

Design Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production
A01 (Creation of a New Brand Identity)								
A01/006	00124	THE CONGREGATION	PODHER	PODHER	KLICK HEALTH, Toronto	CANADA	HALLEY SOUND Sao Paulo / MONKEY-LAND Sao Paulo	LIGHTFARM STUDIOS Rio De Janeiro
A01/038	00366	BY WIND	BY WIND	ART PRINTING, COMMERCIAL PRINTING, ARCHITECTURE PRINTING	FORSMAN & BODENFORS, Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	F&B STUDIOS Gothenburg
A01/047	00723	RGD BRANDING AWARDS	RGD BRANDING AWARDS	ASSOCIATION OF REGISTERED GRAPHIC DESIGNERS	RETHINK, Toronto	CANADA		
A01/059	00827	CURV STUDIOS	NIKE	NIKE CURV STUDIOS	AKQA, Amsterdam	THE NETHERLANDS	AKQA Amsterdam	
A01/067	01006	EART4	B3 STOCK EXCHANGE & UNITED NATIONS GLOBAL COMPACT	EART4	ALMAPBBDO, Sao Paulo	BRAZIL	ALMAPBBDO Sao Paulo / RAW AUDIO Sao Paulo	
A01/069	00934	MIGHTY DREAM	MIGHTY DREAM	FULL SERVICE AGENCY	ASSEMBLY, New York	USA	ASSEMBLY New York	
A01/070	01002	NEO ICARUS	ABEBE BIKILA	NEO ICARUS ALBUM	AKQA COALA.LAB, Sao Paulo	BRAZIL	HEFTY Sao Paulo / MERCURIA Sao Paulo	ARKX Sao Paulo / HEFTY Sao Paulo / MERCURIA Sao Paulo
A01/071	01024	AIZOME WASTECARE™ INDUSTRIAL WASTE - CERTIFIED AS SKINCARE.	AIZOME	TEXTILES	SERVICEPLAN, Munich	GERMANY	OFF STUDIOS Munich	
A02 (Rebrand / Refresh of an Existing Brand)								
A02/005	00093	NEW IDENTITY FOR FORSKNINGSRÅDET	FORSKNINGSRÅDET	NEW IDENTITY FOR FORSKNINGSRÅDET	ANTI, Oslo	NORWAY	ANTI Oslo	
A02/028	00327	MONCLER 70. THE BRAND OF EXTRAORDINARY	MONCLER	MONCLER	WESAYHI, Bridge of Weir	UNITED KINGDOM	WESAYHI Bridge of Weir	WESAYHI Bridge of Weir
A02/035	00451	EXPLORE SEATTLE SOUTHSIDE	SEATTLE SOUTHSIDE	SEATTLE SOUTHSIDE TOURISM	ONE TWENTY THREE WEST, Vancouver	CANADA	KIDDO Vancouver	

