

Media Shortlist

Track	Cat. No	Entry No	Title	Brand	Product	Entrant Company	Entrant Country	Idea Creation	Production	Media	PR	Additional
A01 (Food & Drink)												
Reach	A01/007	00469	EXTRA REMINDER	WRIGLEY'S EXTRA	EXTRA CHEWING GUM	CLEMENGER BBDO SYDNEY	AUSTRALIA	CLEMENGER BBDO MELBOURNE				
Reach	A01/012	00499	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
Reach	A01/014	01400	FREEZER BEERBOARD	HEINEKEN	AMSTEL	WUNDERMAN THOMPSON Sao Paulo	BRAZIL	J. WALTER THOMPSON BRAZIL São Paulo	BE180 Sao Paulo / BIZSYS Sao Paulo	J. WALTER THOMPSON BRAZIL São Paulo	J. WALTER THOMPSON BRAZIL São Paulo	
A02 (Other FMCG)												
Reach	A02/016	02081	THE NON-ISSUE	L'ORÉAL PARIS	AGE PERFECT	McCANN PARIS	FRANCE	McCANN LONDON / McCANN PARIS	CRAFT LONDON / FACEBOOK Paris	CONDÉ NAST INTERNATIONAL London		
Reach	A02/018	01478	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE FEMALE COMPANY	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	SCHOLZ & FRIENDS Berlin	GERMANY	SCHOLZ & FRIENDS Berlin		SCHOLZ & FRIENDS Berlin	SCHOLZ & FRIENDS Berlin	METAGATE Berlin
Reach	A02/024	01673	SCENT BY GLADE	S.C JOHNSON	GLADE	OGILVY Chicago	USA	OGILVY Chicago	OGILVY Chicago	OGILVY Chicago		PHD Chicago
Reach	A02/025	01738	SCENTING THE HOPE OF CHANGE	SC JOHNSON	GLADE	PHD New York	USA	OGILVY Chicago / PHD New York / SC JOHNSON Racine	OGILVY Chicago	PHD New York		TRACYLOCKE Irving
A03 (Healthcare)												
Reach	A03/005	00873	THERAFLU TRACKER	GSK - THERAFLU	THERAFLU	WUNDERMAN THOMPSON Bogotá	COLOMBIA	WUNDERMAN COLOMBIA Bogotá / WUNDERMAN MEXICO Mexico City		MINDSHARE Mexico City		
A04 (Consumer Durables)												
Reach	A04/020	01569	AMAZON FIRE TV	AMAZON	FIRE TV	INITIATIVE London	UNITED KINGDOM	AMAZON London		INITIATIVE London		
Reach	A04/021	01568	LEGO BUGATTI	LEGO	LEGO	INITIATIVE London	UNITED KINGDOM	LEGO Slough		INITIATIVE London		
A05 (Automotive)												
Reach	A05/014	01019	THE ELECTRIC HELPER	CHEVROLET	BOLT EV	COMMONWEALTH//McCANN Mexico City	MEXICO	COMMONWEALTH//McCANN Mexico City / McCANN MEXICO CITY	COMMONWEALTH//McCANN Mexico City			COMMONWEALTH //McCANN Mexico City
Reach	A05/018	00669	THE UNAFFORDABLE CAMPAIGN	RENAULT	KANGOO	PUBLICIS BUENOS AIRES	ARGENTINA	PUBLICIS BUENOS AIRES				
Reach	A05/022	02101	COMPETITORS' SALE	VOLVO	VOLVO	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo	GREY BRAZIL São Paulo	GREY BRAZIL São Paulo	GREY BRAZIL São Paulo	
A06 (Retail)												
Reach	A06/015	00825	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

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Reach	A06/037	01663	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
Reach	A06/039	01977	MUSEUM OF ROMANTICISM	IKEA	IKEA LIVING ROOMS	McCANN SPAIN Madrid	SPAIN	McCANN SPAIN Madrid	CRAFT Madrid			

A07 (Travel)

Reach	A07/001	00078	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
Reach	A07/011	01699	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	

A08 (Leisure)

Reach	A08/001	00127	YOU SEEING THIS?	ESPN X NBA	ESPN X NBA	R/GA New York	USA	R/GA New York	R/GA New York	STARCOM Chicago		
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A09 (Media / Entertainment)

Reach	A09/005	00416	HOMELESS HOME SALE	EKSTRA BLADET	EKSTRA BLADET	HJALTELIN STAHL PART OF ACCENTURE INTERACTIVE Copenhagen	DENMARK	HJALTELIN STAHL PART OF ACCENTURE INTERACTIVE Copenhagen				
Reach	A09/011	00795	UNBOXING THE TRUTH	THOMSON REUTERS FOUNDATION	THOMSON REUTERS FOUNDATION	TBWA\CHIAT\DAY New York	USA	DESIGN BY DISRUPTION New York / TBWA\CHIAT\DAY New York	DESIGN BY DISRUPTION New York / TBWA\CHIAT\DAY New York	TBWA\CHIAT\DAY New York		
Reach	A09/021	01952	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
Reach	A09/031	01342	2018 WRAPPED	SPOTIFY	SPOTIFY	SPOTIFY IN-HOUSE New York	USA	SPOTIFY IN-HOUSE New York	ACTIVE THEORY Los Angeles	UM New York		
Reach	A09/032	01302	FIGHTING FAKE NEWS IN REAL- TIME	CANADIAN BROADCAST CORPORATION	SOCIÉTÉ RADIO- CANADA	PHD MONTREAL	CANADA	PHD MONTREAL			PHD MONTREAL	
Reach	A09/042	01887	BREAST BUFFER	BALAJI TELEFILMS LTD.	ALTBALAJI	GREY INDIA Mumbai	INDIA	GREY INDIA Mumbai	ALTBALAJI Mumbai	ALTBALAJI Mumbai		
Reach	A09/047	01794	MONTY'S WICKET WARNINGS	FOXTEL	FOXTEL	MINDSHARE Sydney	AUSTRALIA	MINDSHARE Sydney	MINDSHARE Sydney	MINDSHARE Sydney		GOOGLE Sydney / OOHIMEDIA Sydney / OPTA SPORTS Sydney

A10 (Consumer Services / Business to Business)

Reach	A10/005	00218	FORTE FEMME	FORTEBANK	FINANCIAL SERVICE	VOSKHOD Ekaterinburg	RUSSIA	KOMBINAT Almaty / VOSKHOD Ekaterinburg	VOSKHOD Ekaterinburg	KOMBINAT Almaty	KOMBINAT Almaty / VOSKHOD Ekaterinburg	
Reach	A10/008	00519	SIGNS OF LOVE	ANZ BANK	ANZ BRAND	TBWA\MELBOURNE	AUSTRALIA	TBWA\MELBOURNE	REVOLVER\WILL O'ROURKE Sydney / TBWA\MELBOURNE	PHD AUSTRALIA Melbourne	TBWA\MELBOURN E / THRIVE PR + COMMUNICATION S Melbourne	

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Reach	A10/018	00602	ALL THEY WANT FOR CHRISTMAS IS YOU	VISA	VISA	SAATCHI & SAATCHI London	UNITED KINGDOM	SAATCHI & SAATCHI London	GORGEOUS London / MPC LONDON / THE QUARRY London / WAVE STUDIOS London	STARCOM London	KOBALT MUSIC GROUP London / PRODIGIOUS London / SONY MUSIC London / UNIVERSAL MUSIC London / VISA London
Reach	A10/037	01660	THE OUT OF HOME PROJECT	CLEAR CHANNEL	BILLBOARDS	PRIME WEBER SHANDWICK Stockholm	SWEDEN	PRIME WEBER SHANDWICK Stockholm	BANNERBOY Stockholm	PRIME WEBER SHANDWICK Stockholm	PRIME WEBER SHANDWICK Stockholm

A11 (Not-for-profit / Charity / Government)

