

Creative Effectiveness Shortlist

Track	Cat. No	Entry No	Title	Brand	Product	Entrant Company	Entrant Country	Idea Creation	Production	Media	PR	Additional
A01 (Creative Effectiveness)												
Impact	A01/004	00037	IT'S A TIDE AD	PROCTER & GAMBLE	TIDE	SAATCHI & SAATCHI New York	USA	SAATCHI & SAATCHI New York	ARCADE EDIT Santa Monica / RATTILING STICK Santa Monica / THE MILL New York	HEARTS & SCIENCE New York	TAYLOR New York	MKTG New York / PLATINUM RYE New York
Impact	A01/012	00005	DUNDEE: THE SON OF A LEGEND RETURNS HOME	TOURISM AUSTRALIA	TOURISM AUSTRALIA	DROGA5 New York	USA	DROGA5 New York	REVOLVER/WILL O'ROURKE Sydney	UM New York / UM Sydney	DROGA5 New York / KOVERT CREATIVE Santa Monica	
Impact	A01/026	00136	BLACK SUPERMARKET	CARREFOUR	CARREFOUR	MARCEL Paris	FRANCE	MARCEL Paris	DMBM Paris / GUM Paris / ICONOCLAST Paris / NIGHTSHIFT Paris / PRODIGIOUS Paris			CARREFOUR Paris
Impact	A01/034	00211	'XBOX DESIGN LAB ORIGINALS: THE FANCHISE MODEL' - TURNING FANS INTO FANCHISEES	MICROSOFT	XBOX DESIGN LAB	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	CRAFT LONDON / MRM/McCANN London			AYZENBERG GROUP Los Angeles
Impact	A01/038	00208	NATURE REPRESENTED	SAMBITO	AI	GREY London	UNITED KINGDOM	GREY London				
Impact	A01/051	00139	SELFIESTIX	MARS	PEDIGREE	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland	BLOCKHEAD VFX Auckland / COLLECTIVE FORCE Auckland / DEPARTMENT OF POST Auckland / FINCH Auckland / FRANKLIN RD Auckland	WAVEMAKER Auckland		FLUX Auckland
A02 (Creative Effectiveness for Charity/Non-profit)												
Impact	A02/005	00034	PRESCRIBED TO DEATH	NATIONAL SAFETY COUNCIL	NON-PROFIT	ENERGY BBDO Chicago	USA	ENERGY BBDO Chicago	FLARE BBDO Chicago / M S S NG P ECES New York / THE MILL Chicago	PHD Chicago	KETCHUM New York	
Impact	A02/017	00095	PROJECT 84	CAMPAIGN AGAINST LIVING	CHARITY	adam&eveDDB London	UNITED KINGDOM	adam&eveDDB London	CAIN & ABEL London / STRONG & CO. London	THIS MORNING, ITV London	W COMMUNICATION S London	
A03 (Multi-market Creative Effectiveness)												
Impact	A03/008	00183	SCARY CLOWN NIGHT	BURGER KING	BURGER KING	LOLA MULLENLOWE Madrid	SPAIN	LOLA MULLENLOWE Madrid	F16 PRODUCCIONES Madrid / ONLY 925 Madrid / SERENA Madrid		ALISON BROD MARKETING + COMMUNICATION S New York / WEBER SHANDWICK London	
A04 (Collaborative Creative Effectiveness)												
Impact	A04/007	00137	BLACK SUPERMARKET	CARREFOUR	CARREFOUR	MARCEL Paris	FRANCE	MARCEL Paris	DMBM Paris / GUM Paris / ICONOCLAST Paris / NIGHTSHIFT Paris / PRODIGIOUS Paris			CARREFOUR Paris

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A05 (Long-term Creative Effectiveness)

Impact	A05/007	00083	AUDI / VORSPRUNG DURCH TECHNIK: BEAUTIFUL CARS WITH AMAZING BRAINS (2015 – Q1 20	AUDI	AUTOMOTIVE	BBH London	UNITED KINGDOM	BBH London / WE ARE SOCIAL London	PHD London		
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B01 (Local Brand)

