

Film Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production
A01 (Food & Drink)								
A01/010	00072	COINCIDENCES FILM.	QUILMES	BEER	AB INBEV, Buenos Aires / DRAFTLINE, Buenos Aires	ARGENTINA	ARGENTINACINE Buenos Aires	
A01/017	00473	COCA-COLA MASTERPIECE	THE COCA-COLA COMPANY	COCA-COLA	BLITZWORKS, Leamington Spa	UNITED KINGDOM	ACADEMY FILMS London / ELECTRIC THEATRE COLLECTIVE London / HEADSUP London / RADIOAKTIVE X SHELTER Tbilisi	TENTHREE London / YESSIAN MUSIC Detroit
A01/028	00679	FUCK YOU, BRIAN	O'SHAUGHNESSY DISTILLING CO.	KEEPER'S HEART WHISKEY	O'SHAUGHNESSY DISTILLING CO., Minneapolis / TDA_BOULDER, Colorado	USA	HOBNOB Los Angeles	HOBNOB Los Angeles
A01/060	01270	MIDDLEMAN	NAKED WINES	WINE	CALLEN, Austin	USA	CALLEN Austin / HOBBY USA, INC El Segundo	KEVIN Los Angeles / MACKCUT New York
A01/072	01168	PROHIBIDO BAJAR LOS BRAZOS	ESTRELLA GALICIA	BEER ESTRELLA GALICIA	HIJOS DE RIVERA, A Coruna / TONY LE BRAND, A Coruna	SPAIN		
A01/074	01785	JUST ANOTHER NIGHT OUT	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan / LE PUB, Sao Paolo	ITALY / BRAZIL	ACADEMY FILMS London	
A01/081	01874	BABY SCAN	MARMITE	MARMITE	adam&eveDDB, London	UNITED KINGDOM	BISCUIT FILMWORKS London / KING HENRY London / WORK EDITORIAL London	ABSOLUTE London / FACTORY STUDIO London
A01/096	01194	NEGACIONISTAS	PEPSICO	XTRA FLAMIN HOT	ISLA REPUBLICA, Mexico City	MEXICO	LOVSTER Mexico City	LOVSTER Mexico City
A02 (Consumer Goods)								
A02/004	00288	THE GREATEST	APPLE	APPLE - ACCESSIBILITY	APPLE, Cupertino	USA	SOMESUCH London	TRIM EDITING London
A02/005	00269	RELAX, IT'S IPHONE – R.I.P. LEON	APPLE	IPHONE 14	APPLE, Cupertino	USA	BISCUIT FILMWORKS Los Angeles	BLACKSMITH New York / WORK EDITORIAL Los Angeles
A02/006	00268	RELAX, IT'S IPHONE – ACTION MODE	APPLE	IPHONE 14	APPLE, Cupertino	USA	BISCUIT FILMWORKS Los Angeles	BLACKSMITH New York / WORK EDITORIAL Los Angeles

