

PR Shortlist

Track	Cat. No	Entry No	Title	Brand	Product	Entrant Company	Entrant Country	Idea Creation	Production	Media	PR	Additional
A01 (Food & Drink)												
Reach	A01/005	00258	NEW AUSTRALIA-LAND	MEAT AND LIVESTOCK AUSTRALIA	LAMB	THE MONKEYS PART OF ACCENTURE INTERACTIVE Sydney	AUSTRALIA	THE MONKEYS PART OF ACCENTURE INTERACTIVE Sydney	SCOUNDREL Sydney / SONG ZU Sydney		ONE GREEN BEAN SYDNEY	
Reach	A01/010	00425	RICE KRISPIES TREATS@ LOVE NOTES	KELLOGG RICE KRISPIES TREATS	RICE KRISPIES TREATS	EDELMAN Chicago	USA	EDELMAN Chicago	GALLAS LABEL & DECAL Chicago / OPTIMUS Chicago	STARCOM Chicago	EDELMAN Chicago	LEO BURNETT INTERACTIVE Chicago
Reach	A01/015	01241	WIND NEVER FELT BETTER	ABINBEV	BUDWEISER	DAVID Miami	USA	DAVID Miami	COSMO STREET Santa Monica / HEARD CITY New York / SMUGGLER Los Angeles	VIZEUM New York	3PM AGENCY New York	AB INBEV New York / VAYNERMEDIA New York
Reach	A01/017	00773	MIRACLE WHIP, FLORIDA	KRAFT HEINZ	MIRACLE WHIP	KRAFT HEINZ COMPANY Chicago	USA	VAYNERMEDIA New York	VAYNERPRODUCTIO NS New York			
Reach	A01/020	00813	GAZA BORDER BEER	ALEXANDER BREWERY	ALCOHOLIC DRINK- BEER	LEO BURNETT ISRAEL Bnei-Brak	ISRAEL	LEO BURNETT ISRAEL Bnei-Brak	OMRI PAZ Tel Aviv	LEO BURNETT ISRAEL Bnei-Brak	KARVAT & WEISS Tel-Aviv	
Reach	A01/028	01424	THE SLOWEST PIZZA DELIVERY	SARGENTO	SARGENTO SHREDS	OGILVY Chicago	USA	OGILVY Chicago	FORWARD MOTION MEDIA Chicago / OGILVY Chicago		OGILVY Chicago	DYNAMIC Sheboygan / iCROSSING Chicago
Reach	A01/035	01733	THE DRESS FOR RESPECT	COCA-COLA BRASIL	SCHWEPES	OGILVY São Paulo	BRAZIL	OGILVY São Paulo	BOLHA São Paulo / JAMUTE São Paulo / VOLCANO HOTMIND São Paulo			COCA-COLA BRAZIL Rio de Janeiro
Reach	A01/043	01278	OCEANS WEEK	AB INBEV	CORONA X PARLEY	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	WIEDEN+KENNEDY AMSTERDAM	LOUPE Amsterdam / MINNOW 11 California / MPC Amsterdam / SKETCH EVENTS Brighton and Hove	PHD AUSTRALIA Melbourne / VIZEUM London	ABMC New York	
A02 (Other FMCG)												
Reach	A02/009	01283	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	A02/011	01406	LOVE LINES	CHANDO	CHINA MOTHER'S DAY CAMPAIGN	OGILVY SHANGHAI	CHINA	OGILVY SHANGHAI			OGILVY SHANGHAI	
A03 (Healthcare)												
Reach	A03/001	00222	OSTENDERS	AZ DAMIAAN HOSPITAL	WORKING AS A NURSE	D-ARTAGNAN Brugges	BELGIUM	D-ARTAGNAN Brugges	BEELDCOLLECTIEF Kortrijk / GERONIMO Antwerp	D-ARTAGNAN Brugges	D-ARTAGNAN Brugges	
Reach	A03/007	00505	LIFE LOLLI	KMSZ (BONE MARROW DONATION CENTER)	LIFE LOLLI - A LOLLIPOP DESIGNED TO SAVE LIVES	BBDO Düsseldorf	GERMANY	BBDO Düsseldorf	CRAFTWORK Düsseldorf	AREASOLUTIONS Hamburg / FUSE Düsseldorf / OMD GERMANY Düsseldorf	KETCHUM PLEON Düsseldorf	PETER SCHMIDT GROUP Hamburg
Reach	A03/013	01724	INTERNET'S RESIDENCY EXAM	REGINA MARIA HEALTHCARE NETWORK	PRIVATE HEALTHCARE	McCANN BUCHAREST	ROMANIA	McCANN BUCHAREST			McCANN PR Bucharest	
Reach	A03/022	30106	POLLEN COUTURE	ZYRTEC	ZYRTEC	FLEISHMANHILLARD Sydney	AUSTRALIA	FLEISHMANHILLARD Sydney / TBWA/SYDNEY	FLEISHMANHILLARD Sydney / TBWA/SYDNEY		FLEISHMANHILLARD Sydney / TBWA/SYDNEY	
A04 (Consumer Durables)												
Reach	A04/002	00080	HARMLESS GUNS	DAGOMA	3D PRINTING	TBWA/PARIS	FRANCE	TBWA/PARIS	TBWA/ELSE Paris			

PR Shortlist

Reach	A04/005	00423	THE (SENIOR) GAME CHANGERS	LENOVO	COMPUTERS	EHRENSTRAHLE DDB Stockholm	SWEDEN	EHRENSTRAHLE DDB Stockholm	EHRENSTRAHLE DDB Stockholm / LINK FILM Uppsala	EHRENSTRAHLE DDB Stockholm	EHRENSTRAHLE DDB Stockholm
Reach	A04/014	00707	BIXBY VOICE FOREVER	SAMSUNG ELECTRONICS	BIXBY VIRTUAL ASSISTANT	CHEIL INDIA Gurgaon	INDIA	CHEIL INDIA Gurgaon / CHEIL WORLDWIDE Seoul	CRAZY FEW FILMS Mumbai / FLYING ELEPHANT FILMS New Delhi		CHEIL INDIA Gurgaon

A05 (Automotive)

Reach	A05/003	00020	POLO UNFAIL	VOLKSWAGEN	VOLKSWAGEN POLO	DDB SYDNEY	AUSTRALIA	DDB SYDNEY	RIOT CONTENT Northcote			
Reach	A05/005	00270	TEENS PROVE THEIR STREETTREAD	MICHELIN NORTH AMERICA	TIRE MANUFACTURER	KETCHUM New York	USA	KETCHUM New York	KETCHUM New York	KETCHUM New York	KETCHUM New York	FEDERATION INTERNATIONALE DE L'AUTOMOBILE Paris
Reach	A05/016	01745	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	00439	IHOB: THE DAY IHOP FLIPPED THE SCRIPT	IHOP	IHOP STEAKBURGERS	DEVRIES GLOBAL New York	USA	DROGA5 New York		INITIATIVE Los Angeles	DEVRIES GLOBAL New York	
Reach	A06/017	00641	BE AN OUTSIDER AT WORK	L.L.BEAN	OUTDOOR FASHION RETAILER	JACK MORTON WORLDWIDE Boston	USA	JACK MORTON WORLDWIDE Boston	JACK MORTON WORLDWIDE Boston	MULLENLOWE MEDIAHUB Boston	WEBER SHANDWICK Boston	HATS + RABBITS Jeffreys Bay / INDUSTRIOUS New York
Reach	A06/032	10046	THE BIGGEST SECRET DIET	Albert Heijn with support of the Dutch Diabetes Fund	SUGAR	TBWAINEBOKO Amsterdam	THE NETHERLANDS	TBWAINEBOKO Amsterdam	AMBASSADORS Amsterdam / NEXT EDIT REGIE & POSTPRODUCTION Bussum / VIDIBOKO Amsterdam			
Reach	A06/036	10135	FAMILIARISED	IKEA	IKEA	McCANN SPAIN Madrid	SPAIN	McCANN SPAIN Madrid	HARRY Madrid			

A07 (Travel)

