

Creative Strategy Shortlist

Track	Cat. No	Entry No	Title	Brand	Product	Entrant Company	Entrant Country	Idea Creation	Production	Media	PR	Additional
A01 (FMCG)												
Reach	A01/016	00428	LEGAL-ADE	KRAFT HEINZ	COUNTRY TIME LEMONADE	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO	HARBOR PICTURE COMPANY New York			
Reach	A01/019	00708	THE TIME WE HAVE LEFT	PERNOD RICARD	RUAVIEJA	LEO BURNETT Madrid	SPAIN	LEO BURNETT Madrid	SERENA Madrid / TESAURO Madrid	MEDIACOM Madrid		
Reach	A01/039	00752	GILLETTE TREO	GILLETTE	TREO RAZORS	GREY London	UNITED KINGDOM	GREY London / GREY NEW YORK				
A02 (Healthcare)												
Reach	A02/011	00138	VIVA LA VULVA	ESSITY	LIBRESSE/BODYF ORM	AMVBBDO London	UNITED KINGDOM	AMVBBDO London	SOMESUCH London		KETCHUM London	750MPH London / TIME BASED ARTS London / TRIM EDITING London
Reach	A02/017	00658	TOUCH OF CARE INDIA	P&G Vicks	VICKS	PUBLICIS SINGAPORE	SINGAPORE	PUBLICIS SINGAPORE			20:20 MSL Mumbai	PROCTER & GAMBLE HEALTHCARE Singapore
A03 (Consumer Durables)												
Reach	A03/012	00464	REFURBISHED TWEETS	BACK MARKET	BACK MARKET	BETC Paris	FRANCE	BETC Paris	GENERAL POP Pantin			
Reach	A03/014	10214	SAMSUNG X FORTNITE: THE GALAXY SKIN	SAMSUNG GLOBAL	THE GALAXY SKIN	R/GA New York	USA	R/GA New York	PUBLICIS New York / R/GA New York	STARCOM Chicago / STARCOM London	WASSERMAN New York	
Reach	A03/016	00677	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
A04 (Automotive)												
Reach	A04/005	00195	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
A05 (Retail / Travel / Leisure)												
Reach	A05/033	00771	GO BACK TO AFRICA	BLACK & ABROAD	BLACK & ABROAD	FCB/SIX Toronto	CANADA	FCB/SIX Toronto	GRAYSON MATTHEWS Toronto / ROOSTER POST PRODUCTION Toronto	INITIATIVE Toronto	GLOSSY Toronto	
Reach	A05/037	00629	"PARENTHOOD": REPHRASED	BABYSHOP	BABYSHOP BRAND	FP7/DXB Dubai	UNITED ARAB EMIRATES	FP7/DXB Dubai	FP7/DXB Dubai	FP7/DXB Dubai / INHYPE Dubai	FP7/DXB Dubai / INHYPE Dubai	

