

## Social & Influencer 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>												
Reach	A01/011	00112	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	A01/013	00327	POKER BOT FRIENDS	AB INBEV	POKER BEER	DDB COLOMBIA Bogota	COLOMBIA	DDB COLOMBIA Bogota				
Reach	A01/014	00787	LEGAL-ADE	KRAFT HEINZ	COUNTRY TIME LEMONADE	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO	HARBOR PICTURE COMPANY New York			
Reach	A01/024	00907	THE POPSICLE ELECTIONS	LOS PALETEROS	CHURCHILLETA	JOTABEQU GREY San José	COSTA RICA	JOTABEQU GREY San José	JOTABEQU GREY San José	CAMEDIA CENTRAL San José	JOTABEQU GREY San José	
Reach	A01/028	01310	THE TIME WE HAVE LEFT - CASE	PERNOD RICHARD	RUAVIEJA	LEO BURNETT Madrid	SPAIN	LEO BURNETT Madrid	SERENA Madrid / TESAURO Madrid		LEO BURNETT Madrid	
<b>A03 (Healthcare)</b>												
Reach	A03/010	01390	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			
<b>A04 (Consumer Durables)</b>												
Reach	A04/002	00041	ADDRESS THE FUTURE	CARLINGS	THE DIGITAL COLLECTION	VIRTUE Copenhagen	DENMARK	VIRTUE Copenhagen				
Reach	A04/012	00800	#MOVIEPOSTER MOVIE	ADOBE	MOVIE POSTER CONTEST	Pereira O'Dell San Francisco	USA	Pereira O'Dell San Francisco	BARRELHOUSE PRODUCTIONS San Francisco / RSA FILMS Los Angeles			
Reach	A04/015	01225	HA(U)TE COUTURE	DIESEL	DIESEL	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan	SIZZER AMSTERDAM / STINK STUDIOS New York	SIMPLE AGENCY Milan		MPC LONDON / PRODIGIOUS ITALY Milan / THE MILL New York
Reach	A04/018	01082	AWAKEN THE PHANTOM	NIKE FOOTBALL	NIKE PHANTOMVSN FOOTBALL BOOT	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	WIEDEN+KENNEDY AMSTERDAM	BLACK LABEL PRODUCTIONS London / GRAND CENTRAL RECORDING STUDIOS London / MASSIVEMUSIC Amsterdam / THE MILL London / THE QUARRY London			GLASSWORKS Amsterdam / SMILE FILMS Barcelona / WAVE RECORDING STUDIOS Amsterdam
<b>A05 (Automotive)</b>												
Reach	A05/002	00015	POLO UNFAIL	VOLKSWAGEN	VOLKSWAGEN POLO	DDB SYDNEY	AUSTRALIA	DDB SYDNEY		RIOT CONTENT Northcote		
<b>A06 (Retail)</b>												
Reach	A06/007	00260	VOICE OF HUNGER	SWIGGY	FOOD DELIVERY	DENTSU WEBCHUTNEY Bangalore	INDIA	DENTSU WEBCHUTNEY Bangalore		DENTSU WEBCHUTNEY Bangalore / DOT DOT BOOM Bengaluru		
Reach	A06/009	00457	BLOCK WISH	HOK-ELANTO   S GROUP	ALEPA	HOK-ELANTO Helsinki	FINLAND	HOK-ELANTO Helsinki / SOK MEDIA Helsinki	ACCENTURE Helsinki / BOUTIQUE Helsinki / WÖRKS Helsinki / ZEELAND Helsinki	CARAT Helsinki	NETPROFILE FINLAND Helsinki	S-GROUP Helsinki / TBWA\HELSINKI

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Reach	A06/016	01055	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
Reach	A06/018	00917	NIKE DREAM CRAZY	NIKE	NIKE	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	PARK PICTURES Santa Monica	WIEDEN+KENNEDY Portland		A52 Santa Monica / COMPANY 3 Los Angeles / JOINT EDITORIAL Portland / LIME STUDIOS Santa Monica / PUBLICIS SAPIENT Seattle / WALKER Los Angeles
Reach	A06/019	00916	NIKE DREAM CRAZIER	NIKE	NIKE	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	SOMESUCH Los Angeles	PUBLICIS SAPIENT Seattle / WIEDEN+KENNEDY Portland		A52 Santa Monica / COMPANY 3 Los Angeles / ELEVEN SOUND Santa Monica / JOINT EDITORIAL Portland
Reach	A06/021	01152	TWITTER BAIT	BURGER KING	FAST FOOD	MULLENLOWE Boston	USA	MULLENLOWE Boston	MULLENLOWE Boston	MULLENLOWE Boston		
Reach	A06/022	01226	BE A FOLLOWER - SIDE:BIZ	DIESEL	DIESEL	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan	GOOD PEOPLE Beirut / SIZZER AMSTERDAM Milan	SIMPLE AGENCY Milan		MPC LONDON
Reach	A06/025	00710	OPEN SHELVES	WRITER'S BOOKSTORE	BOOKS	WAVEMAKER HUNGARY Budapest	HUNGARY	WAVEMAKER HUNGARY Budapest	UMBRELLA Budapest		SANS CLICHÉ Budapest	

