

## Glass: The Lion For Change Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional
<b>A01 (Glass)</b>											
A01/023	00034	THE VULVA SPACESHIP	WER BRAUCHT FEMINISMUS	GENDER EQUALITY AWARENESS	INNOCEAN WORLDWIDE EUROPE, Berlin	GERMANY	EFFECTS OR FILMS Mexico City / ORIGO LAB São Paulo / STINK FILMS Berlin	ORIGO LAB São Paulo / STINK FILMS Berlin		BOT INC. Brighton	
A01/026	00039	THE UNIFORM THAT NEVER EXISTED	CENTAURO	THE UNIFORM THAT NEVER EXISTED	TRACYLOCKE BRASIL, São Paulo	BRAZIL	TRACYLOCKE BRASIL São Paulo		TRACYLOCKE BRASIL São Paulo	TRACYLOCKE BRASIL São Paulo	CENTAURO - AVENIDA PAULISTA - BELA VISTA São Paulo
A01/051	00051	BEYOND BINARY CODE	SPARK	SPARK	COLENSO BBDO, Auckland	NEW ZEALAND	COLENSO BBDO Auckland / FINCH Auckland	LIQUID STUDIOS Auckland	SPARK Auckland	ANTHEM Auckland	OUTLINE AOTEAROA HARGREAVES STREET Auckland
A01/077	00102	SIGNAL FOR HELP	CANADIAN WOMEN'S FOUNDATION	SIGNAL FOR HELP	JUNIPER PARK/TBWA, Toronto	CANADA				JUNIPER PARK/TBWA Toronto	
A01/098	00123	ADELI	UNIPADS	UNIPADS REUSABLE SANITARY PADS	VMLY&R, Mumbai	INDIA	MONKEY ON HOT BRICKS Mumbai			SIMULATIONS PUBLIC AFFAIRS MANAGEMENT SERVICES Gujarat / VMLY&R Mumbai	UNIPADS india
A01/100	00132	ADIDAS BREAST GALLERY	ADIDAS	ADIDAS SPORTS BRAS	TBWA\NEBOKO, Amsterdam	THE NETHERLANDS	ADIDAS Herzogenaurach / CLUBHOUSE STUDIOS London / TBWA\NEBOKO Amsterdam	ADIDAS Herzogenaurach / LOUPE Amsterdam / TBWA\NEBOKO Amsterdam	ADIDAS Herzogenaurach / MEDIACOM London / TBWA\NEBOKO Amsterdam	ADIDAS Herzogenaurach / HILL+KNOWLTON STRATEGIES London / TBWA\NEBOKO Amsterdam	
A01/105	00124	CHILD MARRIAGE PREVENTION LOAN	IPDC FINANCE LTD. & AMAL FOUNDATION	SERVICE	GREY BANGLADESH, Dhaka	BANGLADESH					
A01/108	00147	THE EMANCIPATION LOAN	MIBANCO	MIBANCO	CIRCUS GREY, Lima	PERU	KUBRICK Lima	AGOSTO Barranco / KUBRICK Lima		OMD PERU Lima	
A01/115	00136	DATA TIENDA	WECAPITAL	DATA TIENDA	GAHR WE CAPITAL, Santiago de Querétaro / DDB MEXICO, Ciudad de México	MEXICO	ESTUDIOS MACHINA Bogotá / LADOBLE Mexico				
A01/121	00173	DOJACODE	GIRLS WHO CODE	DOJACODE	MOJO SUPERMARKET, New York / RCA RECORDS, New York	USA	ACTIVE THEORY Los Angeles			MOJO SUPERMARKET New York / RCA RECORDS New York	GIRLS WHO CODE New York
A01/148	00110	THE MICROPEDIA OF MICROAGGRESSIONS	BLACK BUSINESS AND PROFESSIONAL ASSOCIATION, ET AL.	THE MICROPEDIA OF MICROAGGRESSIONS	ZULU ALPHA KILO, Toronto	CANADA	ZULUBOT Toronto	PIRATE Toronto / ZULUBOT Toronto			BLACK BUSINESS AND PROFESSIONAL ASSOCIATION Toronto / CANADIAN CONGRESS ON INCLUSIVE DIVERSITY AND WORKPLACE EQUITY Toronto / PRIDE AT WORK CANADA Toronto / RYERSON UNIVERSITY Toronto
A01/158	00175	DON'T EVER LEAVE ME	LACTA	LACTA	OGILVY, Athens	GREECE	FOSS PRODUCTIONS Athens			OGILVY Athens	
A01/177	00192	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
A01/178	00188	HAVE A WORD	MAYOR OF LONDON	CHALLENGE SEXIST ATTITUDES AND INAPPROPRIATE BEHAVIOUR	OGILVY, London	UNITED KINGDOM	SPINDLE PRODUCTIONS London	GPS London	WAVEMAKER London	OGILVY London	
A01/180	00194	MORNING AFTER ISLAND	GRUPO ESTRATEGICO GE PAE	WOMEN RIGHTS	OGILVY HONDURAS, Tegucigalpa	HONDURAS	14 AL CENTRO LATAM Tegucigalpa		OGILVY HONDURAS Tegucigalpa	OGILVY HONDURAS Tegucigalpa	

**Glass: The Lion For Change Shortlist**

---

A01/186	10139	SEE EQUAL #SHARETHELOA D (INTEGRATED)	PROCTER & GAMBLE INDIA	ARIEL	BBDO INDIA, Mumbai	INDIA	BBDO INDIA Mumbai	BBDO INDIA Mumbai	GEOMETRY ENCOMPASS Mumbai	KETCHUM SAMPARK Mumbai
---------	-------	---	---------------------------	-------	--------------------	-------	-------------------	----------------------	---------------------------------	---------------------------

---

**Total Shortlisted:** 16