

Creative B2B Lions Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production
<u>A01 (Cross-channel Storytelling)</u>								
A01/014	00050	ROBYN'S UNDIES	YELLOW	YELLOW NEW ZEALAND	HEYYOU, Auckland / YELLOW NEW ZEALAND, Auckland / UNTOLD PROJECTS LTD RICHMOND ROAD, Auckland	NEW ZEALAND	CAMILLE SANSON Auckland / UNTOLD PROJECTS LTD RICHMOND ROAD Auckland	UNTOLD PROJECTS LTD RICHMOND ROAD Auckland
<u>A02 (Brand Experience)</u>								
A02/010	00103	PACKCESSIBLE	ROYAL NATIONAL INSTITUTE OF BLIND PEOPLE (RNIB)	ROYAL NATIONAL INSTITUTE OF BLIND PEOPLE (RNIB)	THE&PARTNERSHIP, London	UNITED KINGDOM	ALUMINA STUDIOS London	
A02/011	00083	BEYOND BINARY CODE	SPARK	SPARK	COLENZO BBDO, Auckland	NEW ZEALAND	COLENZO BBDO Auckland / FINCH Auckland	LIQUID STUDIOS Auckland
A02/015	00288	PET INTERNS	RESCÁTAME FUNTATION	PET ADOPTION	RESCATAME FOUNDATION, La Calera / VMLY&R COMMERCE, Bogotá	COLOMBIA		
A02/019	00271	A SONG FOR EVERY CMO	SPOTIFY	SPOTIFY ADVERTISING	FCB NEW YORK	USA	WATT WHITE MUSIC Maplewood	
A02/028	00406	3D PRINTED MEATBALLS	IKEA	IKEA RECRUITMENT	INGO, Stockholm	SWEDEN	INGO Stockholm	
<u>A04 (Targeting & Engagement)</u>								
A04/003	00059	DATA FOR STORE	QUILMES	BEES RETAILER APP	DRAFTLINE, Buenos Aires	ARGENTINA		
A04/009	00263	LITTLE HEADHUNTERS POWERED BY LINKEDIN	THE FOUNDATION K.I.D.S.	THE FOUNDATION K.I.D.S.	PUBLICIS WORLDWIDE POLAND, Warszawa	POLAND	PAPAYA FILMS Warsaw / PUBLICIS WORLDWIDE POLAND Warszawa	PRODIGIOUS POLAND Warszawa
A04/010	00270	A SONG FOR EVERY CMO	SPOTIFY	SPOTIFY ADVERTISING	FCB NEW YORK	USA	WATT WHITE MUSIC Maplewood	
A04/015	00366	BLACK BUSINESS BEATS	MERCADO LIVRE (EBAZAR)	INSTITUTIONAL	GUT, Sao Paulo	BRAZIL	HEFTY Sao Paulo / MAGMA Sao Paulo	
A04/020	00405	3D PRINTED MEATBALLS	IKEA	IKEA RECRUITMENT	INGO, Stockholm	SWEDEN	INGO Stockholm	
<u>A05 (Effectiveness & Measurement)</u>								

