

Brand Experience & Activation Shortlist

Track	Cat. No	Entry No	Title	Brand	Product	Entrant Company	Entrant Country	Idea Creation	Production	Media	PR	Additional
A01 (Food & Drink)												
Experience	A01/002	00388	CIVIL LOVE	ABSOLUT	ABSOLUT	INTERESTING TIMES Beirut	LEBANON	INTERESTING TIMES Beirut			INTERESTING TIMES Beirut	
Experience	A01/023	01188	MIRACLE WHIP, FLORIDA	KRAFT HEINZ	MIRACLE WHIP	KRAFT HEINZ COMPANY Chicago	USA	VAYNERMEDIA New York	VAYNERPRODUCTIO NS New York			
Experience	A01/030	01422	LEGAL-ADE	KRAFT HEINZ	COUNTRY TIME LEMONADE	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO	HARBOR PICTURE COMPANY New York			
Experience	A01/037	01907	THE MAKING OF LOVE	UNILEVER	CORNETTO	LOLA MULLENLOWE Madrid	SPAIN	LOLA MULLENLOWE Madrid	ÁLVARO POSADAS Barcelona / BIG SYNC MUSIC London / CANADA Barcelona / DESEIF Madrid / GOMEZVFX Barcelona			UNILEVER ITALY Rome
Experience	A01/039	01715	BROADWAY THE RAINBOW	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA	DDB CHICAGO	BLACKSMITH Los Angeles / DDB CHICAGO / GIANNINI CREATIVE Chicago / HUTCHCO TECHNOLOGIES Los Angeles / SMUGGLER New York	MEDIACOM New York	ICF NEXT Chicago	HEARD CITY New York / MARS WRIGLEY CONFECTIONERY New Jersey / MOTT/FISCHER PRODUCTIONS New York / TELSEY + COMPANY New York / THE MARKETING ARM Dallas / THE MASTERING PALACE New York / THE MILL Chicago / TRIBAL WORLDWIDE New York / VAULT 49 New York
Experience	A01/073	01841	THE GRAND FINALE	HEINEKEN	HEINEKEN	PUBLICIS BRASIL São Paulo	BRAZIL	PUBLICIS BRASIL São Paulo	PUBLICIS BRASIL São Paulo	PUBLICIS BRASIL São Paulo	PUBLICIS BRASIL São Paulo	
Experience	A01/076	02425	HALF FULL	COCA COLA	COCA COLA	McCANN BUCHAREST	ROMANIA	McCANN BUCHAREST	FRAMES Bucharest	UM BUCHAREST	McCANN PR Bucharest	MRM/McCANN BUCHAREST
Experience	A01/085	21097	CLEAR	DIAGEO	GUINNESS	AMVBBDO London	UNITED KINGDOM	AMVBBDO London	MJZ Los Angeles / MJZ UK London			STRING AND TINS London / THE MILL London / WHITEHOUSE POST London
A02 (Other FMCG)												
Experience	A02/023	02047	STREET-VET	PURINA	PURINA VETERINARY DIETS	McCANN PARIS	FRANCE	McCANN PARIS	CRAFT PARIS / EDDY Paris		WEBER SHANDWICK Paris	AFG EUROPE London
Experience	A02/026	01573	OMO TAG	UNILEVER LEBANON	OMO	TBWA\RAAD Dubai	UNITED ARAB EMIRATES	TBWA\RAAD Dubai	RAMA INTERNATIONAL LIMITED Dubai			MAGNET CONNECT Dubai
A03 (Healthcare)												
Experience	A03/007	00909	CONSENT PACK	TULIPAN	TULIPAN	BBDO ARGENTINA Buenos Aires	ARGENTINA	BBDO ARGENTINA Buenos Aires	ORUGA CINE Buenos Aires	PHD Buenos Aires	ADVERPR Buenos Aires	

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Experience	A03/024	01533	DONATE WITH A MATE	AUSTRALIAN ANIMAL BLOOD BANK	PET FOOD	CLEMENGER BBDO SYDNEY	AUSTRALIA	CLEMENGER BBDO SYDNEY				
A04 (Consumer Durables)												
Experience	A04/005	00347	PHILIPS #SHAVETOREMEMBER	PHILIPS & THE NELSON MANDELA FOUNDATION	PHILIPS	OGILVY JOHANNESBURG	SOUTH AFRICA	OGILVY JOHANNESBURG			OGILVY JOHANNESBURG	
Experience	A04/026	01154	BILLIE JEAN KING YOUR SHOES	ADIDAS	ADIDAS	TBWA\CHIAT\DAY New York	USA	TBWA\CHIAT\DAY New York	REBEL AND ROGUE New York			ADIDAS Herzogenaurach / DESIGN BY DISRUPTION New York
Experience	A04/031	02056	HA(U)TE COUTURE	DIESEL	DIESEL	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan	SIZZER AMSTERDAM / STINK STUDIOS New York	SIMPLE AGENCY Milan		MPC LONDON / PRODIGIOUS ITALY Milan / THE MILL New York
Experience	A04/036	02235	STORYSIGN	HUAWEI	HUAWEI BRAND	FCB INFERNO London	UNITED KINGDOM	FCB INFERNO London	AARDMAN ANIMATIONS Bristol / DOG EAT DOG London / MCASSO London / TENTHREE EDITING London / UNIT London	WAVEMAKER London		HUAWEI London
Experience	A04/041	01703	CHANGING THE GAME	MICROSOFT	XBOX	McCANN NEW YORK	USA	McCANN NEW YORK	COMPANY 3 New York / HUNGRY MAN New York / JSM MUSIC New York / ROCK PAPER SCISSORS New York / SONIC UNION New York	CARAT New York	WE COMMUNICATION S Seattle	MICROSOFT Redmond
Experience	A04/050	02470	THISABLES	IKEA	IKEA THISABLES	McCANN Tel Aviv	ISRAEL	McCANN Tel Aviv	CRAFT LONDON / McCANN Tel Aviv	UM Tel Aviv	McCANN Tel Aviv	
A05 (Automotive)												
Experience	A05/008	00401	THE REMARKABLE JOURNEY OF THE ALL-NEW BMW X5	BMW OF NORTH AMERICA	BMW OF NORTH AMERICA	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco	ELEVEL San Francisco / M S S N G P ECES New York / THE MILL Los Angeles			
Experience	A05/010	00538	ECO PARKING	HYUNDAI	HYUNDAI KONA ELECTRIC	HAVAS PR Madrid	SPAIN	HAVAS PR Madrid	HAVAS PR Madrid			
Experience	A05/026	00885	SNELWEG SPROOKJES	VOLKSWAGEN	VOLKSWAGEN APPLICATION	ISOBAR Amsterdam	THE NETHERLANDS	ACHTUNG! mcgarrybowen Amsterdam	ACHTUNG! mcgarrybowen Amsterdam / BIG ORANGE Amsterdam / ISOBAR Amsterdam / ROBOT KITTENS Hilversum			
A06 (Retail)												
Experience	A06/006	00254	PAVING FOR PIZZA	DOMINO'S PIZZA	DOMINO'S PIZZA	DOMINO'S PIZZA Ann Arbor	USA	CRISPIN PORTER BOGUSKY+ Boulder	CRISPIN PORTER BOGUSKY+ Boulder	CRISPIN PORTER BOGUSKY+ Boulder	CRISPIN PORTER BOGUSKY+ Boulder / DOMINO'S PIZZA Ann Arbor	

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Experience	A06/011	00696	PERUSSIAN PRICES	PLAZA VEA	RUSIA	FAHRENHEIT DDB Lima	PERU	FAHRENHEIT DDB Lima				
Experience	A06/025	01211	KEEPING FORTNITE FRESH	WENDY'S	WENDY'S COMMUNITY MANAGEMENT	VMLY&R Kansas City	USA	VMLY&R Kansas City		SPARK FOUNDRY New York	KETCHUM New York	
Experience	A06/034	01734	DIY PUERTO RICO	CONSTRURAMA	HARDWARE RESTORATION	GREY Mexico City	MEXICO	GREY Mexico City / GREY PUERTO RICO Hato Rey	YOUNG COLLECTIVE San Juan		GREY PUERTO RICO Hato Rey	
Experience	A06/035	01900	THE GPS QUALITY LABEL	AUCHAN	GPS	SERVICEPLAN FRANCE Paris	FRANCE	SERVICEPLAN FRANCE Paris	SERVICEPLAN FRANCE Paris	SERVICEPLAN FRANCE Paris	SERVICEPLAN FRANCE Paris	
Experience	A06/039	01980	THE WHOPPER DETOUR	BURGER KING	FOOD	FCB NEW YORK	USA	FCB NEW YORK	CHEMISTRY CREATIVE New York / HUMAN New York / MACKCUT New York / O POSITIVE New York / ZOMBIE STUDIO São Paulo	HORIZON MEDIA New York	ALISON BROD MARKETING + COMMUNICATION S New York	HONEYMIX New York
Experience	A06/054	02297	MUSEUM OF ROMANTICISM	IKEA	IKEA LIVING ROOMS	McCANN SPAIN Madrid	SPAIN	McCANN SPAIN Madrid	CRAFT Madrid			
A07 (Travel)												
Experience	A07/001	00128	NO NEED TO FLY - AROUND THE WORLD IN GERMANY	GERMAN RAIL	GERMAN RAIL	OGILVY GERMANY Frankfurt	GERMANY	OGILVY GERMANY Frankfurt	SPIRABLE London		DEUTSCHE BAHN AG Frankfurt / GETTY IMAGES INTERNATIONAL Dublin	
Experience	A07/024	02087	FLY WITH US	FLYBONDI	FLYBONDI	GREY ARGENTINA Buenos Aires	ARGENTINA	GREY ARGENTINA Buenos Aires		GLOBAL MIND Buenos Aires	ADVERPR Buenos Aires	
Experience	A07/030	01912	MIND THE GAP	BERLINER VERKEHRSBETRIEB E	BVG	SERVICEPLAN GERMANY Munich	GERMANY	SERVICEPLAN GERMANY Munich	CUBIRD Berlin / LOFT TONSTUDIOS Berlin / MEDIAMONKS Hilversum	MEDIAPLUS Munich	PX1 BERLIN	
A08 (Leisure)												
Experience	A08/023	01820	MASSIRA PROJECT	PLAYSTATION TALENTS	MASSIRA GAME (PLAYSTATION)	TBWA/ESPAÑA Madrid	SPAIN	TBWA/ESPAÑA Madrid		TBWA/ESPAÑA Madrid		
A09 (Media / Entertainment)												
Experience	A09/010	00192	HIDDEN FLAG	FELGTB/ELDIARIO. ES	FELGTB	LOLA MULLENLOWE Madrid	SPAIN	LOLA MULLENLOWE Madrid	PRIMO CONTENT Barcelona		FELGTB Madrid	
Experience	A09/014	01041	AI VERSUS	TV RAIN	MEDIA SERVICE	VOSKHOD Ekaterinburg	RUSSIA	ISD GROUP Kiev / VOSKHOD Ekaterinburg	APP SOLUTIONS Wilmington / ISD GERMANY Hamburg / KA.KA.HA London / VOSKHOD Ekaterinburg		VOSKHOD Ekaterinburg	
Experience	A09/024	01155	THE FAKE NEWS STAND	COLUMBIA JOURNALISM REVIEW	COLUMBIA JOURNALISM REVIEW - NEWS	TBWA/CHIATDAY New York	USA	TBWA/CHIATDAY New York	REBEL AND ROGUE New York	TBWA/CHIATDAY New York	COLUMBIA UNIVERSITY New York / DESIGN BY DISRUPTION New York	
Experience	A09/041	02264	THE BLANK EDITION	AN-NAHAR	NEWSPAPER PUBLICATIONS & MEDIA	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai		IMPACT PORTER NOVELLI Dubai	IMPACT PORTER NOVELLI Dubai	

