

Entertainment Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional
A01 (Fiction Film: Up to 5 minutes)											
A01/015	00345	LIL DICKY QUARTERTIME SHOW	GOPUFF	GOPUFF	MIRIMAR, Los Angeles	USA	PRETTYBIRD Los Angeles				
A01/026	00336	SHOT ON IPHONE 13 PRO - SAVING SIMON	APPLE	IPHONE 13 PRO / HOLIDAY	TBWA\MEDIA ARTS LAB, Los Angeles	USA	BOB INDUSTRIES Los Angeles, CA	EXILE Los Angeles	OMD USA Los Angeles		
A01/027	00343	LOVE, LAWYERS, AND THE GOVERNMENT	FAMILY EQUALITY	FAMILY EQUALITY	TBWA\CHIAT\DAY, New York	USA	FURLINED Santa Monica / TBWA\CHIAT\DAY New York	CABIN EDITING COMPANY Los Angeles / METHOD STUDIOS Santa Monica / MOPHONICS Los Angeles / PARLIAMENT VFX California			SCREAMING PENGUIN New York
A01/031	00377	A FUTURE BEGINS	CHIPOTLE MEXICAN GRILL	CHIPOTLE MEXICAN GRILL	OBSERVATORY, Los Angeles / NEXUS STUDIOS, London	USA / UNITED KINGDOM	NEXUS STUDIOS London	NEXUS STUDIOS London / THE ELEMENTS MUSIC Los Angeles			FONIC London
A01/067	00655	VICTORIA CEMPASÚCHIL: THE TASTE OF REUNION	ABINBEV	CERVEZA VICTORIA	OGILVY, Mexico City	MEXICO	MEDIA.MONKS. Cuauhtemoc	MEDIA.MONKS. Cuauhtemoc			AB-INBEV GRUPO MODELO STELLA ARTOIS Mexico City
A01/074	00453	DUBAI PRESENTS...	DUBAI TOURSIM	DUBAI TOURISM	MOTHER, London	UNITED KINGDOM	MJZ London / MJZ Los Angeles / STOKED FILMS Dubai	750MPH London / DUOTONE AUDIO GROUP New York / ELECTRIC THEATRE COLLECTIVE London / EXILE London			
A01/16001	20269	KETTLEBELL	DOCMORRIS (ZUR ROSE)	DOCMORRIS (ZUR ROSE)	JUNG VON MATT AG, Hamburg	GERMANY	2WEI MUSIC Hamburg / JUNG VON MATT AG Hamburg / MARKENFILM Hamburg	INFECTED GMBH Hamburg			
A02 (Non-fiction Film: Up to 5 minutes)											
A02/005	00250	YEAR IN SEARCH 2021	GOOGLE	GOOGLE SEARCH	GOOGLE, Mountain View / GOOGLE BRAND STUDIO, San Francisco	USA	GOOGLE BRAND STUDIO San Francisco	CHAPEAU STUDIOS Los Angeles			LIME STUDIOS Santa Monica
A02/019	00255	FANS MAKE THE MOVIES	NETFLIX	NETFLIX	NETFLIX, Los Angeles	USA	BLACKVERSE STUDIOS Lagos / NETFLIX Los Angeles / WONDROS Los Angeles	NETFLIX Los Angeles / WONDROS Los Angeles	NETFLIX Los Angeles	NETFLIX Los Angeles	
A02/025	00668	TOXIC INFLUENCE	DOVE UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM	SMUGGLER London		MINDSHARE New York	EDELMAN New York	VMLY&R Dallas
A03 (Fiction Film: 5-30 minutes)											
A03/008	00093	WE WILL BECOME BETTER	LGBTNET.ORG	LGBT NETWORK	HALAL, Amsterdam	THE NETHERLANDS	HALAL Amsterdam	HALAL Amsterdam	HALAL Amsterdam	HALAL Amsterdam	
A03/024	00430	ESCAPE FROM THE OFFICE	APPLE	APPLE	SMUGGLER, Central LA / APPLE, Cupertino	USA	SMUGGLER Central LA				
A03/031	00618	EAT A SWEDE	SWEDISH FOOD FEDERATION	EAT A SWEDE	McCANN, Stockholm	SWEDEN	COLONY Stockholm / FLX 2.0 Stockholm / MRM Bucharest	COLONY Stockholm / FLX 2.0 Stockholm	UM Bucharest		PRIME WEBER SHANDWICK Stockholm / WEBER SHANDWICK Chicago / WEBER SHANDWICK London
A03/034	10217	8:46 FILMS	PROCTER & GAMBLE	CORPORATE PURPOSE	SATURDAY MORNING, Los Angeles	USA	GRANDARMY New York / TRIBECA DIGITAL STUDIOS New York				