### A07 (Travel)

Reach	A07/007	00810	THE EARNBASSADORS	VELOCITY FREQUENT FLYER	FREQUENT FLYER PROGRAM	CHE PROXIMITY Melbourne	AUSTRALIA	CHE PROXIMITY Melbourne	CHE PROXIMITY Melbourne / FINCH Melbourne	CHE PROXIMITY Melbourne	CHE PROXIMITY Melbourne	ARC EDIT Sydney
Reach	A07/010	00980	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

### A08 (Leisure)

Reach	A08/006	01142	MY LIFE AS A NPC	UBIOSFT	ASSASSINS CREED ODYSSEY	DDB PARIS	FRANCE	DDB PARIS	MAKEMEPULSE Paris / PRESS PLAY ON TAPE Paris / THE Paris			
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### A09 (Media / Entertainment)

Reach	A09/003	00617	UNBOXING THE TRUTH	THOMSON REUTERS FOUNDATION	THOMSON REUTERS FOUNDATION	TBWA\CHIAT\DAY New York	USA	DESIGN BY DISRUPTION New York / TBWA\CHIAT\DAY New York	DESIGN BY DISRUPTION New York / TBWA\CHIAT\DAY New York	TBWA\CHIAT\DAY New York		
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### A10 (Consumer Services / Business to Business)

Reach	A10/011	01088	THE FIREFLY	BRADESCO	INSTITUTIONAL	PUBLICIS BRASIL São Paulo	BRAZIL	PUBLICIS BRASIL São Paulo	PUBLICIS BRASIL São Paulo	PUBLICIS BRASIL São Paulo	PUBLICIS BRASIL São Paulo	PUBLICIS BRASIL São Paulo
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### A11 (Not-for-profit / Charity / Government)

## Social & Influencer Shortlist

Reach	A11/003	00086	#DEFYTHENAME	MONICA LEWINSKY	ANTI-BULLYING	BBDO NEW YORK	USA	BBDO NEW YORK	O POSITIVE New York		DINI VON MUEFFLING COMMUNICATIONS New York	COMPANY 3 New York / HOOK & LINE Brooklyn / NUMBERSIX New York
Reach	A11/004	00224	SICKKIDS VS: CREWS	SICKKIDS FOUNDATION	SICKKIDS HOSPITAL	COSSETTE Toronto	CANADA	COSSETTE Toronto / SICKKIDS FOUNDATION Toronto	BERKELEY Toronto / MUSIC RIGHTS CLEARANCE Montreal / SCOUTS HONOUR Toronto / THE ASSEMBLY Toronto / THE VANITY Toronto	OMD CANADA Toronto	CITIZEN RELATIONS Toronto	
Reach	A11/018	00715	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	A11/025	01023	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	A11/028	01238	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	A11/038	01443	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	A11/051	00066	GREENPEACE 'RANG-TAN'	GREENPEACE	PALM OIL AWARENESS	MOTHER London	UNITED KINGDOM	MOTHER London	PASSION ANIMATION STUDIOS London		TAYLOR HERRING London / WEBER SHANDWICK Manchester	750MPH London / COFFEE AND TV London / OPEN CREATES London
Reach	A11/052	10086	SLEEPING GIANTS - A CAMPAIGN TO DEFUND BIGOTRY	SLEEPING GIANTS	SLEEPING GIANTS - A CAMPAIGN TO DEFUND BIGOTRY	SLEEPING GIANTS San Francisco	USA	SLEEPING GIANTS San Francisco	SLEEPING GIANTS San Francisco	SLEEPING GIANTS San Francisco	SLEEPING GIANTS San Francisco	

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

Reach	A12/002	00075	HARMLESS GUNS	DAGOMA	3D PRINTING	TBWAIPARIS	FRANCE	TBWAIPARIS	TBWAELSE Paris			
Reach	A12/014	01204	PLANET OR PLASTIC	NATIONAL GEOGRAPHIC	NATIONAL GEOGRAPHIC	McCANN NEW YORK	USA	McCANN NEW YORK				NATIONAL GEOGRAPHIC Washington D.C.
Reach	A12/025	01130	WE BELIEVE: THE BEST MEN CAN BE	GILLETTE	GROOMING - BLADES & RAZORS	GREY NEW YORK	USA	GREY NEW YORK	COSMO STREET New York / MPC New York / SOMESUCH Los Angeles / TOWNHOUSE New York	CARAT New York	MMK+ New York	FUTURE PERFECT New York

### B01 (Community Building & Management)

Reach	B01/005	00261	VOICE OF HUNGER	SWIGGY	FOOD DELIVERY	DENTSU WEBCHUTNEY Bangalore	INDIA	DENTSU WEBCHUTNEY Bangalore	DENTSU WEBCHUTNEY Bangalore / DOT DOT BOOM Bengaluru			
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Reach	B01/009	00287	WORLD RECORD EGG	WORLD RECORD EGG	HULU	EGG GANG London	UNITED KINGDOM	EGG GANG London / HULU Santa Monica	EGG GANG London	EGG GANG London / HULU Santa Monica	EGG GANG London
Reach	B01/018	01206	PLANET OR PLASTIC	NATIONAL GEOGRAPHIC	NATIONAL GEOGRAPHIC	McCANN NEW YORK	USA	McCANN NEW YORK			NATIONAL GEOGRAPHIC Washington D.C.
Reach	B01/022	01068	DRAGIBUS BLACK FORTUNE	HARIBO	HARIBO	MARCEL Paris	FRANCE	MARCEL Paris			HARIBO Marseille
Reach	B01/023	01227	BE A FOLLOWER - SIDE:BIZ	DIESEL	DIESEL	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan	GOOD PEOPLE Beirut / SIZZER AMSTERDAM	SIMPLE AGENCY Milan	MPC LONDON