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Experience	A09/054	10934	GRAVE OF THRONES	FOXTEL	PAY TV	DDB SYDNEY	AUSTRALIA	DDB SYDNEY	REVOLVER/WILL O'ROURKE Sydney		MANGO Sydney	FOXTEL Sydney / PHOTOPLAY FILMS Sydney
Experience	A09/055	10621	PAIN CAM	BEIN SPORTS	BEIN CONNECT	VMLY&R MADRID	SPAIN	VMLY&R MADRID	MEDIAPRO Madrid			BEIN SPORTS Madrid

A10 (Consumer Services / Business to Business)

Experience	A10/011	00749	SIGNS OF LOVE	ANZ BANK	ANZ BRAND	TBWA\MELBOURNE	AUSTRALIA	TBWA\MELBOURNE	REVOLVER/WILL O'ROURKE Sydney / TBWA\MELBOURNE	PHD AUSTRALIA Melbourne / TBWA\MELBOURNE	TBWA\MELBOURNE / THRIVE PR + COMMUNICATION S Melbourne	
Experience	A10/017	00899	THE GOOGLE ASSISTANT RIDE	GOOGLE	GOOGLE ASSISTANT	GOOGLE EVENTS + EXPERIENCES San Francisco	USA	DEELOCAL Pittsburgh / GOOGLE San Francisco / NEXUS STUDIOS Los Angeles / SPARKS Philadelphia	BARKING OWL Los Angeles / DEELOCAL Pittsburgh / NEXUS STUDIOS Los Angeles / SPARKS Philadelphia / WISDOM RIDES Sterling			BRAND NEW SCHOOL New York / DESMOND STUDIO Oakland / LELAND MUSIC London / RADIANCE LIGHTWORKS Glendale / RED PAPER HEART New York
Experience	A10/025	01470	REMBRANDT TUTORIALS	ING	SPONSORSHIP	WUNDERMAN THOMPSON Amsterdam	THE NETHERLANDS	J. WALTER THOMPSON AMSTERDAM				CARNEGIE MELLON UNIVERSITY Pittsburgh / DPPLR Amsterdam / ING Amsterdam / INSTITUUT VOOR DE NEDERLANDSE TAAL Leiden / MILVUM Den Haag / RIJKSMUSEUM Amsterdam / STUDIO ALFRED KLASSEN Amsterdam
Experience	A10/049	02512	UBER EATS AUSTRALIAN OPEN AMBUSH	UBER	UBER EATS	SPECIAL GROUP Sydney	AUSTRALIA	SPECIAL GROUP Sydney	REVOLVER/WILL O'ROURKE Sydney / THE GLUE SOCIETY Sydney	MEDIACOM Sydney		CHANNEL 9 Sydney / TENNIS AUSTRALIA Melbourne

A11 (Not-for-profit / charity / government)

Experience	A11/007	00408	STOP TRAFFICK	STREET GRACE	FIGHTING DOMESTIC MINOR SEX TRAFFICKING	BBDO ATLANTA	USA	BBDO ATLANTA	BARK BARK Atlanta / HERO POST Atlanta, GA / THE COLOR SPOT Marietta	OUTDOOR MEDIA GROUP ATLANTA	PORTER NOVELLI ATLANTA	JAMIE SHEPARD MUSIC Atlanta / SHEPARD CREATIVE Atlanta
Experience	A11/008	00057	BLINDMETERS	OVK / PEVR (PARENTS OF ROAD VICTIMS)	ROAD SAFETY AWARENESS MESSAGE	HAPPINESS BRUSSELS Brussels	BELGIUM	HAPPINESS BRUSSELS Brussels	HAPPINESS BRUSSELS Brussels / LATCHO DROM Brussels / MOXY POST PRODUCTION Brussels / RAYGUN Brussels			

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Experience	A11/017	00499	HUNGRY PUFFS	FOODBANK WA	HUNGRY PUFFS	THE BRAND AGENCY Perth	AUSTRALIA	THE BRAND AGENCY Perth	THE BRAND AGENCY Perth	THE BRAND AGENCY Perth	THE BRAND AGENCY Perth	FOODBANK Perth
Experience	A11/039	01592	SLEEPING FLAGS	O.N.E.	CHARITY DONATION	ROTHCO ACCENTURE INTERACTIVE Dublin	IRELAND	ROTHCO ACCENTURE INTERACTIVE Dublin	RAYGUN Dublin		ROTHCO ACCENTURE INTERACTIVE Dublin	
Experience	A11/062	02266	THE TOXIC FLAG	WASTE MANAGEMENT COALITION	WASTE MANAGEMENT	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai				
Experience	A11/079	02316	THE GUN VIOLENCE HISTORY BOOK	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	FCB CHICAGO	USA	FCB CHICAGO	LORD & THOMAS Chicago / THE MILL Chicago		CURRENT MARKETING Chicago	
Experience	A11/080	02317	MOST DANGEROUS STREET	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	FCB CHICAGO	USA	FCB CHICAGO	FCBX Chicago / LORD & THOMAS Chicago / STRICTLY FX Chicago / UNIT9 Los Angeles		CURRENT MARKETING Chicago	
Experience	A11/084	32265	THE ZERO TOLERANCE RIBBON	28 TOO MANY	(FGM) FEMALE GENITAL MUTILATION	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai			IMPACT PORTER NOVELLI Dubai	

A12 (Corporate Social Responsibility (CSR) / Corporate Image)

Experience	A12/001	00155	HARMLESS GUNS	DAGOMA	3D PRINTING	TBWAIPARIS	FRANCE	TBWAIPARIS	TBWAELSE Paris			
Experience	A12/003	00203	MY CRAYON PROJECT	SHISEIDO	SHISEIDO	R/GA TOKYO	JAPAN	R/GA TOKYO	AUDIOFORCE Tokyo / TAIYO KIKAKU CO., LTD. Tokyo / TOKYO SOUND PRODUCTION			
Experience	A12/007	00106	THE UNBREAKABLE RAINBOW	UNILEVER - BEN&JERRY'S	CSR EVENT	180HEARTBEATS+JUNG V MATT Warsaw	POLAND	180HEARTBEATS+JUNG V MATT Warsaw	180HEARTBEATS+JUNG V MATT Warsaw		180HEARTBEATS+JUNG V MATT Warsaw	BEN & JERRY'S Warsaw / MILOSC NIE WYKLUCZA Warsaw / WOLONTARIAT ROWNOSCI Warsaw
Experience	A12/039	00715	PRIDE JERSEY	AIG JAPAN	CSR	TBWAHAKUHODO INC. Tokyo	JAPAN	TBWAHAKUHODO INC. Tokyo	AMANA Tokyo / AOI PRO. INC. Tokyo / SAQULAI Tokyo		TBWAHAKUHODO INC. Tokyo	CLUB_A Tokyo / DYSK PHOTOGRAPHY Tokyo / EDP GRAPHIC WORKS Tokyo / LUX ARTISTS London / NUSH INCORPORATED Tokyo / TBWALONDON
Experience	A12/051	01527	LIVING SEAWALL	VOLVO CAR AUSTRALIA	VOLVO	whiteGREY SYDNEY	AUSTRALIA	whiteGREY SYDNEY			whiteGREY SYDNEY	
Experience	A12/060	01623	ABUSE DISCLAIMERS	AB INBEV	AGUILA BEER	MULLENLOWE SSP3 Bogotá	COLOMBIA	MULLENLOWE SSP3 Bogotá				
Experience	A12/068	00630	REPICTURING HOMELESS	GETTY IMAGES / FIFTY FIFTY (MAGAZINE FROM HOMELESS PEOPLE)	REPICTURING HOMELESS	HAVAS GERMANY	GERMANY	HAVAS GERMANY				

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Experience	A12/073	01552	GUMSHOE: THE FIRST SHOE MADE FROM RECYCLED CHEWING GUM	AMSTERDAM METROPOLITAN AREA	GUMSHOE	PUBLICIS Amsterdam	THE NETHERLANDS	PUBLICIS Amsterdam		PUBLICIS Amsterdam	PUBLICIS Amsterdam
Experience	A12/079	01922	THE LAST EVER ISSUE	GAZETA.PL / MASTERCARD / BNP PARIBAS	GAZETA.PL (A NEWS PORTAL)	VMLY&R POLAND Warsaw	POLAND	VMLY&R POLAND Warsaw	PAPAYA FILMS Warsaw	WAVEMAKER Warsaw	FUNDACJA SUKCESU PISANEGO SZMINKA Warsaw / VMLY&R POLAND Warsaw / WAVEMAKER Warsaw
Experience	A12/104	10155	RADIO TINNITUS	CHIME	RADIO STATION	ROTHCO ACCENTURE INTERACTIVE Dublin	IRELAND	ROTHCO ACCENTURE INTERACTIVE Dublin			
Experience	A12/105	21370	SMARTSOLUTION N	TELEFONICA'S VIVO	INSTITUTIONAL	AFRICA São Paulo	BRAZIL	AFRICA São Paulo	ACADEMIA DE FILMES Sao Paulo / ASSOCIADOS Sao Paulo / CASA VATICANO Sao Paulo / LOUD São Paulo / MUTALA COMUNICACAO Sao Paulo		

B01 (Social Engagement & Integration for Live Experience)

Experience	B01/029	02061	BE A FOLLOWER - SIDE:BIZ	DIESEL	DIESEL	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan	GOOD PEOPLE Beirut / SIZZER AMSTERDAM	SIMPLE AGENCY Milan	MPC LONDON
Experience	B01/036	02268	THE BLANK EDITION	AN-NAHAR	NEWSPAPER PUBLICATIONS & MEDIA	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai		IMPACT PORTER NOVELLI Dubai	IMPACT PORTER NOVELLI Dubai

B02 (Use of Mobile)

Experience	B02/009	00105	FACING EMOTIONS	HUAWEI	HUAWEI MATE 20 PRO	DIGITAS POLAND Warsaw	POLAND	DIGITAS POLAND Warsaw	DIGITAS POLAND Warsaw		DIGITAS POLAND Warsaw	HUAWEI Warsaw
Experience	B02/024	00540	WHAT'S IN IT ?	SYSTÈME U	SUPERMARKET	TBWA\PARIS	FRANCE	DAN PARIS / TBWA\PARIS				
Experience	B02/030	00536	SNELWEG SPROOKJES	VOLKSWAGEN	VOLKSWAGEN APPLICATION	ISOBAR Amsterdam	THE NETHERLANDS	ACHTUNG! mcgarrybowen Amsterdam		ACHTUNG! mcgarrybowen Amsterdam / BIG ORANGE Amsterdam / ISOBAR Amsterdam / ROBOT KITTENS Hilversum		
Experience	B02/031	00426	ACCESSIBILITY MAT	FORD MOTOR COMPANY	FORD MOTOR COMPANY	GTB BRASIL São Paulo	BRAZIL	GTB BRASIL São Paulo				BIZSYS Sao Paulo / CODE STUDIO São Paulo / J. WALTER THOMPSON BRAZIL São Paulo / PARANOID BR São Paulo
Experience	B02/041	01349	MARIA 'S MESSAGE	MOVISTAR	MOBILE TELEPHONE SERVICE	WUNDERMAN THOMPSON Buenos Aires	ARGENTINA	WUNDERMAN CATO JOHNSON Buenos Aires				