Reach	A11/001	00207	HUMAN HEART – OUT OF STOCK	STIFTUNG UEBER LEBEN	ORGAN DONATION	MEDIAPLUS Munich	GERMANY	PLAN.NET Munich	PLAN.NET Munich / SERVICEPLAN GERMANY Munich	MEDIAPLUS Munich	SERVICEPLAN GERMANY Munich
Reach	A11/003	00055	MEMO_O_KE	THE ALZHEIMER FOUNDATION OF THAILAND	THE ALZHEIMER FOUNDATION OF THAILAND	DENTSU ONE (BANGKOK)	THAILAND	DENTSU ONE (BANGKOK)	DENTSU ONE (BANGKOK) / SAMPENG SENG LEE HOR Bangkok		DENTSU ONE (BANGKOK)
Reach	A11/008	00187	100 WORDS PAIN_TING	SAVE THE CHILDREN KOREA	CHILDREN'S RIGHTS	OVERMAN Seoul	SOUTH KOREA	OVERMAN Seoul	WALKING ON THE BLUE Seoul	OVERMAN Seoul	OVERMAN Seoul
Reach	A11/016	00336	HUNGRY PUFFS	FOODBANK WA	HUNGRY PUFFS	THE BRAND AGENCY Perth	AUSTRALIA	THE BRAND AGENCY Perth	THE BRAND AGENCY Perth	THE BRAND AGENCY Perth	FOODBANK Perth
Reach	A11/027	00741	A DAY TO REMEMBER	FONDATION POUR LA RECHERCHE MEDICALE (FRM)	NGO	CLM BBDO Paris	FRANCE	CLM BBDO Paris	THE MIX MEN Paris		
Reach	A11/039	01371	THE LIFE SAVING SOAP OPERAS	PERUVIAN MINISTRY OF HEALTH	PERUVIAN MINISTRY OF HEALTH	CIRCUS GREY PERU Lima	PERU	CIRCUS GREY PERU Lima	CANICA FILMS Lima / DEL BARRIO PRODUCCIONES Lima / SIN ANESTESIA Lima	AMERICA TELEVISION Lima	CIRCUS GREY PERU Lima
Reach	A11/053	01496	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

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

Reach	A12/001	00024	DISTRACTED GOALKEEPER	UBER/ UBER	YELLOW MAY	TECH AND SOUL São Paulo	BRAZIL	TECH AND SOUL São Paulo			Uber São Paulo
Reach	A12/019	01051	KRAFT NOW PAY LATER	KRAFT HEINZ	KRAFT HEINZ	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO	DESIGN FOUNDRY Hyattsville / LEO BURNETT CHICAGO / TRICIAPEDIA Arlington		
Reach	A12/020	01157	BACK2LIFE	SAMSUNG	CORPORATE SOCIAL RESPONSIBILITY PROJECT (CPR)	CHEIL PENGTAI Beijing	CHINA	CHEIL PENGTAI Beijing / CHEIL WORLDWIDE HONG KONG	BIGFISH Beijing	CHEIL PENGTAI Beijing	
Reach	A12/026	01281	THE ANIMALS' OWN EMERGENCY NUMBER	DNB	ANIMAL INSURANCE	TRY REKLAME Oslo	NORWAY	TRY REKLAME Oslo			
Reach	A12/032	01199	GUMSHOE: THE FIRST SHOE MADE FROM RECYCLED CHEWING GUM	AMSTERDAM METROPOLITAN AREA	GUMSHOE	PUBLICIS Amsterdam	THE NETHERLANDS	PUBLICIS Amsterdam		PUBLICIS Amsterdam	PUBLICIS Amsterdam

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Reach	A12/034	01585	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	A12/039	02054	DIRNK REPSNOSILBY	AB INBEV	AMBEV BRANDS - CERVEJARIA AMBEV (BRAHMA, BUDWEISER, STELLA ARTOIS, SKOL AND ORIGINAL)	SUNSETDDB São Paulo	BRAZIL	SUNSETDDB São Paulo	SUNSETDDB São Paulo	SUNSETDDB São Paulo		
B01 (Use of TV & Other Screens)												
Reach	B01/010	00283	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	
Reach	B01/020	00742	A DAY TO REMEMBER	FONDATION POUR LA RECHERCHE MEDICALE (FRM)	NGO	CLM BBDO Paris	FRANCE	CLM BBDO Paris	THE MIX MEN Paris			
Reach	B01/023	01180	THE MOVIE CREDITS HACK	CANAL+	CANAL+	BETC Paris	FRANCE	BETC Paris	GENERAL POP Pantin	MK2 AGENCY Paris		
Reach	B01/024	01268	NIKE DREAM CRAZIER	NIKE	NIKE	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	SOMESUCH Los Angeles	PUBLICIS SAPIENT Seattle / WIEDEN+KENNEDY Portland	A52 Santa Monica / COMPANY 3 Los Angeles / ELEVEN SOUND Santa Monica / JOINT EDITORIAL Portland	
Reach	B01/027	01871	PAY PER BEER	AB INBEV	BRAHMA BEER	AFRICA São Paulo	BRAZIL	AFRICA São Paulo	PBA CINEMA São Paulo / SATELITE AUDIO São Paulo / WARRIORS VFX Sao Paulo			
Reach	B01/029	01373	THE LIFE SAVING SOAP OPERAS	PERUVIAN MINISTRY OF HEALTH	PERUVIAN MINISTRY OF HEALTH	CIRCUS GREY PERU Lima	PERU	CIRCUS GREY PERU Lima	CANICA FILMS Lima / DEL BARRIO PRODUCCIONES Lima / SIN ANESTESIA Lima	AMERICA TELEVISION Lima	CIRCUS GREY PERU Lima	
Reach	B01/036	02097	THE TEAM THAT WOULDN'T BE HERE	VERIZON	VERIZON	McCANN NEW YORK	USA	McCANN NEW YORK	FILM FORTIES Los Angeles	VM1 New York	WEBER SHANDWICK New York	ARCADE EDIT New York / COMPANY 3 New York / DDCCD+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
Reach	B01/042	00537	DO WHAT YOU CAN'T JIMMY FALLON	SAMSUNG	GALAXY S10+	STARCOM Chicago	USA	STARCOM Chicago	NBC New York	STARCOM Chicago	SAMSUNG ELECTRONICS AMERICA Ridgefield Park	

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Reach	B01/052	20600	BLOODLESS SCREEN	SISTEMA BRASILEIRO DE TELEVISÃO	SBT	W/McCANN São Paulo	BRAZIL	W/McCANN São Paulo	MADRE MIA FILMES Sao Paulo	W/McCANN São Paulo	CANJA AUDIO CULTURE Curitiba / SBT São Paulo
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B02 (Use of Audio Platforms)

Reach	B02/018	00763	THE WAR SIREN TEST	AMNESTY INTERNATIONAL SWITZERLAND	DONATIONS AND AWARENESS FOR THE FORGOTTEN WAR IN YEMEN	JUNG VON MATT/LIMMAT Zurich	SWITZERLAND	JUNG VON MATT/LIMMAT Zurich			JUNG VON MATT/PLAY Zurich / RADIO 24 Zurich	
Reach	B02/030	00403	SOUNDS OF FUTURE OCEAN	NATIONAL GEOGRAPHIC	PLANET OR PLASTIC?	NATIONAL GEOGRAPHIC Sao Paulo	BRAZIL	NATIONAL GEOGRAPHIC Sao Paulo	BANDEIRA 8 Rio de Janeiro			
Reach	B02/034	01639	THE UNREACHABLES	TURKCELL	TURKCELL	TBWA ISTANBUL	TURKEY	TBWA ISTANBUL	TBWA ISTANBUL	TURKCELL Istanbul		
Reach	B02/035	00223	RADIO TINNITUS	CHIME	RADIO STATION	ROTHCO ACCENTURE INTERACTIVE Dublin	IRELAND	ROTHCO ACCENTURE INTERACTIVE Dublin				
Reach	B02/054	01642	WARNING SPOTS	AAMI/SUNCORP	MOTOR INSURANCE	OGILVY AUSTRALIA Melbourne	AUSTRALIA	OGILVY AUSTRALIA Melbourne	BANG BANG STUDIOS Melbourne	OMD SYDNEY		
Reach	B02/055	01437	IMMIGRANT SONGS	BRAVOMIC	IMMIGRANT SONGS	WING New York	USA	WING New York	TOWNHOUSE New York	GREY NEW YORK	GREY NEW YORK	FLOR DE TOLOACHE New York / MASSIVE MUSIC New York / SOUTHERN POVERTY LAW CENTER Montgomery / STUDIO G BROOKLYN New York / WANAX MUSICA Mexico City
Reach	B02/058	01422	ROAD RAGE RADIO	CHEVROLET MENA	CHEVROLET MENA	COMMONWEALTH//McCANN Dubai	UNITED ARAB EMIRATES	COMMONWEALTH//McCANN Dubai	COMMONWEALTH//McCANN Dubai	CARAT Dubai	WEBER SHANDWICK MENA Dubai	CHEVROLET Dubai

