

Direct Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production
A01 (Food & Drink)								
A01/024	01260	HEINZ LVII MEANZ 57	KRAFT HEINZ	HEINZ KETCHUP	RETHINK, Toronto	CANADA	MT VERNON ENTERTAINMENT Los Angeles	R+D PRODUCTIONS Vancouver
A01/025	01266	HEINZ A.I. KETCHUP	KRAFT HEINZ	HEINZ KETCHUP	RETHINK, Toronto	CANADA	RETHINK Toronto	CIRCONFLEX Montreal
A01/026	01254	HEINZ KETCHUP FRAUD	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA	WOLF Credo PRODUCTIONS CO. Buenos Aires	FRAME DISTILLERY VFX Vancouver / GRAYSON MUSIC Toronto / R+D PRODUCTIONS Vancouver
A01/029	01381	OREO CHEAT COOKIES	MONDELEZ EUROPE	OREO	SAATCHI & SAATCHI, Dusseldorf	GERMANY	ICONOCLAST Berlin	
A01/031	01368	THE OFFICE CLEANERS	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY	TRESBIEN! Martinez	
A01/042	01492	THE PRINGLES NPC	PRINGLES	PRINGLES	GREY, London	UNITED KINGDOM	GREY London	GREY London
A01/043	01607	The Tax Free Bagel	PHILADELPHIA CREAM CHEESE	CREAM CHEESE	GUT, Miami	USA	STREET FACTORY MEDIA Minneapolis	
A01/044	01663	BAR EXPERIENCE	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY	C41 Amsterdam	
A01/045	01498	THE CLOSER	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY	DIVISION Paris	THE MILL Paris
A01/046	01682	PASSIVE COOKING	BARILLA	BARILLA	PUBLICIS ITALY LEPUB, Milan	ITALY	CABINAA Milano / ROBILANTASSOCIATI Milan	SCREENPLAY Milan
A01/052	01509	OREOCODES	OREO	OREO	VMLY&R COMMERCE, New York	USA	VMLY&R New York	
A01/059	01731	#BRINGBACK2011	OREO INDIA	OREO COOKIE	LEO BURNETT, Mumbai	INDIA		

A01/061	01844	BABY SCAN	MARMITE	MARMITE	adam&eveDDB, London	UNITED KINGDOM	BISCUIT FILMWORKS London / KING HENRY London / WORK EDITORIAL London	ABSOLUTE London / FACTORY STUDIO London
A01/069	01828	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
A01/074	01691	MAYO MCHACK	HELLMANN'S	HELLMANN'S MAYONNAISE	EDELMAN, London	UNITED KINGDOM		
<u>A02 (Consumer Goods)</u>								
A02/007	01293	CERTIFIED CARE	RAID	SC JOHNSON / RAID	ENERGY BBDO, Chicago	USA		
A02/014	01188	REAL VIRTUAL BEAUTY	DOVE	DOVE SOAP	LOLA MULLENLOWE, Madrid	SPAIN	PASSION PICTURES London	BIG SYNC MUSIC London
<u>A03 (Healthcare)</u>								
A03/002	00083	DANIEL'S APARTMENT	VIIV HEALTHCARE	HIV STIGMA	SRA. RUSHMORE, Madrid	SPAIN	PRIMO CONTENT Madrid	
A03/004	00386	WALL STREET BALLS	TESTICULAR CANCER SOCIETY	TESTICULAR CANCER AWARENESS	FP7 McCANN, Dubai / McCANN HEALTH, Dubai	UNITED ARAB EMIRATES	CRAFT WORLDWIDE New York / DRIZZLIN MEDIA PTE LTD Singapore	
A03/019	01392	DIVERSITREE	CLARITIN	CLARITIN ALLERGY MEDICINE	ENERGY BBDO, Chicago	USA		CANJA AUDIO CULTURE Curitiba
<u>A04 (Automotive)</u>								
A04/007	00775	JIMNY HERITAGE	SUZUKI AUTOMOTIVE AUSTRALIA	SUZUKI JIMNY (MANUAL)	SUZUKI, Melbourne / DELOITTE DIGITAL, Melbourne	AUSTRALIA	DELOITTE DIGITAL Melbourne	
A04/016	01609	THE HOFMEISTER KINK	BMW	BMW	PERFORMANCE ART, Toronto	CANADA	PERFORMANCE ART Toronto	GRAYSON MUSIC Toronto
<u>A05 (Retail)</u>								
A05/009	00701	THE BURGER THAT COULD NOT BE	MCDONALD'S	MCDONALD'S	TBWA/ESPAÑA, Madrid	SPAIN		
A05/015	00727	WEAR 'EM OUT STORE	EBAY	EBAY SNEAKERS	EDELMAN, New York	USA	EDELMAN New York / FALKON Los Angeles / UNITED ENTERTAINMENT GROUP New York	FALKON Los Angeles
A05/042	01659	WORLD CUP DELIVERY	PEDIDOS YA	PEDIDOS YA APP	GUT, Buenos Aires	ARGENTINA	GUT Buenos Aires / PAISANOS.IO Buenos Aires	

A06 (Travel / Leisure)

A06/009	00625	MIDDLE SEAT LOTTERY	VIRGIN AUSTRALIA GROUP	MIDDLE SEAT LOTTERY	SPECIAL, Sydney	AUSTRALIA	DIVISION Sydney	FIN DESIGN + EFFECTS Sydney / RUMBLE STUDIOS Sydney / THE EDITORS Sydney / THE POOL COLLECTIVE Sydney
A06/014	00666	KICK OF DESTINY	FANDUEL GROUP	FANDUEL SPORTSBOOK	WIEDEN+KENNEDY, New York	USA	ARTS & SCIENCES California	ARCADE EDIT NY New York / PARLIAMENT Los Angeles

A07 (Media / Entertainment)

A07/011	01224	SUPER FAN COLLECTION	SPOTIFY	SPOTIFY	NORD DDB, Stockholm	SWEDEN	NORD DDB Stockholm	NORD DDB Stockholm
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A08 (Consumer Services / Business to Business)

A08/003	00127	INSIDE JOBS	VOLKSWAGEN GROUP FRANCE	VOLKSWAGEN	DDB, Paris	FRANCE	ALLSO Paris / THE Paris	
A08/026	01522	OTHER MC'S	HEINZ	HEINZ PICKLES KETCHUP	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	ANTFOOD Sao Paulo / HALLEY SOUND Sao Paulo / MOSAICO FILMES Sao Paulo	
A08/028	01713	RECEIPTS TO KEEP [FIGHTING]	UNIVERSITY ZUMBI DOS PALMARES	RACISMO ZERO	GREY, Sao Paulo	BRAZIL	BVM CROSS Sao Paulo / MALALA FILMES Sao Paulo / PINGADO AUDIO Sao Paulo / PUNCH AUDIO Sao Paulo	
A08/029	01762	WHERE TO SETTLE	MASTERCARD	WEBSITE ...	McCANN POLAND, Warsaw	POLAND	McCANN POLAND Warsaw	McCANN POLAND Warsaw
A08/031	01346	ONE STAR COOKBOOK	DELIVEROO	DELIVERY QUALITY GUARANTEED	— AND US, Dubai	UNITED ARAB EMIRATES	BLACKBOX Dubai / MAGALI POLVERINO STUDIO Buenos Aires	BLACKBOX Dubai