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Experience	B02/057	01981	THE WHOPPER DETOUR	BURGER KING	FOOD	FCB NEW YORK	USA	FCB NEW YORK	CHEMISTRY CREATIVE New York / HUMAN New York / MACKCUT New York / O POSITIVE New York / ZOMBIE STUDIO São Paulo	HORIZON MEDIA New York	ALISON BROD MARKETING + COMMUNICATION S New York	HONEYMIX New York
Experience	B02/063	02236	STORYSIGN	HUAWEI	HUAWEI BRAND	FCB INFERNO London	UNITED KINGDOM	FCB INFERNO London	AARDMAN ANIMATIONS Bristol / DOG EAT DOG London / MCASSO London / TENTHREE EDITING London / UNIT London	WAVEMAKER London		HUAWEI London
Experience	B02/070	02450	CONTRACT TRANSLATOR	RECLAME AQUI	RECLAME AQUI	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo	GREY BRAZIL São Paulo	GREY BRAZIL São Paulo	GREY BRAZIL São Paulo	
Experience	B02/086	01930	UBERTOYS	UBER	UBERTOYS	DDB PARIS	FRANCE	DDB PARIS	ART BRIDGE / QUAD GROUP Paris			

B03 (Use of Website / Microsites)

Experience	B03/006	00058	BLINDMETERS	OVK / PEVR (PARENTS OF ROAD VICTIMS)	ROAD SAFETY AWARENESS MESSAGE	HAPPINESS BRUSSELS Brussels	BELGIUM	HAPPINESS BRUSSELS Brussels	HAPPINESS BRUSSELS Brussels / LATCHO DROM Brussels / MOXY POST PRODUCTION Brussels / RAYGUN Brussels			
Experience	B03/009	00063	BLACK FRIDAY WHOPPER SHOPPER	BURGER KING CORPORATION	WHOPPER	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg	RABBICORN FILMS Hamburg		ALISON BROD MARKETING + COMMUNICATION S New York	BURGER KING DEUTSCHLAND GMBH Hannover / BURGER KING Miami / MITK ▽ MOTION IS THE KEY Hamburg / RELEVANT REWARDING Harderwijk / SLAUGHTERHO SE VISUAL MANUFACTURIN G Hamburg
Experience	B03/016	00766	THE E.V.A. INITIATIVE	VOLVO CARS	VOLVO CARS	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	NEW LAND Stockholm	MINDSHARE Gothenburg		F&B INHOUSE Gothenburg / FACTORY London / FRAMESTORE London / GOODBYE KANSAS STUDIOS Stockholm / SUPERSTUDIO Stockholm
Experience	B03/033	10414	REPICTURING HOMELESS	GETTY IMAGES / FIFTY FIFTY (MAGAZINE FROM HOMELESS PEOPLE)	REPICTURING HOMELESS	HAVAS GERMANY	GERMANY	HAVAS GERMANY				
Experience	B03/050	02300	DEAD OR ALIVE	DGT (NATIONAL DEPARTMENT OF TRAFFIC)	DGT (NATIONAL DEPARTMENT OF TRAFFIC)	McCANN SPAIN Madrid	SPAIN	McCANN SPAIN Madrid	WARREN Madrid			

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B04 (New Realities & Voice-activation)

Experience	B04/006	00113	ADDRESS THE FUTURE	CARLINGS	THE DIGITAL COLLECTION	VIRTUE Copenhagen	DENMARK	VIRTUE Copenhagen				
Experience	B04/016	00743	HAGGLEBOT	FLIPKART INTERNET PVT LTD	SALE EVENT - FLIPKART'S THE BIG BILLION DAYS	DENTSU WEBCHUTNEY Bangalore	INDIA	DENTSU WEBCHUTNEY Bangalore	GOOGLE ASIA PACIFIC Singapore			FLIPKART Bangalore
Experience	B04/019	00960	THE MAGIC SNOW GLOBE	AMERICAN HONDA MOTOR CO., INC.	AUTOMOTIVE	RPA Santa Monica	USA	RPA Santa Monica	EXILE Santa Monica / LIME STUDIOS Santa Monica / PSYOP Los Angeles			
Experience	B04/033	02125	BURN THAT AD	BURGER KING	BURGER KING WHOPPER	DAVID SÃO PAULO	BRAZIL	DAVID SÃO PAULO	CAFE ROYAL São Paulo / CLAN VFX São Paulo / HOGARTH WORLDWIDE São Paulo / JAMUTE São Paulo / VETOR ZERO São Paulo	DAVID SÃO PAULO	DAVID SÃO PAULO / LOURES COMMUNICATION Sao Paulo	BURGER KING BRAZIL Barueri
Experience	B04/038	02438	SIGNS	GERMAN YOUTH ASSOCIATION OF PEOPLE WITH HEARING LOSS	SIGNS SMART TOOL	MRM//McCANN Frankfurt	GERMANY	McCANN FRANKFURT / MRM//McCANN Frankfurt	DROPOUT-FILMS Mainz			DAS WERK Frankfurt / STUDIO FUNK Frankfurt
Experience	B04/040	11687	IMMORTALS	SBERBANK	FINANCIAL SERVICES	SBERBANK OF RUSSIA Moscow	RUSSIA	GOOD Moscow	GOOD Moscow		DENTSU SMART Moscow	

B05 (Branded Games)

Experience	B05/008	01181	KEEPING FORTNITE FRESH	WENDY'S	WENDY'S COMMUNITY MANAGEMENT	VMLY&R Kansas City	USA	VMLY&R Kansas City			SPARK FOUNDRY New York	KETCHUM New York
Experience	B05/015	01546	CRAFT A WESTERN WHOPPER	BURGER KING	WHOPPER	INGO Stockholm	SWEDEN	INGO Stockholm	INGO Stockholm			

B06 (Digital Installations)

Experience	B06/001	00054	THE INTERNET REMEMBERS	DRINKWISE	DRINKWISE	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE	CLEMENGER BBDO MELBOURNE	MEDIACOM Brisbane	CLEMENGER BBDO MELBOURNE	DRINKWISE AUSTRALIA South Melbourne
Experience	B06/014	01007	TAKE-OFF TIPS	KLM ROYAL DUTCH AIRLINES	AVIATION	DDB Amsterdam	THE NETHERLANDS	DDB Amsterdam	CIRCUS FAMILY Amsterdam			
Experience	B06/038	00041	TOXIC TOBY	BREEZOMETER / BRITISH LUNG FOUNDATION / WORLD HEALTH ORGANIZATION	BREEZOMETER / BRITISH LUNG FOUNDATION / WORLD HEALTH ORGANIZATION	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	CRAFT LONDON	McCANN LONDON	McCANN LONDON	McCANN LONDON

B07 (Tangible & Spatial Technology)

Experience	B07/012	01528	LIVING SEAWALL	VOLVO CAR AUSTRALIA	VOLVO	whiteGREY SYDNEY	AUSTRALIA	whiteGREY SYDNEY				whiteGREY SYDNEY
Experience	B07/013	01557	CONTINENTAL GRIP LINE	CONTINENTAL	CONTINENTAL PAINT	FCB MILAN	ITALY	FCB MILAN				ELETTRA PR Milano
Experience	B07/023	02301	MUSEUM OF ROMANTICISM	IKEA	IKEA LIVING ROOMS	McCANN SPAIN Madrid	SPAIN	McCANN SPAIN Madrid	CRAFT Madrid			

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Experience	B07/027	01823	TALKING WALLS	FUNDACIÓN MUJERES	BOTTERED WOMEN'S FOUNDATION	TBWA/ESPAÑA Madrid	SPAIN	TBWA/ESPAÑA Madrid				
B09 (Tech-led Brand Experience)												
Experience	B09/004	00156	HARMLESS GUNS	DAGOMA	3D PRINTING	TBWA/PARIS	FRANCE	TBWA/PARIS	TBWA/ELSE Paris			
Experience	B09/005	00510	WESTWORLD: THE MAZE	HBO	WESTWORLD	360I New York	USA	360I New York / HBO New York	KILTER FILMS Los Angeles / XANDRA New York		360I New York / HBO New York / THE OUTCAST AGENCY New York	
Experience	B09/029	00235	FIREVASE	SAMSUNG FIRE & MARINE INSURANCE	FIREVASE	CHEIL WORLDWIDE Seoul	SOUTH KOREA	CHEIL WORLDWIDE Seoul	BOUNCE CREATIVE Seoul / JUNPASANG PRODUCTION Seoul	CHEIL WORLDWIDE Seoul	CHEIL WORLDWIDE Seoul	
Experience	B09/033	00427	ACCESSIBILITY MAT	FORD MOTOR COMPANY	FORD MOTOR COMPANY	GTB BRASIL São Paulo	BRAZIL	GTB BRASIL São Paulo				BIZSYS Sao Paulo / CODE STUDIO São Paulo / J. WALTER THOMPSON BRAZIL São Paulo / PARANOID BR São Paulo
Experience	B09/049	00965	STAY PLAYFUL	OREO	OREO COOKIES	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond	RADICAL MEDIA Santa Monica / REBEL AND ROGUE New York			
Experience	B09/074	02237	STORYSIGN	HUAWEI	HUAWEI BRAND	FCB INFERNO London	UNITED KINGDOM	FCB INFERNO London	AARDMAN ANIMATIONS Bristol / DOG EAT DOG London / MCASSO London / TENTHREE EDITING London / UNIT London	WAVEMAKER London		HUAWEI London
Experience	B09/075	01597	REAL-TIME EXCEPTION SPOTTING	NEW BALANCE	FRESH FOAM CRUZ NUBUK	VMLY&R New York	USA	VML New York	DICTIONARY FILMS Chicago / TOOL OF NORTH AMERICA Los Angeles	HYFN New York	DKC New York	NØCOMPUTER Ghent
Experience	B09/089	01704	CHANGING THE GAME	MICROSOFT	XBOX	McCANN NEW YORK	USA	McCANN NEW YORK	COMPANY 3 New York / HUNGRY MAN New York / JSM MUSIC New York / ROCK PAPER SCISSORS New York / SONIC UNION New York	CARAT New York	WE COMMUNICATION S Seattle	MICROSOFT Redmond
Experience	B09/096	02466	KIT BEATS	MASTERCARD	MASTERCARD UEFA CHAMPIONS LEAGUE SPONSORSHIP	MRM//McCANN SPAIN Madrid	SPAIN	MRM//McCANN SPAIN Madrid	LA JOYA PRODUCCIONES Madrid / THE LION Madrid			
Experience	B09/108	02471	THISABLES	IKEA	IKEA THISABLES	McCANN Tel Aviv	ISRAEL	McCANN Tel Aviv	CRAFT LONDON / McCANN Tel Aviv	UM Tel Aviv	McCANN Tel Aviv	
Experience	B09/112	02439	SIGNS	GERMAN YOUTH ASSOCIATION OF PEOPLE WITH HEARING LOSS	SIGNS SMART TOOL	MRM//McCANN Frankfurt	GERMANY	McCANN FRANKFURT / MRM//McCANN Frankfurt	DROPOUT-FILMS Mainz			DAS WERK Frankfurt / STUDIO FUNK Frankfurt

B10 (Cross-platform Digital Experience)

