

Film Lions Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional
A01 (Food & Drink)											
A01/023	00870	DADDY, PLEASE!	MCDONALD'S AUSTRIA	MCDONALD'S BRAND	DDB, Vienna	AUSTRIA	PPM FILMPRODUCTIONS Vienna				
A01/046	01285	BEER FOR ALL	BREWDOG	BREWDOG	DROGA5, PART OF ACCENTURE SONG, London	UNITED KINGDOM	BISCUIT FILMWORKS London	ELECTRIC THEATRE COLLECTIVE London / NO. 8 London / SHIFT POST London			
A01/065	01904	UNFILTERED	MARS INC	SNICKERS	BBDO, New York	USA	SANCTUARY CONTENT New York				WARNER MUSIC GROUP / WMX Los Angeles
A01/071	01784	MAIN	PILSEN EXTRA	PILSEN EXTRA PURE MALT	GREY ARGENTINA, Buenos Aires	ARGENTINA	GUARANI FILMS Paraguay	GUARANI FILMS Paraguay	NASTA Asuncion	GREY ARGENTINA Buenos Aires	
A01/075	01809	BUS	CADBURY	CHOCOLATE/CONFECTIONERY	VCCP, London	UNITED KINGDOM	ACADEMY FILMS London				MONDELEZ INTERNATIONAL Uxbridge
A01/090	01988	BEARS	TWIX	TWIX	DDB, Chicago / adam&eveDDB, London	USA / UNITED KINGDOM	DUMMY FILMS Los Angeles	ANOTHER COUNTRY Chicago / ARCADE EDIT New York / COMPANY 3 New York / THE MILL New York			MARS WRIGLEY CONFECTIONERY Chicago
A02 (Consumer Goods)											
A02/016	00695	PAVEL	APPLE	IPHONE 13 PRO	O Positive LLC, Santa Monica / APPLE, Cupertino	USA	O Positive LLC Santa Monica				
A02/031	01094	APPLE WATCH: 911 ANTHEM	APPLE	APPLE WATCH	APPLE, Sunnyvale	USA	APPLE Sunnyvale / ELASTIC Santa Monica	APPLE Sunnyvale / ELASTIC Santa Monica	APPLE Sunnyvale	APPLE Sunnyvale	
A02/059	01312	THE SPIDER AND THE WINDOW	SAMSUNG ELECTRONICS GMBH	SAMSUNG GALAXY S22 ULTRA	LEO BURNETT, Frankfurt	GERMANY	ZAUBERBERG PRODUCTIONS GMBH Berlin	THE MILL BERLIN GMBH			2WEI MUSIC Hamburg
A02/072	01926	JAQUAR BATH & LIGHTS - OFFICE	JAQUAR BATH & LIGHTS	JAQUAR BATH & LIGHTS	ENORMOUS BRANDS, Gurugram	INDIA	EARLY MAN FILM PVT LTD Mumbai				
A02/080	02035	TOXIC INFLUENCE	DOVE UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM	SMUGGLER London		MINDSHARE New York	EDELMAN New York	VMLY&R Dallas
A02/081	10692	"DETECTIVES"	APPLE	IPHONE 13 PRO	O Positive LLC, Santa Monica / APPLE, Cupertino	USA	O Positive LLC Santa Monica				
A04 (Automotive)											
A04/017	10597	RENAULT CARE SERVICE	RENAULT	RENAULT CARE SERVICE	RENAULT, Boulogne-Billancourt / PUBLICIS MODERN, Paris	FRANCE	FRENCH CONNECTION PRODUCTIONS Paris / PHANTASM Paris	NIGHTSHIFT Paris			
A05 (Retail)											
A05/028	00635	THE WISH	PENNY	PENNY	SERVICEPLAN GERMANY, Munich	GERMANY	ICONOCLAST Berlin	SLAUGHTERHOUSE VISUAL MANUFACTURING Berlin			COMPANY 3 New York / NEVEREST Munich / RED PIPE SOUND DESIGN Stockholm / REWE MARKT Cologne / SUPREME MUSIC Hamburg
A05/044	01881	UNEXPECTED GUEST	JOHN LEWIS & PARTNERS	JOHN LEWIS & PARTNERS	adam&eveDDB, London	UNITED KINGDOM	SMUGGLER London	WORK EDITORIAL London	MANNING GOTTLIEB OMD London		LELAND MUSIC London

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A05/046	01849	EVEN MORE CONFUSING TIMES	BURGER KING	RESTAURANTS	DAVID, Madrid	SPAIN	BLUR FILMS Madrid / PICKLE MUSIC New York / WE ARE SICARIOS STUDIO Sao Paulo	BURGER KING SPAIN Madrid		
A05/048	01698	ANTHEM	MATTRESS FIRM	MATTRESSES	DROGA5, PART OF ACCENTURE SONG, New York	USA	MJZ Los Angeles / PRETTYBIRD Los Angeles / SECOND CHILD New York	MATTRESS FIRM Houston		
A05/054	01047	SUPER BOWL :30	UBER EATS	UBER EATS	SPECIAL, Los Angeles	USA	GIFTED YOUTH Los Angeles	ELEVEN Santa Monica / MOVING PICTURE COMPANY (MPC) Culver City / The Den Los Angeles	MEDIACOM Los Angeles / UBER San Francisco	
A05/058	01309	SUPERHERO	MCDONALD'S	MCDONALD'S	TBWA/ESPAÑA, Madrid	SPAIN	BLANK FILMS Barcelona	SERENA Madrid	TBWA/ESPAÑA Madrid	
A05/065	01874	NEW ICONIC KISSES	MERCADO LIVRE (EBAZAR)	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL	LOUD Sao Paulo / RODRIGO MALTCHIQUE SP / SAIGON São Paulo	NASH São Paulo	GUT Sao Paulo	FLEISHMANHILLA RD BRAZIL Sao Paulo / GUT Sao Paulo

A06 (Travel / Leisure)

A06/011	00835	STRANGERS	AIRBNB	HOSTING ON AIRBNB	AIRBNB, San Francisco	USA	BARKING OWL Los Angeles / BLACKSMITH New York / COSMO STREET Santa Monica / SOMESUCH Los Angeles / TRIM EDITING London	ESSENCE San Francisco	TEENAGE DIPLOMAT Los Angeles
A06/027	01515	FRITSIE THE WOODEN CUCKOO BIRD	DUTCH STATE LOTTERY	NEW YEAR'S EVE DRAW	TBWAINEBOKO, Amsterdam / MEN IN GREEN, Hilversum	THE NETHERLANDS	BACON Copenhagen / CZAR Amsterdam / MEN IN GREEN Hilversum / TBWAINEBOKO Amsterdam	MRTN Amsterdam	
A06/041	01953	EVERY RISE, EVERY FALL, EVERY VICTORY - WE'RE IN IT TOGETHER	INTERNATIONAL OLYMPICS COMMITTEE	SPORT	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM	PRETTYBIRD London	UNCOMMON CREATIVE STUDIO London	

A07 (Media / Entertainment)

A07/001	00077	MACHINE-GUN MOUTH	BATTLEGROUND'S MOBILE INDIA	GAMING	DDB MUDRA, Mumbai	INDIA	EARLY MAN FILM PVT LTD Mumbai	EARLY MAN FILM PVT LTD Mumbai	
A07/007	00294	SUPER. HUMAN.	CHANNEL 4	CHANNEL 4	4CREATIVE, London	UNITED KINGDOM	SOMESUCH London		
A07/013	00624	ONE	WHATSAPP INC.	WHATSAPP	BBDO, Berlin / BBDO, San Francisco	GERMANY / USA	ICONOCLAST Berlin		
A07/018	00849	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
A07/047	01689	JORDAN	NEW YORK TIMES	NEWSPAPER	DROGA5, PART OF ACCENTURE SONG, New York / THE NEW YORK TIMES, New York	USA	LFR PRODUCTIONS NEW YORK		
A07/049	01710	THE TRUTH TAKES A JOURNALIST	THE NEW YORK TIMES	NEWSPAPER	DROGA5, PART OF ACCENTURE SONG, New York / THE NEW YORK TIMES, New York	USA	SOMESUCH Los Angeles		

