

Brand Experience & Activation Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Media
A01 (Food & Drink)								
A01/006	00524	CHAMPIONS LEAGUE CRASHERS	PEPSICO PURCHASE	LAY'S	SLAP GLOBAL, New York	USA	UNIT9 London / WASHINGTON SQUARE FILMS New York	
A01/010	00502	RURAL PRIDE	J&B	J&B RARE	EL RUSO DE ROCKY, Madrid	SPAIN	YYPLUSPLUS Madrid	PHD MEDIA SPAIN Madrid
A01/012	00605	HEINZ TATTOO INK	HEINZ	HEINZ TOMATO KETCHUP	SOKO, Sao Paulo	BRAZIL	DILUVIO Rio de Janeiro	
A01/017	00917	THE HIGH STAKES BEER AD	BLUE MOON	COORS LIGHT, MILLER LITE & BLUE MOON	DROGA5, PART OF ACCENTURE SONG, New York	USA	PRODCO Los Angeles	CONNECT Chicago
A01/026	01158	CHERNIGIVSKE - THE BEER WITH A UKRAINIAN HEART	CHERNIGIVSKE	CHERNIGIVSKE	ANHEUSER-BUSCH INBEV, Leuven / DRAFTLINE EUROPE, London	BELGIUM / UNITED KINGDOM	DRAFTLINE EUROPE London	DRAFTLINE EUROPE London
A01/037	01564	HEINEKICKS	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan / BBH, Singapore	ITALY / SINGAPORE		
A01/040	01659	OREO CHEAT COOKIES	MONDELEZ EUROPE	OREO	SAATCHI & SAATCHI, Dusseldorf	GERMANY	ICONOCLAST Berlin	
A01/042	01379	CORONA ISLAND	CORONA	CORONA BEER	DDB COLOMBIA, Bogota	COLOMBIA	AKIRA CINE Bogota / DRAGONFLY Bogota / INMOV Bogota / TRACYLOCKE COLOMBIA Bogota	STARCOM Chicago
A01/045	01684	0.0 BARRIERS	HEINEKEN	HEINEKEN 0.0. ALCOHOL	LE PUB, Sao Paolo	BRAZIL		IPROSPECT Sao Paulo
A01/059	01785	THE CLOSER	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY	DIVISION Paris	DENTSU REDSTAR London
A01/073	02125	900 MINUTES FOR EQUALITY	CORONA	CORONA	WE BELIEVERS, New York	USA	LANDIA Mexico City / WE DOERS New York	
A01/082	02201	BREAD OF THE NATION	AB INBEV SA	CASTLE LAGER	OGILVY SOUTH AFRICA, Cape Town	SOUTH AFRICA	LITTLE BIG PRODUCTIONS Cape Town / PRESSURE COOKER Cape Town	M-SPORTS MARKETING Randburg
A01/085	01964	MAYO MCHACK	HELLMANN'S	HELLMANN'S MAYONNAISE	EDELMAN, London	UNITED KINGDOM		MINDSHARE London
A02 (Consumer Goods)								
A02/015	01467	ECYCLELAND	INTEL	INTEL	VMLY&R, Kansas City	USA		
A02/016	01115	CASPER SLEEPERS	CASPER SLEEP LLC.	CASPER MATTRESSES	VAYNERMEDIA, New York / CASPER SLEEP LLC., New York	USA	EVA NOSIDAM PRODUCTIONS Long Island City	

A03 (Healthcare)

A03/005	00286	POLLUTION PENCILS	HALEON	OTRIVIN	WUNDERMAN THOMPSON, Singapore	SINGAPORE	CANJA AUDIO CULTURE Curitiba / DRUKKERIJ BOES Sint Amandsberg / TANDEM MEDIA PVT LTD Bangalore	
A03/017	01431	NEST DOMES	BANANA BOAT	SOLAR PROTECTOR	WUNDERMAN THOMPSON COLOMBIA, Bogota	COLOMBIA		
A03/035	01897	DOGS WITHOUT BORDERS	SFBO FRENCH-BRAZILIAN SOCIETY OF ONCOLOGY)	KDOG CANCER DETECT GROUP	VMLY&R, New York / VMLY&R, Sao Paulo / VMLY&R, Madrid	USA / BRAZIL / SPAIN	DIGITAL 21 São Paulo	
A03/039	02033	SCROLLING THERAPY	EUROFARMA	EUROFARMA	DENTSU CREATIVE, Buenos Aires / DENTSU CREATIVE, New York / DENTSU CREATIVE, Chicago	ARGENTINA / USA	FRIENDS AND FAMILY Los Angeles / THE YOUTH Curitiba	
A03/040	02277	SEE MY SKIN	VASELINE	VASELINE	EDELMAN, New York	USA	EDELMAN New York / GIRL CULTURE FILMS California / U-STUDIO New York City	MINDSHARE New York

A04 (Automotive)

A04/005	00117	DAS CHAIR	VOLKSWAGEN COMMERCIAL VEHICLES	VOLKSWAGEN COMMERCIAL VEHICLES	TRY AS, Oslo	NORWAY	DEPT Oslo / HAKIMAKI Oslo / OIOIOI Oslo	
A04/008	00618	R PLATES	MYCAR TYRE & AUTO	MYCAR TYRE & AUTO	TBWA\SYDNEY	AUSTRALIA		HEARTS & SCIENCE Sydney

A05 (Retail)

A05/012	00558	RAISE YOUR ARCHES	MCDONALD'S	MCDONALD'S	LEO BURNETT, London	UNITED KINGDOM	MOXIE PICTURES London	OMD WORLDWIDE London
A05/020	00931	THE HIDDEN ROOM	HOME BOX	HOME BOX	LEO BURNETT, Dubai	UNITED ARAB EMIRATES	LIWA CONTENT.DRIVEN Dubai	LEO BURNETT Dubai
A05/022	00902	WEAR 'EM OUT STORE	EBAY	EBAY SNEAKERS	EDELMAN, New York	USA	EDELMAN New York / FALKON Los Angeles / UNITED ENTERTAINMENT GROUP New York	
A05/027	01498	IKEA WINDOW SHOPPING	IKEA	IKEA	RETHINK, Toronto	CANADA	UNDIVIDED CREATIVE INC. Toronto	CARAT Toronto
A05/037	01153	COUCHELLA@IKEA	IKEA	IKEA	IKEA, Taipei / OGILVY TAIWAN, Taipei City	TAIWAN		
A05/038	01209	TABLETOGO	MCDONALD'S	MCDONALD'S	LEO BURNETT, Milan / LEO BURNETT, Chicago	ITALY / USA	THE FAMILY Milan	FUSE Milan / OMD Milan
A05/046	01931	WORLD CUP DELIVERY	PEDIDOS YA	PEDIDOS YA APP	GUT, Buenos Aires	ARGENTINA	GUT Buenos Aires / PAISANOS.IO Buenos Aires	

