

Shortlist (Interactive)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Idea creation
<u>A02 (Durable Consumer Goods)</u>							
A02/001	00224	DIADORA DELIVERY	DIADORA SPORT	SHOES AND APPAREL	SMFB Oslo	NORWAY	SMFB Oslo
<u>A03 (Cars & Automotive Products & Services)</u>							
A03/006	00161	PORSCHE MARRIAGE	PORSCHE NETHERLANDS	SHARE A PORSCHE	ACHTUNG! McGARRYBOWEN Amsterdam	THE NETHERLANDS	ACHTUNG! McGARRYBOWEN Amsterdam
<u>A04 (Travel, Leisure, Retail, Restaurants & Fast Food Chains)</u>							
A04/002	00092	JUSTINO	LOTERIAS Y APUESTAS DEL ESTADO	CHRISTMAS LOTTERY	LEO BURNETT Madrid	SPAIN	LEO BURNETT Madrid
A04/003	00127	THE VILLAGE PHONE PROMOTION	GRAUBUENDEN FERIEN	TOURISM BOARD FOR GRAUBUENDEN	JUNG von MATT/LIMMAT Zürich	SWITZERLAND	JUNG VON MATT/IMPACT Zurich
A04/007	00169	CALL BRUSSELS	VISIT BRUSSELS	VISIT BRUSSELS	AIR Brussels	BELGIUM	AIR Brussels
A04/010	00149	TAXI TRANSLATORS	TAXI STOCKHOLM	TAXI	KING Stockholm	SWEDEN	KING Stockholm
<u>A05 (Media & Publications)</u>							
A05/001	00136	KLARAFY	KLARA	KLARAFY	FAMOUSGREY	BELGIUM	FAMOUSGREY
A05/002	00279	SQUADVERTISER	MICROSOFT	XBOX / HALO	McCANN LONDON	UNITED KINGDOM	McCANN LONDON
<u>A06 (Financial Products & Services, Commercial Public Services, Business Products & Services)</u>							
A06/002	00069	STABILO "TRUECOLOURS"	STABILO INTERNATIONAL	NOT FURTHER SPECIFIED	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg
<u>A07 (Corporate Image & Sponsorship)</u>							
A07/005	00135	RE: SHAKESPEARE	SAMSUNG & THE ROYAL SHAKESPEARE COMPANY	RE:SHAKESPEARE	CHEIL UK London	UNITED KINGDOM	CHEIL UK London
<u>A08 (Charities, Public Health & Safety, Public Awareness Messages)</u>							
A08/005	00130	LOS SANTOS PRIDE	STOCKHOLM PRIDE	STOCKHOLM PRIDE	GARBERGS Stockholm	SWEDEN	GARBERGS Stockholm

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A08/006	00088	SEARCH RACISM. FIND TRUTH.	REFUGEES WELCOME	REFUGEES WELCOME	FCB ZÜRICH	SWITZERLAND	FCB ZÜRICH
A08/007	00199	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

B01 (Websites)

B01/006	00299	RAINFOREST GUARDIANS	NRK TV-AKSJONEN / RAINFOREST FOUNDATION	RAINFOREST GUARDIANS	POL Oslo	NORWAY	POL Oslo
B01/011	00314	THIS WAS LOUISE'S PHONE	VOO	CYBER CRIME UNIT AIR	Brussels	BELGIUM	AIR Brussels

B02 (Microsites)

B02/002	00029	BABY NIGHT	CARREFOUR	BABY NIGHT	SAATCHI & SAATCHI Milan	ITALY	SAATCHI & SAATCHI Milan
B02/003	00047	THE END OF SOCIETY SIMULATOR	UBISOFT	UBISOFT	BETC Paris	FRANCE	BETC Paris
B02/010	00009	SHOUT DOWN ARMS	CONTROL ARMS	PETITION AGAINST ARMS TRADE	SCHOLZ & FRIENDS Berlin	GERMANY	SCHOLZ & FRIENDS Berlin
B02/014	00179	STARDUST FOR BOWIE	STUDIO BRUSSEL	DIGITAL MOURNING PLACE FOR DAVID BOWIE	DDB BRUSSELS	BELGIUM	DDB BRUSSELS
B02/021	00198	BECAUSE RECOLLECTION	BECAUSE MUSIC	BECAUSE RECOLLECTION	84.PARIS	FRANCE	84.PARIS

B03 (Web Service / App)