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A07/054	01700	VERA	NEW YORK TIMES	NEWSPAPER	DROGA5, PART OF ACCENTURE SONG, New York / THE NEW YORK TIMES, New York	USA	LFR PRODUCTIONS NEW YORK			
A07/062	00939	APARTMENT GIRL	TIKTOK	TIKTOK	SAATCHI & SAATCHI, New York / LE TRUC, New York	USA	BISCUIT FILMWORKS Los Angeles / THE PUB New York	ARCADE EDIT New York / THE PUB New York	ZENITH Burbank	HARBOR PICTURE COMPANY New York / PICKLE MUSIC New York

A08 (Consumer Services / Business to Business)

A08/013	00229	LICENSE TO DELIVER	DHL	DHL EXPRESS	180 AMSTERDAM	THE NETHERLANDS	SMUGGLER London	GRAND CENTRAL RECORDING STUDIOS London / MPC CREATIVE London / PHAZE UK LTD London / TRIM EDITING London		
A08/015	00292	DANCER	BANK OF NEW ZEALAND	BANKING	COLENZO BBDO, Auckland	NEW ZEALAND	COLENZO BBDO Auckland / RUSKIN FILM Auckland	ASSEMBLY Auckland / FRANKLIN RD Auckland	HEARTS & SCIENCE Auckland	BANK OF NEW ZEALAND Auckland
A08/021	00338	DON'T MISS OUT	FTX	FTX CRYPTOCURRENC Y TRADING PLATFORM	PARTIZAN ENTERTAINMENT, Los Angeles / dentsu mcgarrybowen, Chicago	USA	PARTIZAN ENTERTAINMENT Los Angeles			
A08/029	00460	SPOTLIGHT	MASTERCARD	MASTERCARD TOUCH CARD	MJZ, Los Angeles / McCANN, New York	USA	MJZ Los Angeles			
A08/053	00847	DOUBT DELIVERED	META	WHATSAPP	BBDO, San Francisco	USA	GIRL CULTURE FILMS Marina Del Rey	COMPANY 3 Los Angeles / JANE VFX Los Angels / LIME STUDIOS Santa Monica		WHATSAPP INC. California
A08/059	00693	PRIVACY	GEICO	INSURANCE	O Positive LLC, Santa Monica / THE MARTIN AGENCY, Richmond	USA	O Positive LLC Santa Monica			
A08/077	01572	VICIOUS CIRCLE	HSBC UK	BANKING	WUNDERMAN THOMPSON, London	UNITED KINGDOM	KNUCKLEHEAD London	MPC LONDON / WHITEHOUSE POST PRODUCTIONS New York	PHD London	GRAND CENTRAL RECORDING STUDIOS London
A08/082	01319	AXA – BIRDERS	AXA	BIRDERS	PUBLICIS CONSEIL, Paris	FRANCE	PRODIGIOUS Paris / SUPERETTE Paris	EVEREST STUDIO Paris / PRODIGIOUS Paris		
A08/083	01330	LESS TALK, MORE BITCOIN	COINBASE	COINBASE	ACCENTURE SONG, New York / COINBASE, San Francisco	USA	THE MILL London	WALKER Santa Monica	WAVEMAKER New York	
A08/096	01785	MATTRESS	ITAÚ BANK	ITAÚ BANK	GREY ARGENTINA, Buenos Aires	ARGENTINA	GREY ARGENTINA Buenos Aires / TOWNHOUSE Buenos Aires	PAPAMUSIC Buenos Aires	INITIATIVE Buenos Aires	GREY ARGENTINA Buenos Aires
A08/103	01819	DEAR CUSTOMER	HSBC	HSBC ARGENTINA	DAVID, Buenos Aires	ARGENTINA	ARGENTINACINE Buenos Aires			BIG SOUND ESTUDIO Buenos Aires / BIGOTES Buenos Aires

A09 (Not-for-profit / Charity / Government)

A09/006	00215	2BREAKTHESILE NCE	FALA MULHER ASSOCIATION AND REDETV!	CALL 180	AGÊNCIA WE, São Paulo	BRAZIL	CANJA AUDIO CULTURE Curitiba / SANTERIA São Paulo	CLAN VFX São Paulo	REDETV Sao Paulo	CARLOS MAFIA FIMS & ANIMATION Sao Paulo
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A09/033	01363	THE LOST CLASS	CHANGE THE REF INC.	GUN VIOLENCE AWARENESS	LEO BURNETT, Chicago	USA	HUNGRY MAN Los Angeles / NEIL DACOSTA PHOTOGRAPHY Portland, OR	BEACON STREET STUDIOS Los Angeles / NO6 New York / PARLIAMENT VFX California / PRIMARY COLORS Los Angeles / UNICORNS & UNICORNS Los Angeles	MSL Chicago / TUSK STRATEGIES New York, NY	CHANGE THE REF, INC. Coral Springs, FL	
A09/044	01776	FINGER PUPPETS	LALCEC	LALCEC	GREY ARGENTINA, Buenos Aires	ARGENTINA	LANDIA Buenos Aires	PAPAMUSIC Buenos Aires / PORTAESTUDIO Buenos Aires	MEDIACOM Buenos Aires	GREY ARGENTINA Buenos Aires	
A09/045	01893	THE WORLD IS SICK	DOCTORS OF THE WORLD	SERVICE	MARCEL, Paris	FRANCE	ARTISANS DU FILM Paris	ATELIER POST PRODUCTION Paris			
A09/049	01877	#WETHE15	INTERNATIONAL PARALYMPIC COMMITTEE	WETHE15	adam&eveDDB, London	UNITED KINGDOM	CAIN & ABEL London / KING HENRY LTD London / PENTAGRAM DESIGN London / PULSE FILMS London	750MPH London / SOUNDTREE MUSIC London / TENTHREE London	FUSE London	FLEISHMANHILLARD FISHBURN London / PORTER NOVELLI London / PORTLAND COMMUNICATION S London	C TALENT Los Angeles / GATEHOUSE COMMERCIALS Cape Town / INDOCHINA PRODUCTIONS Bangkok / KING HENRY LTD London / PULSE FILMS Milan

B01 (Food & Drink)

