

Entertainment Shortlist

| Track | Cat. No | Entry No | Title | Brand | Product | Entrant Country | Idea Creation | Production | Media | PR | Additional |
|--|---------|----------|-----------------------------|--------------------|----------------------|-----------------|----------------------------------|---|------------------------|--|--|
| A01 (Fiction Film: Up to 5 minutes) | | | | | | | | | | | |
| Entertainment | A01/022 | 00054 | THE SUN AND THE SNAKE | FOOT LOCKER | FOOT LOCKER | USA | BBDO NEW YORK | MIXTAPE CLUB New York / SHOTOPOP London | | | |
| Entertainment | A01/027 | 00109 | MERCEDES-BENZ - BERTHA BENZ | DAIMLER AG | MERCEDES-BENZ | GERMANY | ANTONI Berlin | ANORAK Berlin | | | |
| Entertainment | A01/045 | 00222 | THE LIFT | BIANCO | BIANCO FOOTWEAR | DENMARK | &CO Copenhagen | NEW LAND Copenhagen | | | |
| Entertainment | A01/054 | 00523 | SHARE YOUR GIFTS | APPLE | HOLIDAY | USA | TBWA\MEDIA ARTS LAB Los Angeles | BUCK Los Angeles | OMD USA Los Angeles | | FORMOSA Los Angeles / STIMMUNG Santa Monica |
| Entertainment | A01/070 | 00741 | VIVA LA VULVA | ESSITY | LIBRESSE/BODYFORM | UNITED KINGDOM | AMVBBDO London | SOMESUCH London | | KETCHUM London | 750MPH London / TIME BASED ARTS London / TRIM EDITING London |
| Entertainment | A01/077 | 10216 | EXPENSIFY THIS | EXPENSIFY | MOBILE APP EXPENSIFY | USA | JOHNXHANNES NEW YORK | BISCUIT FILMWORKS Los Angeles | | | ARCADE EDIT Santa Monica / AUGENBLICK STUDIOS New York / EXPENSIFY Portland / KEVIN Venice / KOVERT New York / OMD USA Los Angeles / WILD Vienna |
| Entertainment | A01/087 | 00709 | DONT TELL ME WHAT TO DO | EDGARS | FILM | SOUTH AFRICA | VMLY&R SOUTH AFRICA Johannesburg | GIANT FILMS Cape Town / TESSA FORD POST Johannesburg | OMD Johannesburg | A-LIST COMMUNICATION S Johannesburg | |
| A02 (Non-fiction Film: Up to 5 minutes) | | | | | | | | | | | |
| Entertainment | A02/009 | 00111 | THE TRUTH IS WORTH IT | THE NEW YORK TIMES | THE NEW YORK TIMES | 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 | | |
| Entertainment | A02/026 | 00609 | EAT LIKE ANDY | BURGER KING | WHOPPER | USA | DAVID Miami | COSMO STREET Santa Monica | HORIZON MEDIA New York | ALISON BROD MARKETING + COMMUNICATION S New York | BURGER KING Miami / MULLENLOWE New York |
| Entertainment | A02/042 | 00539 | NOZIZWE | GILLETTE | BRAND | SOUTH AFRICA | GREY AFRICA Johannesburg | 7FILMS Cape Town | | | |
| A03 (Fiction Film: 5-30 minutes) | | | | | | | | | | | |
| Entertainment | A03/015 | 00491 | #MOVIEPOSTER MOVIE | ADOBE | MOVIE POSTER CONTEST | USA | Pereira O'Dell San Francisco | BARRELHOUSE PRODUCTIONS San Francisco / RSA FILMS Los Angeles | | | |

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A04 (Non-fiction Film: 5-30 minutes)

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| Entertainment | A04/001 | 00006 | RETURN TO CHAPMAN'S PEAK | MERCEDES-BENZ | S-CLASS | SOUTH AFRICA | NET#WORK BBDO Johannesburg | 7FILMS Cape Town / AUDIO MILITIA Johannesburg / FLARE BBDO Johannesburg / UPSTAIRS LUDUS Johannesburg | OMD Johannesburg | BYDESIGN COMMUNICATION S Johannesburg |
| Entertainment | A04/013 | 00200 | TIM DON: THE MAN WITH THE HALO | ON RUNNING | ON RUNNING | UNITED KINGDOM | ON RUNNING Zurich | HUNGRY MAN London | | |
| Entertainment | A04/030 | 00322 | SISTER HEARTS | SQUARE | SQUARE | USA | SQUARE, INC. San Francisco | EVEN/ODD FILMS San Francisco / SQUARE, INC. San Francisco | SQUARE, INC. San Francisco | SQUARE, INC. San Francisco |
| Entertainment | A04/050 | 00747 | RAILROAD TIES | ANCESTRY | HISTORICAL RECORDS/DATABASE | USA | WEBER SHANDWICK New York | CONTENT COLLECTIVE Los Angeles / MASS APPEAL New York / SUNDANCE TV New York | OMD USA Los Angeles | WEBER SHANDWICK New York |