Reach	A07/004	00130	IT'S A WONDERFUL LINE	VIRGIN TRAINS	VIRGIN TRAINS	THE ROMANS London	UNITED KINGDOM	THE ROMANS London	THE ROMANS London	THE ROMANS London	THE ROMANS London	
Reach	A07/008	01351	MIND THE GAP	BERLINER VERKEHRSBETRIEB E	BVG	SERVICEPLAN GERMANY Munich	GERMANY	SERVICEPLAN GERMANY Munich	CUBIRD Berlin / LOFT TONSTUDIOS Berlin / MEDIAMONKS Hilversum	MEDIAPLUS Munich		PX1 BERLIN
Reach	A07/013	00725	THE SOCIAL MEDIA SITTER	IBIS/ACCOR HOTELS	DIGITAL DETOX SERVICE	JUNG VON MATT/LIMMAT Zürich	SWITZERLAND	JUNG VON MATT/LIMMAT Zürich	CZAR FILM Zürich / JINGLE JUNGLE Zürich	KINGFLUENCERS Zurich	KINGFLUENCERS Zurich	
Reach	A07/022	01487	FLY WITH US	FLYBONDI	FLYBONDI	GREY ARGENTINA Buenos Aires	ARGENTINA	GREY ARGENTINA Buenos Aires		GLOBAL MIND Buenos Aires	ADVERPR Buenos Aires	
Reach	A07/025	01190	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

PR Shortlist

Reach	A07/033	00842	CLOSED FOR MAINTAINANCE - OPEN FOR VOLUNTOURISM	VISIT FAROE ISLANDS	THE FAROE ISLANDS	MENSCH Copenhagen	DENMARK	MENSCH Copenhagen / SANSIR Copenhagen	MENSCH Copenhagen / SANSIR Copenhagen	EHRENBERG KOMMUNIKATION Copenhagen / MENSCH Copenhagen / MGA MEDIAGROUP Kobenhavn K / SANSIR Copenhagen / TRAVEL PR London
-------	---------	-------	---	---------------------	-------------------	-------------------	---------	---------------------------------------	---------------------------------------	--

A08 (Leisure)

Reach	A08/004	00989	NO CEDAR. NO LEBANON.	LEBANESE BASKETBALL FEDERATION	SAVE OUR CEDARS	VMLY&R Dubai	UNITED ARAB EMIRATES	VMLY&R Dubai		
-------	---------	-------	-----------------------	--------------------------------	-----------------	--------------	----------------------	--------------	--	--

A09 (Media / Entertainment)

Reach	A09/008	00342	CODE NAME: URI	URI: THE SURGICAL STRIKE	MOTION PICTURE/ MOVIE	DENTSU WEBCHUTNEY Mumbai	INDIA	DENTSU WEBCHUTNEY Mumbai	DENTSU WEBCHUTNEY Mumbai	DENTSU WEBCHUTNEY Mumbai	DENTSU WEBCHUTNEY Mumbai
Reach	A09/017	01630	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	A09/026	01222	THE FOOLITZER PRIZES	E-FARSAS	INSTITUTIONAL	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo	ASTEROIDE FILMS Curitiba / EVIL TWIN São Paulo		E-FARSAS Sao Paulo
Reach	A09/027	01027	SISTER OF MAN	AN-NAHAR	BRAND IMAGE	GREY Dubai	UNITED ARAB EMIRATES	GREY Dubai		PIKASSO Beirut	AN-NAHAR NEWSPAPER Beirut
Reach	A09/033	01673	WE SPEAK	METRO	METRO	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil	TOWN HOUSE Guayaquil	MARURI GREY Guayaquil	MARURI GREY Guayaquil

A10 (Consumer Services / Business to Business)

Reach	A10/003	00043	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	A10/014	00521	KICKING DOWN BARRIERS	ANZ	BRAND	TBWA/MELBOURNE	AUSTRALIA	TBWA/MELBOURNE	TBWA/MELBOURNE		TBWA/MELBOURNE / THRIVE PR + COMMUNICATION S Melbourne
Reach	A10/033	21869	UCB AGROBANKING PROJECT	UCB - UCASH, SHWAPNO	MOBILE BANKING SERVICE	GREY BANGLADESH Dhaka	BANGLADESH	GREY BANGLADESH Dhaka			
Reach	A10/035	11096	THE ART GAP EXHIBITION	STANDARD CHARTERED BANK	INSTITUTIONAL	TBWA/IRAAD Dubai	UNITED ARAB EMIRATES	TBWA/IRAAD Dubai	BOLT Dubai	CARAT Dubai	TBWA/IRAAD Dubai

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

Reach	A11/028	00576	SOUND OF SEA	SEA SHEPHERD	NGO	TBWA/PARIS	FRANCE	TBWA/PARIS	TBWA/ELSE Paris		
Reach	A11/031	00709	A DAY TO REMEMBER	FONDATION POUR LA RECHERCHE MÉDICALE (FRM)	NGO	CLM BBDO Paris	FRANCE	CLM BBDO Paris	THE MIX MEN Paris		
Reach	A11/032	01119	SLEEPING FLAGS	O.N.E.	CHARITY DONATION	ROTHCO ACCENTURE INTERACTIVE Dublin	IRELAND	ROTHCO ACCENTURE INTERACTIVE Dublin	RAYGUN Dublin		ROTHCO ACCENTURE INTERACTIVE Dublin

PR Shortlist

Reach	A11/035	01185	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	A11/044	00922	I DON'T WANT THIS ON MY CEVICHE / NO QUIERO ESTO EN MI CEVICHE	OCEANA	INSTITUTIONAL	McCANN LIMA	PERU	McCANN LIMA	CRAFT LIMA	UM Lima	LA ESQUINA Lima	
Reach	A11/047	00844	UNQUIET VOICES	ANAI ASSOCIATION	DOMESTIC VIOLENCE	CENTRADE CHEIL BUCHAREST	ROMANIA	CENTRADE CHEIL BUCHAREST	ATELIERU Bucharest / STUDIOSET Bucharest	CENTRADE CHEIL BUCHAREST	BAD UNICORN Bucharest	
Reach	A11/048	01131	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	A11/050	01215	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	A11/056	01304	#BRAILLEBRICKS FORALL	DORINA NOWILL FOUNDATION FOR THE BLIND	#BRAILLEBRICKSF ORALL	LEW'LARA\TBWA São Paulo	BRAZIL	LEW'LARA\TBWA São Paulo	DELICATESSEN FILMES São Paulo / MUGSHOT São Paulo	LEW'LARA\TBWA São Paulo	ADVICE COMUNICACAO CORPORATIVA São Paulo / TRE ASSESSORIA São Paulo	
Reach	A11/057	01259	THE COLOR EXPERIMENT	SOM	SAMEN ONDERWIJS MAKEN	TBWA\BELGIUM Brussels	BELGIUM	TBWA\BELGIUM Brussels	TBWA\BELGIUM Brussels	TBWA\BELGIUM Brussels	TBWA\BELGIUM Brussels	
Reach	A11/063	00721	TWINKLE TWINKLE LITTLE HEART	TINY TICKERS	CHARITY TINY TICKERS	GOLIN London	UNITED KINGDOM	GOLIN London	BURNING REEL PRODUCTIONS London / GOLIN London / THOMAS FORSYTH London		GOLIN London	
Reach	A11/074	00029	TOXIC TOBY	BREEZOMETER / BRITISH LUNG FOUNDATION / WORLD HEALTH ORGANIZATION	BREEZOMETER / BRITISH LUNG FOUNDATION / WORLD HEALTH ORGANIZATION	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	CRAFT LONDON	McCANN LONDON	McCANN LONDON	
Reach	A11/080	01316	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	A11/096	00278	WWF I'M AN ENDANGERED SPECIES	WWF	NON PROFIT	2012 AGENCY Warsaw	POLAND	2012 AGENCY Warsaw	COLOROFFON Warsaw / PAPAYA FILMS Warsaw		IMAGO PUBLIC RELATIONS Katowice	STROER POLSKA Warsaw
Reach	A11/097	21631	THE ZERO TOLERANCE RIBBON	28 TOO MANY	(FGM) FEMALE GENITAL MUTILATION	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai			IMPACT PORTER NOVELLI Dubai	

B02 (Social Community Building & Management)

Reach	B02/003	00024	DISTRACTED GOALKEEPER	UBER/ UBER	YELLOW MAY	TECH AND SOUL São Paulo	BRAZIL	TECH AND SOUL São Paulo				Uber São Paulo
-------	---------	-------	-----------------------	------------	------------	-------------------------	--------	-------------------------	--	--	--	----------------

PR Shortlist

Reach	B02/014	01186	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	B02/031	01748	MILES FOR THE PEOPLE	RECLAME AQUI	RECLAME AQUI	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo	GREY BRAZIL São Paulo	GREY BRAZIL São Paulo	GREY BRAZIL São Paulo	
Reach	B02/036	01747	THE REAL MACHADO	UNIVERSITY ZUMBI DOS PALMARES	CORPORATE	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo	GREY BRAZIL São Paulo	GREY BRAZIL São Paulo	GREY BRAZIL São Paulo	