B01/007	00100	A LOCKDOWN LOVE STORY	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan	ITALY	TYO INC. Tokyo	PRODIGIOUS Milan	CUTTERS Tokyo / SCREENPLAY Milan / SIZZER B.V. Amsterdam		
B01/008	00098	THE NIGHT IS YOUNG	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan	ITALY	GOOD PEOPLE FILMS Atene	PRODIGIOUS Milan	LE PUB Amsterdam / SIZZER B.V. Amsterdam		
B01/011	00188	NORM'S OLD PAL MILK	OATLY	OATLY OAT DRINK	OATLY, Malmö	SWEDEN	NEXUS STUDIOS London	PHD London	ALFRED London / ZUCKER. KOMMUNIKATION Berlin	SPRINGBOARD CREATIVE LTD London	
B01/012	00187	NOT JUST FOR HIPSTERS	OATLY	OATLY OAT DRINK	OATLY, Malmö	SWEDEN	NEXUS STUDIOS London	PHD London	ALFRED London / ZUCKER. KOMMUNIKATION Berlin	SPRINGBOARD CREATIVE LTD London	
B01/013	00184	DAIRY DETOX	OATLY	OATLY OAT DRINK	OATLY, Malmö	SWEDEN	NEXUS STUDIOS London	PHD London	ALFRED London / ZUCKER. KOMMUNIKATION Berlin	SPRINGBOARD CREATIVE LTD London	
B01/021	00467	STUCK IN	PRINGLES	PRINGLES	MJZ, Los Angeles / GREY, New York	USA	MJZ Los Angeles				
B01/027	00156	SELTZER LAUNCH	MILLER GENIUNE DRAFT	MILLER GENIUNE DRAFT	MISCHIEF @ NO FIXED ADDRESS, Brooklyn	USA	STRIKE ANYWHERE FILMS San Francisco	CONNECT MEDIA - CRE New York	ICF NEXT Chicago	MOLSON COORS BEVERAGE COMPANY Chicago / OSO AUDIO Toronto	
B01/054	01131	DRAW KETCHUP	KRAFT HEINZ	HEINZ KETCHUP	RETHINK, Toronto	CANADA	VAPOR MUSIC GROUP Toronto	R+D PRODUCTIONS Toronto	CARAT Toronto / STARCOM Chicago	THE COLONY PROJECT Toronto	KRAFT HEINZ Toronto / SALT Toronto
B01/058	01442	LIL JIF PROJECT	JIF	JIF PEANUT BUTTER	PUBLICIS, New York / PSONE, New York	USA	PSONE New York		PSONE New York		THE J.M. SMUCKER CO. Orrville, Oh
B01/083	01803	CHEERS WITH NO ALCOHOL	HEINEKEN	HEINEKEN 00	PUBLICIS ITALY, Milan	ITALY	HOBBY FILM Amsterdam	MPC LONDON		LE PUB Amsterdam / MASSIVEMUSIC Amsterdam / SIZZER B.V. Amsterdam	
B01/087	01902	UNFILTERED	MARS INC	SNICKERS	BBDO, New York	USA	SANCTUARY CONTENT New York		WARNER MUSIC GROUP / WMX Los Angeles		

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B01/091	00704	TROPICANA "JUST ANOTHER DAY"	TROPICANA	TROPICANA JUICE	CRAMER-KRASSELT, Chicago	USA	MJZ Los Angeles	ANOTHER COUNTRY Chicago / COMPANY 3 Los Angeles / FINAL CUT Los Angeles / METHOD STUDIOS Santa Monica	OMD USA Chicago	MULLENLOWE U. S. Boston	GOODGATE London
B01/099	01762	MAIN	PILSEN EXTRA	PILSEN EXTRA PURE MALT	GREY ARGENTINA, Buenos Aires	ARGENTINA	GUARANI FILMS Paraguay	GUARANI FILMS Paraguay	NASTA Asuncion	GREY ARGENTINA Buenos Aires	
B01/108	01974	THE OFFICIAL TENNIS OF SIPSMITH GIN	SIPSMITH	SIPSMITH GIN	OGILVY, London	UNITED KINGDOM	BISCUIT FILMWORKS London		ZENITH London	OGILVY London	GRAMERCY PARK STUDIOS London
B01/116	01987	BEARS	TWIX	TWIX	DDB, Chicago / adam&eveDDB, London	USA / UNITED KINGDOM	DUMMY FILMS Los Angeles	ANOTHER COUNTRY Chicago / ARCADE EDIT New York / COMPANY 3 New York / THE MILL New York			MARS WRIGLEY CONFECTIONERY Chicago

B02 (Consumer Goods)

B02/014	00496	IF THE EARTH COULD SWALLOW US WHOLE	COW BRAND SOAP KYOSHINSHA CO., LTD.	COW BRAND SOAP	CANDY FILM, Osaka / DENTSU INC., Osaka	JAPAN	CANDY FILM Osaka		DENTSU INC. Osaka	DENTSU INC. Osaka	
B02/025	00810	PARTY	CHEERS	CHEERS	GIGIL, Taguig	THE PHILIPPINES	ARCADE FILM FACTORY Makati City				
B02/027	00430	NEW FAIRIES	NIKE	NIKE	WIEDEN+KENNEDY, Sao Paulo	BRAZIL	CARTEL CARTOON Rio de Janeiro / STINK FILMS São Paulo / SUPERSONICA São Paulo				
B02/038	01101	DETECTIVES	APPLE	IPHONE	APPLE, Cupertino	USA	O POSITIVE New York	TRIM EDITING London	OMD New York	APPLE Cupertino	
B02/039	10263	PURE AS LOVE	BHIMA JEWELLERY	BHIMA WEDDING COLLECTION	ANIMAL, New Delhi	INDIA	RANSOM FILM New Delhi				
B02/058	01072	PRIVACY - TRACKED	APPLE	PRIVACY	TBWA\MEDIA ARTS LAB, Los Angeles	USA	MORTON JANKEL ZANDER Los Angeles	MOVING PICTURE COMPANY (MPC) Culver City / WORK EDITORIAL Los Angeles	OMD USA Los Angeles		
B02/066	01311	THE SPIDER AND THE WINDOW	SAMSUNG ELECTRONICS GMBH	SAMSUNG GALAXY S22 ULTRA	LEO BURNETT, Frankfurt	GERMANY	ZAUBERBERG PRODUCTIONS GMBH Berlin	THE MILL BERLIN GMBH			2WEI MUSIC Hamburg
B02/075	01076	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		
B02/120	11078	SHOT ON IPHONE 13 PRO - THE COMEBACK	APPLE	IPHONE 13 PRO / CHINESE NEW YEAR	TBWA\MEDIA ARTS LAB, Shanghai	CHINA	LUNAR FILMS Shanghai		OMD USA Los Angeles		

B03 (Healthcare)

B03/007	00018	THE WISDOM OF THE EAST	5 TAKABB	5 TAKABB ANTI- COUGH PILL & SPRAY	PHENOMENA CO., Bangkok	THAILAND	PHENOMENA CO. Bangkok				
B03/031	01876	HOPELINE19	FRONTLINE19	HOPELINE19	adam&eveDDB, London	UNITED KINGDOM	ACADEMY FILMS London	FACTORY STUDIOS London / TENTHREE London		adam&eveDDB London	KING HENRY London

