

Print & Publishing Shortlist

Track	Cat. No	Entry No	Title	Brand	Product	Entrant Company	Entrant Country	Idea Creation	Production	Media	PR	Additional
A01 (Food & Drink)												
Communication	A01/034	00754	HOMEWORK	CHUPA CHUPS (SNACK TO HOME LIMITED)	CHUPA CHUPS	CHEIL WORLDWIDE HONG KONG	HONG KONG	CHEIL WORLDWIDE HONG KONG	ILLUSION BANGKOK	CHEIL WORLDWIDE HONG KONG		
Communication	A01/035	00755	MUSIC	CHUPA CHUPS (SNACK TO HOME LIMITED)	CHUPA CHUPS	CHEIL WORLDWIDE HONG KONG	HONG KONG	CHEIL WORLDWIDE HONG KONG	ILLUSION BANGKOK	CHEIL WORLDWIDE HONG KONG		
Communication	A01/036	00756	TIDY-UP	CHUPA CHUPS (SNACK TO HOME LIMITED)	CHUPA CHUPS	CHEIL WORLDWIDE HONG KONG	HONG KONG	CHEIL WORLDWIDE HONG KONG	ILLUSION BANGKOK	CHEIL WORLDWIDE HONG KONG		
Communication	A01/080	01240	PIRARUCU	AMBEV	GUARANÁ ANTARCTICA	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	ALMAPBBDO São Paulo / S DE SAMBA São Paulo / SUGARCANE FILMES São Paulo			
Communication	A01/081	01249	JIBÓIA	AMBEV	GUARANÁ ANTARCTICA	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	ALMAPBBDO São Paulo / S DE SAMBA São Paulo / SUGARCANE FILMES São Paulo			
Communication	A01/082	00942	COKE KTCHKK	COCA-COLA	COCA-COLA	DAVID Miami	USA	DAVID Miami			POWELL COMMUNICATION S New York	THE COCA-COLA COMPANY Milan
Communication	A01/083	00936	COKE PTSSHHHH	COCA-COLA	COCA-COLA	DAVID Miami	USA	DAVID Miami			POWELL COMMUNICATION S New York	THE COCA-COLA COMPANY Milan
Communication	A01/084	00939	COKE FZZZZZZ	COCA-COLA	COCA-COLA	DAVID Miami	USA	DAVID Miami			POWELL COMMUNICATION S New York	THE COCA-COLA COMPANY Milan
Communication	A01/087	01160	THE BEER BEHIND SPORTS	AB INBEV	BUDWEISER	AFRICA São Paulo	BRAZIL	AFRICA São Paulo	LANDIA São Paulo / LUCHA LIBRE AUDIO São Paulo			
Communication	A01/089	00709	LOVERS, DON'T SPREAD THE HATE - HONEY	UNILEVER	MARMITE	adam&eveDDB London	UNITED KINGDOM	adam&eveDDB London	KING HENRY London / WYATT CLARKE & JONES London	MINDSHARE London		
Communication	A01/090	00708	LOVERS, DON'T SPREAD THE HATE - BUTTER	UNILEVER	MARMITE	adam&eveDDB London	UNITED KINGDOM	adam&eveDDB London	KING HENRY London / WYATT CLARKE & JONES London	MINDSHARE London		
Communication	A01/091	00710	LOVERS, DON'T SPREAD THE HATE - MARMALADE	UNILEVER	MARMITE	adam&eveDDB London	UNITED KINGDOM	adam&eveDDB London	KING HENRY London / WYATT CLARKE & JONES London	MINDSHARE London		
Communication	A01/110	01222	AIRPORT	HERSHEY'S	CHOCOLATE	BETC/HAVAS São Paulo	BRAZIL	BETC/HAVAS São Paulo	BETC/HAVAS São Paulo	BETC/HAVAS São Paulo		
Communication	A01/113	01225	HIRING	HERSHEY'S	CHOCOLATE	BETC/HAVAS São Paulo	BRAZIL	BETC/HAVAS São Paulo	BETC/HAVAS São Paulo	BETC/HAVAS São Paulo		
A02 (Other FMCG)												
Communication	A02/021	01070	HARVEY MILK	S.C JOHNSON	KIWI QUALITY SHOE CARE	OGILVY Chicago	USA	OGILVY Chicago	OGILVY Chicago	OGILVY Chicago		
Communication	A02/022	01067	JOHN MUIR	S.C JOHNSON	KIWI QUALITY SHOE CARE	OGILVY Chicago	USA	OGILVY Chicago	OGILVY Chicago	OGILVY Chicago		
Communication	A02/023	01059	ROSA PARKS	S.C JOHNSON	KIWI QUALITY SHOE CARE	OGILVY Chicago	USA	OGILVY Chicago	OGILVY Chicago	OGILVY Chicago		
Communication	A02/024	01062	KATHERINE SWITZER	S.C JOHNSON	KIWI QUALITY SHOE CARE	OGILVY Chicago	USA	OGILVY Chicago	OGILVY Chicago	OGILVY Chicago		
Communication	A02/068	00764	BLUE CUBES	DURACELL	BATTERIES	GREY London	UNITED KINGDOM	GREY London				
Communication	A02/078	01113	BERLIN	BIC	STATIONARY STORE	VMLY&R BRAZIL São Paulo	BRAZIL	VMLY&R BRAZIL São Paulo	VMLY&R BRAZIL São Paulo	VMLY&R BRAZIL São Paulo	VMLY&R BRAZIL São Paulo	VMLY&R BRAZIL São Paulo

