

## Radio & Audio Shortlist

Track	Cat. No	Entry No	Title	Brand	Product	Entrant Company	Entrant Country	Idea Creation	Production	Media	PR	Additional
<b>A01 (Food &amp; Drink)</b>												
Communication	A01/025	00375	13GOAT	ASAHI PREMIUM BEVERAGES	GOAT BEER	THE MONKEYS Melbourne	AUSTRALIA	THE MONKEYS Melbourne				
Communication	A01/031	00660	ELISE	COCA COLA	SPRITE	SANTO Buenos Aires	ARGENTINA	SANTO Buenos Aires	LA DOBLE A Buenos Aires			
Communication	A01/032	00662	AGAPORNIS	COCA COLA	SPRITE	SANTO Buenos Aires	ARGENTINA	SANTO Buenos Aires	LA DOBLE A Buenos Aires			
Communication	A01/043	00693	BROADWAY THE RAINBOW	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA	DDB CHICAGO	BLACKSMITH Los Angeles / DDB CHICAGO / GIANNINI CREATIVE Chicago / HUTCHCO TECHNOLOGIES Los Angeles / SMUGGLER New York	MEDIACOM New York	ICF NEXT Chicago	HEARD CITY New York / MARS WRIGLEY CONFECTIONERY New Jersey / MOTT/FISCHER PRODUCTIONS New York / TELSEY + COMPANY New York / THE MARKETING ARM Dallas / THE MASTERING PALACE New York / THE MILL Chicago / TRIBAL WORLDWIDE New York / VAULT 49 New York
<b>A02 (Other FMCG)</b>												
Communication	A02/008	00286	REVENGE OF THE COCKROACH	TIGER BRANDS	DOOM	OGILVY JOHANNESBURG	SOUTH AFRICA	OGILVY JOHANNESBURG				
Communication	A02/010	00290	REVENGE OF THE MOSQUITO	TIGER BRANDS	DOOM	OGILVY JOHANNESBURG	SOUTH AFRICA	OGILVY JOHANNESBURG				
Communication	A02/029	00901	THE REMARKABLE BERTHA	STABILO INTERNATIONAL GMBH	STABILO BOSS HIGHLIGHTER PEN	DDB DÜSSELDORF	GERMANY	DDB DÜSSELDORF	DDB DÜSSELDORF / STUDIO FUNK Düsseldorf	DDB DÜSSELDORF	DDB DÜSSELDORF	
<b>A03 (Healthcare)</b>												
Communication	A03/019	00445	ANTIOX "LIFE INSIDE OF YOU"	ANTIOX	OVER-THE-COUNTER MEDICINE - DEWORMING	McCANN MANILA	THE PHILIPPINES	McCANN MANILA	JUST ADD WATER PRODUCTIONS Makati City / LOUDBOX STUDIOS Makati City			JOHNSON & JOHNSON Parañaque City
<b>A04 (Consumer Durables)</b>												
Communication	A04/016	00588	THREESOME	CELL C	CELL C	FCB AFRICA Johannesburg	SOUTH AFRICA	HELLOFCB+ Cape Town	WE LOVE JAM Cape Town			
<b>A05 (Automotive)</b>												
Communication	A05/046	00968	CINDERELLA	VAUXHALL	ASTRA	MCCANN MILTON KEYNES	UNITED KINGDOM	MCCANN MILTON KEYNES / MRM//McCANN SPAIN Madrid	COFFEE AND TV London / GLOBAL RADIO London / MACH STUDIO Madrid / VETOR ZERO / LOBO São Paulo			

## Radio & Audio Shortlist

Communication	A05/047	00966	JACK & THE BEANSTALK	VAUXHALL	ASTRA	MCCANN MILTON KEYNES	UNITED KINGDOM	MCCANN MILTON KEYNES / MRM//McCANN SPAIN Madrid	COFFEE AND TV London / GLOBAL RADIO London / MACH STUDIO Madrid / VETOR ZERO / LOBO São Paulo
Communication	A05/048	00970	UGLY DUCKLING	VAUXHALL	ASTRA	MCCANN MILTON KEYNES	UNITED KINGDOM	MCCANN MILTON KEYNES / MRM//McCANN SPAIN Madrid	COFFEE AND TV London / GLOBAL RADIO London / MACH STUDIO Madrid / VETOR ZERO / LOBO São Paulo
Communication	A05/059	00513	SNELWEG SPROOKJES	VOLKSWAGEN	VOLKSWAGEN APPLICATION	ISOBAR Amsterdam	THE NETHERLANDS	ACHTUNG! mcgarrybowen Amsterdam	ACHTUNG! mcgarrybowen Amsterdam / BIG ORANGE Amsterdam / ISOBAR Amsterdam / ROBOT KITTENS Hilversum

