

## **Direct Lions Shortlist**

<b>Cat. No</b>	<b>Entry No</b>	<b>Title</b>	<b>Brand</b>	<b>Product</b>	<b>Entrant / Idea Creation</b>	<b>Location</b>	<b>Production</b>	<b>Post Production</b>
<b><u>A01 (Food &amp; Drink)</u></b>								
A01/006	00275	KETCHUP TO THE RESCUE	CURTICE BROTHERS	CURTICE BROTHERS KETCHUP	OGILVY GERMANY, Frankfurt	GERMANY	DAHOUSE AUDIO Berlin	
A01/022	00658	REJECTED ALES	MATILDA BAY	MATILDA BAY ORIGINAL ALE	HOWATSON + COMPANY, Sydney	AUSTRALIA	HECKLER Sydney / HOWATSON + COMPANY Sydney / WORK WORKS Moorabbin	HECKLER Sydney / HOWATSON + COMPANY Sydney / WORK WORKS Moorabbin
A01/049	00993	OREO THINS PROTECTION PROGRAM	OREO	OREO THINS	THE COMMUNITY, Miami	USA	MEDIA.MONKS New York	
<b><u>A02 (Consumer Goods)</u></b>								
A02/005	00312	SAMSUNG ITEST	SAMSUNG	SAMSUNG OS	DDB NEW ZEALAND, Auckland / TRIBAL AOTEAROA, Auckland	NEW ZEALAND	TRACK NZ Auckland	TRACK NZ Auckland
A02/026	01331	NUGEN	COLGATE	TOOTHBRUSHES	VMLY&R, Cape Town	SOUTH AFRICA	STREET TALENT AGENCY C/O DISCO CREATIVES Cape Town	
A02/030	01734	HACK MARKET	BACK MARKET	MARKETPLACE FOR REFURBISHED ELECTRONIC GOODS	MARCEL, Paris	FRANCE	ADF L'ATELIER Paris / ARTISANS DU FILM Paris	
A02/033	01815	ONE/SECOND/SUIT	H&M	RETAIL	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM	ANONYMOUS CONTENT London	
A02/036	01901	AS EARLY AS FIVE	DOVE   UNILEVER	THE CROWN ACT	OGILVY, London / SWIFT, Portland	UNITED KINGDOM / USA	SANCTUARY CONTENT Los Angeles	
<b><u>A03 (Healthcare)</u></b>								
A03/012	00972	TUNE OUT PAIN	RECKITT	NUROFEN	McCANN, London	UNITED KINGDOM	CRAFT London / ENERGY STUDIOS London / MARMALADE FILMS London / McCANN London / UNIVERSITY COLLEGE DUBLIN Dublin 4	ABSOLUTE London / GRAND CENTRAL RECORDING STUDIOS London
<b><u>A04 (Automotive)</u></b>								

A04/003	00145	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
A04/026	01725	RENAULT - PLUG-INN	RENAULT	PLUG-INN	PUBLICIS CONSEIL, Paris	FRANCE		
<b>A05 (Retail)</b>								
A05/013	00859	CIRKULÄR	IKEA	RETAIL	HJALTELIN STAHL, PART OF ACCENTURE SONG, Copenhagen / IKEA DANMARK, Taastrup / MARKETSQUARE, Copenhagen	DENMARK	HJALTELIN STAHL, PART OF ACCENTURE SONG Copenhagen / MARKETSQUARE Copenhagen / PEGASUS PRODUCTION Copenhagen	PEGASUS PRODUCTION Copenhagen
A05/019	01641	THE IMPOSSIBLE COMBO	BURGER KING	WHOPPER	DAVID, Sao Paulo / ZUBI ADVERTISING, Miami	BRAZIL / USA	A9 AUDIO São Paulo / SAILOR STUDIO São Paulo	
A05/023	01667	KEEP IT REAL MEALS	BURGER KING	RESTAURANTS	DAVID, Madrid / DAVID, Miami	SPAIN / USA	CAVIAR PRODUCTIONS Palm Bay	
A05/025	01490	FNAC - UNRECCOMENDED BY ALGORITHM	FNAC	FNAC SERVICE	PUBLICIS CONSEIL, Paris	FRANCE		
<b>A06 (Travel / Leisure)</b>								
A06/010	00951	INVALUABLE FOOD	MADRID FUSIÓN	MADRID FUSIÓN	LEO BURNETT, Madrid	SPAIN	ATTIC FILMS Madrid	
A06/017	01741	NOT PARIS	TRANSAVIA	FLIGHTS/ AIRLINE TICKETS	MARCEL, Paris	FRANCE	MARCEL Paris	
<b>A07 (Media / Entertainment)</b>								
A07/010	01552	THE ELECTIONS EDITION	ANNAHAR NEWSPAPER	ANNAHAR NEWSPAPER	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	DĚJÁVU Dubai / IMPACT BBDO Dubai	MANGOJAM STUDIO FZ LLC Dubai
<b>A08 (Consumer Services / Business to Business)</b>								
A08/018	00923	CHICKENSTOCK	KFC	FAST FOOD	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES	TBWA\RAAD Dubai	SONIDO ANTRO Miami

A08/019	00933	LESS TALK, MORE BITCOIN	COINBASE	COINBASE	ACCENTURE SONG, New York / COINBASE, San Francisco	USA	THE MILL London	WALKER Santa Monica
<b>A09 (Not-for-profit / Charity / Government )</b>								
A09/031	00602	DAVID'S UNUSABLES	MOTOR NEURONE DISEASE ASSOCIATION NZ	CHARITY	SPECIAL, Auckland	NEW ZEALAND	SPECIAL Auckland / THE POST OFFICE Auckland	
A09/043	01209	THE BILLION DOLLAR COLLECTION	H&M FOUNDATION	SUSTAINABLE TRANSFORMATION OF THE FASHION INDUSTRY	PRIME WEBER SHANDWICK, Stockholm	SWEDEN	PRIME WEBER SHANDWICK Stockholm	
A09/044	01294	PARA EXPANSION PACK	CANADIAN PARALYMPIC COMMITTEE	TOKYO PARALYMPIC GAMES	BBDO, Toronto	CANADA	BBDO Toronto	
A09/051	00896	THE INHERITANCE PASS	YELLOWSTONE FOREVER	YELLOWSTONE NATIONAL PARK	HAVAS, Chicago	USA	GETTY IMAGES Seattle	CARBON VFX Chicago / WHITEHOUSE POST PRODUCTIONS Santa Monica
A09/055	00919	MISSING STOCK	INTERNATIONAL FOUNDATION FOR REUNION + MUDI 3D & AR STUDIO	STOCK IMAGE BANK	WUNDERMAN THOMPSON, Bogotá	COLOMBIA		
A09/068	01457	THE REFUGEE JATOBA	INSTITUTIONAL	ARTICULATION OF INDIGENOUS PEOPLES OF BRAZIL (APIB)	AFRICA DDB, São Paulo	BRAZIL	BIZSYS TECNOLOGIA E PROJETOS ESPECIAIS Sao Paulo / DAHOUSE AUDIO Sao Paulo / HUNGRY MAN São Paulo / PINDORAMA FILMES Rio de Janeiro	
A09/070	01475	LOS SANTOS +3°C	GREENPEACE	GREENPEACE	VMLY&R, São Paulo	BRAZIL	PRODUKA CROSSMEDIA PRODUÇÕES São Paulo	
A09/074	01575	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
A09/094	01927	MORNING AFTER ISLAND	GRUPO ESTRATEGICO GE PAE	WOMEN RIGHTS	OGILVY HONDURAS, Tegucigalpa	HONDURAS	14 AL CENTRO LATAM Tegucigalpa	

