

## **Creative Effectiveness 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>Media</b>
<b><u>A01 (Food &amp; Drink)</u></b>								
A01/014	00169	HEINZ DRAW KETCHUP	KRAFT HEINZ	HEINZ KETCHUP	RETHINK, Toronto	CANADA		CARAT Toronto / STARCOM Chicago
A01/016	00291	APOLOGIZE THE RAINBOW	SKITTLES	SKITTLES	DDB, Chicago	USA	PICROW Los Angeles	MEDIACOM New York
A01/019	00315	SHAH RUKH KHAN-MY-AD	MONDELEZ	CADBURY CELEBRATIONS	OGILVY, Mumbai	INDIA	PACK FILMS Mumbai	WAVEMAKER Mumbai
<b><u>A02 (Consumer Goods)</u></b>								
A02/003	00139	HACK MARKET	BACK MARKET	BACK MARKET	MARCEL, Paris	FRANCE	ARTISANS DU FILM Paris / GRAND BAZAR Paris / INSURRECTION Paris / PRODIGIOUS Paris	
A02/007	00309	REVERSE SELFIE	DOVE	DOVE	OGILVY, London	UNITED KINGDOM	INDEPENDENT London	MINDSHARE London
<b><u>A05 (Retail)</u></b>								
A05/007	00142	LU FROM MAGALU	MAGAZINE LUIZA	CORPORATE IMAGE	OGILVY, São Paulo / MAGAZINE LUIZA, São Paulo	BRAZIL	ALOK PRODUCTION Sao Paulo / COMANDO S AUDIO São Paulo / OAK FILMES Ribeirão Preto / SENTIMENTAL FILME Sao Paulo / VOGUE Sao Paulo	
<b><u>A06 (Travel / Leisure)</u></b>								
A06/004	00198	INVALUABLE FOOD	MADRID FUSION	MADRID FUSION	LEO BURNETT, Madrid	SPAIN	ATTIC FILMS Madrid	
A06/005	00241	SALLA 2032	HOUSE OF LAPLAND	INSTITUTIONAL	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	SATELITE AUDIO Sao Paulo / TRIATOMA Sao Paulo	
<b><u>A09 (Not-for-profit / Charity / Government)</u></b>								
A09/006	00100	BACKUP UKRAINE	UNESCO X POLYCAM	BACKUP UKRAINE	VIRTUE WORLDWIDE, New York	USA	VIRTUE WORLDWIDE New York	
A09/007	00146	BACK TO SCHOOL ESSENTIALS	SANDY HOOK PROMISE	CHARITY	BBDO, New York	USA	SMUGGLER New York	PHD MEDIA New York
<b><u>B01 (Single Market)</u></b>								
B01/012	00098	BACKUP UKRAINE	UNESCO X POLYCAM	BACKUP UKRAINE	VIRTUE WORLDWIDE, New York	USA	VIRTUE WORLDWIDE New York	
B01/023	00238	THE FOAMY HAIRCUT	BRAHMA	BRAHMA BEER	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	SATELITE AUDIO Sao Paulo / SEIVA Sao Paulo	

