

Creative Commerce Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Media
<u>A01 (Food & Drink)</u>								
A01/005	00101	LUNCHABUILD THIS	LUNCHABLES	LUNCHABLES	GOODBY SILVERSTEIN & PARTNERS, San Francisco	USA	INVISIBLE INK Phoenix / KERRY COUTU MODEL MAKING Brooklyn / PARAMOUNT New York / PROP N SPOON New York	STARCOM Chicago
A01/006	00131	ACCEPT REAL COOKIES	PIRAQUÊ	COOKIES PIRAQUÊ	LEW'LARA\TBWA, São Paulo	BRAZIL	IWWA AGENCIA DIGITAL Salvador	LEW'LARA\TBWA São Paulo / UOL Sao Paolo
A01/018	00433	FITCHIX	HONEST EGGS CO.	REGENERATIVE FARM EGGS	VMLY&R, Melbourne	AUSTRALIA	AIRBAG Abbotsford	MINDSHARE Melbourne
<u>A05 (Retail)</u>								
A05/006	00157	WEAR 'EM OUT STORE	EBAY	EBAY SNEAKERS	EDELMAN, New York	USA	EDELMAN New York / FALKON Los Angeles / UNITED ENTERTAINMENT GROUP New York	
A05/018	00217	TABLETOGO	MCDONALD'S	MCDONALD'S	LEO BURNETT, Milan / LEO BURNETT, Chicago	ITALY / USA	THE FAMILY Milan	FUSE Milan / OMD Milan
A05/022	00363	REDESIGNING FOR E-NCLUSION	PLAZA VEA	PLAZA VEA	FAHRENHEIT DDB, Lima	PERU	QUECHUA FILMS Cusco	
<u>A08 (Consumer Services / Business to Business)</u>								
A08/006	00291	NXT LVL	BANK OF MONTREAL	BANK OF MONTREAL	FCB TORONTO	CANADA	UNIFIED CONTENT Toronto	UM Toronto
A08/011	00483	PROMOS DE BARRIO	POKER	BEES	AB INBEV, Bogotá / DAVID, Bogotá / BAVARIA SA, Bogota	COLOMBIA		BEES Bogota
<u>A09 (Not-for-profit / Charity / Government)</u>								
A09/002	00075	BILL IT TO BEZOS	JANE/FINCH COMMUNITY CENTRE	JANE/FINCH COMMUNITY CENTRE	ANGRY BUTTERFLY, Toronto	CANADA	ANGRY BUTTERFLY Toronto	ANGRY BUTTERFLY Toronto
<u>B01 (Social / Influencer Commerce)</u>								
B01/019	00215	KFC RE:STORE	KFC	KFC	DENTSU CREATIVE, Shanghai	MAINLAND CHINA	TIMI STUDIO GROUP Shenzhen	TENCENT ADVERTISING Shanghai

B02 (Mobile-led Commerce)

B02/005	00065	THE SUBCONSCIOUS ORDER	HUNGERSTATION	HUNGERSTATION DELIVERY APP	WUNDERMAN THOMPSON, Riyadh	SAUDI ARABIA	WUNDERMAN THOMPSON Seattle
B02/023	00348	OREOCODES	OREO	OREO	VMLY&R COMMERCE, New York	USA	VMLY&R New York

B03 (Entertainment Commerce)

B03/008	00173	GOOGLE BLACK-OWNED FRIDAY 2023	GOOGLE	BLACK-OWNED FRIDAY	GOOGLE, New York / BBH, New York / SCHEME ENGINE, Los Angeles	USA	BBH New York / REHAB London / SCHEME ENGINE Los Angeles	
B03/024	00280	MAYA. THE HIT SONG THAT WAS ACTUALLY A BANK.	MAYA	MAYA	OGILVY, Makati City	THE PHILIPPINES	ACID HOUSE Makati / FILM PABIRKA Makati City	TOUCH XDA Taguig
B03/025	00342	BEER BADGE	CORONA	CORONA	VMLY&R COMMERCE, Mexico City / VMLY&R COMMERCE, New York	MEXICO / USA	PALMAR PRODUCTIONS Mexico City	
B03/026	00360	MANNEQUIN SPECTATORS	OECHSLE	OECHSLE	FAHRENHEIT DDB, Lima	PERU	CREASONICA Lima / PLAYROOM Lima	

