

## **Shortlist (Entertainment)**

<b>Cat. No</b>	<b>Entry No</b>	<b>Title</b>	<b>Client</b>	<b>Product</b>	<b>Entrant Company</b>	<b>Country</b>	<b>Idea creation</b>	<b>Production Company</b>
<b><u>A03 (Online: Fiction &amp; Non-Fiction)</u></b>								
A03/001	00078	MARRIAGE MARKET TAKEOVER	SK-II	SKINCARE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	TOOL Los Angeles
A03/002	00075	LOOK WHO'S DRIVING	VOLVO TRUCKS	TRUCKS	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	NEW LAND Stockholm
A03/009	00010	THE FAMILY	FORD	A WIDE RANGE OF FORD'S CAR PORTFOLIO	VERY AGENCY Copenhagen	DENMARK	VERY AGENCY Copenhagen	NEW LAND Copenhagen
A03/014	00136	ROAD TRIP	H&M	H&M	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London	SONNY London
A03/017	00209	WHOPPER BLACKOUT	BURGER KING FRANCE	FAST FOOD	BUZZMAN Paris	FRANCE	BUZZMAN Paris	WHY US PARIS
A03/032	00258	#NOTCOMINGSON	REMY COINTREAU	LOUIS XIII COGNAC	FRED & FARID New York	USA	FRED & FARID New York / FRED & FARID PARIS	FRED & FARID New York
A03/033	00279	NEVER ALONE	DIAGEO	GUINNESS	AMVBBDO London	UNITED KINGDOM	AMVBBDO London	STINK London
<b><u>A04 (Series: Fiction &amp; Non-Fiction)</u></b>								
A04/003	00137	MODERN ESSENTIALS BY BECKHAM	H&M	H&M	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London	SONNY London
A04/004	00011	THE FAMILY	FORD	A WIDE RANGE OF FORD'S CAR PORTFOLIO	VERY AGENCY Copenhagen	DENMARK	VERY AGENCY Copenhagen	NEW LAND Copenhagen
A04/006	00225	ERINOMANLAISSETANTTILA - A WORKPLACE COMEDY SITUATED IN A REAL ANTTILA DEPARTMENT STORE		DEPARTMENT STORE CHAIN	TBWA/HELSINKI	FINLAND	TBWA/HELSINKI	SCREEN Helsinki
A04/007	00228	MAN CAVE	HORNBAACH	DIY HOME IMPROVEMENTS SUPERSTORES	HEIMAT Berlin	GERMANY	HEIMAT Berlin	EASYDOESIT Berlin
<b><u>A05 (Live Broadcast / Live Streaming)</u></b>								
A05/002	00082	BEATS1RUN	BEATS BY DR. DRE	BEATS BY DRE HEADPHONES	R/GA HUSTLE London	UNITED KINGDOM	R/GA HUSTLE London	R/GA HUSTLE London
A05/003	00110	THE VILLAGE PHONE PROMOTION	GRAUBUENDEN FERIEEN	TOURISM BOARD FOR GRAUBUENDEN	JUNG von MATT/LIMMAT Zürich	SWITZERLAND	JUNG VON MATT/IMPACT Zurich	FERRARI & KAEMPFFEN Kilchberg
A05/004	00004	WING OF LOVE	JANA WATER	JANA - WATER AS PURE AS LOVE	IMAGO OGILVY Zagreb	CROATIA	IMAGO OGILVY Zagreb	ANTITALENT Zapresic

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A05/005	00245	SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	MOMENTUM WORLDWIDE London
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## **A06 (Audio Content )**

A06/002	00047	ORGASM SOUND LIBRARY	BIJOUX INDISCRETS	EROTIC TOYS	PROXIMITY MADRID	SPAIN	PROXIMITY MADRID	
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## **A07 (Talent)**

A07/007	00138	BECOMING BECKHAM	H&M	H&M	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London	SONNY London
A07/017	00259	#NOTCOMINGSON	REMY COINTREAU	LOUIS XIII COGNAC	FRED & FARID New York	USA	FRED & FARID New York / FRED & FARID PARIS	FRED & FARID New York

## **A08 (Sports Entertainment)**

A08/002	00054	HCD RINK BINGO	HOCKEY CLUB DAVOS	HOCKEY CLUB DAVOS	FCB ZÜRICH	SWITZERLAND	FCB ZÜRICH	
A08/013	00241	THE DILEMMA	HEINEKEN	HEINEKEN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan	BEDESCHI FILM Milan