<u>A06 (Travel / Leisure)</u>								
A06/015	10757	MIDDLE SEAT LOTTERY	VIRGIN AUSTRALIA GROUP	MIDDLE SEAT LOTTERY	SPECIAL, Sydney	AUSTRALIA	DIVISION Sydney	PHD Sydney
A06/018	00714	BORDERLESS WEDDINGS	AEROMÉXICO	AEROMÉXICO	AEROMÉXICO, Mexico City	MEXICO	PRIMO CONTENT Mexico City / STEREO MONKEY STUDIO Miraflores	AEROMÉXICO Mexico City
<u>A07 (Media / Entertainment)</u>								
A07/003	00465	SMILE VIRAL STUNT: REACHING FANS IN UNEXPECTED WAYS	PARAMOUNT	SMILE MOTION PICTURE	PARAMOUNT PICTURES, Los Angeles	USA	PARAMOUNT PICTURES Los Angeles / TRIPLE PLAY STUDIOS Austin	
A07/026	01321	MISSING MATOAKA	MUSKRAT MAGAZINE	ONLINE MAGAZINE	BBDO, Toronto	CANADA	FLARE BBDO Toronto	
A07/037	01943	GUARDED BUS STOP	ELETROMIDIA	ELETROMIDIA	ALMAPBBDO, Sao Paulo	BRAZIL	ANTFOOD Sao Paulo / CINE Sao Paulo / ELETROMIDIA Sao Paulo	ELETROMIDIA Sao Paulo
A07/044	01596	SOLE MUSIC	SOLE MUSIC	SOLE MUSIC	— AND US, Dubai	UNITED ARAB EMIRATES	BLACKBOX Dubai	— AND US Dubai
<u>A08 (Consumer Services / Business to Business)</u>								
A08/009	00247	#ADVANTAGEUKRAINE	UKRAINE	UKRAINE	OGILVY GERMANY, Frankfurt	GERMANY	MOKOH MUSIC Berlin	GROUPM Kiev / WAVEMAKER Kiev
A08/029	02015	CERTIFIED HUMAN	INTEL	INTEL	DENTSU CREATIVE, Chicago	USA	ASL New York	CARAT New York
A08/033	01810	THE AUTISM JOURNEY	TELEFONICA'S VIVO	ONLINE TOOL	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	LUEGO Sao Paulo / SANTERIA Sao Paulo / SATELITE AUDIO Sao Paulo	
<u>A09 (Not-for-profit / Charity / Government)</u>								
A09/003	00128	KNOCK KNOCK	KOREAN NATIONAL POLICE AGENCY	A SILENT EMERGENCY CALL	CHEIL WORLDWIDE, Seoul	SOUTH KOREA	BOUNCE CREATIVE Seoul / JUNPASANG Seoul / WINNING HABIT Seoul	CHEIL WORLDWIDE Seoul
A09/040	01672	NRA CHILDREN'S MUSEUM	CHANGE THE REF	CHANGE THE REF	OGILVY, Chicago	USA	HOGARTH WORLDWIDE São Paulo / HUNGRY MAN Los Angeles / SANDRO FILMS Chicago	
A09/041	01488	CHANGE THE BILL	NATIVE WOMEN'S ASSOCIATION OF CANADA	INDIGENOUS ADVOCACY	TAXI CANADA, Toronto	CANADA		
A09/061	01854	GIRLS WHO CODE GIRLS	GIRLS WHO CODE	GIRLS WHO CODE	MOJO SUPERMARKET, New York	USA	MAKEMEPULSE London	
A09/062	02046	THE POSTPONED DAY	LALCEC	LALCEC	GREY ARGENTINA, Buenos Aires	ARGENTINA	LANDIA Buenos Aires	

A09/071	01597	THE UNDENIABLE STREET VIEW	UNITED24, NOVA UKRAINE, VOICES OF CHILDREN, BOCTOK SOS	THE UNDENIABLE STREET VIEW	— AND US, Dubai	UNITED ARAB EMIRATES	BLACKBOX Dubai	— AND US Dubai
B01 (Social Engagement & Integration for Live Experience)								
B01/005	00396	THE HEINZJACK	HEINZ	HEINZ KETCHUP	FP7 McCANN, Dubai	UNITED ARAB EMIRATES	FP7 McCANN Dubai / VUZ Dubai	CARAT Dubai / FP7 McCANN Dubai / VUZ Dubai
B01/021	01484	MCDRIP	MCDONALD'S	MCDONALD'S	NORD DDB, Helsinki	FINLAND	NORD DDB Helsinki	NORD DDB Helsinki / OMD FINLAND Helsinki
B01/029	01954	PASSIVE COOKING	BARILLA	BARILLA	PUBLICIS ITALY LEPUB, Milan	ITALY	CABINAA Milano / ROBILANTASSOCIATI Milano	
B01/034	01935	WORLD CUP DELIVERY	PEDIDOS YA	PEDIDOS YA APP	GUT, Buenos Aires	ARGENTINA	GUT Buenos Aires / PAISANOS.IO Buenos Aires	
B01/042	01841	THE EXILED TEAM	BRAHMA BEER	INSTITUTIONAL	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	MOONHEIST Sao Paulo / SATELITE AUDIO Sao Paulo	
B01/044	11356	ADOPT A STRAY	FRESH STEP	FRESH STEP	FCB CHICAGO	USA		
B01/047	02035	SCROLLING THERAPY	EUROFARMA	EUROFARMA	DENTSU CREATIVE, Buenos Aires / DENTSU CREATIVE, New York / DENTSU CREATIVE, Chicago	ARGENTINA / USA	FRIENDS AND FAMILY Los Angeles / THE YOUTH Curitiba	
B02 (Use of Mobile & Devices)								
B02/001	00131	KNOCK KNOCK	KOREAN NATIONAL POLICE AGENCY	A SILENT EMERGENCY CALL	CHEIL WORLDWIDE, Seoul	SOUTH KOREA	BOUNCE CREATIVE Seoul / JUNPASANG Seoul / WINNING HABIT Seoul	CHEIL WORLDWIDE Seoul
B02/015	00276	TRIANGLE TRACKER	FRITO-LAY	DORITOS	GOODBY SILVERSTEIN & PARTNERS, San Francisco	USA	MASTERS & SAVANT Johannesburg / SNAPCHAT Santa Monica	OMD USA California
B02/020	00790	THE CHAT	BREAST CANCER NOW	BREAST CANCER CHARITY	BMB, London	UNITED KINGDOM	BMB London	
B02/021	00865	DUBBING FACTORY	PRIME VIDEO	PRIME VIDEO	HEREZIE, Paris	FRANCE	HEREZIE Paris / OCTOPUS Paris / TELEPHONE MAISON FILMS Paris	
B02/028	01319	MISSING MATOAKA	MUSKRAT MAGAZINE	ONLINE MAGAZINE	BBDO, Toronto	CANADA	FLARE BBDO Toronto	
B02/035	00948	SAMSUNG UNFEAR	SAMSUNG SPAIN	UNFEAR APP	CHEIL WORLDWIDE, Madrid	SPAIN	CHEIL WORLDWIDE Madrid / SOMOS 5 Madrid	CHEIL WORLDWIDE Madrid
B02/045	01413	SAFELIST	TELEFÓNICA	MOVISTAR	VMLY&R, Santiago	CHILE	LA FUERZA PRODUCCIONES Santiago	