B01/024	00200	REAL TONE	GOOGLE	PIXEL 6	GUT, Miami	USA	division7 Los Angeles	PHD New York
B01/030	00273	THE EMANCIPATION LOAN	MIBANCO	MIBANCO	CIRCUS GREY, Lima	PERU	AGOSTO Lima / CANICA FILMS Lima / KUBRICK Lima	OMD PERU Lima
B01/035	00281	MORNING AFTER ISLAND	GRUPO ESTRATEGICO PAE	HUMAN RIGHTS ACTIVISM	OGILVY HONDURAS, Tegucigalpa	HONDURAS	14 AL CENTRO LATAM Tegucigalpa	
B01/039	00313	SHAH RUKH KHAN-MY-AD	MONDELEZ	CADBURY CELEBRATIONS	OGILVY, Mumbai	INDIA	PACK FILMS Mumbai	WAVEMAKER Mumbai
<b><u>B03 (Global Market)</u></b>								
B03/003	00262	PLASTIC FISHING TOURNAMENT	AB INBEV	CORONA BEER	WE BELIEVERS, New York	USA	PRIMO CONTENT Buenos Aires	
<b><u>B04 (Creative Effectiveness for Good)</u></b>								
B04/011	00006	#FLUTWEIN - OUR WORST VINTAGE	FLUTWEIN	FLUTWEIN	SEVEN.ONE ADFACTORY, Munich / WHITE RABBIT, Budapest	GERMANY / HUNGARY	SEVEN.ONE ADFACTORY Munich	WALLDECAUX Berlin
B04/020	00242	SALLA 2032	HOUSE OF LAPLAND	INSTITUTIONAL	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	SATELITE AUDIO Sao Paulo / TRIATOMA Sao Paulo	
B04/027	10158	DYSLEXIC THINKING	MADE BY DYSLEXIA	MADE BY DYSLEXIA	FCB LONDON	UNITED KINGDOM		
<b><u>C01 (Launch)</u></b>								
C01/008	00285	APOLOGIZE THE RAINBOW	SKITTLES	SKITTLES	DDB, Chicago	USA	PICROW Los Angeles	MEDIACOM New York
<b><u>C02 (Re-Brand)</u></b>								
C02/003	00161	FAMILY	RC COLA	RC COLA SOFTDRINKS	GIGIL, Manila	THE PHILIPPINES	ARCADE FILM FACTORY Makati	
<b><u>C03 (Acquisition)</u></b>								
C03/004	00165	SPOTIFY A SONG FOR EVERY CMO	SPOTIFY	SPOTIFY ADVERTISING	FCB NEW YORK	USA	FCB NEW YORK / WAVE STUDIOS New York	
C03/017	00296	THE MISSING CHAPTER	P&G WHISPER	SANITARY NAPKINS	LEO BURNETT, Mumbai	INDIA		MEDIACOM Mumbai
<b><u>C05 (Real-time Response)</u></b>								
C05/005	00099	BACKUP UKRAINE	UNESCO X POLYCAM	BACKUP UKRAINE	VIRTUE WORLDWIDE, New York	USA	VIRTUE WORLDWIDE New York	
<b><u>C06 (Sustained Success)</u></b>								

C06/004	00141	LU FROM MAGALU	MAGAZINE LUIZA	CORPORATE IMAGE	OGILVY, São Paulo / MAGAZINE LUIZA, São Paulo	BRAZIL	ALOK PRODUCTION Sao Paulo / COMANDO S AUDIO São Paulo / OAK FILMES Ribeirão Preto / SENTIMENTAL FILME Sao Paulo / VOGUE Sao Paulo	
C06/008	00293	HOME OF THOUGHTFUL GIFTING	JOHN LEWIS & PARTNERS	JOHN LEWIS & PARTNERS	adam&eveDDB, London	UNITED KINGDOM		
C06/010	00307	REVERSE SELFIE	DOVE	DOVE	OGILVY, London	UNITED KINGDOM	INDEPENDENT London	MINDSHARE London
<b><u>C08 (Breakthrough on a Budget)</u></b>								
C08/008	00197	INVALUABLE FOOD	MADRID FUSION	MADRID FUSION	LEO BURNETT, Madrid	SPAIN	ATTIC FILMS Madrid	
<b><u>C09 (Challenger Brand)</u></b>								
C09/010	00209	DATA TIENDA	GAHR WECAPITAL	DATA TIENDA	DDB MEXICO, Mexico City	MEXICO	LADOBLE Mexico	
<b><u>C10 (Market Disruption)</u></b>								
C10/012	00162	SHAH RUKH KHAN- MY-AD	MONDELEZ	CADBURY CELEBRATIONS	OGILVY, Mumbai	INDIA	PACK FILMS Mumbai	WAVEMAKER Mumbai
C10/022	00199	REAL TONE	GOOGLE	PIXEL 6	GUT, Miami	USA	division7 Los Angeles	PHD New York
C10/027	00117	ONE HOUSE TO SAVE MANY	SUNCORP INSURANCE	SUNCORP HOME INSURANCE	LEO BURNETT, Sydney	AUSTRALIA	REVOLVER Sydney / THE GLUE SOCIETY Sydney	OMD Sydney
<b>Total Shortlisted:</b>		<b>33</b>						