B03 (Real-time Response)

Reach	B03/001	00109	BAGELGATE	KRAFT-HEINZ	PHILADELPHIA CREAM CHEESE	DROGA5 New York	USA	DROGA5 New York		STARCOM Chicago	ALISON BROD MARKETING + COMMUNICATION S New York	VMLY&R Chicago
Reach	B03/015	00958	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	B03/019	01385	HAMBERDERS	BURGER KING	FAST FOOD	MULLENLOWE Boston	USA	MULLENLOWE Boston	MULLENLOWE Boston	MULLENLOWE Boston	MULLENLOWE Boston	COOLR London
Reach	B03/025	01293	THE GRAND FINALE	HEINEKEN	HEINEKEN	PUBLICIS BRASIL São Paulo	BRAZIL	PUBLICIS BRASIL São Paulo	PUBLICIS BRASIL São Paulo	PUBLICIS BRASIL São Paulo	PUBLICIS BRASIL São Paulo	
Reach	B03/035	00144	BLACK SALARY FRIDAY	INSTITUTO IDENTIDADES DO BRASIL (ID_BR) - BRAZIL'S IDENTITIES INSTITUTE	INSTITUTIONAL	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo	S DE SAMBA São Paulo		MÁQUINA COHN & WOLFE Sao Paulo	INSTITUTO IDENTIDADES DO BRASIL Rio de Janeiro

B04 (Co-creation & User Generated Content)

Reach	B04/006	00081	HARMLESS GUNS	DAGOMA	3D PRINTING	TBWA/PARIS	FRANCE	TBWA/PARIS	TBWA/ELSE Paris			
Reach	B04/007	00025	DISTRACTED GOALKEEPER	UBER/ UBER	YELLOW MAY	TECH AND SOUL São Paulo	BRAZIL	TECH AND SOUL São Paulo				Uber São Paulo
Reach	B04/021	00898	I LOVE MY BALLS	LIGA CONTRA EL CANCER	CLINICAL CHECK-UP	WUNDERMAN THOMPSON Lima	PERU	WUNDERMAN PHANTASIA Lima	DANIEL BENGUA PHOTOGRAPHY Lima / DIEGO DIBÓS SOUND LAB Lima / SANTIAGO Lima	WUNDERMAN PHANTASIA Lima	ORANGE 360 Lima	
Reach	B04/023	00876	THE PEOPLE'S INK	LA PRENSA	DIARIO LA PRENSA	TBWA/NICARAGUA Managua	NICARAGUA	TBWA/NICARAGUA Managua	LA PRENSA Riobamba / TBWA/NICARAGUA Managua	LA PRENSA Riobamba		
Reach	B04/032	01550	REBUILDING HISTORY	NATIONAL MUSEUM	INSTITUTIONAL	AFRICA São Paulo	BRAZIL	AFRICA São Paulo	A2 IMAGE Sao Paulo / LUCHA LIBRE AUDIO São Paulo / THE END POST Sao Paulo			
Reach	B04/044	01187	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

B05 (Innovative Use of Social Media)

Reach	B05/016	00726	THE SOCIAL MEDIA SITTER	IBIS/ACCOR HOTELS	DIGITAL DETOX SERVICE	JUNG VON MATT/LIMMAT Zürich	SWITZERLAND	JUNG VON MATT/LIMMAT Zürich	CZAR FILM Zürich / JINGLE JUNGLE Zürich	KINGFLUENCERS Zurich	KINGFLUENCERS Zurich	
-------	---------	-------	-------------------------	-------------------	-----------------------	-----------------------------	-------------	-----------------------------	---	----------------------	----------------------	--

PR Shortlist

Reach	B05/031	01766	#STILLSPEAKING UP	PROPUESTA CIVICA 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 CIVICA Mexico City
-------	---------	-------	-------------------	---------------------	---	-----------------------------	--------	-----------------------------	---	---	--------------------	------------------------------

B06 (Websites & Microsites)

Reach	B06/003	00192	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	B06/007	01012	THE UNKNOWN FACE	HISTORIAL DE LA GRANDE GUERRE DE PERONNE	CENTENAIRE 14-18	FF PARIS	FRANCE	FF PARIS	MERCI-MICHEL Paris		

C02 (PR Effectiveness)

Reach	C02/012	00426	RICE KRISPIES TREATS@ LOVE NOTES	KELLOGG RICE KRISPIES TREATS	RICE KRISPIES TREATS	EDELMAN Chicago	USA	EDELMAN Chicago	GALLAS LABEL & DECAL Chicago / OPTIMUS Chicago	STARCOM Chicago	EDELMAN Chicago	LEO BURNETT INTERACTIVE Chicago
Reach	C02/018	00827	88 YEAR OLD NEWS ANCHOR	FUNDACIÓN LAS ROSAS	FUNDACIÓN LAS ROSAS	McCANN SANTIAGO Santiago	CHILE	McCANN SANTIAGO Santiago			McCANN SANTIAGO Santiago	
Reach	C02/019	00923	I DON'T WANT THIS ON MY CEVICHE / NO QUIERO ESTO EN MI CEVICHE	OCEANA	INSTITUTIONAL	McCANN LIMA	PERU	McCANN LIMA	CRAFT LIMA	UM Lima	LA ESQUINA Lima	
Reach	C02/021	01408	LOVE LINES	CHANDO	CHINA MOTHER'S DAY CAMPAIGN	OGILVY SHANGHAI	CHINA	OGILVY SHANGHAI			OGILVY SHANGHAI	
Reach	C02/024	00753	BIG MAC 50TH ANNIVERSARY	MCDONALD'S	BIG MAC	GOLIN Chicago	USA	GOLIN Chicago / MCDONALDS Chicago	DESIGN BY DISRUPTION New York / GOLIN Chicago / MPC New York / OSBORNE COINAGE Cincinnati / THE MARKETING STORE Chicago	GOLIN Chicago / MCDONALDS Chicago	GOLIN Chicago / MCDONALDS Chicago	
Reach	C02/029	01101	RANG-TAN	ICELAND FOODS LTD	GROCERIES	WEBER SHANDWICK Manchester	UNITED KINGDOM	MOTHER London / TAYLOR HERRING London	TAYLOR HERRING London	TAYLOR HERRING London	TAYLOR HERRING London / WEBER SHANDWICK Manchester	GREENPEACE London / PASSION ANIMATION STUDIOS London

D01 (Media Relations)

Reach	D01/002	00206	THE REAL KASHMIR	ADIDAS	OFFICIAL PARTNERSHIP WITH REAL KASHMIR FC (FOOTBALL CLUB)	CHEIL INDIA Gurgaon	INDIA	CHEIL INDIA Gurgaon	THE DZU FILM COMPANY Gurgaon	ADIDAS Gurgaon / REAL KASHMIR FC Srinagar	ADIDAS Gurgaon / REAL KASHMIR FC Srinagar
Reach	D01/003	00153	#COVERTHEPROGRESS	DISCOVER PUERTO RICO	TRAVEL & TOURISM	KETCHUM New York	USA	KETCHUM New York	KETCHUM New York	KETCHUM New York	KETCHUM New York
Reach	D01/007	00340	FLEMISH MASTERS VS SOCIAL MEDIA IN THE 21TH CENTURY	VISIT FLANDERS	FLEMISH MASTERS	BOWLING BRANDS Antwerp	BELGIUM	BOWLING BRANDS Antwerp	CZAR Brussels		FLRISH Antwerp
Reach	D01/019	01446	PLANET OR PLASTIC	NATIONAL GEOGRAPHIC	NATIONAL GEOGRAPHIC	McCANN NEW YORK	USA	McCANN NEW YORK			NATIONAL GEOGRAPHIC Washington D.C.

