

Creative B2B Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production
A01 (Cross-channel Storytelling)								
A01/004	00076	TIP FOR HEINZ	THE KRAFT HEINZ COMPANY	HEINZ	MISCHIEF @ NO FIXED ADDRESS, New York	USA	EASY MONDAYS New York / THE MAESTROS Mexico	A FRESH FACE IN HELL Seattle / CYCLE MEDIA New York / LOST PLANET EDITORIAL New York
A01/024	00391	BAR EXPERIENCE	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY	C41 Amsterdam	
A02 (Brand Experience)								
A02/003	00032	DAS CHAIR	VOLKSWAGEN COMMERCIAL VEHICLES	VOLKSWAGEN COMMERCIAL VEHICLES	TRY AS, Oslo	NORWAY	DEPT Oslo / HAKIMAKI Oslo / OIOIOI Oslo	
A02/036	00302	THE SMALLPOX SIMULATOR	MERIDIAN MEDICAL TECHNOLOGIES	THE SMALLPOX SIMULATOR	WUNDERMAN THOMPSON HEALTH, New York	USA	WUNDERMAN THOMPSON HEALTH New York	
A02/044	40335	THE OFFICE CLEANERS	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY	TRESBIEN! Martinez	
A03 (Innovative use of Content)								
A03/010	00130	PANTONE THE MAGENTAVERSE	PANTONE LLC	PANTONE COLOR OF THE YEAR 2023	HUGE, New York	USA	ARTECHOUSE Miami / HUGE New York	
A03/019	00319	VEHICLE OF CHANGE	VATTENFALL	VATTENFALL + CAKE	NORD DDB, Stockholm	SWEDEN	NORD DDB Stockholm	NORD DDB Stockholm
A04 (Targeting & Engagement)								
A04/004	00078	TIP FOR HEINZ	THE KRAFT HEINZ COMPANY	HEINZ	MISCHIEF @ NO FIXED ADDRESS, New York	USA	EASY MONDAYS New York / THE MAESTROS Mexico	A FRESH FACE IN HELL Seattle / CYCLE MEDIA New York / LOST PLANET EDITORIAL New York
A04/014	00231	NATIVA METER	BAVARIA	CERVEZA NATIVA	L&C, New York	USA	SUITCASE PRODUCTIONS New York	AGOSTO Lima
A04/024	00355	ALIAS HOTELS BY RELOSHARE	RELOSHARE	SAFE STAYS BY RELOSHARE	DDB, San Francisco	USA	BUOY STUDIO LLC California	
A04/025	00390	BAR EXPERIENCE	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY	C41 Amsterdam	

A04/034	00398	CERTIFIED HUMAN	INTEL	INTEL	DENTSU CREATIVE, Chicago	USA	ASL New York	FUZE IMAGE Salvador / JAMUTE Sao Paulo / ORANGE SLICE Chicago
A04/043	00451	EART4	B3 STOCK EXCHANGE & UNITED NATIONS GLOBAL COMPACT	EART4	ALMAPBBDO, Sao Paulo	BRAZIL	ALMAPBBDO Sao Paulo / RAW AUDIO Sao Paulo	
A04/044	20334	THE OFFICE CLEANERS	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY	TRESBIEN! Martinez	
A05 (Effectiveness & Measurement)								
A05/012	00403	LAY'S SMART FARM	LAY'S	LAY'S	LEO BURNETT, Mumbai / CROPIN, Bangalore	INDIA		
A07 (Breakthrough on a Budget)								
A07/019	00286	IS THAT HEINZ?	HEINZ	HEINZ TOMATO KETCHUP	WUNDERMAN THOMPSON TURKEY, Istanbul	TURKEY	MIEL FILM Istanbul	
A07/023	00417	HEAVEN FISH	REGAL SPRING	FARMED FISH FOR EXPORT	OGILVY HONDURAS, Tegucigalpa	HONDURAS	14 AL CENTRO LATAM Tegucigalpa	14 AL CENTRO LATAM Tegucigalpa / JSM MUSIC New York
A07/024	00443	CHATPAT	SOS CHILDREN'S VILLAGES	SOS CHILDREN'S VILLAGES	FCB CHICAGO / FCB KINNECT, Mumbai / FCB INDIA, Gurugram	USA / INDIA	FCB INDIA Gurugram / FCB KINNECT Mumbai	LORD & THOMAS Chicago
A08 (Challenger Brand)								
A08/012	00234	HOW MUCH IS A SH*TLOAD?	FLOCK FREIGHT	FLOCK FREIGHT SHARED TRUCKLOAD	FLOCK FREIGHT, Encinitas / MAXIMUM EFFORT, Los Angeles	USA	MAXIMUM EFFORT Los Angeles	
A08/017	00284	NATIVA METER	BAVARIA	CERVEZA NATIVA	L&C, New York	USA	SUITCASE PRODUCTIONS New York	AGOSTO Lima
A08/018	00350	DATA TIENDA	GAHR WECAPITAL	DATA TIENDA	DDB MEXICO, Mexico City	MEXICO	LADOBLE Mexico	
A09 (Corporate Purpose & Social Responsibility)								
A09/017	00232	NATIVA METER	BAVARIA	CERVEZA NATIVA	L&C, New York	USA	SUITCASE PRODUCTIONS New York	AGOSTO Lima
A09/018	00322	VEHICLE OF CHANGE	VATTENFALL	VATTENFALL + CAKE	NORD DDB, Stockholm	SWEDEN	NORD DDB Stockholm	NORD DDB Stockholm
A09/024	00278	WELL-BEING INDEX (GDW)	NIKKEI INC.	WELL-BEING INDEX	DENTSU INC., Tokyo	JAPAN		
A09/027	00337	BEER POWER	HEINEKEN	HEINEKEN	LE PUB, Sao Paolo	BRAZIL		