A09 (Not-for-profit / Charity / Government)

A09/002	00120	KNOCK KNOCK	KOREAN NATIONAL POLICE AGENCY	A SILENT EMERGENCY CALL	CHEIL WORLDWIDE, Seoul	SOUTH KOREA	BOUNCE CREATIVE Seoul / JUNPASANG Seoul / WINNING HABIT Seoul	ON THE TRACK Seoul / SOGUEUKJANG Seoul
A09/059	01515	#OPTINK	JUNGE HELDEN E.V.	ORGAN DONOR RECRUITMENT	McCANN, Paris	FRANCE		
A09/066	01569	SOLAR IMPULSE - PRÊT À VOTER	SOLAR IMPULSE	PRÊT À VOTER	PUBLICIS CONSEIL, Paris	FRANCE	THE JUICE BY PRODIGIOUS Paris	PRODIGIOUS Paris
A09/067	01732	THE POSTPONED DAY	LALCEC	LALCEC	GREY ARGENTINA, Buenos Aires	ARGENTINA	LANDIA Buenos Aires	

A09/074	01338	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
A09/075	01965	SAVED MEMORIES	TRANSKLAR E.V / TRANS-IDENT E.V / ROSA STRIPPE	AWARENESS FOR TRANSGENDER	SERVICEPLAN, Munich	GERMANY	CREAMLABS AI Munich	REPLAYBOYS Hamburg
B01 (Mailing / Programmatic Mail)								
B01/012	01656	WORLD CUP DELIVERY	PEDIDOS YA	PEDIDOS YA APP	GUT, Buenos Aires	ARGENTINA	GUT Buenos Aires / PAISANOS.IO Buenos Aires	
B02 (Use of Ambient Media: Small Scale)								
B02/003	00079	COLORS OF LOVE	PANTONE	PANTONE	TBWA\ Paris, Paris	FRANCE	VELSE Paris / EG+ WORLDWIDE Paris	
B02/004	00125	INSIDE JOBS	VOLKSWAGEN GROUP FRANCE	VOLKSWAGEN	DDB, Paris	FRANCE	ALLSO Paris / THE Paris	
B02/040	00854	THE COST OF GOLD	URIHI YANOMAMI ASSOCIAÇÃO	URIHI YANOMAMI	DM9, Sao Paulo	BRAZIL		
B02/075	01499	THE CLOSER	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY	DIVISION Paris	THE MILL Paris
B02/085	01589	SOLAR IMPULSE - PRÊT À VOTER	SOLAR IMPULSE	PRÊT À VOTER	PUBLICIS CONSEIL, Paris	FRANCE	THE JUICE BY PRODIGIOUS Paris	PRODIGIOUS Paris
B03 (Use of Ambient Media: Large Scale)								
B03/004	00093	THE COPENHAGEN BENCH	TV 2 DENMARK	PUBLIC SERVICE	TV 2 CREATIVE, Copenhagen	DENMARK	TV 2 CREATIVE Copenhagen	TV 2 CREATIVE Copenhagen
B03/012	00461	RECREATION	CAMELEON ASSOCIATION	ONLINE SAFETY FOR CHILDREN	LIBRE MULLENLOWE, Paris	FRANCE	AGENCE VU' Paris / ROOM SERVICE Paris	CIRCONFLEX Paris / ROOM SERVICE Paris
B03/017	00417	CHEETLE IN CHEADLE	CHEETOS	CHEETOS	CITIZEN RELATIONS, Toronto	CANADA		
B03/018	00629	FURPHY, WHAT THE TRUCK?!	FURPHY	FURPHY	THINKERBELL, Melbourne	AUSTRALIA	AKCELO Sydney / SCOUNDREL Sydney	
B03/031	01253	IKEA WINDOW SHOPPING	IKEA	IKEA	RETHINK, Toronto	CANADA	UNDIVIDED CREATIVE INC. Toronto	VAPOR MUSIC GROUP Toronto
B03/039	01389	NRA CHILDREN'S MUSEUM	CHANGE THE REF	CHANGE THE REF	OGILVY, Chicago	USA	HOGARTH WORLDWIDE São Paulo / HUNGRY MAN Los Angeles / SANDRO FILMS Chicago	BEACON STREET STUDIOS Los Angeles / NO6 New York
B03/051	01497	THE CLOSER	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY	DIVISION Paris	THE MILL Paris

B04 (Use of Broadcast)

B04/001	00281	INTERFACE INTERRUPTION	TUBI	TUBI	MISCHIEF @ NO FIXED ADDRESS, New York	USA	STRIKE ANYWHERE FILMS San Francisco	FRIEND OR FOE Los Angeles / JUNIPER JONES Los Angeles
B04/012	00752	THE HIGH STAKES BEER AD	BLUE MOON	COORS LIGHT, MILLER LITE & BLUE MOON	DROGA5, PART OF ACCENTURE SONG, New York	USA	PRODCO Los Angeles	
B04/022	01130	TOUCH CARD	MASTERCARD	TOUCH CARD	McCANN, New York	USA		
B04/040	01834	BABY SCAN	MARMITE	MARMITE	adam&eveDDB, London	UNITED KINGDOM	BISCUIT FILMWORKS London / KING HENRY London / WORK EDITORIAL London	ABSOLUTE London / FACTORY STUDIO London
B04/044	01804	CHANGE THE ANGLE	LUX	LUX	WUNDERMAN THOMPSON, Singapore	SINGAPORE	WUNDERMAN THOMPSON Johannesburg / WUNDERMAN THOMPSON Singapore	

B05 (Use of Print / Outdoor)

B05/004	00060	OR TRAVEL ON CLEARTRIP	CLEARTRIP	CLEARTRIP	TALENTED.AGENCY, Bangalore	INDIA	WEB DIMENSION Noida	WEB DIMENSION Noida
B05/020	00200	PHONE IT IN	SKINNY	TELECOMMUNICATION COMPANY	COLENZO BBDO, Auckland	NEW ZEALAND	COLENZO BBDO Auckland	COLENZO BBDO Auckland
B05/030	01259	JUST DATE A FARMER	KRAFT HEINZ - JUST CRACK AN EGG	JUST CRACK AN EGG	RETHINK, Toronto	CANADA		
B05/047	01615	THE BEST-SELLER CONSTITUTION	MERCADO LIBRE	MERCADO LIBRE	GUT, Sao Paulo	BRAZIL	HEFTY Sao Paulo	
B05/048	01568	SOLAR IMPULSE - PRÊT À VOTER	SOLAR IMPULSE	PRÊT À VOTER	PUBLICIS CONSEIL, Paris	FRANCE	THE JUICE BY PRODIGIOUS Paris	PRODIGIOUS Paris
B05/049	01701	NEWSPAPERS INSIDE THE NEWSPAPER EDITION	ANNAHAR NEWSPAPER	ANNAHAR NEWSPAPER	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	DEJAVU Dubai	DEJAVU Dubai / MASSIVEMUSIC Dubai

C01 (Data-Driven Direct Strategy)