A05 (Fiction Film: Over 30 minutes)

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| Entertainment | A05/002 | 00300 | UNCLE DREW FEATURE FILM | BRAND PEPSI, CLIENT PEPSICO | PEPSI | USA | PEPSICO CREATORS LEAGUE STUDIO New York | SUMMIT ENTERTAINMENT Santa Monica / TEMPLE HILL PRODUCTIONS Los Angeles | | |
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A06 (Non-fiction Film: Over 30 minutes)

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| Entertainment | A06/010 | 00140 | UNBANNED: THE LEGEND OF AJ1 | JORDAN | AIR JORDANS | USA | FALKON CONTENT Los Angeles | FALKON ENTERTAINMENT Los Angeles | FALKON CONTENT Los Angeles | |
| Entertainment | A06/011 | 00037 | TAKUMI: A 60,000 HOUR STORY ON THE SURVIVAL OF HUMAN CRAFT | LEXUS INTERNATIONAL | LEXUS | UNITED KINGDOM | THE&PARTNERSHIP London | SAVILLE PRODUCTIONS Los Angeles | | |
| Entertainment | A06/017 | 00766 | 5B | JOHNSON & JOHNSON | JOHNSON & JOHNSON | USA | UM STUDIOS New York | HWY 61 FILMS Los Angeles / SAVILLE Los Angeles | J3 New York | ROGERS & COWAN Los Angeles |

A07 (New Realities)

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| Entertainment | A07/003 | 00328 | TALK TO THE REASONS | NETFLIX | 13 REASONS WHY | USA | MOTH + FLAME New York / NETFLIX Los Angeles | MOTH + FLAME New York | | |
| Entertainment | A07/004 | 00299 | JURASSIC WORLD: BLUE | UNIVERSAL PICTURES | JURASSIC WORLD: FALLEN KINGDOM | CANADA | FELIX AND PAUL STUDIOS Montreal | FELIX AND PAUL STUDIOS Montreal | | |

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| Entertainment | A07/005 | 00575 | IN OUR BOOTS | U.S. ARMY | ACTIVE DUTY | USA | McCANN NEW YORK / MRM//McCANN New York | ARTJAIL New York / FRAMESTORE New York / JSM MUSIC New York / M SS NG P ECES Brooklyn / ONE THOUSAND BIRDS New York | UM New York | CASANOVA/McCANN New York / OMNIVIRT San Francisco / WEBER SHANDWICK Dallas |
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A08 (Live Broadcast / Live Streaming)

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| Entertainment | A08/011 | 00397 | KEEPING FORTNITE FRESH | WENDY'S | WENDY'S COMMUNITY MANAGEMENT | USA | VMLY&R Kansas City | | SPARK FOUNDRY New York | KETCHUM New York |
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A09 (Audio Content)

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| Entertainment | A09/024 | 00713 | THE UNCENSORED PLAYLIST | REPORTERS WITHOUT BORDERS | SONGS WITH CENSORED ARTICLES | GERMANY | DDB BERLIN | DAHOUSE AUDIO São Paulo / LE TOUR DU MONDE São Paulo / MEDIAMONKS Amsterdam | DDB BERLIN | FINCHFACTOR Amsterdam |
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A10 (Excellence in Brand Integration & Sponsorships / Partnerships for Branded Content)

