest	ROMANIA	McCANN WORLDGROUP ROMANIA Bucharest
B01/019	00444	BEEES CAN FIND SUGAR WHERE YOU LEAST EXPECT IT	NĂȘ GRUNT	CHAIN OF FARMER SHOPS NĂȘ GRUNT	McCANN PRAGUE	CZECH REPUBLIC	McCANN PRAGUE

B02 (Live Shows / Concerts / Festivals)

B02/002	00115	HCD RINK BINGO	HOCKEY CLUB DAVOS	HOCKEY CLUB DAVOS	FCB ZÜRICH	SWITZERLAND	FCB ZÜRICH
B02/006	00389	THE DILEMMA	HEINEKEN	HEINEKEN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan

B03 (Use of Exhibitions / Installations)

B03/003	00028	FOUNTAIN AGAINST TORTURE	AMNESTY INTERNATIONAL	CAMPAIGN AGAINST TORTURE	SCHOLZ & FRIENDS Berlin	GERMANY	SCHOLZ & FRIENDS Berlin
B03/017	00434	25M2 SYRIA	NRK TV-AKSJONEN / NORWEGIAN RED CROSS	25M2 SYRIA	POL Oslo	NORWAY	POL Oslo
B03/019	00258	THE NEXT REMBRANDT	ING	FINANCIAL SERVICES	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	J. WALTER THOMPSON AMSTERDAM

B04 (Use of Ambient Media: Small Scale)

B04/007	00129	SAVE ME – THE SKI PASS THAT SAVES LIVES	ÖTZTAL TOURISMUS	ÖTZTAL TOURISMUS	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich / PLAN.NET Munich / SERVICEPLAN HEALTH & LIFE Munich
B04/016	00403	COINS OF HOPE	CHILD FOCUS	CHILD FOCUS IS THE BELGIAN CENTER FOR MISSING CHILDREN.	THESE DAYS Antwerp	BELGIUM	THESE DAYS Antwerp
B04/017	00451	BITTERSWEET PIES	PAUL ROMANIA	BAKERY CHAIN	McCANN WORLDGROUP ROMANIA Bucharest	ROMANIA	McCANN WORLDGROUP ROMANIA Bucharest / MRM//McCANN Bucharest

B05 (Use of Ambient Media: Large Scale)

Shortlist (Promo & Activation)

B05/004	00137	SUGAR DETOX	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	MARCEL Paris
B05/010	00218	EFFEL TOWER ALL YOURS	HOMEAWAY	VACATION RENTALS	SAATCHI & SAATCHI FRANCE Saint Denis	FRANCE	SAATCHI & SAATCHI FRANCE Saint Denis
B05/011	00224	APARTMENT STORES	DELAMAISON	HOME DECORATION AND FURNISHINGS	PUBLICIS NURUN Paris	FRANCE	PUBLICIS NURUN Paris
B05/017	00394	SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	McCANN LONDON

B06 (Use of Customer in-Store Experience)

B06/001	00009	MCTRAX	McDONALD'S	RESTAURANTS	TBWAINEBOKO Amsterdam	THE NETHERLANDS	TBWAINEBOKO Amsterdam
B06/005	00138	SUGAR DETOX	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	MARCEL Paris

B07 (Use of Competitions & Promotional Games)

B07/002	00055	SMART "MOST OPEN TEST DRIVE"	DAIMLER AG, SMART	SMART FORTWO CABRIO 453	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin
B07/004	00152	HCD RINK BINGO	HOCKEY CLUB DAVOS	HOCKEY CLUB DAVOS	FCB ZÜRICH	SWITZERLAND	FCB ZÜRICH

B08 (Use of Broadcast)

B08/009	00452	GO MONO	RADIO 21	RADIO STATION	McCANN WORLDGROUP ROMANIA Bucharest	ROMANIA	McCANN WORLDGROUP ROMANIA Bucharest
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B09 (Use of Print or Outdoor)

B09/005	00395	SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	McCANN LONDON
B09/006	00437	MA PLACE EST DANS LA SALLE	PRODISS	ENTERTAINMENT	FRED & FARID PARIS	FRANCE	FRED & FARID PARIS

C01 (Use of Digital Platforms)

C01/005	00139	EYE AM UNIQUE	LENSCRAFTERS	LENSCRAFTERS	MARCEL Paris	FRANCE	MARCEL Paris
C01/006	00084	THE END OF SOCIETY SIMULATOR	UBISOFT	UBISOFT	BETC Paris	FRANCE	BETC Paris

Shortlist (Promo & Activation)

C01/008	00132	THE SNEAK PREVIEW	SATURN ELEKTRO-HANDELSGES. MBH	JUKE!	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich / PLAN.NET Munich
C01/010	00164	GIRLS OF PARADISE	MOUVEMENT DU NID	CHARITY ASSOCIATION AGAINST PROSTITUTION	McCANN PARIS	FRANCE	McCANN PARIS
C01/016	00318	DIADORA DELIVERY	DIADORA SPORT	SHOES AND APPAREL	SMFB Oslo	NORWAY	SMFB Oslo
C01/022	00443	MADE BY PROFESSIONALS	PAGESJAUNES	SERVICE	SID LEE Paris	FRANCE	SID LEE Paris

C02 (Use of Mobile)