A02/029	00467	WEATHER ANYTHING	MACPAC	CLOTHING	THE MONKEYS, PART OF ACCENTURE SONG, Melbourne	AUSTRALIA	THE SWEETSHOP Melbourne	FIN DESIGN & EFFECTS Melbourne / SQUEAK E. CLEAN STUDIOS Melbourne / THE EDITORS Melbourne
A02/031	00735	THE ORIGINAL IMPOSSIBLE	ADIDAS	ADIDAS	OPINIONATED, Portland	USA	PRETTYBIRD Los Angeles	ARTS ACADEMY Portland / CO3 New York
A02/037	01043	50TH ANNIVERSARY	NIKE	NIKE	WIEDEN+KENNEDY, Portland	USA	40 ACRES AND A MULE FILMWORKS New York	FIELD DAY Portland / SPOT WELDERS Los Angeles / THE MILL New York
A02/061	01604	QUIET THE NOISE	APPLE	AIRPODS	TBWA\MEDIA ARTS LAB, Los Angeles	USA	ICONOCLAST Los Angeles	BARKING OWL Los Angeles / ETC London / FINAL CUT Los Angeles / FORMOSA GROUP Los Angeles
A02/063	01885	SECOND BEST HIGH CHAIR	IKEA	CHILDREN FURNITURE	DAVID, Madrid / INGO, Hamburg	SPAIN / GERMANY	GRADEPUNK COLOR GRADING Madrid / SAL GORDA Madrid / THE LOBBY Madrid / WACHO HITS Buenos Aires	
A02/067	01884	SECOND BEST STOOL	IKEA	CHILDREN FURNITURE	DAVID, Madrid / INGO, Hamburg	SPAIN / GERMANY	GRADEPUNK COLOR GRADING Madrid / SAL GORDA Madrid / THE LOBBY Madrid / WACHO HITS Buenos Aires	
A02/068	01881	SECOND BEST COT	IKEA	CHILDREN FURNITURE	DAVID, Madrid / INGO, Hamburg	SPAIN / GERMANY	GRADEPUNK COLOR GRADING Madrid / SAL GORDA Madrid / THE LOBBY Madrid / WACHO HITS Buenos Aires	
<u>A03 (Healthcare)</u>								
A03/017	01585	BOMB TEST	VISIONWORKS	EYE CARE	LEO BURNETT, Chicago	USA	BEACON STREET STUDIOS Los Angeles / CIRCLE PRODUCTIONS Vancouver / PXP STUDIOS Chicago / RADICALMEDIA New York	HOOTENANNY Chicago
A03/018	01584	BED TEST	VISIONWORKS	EYE CARE	LEO BURNETT, Chicago	USA	BEACON STREET STUDIOS Los Angeles / CIRCLE PRODUCTIONS Vancouver / PXP STUDIOS Chicago / RADICALMEDIA New York	HOOTENANNY Chicago

A04 (Automotive)

A04/026	01362	EVS ON SCREEN	GENERAL MOTORS, NETFLIX	GENERAL MOTORS, NETFLIX	THE COMMUNITY, Miami	USA	EYELINE STUDIOS Los Angeles / O POSITIVE Santa Monica	CO3 New York / DUOTONE AUDIO GROUP New York / FRAMESTORE New York / MACKCUT New York / SONIC UNION New York
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A05 (Retail)

A05/005	00375	THE RIFT	PENNY	PENNY	SERVICEPLAN, Munich	GERMANY	ANORAK FILM GMBH Berlin	TIME BASED ARTS London
A05/007	00454	RESTAURANT	ZEPTO	ZEPTO	LAW & KENNETH SAATCHI & SAATCHI, Mumbai	INDIA	EARLY MAN FILM PVT LTD Mumbai	
A05/009	00447	AIRPORT	ZEPTO	ZEPTO	LAW & KENNETH SAATCHI & SAATCHI, Mumbai	INDIA	EARLY MAN FILM PVT LTD Mumbai	
A05/017	00698	RAISE YOUR ARCHES	MCDONALD'S	MCDONALD'S	LEO BURNETT, London	UNITED KINGDOM	MOXIE PICTURES London	750MPH London / FRAMESTORE London
A05/027	01077	LEGENDS NEVER DIE	LEVI'S	LEVI'S DENIM	DROGA5, PART OF ACCENTURE SONG, New York	USA	DE LA REVOLUCION California	BALLAD Frederiksberg / ROCK PAPER SCISSORS New York
A05/028	01074	FAIR EXCHANGE	LEVI'S	LEVI'S DENIM	DROGA5, PART OF ACCENTURE SONG, New York	USA	DE LA REVOLUCION California	BALLAD Frederiksberg / ROCK PAPER SCISSORS New York
A05/033	00909	MONDAY COMES SAILING	FINN.NO	FINN JOBS	MORGENSTERN, Oslo	NORWAY	MORGENSTERN Oslo	
A05/053	01681	THE BEGINNER	JOHN LEWIS & PARTNERS	JOHN LEWIS & PARTNERS RETAIL	adam&eveDDB, London	UNITED KINGDOM	BISCUIT FILMWORKS London	FACTORY STUDIOS London / NINETEENTWENTY London / WORK EDITORIAL London
A05/056	01830	ANYTHING FOR THE TASTE	KFC	KFC BRAND	OGILVY SOUTH AFRICA, Johannesburg	SOUTH AFRICA	ROMANCE FILMS Cape Town	

A06 (Travel / Leisure)

