

## **Creative Strategy 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>Media</b>                       | <b>PR</b>                                       |
|--------------------------------------|-----------------|---|------------------------------------|------------------------|--|----------------------|------------------------------------|---|
| <b><u>A01 (Food &amp; Drink)</u></b> |                 |   |                                    |                        |  |                      |                                    |   |
| A01/006                              | 00156           | FOR WHEN IT'S TIME: EXTRA GUM'S PANDEMIC COMEBACK | EXTRA GUM                          | FMCG/OTHER FMCG        | ENERGY BBDO, Chicago                           | USA                  | MARS WRIGLEY CONFECTIONERY Chicago | MARS WRIGLEY CONFECTIONERY Chicago              |
| A01/023                              | 00489           | M&M'S - SPOKESCANDIES ON PAUSE                    | M&M'S                              | M&M'S                  | BBDO, New York                                 | USA                  | ESSENCEMEDIACO M New York          | WEBER SHANDWICK New York                        |
| A01/026                              | 00558           | HEINEKICKS  | HEINEKEN                           | HEINEKEN               | PUBLICIS ITALY   LEPUB, Milan / BBH, Singapore | ITALY / SINGAPORE    |                                    |   |
| A01/034                              | 00541           | LA DOLCE VELVEETA   BRAND ACTS                    | VELVEETA                           | CHEESE                 | JOHANNES LEONARDO, New York                    | USA                  |                                    | ALISON BROD MARKETING + COMMUNICATIONS New York |
| A01/036                              | 00575           | THE NIGHT IS YOUNG                                | HEINEKEN                           | HEINEKEN               | PUBLICIS ITALY   LEPUB, Milan                  | ITALY                |                                    |   |
| <b><u>A02 (Consumer Goods)</u></b>   |                 |   |                                    |                        |  |                      |                                    |   |
| A02/008                              | 00433           | ME, MY AUTISM & I                                 | Reckitt and Ambitious about Autism | VANISH                 | HAVAS, London                                  | UNITED KINGDOM       | ZENITH London                      | ONE GREEN BEAN London                           |
| A02/014                              | 00828           | REVERSE SELFIE                                    | DOVE                               | DOVE                   | OGILVY, London                                 | UNITED KINGDOM       | MINDSHARE London                   | EDELMAN New York                                |
| <b><u>A03 (Healthcare)</u></b>       |                 |   |                                    |                        |  |                      |                                    |   |
| A03/018                              | 00800           | THE MISSING CHAPTER                               | P&G WHISPER                        | SANITARY NAPKINS       | LEO BURNETT, Mumbai                            | INDIA                | MEDIACOM Mumbai                    |   |
| <b><u>A04 (Automotive)</u></b>       |                 |   |                                    |                        |  |                      |                                    |   |
| A04/008                              | 00696           | RENAULT - PLUG-INN                                | RENAULT                            | PLUG-INN               | PUBLICIS CONSEIL, Paris                        | FRANCE               |                                    |   |
| A04/010                              | 00671           | THE MAN WHO COULDN'T SELL ANYTHING                | CHEVROLET                          | TRACKER                | COMMONWEALTH McCANN, Buenos Aires              | ARGENTINA            | CARAT ARGENTINA Buenos Aires       |   |
| <b><u>A05 (Retail)</u></b>           |                 |   |                                    |                        |  |                      |                                    |   |
| A05/025                              | 00608           | LIQUID BILLBOARD                                  | ADIDAS                             | ADIDAS MODEST SWIMWEAR | HAVAS MIDDLE EAST, Dubai                       | UNITED ARAB EMIRATES |                                    | RED HAVAS MIDDLE EAST Dubai                     |