B05 (Sustainable Commerce)

B05/010	00293	GOODIE BOX	EVERYBODY EATS	GOODIE BOX	DDB NEW ZEALAND, Auckland	NEW ZEALAND		
B05/012	00331	EAT LIKE A CHAMP	PEDIDOS YA	PEDIDOS YA	GUT, Buenos Aires	ARGENTINA	LANDIA Buenos Aires	
B05/016	00432	FITCHIX	HONEST EGGS CO.	REGENERATIVE FARM EGGS	VMLY&R, Melbourne	AUSTRALIA	AIRBAG Abbotsford	MINDSHARE Melbourne

B06 (Innovative use of Media)

B06/010	00132	ACCEPT REAL COOKIES	PIRAQUÊ	COOKIES PIRAQUÊ	LEW'LARA\TBWA, São Paulo	BRAZIL	IWWA AGENCIA DIGITAL Salvador	LEW'LARA\TBWA São Paulo / UOL Sao Paulo
B06/022	00286	DREAM BARS	ONTARIO LOTTERY AND GAMING CORPORATION	LOTTO MAX	FCB TORONTO	CANADA	OFF SCREEN ROMANCE Toronto	MEDIACOM Toronto

C01 (Targeting, Insights and Personalisation)

C01/001	00070	THE SUBCONSCIOUS ORDER	HUNGERSTATION	HUNGERSTATION DELIVERY APP	WUNDERMAN THOMPSON, Riyadh	SAUDI ARABIA	WUNDERMAN THOMPSON Seattle
C01/018	00454	THE GREATEST GUIDE TO JOCHOS & BURGERS	BIMBO	BIMBO BUNS	VECTORB McCANN, Mexico City / PERFORMANCE ART, Toronto	MEXICO / CANADA	CATATONIA Mexico City / FFFRAME TV Guadalajara
C01/019	00397	FREEDOM COMES IN ALL SIZES.	MERCADO LIBRE	MERCADO LIBRE	GUT, Buenos Aires	ARGENTINA	REBOLUCION Buenos Aires

C03 (In-Store Experiences)

C03/014	00302	SCORE 0.0	HEINEKEN®	HEINEKEN® 0.0	PUBLICIS COLOMBIA, Bogota	COLOMBIA	THE PUB Bogota	
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C04 (Customer Acquisition & Retention)

C04/007	00084	ETON - THE INDEX SHIRT	ETON	THE INDEX SHIRT	ETON AB, Ganghester / VALTECH RADON, Stockholm	SWEDEN	ETON AB Ganghester / VALTECH RADON Stockholm	VALTECH RADON Stockholm
C04/009	00017	KENTUCKY FRIED CHICKEN DEGUSTATION	KFC AUSTRALIA	KFC	OGILVY AUSTRALIA, Sydney	AUSTRALIA		MEDIACOM Sydney
C04/025	00287	NXT LVL	BANK OF MONTREAL	BANK OF MONTREAL	FCB TORONTO	CANADA	UNIFIED CONTENT Toronto	UM Toronto
C04/027	00290	DREAM BARS	ONTARIO LOTTERY AND GAMING CORPORATION	LOTTO MAX	FCB TORONTO	CANADA	OFF SCREEN ROMANCE Toronto	MEDIACOM Toronto
C04/033	00281	MAYA. THE HIT SONG THAT WAS ACTUALLY A BANK.	MAYA	MAYA	OGILVY, Makati City	THE PHILIPPINES	ACID HOUSE Makati / FILM PABIRKA Makati City	TOUCH XDA Taguig
C04/037	00337	DATA TIENDA	GAHR WECAPITAL	DATA TIENDA	DDB MEXICO, Mexico City	MEXICO	LADOBLE Mexico	
C04/039	00357	SMART PLANTS	PLANT DROP	PLANT DROP: ECOMMERCE HOUSE PLANT RETAIL	McCANN, London / McCANN HEALTH, London	UNITED KINGDOM	CRAFT London	
C04/043	00400	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