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Reach	A05/043	00828	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	
Reach	A05/045	20491	THE HEALTHY LOYALTY PROGRAM	INTERMARCHE	LOYALTY PROGRAM	ROMANCE Paris	FRANCE	ROMANCE Paris			
A06 (Media/ Entertainment)											
Reach	A06/011	00696	MONTY'S WICKET WARNINGS	FOXTEL	FOXTEL	MINDSHARE Sydney	AUSTRALIA	MINDSHARE Sydney	MINDSHARE Sydney	MINDSHARE Sydney	GOOGLE Sydney / OOHIMEDIA Sydney / OPTA SPORTS Sydney
A07 (Consumer Services / Business to Business)											
Reach	A07/002	00040	ADD GAMING EXPERIENCE TO YOUR CV	MANPOWER NORWAY	MANPOWER	GEELMUYDEN KIESE Oslo	NORWAY	GEELMUYDEN KIESE Oslo	GEELMUYDEN KIESE Oslo / NIKOLAI LOCKERTSEN Moss	GEELMUYDEN KIESE Oslo / MINDSHARE NORWAY Oslo	GEELMUYDEN KIESE Oslo
Reach	A07/016	00011	SANS FORGETICA	RMIT UNIVERSITY	RMIT UNIVERSITY EDUCATION	NAKED COMMUNICATIONS Sydney	AUSTRALIA	NAKED COMMUNICATIONS Sydney	BANTAM Sydney / NAKED COMMUNICATIONS Sydney / ORCHARD Sydney		NAKED COMMUNICATION S Sydney / RMIT UNIVERSITY Melbourne
Reach	A07/025	00691	KINGO	KINGO ENERGY	KINGO PREPAID SOLAR ENERGY	OGILVY GUATEMALA Guatemala City	GUATEMALA	KINGO ENERGY Guatemala City / OGILVY COLOMBIA Bogotá / OGILVY GUATEMALA Guatemala City	OGILVY COLOMBIA Bogotá / OGILVY GUATEMALA Guatemala City	OGILVY GUATEMALA Guatemala City	HILL+KNOWLTON STRATEGIES Guatemala City / POWELL COMMUNICATION S New York
A08 (Not-for-profit / Charity / Government)											
Reach	A08/026	00034	END FAMILY FIRE	THE BRADY CAMPAIGN	HELP STOP GUN VIOLENCE	DROGA5 New York	USA	DROGA5 New York	FINAL CUT New York / HEARD CITY New York / HERE BE DRAGONS New York / METHOD STUDIOS New York / SUPERHERO CHEESECAKE Amsterdam	SUNSHINE SACHS & ASSOCIATES New York	ADCOUNCIL New York / COMPANY 3 New York / DUOTONE AUDIO GROUP New York / FUTURE PERFECT New York / HERO STUDIOS New York / RESIDENCY CONTENT New York
Reach	A08/028	00640	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
Reach	A08/033	00569	MY LINE	COLOMBIAN MINISTRY OF INFORMATION AND COMMUNICATIONS TECHNOLOGY	MY LINE	MULLENLOWE SSP3 Bogotá	COLOMBIA	MULLENLOWE SSP3 Bogotá			
Reach	A08/035	00644	CANCER@WORK	CANCER@WORK	CANCER@WORK	FAMOUS GREY PARIS Paris	FRANCE	FAMOUS GREY PARIS Paris			

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A09 (Corporate Social Responsibility (CSR) / Corporate Image)

Reach	A09/015	00128	HARMLESS GUNS	DAGOMA	3D PRINTING	TBWAIPARIS	FRANCE	TBWAIPARIS	TBWAIELSE Paris		
Reach	A09/017	00367	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
Reach	A09/027	00474	UNFORGETTABLE BAG	TESCO	UNFORGETTABLE BAG	GREY MALAYSIA Petaling Jaya	MALAYSIA	GREY MALAYSIA Petaling Jaya	2AM MUSIC STUDIOS Kuala Lumpur / MOTION ROM Petaling Jaya / RAWR STUDIOS Kuala Lumpur		
Reach	A09/041	00757	NATURE REPRESENTED	Sambito	AI	GREY London	UNITED KINGDOM	GREY London			

B01 (Data & Analytics)

Reach	B01/005	00196	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
Reach	B01/007	00432	SAFETY HUB	NRMA	HOME INSURANCE	CHE PROXIMITY Melbourne	AUSTRALIA	CHE PROXIMITY Melbourne	CHE PROXIMITY Melbourne	CHE PROXIMITY Melbourne	
Reach	B01/010	00709	THE TIME WE HAVE LEFT	PERNOD RICARD	RUAVIEJA	LEO BURNETT Madrid	SPAIN	LEO BURNETT Madrid	SERENA Madrid / TESAURO Madrid	MEDIACOM Madrid	

B02 (Audience Insight)