PR Shortlist

Reach	D01/024	10800	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	D01/029	01102	RANG-TAN	ICELAND FOODS LTD	GROCERIES	WEBER SHANDWICK Manchester	UNITED KINGDOM	MOTHER London / TAYLOR HERRING London	TAYLOR HERRING London	TAYLOR HERRING London	TAYLOR HERRING London / WEBER SHANDWICK Manchester	GREENPEACE London / PASSION ANIMATION STUDIOS London
Reach	D01/030	12324	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	
D02 (Use of Events & Stunts)												
Reach	D02/005	00122	HIDDEN FLAG	FELGTB/ELDIARIO. ES	FELGTB	LOLA MULLENLOWE Madrid	SPAIN	LOLA MULLENLOWE Madrid	PRIMO CONTENT Barcelona			FELGTB Madrid
Reach	D02/015	00061	SOUND OF LIGHT	HUAWEI	HUAWEI MATE 20 PRO	OGILVY GERMANY Frankfurt	GERMANY	OGILVY GERMANY Frankfurt	PIRATES 'N PARADISE BERLIN / STUDIO FUNK Berlin / UNIT9 London	WAVEMAKER Berlin	GRAYLING Wien / OGILVY GERMANY Frankfurt	HUAWEI Warsaw / MUSE COMMUNICATIO N Vienna
Reach	D02/016	00147	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	D02/018	00250	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	D02/020	00026	DISTRACTED GOALKEEPER	UBER/ UBER	YELLOW MAY	TECH AND SOUL São Paulo	BRAZIL	TECH AND SOUL São Paulo				Uber São Paulo
Reach	D02/026	00367	REESE'S HALLOWEEN CANDY CONVERTER	REESE'S	REESE'S PEANUT BUTTER CUPS	ZENO GROUP New York	USA	ANOMALY New York / THE HERSHEY COMPANY / ZENO GROUP New York	FILL IN THE BLANK PRODUCTIONS New York	ZENO GROUP New York	ZENO GROUP New York	
Reach	D02/027	00050	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	D02/037	00434	PORTER NOVELLI'S STOP TRAFFICK CAMPAIGN	STREET GRACE	ADVOCACY AND AWARENESS CAMPAIGN	PORTER NOVELLI ATLANTA	USA	BBDO ATLANTA	BBDO ATLANTA			PORTER NOVELLI ATLANTA
Reach	D02/045	00533	FRANCE ACCESSIBLE	APF FRANCE HANDICAP	France Accessible	BRAND STATION Paris	FRANCE	BRAND STATION Paris				
Reach	D02/114	00722	TWINKLE TWINKLE LITTLE HEART	TINY TICKERS	CHARITY TINY TICKERS	GOLIN London	UNITED KINGDOM	GOLIN London	BURNING REEL PRODUCTIONS London / GOLIN London / THOMAS FORSYTH London			GOLIN London
Reach	D02/118	01539	CONFISCATED TOYS	PEOPLE IN NEED	PEOPLE IN NEED	VMLY&R PRAGUE	CZECH REPUBLIC	VMLY&R PRAGUE	GPS PRODUCTION Prague	WAVEMAKER CZECH Praha 3	VMLY&R PRAGUE	BARAAK ARCH. Prague / BEEP Prague / SPOON Prague / WUNDERMAN Prague

PR Shortlist

Reach	D02/122	01612	IKEA HE(ART) SCANNER	IKEA	IKEA ART COLLECTION	OGILVY & SOCIAL.LAB BELGIUM Brussels	BELGIUM	OGILVY Brussels	OGILVY Brussels	OGILVY Brussels	OGILVY Brussels	
Reach	D02/143	00961	GRAVE OF THRONES	FOXTEL	PAY TV	DDB SYDNEY	AUSTRALIA	DDB SYDNEY	REVOLVER/WILL O'ROURKE Sydney		MANGO Sydney	FOXTEL Sydney / PHOTOPLAY FILMS Sydney
Reach	D02/162	00226	SLEEPING FLAGS	O.N.E.	CHARITY DONATION	ROTHCO ACCENTURE INTERACTIVE Dublin	IRELAND	ROTHCO ACCENTURE INTERACTIVE Dublin	ANTIDOTE FILMS Dublin / RAYGUN Dublin		ROTHCO ACCENTURE INTERACTIVE Dublin	
Reach	D02/163	01814	PHILIPS #SHAVETOREME MBER	PHILIPS & THE NELSON MANDELA FOUNDATION	PHILIPS	OGILVY JOHANNESBURG	SOUTH AFRICA	OGILVY JOHANNESBURG			OGILVY JOHANNESBURG	
D03 (Use of Celebrity, Influencers & Key Opinion Leaders)												
Reach	D03/001	00123	CHOOSE THE MOUSTACHE	PESCANOVA	SHRIMPS	LOLA MULLENLOWE Madrid	SPAIN	LOLA MULLENLOWE Madrid	HARRY Madrid	WAVEMAKER GLOBAL Majadahonda	PORTER NOVELLI Madrid	HIJOS DESIGN MUSIC PRODUCTION Madrid / MAKING SCIENCE Madrid / PESCANOVA Pontevedra
Reach	D03/012	00095	#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	D03/027	00507	LIFE LOLLI	KMSZ (BONE MARROW DONATION CENTER)	LIFE LOLLI - A LOLLIPOP DESIGNED TO SAVE LIVES	BBDO Düsseldorf	GERMANY	BBDO Düsseldorf	CRAFTWORK Düsseldorf	AREASOLUTIONS Hamburg / FUSE Düsseldorf / OMD GERMANY Düsseldorf	KETCHUM PLEON Düsseldorf	PETER SCHMIDT GROUP Hamburg
Reach	D03/033	01172	LUNA BAR EQUAL PAY CAMPAIGN	CLIF BAR & COMPANY	LUNA BAR	GOLIN Los Angeles	USA	LUNA BAR Emeryville	WHERE THE BUFFALO ROAM Oakland		GOLIN Los Angeles	ADVANTAGE Los Angeles / BUKWILD Sacramento
Reach	D03/036	01188	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	D03/038	01676	SONRIE VENEZUELA	VENMUNDO	SONRIE VENEZUELA	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil	TOWN HOUSE Guayaquil	MARURI GREY Guayaquil	MARURI GREY Guayaquil	
Reach	D03/039	01615	INSTRUMENT OF HOPE	SHINEMSD	SHINE MSD	PUBLICIS New York	USA	PUBLICIS New York	NICE PIXELS New York		JANICE & ASSOCIATES PR Hauppauge	WOOL & TUSK New York
Reach	D03/049	00900	LIFESTREAMS	FUNDACIÓN PERUANA DE CÁNCER	FUNDACIÓN PERUANA DE CÁNCER	WUNDERMAN THOMPSON Lima	PERU	WUNDERMAN PHANTASIA Lima	BARBA ROJA AUDIO Lima / VOING STUDIO Lima		METRICA Lima	
Reach	D03/052	00953	MY OTHER TEAM IS MEXICO	WELLS FARGO	FINANCE	BBDO SAN FRANCISCO	USA	BBDO SAN FRANCISCO				
Reach	D03/056	00999	RENT A FINN	VISIT FINLAND – THE FINNISH TOURIST BOARD	DESTINATION FINLAND	SEK PART OF GREY Helsinki	FINLAND	SEK PART OF GREY Helsinki	COCOA Helsinki / CREUNA FINLAND Helsinki / SEK PART OF GREY Helsinki	DAGMAR Helsinki	BUSINESS FINLAND Helsinki / SEK PART OF GREY Helsinki	BUSINESS FINLAND Helsinki / HINTSA PERFORMANCE Helsinki
Reach	D03/060	01064	REFURBISHED TWEETS	BACK MARKET	BACK MARKET	BETC Paris	FRANCE	BETC Paris	GENERAL POP Pantin			
Reach	D03/074	01295	THE GRAND FINALE	HEINEKEN	HEINEKEN	PUBLICIS BRASIL São Paulo	BRAZIL	PUBLICIS BRASIL São Paulo	PUBLICIS BRASIL São Paulo	PUBLICIS BRASIL São Paulo	PUBLICIS BRASIL São Paulo	
Reach	D03/077	00704	THE SENSE OF COCOA	BBVA	BBVA	LLYC Madrid	SPAIN	LLYC Madrid	LLYC Madrid		LLYC Madrid	

PR Shortlist

Reach	D03/085	01692	I TOUCH MYSELF PROJECT X SERENA	BERLEI	BREAST CANCER AWARENESS	WUNDERMAN THOMPSON Sydney	AUSTRALIA	J. WALTER THOMPSON Sydney	COLLIDER Sydney / HOGARTH WORLDWIDE Sydney / SONG ZU Sydney		
Reach	D03/086	01720	DEEP FRAUD	HSBC	ONLINE FRAUD AWARENESS	WEBER SHANDWICK London	UNITED KINGDOM	WEBER SHANDWICK London	WEBER SHANDWICK London	PHD London	WEBER SHANDWICK London
Reach	D03/099	01573	#STOPMITHANI	HDFC BANK	HDFC BLOOD DONATION CAMPS	LEO BURNETT INDIA Mumbai	INDIA	LEO BURNETT INDIA Mumbai			

D04 (Launch / Re-launch)

