

## Shortlist (Film Craft)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Idea creation	Production Company
<b>A01 (Direction)</b>								
A01/001	00009	THE MAN ON THE MOON	JOHN LEWIS	JOHN LEWIS	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London	SOMESUCH London / THE MILL London
A01/002	00010	ROAD TRIP	H&M	H&M	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London	SONNY London
A01/014	00028	HOME FOR CHRISTMAS	EDEKA ZENTRALE AG & CO. KG	EDEKA	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg	TEMPOMEDIA Hamburg
A01/027	00136	JOURNEY TO YOUR DREAM/INGRID	DANONE	ACTIVIA	WUNDERMAN Boulogne-Billancourt	FRANCE	WUNDERMAN Boulogne-Billancourt	MOONWALK FILMS Paris
A01/028	00213	LAUGHING HORSES	VOLKSWAGEN	VOLKSWAGEN TIGUAN WITH TRAILER ASSIST	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg	CZAR FILM Hamburg
A01/033	00311	YOU'RE ALIVE. DO YOU REMEMBER?	HORNBAACH	DIY HOME IMPROVEMENTS SUPERSTORES	HEIMAT Berlin	GERMANY	HEIMAT Berlin	PARTIZAN Berlin
A01/034	00184	TUMBLEWEED	PEARL AND DEAN	PEARL AND DEAN	BROTHERS AND SISTERS London	UNITED KINGDOM	BROTHERS AND SISTERS London	PULSE FILMS London / TIME BASED ARTS London / WAVE STUDIOS London
A01/035	00272	STRELLSON: MAKE YOURSELF UNSTOPPABLE	STRELLSON	STRELLSON	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich	WANDA GERMANY GMBH Hamburg / NEVEREST Munich
A01/036	00345	THE BICKY BEEF MIRACLE	BICKY BURGER	FOOD/BEVERAGE	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels	CZAR Brussels
A01/038	00265	PARALYMPICS 'WE'RE THE SUPERHUMANS' (DIR. DOUGAL WILSON)	CHANNEL 4	PARALYMPICS	BLINK PRODUCTIONS London	UNITED KINGDOM	4creative London	BLINK PRODUCTIONS London
A01/042	00333	THE CHORUS	HEINEKEN	HEINEKEN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan	PARTIZAN Paris
<b>A02 (Script)</b>								
A02/001	00035	"FACEBOOK"	DAIMLER AG, SMART	SMART FORTWO CABRIO	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin	BIGFISH FILMPRODUKTION Berlin
A02/004	00097	TORBJÖRN	IKEA SCHWEIZ	FURNITURE	WIRZ BBDO SWITZERLAND Zürich	SWITZERLAND	WIRZ BBDO SWITZERLAND Zürich	BIGFISH FILMPRODUKTION Berlin
A02/007	00007	DEAR DADDY	CARE NORWAY	VIOLENCE AGAINST WOMEN	TANGRYSTAN Oslo	NORWAY	SCHJAERVEN REKLAMEBYRÅ Oslo	TANGRYSTAN Oslo
A02/012	00014	DON'T LABEL	FAIR WELCOME	FAIR WELCOME	MINDSHARE Copenhagen	DENMARK	MINDSHARE Copenhagen	SHOOT HAPPENS Copenhagen

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A02/025	00346	THE BICKY BEEF MIRACLE	BICKY BURGER	FOOD/BEVERAGE	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels	CZAR Brussels
A02/033	00364	EITB - EMBARAZADOS	EITB - SIN IR MÁS LEJOS	EITB - SIN IR MÁS LEJOS	THE CYRANOS//McCANN Barcelona	SPAIN	THE CYRANOS//McCANN Barcelona	THE CYRANOS//McCANN Barcelona
A02/034	00365	EITB - PERRO	EITB - SIN IR MÁS LEJOS	EITB - SIN IR MÁS LEJOS	THE CYRANOS//McCANN Barcelona	SPAIN	THE CYRANOS//McCANN Barcelona	THE CYRANOS//McCANN Barcelona

