

Shortlist (Radio)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Idea Creation
A02 (Durable Consumer Goods)							
A02/003	00037	THE BEARD	PRIMUS	OUTDOOR EQUIPMENTS	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm
A02/004	00039	FUCK	PRIMUS	OUTDOOR EQUIPMENTS	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm
A02/009	00058	MISASSEMBLED HEMNES DRAWERS	IKEA	IKEA ASSEMBLY SERVICE	BOLD OGILVY & MATHER Athens	GREECE	BOLD OGILVY & MATHER Athens
A02/010	00060	MISASSEMBLED MALM BED	IKEA	IKEA ASSEMBLY SERVICE	BOLD OGILVY & MATHER Athens	GREECE	BOLD OGILVY & MATHER Athens
A03 (Cars & Automotive Products & Services)							
A03/010	00072	DATE	VOLKSWAGEN	VOLKSWAGEN PHONE-INTERFACE	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg
A03/015	00112	USED DRUMS	VOLKSWAGEN	VOLKSWAGEN	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg
A03/017	00094	BABY	VOLKSWAGEN	VOLKSWAGEN - DISTANZREGELUNG ACC	DDB GROUP GERMANY Berlin	GERMANY	DDB GROUP GERMANY Berlin
A03/018	00096	PROPOSAL	VOLKSWAGEN	VOLKSWAGEN - DISTANZREGELUNG ACC	DDB GROUP GERMANY Berlin	GERMANY	DDB GROUP GERMANY Berlin
A03/019	00099	FATHER	VOLKSWAGEN	VOLKSWAGEN - DISTANZREGELUNG ACC	DDB GROUP GERMANY Berlin	GERMANY	DDB GROUP GERMANY Berlin
A04 (Travel, Leisure, Retail, Restaurants & Fast Food Chains)							
A04/007	00043	ALIENS & POPCORN	MAJOLI – DER SPIELZEUGLADEN	LEGO	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg
A04/008	00044	SMELLY PET	MAJOLI – DER SPIELZEUGLADEN	LEGO	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg
A05 (Media & Publications)							
A05/003	00103	EVERYONE'S ANTHEM	CADENA COPE	CADENA COPE	McCANN Madrid	SPAIN	McCANN Madrid

Shortlist (Radio)

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

A06/003	00024	THE SMELL UNDER THE PATIO	RENTOKIL	RENTOKIL	ROTHCO Dublin	IRELAND	ROTHCO Dublin
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A08 (Charities, Public Health & Safety, Public Awareness Messages)

A08/001	00026	VOICE MAIL	OVK / PEVR (PARENTS OF ROAD VICTIMS)	ROAD SAFETY AWARENESS MESSAGE	HAPPINESS Brussels	BELGIUM	HAPPINESS Brussels
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A08/002	00022	BOXING	VEREIN AUTONOME OESTERREICHISCHE HELTER FRAUENHAEUSER	HELPLINE WOMEN'S YOUNG & RUBICAM AUSTRIA VIENNA		AUSTRIA	YOUNG & RUBICAM VIENNA
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A08/003	00047	GIRLS OF PARADISE	MOUVEMENT DU NID	CHARITY ASSOCIATION AGAINST PROSTITUTION	McCANN PARIS	FRANCE	McCANN PARIS
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A08/007	00035	BROADCAST WITHOUT BORDERS	REFUGEE PHONES	NON-PROFIT ORGANIZATION	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm
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B01 (Use of Music)

B01/003	00128	GO MONO	RADIO 21	RADIO STATION	McCANN WORLDGROUP ROMANIA Bucharest	ROMANIA	McCANN WORLDGROUP ROMANIA Bucharest
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B02 (Sound Design)

B02/008	00046	ICEBERG SONGS	UNFCCC	TBD	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich / PLAN.NET Munich
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B03 (Script)

B03/004	00025	THE SMELL UNDER THE SHED	RENTOKIL	RENTOKIL	ROTHCO Dublin	IRELAND	ROTHCO Dublin
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B03/007	00040	FUCK	PRIMUS	OUTDOOR EQUIPMENTS	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm
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Shortlist (Radio)

B03/008	00118	SURVIVAL BILLBOARD: TERMS & HORRIBLE, HORRIBLE CONDITIONS	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	McCANN LONDON
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C01 (Use of Radio as a Medium)

C01/003	00016	4G RADIO	MOTIV TELECOM	MOTIVE 4G	VOSKHOD Ekaterinburg	RUSSIA	VOSKHOD Ekaterinburg
C01/004	00062	SOUND OF GLORY	FORD	MUSTANG	OGILVY MADRID	SPAIN	OGILVY MADRID
C01/005	00048	GIRLS OF PARADISE	MOUVEMENT DU NID	CHARITY ASSOCIATION AGAINST PROSTITUTION	McCANN PARIS	FRANCE	McCANN PARIS
C01/006	00036	BROADCAST WITHOUT BORDERS	REFUGEE PHONES	NON-PROFIT ORGANIZATION	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm
C01/007	00120	VOLKSWAGEN	MIVB/STIB	PUBLIC SERVICE	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels
C01/008	00122	OPEL	MIVB/STIB	PUBLIC SERVICE	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels
C01/009	00124	KIA	MIVB/STIB	PUBLIC SERVICE	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels
C01/010	00110	USED VOCALS	VOLKSWAGEN	VOLKSWAGEN	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg
C01/011	00113	USED DRUMS	VOLKSWAGEN	VOLKSWAGEN	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg
C01/014	00071	THE LOST CHILDREN	SHANTI HOUSE	CHILDREN	ACW GREY TEL AVIV	ISRAEL	ACW GREY TEL AVIV
C01/015	00130	GO MONO	RADIO 21	RADIO STATION	McCANN WORLDGROUP ROMANIA Bucharest	ROMANIA	McCANN WORLDGROUP ROMANIA Bucharest

C02 (Use of Audio Technology)

C02/001	00055	WORLD'S FASTEST RECIPES	HELLOFRESH	HOME DELIVERED MEAL-KITS (RECIPES & INGREDIENTS)	XXS Amsterdam Schiphol	THE NETHERLANDS	XXS Amsterdam Schiphol
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Shortlist (Radio)

C02/003	00065	KLARAFY	KLARA	KLARAFY	FAMOUSGREY	BELGIUM	FAMOUSGREY
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C03 (Use of Branded Content / Programming / Podcasts)

C03/002	00111	USED VOCALS	VOLKSWAGEN	VOLKSWAGEN	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg
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Total Entries: **36**