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B03/032	01383	NOW YOU KNOW	ABBOTT LABORATORIES	FREESTYLE LIBRE	SMUGGLER, Central LA / ANOMALY, New York	USA	SMUGGLER Central LA				
B03/033	01390	INVISIBLE CONNECTIONS	GENERA	DNA TEST	WUNDERMAN THOMPSON, Sao Paulo	BRAZIL	CARBONO SOUND LAB São Paulo / MYMAMA ENTERTAINMENT Sao Paulo	MYMAMA ENTERTAINMENT Sao Paulo	WUNDERMAN THOMPSON Sao Paulo		
B04 (Automotive)											
B04/005	00268	"FUTURE 2021" – THE CONCEPT EQG	MERCEDES-BENZ	CONCEPT EQG	ANTONI HOLDING GMBH, Berlin	GERMANY	ANORAK Berlin	TIME BASED ARTS London			
B04/059	01731	VOLVO IN CHARGE OF THE COMPETITION	VOLVO	VOLVO	GREY BRAZIL, São Paulo	BRAZIL	ANTFOOD MUSIC & SOUND DESIGN Sao Paulo / CASULO COLAB Sao Paulo / COSME FILMES Sao Paulo		GREY BRAZIL São Paulo	INSIDE OUT Sao Paulo	
B05 (Retail)											
B05/009	00642	THE WISH	PENNY	PENNY	SERVICEPLAN GERMANY, Munich	GERMANY	ICONOCLAST Berlin	SLAUGHTERHOUSE VISUAL MANUFACTURING Berlin	COMPANY 3 New York / NEVEREST Munich / RED PIPE SOUND DESIGN Stockholm / REWE MARKT Cologne / SUPREME MUSIC Hamburg		
B05/025	01232	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		
B05/027	01539	HOLY NIGHT SHIFT	ALDI NORD & ALDI SÜD	ALDI	McCANN, Düsseldorf	GERMANY	TEMPOMEDIA Hamburg	ACHT HAMBURG	ALDI NORD Essen / ALDI SÜED Muelheim an der Ruhr / CRAFT Dusseldorf / NHB STUDIOS Munich / WOFLSRUDEL MUSIC Berlin		
B05/033	01850	EVEN MORE CONFUSING TIMES	BURGER KING	RESTAURANTS	DAVID, Madrid	SPAIN	BLUR FILMS Madrid / PICKLE MUSIC New York / WE ARE SICARIOS STUDIO Sao Paulo	BURGER KING SPAIN Madrid			
B05/041	01712	ANTHEM	MATTRESS FIRM	MATTRESSES	DROGA5, PART OF ACCENTURE SONG, New York	USA	MJZ Los Angeles / PRETTYBIRD Los Angeles / SECOND CHILD New York	MATTRESS FIRM Houston			
B05/045	01044	SUPER BOWL :60	UBER EATS	UBER EATS	SPECIAL, Los Angeles	USA	GIFTED YOUTH Los Angeles	ELEVEN Santa Monica / MOVING PICTURE COMPANY (MPC) Culver City / The Den Los Angeles	MEDIACOM Los Angeles / UBER San Francisco		
B05/059	01873	NEW ICONIC KISSES	MERCADO LIVRE (EBAZAR)	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL	LOUD Sao Paulo / RODRIGO MALTCHIQUE SP / SAIGON São Paulo	NASH São Paulo	GUT Sao Paulo	FLEISHMANHILLARD BRAZIL Sao Paulo / GUT Sao Paulo	MERCADO LIVRE Sao Paulo
B06 (Travel / Leisure)											
B06/020	00449	WELCOME TO THE ICELANDVERSE	INSPIRED BY ICELAND	ICELAND	SS+K, New York / PEEL ICELAND, Revkiavik	USA / ICELAND	PELIKULA Reykjavík		M&C SAATCHI TALK London	BRANDENBURG Reykjavik	

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B06/037	01448	ROM COM	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	
B06/057	01745	JOY	MGM RESORTS	BELLAGIO LAS VEGAS	McCANN, New York	USA	SANCTUARY CONTENT Los Angeles		
B06/059	01191	CONVERGENCE STATION	MEOW WOLF	?	WIEDEN+KENNEDY, Portland	USA	BISCUIT FILMWORKS Los Angeles		
B06/065	01305	DISCOVER THE ORIGINALS	VISIT SWEDEN	TRAVEL & TOURISM	FORSMAN & BODENFORS, Gothenburg	SWEDEN	B-REEL Stockholm	MINDSHARE Stockholm	HILL+KNOWLTON STRATEGIES Stockholm

B07 (Media / Entertainment)

B07/015	00625	ONE	WHATSAPP INC.	WHATSAPP	BBDO, Berlin / BBDO, San Francisco	GERMANY / USA	ICONOCLAST Berlin		
B07/042	01485	POSITIVE/NEGATIVE	WHATSAPP, INC.	WHATSAPP	ALMAPBBDO, São Paulo	BRAZIL	ICONOCLAST Sao Paulo / PUNCH AUDIO São Paulo	NASH São Paulo	
B07/047	01223	SUPER. HUMAN.	CHANNEL 4	CHANNEL 4 PARALYMPICS	SERIAL PICTURES, New York / CHANNEL 4, London	USA / UNITED KINGDOM	SERIAL PICTURES New York / SOMESUCH London		
B07/049	01368	NOT FUNNY	24RISAS COMEDY FILM FESTIVAL	COMEDY	THE COMMUNITY, Miami	USA	LANDIA Buenos Aires		CUT+RUN New York
B07/059	01724	THE TRUTH TAKES A JOURNALIST	THE NEW YORK TIMES	NEWSPAPER	DROGA5, PART OF ACCENTURE SONG, New York / THE NEW YORK TIMES, New York	USA	SOMESUCH Los Angeles		
B07/064	01946	THE POLYGRAPH	CNN BRASIL	CNN BRASIL	ALMAPBBDO, São Paulo	BRAZIL	ESTUDIO BLACK MADRE Sao Paulo / STUDIO BOREAL São Paulo	COLOSSAL Curitiba	

B08 (Consumer Services / Business to Business)

B08/006	00129	WHEN HARRY MET SANTA	POSTEN - THE NORWEGIAN POSTAL SERVICE	POSTEN - THE NORWEGIAN POSTAL SERVICE	POL, Oslo	NORWAY	B-REEL Stockholm	B-REEL Stockholm	POL Oslo
B08/012	00065	METAVERRRRRRR	KRUNGSRI FIRST CHOICE	KRUNGSRI FIRST CHOICE	LEO BURNETT, Bangkok	THAILAND	FACTORY01 Bangkok	MELLOW TUNES Bangkok / ONE COOL SOUND STUDIO Bangkok	AYUDHYA CAPITAL SERVICES COMPANY LIMITED Bangkok
B08/031	00745	NIGHTSWIMMING	ZILLOW	ZILLOW	FIG, New York / ZILLOW, Seattle	USA	FIG New York / LOVE SONG Los Angeles	BARKING OWL Los Angeles / COMPANY 3 London / FIG New York / THE MILL London / ZED London	FIG New York
B08/036	01098	ESCAPE FROM THE OFFICE	APPLE	APPLE DEVICES	APPLE, Sunnyvale / SMUGGLER, Central LA	USA	SMUGGLER Central LA	WORK EDITORIAL Los Angeles	
B08/069	00560	LARRY	IAG	ROLLIN'	BEAR MEETS EAGLE ON FIRE, Sydney	AUSTRALIA	REVOLVER Sydney	BLOCKHEAD VFX Sydney / RUMBLE STUDIOS Sydney	
B08/079	01820	DEAR COSTUMER	HSBC	HSBC ARGENTINA	DAVID, Buenos Aires	ARGENTINA	ARGENTINACINE Buenos Aires		BIG SOUND ESTUDIO Buenos Aires / BIGOTES Buenos Aires
B08/091	00342	MASTER JI	BYJU'S	BYJU'S	BYJU'S, Bengaluru	INDIA	DORA DIGS Mumbai	DORA DIGS Mumbai	BYJU'S Bengaluru

