

Creative Effectiveness Lions Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional
A01 (Food & Drink)											
A01/003	00126	CONTRACT FOR CHANGE	MICHELOB ULTRA	MICHELOB ULTRA PURE GOLD	FCB CHICAGO / FCB NEW YORK	USA	BEESON VENTURES Bannockburn	LORD & THOMAS Chicago			ABINBEV New York
A01/008	00100	CAN'T TOUCH THIS	CHEETOS	CHEETOS CRUNCHY	GOODBY SILVERSTEIN & PARTNERS, San Francisco	USA	DUMMY FILMS Los Angeles	ARCADE EDIT Santa Monica / HUMAN New York / LIME STUDIOS Santa Monica / THE MILL Los Angeles			
A01/009	00133	MICHELOB ULTRA COURTSIDE	ANHEUSER-BUSCH INBEV	MICHELOB ULTRA	FCB NEW YORK	USA	FCB NEW YORK	FCB NEW YORK			
A03 (Healthcare)											
A03/004	00162	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE FEMALE COMPANY	THE TAMPON BOOK	SCHOLZ & FRIENDS, Berlin	GERMANY				SCHOLZ & FRIENDS Berlin	HASTINGS AUDIO NETWORK Berlin / METAGATE Berlin
A04 (Automotive)											
A04/002	00115	RENAULT - VILLAGE ELECTRIQUE	RENAULT	APPY, VILLAGE ELECTRIQUE	PUBLICIS CONSEIL, Paris	FRANCE	BIG PRODUCTIONS Paris		OMD FRANCE Paris	OMD FRANCE Paris	RENAULT Paris
A05 (Retail)											
A05/002	00057	MOLDY WHOPPER	BURGER KING	WHOPPER	INGO, Stockholm / DAVID, Miami / PUBLICIS ROMANIA, Bucharest	SWEDEN / USA / ROMANIA	DAVID Miami / INGO Stockholm	DAVID Miami / INGO Stockholm		INGO Stockholm	COLONY Stockholm
A05/003	00061	MCDONALD'S: THE TRAVIS SCOTT MEAL	MCDONALD'S	MCDONALD'S X THE TRAVIS SCOTT MEAL	WIEDEN+KENNEDY NEW YORK	USA	PSYOP Los Angeles	PSYOP Los Angeles		NARRATIVE Los Angeles	HEARD CITY New York / MCDONALDS Chicago
A08 (Consumer Services / Business to Business)											
A08/003	00053	THE ISLAND	THREE	THREE BUSINESS	BOYS + GIRLS, Dublin	IRELAND					
A09 (Not-for-profit / Charity / Government)											
A09/006	00016	UNDERCOVER AVATAR	ASSOCIATION L'ENFANT BLEU	UNDERCOVER AVATAR	HAVAS PARIS, Puteaux / HAVAS PLAY, Paris	FRANCE	HAVAS PLAY Paris			HAVAS PLAY Paris	
A09/011	00083	SIGNAL FOR HELP	CANADIAN WOMEN'S FOUNDATION	SIGNAL FOR HELP	JUNIPER PARK/TBWA, Toronto	CANADA				JUNIPER PARK/TBWA Toronto	
A09/018	00249	#STILLSPEAKING UP DEEPTRUTH	PROPUESTA CIVICA AC	PROPUESTA CIVICA AC/ MEXICAN JOURNALISTS PROTECTION	PUBLICIS MEXICO, Mexico City / Publicis WW Riga, Riga	MEXICO / LATVIA	THE PUB Mexico City	Publicis WW Riga Riga / THE PUB Mexico City			PROPUESTA CIVICA Mexico City
B01 (Single Market)											
B01/008	00127	CONTRACT FOR CHANGE	MICHELOB ULTRA	MICHELOB ULTRA PURE GOLD	FCB CHICAGO / FCB NEW YORK	USA	BEESON VENTURES Bannockburn	LORD & THOMAS Chicago			ABINBEV New York