C05 (Metaverse, New Realities & Emerging Tech)

C05/010	00213	KFC RE:STORE	KFC	KFC	DENTSU CREATIVE, Shanghai	MAINLAND CHINA	TIMI STUDIO GROUP Shenzhen	TENCENT ADVERTISING Shanghai
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C06 (Brand Strategy)

C06/012	00442	THE EMANCIPATION LOAN	MIBANCO	MIBANCO	CIRCUS GREY, Lima	PERU	AGOSTO Lima / CANICA FILMS Lima / KUBRICK Lima	OMD PERU Lima
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D02 (eCommerce Websites / Apps)

D02/009	00359	REDESIGNING FOR E-NCLUSION	PLAZA VEA	PLAZA VEA	FAHRENHEIT DDB, Lima	PERU	QUECHUA FILMS Cusco	
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D03 (Payment Solutions)

D03/006	00319	0.0 BARRIERS	HEINEKEN	HEINEKEN 0.0. ALCOHOL	LE PUB, Sao Paolo	BRAZIL		IPROSPECT Sao Paulo	
E01 (Challenger Brand)									
E01/012	00398	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	
E02 (Social Behaviour & Cultural Insight)									
E02/006	00141	SELF-CHECK OUT	K-LYNN	K-LYNN	LEO BURNETT, Dubai	UNITED ARAB EMIRATES	PRODIGIOUS Dubai	STARCOM Dubai	
E02/008	00189	TIME TO READ	KINOKUNIYA	KINOKUNIYA BOOKSTORE	SAATCHI & SAATCHI ME, Dubai	UNITED ARAB EMIRATES	LA MANUFACTURE PARIS / PRODIGIOUS Dubai / VOX HAUS Porto Alegre	SAATCHI & SAATCHI ME Dubai	
E02/015	00285	DREAM BARS	ONTARIO LOTTERY AND GAMING CORPORATION	LOTTO MAX	FCB TORONTO	CANADA	OFF SCREEN ROMANCE Toronto	MEDIACOM Toronto	
E04 (Corporate Purpose & Social Responsibility)									
E04/020	00445	THE EMANCIPATION LOAN	MIBANCO	MIBANCO	CIRCUS GREY, Lima	PERU	AGOSTO Lima / CANICA FILMS Lima / KUBRICK Lima	OMD PERU Lima	
E04/022	00335	DATA TIENDA	GAHR WECAPITAL	DATA TIENDA	DDB MEXICO, Mexico City	MEXICO	LADOBLE Mexico		
E04/024	00424	ICELAND FOOD CLUB	ICELAND FOODS	SUPERMARKET RETAILER	KETCHUM, London	UNITED KINGDOM			
E04/025	00431	RESELL TAG	SAMSØE SAMSØE	RESELL TAG	UNCLE GREY, Copenhagen	DENMARK	UNCLE GREY Copenhagen		
E05 (Market Disruption)									
E05/003	00133	ACCEPT REAL COOKIES	PIRAQUÊ	COOKIES PIRAQUÊ	LEW'LARA\TBWA, São Paulo	BRAZIL	IWWA AGENCIA DIGITAL Salvador	LEW'LARA\TBWA São Paulo / UOL Sao Paulo	
E05/008	00218	TABLETOGO	MCDONALD'S	MCDONALD'S	LEO BURNETT, Milan / LEO BURNETT, Chicago	ITALY / USA	THE FAMILY Milan	FUSE Milan / OMD Milan	
Total Shortlisted:									47