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| Entertainment | A10/005 | 00010 | EXTRA SUPPORT ACTS | WRIGLEY'S | WRIGLEY'S EXTRA | AUSTRALIA | CLEMENGER BBDO SYDNEY | BRING Sydney / MILKMONEY Sydney | MEDIACOM Sydney | |
| Entertainment | A10/007 | 00181 | IT'S A THURSDAY NIGHT TIDE AD | PROCTER & GAMBLE | TIDE | USA | SAATCHI & SAATCHI New York | HARBOR PICTURE COMPANY New York / RATTLING STICK Santa Monica / THE MILL New York | OPTIMUM SPORTS New York | TAYLOR New York / MKTG New York / PLATINUM RYE New York |
| Entertainment | A10/030 | 00793 | SEEN BY TRÉCA | ADOVA | BEDDING | FRANCE | SID LEE Paris | | | |
| Entertainment | A10/031 | 00758 | HUMAN MADE STORIES | SKY ATLANTIC X VOLVO | VOLVO | UNITED KINGDOM | GREY London | GRAMERCY PARK STUDIOS London / PULSE FILMS London / TEN THREE London / TOWN PRODUCTIONS London / WAKE THE TOWN London | MINDSHARE London | |
| Entertainment | A10/035 | 10215 | EXPENSIFY THIS | EXPENSIFY | MOBILE APP EXPENSIFY | USA | JOHNXHANNES NEW YORK | BISCUIT FILMWORKS Los Angeles | | ARCADE EDIT Santa Monica / AUGENBLICK STUDIOS New York / EXPENSIFY Portland / KEVIN Venice / KOVERT New York / OMD USA Los Angeles / WILD Vienna |
| Entertainment | A10/049 | 00479 | CLUB DE CUERVOS | CORONA | CORONA EXTRA | MEXICO | AB INBEV Mexico City | EL MALL Mexico City | | |

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| Entertainment | A10/052 | 00707 | LOSEV - CHANGE THE END | LÖSEV | HEALTH | TURKEY | RAFINERI Istanbul | | LOSEMILI COCUKLAR SAGLIK VE EGITIM VAKFI Istanbul | LOSEMILI COCUKLAR SAGLIK VE EGITIM VAKFI Istanbul |
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A11 (Excellence in Audience Engagement or Distribution Strategy for Branded Content)

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| Entertainment | A11/022 | 00594 | BROADWAY THE RAINBOW | MARS WRIGLEY CONFECTIONERY | SKITTLES | 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 |
| Entertainment | A11/029 | 00665 | MY LIFE AS A NPC | UBIOSFT | ASSASSINS CREED ODYSSEY | FRANCE | DDB PARIS | MAKEMEPULSE Paris / PRESS PLAY ON TAPE Paris / THE Paris | | | |
| Entertainment | A11/031 | 00720 | SPOILER | TELEMUNDO | LA REINA DEL SUR | ARGENTINA | GREY ARGENTINA Buenos Aires | GREY ARGENTINA Buenos Aires | SPARK FOUNDRY Buenos Aires | GREY ARGENTINA Buenos Aires | |
| Entertainment | A11/042 | 00714 | THE UNCENSORED PLAYLIST | REPORTERS WITHOUT BORDERS | SONGS WITH CENSORED ARTICLES | GERMANY | DDB BERLIN | DAHOUSE AUDIO São Paulo / LE TOUR DU MONDE São Paulo / MEDIAMONKS Amsterdam | DDB BERLIN | FINCHFACTOR Amsterdam | |

A12 (Promotional Content for Publishers & Networks)

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| Entertainment | A12/007 | 00721 | SPOILER | TELEMUNDO | LA REINA DEL SUR | ARGENTINA | GREY ARGENTINA Buenos Aires | GREY ARGENTINA Buenos Aires | SPARK FOUNDRY Buenos Aires | GREY ARGENTINA Buenos Aires |
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B01 (Talent: Film, Series & Audio)

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| Entertainment | B01/004 | 00158 | WESTWORLD: THE MAZE | HBO | WESTWORLD | 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 |
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| Entertainment | B01/011 | 00492 | #MOVIEPOSTER MOVIE | ADOBE | MOVIE POSTER CONTEST | USA | Pereira O'Dell San Francisco | BARRELHOUSE PRODUCTIONS San Francisco / RSA FILMS Los Angeles | | | |
| Entertainment | B01/012 | 00499 | REMBRANDT TUTORIALS | ING | SPONSORSHIP | 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 KLAASSEN Amsterdam |
| Entertainment | B01/013 | 00522 | NOW IT'S HOT | DORITOS | DORITOS® FLAMIN' HOT NACHO | USA | GOODBY SILVERSTEIN & PARTNERS San Francisco | MJZ Los Angeles | | | FINAL COLOR Santa Monica / HUMAN Santa Monica / LIME STUDIOS Santa Monica / THE MILL Los Angeles |
| Entertainment | B01/014 | 00595 | BROADWAY THE RAINBOW | MARS WRIGLEY CONFECTIONERY | SKITTLES | 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 |
| Entertainment | B01/015 | 00611 | EAT LIKE ANDY | BURGER KING | WHOPPER | USA | DAVID Miami | COSMO STREET Santa Monica | HORIZON MEDIA New York | ALISON BROD MARKETING + COMMUNICATION S New York | BURGER KING Miami / MULLENLOWE New York |
| Entertainment | B01/017 | 00512 | THE BOY AND THE PIANO | JOHN LEWIS & PARTNERS | CHRISTMAS | UNITED KINGDOM | adam&eveDDB London | ACADEMY FILMS London / ASSEMBLY ROOMS London / MPC LONDON | MANNING GOTTLIEB OMD London | | |