B03 (Use of Print / Outdoor)

Reach	B03/003	00028	SHADOW POSTERS	MICROSOFT	SURFACE PRO 6	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	CRAFT LONDON	McCANN LONDON	
Reach	B03/017	00448	ABSOLUT STREET TREES	PERNOD RICARD MÉXICO	ABSOLUT	ANÓNIMO Mexico City	MEXICO	ANÓNIMO Mexico City		SUMA Mexico City	
Reach	B03/023	00692	UNDERCOVER CROSSWORDS	MINISTRY OF SOCIAL DEVELOPMENT/OFFICE FOR SENIORS	ELDER ABUSE AWARENESS	FCB NEW ZEALAND Auckland	NEW ZEALAND	FCB NEW ZEALAND Auckland	FCB NEW ZEALAND Auckland	FCB NEW ZEALAND Auckland	FCB NEW ZEALAND Auckland
Reach	B03/024	00530	THE HUNT IS ON	MONDELEZ	CRÈME EGG	CARAT London	UNITED KINGDOM	CARAT London / ELVIS London	ELVIS London	CARAT London	
Reach	B03/034	01955	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
Reach	B03/049	01563	THE GPS QUALITY LABEL	AUCHAN	GPS	SERVICEPLAN FRANCE Paris	FRANCE	SERVICEPLAN FRANCE Paris	SERVICEPLAN FRANCE Paris	SERVICEPLAN FRANCE Paris	SERVICEPLAN FRANCE Paris
Reach	B03/060	01872	THE BEER BEHIND SPORTS	AB INBEV	BUDWEISER	AFRICA São Paulo	BRAZIL	AFRICA São Paulo	LANDIA São Paulo / LUCHA LIBRE AUDIO São Paulo		
Reach	B03/061	01956	MUTILATED WORDS	28 TOO MANY	(FGM) FEMALE GENITAL MUTILATION	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai			

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Reach	B03/063	00574	THE LAND OF FREE PRESS	HELSINGIN SANOMAT	HELSINGIN SANOMAT NEWSPAPER	TBWA\HELSINKI	FINLAND	TBWA\HELSINKI	SANOMA MEDIA FINLAND Helsinki / TBWA\HELSINKI	CLEAR CHANNEL Helsinki / JCDECAUX FINLAND Helsinki / TBWA\HELSINKI	SANOMA MEDIA FINLAND Helsinki / TBWA\HELSINKI	
Reach	B03/071	01586	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	B03/077	02082	THE NON-ISSUE	L'ORÉAL PARIS	AGE PERFECT	McCANN PARIS	FRANCE	McCANN LONDON / McCANN PARIS	CRAFT LONDON / FACEBOOK Paris	CONDÉ NAST INTERNATIONAL London		
Reach	B03/079	01661	THE OUT OF HOME PROJECT	CLEAR CHANNEL	BILLBOARDS	PRIME WEBER SHANDWICK Stockholm	SWEDEN	PRIME WEBER SHANDWICK Stockholm	BANNERBOY Stockholm	PRIME WEBER SHANDWICK Stockholm	PRIME WEBER SHANDWICK Stockholm	
Reach	B03/080	01782	POWERSHARE	SAMSUNG	SAMSUNG – GALAXY S10	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY		STARCOM Sydney		
Reach	B03/083	01479	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE FEMALE COMPANY	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	SCHOLZ & FRIENDS Berlin	GERMANY	SCHOLZ & FRIENDS Berlin		SCHOLZ & FRIENDS Berlin	SCHOLZ & FRIENDS Berlin	METAGATE Berlin
Reach	B03/087	01808	BURN THAT AD	BURGER KING	BURGER KING WHOPPER	DAVID SÃO PAULO São Paulo	BRAZIL	DAVID SÃO PAULO São Paulo	CAFE ROYAL São Paulo / CLAN VFX São Paulo / HOGARTH WORLDWIDE São Paulo / JAMUTE São Paulo / VETOR ZERO São Paulo	DAVID SÃO PAULO São Paulo	DAVID SÃO PAULO São Paulo / LOURES COMMUNICATION Sao Paulo	BURGER KING BRAZIL Barueri
Reach	B03/106	11283	THE REMARKABLE HEDY	STABILO INTERNATIONAL GMBH	STABILO BOSS HIGHLIGHTER PEN	DDB DÜSSELDORF	GERMANY	DDB DÜSSELDORF	DDB DÜSSELDORF	DDB DÜSSELDORF	DDB DÜSSELDORF	
B04 (Use of Ambient Media: Small Scale)												
Reach	B04/010	00033	THE CLEFT COLLECTION	SMILE ASIA	SMILE ASIA	McCANN HEALTH Singapore	SINGAPORE	McCANN HEALTH Singapore				
Reach	B04/030	00427	COLUMBIA. THE OFFICIAL SOCCER TEAM OF CONFUSIÓN.	MARS COLOMBIA	SNICKERS®	PROXIMITY COLOMBIA Bogotá	COLOMBIA	PROXIMITY COLOMBIA Bogotá		MEDIACOM Bogota		
Reach	B04/042	01119	THE BEER OF THE WORLD CUP	LALA	LALA WHOLE MILK	CIRCUS. Mexico City	MEXICO	CIRCUS. Mexico City				
Reach	B04/045	00605	POKER CRASH CAPS	AB INBEV	POKER BEER	DDB COLOMBIA Bogota	COLOMBIA	DDB COLOMBIA Bogota	DDB COLOMBIA Bogota	ZENITH Bogotá	DDB COLOMBIA Bogota	
Reach	B04/075	01227	OMO TAG	UNILEVER LEBANON	OMO	TBWA\RAAD Dubai	UNITED ARAB EMIRATES	TBWA\RAAD Dubai		RAMA INTERNATIONAL LIMITED Dubai		MAGNET CONNECT Dubai
Reach	B04/076	01678	SCENT BY GLADE	S.C JOHNSON	GLADE	OGILVY Chicago	USA	OGILVY Chicago	OGILVY Chicago	OGILVY Chicago		PHD Chicago
Reach	B04/079	11800	THE SORORITY PACKS	PEPSICO	EQLIBRI	BETC/HAVAS São Paulo	BRAZIL	BETC/HAVAS São Paulo	BETC/HAVAS São Paulo	BETC/HAVAS São Paulo		

B05 (Use of Ambient Media: Large Scale)