C01/002	00613	FLIPVERTISING	SAMSUNG	SAMSUNG GALAXY Z FLIP4	CHEP NETWORK, Sydney	AUSTRALIA	THE SWEETSHOP Sydney	THE EDITORS Sydney
C01/004	00971	ARE YOU PRESS WORTHY?	COLUMBIA JOURNALISM REVIEW	COLUMBIA JOURNALISM REVIEW	TBWA\CHIAT\DAY, New York City	USA	REDSLASH New York	REDSLASH New York
C01/006	01317	CORRECT THE INTERNET	TEAM HEROINE	CORRECT THE INTERNET	DDB NEW ZEALAND, Auckland	NEW ZEALAND	FINCH Auckland	ATTICUS Auckland / LIQUID STUDIOS Auckland

C01/017	01737	THE POSTPONED DAY	LALCEC	LALCEC	GREY ARGENTINA, Buenos Aires	ARGENTINA	LANDIA Buenos Aires	
C02 (Data-driven Targeting)								
C02/006	01218	SUPER FAN COLLECTION	SPOTIFY	SPOTIFY	NORD DDB, Stockholm	SWEDEN	NORD DDB Stockholm	NORD DDB Stockholm
C03 (Use of Real-time Data)								
C03/012	01269	OFFSET MODE	TREE CANADA	TREE CANADA	RETHINK, Toronto	CANADA	APPLY DIGITAL Toronto	
C03/019	00945	CONFESSIONS OF A PREDATOR	CHILD RESCUE COALITION	CHILD PROTECTION SYSTEM (CPS) TECHNOLOGY	DAVID&GOLIATH, Los Angeles	USA	DAVID&GOLIATH Los Angeles	DAVID&GOLIATH Los Angeles
C03/024	01724	INFLATION COOKBOOK	SKIP THE DISHES	SKIP EXPRESS LANE	DENTSU CREATIVE, Toronto	CANADA	DENTSU CREATIVE Toronto	GRAYSON MUSIC Toronto / SAINTS EDITORIAL Toronto
C03/029	01936	TRANSPARENCY CARD	CONGRESSO EM FOCO	TRANSPARENCY CARD	AKQA, Sao Paulo	BRAZIL	JAMUTE Sao Paulo / PAY4BRAIN Sao Paulo	JAMUTE Sao Paulo / PAY4BRAIN Sao Paulo
C04 (Metaverse, New Realities & Emerging Tech)								
C04/006	00520	EXHIBIT A-I	MAURICE BLACKBURN SOCIAL JUSTICE	N/A	HOWATSON+COMPANY, Sydney	AUSTRALIA	CARBON8 Sydney / DELOITTE DIGITAL Sydney / HOWATSON+COMPANY Sydney / SCOUNDREL Sydney	HECKLER Sydney
C04/037	01867	CORRUPTION CITY	PUBLIMETRO	PUBLIMETRO	GREY COLOMBIA, Bogotá	COLOMBIA	ATOMIC STUDIO Bogota / HALLTEC CENTRO TECNOLOGICO San Gil / MACARENA & CO Bogota / SOLID STUDIO Medellin / TOWNHOUSE Bogota	ESTUDIOS MACHINA Bogota
C04/040	11708	THE SMART LEGACY	IFTHEN. INC	THE SMART LEGACY	DDB CENTRO, Guatemala City / EL TAIER DDB, Guatemala	GUATEMALA	FILMICO Guatemala	
C05 (Gaming)								
C05/001	00098	MINDCRAFT	UISSANCE DYS	UISSANCE DYS	BETC, Paris	FRANCE		
C05/015	00468	PHOTOMODE - OUT THERE IN GAME	UBISOFT	UBISOFT'S GAMES	MNSTR, Paris	FRANCE		
C05/018	00235	DORITOS CRUNCH CANCELLATION	PEPSICO	DORITOS	TBWA\ESPAÑA, Madrid	SPAIN	TBWA\ESPAÑA Madrid	
C05/025	00049	ADOPT A MOD	LA SPA	CATS FOR ADOPTION	HAVAS PLAY, Paris	FRANCE	HAVAS PLAY Paris	

C05/027	00654	UNBRANDED MENU	MCDONALD'S	MCDONALD'S	LEO BURNETT, Manila	THE PHILIPPINES		
C05/035	01384	OREO CHEAT COOKIES	MONDELEZ EUROPE	OREO	SAATCHI & SAATCHI, Dusseldorf	GERMANY	ICONOCLAST Berlin	
C05/063	01960	COUNTERSTRIKE OF THE FREE PRESS	HELSINGIN SANOMAT	HELSINGIN SANOMAT NEWS MEDIA	MILTTON, Helsinki	FINLAND	FLC Helsinki / HELSINGIN SANOMAT Helsinki / MILTTON Helsinki	MILTTON Helsinki
D01 (Use of Digital Platforms)								
D01/010	00393	VOICE GIRL GAMERS	WINDTRE	DIGITAL RESPONSIBILITY	WUNDERMAN THOMPSON, Milan	ITALY	SATOR INTERNATIONAL GROUP SRL Rome	
D01/012	00176	SOMETHING TO OFFEND EVERYONE	BROOKLYN FILM FESTIVAL	BROOKLYN FILM FESTIVAL	MULLENLOWE U.S., New York	USA	FOREAL Trier / SMUGGLER New York	FRIENDSHOP! New York / YESSIAN New York
D01/020	00618	FLIPVERTISING	SAMSUNG	SAMSUNG GALAXY Z FLIP4	CHEP NETWORK, Sydney	AUSTRALIA	THE SWEETSHOP Sydney	THE EDITORS Sydney
D01/022	00917	BUNDY MIXER	BUNDABERG	BUNDABERG RUM	LEO BURNETT, Sydney	AUSTRALIA	MINT FILMS Glebe	
D01/024	00670	SELF-CHECK OUT	K-LYNN	K-LYNN	LEO BURNETT, Dubai	UNITED ARAB EMIRATES	PRODIGIOUS Dubai	
D01/033	00969	ARE YOU PRESS WORTHY?	COLUMBIA JOURNALISM REVIEW	COLUMBIA JOURNALISM REVIEW	TBWA\CHIAT\DAY, New York City	USA	REDSLASH New York	REDSLASH New York
D01/037	01232	DEALS STUCK IN TIME	MCDONALD'S	MCDONALD'S	NORD DDB, Stockholm	SWEDEN	FILMIC ART Stockholm / NORD DDB Stockholm	NORD DDB Stockholm
D01/038	01263	JUST DATE A FARMER	KRAFT HEINZ - JUST CRACK AN EGG	JUST CRACK AN EGG	RETHINK, Toronto	CANADA		
D01/050	01382	OREO CHEAT COOKIES	MONDELEZ EUROPE	OREO	SAATCHI & SAATCHI, Dusseldorf	GERMANY	ICONOCLAST Berlin	
D01/057	01316	CORRECT THE INTERNET	TEAM HEROINE	CORRECT THE INTERNET	DDB NEW ZEALAND, Auckland	NEW ZEALAND	FINCH Auckland	ATTICUS Auckland / LIQUID STUDIOS Auckland
D02 (Use of Mobile)								
D02/010	00121	KNOCK KNOCK	KOREAN NATIONAL POLICE AGENCY	A SILENT EMERGENCY CALL	CHEIL WORLDWIDE, Seoul	SOUTH KOREA	BOUNCE CREATIVE Seoul / JUNPASANG Seoul / WINNING HABIT Seoul	ON THE TRACK Seoul / SOGEUKJANG Seoul