## A03 (Casting)

A03/002	00030	HOME FOR CHRISTMAS	EDEKA ZENTRALE AG & CO. KG	EDEKA	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg	TEMPOMEDIA Hamburg
A03/005	00173	BO GILBERT - THE 100 YEAR-OLD MODEL	HARVEY NICHOLS	HARVEY NICHOLS	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London	UNIT London
A03/006	00130	WORLD RECYCLE WEEK	H&M - HENNES & MAURITZ	PUBLIC HEALTH & SAFETY, PUBLIC AWARENESS MESSAGES	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	INDIO Stockholm
A03/007	00164	FOR EVERY VICTORY	H&M	CLOTHING	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	WORKFIGHTCULTURE AB STOCKHOLM
A03/008	00165	SHE'S A LADY	H&M	CLOTHING	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	NEW LAND Stockholm
A03/011	00144	DOMESTIC VIOLENCE	FRANCE 5	MEDIA	PUBLICIS CONSEIL Paris	FRANCE	PUBLICIS CONSEIL Paris	
A03/014	00237	MEET THE STARS OF THE IKEA CATALOGUE	IKEA	IKEA CATALOGUE	DDB BRUSSELS	BELGIUM	DDB BRUSSELS	
A03/023	00342	ORANGE - PING PONG	ORANGE	ORANGE HOMELIVE	HENRY Paris	FRANCE	PUBLICIS ACTIV PARIS	HENRY Paris
A03/027	00047	MOMONDO - THE DNA JOURNEY	MOMONDO	ONLINE TRAVEL AGENT	BACON Copenhagen	DENMARK	& CO. Copenhagen	BACON Copenhagen
A03/030	00366	THE MECHANIC	CILLIT BANG	CILLIT BANG	BETC Paris	FRANCE	BETC Paris	PARTIZAN Paris / GUM Paris
A03/032	00374	LAPTOP	CURRYS PC WORLD	CURRYS PC WORLD	AMVBBDO London	UNITED KINGDOM	AMVBBDO London	O POSITIVE New York
A03/033	00375	TV	CURRYS PC WORLD	CURRYS PC WORLD	AMVBBDO London	UNITED KINGDOM	AMVBBDO London	O POSITIVE New York
A03/034	00376	COOKER	CURRYS PC WORLD	CURRYS PC WORLD	AMVBBDO London	UNITED KINGDOM	AMVBBDO London	O POSITIVE New York

## A04 (Production Design / Art Direction)

A04/010	00268	"GLITTER BALLOONS"	SONY EUROPE	BRAVIA 4K HDR	DDB GROUP GERMANY Berlin	GERMANY	DDB GROUP GERMANY Berlin	TEMPOMEDIA Berlin / NHB Berlin
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A04/013	00137	JOURNEY TO YOUR DREAM/INGRID	DANONE	ACTIVIA	WUNDERMAN Boulogne-Billancourt	FRANCE	WUNDERMAN Boulogne-Billancourt	MOONWALK FILMS Paris
A04/015	00282	THE SWIM	KLARNA	KLARNA - SMOOTH ONLINE PAYMENTS	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM	MJZ LONDON / GLASSWORKS Amsterdam
A04/016	00283	THE CHEESE	KLARNA	KLARNA - SMOOTH ONLINE PAYMENTS	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM	MJZ LONDON / GLASSWORKS Amsterdam
A04/017	00284	THE FISH	KLARNA	KLARNA - SMOOTH ONLINE PAYMENTS	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM	MJZ LONDON / GLASSWORKS Amsterdam
A04/021	00315	YOU'RE ALIVE. DO YOU REMEMBER?	HORNBACK	DIY HOME IMPROVEMENTS SUPERSTORES	HEIMAT Berlin	GERMANY	HEIMAT Berlin	PARTIZAN Berlin
A04/022	00314	THE WAY OF THE MASTER	DAS HANDWERK	IN GERMANY, MOST TRADITIONAL CRAFTS ARE ORGANIZED UNDER A GOVERNING BODY, CALLED „DAS HANDWERK“.	HEIMAT Berlin	GERMANY	HEIMAT Berlin	BIGFISH FILMPRODUKTION Berlin
A04/024	00273	STRELLSON: MAKE YOURSELF UNSTOPPABLE	STRELLSON	STRELLSON	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich	WANDA GERMANY GMBH Hamburg / NEVEREST Munich
A04/027	00288	INFECTED	AB INBEV	TOMORROWLAND	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	WIEDEN+KENNEDY AMSTERDAM	CANADA Barcelona
A04/032	00323	THE MONTBLANC STORY	MONTBLANC INTERNATIONAL	MONTBLANC	SCHOLZ & FRIENDS Berlin	GERMANY	SCHOLZ & FRIENDS Berlin	CZAR Berlin
A04/033	00327	JACKIE	HEINEKEN	HEINEKEN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan	ANORAK Berlin / INDEPENDENT London