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| Entertainment | B01/021 | 00589 | THE LIFE SAVING SOAP OPERAS | PERUVIAN MINISTRY OF HEALTH | PERUVIAN MINISTRY OF HEALTH | PERU | CIRCUS GREY PERU Lima | CANICA FILMS Lima / DEL BARRIO PRODUCCIONES Lima / SIN ANESTESIA Lima | AMERICA TELEVISION Lima | CIRCUS GREY PERU Lima | |
| Entertainment | B01/022 | 00701 | THE MOST VICIOUS CYCLE | MARCH FOR OUR LIVES | MARCH FOR OUR LIVES | USA | McCANN NEW YORK | SOUND LOUNGE New York / THE MILL New York | | | VECTOR MANAGEMENT New York / WOOL & TUSK New York |
| Entertainment | B01/028 | 00503 | THE LAST COLUMN | COMMITTEE TO PROTECT JOURNALISTS | THE LAST COLUMN BOOK | USA | FF PARIS | HARPER COLLINS New York / VII PHOTO Manville | | | |
| Entertainment | B01/033 | 00810 | THE TEAM THAT WOULDN'T BE HERE | VERIZON | VERIZON | USA | McCANN NEW YORK | FILM FORTIES Los Angeles | VM1 New York | WEBER SHANDWICK New York | ARCADE EDIT New York / COMPANY 3 New York / DDCD+PARTNER S New York / JSM MUSIC New York / MOMENTUM WORLDWIDE New York / R/GA New York / SIM New York / SONIC UNION New York / THE MILL Los Angeles / VERIZON New York |
| Entertainment | B01/041 | 00708 | CODE NAME: URI | URI: THE SURGICAL STRIKE | MOTION PICTURE/ MOVIE | INDIA | DENTSU WEBCHUTNEY Mumbai | DENTSU WEBCHUTNEY Mumbai | DENTSU WEBCHUTNEY Mumbai | DENTSU WEBCHUTNEY Mumbai | |

B02 (Talent: Live Experience)

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| Entertainment | B02/009 | 00467 | DESIGNATED FAN | PACEÑA | PACEÑA | ARGENTINA | THE JUJU Buenos Aires | | | THE JUJU Buenos Aires | |
| Entertainment | B02/010 | 00596 | BROADWAY THE RAINBOW | MARS WRIGLEY CONFECTIONERY | SKITTLES | 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 |