D02/020	01371	THE OFFICE CLEANERS	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY	TRESBIEN! Martinez	
D02/028	01140	HAPPY BIRTHDAY FROM EARTH	HUSQVARNA	AUTOMOWER® ROBOTIC LAWN MOWERS	PRIME WEBER SHANDWICK, Stockholm	SWEDEN	DIKTATOR Stockholm / PRIME WEBER SHANDWICK Stockholm	DIKTATOR Stockholm / PRIME WEBER SHANDWICK Stockholm
D02/029	01582	SPA - THERE IS A PET FOR THAT	SPA	THERE IS A PET FOR THAT	PUBLICIS CONSEIL, Paris	FRANCE	THE JUICE BY PRODIGIOUS Paris	PRODIGIOUS Paris
D02/034	01507	OREOCODES	OREO	OREO	VMLY&R COMMERCE, New York	USA	VMLY&R New York	
D02/036	01725	INFLATION COOKBOOK	SKIP THE DISHES	SKIP EXPRESS LANE	DENTSU CREATIVE, Toronto	CANADA	DENTSU CREATIVE Toronto	GRAYSON MUSIC Toronto / SAINTS EDITORIAL Toronto
D03 (Use of Social Platforms)								
D03/001	00058	H.A.N.S. - THE HATEFUL AUDIO NOTIFICATION SERVICE	LAUT GEGEN NAZIS	H.A.N.S. - THE HATEFUL AUDIO NOTIFICATION SERVICE	PHILIPP UND KEUNTJE, Hamburg	GERMANY		
D03/032	00951	FIXED IT	KFC	KFC	COURAGE, Toronto	CANADA		
D03/042	01222	FOLLOW THEIR LEADER	NON-VIOLENCE PROJECT FOUNDATION	NON-VIOLENCE PROJECT FOUNDATION	NORD DDB, Stockholm / NORD DDB, Copenhagen	SWEDEN / DENMARK		
D03/044	01257	HEINZ KETCHUP FRAUD	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA	WOLF CREDO PRODUCTIONS CO. Buenos Aires	FRAME DISTILLERY VFX Vancouver / GRAYSON MUSIC Toronto / R+D PRODUCTIONS Vancouver
D03/050	01244	MESSAGE FROM THE OTHER FRONT	THE SALVATION ARMY	RECRUITMENT	VMLY&R, Paris	FRANCE		
D03/053	01131	INFLUENCERS' FRIENDS	POKER	POKER BEER	DDB COLOMBIA, Bogota	COLOMBIA	LOS NOTARIOS Bogota	
D03/056	00901	CASPER SLEEPERS	CASPER SLEEP LLC.	CASPER MATTRESSES	VAYNERMEDIA, New York / CASPER SLEEP LLC., New York	USA	EVA NOSIDAM PRODUCTIONS Long Island City	
D03/072	01680	RUNNER 321	ADIDAS	ADIDAS	FCB TORONTO	CANADA	456 STUDIOS Toronto	ALTER EGO Toronto / OSO AUDIO Toronto / SCHOOL EDITING Toronto

D04 (Real-time Response)

D04/023	00892	MICHELOB GUY	MICHELOB ULTRA	MICHELOB ULTRA	MICHELOB ULTRA, New York / WIEDEN+KENNEDY, New York / DRAFTLINE, New York	USA	DRAFTLINE New York / WIEDEN+KENNEDY New York	DRAFTLINE New York / WIEDEN+KENNEDY New York
D04/048	01613	THE BEST-SELLER CONSTITUTION	MERCADO LIBRE	MERCADO LIBRE	GUT, Sao Paulo	BRAZIL	HEFTY Sao Paulo	
D04/055	01661	WORLD CUP DELIVERY	PEDIDOS YA	PEDIDOS YA APP	GUT, Buenos Aires	ARGENTINA	GUT Buenos Aires / PAISANOS.IO Buenos Aires	
D04/057	01761	WHERE TO SETTLE	MASTERCARD	WEBSITE ...	McCANN POLAND, Warsaw	POLAND	McCANN POLAND Warsaw	McCANN POLAND Warsaw
D04/061	01937	TRANSPARENCY CARD	CONGRESSO EM FOCO	TRANSPARENCY CARD	AKQA, Sao Paulo	BRAZIL	JAMUTE Sao Paulo / PAY4BRAIN Sao Paulo	JAMUTE Sao Paulo / PAY4BRAIN Sao Paulo

D05 (Co-creation & User Generated Content)

D05/016	00467	PHOTOMODE - OUT THERE IN GAME	UBISOFT	UBISOFT'S GAMES	MNSTR, Paris	FRANCE		
D05/028	00690	DUBBING FACTORY	PRIME VIDEO	PRIME VIDEO	HEREZIE, Paris	FRANCE	HEREZIE Paris / OCTOPUS Paris / TELEPHONE MAISON FILMS Paris	
D05/029	00655	UNBRANDED MENU	MCDONALD'S	MCDONALD'S	LEO BURNETT, Manila	THE PHILIPPINES		
D05/030	01265	HEINZ A.I. KETCHUP	KRAFT HEINZ	HEINZ KETCHUP	RETHINK, Toronto	CANADA	RETHINK Toronto	CIRCONFLEX Montreal
D05/034	01320	CORRECT THE INTERNET	TEAM HEROINE	CORRECT THE INTERNET	DDB NEW ZEALAND, Auckland	NEW ZEALAND	FINCH Auckland	ATTICUS Auckland / LIQUID STUDIOS Auckland
D05/054	01690	MAYO MCHACK	HELLMANN'S	HELLMANN'S MAYONNAISE	EDELMAN, London	UNITED KINGDOM		

E01 (Copywriting)

E01/004	00341	THE BEAUTIFUL FAIL	HONDA MOTO FRANCE	HONDA MOTO FRANCE	DDB, Paris	FRANCE	SHLAG LAB Paris	
E01/012	00628	PHONE IT IN	SKINNY	TELECOMMUNICATION COMPANY	COLENZO BBDO, Auckland	NEW ZEALAND	COLENZO BBDO Auckland	COLENZO BBDO Auckland
E01/018	01891	THE HORNICULTURAL SOCIETY	RELATE	RELATIONSHIP CHARITY	OGILVY, London	UNITED KINGDOM	OGILVY London	OGILVY London

E02 (Art Direction / Design)