B02/051	01934	WORLD CUP DELIVERY	PEDIDOS YA	PEDIDOS YA APP	GUT, Buenos Aires	ARGENTINA	GUT Buenos Aires / PAISANOS.IO Buenos Aires	
B03 (Use of Website / Microsites)								
B03/020	01098	UNHASHTAGGED PLACES	RENAULT	ALASKAN OUTSIDER	PUBLICIS, Buenos Aires	ARGENTINA	TRESBIEN! Martinez	
B03/031	01848	REDESIGNING FOR E-NCLUSION	PLAZA VEA	PLAZA VEA	FAHRENHEIT DDB, Lima	PERU	QUECHUA FILMS Cusco	
B03/036	02062	WHERE TO SETTLE	MASTERCARD	WEBSITE ...	McCANN POLAND, Warsaw	POLAND	McCANN POLAND Warsaw	MASTERCARD POLAND Warszawa
B04 (Metaverse, New Realities & Emerging Tech)								
B04/026	00459	TRIANGLE TRACKER	FRITO-LAY	DORITOS	GOODBY SILVERSTEIN & PARTNERS, San Francisco	USA	MASTERS & SAVANT Johannesburg / SNAPCHAT Santa Monica	OMD USA California
B04/054	01346	MOUTH PAD^	AUGMENTAL	MOUTH PAD^	WUNDERMAN THOMPSON, Lima / AUGMENTAL, San Francisco	PERU / USA	D'AVANT GARDE PUBLISHER Buenos Aires	
B04/061	01287	FUTURE OF NATURE	WWF	CHARITY	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM		
B04/064	01610	BECK'S AUTONOMOUS	BECK'S	BECK'S	ANHEUSER-BUSCH INBEV, Leuven / DRAFTLINE EUROPE, London	BELGIUM / UNITED KINGDOM	DRAFTLINE EUROPE London / MISSOURI CREATIVE London	DRAFTLINE EUROPE London
B04/079	01940	A PROMPT FOR FREE SPEECH	PRESSBYRÅN + REPORTERS WITHOUT BORDERS	WORLD PRESS FREEDOM DAY	AKESTAM HOLST, Stockholm	SWEDEN	AKESTAM HOLST Stockholm	
B04/088	12009	THE SMART LEGACY	IFTHEN. INC	THE SMART LEGACY	DDB CENTRO, Guatemala City / EL TAIER DDB, Guatemala	GUATEMALA	FILMICO Guatemala	
B05 (Gaming-led Brand Experience)								
B05/034	00811	UNBRANDED MENU	MCDONALD'S	MCDONALD'S	LEO BURNETT, Manila	THE PHILIPPINES	OMD PHILIPPINES Makati City	
B05/039	01473	URBAN MINER	ELKJØP	ELKJØP	NORD DDB, Oslo / NORD DDB, Stockholm	NORWAY / SWEDEN	NORD DDB Oslo / NORD DDB Stockholm	
B05/055	01449	REAL VIRTUAL BEAUTY	DOVE	DOVE SOAP	LOLA MULLENLOWE, Madrid	SPAIN	PASSION PICTURES London	
B05/062	01853	E-NTERPRETERS SEASON 2	AB INBEV	PILSEN CALLAO	FAHRENHEIT DDB, Lima	PERU	FAHRENHEIT CONTENT Barranco	

B05/067	01998	THE GAMING CAP	DELL TECHNOLOGIES	Alienware Gaming Cap	VMLY&R, Sao Paulo	BRAZIL	ABLEGAMERS BRASIL Sao Paulo / ALMA 1111 AUDIO Sao Paulo / AME LAB Sao Paulo / BOLHA Sao Paulo / STUDIO BY RISE Sao Paulo		
B07 (Tangible & Spatial Technology)									
B07/014	01627	TURNSTILE TURBINES	IBERDROLA	SUBWAY TURNSTILE	WEBER SHANDWICK, Paris	FRANCE	MEDIABRANDS Neuilly-Sur-Seine		
B07/015	01210	TABLETOGO	MCDONALD'S	MCDONALD'S	LEO BURNETT, Milan / LEO BURNETT, Chicago	ITALY / USA	THE FAMILY Milan	FUSE Milan / OMD Milan	
B09 (Tech-led Brand Experience)									
B09/003	00060	H.A.N.S. - THE HATEFUL AUDIO NOTIFICATION SERVICE	LAUT GEGEN NAZIS	H.A.N.S. - THE HATEFUL AUDIO NOTIFICATION SERVICE	PHILIPP UND KEUNTJE, Hamburg	GERMANY			
B09/005	00135	INSIDE JOBS	VOLKSWAGEN GROUP FRANCE	VOLKSWAGEN	DDB, Paris	FRANCE	ALLSO Paris / THE Paris		
B09/041	00947	SAMSUNG UNFEAR	SAMSUNG SPAIN	UNFEAR APP	CHEIL WORLDWIDE, Madrid	SPAIN	CHEIL WORLDWIDE Madrid / SOMOS 5 Madrid	CHEIL WORLDWIDE Madrid	
B09/047	01624	TURNSTILE TURBINES	IBERDROLA	SUBWAY TURNSTILE	WEBER SHANDWICK, Paris	FRANCE	MEDIABRANDS Neuilly-Sur-Seine		
B09/052	01787	THE CLOSER	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY	DIVISION Paris	DENTSU REDSTAR London	
B09/066	01933	THE ARTOIS PROBABILITY	STELLA ARTOIS	STELLA ARTOIS	GUT, Buenos Aires	ARGENTINA	KETAMA Buenos Aires		
B10 (Cross-platform Digital Experience)									
B10/009	01320	MISSING MATOAKA	MUSKRAT MAGAZINE	ONLINE MAGAZINE	BBDO, Toronto	CANADA	FLARE BBDO Toronto		
B10/018	02151	ADLAM - AN ALPHABET TO PRESERVE A CULTURE	MICROSOFT	MICROSOFT 365	McCANN, New York	USA	ANTINOMY STUDIO Amsterdam / CRAFT WORLDWIDE New York / HUMAN WORLDWIDE New York / JAMRA PATEL Portland / SPIRIT MCCANN Cite Du Niger		
C01 (Customer Retail / In-store Experience)									
C01/014	00629	DOMINO'S BECOMES LUCY'S	DOMINO'S	DOMINO'S	ONE GREEN BEAN, London	UNITED KINGDOM	ONE GREEN BEAN London	ONE GREEN BEAN London	
C01/020	00707	THE GIVING ROOM	IKEA/MSF	RETAIL FOR HUMANITARIAN CAUSE	DDB, Dubai	UNITED ARAB EMIRATES	THE FARM Dubai	PHD MEDIA MENA Dubai	