### B02 (Audience Tageting / Engagement Strategies)

Reach	B02/015	00545	CAR COMMERCIAL TO GO	CENTRAAL BEHEER	INSURANCE COMPANY	DDB Amsterdam	THE NETHERLANDS	DDB Amsterdam	CIRCUS FAMILY Amsterdam	MINDSHARE Amsterdam	
Reach	B02/017	00618	UNBOXING THE TRUTH	THOMSON REUTERS FOUNDATION	THOMSON REUTERS FOUNDATION	TBWA\CHIAT\DAY New York	USA	DESIGN BY DISRUPTION New York / TBWA\CHIAT\DAY New York	DESIGN BY DISRUPTION New York / TBWA\CHIAT\DAY New York	TBWA\CHIAT\DAY New York	
Reach	B02/020	00630	KEEPING FORTNITE FRESH	WENDY'S	WENDY'S COMMUNITY MANAGEMENT	VMLY&R Kansas City	USA	VMLY&R Kansas City		SPARK FOUNDRY New York	KETCHUM New York
Reach	B02/029	01143	MY LIFE AS A NPC	UBIOSFT	ASSASSINS CREED ODYSSEY	DDB PARIS	FRANCE	DDB PARIS	MAKEMEPULSE Paris / PRESS PLAY ON TAPE Paris / THE Paris		
Reach	B02/034	01188	GO BACK TO AFRICA	BLACK & ABROAD	BLACK & ABROAD	FCB/SIX Toronto	CANADA	FCB/SIX Toronto	GRAYSON MATTHEWS Toronto / ROOSTER POST PRODUCTION Toronto	INITIATIVE Toronto	GLOSSY Toronto
Reach	B02/058	01458	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	B02/064	01506	FIRST SHAVE	PROCTOR & GAMBLE CANADA	GILLETTE	GREY CANADA Toronto	CANADA	GREY CANADA Toronto	CYLINDER SOUND & FILM Toronto / FORT YORK VFX Toronto / ROOSTER POST PRODUCTION Toronto / SKIN & BONES Toronto / THE VANITY Toronto	GREY CANADA Toronto	MMK+ New York

### B03 (Real-time Response)

Reach	B03/001	00213	BACKFIRE	UNITED STATES AGAINST GUN VIOLENCE	UNITED STATES AGAINST GUN VIOLENCE	RETHINK Toronto	CANADA	RETHINK Toronto	RETHINK Toronto		UNITED STATES AGAINST GUN VIOLENCE New York
Reach	B03/004	00090	FREAKY TUESDAY	DUNKIN'	DUNKIN'	BBDO NEW YORK	USA	BBDO NEW YORK			360I New York / MONDELEZ INTERNATIONAL New York
Reach	B03/008	00113	BAGELGATE	KRAFT-HEINZ	PHILADELPHIA CREAM CHEESE	DROGA5 New York	USA	DROGA5 New York		STARCOM Chicago	ALISON BROD MARKETING + COMMUNICATION S New York
Reach	B03/016	00518	WORDS COUNT	JOHN F. KENNEDY PRESIDENTIAL LIBRARY AND MUSEUM	LIBRARY AND MUSEUM	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond		THE MARTIN AGENCY Richmond	
Reach	B03/028	00791	LEGAL-ADE	KRAFT HEINZ	COUNTRY TIME LEMONADE	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO	HARBOR PICTURE COMPANY New York		

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Reach	B03/035	01047	PUT THAT S#IT ON TWITTER	MCCORMICK & CO.	FRANK'S REDHOT	GREY NEW YORK	USA	GREY NEW YORK	MACGUFFIN FILMS New York / TOWNHOUSE New York	REPRISE MEDIA New York / UM New York	GREY NEW YORK	MCCORMICK AND CO. Hunt Valley
Reach	B03/040	00708	RAGING BANNERS	VOO TELECOM	TELECO OPERATOR	HAPPINESS BRUSSELS Brussels	BELGIUM	HAPPINESS BRUSSELS Brussels	BLISS INTERACTIVE Ho Chi Minh City			
Reach	B03/045	00908	THE POPSICLE ELECTIONS	LOS PALETEROS	CHURCHILLETA	JOTABEQU GREY San José	COSTA RICA	JOTABEQU GREY San José	JOTABEQU GREY San José	CAMEDIA CENTRAL San José	JOTABEQU GREY San José	

### B04 (Social Data & Insight)

Reach	B04/011	01311	THE TIME WE HAVE LEFT - CASE	PERNOD RICHARD	RUAVIEJA	LEO BURNETT Madrid	SPAIN	LEO BURNETT Madrid	SERENA Madrid / TESAURO Madrid		LEO BURNETT Madrid	
Reach	B04/016	01460	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	