### A06 (Retail)

Communication	A06/033	00722	BK BOT 92 WHOPPERS	BURGER KING	BURGER KING	DAVID Miami	USA	DAVID Miami	BEACON STREET STUDIOS Los Angeles / COSMO STREET Santa Monica / MULLENLOWE Boston	HORIZON MEDIA New York	ALISON BROD MARKETING + COMMUNICATION S New York	BURGER KING Miami
Communication	A06/034	00719	BK BOT CHICKEN PERSONS	BURGER KING	BURGER KING	DAVID Miami	USA	DAVID Miami	BEACON STREET STUDIOS Los Angeles / COSMO STREET Santa Monica / MULLENLOWE Boston	HORIZON MEDIA New York	ALISON BROD MARKETING + COMMUNICATION S New York	BURGER KING Miami
Communication	A06/035	00716	BK BOT TASTES LIKES MATH	BURGER KING	BURGER KING	DAVID Miami	USA	DAVID Miami	BEACON STREET STUDIOS Los Angeles / COSMO STREET Santa Monica / MULLENLOWE Boston	HORIZON MEDIA New York	ALISON BROD MARKETING + COMMUNICATION S New York	BURGER KING Miami

### A07 (Travel)

Communication	A07/002	00092	NIGHT WEEPING	CITY LODGE HOTEL GROUP	TOWN LODGE	TBWA\HUNT LASCARIS Johannesburg	SOUTH AFRICA	TBWA\HUNT\LASCARI S Johannesburg	PRODUCE SOUND Johannesburg
Communication	A07/003	00097	PLEASURE CAVE	CITY LODGE HOTEL GROUP	TOWN LODGE	TBWA\HUNT LASCARIS Johannesburg	SOUTH AFRICA	TBWA\HUNT\LASCARI S Johannesburg	PRODUCE SOUND Johannesburg
Communication	A07/004	00103	LUMPY FUTON	CITY LODGE HOTEL GROUP	TOWN LODGE	TBWA\HUNT LASCARIS Johannesburg	SOUTH AFRICA	TBWA\HUNT\LASCARI S Johannesburg	PRODUCE SOUND Johannesburg
Communication	A07/005	00091	MAKOTI	CITY LODGE HOTEL GROUP	TOWN LODGE	TBWA\HUNT LASCARIS Johannesburg	SOUTH AFRICA	TBWA\HUNT\LASCARI S Johannesburg	PRODUCE SOUND Johannesburg
Communication	A07/006	00098	UMSEBENZI	CITY LODGE HOTEL GROUP	TOWN LODGE	TBWA\HUNT LASCARIS Johannesburg	SOUTH AFRICA	TBWA\HUNT\LASCARI S Johannesburg	PRODUCE SOUND Johannesburg
Communication	A07/007	00104	NSIZWA	CITY LODGE HOTEL GROUP	TOWN LODGE	TBWA\HUNT LASCARIS Johannesburg	SOUTH AFRICA	TBWA\HUNT\LASCARI S Johannesburg	PRODUCE SOUND Johannesburg

### A08 (Leisure)

Communication	A08/007	00240	THE MEMORY DIAL	MUSEO DE LA MEMORIA Y LOS DERECHOS HUMANOS	MUSEO DE LA MEMORIA Y LOS DERECHOS HUMANOS	WOLF BCPP Santiago	CHILE	WOLF BCPP Santiago	FLOW Santiago	WOLF BCPP Santiago
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### A09 (Media / Entertainment)