Reach	D04/010	00246	BLACKOUT TRACK	ASICS	GEL-KAYNO 25 RUNNING SHOES	EDELMAN London	UNITED KINGDOM	EDELMAN London	UNIT9 London		EDELMAN London	
Reach	D04/015	00508	LIFE LOLLI	KMSZ (BONE MARROW DONATION CENTER)	LIFE LOLLI - A LOLLIPOP DESIGNED TO SAVE LIVES	BBDO Düsseldorf	GERMANY	BBDO Düsseldorf	CRAFTWORK Düsseldorf	AREASOLUTIONS Hamburg / FUSE Düsseldorf / OMD GERMANY Düsseldorf	KETCHUM PLEON Düsseldorf	PETER SCHMIDT GROUP Hamburg
Reach	D04/018	00667	SEARCHING FOR THE SPECIAL COLOUR OF SEVILLE	DIAGEO	TANQUERAY FLOR DE SEVILLA	PS21 Madrid	SPAIN	PS21 Madrid		CARAT Madrid	LA MAS CHULA Madrid	ZAGUAN Madrid
Reach	D04/023	00967	LEGAL-ADE	KRAFT HEINZ	COUNTRY TIME LEMONADE	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO	HARBOR PICTURE COMPANY New York			
Reach	D04/041	01276	AN UNREPEATABLE PHOTOGRAPH?	TRAPA CHOCOLATES	TRAPA - PALM OIL FREE CHOCOLATES	FCB&FIRE Madrid	SPAIN	FCB&FIRE Madrid	BLUA Barcelona			TRAPA CHOCOLATES Palencia

D05 (Brand Voice & Strategic Storytelling)

Reach	D05/009	00252	MY SPECIAL AFLAC DUCK	AFLAC	MY SPECIAL AFLAC DUCK	AFLAC Columbus	USA	AFLAC Columbus / CAROL CONE ON PURPOSE New York	MOTHER NATURE NETWORK Atlanta / SPROUTEL Providence / THE NATION OF ARTISTS Los Angeles / YOU ARE HERE Atlanta		FLEISHMANHILL RD ATLANTA / KWI COMMUNICATION S Atlanta / MARINA MAHER COMMUNICATION S New York	CHILDREN'S HEALTHCARE OF ATLANTA
Reach	D05/015	00371	PETAL PAINT	JAT HOLDING	JAT PAINTS PETAL PAINT	LEO BURNETT Toronto	CANADA	LEO BURNETT Colombo / LEO BURNETT Toronto	LEO BURNETT Colombo / LEO BURNETT Toronto			
Reach	D05/028	00968	ALL TOGETHER CEREAL	KELLOGG'S	KELLOGG'S CEREAL	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO	DIGITAS New York	STARCOM Chicago		GODUTCH Cincinnati
Reach	D05/029	00969	KRAFT NOW PAY LATER	KRAFT HEINZ	KRAFT HEINZ	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO	DESIGN FOUNDRY Hyattsville / LEO BURNETT CHICAGO / TRICIAPEdia Arlington			
Reach	D05/037	01231	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	D05/039	01301	A UNIQUE BOND	BOEHRINGER INGELHEIM	PHARMA COMPANY	BURSON COHN & WOLFE London	UNITED KINGDOM	BURSON COHN & WOLFE London	BURSON COHN & WOLFE London	BURSON COHN & WOLFE London	BURSON COHN & WOLFE London	
Reach	D05/050	01743	CHANGING THE GAME	MICROSOFT	XBOX	McCANN NEW YORK	USA	McCANN NEW YORK	COMPANY 3 New York / HUNGRY MAN New York / JSM MUSIC New York / ROCK PAPER SCISSORS New York / SONIC UNION New York	CARAT New York	WAGGENER EDSTROM SEATTLE	MICROSOFT Redmond

PR Shortlist

Reach	D05/057	01506	WE BELIEVE	GILLETTE	GROOMING - BLADES AND RAZORS	MMK+ New York	USA	GREY NEW YORK	GREY NEW YORK / SOMESUCH Los Angeles	CARAT New York	MMK+ New York	COSMO STREET New York / MPC New York / SKDKNICKERBO CKER Washington, DC / TARGETED VICTORY Washington, DC / TOWNHOUSE New York
Reach	D05/063	11077	REFRAMING HONG KONG	HONG KONG TOURISM BOARD	TOURISM	GREY HONG KONG	HONG KONG	GREY HONG KONG	GREY HONG KONG		HONG KONG TOURISM BOARD	ECOVISION ASIA Hong Kong
Reach	D05/065	30078	02.38 AM	SNCF	SNCF RESEAU	TBWAIPARIS	FRANCE	DAN PARIS / TBWAIPARIS	TBWAELSE Paris			
Reach	D05/067	10710	THE WRONG ANTHEM	LEBANESE BASKETBALL FEDERATION	SAVE OUR CEDARS	VMLY&R Dubai	UNITED ARAB EMIRATES	Y&R DUBAI				
Reach	D05/068	22014	THE REMARKABLE HEDY	STABILO INTERNATIONAL GMBH	STABILO BOSS HIGHLIGHTER PEN	DDB DÜSSELDORF	GERMANY	DDB DÜSSELDORF	DDB DÜSSELDORF	DDB DÜSSELDORF	DDB DÜSSELDORF	

D06 (Content-led Engagement & Marketing)

Reach	D06/001	00193	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	D06/008	00513	AUSTRALIA'S WORST SERIAL KILLER	HEART FOUNDATION AUSTRALIA	HEART DISEASE AWARENESS AND ADVOCACY	NEWS CORP AUSTRALIA Sydney	AUSTRALIA	NEWS CORP AUSTRALIA Sydney	NEWS CORP AUSTRALIA Sydney	CUSTOMEDIA Sydney / NEWS CORP AUSTRALIA Sydney	NEWS CORP AUSTRALIA Sydney / THE HEART FOUNDATION OF AUSTRALIA Sydney	NEWS CORP AUSTRALIA Sydney / THE HEART FOUNDATION OF AUSTRALIA Sydney
Reach	D06/011	01578	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	D06/022	01576	RAILROAD TIES	ANCESTRY	HISTORICAL RECORDS/ DATABASE	WEBER SHANDWICK New York	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	
Reach	D06/023	01509	WE BELIEVE	GILLETTE	GROOMING - BLADES AND RAZORS	MMK+ New York	USA	GREY NEW YORK	GREY NEW YORK / SOMESUCH Los Angeles	CARAT New York	MMK+ New York	COSMO STREET New York / MPC New York / SKDKNICKERBO CKER Washington, DC / TARGETED VICTORY Washington, DC / TOWNHOUSE New York

D07 (Use of Technology)

Reach	D07/001	00211	THE GENDERLESS VOICE	COPENHAGEN PRIDE	Q, THE GENDERLESS VOICE	VIRTUE Copenhagen	DENMARK	VIRTUE Copenhagen	VIRTUE Copenhagen		VIRTUE Copenhagen	KOALITION New York / THIRTYSOUNDS GOOD Copenhagen
-------	---------	-------	----------------------------	---------------------	-------------------------------	-------------------	---------	-------------------	-------------------	--	----------------------	---

PR Shortlist

Reach	D07/006	00253	MY SPECIAL AFLAC DUCK	AFLAC	MY SPECIAL AFLAC DUCK	AFLAC Columbus	USA	AFLAC Columbus / CAROL CONE ON PURPOSE New York	MOTHER NATURE NETWORK Atlanta / SPROUTEL Providence / THE NATION OF ARTISTS Los Angeles / YOU ARE HERE Atlanta	FLEISHMANHILLA RD ATLANTA / KWI COMMUNICATION S Atlanta / MARINA MAHER COMMUNICATION S New York	CHILDEN'S HEALTHCARE OF ATLANTA
Reach	D07/022	01016	THE UNKNOWN FACE	HISTORIAL DE LA GRANDE GUERRE DE PERONNE	CENTENAIRE 14-18	FF PARIS	FRANCE	FF PARIS	MERCI-MICHEL Paris		
Reach	D07/038	00994	ART AGAINST BREAST CANCER	JUDIT VIRAG GALLERY	JUDIT VIRAG GALLERY	DDB BUDAPEST	HUNGARY	DDB BUDAPEST			
Reach	D07/044	20079	02.38 AM	SNCF	SNCF RESEAU	TBWAIPARIS	FRANCE	DAN PARIS / TBWAIPARIS	TBWAIELSE Paris		

E01 (Corporate Image, Communication & Reputation Management)