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Reach	B05/009	00067	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
Reach	B05/010	00172	PROJECT SAVE	GOVERNMENT OF VALENZUELA CITY	PROJECT SAVE	HAVAS ORTEGA Makati City	THE PHILIPPINES	HAVAS ORTEGA Makati City	HAVAS ORTEGA Makati City		
Reach	B05/012	00520	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 + COMMUNICATIONS Melbourne
Reach	B05/019	00661	WE ARE AN AIRLINE	KLM ROYAL DUTCH AIRLINES	AVIATION	DDB Amsterdam	THE NETHERLANDS	DDB Amsterdam	WHO'S MCQUEEN PICTURE Berlin	MEDIACOM Düsseldorf	F2KREATION Eltville
Reach	B05/030	01904	THE DISCO2UNT BILLBOARD	RENAULT	RENAULT ZOE	PUBLICIS ROMANIA Bucharest	ROMANIA	PUBLICIS ROMANIA Bucharest	SAGA FILM Bucharest / STATICVFX Bucharest	OMD Bucharest	PUBLICIS ROMANIA Bucharest
Reach	B05/032	01913	TRUCK ART CHILDFINDER	BERGER PAINTS	BERGER PAINTS	BBDO PAKISTAN Lahore	PAKISTAN	BBDO PAKISTAN Lahore	SARAH TAREEN PRODUCTIONS Lahore	BBDO PAKISTAN Lahore	BBDO PAKISTAN Lahore
Reach	B05/046	01366	THINK INSIDE THE BOX	LOCKHEED MARTIN	SPACE EXPLORATION	McCANN NEW YORK	USA	McCANN NEW YORK	TRACTION New York		LOCKHEED MARTIN New York
Reach	B05/047	00557	KOSHOGO	KLOOP	MEDIA & PUBLICATIONS	LEO BURNETT MOSCOW	RUSSIA	LEO BURNETT MOSCOW			
Reach	B05/048	01727	STREET-VET	PURINA	PURINA VETERINARY DIETS	McCANN PARIS	FRANCE	McCANN PARIS	CRAFT PARIS / EDDY Paris		WEBER SHANDWICK Paris London
Reach	B05/069	01517	LIVESAVING BILLBOARDS	HIGH TRAFFIC / MAS VIDA	HIGH TRAFFIC DIGITAL BILLBOARDS / MAS VIDA MEDICAL TRANSFERS	P4 OGILVY Panama City	PANAMA	P4 OGILVY Panama City	P4 OGILVY Panama City / VFX Panama	P4 OGILVY Panama City	

B06 (Use of Events)

Reach	B06/001	00025	DISTRACTED GOALKEEPER	UBER/ UBER	YELLOW MAY	TECH AND SOUL São Paulo	BRAZIL	TECH AND SOUL São Paulo			Uber São Paulo
Reach	B06/025	00500	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
Reach	B06/030	01991	MIDDLE SEAT LOUNGE	COCA-COLA	COKE	FITZCO Atlanta	USA	FITZCO Atlanta			
Reach	B06/044	00808	PRICELESS JEWELRY	JOYERIA AURUS	JOYERIA AURUS	LOS QUILTROS Santiago	CHILE	LOS QUILTROS Santiago	CUECA Santiago		
Reach	B06/052	01636	FAN OF THE MATCH	CLARO ECUADOR	CLARO	PARADAIS DDB Guayaquil	ECUADOR	PARADAIS DDB Guayaquil	GOD FILMS Guayaquil	HAVAS MEDIA ECUADOR Guayaquil	CLARO ECUADOR Guayaquil
Reach	B06/053	01611	HELLMANN'S REAL FOOD RESCUE	UNILEVER	HELLMANN'S	OGILVY CANADA Toronto	CANADA	OGILVY CANADA Toronto	SPY FILMS Toronto	MINDSHARE Toronto	EDELMAN Toronto
Reach	B06/055	01720	INDIA DEGA AASHIRVAD	INDIA GATE BASMATI RICE	BASMATI RICE	THE CLASSIC PARTNERSHIP Dubai	UNITED ARAB EMIRATES	THE CLASSIC PARTNERSHIP Dubai	THE CLASSIC PARTNERSHIP Dubai		

B07 (Use of Stunts)

Reach	B07/009	00242	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
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Media Shortlist

Reach	B07/010	00161	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	
Reach	B07/012	00069	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	
Reach	B07/018	00371	ECO PARKING	HYUNDAI	HYUNDAI KONA ELECTRIC	HAVAS PR Madrid	SPAIN	HAVAS PR Madrid	HAVAS PR Madrid			
Reach	B07/033	00529	FRANCE ACCESSIBLE	APF FRANCE HANDICAP	France Accessible	BRAND STATION Paris	FRANCE	BRAND STATION Paris				
Reach	B07/051	00685	IHOB	IHOP	ULTIMATE STEAKBURGERS	INITIATIVE Los Angeles	USA	DROGA5 New York		INITIATIVE Los Angeles	DEVRIES GLOBAL New York	
Reach	B07/055	01556	YARMULKE SWITCH	P&G	HEAD & SHOULDERS	MEDIACOM CONNECTIONS Tel Aviv	ISRAEL	ACW GREY TEL AVIV		MEDIACOM CONNECTIONS Tel Aviv	STERN ARIELY Tel Aviv	LANDOR Cincinnati
Reach	B07/058	01052	KRAFT NOW PAY LATER	KRAFT HEINZ	KRAFT HEINZ	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO	DESIGN FOUNDRY Hyattsville / LEO BURNETT CHICAGO / TRICIAPEPIA Arlington			
Reach	B07/066	01777	THE NO MEANS NO ATM	HSBC	INSTITUTIONAL	DAVID Buenos Aires	ARGENTINA	DAVID Buenos Aires	LANDIA Buenos Aires		GRUPO MASS Caba / URBAN GRUPO DE COMUNICACION Buenos Aires	BAMBA MUSIC Buenos Aires / HSBC Caba / RATIO CABA
Reach	B07/069	01497	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
Reach	B07/072	01397	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
Reach	B07/079	01619	AIR MAX GRAFFITI STORES	NIKE	AIR MAX	AKQA São Paulo	BRAZIL	AKQA São Paulo	HEFTY São Paulo / ZOHAR CINEMA Rio de Janeiro	WIEDEN+KENNEDY São Paulo		
Reach	B07/089	01974	LIFEBOAT - THE EXPERIMENT	SEAWATCH	RECONNAISSANCE	MEDIAPLUS Munich	GERMANY	SERVICEPLAN GERMANY Munich	MARKENFILM Hamburg / NHB NEXT Hamburg / SEBASTIAN OSWALD Berlin	MEDIAPLUS Munich	ACHTUNG! Hamburg	PLAN.NET Munich
Reach	B07/101	02172	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	
B08 (Use of Digital Platforms)												
Reach	B08/001	00037	BUFFER RAGE	VOO TELECOM	TELECOM PROVIDER	HAPPINESS BRUSSELS Brussels	BELGIUM	HAPPINESS BRUSSELS Brussels		VIZEUM Brussels		
Reach	B08/006	00135	YOU SEEING THIS?	ESPN X NBA	ESPN X NBA	R/GA New York	USA	R/GA New York	R/GA New York	STARCOM Chicago		
Reach	B08/014	00062	PUTIN TURNS ON THE RAIN	TV RAIN	MEDIA SERVICE	VOSKHOD Ekaterinburg	RUSSIA	VOSKHOD Ekaterinburg				

Media Shortlist

Reach	B08/015	00040	BLACK FRIDAY WHOPPER SHOPPER	BURGER KING CORPORATION	WHOPPER	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg	RABBITCORN 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
Reach	B08/048	01565	THE GPS QUALITY LABEL	AUCHAN	GPS	SERVICEPLAN FRANCE Paris	FRANCE	SERVICEPLAN FRANCE Paris	SERVICEPLAN FRANCE Paris	SERVICEPLAN FRANCE Paris	SERVICEPLAN FRANCE Paris	
Reach	B08/074	01591	THE UNSTOPPABLE RÉSUMÉ	CANCER@WORK	CANCER@WORK	FAMOUS GREY PARIS Paris	FRANCE	FAMOUS GREY PARIS Paris				
Reach	B08/075	01889	BREAST BUFFER	BALAJI TELEFILMS LTD.	ALTBALAJI	GREY INDIA Mumbai	INDIA	GREY INDIA Mumbai	ALTBALAJI Mumbai	ALTBALAJI Mumbai		
Reach	B08/081	02154	OPERATION ENIGMA	EA GAMES	BATTLEFIELD V	DIGITAS AUSTRALIA Sydney	AUSTRALIA	DIGITAS AUSTRALIA Sydney	DIGITAS AUSTRALIA Sydney			

B09 (Use of Mobile)