A02/038	00386	UNTHINK BROWN	UNITED POSTAL SERVICE	UNITED POSTAL SERVICE	THE MARTIN AGENCY, Virginia	USA		
A02/040	00449	TOBLERONE BE MORE TRIANGLE	TOBLERONE	TOBLERONE	BULLETPROOF, London / MONDELEZ INTERNATIONAL, Zurich	UNITED KINGDOM / SWITZERLAND		
A02/055	00743	DYICTA	DIGITAL YOUTH ICT ACADEMY	REBRAND / REFRESH OF AN EXISTING BRAND	FCB AFRICA, Johannesburg	SOUTH AFRICA	FCB AFRICA Johannesburg	
A02/060	00713	160 MILLION HEARTS BEAT AS ONE	EUROVISION	EUROVISION	DESIGN BRIDGE AND PARTNERS, London / STARLIGHTMEDIA GROUP, Kyiv	UNITED KINGDOM / UKRAINE		
A02/071	00956	NEW DAVID ID	DAVID	CREATIVE AGENCY	DAVID, Madrid	SPAIN	PICKLE MUSIC Madrid	
A03 (Design-driven Effectiveness)								
A03/015	00530	THE COST OF GOLD	URIHI YANOMAMI ASSOCIAÇÃO	URIHI YANOMAMI	DM9, Sao Paulo	BRAZIL		
A03/018	00622	NATIVA METER	BAVARIA	CERVEZA NATIVA	L&C, New York	USA	SUITCASE PRODUCTIONS New York	AGOSTO Lima
A03/023	00629	THE CURRENCY OF CORRUPTION	TRANSPARENCY INTERNATIONAL LEBANON - NO CORRUPTION (TI-LB)	ANTI-CORRUPTION NGO	LEO BURNETT, Beirut / LEO BURNETT, Jeddah	LEBANON / SAUDI ARABIA	DAZL PRODUCTION Beirut / LEO BURNETT Beirut / LEO BURNETT Jeddah	
A03/024	00794	SUPERSTAR RAVI	ADIDAS	ADIDAS ORIGINALS	HAVAS MIDDLE EAST, Dubai / RED HAVAS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES		
A03/034	00845	THE AUTISM JOURNEY	TELEFONICA'S VIVO	ONLINE TOOL	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	LUEGO Sao Paulo / SANTERIA Sao Paulo / SATELITE AUDIO Sao Paulo	TRIBBO POST São Paulo
A03/036	00935	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	
B01 (Posters)								
B01/041	00786	[LIFE SUBTITLED]	CHICAGO INTERNATIONAL FILM FESTIVAL	CHICAGO INTERNATIONAL FILM FESTIVAL	OGILVY, Chicago	USA	HOGARTH Chicago / SAROFSKY Chicago	
B01/051	00610	THE UNIMAGINABLE RETURN	JARDIM SONORO	ELECTRONIC MUSIC FESTIVAL	DENTSU CREATIVE, Lisbon	PORTUGAL	DENTSU CREATIVE Lisbon	DENTSU CREATIVE Lisbon
B01/053	00814	BALLOTS AGAINST BULLETS - SURVIVORS	CHANGE THE REF	SERVICE	ALMA DDB, Florida	USA		

B01/058	00784	THE FUTURE IS BLACK	RAÇA MAGAZINE	RAÇA 25 YEARS	FCB BRASIL, Sao Paulo	BRAZIL	FCB BRASIL Sao Paulo	FCB BRASIL Sao Paulo
B02 (Promotional Printed Media)								
B02/011	00367	THE SHUFFLE TICKET	LIVE NATION / LUGER	CONCERT & FESTIVAL TICKETS	FORSMAN & BODENFORS, Gothenburg	SWEDEN	SUPERSTUDIO Boras	
B02/015	00613	UNSEEN TEARS	HOME CENTRE	HOME CENTRE	LEO BURNETT, Dubai	UNITED ARAB EMIRATES	PRODIGIOUS Dubai	
B02/027	10920	THE EVERYTHING BOOK	VEDANTU	E-LEARNING	DENTSU CREATIVE, Gurgaon	INDIA		
B03 (Promotional Item Design)								
B03/010	00156	THE DIRTIEST CUP	LIBERO	LIBERO MAGAZINE	PS21, Madrid	SPAIN	ANDREI MOLODKIN Maubourguet	GRADEPUNK COLOR GRADING Madrid
B03/027	00347	HOME	NIKE	NIKE	WIEDEN+KENNEDY, London	UNITED KINGDOM	WIEDEN+KENNEDY London	
B03/031	00250	SIGN SOUP	LA MODERNA	SIGN SOUP	BESO by LLYC, Mexico City	MEXICO	RESIDENT Mexico City	
B03/049	00751	THE LAST STEEL OF AZOVSTAL	UNITED24, AZOVSTAL	THE LAST STEEL OF AZOVSTAL	— AND US, Dubai	UNITED ARAB EMIRATES	BLACKBOX Dubai	BLACKBOX Dubai
B03/052	00710	MCDRIP	MCDONALD'S	MCDONALD'S	NORD DDB, Helsinki	FINLAND	NORD DDB Helsinki	
B03/082	00972	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	
B04 (Publications & Editorial Design)								
B04/001	00022	UNPICTURED GOURMET GUIDE	FUTURE DESIGN SHIBUYA GENERAL INCORPORATED ASSOCIATION	GOURMET INFORMATION BOOK OF SHIBUYA, TOKYO	DENTSU INC., Tokyo	JAPAN	AOI PRO. Chuo-ku	
B04/005	00209	YOU'RE COOKED	FIRE AND EMERGENCY NEW ZEALAND	FIRE AND EMERGENCY NEW ZEALAND	MOTION SICKNESS, Auckland	NEW ZEALAND	MOTION SICKNESS Auckland / UNLABELLED Auckland	MOTION SICKNESS Auckland
B04/013	00810	BUDMAG	BUDWEISER	BUDWEISER	WIEDEN+KENNEDY, Sao Paulo / WIEDEN+KENNEDY, New York	BRAZIL / USA	GABINETE.CO Sao Paulo / JOINT Sao Paulo	MUGSHOT Sao Paulo
B04/014	00882	NEWSPAPERS INSIDE THE NEWSPAPER EDITION	ANNAHAR NEWSPAPER	ANNAHAR NEWSPAPER	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	DEJAVU Dubai	DEJAVU Dubai / MASSIVEMUSIC Dubai