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A04 (Non-fiction Film: 5-30 minutes)

A04/023	00226	CODED: THE HIDDEN LOVE OF J.C. LEYENDECKER	PROCTER & GAMBLE	IVORY SOAP, GILLETTE, PANTENE, HEAD & SHOULDERS	PROCTER & GAMBLE, Cincinnati / DELIRIO FILMS, Los Angeles / IMAGINE ENTERTAINMENT, Beverly Hills	USA	DELIRIO FILMS Los Angeles / IMAGINE ENTERTAINMENT Beverly Hills	DELIRIO FILMS Los Angeles / IMAGINE ENTERTAINMENT Beverly Hills	IMAGINE ENTERTAINMENT Beverly Hills / MTV New York	HILL+KNOWLTON STRATEGIES Washington DC / PROCTER & GAMBLE Cincinnati / THE 2050 GROUP Washington, D.C.
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A06 (Non-fiction Film: Over 30 minutes)

A06/017	10077	FRIES!	SIR KENSINGTON'S	HONEY MUSTARD FRY SAUCE BY CHRISSEY TEIGEN	UNILEVER, London	UNITED KINGDOM	SUIT & THAI PRODUCTIONS New York / ZERO POINT ZERO PRODUCTION INC New York	ZERO POINT ZERO PRODUCTION INC New York		SIR KENSINGTON'S London
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A09 (Audio Content)

A09/003	00123	CRIME INTERRUPTED	AUSTRALIAN FEDERAL POLICE	AUSTRALIAN FEDERAL POLICE RECRUITMENT	HOST HAVAS, Sydney	AUSTRALIA	CASEFILE PRESENTS Sydney / SEDONA Sydney			
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A10 (Brand Integration & Sponsorships / Partnerships)

A10/007	00274	RE-KRAFTING THE 80S	KRAFTHEINZ COMPANY	KRAFTHEINZ'S KOOL-AID, HEINZ KETCHUP, KRAFT SINGLES, AND OSCAR MAYER	KRAFT HEINZ COMPANY, Chicago / MAXIMUM EFFORT MARKETING (MNTN), Austin / KIMMELOT, New York	USA	MAXIMUM EFFORT MARKETING (MNTN) Austin / REALLY ORIGINAL Los Angeles	MAXIMUM EFFORT MARKETING (MNTN) Austin	MAXIMUM EFFORT MARKETING (MNTN) Austin / MC BRAND COMMUNICATIONS Thousand Oaks	
A10/009	00293	MYTHIC QUEST: CORPORATE GRUBHUB CARD LEAK	APPLE TV+	MYTHIC QUEST	APPLE TV+, Culver City / MIRIMAR, Los Angeles	USA	MIRIMAR Los Angeles	APPLE TV+ Culver City	APPLE TV+ Culver City	
A10/017	00272	GETTING LUIS MIGUEL ON BOARD	PEPSICO MEXICO	SABRITAS	SLAP GLOBAL, Buenos Aires	ARGENTINA	GATO GRANDE Mexico City	PEPSICO Mexico City	NETFLIX Mexico City	
A10/041	00637	DORITOS X ACME	PEPSICO	DORITOS DINAMITA®	ALMAPBBDO, São Paulo	BRAZIL	JAMUTE Sao Paulo / MOTIONHAND Sao Paulo / THE YOUTH Curitiba	COLOSSAL Curitiba	BLINKS Sao Paulo	
A10/042	10441	EXPOSURE	SAMSUNG	SAMSUNG GALAXY S21 SMARTPHONE	HULU, Santa Monica / BBH, Los Angeles / SAMSUNG, San Jose	USA	BBH Los Angeles / HULU Santa Monica / WESTBROOK MEDIA Calabasas	BBH Los Angeles		

A11 (Audience Engagement / Distribution Strategy)