Brand Experience & Activation Shortlist

Experience	B10/008	01045	HUNT THE WHITE CREME EGG - EXPERIENCE	MONDELEZ	CREME EGG	ELVIS London	UNITED KINGDOM	ELVIS London	ELVIS London	CARAT London	GOLIN London
Experience	B10/011	01399	PEOPLE ARE THE PLACES	AEROMÉXICO	AEROMÉXICO	AEROMÉXICO Mexico City	MEXICO	AEROMÉXICO Mexico City / GOOGLE Mexico City	3RD EYE Mexico City / MEDIAMONKS Mexico City / SAY YES Mexico City		ISOBAR MEXICO Mexico City
Experience	B10/018	01765	SMART DEVICE	KELLOGG'S	PRINGLES	GREY NEW YORK	USA	GREY NEW YORK	DUMMY FILMS Los Angeles / TOWNHOUSE New York	STARCOM Chicago	KRISPR COMMUNICATION S Chicago

C01 (Customer Retail / In-store Experience)

Experience	C01/009	00542	WHAT'S IN IT ?	SYSTÈME U	SUPERMARKET	TBWA\PARIS	FRANCE	DAN PARIS / TBWA\PARIS			
Experience	C01/031	01156	BILLIE JEAN KING YOUR SHOES	ADIDAS	ADIDAS	TBWA\CHIAT\DAY New York	USA	TBWA\CHIAT\DAY New York	REBEL AND ROGUE New York		ADIDAS Herzogenaurach / DESIGN BY DISRUPTION New York
Experience	C01/034	01548	THE NOT BIG MACS	BURGER KING	BURGERS	INGO Stockholm	SWEDEN	INGO Stockholm	INGO Stockholm		MSLGROUP Stockholm / VERIZON Stockholm
Experience	C01/044	01904	THE GPS QUALITY LABEL	AUCHAN	GPS	SERVICEPLAN France Paris	FRANCE	SERVICEPLAN France Paris	SERVICEPLAN France Paris	SERVICEPLAN France Paris	SERVICEPLAN France Paris
Experience	C01/045	02065	HA(U)TE COUTURE	DIESEL	DIESEL	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan	SIZZER AMSTERDAM / STINK STUDIOS New York	SIMPLE AGENCY Milan	MPC LONDON / PRODIGIOUS ITALY Milan / THE MILL New York
Experience	C01/071	01575	OMO TAG	UNILEVER LEBANON	OMO	TBWA\RAAD Dubai	UNITED ARAB EMIRATES	TBWA\RAAD Dubai	RAMA INTERNATIONAL LIMITED Dubai		MAGNET CONNECT Dubai
Experience	C01/073	02472	THISABLES	IKEA	IKEA THISABLES	McCANN Tel Aviv	ISRAEL	McCANN Tel Aviv	CRAFT LONDON / McCANN Tel Aviv	UM Tel Aviv	McCANN Tel Aviv

C02 (Retail Promotions & Competitions)

Experience	C02/004	00442	LIFE DIRECT - R. I.P SIMON	TRADE ME NZ	LIFE DIRECT	VMLY&R Auckland	NEW ZEALAND	Y&R ANZ Auckland	FLYING FISH Auckland / KALEIDOSCOPE Auckland	MBM NZ Auckland	TRADE ME Wellington
Experience	C02/005	00470	THE ERROR RIDDEN AD	SPECSAVERS	EYE TESTS	CUMMINS & PARTNERS Melbourne	AUSTRALIA	CUMMINS & PARTNERS Melbourne / SPECSAVERS Port Melbourne	SCOUNDREL Sydney		

Brand Experience & Activation Shortlist

Experience	C02/006	00064	BLACK FRIDAY WHOPPER SHOPPER	BURGER KING CORPORATION	WHOPPER	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg	RABBICORN FILMS Hamburg		ALISON BROD MARKETING + COMMUNICATION S New York	BURGER KING DEUTSCHLAND GMBH Hannover / BURGER KING Miami / MITK ▽ MOTION IS THE KEY Hamburg / RELEVANT REWARDING Harderwijk / SLAUGHTERHOUSE VISUAL MANUFACTURING Hamburg
Experience	C02/009	00701	PERUSSIAN PRICES	PLAZA VEA	RUSIA	FAHRENHEIT DDB Lima	PERU	FAHRENHEIT DDB Lima				
Experience	C02/034	01982	THE WHOPPER DETOUR	BURGER KING	FOOD	FCB NEW YORK	USA	FCB NEW YORK	CHEMISTRY CREATIVE New York / HUMAN New York / MACKCUT New York / O POSITIVE New York / ZOMBIE STUDIO São Paulo	HORIZON MEDIA New York	ALISON BROD MARKETING + COMMUNICATION S New York	HONEYMIX New York
C03 (Loyalty Programmes)												
Experience	C03/008	01415	JERSEY ASSURANCE	AMERICAN EXPRESS	JERSEY ASSURANCE	MOMENTUM WORLDWIDE New York	USA	MOMENTUM WORLDWIDE New York	HUNGRY MAN New York / ROCK PAPER SCISSORS New York	MINDSHARE New York	PMK*BNC New York	DIGITAS New York / VERSUS New York
Experience	C03/011	02066	BE A FOLLOWER - SIDE:BIZ	DIESEL	DIESEL	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan	GOOD PEOPLE Beirut / SIZZER AMSTERDAM	SIMPLE AGENCY Milan		MPC LONDON
D01 (Live Brand Experience or Activation)												
Experience	D01/019	00034	DISTRACTED GOALKEEPER	UBER/ UBER	YELLOW MAY	TECH AND SOUL São Paulo	BRAZIL	TECH AND SOUL São Paulo				Uber São Paulo
Experience	D01/025	00702	PERUSSIAN PRICES	PLAZA VEA	RUSIA	FAHRENHEIT DDB Lima	PERU	FAHRENHEIT DDB Lima				
Experience	D01/032	00543	CANDY CONVERTER	HERSHEY	REESE'S	ANOMALY New York	USA	ANOMALY New York	FILL IN THE BLANK PRODUCTIONS New York		ZENO GROUP New York	THE HERSHEY COMPANY Hershey
Experience	D01/045	00414	TEST DONORS.	CHEVROLET TRUCKS	CHEVROLET TRUCKS.	SANCHO BBDO Bogotá	COLOMBIA	SANCHO BBDO Bogotá	SANCHO BBDO Bogotá			
Experience	D01/050	00901	THE GOOGLE ASSISTANT RIDE	GOOGLE	GOOGLE ASSISTANT	GOOGLE EVENTS + EXPERIENCES San Francisco	USA	DEEPLocal Pittsburgh / GOOGLE San Francisco / NEXUS STUDIOS Los Angeles / SPARKS Philadelphia	BARKING OWL Los Angeles / DEEPLocal Pittsburgh / NEXUS STUDIOS Los Angeles / SPARKS Philadelphia / WISDOM RIDES Sterling			BRAND NEW SCHOOL New York / DESMOND STUDIO Oakland / LELAND MUSIC London / RADIANCE LIGHTWORKS Glendale / RED PAPER HEART New York
Experience	D01/054	00482	HOTELEKOM	TELEKOM ROMANIA	HOTELEKOM	LEO BURNETT Bucharest	ROMANIA	LEO BURNETT Bucharest / TELEKOM ROMANIA Bucharest	STUDIOSET Bucharest	TELEKOM ROMANIA Bucharest		
Experience	D01/057	01189	MIRACLE WHIP, FLORIDA	KRAFT HEINZ	MIRACLE WHIP	KRAFT HEINZ COMPANY Chicago	USA	VAYNERMEDIA New York	VAYNERPRODUCTIO NS New York			

Brand Experience & Activation Shortlist

Experience	D01/070	01158	BILLIE JEAN KING YOUR SHOES	ADIDAS	ADIDAS	TBWA\CHIAT\DAY New York	USA	TBWA\CHIAT\DAY New York	REBEL AND ROGUE New York			ADIDAS Herzogenaurach / DESIGN BY DISRUPTION New York
Experience	D01/071	00872	POKER BLACK PAVILION	AB INBEV	POKER	DDB COLOMBIA Bogota	COLOMBIA	DDB COLOMBIA Bogota	DDB COLOMBIA Bogota	ZENITH Bogotá		
Experience	D01/074	01251	BUILDING SIZED WAVE	TURISMO DE PORTUGAL	PORTUGUESE WAVES	PARTNERS Lisbon	PORTUGAL	PARTNERS Lisbon			PARTNERS Lisbon	
Experience	D01/084	01718	BROADWAY THE RAINBOW	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA	DDB CHICAGO	BLACKSMITH Los Angeles / DDB CHICAGO / GIANNINI CREATIVE Chicago / HUTCHCO TECHNOLOGIES Los Angeles / SMUGGLER New York	MEDIACOM New York	ICF NEXT Chicago	HEARD CITY New York / MARS WRIGLEY CONFECTIONER Y New Jersey / MOTT/FISCHER PRODUCTIONS New York / TELSEY + COMPANY New York / THE MARKETING ARM Dallas / THE MASTERING PALACE New York / THE MILL Chicago / TRIBAL WORLDWIDE New York / VAULT 49 New York
Experience	D01/085	01185	LIBRO VIVO_	GRUPO PLANETA AND GOOGLE	LIBRO VIVO_	ONLY IF Ciudad De Mexico	MEXICO	EDITORIAL PLANETA Buenos Aires / GOOGLE Buenos Aires / ONLY IF Mexico City	DOING Mexico City / LANDIA FILMS Mexico City / VMTEC DESARROLLO DIGITAL Ciudad de México	GOOGLE Buenos Aires		ALL AWARDS Lisbon
Experience	D01/105	01853	HASHTAGS OF ARTS	MUSEU NACIONAL DE BELAS ARTES	MUSEUM	NBS Rio De Janeiro	BRAZIL	NBS Rio De Janeiro	ALTA RESOLUÇÃO Rio de janeiro / MOVIE MACHINE Rio De Janeiro / SONIDO Rio De Janeiro			
Experience	D01/110	02218	HAMAM WATERPROOF SAREE	UNILEVER HAMAM	HAMAM SOAP	OGILVY MUMBAI	INDIA	OGILVY MUMBAI		HIGHLIGHT EVENT STUDIO Mumbai / SATAKSHI EXPORTS Surat / THE REACH Mumbai	6° BCW Mumbai	
Experience	D01/126	02314	MIDDLE SEAT LOUNGE	COCA-COLA	COKE	FITZCO Atlanta	USA	FITZCO Atlanta				
Experience	D01/133	01844	THE GRAND FINALE	HEINEKEN	HEINEKEN	PUBLICIS BRASIL São Paulo	BRAZIL	PUBLICIS BRASIL São Paulo	PUBLICIS BRASIL São Paulo	PUBLICIS BRASIL São Paulo	PUBLICIS BRASIL São Paulo	
Experience	D01/141	01934	UBERTOYS	UBER	UBERTOYS	DDB PARIS	FRANCE	DDB PARIS	ART BRIDGE / QUAD GROUP Paris			
Experience	D01/147	10711	THE WRONG ANTHEM	LEBANESE BASKETBALL FEDERATION	SAVE OUR CEDARS	VMLY&R Dubai	UNITED ARAB EMIRATES	Y&R DUBAI				

D02 (Guerilla Marketing & Stunts)