Reach	E01/005	00254	MY SPECIAL AFLAC DUCK	AFLAC	MY SPECIAL AFLAC DUCK	AFLAC Columbus	USA	AFLAC Columbus / CAROL CONE ON PURPOSE New York	MOTHER NATURE NETWORK Atlanta / SPROUTEL Providence / THE NATION OF ARTISTS Los Angeles / YOU ARE HERE Atlanta	FLEISHMANHILLA RD ATLANTA / KWI COMMUNICATION S Atlanta / MARINA MAHER COMMUNICATION S New York	CHILDEN'S HEALTHCARE OF ATLANTA
Reach	E01/009	00626	WNBA: TAKE A SEAT, TAKE A STAND	WNBA	WNBA	EDELMAN New York	USA	EDELMAN New York		EDELMAN New York	
Reach	E01/010	00248	OLD MILK	COOP	COOP	EDELMAN London	UNITED KINGDOM	EDELMAN London	SCREAM MEDIABYRA Stockholm	EDELMAN London	
Reach	E01/011	00470	THE INDOOR GENERATION	VELUX	VELUX	&CO Copenhagen	DENMARK	&CO Copenhagen	BACON Copenhagen	OATH NORDICS Copenhagen	WEBER SHANDWICK Edinburgh 6° BCW New Delhi
Reach	E01/024	01495	STORIES FROM THE STATION	GOOGLE	RAILWIRE	GOOGLE INDIA Gurgaon	INDIA	LOWE LINTAS Mumbai			
Reach	E01/026	01191	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	E01/028	10126	CORAL PIPES	ECOPETROL	ECOPETROL	ECOPETROL Bogotá	COLOMBIA	SANCHO BBDO Bogotá	MACARENA&CO Bogotá		
Reach	E01/030	01205	DELIVERING HOPE	UNITED STATES POSTAL SERVICE	OPERATION SANTA	MRM/McCANN New York	USA	MRM/McCANN New York	MRM/McCANN New York		
Reach	E01/033	01753	MILES FOR THE PEOPLE	RECLAME AQUI	RECLAME AQUI	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo	GREY BRAZIL São Paulo	GREY BRAZIL São Paulo	GREY BRAZIL São Paulo
Reach	E01/040	01125	MISS AMERICA 2.0	MISS AMERICA ORGANIZATION	MISS AMERICA 2.0 REBRAND CAMPAIGN	VMLY&R New York	USA	Y&R NEW YORK	CLICKON MEDIA New York	Y&R NEW YORK	
Reach	E01/047	01671	YOUR LOGO HERE	AMBEV	GUARANÁ ANTARCTICA	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	CINE CINEMATOGRAFICA São Paulo / RAW AUDIO São Paulo	ALMAPBBDO São Paulo	
Reach	E01/048	01806	WHY ARE THERE NO WOMEN ON OUR BANKNOTES?	BGZ BNP PARIBAS	BGZ BNP PARIBAS	PUBLICIS Warsaw	POLAND	PUBLICIS Warsaw	HAVAS WARSAW		BGZ BNP PARIBAS Warsaw
Reach	E01/049	00630	SONOS NASDAQ BELL	SONOS	SONOS	EDELMAN Los Angeles	USA	EDELMAN Los Angeles		EDELMAN Los Angeles	ANOMALY New York

E02 (Public Affairs & Lobbying)

PR Shortlist

Reach	E02/002	00330	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	E02/010	01635	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	E02/022	00603	BULLETPROOF WORDS	ARTICLE 19	BULLETPROOF VEST	LA DOBLEVIDA Mexico City	MEXICO	LA DOBLEVIDA Mexico City	LA DOBLEVIDA Mexico City		LA DOBLEVIDA Mexico City	
Reach	E02/032	00779	A TEAM OF ONE	TENCENT FOUNDATION, CHINA ORGAN DONATION ADMINISTRATIVE CENTER	ORGAN DONATION	LOONG Beijing	CHINA	LOONG Beijing / TENCENT MARKETING SOLUTION Shenzhen	FILMPLEXE PRODUCTION HOUSE Beijing		TENCENT MARKETING SOLUTION Shenzhen	

E03 (Crisis Communications & Issue Management)

Reach	E03/002	00156	#COVERTHEPROGRESS	DISCOVER PUERTO RICO	TRAVEL & TOURISM	KETCHUM New York	USA	KETCHUM New York	KETCHUM New York	KETCHUM New York	KETCHUM New York	
Reach	E03/014	00843	CLOSED FOR MAINTAINANCE - OPEN FOR VOLUNTOURISM	VISIT FAROE ISLANDS	THE FAROE ISLANDS	MENSCH Copenhagen	DENMARK	MENSCH Copenhagen / SANSIR Copenhagen	MENSCH Copenhagen / SANSIR Copenhagen		EHRENBERG KOMMUNIKATION Copenhagen / MENSCH Copenhagen / MGA MEDIAGROUP Kobenhavn K / SANSIR Copenhagen / TRAVEL PR London	

E04 (Corporate Social Responsibility)

Reach	E04/010	00219	CART WHEELCHAIR	EK-CHAI DISTRIBUTION SYSTEM CO. LTD	TESCO LOTUS SUPERMARKET	KZY AGENCY Bangkok	THAILAND	KZY AGENCY Bangkok				
Reach	E04/032	00568	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	E04/060	00795	BUDWEISER RECUP ARENA	AB INBEV	BUDWEISER	BOOTLEG Moscow	RUSSIA	BOOTLEG Moscow	MONOLEAK Moscow / SAVE AS IT IS Moscow / SUPERDESIGNERS Moscow		PROMO AGE Moscow	
Reach	E04/071	01284	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	E04/073	01054	LIVING SEAWALL	VOLVO CAR AUSTRALIA	VOLVO	whiteGREY SYDNEY	AUSTRALIA	whiteGREY SYDNEY			whiteGREY SYDNEY	
Reach	E04/082	01323	UCB AGROBANKING	UCB - UCASH, SHWAPNO	MOBILE BANKING SERVICE	GREY BANGLADESH Dhaka	BANGLADESH	GREY BANGLADESH Dhaka				
Reach	E04/091	01594	THE SHOWER	HINDUSTAN UNILEVER LIMITED	WATER CONSERVATION AND EDUCATION	OGILVY MUMBAI	INDIA	OGILVY MUMBAI	LITTLE LAMB FILMS Mumbai			
Reach	E04/092	01763	THISABLES	IKEA	IKEA THISABLES	McCANN Tel Aviv	ISRAEL	McCANN Tel Aviv	CRAFT LONDON / McCANN Tel Aviv	UM Tel Aviv	McCANN Tel Aviv	
Reach	E04/099	01543	S.H.E.	P&G	PANTENE	GREY WEST Los Angeles	USA	GREY COLOMBIA Bogotá / GREY NEW YORK / GREY WEST Los Angeles	4129GREY Istanbul / TOWNHOUSE New York	CARAT New York	MMK+ New York	

PR Shortlist

Reach	E04/102	01279	OCEANS WEEK	AB INBEV	CORONA X PARLEY	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	WIEDEN+KENNEDY AMSTERDAM	LOUPE Amsterdam / MINNOW 11 California / MPC Amsterdam / SKETCH EVENTS Brighton and Hove	PHD AUSTRALIA Melbourne / VIZEUM London	ABMC New York
-------	---------	-------	-------------	----------	-----------------	--------------------------	-----------------	--------------------------	--	---	---------------

E05 (Internal Communications & Employee Engagement)

Reach	E05/006	00458	LENDLEASE MUMS FOR SAFETY	LENDLEASE	PROPERTY	LENDLEASE Sydney	AUSTRALIA	HOUSTON GROUP Sydney	IN THE THICKET Sydney		
-------	---------	-------	---------------------------	-----------	----------	------------------	-----------	----------------------	-----------------------	--	--

E06 (Sponsorship & Brand Partnership)

Reach	E06/004	00149	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	E06/016	00711	A DAY TO REMEMBER	FONDATION POUR LA RECHERCHE MÉDICALE (FRM)	NGO	CLM BBDO Paris	FRANCE	CLM BBDO Paris	THE MIX MEN Paris		
-------	---------	-------	-------------------	--	-----	----------------	--------	----------------	-------------------	--	--

Reach	E06/029	01258	STEP UP TO THE PLATE	UBER	MEALS ON WHEELS - PROVIDING ASSISTANCE AND MEALS TO SENIORS	UBER San Francisco	USA	UBER San Francisco	TOOL OF NORTH AMERICA Los Angeles / WHITEHOUSE POST Santa Monica	UBER San Francisco	UBER San Francisco
-------	---------	-------	----------------------	------	---	--------------------	-----	--------------------	--	--------------------	--------------------