Reach	B09/012	10285	WHAT'S IN IT ?	SYSTÈME U	SUPERMARKET	TBWAIPARIS	FRANCE	DAN PARIS / TBWAIPARIS				
Reach	B09/018	00977	MARIA 'S MESSAGE	MOVISTAR	MOBILE TELEPHONE SERVICE	WUNDERMAN THOMPSON Buenos Aires	ARGENTINA	WUNDERMAN CATO JOHNSON Buenos Aires				
Reach	B09/034	01703	STORYTIME	TELEKOM ROMANIA	STORYTIME APP	LEO BURNETT Bucharest	ROMANIA	LEO BURNETT Bucharest / TELEKOM ROMANIA Bucharest	CHAINSAW EUROPE Bucharest / PLAYTIME Bucharest / POST Bucharest / SAGA FILM Bucharest	TELEKOM ROMANIA Bucharest	LEO BURNETT Bucharest	ADONIS SOFTWARE Bucharest
Reach	B09/053	01664	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
Reach	B09/061	01687	VEILED SNAPCHAT LENS	S.C JOHNSON	GLADE	OGILVY Chicago	USA	OGILVY Chicago	OGILVY Chicago	PHD Chicago		

B10 (Use of Social Platforms)

Reach	B10/012	00398	NOT JUST ONE CREATOR	VF CORPORATION	VANS	STARCOM Chicago	USA	MRY New York / STARCOM Chicago	MRY New York	STARCOM Chicago		
Reach	B10/015	00100	#DEFYTHENAME	MONICA LEWINSKY	ANTI-BULLYING	BBDO NEW YORK	USA	BBDO NEW YORK	O POSITIVE New York		DINI VON MUEFFLING COMMUNICATION S New York	COMPANY 3 New York / HOOK & LINE Brooklyn / NUMBERSIX New York
Reach	B10/021	00369	WORLD RECORD EGG	WORLD RECORD EGG	HULU	EGG GANG London	UNITED KINGDOM	EGG GANG London / HULU Santa Monica	EGG GANG London	EGG GANG London / HULU Santa Monica	EGG GANG London	
Reach	B10/025	00796	UNBOXING THE TRUTH	THOMSON REUTERS FOUNDATION	THOMSON REUTERS FOUNDATION	TBWA CHIAT DAY New York	USA	DESIGN BY DISRUPTION New York / TBWA CHIAT DAY New York	DESIGN BY DISRUPTION New York / TBWA CHIAT DAY New York	TBWA CHIAT DAY New York		

Media Shortlist

Reach	B10/032	01058	THE EARNBASSADORS	VELOCITY FREQUENT FLYER	FREQUENT FLYER PROGRAM	CHE PROXIMITY Melbourne	AUSTRALIA	CHE PROXIMITY Melbourne	CHE PROXIMITY Melbourne / FINCH Melbourne	CHE PROXIMITY Melbourne	CHE PROXIMITY Melbourne	ARC EDIT Sydney
Reach	B10/033	00330	SENSITIVE ROOMS	IKEA	CSR	WE ARE SOCIAL Milan	ITALY	WE ARE SOCIAL Milan	WE ARE SOCIAL Milan			
Reach	B10/040	01182	REFURBISHED TWEETS	BACK MARKET	BACK MARKET	BETC Paris	FRANCE	BETC Paris	GENERAL POP Pantin			
Reach	B10/048	00816	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	
Reach	B10/079	00844	NIKE TRAINING CLUB LIVE	NIKE	PERSONAL TRAINING	WIEDEN+KENNEDY London	UNITED KINGDOM	WIEDEN+KENNEDY London				
Reach	B10/085	02117	#STILLSPEAKING UP	PROPUESTA CÍVICA AC	LEGAL SPONSORSHIP FOR THE FAMILIES OF MURDERED JOURNALISTS IN MEXICO.	PUBLICIS MEXICO Mexico City	MEXICO	PUBLICIS MEXICO Mexico City	PRODIGIOUS MEXICO Mexico City / VISUAL WARS Mexico City	STARCOM Mexico City / TWITTER Mexico City	DAMSKY Mexico City	PROPUESTA CÍVICA Mexico City
Reach	B10/095	02044	POST RACISM	LICRA	LICRA	PUBLICIS CONSEIL Paris	FRANCE	PUBLICIS CONSEIL Paris	PRODIGIOUS Paris	ZENITH Paris	PUBLICIS CONSEIL Paris	LINKFLUENCE Paris / PUBLICIS SAPIENT Paris
Reach	B10/101	01038	UNITED AGAINST ABUSE	DANNER	DANNER	MEDIACOM BEYOND ADVERTISING Copenhagen	DENMARK	MEDIACOM BEYOND ADVERTISING Copenhagen	MEDIACOM BEYOND ADVERTISING Copenhagen	MEDIACOM BEYOND ADVERTISING Copenhagen		
Reach	B10/108	01617	THE RECYCLABLE TWEET	REXONA	AEROSOL DEODORANT CAN	MULLENLOWE LONDON	UNITED KINGDOM	MULLENLOWE LONDON	MULLENLOWE LONDON			
Reach	B10/121	01792	INSTA NOVELS	THE NEW YORK PUBLIC LIBRARY	LITERATURE	MOTHER NEW YORK	USA	MOTHER NEW YORK	BUCK DESIGN New York / HORNET New York / MAGOZ Malmo / PSYOP New York / STRANGE BEAST London			
Reach	B10/139	00662	CAR COMMERCIAL TO GO	CENTRAAL BEHEER	INSURANCE COMPANY	DDB Amsterdam	THE NETHERLANDS	DDB Amsterdam	CIRCUS FAMILY Amsterdam	MINDSHARE Amsterdam		
B11 (Use of Technology)												
Reach	B11/001	00060	PETA "EYE TO EYE"	PETA	PETA	KOLLE REBBE ACCENTURE INTERACTIVE Hamburg	GERMANY	DEMODERN Hamburg / KOLLE REBBE ACCENTURE INTERACTIVE Hamburg	DEMODERN Hamburg / GERMAN WAHNSINN Hamburg / MARKENFILM Hamburg			PETA DEUTSCHLAND Berlin
Reach	B11/011	00681	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
Reach	B11/012	00714	RED LINE	VODAFONE TURKEY	RED LINE	MINDSHARE TURKEY Istanbul	TURKEY	MINDSHARE TURKEY Istanbul	C-SECTION Istanbul	MINDSHARE TURKEY Istanbul		VIRCON GROUP ISTANBUL
Reach	B11/022	01419	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	
Reach	B11/024	01728	STREET-VET	PURINA	PURINA VETERINARY DIETS	McCANN PARIS	FRANCE	McCANN PARIS	CRAFT PARIS / EDDY Paris		WEBER SHANDWICK Paris	AFG EUROPE London
Reach	B11/044	20076	02.38 AM	SNCF	SNCF RESEAU	TBWAIPARIS	FRANCE	DAN PARIS / TBWAIPARIS	TBWAIELSE Paris			

Media Shortlist

C01 (Use of Data-driven Insight)

Reach	C01/004	01406	RESCUE DOGZ	GUD	GUD	WUNDERMAN THOMPSON Sao Paulo	BRAZIL	J. WALTER THOMPSON BRAZIL Sao Paulo	A9 AUDIO São Paulo / PLAY IT AGAIN São Paulo	J. WALTER THOMPSON BRAZIL São Paulo	J. WALTER THOMPSON BRAZIL São Paulo
Reach	C01/011	02107	GILLETTE DATABOARDS	PROCTER & GAMBLE	GILLETTE	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo	GREY BRAZIL São Paulo	GREY BRAZIL São Paulo / MEDIACOM Miami	GREY BRAZIL São Paulo

C02 (Use of Real-time Data)