A06/004	00052	ROCKY	LADBROKES	LADBROKES	LADBROKES, Gibraltar / NEVERLAND, London	GIBRALTAR / UNITED KINGDOM	MJZ Los Angeles	750MPH London / FINAL CUT London / RESILIENT MUSIC LLP London / SELECTED WORKS London
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A06/010	00194	DON'T WAIT FOR LUCK TO HAPPEN	DUTCH STATE LOTTERY	NEW YEAR'S LOTTERY	TBWA\NEBOKO, Amsterdam	THE NETHERLANDS	TBWA\NEBOKO Amsterdam	AMBASSADORS Amsterdam / CAPTCHA Amsterdam / PUBLIC AUDIO Amsterdam / TBWA\NEBOKO Amsterdam
A06/032	01040	ROCKS	TRAVEL OREGON	TRAVEL OREGON	WIEDEN+KENNEDY, Portland	USA	CANADA Barcelona	JOINT EDITORIAL Portland / MARMOSET MUSIC Portland
A06/037	01044	SOIL	TRAVEL OREGON	TRAVEL OREGON	WIEDEN+KENNEDY, Portland	USA	CANADA Barcelona	JOINT EDITORIAL Portland / MARMOSET MUSIC Portland
A06/045	01724	SECRET ESCAPES - MEDICAL SCHOOL	SECRET ESCAPES	SECRET ESCAPES	PABLO, London	UNITED KINGDOM	DROOL PRODUCTIONS London / PABLO London	SINE London / THE QUARRY London / UNTOLD STUDIOS London
A06/046	01725	SECRET ESCAPES - TOBY	SECRET ESCAPES	SECRET ESCAPES	PABLO, London	UNITED KINGDOM	DROOL PRODUCTIONS London / PABLO London	SINE London / THE QUARRY London / UNTOLD STUDIOS London
A06/047	01723	SECRET ESCAPES - RENT	SECRET ESCAPES	SECRET ESCAPES	PABLO, London	UNITED KINGDOM	DROOL PRODUCTIONS London / PABLO London	SINE London / THE QUARRY London / UNTOLD STUDIOS London
A07 (Media / Entertainment)								
A07/018	01083	NYT - INDEPENDENT JOURNALISM QUESTLOVE	THE NEW YORK TIMES	NEW YORK TIMES JOURNALISM	DROGA5, PART OF ACCENTURE SONG, New York	USA	division7 New York	THE MILL New York
A07/020	01085	SNEAKERS	NEW YORK TIMES	NEW YORK TIMES JOURNALISM	DROGA5, PART OF ACCENTURE SONG, New York	USA	BONAPARTE FILMS Berlin	THE MILL New York
A07/024	01107	WHEN THE DEBATE FALLS SILENT, VOICE YOUR WORDS	NEUE ZÜRCHER ZEITUNG	NEUE ZÜRCHER ZEITUNG	STORIES, Zürich	SWITZERLAND	STORIES Zürich	STORIES Zürich
A07/033	01084	GRAVITY	NEW YORK TIMES	NEW YORK TIMES JOURNALISM	DROGA5, PART OF ACCENTURE SONG, New York	USA	BONAPARTE FILMS Berlin	THE MILL New York
A07/040	01867	THE LAST PHOTO	ITV X CALM	ITV X CALM	adam&eveDDB, London	UNITED KINGDOM	CAIN & ABEL London	
A08 (Consumer Services / Business to Business)								