B03/006	00184	DONATE YOUR DATA	WAOO	DONATE YOUR DATA	UNCLE GREY Copenhagen	DENMARK	UNCLE GREY Copenhagen
B03/008	00048	CINEMA TO GO	AIR FRANCE	AIR FRANCE	BETC Paris	FRANCE	BETC Paris
B03/009	00070	STABILO "TRUECOLOURS"	STABILO INTERNATIONAL	NOT FURTHER SPECIFIED	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg
B03/012	00030	SPEAK LIKE THE PATRÓN	NETFLIX	NARCOS SEASON 2	NETFLIX Amsterdam	THE NETHERLANDS	WE ARE SOCIAL Milan

C01 (Online Ad)

C01/003	00014	PARKING DRAMA	RENAULT DEUTSCHLAND	RENAULT EASY PARK ASSIST	PUBLICIS PIXELPARK Hamburg	GERMANY	PUBLICIS PIXELPARK Hamburg
C01/006	00121	CAR CLOCK	REPOWER	ENERGY	FCB ZÜRICH	SWITZERLAND	FCB ZÜRICH

Shortlist (Interactive)

D01 (Social Video)

D01/001	00101	MARRIAGE MARKET TAKEOVER	SK-II	SKINCARE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg
D01/003	00027	SMART "MOST OPEN TEST DRIVE"	DAIMLER AG, SMART	SMART FORTWO CABRIO 453	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin
D01/005	00020	HOME FOR CHRISTMAS	EDEKA ZENTRALE AG & CO. KG	EDEKA	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg
D01/010	00085	LOOK WHO'S DRIVING	VOLVO TRUCKS	TRUCKS	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg
D01/014	00177	PROMISE THE TRANSLATION	ELAN	TRANSLATION TOOL	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	J. WALTER THOMPSON AMSTERDAM
D01/027	00162	OK GO — UPSIDE DOWN & INSIDE OUT #GRAVITYSJUST AHABIT	S7 AIRLINES	S7 AIRLINES	TUTKOVBUKOV Volgograd	RUSSIA	TUTKOVBUKOV Volgograd / OK GO New York

D02 (Interactive Video)

D02/002	00005	DON'T LOOK AWAY	USHER	CHAINS	AKQA London	UNITED KINGDOM	AKQA São Paulo / AKQA London
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E01 (Social Business)

E01/001	00023	SMART "SOCIAL LEASING"	DAIMLER AG, SMART MM	SMART FORTWO, SMART FORFOUR	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin
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E02 (Social Purpose)

E02/001	00100	MARRIAGE MARKET TAKEOVER	SK-II	SKINCARE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg
E02/002	00056	DINING FOR BRUSSELS	DE TIJD	#DININGFORBRUSS	FAMOUSGREY	BELGIUM	FAMOUSGREY
E02/005	00089	SEARCH RACISM. FIND TRUTH.	REFUGEES WELCOME	REFUGEES WELCOME	FCB ZÜRICH	SWITZERLAND	FCB ZÜRICH
E02/006	00153	GIVE A BEEP	HÖVDING	HÖVDING	EDELMAN DEPORTIVO Stockholm	SWEDEN	EDELMAN DEPORTIVO Stockholm

Shortlist (Interactive)

E02/007	00200	CHECK IT BEFORE PINK RIBBON IT'S REMOVED: NAKED BREASTS ON FACEBOOK AGAINST BREAST CANCER.	DEUTSCHLAND	BREAST CANCER AWARENESS	DDB GROUP GERMANY Berlin	GERMANY	DDB GROUP GERMANY Berlin
E02/009	00186	DONATE YOUR DATA	WAOO	DONATE YOUR DATA	UNCLE GREY Copenhagen	DENMARK	UNCLE GREY Copenhagen

E03 (Innovative Use of Social or Community)

E03/001	00024	SMART "SOCIAL LEASING"	DAIMLER AG, SMART MM	SMART FORTWO, SMART FORFOUR	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin
E03/007	00058	DONATE THE HATE - THE INVOLUNTARY ONLINE DONATION	ZDK - GESELLSCHAFT DEMOKRATISCHE KULTUR GGMBH	EXIT GERMANY	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg
E03/009	00068	SEARCH RACISM. FIND TRUTH.	REFUGEEES WELCOME	REFUGEEES WELCOME	FCB ZÜRICH	SWITZERLAND	FCB ZÜRICH
E03/010	00202	CHECK IT BEFORE PINK RIBBON IT'S REMOVED: NAKED BREASTS ON FACEBOOK AGAINST BREAST CANCER.	DEUTSCHLAND	BREAST CANCER AWARENESS	DDB GROUP GERMANY Berlin	GERMANY	DDB GROUP GERMANY Berlin