E02/010	00338	THE BEAUTIFUL FAIL	HONDA MOTO FRANCE	HONDA MOTO FRANCE	DDB, Paris	FRANCE	SHLAG LAB Paris	
E02/012	00989	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	
E03 (Experience Design)								
E03/018	01434	LALIGA KICK OFF	LALIGA	UNBOXING	OGILVY, Madrid	SPAIN	HOGARTH WORLDWIDE Madrid	HOGARTH WORLDWIDE Madrid
E03/020	01345	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
E04 (Launch / Re-launch)								
E04/004	00069	THE DESK SNATCH PRE-ROLLS	SMS EVOKO	KLEEO DESK MANAGER	ANIMAL, Stockholm	SWEDEN	RULLA BANDET Taby	RULLA BANDET Taby
E04/024	01128	TOUCH CARD	MASTERCARD	TOUCH CARD	McCANN, New York	USA		
E04/026	01512	#OPTINK	JUNGE HELDEN E.V.	ORGAN DONOR RECRUITMENT	McCANN, Paris	FRANCE		
E04/040	01827	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
E05 (Personalised Campaigns)								
E05/013	01660	FREEDOM COMES IN ALL SIZES.	MERCADO LIBRE	MERCADO LIBRE	GUT, Buenos Aires	ARGENTINA	REBOLUCION Buenos Aires	ESTUDIO ARMALEO Buenos Aires / MYM Buenos Aires
F01 (Local Brand)								
F01/005	00385	BLOCKBUSTER: UNTIL THE BITTER END	BLOCKBUSTER	BLOCKBUSTER VIDEO	ATLANTIC, New York	USA	DWECK PRODUCTIONS New York / HAVING CHANGED PRODUCTION New York	
F01/027	01703	NEWSPAPERS INSIDE THE NEWSPAPER EDITION	ANNAHAR NEWSPAPER	ANNAHAR NEWSPAPER	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	DEJAVU Dubai	DEJAVU Dubai / MASSIVEMUSIC Dubai
F01/031	01842	HOPELINE RADIO	FRONTLINE19	HOPELINE RADIO	adam&eveDDB, London	UNITED KINGDOM	ACADEMY FILMS London / KING HENRY London	FACTORY STUDIOS London / SELECTED WORKS London

F01/037	01950	UNOFFICIAL GOALS	AGUILA	AGUILA BEER	DAVID, Bogotá	COLOMBIA	DURO ESTUDIO Bogota / MACARENA & CO Bogota	HOOKED MUSIC Hamburg / MACARENA & CO Bogota
F02 (Challenger Brand)								
F02/002	00128	REVIEW HACKING	SKODA	SKODA	DDB, Paris	FRANCE		
F02/007	00348	SWING THE COPYCAT	GRAND FRAIS	C TO C	ROSA, Paris	FRANCE	ROSA Paris	ROSA Paris
F03 (Single-market Campaign)								
F03/005	00126	INSIDE JOBS	VOLKSWAGEN GROUP FRANCE	VOLKSWAGEN	DDB, Paris	FRANCE	ALLSO Paris / THE Paris	
F03/038	01370	THE OFFICE CLEANERS	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY	TRESBIEN! Martinez	
F03/055	01592	SOLAR IMPULSE - PRÊT À VOTER	SOLAR IMPULSE	PRÊT À VOTER	PUBLICIS CONSEIL, Paris	FRANCE	THE JUICE BY PRODIGIOUS Paris	PRODIGIOUS Paris
F03/057	01739	THE POSTPONED DAY	LALCEC	LALCEC	GREY ARGENTINA, Buenos Aires	ARGENTINA	LANDIA Buenos Aires	
F03/059	01719	THE CAST-AWAY	UN GLOBAL COMPACT	UN GLOBAL COMPACT	ALMAPBDO, Sao Paulo	BRAZIL	CABARET Sao Paulo / COMPANIA Sao Paulo	
F03/064	01760	WHERE TO SETTLE	MASTERCARD	WEBSITE ...	McCANN POLAND, Warsaw	POLAND	McCANN POLAND Warsaw	McCANN POLAND Warsaw
F03/069	01692	MAYO MCHACK	HELLMANN'S	HELLMANN'S MAYONNAISE	EDELMAN, London	UNITED KINGDOM		
F04 (Social Behaviour)								
F04/072	01383	OREO CHEAT COOKIES	MONDELEZ EUROPE	OREO	SAATCHI & SAATCHI, Dusseldorf	GERMANY	ICONOCLAST Berlin	
F04/076	00783	AVEENO BABY ECZEMA EQUALITY CAMPAIGN	AVEENO BABY	AVEENO BABY ECZEMA THERAPY LINE	DONER, Southfield / KENVUE, Skillman, NJ	USA	CREATIVE SOUL PHOTOGRAPHY Atlanta, GA / DONER Southfield	DONER Southfield
F04/077	00788	RIDICULOUS EXCUSES NOT TO BE INCLUSIVE	COORDOWN	WORLD DOWN SYNDROME DAY 2023	INDIANA PRODUCTION COMPANY, Milan / SMALL, New York	ITALY / USA	INDIANA PRODUCTION COMPANY Milan / TINYGIANT New York	BRAVAGENTE AUDIO - SOUND AGENCY Milano / SINCROMIE Messina / STABBIOLO MUSIC Sarteano

F04/080	01415	THE PEOPLE'S TREASURY	RON FINLEY PROJECT	RON FINLEY PROJECT	BBDO LOS ANGELES	USA	BBDO New York	HUMAN Los Angeles / JANE Los Angeles / LIME STUDIOS Los Angeles / LOST PLANET EDITORIAL INC Los Angeles
F04/088	00905	A PROMO NO BODY'S HEARD OF	MCDONALD'S	MCDONALD'S	LEO BURNETT PANAMA, Panama City	PANAMA	LEO BURNETT PANAMA Panama City	LEO BURNETT PANAMA Panama City
F04/093	00959	NOT ANOTHER SECOND	WATERMARK RETIREMENT COMMUNITIES	WATERMARK RETIREMENT COMMUNITIES	RXM CREATIVE, New York	USA	CONVICTS Brooklyn / NASCENT ART New York	
F04/098	01363	THE UNCOVER	FRIDA	A MAGAZINE COVER	WEBER SHANDWICK, Paris	FRANCE	ALLEGORIE STUDIO Paris	AUREVOIRCHARLIE Levallois Perret
F04/112	01748	THE MAMMOTH MEATBALL	VOW	CULTURED MEAT	WUNDERMAN THOMPSON BENELUX, Antwerp	BELGIUM	AMBASSADORS Amsterdam / AMP.AMSTERDAM // THE SONIC BRANDING COMPANY Amsterdam / MONWEST Amsterdam / WEFILM CREATIVE AGENCY Amsterdam / WUNDERMAN THOMPSON Sydney	AMBASSADORS Amsterdam / WUNDERMAN THOMPSON Sydney
F04/128	01835	BABY SCAN	MARMITE	MARMITE	adam&eveDDB, London	UNITED KINGDOM	BISCUIT FILMWORKS London / KING HENRY London / WORK EDITORIAL London	ABSOLUTE London / FACTORY STUDIO London
F04/130	01874	JOAQUIN'S FIRST SCHOOL SHOOTING	CHANGE THE REF	GUN CONTROL	BCW, New York	USA		
F04/136	01934	BECK'S 70+	BECK'S	BECK'S 70+	AKQA, Sao Paulo	BRAZIL	HEFTY Sao Paulo / SICARIOS FILMES Sao Paulo	HEFTY Sao Paulo / SICARIOS FILMES Sao Paulo
F05 (Cultural Insight)								
F05/012	00388	WHITE NOISE CREDIT CARD BILLBOARD	NETFLIX	DOOH	MEDIA.MONKS, Los Angeles	USA	MEDIA.MONKS Los Angeles	
F05/043	00680	SELF-CHECK OUT	K-LYNN	K-LYNN	LEO BURNETT, Dubai	UNITED ARAB EMIRATES	PRODIGIOUS Dubai	
F05/053	00739	THE DICTACTION	AMNESTY INTERNATIONAL CANADA	AMNESTY INTERNATIONAL PROTECTING HUMAN RIGHTS	COSSETTE, Montreal	CANADA	SEPTIEME Montreal	SEPTIEME Montreal
F05/059	01018	ANNE DE GAULLE	FONDATION ANNE DE GAULLE	ASSOCIATION	HAVAS PARIS	FRANCE		
F05/073	01404	THE RES0.0LUTION	HEINEKEN	HEINEKEN 0.0. ALCOHOL	LE PUB, Sao Paolo	BRAZIL		