A11/001	00007	DUBBING THE MOVIE	DUNHUANG ACADEMY + TENCENT PICTURES	DUNHUANG	TENCENT, Shenzhen	CHINA	TREEDOM Shenzhen	TENCENT Shenzhen		
A11/021	20210	NETFLIX: RED CARPET HIJACK	NETFLIX	BLOOD RED SKY	TOMMY, London / THIS IS TOMMY, London	UNITED KINGDOM	TOMMY London			
A11/022	41345	MARVEL TEASER OR TIDE AD?	PROCTER & GAMBLE	TIDE	SAATCHI & SAATCHI, New York	USA	BULLITT Hollywood / MARVEL STUDIOS PARTNERSHIPS Burbank	COMPANY 3 New York / FRAMESTORE Los Angeles / IMN CREATIVE Glendale / WHITEHOUSE POST PRODUCTIONS Santa Monica	PROCTER & GAMBLE Cincinnati	POWELL COMMUNICATIONS New York / PLATINUM RYE New York

B01 (Talent: Film, Series & Audio)

B01/018	00379	A FUTURE BEGINS	CHIPOTLE MEXICAN GRILL	CHIPOTLE MEXICAN GRILL	OBSERVATORY, Los Angeles / NEXUS STUDIOS, London	USA / UNITED KINGDOM	NEXUS STUDIOS London	NEXUS STUDIOS London / THE ELEMENTS MUSIC Los Angeles		FONIC London
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B01/024	00454	DUBAI PRESENTS...	DUBAI'S DEPARTMENT OF ECONOMY AND TOURISM	DUBAI'S DEPARTMENT OF ECONOMY AND TOURISM	MOTHER, London	UNITED KINGDOM	MJZ Los Angeles / STOKED FILMS Dubai	750MPH London / DUOTONE AUDIO GROUP New York / ELECTRIC THEATRE COLLECTIVE London / EXILE London
B01/029	00606	DON'T EVER LEAVE ME	LACTA	LACTA	OGILVY, Athens	GREECE	FOSS PRODUCTIONS Athens	OGILVY Athens
B01/048	00076	MASTER JI	BYJU'S	BYJU'S	BYJU'S, Bengaluru	INDIA	DORA DIGS Mumbai	DORA DIGS Mumbai BYJU'S Bengaluru
B01/049	20931	GET SMOOOTH AGAIN	KLARNA	KLARNA	CAVIAR, London / IN HOUSE, Stockholm / NORD DDB, Stockholm	UNITED KINGDOM / SWEDEN	CAVIAR London	

B02 (Talent: Live Experience)

B02/007	00503	NATIVE SPORTSCASTERS	AB INBEV	CORONA	WE BELIEVERS, Brooklyn	USA	PRODOERS New york	PICKLE MUSIC New York / PRODOERS New york	MEDIACOM MEXICO Mexico City	AB INBEV New York
B02/013	00647	STARAOKE	PRIME VIDEO	PRIME VIDEO	OGILVY, Milan	ITALY	T3KNE Rome			ARTECH Naples / DRONISOS Bordeaux

B03 (Talent: Digital & Social)