C01/021	00900	WEAR 'EM OUT STORE	EBAY	EBAY SNEAKERS	EDELMAN, New York	USA	EDELMAN New York / FALKON Los Angeles / UNITED ENTERTAINMENT GROUP New York	
C01/023	01474	MCDRIP	MCDONALD'S	MCDONALD'S	NORD DDB, Helsinki	FINLAND	NORD DDB Helsinki	NORD DDB Helsinki / OMD FINLAND Helsinki
C01/025	01565	HEINEKICKS	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan / BBH, Singapore	ITALY / SINGAPORE		
C01/036	01290	IS THAT HEINZ?	HEINZ	HEINZ TOMATO KETCHUP	WUNDERMAN THOMPSON TURKEY, Istanbul	TURKEY	MIEL FILM Istanbul	
C02 (Retail Promotions & Competitions)								
C02/012	00563	FRIES CLAIMS	MCDONALD'S	MCDONALD'S	LEO BURNETT, London	UNITED KINGDOM	PRODIGIOUS London	OMD WORLDWIDE London
C02/037	01314	COCA-COLA MAGIC AUDIOS	THE COCA-COLA COMPANY	COCA-COLA AND COCA-COLA NO SUGAR	OGILVY, São Paulo	BRAZIL	A-GANDAIA STUDIO São Paulo / SAILOR STUDIO Sao Paulo / TAKE BLIP Belo Horizonte	
C02/041	01877	The Tax Free Bagel	PHILADELPHIA CREAM CHEESE	CREAM CHEESE	GUT, Miami	USA	STREET FACTORY MEDIA Minneapolis	STARCOM Chicago
C02/046	01794	OREOCODES	OREO	OREO	VMLY&R COMMERCE, New York	USA	VMLY&R New York	
C02/052	01965	MAYO MCHACK	HELLMANN'S	HELLMANN'S MAYONNAISE	EDELMAN, London	UNITED KINGDOM		MINDSHARE London
C03 (Customer Acquisition & Retention)								
C03/003	00120	IKEA BABYBOOM	IKEA	THE NAME CATALOGUE	TRY AS, Oslo	NORWAY	APARENT Oslo	MEDIACOM Oslo
C03/012	00841	SELF-CHECK OUT	K-LYNN	K-LYNN	LEO BURNETT, Dubai	UNITED ARAB EMIRATES	PRODIGIOUS Dubai	STARCOM Dubai
C03/017	01189	THE LIVER CHECK	ESSENTIALE	ESSENTIALE FORTE	PUBLICIS WORLDWIDE POLAND, Warsaw	POLAND	PAPAYA FILMS Warsaw	PHD Warsaw
C03/024	01703	EAT LIKE A CHAMP	PEDIDOS YA	PEDIDOS YA	GUT, Buenos Aires	ARGENTINA	LANDIA Buenos Aires	
C03/036	02061	WHERE TO SETTLE	MASTERCARD	WEBSITE ...	McCANN POLAND, Warsaw	POLAND	McCANN POLAND Warsaw	MASTERCARD POLAND Warszawa
D01 (Live Brand Experience or Activation)								
D01/006	00395	THE HEINZJACK	HEINZ	HEINZ KETCHUP	FP7 McCANN, Dubai	UNITED ARAB EMIRATES	FP7 McCANN Dubai / VUZ Dubai	CARAT Dubai / FP7 McCANN Dubai / VUZ Dubai
D01/009	00119	DAS CHAIR	VOLKSWAGEN COMMERCIAL VEHICLES	VOLKSWAGEN COMMERCIAL VEHICLES	TRY AS, Oslo	NORWAY	DEPT Oslo / HAKIMAKI Oslo / OIOIOI Oslo	

D01/041	00845	THE DRIVE THRU SCHOOL	MCDONALDS	MCDONALDS	LEO BURNETT, Dubai	UNITED ARAB EMIRATES	PRODIGIOUS Dubai	STARCOM Dubai
D01/045	00706	THE GIVING ROOM	IKEA/MSF	RETAIL FOR HUMANITARIAN CAUSE	DDB, Dubai	UNITED ARAB EMIRATES	THE FARM Dubai	PHD MEDIA MENA Dubai
D01/054	00830	KICK OF DESTINY	FANDUEL GROUP	FANDUEL SPORTSBOOK	WIEDEN+KENNEDY, New York	USA	ARTS & SCIENCES California	HORIZON NEXT New York
D01/061	01667	NRA CHILDREN'S MUSEUM	CHANGE THE REF	CHANGE THE REF	OGILVY, Chicago	USA	HOGARTH WORLDWIDE São Paulo / HUNGRY MAN Los Angeles / SANDRO FILMS Chicago	
D01/067	01648	0.0	GUINNESS	GUINNESS	AMV BBDO, London	UNITED KINGDOM	RED STUDIOS London	PHD Dublin
D01/077	01448	REAL VIRTUAL BEAUTY	DOVE	DOVE SOAP	LOLA MULLENLOWE, Madrid	SPAIN	PASSION PICTURES London	
D01/080	01827	THE 13 MINUTES NATIONAL DELAY DAY	CZECH INSURANCE ASOCIATION	CZECH INSURANCE ASOCIATION	McCANN, Prague	CZECH REPUBLIC	McCANN Prague	MEDIABRANDS CZ Prague
D01/081	01895	REROUTE	SKOL	SKOL BEER	GUT, Sao Paulo	BRAZIL	AMBEV DRAFTLINE INTEGRADA Sao Paulo / CARBONO SOUND LAB Sao Paulo / WOLFWOLF Sao Paulo	GUT Sao Paulo
D01/084	01551	MCENROE VS MCENROE	MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	USA	FALKON Cheshire / JSM MUSIC New York / LORD + THOMAS New York / SECRET GUY New York / UNIT9 London	
D01/090	01850	MANNEQUIN SPECTATORS	OECHSLE	OECHSLE	FAHRENHEIT DDB, Lima	PERU	CREASONICA Lima / PLAYROOM Lima	
D01/094	02124	900 MINUTES FOR EQUALITY	CORONA	CORONA	WE BELIEVERS, New York	USA	LANDIA Mexico City / WE DOERS New York	
D01/099	01844	BRAHMA MEDICAL DEPARTMENT	BRAHMA	BRAHMA BEER	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	DRAFTLINE INTEGRATED PRODUCTION Sao Paulo / MONKEY Sao Paulo / PBA CINEMA São Paulo / SATELITE AUDIO Sao Paulo	
D01/105	02252	UNOFFICIAL GOALS	AGUILA	AGUILA BEER	DAVID, Bogotá	COLOMBIA	DURO ESTUDIO Bogota / MACARENA & CO Bogota	ADBID GROUP Bogota / ZENITH Bogota
D02 (Guerrilla Marketing & Stunts)								
D02/009	00091	DANIEL'S APARTMENT	VIIV HEALTHCARE	HIV STIGMA	SRA. RUSHMORE, Madrid	SPAIN	PRIMO CONTENT Madrid	
D02/012	00147	THE LOUDEST CALL	Whitelion	The Loudest Call	OGILVY AUSTRALIA, Sydney	AUSTRALIA	OGILVY AUSTRALIA Sydney	