Brand Experience & Activation Shortlist

Experience	D02/008	00409	STOP TRAFFICK	STREET GRACE	FIGHTING DOMESTIC MINOR SEX TRAFFICKING	BBDO ATLANTA	USA	BBDO ATLANTA	BARK BARK Atlanta / HERO POST Atlanta, GA / THE COLOR SPOT Marietta	OUTDOOR MEDIA GROUP ATLANTA	PORTER NOVELLI ATLANTA	JAMIE SHEPARD MUSIC Atlanta / SHEPARD CREATIVE Atlanta
Experience	D02/009	00255	PAVING FOR PIZZA	DOMINO'S PIZZA	DOMINO'S PIZZA	DOMINO'S PIZZA Ann Arbor	USA	CRISPIN PORTER BOGUSKY+ Boulder	CRISPIN PORTER BOGUSKY+ Boulder	CRISPIN PORTER BOGUSKY+ Boulder	CRISPIN PORTER BOGUSKY+ Boulder / DOMINO'S PIZZA Ann Arbor	
Experience	D02/020	00035	DISTRACTED GOALKEEPER	UBER/ UBER	YELLOW MAY	TECH AND SOUL São Paulo	BRAZIL	TECH AND SOUL São Paulo				Uber São Paulo
Experience	D02/027	00557	BIG BELL	TACO BELL	TACO BELL UK	EDELMAN London	UNITED KINGDOM	EDELMAN London	OFFSET AUDIO London / PRIORY POST London / UNIT9 London		EDELMAN London	
Experience	D02/029	00194	HIDDEN FLAG	FELGTB/ELDIARIOS	FELGTB	LOLA MULLENLOWE Madrid	SPAIN	LOLA MULLENLOWE Madrid	PRIMO CONTENT Barcelona			FELGTB Madrid
Experience	D02/031	00281	HUAWEI IJACK	HUAWEI	HUAWEI MATE20	DENTSU X Singapore	SINGAPORE	DENTSU X Singapore	DENTSU X Singapore	DENTSU X Singapore	DENTSU X Singapore	
Experience	D02/037	00370	MCDONALD'S FOR YOU	MCDONALD'S	MINI MCDONALD'S RESTAURANT	TBWA\NEBOKO Amsterdam	THE NETHERLANDS	51 NORTH Amsterdam / BRANDXTENSION Amsterdam / TBWA\NEBOKO Amsterdam	AUDENTITY Amsterdam / GOOD SOUNDS Amsterdam / HAZAZAH FILM & PHOTOGRAPHY Amsterdam / HOLY FOOLS Amsterdam / MAKE EM SAY Amsterdam	OMD Amsterdam	HILL+KNOWLTON STRATEGIES Amsterdam	
Experience	D02/044	01033	IKEA + OBAMA	IKEA NORWAY	IKEA NORWAY	SMFB Oslo	NORWAY	SMFB Oslo	SMFB Oslo	MEDIACOM Oslo	TRIGGER OSLO	
Experience	D02/048	01190	MIRACLE WHIP, FLORIDA	KRAFT HEINZ	MIRACLE WHIP	KRAFT HEINZ COMPANY Chicago	USA	VAYNERMEDIA New York	VAYNERPRODUCTIO NS New York			
Experience	D02/053	01159	THE FAKE NEWS STAND	COLUMBIA JOURNALISM REVIEW	COLUMBIA JOURNALISM REVIEW - NEWS	TBWA\CHIAT\DAY New York	USA	TBWA\CHIAT\DAY New York	REBEL AND ROGUE New York	TBWA\CHIAT\DAY New York		COLUMBIA UNIVERSITY New York / DESIGN BY DISRUPTION New York
Experience	D02/068	01719	BROADWAY THE RAINBOW	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA	DDB CHICAGO	BLACKSMITH Los Angeles / DDB CHICAGO / GIANNINI CREATIVE Chicago / HUTCHCO TECHNOLOGIES Los Angeles / SMUGGLER New York	MEDIACOM New York	ICF NEXT Chicago	HEARD CITY New York / MARS WRIGLEY CONFECTIONERY New Jersey / MOTT/FISCHER PRODUCTIONS New York / TELSEY + COMPANY New York / THE MARKETING ARM Dallas / THE MASTERING PALACE New York / THE MILL Chicago / TRIBAL WORLDWIDE New York / VAULT 49 New York

Brand Experience & Activation Shortlist

Experience	D02/078	02123	BLANK WHOPPER	BURGER KING	BURGER KING	DAVID SÃO PAULO	BRAZIL	DAVID SÃO PAULO	DELICATESSEN FILMES São Paulo / JAMUTE São Paulo / THE END POST Sao Paulo	DAVID SÃO PAULO	DAVID SÃO PAULO / LOURES COMMUNICATION Sao Paulo	BURGER KING BRAZIL Barueri
Experience	D02/084	01915	MIND THE GAP	BERLINER VERKEHRSBETRIEB E	BVG	SERVICEPLAN Munich	GERMANY	SERVICEPLAN GERMANY Munich	CUBIRD Berlin / LOFT TONSTUDIOS Berlin / MEDIAMONKS Hilversum	MEDIAPLUS Munich		PX1 BERLIN
Experience	D02/103	02271	THE BLANK EDITION	AN-NAHAR	NEWSPAPER PUBLICATIONS & MEDIA	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai		IMPACT PORTER NOVELLI Dubai	IMPACT PORTER NOVELLI Dubai	
Experience	D02/114	00042	TOXIC TOBY	BREEZOMETER / BRITISH LUNG FOUNDATION / WORLD HEALTH ORGANIZATION	BREEZOMETER / BRITISH LUNG FOUNDATION / WORLD HEALTH ORGANIZATION	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	CRAFT LONDON	McCANN LONDON	McCANN LONDON	
Experience	D02/118	02126	BURN THAT AD	BURGER KING	BURGER KING WHOPPER	DAVID SÃO PAULO	BRAZIL	DAVID SÃO PAULO	CAFE ROYAL São Paulo / CLAN VFX São Paulo / HOGARTH WORLDWIDE São Paulo / JAMUTE São Paulo / VETOR ZERO São Paulo	DAVID SÃO PAULO	DAVID SÃO PAULO / LOURES COMMUNICATION Sao Paulo	BURGER KING BRAZIL Barueri
Experience	D02/129	10534	GRAVE OF THRONES	FOXTEL	GAME OF THRONES	REVOLVER/WILL O'ROURKE Sydney	AUSTRALIA	DDB SYDNEY	REVOLVER/WILL O'ROURKE Sydney		MANGO Sydney	FOXTEL Sydney / PHOTOPLAY Sydney

D03 (Brand-owned Experiences)

Experience	D03/018	00983	12-HOUR DRIVE-THRU	POPEYE'S LOUISIANA KITCHEN	QSR	GSD&M Austin	USA	GSD&M Austin	GSD&M Austin	HORIZON MEDIA New York	ABMC New York	
Experience	D03/036	00484	HOTELEKOM	TELEKOM ROMANIA	HOTELEKOM	LEO BURNETT Bucharest	ROMANIA	LEO BURNETT Bucharest / TELEKOM ROMANIA Bucharest	STUDIOSET Bucharest	TELEKOM ROMANIA Bucharest		
Experience	D03/045	01425	KRAFT NOW PAY LATER	KRAFT HEINZ	KRAFT HEINZ	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO	DESIGN FOUNDRY Hyattsville / LEO BURNETT CHICAGO / TRICIAPEDIA Arlington			
Experience	D03/055	01482	GREAT HOME OF CHINA	AIRBNB	"A NIGHT AT"	FF SHANGHAI	CHINA	FF SHANGHAI	BOTTLES POST PRODUCTION Shanghai			

Brand Experience & Activation Shortlist

Experience	D03/056	01417	JUST DO IT HQ AT THE CHURCH	NIKE	NIKE	MOMENTUM WORLDWIDE New York	USA	MOMENTUM CANADA Toronto / MOMENTUM WORLDWIDE New York				ABSOLUTE PRODUCTION SERVICES Chicago / CHICAGO SCENIC STUDIOS Chicago / CREATIVE SPORTS CONCEPTS New York / FLOWERS Chicago / STOREY STUDIO London / VICTORY CREATIVE GROUP Toronto
Experience	D03/058	01086	TYSKIE'S ELEVATOR	TYSKIE	TYSKIE GRONIE BEER	GONG Gliwice	POLAND	GONG Gliwice / KOMPANIA PIWOWARSKA Poznań / SPUTNIK STUDIO FILM PRODUCTION Warsaw	GONG Gliwice / SPUTNIK STUDIO FILM PRODUCTION Warsaw	ZENITH Warsaw	TAILOR MADE PR Warsaw	
Experience	D03/060	01720	BROADWAY THE RAINBOW	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA	DDB CHICAGO	BLACKSMITH Los Angeles / DDB CHICAGO / GIANNINI CREATIVE Chicago / HUTCHCO TECHNOLOGIES Los Angeles / SMUGGLER New York	MEDIACOM New York	ICF NEXT Chicago	HEARD CITY New York / MARS WRIGLEY CONFECTIONER Y New Jersey / MOTT/FISCHER PRODUCTIONS New York / TELSEY + COMPANY New York / THE MARKETING ARM Dallas / THE MASTERING PALACE New York / THE MILL Chicago / TRIBAL WORLDWIDE New York / VAULT 49 New York
Experience	D03/079	01855	THE RUNAWAY PUB	NEW BALANCE	RETAIL	VMLY&R New York	USA	VMLY&R New York	MEDIAMONKS New York / MONGOOSE AGENCY London	MEDIACOM NORTH Manchester	GUNG HO London	BRIDGE & TUNNEL London
Experience	D03/083	01405	GRAVE OF THRONES	FOXTEL	PAY TV	DDB SYDNEY	AUSTRALIA	DDB SYDNEY	REVOLVER/WILL O'ROURKE Sydney		MANGO Sydney	FOXTEL Sydney / PHOTOPLAY FILMS Sydney
Experience	D03/086	01964	HOTELBNB	HONDURAS MAYA HOTEL	HOSPITALITY	OGILVY HONDURAS Tegucigalpa	HONDURAS	OGILVY HONDURAS Tegucigalpa				14 AL CENTRO LATAM Tegucigalpa / INDIGO MUSIC DESIGN Buenos Aires
Experience	D03/089	02050	STREET-VET	PURINA	PURINA VETERINARY DIETS	McCANN PARIS	FRANCE	McCANN PARIS	CRAFT PARIS / EDDY Paris		WEBER SHANDWICK Paris	AFG EUROPE London
Experience	D03/092	01846	THE GRAND FINALE	HEINEKEN	HEINEKEN	PUBLICIS BRASIL São Paulo	BRAZIL	PUBLICIS BRASIL São Paulo	PUBLICIS BRASIL São Paulo	PUBLICIS BRASIL São Paulo	PUBLICIS BRASIL São Paulo	

Brand Experience & Activation Shortlist

Experience	D03/104	02093	COCACOLERO OF THE FINAL	COCA-COLA	COCA-COLA	GREY ARGENTINA Buenos Aires	ARGENTINA	GREY ARGENTINA Buenos Aires	FIGHT FILMS Buenos Aires / PAPAMUSIC Buenos Aires	STARCOM Buenos Aires	GREY ARGENTINA Buenos Aires
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D04 (Sponsorship & Brand Partnership)