## Radio & Audio Shortlist

Communication	A09/001	00063	EMPTY HEADS - NEIGHBOUR	DER TAGESSPIEGEL	DER TAGESSPIEGEL NEWSPAPER	SCHOLZ & FRIENDS HAMBURG	GERMANY	SCHOLZ & FRIENDS HAMBURG	HASTINGS AUDIO NETWORK Hamburg	
Communication	A09/003	00067	EMPTY HEADS - POSTMAN	DER TAGESSPIEGEL	DER TAGESSPIEGEL NEWSPAPER	SCHOLZ & FRIENDS HAMBURG	GERMANY	SCHOLZ & FRIENDS HAMBURG	HASTINGS AUDIO NETWORK Hamburg	
Communication	A09/010	00297	WESTWORLD: THE MAZE	HBO	WESTWORLD	3601 New York	USA	3601 New York / HBO New York	KILTER FILMS Los Angeles / XANDRA New York	3601 New York / HBO New York / THE OUTCAST AGENCY New York

### A10 (Consumer Services / Business to Business)

Communication	A10/012	00182	THE 200 YEAR OLD	SANLAM	FINANCIAL SERVICES	KING JAMES GROUP Cape Town	SOUTH AFRICA	KING JAMES GROUP Cape Town	PRESSURE COOKER STUDIOS Cape Town / THE WORKROOM AUDIO POST Cape Town	FORTY TWO DIGITAL Johannesburg
Communication	A10/030	00884	DOLLAR AGONY	RIPIO	FINANCIAL ADVISORY	DHÉLET VMLY&R Buenos Aires	ARGENTINA	DHÉLET Y&R Buenos Aires	DHÉLET Y&R Buenos Aires / NOROESTE MUSICA Y SONIDO Buenos Aires	
Communication	A10/043	00779	BIRD	MONSTER.COM	MONSTER.COM	ARNOLD WORLDWIDE Boston	USA	ARNOLD WORLDWIDE Boston	JINGLE PUNKS New York / SOUNDTRACK Boston	HAVAS MEDIA Boston
Communication	A10/044	00782	XANTENYX	MONSTER.COM	MONSTER.COM	ARNOLD WORLDWIDE Boston	USA	ARNOLD WORLDWIDE Boston	JINGLE PUNKS New York / SOUNDTRACK Boston	HAVAS MEDIA Boston
Communication	A10/045	00776	MO MO MIMMY MIMMY	MONSTER.COM	MONSTER.COM	ARNOLD WORLDWIDE Boston	USA	ARNOLD WORLDWIDE Boston	JINGLE PUNKS New York / SOUNDTRACK Boston	HAVAS MEDIA Boston
Communication	A10/050	00857	CHEMOURS - ODE TO THE OVERLOOKED	THE CHEMOURS COMPANY	NATIONAL INVENTORS MONTH, NATIONAL CHEMISTRY WEEK	OGILVY New York	USA	OGILVY New York		

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

Communication	A11/015	00213	THE GENDERLESS VOICE	COPENHAGEN PRIDE	Q, THE GENDERLESS VOICE	VIRTUE Copenhagen	DENMARK	VIRTUE Copenhagen	VIRTUE Copenhagen	VIRTUE Copenhagen	KOALITION New York / THIRTYSOUNDS GOOD Copenhagen
Communication	A11/018	00159	THAT TIME PROFESSOR JOHN BURROWS DIDN'T	HAWKE'S BAY REGIONAL COUNCIL	HAWKE'S BAY REGIONAL COUNCIL	CLEMENGER BBDO WELLINGTON	NEW ZEALAND	CLEMENGER BBDO WELLINGTON	CLEMENGER BBDO WELLINGTON		HAWKE'S BAY REGIONAL COUNCIL Napier
Communication	A11/042	00548	ESCAPING IMPRISONMENT	POST BELLUM	NATIONAL HISTORY ARCHIVE	VMLY&R PRAGUE	CZECH REPUBLIC	VMLY&R PRAGUE	BANG STUDIO Prague / BEEP Prague		
Communication	A11/043	00544	HIDING FROM GESTAPO	POST BELLUM	NATIONAL HISTORY ARCHIVE	VMLY&R PRAGUE	CZECH REPUBLIC	VMLY&R PRAGUE	BANG STUDIO Prague / BEEP Prague		
Communication	A11/044	00546	SURVIVING INTERROGATION	POST BELLUM	NATIONAL HISTORY ARCHIVE	VMLY&R PRAGUE	CZECH REPUBLIC	VMLY&R PRAGUE	BANG STUDIO Prague / BEEP Prague		