Reach	B02/004	00044	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
Reach	B02/005	00041	ADD GAMING EXPERIENCE TO YOUR CV	MANPOWER NORWAY	MANPOWER	GEELMUYDEN KIESE Oslo	NORWAY	GEELMUYDEN KIESE Oslo	GEELMUYDEN KIESE Oslo / NIKOLAI LOCKERTSEN Moss	GEELMUYDEN KIESE Oslo / MINDSHARE NORWAY Oslo	GEELMUYDEN KIESE Oslo
Reach	B02/032	00433	SAFETY HUB	NRMA	HOME INSURANCE	CHE PROXIMITY Melbourne	AUSTRALIA	CHE PROXIMITY Melbourne	CHE PROXIMITY Melbourne	CHE PROXIMITY Melbourne	
Reach	B02/045	00477	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		
Reach	B02/059	00843	THISABLES	IKEA	IKEA THISABLES	McCANN Tel Aviv	ISRAEL	McCANN Tel Aviv	CRAFT LONDON / McCANN Tel Aviv	UM Tel Aviv	McCANN Tel Aviv

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Reach	B02/062	00590	I'M DRINKING IT FOR YOU	DB BREWERIES	DB BREWERIES	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland	COLENZO BBDO Auckland / LIQUID STUDIOS Auckland / SWEETSHOP Auckland / THE MACHINE ROOM Auckland / WORLDPEACE.FYI Auckland	CARAT Auckland	DRUM Auckland	LIQUID STUDIOS Auckland / THE MACHINE ROOM Auckland / WORLDPEACE.FYI Auckland
Reach	B02/075	00529	A WORLD WITHOUT BORDERS	AEROMEXICO	AEROMEXICO	OGILVY COLOMBIA Bogotá	COLOMBIA	OGILVY COLOMBIA Bogotá / OGILVY Mexico City	DIREKTOR FILMS Bogotá		OGILVY PUBLIC RELATIONS New York	DAVID STUDIO Bogotá / OGILVY Mexico City
Reach	B02/094	00762	GILLETTE TREO	GILLETTE	TREO RAZORS	GREY London	UNITED KINGDOM	GREY London / GREY NEW YORK				
Reach	B02/095	11883	THE TIME WE HAVE LEFT	PERNOD RICARD	RUAVIEJA	LEO BURNETT Madrid	SPAIN	LEO BURNETT Madrid	SERENA Madrid / TESAURO Madrid	MEDIACOM Madrid		

C01 (Challenger Brand Strategy)

Reach	C01/020	00350	I AM TRASH, LES FLEURS DU DÉCHET	ETAT LIBRE D'ORANGE	PERFUME - I AM TRASH, LES FLEURS DU DÉCHET	OGILVY Paris	FRANCE	OGILVY Paris	OGILVY Paris / TOO-YOUNG Paris		OGILVY Paris	
Reach	C01/021	00334	PEPSI IS OK	PEPSI	PEPSI	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco	CABIN EDITING COMPANY Santa Monica / FURLINED Santa Monica	OMD NEW YORK	THE ACCELERATION Los Angeles	COMPANY 3 Los Angeles / LIME STUDIOS Santa Monica / MOTIVE New York / OMD USA Los Angeles / THE MILL New York / TRACYLOCKE New York / VAYNERMEDIA New York
Reach	C01/033	00139	VIVA LA VULVA	ESSITY	LIBRESSE/BODYF ORM	AMVBBDO London	UNITED KINGDOM	AMVBBDO London	SOMESUCH London		KETCHUM London	750MPH London / TIME BASED ARTS London / TRIM EDITING London
Reach	C01/034	00465	REFURBISHED TWEETS	BACK MARKET	BACK MARKET	BETC Paris	FRANCE	BETC Paris	GENERAL POP Pantin			
Reach	C01/050	00383	WHERE YOU BELONG	UTAIR	UTAIR PASSENGER AIRLINES	FRIENDS Moscow	RUSSIA	FRIENDS Moscow	BAKEHOUSE Moscow / PARAGON RETOUCH Saint Petersburg		FRIENDS Moscow	IPSOS COMCON Moscow
Reach	C01/057	00686	FLY WITH US	FLYBONDI	FLYBONDI	GREY ARGENTINA Buenos Aires	ARGENTINA	GREY ARGENTINA Buenos Aires		GLOBAL MIND Buenos Aires	ADVERPR Buenos Aires	