Reach	E06/038	01416	VICTORY FRIDGE	AB INBEV	BUD LIGHT	3PM AGENCY New York	USA	3PM AGENCY New York	FUSION Saint Louis, MO / WIEDEN+KENNEDY NEW YORK	3PM AGENCY New York	CLEVELAND BROWNS Berea / ENDEAVOR New York, NY / HOUSE OF LAROSE Brecksville
-------	---------	-------	----------------	----------	-----------	---------------------	-----	---------------------	--	---------------------	--

Reach	E06/046	00995	ART AGAINST BREAST CANCER	JUDIT VIRAG GALLERY	JUDIT VIRAG GALLERY	DDB BUDAPEST	HUNGARY	DDB BUDAPEST			
-------	---------	-------	---------------------------	---------------------	---------------------	--------------	---------	--------------	--	--	--

E07 (Multi-market Campaign)

Reach	E07/004	00755	BIG MAC 50TH ANNIVERSARY	MCDONALD'S	BIG MAC	GOLIN Chicago	USA	GOLIN Chicago / MCDONALDS Chicago	DESIGN BY DISRUPTION New York / GOLIN Chicago / MPC New York / OSBORNE COINAGE Cincinnati / THE MARKETING STORE Chicago	GOLIN Chicago / MCDONALDS Chicago	GOLIN Chicago / MCDONALDS Chicago
-------	---------	-------	--------------------------	------------	---------	---------------	-----	-----------------------------------	---	-----------------------------------	-----------------------------------

F01 (Local Brand)

Reach	F01/001	00056	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	F01/007	00126	ELECTRON - THE POWERFUL JOURNEY	HYDRO-QUÉBEC	ELECTRICITY	LG2 Montréal	CANADA	LG2 Montréal	LG2 Montréal	TOUCHÉ! Montréal	
-------	---------	-------	---------------------------------	--------------	-------------	--------------	--------	--------------	--------------	------------------	--

Reach	F01/012	00357	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
-------	---------	-------	-------------------	-------------	--------------------	------------------------	--------	--	--	--	-------------------

PR Shortlist

Reach	F01/013	01556	THE TIME WE HAVE LEFT - CASE	PERNOD RICHARD	RUAVIEJA	LEO BURNETT Madrid	SPAIN	LEO BURNETT Madrid	SERENA Madrid / TESAURO Madrid	LEO BURNETT Madrid	
Reach	F01/038	11110	GERMAN FEDERAL ASSOCIATION OF FUNERAL DIRECTORS "MY PERSONAL COFFIN"	GERMAN FEDERAL ASSOCIATION OF FUNERAL DIRECTORS	FUNERALS/COUNSELLING/COFFIN CONSULTATION AND SELECTION	HEIMAT Berlin	GERMANY	HEIMAT Berlin	HEIMAT Berlin	HEIMAT Berlin	HEIMAT Berlin

F02 (Challenger Brand)

Reach	F02/021	01132	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	F02/024	01285	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	F02/025	00793	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	

F03 (Single-market Campaign)

Reach	F03/002	00070	CASTLE #LOSETHELABEL	ABINBEV	CASTLE LAGER	OGILVY JOHANNESBURG	SOUTH AFRICA	OGILVY JOHANNESBURG				
Reach	F03/003	00225	PHILIPS #SHAVETOREMBER	PHILIPS & THE NELSON MANDELA FOUNDATION	PHILIPS	OGILVY JOHANNESBURG	SOUTH AFRICA	OGILVY JOHANNESBURG		OGILVY JOHANNESBURG		
Reach	F03/004	00057	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	F03/016	00627	WORK FROM HAWAII: A RESIDENCY PROGRAM	HAWAII VISITORS & CONVENTION BUREAU	HAWAII VISITORS & CONVENTION BUREAU	EDELMAN New York	USA	EDELMAN New York	EDELMAN Chicago	OMD NEW YORK	EDELMAN New York	
Reach	F03/019	00514	AUSTRALIA'S WORST SERIAL KILLER	HEART FOUNDATION AUSTRALIA	HEART DISEASE AWARENESS AND ADVOCACY	NEWS CORP AUSTRALIA Sydney	AUSTRALIA	NEWS CORP AUSTRALIA Sydney	NEWS CORP AUSTRALIA Sydney	CUSTOMEDIA Sydney / NEWS CORP AUSTRALIA Sydney	NEWS CORP AUSTRALIA Sydney / THE HEART FOUNDATION OF AUSTRALIA Sydney	NEWS CORP AUSTRALIA Sydney / THE HEART FOUNDATION OF AUSTRALIA Sydney
Reach	F03/026	01637	THE TOXIC FLAG	WASTE MANAGEMENT COALITION	WASTE MANAGEMENT	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai				
Reach	F03/027	01638	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	F03/029	01520	BLANK WHOPPER	BURGER KING	BURGER KING	DAVID SÃO PAULO São Paulo	BRAZIL	DAVID SÃO PAULO São Paulo	DELICATESSEN FILMES São Paulo / JAMUTE São Paulo / THE END POST Sao Paulo	DAVID SÃO PAULO São Paulo	DAVID SÃO PAULO São Paulo / LOURES COMMUNICATION Sao Paulo	BURGER KING BRAZIL Barueri

PR Shortlist

Reach	F03/031	00668	SEARCHING FOR THE SPECIAL COLOUR OF SEVILLE	DIAGEO	TANQUERAY FLOR DE SEVILLA	PS21 Madrid	SPAIN	PS21 Madrid	CARAT Madrid	LA MAS CHULA Madrid	ZAGUAN Madrid	
Reach	F03/043	01233	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	F03/058	01744	GENERATION LOCKDOWN	MARCH FOR OUR LIVES	MARCH FOR OUR LIVES	McCANN NEW YORK	USA	McCANN NEW YORK	HUNGRY MAN New York		PRECISION STRATEGIES New York	DUOTONE AUDIO GROUP New York / NO6 New York / NO7 New York / STALKR New York / THE MILL New York
Reach	F03/077	10775	THE ZERO TOLERANCE RIBBON	28 TOO MANY	(FGM) FEMALE GENITAL MUTILATION	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai			IMPACT PORTER NOVELLI Dubai	
Reach	F03/081	11177	HACKED WEDDING BILLBOARD	YO QUIERO YO PUEDO	YO QUIERO YO PUEDO	VMLY&R MEXICO Mexico City	MEXICO	VMLY&R MEXICO Mexico City		MINDSHARE Mexico City	BURSON COHN & WOLFE Mexico City	

F04 (Social Behaviour & Cultural Insight)

Reach	F04/010	00111	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	F04/025	00312	#SHAMEONWHO	ABAAD RESOURCE CENTER FOR GENDER EQUALITY	GENDER EQUALITY NGO	LEO BURNETT BEIRUT	LEBANON	LEO BURNETT BEIRUT	LEO BURNETT BEIRUT / ROAD 2 FILM Beirut	LEO BURNETT BEIRUT	LEO BURNETT BEIRUT / MSL BEIRUT	
Reach	F04/032	00326	#TEACHERKIDS	HANDICAP INTERNATIONAL	HANDICAP INTERNATIONAL	HEREZIE GROUP Paris	FRANCE	HEREZIE GROUP Paris	LA PAC Paris			5MEGAUCHE Paris
Reach	F04/036	00368	REESE'S HALLOWEEN CANDY CONVERTER	REESE'S	REESE'S PEANUT BUTTER CUPS	ZENO GROUP New York	USA	ANOMALY New York / THE HERSHEY COMPANY / ZENO GROUP New York	FILL IN THE BLANK PRODUCTIONS New York	ZENO GROUP New York	ZENO GROUP New York	
Reach	F04/039	00052	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	F04/045	00640	JEWEL STOOL	BUFFALO WILD WINGS	FOOD	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond	ARTS & SCIENCES Los Angeles / MONDIAL Richmond		ZENO GROUP New York	
Reach	F04/048	00465	PERUSSIAN PRICES	PLAZA VEA	RUSIA	FAHRENHEIT DDB Lima	PERU	FAHRENHEIT DDB Lima				
Reach	F04/055	00354	THE PRIDE FLIGHT	VIRGIN ATLANTIC & VIRGIN HOLIDAYS	SCHEDULED FLIGHT	ONE GREEN BEAN LONDON	UNITED KINGDOM	ONE GREEN BEAN LONDON	SASSY FILMS London			ONE GREEN BEAN LONDON
Reach	F04/088	01580	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	F04/093	01344	"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	
Reach	F04/096	00653	CHINA ICONS	AB INBEV	HARBIN BEER	SHANGHAI XIONGSHIDA CULTURE COMMUNICATIONS CO. Shanghai	CHINA	SHANGHAI XIONGSHIDA CULTURE COMMUNICATIONS CO. Shanghai	SHANGHAI XIONGSHIDA CULTURE COMMUNICATIONS CO. Shanghai	SHANGHAI XIONGSHIDA CULTURE COMMUNICATIONS CO. Shanghai	SHANGHAI XIONGSHIDA CULTURE COMMUNICATIONS CO. Shanghai	

