

Titanium Shortlist

Track	Cat. No	Entry No	Title	Brand	Product	Entrant Company	Entrant Country	Idea Creation	Production	Media	PR	Additional
A01 (Titanium)												
Communication	A01/008	00011	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	
Communication	A01/012	00006	HIDDEN FLAG	FELGTB/ELDIARIO. ES	FELGTB	LOLA MULLENLOWE Madrid	SPAIN	LOLA MULLENLOWE Madrid	PRIMO CONTENT Barcelona			FELGTB Madrid
Communication	A01/073	00070	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
Communication	A01/074	00072	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
Communication	A01/080	00096	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	WAGGENER EDSTROM SEATTLE	MICROSOFT Redmond
Communication	A01/083	00116	NIKE DREAM CRAZY	NIKE	NIKE	NIKE Portland	USA	WIEDEN+KENNEDY Portland	PARK PICTURES Santa Monica	WIEDEN+KENNEDY Portland		A52 Santa Monica / COMPANY 3 Santa Monica / JOINT EDITORIAL Portland / PUBLICIS SAPIENT Seattle / WALKER Los Angeles
Communication	A01/101	00113	TOMMY HILFIGER ADAPTIVE	TOMMY HILFIGER	TOMMY HILFIGER ADAPTIVE: ADAPTIVE CLOTHING FOR PEOPLE WITH DISABILITIES	WUNDERMAN THOMPSON New York	USA	POSSIBLE NEW YORK / WUNDERMAN New York	HUMBLE New York			
Communication	A01/115	00120	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 / THE MARKETING ARM Dallas / THE MILL Chicago / TRIBAL WORLDWIDE New York
Communication	A01/119	00152	INSTA NOVELS	THE NEW YORK PUBLIC LIBRARY	LITERATURE	THE NEW YORK PUBLIC LIBRARY	USA	MOTHER NEW YORK	BUCK DESIGN New York / HORNET New York / MAGOZ Malmö / PSYOP New York / STRANGE BEAST London			

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Communication	A01/120	00139	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
Communication	A01/124	00118	A WORLD WITHOUT BORDERS	AEROMEXICO	AEROMEXICO	OGILVY COLOMBIA Bogotá	COLOMBIA	OGILVY COLOMBIA Bogotá	DIREKTOR FILMS Bogotá		OGILVY New York	DAVID STUDIO Bogotá / OGILVY Mexico City
Communication	A01/144	00164	VIVA LA VULVA	ESSITY	LIBRESSE/BODYF ORM	AMVBBDO London	UNITED KINGDOM	AMVBBDO London	SOMESUCH London			
Communication	A01/146	00151	THE UNCENSORED PLAYLIST	REPORTERS WITHOUT BOARDERS	SONGS WITH CENSORED ARTICLES	DDB BERLIN Berlin	GERMANY	DDB BERLIN Berlin	DAHOUSE AUDIO São Paulo / LE TOUR DU MONDE São Paulo / MEDIAMONKS Amsterdam	DDB BERLIN Berlin	FINCH FACTOR Amsterdam	
Communication	A01/151	00158	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	
Communication	A01/152	00165	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 GLOBAL London		HUAWEI London
Communication	A01/159	00086	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	
Communication	A01/167	00170	THE NON-ISSUE	L'ORÉAL PARIS	AGE PERFECT	McCANN PARIS	FRANCE	McCANN LONDON / McCANN PARIS	CRAFT LONDON / FACEBOOK Paris	CONDÉ NAST INTERNATIONAL London		
Communication	A01/170	00173	THE TRUTH IS WORTH IT	THE NEW YORK TIMES	THE NEW YORK TIMES	DROGA5 New York	USA	DROGA5 New York	COMPANY 3 New York / FINAL CUT New York / FURLINED Santa Monica / SIGNIFICANT OTHERS New York / WAVE STUDIOS New York	ADOBE New York		
Communication	A01/172	00174	THISABLES	IKEA	IKEA THISABLES	McCANN Tel Aviv	ISRAEL	McCANN Tel Aviv	CRAFT LONDON / McCANN Tel Aviv	UM Tel Aviv	McCANN Tel Aviv	
Communication	A01/173	00074	#FORHETHRON E	HBO	GAME OF THRONES	DROGA5 New York	USA	360i New York / DROGA5 New York / GIANT SPOON New York	GIANT SPOON New York			HBO New York

Total Entries:

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