Film Lions Shortlist**B09 (Not-for-profit / Charity / Government)**

B09/007	00239	MATCH	FUNDACIÓN ARGENTINA DE TRASPLANTE HEPÁTICO	ORGAN DONOR	ROCK CREATIVIDAD S DE RL DE CV, Ciudad De Mexico	MEXICO	PRIMO Buenos Aires	FUNDACION ARGENTINA DE TRANSPLANTE HEPATICO La Boca			
B09/008	00296	JUST THE TWO OF US	COORDOWN	WORLD DOWN SYNDROME DAY	SMALL, New York	USA	INDIANA PRODUCTION COMPANY Milan / STABBIOLO MUSIC Sarteano	BRAVAGENTE AUDIO - SOUND AGENCY Milano / PROXIMA MILANO			
B09/013	00388	WE WILL BECOME BETTER	LGBTNET.ORG	LGBT NETWORK	HALAL, Amsterdam	THE NETHERLANDS	HALAL Amsterdam	HALAL Amsterdam	HALAL Amsterdam	HALAL Amsterdam	
B09/018	00255	DAY AFTER DAY	WHITE RIBBON	PSA	BENSIMON BYRNE, Toronto	CANADA	UNTITLED FILMS Toronto	ALTER EGO Toronto / BERKELEY Toronto / FORT YORK VFX Toronto / ROOSTER POST PRODUCTION Toronto	BENSIMON BYRNE Toronto	BENSIMON BYRNE Toronto	JIGSAW CASTING Toronto
B09/030	00660	WASTEMINSTER	GREENPEACE	N/A	PARK VILLAGE, London / STUDIO BIRTHPLACE, London	UNITED KINGDOM	PARK VILLAGE London / STUDIO BIRTHPLACE London	METHODMADN ESS Singapore			
B09/037	00373	HELMET HAS ALWAYS BEEN A GOOD IDEA	DANISH ROAD SAFETY COUNCIL	BIKE HELMET AWARENESS	&Co. / NoA, Copenhagen	DENMARK	NEW LAND Copenhagen	COPENHAGEN VFX Kopenhagen / THE IMAGE FACULTY Frederiksberg	ORCHESTRA Copenhagen		
B09/041	00836	LOVE, LAWYERS AND THE GOVERNMENT	FAMILY EQUALITY	FAMILY EQUALITY	FURLINED, Santa Monica / TBWA\CHIAT\DAY, New York	USA	FURLINED Santa Monica				
B09/062	01359	THE LOST CLASS	CHANGE THE REF INC.	GUN VIOLENCE AWARENESS	LEO BURNETT, Chicago	USA	HUNGRY MAN Los Angeles / NEIL DACOSTA PHOTOGRAPHY Portland, OR	BEACON STREET STUDIOS Los Angeles / NO6 New York / PARLIAMENT VFX California / PRIMARY COLORS Los Angeles / UNICORNS & UNICORNS Los Angeles	MSL Chicago / TUSK STRATEGIES New York, NY	CHANGE THE REF, INC. Coral Springs, FL	
B09/076	01150	SAVE RALPH	HUMANE SOCIETY INTERNATIONAL	COSMETIC ANIMAL TESTING	THE HUMANE SOCIETY OF THE UNITED STATES, Washington DC / VESPA PICTURES, California	USA	ALLDAYEVERYDAY Los Angeles / ARCH MODEL STUDIOS London / VESPA PICTURES California				
B09/085	00380	THE UMBILICAL CORD	EQUAL PAY DAY	CLOSE THE WAGE GAP	MORTIERBRIGADE, Brussels	BELGIUM	CZAR Brussels				

C01 (Viral Film)

C01/001	00083	MACHINE-GUN MOUTH	BATTLEGROUND MOBILE INDIA	GAMING	DOB MUDRA, Mumbai	INDIA	EARLY MAN FILM PVT LTD Mumbai	EARLY MAN FILM PVT LTD Mumbai			
C01/003	00102	THE NIGHT IS YOUNG	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan	ITALY	GOOD PEOPLE FILMS Atene	PRODIGIOUS Milan	LE PUB Amsterdam / SIZZER B.V. Amsterdam		
C01/005	00130	WHEN HARRY MET SANTA	POSTEN - THE NORWEGIAN POSTAL SERVICE	POSTEN - THE NORWEGIAN POSTAL SERVICE	POL, Oslo	NORWAY	B-REEL Stockholm	B-REEL Stockholm	POL Oslo		

Film Lions Shortlist

C01/020	00641	THE WISH	PENNY	PENNY	SERVICEPLAN GERMANY, Munich	GERMANY	ICONOCLAST Berlin	SLAUGHTERHOUSE VISUAL MANUFACTURING Berlin	COMPANY 3 New York / NEVEREST Munich / RED PIPE SOUND DESIGN Stockholm / REWE MARKT Cologne / SUPREME MUSIC Hamburg		
C01/025	00659	WASTEMINSTER	GREENPEACE	N/A	PARK VILLAGE, London / STUDIO BIRTHPLACE, London	UNITED KINGDOM	PARK VILLAGE London / STUDIO BIRTHPLACE London	METHODNADNESS Singapore			
C01/046	01360	THE LOST CLASS	CHANGE THE REF INC.	GUN VIOLENCE AWARENESS	LEO BURNETT, Chicago	USA	HUNGRY MAN Los Angeles / NEIL DACOSTA PHOTOGRAPHY Portland, OR	BEACON STREET STUDIOS Los Angeles / NO6 New York / PARLIAMENT VFX California / PRIMARY COLORS Los Angeles / UNICORNS & UNICORNS Los Angeles	MSL Chicago / TUSK STRATEGIES New York, NY	CHANGE THE REF, INC. Coral Springs, FL	
C01/052	01149	SAVE RALPH	HUMANE SOCIETY INTERNATIONAL	COSMETIC ANIMAL TESTING	THE HUMANE SOCIETY OF THE UNITED STATES, Washington DC / VESPA PICTURES, California	USA	ALLDAYEVERYDAY Los Angeles / ARCH MODEL STUDIOS London / VESPA PICTURES California				
C01/072	02047	TOXIC INFLUENCE	DOVE UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM	SMUGGLER London	MINDSHARE New York	EDELMAN New York	VMLY&R Dallas	

D01 (Screens & Events)

D01/008	00710	CALLING ATTENDANCE	EDUCATION ABOVE ALL	EDUCATION CHARITY	ACROSS THE POND, London	UNITED KINGDOM	ACROSS THE POND London				
D01/022	01886	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	
D01/025	01961	#WETHE15	INTERNATIONAL PARALYMPIC COMMITTEE	A MOVEMENT TO REPRESENT THE WORLD'S 1.2 BILLION PERSONS WITH DISABILITIES	C TALENT, Los Angeles / adam&eveDDB, London	USA / UNITED KINGDOM	PULSE FILMS London	750MPH London / SOUNDTREE MUSIC London / TENTHREE London	FUSE London	FLEISHMANHILLA RD FISHBURN London / PORTER NOVELLI London / PORTLAND COMMUNICATION S London	C TALENT Los Angeles / GATEHOUSE COMMERCIALS Cape Town / INDOCHINA PRODUCTIONS Bangkok / PENTAGRAM DESIGN London / PULSE FILMS Milan

D02 (Micro-film)

D02/001	00108	LIBRARY	MONDE NISSIN CO., LTD.	VOIZ	OGILVY, Bangkok	THAILAND	FACTORY01 Bangkok				
D02/013	01341	THE ARRIVAL	VOLKSWAGEN	VW SERVICES	DDB, Paris	FRANCE	ALLSO Paris / STUDIO 5 Paris				
D02/014	01340	THE OPENING	VOLKSWAGEN	VW SERVICES	DDB, Paris	FRANCE	ALLSO Paris / STUDIO 5 Paris				

E01 (TV / Cinema Film)

Film Lions Shortlist

E01/015	01884	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
E01/022	01957	FLIP	B&Q	RETAIL	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM	PULSE FILMS London			UNCOMMON CREATIVE STUDIO London
E01/026	11161	COMPARE THE SCREEN	LES CINÉMAS PATHÉ-GAUMONT	Compare the screen	FRED & FARID, Paris	FRANCE	FRED & FARID Paris	FRED & FARID Paris		LES CINEMAS PATHE GAUMONT Paris

E02 (Online & Viral Film)