**B02 (Use of Ambient Media: Small Scale)**

B02/043	00895	THE INHERITANCE PASS	YELLOWSTONE FOREVER	YELLOWSTONE NATIONAL PARK	HAVAS, Chicago	USA	GETTY IMAGES Seattle	CARBON VFX Chicago / WHITEHOUSE POST PRODUCTIONS Santa Monica
B02/049	01198	OSCAR MAYER - MEATIFYING BEAUTY	KRAFT HEINZ - OSCAR MAYER	BEAUTY FACE MASK	JOHANNES LEONARDO, New York	USA	GIANT ARTISTS Los Angeles	VERSATILE STUDIOS New York
B02/066	01681	DREAM DROP	ONTARIO LOTTERY AND GAMING CORPORATION	LOTTO MAX	FCB CANADA, Toronto	CANADA	COMMON GOOD Toronto / CRUEL Toronto, ON	COMMON GOOD Toronto / GRAYSON MUSIC Toronto
<b>B03 (Use of Ambient Media: Large Scale)</b>								
B03/001	00012	MALNUTRITION LABELS	DOLE SUNSHINE COMPANY	DOLE SUNSHINE COMPANY	L&C, New York	USA	SUITCASE PRODUCTIONS New York	AGOSTO Lima
B03/025	01256	WHOPPER HEIST	BURGER KING	WHOPPER	WE BELIEVERS, Brooklyn	USA	THE MOVEMENT – BY LANDIA Chacarita	LANDIA Buenos Aires
B03/034	01279	CHICAGO NOT IN CHICAGO	CITY OF CHICAGO	CHICAGO TOURISM	ENERGY BBDO, Chicago	USA	BLACK MADRE São Paulo / FLARE BBDO Chicago	
<b>B04 (Use of Broadcast)</b>								
B04/010	01018	THE SNACK THAT JINGLES BACK	CAMPBELL SOUP COMPANY	GOLDFISH	SAATCHI & SAATCHI, New York	USA	THE PUB New York	
B04/018	00932	LESS TALK, MORE BITCOIN	COINBASE	COINBASE	ACCENTURE SONG, New York / COINBASE, San Francisco	USA	THE MILL London	WALKER Santa Monica
B04/027	01460	THE FOAMY HAIRCUT	BRAHMA BEER	AB INBEV	AFRICA DDB, São Paulo	BRAZIL	SATELITE AUDIO São Paulo / SEIVA Sao Paulo	CAJAMANGA Rio de Janeiro
<b>B05 (Use of Print / Outdoor)</b>								
B05/004	00035	HELPLINE ON THE COVER	LAISHA	WOMEN'S MAGAZINE	HAVAS TEL AVIV, Tel Aviv	ISRAEL		
B05/005	00048	LIQUID BILLBOARD	ADIDAS	SWIMWEAR	RED HAVAS MIDDLE EAST, Dubai / HAVAS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES	JACK MORTON WORLDWIDE Dubai	
B05/036	01551	THE ELECTIONS EDITION	ANNAHAR NEWSPAPER	ANNAHAR NEWSPAPER	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	DEJAVU Dubai / IMPACT BBDO Dubai	MANGOJAM STUDIO FZ LLC Dubai

**C01 (Data-Driven Direct Strategy)**

C01/007	00429	STATE MISTAKE REPORT	STATE	STATE	COLENZO BBDO, Auckland	NEW ZEALAND	BUNKER Auckland	FRANKLIN RD Auckland
<b>C02 (Data-driven Targeting)</b>								
C02/003	00051	SHAH RUKH KHAN-MY-AD	CADBURY CELEBRATIONS	CADBURY CELEBRATIONS	OGILVY, Mumbai	INDIA	THE PACK Mumbai	REPHRASE.AI Bengaluru
C02/016	01073	A SONG FOR EVERY CMO	SPOTIFY	SPOTIFY ADVERTISING	FCB NEW YORK	USA	WATT WHITE MUSIC Maplewood	
C02/021	01487	FNAC - UNRECOMMENDED BY ALGORITHM	FNAC	FNAC SERVICE	PUBLICIS CONSEIL, Paris	FRANCE		
C02/027	01950	APOLOGIZE THE RAINBOW	SKITTLES	SKITTLES LIME	DDB, Chicago / DDB, New York	USA	PICROW Los Angeles	CARBON VFX Chicago / WHITEHOUSE POST New York / WHITEHOUSE POST PRODUCTIONS New York
<b>C03 (Use of Real-time Data)</b>								
C03/007	00668	THE PARLIAMETER	RIGHT TO KNOW FUNDATION	THE PARLIAMETER	GREY POLAND, Warsaw	POLAND	GREY POLAND Warsaw	
C03/015	01195	DATA TIENDA	WECAPITAL	DATA TIENDA	DDB MEXICO, Mexico City / DDB MEXICO, Ciudad de México	MEXICO	ESTUDIOS MACHINA Bogotá / LADOBLE Mexico	
C03/016	01300	BILLY THE WATCHER	PONY MALTA	ABINBEV	LEO BURNETT, Bogota	COLOMBIA	LOS LOBOS Medellin	
C03/019	00941	COOKIE FACTORY	UNESCO	UNESCO	DDB, Paris	FRANCE	MAKEMEPULSE Paris	MIKROS IMAGE Paris
C03/022	01697	ACTION AUDIO	TENNIS AUSTRALIA	ACTION AUDIO	AKQA, Melbourne	AUSTRALIA	AKQA Melbourne	AKQA MEDIA Victoria
<b>C04 (New Realities &amp; Voice-activation)</b>								
C04/016	01435	CALL OF DUTY - VANGUARDS OF PHOTOGRAPHY	ACTIVISION/ CALL OF DUTY/ VANGUARD	CALL OF DUTY/ VANGUARD	GUT, Miami	USA	M SS NG PIECES Los Angeles	COSMO STREET Miami / LIME STUDIOS Santa Monica / SOUTH MUSIC Santa Monica, California / THE MILL Los Angeles
C04/022	01695	ACTION AUDIO	TENNIS AUSTRALIA	ACTION AUDIO	AKQA, Melbourne	AUSTRALIA	AKQA Melbourne	AKQA MEDIA Victoria
<b>C05 (Immersive Experiences &amp; Other Technology)</b>								