A08/013	00652	THE SINGULARITY	SQUARESPACE	SQUARESPACE	SQUARESPACE, New York	USA	SMUGGLER Los Angeles	ACTIVE THEORY Los Angeles / BLACK KITE STUDIOS LTD London / COFFEE AND TV London / HEARD CITY New York
A08/050	01175	UPWORK: THIS IS HOW WE WORK NOW	UPWORK	UPWORK	ALTO NEW YORK, New York	USA	SMUGGLER New York	BARKING OWL Los Angeles / HUTCHCO TECHNOLOGIES Los Angeles / PARLIAMENT VFX Culver City / WE ARE WALKER Los Angeles
A08/059	01229	COWBOY	UBER EATS	UBER EATS	MOTHER, London	UNITED KINGDOM	BISCUIT FILMWORKS London	NO. 8 London / SELECTED WORKS London / THE QUARRY London
A08/060	01227	NAILS	UBER EATS	UBER EATS	MOTHER, London	UNITED KINGDOM	BISCUIT FILMWORKS London	NO. 8 London / SELECTED WORKS London / THE QUARRY London
A08/061	01230	PARROTT	UBER EATS	UBER EATS	MOTHER, London	UNITED KINGDOM	BISCUIT FILMWORKS London	NO. 8 London / SELECTED WORKS London / THE QUARRY London
A08/066	01649	ASAHI INDIA GLASS - ROBBERY	ASAHI INDIA GLASS LTD	SYSTEM WINDOWS	ENORMOUS BRANDS, Mumbai	INDIA	VANILLA FILMS Mumbai	
A08/071	01819	SHOUT	TELEFÓNICA	MOVISTAR	VMLY&R MEXICO, Mexico City	MEXICO	REBOLUCION Mexico City	REBOLUCION Mexico City
<u>A09 (Not-for-profit / Charity / Government)</u>								
A09/005	00508	IT'S HANDY TO HAVE A DICK	EQUAL PAY DAY	EQUAL PAY DAY	MORTIERBRIGADE, Brussels	BELGIUM	CZAR Brussels	
A09/011	00321	"WORLD'S BEST ANIMAL WELFARE"	DJURENS RÄTT (ANIMAL RIGHTS SWEDEN)	ANIMAL WELFARE	NAIVE, Stockholm	SWEDEN	NAIVE Stockholm	NAIVE Stockholm
A09/019	00753	THE ULTIMATE VOW	ALZHEIMER'S SOCIETY	ALZHEIMER'S SOCIETY (CHARITY)	NEW COMMERCIAL ARTS, London	UNITED KINGDOM	BISCUIT FILMWORKS London	
A09/044	01798	LLUVIA (RAIN)	SAVE THE CHILDREN	SAVE THE CHILDREN	GREY, Mexico City	MEXICO	ORIENTAL FILMS Mexico City	ORIENTAL FILMS Mexico City
<u>B01 (Food & Drink)</u>								
B01/001	00174	THE EYE	VOIZ	VOIZ WAFFLE CHOCO CRISPY	OGILVY, Bangkok	THAILAND	FACTORY01 Bangkok	
B01/002	00188	LEFT AND RIGHT	VOIZ	VOIZ WAFER SALTED CAMEL	OGILVY, Bangkok	THAILAND	FACTORY01 Bangkok	
B01/003	00178	THE BATTLE	VOIZ	VOIZ WAFFLE CRISP	OGILVY, Bangkok	THAILAND	FACTORY01 Bangkok	

B01/010	00358	SHE	J&B	J&B RARE	EL RUSO DE ROCKY, Madrid	SPAIN	AGOSTO Barcelona	
B01/037	00734	OCEAN SPRAY - POWER YOUR HOLIDAY	OCEAN SPRAY	OCEAN SPRAY JELLIED CRANBERRY SAUCE	ORCHARD, New York	USA	OPC PRODUCTION Toronto	
B01/067	01192	LA CHINGADA	PEPSICO FLAMIN HOT	XTRA FLAMIN HOT	ISLA REPUBLICA, Mexico City	MEXICO	PRIMO CONTENT Mexico City	
B01/075	01159	NORMALIZE IT!	OATLY	OATLY (OAT DRINK)	OATLY, Malmo	SWEDEN	B-REEL FILMS Stockholm / PAPAYA FILMS Warsaw / POM PICTURES Gothenburg	
B01/090	01863	BABY SCAN	MARMITE	MARMITE	adam&eveDDB, London	UNITED KINGDOM	BISCUIT FILMWORKS London / KING HENRY London / WORK EDITORIAL London	ABSOLUTE London / FACTORY STUDIO London
B01/091	01678	NOTHING FILLS A HOLE LIKE POT NOODLE	POT NOODLE	POT NOODLE	adam&eveDDB, London	UNITED KINGDOM	ACADEMY FILMS London / adam&eveDDB London	ACADEMY FILMS London / FACTORY STUDIOS London / NINETEENTWENTY London / SIREN London
B01/095	01859	MUSTACHE	TWIX	TWIX	DDB, Chicago	USA	BISCUIT FILMWORKS Los Angeles	ANOTHER COUNTRY Chicago / BACON X Copenhagen / CUT + RUN Los Angeles / HUMAN Los Angeles
B01/110	01189	NEGACIONISTAS	PEPSICO	XTRA FLAMIN HOT	ISLA REPUBLICA, Mexico City	MEXICO	LOVSTER Mexico City	LOVSTER Mexico City
B01/112	01858	APOLOGIZE THE RAINBOW	SKITTLES	SKITTLES	DDB, Chicago	USA	PICROW Los Angeles	CARBON VFX Chicago / THE WORKS Chicago / WHITEHOUSE POST Chicago
B02 (Consumer Goods)								
B02/003	00199	THE GREATEST	APPLE	APPLE - ACCESSIBILITY	APPLE, Cupertino	USA	SOMESUCH London	TRIM EDITING London
B02/005	00264	APPLE WATCH: "DEAR APPLE"	APPLE	APPLE WATCH	APPLE, Cupertino	USA	PRETTYBIRD Los Angeles	
B02/020	00263	TRAFFIC STOP	NATIVE	NATIVE	M/H, San Francisco	USA	O POSITIVE Santa Monica	
B02/025	00533	PRIVACY ON IPHONE - DATA AUCTION	APPLE	IPHONE	TBWA/MEDIA ARTS LAB, Los Angeles	USA	SMUGGLER Los Angeles	BARKING OWL Los Angeles / THE MILL Los Angeles / WHITEHOUSE POST PRODUCTIONS Los Angeles
B02/041	00962	JOIN THE FLIP SIDE	SAMSUNG	SAMSUNG GALAXY Z FLIP4	WIEDEN+KENNEDY, Amsterdam	THE NETHERLANDS	BACON X Copenhagen	