B03/009	00263	TWEET IT INTO EXISTENCE	TWITTER	TWITTER	TWITTER, San Francisco	USA	TWITTER San Francisco	TWITTER San Francisco	TWITTER San Francisco	TWITTER San Francisco
B03/010	00337	MADE ON IPAD X OLIVIA RODRIGO	APPLE	IPAD	APPLE, Cupertino	USA	IMPOSTER TV Los Angeles	LIME STUDIOS Santa Monica / ROCK PAPER SCISSORS Santa Monica / SCHOLAR Los Angeles / SIGNIFICANT OTHERS Santa Monica	OMD New York	APPLE Cupertino
B03/012	00257	WHAT WHACK WEARS	ADOBE	ADOBE CREATIVE CLOUD	PEREIRA O'DELL, San Francisco / ADOBE, San Francisco	USA	SCHOLAR Los Angeles			
B03/015	00347	LIL DICKY QUARTERTIME SHOW	GOPUFF	GOPUFF	MIRIMAR, Los Angeles	USA	PRETTYBIRD Los Angeles			
B03/019	00280	SERIES TOUR	NETFLIX	NETFLIX	WOLF BCPP, Santiago	CHILE	U FILMS Montevideo	U FILMS Montevideo		SORRY MOM Santiago
B03/022	00332	SNACKABLE SCREENS/FLAMIN' HOTTIE	DORITOS/CHEETOS	FLAMIN' HOT CHEETOS AND DORITOS	GOODYBY SILVERSTEIN & PARTNERS, San Francisco	USA	GS&P LABS San Francisco		OMD New York	KETCHUM New York D3 DIGITAL BUSINESS SERVICES Santa Rosa / SNAPCHAT Santa Monica / VAYNERMEDIA New York
B03/024	00344	BUBLÉ DROPS	SODASTREAM	SODASTREAM BUBLY DROPS	EDELMAN, Toronto	CANADA	EDELMAN Toronto			EDELMAN Toronto
B03/025	00378	A FUTURE BEGINS	CHIPOTLE MEXICAN GRILL	CHIPOTLE MEXICAN GRILL	OBSERVATORY, Los Angeles / NEXUS STUDIOS, London	USA / UNITED KINGDOM	NEXUS STUDIOS London	NEXUS STUDIOS London / THE ELEMENTS MUSIC Los Angeles		FONIC London
B03/033	00559	#TURNTOCOLD	PROCTER & GAMBLE - TIDE	TIDE LAUNDRY DETERGENT	SAATCHI & SAATCHI, New York	USA	BISCUIT FILMWORKS Los Angeles		PROCTER & GAMBLE Cincinnati	MARINA MAHER COMMUNICATIONS New York
B03/037	00593	TRAPPED IN THE 90S	IKEA	TRAPPED IN THE 90S	McCANN SPAIN, Madrid	SPAIN	CRAFT Madrid / LANDIA Madrid	CRAFT Madrid / METROPOLITANA Madrid / OEO MUSIC Madrid / SULFURICA Santiago / THE LOBBY Madrid	YMEDIA Madrid	LLYC Madrid / TINKLE MRM/McCANN MADRID Madrid
B03/044	00524	THE LEGACY OF TOMIII11	FUNDACIÓN NUESTROS HIJOS	FUNDACIÓN NUESTROS HIJOS	BBDO CHILE, Huechuraba	CHILE	ALASKA FILMS Santiago	CLIO MASTERING Santiago		TIRONI Y ASOCIADOS Santiago

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B04 (Partnerships with Talent)

B04/017	00256	BILLIE X ADOBE PARTNERSHIP	ADOBE	ADOBE CREATIVE CLOUD	PEREIRA O'DELL, San Francisco / ADOBE, San Francisco / INTERSCOPE RECORDS, Los Angeles	USA	DRIVE STUDIOS Los Angeles	COMPANY 3 Los Angeles / LAUNDRY Los Angeles / LIME STUDIOS Santa Monica / SCENIC DRIVE Los Angeles	WAVEMAKER San Francisco	ADOBE San Francisco	BEST FRIENDS MUSIC WEST HOLLYWOOD
B04/032	00411	INVALUABLE FOOD	MADRID FUSIÓN	MADRID FUSIÓN	LEO BURNETT, Madrid	SPAIN	ATTIC FILMS Madrid			LEO BURNETT Madrid	
B04/052	00600	KEEP IT REAL MEALS	BURGER KING	RESTAURANTS	DAVID, Madrid / DAVID, Miami	SPAIN / USA	CAVIAR PRODUCTIONS Palm Bay				BURGER KING Miami
B04/062	20163	PEPSI X SBHTS SPONSORSHIP	PEPSICO BEVERAGES NORTH AMERICA	PEPSI SUPER BOWL LVI HALFTIME SHOW	PEPSI, Purchase	USA	BARKING OWL New York / DIRECT FOCUS Rye Brook / RADICAL MEDIA New York / THE MILL New York / WILLOW TREE Brooklyn, NY				

C01 (Digital & Mobile Games)

C01/015	00555	LOS SANTOS +3°C	GREENPEACE	GREENPEACE	VMLY&R, São Paulo	BRAZIL	PRODUKA CROSSMEDIA PRODUÇÕES São Paulo		VMLY&R São Paulo	VMLY&R São Paulo	
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C02 (Brand Integration for Games)

C02/002	00035	LONG LIVE THE PRINCE	KIYAN PRINCE FOUNDATION, EA SPORTS, QPR, MATCH ATTAX	KIYAN PRINCE FOUNDATION	ENGINE, London	UNITED KINGDOM	ENGINE London / FRAMESTORE London	FRAMESTORE London / NINETEENTWENTY London / STRING AND TINS London		ENGINE London / MISCHIEF London	
C02/017	00267	GENDER SWAP	WOMEN IN GAMES	WOMEN IN GAMES	BETC, Paris	FRANCE	GENERAL POP Paris			BETC Paris	
C02/026	00424	THE FIRST META SNEAKER	UNDER ARMOUR	GENESIS CURRY FLOW NFT	BERLIN CAMERON, New York	USA	NEWKINO STUDIO New York			DIGENNARO COMMUNICATIONS New York / EDELMAN Washington / NASTY/CREATIVE Brooklyn	LUNA MARKET INC. New York
C02/038	00557	LOS SANTOS +3°C	GREENPEACE	GREENPEACE	VMLY&R, São Paulo	BRAZIL	PRODUKA CROSSMEDIA PRODUÇÕES São Paulo		VMLY&R São Paulo	VMLY&R São Paulo	