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

Communication	A12/005	00071	THE INSECT CONCERTO	KARAJAN ACADEMY OF THE BERLIN PHILHARMONICS + WWF	CAMPAIGN AGAINST THE INSECT DECLINE	SCHOLZ & FRIENDS Berlin	GERMANY	SCHOLZ & FRIENDS Berlin	HASTINGS AUDIO NETWORK Berlin / SAINT BERLIN	METAGATE Berlin
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## Radio & Audio Shortlist

Communication	A12/010	00726	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
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### B01 (Use of Music)

Communication	B01/002	00072	THE INSECT CONCERTO	KARAJAN ACADEMY OF THE BERLIN PHILHARMONICS + WWF	CAMPAIGN AGAINST THE INSECT DECLINE	SCHOLZ & FRIENDS Berlin	GERMANY	SCHOLZ & FRIENDS Berlin	HASTINGS AUDIO NETWORK Berlin / SAINT BERLIN			METAGATE Berlin
Communication	B01/022	00106	NSIZWA	CITY LODGE HOTEL GROUP	TOWN LODGE	TBWA\HUNT LASCARI Johannesburg	SOUTH AFRICA	TBWA\HUNT\LASCARI S Johannesburg	PRODUCE SOUND Johannesburg			
Communication	B01/030	00727	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
Communication	B01/046	00694	BROADWAY THE RAINBOW	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA	DDB CHICAGO	BLACKSMITH Los Angeles / DDB CHICAGO / GIANNINI CREATIVE Chicago / HUTCHCO TECHNOLOGIES Los Angeles / SMUGGLER New York	MEDIACOM New York	ICF NEXT Chicago	HEARD CITY New York / MARS WRIGLEY CONFECTIONERY New Jersey / MOTT/FISCHER PRODUCTIONS New York / TELSEY + COMPANY New York / THE MARKETING ARM Dallas / THE MASTERING PALACE New York / THE MILL Chicago / TRIBAL WORLDWIDE New York / VAULT 49 New York

### B02 (Sound Design)

Communication	B02/005	00214	THE GENDERLESS VOICE	COPENHAGEN PRIDE	Q, THE GENDERLESS VOICE	VIRTUE Copenhagen	DENMARK	VIRTUE Copenhagen	VIRTUE Copenhagen		VIRTUE Copenhagen	KOALITION New York / THIRTYSOUNDS GOOD Copenhagen
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## Radio & Audio Shortlist

Communication	B02/007	00328	SOUNDS OF FUTURE OCEAN	NATIONAL GEOGRAPHIC	PLANET OR PLASTIC?	NATIONAL GEOGRAPHIC Sao Paulo	BRAZIL	NATIONAL GEOGRAPHIC Sao Paulo	BADEIRA 8 Rio de Janeiro	
Communication	B02/011	00237	WAVES	GREENPEACE	GREENPEACE	DDB BUDAPEST	HUNGARY	DDB BUDAPEST	DDB BUDAPEST	OMD HUNGARY Budapest
Communication	B02/012	00236	SEAGULL	GREENPEACE	GREENPEACE	DDB BUDAPEST	HUNGARY	DDB BUDAPEST	DDB BUDAPEST	OMD HUNGARY Budapest
Communication	B02/027	00298	WESTWORLD: THE MAZE	HBO	WESTWORLD	360I New York	USA	360I New York / HBO New York	KILTER FILMS Los Angeles / XANDRA New York	360I New York / HBO New York / THE OUTCAST AGENCY New York