C02 (Breakthrough on a Budget)

Reach	C02/006	00023	CATAPULT AIR – NON-STOP TO SYLT.	SYLT MARKETING	THE ISLAND OF SYLT	PHILIPP UND KEUNTJE Hamburg	GERMANY	PHILIPP UND KEUNTJE Hamburg	PHILIPP UND KEUNTJE Hamburg			
Reach	C02/012	00130	HARMLESS GUNS	DAGOMA	3D PRINTING	TBWAIPARIS	FRANCE	TBWAIPARIS	TBWAIELSE Paris			
Reach	C02/021	00013	SANS FORGETICA	RMIT UNIVERSITY	RMIT UNIVERSITY EDUCATION	NAKED COMMUNICATIONS Sydney	AUSTRALIA	NAKED COMMUNICATIONS Sydney	BANTAM Sydney / NAKED COMMUNICATIONS Sydney / ORCHARD Sydney		NAKED COMMUNICATION S Sydney / RMIT UNIVERSITY Melbourne	
Reach	C02/030	00642	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	

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Reach	C02/031	00466	REFURBISHED TWEETS	BACK MARKET	BACK MARKET	BETC Paris	FRANCE	BETC Paris	GENERAL POP Pantin		
Reach	C02/042	00723	PAY IT FORWARD	THE BIG ISSUE	THE BIG ISSUE	FCB INFERNO London	UNITED KINGDOM	FCB INFERNO London	ARCHER'S MARK London		
Reach	C02/058	00530	A WORLD WITHOUT BORDERS	AEROMEXICO	AEROMEXICO	OGILVY COLOMBIA Bogotá	COLOMBIA	OGILVY COLOMBIA Bogotá / OGILVY Mexico City	DIREKTOR FILMS Bogotá	OGILVY PUBLIC RELATIONS New York	DAVID STUDIO Bogotá / OGILVY Mexico City

C04 (Long-term Strategy)

Reach	C04/002	00081	FEED THE GOOD	MARS PETCARE	PEDIGREE	BBDO NEW YORK	USA	BBDO NEW YORK	BISCUIT FILMWORKS Los Angeles / BUREAU WORKING TITLE Moscow / FINCH Auckland / FRANKLIN RD Auckland	MEDIACOM Moscow / STARCOM Moscow / WAVEMAKER Auckland	IMPACT PR Auckland / MINT Moscow / WEBER SHANDWICK London	750MPH London / ALMAPBBDO São Paulo / AMVBBDO London / BARKING OWL Los Angeles / BBDO Moscow / BLOCKHEAD VFX Auckland / CLEMENGER BBDO Melbourne / COLENSO BBDO Auckland / COMPANY 3 New York / CREATURE Auckland / CUT + RUN London / DEPARTMENT OF POST Auckland / EXIT FILMS Auckland / FREEFOLK London / HEARD CITY New York / SCREENSOUND ALLIANCE Irvington / STINK STUDIOS London / THE MILL New York / WORK EDITORIAL New York
Reach	C04/004	00178	THE MASSIVE HIT THAT IMPROVES YOU A BIT	V ENERGY	V ENERGY, ENERGY DRINK	CLEMENGER BBDO SYDNEY	AUSTRALIA	CLEMENGER BBDO SYDNEY	CLEMENGER BBDO SYDNEY	OMD SYDNEY		
Reach	C04/006	00202	ART FUND: REFRAMING A CHARITY	ART FUND	THE NATIONAL ART PASS	MULLENLOWE LONDON	UNITED KINGDOM	MULLENLOWE LONDON				
Reach	C04/016	00627	LIFEBUOY #HELPACHILDRE ACH5	UNILEVER	LIFEBUOY	LOWE LINTAS Mumbai	INDIA	LOWE LINTAS Mumbai / MULLENLOWE SINGAPORE / MULLENLOWE SSP3 Bogotá				
Reach	C04/017	00502	ENDANGERED SYNDROME	CANADIAN DOWN SYNDROME SOCIETY	SUPPORT FOR CANADIAN DOWN SYNDROME SOCIETY	FCB CANADA Toronto	CANADA	FCB CANADA Toronto	FCB CANADA Toronto / HAPPINESS SAIGON / AN FCB ALLIANCE Ho Chi Minh City / SAINTS EDITORIAL Toronto / SILENT JOE Toronto / THE VANITY Toronto	UM CANADA Toronto		
Reach	C04/019	00770	LIKE BRANDS	ALDI UK	ALDI SUPERMARKET	McCANN MANCHESTER	UNITED KINGDOM	McCANN MANCHESTER	CRAFT Cheshire	McCANN MANCHESTER		