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Communication	A02/079	01105	PARIS	BIC	STATIONARY STORE	VMLY&R BRAZIL São Paulo	BRAZIL	VMLY&R BRAZIL São Paulo	VMLY&R BRAZIL São Paulo	VMLY&R BRAZIL São Paulo	VMLY&R BRAZIL São Paulo
Communication	A02/080	01121	LONDON	BIC	STATIONARY STORE	VMLY&R BRAZIL São Paulo	BRAZIL	VMLY&R BRAZIL São Paulo	VMLY&R BRAZIL São Paulo	VMLY&R BRAZIL São Paulo	VMLY&R BRAZIL São Paulo

A03 (Healthcare)

Communication	A03/050	01227	CHEETAHS X SLOTHS	JONTEX / RECKITT BENCKISER	CONDOM	BETC/HAVAS São Paulo	BRAZIL	BETC/HAVAS São Paulo	BETC/HAVAS São Paulo	BETC/HAVAS São Paulo	BETC/HAVAS São Paulo
Communication	A03/051	01224	RABBITS X TURTLES	JONTEX / RECKITT BENCKISER	CONDOM	BETC/HAVAS São Paulo	BRAZIL	BETC/HAVAS São Paulo	BETC/HAVAS São Paulo	BETC/HAVAS São Paulo	BETC/HAVAS São Paulo
Communication	A03/056	01342	CURE 1	MINDOPENERS	COUNSELING FOR DEPRESSION	McCANN INDIA Mumbai	INDIA	McCANN INDIA Mumbai			
Communication	A03/057	01345	CURE 2	MINDOPENERS	COUNSELING FOR DEPRESSION	McCANN INDIA Mumbai	INDIA	McCANN INDIA Mumbai			

A04 (Consumer Durables)

Communication	A04/026	01294	ALI	LEICA STORE BOSTON	CAMERAS	ARNOLD WORLDWIDE Boston	USA	ARNOLD WORLDWIDE Boston	ARNOLD WORLDWIDE Boston	HAVAS MEDIA Boston	
Communication	A04/027	01293	CHE	LEICA STORE BOSTON	CAMERAS	ARNOLD WORLDWIDE Boston	USA	ARNOLD WORLDWIDE Boston	ARNOLD WORLDWIDE Boston	HAVAS MEDIA Boston	
Communication	A04/048	01355	SPACESHIP	DKSH (THAILAND) LIMITED	LEGO	OGILVY GROUP THAILAND Bangkok	THAILAND	OGILVY GROUP THAILAND Bangkok	ILLUSION BANGKOK		
Communication	A04/056	01295	KISS	LEICA STORE BOSTON	CAMERAS	ARNOLD WORLDWIDE Boston	USA	ARNOLD WORLDWIDE Boston	ARNOLD WORLDWIDE Boston	HAVAS MEDIA Boston	
Communication	A04/071	01335	MARTIAL ARTS CHAMPIONS	SEKRON	SECURITY COMPANY	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo	GREY BRAZIL São Paulo	GREY BRAZIL São Paulo	GREY BRAZIL São Paulo
Communication	A04/072	01336	ARMY HEADQUARTER	SEKRON	SECURITY COMPANY	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo	GREY BRAZIL São Paulo	GREY BRAZIL São Paulo	GREY BRAZIL São Paulo
Communication	A04/073	01337	POLICE	SEKRON	SECURITY COMPANY	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo	GREY BRAZIL São Paulo	GREY BRAZIL São Paulo	GREY BRAZIL São Paulo
Communication	A04/074	01351	DRAGON	DKSH (THAILAND) LIMITED	LEGO	OGILVY GROUP THAILAND Bangkok	THAILAND	OGILVY GROUP THAILAND Bangkok	ILLUSION BANGKOK		
Communication	A04/075	01358	EMPIRE STATES	DKSH (THAILAND) LIMITED	LEGO	OGILVY GROUP THAILAND Bangkok	THAILAND	OGILVY GROUP THAILAND Bangkok	ILLUSION BANGKOK		

A05 (Automotive)