Experience	D04/001	00220	ALEXIOS, THE SPARTAN ASSISTANT	UBISOFT	ASSASSIN'S CREED ODYSSEY	R/GA SAN FRANCISCO	USA	R/GA SAN FRANCISCO	AMAZON San Francisco / GRAVY FILMS Los Angeles		
Experience	D04/011	00750	SIGNS OF LOVE	ANZ BANK	ANZ BRAND	TBWAIMELBOURNE	AUSTRALIA	TBWAIMELBOURNE	REVOLVER/WILL O'ROURKE Sydney / TBWAIMELBOURNE	PHD AUSTRALIA Melbourne / TBWAIMELBOURNE	TBWAIMELBOURNE / THRIVE PR + COMMUNICATIONS Melbourne
Experience	D04/012	00992	NBC + PARALYMPICS	TOYOTA MOTOR CORPORATION	TOYOTA BRAND	SAATCHI & SAATCHI LA	USA	DENTSU INC. Tokyo / SAATCHI & SAATCHI LA	DENTSU INC. Tokyo / SAATCHI & SAATCHI LA	DENTSU INC. Tokyo / SAATCHI & SAATCHI LA	DENTSU INC. Tokyo / SAATCHI & SAATCHI LA
Experience	D04/014	01171	HEY GOOGLE, ASK NIKE	NIKE	NIKE	R/GA New York	USA	R/GA New York	R/GA New York / RAIN New York		
Experience	D04/015	00751	ACE FOR INCLUSION	ANZ BANK	ANZ BRAND	TBWAIMELBOURNE	AUSTRALIA	TBWAIMELBOURNE	TBWAIMELBOURNE	PHD AUSTRALIA Melbourne	TBWAIMELBOURNE
Experience	D04/027	00716	PRIDE JERSEY	AIG JAPAN	CSR	TBWA\HAKUHODO INC. Tokyo	JAPAN	TBWA\HAKUHODO INC. Tokyo	AMANA Tokyo / AOI PRO. INC. Tokyo / SAQULAI Tokyo		TBWA\HAKUHODO INC. Tokyo CLUB_A Tokyo / DYSK PHOTOGRAPHY Tokyo / EDP GRAPHIC WORKS Tokyo / LUX ARTISTS London / NUSH INCORPORATED Tokyo / TBWAILONDON
Experience	D04/041	01416	JERSEY ASSURANCE	AMERICAN EXPRESS	JERSEY ASSURANCE	MOMENTUM WORLDWIDE New York	USA	MOMENTUM WORLDWIDE New York	HUNGRY MAN New York / ROCK PAPER SCISSORS New York	MINDSHARE New York	PMK*BNC New York DIGITAS New York / VERSUS New York
Experience	D04/047	00631	REPICTURING HOMELESS	GETTY IMAGES / FIFTY FIFTY (MAGAZINE FROM HOMELESS PEOPLE)	REPICTURING HOMELESS	HAVAS GERMANY	GERMANY	HAVAS GERMANY			
Experience	D04/086	21096	CLEAR	DIAGEO	GUINNESS	AMVBBDO London	UNITED KINGDOM	AMVBBDO London	MJZ Los Angeles / MJZ UK London		STRING AND TINS London / THE MILL London / WHITEHOUSE POST London
Experience	D04/087	21374	SMARTSOLUTION	TELEFONICA'S VIVO	INSTITUTIONAL	AFRICA São Paulo	BRAZIL	AFRICA São Paulo	ACADEMIA DE FILMES Sao Paulo / ASSOCIADOS Sao Paulo / CASA VATICANO Sao Paulo / LOUD São Paulo / MUTALA COMUNICACAO Sao Paulo		

D05 (Launch / Re-launch)

Experience	D05/016	00361	THE LEGENDARY TOUR	PIAS	CHANCE	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels	RAYGUN Brussels		MORTIERBRIGADE Brussels PIAS Brussels
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Brand Experience & Activation Shortlist

Experience	D05/021	00687	TACO BELL NACHO FRIES X DEMOLITION MAN EXPERIENCE	TACO BELL	NACHO FRIES	EDELMAN Los Angeles	USA	TACO BELL Irvine	CYRANO ROX EXPERIENCE DESIGN Los Angeles	EDELMAN Los Angeles	EDELMAN Los Angeles
Experience	D05/027	00827	AN POST - ADDRESS POINT	AN POST	ADDRESS POINT	WUNDERMAN THOMPSON Dublin	IRELAND	JWT FOLK Dublin			
Experience	D05/039	01426	LEGAL-ADE	KRAFT HEINZ	COUNTRY TIME LEMONADE	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO	HARBOR PICTURE COMPANY New York		
Experience	D05/049	01956	TWITTER BAIT	BURGER KING	FAST FOOD	MULLENLOWE Boston	USA	MULLENLOWE Boston	MULLENLOWE Boston	MULLENLOWE Boston	
Experience	D05/050	01186	LIBRO VIVO_	GRUPO PLANETA AND GOOGLE	LIBRO VIVO_	ONLY IF Ciudad De Mexico	MEXICO	EDITORIAL PLANETA Buenos Aires / GOOGLE Buenos Aires / ONLY IF Mexico City	DOING Mexico City / LANDIA FILMS Mexico City / VMTEC DESARROLLO DIGITAL Ciudad de México	GOOGLE Buenos Aires	ALL AWARDS Lisbon
Experience	D05/052	02000	THE SLOWEST PIZZA DELIVERY	SARGENTO	SARGENTO SHREDS	OGILVY Chicago	USA	OGILVY Chicago	FORWARD MOTION MEDIA Chicago / OGILVY Chicago		OGILVY Chicago DYNAMIC Sheboygan / iCROSSING Chicago
Experience	D05/058	10536	THE LAST EVER ISSUE	GAZETA.PL / MASTERCARD / BNP PARIBAS	GAZETA.PL (A NEWS PORTAL)	VMLY&R POLAND Warsaw	POLAND	VMLY&R POLAND Warsaw	PAPAYA FILMS Warsaw	WAVEMAKER Warsaw	FUNDACJA SUKCESU PISANEGO SZMINKA Warsaw / VMLY&R POLAND Warsaw / WAVEMAKER Warsaw
Experience	D05/066	01705	CHANGING THE GAME	MICROSOFT	XBOX	McCANN NEW YORK	USA	McCANN NEW YORK	COMPANY 3 New York / HUNGRY MAN New York / JSM MUSIC New York / ROCK PAPER SCISSORS New York / SONIC UNION New York	CARAT New York	WE COMMUNICATION S Seattle MICROSOFT Redmond
Experience	D05/072	02445	VISIT XBOX	XBOX / MICROSOFT	XBOX ONE X ENHANCED	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	CLOCKWORK Johannesburg / CRAFT LONDON / FIRE WITHOUT SMOKE London / McCANN LONDON / MOMENTUM WORLDWIDE London		ATTENTION SEEKERS London / MRM//McCANN London
Experience	D05/073	01872	PROJECT AGROBANKING	UCB - UCASH, SHWAPNO	MOBILE BANKING SERVICE	GREY BANGLADESH Dhaka	BANGLADESH	GREY BANGLADESH Dhaka			
Experience	D05/078	01947	GREEN DAWN	UBISOFT	THE DIVISION 2	DDB PARIS	FRANCE	DDB PARIS	STUDIO 5 Paris		
Experience	D05/079	00121	SEETROEN	CITROEN	CITROEN	BETC Paris	FRANCE	BETC Paris	5.5 DESIGN STUDIOS Paris / FURY Paris		BETC Paris

D06 (360 Integrated Brand Experience)

Experience	D06/004	00256	PAVING FOR PIZZA	DOMINO'S PIZZA	DOMINO'S PIZZA	DOMINO'S PIZZA Ann Arbor	USA	CRISPIN PORTER BOGUSKY+ Boulder	CRISPIN PORTER BOGUSKY+ Boulder	CRISPIN PORTER BOGUSKY+ Boulder	CRISPIN PORTER BOGUSKY+ Boulder / DOMINO'S PIZZA Ann Arbor
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Brand Experience & Activation Shortlist

Experience	D06/042	01427	LEGAL-ADE	KRAFT HEINZ	COUNTRY TIME LEMONADE	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO	HARBOR PICTURE COMPANY New York			
Experience	D06/045	00962	DISCOVER YOUR AIR	FOOT LOCKER	AIR MAX DAY	LAUNDRY SERVICE New York	USA	FOOT LOCKER New York / LAUNDRY SERVICE New York / NIKE Portland	CYCLE MEDIA New York	LAUNDRY SERVICE New York		
Experience	D06/054	02070	HA(U)TE COUTURE	DIESEL	DIESEL	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan	SIZZER AMSTERDAM / STINK STUDIOS New York	SIMPLE AGENCY Milan	MPC LONDON / PRODIGIOUS ITALY Milan / THE MILL New York	
Experience	D06/072	02427	HALF FULL	COCA COLA	COCA COLA	McCANN BUCHAREST	ROMANIA	McCANN BUCHAREST	FRAMES Bucharest	UM BUCHAREST	McCANN PR Bucharest	MRM/McCANN BUCHAREST
Experience	D06/075	00600	BLEED	HBO	GAME OF THRONES	DROGA5 New York	USA	DROGA5 New York / GIANT SPOON New York				HBO New York
Experience	D06/080	21663	IMPACT 1	ANHEUSER-BUSCH INBEV	BUDWEISER	ISOBAR BRAZIL São Paulo	BRAZIL	ISOBAR BRAZIL São Paulo				
Experience	D06/081	00993	START YOUR IMPOSSIBLE	TOYOTA MOTOR CORPORATION	TOYOTA BRAND	SAATCHI & SAATCHI LA	USA	DENTSU INC. Tokyo / SAATCHI & SAATCHI LA	DENTSU INC. Tokyo / SAATCHI & SAATCHI LA	DENTSU INC. Tokyo / SAATCHI & SAATCHI LA	DENTSU INC. Tokyo / SAATCHI & SAATCHI LA	

E01 (Local Brand)

Experience	E01/016	00535	THE HEALING HOUSE	CASEY HOUSE	HIV/AIDS AWARENESS	BENSIMON BYRNE Toronto	CANADA	BENSIMON BYRNE Toronto / NARRATIVE Toronto	BENSIMON BYRNE Toronto / NARRATIVE Toronto / WESTSIDE STUDIO Toronto		NARRATIVE Toronto	
Experience	E01/026	01248	GAZA BORDER BEER	ALEXANDER BREWERY	ALCOHOLIC DRINK- BEER	LEO BURNETT ISRAEL Bnei-Brak	ISRAEL	LEO BURNETT ISRAEL Bnei-Brak	OMRI PAZ Tel Aviv	LEO BURNETT ISRAEL Bnei-Brak	KARVAT & WEISS Tel-Aviv	
Experience	E01/046	02391	FLY WITH US	FLYBONDI	FLYBONDI	GREY ARGENTINA Buenos Aires	ARGENTINA	GREY ARGENTINA Buenos Aires		GLOBAL MIND Buenos Aires	ADVERPR Buenos Aires	
Experience	E01/049	02458	THE REAL MACHADO	UNIVERSITY ZUMBI DOS PALMARES	CORPORATE	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo	GREY BRAZIL São Paulo	GREY BRAZIL São Paulo	GREY BRAZIL São Paulo	GREY BRAZIL São Paulo
Experience	E01/050	02459	CONTRACT TRANSLATOR	RECLAME AQUI	RECLAME AQUI	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo	GREY BRAZIL São Paulo	GREY BRAZIL São Paulo	GREY BRAZIL São Paulo	GREY BRAZIL São Paulo
Experience	E01/053	02244	THE OPEN DOOR PROJECT	THE MILLENNIUM SCHOOL	SCHOOL	FCBULKA Delhi	INDIA	FCBULKA Delhi	FCBULKA Delhi		CUMULUS Gurgaon	
Experience	E01/060	11073	THE FIRST SHOE MADE FROM RECYCLED CHEWING GUM: GUMSHOE	AMSTERDAM METROPOLITAN AREA	GUMSHOE	PUBLICIS Amsterdam	THE NETHERLANDS	PUBLICIS Amsterdam			PUBLICIS Amsterdam	