| A05/029                              | 00699           | THE BEST-SELLER CONSTITUTION                      | MERCADO LIBRE                      | MERCADO LIBRE          | GUT, Sao Paulo                                 | BRAZIL               |                                    | UM WORLDWIDE Sao Paulo                          |
| <b><u>A06 (Travel / Leisure)</u></b> |                 |   |                                    |                        |  |                      |                                    |   |

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| A06/010  | 00586 | SPELLBOUND BY SWEDEN                                   | VISIT SWEDEN   | SPELLBOUND BY SWEDEN        | PRIME WEBER SHANDWICK, Stockholm  | SWEDEN               | MINDSHARE Stockholm / PRIME WEBER SHANDWICK Stockholm | PRIME WEBER SHANDWICK Stockholm                    |
| A06/013  | 00710 | ROMANIA, THE MOST BEAUTIFUL DENTAL CLINIC IN THE WORLD | ROMANIA, THE MOST BEAUTIFUL DENTAL CLINIC IN THE WORLD | DENTAL TOURISM              | MCCANN , Bucharest                | ROMANIA              | UM ROMANIA Bucharest                                  | MARKETTIERS4DC LTD London / WEBER SHANDWICK London |
| <b><u>A08 (Consumer Services / Business to Business)</u></b> |       |  |  |                             |                                   |                      |   |  |
| A08/004  | 00135 | THE LAST PERFORMANCE                                   | PARTNERS LIFE  | LIFE INSURANCE              | SPECIAL, Auckland                 | NEW ZEALAND          | SPECIAL Auckland                                      |  |
| <b><u>A09 (Not-for-profit / Charity / Government )</u></b>   |       |  |  |                             |                                   |                      |   |  |
| A09/008  | 00089 | LITTLE HEADHUNTERS POWERED BY LINKEDIN                 | THE FOUNDATION K.I.D.S.                                | THE FOUNDATION K.I.D.S.     | PUBLICIS WORLDWIDE POLAND, Warsaw | POLAND               |   | MSL Warsaw   |
| A09/026  | 00347 | BACKUP UKRAINE   | UNESCO X POLYCAM                                       | BACKUP UKRAINE              | VIRTUE WORLDWIDE, New York        | USA                  |   | VIRTUE WORLDWIDE New York                          |
| A09/034  | 00771 | MORNING AFTER ISLAND                                   | GRUPO ESTRATEGICO PAE                                  | HUMAN RIGHTS ACTIVISM       | OGILVY HONDURAS, Tegucigalpa      | HONDURAS             |   | OGILVY HONDURAS Tegucigalpa                        |
| <b><u>B01 (Data &amp; Analytics)</u></b>                     |       |  |  |                             |                                   |                      |   |  |
| B01/010  | 00619 | THE 36   | DGT  | ROAD MOBILITY EASTER        | OGILVY, Madrid                    | SPAIN                | MEDIA SAPIENS Madrid                                  |  |
| <b><u>B02 (Audience Insight)</u></b>                         |       |  |  |                             |                                   |                      |   |  |
| B02/031  | 00289 | SELF-CHECK OUT   | K-LYNN   | K-LYNN                      | LEO BURNETT, Dubai                | UNITED ARAB EMIRATES | STARCOM Dubai   | LEO BURNETT Dubai                                  |
| B02/034  | 00376 | CHICKEN WARS   | POPEYE'S LOUISIANA KITCHEN                             | POPEYE'S CHICKEN            | GSD&M, Austin                     | USA                  | PHD Chicago / PHD New York                            | ALISON BROD MARKETING + COMMUNICATIONS New York    |
| B02/036  | 00425 | THE PRIDE RESEARCH                                     | HAVAIANAS  | RESEARCH                    | MEDIA.MONKS, Sao Paulo            | BRAZIL               |   | LEMA+ Sao Paulo                                    |
| B02/052  | 00248 | FRIENDVERTISING  | SKINNY   | TELECOMS                    | COLENZO BBDO, Auckland            | NEW ZEALAND          | PHD Auckland  | DRUM Auckland                                      |
| B02/070  | 00746 | THE POSTPONED DAY                                      | LALCEC   | LALCEC                      | GREY ARGENTINA, Buenos Aires      | ARGENTINA            |   | GREY ARGENTINA Buenos Aires                        |
| B02/077  | 00823 | HAVE A WORD  | MAYOR OF LONDON  | MALE VIOLENCE AGAINST WOMEN | OGILVY, London                    | UNITED KINGDOM       |   | OGILVY London                                      |
| B02/083  | 00785 | APOLOGIZE THE RAINBOW                                  | SKITTLES   | SKITTLES                    | DDB, Chicago                      | USA                  | MEDIACOM New York                                     | WEBER SHANDWICK Chicago                            |