## **A09 (Games & Gaming)**

A09/002	00112	LOS SANTOS PRIDE	STOCKHOLM PRIDE	STOCKHOLM PRIDE	GARBERGS Stockholm	SWEDEN	GARBERGS Stockholm	GARBERGS Stockholm
A09/005	00246	SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	MOMENTUM WORLDWIDE London

## **A10 (Live Brand Experience)**

A10/005	00111	THE VILLAGE PHONE PROMOTION	GRAUBUENDEN FERIEN	TOURISM BOARD FOR GRAUBUENDEN	JUNG von MATT/LIMMAT Zürich	SWITZERLAND	JUNG VON MATT/IMPACT Zurich	FERRARI & KAEMPFFEN Kilchberg
A10/016	00144	THE SWEDISH NUMBER	THE SWEDISH TOURIST ORGANISATION	TOURISM	INGO Stockholm	SWEDEN	INGO Stockholm	INGO Stockholm
A10/017	00145	LEBON	LIDL	DISCOUNT FOOD	INGO Stockholm	SWEDEN	INGO Stockholm	STANDART Stockholm / COLONY Stockholm
A10/022	00247	SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	MOMENTUM WORLDWIDE London
A10/024	00242	THE DILEMMA	HEINEKEN	HEINEKEN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan	BEDESCHI FILM Milan

## **A11 (Digital & Mobile Brand Experience)**

A11/003	00036	THE END OF SOCIETY SIMULATOR	UBISOFT	UBISOFT	BETC Paris	FRANCE	BETC Paris	MAKE ME PULSE Paris
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A11/007	00085	NIKE ON DEMAND NIKE		PERSONALISED MESSAGING PLATFORM	R/GA LONDON	UNITED KINGDOM	R/GA LONDON	R/GA LONDON
A11/008	00023	SPEAK LIKE THE PATRÓN	NETFLIX	NARCOS SEASON 2	NETFLIX Amsterdam	THE NETHERLANDS	WE ARE SOCIAL Milan	NETFLIX Amsterdam
A11/015	00158	STARDUST FOR BOWIE	STUDIO BRUSSEL	DIGITAL MOURNING PLACE FOR DAVID BOWIE	GDDDB BRUSSELS	BELGIUM	DDB BRUSSELS	
A11/018	00146	THE SWEDISH NUMBER	THE SWEDISH TOURIST ORGANISATION	TOURISM	INGO Stockholm	SWEDEN	INGO Stockholm	INGO Stockholm
A11/020	00264	MADE BY PROFESSIONALS	PAGESJAUNES	SERVICE	SID LEE Paris	FRANCE	SID LEE Paris	PARTIZAN Paris

## A12 (Social Brand Experience)

A12/001	00079	MARRIAGE MARKET TAKEOVER	SK-II	SKINCARE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	TOOL Los Angeles
A12/014	00236	#THEFUCKINGGIF	ARRELS FUNDACIÓ	#THEFUCKINGGIF	THE CYRANOS//McCANN Barcelona	SPAIN	THE CYRANOS//McCANN Barcelona	THE CYRANOS//McCANN Barcelona

## A13 (User Generated Content)

A13/005	00147	THE SWEDISH NUMBER	THE SWEDISH TOURIST ORGANISATION	TOURISM	INGO Stockholm	SWEDEN	INGO Stockholm	INGO Stockholm
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## A14 (Brand or Product Integration into Existing Content)

A14/001	00141	LOS SANTOS PRIDE	STOCKHOLM PRIDE	STOCKHOLM PRIDE	GARBERGS Stockholm	SWEDEN	GARBERGS Stockholm	GARBERGS Stockholm
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## A15 (Excellence in Production & Distribution Strategy)

A15/001	00050	MEIN KAMPF – AGAINST RACISM	GESICHT ZEIGEN! ANMEIN KAMPF - ASSOCIATION ENCOURAGING PEOPLE TO STAND AGAINST RACISM IN GER	AGAINST RACISM	OGILVY & MATHER BERLIN	GERMANY	OGILVY & MATHER BERLIN	PIRATES 'N PARADISE Düsseldorf / TONY PETERSEN FILM Berlin PAS DE DEUX Berlin
A15/002	00014	DOORS OF THRONES	TOURISM IRELAND	TOURISM	PUBLICIS LONDON	UNITED KINGDOM	PUBLICIS LONDON	PUBLICIS LONDON
A15/006	00260	MA PLACE EST DANS LA SALLE	PRODISS	ENTERTAINMENT	FRED & FARID PARIS	FRANCE	FRED & FARID PARIS	FRED & FARID PARIS