Communication	A05/004	00026	CEMENT	VOLKSWAGEN	TRUCKS	GEOMETRY GLOBAL Buenos Aires	ARGENTINA	GEOMETRY GLOBAL Buenos Aires	SALAMAGICA Santiago		
Communication	A05/005	00029	WINE	VOLKSWAGEN	TRUCKS	GEOMETRY GLOBAL Buenos Aires	ARGENTINA	GEOMETRY GLOBAL Buenos Aires	SALAMAGICA Santiago		
Communication	A05/006	00030	SOY	VOLKSWAGEN	TRUCKS	GEOMETRY GLOBAL Buenos Aires	ARGENTINA	GEOMETRY GLOBAL Buenos Aires	SALAMAGICA Santiago		
Communication	A05/030	00623	NIGERIA	VOLKSWAGEN	DRIVER ASSISTANCE FEATURES	DDB ARGENTINA Buenos Aires	ARGENTINA	DDB ARGENTINA Buenos Aires			
Communication	A05/031	00617	INDIA	VOLKSWAGEN	DRIVER ASSISTANCE FEATURES	DDB ARGENTINA Buenos Aires	ARGENTINA	DDB ARGENTINA Buenos Aires			
Communication	A05/032	00610	BOLIVIA	VOLKSWAGEN	DRIVER ASSISTANCE FEATURES	DDB ARGENTINA Buenos Aires	ARGENTINA	DDB ARGENTINA Buenos Aires			
Communication	A05/058	00791	PARTY EMOJI	HYUNDAI	DRIVE RESPONSIBLY PROGRAM	MULLENLOWE SSP3 Bogotá	COLOMBIA	MULLENLOWE SSP3 Bogotá			
Communication	A05/059	00787	LAUGHTER EMOJI	HYUNDAI	DRIVE RESPONSIBLY PROGRAM	MULLENLOWE SSP3 Bogotá	COLOMBIA	MULLENLOWE SSP3 Bogotá			
Communication	A05/061	00795	TOY GUN EMOJI	HYUNDAI	DRIVE RESPONSIBLY PROGRAM	MULLENLOWE SSP3 Bogotá	COLOMBIA	MULLENLOWE SSP3 Bogotá			

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Communication	A05/062	00562	FREDDIE	VOLKSWAGEN GROUP ESPAÑA DISTRIBUCIÓN, S.A.	VOLKSWAGEN BEETLE	DDB SPAIN Madrid	SPAIN	DDB SPAIN Madrid	
Communication	A05/063	00564	JIMI	VOLKSWAGEN GROUP ESPAÑA DISTRIBUCIÓN, S.A.	VOLKSWAGEN BEETLE	DDB SPAIN Madrid	SPAIN	DDB SPAIN Madrid	
Communication	A05/064	00566	JOHN	VOLKSWAGEN GROUP ESPAÑA DISTRIBUCIÓN, S.A.	VOLKSWAGEN BEETLE	DDB SPAIN Madrid	SPAIN	DDB SPAIN Madrid	

A06 (Retail)

Communication	A06/007	00089	MCDELIVERY-3	MCDONALD'S FRANCE	DELIVERY SERVICE	TBWAIPARIS	FRANCE	TBWAIPARIS	
Communication	A06/008	00091	MCDELIVERY-4	MCDONALD'S FRANCE	DELIVERY SERVICE	TBWAIPARIS	FRANCE	TBWAIPARIS	
Communication	A06/010	00093	MCDELIVERY-6	MCDONALD'S FRANCE	DELIVERY SERVICE	TBWAIPARIS	FRANCE	TBWAIPARIS	
Communication	A06/041	00087	MCDELIVERY-2	MCDONALD'S FRANCE	DELIVERY SERVICE	TBWAIPARIS	FRANCE	TBWAIPARIS	
Communication	A06/042	00085	MCDELIVERY-1	MCDONALD'S FRANCE	DELIVERY SERVICE	TBWAIPARIS	FRANCE	TBWAIPARIS	
Communication	A06/089	00110	ALABAMA	BURGER KING	BURGER KING	LOLA MULLENLOWE Madrid	SPAIN	LOLA MULLENLOWE Madrid	BURGER KING Miami
Communication	A06/090	00112	ILLINOIS	BURGER KING	BURGER KING	LOLA MULLENLOWE Madrid	SPAIN	LOLA MULLENLOWE Madrid	BURGER KING Miami
Communication	A06/092	00116	MASSACHUSETTS	BURGER KING	BURGER KING	LOLA MULLENLOWE Madrid	SPAIN	LOLA MULLENLOWE Madrid	BURGER KING Miami
Communication	A06/095	01022	BIRTHDAY 1	BURGER KING	RESTAURANTS	LOLA MULLENLOWE Madrid	SPAIN	LOLA MULLENLOWE Madrid	BURGER KING Miami
Communication	A06/096	01026	BIRTHDAY 5	BURGER KING	RESTAURANTS	LOLA MULLENLOWE Madrid	SPAIN	LOLA MULLENLOWE Madrid	BURGER KING Miami
Communication	A06/098	01025	BIRTHDAY 4	BURGER KING	RESTAURANTS	LOLA MULLENLOWE Madrid	SPAIN	LOLA MULLENLOWE Madrid	BURGER KING Miami
Communication	A06/099	01052	STAR TREK DISCOVERY (AMAZON PRIME)	KFC HONG KONG, JARDINE RESTAURANT GROUP	KFC HONG KONG	OGILVY HONG KONG	HONG KONG	OGILVY HONG KONG	ILLUSION BANGKOK
Communication	A06/100	01054	EXPEDITION VOLCANO (BBC)	KFC HONG KONG, JARDINE RESTAURANT GROUP	KFC HONG KONG	OGILVY HONG KONG	HONG KONG	OGILVY HONG KONG	ILLUSION BANGKOK
Communication	A06/101	01051	GAME OF THRONES (HBO)	KFC HONG KONG, JARDINE RESTAURANT GROUP	KFC HONG KONG	OGILVY HONG KONG	HONG KONG	OGILVY HONG KONG	ILLUSION BANGKOK
Communication	A06/107	01265	Ikea Real Life Series Simpsons	IKEA	FURNITURE/LIVING ROOM	PUBLICIS SPAIN Madrid	SPAIN	PUBLICIS SPAIN Madrid	
Communication	A06/108	01266	Ikea Real Life Series Stranger Things	IKEA	FURNITURE/LIVING ROOM	PUBLICIS SPAIN Madrid	SPAIN	PUBLICIS SPAIN Madrid	
Communication	A06/109	01267	Ikea Real Life Series Friends	IKEA	FURNITURE/LIVING ROOM	PUBLICIS SPAIN Madrid	SPAIN	PUBLICIS SPAIN Madrid	
Communication	A06/124	00211	KFC 'AFC - ZFC'	KFC	KFC	MOTHER London	UNITED KINGDOM	MOTHER London	BLUE 449 London