D02/016	00398	THE HEINZJACK	HEINZ	HEINZ KETCHUP	FP7 McCANN, Dubai	UNITED ARAB EMIRATES	FP7 McCANN Dubai / VUZ Dubai	CARAT Dubai / FP7 McCANN Dubai / VUZ Dubai
D02/018	00467	SMILE VIRAL STUNT: REACHING FANS IN UNEXPECTED WAYS	PARAMOUNT	SMILE MOTION PICTURE	PARAMOUNT PICTURES, Los Angeles	USA	PARAMOUNT PICTURES Los Angeles / TRIPLE PLAY STUDIOS Austin	
D02/025	00523	CHAMPIONS LEAGUE CRASHERS	PEPSICO PURCHASE	LAY'S	SLAP GLOBAL, New York	USA	UNIT9 London / WASHINGTON SQUARE FILMS New York	
D02/031	00433	STRANGER THINGS GLOBAL RIFT TAKEOVER	NETFLIX	STRANGER THINGS SEASON 4	NETFLIX, Los Angeles / GIANT SPOON, New York	USA	GIANT SPOON New York / SUPERBIEN New York	GIANT SPOON New York
D02/039	00059	H.A.N.S. - THE HATEFUL AUDIO NOTIFICATION SERVICE	LAUT GEGEN NAZIS	H.A.N.S. - THE HATEFUL AUDIO NOTIFICATION SERVICE	PHILIPP UND KEUNTJE, Hamburg	GERMANY		
D02/059	01504	ABILITY SIGNS	DECATHLON CANADA	DECATHLON	RETHINK, Toronto	CANADA	CONTENT CONTENT Montreal	
D02/083	01450	CRY FOR THE LAW	TETA & TETA SPAIN	TETA	LOLA MULLENLOWE, Madrid	SPAIN	LOLA MULLENLOWE Madrid	
D02/088	01908	UNBANNED ARMBAND	ALL OUT	ALL OUT	ALMAPBDO, Sao Paulo	BRAZIL	UM STUDIO Sao Paulo	
D02/100	02161	THE LAST PHOTO	ITV X CALM	ITV X CALM	adam&eveDDB, London	UNITED KINGDOM	CAIN & ABEL London	THE7STARS London
D02/109	01838	CHAMELEON FLAG	BRAHMA	INSTITUTIONAL	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL		
D02/114	02207	PARIS HILTON'S STATEMENT PIECES	PARIS HILTON	PARIS HILTON	OGILVY, Chicago / OGILVY, LOS ANGELES	USA	HOGARTH New York	11:11 MEDIA CO Carlsbad
D03 (Brand-owned Experiences)								
D03/045	01529	CERTIFIED CARE	RAID	SC JOHNSON / RAID	ENERGY BBDO, Chicago	USA	PHD Chicago	
D03/048	01524	VETERUNS	CALL OF DUTY ENDOWMENT	ENDOWMENT	GUT, Los Angeles	USA		
D03/051	01544	95 CALS BAR	MICHELOB ULTRA	MICHELOB ULTRA BEER	AB INBEV, Mexico City / GUT, Mexico City	MEXICO		
D03/060	01677	DIVERSITREE	CLARITIN	CLARITIN ALLERGY MEDICINE	ENERGY BBDO, Chicago	USA	TWELVENOTE New York	
D03/068	01960	OPEN CARBONARA	BARILLA	BARILLA	PUBLICIS ITALY LEPUB, Milan	ITALY	BRW FILMLAND Milan	
D03/073	02148	THE BRAKE ROOM	CHICK-FIL-A	CHICK-FIL-A	McCANN, New York	USA	CRAFT WORLDWIDE New York / FACTORY 360 New York	PUBLICIS Chicago
D03/074	01489	TRAIN TO VICTORY	UKRAINIAN RAILWAYS	TRAIN TO VICTORY	GRES TODORCHUK, Kyiv	UKRAINE	GRES TODORCHUK Kyiv	GRES TODORCHUK Kyiv