### B05 (Brand Storytelling)

Reach	B05/023	00619	UNBOXING THE TRUTH	THOMSON REUTERS FOUNDATION	THOMSON REUTERS FOUNDATION	TBWA\CHIAT\DAY New York	USA	DESIGN BY DISRUPTION New York / TBWA\CHIAT\DAY New York	DESIGN BY DISRUPTION New York / TBWA\CHIAT\DAY New York	TBWA\CHIAT\DAY New York		
Reach	B05/031	00918	NIKE DREAM CRAZY	NIKE	NIKE	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	PARK PICTURES Santa Monica	WIEDEN+KENNEDY Portland		A52 Santa Monica / COMPANY 3 Los Angeles / JOINT EDITORIAL Portland / LIME STUDIOS Santa Monica / PUBLICIS SAPIENT Seattle / WALKER Los Angeles
Reach	B05/032	01089	THE FIREFLY	BRADESCO	INSTITUTIONAL	PUBLICIS BRASIL São Paulo	BRAZIL	PUBLICIS BRASIL São Paulo	PUBLICIS BRASIL São Paulo	PUBLICIS BRASIL São Paulo	PUBLICIS BRASIL São Paulo	
Reach	B05/037	01145	MY LIFE AS A NPC	UBIOSFT	ASSASSINS CREED ODYSSEY	DDB PARIS	FRANCE	DDB PARIS	MAKEMEPULSE Paris / PRESS PLAY ON TAPE Paris / THE Paris			
Reach	B05/056	01133	WE BELIEVE: THE BEST MEN CAN BE	GILLETTE	GROOMING - BLADES & RAZORS	GREY NEW YORK	USA	GREY NEW YORK	COSMO STREET New York / MPC New York / SOMESUCH Los Angeles / TOWNHOUSE New York	CARAT New York	MMK+ New York	FUTURE PERFECT New York
Reach	B05/062	01496	IGNITING A GLOBAL CONSPIRACY TO #GETNZONTHEM AP	TOURISM NEW ZEALAND	TOURISM NEW ZEALAND	AUGUSTO Auckland	NEW ZEALAND	AUGUSTO Auckland	AUGUSTO Auckland			

### B06 (Innovative Use of Community)

Reach	B06/008	00093	#DEFYTHENAME	MONICA LEWINSKY	ANTI-BULLYING	BBDO NEW YORK	USA	BBDO NEW YORK	O POSITIVE New York		DINI VON MUEFFLING COMMUNICATIONS New York	COMPANY 3 New York / HOOK & LINE Brooklyn / NUMBERSIX New York
Reach	B06/016	00076	HARMLESS GUNS	DAGOMA	3D PRINTING	TBWA\PARIS	FRANCE	TBWA\PARIS	TBWA\ELSE Paris			
Reach	B06/024	00520	#CODNATION	ACTIVISION	CALL OF DUTY	72ANDSUNNY Los Angeles	USA	72ANDSUNNY Los Angeles	HECHO STUDIOS Los Angeles			

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Reach	B06/027	00262	VOICE OF HUNGER	SWIGGY	FOOD DELIVERY	DENTSU WEBCHUTNEY Bangalore	INDIA	DENTSU WEBCHUTNEY Bangalore	DENTSU WEBCHUTNEY Bangalore / DOT DOT BOOM Bengaluru		
Reach	B06/036	00652	KEEPING FORTNITE FRESH	WENDY'S	WENDY'S COMMUNITY MANAGEMENT	VMLY&R Kansas City	USA	VMLY&R Kansas City		SPARK FOUNDRY New York	KETCHUM New York
Reach	B06/066	01228	BE A FOLLOWER - SIDE:BIZ	DIESEL	DIESEL	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan	GOOD PEOPLE Beirut / SIZZER AMSTERDAM	SIMPLE AGENCY Milan	MPC LONDON
Reach	B06/072	00909	THE POPSICLE ELECTIONS	LOS PALETEROS	CHURCHILLETA	JOTABEQU GREY San José	COSTA RICA	JOTABEQU GREY San José	JOTABEQU GREY San José	CAMEDIA CENTRAL San José	JOTABEQU GREY San José
Reach	B06/093	11688	VEILED SNAPCHAT LENS	S.C JOHNSON	GLADE	OGILVY Chicago	USA	OGILVY Chicago	OGILVY Chicago	PHD Chicago	

### B07 (New Realities & Voice-activation )

Reach	B07/003	00042	ADDRESS THE FUTURE	CARLINGS	THE DIGITAL COLLECTION	VIRTUE Copenhagen	DENMARK	VIRTUE Copenhagen			
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### C01 (Organic Reach & Influence)

Reach	C01/003	00096	#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	C01/009	00288	WORLD RECORD EGG	WORLD RECORD EGG	HULU	EGG GANG London	UNITED KINGDOM	EGG GANG London / HULU Santa Monica	EGG GANG London	EGG GANG London / HULU Santa Monica	EGG GANG London	
Reach	C01/020	00919	NIKE DREAM CRAZY	NIKE	NIKE	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	PARK PICTURES Santa Monica	WIEDEN+KENNEDY DY Portland	A52 Santa Monica / COMPANY 3 Los Angeles / JOINT EDITORIAL Portland / LIME STUDIOS Santa Monica / PUBLICIS SAPIENT Seattle / WALKER Los Angeles	
Reach	C01/034	01445	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	C01/037	01134	WE BELIEVE: THE BEST MEN CAN BE	GILLETTE	GROOMING - BLADES & RAZORS	GREY NEW YORK	USA	GREY NEW YORK	COSMO STREET New York / MPC New York / SOMESUCH Los Angeles / TOWNHOUSE New York	CARAT New York	MMK+ New York	FUTURE PERFECT New York