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B01/018	00161	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE FEMALE COMPANY	THE TAMPON BOOK	SCHOLZ & FRIENDS, Berlin	GERMANY			SCHOLZ & FRIENDS Berlin	HASTINGS AUDIO NETWORK Berlin / METAGATE Berlin
B01/019	00134	MICHELOB ULTRA COURTSIDE	ANHEUSER-BUSCH INBEV	MICHELOB ULTRA	FCB NEW YORK	USA	FCB NEW YORK	FCB NEW YORK		
B02 (Multi Market)										
B02/001	00056	MOLDY WHOPPER	BURGER KING	WHOPPER	INGO, Stockholm / DAVID, Miami / PUBLICIS ROMANIA, Bucharest	SWEDEN / USA / ROMANIA	DAVID Miami / INGO Stockholm	DAVID Miami / INGO Stockholm	INGO Stockholm	COLONY Stockholm
B03 (Global Market)										
B03/003	00082	SIGNAL FOR HELP	CANADIAN WOMEN'S FOUNDATION	SIGNAL FOR HELP	JUNIPER PARK\TBWA, Toronto	CANADA			JUNIPER PARK\TBWA Toronto	
B03/005	00255	COURAGE IS BEAUTIFUL	DOVE UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London / OGILVY, Toronto	UNITED KINGDOM / CANADA	OUTSIDER EDITORIAL Toronto		MINDSHARE New York	
B04 (Creative Effectiveness for Good)										
B04/002	00006	STAYFREE PROJECT FREE PERIOD	JOHNSON & JOHNSON	STAYFREE SANITARY PADS	DDB MUDRA, Mumbai	INDIA				
B04/018	00017	UNDERCOVER AVATAR	ASSOCIATION L'ENFANT BLEU	UNDERCOVER AVATAR	HAVAS PARIS, Puteaux / HAVAS PLAY, Paris	FRANCE	HAVAS PLAY Paris		HAVAS PLAY Paris	
B04/022	00128	CONTRACT FOR CHANGE	MICHELOB ULTRA	MICHELOB ULTRA PURE GOLD	FCB CHICAGO / FCB NEW YORK	USA	BEESON VENTURES Bannockburn	LORD & THOMAS Chicago		ABINBEV New York
B04/028	00215	PROJECT UNDERSTOOD	CANADIAN DOWN SYNDROME SOCIETY	CANADIAN DOWN SYNDROME SOCIETY	FCB CANADA, Toronto	CANADA	FUEL CONTENT Toronto	ALTER EGO Toronto / GRAYSON MUSIC Toronto / OUTSIDER EDITORIAL Toronto		BLISS Brussels / CANADIAN DOWN SYNDROME SOCIETY Calgary
B04/035	00084	SIGNAL FOR HELP	CANADIAN WOMEN'S FOUNDATION	SIGNAL FOR HELP	JUNIPER PARK\TBWA, Toronto	CANADA			JUNIPER PARK\TBWA Toronto	
B04/048	00248	#STILLSPEAKING UP DEEPRUTH	PROPUESTA CIVICA AC	PROPUESTA CIVICA AC/ MEXICAN JOURNALISTS PROTECTION	PUBLICIS MEXICO, Mexico City / Publicis WW Riga, Riga	MEXICO / LATVIA	THE PUB Mexico City	Publicis WW Riga Riga / THE PUB Mexico City		PROPUESTA CIVICA Mexico City
C03 (Acquisition)										
C03/002	00052	THE ISLAND	THREE	THREE BUSINESS	BOYS + GIRLS, Dublin	IRELAND				
C05 (Real-time Response)										
C05/009	00081	SIGNAL FOR HELP	CANADIAN WOMEN'S FOUNDATION	SIGNAL FOR HELP	JUNIPER PARK\TBWA, Toronto	CANADA			JUNIPER PARK\TBWA Toronto	
C05/014	00254	COURAGE IS BEAUTIFUL	DOVE UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London / OGILVY, Toronto	UNITED KINGDOM / CANADA	OUTSIDER EDITORIAL Toronto		MINDSHARE New York	

Creative Effectiveness Lions Shortlist**C07 (Collaboration)**

C07/005	00214	PROJECT UNDERSTOOD	CANADIAN DOWN SYNDROME SOCIETY	CANADIAN DOWN SYNDROME SOCIETY	FCB CANADA, Toronto	CANADA	FUEL CONTENT Toronto	ALTER EGO Toronto / GRAYSON MUSIC Toronto / OUTSIDER EDITORIAL Toronto	BLISS Brussels / CANADIAN DOWN SYNDROME SOCIETY Calgary
C07/009	00135	MICHELOB ULTRA COURTSIDE	ANHEUSER-BUSCH INBEV	MICHELOB ULTRA	FCB NEW YORK	USA	FCB NEW YORK	FCB NEW YORK	

C08 (Breakthrough on a Budget)

C08/004	00019	UNDERCOVER AVATAR	ASSOCIATION L'ENFANT BLEU	UNDERCOVER AVATAR	HAVAS PARIS, Puteaux / HAVAS PLAY, Paris	FRANCE	HAVAS PLAY Paris	HAVAS PLAY Paris	
C08/008	00149	THE MATCH OF AGES	ABINBEV	CORONA	WE BELIEVERS, Brooklyn	USA	PRO DOERS New York	BONSAI Olivos / PICKLE MUSIC New York / PRO DOERS New York / WE BELIEVERS Brooklyn	AB INBEV New York

C10 (Market Disruption)

C10/001	00055	MOLDY WHOPPER	BURGER KING	WHOPPER	INGO, Stockholm / DAVID, Miami / PUBLICIS ROMANIA, Bucharest	SWEDEN / USA / ROMANIA	DAVID Miami / INGO Stockholm	DAVID Miami / INGO Stockholm	INGO Stockholm	COLONY Stockholm
C10/005	00051	THE ISLAND	THREE	THREE BUSINESS	BOYS + GIRLS, Dublin	IRELAND				
C10/011	00125	CONTRACT FOR CHANGE	MICHELOB ULTRA	MICHELOB ULTRA PURE GOLD	FCB CHICAGO / FCB NEW YORK	USA	BEESON VENTURES Bannockburn	LORD & THOMAS Chicago		ABINBEV New York

Total Shortlisted: 33