F05/080	01056	EXTRA SEATS	BETCLIC	ENTERTAINMENT	MARCEL, Paris	FRANCE	GORAY Lyon / PRODIGIOUS Paris	
F05/102	01549	UNFILTER MEXICO	CORONA	CORONA	GUT, Mexico City	MEXICO	PRIMO CONTENT Mexico City	
F05/109	01833	THE BRAKE ROOM	CHICK-FIL-A	CHICK-FIL-A	McCANN, New York	USA	CRAFT WORLDWIDE New York / FACTORY 360 New York	
F05/122	01689	MAYO MCHACK	HELLMANN'S	HELLMANN'S MAYONNAISE	EDELMAN, London	UNITED KINGDOM		
F06 (Breakthrough on a Budget)								
F06/013	00132	DUMPSTER DELI	FUTURE IN OUR HANDS	NEW FOOD WASTE LAW	PUBICIS KITCHEN, OSLO	NORWAY	TINAGENT Oslo	
F06/035	00952	FIXED IT	KFC	KFC	COURAGE, Toronto	CANADA		
F06/039	00995	THE WHOPPER STICKER	BURGER KING	WHOPPER SERRANO	WE BELIEVERS, New York	USA	BROSS AL CUADRADO Mexico City / WE DOERS New York	PICKLE MUSIC New York
F06/043	01136	INFLUENCERS' FRIENDS	POKER	POKER BEER	DDB COLOMBIA, Bogota	COLOMBIA	LOS NOTARIOS Bogota	
F06/048	01051	EXTRA SEATS	BETCLIC	ENTERTAINMENT	MARCEL, Paris	FRANCE	GORAY Lyon / PRODIGIOUS Paris	
F06/052	00946	CONFESSIONS OF A PREDATOR	CHILD RESCUE COALITION	CHILD PROTECTION SYSTEM (CPS) TECHNOLOGY	DAVID&GOLIATH, Los Angeles	USA	DAVID&GOLIATH Los Angeles	DAVID&GOLIATH Los Angeles
F06/060	01897	THE HORNICULTURAL SOCIETY	RELATE	RELATIONSHIP CHARITY	OGILVY, London	UNITED KINGDOM	OGILVY London	OGILVY London
F07 (Corporate Purpose & Social Responsibility)								
F07/004	00081	COLORS OF LOVE	PANTONE	PANTONE	TBWA\ Paris, Paris	FRANCE	\ELSE Paris / EG+ WORLDWIDE Paris	
F07/009	00249	SUN WARNING FLAG	GERMAN CANCER AID	SUN WARNING FLAG	HEIMAT, Berlin	GERMANY	HEIMAT Berlin	HEIMAT Berlin
F07/012	00092	THE COPENHAGEN BENCH	TV 2 DENMARK	PUBLIC SERVICE	TV 2 CREATIVE, Copenhagen	DENMARK	TV 2 CREATIVE Copenhagen	TV 2 CREATIVE Copenhagen
F07/036	00519	EXHIBIT A-I	MAURICE BLACKBURN SOCIAL JUSTICE	N/A	HOWATSON+COMPANY, Sydney	AUSTRALIA	CARBON8 Sydney / DELOITTE DIGITAL Sydney / HOWATSON+COMPANY Sydney / SCOUNDREL Sydney	HECKLER Sydney
F07/063	00970	ARE YOU PRESS WORTHY?	COLUMBIA JOURNALISM REVIEW	COLUMBIA JOURNALISM REVIEW	TBWA\CHIAT\DAY, New York City	USA	REDSLASH New York	REDSLASH New York

F07/065	01219	URBAN MINER	ELKJØP	ELKJØP	NORD DDB, Oslo / NORD DDB, Stockholm	NORWAY / SWEDEN	NORD DDB Oslo / NORD DDB Stockholm	NORD DDB Oslo / NORD DDB Stockholm
F07/068	01286	VETERUNS	CALL OF DUTY ENDOWMENT	ENDOWMENT	GUT, Los Angeles	USA		
F07/077	01391	NRA CHILDREN'S MUSEUM	CHANGE THE REF	CHANGE THE REF	OGILVY, Chicago	USA	HOGARTH WORLDWIDE São Paulo / HUNGRY MAN Los Angeles / SANDRO FILMS Chicago	BEACON STREET STUDIOS Los Angeles / NO6 New York
F07/081	01162	MEN'S ONLY EDITION	FORD	FORD EXPLORER	VMLY&R, Detroit	USA		MAKERHOUSE Detroit / YESSIAN MUSIC Detroit
F07/099	01189	REAL VIRTUAL BEAUTY	DOVE	DOVE SOAP	LOLA MULLENLOWE, Madrid	SPAIN	PASSION PICTURES London	BIG SYNC MUSIC London
F07/104	01683	PASSIVE COOKING	BARILLA	BARILLA	PUBLICIS ITALY LEPUB, Milan	ITALY	CABINAA Milano / ROBILANTASSOCIATI Milan	SCREENPLAY Milan
F07/114	01764	#STANDUPTOJEWISHHATE – BLUE SQUARE	FCAS: FOUNDATION TO COMBAT ANTISEMITISM	AWARENESS AROUND THE ALARMING RISE OF ANTISEMITISM IN AMERICA	WUNDERMAN THOMPSON, New York	USA	JSM MUSIC New York / MODERN LOGIC Los Angeles	
F07/125	01554	TRUCSS	TRUCSS	INSTITUTIONAL	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	MISSION MUSIC Sao Paulo / MOSAICO FILMES Sao Paulo	
F07/126	01584	ORANGE - CULTURAL AVATARS	ORANGE	CULTURAL AVATARS	PUBLICIS CONSEIL, Paris	FRANCE	BUSTERWOOD Paris	
F07/128	01679	RUNNER 321	ADIDAS	ADIDAS	FCB TORONTO	CANADA	456 STUDIOS Toronto	ALTER EGO Toronto / OSO AUDIO Toronto / SCHOOL EDITING Toronto
F07/133	01831	THE BRAKE ROOM	CHICK-FIL-A	CHICK-FIL-A	McCANN, New York	USA	CRAFT WORLDWIDE New York / FACTORY 360 New York	
F07/152	01913	#TURNYOURBACK	DOVE	DOVE	OGILVY, London / DAVID, Madrid	UNITED KINGDOM / SPAIN	DAVID Sao Paulo	
F07/154	01912	SMART JARS	HELLMANN'S	SMART JARS	OGILVY, London	UNITED KINGDOM		
F07/156	01961	COUNTERSTRIKE OF THE FREE PRESS	HELSINGIN SANOMAT	HELSINGIN SANOMAT NEWS MEDIA	MILTTON, Helsinki	FINLAND	FLC Helsinki / HELSINGIN SANOMAT Helsinki / MILTTON Helsinki	MILTTON Helsinki
F08 (Market Disruption)								
F08/023	01476	THE FORGOTTEN TEAM	MEO	FOOTBALL JERSEY	DENTSU CREATIVE, Lisbon	PORTUGAL	78 FILMS Lisbon / ENERRE Lisbon / GARAGE Lisbon	