B05 (Books)

B05/001	00125	THE CONGREGATION	PODHER	PODHER	KLICK HEALTH, Toronto	CANADA	HALLEY SOUND Sao Paulo / MONKEY-LAND Sao Paulo	LIGHTFARM STUDIOS Rio De Janeiro
B05/013	00478	KAMASUTRA +	SIDACTION	SIDACTION	THE GOOD COMPANY, Paris	FRANCE		
B05/019	00352	BRICK BOOK	PRIMOSFERA	ARCHITECTURE BOOK	THIS IS PACIFICA, Porto	PORTUGAL		

B06 (Data Visualisation)

B06/010	00779	CLIMATE REALISM	WWF GERMANY	WWF GERMANY	LEO BURNETT, Frankfurt	GERMANY	DIGITAS PIXELPARK Berlin	
B06/024	00879	NOISE NEUTRAL	TEGRA INCORPORADORA & PARTNERS	NOISE NEUTRAL	FCB BRASIL, Sao Paulo	BRAZIL	FCB BRASIL Sao Paulo	FCB BRASIL Sao Paulo
B06/026	10261	EYEDAR	HORIZON THERAPEUTICS	EYEDAR APP FOR THE BLIND	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	USA	DALMATIAN COW Los Angeles	BLIND PIG London

B07 (Brand Collateral)

B07/002	00005	THERE'S NOTHING COMIC ABOUT DYSLEXIA	DYSLEXIA SCOTLAND	THERE'S NOTHING COMIC ABOUT DYSLEXIA	INNOCEAN BERLIN, Berlin	GERMANY	BROKSTAD STUDIO New York / INNOCEAN BERLIN Berlin	
B07/008	00334	NIKE AIR MAX KIDS	NIKE	NIKE AIR MAX KIDS	MANVSMACHINE, London / NIKE, Hilversum	UNITED KINGDOM / THE NETHERLANDS	MANVSMACHINE London / NIKE Hilversum	
B07/011	00589	MY JAPAN RAILWAY	JR GROUP	JAPAN RAILWAY 150TH ANNIVERSARY CAMPAIGN	DENTSU INC., Tokyo	JAPAN	1-10, INC. Kyoto / CREATIVE POWER UNIT Tokyo / DENTSU LIVE INC. Tokyo	

B08 (Special Editions & Bespoke Items)