C05/006	00823	I WILL ALWAYS BE ME	DELL TECHNOLOGIES & INTEL	DELL TECHNOLOGIES & INTEL	VMLY&R, New York	USA	BORDERLAND London / JAM3 Amsterdam / THE MILL Los Angeles	HUMAN New York
C05/013	01608	THE VIRTUAL HEINEKEN SILVER	HEINEKEN	HEINEKEN SILVER	PUBLICIS ITALY, Milan	ITALY	BOOMERANG AGENCY Amsterdam / DENTSU AEGIS NETWORK London / FRAMESTORE London / SFERA PRODUCTION Milan	
C05/023	01698	ACTION AUDIO	TENNIS AUSTRALIA	ACTION AUDIO	AKQA, Melbourne	AUSTRALIA	AKQA Melbourne	AKQA MEDIA Victoria
C05/024	01853	3D PRINTED MEATBALLS	IKEA	IKEA RECRUITMENT	INGO, Stockholm	SWEDEN	INGO Stockholm	
<b>C06 (Gaming )</b>								
C06/005	00165	THE MOST WANTED PORTRAIT	ALCALDIA DE SOACHA	ALCALDIA DE SOACHA	SANCHO BBDO, Bogotá	COLOMBIA	SANCHO BBDO Bogotá	
C06/020	00732	E-NTERPRETERS	PILSEN CALLAO	PILSEN CALLAO	FAHRENHEIT DDB, Lima	PERU	KA&O FILMS AND CONTENT Lima	LUNATIC Lima / NATIVO POST Lima
C06/026	01033	THE BUILDBOARD CHALLENGE	CHARAL	CHARAL	VMLY&R, Paris	FRANCE	DERVOO BUSINESS Sannois Val d'Oise	
C06/027	00575	GENDER SWAP	WOMEN IN GAMES	WOMEN IN GAMES	BETC, Paris	FRANCE	GENERAL POP Paris	
C06/038	01477	LOS SANTOS +3°C	GREENPEACE	GREENPEACE	VMLY&R, São Paulo	BRAZIL	PRODUKA CROSSMEDIA PRODUÇÕES São Paulo	
C06/047	01703	HEINZ HIDDEN SPOTS	THE KRAFT HEINZ CO	KRAFT KETCHUP	GUT, Sao Paulo	BRAZIL	ARMS STUDIO - / BBL E-SPORTS Sao Paulo / HEFTY Sao Paulo / I HATE FLASH Consolação / MOL São Paulo	
C06/054	01809	GAMER ASYLUM	ARTOTEL GROUP	HOTELS	OGILVY, Singapore	SINGAPORE	BALIPROD Kabupaten Badung / OGILVY Singapore	
C06/057	01895	BURGER GLITCH	BURGER KING	WHOPPER	DAVID, Sao Paulo	BRAZIL	HEFTY Sao Paulo / VETOR ZERO São Paulo	
<b>D01 (Use of Digital Platforms)</b>								
D01/005	00053	SHAH RUKH KHAN-MY-AD	CADBURY CELEBRATIONS	CADBURY CELEBRATIONS	OGILVY, Mumbai	INDIA	THE PACK Mumbai	REPHRASE.AI Bengaluru

D01/020	00430	BEYOND BINARY CODE	SPARK	SPARK	COLENZO BBDO, Auckland	NEW ZEALAND	COLENZO BBDO Auckland / FINCH Auckland	LIQUID STUDIOS Auckland
D01/028	00733	E-INTERPRETERS	PILSEN CALLAO	PILSEN CALLAO	FAHRENHEIT DDB, Lima	PERU	KA&O FILMS AND CONTENT Lima	LUNATIC Lima / NATIVO POST Lima
D01/038	00574	GENDER SWAP	WOMEN IN GAMES	WOMEN IN GAMES	BETC, Paris	FRANCE	GENERAL POP Paris	
D01/039	00822	I WILL ALWAYS BE ME	DELL TECHNOLOGIES & INTEL	DELL TECHNOLOGIES & INTEL	VMLY&R, New York	USA	BORDERLAND London / JAM3 Amsterdam / THE MILL Los Angeles	HUMAN New York
D01/049	00921	MISSING STOCK	INTERNATIONAL FOUNDATION FOR REUNION + MUDI 3D & AR STUDIO	STOCK IMAGE BANK	WUNDERMAN THOMPSON, Bogotá	COLOMBIA		
D01/050	00948	THE PIRATE MATCH	DIRECTVGO	IPTV STREAMING	MIRUM AGENCY BRAZIL, Curitiba	BRAZIL	BUZZ CREATIVE CONTENT STUDIO Curitiba / TORO ÁUDIO Curitiba	
D01/074	01489	FNAC - UNRECOMMENDED BY ALGORITHM	FNAC	FNAC SERVICE	PUBLICIS CONSEIL, Paris	FRANCE		
D01/084	01841	THE EYE TRACKER	SUPERMAX ONLINE	SUPERMAX SUPERMARKETS	DE LA CRUZ OGILVY, Guaynabo	PUERTO RICO	DE LA CRUZ OGILVY Guaynabo	
<b>D02 (Use of Mobile)</b>								
D02/008	00311	SAMSUNG ITEST	SAMSUNG	SAMSUNG OS	DDB NEW ZEALAND, Auckland / TRIBAL AOTEAROA, Auckland	NEW ZEALAND	TRACK NZ Auckland	TRACK NZ Auckland
D02/019	01254	WHOPPER HEIST	BURGER KING	WHOPPER	WE BELIEVERS, Brooklyn	USA	THE MOVEMENT – BY LANDIA Chacarita	LANDIA Buenos Aires
D02/026	00934	LESS TALK, MORE BITCOIN	COINBASE	COINBASE	ACCENTURE SONG, New York / COINBASE, San Francisco	USA	THE MILL London	WALKER Santa Monica
D02/055	01903	9/12 - THE UNTOLD STORY OF RECONNECTING NEW YORK	VERIZON	VERIZON	VERIZON, New York	USA	UNIT 9 New York / VERIZON New York	VERIZON New York
D02/060	11687	BACKUP UKRAINE	POLYCAM X UNESCO	PRESERVE REGIONAL AND CULTURAL HISTORY, AND PROMOTE CULTURAL DIVERSITY	VIRTUE WORLDWIDE, New York	USA	VIRTUE WORLDWIDE New York	VIRTUE WORLDWIDE New York

**D03 (Use of Social Platforms)**

D03/001	00064	VIENNA STRIPS ON ONLYFANS	VIENNA TOURIST BOARD	VIENNA TOURIST BOARD	JUNG VON MATT DONAU, Vienna	AUSTRIA		
D03/019	00204	KFCOPYPASTE	KFC	KFC	PS21, Madrid	SPAIN		
D03/020	00507	AMASON LOGO	AMAZON	AMAZON	AMAZON, Seattle	USA	AMAZON Seattle	
D03/021	00099	BLESS YOUR F*ING COOCH	EOS	EOS	MISCHIEF @ NO FIXED ADDRESS, Brooklyn	USA	MAKEOUT Brooklyn	
D03/055	00950	INVALUABLE FOOD	MADRID FUSIÓN	MADRID FUSIÓN	LEO BURNETT, Madrid	SPAIN	ATTIC FILMS Madrid	
D03/073	01354	BLACK CHARACTERS	REVISTA RAÇA	REVISTA RAÇA	FCB BRASIL, São Paulo	BRAZIL		
D03/084	01578	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
D03/087	01626	BOYCOTT ADS	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan / PUBLICIS, Buenos Aires	ITALY / ARGENTINA	TRESBIEN! Martinez	
D03/089	01638	DUET DELIVERY	BURGER KING	BURGER KING DELIVERY	DAVID, Sao Paulo	BRAZIL	JAMUTE Sao Paulo / MD FILME PRODUTORA AUDIOVISUAL LTDA Ribeirao Preto	
D03/112	01948	APOLOGIZE THE RAINBOW	SKITTLES	SKITTLES LIME	DDB, Chicago / DDB, New York	USA	PICROW Los Angeles	CARBON VFX Chicago / WHITEHOUSE POST New York / WHITEHOUSE POST PRODUCTIONS New York