E02/002	00185	AN AD IN AN AD IN AN AD	OATLY	OAT DRINK	OATLY, Malmö	SWEDEN	ROCHEFORT Amsterdam			
E02/023	01365	THE LOST CLASS	CHANGE THE REF INC.	GUN VIOLENCE AWARENESS	LEO BURNETT, Chicago	USA	HUNGRY MAN Los Angeles / NEIL DACOSTA PHOTOGRAPHY Portland, OR	BEACON STREET STUDIOS Los Angeles / NO6 New York / PARLIAMENT VFX California / PRIMARY COLORS Los Angeles / UNICORNS & UNICORNS Los Angeles	MSL Chicago / TUSK STRATEGIES New York, NY	CHANGE THE REF, INC. Coral Springs, FL
E02/035	02037	TOXIC INFLUENCE	DOVE UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM	SMUGGLER London		MINDSHARE New York	EDELMAN New York VMLY&R Dallas
E02/037	01752	CHATPAT	SOS CHILDREN'S VILLAGES INDIA	SOS CHILDREN'S VILLAGES INDIA	FCB INDIA, Delhi / KINNECT, Mumbai / FCB CHICAGO	INDIA / USA	FCB INDIA Delhi / KINNECT Mumbai	LORD & THOMAS Chicago	KINNECT Mumbai	CUMULUS Gurgaon

F01 (Local Brand)

F01/002	00064	METAVERRRRRRR R	KRUNGSRI FIRST CHOICE	KRUNGSRI FIRST CHOICE	LEO BURNETT, Bangkok	THAILAND	FACTORY01 Bangkok	MELLOW TUNES Bangkok / ONE COOL SOUND STUDIO Bangkok		AYUDHYA CAPITAL SERVICES COMPANY LIMITED Bangkok
F01/019	10438	DIEGO'S FAREWELL	QUILMES	QUILMES BEER	DRAFTLINE, Buenos Aires	ARGENTINA	ARGENTINACINE Buenos Aires	ARGENTINACINE Buenos Aires	MEDIACOM Buenos Aires	DRAFTLINE Buenos Aires
F01/041	01960	FLIP	B&Q	RETAIL	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM	PULSE FILMS London			UNCOMMON CREATIVE STUDIO London
F01/042	01959	DRAMA VS REALITY	ITV	BROADCASTING	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM	SMUGGLER London			UNCOMMON CREATIVE STUDIO London
F01/045	20513	THE LIFT	WINAMAX	WINAMAX	WANDA PRODUCTOINS, Saint-Denis / TBWA, Paris	FRANCE	PULSE FILMS London / WANDA PRODUCTOINS Saint-Denis	TBWA Paris / TENTHREE London / THE MILL London		

F02 (Challenger Brand)

F02/008	00742	WHAT NUMBER IS SMALLER?	MOLSON COORS	MILLER64	MISCHIEF @ NO FIXED ADDRESS, Brooklyn	USA	HONOR SOCIETY New York	CARTEL Santa Monica	ICF NEXT Chicago	FORAGER COLLECTIVE New York / MOLSON COORS BEVERAGE COMPANY Chicago
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Film Lions Shortlist

F02/022	01730	VOLVO IN CHARGE OF THE COMPETITION	VOLVO	VOLVO	GREY BRAZIL, São Paulo	BRAZIL	ANTFOOD MUSIC & SOUND DESIGN Sao Paulo / CASULO COLAB Sao Paulo / COSME FILMES Sao Paulo	GREY BRAZIL São Paulo	INSIDE OUT Sao Paulo
F02/030	00378	THE PLAYLIST SONG	TWINTOES	CAPITANE RECORDS	MORTIERBRIGADE, Brussels	BELGIUM	BOUNCE ROCKS Brussels	MORTIERBRIGAD E Brussels	

F03 (Single-market Campaign)

F03/011	00638	THE WISH	PENNY	PENNY	SERVICEPLAN GERMANY, Munich	GERMANY	ICONOCLAST Berlin	SLAUGHTERHOUSE VISUAL MANUFACTURING Berlin	COMPANY 3 New York / NEVEREST Munich / RED PIPE SOUND DESIGN Stockholm / REWE MARKT Cologne / SUPREME MUSIC Hamburg		
F03/022	00371	HELMET HAS ALWAYS BEEN A GOOD IDEA	DANISH ROAD SAFETY COUNCIL	BIKE HELMET AWARENESS	&Co. / NoA, Copenhagen	DENMARK	NEW LAND Copenhagen	COPENHAGEN VFX Copenhagen / THE IMAGE FACULTY Frederiksberg	ORCHESTRA Copenhagen		
F03/027	00877	IT'S NEVER TOO LATE	PEPSICO MEXICO	DORITOS	SLAP GLOBAL, Buenos Aires	ARGENTINA	FINAL FRONTIER Brazil				
F03/057	02013	AS EARLY AS FIVE	DOVE UNILEVER	THE CROWN ACT	OGILVY, London / SWIFT, Portland	UNITED KINGDOM / USA	SANCTUARY CONTENT Los Angeles	MINDSHARE New York	EDELMAN New York	COLLECTIVELY San Francisco / JOY COLLECTIVE Washington	
F03/063	11882	STUCK IN	KELLOGGS	PRINGLES	GREY, New York	USA	TOWNHOUSE New York	STARCOM Chicago	WEBER SHANDWICK Chicago		

F04 (Social Behaviour)

F04/005	00081	MACHINE-GUN MOUTH	BATTLEGROUND'S MOBILE INDIA	GAMING	DDB MUDRA, Mumbai	INDIA	EARLY MAN FILM PVT LTD Mumbai	EARLY MAN FILM PVT LTD Mumbai		
F04/008	00128	WHEN HARRY MET SANTA	POSTEN - THE NORWEGIAN POSTAL SERVICE	POSTEN - THE NORWEGIAN POSTAL SERVICE	POL, Oslo	NORWAY	B-REEL Stockholm	B-REEL Stockholm	POL Oslo	
F04/030	00846	DOUBT DELIVERED	META	WHATSAPP	BBDO, San Francisco	USA	GIRL CULTURE FILMS Marina Del Rey	COMPANY 3 Los Angeles / JANE VFX Los Angeles / LIME STUDIOS Santa Monica		WHATSAPP INC. California
F04/040	00367	HELMET HAS ALWAYS BEEN A GOOD IDEA	DANISH ROAD SAFETY COUNCIL	BIKE HELMET AWARENESS	&Co. / NoA, Copenhagen	DENMARK	NEW LAND Copenhagen	COPENHAGEN VFX Copenhagen / THE IMAGE FACULTY Frederiksberg	ORCHESTRA Copenhagen	
F04/048	00882	MOTHERS MAKE YOU SWEAT	UNILEVER	DOVE ANTIPERSPIRANT	SLAP GLOBAL, Buenos Aires	ARGENTINA	LADOBLEA S.A. Buenos Aires			
F04/059	01118	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