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| B02/085                                | 30422 | MASTERCARD:<br>THREE YEARS OF<br>INCLUSIVE CARDS   | MASTERCARD                    | CREDIT CARDS                | McCANN, New York   | USA          | CARAT New York  | ALZHEIMER'S<br>SOCIETY London /<br>SEVEN<br>CONSULTANCY<br>London |
| <b>C01 (Challenger Brand Strategy)</b> |       |  |                               |                             |  |              |   |   |
| C01/027                                | 00374 | CHICKEN WARS   | POPEYE'S LOUISIANA<br>KITCHEN | POPEYE'S CHICKEN            | GSD&M, Austin  | USA          | PHD Chicago / PHD<br>New York   | ALISON BROD<br>MARKETING +<br>COMMUNICATIONS<br>New York          |
| C01/039                                | 00247 | FRIENDVERTISING  | SKINNY                        | TELECOMS                    | COLENZO BBDO,<br>Auckland  | NEW ZEALAND  | PHD Auckland  | DRUM Auckland   |
| C01/040                                | 00478 | NEW IS OLD   | BACK MARKET                   | BACK MARKET                 | MARCEL, Paris  | FRANCE       |   |   |
| C01/050                                | 00708 | WE DIDN'T WRITE<br>THIS CAMPAIGN   | NOTMILK                       | NOTMILK                     | MRM WORLDWIDE,<br>Santiago   | CHILE        |   | DOS ALAS Santiago   |
| <b>C02 (Breakthrough on a Budget)</b>  |       |  |                               |                             |  |              |   |   |
| C02/002                                | 00023 | INFLUENCERS'<br>FRIENDS  | POKER                         | POKER BEER                  | DDB COLOMBIA, Bogota   | COLOMBIA     | ZENITH Bogota   | ALINA VELEZ<br>COMUNICACIONES<br>Bogota                           |
| C02/008                                | 00185 | THE STAIN  | KOTEX                         | KOTEX                       | VALOR, Lima  | PERU         | OMD PERU Lima   | PACIFIC Lima  |
| C02/014                                | 00337 | BE BRAVE LIKE<br>UKRAINE.<br>TURNING<br>BRAVERY INTO<br>THE GREATEST<br>CULTURAL<br>EXPORT OF UKRA | UKRAINE                       | UKRAINIAN BRAVERY           | BANDA AGENCY, Kyiv   | UKRAINE      | CARAT Kyiv /<br>DENTSU London /<br>POSTERSCOPE<br>Kyiv  |   |
| <b>C03 (Multi-market Strategy)</b>     |       |  |                               |                             |  |              |   |   |
| C03/002                                | 00282 | FAMOUS ORDERS:<br>THE GLOBAL<br>PLATFORM   | MCDONALD'S                    | MCDONALD'S<br>FAMOUS ORDERS | WIEDEN+KENNEDY, New<br>York  | USA          | OMD FINLAND<br>Helsinki / OMD<br>INTERNATIONAL<br>Hong Kong / OMD<br>Melbourne / OMD<br>Warsaw / STARCOM<br>Chicago | GOLIN Chicago   |
| C03/004                                | 00500 | BRING HOME THE<br>BUD  | BUDWEISER                     | BUDWEISER BEER              | WIEDEN+KENNEDY, New<br>York /<br>WIEDEN+KENNEDY, Sao<br>Paulo / AFRICA<br>CREATIVE DDB, Sao<br>Paulo | USA / BRAZIL | COPA90 London   | ALLISON+PARTNERS<br>New York                                      |
| <b>C04 (Long-term Strategy)</b>        |       |  |                               |                             |  |              |   |   |
| C04/008                                | 00442 | HOUSE OF<br>LEGENDS  | SICKKIDS<br>FOUNDATION        | SERVICE -<br>HEALTHCARE     | COSSETTE, Toronto  | CANADA       | OMD CANADA<br>Toronto   | CITIZEN RELATIONS<br>Toronto                                      |

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| C04/009  | 00479 | NEW IS OLD   | BACK MARKET                            | BACK MARKET                        | MARCEL, Paris  | FRANCE                  |  |  |
| C04/010  | 00556 | STILL FRESH.<br>NEVER FROZEN.                              | WENDY'S                                | WENDY'S FULL<br>MENU.              | VMLY&R, Kansas City  | USA                     | SPARK FOUNDRY<br>New York                | KETCHUM Chicago                          |
| C04/016  | 00728 | HELLMANN'S MAKE<br>TASTE NOT WASTE                         | HELLMANN'S                             | HELLMANN'S<br>MAYONNAISE           | WUNDERMAN<br>THOMPSON, New York  | USA                     | MINDSHARE New<br>York                    |  |
| C04/018  | 00797 | JOHN LEWIS<br>THROUGH THE<br>YEARS                         | JOHN LEWIS                             | JOHN LEWIS                         | adam&eveDDB, London  | UNITED KINGDOM          |  |  |