## **Shortlist (Entertainment)**

### **A16 (Excellence in Partnerships between a Content Producer and a Brand/Product/Talent)**

A16/002	00015	DOORS OF THRONES	TOURISM IRELAND	TOURISM	PUBLICIS LONDON	UNITED KINGDOM	PUBLICIS LONDON	PUBLICIS LONDON
A16/004	00046	BATMAN V SUPERMAN: FLY TO GOTHAM / FLY TO METROPOLIS	TURKISH AIRLINES	TURKISH AIRLINES	CP+B London	UNITED KINGDOM	CP+B London	CP+B London / SOMESUCH London / ELASTIC Santa Monica

### **A17 (Innovation in Entertainment)**

A17/003	00024	SPEAK LIKE THE PATRÓN	NETFLIX	NARCOS SEASON 2	NETFLIX Amsterdam	THE NETHERLANDS	WE ARE SOCIAL Milan	NETFLIX Amsterdam
A17/009	00210	NOSULUS RIFT	UBISOFT	VIDEO GAME DEVELOPER AND PUBLISHER	BUZZMAN Paris	FRANCE	BUZZMAN Paris / PRODUCTMAN Paris	LES IMPRODUCTIBLES Paris
A17/013	00248	SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	MOMENTUM WORLDWIDE London

### **B02 (Fan Engagement/Community Building)**

B02/004	00061	THE WALKERS	ALAN WALKER	FADED	SONY MUSIC SWEDEN Stockholm	SWEDEN	SONY MUSIC SWEDEN Stockholm / MER MUSIKK Oslo	BROR BROR Hågersten
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### **B03 (Use of Licenced or Remastered Music for a Brand or Campaign)**

B03/001	00013	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
B03/007	00135	SHE'S A LADY	H&M	CLOTHING	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	NEW LAND Stockholm
B03/012	10115	THE HERO	HEINEKEN	HEINEKEN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan	MJZ LONDON

### **B04 (Use of Original Composition for a Brand or Campaign)**

B04/002	00019	HOME FOR CHRISTMAS	EDEKA ZENTRALE AG & CO. KG	EDEKA	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg	TEMPOMEDIA Hamburg
B04/009	00213	INFECTED	AB INBEV	TOMORROWLAND	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	WIEDEN+KENNEDY AMSTERDAM	CANADA Barcelona

### **B05 (Use of Music Streaming Platform/Video Hosting Service/App)**

B05/005	00206	AXE ONE SONG STAND	UNILEVER / TURKEY	BODY SPRAY DEODORANT	MANAJANS/J. WALTER THOMPSON Istanbul	TURKEY	MANAJANS/J. WALTER THOMPSON Istanbul	VANA FILM Istanbul
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### **B06 (Use of Music Technology and/or Innovation )**

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B06/001	00002	MCTRAX	McDONALD'S	RESTAURANTS	TBWA\NEBOKO Amsterdam	THE NETHERLANDS	TBWA\NEBOKO Amsterdam	TBWA\NEBOKO Amsterdam
B06/003	00125	THE SOUNDLOUNGE POSTER	CRAFTWORK - A BRAND OF AD AGENCYSERVICES	SOUNDLOUNGE	BBDO GROUP GERMANY Düsseldorf	GERMANY	BBDO GROUP GERMANY Düsseldorf	CRAFTWORK Düsseldorf

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## **B07 (Excellence in Music Video)**

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B07/001	00059	OK GO — UPSIDE DOWN & INSIDE OUT #GRAVITYSJJUST AHABIT	S7 AIRLINES	S7 AIRLINES	TUTKOVBUKOV Volgograd	RUSSIA	TUTKOVBUKOV Volgograd / OK GO New York	TUTKOVBUKOV Volgograd / OK GO New York / PROFILM Moscow
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## **B08 (Music Content Production & Distribution Strategy)**

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B08/001	00062	THE WORLD OF ALAN WALKER	ALAN WALKER	FADED	SONY MUSIC SWEDEN Stockholm	SWEDEN	SONY MUSIC SWEDEN Stockholm / MER MUSIKK Oslo	BROR BROR Hågersten
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**Total Entries:** 56