D03/079	01932	THE ARTOIS PROBABILITY	STELLA ARTOIS	STELLA ARTOIS	GUT, Buenos Aires	ARGENTINA	KETAMA Buenos Aires	
D04 (Sponsorship & Brand Partnership)								
D04/006	00109	FIFA 23 X TED LASSO	EA SPORTS & APPLE	FIFA 23 X TED LASSO	APPLE, Cupertino / EA SPORTS, Redwood City / EA SPORTS, Redwood City	USA	EA SPORTS Redwood City / WARNER BROS Los Angeles	
D04/007	00013	HIGH VALYRIAN LESSONS	DUOLINGO	DUOLINGO	DUOLINGO, Pittsburgh	USA	DUOLINGO Pittsburgh	
D04/013	00435	TOM BRADY'S LETTER	UNDER ARMOUR	UNDER ARMOUR	SLAP GLOBAL, New York	USA	TOOL OF NORTH AMERICA Los Angeles	
D04/024	00914	THE HIGH STAKES BEER AD	BLUE MOON	COORS LIGHT, MILLER LITE & BLUE MOON	DROGA5, PART OF ACCENTURE SONG, New York	USA	PRODCO Los Angeles	CONNECT Chicago
D04/030	01141	BUNDY MIXER	BUNDABERG	BUNDABERG RUM	LEO BURNETT, Sydney	AUSTRALIA	MINT FILMS Glebe	FOUNDATION Sydney
D04/034	01082	UNPLUG DENMARK	NORLYS & DANISH RED CROSS	ENERGY	ACCENTURE SONG, Copenhagen	DENMARK	ACCENTURE SONG PRODUCTION STUDIOS Copenhagen	ORCHESTRA Copenhagen
D04/038	01528	CERTIFIED CARE	RAID	SC JOHNSON / RAID	ENERGY BBDO, Chicago	USA	PHD Chicago	
D04/042	01469	URBAN MINER	ELKJØP	ELKJØP	NORD DDB, Oslo / NORD DDB, Stockholm	NORWAY / SWEDEN	NORD DDB Oslo / NORD DDB Stockholm	
D04/043	01470	MCDRIP	MCDONALD'S	MCDONALD'S	NORD DDB, Helsinki	FINLAND	NORD DDB Helsinki	NORD DDB Helsinki / OMD FINLAND Helsinki
D04/050	01660	OREO CHEAT COOKIES	MONDELEZ EUROPE	OREO	SAATCHI & SAATCHI, Dusseldorf	GERMANY	ICONOCLAST Berlin	
D04/051	01418	MAKE IT VISIBLE	FORD	COMMERCIAL VEHICLES	VMLY&R, London	UNITED KINGDOM	MAKERHOUSE London	MINDSHARE London
D04/056	01688	0.0 BARRIERS	HEINEKEN	HEINEKEN 0.0. ALCOHOL	LE PUB, Sao Paulo	BRAZIL	IPROSPECT Sao Paulo	
D04/064	01696	FILES OF FREEDOM	MERCADO LIBRE	MERCADO LIBRE	GUT, Sao Paulo	BRAZIL	DLKTSN Sao Paulo / DOGS CAN FLY Sao Paulo / PINGADO AUDIO Sao Paulo	GUT Sao Paulo / UM WORLDWIDE Sao Paulo
D04/065	01368	GOOGLE'S SELFIEZINE	GOOGLE	SAMSUNG GALAXY Z FLIP4 GOOGLE ASSISTANT ANDROID	GOOGLE, Mountain View	USA	VICE New York	ESSENCE New York
D04/066	01704	EAT LIKE A CHAMP	PEDIDOS YA	PEDIDOS YA	GUT, Buenos Aires	ARGENTINA	LANDIA Buenos Aires	
D04/074	01664	CASHBACK FOR YOUR JERSEY'S BACK	FLASH	FLASH CORPORATE CARD	FCB BRASIL, Sao Paulo	BRAZIL	FCB BRASIL Sao Paulo	
D04/077	01948	ROMANIA, THE MOST BEAUTIFUL DENTAL CLINIC IN THE WORLD	ROMANIA, THE MOST BEAUTIFUL DENTAL CLINIC IN THE WORLD	DENTAL TOURISM	MCCANN, Bucharest	ROMANIA	FRAMES GRAFIC Bucharest / McCANN Birmingham / McCANN CENTRAL London / McCANN DEMAND London / MRM Bucharest	UM ROMANIA Bucharest

D04/083	02159	THE LAST PHOTO	ITV X CALM	ITV X CALM	adam&eveDDB, London	UNITED KINGDOM	CAIN & ABEL London	THE7STARS London
D04/088	01952	RUNNER 321	ADIDAS	ADIDAS	FCB TORONTO	CANADA	456 STUDIOS Toronto	
D04/092	01900	DOGS WITHOUT BORDERS	SFBO FRENCH-BRAZILIAN SOCIETY OF ONCOLOGY)	KDOG CANCER DETECT GROUP	VMLY&R, New York / VMLY&R, Sao Paulo / VMLY&R, Madrid	USA / BRAZIL / SPAIN	DIGITAL 21 São Paulo	
D05 (Launch / Re-launch)								
D05/017	00849	THE UNNOTICED FASHION SHOW	TLOVET	TLOVET	LOLA NORMAJEAN, Lisbon	PORTUGAL	LOLA NORMAJEAN Lisbon / THE END Sao Paulo	
D05/018	01586	HOODIE COPYRIGHT	CHAMPION	CHAMPION SWEATSHIRTS	ENERGY BBDO, Chicago	USA		KEPLER New York
D05/024	01566	HEINEKICKS	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan / BBH, Singapore	ITALY / SINGAPORE		
D05/037	01438	FUEL STATION	NETFLIX	NETFLIX	THE GIGIL ADVERTISING GROUP, Taguig	THE PHILIPPINES	ARTILLERIE MEDIA Makati	THE GIGIL ADVERTISING GROUP Taguig
D05/044	02027	AIRTEL 175 REPLAYED	AIRTEL	AIRTEL TELECOMMUNICATIONS	LEO BURNETT, Mumbai	INDIA		
D05/047	01805	SMART PLANTS	PLANT DROP	PLANT DROP: ECOMMERCE HOUSE PLANT RETAIL	McCANN, London / McCANN HEALTH, London	UNITED KINGDOM	CRAFT London	
D05/051	02138	HEAVEN FISH	REGAL SPRING	FARMED FISH FOR EXPORT	OGILVY HONDURAS, Tegucigalpa	HONDURAS	14 AL CENTRO LATAM Tegucigalpa	
D06 (360 Integrated Brand Experience)								
D06/005	00231	TIDE LUCKY JERSEY	TIDE	TIDE HYGIENIC CLEAN POWER PODS	SAATCHI & SAATCHI, New York	USA	division7 Los Angeles	
D06/014	00561	RAISE YOUR ARCHES	MCDONALD'S	MCDONALD'S	LEO BURNETT, London	UNITED KINGDOM	MOXIE PICTURES London	OMD WORLDWIDE London
D06/018	00873	THE CALL	JEEP	JEEP	PUBLICIS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES	PUBLICIS MIDDLE EAST Dubai	STARCOM Dubai
D06/036	01784	THE CLOSER	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY	DIVISION Paris	DENTSU REDSTAR London
E01 (Local Brand)								
E01/017	01647	STAGE ZERO COLLECTION	LOVE & NUDES	LOVE & NUDES	McCANN, Toronto	CANADA	CRAFT Toronto / SPARK INNOVATIONS INC. King City	
E01/018	01342	BOTTLE TILES	AREQUIPEÑA - AB INBEV	AREQUIPEÑA BEER	BACKUS - AB INBEV, Lima / VMLY&R, Lima	PERU	HUMANIMAL Lima / KA&O FILMS AND CONTENT Lima / LUNATIC Lima	ZENITH Lima
E01/024	01412	FREQUENCIES OF PEACE	BABYSHOP	BABYSHOP	FP7 McCANN, Dubai	UNITED ARAB EMIRATES	CRAFT DUBAI Dubai / DEEJA VU Beit Mery / SPIRITUNE New York	INITIATIVE MENA Dubai