A07 (Travel)

Communication	A07/026	00062	ARIZONA - RHINELAND	DEUTSCHE BAHN	DEUTSCHE BAHN	OGILVY GERMANY Frankfurt	GERMANY	OGILVY GERMANY Frankfurt	DEUTSCHE BAHN AG Frankfurt / GETTY IMAGES INTERNATIONAL Dublin
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Communication	A07/027	00066	GUILIN - KROMLAU	DEUTSCHE BAHN	DEUTSCHE BAHN	OGILVY GERMANY Frankfurt	GERMANY	OGILVY GERMANY Frankfurt			DEUTSCHE BAHN AG Frankfurt / GETTY IMAGES INTERNATIONAL Dublin
Communication	A07/028	00068	VANCOUVER - HUNSRUECK	DEUTSCHE BAHN	DEUTSCHE BAHN	OGILVY GERMANY Frankfurt	GERMANY	OGILVY GERMANY Frankfurt			DEUTSCHE BAHN AG Frankfurt / GETTY IMAGES INTERNATIONAL Dublin
Communication	A07/029	00064	SANTOS - BERLIN	DEUTSCHE BAHN	DEUTSCHE BAHN	OGILVY GERMANY Frankfurt	GERMANY	OGILVY GERMANY Frankfurt			DEUTSCHE BAHN AG Frankfurt / GETTY IMAGES INTERNATIONAL Dublin
Communication	A07/031	00070	OREGON - BAVARIA	DEUTSCHE BAHN	DEUTSCHE BAHN	OGILVY GERMANY Frankfurt	GERMANY	OGILVY GERMANY Frankfurt			DEUTSCHE BAHN AG Frankfurt / GETTY IMAGES INTERNATIONAL Dublin
Communication	A07/052	01288	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

A08 (Leisure)

Communication	A08/005	00044	REARRANGED - 1	BERLINER PHILHARMONIKER	BERLINER PHILHARMONIKER	SCHOLZ & FRIENDS Berlin	GERMANY	SCHOLZ & FRIENDS Berlin			
Communication	A08/007	00054	REARRANGED - 3	BERLINER PHILHARMONIKER	BERLINER PHILHARMONIKER	SCHOLZ & FRIENDS Berlin	GERMANY	SCHOLZ & FRIENDS Berlin			
Communication	A08/008	00058	REARRANGED - 4	BERLINER PHILHARMONIKER	BERLINER PHILHARMONIKER	SCHOLZ & FRIENDS Berlin	GERMANY	SCHOLZ & FRIENDS Berlin			
Communication	A08/012	00425	SMALL PLANET	JOHN F. KENNEDY PRESIDENTIAL LIBRARY AND MUSEUM	LIBRARY AND MUSEUM	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond		THE MARTIN AGENCY Richmond	
Communication	A08/013	00423	FEAR SCRUTINY	JOHN F. KENNEDY PRESIDENTIAL LIBRARY AND MUSEUM	LIBRARY AND MUSEUM	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond		THE MARTIN AGENCY Richmond	
Communication	A08/014	00424	WITHOUT DEBATE	JOHN F. KENNEDY PRESIDENTIAL LIBRARY AND MUSEUM	LIBRARY AND MUSEUM	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond		THE MARTIN AGENCY Richmond	
Communication	A08/018	00881	BIRTH	POLLA CHILENA DE BENEFICENCIA	LOTO	VMLY&R Santiago	CHILE	PROLAM Y&R Santiago			
Communication	A08/020	00896	WEDDING	POLLA CHILENA DE BENEFICENCIA	LOTO	VMLY&R Santiago	CHILE	PROLAM Y&R Santiago			

A09 (Media / Entertainment)

Communication	A09/036	01169	WATER POLO	ESPN	ESPN APP	AFRICA São Paulo	BRAZIL	AFRICA São Paulo			
Communication	A09/037	01165	BASKETBALL	ESPN	ESPN APP	AFRICA São Paulo	BRAZIL	AFRICA São Paulo			
Communication	A09/054	01029	ILL BILL	SKY	SKY	SERVICEPLAN GERMANY Munich	GERMANY	SERVICEPLAN GERMANY Munich			
Communication	A09/055	01032	OLDFINGER	SKY	SKY	SERVICEPLAN GERMANY Munich	GERMANY	SERVICEPLAN GERMANY Munich			
Communication	A09/056	01030	RAINSPOITING	SKY	SKY	SERVICEPLAN GERMANY Munich	GERMANY	SERVICEPLAN GERMANY Munich			