A05/006	00049	ROBYN'S UNDIES	YELLOW	YELLOW NEW ZEALAND	HEYYOU, Auckland / YELLOW NEW ZEALAND, Auckland / UNTOLD PROJECTS LTD RICHMOND ROAD, Auckland	NEW ZEALAND	CAMILLE SANSON Auckland / UNTOLD PROJECTS LTD RICHMOND ROAD Auckland	UNTOLD PROJECTS LTD RICHMOND ROAD Auckland
A05/009	00368	ADS FOR EQUALITY	META	FACEBOOK	META, Sao Paulo	BRAZIL	META Sao Paulo	
A07 (Breakthrough on a Budget)								
A07/004	00011	HANDLE WITH I DON'T CARE	STRAHL	STRAHL	APRIIL, bergen	NORWAY	APRIIL bergen	APRIIL bergen
A08 (Challenger Brand)								
A08/010	00269	A SONG FOR EVERY CMO	SPOTIFY	SPOTIFY ADVERTISING	FCB NEW YORK	USA	WATT WHITE MUSIC Maplewood	
A09 (Corporate Purpose & Social Responsibility)								
A09/003	00104	PACKCESSIBLE	ROYAL NATIONAL INSTITUTE OF BLIND PEOPLE (RNIB)	ROYAL NATIONAL INSTITUTE OF BLIND PEOPLE (RNIB)	THE&PARTNERSHIP, London	UNITED KINGDOM	ALUMINA STUDIOS London	
A09/006	00085	BEYOND BINARY CODE	SPARK	SPARK	COLENZO BBDO, Auckland	NEW ZEALAND	COLENZO BBDO Auckland / FINCH Auckland	LIQUID STUDIOS Auckland
A09/021	00250	REDUCE THE RIDE	D'IETEREN	HUSK	HAPPINESS, AN FCB ALLIANCE, Brussels	BELGIUM		
A09/022	00264	LITTLE HEADHUNTERS POWERED BY LINKEDIN	THE FOUNDATION K.I.D.S.	THE FOUNDATION K.I.D.S.	PUBLICIS WORLDWIDE POLAND, Warszawa	POLAND	PAPAYA FILMS Warsaw / PUBLICIS WORLDWIDE POLAND Warszawa	PRODIGIOUS POLAND Warszawa
A09/026	00311	WIDEN THE SCREEN: THE PROGRAM	P&G	N/A	GREY, New York	USA	CHELSEA PICTURES New York / TOWNHOUSE New York	
A10 (Market Disruption)								
A10/017	00321	SANTANDER WE STAND	SANTANDER BANK	WE STAND FOR NEWSSTANDS	VMLY&R, São Paulo / SUNO UNITED CREATORS, Sao Paulo	BRAZIL		
A11 (Craft in B2B)								
A11/020	00192	ESCAPE FROM THE OFFICE	APPLE	APPLE DEVICES	APPLE, Sunnyvale / SMUGGLER, Central LA	USA	SMUGGLER Central LA	WORK EDITORIAL Los Angeles

A11/021	00193	NEW FRONTIER	SALESFORCE	SALESFORCE CRM PLATFORM	SALESFORCE, San Francisco	USA	MJZ Los Angeles	FINAL CUT Los Angeles / LIME STUDIOS Santa Monica / THE MILL Los Angeles
A11/037	00171	TALL POPPY	CGU INSURANCE	CGU INSURANCE	THINKERBELL, Melbourne	AUSTRALIA	THE JIM HENSON COMPANY Los Angeles	
<u>B01 (Cross-channel Storytelling)</u>								
B01/009	00344	BOTTEGA FOR BOTTEGAS	BOTTEGA VENETA	BOTTEGA VENETA	PUBLICIS ITALY, Milan	ITALY	PRODIGIOUS Milan	
<u>B02 (Brand Experience)</u>								
B02/006	00176	UNTOUCHED BY LIGHT	UNTOUCHED BY LIGHT	UNTOUCHED BY LIGHT	BRUKETA&ZINIC&GREY CROATIA, Zagreb	CROATIA	KALIGRAF Zagreb / ROTOPLAST Sveta Nedjelja	
B02/020	00380	SPEAKING IN COLOR	SHERWIN-WILLIAMS COIL COATINGS	SPEAKING IN COLOR	WUNDERMAN THOMPSON, Minneapolis	USA	WUNDERMAN THOMPSON Minneapolis	
<u>B04 (Targeting & Engagement)</u>								
B04/005	00348	BOYCOTT ADS	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan / PUBLICIS, Buenos Aires	ITALY / ARGENTINA	TRESBIEN! Martinez	
<u>B06 (Long-Term Brand Building)</u>								
B06/006	00381	SPEAKING IN COLOR	SHERWIN-WILLIAMS COIL COATINGS	SPEAKING IN COLOR	WUNDERMAN THOMPSON, Minneapolis	USA	WUNDERMAN THOMPSON Minneapolis	
<u>B09 (Corporate Purpose & Social Responsibility)</u>								
B09/002	00035	CO2AT	AZGARD 9	CO2AT	THIS IS PACIFICA, Porto / STREAM AND TOUGH GUY, Lisbon	PORTUGAL		
B09/003	00005	PIÑATEX	DOLE SUNSHINE COMPANY + ANANAS ANAM	PIÑATEX	L&C, New York	USA	SUITCASE PRODUCTIONS New York	AGOSTO Lima
B09/014	00280	IRL TRASHCAN	SOIXANTE CIRCUITS	SOIXANTE CIRCUITS	BETC, Paris	FRANCE	GENERAL POP Paris	
B09/016	00349	THE UNWASTED BEER	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan / PUBLICIS, Dublin	ITALY / IRELAND	D12 FILM CLUB Dublin	