**D04 (Real-time Response)**

D04/008	00387	BREADED CARS	KFC	KFC	PS21, Madrid	SPAIN		
D04/031	10084	OUTLAW RUNNERS	DISTANCE	DISTANCE	BETC, Paris	FRANCE	GUM Paris / SOLDATS FILMS Paris	
D04/043	01621	THE NIGHT IS YOUNG	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan	ITALY	GOOD PEOPLE FILMS Atene	PRODIGIOUS Milan
D04/053	11688	BACKUP UKRAINE	POLYCAM X UNESCO	PRESERVE REGIONAL AND CULTURAL HISTORY, AND PROMOTE CULTURAL DIVERSITY	VIRTUE WORLDWIDE, New York	USA	VIRTUE WORLDWIDE New York	VIRTUE WORLDWIDE New York

**D05 (Co-creation & User Generated Content)**

D05/037	01100	TAG THE GAME	OMO	LAUNDRY DETERGENT	LOLA MULLENLOWE, Madrid	SPAIN	HAPPY FINISH London	HAPPY FINISH London
D05/044	01355	BLACK CHARACTERS	REVISTA RAÇA	REVISTA RAÇA	FCB BRASIL, São Paulo	BRAZIL		
D05/054	01704	HEINZ HIDDEN SPOTS	THE KRAFT HEINZ CO	KRAFT KETCHUP	GUT, Sao Paulo	BRAZIL	ARMS STUDIO - / BBL E-SPORTS Sao Paulo / HEFTY Sao Paulo / I HATE FLASH Consolação / MOL São Paulo	
D05/069	11685	BACKUP UKRAINE	POLYCAM X UNESCO	PRESERVE REGIONAL AND CULTURAL HISTORY, AND PROMOTE CULTURAL DIVERSITY	VIRTUE WORLDWIDE, New York	USA	VIRTUE WORLDWIDE New York	VIRTUE WORLDWIDE New York

**E01 (Copywriting)**

E01/003	00342	HELLO LITERALLY EVERYONE	TWITTER	@TWITTER SOCIAL	TWITTER, San Francisco	USA	TWITTER San Francisco	TWITTER San Francisco
E01/007	00660	REJECTED ALES	MATILDA BAY	MATILDA BAY ORIGINAL ALE	HOWATSON + COMPANY, Sydney	AUSTRALIA	HECKLER Sydney / HOWATSON + COMPANY Sydney / WORK WORKS Moorabbin	HECKLER Sydney / HOWATSON + COMPANY Sydney / WORK WORKS Moorabbin
E01/008	01016	THE SNACK THAT JINGLES BACK	CAMPBELL SOUP COMPANY	GOLDFISH	SAATCHI & SAATCHI, New York	USA	THE PUB New York	

**E02 (Art Direction / Design)**

E02/021	01185	AUDIO AD YOU CAN SEE	DEFENCE FORCE RECRUITING	ROYAL AUSTRALIAN NAVY	VMLY&R, Melbourne	AUSTRALIA	SQUEAK E. CLEAN STUDIOS Melbourne	
E02/044	01825	SCRATCHBOARDS	ACTIVISION	GAMES	DAVID, Madrid	SPAIN	900 FILMS San Diego / THE BAIT SHOPPE New York / THE PRODUCER Madrid	

**E03 (Experience Design)**

E03/007	00310	SAMSUNG ITEST	SAMSUNG	SAMSUNG OS	DDB NEW ZEALAND, Auckland / TRIBAL AOTEAROA, Auckland	NEW ZEALAND	TRACK NZ Auckland	TRACK NZ Auckland
E03/015	00808	NETFLIX INFILTRATION	PRIME VIDEO	TOTEM	SID LEE, Paris	FRANCE	SID LEE Paris	

E03/024	01470	LOS SANTOS +3°C	GREENPEACE	GREENPEACE	VMLY&R, São Paulo	BRAZIL	PRODUKA CROSSMEDIA PRODUÇÕES São Paulo	
E03/025	01581	THE UNWEARABLE COLLECTION	BOEHRINGER INGELHEIM	DISEASE AWARENESS	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	USA	DALMATIAN COW Los Angeles / RITMIKA AUDIO ARTS São Paulo	
<b>E04 (Launch / Re-launch)</b>								
E04/003	00162	DUET ROULETTE	DORITOS	ROULETTE CHIPS	R/GA, San Francisco	USA		
E04/016	00659	REJECTED ALES	MATILDA BAY	MATILDA BAY ORIGINAL ALE	HOWATSON + COMPANY, Sydney	AUSTRALIA	HECKLER Sydney / HOWATSON + COMPANY Sydney / WORK WORKS Moorabbin	HECKLER Sydney / HOWATSON + COMPANY Sydney / WORK WORKS Moorabbin
E04/033	01513	POPEYES - WE COME IN PIECE	POPEYES LOUISIANA KITCHEN	POPEYES CHICKEN NUGGETS	GUT, Miami	USA	ANIMAL MUSIC Miami / FIVE TO SIXTY Los Angeles	COSMO STREET Miami
E04/045	01946	APOLOGIZE THE RAINBOW	SKITTLES	SKITTLES LIME	DDB, Chicago / DDB, New York	USA	PICROW Los Angeles	CARBON VFX Chicago / WHITEHOUSE POST New York / WHITEHOUSE POST PRODUCTIONS New York
<b>E05 (Personalised Campaigns)</b>								
E05/021	01072	A SONG FOR EVERY CMO	SPOTIFY	SPOTIFY ADVERTISING	FCB NEW YORK	USA	WATT WHITE MUSIC Maplewood	
E05/023	01488	FNAC - UNRECCOMENDED BY ALGORITHM	FNAC	FNAC SERVICE	PUBLICIS CONSEIL, Paris	FRANCE		
E05/029	01947	APOLOGIZE THE RAINBOW	SKITTLES	SKITTLES LIME	DDB, Chicago / DDB, New York	USA	PICROW Los Angeles	CARBON VFX Chicago / WHITEHOUSE POST New York / WHITEHOUSE POST PRODUCTIONS New York
<b>F01 (Local Brand )</b>								
F01/017	00936	GIANT NFT	BURGER BRANDS	QUICK	HAPPINESS, AN FCB ALLIANCE, Brussels	BELGIUM	BLISS INTERACTIVE Ho Chi Minh City / RAYGUN Brussels	