Film Lions Shortlist

F04/076	01364	THE LOST CLASS	CHANGE THE REF INC.	GUN VIOLENCE AWARENESS	LEO BURNETT, Chicago	USA	HUNGRY MAN Los Angeles / NEIL DACOSTA PHOTOGRAPHY Portland, OR	BEACON STREET STUDIOS Los Angeles / NO6 New York / PARLIAMENT VFX California / PRIMARY COLORS Los Angeles / UNICORNS & UNICORNS Los Angeles	MSL Chicago / TUSK STRATEGIES New York, NY	CHANGE THE REF, INC. Coral Springs, FL
F04/077	01367	NOT FUNNY	24RISAS COMEDY FILM FESTIVAL	COMEDY	THE COMMUNITY, Miami	USA	LANDIA Buenos Aires			CUT+RUN New York
F04/119	11075	SHOT ON IPHONE 13 PRO - THE COMEBACK	APPLE	IPHONE 13 PRO / CHINESE NEW YEAR	TBWA/MEDIA ARTS LAB, Shanghai	CHINA	LUNAR FILMS Shanghai	OMD USA Los Angeles		
F04/123	02043	TOXIC INFLUENCE	DOVE UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM	SMUGGLER London	MINDSHARE New York	EDELMAN New York	VMLY&R Dallas
F04/126	02055	BRING BACK LOCKDOWN	CHANGE THE REF	CHANGE THE REF	OGILVY, New York	USA	HAYDEN 5 MEDIA New York	BEACON STREET STUDIOS Los Angeles / BLACKSMITH New York / SONIC UNION New York / WORK EDITORIAL New York		
F04/131	30177	NEW ICONIC KISSES	MERCADO LIVRE (EBAZAR)	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL	LOUD Sao Paulo / RODRIGO MALTCHIQUE SP / SAIGON São Paulo	NASH São Paulo	GUT Sao Paulo	FLEISHMANHILLARD BRAZIL Sao Paulo / GUT Sao Paulo

F05 (Cultural Insight)

F05/005	00131	WHEN HARRY MET SANTA	POSTEN - THE NORWEGIAN POSTAL SERVICE	POSTEN - THE NORWEGIAN POSTAL SERVICE	POL, Oslo	NORWAY	B-REEL Stockholm	B-REEL Stockholm		POL Oslo
F05/006	00133	WELCOME BACK	DIAGEO	GUINNESS	AMV BBDO, London	UNITED KINGDOM	OUTSIDER London	FINAL CUT London / JAM FILMS London	PHD London	HOPE & GLORY London
F05/019	00408	BLACK HOLE	OFF COFFEE	PXMART	OGILVY TAIWAN, Taipei City	TAIWAN	BLUE MOON FILMS Taipei			
F05/051	01097	ESCAPE FROM THE OFFICE	APPLE	APPLE DEVICES	APPLE, Sunnyvale / SMUGGLER, Central LA	USA	SMUGGLER Central LA	WORK EDITORIAL Los Angeles		
F05/058	00368	HELMET HAS ALWAYS BEEN A GOOD IDEA	DANISH ROAD SAFETY COUNCIL	BIKE HELMET AWARENESS	&Co. / NoA, Copenhagen	DENMARK	NEW LAND Copenhagen	COPENHAGEN VFX Copenhagen / THE IMAGE FACULTY Frederiksberg	ORCHESTRA Copenhagen	
F05/076	01431	TOLL BOOTH	WAKA KOTAHI NZ TRANSPORT AGENCY	ROAD TO ZERO CAMPAIGN (ROAD SAFETY AWARENESS)	FCB NEW ZEALAND, Auckland	NEW ZEALAND	3&7 Auckland			

Film Lions Shortlist

F05/094	01358	THE LOST CLASS	CHANGE THE REF INC.	GUN VIOLENCE AWARENESS	LEO BURNETT, Chicago	USA	HUNGRY MAN Los Angeles / NEIL DACOSTA PHOTOGRAPHY Portland, OR	BEACON STREET STUDIOS Los Angeles / NO6 New York / PARLIAMENT VFX California / PRIMARY COLORS Los Angeles / UNICORNS & UNICORNS Los Angeles	MSL Chicago / TUSK STRATEGIES New York, NY	CHANGE THE REF, INC. Coral Springs, FL	
F05/101	01640	BECOMING ISA	P&G	PANTENE	GREY, New York	USA	FAUNA Sao Paulo / GREY New York	GREY New York			
F05/108	01879	#WETHE15	INTERNATIONAL PARALYMPIC COMMITTEE	WETHE15	adam&eveDDB, London	UNITED KINGDOM	CAIN & ABEL London / KING HENRY LTD London / PENTAGRAM DESIGN London / PULSE FILMS London	750MPH London / SOUNDTREE MUSIC London / TENTHREE London	FUSE London	FLEISHMANHILLARD FISHBURN London / PORTER NOVELLI London / PORTLAND COMMUNICATION S London	C TALENT Los Angeles / GATEHOUSE COMMERCIALS Cape Town / INDOCHINA PRODUCTIONS Bangkok / KING HENRY LTD London / PULSE FILMS Milan
F05/126	01302	DISCOVER THE ORIGINALS	VISIT SWEDEN	TRAVEL & TOURISM	FORSMAN & BODENFORS, Gothenburg	SWEDEN	B-REEL Stockholm		MINDSHARE Stockholm	HILL+KNOWLTON STRATEGIES Stockholm	
F05/136	11082	SHOT ON IPHONE 13 PRO - THE COMEBACK	APPLE	IPHONE 13 PRO / CHINESE NEW YEAR	TBWA/MEDIA ARTS LAB, Shanghai	CHINA	LUNAR FILMS Shanghai		OMD USA Los Angeles		
F05/138	01728	JUNK SLEEP	MATTRESS FIRM	MATTRESSES	DROGA5, PART OF ACCENTURE SONG, New York	USA	MJZ Los Angeles / PRETTYBIRD Los Angeles / SECOND CHILD New York				MATTRESS FIRM Houston
F05/146	02057	BRING BACK LOCKDOWN	CHANGE THE REF	CHANGE THE REF	OGILVY, New York	USA	HAYDEN 5 MEDIA New York	BEACON STREET STUDIOS Los Angeles / BLACKSMITH New York / SONIC UNION New York / WORK EDITORIAL New York			

F06 (Breakthrough on a Budget)

F06/010	00451	WELCOME TO THE ICELANDVERSE	INSPIRED BY ICELAND	ICELAND	SS+K, New York / PEEL ICELAND, Reykjavik	USA / ICELAND	PELIKULA Reykjavik		M&C SAATCHI TALK London	BRANDENBURG Reykjavik
F06/025	00892	MOTHERS MAKE YOU SWEAT	UNILEVER	DOVE ANTIPERSPIRANT	SLAP GLOBAL, Buenos Aires	ARGENTINA	LADOBLEA S.A. Buenos Aires			
F06/029	01111	HENS BEHIND THE LENS	VITAL FARMS	VITAL FARMS EGGS	PREACHER, Austin	USA	LIGHTBOX PRODUCTIONS INC Austin			
F06/040	01362	THE LOST CLASS	CHANGE THE REF INC.	GUN VIOLENCE AWARENESS	LEO BURNETT, Chicago	USA	HUNGRY MAN Los Angeles / NEIL DACOSTA PHOTOGRAPHY Portland, OR	BEACON STREET STUDIOS Los Angeles / NO6 New York / PARLIAMENT VFX California / PRIMARY COLORS Los Angeles / UNICORNS & UNICORNS Los Angeles	MSL Chicago / TUSK STRATEGIES New York, NY	CHANGE THE REF, INC. Coral Springs, FL
F06/044	01610	GUN SURVIVOR REVIEWS	GUNS DOWN AMERICA	NON-PROFIT COMBATING GUN VIOLENCE	ENERGY BBDO, Chicago	USA	CANJA AUDIO CULTURE Curitiba / FLARE BBDO Chicago	FLARE BBDO Chicago	OMD New York	