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Communication	A09/064	00465	MOSS	NATIONAL GEOGRAPHIC	NATIONAL GEOGRAPHIC KIDS	FOXP2 Cape Town	SOUTH AFRICA	FOXP2 Cape Town	FOXP2 Cape Town	
Communication	A09/065	00463	ECHO	NATIONAL GEOGRAPHIC	NATIONAL GEOGRAPHIC KIDS	FOXP2 Cape Town	SOUTH AFRICA	FOXP2 Cape Town	FOXP2 Cape Town	
Communication	A09/066	00462	SNOW	NATIONAL GEOGRAPHIC	NATIONAL GEOGRAPHIC KIDS	FOXP2 Cape Town	SOUTH AFRICA	FOXP2 Cape Town	FOXP2 Cape Town	
Communication	A09/069	00113	FLAG 2	FELGTB/ELDIARIO.ES	FELGTB	LOLA MULLENLOWE Madrid	SPAIN	LOLA MULLENLOWE Madrid	PRIMO CONTENT Barcelona	FELGTB Madrid
Communication	A09/070	00111	FLAG 1	FELGTB/ELDIARIO.ES	FELGTB	LOLA MULLENLOWE Madrid	SPAIN	LOLA MULLENLOWE Madrid	PRIMO CONTENT Barcelona	FELGTB Madrid
Communication	A09/071	00115	FLAG 3	FELGTB/ELDIARIO.ES	FELGTB	LOLA MULLENLOWE Madrid	SPAIN	LOLA MULLENLOWE Madrid	PRIMO CONTENT Barcelona	FELGTB Madrid

A10 (Consumer Services / Business to Business)

Communication	A10/045	00575	PLAYING WITH BABY	SHUTTERSTOCK	OFFSET BY SHUTTERSTOCK	MERCADO McCANN Buenos Aires	ARGENTINA	MERCADO McCANN Buenos Aires	MERCADO McCANN Buenos Aires	
Communication	A10/046	00579	RUNNING	SHUTTERSTOCK	OFFSET BY SHUTTERSTOCK	MERCADO McCANN Buenos Aires	ARGENTINA	MERCADO McCANN Buenos Aires	MERCADO McCANN Buenos Aires	
Communication	A10/047	00577	WASHING DISHES	SHUTTERSTOCK	OFFSET BY SHUTTERSTOCK	MERCADO McCANN Buenos Aires	ARGENTINA	MERCADO McCANN Buenos Aires	MERCADO McCANN Buenos Aires	
Communication	A10/048	00580	FRENCH KISS	SHUTTERSTOCK	OFFSET BY SHUTTERSTOCK	MERCADO McCANN Buenos Aires	ARGENTINA	MERCADO McCANN Buenos Aires	MERCADO McCANN Buenos Aires	
Communication	A10/062	00704	FACE Y	ZAIN	TELECOMMUNICATION	WUNDERMAN THOMPSON Dubai	UNITED ARAB EMIRATES	J. WALTER THOMPSON DUBAI	EMOJI INK New York	
Communication	A10/063	00703	FACE S	ZAIN	TELECOMMUNICATION	WUNDERMAN THOMPSON Dubai	UNITED ARAB EMIRATES	J. WALTER THOMPSON DUBAI	EMOJI INK New York	
Communication	A10/064	00702	FACE G	ZAIN	TELECOMMUNICATION	WUNDERMAN THOMPSON Dubai	UNITED ARAB EMIRATES	J. WALTER THOMPSON DUBAI	EMOJI INK New York	
Communication	A10/075	00593	ANDROID	ENTEL	ENTEL	McCANN SANTIAGO Santiago	CHILE	McCANN SANTIAGO Santiago		
Communication	A10/076	00819	DOVE	AMIS INSURANCE	AMIS INSURANCE	VMLY&R MEXICO Mexico City	MEXICO	VMLY&R MEXICO Mexico City		AMIS Mexico City
Communication	A10/078	00824	BALLOON	AMIS INSURANCE	AMIS INSURANCE	VMLY&R MEXICO Mexico City	MEXICO	VMLY&R MEXICO Mexico City		AMIS Mexico City