B08/007	00157	THE DIRTIEST CUP	LIBERO	LIBERO MAGAZINE	PS21, Madrid	SPAIN	ANDREI MOLODKIN Maubourguet	GRADEPUNK COLOR GRADING Madrid
B08/052	00708	MCDRIP	MCDONALD'S	MCDONALD'S	NORD DDB, Helsinki	FINLAND	NORD DDB Helsinki	
B08/054	00737	HEINEKICKS	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan / BBH, Singapore	ITALY / SINGAPORE		
B08/055	00758	ONE STAR COOKBOOK	DELIVEROO	DELIVERY QUALITY GUARANTEED	— AND US, Dubai	UNITED ARAB EMIRATES	BLACKBOX Dubai / MAGALI POLVERINO STUDIO Buenos Aires	BLACKBOX Dubai
B08/057	00532	THE COST OF GOLD	URIHI YANOMAMI ASSOCIAÇÃO	URIHI YANOMAMI	DM9, Sao Paulo	BRAZIL		

B08/101	00718	THE UNBURNABLE BOOK	PENGUIN BOOKS RANDOM HOUSE	PENGUIN BOOKS RANDOM HOUSE	RETHINK, Toronto	CANADA	ASYMETRIC MEDIA Toronto	DARLING COLOUR & VFX Toronto / OSO AUDIO Toronto / SAINTS EDITORIAL Toronto
B08/108	01025	AIZOME WASTECARE™ INDUSTRIAL WASTE - CERTIFIED AS SKINCARE.	AIZOME	TEXTILES	SERVICEPLAN, Munich	GERMANY	OFF STUDIOS Munich	
C01 (Digital Design)								
C01/014	00168	SUNTORY TENNENSUI ENDLESS DAWN	SUNTORY	SUNTORY TENNENSUI	DENTSU CRAFT TOKYO / TSUZUKU, Tokyo / DENTSU INC., Tokyo	JAPAN	DENTSU CRAFT TOKYO / DENTSU CREATIVE X INC. Tokyo	
C01/015	00319	WRAPPED DESIGN	SPOTIFY IN-HOUSE	SPOTIFY IN-HOUSE	SPOTIFY IN-HOUSE, New York	USA	SPOTIFY IN-HOUSE New York	SPOTIFY IN-HOUSE New York
C01/028	00476	KAMI	DOWN SYNDROME INTERNATIONAL	DOWN SYNDROME INTERNATIONAL	FORSMAN & BODENFORS, Singapore	SINGAPORE	HARPI SIM Singapore / THE DIIGITALS Dorset	FUSE Singapore
C01/030	00729	I WILL ALWAYS BE ME	DELL TECHNOLOGIES & INTEL	I WILL ALWAYS BE ME	VMLY&R, New York	USA	BORDERLAND London / JAM3 Amsterdam	HUMAN WORLDWIDE New York / THE MILL Los Angeles
C01/032	00742	DYICTA	DIGITAL YOUTH ICT ACADEMY	REBRAND / REFRESH OF AN EXISTING BRAND	FCB AFRICA, Johannesburg	SOUTH AFRICA	FCB AFRICA Johannesburg	
C01/040	00806	EYEDAR	HORIZON THERAPEUTICS	EYEDAR APP FOR THE BLIND	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	USA	DALMATIAN COW Los Angeles	BLIND PIG London
C01/041	00875	DREAMCASTER	MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	USA	DAHOUSE AUDIO Los Angeles / HELO Santa Monica / NEPYRU London	
C01/044	00938	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	
C02 (Digital Installations & Events)								
C02/006	00590	MY JAPAN RAILWAY	JR GROUP	JAPAN RAILWAY 150TH ANNIVERSARY CAMPAIGN	DENTSU INC., Tokyo	JAPAN	1-10, INC. Kyoto / CREATIVE POWER UNIT Tokyo / DENTSU LIVE INC. Tokyo	