### C02 (Partnerships)

Reach	C02/008	00227	SICKKIDS VS: CREWS	SICKKIDS FOUNDATION	SICKKIDS HOSPITAL	COSSETTE Toronto	CANADA	COSSETTE Toronto / SICKKIDS FOUNDATION Toronto	BERKELEY Toronto / MUSIC RIGHTS CLEARANCE Montreal / SCOUTS HONOUR Toronto / THE ASSEMBLY Toronto / THE VANITY Toronto	OMD CANADA Toronto	CITIZEN RELATIONS Toronto
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## Social & Influencer Shortlist

Reach	C02/018	00350	GREEN SCREEN ACTRESSES MIKA+RIKA	MIKA+RIKA	ACTRESSES	DENTSU INC. Tokyo	JAPAN	DENTSU INC. Tokyo	AOI PRO. INC. Tokyo		DENTSU INC. Tokyo
Reach	C02/028	00405	THE WORLD'S FASTEST BAND	STARHUB	STARHUB 4G NETWORK	BLKJ Singapore	SINGAPORE	BLKJ Singapore	ABUNDANT PRODUCTIONS Singapore / BLKJ Singapore / YELLOW BOX STUDIOS Singapore		
Reach	C02/034	00920	NIKE DREAM CRAZIER	NIKE	NIKE	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	SOMESUCH Los Angeles	PUBLICIS SAPIENT Seattle / WIEDEN+KENNEDY Portland	A52 Santa Monica / COMPANY 3 Los Angeles / ELEVEN SOUND Santa Monica / JOINT EDITORIAL Portland
Reach	C02/038	01104	NBA SELLOUTS	HULU	HULU NBA LIVE	DEUTSCH LA	USA	DEUTSCH LA	HUNGRY MAN Los Angeles / UNION EDITORIAL Los Angeles		DEUTSCH LA HULU Santa Monica
Reach	C02/043	01229	DIESEL X MUSTAFA	DIESEL	DIESEL	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan	COURAGE FILM PRODUCTION Milan	SIMPLE AGENCY Milan	
Reach	C02/053	01426	DEEP FRAUD	HSBC	ONLINE FRAUD AWARENESS	WEBER SHANDWICK London	UNITED KINGDOM	WEBER SHANDWICK London	WEBER SHANDWICK London	PHD London	WEBER SHANDWICK London

### C03 (Innovative Use of Influencers)

Reach	C03/041	00804	#MOVIEPOSTER MOVIE	ADOBE	MOVIE POSTER CONTEST	Pereira O'Dell San Francisco	USA	Pereira O'Dell San Francisco	BARRELHOUSE PRODUCTIONS San Francisco / RSA FILMS Los Angeles		
Reach	C03/057	01024	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	C03/068	01230	HA(U)TE COUTURE	DIESEL	DIESEL	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan	SIZZER AMSTERDAM / STINK STUDIOS New York	SIMPLE AGENCY Milan	MPC LONDON / PRODIGIOUS ITALY Milan / THE MILL New York
Reach	C03/097	00711	OPEN SHELVES	WRITER'S BOOKSTORE	BOOKS	WAVEMAKER HUNGARY Budapest	HUNGARY	WAVEMAKER HUNGARY Budapest	UMBRELLA Budapest		SANS CLICHÉ Budapest

### D01 (Content Placement)

Reach	D01/022	00910	THE POPSICLE ELECTIONS	LOS PALETEROS	CHURCHILLETA	JOTABEQU GREY San José	COSTA RICA	JOTABEQU GREY San José	JOTABEQU GREY San José	CAMEDIA CENTRAL San José	JOTABEQU GREY San José	
Reach	D01/024	01486	#STILLSPEAKING UP	PROPUESTA CÍVICA AC	LEGAL SPONSORSHIP FOR THE FAMILIES OF MURDERED JOURNALISTS IN MEXICO.	PUBLICIS MEXICO Mexico City	MEXICO	PUBLICIS MEXICO Mexico City	PRODIGIOUS MEXICO Mexico City / VISUAL WARS Mexico City	STARCOM Mexico City / TWITTER Mexico City	DAMSKY Mexico City	PROPUESTA CÍVICA Mexico City

### D02 (Social Film)

Reach	D02/021	00805	#MOVIEPOSTER MOVIE	ADOBE	MOVIE POSTER CONTEST	Pereira O'Dell San Francisco	USA	Pereira O'Dell San Francisco	BARRELHOUSE PRODUCTIONS San Francisco / RSA FILMS Los Angeles		
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## Social & Influencer Shortlist

Reach	D02/032	00981	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	D02/037	01232	HA(U)TE COUTURE	DIESEL	DIESEL	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan	SIZZER AMSTERDAM / STINK STUDIOS New York	SIMPLE AGENCY Milan	MPC LONDON / PRODIGIOUS ITALY Milan / THE MILL New York	
Reach	D02/038	01312	THE TIME WE HAVE LEFT - CASE	PERNOD RICHARD	RUAVIEJA	LEO BURNETT Madrid	SPAIN	LEO BURNETT Madrid	SERENA Madrid / TESAURO Madrid	LEO BURNETT Madrid		
Reach	D02/049	01447	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	D02/055	01136	WE BELIEVE: THE BEST MEN CAN BE	GILLETTE	GROOMING - BLADES & RAZORS	GREY NEW YORK	USA	GREY NEW YORK	COSMO STREET New York / MPC New York / SOMESUCH Los Angeles / TOWNHOUSE New York	CARAT New York	MMK+ New York	FUTURE PERFECT New York