Reach	C02/017	01729	STREET-VET	PURINA	PURINA VETERINARY DIETS	McCANN PARIS	FRANCE	McCANN PARIS	CRAFT PARIS / EDDY Paris		WEBER SHANDWICK Paris	AFG EUROPE London
Reach	C02/020	02045	POST RACISM	LICRA	LICRA	PUBLICIS CONSEIL Paris	FRANCE	PUBLICIS CONSEIL Paris	PRODIGIOUS Paris	ZENITH Paris	PUBLICIS CONSEIL Paris	LINKFLUENCE Paris / PUBLICIS SAPIENT Paris
Reach	C02/023	00885	THE INFECTION ALERT SYSTEM	HINDUSTAN UNILEVER LIMITED	LIFEBUOY SOAP	MINDSHARE Mumbai	INDIA	MINDSHARE Mumbai		MINDSHARE Mumbai		
Reach	C02/024	01263	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
Reach	C02/031	01665	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
Reach	C02/035	01905	THE DISCO2UNT BILLBOARD	RENAULT	RENAULT ZOE	PUBLICIS ROMANIA Bucharest	ROMANIA	PUBLICIS ROMANIA Bucharest	SAGA FILM Bucharest / STATICVFX Bucharest	OMD Bucharest	PUBLICIS ROMANIA Bucharest	

C03 (Data-driven Targeting)

Reach	C03/010	00470	EXTRA REMINDER	WRIGLEY'S EXTRA	EXTRA CHEWING GUM	CLEMENGER BBDO SYDNEY	AUSTRALIA	CLEMENGER BBDO MELBOURNE				
Reach	C03/018	01700	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	C03/036	01399	THE MOST UNDISRUPTIVE RADIO ADS	P&G	FEBREZE	GREY MIDWEST Cincinatti	USA	GREY MIDWEST Cincinatti	JUNTO SOUNDS New York	HEARTS & SCIENCE New York		

D01 (Use of Brand or Product Integration into a Programme or Platform)

Reach	D01/005	00409	IT'S A THURSDAY NIGHT TIDE AD	PROCTER & GAMBLE	TIDE	SAATCHI & SAATCHI New York	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
Reach	D01/008	00030	EXTRA SUPPORT ACTS	WRIGLEY'S	WRIGLEY'S EXTRA	CLEMENGER BBDO SYDNEY	AUSTRALIA	CLEMENGER BBDO SYDNEY	BRING Sydney / MILKMONEY Sydney	MEDIACOM Sydney		
Reach	D01/011	00468	MORE THAN LIKES	SOFTBANK CORP.	YIMOBILE	HAKUHODO KETTLE INC Tokyo	JAPAN	HAKUHODO INC. Tokyo / HAKUHODO KETTLE INC Tokyo	AOI PRO. INC. Tokyo / BABEL LABEL Tokyo / DG MARKETING DESIGN Tokyo / TOW CO., LTD. Tokyo	HAKUHODO INC. Tokyo	SCRE CO., LTD. Tokyo	
Reach	D01/020	00743	A DAY TO REMEMBER	FONDATION POUR LA RECHERCHE MÉDICALE (FRM)	NGO	CLM BBDO Paris	FRANCE	CLM BBDO Paris	THE MIX MEN Paris			

Media Shortlist

Reach	D01/021	00502	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
Reach	D01/038	01395	ANT-ADS - THE TINIEST PARTNERSHIP IN THE WORLD	HYUNDAI MOTOR AMERICA AND HYUNDAI MOTOR COMPANY	HYUNDAI VELOSTER, KONA AND SANTA FE	INNOCEAN USA Huntington Beach	USA	INNOCEAN USA Huntington Beach	BISCUIT FILMWORKS Los Angeles / COMPANY 3 Los Angeles / LIME STUDIOS Santa Monica / METHOD STUDIOS Santa Monica / ROCK PAPER SCISSORS Santa Monica	CANVAS WORLDWIDE Los Angeles	
Reach	D01/042	02091	LOFI BEATS SUICIDE	VICE UK	SUICIDE PREVENTION	McCANN LONDON	UNITED KINGDOM	COLLEGE MUSIC Berkshire / McCANN LONDON	CRAFT LONDON	COLLEGE MUSIC Berkshire / VICE London	McCANN LONDON
Reach	D01/050	01288	TOHUM AUTISM FOUNDATION - AUTISM SCHOOL ON MINECRAFT	TOHUM AUTISM FOUNDATION	TOHUM AUTISM EDUCATION / SCHOOLS	4129GREY Istanbul	TURKEY	4129GREY Istanbul	HACIYATMAZ FILM Istanbul / VIDEOJENIK Istanbul		
Reach	D01/054	01733	ONE LEAVES	FOOD AND DRUG ADMINISTRATION, UNITED STATES (FDA)	ANTI-SMOKING	INITIATIVE New York	USA	FCB NEW YORK / INITIATIVE New York		INITIATIVE New York	
Reach	D01/059	02083	THE NON-ISSUE	L'ORÉAL PARIS	AGE PERFECT	McCANN PARIS	FRANCE	McCANN LONDON / McCANN PARIS	CRAFT LONDON / FACEBOOK Paris	CONDÉ NAST INTERNATIONAL London	
Reach	D01/065	01877	PAY PER BEER	AB INBEV	BRAHMA BEER	AFRICA São Paulo	BRAZIL	AFRICA São Paulo	PBA CINEMA São Paulo / SATELITE AUDIO São Paulo / WARRIORS VFX Sao Paulo		

D02 (Use of Branded Content Created for Digital or Social)

Reach	D02/002	00026	DISTRACTED GOALKEEPER	UBER/ UBER	YELLOW MAY	TECH AND SOUL São Paulo	BRAZIL	TECH AND SOUL São Paulo			Uber São Paulo
Reach	D02/005	00324	#ROMANOV100: 4,000 PHOTOS. 4 SOCIAL NETWORKS. 1 FAMILY.	RT	ONLINE DOCUMENTARY	RT Moscow	RUSSIA	RT Moscow	GREAT GONZO STUDIO Moscow / RT Moscow	RT Moscow	RT Moscow
Reach	D02/013	00189	100 WORDS PAIN_TING	SAVE THE CHILDREN KOREA	CHILDREN'S RIGHTS	OVERMAN Seoul	SOUTH KOREA	OVERMAN Seoul	WALKING ON THE BLUE Seoul	OVERMAN Seoul	OVERMAN Seoul
Reach	D02/040	01602	MY LIFE AS A NPC	UBIOSFT	ASSASSINS CREED ODYSSEY	DDB PARIS	FRANCE	DDB PARIS	MAKEMEPULSE Paris / PRESS PLAY ON TAPE Paris / THE Paris		
Reach	D02/048	01159	BACK2LIFE	SAMSUNG	CORPORATE SOCIAL RESPONSIBILITY PROJECT (CPR)	CHEIL PENGTAI Beijing	CHINA	CHEIL PENGTAI Beijing / CHEIL WORLDWIDE HONG KONG	BIGFISH Beijing	CHEIL PENGTAI Beijing	
Reach	D02/049	00932	HEROES OF TODAY	HEROES OF TODAY PLATFORM (IBERIA, CORREOS, TELEPIZZA, LALIGA, 11811, BAVIERA)	CORPORATE SOCIAL RESPONSIBILITY (CSR)	DDB SPAIN Madrid	SPAIN	DDB SPAIN Madrid	EL RANCHITO Madrid / GARLIC TV Madrid / THE OMS Madrid		QMS COMUNICACION Madrid
Reach	D02/073	01897	THE SPOILER BLONDE	NETFLIX	HALLOWEEN	DPZ&T São Paulo	BRAZIL	DPZ&T São Paulo / NETFLIX Barueri	NETFLIX Barueri	NETFLIX Barueri	NETFLIX Barueri
Reach	D02/084	01470	MASSIRA PROJECT	PLAYSTATION TALENTS	MASSIRA GAME (PLAYSTATION)	TBWA/ESPAÑA Madrid	SPAIN	TBWA/ESPAÑA Madrid			TBWA/ESPAÑA Madrid

E01 (Excellence in Media Insights & Strategy)