D01 (Sports: Content)

D01/002	00067	SUPER. HUMAN.	CHANNEL 4	CHANNEL 4	4CREATIVE, London	UNITED KINGDOM	SOMESUCH London				
D01/012	00543	UNTETHERED	ON	ON	ON RUNNING, Zurich / ANDY FACKRELL, Sydney	SWITZERLAND / AUSTRALIA	LITTLE MINX Los Angeles				

D02 (Sports: Brand Integration & Sponsorships / Partnerships)

D02/003	00033	LONG LIVE THE PRINCE	KIYAN PRINCE FOUNDATION, EA SPORTS, QPR, MATCH ATTAX	KIYAN PRINCE FOUNDATION	ENGINE, London	UNITED KINGDOM	ENGINE London / FRAMESTORE London	FRAMESTORE London / NINETEENTWENTY London / STRING AND TINS London		ENGINE London / MISCHIEF London	
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E01 (Innovation in Branded Content)

E01/003	00028	THE AD BREAK CHAMPIONSHIP - GTI HIJACK	VOLKSWAGEN	VOLKSWAGEN GOLF GTI	DDB, Sydney	AUSTRALIA	ART OF PLAY Melbourne / DDB Sydney / SCOUNDREL Sydney / TRIBAL WORLDWIDE Sydney	ADAM WILLS Sydney / SONAR MUSIC Sydney / THE KITCHEN CREATIVE Sydney / WHITE CHOCOLATE Sydney	PHD Sydney		
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E01/015	00100	THE GOOD FIRE	SHELTER	SHELTER	ABOVE+BEYOND, London	UNITED KINGDOM	SMUGGLER London	NO. 8 London	IDEA FARM London	AUDIO NETWORK London
E01/022	00206	NETFLIX 'LA CASA DE PAPEL'	NETFLIX	LA CASA DE PAPEL	NETFLIX, Paris / AMPLIFY, London	FRANCE / UNITED KINGDOM				
E01/024	00248	CODA PLAYLIST CURATED BY DEAF PEOPLE	APPLE	APPLE MUSIC	ROSEWOOD CREATIVE, Van Nuys	USA	ROSEWOOD CREATIVE Van Nuys	ROSEWOOD CREATIVE Van Nuys	APPLE Cupertino	
E01/031	00405	CRISPY SUBTITLES	PEPSICO	LAYS	HAPPINESS, AN FCB ALLIANCE, Brussels / HAPPINESS SAIGON, AN FCB ALLIANCE, Ho Chi Minh City	BELGIUM / VIETNAM	BLISS INTERACTIVE Ho Chi Minh City			
E01/033	00423	THE FIRST META SNEAKER	UNDER ARMOUR	GENESIS CURRY FLOW NFT	BERLIN CAMERON, New York	USA	NEWKINO STUDIO New York		DIGENNARO COMMUNICATIONS New York / EDELMAN Washington / NASTY/CREATIVE Brooklyn	LUNA MARKET INC. New York
E01/048	00554	LOS SANTOS +3°C	GREENPEACE	GREENPEACE	VMLY&R, São Paulo	BRAZIL	PRODUKA CROSSMEDIA PRODUÇÕES São Paulo	VMLY&R São Paulo	VMLY&R São Paulo	
E01/051	00619	EAT A SWEDE	SWEDISH FOOD FEDERATION	EAT A SWEDE	McCANN, Stockholm	SWEDEN	COLONY Stockholm / FLX 2.0 Stockholm / MRM Bucharest	COLONY Stockholm / FLX 2.0 Stockholm	UM Bucharest	PRIME WEBER SHANDWICK Stockholm / WEBER SHANDWICK Chicago / WEBER SHANDWICK London
E01/060	00667	TOXIC INFLUENCE	DOVE UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM	SMUGGLER London		MINDSHARE New York	EDELMAN New York VMLY&R Dallas

Total Shortlisted: 64