F08/027	01747	THE MAMMOTH MEATBALL	VOW	CULTURED MEAT	WUNDERMAN THOMPSON BENELUX, Antwerp	BELGIUM	AMBASSADORS Amsterdam / AMP.AMSTERDAM // THE SONIC BRANDING COMPANY Amsterdam / MONWEST Amsterdam / WEFILM CREATIVE AGENCY Amsterdam / WUNDERMAN THOMPSON Sydney	AMBASSADORS Amsterdam / WUNDERMAN THOMPSON Sydney
F08/029	01585	RENAULT - TIME-FIGHTERS PROGRAM	RENAULT	HUMAN FIRST PROGRAM	PUBLICIS CONSEIL, Paris	FRANCE	BIG PRODUCTIONS Paris	PRODIGIOUS Paris
F08/030	01723	INFLATION COOKBOOK	SKIP THE DISHES	SKIP EXPRESS LANE	DENTSU CREATIVE, Toronto	CANADA	DENTSU CREATIVE Toronto	GRAYSON MUSIC Toronto / SAINTS EDITORIAL Toronto

Total Shortlisted: 192

Media	PR	Additional
CARAT Toronto / STARCOM Chicago	ZENO GROUP Toronto	ITALIC PRESS Toronto / KRAFT HEINZ Toronto
CARAT Toronto / STARCOM Chicago	MAGIC CIRCLE WORKSHOP & COMMON GOOD Toronto / ZENO GROUP Toronto	KRAFT HEINZ Toronto
STARCOM Toronto	ZENO GROUP Toronto	KRAFT HEINZ Toronto
		COMPETENCE ALLIANCE Darmstadt / CONSULTIX GMBH Bremen / COREWEB Pfarrkirchen / MIAI BRAND PARTNERSHIPS LIMITED Weybridge / POP STUDIOS Budapest
AMPLIFY Buenos Aires	NINCH COMPANY Caba	PUBLICIS Buenos Aires
CARAT London	RED HAVAS Manchester	DOVETAIL GAMES Chatham / GLEAM FUTURES London / MICROSOFT XBOX Reading / ZEAL CREATIVE Salford
STARCOM Chicago	ZENO GROUP Chicago	PHILADELPHIA CREAM CHEESE Chicago, IL
DENTSU REDSTAR London	EDELMAN London	BOOMERANG AGENCY Amsterdam / INDICIA WORLDWIDE London / PUBLICIS Dublin / SYNSATION Amsterdam / WE ARE FIRST Amsterdam
DENTSU REDSTAR London	EDELMAN London / FAST HORSE Minneapolis	BOOMERANG AGENCY Amsterdam / KATORGA Los Angeles / PICROW Los Angeles
	MSL GROUP London	TOILET PAPER Milan

MINDSHARE London W
COMMUNICATIONS
London

MINDSHARE London EDELMAN London

PHD Chicago ZENO GROUP
Chicago

MARKETTIERS4DC IPG HEALTH New York
LTD London

TWELVNOTE New COYNE PR New York
York

DELOITTE DIGITAL
Melbourne

UM New York BMW OF NORTH AMERICA Woodcliff
Lake

TBWA\ESPAÑA
Madrid

EDELMAN New York EDELMAN DATA & INTELLIGENCE
New York

LANZALLAMAS Buenos Aires

PHD Sydney

ENTHRAL Melbourne

HORIZON NEXT New York	MIKEWORLDWIDE New York / WIEDEN+KENNEDY New York	BRIAN GOODHEART N/A / CO3 New York / LOS YORK Los Angeles / WALKER New York
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SOKO Sao Paulo

GREY Sao Paulo	GREY Sao Paulo	UNIVERSITY ZUMBI DOS PALMARES Sao Paulo
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MASTERCARD POLAND Warszawa	MASTERCARD POLAND Warszawa
— AND US Dubai	— AND US Dubai

CHEIL WORLDWIDE Seoul	CHEIL WORLDWIDE Seoul
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	WEBER SHANDWICK Berlin	McCANN Frankfurt / MRM GERMANY Frankfurt / MRM UK London
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PUBLICIS MEDIA CONNECT Paris	PUBLICIS CONSEIL Paris
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	GREY ARGENTINA Buenos Aires
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AND US Dubai AND US Dubai

MEDIAPLUS GERMANY Munich	NOT A MACHINE Berlin / ROSA STRIPPE E.V. Bochum / TRANS- IDENT E.V. Wolframs-Eschenbach
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LANZALLAMAS Buenos Aires

CDN Sao Paulo

DENTSU REDSTAR London	EDELMAN London / FAST HORSE Minneapolis	BOOMERANG AGENCY Amsterdam / KATORGA Los Angeles / PICROW Los Angeles
PUBLICIS MEDIA CONNECT Paris	PUBLICIS CONSEIL Paris	

TV 2 CREATIVE Copenhagen	TV 2 CREATIVE Copenhagen
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ASSOCIATION CAMELEON
Bourgogne-Franche-Comte

CITIZEN RELATIONS
Toronto

THINKERBELL Melbourne	THINKERBELL Melbourne
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CARAT Toronto	FACES & PLACES Toronto / GROUNDGLASS CASTING Toronto / IKEA Vaughan / PROPRINT SERVICES Toronto
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TUSK STRATEGIES
Washington DC

DENTSU REDSTAR London	EDELMAN London / FAST HORSE Minneapolis	BOOMERANG AGENCY Amsterdam / KATORGA Los Angeles / PICROW Los Angeles
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VAYNERMEDIA New York TUBI San Francisco CO3 New York / DECIBEL New York

CONNECT Chicago

CARAT New York KETCHUM New York ARMSTRONG PARTNERSHIP Purchase

MINDSHARE London W COMMUNICATIONS London

FOR THE RIGHT SIXIEME SON APAC PTE LTD
REASONS Amsterdam Singapore
/ OGILVY Singapore

CLEARTRIP PVT LTD Bangalore

COLENZO BBDO Auckland

STARCOM Toronto ABMC New York KRAFT HEINZ Toronto

UM WORLDWIDE Sao Paulo MERCADO LIVRE Sao Paulo

PUBLICIS MEDIA PUBLICIS CONSEIL
CONNECT Paris Paris

IMPACT BBDO Beirut

CHEP NETWORK OGILVY PR SONAR MUSIC Sydney
Sydney AUSTRALIA Sydney

MANGO UN DEPARTMENT OF GLOBAL
COMMUNICATIONS COMMUNICATIONS - OUTREACH
Auckland DIVISION New York

GREY ARGENTINA
Buenos Aires

TREE CANADA Ottawa

EGS GROUP PR
Montreal / POMP AND
CIRCUMSTANCE
Toronto

AKQA Sao Paulo

HOWATSON+COMPA
NY Sydney

PUBLIMETRO TALKABILITY
COLOMBIA Bogota ARGENTINA Buenos
Aires

TRIBAL WORLDWIDE GUATEMALA

BETC Paris

HAVAS PLAY Paris HAVAS PLAY Paris LA SOCIETE PROTECTRICE DES
ANIMAUX (SPA) Paris

OMD PHILIPPINES
Makati City

COMPETENCE ALLIANCE
Darmstadt / CONSULTIX GMBH
Bremen / COREWEB Pfarrkirchen /
MIAI BRAND PARTNERSHIPS
LIMITED Weybridge / POP STUDIOS
Budapest