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Reach	C04/020	00488	IKEA 'THE WONDERFUL EVERYDAY'	IKEA	IKEA	MOTHER London	UNITED KINGDOM	MOTHER London	VIZEUM London			
Reach	C04/027	00778	REDEFINING WHAT IT MEANS TO BE A BEER BRAND	AB INBEV	MICHELOB ULTRA	FCB CHICAGO	USA	FCB CHICAGO				

D01 (Brave Brands)

Reach	D01/020	00620	WE BELIEVE: THE BEST MEN CAN BE	GILLETTE	GROOMING - BLADES & RAZORS	GREY NEW YORK	USA	GREY NEW YORK	COSMO STREET New York / MPC New York / SOMESUCH Los Angeles / TOWNHOUSE New York	CARAT New York	MMK+ New York	FUTURE PERFECT New York
Reach	D01/021	00498	NIKE DREAM CRAZY	NIKE	NIKE	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	PARK PICTURES Santa Monica	WIEDEN+KENNEDY Portland	A52 Santa Monica / COMPANY 3 Los Angeles / JOINT EDITORIAL Portland / LIME STUDIOS Santa Monica / PUBLICIS SAPIENT Seattle / WALKER Los Angeles	
Reach	D01/023	00460	CES BILLBOARD	APPLE	PRIVACY	TBWA/MEDIA ARTS LAB Los Angeles	USA	TBWA/MEDIA ARTS LAB Los Angeles	OMD USA Los Angeles			
Reach	D01/075	00712	VIVA LA VULVA	ESSITY	LIBRESSE/BODYFORM	AMVBBDO London	UNITED KINGDOM	AMVBBDO London	SOMESUCH London	KETCHUM London	750MPH London / TIME BASED ARTS London / TRIM EDITING London	
Reach	D01/083	00531	A WORLD WITHOUT BORDERS	AEROMEXICO	AEROMEXICO	OGILVY COLOMBIA Bogotá	COLOMBIA	OGILVY COLOMBIA Bogotá / OGILVY Mexico City	DIREKTOR FILMS Bogotá	OGILVY PUBLIC RELATIONS New York	DAVID STUDIO Bogotá / OGILVY Mexico City	

D02 (Collaboration)

Reach	D02/001	00037	READ MORE. LISTEN MORE.	UNESCO, THE NEW YORK TIMES AND PARTICIPATING NEWS ORGANIZATIONS	WORLD PRESS FREEDOM DAY	DROGA5 New York	USA	DROGA5 New York	SECOND CHILD New York	HEARTS & SCIENCE New York / THE NEW YORK TIMES New York		
Reach	D02/024	00475	UNFORGETTABLE BAG	TESCO	UNFORGETTABLE BAG	GREY MALAYSIA Petaling Jaya	MALAYSIA	GREY MALAYSIA Petaling Jaya	2AM MUSIC STUDIOS Kuala Lumpur / MOTION ROM Petaling Jaya / RAWR STUDIOS Kuala Lumpur	HUMBLE New York		
Reach	D02/026	00478	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				
Reach	D02/031	00692	KINGO	KINGO ENERGY	KINGO PREPAID SOLAR ENERGY	OGILVY GUATEMALA Guatemala City	GUATEMALA	KINGO ENERGY Guatemala City / OGILVY COLOMBIA Bogotá / OGILVY GUATEMALA Guatemala City	OGILVY COLOMBIA Bogotá / OGILVY GUATEMALA Guatemala City	OGILVY GUATEMALA Guatemala City	HILL+KNOWLTON STRATEGIES Guatemala City / POWELL COMMUNICATION S New York	