C02/013	00774	TURNSTILE TURBINES	IBERDROLA	SUBWAY TURNSTILE	WEBER SHANDWICK, Paris	FRANCE		
C02/014	00872	DREAMCASTER	MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	USA	DAHOUSE AUDIO Los Angeles / HELO Santa Monica / NEPYRU London	
C03 (UX, UI & Journey Design)								
C03/003	00031	ALL PLAYERS TOOL LAB.	WITH ALS	WITH ALS	DENTSU INC., Tokyo	JAPAN	DENTSU CREATIVE CUBE INC Tokyo / P.I.C.S. Tokyo / WOO Tokyo / Y'SCONNECTION Tokyo	
C03/006	00153	UNDERCOVER	WOMEN HELPING WOMEN ASIA	WOMEN HELPING WOMEN	OGILVY, Hong Kong	HONG KONG SAR	VERTICURL VIETNAM Ho Chi Minh City	
C03/025	00757	THE UNDENIABLE STREET VIEW	UNITED24, NOVA UKRAINE, VOICES OF CHILDREN, BOCTOK SOS	THE UNDENIABLE STREET VIEW	— AND US, Dubai	UNITED ARAB EMIRATES	BLACKBOX Dubai	BLACKBOX Dubai
C04 (Social Media Design)								
C04/001	00039	COLORS OF LOVE	PANTONE	PANTONE	TBWA\ Paris, Paris	FRANCE	ELSE Paris / EG+ WORLDWIDE Paris	
C04/004	00057	MY SPOTIFY. SO PLAYFUL.	SPOTIFY	SPOTIFY	SOKO, Sao Paulo	BRAZIL		
C04/008	00247	THE SINGULARITY: SOCIAL	SQUARESPACE	SQUARESPACE	SQUARESPACE, New York	USA	ACTIVE THEORY Los Angeles / SMUGGLER Los Angeles	BLACK KITE STUDIOS LTD London / COFFEE AND TV London / HEARD CITY New York
C04/016	00581	BUY MY CANCER	ALIVIA CANCER FOUNDATION	FUNDRAISING MODEL	OGILVY POLAND, Warsaw	POLAND	OGILVY POLAND Warsaw	
C04/018	00782	THE YEAR OF THE ARMPIT	OLD SPICE	OLD SPICE	LEO BURNETT, Madrid	SPAIN	LEO BURNETT Madrid	
D01 (Retail Environment & Experience Design)								
D01/002	00213	ZIOUX, BREAK FREE.	ZIOUX	NEW BRAND IDENTITY	GRID WORLDWIDE, Johannesburg	SOUTH AFRICA		
D01/019	00857	REDESIGNING FOR E-NCLUSION	PLAZA VEA	PLAZA VEA	FAHRENHEIT DDB, Lima	PERU	QUECHUA FILMS Cusco	
D01/022	00939	THE BRAKE ROOM	CHICK-FIL-A	CHICK-FIL-A	McCANN, New York	USA	CRAFT WORLDWIDE New York / FACTORY 360 New York	

D02 (Point of Sale, Consumer Touchpoints & In-store Collateral)

D02/017	00962	LIFE EXTENDING STICKERS	MAKRO	MAKRO SUPERMARKETS	GREY COLOMBIA, Bogotá	COLOMBIA	ESTUDIOS MACHINA Bogota / WHISKY CO Bogota	GERMAN JAVIER ROJAS CASTILLO Bogota / TOWNHOUSE Bogota
D03 (Event Storytelling)								
D03/009	00825	VOLVO EX90	VOLVO	VOLVO ELECTRIC CAR	AKQA, Gothenburg	SWEDEN		
D04 (Spatial & Sculptural Exhibitions and Experiences)								
D04/008	00357	FAMINE FOOD BANK	LITTLE FLOWER PENNY DINNERS	FOOD CHARITY	IN THE COMPANY OF HUSKIES, Dublin	IRELAND		
D04/032	00928	BETTER SIDE OF WINTER	MCDONALD'S POLSKA	DRWALA BURGER	DDB, Warsaw	POLAND		
D04/036	00969	THE BLIND SPOT	VOLKSWAGEN SOUTH AFRICA	VOLKSWAGEN SERVICE	OGILVY SOUTH AFRICA, Cape Town	SOUTH AFRICA	RUN JUMP FLY CREATIONS Pretoria / THINKING Cape Town	
D04/038	00963	TEAR THE PAPER CEILING	THE AD COUNCIL (IN PARTNERSHIP WITH OPPORTUNITY@WORK)	TEAR THE PAPER CEILING	OGILVY, New York	USA	HOGARTH New York / LOS YORK New York	CUT+RUN New York / FOUND OBJECTS New York
D05 (Wayfinding & Signage)								
D05/004	00350	THE NEW HOUSE OF COMMUNICATION	SERVICEPLAN GERMANY	SERVICEPLAN GROUP	SERVICEPLAN, Munich / BUERO UEBELE VISUELLE KOMMUNIKATION, Stuttgart	GERMANY		
D05/005	00686	MAKE IT VISIBLE	FORD	COMMERCIAL VEHICLES	VMLY&R, London	UNITED KINGDOM	MAKERHOUSE London	MAKERHOUSE London
D05/008	00946	THE GREATEST GUIDE TO JOCHOS & BURGERS	BIMBO	BIMBO BUNS	VECTORB McCANN, Mexico City / PERFORMANCE ART, Toronto	MEXICO / CANADA	CATATONIA Mexico City / FFFRAME TV Guadalajara	
E01 (Food)								
E01/006	00450	TOBLERONE BE MORE TRIANGLE	TOBLERONE	TOBLERONE	BULLETPROOF, London / MONDELEZ INTERNATIONAL, Zurich	UNITED KINGDOM / SWITZERLAND		
E01/009	00680	KETCH-UP & DOWN	HEINZ	HEINZ KETCHUP	FP7 McCANN, Dubai	UNITED ARAB EMIRATES	BELIEVE Santiago	
E02 (Drinks)								
E02/002	00008	SWEE KOMBUCHA – 100% NATURAL	SWEE KOMBUCHA	KOMBUCHA DRINK	BEDOW, Stockholm	SWEDEN	BEDOW Stockholm	