C02/001	00117	#NETFLIXSWAP	NETFLIX	NETFLIX ORIGINAL SERIES	DAREWIN ENTERTAINMENT AGENCY Paris	FRANCE	DAREWIN ENTERTAINMENT AGENCY Paris
C02/007	00133	WHATSGERMAN	PLAN.NET GROUP	/	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich / PLAN.NET Munich
C02/008	00153	HCD RINK BINGO	HOCKEY CLUB DAVOS	HOCKEY CLUB DAVOS	FCB ZÜRICH	SWITZERLAND	FCB ZÜRICH
C02/009	00085	CINEMA TO GO	AIR FRANCE	AIR FRANCE	BETC Paris	FRANCE	BETC Paris
C02/020	00400	MR. BEAR DRIVER	THE AUTOMOBILE CLUB OF ROMANIA	APP GAME	PUBLICIS ROMANIA Bucharest	ROMANIA	PUBLICIS ROMANIA Bucharest
C02/026	00462	SEA HERO QUEST	DEUTSCHE TELEKOM	DEUTSCHE TELEKOM	SAATCHI & SAATCHI London	UNITED KINGDOM	SAATCHI & SAATCHI London

C03 (Use of Social Platforms)

C03/001	00171	MARRIAGE MARKET TAKEOVER	SK-II	SKINCARE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg
C03/002	00056	SMART "SOCIAL LEASING"	DAIMLER AG, SMART MM	SMART FORTWO, SMART FORFOUR	BBDO GROUP Berlin	GERMANY	BBDO GROUP GERMANY Berlin
C03/009	00126	SEARCH RACISM. FIND TRUTH.	REFUGEES WELCOME	REFUGEES WELCOME	FCB ZÜRICH	SWITZERLAND	FCB ZÜRICH
C03/012	00201	YOUR CHOICE OF FUN	CARLSBERG GROUP ; TUBORG	BEER	HAPPINESS Brussels	BELGIUM	HAPPINESS Brussels

Shortlist (Promo & Activation)

C03/016	00300	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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C04 (Response / Real-time Activity)

C04/003	00266	STARDUST FOR BOWIE	STUDIO BRUSSEL	DIGITAL MOURNING PLACE FOR DAVID BOWIE	DDB BRUSSELS	BELGIUM	DDB BRUSSELS
C04/004	00332	#WHOISTHEKING	BURGER KING FRANCE	FAST FOOD	BUZZMAN Paris	FRANCE	BUZZMAN Paris
C04/009	00308	BRAD IS SINGLE	NORWEGIAN	NORWEGIAN	TRY Oslo	NORWAY	TRY Oslo

C05 (Co-Creation & User Generated Content)

C05/008	00156	HEARTBEAT PROJECT	APOTEK 1 GRUPPEN	PHARMACY RETAIL	McCANN OSLO	NORWAY	McCANN OSLO
C05/012	00396	SQUADVERTISER	MICROSOFT	XBOX / HALO	McCANN LONDON	UNITED KINGDOM	McCANN LONDON

C06 (Use of New Technology)

C06/005	00333	NOSULUS RIFT	UBISOFT	VIDEO GAME DEVELOPER AND PUBLISHER	BUZZMAN Paris	FRANCE	BUZZMAN Paris / PRODUCTMAN Paris
C06/015	00030	SMARTBOWL	FRESSNAPF TIERNÄHRUNGS	FRESSNAPF	OGILVY GERMANY Frankfurt	GERMANY	OGILVY GERMANY Frankfurt

D01 (Launch / Re-launch)

D01/003	00141	SUGAR DETOX	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	MARCEL Paris
D01/010	00219	EFFEL TOWER ALL YOURS	HOMEAWAY	VACATION RENTALS	SAATCHI & SAATCHI FRANCE Saint Denis	FRANCE	SAATCHI & SAATCHI FRANCE Saint Denis
D01/011	00319	DIADORA DELIVERY	DIADORA SPORT	SHOES AND APPAREL	SMFB Oslo	NORWAY	SMFB Oslo
D01/014	00340	THE REBREW PROJECT	CARLSBERG FOUNDATION	CARLSBERG BEER	CP+B SCANDINAVIA Copenhagen	DENMARK	CP+B SCANDINAVIA Copenhagen

Shortlist (Promo & Activation)

D01/019	00438	MA PLACE EST DANS LA SALLE	PRODISS	ENTERTAINMENT	FRED & FARID PARIS	FRANCE	FRED & FARID PARIS
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D02 (Sponsorship & Partnerships)

D02/013	00390	THE DILEMMA	HEINEKEN	HEINEKEN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan
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D02/015	00079	SL BENFICA SAFETY DEMONSTRATION	SL BENFICA, EMIRATES	SL BENFICA SPONSORSHIP	O ESCRITORIO Estoril	PORTUGAL	O ESCRITORIO Estoril
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E01 (Integrated Campaign led by Promo & Activation)

E01/002	00089	SHARING THE GIFT OF READING AT CHRISTMAS	SAINSBURY'S	SAINSBURY'S	PHD London	UNITED KINGDOM	PHD London / AMVBBDO London
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E01/011	00405	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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E01/012	00446	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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E02 (Low Budget Campaign)

E02/010	00439	MA PLACE EST DANS LA SALLE	PRODISS	ENTERTAINMENT	FRED & FARID PARIS	FRANCE	FRED & FARID PARIS
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Total Entries: 92