### B03 (Script)

Communication	B03/023	00096	NIGHT WEEPING	CITY LODGE HOTEL GROUP	TOWN LODGE	TBWA\HUNT LASCARIS Johannesburg	SOUTH AFRICA	TBWA\HUNT\LASCARI S Johannesburg	PRODUCE SOUND Johannesburg		
Communication	B03/028	00101	PLEASURE CAVE	CITY LODGE HOTEL GROUP	TOWN LODGE	TBWA\HUNT LASCARIS Johannesburg	SOUTH AFRICA	TBWA\HUNT\LASCARI S Johannesburg	PRODUCE SOUND Johannesburg		
Communication	B03/029	00107	LUMPY FUTON	CITY LODGE HOTEL GROUP	TOWN LODGE	TBWA\HUNT LASCARIS Johannesburg	SOUTH AFRICA	TBWA\HUNT\LASCARI S Johannesburg	PRODUCE SOUND Johannesburg		
Communication	B03/030	00095	MAKOTI	CITY LODGE HOTEL GROUP	TOWN LODGE	TBWA\HUNT LASCARIS Johannesburg	SOUTH AFRICA	TBWA\HUNT\LASCARI S Johannesburg	PRODUCE SOUND Johannesburg		
Communication	B03/031	00102	UMSEBENZI	CITY LODGE HOTEL GROUP	TOWN LODGE	TBWA\HUNT LASCARIS Johannesburg	SOUTH AFRICA	TBWA\HUNT\LASCARI S Johannesburg	PRODUCE SOUND Johannesburg		
Communication	B03/032	00108	NSIZWA	CITY LODGE HOTEL GROUP	TOWN LODGE	TBWA\HUNT LASCARIS Johannesburg	SOUTH AFRICA	TBWA\HUNT\LASCARI S Johannesburg	PRODUCE SOUND Johannesburg		
Communication	B03/092	00695	BROADWAY THE RAINBOW	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA	DDB CHICAGO	BLACKSMITH Los Angeles / DDB CHICAGO / GIANNINI CREATIVE Chicago / HUTCHCO TECHNOLOGIES Los Angeles / SMUGGLER New York	MEDIACOM New York / ICF NEXT Chicago	HEARD CITY New York / MARS WRIGLEY CONFECTIONER Y New Jersey / MOTT/FISCHER PRODUCTIONS New York / TELSEY + COMPANY New York / THE MARKETING ARM Dallas / THE MASTERING PALACE New York / THE MILL Chicago / TRIBAL WORLDWIDE New York / VAULT 49 New York

### B04 (Casting & Performance)

Communication	B04/022	00300	WESTWORLD: THE MAZE	HBO	WESTWORLD	360I New York	USA	360I New York / HBO New York	KILTER FILMS Los Angeles / XANDRA New York	360I New York / HBO New York / THE OUTCAST AGENCY New York
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## Radio & Audio Shortlist

Communication	B04/033	00696	BROADWAY THE RAINBOW	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA	DDB CHICAGO	BLACKSMITH Los Angeles / DDB CHICAGO / GIANNINI CREATIVE Chicago / HUTCHCO TECHNOLOGIES Los Angeles / SMUGGLER New York	MEDIACOM New York	ICF NEXT Chicago	HEARD CITY New York / MARS WRIGLEY CONFECTIONERY New Jersey / MOTT/FISCHER PRODUCTIONS New York / TELSEY + COMPANY New York / THE MARKETING ARM Dallas / THE MASTERING PALACE New York / THE MILL Chicago / TRIBAL WORLDWIDE New York / VAULT 49 New York
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### C01 (Use of Radio or Audio as a Medium)

Communication	C01/002	00075	THE INSECT CONCERTO	KARAJAN ACADEMY OF THE BERLIN PHILHARMONICS + WWF	CAMPAIGN AGAINST THE INSECT DECLINE	SCHOLZ & FRIENDS Berlin	GERMANY	SCHOLZ & FRIENDS Berlin	HASTINGS AUDIO NETWORK Berlin / SAINT BERLIN			METAGATE Berlin
Communication	C01/015	00209	SOUND OF THE SEA	CEAR	REFUGEES	OGILVY MADRID	SPAIN	OGILVY MADRID	OGILVY MADRID			OGILVY MADRID
Communication	C01/019	00242	THE MEMORY DIAL	MUSEO DE LA MEMORIA Y LOS DERECHOS HUMANOS	MUSEO DE LA MEMORIA Y LOS DERECHOS HUMANOS	WOLF BCPP Santiago	CHILE	WOLF BCPP Santiago	FLOW Santiago		WOLF BCPP Santiago	
Communication	C01/020	00451	THE WAR SIREN TEST	AMNESTY INTERNATIONAL SWITZERLAND	DONATIONS AND AWARENESS FOR THE FORGOTTEN WAR IN YEMEN	JUNG VON MATT/LIMMAT Zürich	SWITZERLAND	JUNG VON MATT/LIMMAT Zürich				JUNG VON MATT/PLAY Zurich / RADIO 24 Zurich
Communication	C01/021	00267	COPA DEL IMPULSO/THE CHEERING TROPHY	BANCO PICHINCHA	SPONSORSHIP	MULLENLOWE DELTA Quito	ECUADOR	MULLENLOWE DELTA Quito	KINO FILMS Quito	MULLENLOWE DELTA Quito	ATIS KETCHUM ECUADOR Quito	
Communication	C01/022	00301	WESTWORLD: THE MAZE	HBO	WESTWORLD	360I New York	USA	360I New York / HBO New York	KILTER FILMS Los Angeles / XANDRA New York		360I New York / HBO New York / THE OUTCAST AGENCY New York	
Communication	C01/026	00666	ABUSE DISCLAIMERS	AB INBEV	AGUILA BEER	MULLENLOWE SSP3 Bogotá	COLOMBIA	MULLENLOWE SSP3 Bogotá				
Communication	C01/032	00729	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