E04 (Response / Real-Time Activity)

E04/007	00180	STARDUST FOR BOWIE	STUDIO BRUSSEL	DIGITAL MOURNING PLACE FOR DAVID BOWIE	DDB BRUSSELS	BELGIUM	DDB BRUSSELS
E04/010	00258	SBERBANK GO	SBERBANK	FINANCIAL SERVICES	SBERBANK OF RUSSIA Moscow	RUSSIA	GOOD Moscow
E04/012	00300	MA PLACE EST DANS LA SALLE	PRODISS	ENTERTAINMENT	FRED & FARID PARIS	FRANCE	FRED & FARID PARIS

E05 (Influencer / Talent)

E05/002	00105	BRUTAL CUT	ACTIONAID	FGM AWARENESS	WEBER SHANDWICK London	UNITED KINGDOM	WEBER SHANDWICK London
E05/007	00215	KJETIL VS SARA	TINE	TINE MILK	TRY Oslo	NORWAY	TRY Oslo

E06 (Co-Creation & User Generated Content)

Shortlist (Interactive)

E06/003	00094	FIAT #HEROESWANTE D	FIAT CHRYSLER AUTOMOBILES (FCA)	FIAT RANGE	LEO BURNETT ITALY Milan	ITALY	LEO BURNETT ITALY Milan
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E06/009	00281	SQUADVERTISER	MICROSOFT	XBOX / HALO	McCANN LONDON	UNITED KINGDOM	McCANN LONDON
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E07 (Content Placement)

E07/001	00106	BRUTAL CUT	ACTIONAID	FGM AWARENESS	WEBER SHANDWICK London	UNITED KINGDOM	WEBER SHANDWICK London
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E09 (Use of Social Data & Insight)

E09/005	00263	#HELDENKRANZ / CROWN OF GLORY	HORNBAACH	DIY HOME IMPROVEMENTS SUPERSTORES	HEIMAT Berlin	GERMANY	HEIMAT Berlin
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E11 (Social Currency & Commerce)

E11/001	00025	SMART "SOCIAL LEASING"	DAIMLER AG, SMART MM	SMART FORTWO, SMART FORFOUR	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin
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F01 (Branded Games)

F01/001	00026	SMART "MOST OPEN TEST DRIVE"	DAIMLER AG, SMART	SMART FORTWO CABRIO 453	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin
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F01/002	00049	THE END OF SOCIETY SIMULATOR	UBISOFT	UBISOFT	BETC Paris	FRANCE	BETC Paris
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F01/008	00282	SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	McCANN LONDON
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F01/009	20284	MR. BEAR DRIVER	THE AUTOMOBILE CLUB OF ROMANIA	APP GAME	PUBLICIS ROMANIA Bucharest	ROMANIA	PUBLICIS ROMANIA Bucharest
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G01 (Branded Tech Online)

G01/002	00293	SANTINO SAFETY SYSTEM	GROUPAMA	CORPORATE RESPONSIBILITY "DON'T TEXT AND DRIVE"	SAATCHI & SAATCHI Rome	ITALY	SAATCHI & SAATCHI Rome
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G01/003	00002	MCTRAX	McDONALD'S	RESTAURANTS	TBWAINEBOKO Amsterdam	THE NETHERLANDS	TBWAINEBOKO Amsterdam
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G02 (Branded Tech Offline)

G02/002	00019	THE SOUND SHIRT	JUNGE SYMPHONIKER HAMBURG	JUNGE SYMPHONIKER HAMBURG	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg
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Shortlist (Interactive)

H01 (Integrated Multi-Platform Campaign (Online & Offline))

H01/003	00004	PRO-GENIUS	NIKE FOOTBALL	NIKE FOOTBALL	AKQA London	UNITED KINGDOM	AKQA London
H01/009	00295	MOBISTAR LETTERS	ORANGE	TELECOM	PUBLICIS BRUSSELS	BELGIUM	PUBLICIS BRUSSELS
H01/016	00307	COINS OF HOPE	CHILD FOCUS	CHILD FOCUS IS THE BELGIAN CENTER FOR MISSING CHILDREN.	THESE DAYS Antwerp	BELGIUM	THESE DAYS Antwerp

Total Entries: **64**