E02/003	00111	QUILMES COINCIDENCES WORLD CUP CAN	QUILMES	BEER	AB INBEV, Buenos Aires / DRAFTLINE, Buenos Aires	ARGENTINA		
<u>E03 (Other FMCG & Consumer Durables)</u>								
E03/004	01018	MAKING INACCESSIBLE ACCESIBLE	ARIEL	ECOCLIC BOX	LANDOR & FITCH, Hamburg / PROCTER & GAMBLE, Geneva	GERMANY / SWITZERLAND	LANDOR & FITCH Hamburg / PROCTER & GAMBLE Geneva	
<u>E04 (Healthcare)</u>								
E04/010	00983	THE HORNICULTURAL SOCIETY	RELATE	RELATIONSHIP CHARITY	OGILVY, London	UNITED KINGDOM	OGILVY London	OGILVY London
<u>E05 (Sustainable Packaging)</u>								
E05/002	00390	BEE & BEE	INVERROCHE	INVERROCHE CLASSIC	GRID WORLDWIDE, Johannesburg	SOUTH AFRICA	GRID WORLDWIDE Johannesburg / HOUTLANDER Randburg	GRID WORLDWIDE Johannesburg
E05/009	01028	AIZOME WASTECARE™ INDUSTRIAL WASTE - CERTIFIED AS SKINCARE.	AIZOME	TEXTILES	SERVICEPLAN, Munich	GERMANY	OFF STUDIOS Munich	
<u>E06 (Special Editions & Promotional Packaging)</u>								
E06/040	00459	ETERNO. A NONUYA STORY	CLUB COLOMBIA	CLUB COLOMBIA GOLD	AB INBEV, Bogotá / BUENTIPO ANCHOR, Bogota	COLOMBIA		
E06/051	00744	THE DROPSTORE	MINISTRY OF FOREIGN AFFAIRS OF THE KINGDOM OF THE NETHERLANDS	WATER CRISIS	PUBLICIS GROUPE BENELUX, Amsterdam	THE NETHERLANDS	BOOMERANG AGENCY Amsterdam / HUMNN Amsterdam / MASSIVEMUSIC Amsterdam / PLANT Sao Paulo / STREET FACTORY MEDIA Minneapolis	NEVERLAND Amsterdam / OWOW Eindhoven
E06/061	00796	LALIGA KICK OFF	LALIGA	UNBOXING	OGILVY, Madrid	SPAIN	HOGARTH WORLDWIDE Madrid	HOGARTH WORLDWIDE Madrid
E06/065	01029	AIZOME WASTECARE™ INDUSTRIAL WASTE - CERTIFIED AS SKINCARE.	AIZOME	TEXTILES	SERVICEPLAN, Munich	GERMANY	OFF STUDIOS Munich	