F01/023	01550	THE ELECTIONS EDITION	ANNAHAR NEWSPAPER	ANNAHAR NEWSPAPER	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	DÉJÀVU Dubai / IMPACT BBDO Dubai	MANGOJAM STUDIO FZ LLC Dubai
F01/024	01680	DREAM DROP	ONTARIO LOTTERY AND GAMING CORPORATION	LOTTO MAX	FCB CANADA, Toronto	CANADA	COMMON GOOD Toronto / CRUEL Toronto, ON	COMMON GOOD Toronto / GRAYSON MUSIC Toronto
F01/027	10083	OUTLAW RUNNERS	DISTANCE	DISTANCE	BETC, Paris	FRANCE	GUM Paris / SOLDATS FILMS Paris	
<b>F02 (Challenger Brand)</b>								
F02/018	01739	HACK MARKET	BACK MARKET	MARKETPLACE FOR REFURBISHED ELECTRONIC GOODS	MARCEL, Paris	FRANCE	ADF L'ATELIER Paris / ARTISANS DU FILM Paris	
<b>F03 (Single-market Campaign)</b>								
F03/003	00143	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
F03/017	00743	BLACKED OUT HISTORY	ONTARIO BLACK HISTORY SOCIETY	NOT FOR PROFIT	DDB CANADA, Toronto	CANADA	ALFREDO FILMS Toronto / SAUCE DIGITAL Toronto	ALFREDO FILMS Toronto / SAUCE DIGITAL Toronto / VAPOR MUSIC GROUP Toronto
F03/029	01251	NATIVE SPORTSCASTERS	AB INBEV	CORONA	WE BELIEVERS, Brooklyn	USA	PRODOERS New york	PICKLE MUSIC New York / PRODOERS New york
F03/032	00939	RESTORY	CANON BELGIUM	CANON	HAPPINESS, AN FCB ALLIANCE, Brussels	BELGIUM	OBJECT CARE Dendermonde	
F03/040	01598	DAVID'S UNUSABLES	MOTOR NEURONE DISEASE ASSOCIATION NZ	CHARITY	SPECIAL, Auckland	NEW ZEALAND	SPECIAL Auckland / THE POST OFFICE Auckland	
<b>F04 (Social Behaviour)</b>								
F04/004	00066	VIENNA STRIPS ON ONLYFANS	VIENNA TOURIST BOARD	VIENNA TOURIST BOARD	JUNG VON MATT DONAU, Vienna	AUSTRIA		
F04/007	00120	HATE TO PROTECT	GUIDES TAO	TRAVEL GUIDES	TBWA, Paris	FRANCE		ELSE Paris

F04/022	00508	AMAZON LOGO	AMAZON	AMAZON	AMAZON, Seattle	USA	AMAZON Seattle	
F04/042	00728	HEINZ HOT DOG PACT	KRAFT HEINZ	HEINZ KETCHUP	RETHINK, Toronto	CANADA		GRAYSON MUSIC Toronto
F04/062	00946	THE PIRATE MATCH	DIRECTVGO	IPTV STREAMING	MIRUM AGENCY BRAZIL, Curitiba	BRAZIL	BUZZ CREATIVE CONTENT STUDIO Curitiba / TORO ÁUDIO Curitiba	
F04/072	01143	THE TATTOO DUO OVER	DUOLINGO	DUOLINGO	BETC, Paris	FRANCE	VOIR PICTURES Paris	
F04/077	01266	TAKE AWAY YOUR TAKE AWAY	MCDONALD'S	ICONIC TRASH	NORD DDB, Oslo	NORWAY	NORD DDB Oslo	NORD DDB Oslo
F04/081	01314	THE TRUTH WINS	RSF	RSF	DDB GERMANY, Berlin	GERMANY	DAHOUSE AUDIO Berlin / HYPERINTERACTIVE Hamburg / MOLLE&KORN GMBH Berlin	
F04/087	01452	UNBREAKABLE COURTS	INSTITUTIONAL	BUDWEISER	AFRICA DDB, São Paulo	BRAZIL	LOUD Sao Paulo / SICARIOS FILMES Sao Paulo	
F04/106	01738	THE TRAILER TROLL	PRIME VIDEO	ENTERTAINMENT	MARCEL, Paris	FRANCE	MASSCORP Paris / PRODIGIOUS FILMS Clichy	
F04/117	01940	SHAGUN KA LIFafa	UJJIVAN SMALL FINANCE BANK	PROMOTING JOINT ACCOUNTS AMONG WOMEN	McCANN INDIA, Mumbai	INDIA		
<b>F05 (Cultural Insight)</b>								
F05/012	00307	THE UNIFORM THAT NEVER EXISTED	CENTAURO	THE UNIFORM THAT NEVER EXISTED	TRACYLOCKE BRASIL, São Paulo	BRAZIL	TRACYLOCKE BRASIL São Paulo	
F05/025	00552	BLACK-OWNED FRIDAY 2021	GOOGLE	GOOGLE SMALL BUSINESS	GOOGLE, New York / BBH USA, New York / ANONYMOUS CONTENT, Los Angeles	USA	ANONYMOUS CONTENT Los Angeles / BBH USA New York	CABIN EDITING COMPANY NY New York / CARBON New York City / REHAB London
F05/044	01245	NATIVE SPORTSCASTERS	AB INBEV	CORONA	WE BELIEVERS, Brooklyn	USA	PRODOERS New york	PICKLE MUSIC New York / PRODOERS New york
F05/061	01014	VIOLET MONTH	AVON	AVON	WUNDERMAN THOMPSON, Sao Paulo	BRAZIL	REBOLUCION São Paulo / SQUAD Sao Paulo	REBOLUCION São Paulo