### D03 (Social Film Series)

Reach	D03/007	00018	THE MATRIARCHS	CAREFREE	PANTY LINERS & TAMPONS	DDB SYDNEY	AUSTRALIA	DDB SYDNEY	EXIT FILMS Sydney / THE EDITORS Sydney		
Reach	D03/011	00522	#CODNATION	ACTIVISION	CALL OF DUTY	72ANDSUNNY Los Angeles	USA	72ANDSUNNY Los Angeles	HECHO STUDIOS Los Angeles		
Reach	D03/020	01147	MY LIFE AS A NPC	UBIOSFT	ASSASSINS CREED ODYSSEY	DDB PARIS	FRANCE	DDB PARIS	MAKEMEPULSE Paris / PRESS PLAY ON TAPE Paris / THE Paris		
Reach	D03/026	01233	BE A FOLLOWER	DIESEL	DIESEL	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan	GOOD PEOPLE Cairo / SIZZER AMSTERDAM	SIMPLE AGENCY Milan	MPC LONDON

### D04 (Co-Creation & User Generated Content)

Reach	D04/011	00263	VOICE OF HUNGER	SWIGGY	FOOD DELIVERY	DENTSU WEBCHUTNEY Bangalore	INDIA	DENTSU WEBCHUTNEY Bangalore	DENTSU WEBCHUTNEY Bangalore / DOT DOT BOOM Bengaluru			
Reach	D04/020	00678	ADIDAS Z.N.E.	ADIDAS CHINA	ADIDAS ATHLETICS Z.N.E.	TBWA\SHANGHAI	CHINA	TBWA\SHANGHAI	BUCK Sydney			
Reach	D04/026	01060	EAT LIKE ANDY	BURGER KING	WHOPPER	DAVID Miami	USA	DAVID Miami	COSMO STREET Santa Monica	HORIZON MEDIA New York	ALISON BROD MARKETING + COMMUNICATION S New York	BURGER KING Miami / MULLENLOWE New York
Reach	D04/036	01234	HA(U)TE COUTURE	DIESEL	DIESEL	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan	SIZZER AMSTERDAM / STINK STUDIOS New York	SIMPLE AGENCY Milan	MPC LONDON / PRODIGIOUS ITALY Milan / THE MILL New York	
Reach	D04/041	00974	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	D04/057	01499	THE SOPRANOS NICKNAMES	HBO	THE SOPRANOS	ENGINE CREATIVE & CONTENT New York	USA	ENGINE CREATIVE & CONTENT New York	ENGINE CREATIVE & CONTENT New York			



## Social & Influencer Shortlist

### D06 (Social Business & Commerce)

Reach	D06/001	00044	ADDRESS THE FUTURE	CARLINGS	THE DIGITAL COLLECTION	VIRTUE Copenhagen	DENMARK	VIRTUE Copenhagen				
Reach	D06/008	01235	BE A FOLLOWER - SIDE:BIZ	DIESEL	DIESEL	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan	GOOD PEOPLE Beirut / SIZZER AMSTERDAM	SIMPLE AGENCY Milan	MPC LONDON	

### E01 (Multi-platform Social Campaign)

Reach	E01/022	01061	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
Reach	E01/023	00923	NIKE DREAM CRAZY	NIKE	NIKE	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	PARK PICTURES Santa Monica	WIEDEN+KENNEDY Portland	A52 Santa Monica / COMPANY 3 Los Angeles / JOINT EDITORIAL Portland / LIME STUDIOS Santa Monica / PUBLICIS SAPIENT Seattle / WALKER Los Angeles	
Reach	E01/024	00922	NIKE DREAM CRAZIER	NIKE	NIKE	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	SOMESUCH Los Angeles	PUBLICIS SAPIENT Seattle / WIEDEN+KENNEDY Portland	A52 Santa Monica / COMPANY 3 Los Angeles / ELEVEN SOUND Santa Monica / JOINT EDITORIAL Portland	

### E02 (Sponsorship & Brand Partnership)

Reach	E02/017	01106	NBA SELLOUTS	HULU	HULU NBA LIVE	DEUTSCH LA	USA	DEUTSCH LA	HUNGRY MAN Los Angeles / UNION EDITORIAL Los Angeles	DEUTSCH LA	HULU Santa Monica
Reach	E02/022	01236	DIESEL X MUSTAFA	DIESEL	DIESEL	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan	COURAGE FILM PRODUCTION Milan	SIMPLE AGENCY Milan	
Reach	E02/030	00070	GREENPEACE 'RANG-TAN'	GREENPEACE	PALM OIL AWARENESS	MOTHER London	UNITED KINGDOM	MOTHER London	PASSION ANIMATION STUDIOS London	TAYLOR HERRING London / WEBER SHANDWICK Manchester	750MPH London / COFFEE AND TV London / OPEN CREATES London