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

Communication	A11/020	00225	GUNS 1	CHANGE THE REF	ACTIVIST FIGHTING FOR GUN CONTROL.	ALMA Miami	USA	ALMA Miami	ALMA Miami	ALMA Miami
Communication	A11/021	00227	GUNS 2	CHANGE THE REF	ACTIVIST FIGHTING FOR GUN CONTROL.	ALMA Miami	USA	ALMA Miami	ALMA Miami	ALMA Miami
Communication	A11/022	00229	GUNS 3	CHANGE THE REF	ACTIVIST FIGHTING FOR GUN CONTROL.	ALMA Miami	USA	ALMA Miami	ALMA Miami	ALMA Miami
Communication	A11/023	00231	GUNS 4	CHANGE THE REF	ACTIVIST FIGHTING FOR GUN CONTROL.	ALMA Miami	USA	ALMA Miami	ALMA Miami	ALMA Miami
Communication	A11/059	00486	NEW YORK OR PARIS	GREENPEACE	AIR POLLUTION	DDB MEXICO Mexico City	MEXICO	DDB MEXICO Mexico City	REVOLVER MEXICO Mexico City	
Communication	A11/060	00492	BANGKOK OR MEXICO CITY	GREENPEACE	AIR POLLUTION	DDB MEXICO Mexico City	MEXICO	DDB MEXICO Mexico City	REVOLVER MEXICO Mexico City	
Communication	A11/061	00489	LOS ANGELES OR BEIJING	GREENPEACE	AIR POLLUTION	DDB MEXICO Mexico City	MEXICO	DDB MEXICO Mexico City	REVOLVER MEXICO Mexico City	
Communication	A11/075	01198	REMEMBERING MY FATHER	REFUGE	DOMESTIC ABUSE SUPPORT AND AWARENESS	McCANN BRISTOL	UNITED KINGDOM	McCANN BRISTOL	McCANN BRISTOL	McCANN BRISTOL

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Communication	A11/112	00887	EARTHQUAKE	AMNISTÍA INTERNACIONAL	AMNISTÍA INTERNACIONAL	VMLY&R Santiago	CHILE	VMLY&R Santiago			
Communication	A11/113	00899	TSUNAMI	AMNISTÍA INTERNACIONAL	AMNISTÍA INTERNACIONAL	VMLY&R Santiago	CHILE	VMLY&R Santiago			
Communication	A11/114	00907	HURRICANE	AMNISTÍA INTERNACIONAL	AMNISTÍA INTERNACIONAL	VMLY&R Santiago	CHILE	VMLY&R Santiago			
Communication	A11/143	01359	BOAR	FREELAND FOUNDATION	FREELAND	OGILVY GROUP THAILAND Bangkok	THAILAND	OGILVY GROUP THAILAND Bangkok			ILLUSION BANGKOK
Communication	A11/144	01352	DEER	FREELAND FOUNDATION	FREELAND	OGILVY GROUP THAILAND Bangkok	THAILAND	OGILVY GROUP THAILAND Bangkok			ILLUSION BANGKOK
Communication	A11/145	01356	KOUPREY	FREELAND FOUNDATION	FREELAND	OGILVY GROUP THAILAND Bangkok	THAILAND	OGILVY GROUP THAILAND Bangkok			ILLUSION BANGKOK
Communication	A11/147	01317	YOUNG MAN	KHALSA AID	KHALSA AID	DDB MUDRA Mumbai	INDIA	DDB MUDRA Mumbai			
Communication	A11/148	01319	OLD MAN	KHALSA AID	KHALSA AID	DDB MUDRA Mumbai	INDIA	DDB MUDRA Mumbai			
Communication	A11/149	01318	KID	KHALSA AID	KHALSA AID	DDB MUDRA Mumbai	INDIA	DDB MUDRA Mumbai			
Communication	A11/161	00683	#UNIGNORABLE - DOMESTIC VIOLENCE	UNITED WAY	UNITED WY	TAXI TORONTO	CANADA	TAXI TORONTO	HANDSOME FRANK LIMITED London	TOUCHÉ Toronto	ROCK-IT PROMOTIONS Toronto
Communication	A11/199	00323	LIAM BETHELL	NZ TRANSPORT AGENCY	ROAD SAFETY	CLEMENGER BBDO WELLINGTON	NEW ZEALAND	CLEMENGER BBDO WELLINGTON	OUR PRODUCTION TEAM Auckland	OMD WELLINGTON	NZ TRANSPORT AGENCY Wellington
Communication	A11/200	00324	JAMES MCDONALD	NZ TRANSPORT AGENCY	ROAD SAFETY	CLEMENGER BBDO WELLINGTON	NEW ZEALAND	CLEMENGER BBDO WELLINGTON	OUR PRODUCTION TEAM Auckland	OMD WELLINGTON	NZ TRANSPORT AGENCY Wellington
Communication	A11/201	00325	DYLAN CHIRNSIDE	NZ TRANSPORT AGENCY	ROAD SAFETY	CLEMENGER BBDO WELLINGTON	NEW ZEALAND	CLEMENGER BBDO WELLINGTON	OUR PRODUCTION TEAM Auckland	OMD WELLINGTON	NZ TRANSPORT AGENCY Wellington
Communication	A11/202	00326	WILL GILES	NZ TRANSPORT AGENCY	ROAD SAFETY	CLEMENGER BBDO WELLINGTON	NEW ZEALAND	CLEMENGER BBDO WELLINGTON	OUR PRODUCTION TEAM Auckland	OMD WELLINGTON	NZ TRANSPORT AGENCY Wellington