| <b>C05 (Corporate Purpose &amp; Social Responsibility)</b> |       |  |  |                                    |  |                         |  |  |
| C05/030  | 00420 | BUNDY MIXER  | BUNDABERG                              | BUNDABERG RUM                      | LEO BURNETT, Sydney  | AUSTRALIA               | FOUNDATION<br>Sydney                     | HERD MSL SYDNEY                          |
| C05/036  | 00367 | PIÑATEX  | ANANAS ANAM + DOLE<br>SUNSHINE COMPANY | ANANAS ANAM                        | L&C, New York  | USA                     |  |  |
| C05/067  | 00667 | DYSLEXAI   | MADE BY DYSLEXIA                       | MADE BY DYSLEXIA                   | FCB LONDON   | UNITED KINGDOM          |  | FCB LONDON                               |
| C05/069  | 00702 | THE BEST-SELLER<br>CONSTITUTION                            | MERCADO LIBRE                          | MERCADO LIBRE                      | GUT, Sao Paulo   | BRAZIL                  |  | UM WORLDWIDE Sao<br>Paulo                |
| C05/074  | 00724 | THE ELECTIONS<br>EDITION                                   | ANNAHAR<br>NEWSPAPER                   | NEWSPAPER                          | IMPACT BBDO, Dubai   | UNITED ARAB<br>EMIRATES |  | IMPACT PORTER<br>NOVELLI Dubai           |
| C05/076  | 00761 | PLASTIC FISHING<br>TOURNAMENT                              | AB INBEV                               | CORONA BEER                        | WE BELIEVERS, New<br>York  | USA                     |  |  |
| C05/083  | 00827 | REVERSE SELFIE   | DOVE                                   | DOVE                               | OGILVY, London   | UNITED KINGDOM          | MINDSHARE London                         | EDELMAN New York                         |
| <b>C06 (Market Disruption)</b>                             |       |  |  |                                    |  |                         |  |  |
| C06/006  | 00157 | FOR WHEN IT'S<br>TIME: EXTRA<br>GUM'S PANDEMIC<br>COMEBACK | EXTRA GUM                              | FMCG/OTHER FMCG                    | ENERGY BBDO, Chicago   | USA                     | MARS WRIGLEY<br>CONFECTIONERY<br>Chicago | MARS WRIGLEY<br>CONFECTIONERY<br>Chicago |
| C06/018  | 00488 | M&M'S -<br>SPOKESCANDIES<br>ON PAUSE                       | M&M'S                                  | M&M'S                              | BBDO, New York   | USA                     | ESSENCEMEDIACO<br>M New York             | WEBER SHANDWICK<br>New York              |
| C06/025  | 00438 | IKEA TRAPPED IN<br>THE 90S                                 | IKEA                                   | HOME FURNISHING                    | McCANN SPAIN, Madrid /<br>CRAFT, Madrid  | SPAIN                   | IPROSPECT Madrid                         | LLYC Madrid / TINKLE<br>Madrid           |
| C06/027  | 00501 | BRING HOME THE<br>BUD                                      | BUDWEISER                              | BUDWEISER BEER                     | WIEDEN+KENNEDY, New<br>York /<br>WIEDEN+KENNEDY, Sao<br>Paulo / AFRICA<br>CREATIVE DDB, Sao<br>Paulo | USA / BRAZIL            | COPA90 London                            | ALLISON+PARTNERS<br>New York             |
| C06/037  | 00537 | TORRENTS OF<br>TRUTH                                       | NEBO                                   | THE TRUTH OF THE<br>WAR IN UKRAINE | 72ANDSUNNY,<br>Amsterdam   | THE NETHERLANDS         |  | PERSUASION London                        |
| C06/047  | 00645 | THE LOST RIDE  | CER                                    | CER                                | BETC, Paris  | FRANCE                  |  | BETC Paris                               |
| <b>D01 (Brave Brands)</b>                                  |       |  |  |                                    |  |                         |  |  |
| D01/005  | 00133 | THE LAST<br>PERFORMANCE                                    | PARTNERS LIFE                          | LIFE INSURANCE                     | SPECIAL, Auckland  | NEW ZEALAND             | SPECIAL Auckland                         |  |

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| D01/012   | 00424 | THE PRIDE RESEARCH   | HAVAIANAS             | RESEARCH              | MEDIA.MONKS, Sao Paulo                                  | BRAZIL               |   | LEMA+ Sao Paulo             |
| D01/015   | 00490 | M&M'S - SPOKESCANDIES ON PAUSE   | M&M'S                 | M&M'S                 | BBDO, New York  | USA                  | ESSENCEMEDIACO M New York                     | WEBER SHANDWICK New York    |
| D01/033   | 00704 | THE BEST-SELLER CONSTITUTION   | MERCADO LIBRE         | MERCADO LIBRE         | GUT, Sao Paulo  | BRAZIL               |   | UM WORLDWIDE Sao Paulo      |