### E03 (Social Purpose)

Reach	E03/010	00228	SICKKIDS VS: CREWS	SICKKIDS FOUNDATION	SICKKIDS HOSPITAL	COSSETTE Toronto	CANADA	COSSETTE Toronto / SICKKIDS FOUNDATION Toronto	BERKELEY Toronto / MUSIC RIGHTS CLEARANCE Montreal / SCOUTS HONOUR Toronto / THE ASSEMBLY Toronto / THE VANITY Toronto	OMD CANADA Toronto	CITIZEN RELATIONS Toronto
Reach	E03/015	00077	HARMLESS GUNS	DAGOMA	3D PRINTING	TBWAIPARIS	FRANCE	TBWAIPARIS	TBWAIELSE Paris		
Reach	E03/021	00020	PETME	PET RESCUE	CHARITY	DDB SYDNEY	AUSTRALIA	DDB SYDNEY			
Reach	E03/023	00214	WORLD RECORD EGG	WORLD RECORD EGG	N/A	EGG GANG London	UNITED KINGDOM	EGG GANG London / HULU Santa Monica			

## Social & Influencer Shortlist

Reach	E03/041	00777	A SIGN FROM SAINT FLORIAN	THE NATIONAL INSTITUTE OF PUBLIC HEALTH	CARBON MONOXIDE POISONING PREVENTION	GREY POLAND Warsaw	POLAND	GREY POLAND Warsaw	GREY POLAND Warsaw	GREY POLAND Warsaw	BURSON COHN & WOLFE Warsaw	THE NATIONAL INSTITUTE OF PUBLIC HEALTH Warsaw
Reach	E03/063	01026	THE LIFE SAVING SOAP OPERAS	PERUVIAN MINISTRY OF HEALTH	PERUVIAN MINISTRY OF HEALTH	CIRCUS GREY PERU Lima	PERU	CIRCUS GREY PERU Lima	CANICA FILMS Lima / DEL BARRIO PRODUCCIONES Lima / SIN ANESTESIA Lima	AMERICA TELEVISION Lima	CIRCUS GREY PERU Lima	
Reach	E03/068	01241	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	E03/079	00975	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	E03/087	01313	THE TIME WE HAVE LEFT - CASE	PERNOD RICHARD	RUAVIEJA	LEO BURNETT Madrid	SPAIN	LEO BURNETT Madrid	SERENA Madrid / TESAURO Madrid		LEO BURNETT Madrid	
Reach	E03/096	01137	WE BELIEVE: THE BEST MEN CAN BE	GILLETTE	GROOMING - BLADES & RAZORS	GREY NEW YORK	USA	GREY NEW YORK	COSMO STREET New York / MPC New York / SOMESUCH Los Angeles / TOWNHOUSE New York	CARAT New York	MMK+ New York	FUTURE PERFECT New York
Reach	E03/112	20222	MARRIAGE UNBLOCKED	BJÖRN BORG	MARRIAGE UNBLOCKED	NORD DDB Stockholm	SWEDEN	NORD DDB Stockholm	DDB HOUSE Stockholm / SÖDERBERG AGENTUR Stockholm / SUPERBLOCKS Stockholm / WINTER Stockholm			
Reach	E03/114	01466	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	

### F01 (Local Brand )

Reach	F01/002	00229	SICKKIDS VS: CREWS	SICKKIDS FOUNDATION	SICKKIDS HOSPITAL	COSSETTE Toronto	CANADA	COSSETTE Toronto / SICKKIDS FOUNDATION Toronto	BERKELEY Toronto / MUSIC RIGHTS CLEARANCE Montreal / SCOUTS HONOUR Toronto / THE ASSEMBLY Toronto / THE VANITY Toronto	OMD CANADA Toronto	CITIZEN RELATIONS Toronto	
Reach	F01/015	01314	THE TIME WE HAVE LEFT - CASE	PERNOD RICHARD	RUAVIEJA	LEO BURNETT Madrid	SPAIN	LEO BURNETT Madrid	SERENA Madrid / TESAURO Madrid		LEO BURNETT Madrid	
Reach	F01/016	01351	TEC?E?TI VLOGS	ALBALACT	ALBALACT	McCANN BUCHAREST	ROMANIA	McCANN BUCHAREST		ZENITH Bucharest	McCANN PR Bucharest	
Reach	F01/018	01469	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	

### F02 (Challenger Brand )

Reach	F02/004	00078	HARMLESS GUNS	DAGOMA	3D PRINTING	TBWAIPARIS	FRANCE	TBWAIPARIS	TBWAIELSE Paris			
Reach	F02/013	00875	REFURBISHED TWEETS	BACK MARKET	BACK MARKET	BETC Paris	FRANCE	BETC Paris	GENERAL POP Pantin			

## Social & Influencer Shortlist

Reach	F02/017	01256	FLY WITH US	FLYBONDI	FLYBONDI	GREY ARGENTINA Buenos Aires	ARGENTINA	GREY ARGENTINA Buenos Aires	GLOBAL MIND Buenos Aires	ADVERPR Buenos Aires
Reach	F02/027	12586	THE TIME WE HAVE LEFT	PERNOD RICARD	RUAVIEJA	LEO BURNETT Madrid	SPAIN	LEO BURNETT Madrid	SERENA Madrid / TESAURO Madrid	MEDIACOM Madrid