## A05 (Cinematography)

A05/008	00078	A-Z THE INNER VOICE	VARNER – IBRAHIMOVIC AB	SPORTSWEAR	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	INDIO Stockholm
A05/016	00168	MADE BY PEOPLE	VOLVO CARS	CARS	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	INDIO Stockholm
A05/017	00167	MADE BY SWEDEN — PROLOGUE FEAT. ZLATAN	VOLVO CARS	CARS	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	INDIO Stockholm
A05/018	00166	MADE BY SWEDEN — EPILOGUE FEAT. ZLATAN	VOLVO CARS	CARS	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	INDIO Stockholm

## **Shortlist (Film Craft)**

A05/025	00138	JOURNEY TO YOUR DREAM/INGRID	DANONE	ACTIVIA	WUNDERMAN Boulogne-Billancourt	FRANCE	WUNDERMAN Boulogne-Billancourt	MOONWALK FILMS Paris
A05/028	00317	YOU'RE ALIVE. DO YOU REMEMBER?	HORNBAACH	DIY HOME IMPROVEMENTS SUPERSTORES	HEIMAT Berlin	GERMANY	HEIMAT Berlin	PARTIZAN Berlin
A05/029	00316	YOUR PROJECT ONLY BELONGS TO YOU	HORNBAACH	DIY HOME IMPROVEMENTS SUPERSTORES	HEIMAT Berlin	GERMANY	HEIMAT Berlin	ANORAK Berlin
A05/031	00186	TUMBLEWEED	PEARL AND DEAN	PEARL AND DEAN	BROTHERS AND SISTERS London	UNITED KINGDOM	BROTHERS AND SISTERS London	PULSE FILMS London / TIME BASED ARTS London / WAVE STUDIOS London
A05/032	00350	TREAT ME LIKE A WOMAN, PAY ME LIKE A MAN	EQUAL PAY DAY	PUBLIC SERVICE	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels	CZAR Brussels
A05/037	00328	JACKIE	HEINEKEN	HEINEKEN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan	ANORAK Berlin / INDEPENDENT London
A05/039	00196	CABRIO	BMW AG MÜNCHEN	MINI F57	SOUP FILMPRODUKTION Berlin	GERMANY	WCRS London	SOUP FILMPRODUKTION Berlin

## **A06 (Editing)**

A06/011	00318	YOUR PROJECT ONLY BELONGS TO YOU	HORNBAACH	DIY HOME IMPROVEMENTS SUPERSTORES	HEIMAT Berlin	GERMANY	HEIMAT Berlin	ANORAK Berlin
A06/014	00344	ORANGE - PING PONG	ORANGE	ORANGE HOMELIVE	HENRY Paris	FRANCE	PUBLICIS ACTIV PARIS	HENRY Paris
A06/015	00329	JACKIE	HEINEKEN	HEINEKEN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan	ANORAK Berlin / INDEPENDENT London

## **A07 (Use of Original Music)**

A07/002	00003	WHAT WE LOVE	MCDONALD'S	MCDONALD'S	LEO BURNETT FRANKFURT	GERMANY	LEO BURNETT FRANKFURT / THJNK Hamburg	SOUP FILMPRODUKTION Berlin
A07/005	00031	HOME FOR CHRISTMAS	EDEKA ZENTRALE AG & CO. KG	EDEKA	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg	TEMPOMEDIA Hamburg
A07/011	00255	RAPPER	CENTRAAL BEHEER ACHMEA	INSURANCE	DDB & TRIBAL WORLDWIDE AMSTERDAM	NETHERLANDS	DDB & TRIBAL WORLDWIDE AMSTERDAM	IN CASE OF FIRE Amsterdam
A07/017	00188	TUMBLEWEED	PEARL AND DEAN	PEARL AND DEAN	BROTHERS AND SISTERS London	UNITED KINGDOM	BROTHERS AND SISTERS London	PULSE FILMS London / TIME BASED ARTS London / WAVE STUDIOS London