E02 (Challenger Brand)

Experience	E02/011	00428	ACCESSIBILITY MAT	FORD MOTOR COMPANY	FORD MOTOR COMPANY	GTB BRASIL São Paulo	BRAZIL	GTB BRASIL São Paulo				BIZSYS Sao Paulo / CODE STUDIO São Paulo / J. WALTER THOMPSON BRAZIL São Paulo / PARANOID BR São Paulo
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Brand Experience & Activation Shortlist

Experience	E02/023	01160	BILLIE JEAN KING YOUR SHOES	ADIDAS	ADIDAS	TBWA\CHIAT\DAY New York	USA	TBWA\CHIAT\DAY New York	REBEL AND ROGUE New York			ADIDAS Herzogenaurach / DESIGN BY DISRUPTION New York
Experience	E02/031	01906	THE GPS QUALITY LABEL	AUCHAN	GPS	SERVICEPLAN FRANCE Paris	FRANCE	SERVICEPLAN FRANCE Paris	SERVICEPLAN FRANCE Paris	SERVICEPLAN FRANCE Paris	SERVICEPLAN FRANCE Paris	
Experience	E02/038	01983	THE WHOPPER DETOUR	BURGER KING	FOOD	FCB NEW YORK	USA	FCB NEW YORK	CHEMISTRY CREATIVE New York / HUMAN New York / MACKCUT New York / O POSITIVE New York / ZOMBIE STUDIO São Paulo	HORIZON MEDIA New York	ALISON BROD MARKETING + COMMUNICATION S New York	HONEYMIX New York
E03 (Single-market Campaign)												
Experience	E03/002	00565	XX XY	HEINEKEN MEXICO	DOS EQUIS	MARCEL Mexico City	MEXICO	MARCEL Mexico City / PUBLICIS MEXICO Mexico City				ARBOL CINE Mexico City
Experience	E03/010	00703	THE WRONG GIFT	REAL PLAZA	REAL PLAZA	FAHRENHEIT DDB Lima	PERU	FAHRENHEIT DDB Lima				
Experience	E03/017	00662	REPELLENT BOUQUET	OFF	OFF	BBDO ARGENTINA Buenos Aires	ARGENTINA	BBDO ARGENTINA Buenos Aires				
Experience	E03/029	01172	TREATMENT BOX	TRUTH, AD COUNCIL, OFFICE OF NATIONAL DRUG CONTROL POLICY	TRUTH	72ANDSUNNY Los Angeles	USA	72ANDSUNNY Los Angeles	BUTTER Venice / CARBON VFX Santa Monica / HECHO STUDIOS Los Angeles / M S S N G P ECES Los Angeles / WHITEHOUSE POST Santa Monica			THE AD COUNCIL Washington / THE OFFICE OF NATIONAL DRUG CONTROL POLICY Washington, DC / TRUTH INITIATIVE Washington D.C.
Experience	E03/030	00745	HAGGLEBOT	FLIPKART INTERNET PVT LTD	SALE EVENT - FLIPKART'S THE BIG BILLION DAYS	DENTSU WEBCHUTNEY Bangalore	INDIA	DENTSU WEBCHUTNEY Bangalore	GOOGLE ASIA PACIFIC Singapore			FLIPKART Bangalore
Experience	E03/033	01428	KRAFT NOW PAY LATER	KRAFT HEINZ	KRAFT HEINZ	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO	DESIGN FOUNDRY Hyattsville / LEO BURNETT CHICAGO / TRICIAPEDIA Arlington			
Experience	E03/040	01483	GREAT HOME OF CHINA	AIRBNB	"A NIGHT AT"	FF SHANGHAI	CHINA	FF SHANGHAI	BOTTLES POST PRODUCTION Shanghai			
Experience	E03/044	01748	COLA TRUCE	PEPSI	BRAND PEPSI	TRACYLOCKE Wilton	USA	TRACYLOCKE Wilton	TRACYLOCKE Wilton	ACCELERATION New York / VAYNERMEDIA New York	ACCELERATION New York	MKTG Atlanta / PEPSICO White Plains
Experience	E03/048	01713	THE PARKING SPOT BILLBOARDS	TOYOTA	TOYOTA CARS	CIRCUS GREY PERU Lima	PERU	CIRCUS GREY PERU Lima	DEL MATE PRODUCCIONES Lima / REBECA Lima / SIN ANESTESIA Lima	TOWNHOUSE Lima		
Experience	E03/055	02124	BLANK WHOPPER	BURGER KING	BURGER KING	DAVID SÃO PAULO	BRAZIL	DAVID SÃO PAULO	DELICATESSEN FILMES São Paulo / JAMUTE São Paulo / THE END POST Sao Paulo	DAVID SÃO PAULO	DAVID SÃO PAULO / LOURES COMMUNICATION Sao Paulo	BURGER KING BRAZIL Barueri

Brand Experience & Activation Shortlist

Experience	E03/056	01554	GUMSHOE: THE FIRST SHOE MADE FROM RECYCLED CHEWING GUM	AMSTERDAM METROPOLITAN AREA	GUMSHOE	PUBLICIS Amsterdam	THE NETHERLANDS	PUBLICIS Amsterdam	PUBLICIS Amsterdam	PUBLICIS Amsterdam	PUBLICIS Amsterdam
Experience	E03/057	01628	PHILLY FOREVER	AB INBEV	BUD LIGHT	WIEDEN+KENNEDY NEW YORK	USA	AB INBEV New York / WIEDEN+KENNEDY NEW YORK	WIEDEN+KENNEDY NEW YORK	3PM AGENCY New York	AB INBEV New York
Experience	E03/058	01979	VICTORY FRIDGE	AB INBEV	BUD LIGHT	3PM AGENCY New York	USA	3PM AGENCY New York	FUSION Saint Louis, MO / WIEDEN+KENNEDY NEW YORK	3PM AGENCY New York	CLEVELAND BROWNS Berea / ENDEAVOR New York, NY / HOUSE OF LAROSE Brecksville
Experience	E03/061	01923	THE LAST EVER ISSUE	GAZETA.PL / MASTERCARD / BNP PARIBAS	GAZETA.PL (A NEWS PORTAL)	VMLY&R POLAND Warsaw	POLAND	VMLY&R POLAND Warsaw	PAPAYA FILMS Warsaw	WAVEMAKER Warsaw	FUNDACJA SUKCESU PISANEGO SZMINKA Warsaw / VMLY&R POLAND Warsaw / WAVEMAKER Warsaw
Experience	E03/084	00367	IKEA 'GREENWICH'	IKEA	IKEA GREENWICH	MOTHER London	UNITED KINGDOM	MOTHER London			
Experience	E03/085	02404	THE OUTLAW BIKE	ROCKY MOUNTAIN SPORTS CONTENT	ROCKY MOUNTAIN SPORTS CONTENT	TALENT MARCEL São Paulo	BRAZIL	TALENT MARCEL São Paulo	TALENT MARCEL São Paulo	TALENT MARCEL São Paulo	TALENT MARCEL São Paulo
Experience	E03/092	02321	THE GUN VIOLENCE HISTORY BOOK	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	FCB CHICAGO	USA	FCB CHICAGO	LORD & THOMAS Chicago / THE MILL Chicago	CURRENT MARKETING Chicago	
Experience	E03/098	10773	THE ZERO TOLERANCE RIBBON	28 TOO MANY	(FGM) FEMALE GENITAL MUTILATION	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai		IMPACT PORTER NOVELLI Dubai	
Experience	E03/099	11545	THE TOXIC FLAG	WASTE MANAGEMENT COALITION	WASTE MANAGEMENT	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai			
E04 (Social Behaviour & Cultural Insight)											
Experience	E04/002	00157	HARMLESS GUNS	DAGOMA	3D PRINTING	TBWA\PARIS	FRANCE	TBWA\PARIS	TBWA\ELSE Paris		
Experience	E04/010	00107	THE UNBREAKABLE RAINBOW	UNILEVER - BEN&JERRY'S	CSR EVENT	180HEARTBEATS+JUNG V MATT Warsaw	POLAND	180HEARTBEATS+JUNG V MATT Warsaw	180HEARTBEATS+JUNG V MATT Warsaw	180HEARTBEATS+JUNG V MATT Warsaw	BEN & JERRY'S Warsaw / MILOSC NIE WYKLUCZA Warsaw / WOLONTARIAT ROWNOSCI Warsaw
Experience	E04/030	00036	DISTRACTED GOALKEEPER	UBER/ UBER	YELLOW MAY	TECH AND SOUL São Paulo	BRAZIL	TECH AND SOUL São Paulo			Uber São Paulo
Experience	E04/036	00350	PHILIPS #SHAVETOREMEMBER	PHILIPS & THE NELSON MANDELA FOUNDATION	PHILIPS	OGILVY JOHANNESBURG	SOUTH AFRICA	OGILVY JOHANNESBURG		OGILVY JOHANNESBURG	
Experience	E04/054	00545	CANDY CONVERTER	HERSHEY	REESE'S	ANOMALY New York	USA	ANOMALY New York	FILL IN THE BLANK PRODUCTIONS New York	ZENO GROUP New York	THE HERSHEY COMPANY Hershey