### F03 (Single-market Campaign)

Reach	F03/010	00796	KRAFT NOW PAY LATER	KRAFT HEINZ	KRAFT HEINZ	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO	DESIGN FOUNDRY Hyattsville / LEO BURNETT CHICAGO / TRICIAPEdia Arlington			
Reach	F03/013	00925	NIKE DREAM CRAZY	NIKE	NIKE	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	PARK PICTURES Santa Monica	WIEDEN+KENNEDY Portland	A52 Santa Monica / COMPANY 3 Los Angeles / JOINT EDITORIAL Portland / LIME STUDIOS Santa Monica / PUBLICIS SAPIENT Seattle / WALKER Los Angeles	
Reach	F03/019	01269	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
Reach	F03/026	01451	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	F03/035	12584	THE TIME WE HAVE LEFT	PERNOD RICARD	RUAVIEJA	LEO BURNETT Madrid	SPAIN	LEO BURNETT Madrid	SERENA Madrid / TESAURO Madrid		MEDIACOM Madrid	

### F04 (Social Behaviour & Cultural Insight)

Reach	F04/008	00047	ADDRESS THE FUTURE	CARLINGS	THE DIGITAL COLLECTION	VIRTUE Copenhagen	DENMARK	VIRTUE Copenhagen					
Reach	F04/025	00021	POLO UNFAIL	VOLKSWAGEN	VOLKSWAGEN POLO	DDB SYDNEY	AUSTRALIA	DDB SYDNEY	RIOT CONTENT Northcote				
Reach	F04/052	00640	KEEPING FORTNITE FRESH	WENDY'S	WENDY'S COMMUNITY MANAGEMENT	VMLY&R Kansas City	USA	VMLY&R Kansas City		SPARK FOUNDRY New York		KETCHUM New York	
Reach	F04/060	00797	LEGAL-ADE	KRAFT HEINZ	COUNTRY TIME LEMONADE	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO	HARBOR PICTURE COMPANY New York				
Reach	F04/081	01027	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	F04/083	00982	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	F04/093	01237	HA(U)TE COUTURE	DIESEL	DIESEL	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan	SIZZER AMSTERDAM / STINK STUDIOS New York	SIMPLE AGENCY Milan		MPC LONDON / PRODIGIOUS ITALY Milan / THE MILL New York	

## Social & Influencer Shortlist

Reach	F04/095	01242	INSTA NOVELS	THE NEW YORK PUBLIC LIBRARY	LITERATURE	MOTHER NEW YORK	USA	MOTHER NEW YORK	BUCK DESIGN New York / HORNET New York / MAGOZ Malmö / PSYOP New York / STRANGE BEAST London			
Reach	F04/103	01217	THE HAIRY TALE	PROCTER & GAMBLE	PANTENE	GREY TOKYO	JAPAN	GREY TOKYO	C3 FILM Tokyo		PLATINUM Tokyo	GREY WEST Los Angeles
Reach	F04/104	00913	THE POPSICLE ELECTIONS	LOS PALETEROS	CHURCHILLETA	JOTABEQU GREY San José	COSTA RICA	JOTABEQU GREY San José	JOTABEQU GREY San José	CAMedia San Jose	JOTABEQU GREY San José	
Reach	F04/114	00915	#NATIONALROAST DAY	WENDY'S	WENDY'S	VMLY&R Kansas City	USA	VMLY&R Kansas City		SPARK FOUNDRY New York	KETCHUM New York	
Reach	F04/124	01138	WE BELIEVE: THE BEST MEN CAN BE	GILLETTE	GROOMING - BLADES & RAZORS	GREY NEW YORK	USA	GREY NEW YORK	COSMO STREET New York / MPC New York / SOMESUCH Los Angeles / TOWNHOUSE New York	CARAT New York	MMK+ New York	FUTURE PERFECT New York
Reach	F04/127	01308	THE ALGORITHM OF LIFE	ROLLING STONE	INSTITUTIONAL	AFRICA São Paulo	BRAZIL	AFRICA São Paulo	BIZSYS São Paulo / CONSULADO São Paulo / ICONOCLAST São Paulo / PRODIGO FILMS São Paulo / SATELITE AUDIO São Paulo			
Reach	F04/139	01473	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	F04/145	01510	FIRST SHAVE	PROCTER & GAMBLE CANADA	GILLETTE	GREY CANADA Toronto	CANADA	GREY CANADA Toronto	CYLINDER SOUND & FILM Toronto / FORT YORK VFX Toronto / ROOSTER POST PRODUCTION Toronto / SKIN & BONES Toronto / THE VANITY Toronto	GREY CANADA Toronto	MMK+ New York	
Reach	F04/151	12583	THE TIME WE HAVE LEFT	PERNOD RICARD	RUAVIEJA	LEO BURNETT Madrid	SPAIN	LEO BURNETT Madrid	SERENA Madrid / TESAURO Madrid	MEDIACOM Madrid		
<b>F05 (Breakthrough on a Budget)</b>												
Reach	F05/005	00111	#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	F05/009	00080	HARMLESS GUNS	DAGOMA	3D PRINTING	TBWAIPARIS	FRANCE	TBWAIPARIS	TBWAIELSE Paris			
Reach	F05/011	00114	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	F05/015	00273	EXPLAINS A LOT	BURGER KING	BURGER KING	COOLR London	UNITED KINGDOM	COOLR London				
Reach	F05/020	00409	THE SOPRANOS NICKNAMES	HBO	N/A	HBO New York	USA	ENGINE DIGITAL New York	ENGINE DIGITAL New York			
Reach	F05/036	01063	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

## **Social & Influencer Shortlist**

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Reach	F05/052	01243	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
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**Total Entries:** 162