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| Entertainment | B02/011 | 00752 | INSTRUMENT OF HOPE | SHINEMSD | SHINE MSD | USA | PUBLICIS New York | NICE PIXELS New York | JANICE & ASSOCIATES PR Hauppauge | WOOL & TUSK New York |
| Entertainment | B02/014 | 00399 | A TEAM OF ONE | TENCENT FOUNDATION, CHINA ORGAN DONATION ADMINISTRATIVE CENTER | ORGAN DONATION | CHINA | LOONG Beijing / TENCENT MARKETING SOLUTION Shenzhen | FILMPLEXE PRODUCTION HOUSE Beijing | TENCENT MARKETING SOLUTION Shenzhen | |
| B03 (Talent: Digital & Social) | | | | | | | | | | |
| Entertainment | B03/003 | 00070 | SAMSUNG X FORTNITE: THE GALAXY SKIN | SAMSUNG GLOBAL | THE GALAXY SKIN | USA | R/GA New York | PUBLICIS New York / R/GA New York | STARCOM Chicago / STARCOM London | WASSERMAN New York |
| Entertainment | B03/009 | 00159 | WESTWORLD: THE MAZE | HBO | WESTWORLD | 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 | |
| Entertainment | B03/022 | 00248 | THE WORLD'S FASTEST BAND | STARHUB | STARHUB 4G NETWORK | SINGAPORE | BLKJ Singapore | ABUNDANT PRODUCTIONS Singapore / BLKJ Singapore / YELLOW BOX STUDIOS Singapore | | |
| Entertainment | B03/037 | 00563 | GIVING SONGS | GIVING TUESDAY | NON PROFIT ORGANIZATION | PUERTO RICO | DE LA CRUZ & ASSOCIATES Guaynabo | DE LA CRUZ & ASSOCIATES Guaynabo | DE LA CRUZ & ASSOCIATES Guaynabo | DE LA CRUZ & ASSOCIATES Guaynabo |
| Entertainment | B03/041 | 00372 | STELLA ARTOIS CHANGE UP THE USUAL | AB INBEV | STELLA ARTOIS | USA | MOTHER NEW YORK | STINK STUDIOS Los Angeles | 3PM AGENCY New York | |
| Entertainment | B03/043 | 00710 | DONT TELL ME WHAT TO DO | EDGARS | FILM | SOUTH AFRICA | VMLY&R SOUTH AFRICA Johannesburg | GIANT FILMS Cape Town / TESSA FORD POST Johannesburg | OMD Johannesburg | A-LIST COMMUNICATION S Johannesburg |
| Entertainment | B03/049 | 00817 | EXPENSIFY TH! | EXPENSIFY | MOBILE APP EXPENSIFY | USA | JOHNXHANNES NEW YORK | BISCUIT FILMWORKS Los Angeles | | ARCADE EDIT Santa Monica / AUGENBLICK STUDIOS New York / EXPENSIFY Portland / KEVIN Venice / KOVERT New York / OMD USA Los Angeles / WILD Vienna |
| Entertainment | B03/051 | 00831 | FIRST SHAVE | PROCTOR & GAMBLE CANADA | GILLETTE | CANADA | GREY CANADA Toronto | CYLINDER SOUND & FILM Toronto / FORT YORK VFX Toronto / ROOSTER POST PRODUCTION Toronto / SKIN & BONES Toronto / THE VANITY Toronto | GREY CANADA Toronto | MMK+ New York |

B04 (Excellence in Partnerships with Talent)

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| Entertainment | B04/019 | 00280 | HOME ALONE AGAIN WITH THE GOOGLE ASSISTANT | GOOGLE ASSISTANT | GOOGLE ASSISTANT | USA | ARTS & LETTERS CREATIVE CO. Richmond | ARCADE EDIT Santa Monica / ARTS & SCIENCES Los Angeles | | | |
| Entertainment | B04/028 | 00514 | THE BOY AND THE PIANO | JOHN LEWIS & PARTNERS | CHRISTMAS | UNITED KINGDOM | adam&eveDDB London | ACADEMY FILMS London / ASSEMBLY ROOMS London / MPC LONDON | MANNING GOTTLIEB OMD London | | |
| Entertainment | B04/029 | 00643 | NBA SELLOUTS | HULU | HULU NBA LIVE | USA | DEUTSCH LA | HUNGRY MAN Los Angeles / UNION EDITORIAL Los Angeles | DEUTSCH LA | HULU Santa Monica | |
| Entertainment | B04/033 | 00331 | NOW IT'S HOT | DORITOS | DORITOS® FLAMIN' HOT NACHO | USA | GOODBY SILVERSTEIN & PARTNERS San Francisco | MJZ Los Angeles | | FINAL CUT New York / HUMAN Santa Monica / LIME STUDIOS Santa Monica / THE MILL Los Angeles | |
| Entertainment | B04/045 | 00364 | THE SENSE OF COCOA | BBVA | BBVA | SPAIN | LLYC Madrid | LLYC Madrid | LLYC Madrid | | |
| Entertainment | B04/050 | 00811 | THE TEAM THAT WOULDN'T BE HERE | VERIZON | VERIZON | USA | McCANN NEW YORK | FILM FORTIES Los Angeles | VM1 New York | WEBER SHANDWICK New York | ARCADE EDIT New York / COMPANY 3 New York / DDCD+PARTNER S New York / JSM MUSIC New York / MOMENTUM WORLDWIDE New York / R/GA New York / SIM New York / SONIC UNION New York / THE MILL Los Angeles / VERIZON New York |

C02 (Digital & Mobile Games)

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| Entertainment | C02/013 | 00735 | HISTORY BLOCKS | UNESCO | INSTITUTIONAL | BRAZIL | AFRICA São Paulo | ASTEROIDE FILMS Curitiba / HUNGRY MAN São Paulo / PUNCH AUDIO São Paulo | | |
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C03 (Excellence in Brand Integration for Games)