A09/028	00299	SEE MY PAIN: THE GENDER PAIN GAP	NUROFEN	NUROFEN	McCANN, London	UNITED KINGDOM	CRAFT London / KNUCKLEHEAD London / McCANN HEALTH London	FRAMESTORE London / KNUCKLEHEAD London
A09/036	00348	DATA TIENDA	GAHR WECAPITAL	DATA TIENDA	DDB MEXICO, Mexico City	MEXICO	LADOBLE Mexico	
A09/043	00400	CERTIFIED HUMAN	INTEL	INTEL	DENTSU CREATIVE, Chicago	USA	ASL New York	FUZE IMAGE Salvador / JAMUTE Sao Paulo / ORANGE SLICE Chicago
A09/056	00449	EART4	B3 STOCK EXCHANGE & UNITED NATIONS GLOBAL COMPACT	EART4	ALMAPBBDO, Sao Paulo	BRAZIL	ALMAPBBDO Sao Paulo / RAW AUDIO Sao Paulo	
A10 (Market Disruption)								
A10/008	00189	WIKITRUTH "CALL TO EDITORS"	UKRAINIAN WITNESS	FACT-BASED PLATFORM THAT DOCUMENTS AND SHOWS THE WAR IN UKRAINE	PUBLICIS GROUPE BENELUX, Amsterdam	THE NETHERLANDS		
A10/012	00277	WELL-BEING INDEX (GDW)	NIKKEI INC.	WELL-BEING INDEX	DENTSU INC., Tokyo	JAPAN		
A10/013	00230	NATIVA METER	BAVARIA	CERVEZA NATIVA	L&C, New York	USA	SUITCASE PRODUCTIONS New York	AGOSTO Lima
A10/014	00321	VEHICLE OF CHANGE	VATTENFALL	VATTENFALL + CAKE	NORD DDB, Stockholm	SWEDEN	NORD DDB Stockholm	NORD DDB Stockholm
A10/018	00336	BEER POWER	HEINEKEN	HEINEKEN	LE PUB, Sao Paolo	BRAZIL		
A10/026	00399	CERTIFIED HUMAN	INTEL	INTEL	DENTSU CREATIVE, Chicago	USA	ASL New York	FUZE IMAGE Salvador / JAMUTE Sao Paulo / ORANGE SLICE Chicago
A10/028	00404	LAY'S SMART FARM	LAY'S	LAY'S	LEO BURNETT, Mumbai / CROPIN, Bangalore	INDIA		
A10/034	20333	THE OFFICE CLEANERS	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY	TRESBIEN! Martinez	
A10/035	00171	PURE WASTE	SSAB	STEEL MANUFACTURER	FORSMAN & BODENFORS, Gothenburg	SWEDEN	BRUTO STUDIO Stockholm	
A11 (Craft in B2B)								
A11/027	00166	FREEDOM GRAMS	AROYA	AROYA	SERVICEPLAN, Munich	GERMANY	OFF STUDIOS Munich	
A11/034	00173	A LOVE STORY	-	VOLVO	FORSMAN & BODENFORS, Gothenburg	SWEDEN	BUSINESS CLUB ROYALE Gothenburg	

A11/062	00438	ROCK STAR	WORKDAY	ENTERPRISE CLOUD MANAGEMENT	OGILVY , LOS ANGELES / USA OGILVY, Chicago		HOGARTH Los Angeles / O POSITIVE Santa Monica	LIME STUDIOS Los Angeles / MACKCUT New York / PARLIAMENT Los Angeles / RARE MEDIUM New York / THE ELEMENTS MUSIC Los Angeles
A12 (Integrated Campaigns)								
A12/003	00033	DAS CHAIR	VOLKSWAGEN COMMERCIAL VEHICLES	VOLKSWAGEN COMMERCIAL VEHICLES	TRY AS, Oslo	NORWAY	DEPT Oslo / HAKIMAKI Oslo / OIOIOI Oslo	
A12/046	00364	OTHER MC'S	HEINZ	HEINZ PICKLES KETCHUP	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	ANTFOOD Sao Paulo / HALLEY SOUND Sao Paulo / MOSAICO FILMES Sao Paulo	
A12/047	00375	RENAULT - TIME- FIGHTERS PROGRAM	RENAULT	HUMAN FIRST PROGRAM	PUBLICIS CONSEIL, Paris	FRANCE	BIG PRODUCTIONS Paris	PRODIGIOUS Paris
A12/050	00448	EART4	B3 STOCK EXCHANGE & UNITED NATIONS GLOBAL COMPACT	EART4	ALMAPBBDO, Sao Paulo	BRAZIL	ALMAPBBDO Sao Paulo / RAW AUDIO Sao Paulo	
A12/052	00365	FAMIGLIA HEINZZOLA	HEINZ	HEINZ KETCHUP	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	8FEETFIXER Napoli / AUDIOINK Sao Paulo / MOSAICO FILMES Sao Paulo	
Total Shortlisted:			46					