B02/080	01605	QUIET THE NOISE	APPLE	AIRPODS	TBWA/MEDIA ARTS LAB, Los Angeles	USA	ICONOCLAST Los Angeles	BARKING OWL Los Angeles / ETC London / FINAL CUT Los Angeles / FORMOSA GROUP Los Angeles
B03 (Healthcare)								
B03/016	01624	#PERIODSOMNIA	BODYFORM/LIBRESSE	BODYFORM/ LIBRESSE	AMV BBDO, London	UNITED KINGDOM	SOMESUCH Los Angeles	750MPH London / TIME BASED ARTS London / TRIM EDITING London
B04 (Automotive)								
B04/012	00135	VOLVO - FAMILY BOND	VOLVO	VOLVO CARS	NEW-LAND, Stockholm	SWEDEN	NEW-LAND Stockholm / XO AB Stockholm	CABIN EDITING COMPANY Los Angeles
B04/037	00561	A CLUB OF MIRACLES	VOLVO	VOLVO SAVED MY LIFE CLUB	AMBER CHINA, Shanghai	MAINLAND CHINA	BIGV MEDIA Beijing	
B05 (Retail)								
B05/015	00697	RAISE YOUR ARCHES	MCDONALD'S	MCDONALD'S	LEO BURNETT, London	UNITED KINGDOM	MOXIE PICTURES London	750MPH London / FRAMESTORE London
B05/031	01170	TACHE	AMAZON PRIME	AMAZON PRIME	WIEDEN+KENNEDY, London	UNITED KINGDOM	ANONYMOUS CONTENT Los Angeles	
B05/053	01439	A SECOND CHANCE	EBAY	EBAY MOTORS	McCANN, Dusseldorf	GERMANY	ANORAK FILM GMBH Berlin	KATALYST BERLIN CREATIVE SERVICES / TINT POST PRODUCTION Stockholm
B05/057	01829	ANYTHING FOR THE TASTE	KFC	KFC BRAND	OGILVY SOUTH AFRICA, Johannesburg	SOUTH AFRICA	ROMANCE FILMS Cape Town	
B05/063	01883	IT'S ALL A LITTLE CONFUSING	BURGER KING	PLANT-BASED WHOPPER JR.	DAVID, Madrid	SPAIN	BLUR FILMS Madrid / PICKLE MUSIC Madrid / SICARIOS Sao Paulo	
B05/065	01846	PET LIES	PETLOVE	PETLOVE	DAVID, Sao Paulo	BRAZIL	BUSSOLA POST Sao Paulo	
B06 (Travel / Leisure)								
B06/011	00371	FU CK	GERMAN RAIL	GERMAN RAIL	OGILVY GERMANY, Frankfurt	GERMANY		
B06/014	00510	RESPECT	STIB/MIVB	BRUSSELS PUBLIC TRANSPORT	MORTIERBRIGADE, Brussels	BELGIUM	PRODUCTIEBRIGADE Brussels	