## Radio & Audio Shortlist

Communication	C01/048	00697	BROADWAY THE RAINBOW	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA	DDB CHICAGO	BLACKSMITH Los Angeles / DDB CHICAGO / GIANNINI CREATIVE Chicago / HUTCHCO TECHNOLOGIES Los Angeles / SMUGGLER New York	MEDIACOM New York	ICF NEXT Chicago	HEARD CITY New York / MARS WRIGLEY CONFECTIONERY New Jersey / MOTT/FISCHER PRODUCTIONS New York / TELSEY + COMPANY New York / THE MARKETING ARM Dallas / THE MASTERING PALACE New York / THE MILL Chicago / TRIBAL WORLDWIDE New York / VAULT 49 New York
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### **C02 (Use of Audio Technology / Voice -Activation )**

Communication	C02/006	00215	THE GENDERLESS VOICE	COPENHAGEN PRIDE	Q, THE GENDERLESS VOICE	VIRTUE Copenhagen	DENMARK	VIRTUE Copenhagen	VIRTUE Copenhagen		VIRTUE Copenhagen	KOALITION New York / THIRTYSOUNDS GOOD Copenhagen
Communication	C02/010	00268	COPA DEL IMPULSO/THE CHEERING TROPHY	BANCO PICHINCHA	SPONSORSHIP	MULLENLOWE DELTA Quito	ECUADOR	MULLENLOWE DELTA Quito	KINO FILMS Quito	MULLENLOWE DELTA Quito	ATIS KETCHUM ECUADOR Quito	
Communication	C02/011	00302	WESTWORLD: THE MAZE	HBO	WESTWORLD	360I New York	USA	360I New York / HBO New York	KILTER FILMS Los Angeles / XANDRA New York		360I New York / HBO New York / THE OUTCAST AGENCY New York	
Communication	C02/016	00551	16000 HERTZ GROOMING ALERT	RED UNO DE BOLIVIA	BIGOTE TEENS MAGAZINE	RED UNO DE BOLIVIA Santa Cruz de la Sierra	BOLIVIA	NEXUS BBDO La Paz				

### **C03 (Branded Content / Podcasts)**

Communication	C03/010	00303	WESTWORLD: THE MAZE	HBO	WESTWORLD	360I New York	USA	360I New York / HBO New York	KILTER FILMS Los Angeles / XANDRA New York		360I New York / HBO New York / THE OUTCAST AGENCY New York	
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**Radio & Audio Shortlist**

Communication	C03/020	00698	BROADWAY THE RAINBOW	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA	DDB CHICAGO	BLACKSMITH Los Angeles / DDB CHICAGO / GIANNINI CREATIVE Chicago / HUTCHCO TECHNOLOGIES Los Angeles / SMUGGLER New York	MEDIACOM New York	ICF NEXT Chicago	HEARD CITY New York / MARS WRIGLEY CONFECTIONERY New Jersey / MOTT/FISCHER PRODUCTIONS New York / TELSEY + COMPANY New York / THE MARKETING ARM Dallas / THE MASTERING PALACE New York / THE MILL Chicago / TRIBAL WORLDWIDE New York / VAULT 49 New York
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**C04 (Native Advertising)**