F05/073	01326	BREAKCHAINS WITH BLOCKCHAIN	CHILDREN OF FEMALE PRISONERS' ASSOCIATION	NGO	HORIZON FCB, Dubai	UNITED ARAB EMIRATES	BLACK MADRE São Paulo / FILM DNA Cairo / HORIZON FCB Dubai / THE YOUTH Curitiba / VOX HAUS COMPANY	ACTIVITY Novo Hamburgo
F05/084	01565	THOUGHTS & PRAYERS	CAUSE-RELATED CAMPAIGN	MARCH FOR OUR LIVES	McCANN, New York	USA	HARBOR PICTURE COMPANY New York / JSM MUSIC New York / M SS NG P ECES Brooklyn / NO6 New York / REP + REPEAT New York	
F05/085	01556	THE NOMINATE ME SELFIE	POLITICAL SHAKTI + THE TIMES OF INDIA	PUBLIC PRESSURE GROUP	FCB INDIA, Delhi / FCB CHICAGO	INDIA / USA	BASTA FILMS Mumbai	
F05/086	01570	UNBOX ME	UNAIDS	UNAIDS	FCB INDIA, Delhi / FCB CHICAGO	INDIA / USA	FCB CHICAGO / FUEL CONTENT Gurugram	FCB CHICAGO
F05/106	01848	THE FIRST CAR SHOWROOM INSIDE A BUS	KIA	PICANTO	OGILVY EL SALVADOR, San Salvador	EL SALVADOR	GARAGE FILMS San salvador	GARAGE FILMS San salvador
F05/107	01886	FREEDOM GRAMS	AROYA	AROYA	SERVICEPLAN GERMANY, Munich	GERMANY	86TALES UG Berlin / OFF FILMS München	
F05/110	01899	AS EARLY AS FIVE	DOVE   UNILEVER	THE CROWN ACT	OGILVY, London / SWIFT, Portland	UNITED KINGDOM / USA	SANCTUARY CONTENT Los Angeles	
F05/112	01925	MORNING AFTER ISLAND	GRUPO ESTRATEGICO GE PAE	WOMEN RIGHTS	OGILVY HONDURAS, Tegucigalpa	HONDURAS	14 AL CENTRO LATAM Tegucigalpa	
<b>F06 (Breakthrough on a Budget)</b>								
F06/004	00065	VIENNA STRIPS ON ONLYFANS	VIENNA TOURIST BOARD	VIENNA TOURIST BOARD	JUNG VON MATT DONAU, Vienna	AUSTRIA		
F06/011	00389	BREADED CARS	KFC	KFC	PS21, Madrid	SPAIN		
F06/032	01295	PARA EXPANSION PACK	CANADIAN PARALYMPIC COMMITTEE	TOKYO PARALYMPIC GAMES	BBDO, Toronto	CANADA	BBDO Toronto	
F06/034	00700	#FLUTWEIN - OUR WORST VINTAGE	AHR - A WINEREGION NEEDS HELP FOR REBUILDING E.V.	WINES FROM THE FLOODED WINEREGION "AHR"	SEVENONE ADFACTORY, Unterfohring	GERMANY	SEVENONE ADFACTORY Unterfohring	SEVENONE ADFACTORY Unterfohring

F06/045	01555	THE NOMINATE ME SELFIE	POLITICAL SHAKTI + THE TIMES OF INDIA	PUBLIC PRESSURE GROUP	FCB INDIA, Delhi / FCB CHICAGO	INDIA / USA	BASTA FILMS Mumbai	
F06/046	01577	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
F06/053	10085	OUTLAW RUNNERS	DISTANCE	DISTANCE	BETC, Paris	FRANCE	GUM Paris / SOLDATS FILMS Paris	
F06/055	00646	AUDIO GUIDES OF THE TRUTH	YANKUIK ANAHUAK FOUNDATION FOR THE RESCUE OF MEXICAN HERITAGE.	YANKUIK ANAHUAK FOUNDATION.	MADE, Mexico City / RAINBOW LOBSTER, Loa Angeles	MEXICO / USA	APEX FILM Wien / WHISKEY FILMS Mexico City	
F06/058	01401	THE HOME HOTEL	HOME	THE HOME HOTEL	UNCLE GREY, Copenhagen	DENMARK	UNCLE GREY Copenhagen	UNCLE GREY Copenhagen
<b>F07 (Corporate Purpose &amp; Social Responsibility)</b>								
F07/001	00014	MALNUTRITION LABELS	DOLE SUNSHINE COMPANY	DOLE SUNSHINE COMPANY	L&C, New York	USA	SUITCASE PRODUCTIONS New York	AGOSTO Lima
F07/066	01247	PLASTIC FISHING TOURNAMENT	AB INBEV / CORONA	CORONA BEER	WE BELIEVERS, Brooklyn	USA	PRIMO CONTENT Mexico City / RELEVANT México D.F.	STEREO MONKEY STUDIO Miraflores
F07/085	01004	I WILL ALWAYS BE ME	DELL TECHNOLOGIES & INTEL	DELL TECHNOLOGIES & INTEL	VMLY&R, New York	USA	BORDERLAND London / JAM3 Amsterdam / THE MILL Los Angeles	HUMAN New York
F07/097	01368	WIDEN THE SCREEN: THE PROGRAM	P&G	N/A	GREY, New York	USA	CHELSEA PICTURES New York / TOWNHOUSE New York	
F07/105	01455	THE REFUGEE JATOBA	INSTITUTIONAL	ARTICULATION OF INDIGENOUS PEOPLES OF BRAZIL (APIB)	AFRICA DDB, São Paulo	BRAZIL	BIZSYS TECNOLOGIA E PROJETOS ESPECIAIS Sao Paulo / DAHOUSE AUDIO Sao Paulo / HUNGRY MAN São Paulo / PINDORAMA FILMES Rio de Janeiro	
F07/114	01622	THE NIGHT IS YOUNG	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan	ITALY	GOOD PEOPLE FILMS Atene	PRODIGIOUS Milan
F07/123	01297	LETTERS FOR A LAW	FUNDACIÓN EL HÉRBOLAGO	FUNDACIÓN EL HÉRBOLAGO	BBDO CHILE, Huechuraba	CHILE	ALASKA FILMS Santiago	FEELS Santiago

F07/127	01736	HACK MARKET	BACK MARKET	MARKETPLACE FOR REFURBISHED ELECTRONIC GOODS	MARCEL, Paris	FRANCE	ADF L'ATELIER Paris / ARTISANS DU FILM Paris	
F07/142	01924	MORNING AFTER ISLAND	GRUPO ESTRATEGICO GE PAE	WOMEN RIGHTS	OGILVY HONDURAS, Tegucigalpa	HONDURAS	14 AL CENTRO LATAM Tegucigalpa	
F07/143	01879	CHILLBOARDS	COORS LIGHT	COORS LIGHT	DDB, Chicago / NORD DDB, Copenhagen / adam&eveDDB, London	USA / DENMARK / UNITED KINGDOM	HELO Santa Monica / NORD ID Santes	CARBON Redwood City / JSM MUSIC New York / WHITEHOUSE POST PRODUCTIONS New York
<b>F08 (Market Disruption)</b>								
F08/001	00063	VIENNA STRIPS ON ONLYFANS	VIENNA TOURIST BOARD	VIENNA TOURIST BOARD	JUNG VON MATT DONAU, Vienna	AUSTRIA		
F08/023	00698	#FLUTWEIN - OUR WORST VINTAGE	AHR - A WINEREGION NEEDS HELP FOR REBUILDING E.V.	WINES FROM THE FLOODED WINEREGION "AHR"	SEVENONE ADFACTORY, Unterfohring	GERMANY	SEVENONE ADFACTORY Unterfohring	SEVENONE ADFACTORY Unterfohring
F08/024	00854	CIRKULÄR	IKEA	RETAIL	HJALTELIN STAHL, PART OF ACCENTURE SONG, Copenhagen / IKEA DANMARK, Taastrup / MARKETSQUARE, Copenhagen	DENMARK	HJALTELIN STAHL, PART OF ACCENTURE SONG Copenhagen / MARKETSQUARE Copenhagen / PEGASUS PRODUCTION Copenhagen	PEGASUS PRODUCTION Copenhagen
F08/028	01101	TAG THE GAME	OMO	LAUNDRY DETERGENT	LOLA MULLENLOWE, Madrid	SPAIN	HAPPY FINISH London	HAPPY FINISH London
F08/037	01572	BOTTEGA FOR BOTTEGAS	BOTTEGA VENETA	BOTTEGA VENETA	PUBLICIS ITALY, Milan	ITALY	PRODIGIOUS Milan	
F08/043	01837	CASH EVERYWHERE	SOULFTWARE SRL	BLINK	OGILVY, La Paz	BOLIVIA	MAKINA FILMS Santa Cruz De La Sierra	HOGARTH WORLDWIDE Mexico City / MAKINA FILMS Santa Cruz De La Sierra / SOUNDER STUDIOS La Paz