E01/039	02250	UNOFFICIAL GOALS	AGUILA	AGUILA BEER	DAVID, Bogotá	COLOMBIA	DURO ESTUDIO Bogota / MACARENA & CO Bogota	ADBID GROUP Bogota / ZENITH Bogota
E02 (Challenger Brand)								
E02/021	01804	SMART PLANTS	PLANT DROP	PLANT DROP: ECOMMERCE HOUSE PLANT RETAIL	McCANN, London / McCANN HEALTH, London	UNITED KINGDOM	CRAFT London	
E02/023	02228	PETRA MILK	PETRA BEER	PETRA BEER	BETC HAVAS, Sao Paulo	BRAZIL	ALMA 1111 AUDIO Sao Paulo / MERCI STUDIOS Sao Paulo	BETC HAVAS Sao Paulo
E03 (Single-market Campaign)								
E03/023	00776	THE RESPONSIBLE MANHOLE	TVS MOTORS COMPANY	THE RESPONSIBLE MANHOLE DEVICE	DENTSU CREATIVE, Mumbai	INDIA	DENTSU CREATIVE Mumbai	
E03/039	01293	IS THAT HEINZ?	HEINZ	HEINZ TOMATO KETCHUP	WUNDERMAN THOMPSON TURKEY, Istanbul	TURKEY	MIEL FILM Istanbul	
E03/041	01634	THE OFFICE CLEANERS	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY	TRESBIEN! Martinez	AMPLIFY Buenos Aires
E03/048	01427	PLACEB'EAU	SPA®	SPA® WATER	HAPPINESS, AN FCB ALLIANCE, Brussels	BELGIUM	BLISS Brussels	
E03/049	01875	The Tax Free Bagel	PHILADELPHIA CREAM CHEESE	CREAM CHEESE	GUT, Miami	USA	STREET FACTORY MEDIA Minneapolis	STARCOM Chicago
E03/057	02100	THE EVERYTHING BOOK	VEDANTU	E-LEARNING	DENTSU CREATIVE, Gurgaon	INDIA		DENTSU CREATIVE Gurgaon
E03/068	01966	MAYO MCHACK	HELLMANN'S	HELLMANN'S MAYONNAISE	EDELMAN, London	UNITED KINGDOM		MINDSHARE London
E04 (Social Behaviour)								
E04/002	00229	FAQ YOU – AN EDUCATIONAL REVOLUTION	OH!!! FOUNDATION	FAQ YOU	LOVED, Hamburg	GERMANY	LOVED Hamburg / THJNK Hamburg	
E04/004	00092	DANIEL'S APARTMENT	VIIV HEALTHCARE	HIV STIGMA	SRA. RUSHMORE, Madrid	SPAIN	PRIMO CONTENT Madrid	
E04/033	00559	RAISE YOUR ARCHES	MCDONALD'S	MCDONALD'S	LEO BURNETT, London	UNITED KINGDOM	MOXIE PICTURES London	OMD WORLDWIDE London
E04/094	01849	TURNING WASTE INTO LOW PRICES	PLAZA VEA	PLAZA VEA	FAHRENHEIT DDB, Lima	PERU	KAZOO AUDIO Lima	
E04/095	01855	GIRLS WHO CODE GIRLS	GIRLS WHO CODE	GIRLS WHO CODE	MOJO SUPERMARKET, New York	USA	MAKEMEPULSE London	
E04/097	01986	WAXING LADY TUTORIALS	GHARPAR / INDUS HOSPITAL	BREAST CANCER AWARENESS	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	CONTENTORY Lahore / HELIPAD PRODUCTION Karachi	
E04/099	02044	THE POSTPONED DAY	LALCEC	LALCEC	GREY ARGENTINA, Buenos Aires	ARGENTINA	LANDIA Buenos Aires	

E04/102	02160	BABY SCAN	MARMITE	MARMITE	adam&eveDDB, London	UNITED KINGDOM	BISCUIT FILMWORKS London / KING HENRY London / WORK EDITORIAL London	MINDSHARE London
E04/105	02149	ADLAM - AN ALPHABET TO PRESERVE A CULTURE	MICROSOFT	MICROSOFT 365	McCANN, New York	USA	ANTINOMY STUDIO Amsterdam / CRAFT WORLDWIDE New York / HUMAN WORLDWIDE New York / JAMRA PATEL Portland / SPIRIT MCCANN Cite Du Niger	
E04/117	02036	SCROLLING THERAPY	EUROFARMA	EUROFARMA	DENTSU CREATIVE, Buenos Aires / DENTSU CREATIVE, New York / DENTSU CREATIVE, Chicago	ARGENTINA / USA	FRIENDS AND FAMILY Los Angeles / THE YOUTH Curitiba	
E05 (Cultural Insight)								
E05/004	00075	PORTUGUESE (RE)CONSTITUTIO N	PENGUIN RANDOM HOUSE	PENGUIN BOOKS	FCB LISBON	PORTUGAL	SHOW OFF MOLA Lisbon	
E05/011	00330	THE UNSTAINABLE THOBE	HEINZ	HEINZ KETCHUP	WUNDERMAN THOMPSON, Dubai	UNITED ARAB EMIRATES		
E05/036	00659	OSMOSIS	ART CAKE GALLERY	ART INSTITUTION	GENTLE COWBOYS, New York	USA	GENTLE COWBOYS New York	
E05/058	00782	THE SHUFFLE TICKET	LIVE NATION / LUGER	CONCERT & FESTIVAL TICKETS	FORSMAN & BODENFORS, Gothenburg	SWEDEN	SUPERSTUDIO Boras	IPROSPECT Gothenburg
E05/076	01262	ANNE DE GAULLE	FONDATION ANNE DE GAULLE	ASSOCIATION	HAVAS PARIS	FRANCE		
E05/096	01457	CRY FOR THE LAW	TETA & TETA SPAIN	TETA	LOLA MULLENLOWE, Madrid	SPAIN		LOLA MULLENLOWE Madrid
E05/123	02147	THE BRAKE ROOM	CHICK-FIL-A	CHICK-FIL-A	McCANN, New York	USA	CRAFT WORLDWIDE New York / FACTORY 360 New York	PUBLICIS Chicago
E05/124	02162	THE LAST PHOTO	ITV X CALM	ITV X CALM	adam&eveDDB, London	UNITED KINGDOM	CAIN & ABEL London	THE7STARS London
E05/129	02146	ADLAM - AN ALPHABET TO PRESERVE A CULTURE	MICROSOFT	MICROSOFT 365	McCANN, New York	USA	ANTINOMY STUDIO Amsterdam / CRAFT WORLDWIDE New York / HUMAN WORLDWIDE New York / JAMRA PATEL Portland / SPIRIT MCCANN Cite Du Niger	
E05/136	02132	LET HER GROW	DOVE	DOVE BRAND	EDELMAN, Bangkok / SELECT START, Bangkok	THAILAND	EDELMAN Bangkok / SELECT START Bangkok / UNDERDOC FILM Bangkok	MINDSHARE Bangkok
E05/138	02136	HEAVEN FISH	REGAL SPRING	FARMED FISH FOR EXPORT	OGILVY HONDURAS, Tegucigalpa	HONDURAS	14 AL CENTRO LATAM Tegucigalpa	