PR Shortlist

Reach	F04/115	01001	RENT A FINN	VISIT FINLAND – THE FINNISH TOURIST BOARD	DESTINATION FINLAND	SEK PART OF GREY Helsinki	FINLAND	SEK PART OF GREY Helsinki	COCOA Helsinki / CREUNA FINLAND Helsinki / SEK PART OF GREY Helsinki	DAGMAR Helsinki	BUSINESS FINLAND Helsinki / SEK PART OF GREY Helsinki	BUSINESS FINLAND Helsinki / HINTSA PERFORMANCE Helsinki
Reach	F04/123	01069	NARCOS: THE CENSOR'S CUT	NETFLIX	NETFLIX	WUNDERMAN THOMPSON BANGKOK	THAILAND	J. WALTER THOMPSON BANGKOK / WUNDERMAN Bangkok	CINESOUND Bangkok / THIS IS IT Bangkok	DENTSU X Bangkok	VERVE Bangkok	
Reach	F04/127	01133	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	F04/132	01217	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	F04/134	01338	YOUNG BRIDE	RDFL	RDFL	WUNDERMAN THOMPSON Beirut	LEBANON	J. WALTER THOMPSON Beirut / MIRUM AGENCY Beirut	J. WALTER THOMPSON Beirut		J. WALTER THOMPSON Beirut	
Reach	F04/150	01150	FACING A HATER CASE	COCA COLA	SPRITE	SANTO Buenos Aires	ARGENTINA	DIGITAS Buenos Aires / SANTO Buenos Aires	LA DOBLE A Buenos Aires	STARCOM Buenos Aires		
Reach	F04/152	00551	KOSHOGO	KLOOP	MEDIA & PUBLICATIONS	LEO BURNETT MOSCOW	RUSSIA	LEO BURNETT MOSCOW				
Reach	F04/171	01736	THE DRESS FOR RESPECT	COCA-COLA BRASIL	SCHWEPPE	OGILVY São Paulo	BRAZIL	OGILVY São Paulo	BOLHA São Paulo / JAMUTE São Paulo / VOLCANO HOTMIND São Paulo			COCA-COLA BRAZIL Rio de Janeiro
Reach	F04/174	01418	VICTORY FRIDGE	AB INBEV	BUD LIGHT	3PM AGENCY New York	USA	3PM AGENCY New York	FUSION Saint Louis, MO / WIEDEN+KENNEDY NEW YORK		3PM AGENCY New York	CLEVELAND BROWNS Berea / ENDEAVOR New York, NY / HOUSE OF LAROSE Brecksville
Reach	F04/197	01561	THE PHONETIC CAN	THE COCA-COLA COMPANY	COCA-COLA	FCB AFRICA Johannesburg	SOUTH AFRICA	FCB AFRICA Johannesburg	AUDIO MILITIA Johannesburg / BIOSCOPE FILMS Johannesburg / FUELCONTENT Cape Town / LEFT POST PRODUCTION Johannesburg / Pressure Cooker Studios Cape Town	MEDIACOM Johannesburg	PLAYMAKERS Johannesburg	
Reach	F04/199	01144	FENERBAHCE SK - BLACKOUT	FENERBAHCE SK	FENERBAHCE SPORTS CLUB	4129GREY Istanbul	TURKEY	4129GREY Istanbul	AUTONOMY Istanbul	ZER Istanbul		
Reach	F04/202	01364	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	F04/221	01731	WITHOUT A RAMP, A SIDEWALK IS A WALL	MOVIMENTO SUPERAÇÃO	ACESSIBILITY	Z+HAVAS São Paulo	BRAZIL	Z+HAVAS São Paulo	Z+ COMUNICAÇÃO São Paulo	Z+HAVAS São Paulo	GIUSTI COMUNICAÇÃO INTEGRADA São Paulo	
Reach	F04/222	01729	THE NON-ISSUE	L'ORÉAL PARIS	AGE PERFECT	McCANN PARIS	FRANCE	McCANN LONDON / McCANN PARIS	CRAFT LONDON / FACEBOOK Paris	CONDÉ NAST INTERNATIONAL London		

PR Shortlist

Reach	F04/225	01654	LIFEBOAT - THE EXPERIMENT	SEAWATCH	RECONNAISSANCE	SERVICEPLAN GERMANY Munich	GERMANY	SERVICEPLAN GERMANY Munich	MARKENFILM Hamburg / NHB NEXT Hamburg / SEBASTIAN OSWALD Berlin	MEDIAPLUS Munich	ACHTUNG! Hamburg	PLAN.NET Munich
Reach	F04/231	01463	SUBSTITUTE WORKERS	LAIVE	LAIVE	SIN ANESTESIA Lima	PERU	SR. BURNS Lima	LUNGO FILMS Buenos Aires		SR. BURNS Lima	
Reach	F04/242	10018	HIDDEN FLAG	FELGTB/ELDIARIOS	FELGTB	LOLA MULLENLOWE Madrid	SPAIN	LOLA MULLENLOWE Madrid	PRIMO CONTENT Barcelona			FELGTB Madrid
Reach	F04/243	11308	FLOWER OF LIFE	HERMES PARDINI	DIAGNOSIS LAB	OGILVY São Paulo	BRAZIL	OGILVY São Paulo	CABARET STUDIO São Paulo / CORAZON FILMES São Paulo		OGILVY São Paulo	HERMES PARDINI Belo Horizonte
Reach	F04/247	20075	02.38 AM	SNCF	SNCF RESEAU	TBWA\PARIS	FRANCE	DAN PARIS / TBWA\PARIS	TBWA\ELSE Paris			
Reach	F04/250	21639	THE ZERO TOLERANCE RIBBON	28 TOO MANY	(FGM) FEMALE GENITAL MUTILATION	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai			IMPACT PORTER NOVELLI Dubai	

F05 (Breakthrough on a Budget)

Reach	F05/012	00083	HARMLESS GUNS	DAGOMA	3D PRINTING	TBWA\PARIS	FRANCE	TBWA\PARIS	TBWA\ELSE Paris			
Reach	F05/028	00671	IKEA + OBAMA	IKEA NORWAY	IKEA NORWAY	SMFB Oslo	NORWAY	SMFB Oslo	SMFB Oslo	MEDIACOM Oslo	TRIGGER OSLO	
Reach	F05/029	00569	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	F05/035	00498	THE NICEST CHRISTMAS EVER	AIR NEW ZEALAND	AIR NEW ZEALAND	HOST/HAVAS Sydney	AUSTRALIA	HOST/HAVAS Sydney	FINCH Sydney			
Reach	F05/040	01229	THE NOT SO BEAUTIFUL GAME	NATIONAL CENTRE FOR DOMESTIC VIOLENCE	NCDV	WUNDERMAN THOMPSON London	UNITED KINGDOM	J. WALTER THOMPSON London			J. WALTER THOMPSON London	
Reach	F05/059	01021	THE LAST COLUMN	COMMITTEE TO PROTECT JOURNALISTS	THE LAST COLUMN BOOK	FF NEW YORK	USA	FF NEW YORK	HARPER COLLINS New York / VII PHOTO Manville			
Reach	F05/062	00846	UNQUIET VOICES	ANAIS ASSOCIATION	DOMESTIC VIOLENCE	CENTRADE CHEIL BUCHAREST	ROMANIA	CENTRADE CHEIL BUCHAREST	ATELIERU Bucharest / STUDIOSET Bucharest	CENTRADE CHEIL BUCHAREST	BAD UNICORN Bucharest	
Reach	F05/094	01475	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	F05/107	00228	SLEEPING FLAGS	O.N.E.	CHARITY DONATION	ROTHCO ACCENTURE INTERACTIVE Dublin	IRELAND	ROTHCO ACCENTURE INTERACTIVE Dublin	ANTIDOTE FILMS Dublin / RAYGUN Dublin		ROTHCO ACCENTURE INTERACTIVE Dublin	

Total Entries:

242