Impact	B01/007	00169	THE ALL-IN PROMO	NEWSAN	NOBLEX	DAVID Buenos Aires	ARGENTINA	DAVID Buenos Aires	HUINCA CINE Buenos Aires		CINEQUANON Buenos Aires / CLUSTER MUSIC Buenos Aires / NEWSAN Buenos Aires
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B02 (Challenger Brand)

Impact	B02/002	00032	BLOODNORMAL	ESSITY	LIBRESSE/BODYFORM	AMVBBDO London	UNITED KINGDOM	AMVBBDO London	SOMESUCH London	KETCHUM London	750MPH London / FRAMESTORE London / THE MILL London / TRIM EDITING London
Impact	B02/010	00188	THE ALL-IN PROMO	NEWSAN	NOBLEX	DAVID Buenos Aires	ARGENTINA	DAVID Buenos Aires	HUINCA CINE Buenos Aires		CINEQUANON Buenos Aires / CLUSTER MUSIC Buenos Aires / NEWSAN Buenos Aires

B03 (Single-market Campaign)

Impact	B03/006	00006	DUNDEE: THE SON OF A LEGEND RETURNS HOME	TOURISM AUSTRALIA	TOURISM AUSTRALIA	DROGA5 New York	USA	DROGA5 New York	REVOLVER/WILL O'ROURKE Sydney	UM New York / UM Sydney	DROGA5 New York / KOVERT CREATIVE Santa Monica	
Impact	B03/019	00152	HAIR TALK	UNILEVER	SUNSILK	WUNDERMAN THOMPSON BANGKOK	THAILAND	J. WALTER THOMPSON BANGKOK / WUNDERMAN Bangkok	JUMP FILM Bangkok			
Impact	B03/020	00171	SINDOOR KHELA - #NOCONDITIONS APPLY	THE TIMES OF INDIA	NEWSPAPER	FCBULKA Delhi	INDIA	FCBULKA Delhi	FCBULKA Delhi			
Impact	B03/025	00174	THIS COKE IS A FANTA	COCA-COLA BRAZIL	COCA-COLA	DAVID SÃO PAULO	BRAZIL	DAVID SÃO PAULO	JAMUTE São Paulo / LANDIA São Paulo / O2 FILMES São Paulo	DAVID SÃO PAULO	DAVID SÃO PAULO	COCA-COLA BRAZIL Rio de Janeiro

B04 (Social Behaviour & Cultural Insight)

Impact	B04/015	00132	#SUPERSICKMONDAY	RECKITT BENCKISER	MUCINEX	McCANN NEW YORK	USA	McCANN NEW YORK	CABIN EDITING COMPANY Santa Monica / CHROMA Los Angeles / FURLINED Santa Monica / PSYOP Los Angeles	AEGIS MEDIA INNOV8 New York / ZENITH New York	DEVRIES GLOBAL New York / DNA COMMUNICATION S New York	McCANN HEALTH NEW YORK / RECKITT BENCKISER Parsippany
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Impact	B04/026	00212	'XBOX DESIGN LAB ORIGINALS: THE FANCHISE MODEL' – TURNING FANS INTO FANCHISEES	MICROSOFT	XBOX DESIGN LAB	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	CRAFT LONDON / MRM/McCANN London			AYZENBERG GROUP Los Angeles
Impact	B04/042	00175	THIS COKE IS A FANTA	COCA-COLA BRAZIL	COCA-COLA	DAVID SÃO PAULO	BRAZIL	DAVID SÃO PAULO	JAMUTE São Paulo / LANDIA São Paulo / O2 FILMES São Paulo	DAVID SÃO PAULO	DAVID SÃO PAULO	COCA-COLA BRAZIL Rio de Janeiro

B05 (Breakthrough on a Budget)

Impact	B05/015	00210	NATURE REPRESENTED	SAMBITO	AI	GREY London	UNITED KINGDOM	GREY London				
Impact	B05/024	00003	KFC 'FCK'	KFC	KFC (CHICKEN CRISIS)	MOTHER London	UNITED KINGDOM	MOTHER London		BLUE 449 London	FREUDS London	

Total Entries: 23