| D01/038   | 00774 | MORNING AFTER ISLAND   | GRUPO ESTRATEGICO PAE | HUMAN RIGHTS ACTIVISM | OGILVY HONDURAS, Tegucigalpa                            | HONDURAS             |   | OGILVY HONDURAS Tegucigalpa |
| D01/040   | 00798 | THE MISSING CHAPTER  | P&G WHISPER           | SANITARY NAPKINS      | LEO BURNETT, Mumbai                                     | INDIA                | MEDIACOM Mumbai                               |                             |
| <b>D02 (Collaboration )</b>                     |       |  |                       |                       |   |                      |   |                             |
| D02/003   | 00134 | THE LAST PERFORMANCE   | PARTNERS LIFE         | LIFE INSURANCE        | SPECIAL, Auckland                                       | NEW ZEALAND          | SPECIAL Auckland                              |                             |
| D02/021   | 00555 | STILL FRESH. NEVER FROZEN.   | WENDY'S               | WENDY'S FULL MENU.    | VMLY&R, Kansas City                                     | USA                  | SPARK FOUNDRY New York                        | KETCHUM Chicago             |
| D02/022   | 00605 | SUPERSTAR RAVI   | ADIDAS                | ADIDAS ORIGINALS      | HAVAS MIDDLE EAST, Dubai / RED HAVAS MIDDLE EAST, Dubai | UNITED ARAB EMIRATES |   | RED HAVAS MIDDLE EAST Dubai |
| <b>E01 (Products / Services)</b>                |       |  |                       |                       |   |                      |   |                             |
| E01/012   | 00348 | BACKUP UKRAINE   | UNESCO X POLYCAM      | BACKUP UKRAINE        | VIRTUE WORLDWIDE, New York                              | USA                  |   | VIRTUE WORLDWIDE New York   |
| E01/014   | 00507 | TOUCH CARD   | MASTERCARD            | TOUCH CARD            | McCANN, New York  | USA                  | CARAT New York                                | KETCHUM New York            |
| E01/020   | 00692 | RENAULT - PLUG-INN   | RENAULT               | PLUG-INN              | PUBLICIS CONSEIL, Paris                                 | FRANCE               |   |                             |
| <b>E02 (Experience and Relationship Models)</b> |       |  |                       |                       |   |                      |   |                             |
| E02/003   | 00287 | SELF-CHECK OUT   | K-LYNN                | K-LYNN                | LEO BURNETT, Dubai                                      | UNITED ARAB EMIRATES | STARCOM Dubai                                 | LEO BURNETT Dubai           |
| E02/010   | 00617 | SUPERSTAR RAVI   | ADIDAS                | ADIDAS ORIGINALS      | HAVAS MIDDLE EAST, Dubai / RED HAVAS MIDDLE EAST, Dubai | UNITED ARAB EMIRATES |   | RED HAVAS MIDDLE EAST Dubai |
| <b>E03 (Brand Strategy)</b>                     |       |  |                       |                       |   |                      |   |                             |
| E03/022   | 00340 | BE BRAVE LIKE UKRAINE. TURNING BRAVERY INTO THE GREATEST CULTURAL EXPORT OF UKRA | UKRAINE               | UKRAINIAN BRAVERY     | BANDA AGENCY, Kyiv                                      | UKRAINE              | CARAT Kyiv / DENTSU London / POSTERSCOPE Kyiv |                             |

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| E03/037                   | 00542 | LA DOLCE<br>VELVEETA   BRAND<br>ACTS | VELVEETA                 | CHEESE                          | JOHANNES LEONARDO,<br>New York  | USA            |                                   | ALISON BROD<br>MARKETING +<br>COMMUNICATIONS<br>New York       |
| E03/042                   | 00627 | THE BEGINNER                         | JOHN LEWIS &<br>PARTNERS | JOHN LEWIS &<br>PARTNERS RETAIL | adam&eveDDB, London             | UNITED KINGDOM | MANNING<br>GOTTLIEB OMD<br>London | adam&eveDDB<br>London / JOHN<br>LEWIS & PARTNERS<br>London     |
| E03/046                   | 00730 | F*CKING OLD                          | JEMS                     | JEMS CONDOMS                    | DENTSU CREATIVE,<br>Toronto     | CANADA         |                                   | EGS GROUP PR<br>Montreal / POMP AND<br>CIRCUMSTANCE<br>Toronto |
| E03/048                   | 00773 | MORNING AFTER<br>ISLAND              | GRUPO ESTRATEGICO<br>PAE | HUMAN RIGHTS<br>ACTIVISM        | OGILVY HONDURAS,<br>Tegucigalpa | HONDURAS       |                                   | OGILVY HONDURAS<br>Tegucigalpa                                 |
| <b>Total Shortlisted:</b> |       |                                      | <b>73</b>                |                                 |                                 |                |                                   |  |