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Reach	D02/048	00326	#FORTHETHRON 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
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E01 (Products / Propositions)

Reach	E01/001	00045	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	
Reach	E01/016	00352	I AM TRASH, LES FLEURS DU DÉCHET	ETAT LIBRE D'ORANGE	PERFUME - I AM TRASH, LES FLEURS DU DÉCHET	OGILVY Paris	FRANCE	OGILVY Paris	OGILVY Paris / TOO- YOUNG Paris		OGILVY Paris	
Reach	E01/023	00476	UNFORGETTABL E BAG	TESCO	UNFORGETTABLE BAG	GREY MALAYSIA Petaling Jaya	MALAYSIA	GREY MALAYSIA Petaling Jaya	2AM MUSIC STUDIOS Kuala Lumpur / MOTION ROM Petaling Jaya / RAWR STUDIOS Kuala Lumpur			
Reach	E01/035	00693	KINGO	KINGO ENERGY	KINGO PREPAID SOLAR ENERGY	OGILVY GUATEMALA Guatemala City	GUATEMALA	KINGO ENERGY Guatemala City / OGILVY COLOMBIA Bogotá / OGILVY GUATEMALA Guatemala City	OGILVY COLOMBIA Bogotá / OGILVY GUATEMALA Guatemala City	OGILVY GUATEMALA Guatemala City	HILL+KNOWLTON STRATEGIES Guatemala City / POWELL COMMUNICATION S New York	
Reach	E01/036	00844	THISABLES	IKEA	IKEA THISABLES	McCANN Tel Aviv	ISRAEL	McCANN Tel Aviv	CRAFT LONDON / McCANN Tel Aviv	UM Tel Aviv	McCANN Tel Aviv	
Reach	E01/042	00626	DO BLACK - THE CARBON LIMIT CREDIT CARD	DOCONOMY	DO BLACK	RBK COMMUNICATION Stockholm	SWEDEN	RBK COMMUNICATION Stockholm	MAKING WAVES Stockholm		HILL+KNOWLTON STRATEGIES Stockholm	
Reach	E01/048	00765	GILLETTE TREO	GILLETTE	TREO RAZORS	GREY London	UNITED KINGDOM	GREY London / GREY NEW YORK				

E02 (Business Transformation)

Reach	E02/006	00434	SAFETY HUB	NRMA	HOME INSURANCE	CHE PROXIMITY Melbourne	AUSTRALIA	CHE PROXIMITY Melbourne	CHE PROXIMITY Melbourne	CHE PROXIMITY Melbourne		
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E03 (Brand Strategy)

Reach	E03/015	00622	WE BELIEVE: THE BEST MEN CAN BE	GILLETTE	GROOMING - BLADES & RAZORS	GREY NEW YORK	USA	GREY NEW YORK	COSMO STREET New York / MPC New York / SOMESUCH Los Angeles / TOWNHOUSE New York	CARAT New York	MMK+ New York	FUTURE PERFECT New York
Reach	E03/025	00266	DOLLAR SHAVE CLUB - WELCOME TO THE CLUB	DOLLAR SHAVE CLUB	DOLLAR SHAVE CLUB PRODUCT PORTFOLIO	THE SOUND New York City	USA	DOLLAR SHAVE CLUB Los Angeles / THE SOUND New York City				
Reach	E03/050	00713	VIVA LA VULVA	ESSITY	LIBRESSE/BODYF ORM	AMVBBDO London	UNITED KINGDOM	AMVBBDO London	SOMESUCH London		KETCHUM London	750MPH London / TIME BASED ARTS London / TRIM EDITING London
Reach	E03/051	00659	TOUCH OF CARE INDIA	P&G Vicks	VICKS	PUBLICIS SINGAPORE	SINGAPORE	PUBLICIS SINGAPORE			20:20 MSL Mumbai	PROCTER & GAMBLE HEALTHCARE Singapore

Total Entries:

80