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F06/046	01848	BE IN THE MOMENT	CORONA CERO	BEER	DAVID, Madrid	SPAIN	PICKLE MUSIC Madrid			AB INBEV London	
F06/051	01690	THE TRUTH TAKES A JOURNALIST	THE NEW YORK TIMES	NEWSPAPER	DROGA5, PART OF ACCENTURE SONG, New York / THE NEW YORK TIMES, New York	USA	SOMESUCH Los Angeles				
F06/052	00379	THE PLAYLIST SONG	TWINTOES	CAPITANE RECORDS	MORTIERBRIGADE, Brussels	BELGIUM	BOUNCE ROCKS Brussels			MORTIERBRIGADE Brussels	
F06/053	01391	INVISIBLE CONNECTIONS	GENERA	DNA TEST	WUNDERMAN THOMPSON, Sao Paulo	BRAZIL	CARBONO SOUND LAB São Paulo / MYMAMA ENTERTAINMENT Sao Paulo	MYMAMA ENTERTAINMENT Sao Paulo	WUNDERMAN THOMPSON Sao Paulo		
F06/060	02056	BRING BACK LOCKDOWN	CHANGE THE REF	CHANGE THE REF	OGILVY, New York	USA	HAYDEN 5 MEDIA New York	BEACON STREET STUDIOS Los Angeles / BLACKSMITH New York / SONIC UNION New York / WORK EDITORIAL New York			
F06/061	01755	CHATPAT	SOS CHILDREN'S VILLAGES INDIA	SOS CHILDREN'S VILLAGES INDIA	FCB INDIA, Delhi / KINNECT, Mumbai / FCB CHICAGO	INDIA / USA	FCB INDIA Delhi / KINNECT Mumbai	LORD & THOMAS Chicago	KINNECT Mumbai	CUMULUS Gurgaon	
F07 (Corporate Purpose & Social Responsibility)											
F07/012	00132	WHEN HARRY MET SANTA	POSTEN - THE NORWEGIAN POSTAL SERVICE	POSTEN - THE NORWEGIAN POSTAL SERVICE	POL, Oslo	NORWAY	B-REEL Stockholm	B-REEL Stockholm		POL Oslo	
F07/029	00636	THE WISH	PENNY	PENNY	SERVICEPLAN GERMANY, Munich	GERMANY	ICONOCLAST Berlin	SLAUGHTERHOUSE VISUAL MANUFACTURING Berlin			COMPANY 3 New York / NEVEREST Munich / RED PIPE SOUND DESIGN Stockholm / REWE MARKT Cologne / SUPREME MUSIC Hamburg
F07/048	00557	A FIRE INSIDE DOCUMENTARY	NRMA INSURANCE	NRMA INSURANCE	THE TUESDAY CLUB, Auckland / FINCH, Auckland	NEW ZEALAND	FINCH Auckland	ATTICUS Auckland / SONAR MUSIC Sydney / UNISON Sydney	INITIATIVE Sydney	THINKERBELL NORTH Sydney	ICON FILM DISTRIBUTION NSW / M&C SAATCHI Sydney / NRMA Sydney / THE MINDEROO FOUNDATION Perth
F07/059	00880	IT'S NEVER TOO LATE	PEPSICO MEXICO	DORITOS	SLAP GLOBAL, Buenos Aires	ARGENTINA	FINAL FRONTIER Brazil				
F07/071	01231	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
F07/074	01531	BROTHERS	TOYOTA	TOYOTA	SAATCHI & SAATCHI, Los Angeles / DENTSU INC., Tokyo	USA / JAPAN	CAPITAL MEDIA COMPANY Vancouver / PARK PICTURES Santa Monica / SAATCHI & SAATCHI Los Angeles	CARTEL Santa Monica / FRAMESTORE Los Angeles / HARBOR PICTURE COMPANY Santa Monica, CA / MOVING PICTURE COMPANY (MPC) Culver City	SAATCHI & SAATCHI Los Angeles	SAATCHI & SAATCHI Los Angeles	
F07/076	01564	VAX, WAX AND CHILLAX	COORS	COORS LIGHT	BISCUIT FILMWORKS, Los Angeles / DDB, Chicago	USA	BISCUIT FILMWORKS Los Angeles				

Film Lions Shortlist

F07/085	01361	THE LOST CLASS	CHANGE THE REF INC.	GUN VIOLENCE AWARENESS	LEO BURNETT, Chicago	USA	HUNGRY MAN Los Angeles / NEIL DACOSTA PHOTOGRAPHY Portland, OR	BEACON STREET STUDIOS Los Angeles / NO6 New York / PARLIAMENT VFX California / PRIMARY COLORS Los Angeles / UNICORNS & UNICORNS Los Angeles	MSL Chicago / TUSK STRATEGIES New York, NY	CHANGE THE REF, INC. Coral Springs, FL	
F07/087	01546	THE DREAM	HEROES OF TODAY PLATFORM (LALIGA, IBERIA,AMC NETWORKS,DKV, DUREX, BAVIERA, FEPM)	CORPORATE SOCIAL RESPONSIBILITY (CSR)	DDB SPAIN, Madrid	SPAIN	LANDIA Madrid / THE OMS Madrid	METROPOLITANA Madrid	QMS COMUNICACION Madrid		
F07/101	01703	THE TRUTH TAKES A JOURNALIST	THE NEW YORK TIMES	NEWSPAPER	DROGA5, PART OF ACCENTURE SONG, New York / THE NEW YORK TIMES, New York	USA	SOMESUCH Los Angeles				
F07/126	01962	#WETHE15	INTERNATIONAL PARALYMPIC COMMITTEE	A MOVEMENT TO REPRESENT THE WORLD'S 1.2 BILLION PERSONS WITH DISABILITIES	C TALENT, Los Angeles / adam&eveDDB, London	USA / UNITED KINGDOM	PULSE FILMS London	750MPH London / SOUNDTREE MUSIC London / TENTHREE London	FUSE London	FLEISHMANHILLARD FISHBURN London / PORTER NOVELLI London / PORTLAND COMMUNICATION S London	C TALENT Los Angeles / GATEHOUSE COMMERCIALS Cape Town / INDOCHINA PRODUCTIONS Bangkok / PENTAGRAM DESIGN London / PULSE FILMS Milan
F07/134	01872	NEW ICONIC KISSES	MERCADO LIVRE (EBAZAR)	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL	LOUD Sao Paulo / RODRIGO MALTCHIQUE SP / SAIGON São Paulo	NASH São Paulo	GUT Sao Paulo	FLEISHMANHILLARD BRAZIL Sao Paulo / GUT Sao Paulo	MERCADO LIVRE Sao Paulo

F08 (Market Disruption)

F08/001	00095	A LOCKDOWN LOVE STORY	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan	ITALY	TYO INC. Tokyo	PRODIGIOUS Milan		CUTTERS Tokyo / SCREENPLAY Milan / SIZZER B.V. Amsterdam
F08/004	00172	THE TRASH COLLECTION 2021	IKEA	IKEA FURNITURE	TRY, Oslo	NORWAY	APARENT Oslo	APARENT Oslo	TRY Oslo	
F08/018	01357	THE LOST CLASS	CHANGE THE REF INC.	GUN VIOLENCE AWARENESS	LEO BURNETT, Chicago	USA	HUNGRY MAN Los Angeles / NEIL DACOSTA PHOTOGRAPHY Portland, OR	BEACON STREET STUDIOS Los Angeles / NO6 New York / PARLIAMENT VFX California / PRIMARY COLORS Los Angeles / UNICORNS & UNICORNS Los Angeles	MSL Chicago / TUSK STRATEGIES New York, NY	CHANGE THE REF, INC. Coral Springs, FL
F08/029	01718	JUNK SLEEP	MATTRESS FIRM	MATTRESSES	DROGA5, PART OF ACCENTURE SONG, New York	USA	MJZ Los Angeles / PRETTYBIRD Los Angeles / SECOND CHILD New York			MATTRESS FIRM Houston

Total Shortlisted: 198