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| Entertainment | C03/001 | 00071 | SAMSUNG X FORTNITE: THE GALAXY SKIN | SAMSUNG GLOBAL | THE GALAXY SKIN | USA | R/GA New York | PUBLICIS New York / R/GA New York | STARCOM Chicago / STARCOM London | WASSERMAN New York |
| Entertainment | C03/008 | 00412 | KEEPING FORTNITE FRESH | WENDY'S | WENDY'S COMMUNITY MANAGEMENT | USA | VMLY&R Kansas City | SPARK FOUNDRY New York | KETCHUM New York | |

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| Entertainment | C03/009 | 00275 | #NOBUILDCHALLENGE | WWF | NGO | FRANCE | WE ARE SOCIAL Paris | WE ARE SOCIAL Paris | WE ARE SOCIAL Paris | WE ARE SOCIAL Paris |
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C04 (Use of Emerging Tech for Games)

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| Entertainment | C04/003 | 00160 | WESTWORLD: THE MAZE | HBO | WESTWORLD | 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 |
| Entertainment | C04/007 | 00538 | CRAFT A WESTERN WHOPPER | BURGER KING | WHOPPER | SWEDEN | INGO Stockholm | INGO Stockholm | |
| Entertainment | C04/010 | 00737 | HISTORY BLOCKS | UNESCO | INSTITUTIONAL | BRAZIL | AFRICA São Paulo | ASTEROIDE FILMS Curitiba / HUNGRY MAN São Paulo / PUNCH AUDIO São Paulo | |

D01 (Sports: Content)

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| Entertainment | D01/008 | 00301 | UNCLE DREW FEATURE FILM | BRAND PEPSI, CLIENT PEPSICO | PEPSI | USA | PEPSICO CREATORS LEAGUE STUDIO New York | SUMMIT ENTERTAINMENT Santa Monica / TEMPLE HILL PRODUCTIONS Los Angeles | |
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D02 (Excellence in Brand Integration & Sponsorships / Partnerships for Sports Entertainment)

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| Entertainment | D02/006 | 00346 | I'M A HERO PROGRAM | YAMAHA CORPORATION | I'M A HERO PROGRAM | JAPAN | AID-DCC INC. Tokyo | TAIYO KIKAKU CO., LTD. Tokyo | AID-DCC INC. Tokyo | | |
| Entertainment | D02/013 | 00253 | THE 90 MIN CHALLENGE | SAINT HUBERT | SAINT HUBERT OMÉGA 3 | FRANCE | CLM BBDO Paris | GANG LIFE Paris | | | |
| Entertainment | D02/028 | 00813 | THE TEAM THAT WOULDN'T BE HERE | VERIZON | VERIZON | USA | McCANN NEW YORK | FILM FORTIES Los Angeles | VM1 New York | WEBER SHANDWICK New York | ARCADE EDIT New York / COMPANY 3 New York / DDCD+PARTNER S New York / JSM MUSIC New York / MOMENTUM WORLDWIDE New York / R/GA New York / SIM New York / SONIC UNION New York / THE MILL Los Angeles / VERIZON New York |
| Entertainment | D02/032 | 00681 | FAN OF THE MATCH | CLARO ECUADOR | CLARO | ECUADOR | PARADAIS DDB Guayaquil | GOD FILMS Guayaquil | HAVAS MEDIA ECUADOR Guayaquil | CLARO ECUADOR Guayaquil | CLARO ECUADOR Guayaquil |

Entertainment Shortlist

E01 (Innovation in Branded Content)

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|---------------|---------|-------|-------------------------|-------------------------------|---------------------------|--------------------|---|--|----------------------|------------------|---|
| Entertainment | E01/010 | 00167 | SNELWEG SPROOKJES | VOLKSWAGEN | VOLKSWAGEN APPLICATION | THE NETHERLANDS | ACHTUNG! mcgarrybowen Amsterdam | ACHTUNG! mcgarrybowen Amsterdam / BIG ORANGE Amsterdam / ROBOT KITTENS Hilversum | | | |
| Entertainment | E01/015 | 00329 | TALK TO THE REASONS | NETFLIX | 13 REASONS WHY | USA | MOTH + FLAME New York / NETFLIX Los Angeles | MOTH + FLAME New York | | | |
| Entertainment | E01/038 | 00500 | REMBRANDT TUTORIALS | ING | SPONSORSHIP | 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 KLAASSEN Amsterdam |
| Entertainment | E01/039 | 00600 | BROADWAY THE RAINBOW | MARS WRIGLEY CONFECTIONERY | SKITTLES | 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 |

Total Entries:

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