E05/143	01898	DOGS WITHOUT BORDERS	SFBO FRENCH-BRAZILIAN SOCIETY OF ONCOLOGY)	KDOG CANCER DETECT GROUP	VMLY&R, New York / VMLY&R, Sao Paulo / VMLY&R, Madrid	USA / BRAZIL / SPAIN	DIGITAL 21 São Paulo	
E06 (Breakthrough on a Budget)								
E06/015	00476	PHONE IT IN	SKINNY	TELECOMMUNICATION COMPANY	COLENZO BBDO, Auckland	NEW ZEALAND	COLENZO BBDO Auckland	COLENZO BBDO Auckland
E06/022	00944	THE WALK TO THE WELL	JUST A DROP	CHARITY	VCCP, London	UNITED KINGDOM	GIRL&BEAR London	VCCP MEDIA London
E06/049	02064	LOVE SQUAD	WAOO	WAOO	UNCLE GREY, Copenhagen	DENMARK	FOREVR Copenhagen / UNCLE GREY Copenhagen	UNCLE GREY Copenhagen / WAVEMAKER Copenhagen
E06/051	02137	HEAVEN FISH	REGAL SPRING	FARMED FISH FOR EXPORT	OGILVY HONDURAS, Tegucigalpa	HONDURAS	14 AL CENTRO LATAM Tegucigalpa	
E07 (Corporate Purpose & Social Responsibility)								
E07/002	00076	PORTUGUESE (RE)CONSTITUTION	PENGUIN RANDOM HOUSE	PENGUIN BOOKS	FCB LISBON	PORTUGAL	SHOW OFF MOLA Lisbon	
E07/029	00617	R PLATES	MYCAR TYRE & AUTO	MYCAR TYRE & AUTO	TBWA\SYDNEY	AUSTRALIA	HEARTS & SCIENCE Sydney	
E07/033	00271	BLIND SEATS	MUSIC VIBE & FUN TICKET	SEATS FOR ALL (ASIENTOS PARA TODOS).	MULLENLOWE SSP3, Mexico City	MEXICO		
E07/057	00883	SAKERHET	IKEA	IKEA	DDB, Milan	ITALY	KAREN FILM Milan	WAVEMAKER Milan
E07/059	00746	TRULY DESTROYED	DUTCH SALVATION ARMY RESHARE	DUTCH SALVATION ARMY RESHARE	CLOUDFACTORY, Amsterdam	THE NETHERLANDS	CARLI HERMES Amsterdam / UNIT C.M.A. Amsterdam	
E07/069	01531	CERTIFIED CARE	RAID	SC JOHNSON / RAID	ENERGY BBDO, Chicago	USA	PHD Chicago	
E07/071	01197	ARE YOU PRESS WORTHY?	COLUMBIA JOURNALISM REVIEW	COLUMBIA JOURNALISM REVIEW	TBWA\CHIAT\DAY, New York City	USA	REDSLASH New York	
E07/090	01666	NRA CHILDREN'S MUSEUM	CHANGE THE REF	CHANGE THE REF	OGILVY, Chicago	USA	HOGARTH WORLDWIDE São Paulo / HUNGRY MAN Los Angeles / SANDRO FILMS Chicago	
E07/091	01657	CLIMATE REALISM	WWF GERMANY	WWF GERMANY	LEO BURNETT, Frankfurt	GERMANY	DIGITAS PIXELPARK Berlin	STARCOM Frankfurt
E07/101	01466	ECYCLELAND	INTEL	INTEL	VMLY&R, Kansas City	USA		
E07/116	01415	SAFELIST	TELEFÓNICA	MOVISTAR	VMLY&R, Santiago	CHILE	LA FUERZA PRODUCCIONES Santiago	
E07/118	01953	PASSIVE COOKING	BARILLA	BARILLA	PUBLICIS ITALY LEPUB, Milan	ITALY	CABINAA Milano / ROBILANTASSOCIATI Milan	
E07/142	01951	RUNNER 321	ADIDAS	ADIDAS	FCB TORONTO	CANADA	456 STUDIOS Toronto	

E07/146	02014	CERTIFIED HUMAN	INTEL	INTEL	DENTSU CREATIVE, Chicago	USA	ASL New York	CARAT New York
E07/147	02105	SURAKSHA KA TEEKA	MORTEIN	PRODUCT	DENTSU CREATIVE, Gurgaon	INDIA		DENTSU CREATIVE Gurgaon
E07/152	02158	THE LAST PHOTO	ITV X CALM	ITV X CALM	adam&eveDDB, London	UNITED KINGDOM	CAIN & ABEL London	THE7STARS London
E07/181	01921	BACK RESTAURANTS	ZIPLOC	ZIPLOC	ALMAPBBDO, Sao Paulo	BRAZIL	ALMAPBBDO Sao Paulo / NACHO VISUAL Sao Paulo	
E07/186	02276	SEE MY SKIN	VASELINE	VASELINE	EDELMAN, New York	USA	EDELMAN New York / GIRL CULTURE FILMS California / U-STUDIO New York City	MINDSHARE New York
<u>E08 (Market Disruption)</u>								
E08/032	01284	MY FIRST POISON	CLOVIN	BRAND CAMPAIGN	FCB & THEMILKMAN, Warsaw	POLAND	JOHO Warsaw	MOBILE ROCKETS Warsaw
E08/036	01786	THE CLOSER	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY	DIVISION Paris	DENTSU REDSTAR London
E08/039	02017	CERTIFIED HUMAN	INTEL	INTEL	DENTSU CREATIVE, Chicago	USA	ASL New York	CARAT New York
E08/047	01899	DOGS WITHOUT BORDERS	SFBO FRENCH- BRAZILIAN SOCIETY OF ONCOLOGY)	KDOG CANCER DETECT GROUP	VMLY&R, New York / VMLY&R, Sao Paulo / VMLY&R, Madrid	USA / BRAZIL / SPAIN	DIGITAL 21 São Paulo	
Total Shortlisted:			227					