HELSINGIN MILTTON Helsinki
SANOMAT Helsinki

MEDIAHUB New
York

CHEP NETWORK OGIIVY PR SONAR MUSIC Sydney
Sydney AUSTRALIA Sydney

FOUNDATION HERD MSL SYDNEY NATIONAL RUGBY LEAGUE Sydney
Sydney

STARCOM Dubai LEO BURNETT Dubai MAJID AL FUTTAIM Dubai

NORD DDB NORD DDB
Stockholm / OMD Stockholm
Stockholm

STARCOM Toronto ABMC New York KRAFT HEINZ Toronto

COMPETENCE ALLIANCE
Darmstadt / CONSULTIX GMBH
Bremen / COREWEB Pfarrkirchen /
MIAI BRAND PARTNERSHIPS
LIMITED Weybridge / POP STUDIOS
Budapest

MANGO UN DEPARTMENT OF GLOBAL
COMMUNICATIONS COMMUNICATIONS - OUTREACH
Auckland DIVISION New York

CHEIL WORLDWIDE CHEIL WORLDWIDE
Seoul Seoul

AMPLIFY Buenos Aires	NINCH COMPANY Caba	PUBLICIS Buenos Aires
PRIME WEBER SHANDWICK Stockholm	PRIME WEBER SHANDWICK Stockholm	CURRENT GLOBAL Chicago / HUSQVARNA AB Stockholm
PERFORMICS Paris		
EGS GROUP PR Montreal / POMP AND CIRCUMSTANCE Toronto		
	FISCHERAPPELT Hamburg	CAKE Berlin / FECHNER RECHTSANWALTE PARTMBB Hamburg
WAVEMAKER Toronto	NARRATIVE Toronto	
STARCOM Toronto	ZENO GROUP Toronto	KRAFT HEINZ Toronto
ZENITH Bogota	ALINA VELEZ COMUNICACIONES Bogota	
	MOXIE COMMUNICATIONS GROUP New York	
	CURRENT STUDIOS Toronto	ADIDAS Toronto

DRAFTLINE New York / WIEDEN+KENNEDY New York DRAFTLINE New York / WIEDEN+KENNEDY New York

UM WORLDWIDE Sao Paulo MERCADO LIVRE Sao Paulo

LANZALLAMAS Buenos Aires

MASTERCARD POLAND Warszawa MASTERCARD POLAND Warszawa

AKQA Sao Paulo

OMD PHILIPPINES Makati City

CARAT Toronto / STARCOM Chicago MAGIC CIRCLE WORKSHOP & COMMON GOOD Toronto / ZENO GROUP Toronto KRAFT HEINZ Toronto

MANGO COMMUNICATIONS Auckland UN DEPARTMENT OF GLOBAL COMMUNICATIONS - OUTREACH DIVISION New York

MINDSHARE London EDELMAN London

COLENZO BBDO Auckland

OGILVY London

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

AND US Dubai AND US Dubai

CURAMANDO AB ANIMAL Stockholm
Stockholm

CARAT New York KETCHUM New York ARMSTRONG PARTNERSHIP
Purchase

WEBER SHANDWICK McCANN Frankfurt / MRM GERMANY
Berlin Frankfurt / MRM UK London

BAMBA MUSIC Buenos Aires

IMPACT BBDO Beirut

ADBID GROUP Bogota / ZENITH Bogota	ALINA VELEZ COMUNICACIONES Bogota / DATTIS COMUNICACIONES Bogota
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RE-MIND PHD FRANCE Paris	
ROSA Paris	ROSA Paris

AMPLIFY Buenos Aires	NINCH COMPANY Caba	PUBLICIS Buenos Aires
PUBLICIS MEDIA CONNECT Paris	PUBLICIS CONSEIL Paris	
	GREY ARGENTINA Buenos Aires	

MASTERCARD POLAND Warszawa	MASTERCARD POLAND Warszawa
MINDSHARE London	EDELMAN London

COMPETENCE ALLIANCE
Darmstadt / CONSULTIX GMBH
Bremen / COREWEB Pfarrkirchen /
MIAI BRAND PARTNERSHIPS
LIMITED Weybridge / POP STUDIOS
Budapest

UM New York	GOLIN Chicago
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RON FINLEY PROJECT Los Angeles

LEO BURNETT PANAMA Panama City

LEO BURNETT
PANAMA Panama City

DITTOE PR Indianapolis

SAGE USA New York / WATERMARK
RETIREMENT COMMUNITIES Tucson

MEDIABRANDS Neuilly-Sur-Seine

WEBER SHANDWICK
Paris

BCW New York / FOR THE RIGHT
REASONS Amsterdam / WUNDERMAN
THOMPSON
BENELUX Antwerp

VOW Sydney

MINDSHARE London

W
COMMUNICATIONS
London

BCW New York

BCW New York

AKQA Sao Paulo

MEDIA.MONKS Los Angeles

CLEAR CHANNEL OUTDOOR Los Angeles / REALTIME MEDIA
Philadelphia

STARCOM Dubai

LEO BURNETT Dubai

MAJID AL FUTTAIM Dubai

COSSETTE Montreal

COSSETTE Montreal

FRANCE INFO Paris

FONDATION ANNE DE GAULLE
Versailles

IPROSPECT Sao Paulo

HEINEKEN BRASIL São Paulo

MARCEL Paris

ZENITH México City TRENDSETERA AB INBEV Mexico City
Mexico

PUBLICIS Chicago BRAND PUBLIC
RELATIONS Atlanta

MINDSHARE London EDELMAN London

WAVEMAKER NARRATIVE Toronto
Toronto

ZENITH Bogota ALINA VELEZ
COMUNICACIONES
Bogota

MARCEL Paris

OGILVY London

HEIMAT Berlin ACHTUNG! Hamburg

TV 2 CREATIVE TV 2 CREATIVE
Copenhagen Copenhagen

HOWATSON+COMPA
NY Sydney

	NORD DDB Stockholm	
	STEP 3 California	CALL OF DUTY ENDOWMENT Santa Monica / TWITTER San Francisco
	TUSK STRATEGIES Washington DC	
MINDSHARE Detroit	HILL+KNOWLTON STRATEGIES New York	
	MSL GROUP London	TOILET PAPER Milan
MINDSHARE New York	WEBER SHANDWICK New York	NOUN AGENCY Katonah / THE FOUNDATION TO COMBAT ANTISEMITISM Foxborough
	CASA9 AGENCIA DE COMUNICACAO Sao Paulo	ROCK MANAGEMENT Sao Paulo
		PRODIGIOUS Paris
	CURRENT STUDIOS Toronto	ADIDAS Toronto
PUBLICIS Chicago	BRAND PUBLIC RELATIONS Atlanta	
MINDSHARE London	OGILVY London	
OGILVY London	OGILVY London	
HELSINGIN SANOMAT Helsinki	MILTTON Helsinki	
DENTSU CREATIVE Lisbon	DENTSU CREATIVE Lisbon	

BCW New York / FOR VOW Sydney
THE RIGHT
REASONS Amsterdam
/ WUNDERMAN
THOMPSON
BENELUX Antwerp

OMD FRANCE Paris PUBLICIS CONSEIL
Paris

EGS GROUP PR
Montreal / POMP AND
CIRCUMSTANCE
Toronto