F01 (Consumer Technology & Homeware)

F01/008	00753	SOLE MUSIC	SOLE MUSIC	SOLE MUSIC	— AND US, Dubai	UNITED ARAB EMIRATES	BLACKBOX Dubai	BLACKBOX Dubai / ZANAD Cairo
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F02 (Lifestyle, Fashion, Leisure, Sports & Outdoor)

F02/007	00474	SHELLMET	KOUSHI CHEMICAL INDUSTRY CO., LTD.	SHELLMET	TBWA\HAKUHODO INC., Tokyo	JAPAN	QUANTUM Tokyo / ROBOT COMMUNICATIONS Tokyo	
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F03 (Infant Products, Toys & Educational Products)

F03/004	00890	F*CKING OLD	JEMS	JEMS CONDOMS	DENTSU CREATIVE, Toronto	CANADA	DENTSU CREATIVE Toronto	GRAYSON MUSIC Toronto / POLYESTER STUDIO Toronto / SAINTS EDITORIAL Toronto
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F04 (Medical Products)

F04/001	00260	ONE SIZE FITS ONE – MAKING ORAL CARE ACCESSIBLE FOR 360 MILLION PEOPLE.	LANDOR & FITCH	{ACCESS}ORIES	LANDOR & FITCH, London	UNITED KINGDOM	LANDOR & FITCH London	LANDOR & FITCH London
F04/004	00656	MOUTH PAD^	AUGMENTAL	MOUTH PAD^	WUNDERMAN THOMPSON, Lima / AUGMENTAL, San Francisco	PERU / USA	D AVANT GARDE PUBLISHER Buenos Aires	
F04/007	00855	TRUCSS	TRUCSS	INSTITUTIONAL	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	MISSION MUSIC Sao Paulo / MOSAICO FILMES Sao Paulo	

Total Shortlisted: 104

Media	PR	Additional
		ASSOCIATION OF REGISTERED GRAPHIC DESIGNERS (RGD) Toronto
		CALANGO Amsterdam / NIKE Hilversum
	ALMAPBBDO Sao Paulo / GIUSTI COMUNICACAO Sao Paulo / INPRESS PORTER NOVELLI Sao Paulo	
ASSEMBLY New York	ASSEMBLY New York	
AKQA COALA.LAB Sao Paulo		
MEDIAPLUS GERMANY Munich	MATERIAL INC. Tokyo	ASTRAL KREATIV Munich / DRUCKEREI VOGL Zorneding / PAUL+PAUL Gilching / SQUARE FILM Hamburg / WORKBYWORKS STUDIO New York

CDN Sao Paulo

LEO BURNETT Beirut

RED HAVAS MIDDLE
EAST Dubai

ASSOCIACAO DE AMIGOS DO
AUTISTA Sao Paulo

CARAT Lisbon

DENTSU CREATIVE
Lisbon

FCB BRASIL Sao
Paulo

IPROSPECT
Gothenburg

DENTSU CREATIVE
Gurgaon

PS21 Madrid

ES3 Madrid / LIBERO CREATIVE
CLUB Madrid

WIEDEN+KENNEDY WIEDEN+KENNEDY
London London

BESO by LLYC LLYC Mexico City
Mexico City

— AND US Dubai — AND US Dubai

NORD DDB NORD DDB Helsinki
Helsinki / OMD
FINLAND Helsinki

M-SPORTS ABINBEV Johannesburg
MARKETING
Randburg

MBM NZ Auckland DIG PR Auckland

IMPACT BBDO Beirut

KIBLIND Lyon

STARCOM Frankfurt MSL Frankfurt CHAMAELEON DIGITAL VISION
Dusseldorf / INOOLABS & STUDIO
VPD Stockholm / LOFT STUDIOS
Frankfurt