F08/044	01867	FRESH SYSTEM	CARULLA	CARULLA SUPERMARKET	OGILVY COLOMBIA, Bogotá	COLOMBIA	AKIRA CINE Bogotá	HOGARTH Bogotá
F08/045	01829	SEE MY SKIN	VASELINE	VASELINE	EDELMAN, New York	USA	EDELMAN New York / GIRL CULTURE FILMS Marina Del Rey / MINDSHARE New York	KYLE NYC New York / SONIC UNION New York / U-STUDIO Englewood Cliffs
<b>Total Shortlisted:</b>			<b>173</b>					

Media	PR	Additional
CAW MEDIA GMBH Bünde		CURTICE BROTHERS Duesseldorf
HOWATSON + COMPANY Sydney / PHD Sydney	HOWATSON + COMPANY Sydney	MATILDA BAY Healesville
VAYNERMEDIA New York	WEBER SHANDWICK New York	3601 New York
STARCOM Auckland	MANGO COMMUNICATIONS Auckland	
		PRESS PLAY ON TAPE Paris
	UNCOMMON CREATIVE STUDIO London	
MINDSHARE New York	EDELMAN New York	COLLECTIVELY San Francisco / JOY COLLECTIVE Washington
McCANN Bristol / UNIVERSAL MUSIC London / ZENITH London	HAVAS London	

PHD Sydney

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PUBLICIS SAPIENT Paris / RENAULT  
Le Plessis-Robinson

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DENTSU AEGIS NETWORK  
København

IKEA DANMARK  
Taastrup

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DAVID Sao Paulo

ZUBI ADVERTISING Miami

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BURGER KING Miami

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HAVAS MEDIA Paris

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LEO BURNETT  
Madrid

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IMPACT PORTER  
NOVELLI Dubai

IMPACT BBDO Beirut

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TBWA\RAAD Dubai TBWA\RAAD Dubai

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WAVEMAKER New  
York

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SPECIAL Auckland    SPECIAL Auckland    MOTOR NEURONE DISEASE  
ASSOCIATION NZ Auckland

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PRIME WEBER    PRIME WEBER    H&M Stockholm  
SHANDWICK    SHANDWICK  
Stockholm    Stockholm

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HAVAS Chicago    HAVAS Chicago

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FUNDACION INTERNACIONAL PARA  
EL REENCUENTRO Florida

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ARTICULATION OF INDIGENOUS  
PEOPLES OF BRAZIL Brasilia /  
ELETROMIDIA Sao Paulo

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VMLY&R São Paulo    VMLY&R São Paulo

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KINNECT Mumbai    CUMULUS Gurgaon

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OGILVY    OGILVY HONDURAS  
HONDURAS    Tegucigalpa  
Tegucigalpa

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HAVAS Chicago      HAVAS Chicago

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ZENO New York

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MEDIACOM Toronto      HILL+KNOWLTON STRATEGIES Toronto      MR. SATURDAY Mountain View, CA /  
ONTARIO LOTTERY AND GAMING CORPORATION Toronto

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PEPPERCOMM New York      DOLE SUNSHINE COMPANY California

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HOY Buenos Aires      THE PASTO Buenos Aires

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SPARK FOUNDRY New York      MSL New York

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WAVEMAKER New York

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AB INBEV São Paulo

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HAVAS TEL AVIV Tel Aviv

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HAVAS MIDDLE EAST Dubai

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IMPACT PORTER NOVELLI Dubai      IMPACT BBDO Beirut

PHD Auckland

DRUM Auckland

IAG Auckland

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WAVEMAKER INDIA  
Mumbai

DELTAX Bangalore

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AJ MEDIA INC New  
York

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HAVAS MEDIA Paris

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MARS WRIGLEY CONFECTIONERY  
Chicago

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OGILVY PR POLAND  
Warsaw

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ALISON BROD  
MARKETING +  
COMMUNICATIONS  
New York

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MOTOR NEURONE DISEASE  
ASSOCIATION Northampton / ROLLS-  
ROYCE Derby / SPEAKUNIQUE  
Edinburgh

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DENTSU X London

EDELMAN London

BILLION DOLLAR BOY UK London /  
GRAND CENTRAL RECORDING  
STUDIOS London / LE PUB  
Amsterdam / MASSIVEMUSIC  
Amsterdam / PLATINUM STUDIO  
Orem

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INGO Stockholm /  
OGILVY London

COLONY Stockholm

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SANCHO BBDO  
Bogotá

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AB INBEV Lima / FTW DDB PERU  
Barranco

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VMLY&R Paris

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BETC Paris

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VMLY&R São Paulo

VMLY&R São Paulo

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GUT Sao Paulo

GUT Sao Paulo

ACTIVISION BLIZZARD Santa  
Monica / GUT Miami / THE KRAFT  
HEINZ CO Sao Paulo

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WAVEMAKER INDIA  
Mumbai

DELTAX Bangalore

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SPARK Auckland	ANTHEM Auckland	OUTLINE AOTEAROA HARGREAVES STREET Auckland
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		AB INBEV Lima / FTW DDB PERU Barranco
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	BETC Paris	
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		MOTOR NEURONE DISEASE ASSOCIATION Northampton / ROLLS-ROYCE Derby / SPEAKUNIQUE Edinburgh
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		FUNDACION INTERNACIONAL PARA EL REENCUENTRO Florida
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MIRUM AGENCY BRAZIL Curitiba		
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HAVAS MEDIA Paris		
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DE LA CRUZ OGILVY Guaynabo	DE LA CRUZ OGILVY Guaynabo	
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STARCOM Auckland	MANGO COMMUNICATIONS Auckland	
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HOY Buenos Aires		THE PASTO Buenos Aires
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WAVEMAKER New York		
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VERIZON New York	VERIZON New York	
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VIRTUE WORLDWIDE New York	VIRTUE WORLDWIDE New York	POLYCAM 3D Altadena, CA / UNESCO NATIONAL COMMISSION OF DENMARK Kobenhavn
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JUNG VON MATT  
DONAU Vienna