Communication	C04/003	00304	WESTWORLD: THE MAZE	HBO	WESTWORLD	360I New York	USA	360I New York / HBO New York	KILTER FILMS Los Angeles / XANDRA New York		360I New York / HBO New York / THE OUTCAST AGENCY New York	
Communication	C04/005	00730	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
Communication	C04/007	00462	A SHOUT OUT TO MY SON	THE BEN KINSELLA TRUST	KNIFE CRIME	M&C SAATCHI London	UNITED KINGDOM	M&C SAATCHI London	FULLY FOCUSED PRODUCTIONS London			

**C05 (Campaign by Audio)**



## Radio & Audio Shortlist

Communication	C05/020	00699	BROADWAY THE RAINBOW	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA	DDB CHICAGO	BLACKSMITH Los Angeles / DDB CHICAGO / GIANNINI CREATIVE Chicago / HUTCHCO TECHNOLOGIES Los Angeles / SMUGGLER New York	MEDIACOM New York	ICF NEXT Chicago	HEARD CITY New York / MARS WRIGLEY CONFECTIONERY New Jersey / MOTT/FISCHER PRODUCTIONS New York / TELSEY + COMPANY New York / THE MARKETING ARM Dallas / THE MASTERING PALACE New York / THE MILL Chicago / TRIBAL WORLDWIDE New York / VAULT 49 New York
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### C06 (Promotional Content for Publishers & Networks)

Communication	C06/001	00305	WESTWORLD: THE MAZE	HBO	WESTWORLD	360I New York	USA	360I New York / HBO New York	KILTER FILMS Los Angeles / XANDRA New York		360I New York / HBO New York / THE OUTCAST AGENCY New York
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### D01 (Local Brand )

Communication	D01/004	00088	NOTHING FOR MAHALA	CITY LODGE HOTEL GROUP	TOWN LODGE	TBWA\HUNT LASCARI Johannesburg	SOUTH AFRICA	TBWA\HUNT\LASCARI S Johannesburg	PRODUCE SOUND Johannesburg		
Communication	D01/008	00667	ABUSE DISCLAIMERS	AB INBEV	AGUILA BEER	MULLENLOWE SSP3 Bogotá	COLOMBIA	MULLENLOWE SSP3 Bogotá			

### D02 (Challenger Brand )

Communication	D02/003	00890	DESTINATION UNKNOWN	TURISMO CITY	CHEAP FLIGHTS	DHÉLET VMLY&R Buenos Aires	ARGENTINA	DHÉLET VMLY&R Buenos Aires	BIG SOUND ESTUDIO Buenos Aires / LADOBLEA Buenos Aires	DHÉLET VMLY&R Buenos Aires	DHÉLET VMLY&R Buenos Aires	
Communication	D02/009	00714	BK BOT	BURGER KING	BURGER KING	DAVID Miami	USA	DAVID Miami	BEACON STREET STUDIOS Los Angeles / COSMO STREET Santa Monica / MULLENLOWE Boston	HORIZON MEDIA New York	ALISON BROD MARKETING + COMMUNICATION S New York	BURGER KING Miami

### D03 (Single-market Campaign)

Communication	D03/003	00155	THAT TIME PROFESSOR JOHN BURROWS DIDN'T	HAWKE'S BAY REGIONAL COUNCIL	HAWKE'S BAY REGIONAL COUNCIL	CLEMENGER BBDO WELLINGTON	NEW ZEALAND	CLEMENGER BBDO WELLINGTON	CLEMENGER BBDO WELLINGTON			HAWKE'S BAY REGIONAL COUNCIL Napier
Communication	D03/004	00156	THAT TIME JORDIE BARRETT DIDN'T	HAWKE'S BAY REGIONAL COUNCIL	HAWKE'S BAY REGIONAL COUNCIL	CLEMENGER BBDO WELLINGTON	NEW ZEALAND	CLEMENGER BBDO WELLINGTON	CLEMENGER BBDO WELLINGTON			HAWKE'S BAY REGIONAL COUNCIL Napier
Communication	D03/005	00154	THAT TIME JOHN KEY DIDN'T	HAWKE'S BAY REGIONAL COUNCIL	HAWKE'S BAY REGIONAL COUNCIL	CLEMENGER BBDO WELLINGTON	NEW ZEALAND	CLEMENGER BBDO WELLINGTON	CLEMENGER BBDO WELLINGTON			HAWKE'S BAY REGIONAL COUNCIL Napier