Media Shortlist

Reach	E01/001	00038	BUFFER RAGE	VOO TELECOM	TELECOM PROVIDER	HAPPINESS BRUSSELS Brussels	BELGIUM	HAPPINESS BRUSSELS Brussels		VIZEUM Brussels		
Reach	E01/020	01271	NIKE DREAM CRAZIER	NIKE	NIKE	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	SOMESUCH Los Angeles	PUBLICIS SAPIENT Seattle / WIEDEN+KENNEDY Portland		A52 Santa Monica / COMPANY 3 Los Angeles / ELEVEN SOUND Santa Monica / JOINT EDITORIAL Portland
Reach	E01/034	01361	IKEA BEDTIME	IKEA	IKEA	RETHINK Toronto	CANADA	RETHINK Toronto	ALTER EGO Toronto / FORT YORK VFX Toronto / FRANK CONTENT Toronto / SAINTS EDITORIAL Toronto			IKEA Burlington
Reach	E01/051	01811	BURN THAT AD	BURGER KING	BURGER KING WHOPPER	DAVID SÃO PAULO São Paulo	BRAZIL	DAVID SÃO PAULO São Paulo	CAFE ROYAL São Paulo / CLAN VFX São Paulo / HOGARTH WORLDWIDE São Paulo / JAMUTE São Paulo / VETOR ZERO São Paulo	DAVID SÃO PAULO São Paulo	DAVID SÃO PAULO São Paulo / LOURES COMMUNICATION Sao Paulo	BURGER KING BRAZIL Barueri

E03 (Excellence in Media Execution)

Reach	E03/002	00410	IT'S A THURSDAY NIGHT TIDE AD	PROCTER & GAMBLE	TIDE	SAATCHI & SAATCHI New York	USA	SAATCHI & SAATCHI New York	HARBOR PICTURE COMPANY New York / RATTILING STICK Santa Monica / THE MILL New York	OPTIMUM SPORTS New York	TAYLOR New York	MKTG New York / PLATINUM RYE New York
Reach	E03/005	00404	AR DROPS	ADIDAS	ULTRABOOST19	MOJO SUPERMARKET New York	USA	MOJO SUPERMARKET New York	MOJO SUPERMARKET New York / SNAPCHAT New York	MOJO SUPERMARKET New York		
Reach	E03/015	00503	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
Reach	E03/018	01914	TRUCK ART CHILDFINDER	BERGER PAINTS	BERGER PAINTS	BBDO PAKISTAN Lahore	PAKISTAN	BBDO PAKISTAN Lahore	SARAH TAREEN PRODUCTIONS Lahore	BBDO PAKISTAN Lahore	BBDO PAKISTAN Lahore	
Reach	E03/019	01379	THE LIFE SAVING SOAP OPERAS	PERUVIAN MINISTRY OF HEALTH	PERUVIAN MINISTRY OF HEALTH	CIRCUS GREY PERU Lima	PERU	CIRCUS GREY PERU Lima	CANICA FILMS Lima / DEL BARRIO PRODUCCIONES Lima / SIN ANESTESIA Lima	AMERICA TELEVISION Lima	CIRCUS GREY PERU Lima	
Reach	E03/037	02139	HACKING PRIME DAY	GENERAL MILLS	HONEY NUT CHEERIOS	MINDSHARE Chicago	USA	MINDSHARE Chicago		MINDSHARE Chicago	KETCHUM New York	

E04 (Use of Integrated Media)

Reach	E04/002	00141	YOU SEEING THIS?	ESPN X NBA	ESPN X NBA	R/GA New York	USA	R/GA New York	R/GA New York	STARCOM Chicago		
Reach	E04/008	00294	RED RESTAURANTS LIST	TAKASAKI CITY	TAKASAKI CITY	HAKUHODO KETTLE INC Tokyo	JAPAN	HAKUHODO INC. Tokyo / HAKUHODO KETTLE INC Tokyo / TBWA\HAKUHODO INC. Tokyo	TAIYOKIKAKU CO. LTD., Tokyo / TOKYO AD DESIGNERS Tokyo / TOW CO., LTD. Tokyo / VONS PICTURES Tokyo			MATERIAL Tokyo
Reach	E04/013	00806	HEY GOOGLE, ASK NIKE	NIKE	NIKE	R/GA New York	USA	R/GA New York	R/GA New York / RAIN New York			
Reach	E04/017	00938	#WORKFORALS	ALS LEAGUE BELGIUM	A CURE FOR ALS	PUBLICIS BRUSSELS	BELGIUM	PUBLICIS BRUSSELS	CAVIARTV Antwerp / DIGITAS Brussels	ZENITH BELGIUM Brussels	BEBBLE Boortmeerbeek	
Reach	E04/033	01344	2018 WRAPPED	SPOTIFY	SPOTIFY	SPOTIFY IN-HOUSE New York	USA	SPOTIFY IN-HOUSE New York	ACTIVE THEORY Los Angeles	UM New York		

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Reach	E04/034	00990	GLOBAL MGDI	GOOGLE	GOOGLE	ARTS & LETTERS CREATIVE CO. Richmond	USA	ARTS & LETTERS CREATIVE CO. Richmond / GOOGLE CREATIVE LAB New York			
Reach	E04/047	02050	IT'S COMING HOME	BRITISH AIRWAYS	FLIGHTS & DESTINATIONS	OGILVY & WAVEMAKER WPP TEAM HORIZON London	UNITED KINGDOM	OGILVY London	WAVEMAKER London	OGILVY London	OGILVY & WAVEMAKER WPP TEAM HORIZON London

F01 (Local Brand)

Reach	F01/004	00004	POSTABLE FUKUSHIMA LOCAL PAPER	FUKUSHIMA-MINPO CO.	FUKUSHIMA- MINPO	DENTSU INC. Tokyo	JAPAN	DENTSU INC. Tokyo	ROBOT COMMUNICATIONS Tokyo	DENTSU EAST JAPAN Tokyo	
Reach	F01/017	00547	THE DEVK SELFIESCARG	DEVK VERSICHERUNG	DEVK INSURANCE (IMAGE)	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg	14 FRAMES Cologne / FC-TV Cologne / STUDIO FUNK Hamburg	PILOT BERLIN / UNRULY GROUP Hamburg	DEVK VERSICHERUNG EN Cologne

F02 (Challenger Brand)

Reach	F02/013	01701	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	F02/019	01455	SOUVENIRS DE PARIS	CENTRE POMPIDOU	CENTRE POMPIDOU	MARCEL Paris	FRANCE	MARCEL Paris	ADF L'ATELIER Paris / ARTISANS DU FILM Paris / PRODIGIOUS Paris	BLUE 449 Paris	CENTRE POMPIDOU Paris / MSLGROUP Paris	
Reach	F02/028	01480	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE FEMALE COMPANY	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	SCHOLZ & FRIENDS Berlin	GERMANY	SCHOLZ & FRIENDS Berlin		SCHOLZ & FRIENDS Berlin	SCHOLZ & FRIENDS Berlin	METAGATE Berlin
Reach	F02/029	01666	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

F03 (Single-market Campaign)

Reach	F03/009	00422	TAKE AN EXTRA DAY OFF	SEDRIN	SEDRIN BEER	STARCOM Shanghai	CHINA	STARCOM Shanghai		STARCOM Shanghai	
Reach	F03/021	01962	THE TOXIC FLAG	WASTE MANAGEMENT COALITION	WASTE MANAGEMENT	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai			
Reach	F03/034	01911	GENEROSITY BAR	CADBURY	CADBURY DAIRY MILK	OGILVY SINGAPORE	SINGAPORE	OGILVY SINGAPORE	UNITEL STRAIGHT SHOOTERS MEDIA Makati City	OGILVY SINGAPORE	OGILVY SINGAPORE
Reach	F03/049	01201	GUMSHOE: THE FIRST SHOE MADE FROM RECYCLED CHEWING GUM	AMSTERDAM METROPOLITAN AREA	GUMSHOE	PUBLICIS Amsterdam	THE NETHERLANDS	PUBLICIS Amsterdam		PUBLICIS Amsterdam	PUBLICIS Amsterdam