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

Communication	A12/022	00626	BEER	VOLKSWAGEN	DRIVE CAREFULLY	DDB ARGENTINA Buenos Aires	ARGENTINA	DDB ARGENTINA Buenos Aires			
Communication	A12/023	00620	VODKA	VOLKSWAGEN	DRIVE CAREFULLY	DDB ARGENTINA Buenos Aires	ARGENTINA	DDB ARGENTINA Buenos Aires			
Communication	A12/024	00614	TEQUILA	VOLKSWAGEN	DRIVE CAREFULLY	DDB ARGENTINA Buenos Aires	ARGENTINA	DDB ARGENTINA Buenos Aires			
Communication	A12/031	00938	BUD STAY IN LANE	ABINBEV	BUDWEISER	DAVID Miami	USA	DAVID Miami		VIZEUM New York	AB INBEV New York
Communication	A12/062	01289	BUDWEISER	AMBEV (AB INBEV COMPANY)	AMBEV BRANDS - CERVEJARIA AMBEV (BRAHMA, BUDWEISER, STELLA ARTOIS, SKOL AND ORIGINAL)	SUNSETDDB São Paulo	BRAZIL	SUNSETDDB São Paulo	SUNSETDDB São Paulo	SUNSETDDB São Paulo	SUNSETDDB São Paulo
Communication	A12/063	01290	STELLA ARTOIS	AMBEV (AB INBEV COMPANY)	AMBEV BRANDS - CERVEJARIA AMBEV (BRAHMA, BUDWEISER, STELLA ARTOIS, SKOL AND ORIGINAL)	SUNSETDDB São Paulo	BRAZIL	SUNSETDDB São Paulo	SUNSETDDB São Paulo	SUNSETDDB São Paulo	SUNSETDDB São Paulo
Communication	A12/064	01291	BRAHMA	AMBEV (AB INBEV COMPANY)	AMBEV BRANDS - CERVEJARIA AMBEV (BRAHMA, BUDWEISER, STELLA ARTOIS, SKOL AND ORIGINAL)	SUNSETDDB São Paulo	BRAZIL	SUNSETDDB São Paulo	SUNSETDDB São Paulo	SUNSETDDB São Paulo	SUNSETDDB São Paulo

Print & Publishing Shortlist

Communication	A12/065	01292	CORONA	AMBEV (AB INBEV COMPANY)	AMBEV BRANDS - CERVEJARIA AMBEV (BRAHMA, BUDWEISER, STELLA ARTOIS, SKOL AND ORIGINAL)	SUNSETDDB São Paulo	BRAZIL	SUNSETDDB São Paulo	SUNSETDDB São Paulo	SUNSETDDB São Paulo	
Communication	A12/066	00083	1,600 MEN	PHENOMENAL WOMAN ACTION CAMPAIGN	PHENOMENAL WOMAN ACTION CAMPAIGN	GODFREY DADICH San Francisco	USA	PHENOMENAL WOMAN ACTION CAMPAIGN San Francisco	GODFREY DADICH San Francisco / PHENOMENAL WOMAN ACTION CAMPAIGN San Francisco	PHENOMENAL WOMAN ACTION CAMPAIGN San Francisco	PHENOMENAL WOMAN ACTION CAMPAIGN San Francisco

B01 (Commercial Publications)

Communication	B01/002	00096	THE OMO BOOK OF DIRT	UNILEVER	OMO WASHING POWDER	OGILVY CAPE TOWN	SOUTH AFRICA	OGILVY CAPE TOWN	THE INSTITUTE Cape Town		
Communication	B01/008	00496	THE FAKE NEWS STAND	COLUMBIA JOURNALISM REVIEW	COLUMBIA JOURNALISM REVIEW - NEWS	TBWA\CHIAT\DAY New York	USA	TBWA\CHIAT\DAY New York	REBEL AND ROGUE New York	TBWA\CHIAT\DAY New York	COLUMBIA UNIVERSITY New York / DESIGN BY DISRUPTION New York
Communication	B01/011	01221	THE 9'58 BIOGRAPHY	PUMA	BIOGRAPHY BOOK	BETC/HAVAS São Paulo	BRAZIL	BETC/HAVAS São Paulo	BETC/HAVAS São Paulo	BETC/HAVAS São Paulo	
Communication	B01/014	01200	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
Communication	B01/025	00537	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
Communication	B01/028	00949	ONE MINDFUL MIND	NEUROGEN BRAIN AND SPINE INSTITUTE	KIT	TBWA\INDIA Mumbai	INDIA	TBWA\INDIA Mumbai	MOTHERSHIP PRODUCTIONS Mumbai		
Communication	B01/032	01321	THE NON-ISSUE	L'ORÉAL PARIS	AGE PERFECT	McCANN PARIS	FRANCE	McCANN LONDON / McCANN PARIS	CRAFT LONDON / FACEBOOK Paris	CONDÉ NAST INTERNATIONAL London	
Communication	B01/035	01314	MADE IN FUKUSHIMA	METER GROUP INC	METER ENVIRONMENT	SERVICEPLAN GERMANY Munich	GERMANY	FUKUSHIMA SAISEI Tokyo / SERVICEPLAN GERMANY Munich / UNIVERSITY OF TOKYO	ALBERT COON Munich / SAS - SHOOT IN JAPAN Tokyo		MOBY DIGG Munich / NICK FRANK Munich
Communication	B01/041	01162	JUDGEABLE COVERS COLLECTION	E-GALAXIA PUBLISHING HOUSE	INSTITUTIONAL	AFRICA São Paulo	BRAZIL	AFRICA São Paulo			
Communication	B01/048	21161	SMARTSOLUTION	TELEFONICA'S VIVO	INSTITUTIONAL	AFRICA São Paulo	BRAZIL	AFRICA São Paulo	ACADEMIA DE FILMES Sao Paulo / ASSOCIADOS Sao Paulo / CASA VATICANO Sao Paulo / LOUD São Paulo / MUTALA COMUNICACAO Sao Paulo		
Communication	B01/049	21057	THE BOOK OF ART GAP	STANDARD CHARTERED BANK	INSTITUTIONAL	TBWA\IRAAD Dubai	UNITED ARAB EMIRATES	TBWA\IRAAD Dubai			