B10 (Market Disruption)

B10/002	00007	PIÑATEX	DOLE SUNSHINE COMPANY + ANANAS ANAM	PIÑATEX	L&C, New York	USA	SUITCASE PRODUCTIONS New York	AGOSTO Lima
B10/016	00350	THE UNWASTED BEER	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan / PUBLICIS, Dublin	ITALY / IRELAND	D12 FILM CLUB Dublin	
B11 (Craft in B2B)								
B11/004	00034	CO2AT	AZGARD 9	CO2AT	THIS IS PACIFICA, Porto / STREAM AND TOUGH GUY, Lisbon	PORTUGAL		
Total Shortlisted:			36					

Media	PR	Additional
SO THE STORY GOES Auckland / YELLOW NEW ZEALAND Auckland	HEYYOU Auckland	
KINETIC WORLDWIDE London / WAVEMAKER London		AMBIENT WORLDWIDE London / ROYAL NATIONALI INSTITUTE OF BLIND PEOPLE (RNIB) London
SPARK Auckland	ANTHEM Auckland	OUTLINE AOTEAROA HARGREAVES STREET Auckland
	AJ MEDIA INC New York	
	INGO Stockholm / OGILVY London	COLONY Stockholm
		ABINBEV Buenos Aires
PUBLICIS WORLDWIDE POLAND Warszawa	MSL POLAND Warsaw	
	AJ MEDIA INC New York	
GUT Sao Paulo	GUT Sao Paulo	MERCADO LIVRE Sao Paulo
	INGO Stockholm / OGILVY London	COLONY Stockholm

SO THE STORY HEYYOU Auckland
GOES Auckland /
YELLOW NEW
ZEALAND Auckland

6510 Sao Paulo / META Sao Paulo	META Sao Paulo	REMIX Sao Paulo / THINK EVA São Paulo
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APRIIL bergen APRIIL bergen

AJ MEDIA INC New
York

KINETIC WORLDWIDE London / WAVEMAKER London	AMBIENT WORLDWIDE London / ROYAL NATIONALI INSTITUTE OF BLIND PEOPLE (RNIB) London
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SPARK Auckland	ANTHEM Auckland	OUTLINE AOTEAROA HARGREAVES STREET Auckland
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PUBLICIS WORLDWIDE POLAND Warszawa	MSL POLAND Warsaw
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CARAT New York	HILL+KNOWLTON STRATEGIES New York	CARTWRIGHT Venice / P&G Cincinnati
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VMLY&R São Paulo VMLY&R São Paulo

INITIATIVE Sydney	THINKERBELL Melbourne	CGU INSURANCE Melbourne / HARDIE GRANT Melbourne
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BRUKETA&ZINIC&GR EY CROATIA Zagreb	RADGONSKE GORICE Gornja Radgona
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LE PUB Amsterdam

ANANAS ANAM London / DOLE SUNSHINE COMPANY Singapore

FOLDING WAVES Dublin / LE PUB Amsterdam
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ANANAS ANAM London / DOLE
SUNSHINE COMPANY Singapore

FOLDING WAVES Dublin / LE PUB
Amsterdam