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Reach	F03/052	01587	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	F03/073	02110	CORRUPTION DETECTOR	RECLAME AQUI	RECLAME AQUI	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo	GREY BRAZIL São Paulo / GREY WEST Los Angeles	GREY BRAZIL São Paulo	GREY BRAZIL São Paulo
Reach	F03/075	10121	HAGGLEBOT	FLIPKART INTERNET PVT LTD	SALE EVENT - FLIPKART'S THE BIG BILLION DAYS	DENTSU WEBCHUTNEY Bangalore	INDIA	DENTSU WEBCHUTNEY Bangalore			FLIPKART Bangalore / GOOGLE ASIA PACIFIC Singapore
Reach	F03/076	20077	02.38 AM	SNCF	SNCF RESEAU	TBWAIPARIS	FRANCE	DAN PARIS / TBWAIPARIS	TBWAELSE Paris		
Reach	F03/080	01739	SCENTING THE HOPE OF CHANGE	SC JOHNSON	GLADE	PHD New York	USA	OGILVY Chicago / PHD New York / SC JOHNSON Racine	OGILVY Chicago	PHD New York	TRACYLOCKE Irving

F04 (Social Behaviour & Cultural Insight)

Reach	F04/011	00121	GENDER NEUTRAL SUBTITLES	FOX PREMIUM	FOX APP	FOX NETWORKS GROUP LATIN AMERICA Buenos Aires	ARGENTINA	ASTILLERO BUENOS AIRES / FOX NETWORKS GROUP LATIN AMERICA Buenos Aires			
Reach	F04/022	00070	THE UNBREAKABLE RAINBOW	UNILEVER - BEN&JERRY'S	CSR EVENT	180HEARTBEATS+JUNG V MATT Warsaw	POLAND	180HEARTBEATS+JUN G V MATT Warsaw	180HEARTBEATS+JU NG V MATT Warsaw	180HEARTBEATS+ JUNG V MATT Warsaw	BEN & JERRY'S Warsaw / MILOSC NIE WYKLUCZA Warsaw / WOLONTARIAT ROWNOSCI Warsaw
Reach	F04/038	00522	SIGNS OF LOVE	ANZ BANK	ANZ BRAND	TBWA\MELBOURNE	AUSTRALIA	TBWA\MELBOURNE	REVOLVERWILL O'ROURKE Sydney / TBWA\MELBOURNE	PHD AUSTRALIA Melbourne	TBWA\MELBOURN E / THRIVE PR + COMMUNICATION S Melbourne
Reach	F04/040	00303	DOING NOTHING DOES HARM	OUR WATCH	BEHAVIOURAL CHANGE INTERVENTION	THINKERBELL Melbourne	AUSTRALIA	OUR WATCH Melbourne / THINKERBELL Melbourne	FINCH Melbourne		
Reach	F04/065	00598	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
Reach	F04/068	00981	THE HALF BISCUIT	LEGACY / RSA	LEGACY / RSA	VMLY&R MELBOURNE	AUSTRALIA	Y&R ANZ Melbourne	HELL STUDIOS Melbourne	WAVEMAKER Melbourne	PPR Melbourne
Reach	F04/075	00644	SHE-I-O	LAND O'LAKES	LAND O'LAKES DAIRY FOODS DIVISION	THE MARTIN AGENCY Richmond	USA	LIZ ROSE Nashville / MAGGIE ROSE Nashville / THE MARTIN AGENCY Richmond	HERE BE DRAGONS Los Angeles	THE MARTIN AGENCY Richmond	MULLENLOWE Boston
Reach	F04/079	01184	REFURBISHED TWEETS	BACK MARKET	BACK MARKET	BETC Paris	FRANCE	BETC Paris	GENERAL POP Pantin		
Reach	F04/084	01702	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

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Reach	F04/090	01321	THE PEOPLE'S SEAT	UNITED NATIONS	CLIMATE CHANGE	GREY London	UNITED KINGDOM	GREY London	GETTY IMAGES London / ITB - INTERNATIONAL TALENT BOOKING London / TOWN PRODUCTIONS London	MEDIACOM London	WHALAR London	FACEBOOK London / GREY NEW YORK / GREY POLAND Warsaw / GREY SHANGHAI / WILDFIRE London
Reach	F04/108	01129	PRESIDENTIAL BROADCAST	NETFLIX	HOUSE OF CARDS	CIRCUS. Buenos Aires	ARGENTINA	CIRCUS. Buenos Aires	CIRCUS. Buenos Aires	WAVEMAKER Buenos Aires		
Reach	F04/111	00608	POKER CRASH CAPS	AB INBEV	POKER BEER	DDB COLOMBIA Bogota	COLOMBIA	DDB COLOMBIA Bogota	DDB COLOMBIA Bogota	ZENITH Bogotá	DDB COLOMBIA Bogota	
Reach	F04/124	00558	KOSHOGO	KLOOP	MEDIA & PUBLICATIONS	LEO BURNETT MOSCOW	RUSSIA	LEO BURNETT MOSCOW				
Reach	F04/146	01284	THE ANIMALS' OWN EMERGENCY NUMBER	DNB	ANIMAL INSURANCE	TRY REKLAME Oslo	NORWAY	TRY REKLAME Oslo				
Reach	F04/163	01096	LIBERTY COINS	AUKIN	NEWSPAPER	PEDRO JUAN & DIEGO Santiago	CHILE	PEDRO JUAN & DIEGO Santiago		PEDRO JUAN & DIEGO Santiago	PEDRO JUAN & DIEGO Santiago	
Reach	F04/165	00887	THE INFECTION ALERT SYSTEM	HINDUSTAN UNILEVER LIMITED	LIFEBUOY SOAP	MINDSHARE Mumbai	INDIA	MINDSHARE Mumbai		MINDSHARE Mumbai		
Reach	F04/167	01588	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	F04/169	01620	AIR MAX GRAFFITI STORES	NIKE	AIR MAX	AKQA São Paulo	BRAZIL	AKQA São Paulo	HEFTY São Paulo / ZOHAR CINEMA Rio de Janeiro	WIEDEN+KENNEDY São Paulo		
Reach	F04/181	02084	THE NON-ISSUE	L'ORÉAL PARIS	AGE PERFECT	McCANN PARIS	FRANCE	McCANN LONDON / McCANN PARIS	CRAFT LONDON / FACEBOOK Paris	CONDÉ NAST INTERNATIONAL London		
Reach	F04/204	01880	PAY PER BEER	AB INBEV	BRAHMA BEER	AFRICA São Paulo	BRAZIL	AFRICA São Paulo	PBA CINEMA São Paulo / SATELITE AUDIO São Paulo / WARRIORS VFX Sao Paulo			
Reach	F04/236	01740	SCENTING THE HOPE OF CHANGE	SC JOHNSON	GLADE	PHD New York	USA	OGILVY Chicago / PHD New York / SC JOHNSON Racine	OGILVY Chicago	PHD New York		TRACYLOCKE Irving

F05 (Breakthrough on a Budget)

Reach	F05/002	00058	FAKE ROMANI EXPERIMENT	DIAK (DIACONIA UNIVERSITY OF APPLIED SCIENCE)	NEVO TIINA PROJECT	TBWAHELINSINKI	FINLAND	TBWAHELINSINKI	SCREEN Helsinki	IUM FINLAND Helsinki	TBWAHELINSINKI	
Reach	F05/019	00338	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
Reach	F05/047	01324	THE PARISIAN RENDEZ-VOUS	...LE DRUGSTORE PARISIEN	...LE DRUGSTORE PARISIEN	WUNDERMAN THOMPSON Boulogne-Billancourt	FRANCE	J. WALTER THOMPSON PARIS	2H56 PRODUCTIONS Paris / J. WALTER THOMPSON PARIS			
Reach	F05/053	00559	KOSHOGO	KLOOP	MEDIA & PUBLICATIONS	LEO BURNETT MOSCOW	RUSSIA	LEO BURNETT MOSCOW				
Reach	F05/054	01778	THE NO MEANS NO ATM	HSBC	INSTITUTIONAL	DAVID Buenos Aires	ARGENTINA	DAVID Buenos Aires	LANDIA Buenos Aires		GRUPO MASS Caba / URBAN GRUPO DE COMUNICACION Buenos Aires	BAMBA MUSIC Buenos Aires / HSBC Caba / RATIO CABA
Reach	F05/070	00959	OPEN SHELVES	WRITER'S BOOKSTORE	BOOKS	WAVEMAKER HUNGARY Budapest	HUNGARY	WAVEMAKER HUNGARY Budapest	UMBRELLA Budapest		SANS CLICHÉ Budapest	

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