## **A08 (Use of Licensed or Adapted Music)**

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A08/007	00171	SHE'S A LADY	H&M	CLOTHING	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	NEW LAND Stockholm
A08/009	00073	NETTO "SUPERMARCATS "	NETTO MARKEN- DISCOUNT AG & CO. KG	NOT FURTHER SPECIFIED	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg	ICONOCLAST Berlin
A08/015	00274	STRELLSON: MAKE YOURSELF UNSTOPPABLE	STRELLSON	STRELLSON	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich	WANDA GERMANY GMBH Hamburg / NEVEREST Munich
A08/021	00330	JACKIE	HEINEKEN	HEINEKEN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan	ANORAK Berlin / INDEPENDENT London
A08/022	00334	THE CHORUS	HEINEKEN	HEINEKEN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan	PARTIZAN Paris
A08/026	00109	PARALYMPICS 'WE'RE THE SUPERHUMANS'	CHANNEL 4	CHANNEL 4 PARALYMPICS	LELAND MUSIC London	UNITED KINGDOM	4creative London	BLINK PRODUCTIONS London
A08/028	00248	SPIN	AUDI	AUDI R8	ROGUE London	UNITED KINGDOM	ROGUE London	ROGUE London
A08/030	00225	B.E.N (BIONICALLY ENGINEERED NURSING)	SOCIÉTÉ SAINT VINCENT DE PAUL	SOCIÉTÉ SAINT VINCENT DE PAUL	LA PAC Paris	FRANCE	CLM BBDO Boulogne- Billancourt	LA PAC Paris

## A09 (Sound Design)

A09/002	00006	CAN YOU MAKE IT TO THE END?	NATIONAL AUTISTIC SOCIETY	NATIONAL AUTISTIC SOCIETY	GREAT GUNS London	UNITED KINGDOM	DON'T PANIC London	GREAT GUNS London
A09/004	00101	WE'RE THE SUPERHUMANS	CHANNEL 4	PARALYMPICS 2016	FACTORY London	UNITED KINGDOM	4creative London	BLINK PRODUCTIONS London
A09/005	00103	STILL THE MOST SHOCKING SECOND A DAY	SAVE THE CHILDRENSAVE THE CHILDREN		FACTORY London	UNITED KINGDOM	DON'T PANIC London	STINK London
A09/016	00008	FOOD FOR MEN	STRYHNS	STRYHNS	M2FILM Århus	DENMARK	M2FILM Århus	M2FILM Århus / ANEW Copenhagen
A09/023	00215	LAUGHING HORSES	VOLKSWAGEN	VOLKSWAGEN TIGUAN WITH TRAILER ASSIST	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg	CZAR FILM Hamburg
A09/024	00216	FUELLED BY SOUND: THE NEW POLO BEATS FEAT. ALFRED BANKS_	VOLKSWAGEN	VOLKSWAGEN	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg	BLUT Hamburg
A09/027	00175	THE ROYAL DANISH THEATER - MASH UP	THE ROYAL DANISH THEATER	THE ROYAL DANISH THEATER	NEW LAND Copenhagen	DENMARK	WICHMANN/SCHMIDT Copenhagen	NEW LAND Copenhagen
A09/038	00183	FAR CRY PRIMAL - THE CHARGE	UBISOFT	FAR CRY	KOUZ PRODUCTION Paris	FRANCE	KOUZ PRODUCTION Paris	

## A10 (Animation)

## **Shortlist (Film Craft)**

A10/002	00114	JUSTINO	LOTERIAS Y APUESTAS DEL ESTADO	CHRISTMAS LOTTERY	LEO BURNETT Madrid	SPAIN	LEO BURNETT Madrid	LEO BURNETT Madrid
A10/008	00209	DALOC - THE ROBOT	DALOC	SECURITY DOORS	INGO Stockholm	SWEDEN	INGO Stockholm	STINK London
A10/013	00352	THE SNOWMAN	NATIONALE LOTERIJ	NATIONAL LOTTERY	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels	BLINKINK London
A10/018	00373	MOG'S CALAMITY	SAINSBURY'S	SAINSBURY'S	AMVBBDO London	UNITED KINGDOM	AMVBBDO London	OUTSIDER London

## **A11 (Visual Effects)**

A11/005	00191	SKY Q	SKY	SKY Q	BROTHERS AND SISTERS London	UNITED KINGDOM	BROTHERS AND SISTERS London	BISCUIT FILMWORKS London / THE MILL London / 750MPH London
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## **A12 (Achievement in Production)**

A12/003	00067	OK GO — UPSIDE DOWN & INSIDE OUT #GRAVITYSJUST AHABIT	S7 AIRLINES	S7 AIRLINES	TUTKOVBUKOV Volgograd	RUSSIA	TUTKOVBUKOV Volgograd / OK GO New York	TUTKOVBUKOV Volgograd / OK GO New York / PROFILM Moscow
A12/012	00324	THE MONTBLANC STORY	MONTBLANC INTERNATIONAL	MONTBLANC	SCHOLZ & FRIENDS Berlin	GERMANY	SCHOLZ & FRIENDS Berlin	CZAR Berlin
A12/013	00332	JACKIE	HEINEKEN	HEINEKEN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan	ANORAK Berlin / INDEPENDENT London

**Total Entries:**

**84**