FCB BRASIL Sao Paulo FCB BRASIL Sao Paulo

HAVAS MEDIA BOT INC Brighton DAHOUSE AUDIO Berlin
London /
WETRANSFER
Amsterdam

DENTSU INC. Tokyo DENTSU INC. Tokyo /
PR CONSULTING
DENTSU Tokyo

PS21 Madrid ES3 Madrid / LIBERO CREATIVE
CLUB Madrid

NORD DDB NORD DDB Helsinki
Helsinki / OMD
FINLAND Helsinki

LE PUB APAC Singapore

AND US Dubai AND US Dubai

CDN Sao Paulo

CLUB INK Scarborough / GAS
COMPANY Toronto / PENGUIN
RANDOM HOUSE New York

MEDIAPLUS MATERIAL INC. Tokyo ASTRAL KREATIV Munich /
GERMANY Munich DRUCKEREI VOGL Zorneding /
PAUL+PAUL Gilching / SQUARE FILM
Hamburg / WORKBYWORKS STUDIO
New York

UEDAKE Tokyo

SPOTIFY IN-HOUSE SPOTIFY IN-HOUSE
New York New York

FORSMAN &
BODENFORS
Singapore

ESSENCEMEDIACO MOTOR NEURONE DISEASE
M New York ASSOCIATION Northampton / ROLLS-
ROYCE Derby / SPEAKUNIQUE
Edinburgh

3 PM New York ABINBEV New York / STARCOM New
York

DENTSU INC. Tokyo DENTSU INC. Tokyo /
PR CONSULTING
DENTSU Tokyo

MEDIABRANDS Neuilly-Sur-Seine	WEBER SHANDWICK Paris	EVENTTOOLS Morigny-Champigny / McCANN Paris
	3 PM New York	ABINBEV New York / STARCOM New York

	DENTSU INC. Tokyo	BASSDRUM Tokyo / COTON Tokyo / CUBE. INC. Tokyo / INVISI. LTD TOKYO / MOMONGA Berlin
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AND US Dubai	AND US Dubai
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SQUARESPACE New York	SQUARESPACE New York
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OGILVY POLAND Warsaw	OGILVY POLAND Warsaw
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CIRSYS Lima

PUBLICIS Chicago	BRAND PUBLIC RELATIONS Atlanta
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MAKRO Bogota

MINDSHARE London

VOLVO CARS Goteborg

OMD Warsaw

BONFIRE MEDIA
Cape Town

VOLKSWAGEN SOUTH AFRICA Cape
Town

MEDIAPLUS
GERMANY Munich

HASTINGS AUDIO NETWORK
Hamburg / SAINT ELMO'S Munich

MINDSHARE London MINDSHARE London

LIGHTHOUSE CONSTRUCTION
INDUSTRY CHARITY Ipswich

MARKETTIERS4DC
LTD Manchester

FCB MEXICO Mexico City /
FINDASENSE MEXICO Mexico City /
STARCOM Mexico City

MARKETTIERS4DC
LTD London

OGILVY London

MEDIAPLUS GERMANY Munich	MATERIAL INC. Tokyo	ASTRAL KREATIV Munich / DRUCKEREI VOGL Zorneding / PAUL+PAUL Gilching / SQUARE FILM Hamburg / WORKBYWORKS STUDIO New York
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PUBLICIS GROUPE BENELUX Amsterdam	FUTUREFACTOR Amsterdam / PUBLICIS GROUPE BENELUX Amsterdam
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MEDIAPLUS GERMANY Munich	MATERIAL INC. Tokyo	ASTRAL KREATIV Munich / DRUCKEREI VOGL Zorneding / PAUL+PAUL Gilching / SQUARE FILM Hamburg / WORKBYWORKS STUDIO New York
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AND US Dubai

AND US Dubai

KMC GROUP Tokyo

EGS GROUP PR
Montreal / POMP AND
CIRCUMSTANCE
Toronto

DARLING COLOUR & VFX Toronto /
PRESSLIX INC Markham /
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CASA9 AGENCIA DE
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ROCK MANAGEMENT Sao Paulo