Brand Experience & Activation Shortlist

Experience	E04/062	00246	BLACK SALARY FRIDAY	INSTITUTO IDENTIDADES DO BRASIL (ID_BR) - BRAZIL'S IDENTITIES INSTITUTE	INSTITUTIONAL	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo	S DE SAMBA São Paulo	MÁQUINA COHN & WOLFE Sao Paulo	INSTITUTO IDENTIDADES DO BRASIL Rio de Janeiro
Experience	E04/094	10052	SEETROEN	CITROEN	CITROEN	BETC Paris	FRANCE	BETC Paris	5.5 DESIGN STUDIOS Paris / FURY Paris	BETC Paris	
Experience	E04/112	01173	TREATMENT BOX	TRUTH, AD COUNCIL, OFFICE OF NATIONAL DRUG CONTROL POLICY	TRUTH	72ANDSUNNY Los Angeles	USA	72ANDSUNNY Los Angeles	BUTTER Venice / CARBON VFX Santa Monica / HECHO STUDIOS Los Angeles / M S S N G P ECES Los Angeles / WHITEHOUSE POST Santa Monica		THE AD COUNCIL Washington / THE OFFICE OF NATIONAL DRUG CONTROL POLICY Washington, DC / TRUTH INITIATIVE Washington D.C.
Experience	E04/117	00179	PROUD DADS	DUBLIN BUS	DUBLIN BUS	ROTHCO ACCENTURE INTERACTIVE Dublin	IRELAND	ROTHCO ACCENTURE INTERACTIVE Dublin	ANTIDOTE FILMS Dublin		SCREEN SCENE Dublin
Experience	E04/118	00352	SLEEPING FLAGS	O.N.E.	CHARITY DONATION	ROTHCO ACCENTURE INTERACTIVE Dublin	IRELAND	ROTHCO ACCENTURE INTERACTIVE Dublin	ANTIDOTE FILMS Dublin / RAYGUN Dublin	ROTHCO ACCENTURE INTERACTIVE Dublin	
Experience	E04/134	01429	ALL TOGETHER CEREAL	KELLOGG'S	KELLOGG'S CEREAL	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO	DIGITAS New York	STARCOM Chicago	GODUTCH Cincinnati
Experience	E04/135	01430	LEGAL-ADE	KRAFT HEINZ	COUNTRY TIME LEMONADE	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO	HARBOR PICTURE COMPANY New York		
Experience	E04/162	01695	LOVE FREE OF RIGHTS	FUNDACION IGUALES	FUNDACION IGUALES	VMLY&R Santiago	CHILE	VMLY&R Santiago			
Experience	E04/164	01697	THE COMMERCIAL THAT SAVES LIVES	GOBIERNO DE CHILE	MINISTERIO DE SALUD	VMLY&R Santiago	CHILE	PROLAM Y&R Santiago			
Experience	E04/168	01418	JUST DO IT HQ AT THE CHURCH	NIKE	NIKE	MOMENTUM WORLDWIDE New York	USA	MOMENTUM CANADA Toronto / MOMENTUM WORLDWIDE New York			ABSOLUTE PRODUCTION SERVICES Chicago / CHICAGO SCENIC STUDIOS Chicago / CREATIVE SPORTS CONCEPTS New York / FLOWERS Chicago / STOREY STUDIO London / VICTORY CREATIVE GROUP Toronto
Experience	E04/194	02071	HA(U)TE COUTURE	DIESEL	DIESEL	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan	SIZZER AMSTERDAM / STINK STUDIOS New York	SIMPLE AGENCY Milan	MPC LONDON / PRODIGIOUS ITALY Milan / THE MILL New York
Experience	E04/206	01671	DELIVERING HOPE	UNITED STATES POSTAL SERVICE	OPERATION SANTA	MRM//McCANN New York	USA	MRM//McCANN New York	MRM//McCANN New York		

Brand Experience & Activation Shortlist

Experience	E04/211	01732	THE FOOLITZER PRIZES	E-FARSAS	INSTITUTIONAL	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo	ASTEROIDE FILMS Curitiba / EVIL TWIN São Paulo			E-FARSAS Sao Paulo
Experience	E04/226	02055	DONT TELL ME WHAT TO DO	EDGARS	FILM	VMLY&R SOUTH AFRICA Johannesburg	SOUTH AFRICA	VMLY&R SOUTH AFRICA Johannesburg	GIANT FILMS Cape Town / TESSA FORD POST Johannesburg	OMD Johannesburg	A-LIST COMMUNICATION S Johannesburg	
Experience	E04/228	02238	STORYSIGN	HUAWEI	HUAWEI BRAND	FCB INFERNO London	UNITED KINGDOM	FCB INFERNO London	AARDMAN ANIMATIONS Bristol / DOG EAT DOG London / MCASSO London / TENTHREE EDITING London / UNIT London	WAVEMAKER London		HUAWEI London
Experience	E04/239	01605	MISS AMERICA 2.0	MISS AMERICA ORGANIZATION	MISS AMERICA 2.0 REBRAND CAMPAIGN	VMLY&R New York	USA	Y&R NEW YORK	CLICKON MEDIA New York		Y&R NEW YORK	
Experience	E04/262	01851	SECOND CHANCES	DONATE LIFE CALIFORNIA	DONATE LIFE CALIFORNIA	CASANOVA//McCANN Costa Mesa	USA	CASANOVA//McCANN Costa Mesa / McCANN CANADA Toronto / McCANN NEW YORK	4K FILM PRODUCTION Cochrane / CRAFT WORLDWIDE New York / D'AVANT-GARDE MEDIA Santa Monica / JSM MUSIC New York / TRULOVE POST Culver City		McCANN NEW YORK	SAINTS EDITORIAL Toronto
Experience	E04/281	01706	CHANGING THE GAME	MICROSOFT	XBOX	McCANN NEW YORK	USA	McCANN NEW YORK	COMPANY 3 New York / HUNGRY MAN New York / JSM MUSIC New York / ROCK PAPER SCISSORS New York / SONIC UNION New York	CARAT New York	WE COMMUNICATION S Seattle	MICROSOFT Redmond
Experience	E04/287	02367	BEAUTY RUNS DEEPER	UNILEVER – DOVE	DOVE HAND & BODY LOTION	OGILVY London	UNITED KINGDOM	OGILVY London	GREAT GUNS London			
Experience	E04/288	02430	THE NON-ISSUE	L'ORÉAL PARIS	AGE PERFECT	McCANN PARIS	FRANCE	McCANN LONDON / McCANN PARIS	CRAFT LONDON / FACEBOOK Paris	CONDÉ NAST INTERNATIONAL London		
Experience	E04/292	02203	GENEROSITY BAR	CADBURY	CADBURY DAIRY MILK	OGILVY SINGAPORE	SINGAPORE	OGILVY SINGAPORE	UNITEL STRAIGHT SHOOTERS MEDIA Makati City	OGILVY SINGAPORE	OGILVY SINGAPORE	
Experience	E04/311	02432	TOOTH FAIRY'S ADDRES	FACULDADE DE ODONTOLOGIA	SERVICES	VMLY&R BRAZIL São Paulo	BRAZIL	VMLY&R BRAZIL São Paulo	VMLY&R BRAZIL São Paulo	VMLY&R BRAZIL São Paulo	VMLY&R BRAZIL São Paulo	
Experience	E04/316	02322	THE GUN VIOLENCE HISTORY BOOK	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	FCB CHICAGO	USA	FCB CHICAGO	LORD & THOMAS Chicago / THE MILL Chicago		CURRENT MARKETING Chicago	
Experience	E04/318	02473	THISABLES	IKEA	IKEA THISABLES	McCANN Tel Aviv	ISRAEL	McCANN Tel Aviv	CRAFT LONDON / McCANN Tel Aviv	UM Tel Aviv	McCANN Tel Aviv	
Experience	E04/324	02517	#RIGHTMYNAME	NANDO'S	PERI-PERI CHICKEN	M&C SAATCHI ABEL Cape Town	SOUTH AFRICA	M&C SAATCHI ABEL Cape Town		THE MEDIA SHOP Johannesburg	MSL GROUP Johannesburg	VML Johannesburg
Experience	E04/331	11539	PROJECT #SHOWUS	UNILEVER - DOVE	BEAUTY PRODUCTS	PUBLICIS SAPIENT New York	USA	PUBLICIS SAPIENT New York	COMPANY 3 New York / COSMO STREET New York / FURLINED Santa Monica / GIRLGAZE Los Angeles / SWITCH FX New York	MINDSHARE London	EDELMAN New York / GOLIN London	GETTY IMAGES New York / SOUND LOUNGE New York
Experience	E04/333	00656	INDIGENOUS REDEFINITION	REDD'S / ABINBEV	REDD'S BEER	AB INBEV Bogotá	COLOMBIA	AB INBEV Bogotá / DRAFTLINE Bogotá			DATTIS COMUNICACIONE S Bogota	

Brand Experience & Activation Shortlist

Experience	E04/336	10506	FACING A HATER CASE	COCA COLA	SPRITE	SANTO Buenos Aires	ARGENTINA	SANTO Buenos Aires		STARCOM Buenos Aires	
Experience	E04/337	11844	NEXT MINUTE LAW	MINISTERIO PUBLICO AND ABAP	INSTITUTIONAL	VMLY&R BRAZIL São Paulo	BRAZIL	Y&R SAO PAULO	Y&R SAO PAULO	Y&R SAO PAULO	Y&R SAO PAULO
Experience	E04/338	21365	SMARTSOLUTION	TELEFONICA'S VIVO	INSTITUTIONAL	AFRICA São Paulo	BRAZIL	AFRICA São Paulo	ACADEMIA DE FILMES Sao Paulo / ASSOCIADOS Sao Paulo / CASA VATICANO Sao Paulo / LOUD São Paulo / MUTALA COMUNICACAO Sao Paulo		
Experience	E04/340	22274	THE ZERO TOLERANCE RIBBON	28 TOO MANY	(FGM) FEMALE GENITAL MUTILATION	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai			IMPACT PORTER NOVELLI Dubai
Experience	E04/341	00994	START YOUR IMPOSSIBLE	TOYOTA MOTOR CORPORATION	TOYOTA BRAND	SAATCHI & SAATCHI LA	USA	DENTSU INC. Tokyo / SAATCHI & SAATCHI LA	DENTSU INC. Tokyo / SAATCHI & SAATCHI LA	DENTSU INC. Tokyo / SAATCHI & SAATCHI LA	DENTSU INC. Tokyo / SAATCHI & SAATCHI LA
Experience	E04/342	31152	HOPE	ANHEUSER-BUSCH INBEV	BUDWEISER	ISOBAR BRAZIL São Paulo	BRAZIL	ISOBAR BRAZIL São Paulo			

E05 (Breakthrough on a Budget)

Experience	E05/001	00158	HARMLESS GUNS	DAGOMA	3D PRINTING	TBWA\PARIS	FRANCE	TBWA\PARIS	TBWA\ELSE Paris		
Experience	E05/020	00546	CANDY CONVERTER	HERSHEY	REESE'S	ANOMALY New York	USA	ANOMALY New York	FILL IN THE BLANK PRODUCTIONS New York	ZENO GROUP New York	THE HERSHEY COMPANY Hershey
Experience	E05/021	00501	HUNGRY PUFFS	FOODBANK WA	HUNGRY PUFFS	THE BRAND AGENCY Perth	AUSTRALIA	THE BRAND AGENCY Perth	THE BRAND AGENCY Perth	THE BRAND AGENCY Perth	THE BRAND AGENCY Perth
Experience	E05/030	00903	PALESSI	PAYLESS	PAYLESS SHOE SOURCE	DCX GROWTH ACCELERATOR New York	USA	DCX GROWTH ACCELERATOR New York	DCX GROWTH ACCELERATOR New York	MARC USA Boston	DCX GROWTH ACCELERATOR New York
Experience	E05/035	00353	SLEEPING FLAGS	O.N.E.	CHARITY DONATION	ROTHCO ACCENTURE INTERACTIVE Dublin	IRELAND	ROTHCO ACCENTURE INTERACTIVE Dublin	ANTIDOTE FILMS Dublin / RAYGUN Dublin		ROTHCO ACCENTURE INTERACTIVE Dublin
Experience	E05/043	01551	THE NOT BIG MACS	BURGER KING	BURGERS	INGO Stockholm	SWEDEN	INGO Stockholm	INGO Stockholm		MSLGROUP Stockholm / VERIZON Stockholm
Experience	E05/070	01852	SECOND CHANCES	DONATE LIFE CALIFORNIA	DONATE LIFE CALIFORNIA	CASANOVA//McCANN Costa Mesa	USA	CASANOVA//McCANN Costa Mesa / McCANN CANADA Toronto / McCANN NEW YORK	4K FILM PRODUCTION Cochrane / CRAFT WORLDWIDE New York / D'AVANT-GARDE MEDIA Santa Monica / JSM MUSIC New York / TRULOVE POST Culver City	McCANN NEW YORK	SAINTS EDITORIAL Toronto
Experience	E05/086	32275	THE ZERO TOLERANCE RIBBON	28 TOO MANY	(FGM) FEMALE GENITAL MUTILATION	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai			IMPACT PORTER NOVELLI Dubai

Total Entries:

275