THE LION DIGITAL STUDIO AND  
TECHNOLOGY LAB Madrid

MEKANISM New  
York

CMM New York

EOS PRODUCTS New York

LEO BURNETT  
Madrid

FCB BRASIL São  
Paulo

KINNECT Mumbai

CUMULUS Gurgaon

LE PUB Amsterdam

MARS WRIGLEY CONFECTIONERY  
Chicago

PS21 Madrid

LE PUB Amsterdam / SIZZER B.V.  
Amsterdam

VIRTUE  
WORLDWIDE New  
York

VIRTUE  
WORLDWIDE New  
York

POLYCAM 3D Altadena, CA /  
UNESCO NATIONAL COMMISSION  
OF DENMARK Kobenhavn

MINDSHARE London GOLIN New York

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FCB BRASIL São  
Paulo

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GUT Sao Paulo

GUT Sao Paulo

ACTIVISION BLIZZARD Santa  
Monica / GUT Miami / THE KRAFT  
HEINZ CO Sao Paulo

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VIRTUE  
WORLDWIDE New  
York

VIRTUE  
WORLDWIDE New  
York

POLYCAM 3D Altadena, CA /  
UNESCO NATIONAL COMMISSION  
OF DENMARK Kobenhavn

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TWITTER San  
Francisco

TWITTER San  
Francisco

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HOWATSON +  
COMPANY Sydney /  
PHD Sydney

HOWATSON +  
COMPANY Sydney

MATILDA BAY Healesville

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SPARK FOUNDRY  
New York

MSL New York

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ACTIVISION BLIZZARD Santa Monica

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STARCOM Auckland

MANGO  
COMMUNICATIONS  
Auckland

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SID LEE Paris

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VMLY&R São Paulo VMLY&R São Paulo

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OMD New York

PROPAC Plano

HOWATSON +  
COMPANY Sydney /  
PHD Sydney

HOWATSON +  
COMPANY Sydney

MATILDA BAY Healesville

HORIZON MEDIA  
New York

ALISON BROD  
MARKETING +  
COMMUNICATIONS  
New York

POPEYES LOUISIANA KITCHEN,  
INC. Miami

MARS WRIGLEY CONFECTIONERY  
Chicago

AJ MEDIA INC New  
York

HAVAS MEDIA Paris

MARS WRIGLEY CONFECTIONERY  
Chicago

WHYTE CORPORATE  
AFFAIRS Brussels

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IMPACT PORTER IMPACT BBDO Beirut  
NOVELLI Dubai

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MEDIACOM Toronto HILL+KNOWLTON MR. SATURDAY Mountain View, CA /  
STRATEGIES Toronto ONTARIO LOTTERY AND GAMING  
CORPORATION Toronto

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PRESS PLAY ON TAPE Paris

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PHD Sydney

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DDB CANADA Toronto

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MEDIACOM AB INBEV New York  
MEXICO Mexico City

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SPECIAL Auckland SPECIAL Auckland MOTOR NEURONE DISEASE  
ASSOCIATION NZ Auckland

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JUNG VON MATT  
DONAU Vienna

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CARAT Toronto	MIDDLE CHILD Toronto / THE COLONY PROJECT Toronto	KRAFT HEINZ Toronto / PRINTPRO SERVICES Scarborough / THE KITCHEN Toronto
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MIRUM AGENCY  
BRAZIL Curitiba

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OMD Oslo	WERGELANDAPENE S OSLO
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AB INBEV São Paulo / PLUGH  
Londrina

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TRACYLOCKE BRASIL São Paulo	TRACYLOCKE BRASIL São Paulo	CENTAURO - AVENIDA PAULISTA - BELA VISTA São Paulo
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GOOGLE New York	COMPANY 3 New York / DANIELLE ALSTON N/A / MAHANEELA New York City / SONIC UNION New York / THINK450 New York
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MEDIACOM MEXICO Mexico City	AB INBEV New York
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WUNDERMAN THOMPSON Sao Paulo	ZENO
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HORIZON FCB  
Dubai

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McCANN New York    McCANN New York    SWELL DIGITAL New York, NY

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SHAKTI - POLITICAL POWER TO  
WOMEN Bangalore / THE TIMES OF  
INDIA Mumbai

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UNAIDS Genève    CUMULUS Gurgaon    ATHI New Delhi / CHILDREN FIRST  
Safdarjung Enclave

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OGILVY EL  
SALVADOR San  
Salvador

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DIGENNARO  
COMMUNICATIONS  
New York    GABY INC Calgary / KIMERA Munich /  
MASSIVEVOICES Berlin / MOBY  
DIGG Munich /  
STANDARDABWEICHUNG Munich

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MINDSHARE New  
York    EDELMAN New York    COLLECTIVELY San Francisco / JOY  
COLLECTIVE Washington

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OGILVY  
HONDURAS    OGILVY HONDURAS  
Tegucigalpa    Tegucigalpa

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JUNG VON MATT  
DONAU Vienna

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PS21 Madrid

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SEVENONE    SEVENONE    AHRWEIN E.V. Bad Neuenahr-  
ADFACTORY    ADFACTORY    Ahrweiler / BOHNEN LOGISTIK GMBH  
Unterfohring /    Unterfohring    & CO. KG - A COMPANY OF  
WALLDECAUX       DUISPORT GROUP / RESTAURANT  
Berlin       KLEBERS KUCHE.GARTEN GMBH &  
CO KG Sinzig / STARTNEXT GMBH  
Leipzig / WHITE RABBIT Budapest

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		SHAKTI - POLITICAL POWER TO WOMEN Bangalore / THE TIMES OF INDIA Mumbai
KINNECT Mumbai	CUMULUS Gurgaon	
UNCLE GREY Copenhagen	UNCLE GREY Copenhagen	
	PEPPERCOMM New York	DOLE SUNSHINE COMPANY California
		AB INBEV New York
		MOTOR NEURONE DISEASE ASSOCIATION Northampton / ROLLS-ROYCE Derby / SPEAKUNIQUE Edinburgh
CARAT New York	HILL+KNOWLTON STRATEGIES New York	CARTWRIGHT Venice / P&G Cincinnati
		ARTICULATION OF INDIGENOUS PEOPLES OF BRAZIL Brasilia / ELETROMIDIA Sao Paulo
		LE PUB Amsterdam / SIZZER B.V. Amsterdam
MASSIVA PUBLICIDAD EXTERIOR CHILE Huechuraba	ATB COMUNICACIONES Santiago	

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PRESS PLAY ON TAPE Paris

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OGILVY  
HONDURAS  
Tegucigalpa

OGILVY HONDURAS  
Tegucigalpa

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ALISON BROD  
MARKETING +  
COMMUNICATIONS  
New York

MOLSON COORS BEVERAGE  
COMPANY Chicago

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JUNG VON MATT  
DONAU Vienna

SEVENONE  
ADFACTORY  
Unterfohring /  
WALLDECAUX  
Berlin

SEVENONE  
ADFACTORY  
Unterfohring

AHRWEIN E.V. Bad Neuenahr-  
Ahrweiler / BOHNEN LOGISTIK GMBH  
& CO. KG - A COMPANY OF  
DUISPORT GROUP / RESTAURANT  
KLEBERS KUCHE.GARTEN GMBH &  
CO KG Sinzig / STARTNEXT GMBH  
Leipzig / WHITE RABBIT Budapest

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DENTSU AEGIS  
NETWORK  
København

IKEA DANMARK  
Taastrup

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MINDSHARE London GOLIN New York

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MEDIACOM Bogota

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EDELMAN New York

HUED, INC. Mahopac / VISUALDX  
Rochester

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