B02 (Publications for Good for Charity / Not-for-profit)

Print & Publishing Shortlist

Communication	B02/006	00802	WAR CORRESPONDENTS ON BREAST CANCER	SAMSUNG	TECHNOLOGY	CHEIL WORLDWIDE Madrid	SPAIN	CHEIL WORLDWIDE Madrid			
Communication	B02/011	01234	THE GUN VIOLENCE HISTORY BOOK	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	FCB CHICAGO	USA	FCB CHICAGO	LORD & THOMAS Chicago / THE MILL Chicago	CURRENT MARKETING Chicago	

C01 (Adapted Print)

Communication	C01/001	00771	ROOTS	AIB	AIB	ROTHCO ACCENTURE INTERACTIVE Dublin	IRELAND	ROTHCO ACCENTURE INTERACTIVE Dublin	ROTHCO ACCENTURE INTERACTIVE Dublin		
Communication	C01/007	01233	THE GUN VIOLENCE HISTORY BOOK	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	FCB CHICAGO	USA	FCB CHICAGO	LORD & THOMAS Chicago / THE MILL Chicago	CURRENT MARKETING Chicago	
Communication	C01/008	00948	ONE MINDFUL MIND	NEUROGEN BRAIN AND SPINE INSTITUTE	KIT	TBWA\INDIA Mumbai	INDIA	TBWA\INDIA Mumbai	MOTHERSHIP PRODUCTIONS Mumbai		
Communication	C01/010	01203	TWIX FACE OFF	MARS	TWIX	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai		MEDIACOM MENA Dubai / OMD Dubai	
Communication	C01/020	01362	THE GPS QUALITY LABEL (2)	AUCHAN RETAIL FRANCE	GPS	SERVICEPLAN FRANCE Paris	FRANCE	SERVICEPLAN FRANCE Paris	SERVICEPLAN FRANCE Paris	SERVICEPLAN FRANCE Paris	SERVICEPLAN FRANCE Paris

C02 (Innovative Use of Print)

Communication	C02/004	00294	BEWARE OF BOTS	SKILLBOX	SKILLBOX "UX DESIGN" COURSE	POSSIBLE MOSCOW	RUSSIA	POSSIBLE MOSCOW	POSSIBLE MOSCOW	POSSIBLE MOSCOW	POSSIBLE MOSCOW
Communication	C02/009	01163	THE BEER BEHIND SPORTS	AB INBEV	BUDWEISER	AFRICA São Paulo	BRAZIL	AFRICA São Paulo	LANDIA São Paulo / LUCHA LIBRE AUDIO São Paulo		
Communication	C02/010	00783	PAY IT FORWARD	THE BIG ISSUE	THE BIG ISSUE	FCB INFERNO London	UNITED KINGDOM	FCB INFERNO London	ARCHER'S MARK London		
Communication	C02/013	01201	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
Communication	C02/014	01020	THE GPS QUALITY LABEL	AUCHAN	GPS	SERVICEPLAN FRANCE Paris	FRANCE	SERVICEPLAN FRANCE Paris	SERVICEPLAN FRANCE Paris	SERVICEPLAN FRANCE Paris	SERVICEPLAN FRANCE Paris
Communication	C02/024	01235	THE GUN VIOLENCE HISTORY BOOK	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	FCB CHICAGO	USA	FCB CHICAGO	LORD & THOMAS Chicago / THE MILL Chicago	CURRENT MARKETING Chicago	
Communication	C02/026	00947	THE GOOD PRINT TEST	WORTEN	WORTEN	VCCP SPAIN Madrid	SPAIN	VCCP SPAIN Madrid	VCCP SPAIN Madrid	VCCP SPAIN Madrid	VCCP SPAIN Madrid
Communication	C02/031	00972	AN UNREPEATABLE PHOTOGRAPH?	TRAPA CHOCOLATES	TRAPA - PALM OIL FREE CHOCOLATES	FCB&FIRE Madrid	SPAIN	FCB&FIRE Madrid	BLUA Barcelona		TRAPA CHOCOLATES Palencia
Communication	C02/034	00990	GE VOYAGES: LISTEN TO THE WORLD	GE	GE ENERGY TECHNOLOGIES	GIANT SPOON New York	USA	GE Boston / GIANT SPOON New York / T BRAND STUDIO New York	GIANT SPOON New York / T BRAND STUDIO New York	GIANT SPOON New York / THE NEW YORK TIMES New York	THE NEW YORK TIMES New York
Communication	C02/040	10801	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	

Total Entries:

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