### D04 (Social Behaviour & Cultural Insight)

## Radio & Audio Shortlist

Communication	D04/010	00217	THE GENDERLESS VOICE	COPENHAGEN PRIDE	Q, THE GENDERLESS VOICE	VIRTUE Copenhagen	DENMARK	VIRTUE Copenhagen	VIRTUE Copenhagen		VIRTUE Copenhagen	KOALITION New York / THIRTYSOUNDS GOOD Copenhagen
Communication	D04/012	00090	THE REAL COST	CITY LODGE HOTEL GROUP	TOWN LODGE	TBWA\HUNT LASCARIS Johannesburg	SOUTH AFRICA	TBWA\HUNT\LASCARI S Johannesburg	PRODUCE SOUND Johannesburg			
Communication	D04/013	00089	NOTHING FOR MAHALA	CITY LODGE HOTEL GROUP	TOWN LODGE	TBWA\HUNT LASCARIS Johannesburg	SOUTH AFRICA	TBWA\HUNT\LASCARI S Johannesburg	PRODUCE SOUND Johannesburg			
Communication	D04/016	00454	THE WAR SIREN TEST	AMNESTY INTERNATIONAL SWITZERLAND	DONATIONS AND AWARENESS FOR THE FORGOTTEN WAR IN YEMEN	JUNG VON MATT/LIMMAT Zürich	SWITZERLAND	JUNG VON MATT/LIMMAT Zürich				JUNG VON MATT/PLAY Zurich / RADIO 24 Zurich
Communication	D04/023	00668	ABUSE DISCLAIMERS	AB INBEV	AGUILA BEER	MULLENLOWE SSP3 Bogotá	COLOMBIA	MULLENLOWE SSP3 Bogotá				
Communication	D04/024	00785	WHY RUGBY SPOT?	HEINEKEN	INSTITUTIONAL	PUBLICIS BRASIL São Paulo	BRAZIL	PUBLICIS BRASIL São Paulo	PUBLICIS BRASIL São Paulo	PUBLICIS BRASIL São Paulo	PUBLICIS BRASIL São Paulo	
Communication	D04/027	00732	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
Communication	D04/029	00892	DOLLAR AGONY	RIPIO	FINANCIAL ADVISORY	DHÉLET VMLY&R Buenos Aires	ARGENTINA	DHÉLET Y&R Buenos Aires	DHÉLET Y&R Buenos Aires / NOROESTE MUSICA Y SONIDO Buenos Aires			
Communication	D04/039	00541	MARIA 'S MESSAGE	MOVISTAR	MOBILE TELEPHONE SERVICE	WUNDERMAN THOMPSON Buenos Aires	ARGENTINA	WUNDERMAN CATO JOHNSON Buenos Aires				
Communication	D04/040	00700	BROADWAY THE RAINBOW	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA	DDB CHICAGO	BLACKSMITH Los Angeles / DDB CHICAGO / GIANNINI CREATIVE Chicago / HUTCHCO TECHNOLOGIES Los Angeles / SMUGGLER New York	MEDIACOM New York	ICF NEXT Chicago	HEARD CITY New York / MARS WRIGLEY CONFECTIONERY New Jersey / MOTT/FISCHER PRODUCTIONS New York / TELSEY + COMPANY New York / THE MARKETING ARM Dallas / THE MASTERING PALACE New York / THE MILL Chicago / TRIBAL WORLDWIDE New York / VAULT 49 New York

### D05 (Breakthrough on a Budget)

Communication	D05/003	00248	AIR TIME	SICKKIDS FOUNDATION	SICKKIDS HOSPITAL	COSSETTE Toronto	CANADA	COSSETTE Toronto / SICKKIDS FOUNDATION Toronto	PIRATE GROUP Toronto	COSSETTE MEDIA Toronto / OMD CANADA Toronto		
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## **Radio & Audio Shortlist**

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Communication	D05/004	00218	THE GENDERLESS VOICE	COPENHAGEN PRIDE	Q, THE GENDERLESS VOICE	VIRTUE Copenhagen	DENMARK	VIRTUE Copenhagen	VIRTUE Copenhagen	VIRTUE Copenhagen	KOALITION New York / THIRTYSOUNDS GOOD Copenhagen
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**Total Entries:** 96