B06/025	00602	OUTHORSE YOUR EMAIL	VISIT ICELAND	ICELAND	SS+K, New York / PEEL ICELAND, Reykjavik / M&C SAATCHI TALK, London / M&C SAATCHI, London	USA / ICELAND / UNITED KINGDOM	REPUBLIK Reykjavik	
B06/044	01673	A CHRISTMAS LOVE STORY	CAMELOT	THE NATIONAL LOTTERY	adam&eveDDB, London	UNITED KINGDOM	SMUGGLER London	COMPANY 3 London / FRAMESTORE London
B07 (Media / Entertainment)								
B07/005	00534	CALL ME, WITH TIMOTHEE CHALAMET	APPLE	APPLE TV+	TBWA/MEDIA ARTS LAB, Los Angeles	USA	MJZ Los Angeles	LIME STUDIOS Los Angeles / TRAFIK Los Angeles / WORK EDITORIAL Los Angeles
B07/040	01793	TVNZ+ "WRONG RIDE"	TVNZ	TVNZ+	DENTSU CREATIVE, Auckland	NEW ZEALAND	SWEETSHOP Auckland	
B07/044	00201	PAPA	CANAL+	CANAL+	BETC, Paris	FRANCE	BLUE PARIS / CALESON Paris / HERCULES Paris / MOPART Paris	
B08 (Consumer Services / Business to Business)								
B08/014	00654	THE SINGULARITY	SQUARESPACE	SQUARESPACE	SQUARESPACE, New York	USA	SMUGGLER Los Angeles	ACTIVE THEORY Los Angeles / BLACK KITE STUDIOS LTD London / COFFEE AND TV London / HEARD CITY New York
B08/021	00717	LEFT-HANDED MANGO CHUTNEY	ZULU ALPHA KILO	ZULU ALPHA KILO	ZULU ALPHA KILO, Toronto	CANADA	ZULUBOT Toronto	ZULUBOT Toronto
B08/027	00653	THE SINGULARITY: BTS	SQUARESPACE	SQUARESPACE	SQUARESPACE, New York	USA	SMUGGLER Los Angeles	ACTIVE THEORY Los Angeles / BLACK KITE STUDIOS LTD London / COFFEE AND TV London / HEARD CITY New York
B08/044	00832	UNTIL THEN - DUEL	NRMA INSURANCE	NRMA INSURANCE	BEAR MEETS EAGLE ON FIRE, Sydney	AUSTRALIA	REVOLVER Sydney	ARC Sydney / RUMBLE STUDIOS Sydney / TIME BASED ARTS London

B08/054	01182	UPWORK: THIS IS HOW WE WORK NOW	UPWORK	UPWORK	ALTO NEW YORK, New York	USA	SMUGGLER New York	BARKING OWL Los Angeles / HUTCHCO TECHNOLOGIES Los Angeles / PARLIAMENT VFX Culver City / WE ARE WALKER Los Angeles
B08/057	01542	1000 SLIDES	GLOBANT	GLOBANT CONSULTANCY	GUT, Buenos Aires	ARGENTINA	REBOLUCION Buenos Aires	PORTAESTUDIO Buenos Aires
B08/072	01816	SHOUT	TELEFÓNICA	MOVISTAR	VMLY&R MEXICO, Mexico City	MEXICO	REBOLUCION Mexico City	REBOLUCION Mexico City
B09 (Not-for-profit / Charity / Government)								
B09/023	00502	IT'S HANDY TO HAVE A DICK	EQUAL PAY DAY	EQUAL PAY DAY	MORTIERBRIGADE, Brussels	BELGIUM	CZAR Brussels	
B09/046	00981	PETA - RED RIVER FARM	PETA	ANIMAL SKINS	HOUSE 337, London	UNITED KINGDOM	BLINKINK London / HOUSE 337 London	ABSOLUTE London
B09/070	01257	THE HIDDEN RELATIONSHIP	MAKE MY MONEY MATTER	MAKE MY MONEY MATTER	BISCUIT FILMWORKS, London / MOTHER, London	UNITED KINGDOM	BISCUIT FILMWORKS London	
B09/080	01772	CARL SAGAN'S MESSAGE	UN GLOBAL COMPACT	UN GLOBAL COMPACT	ALMAPBBDO, Sao Paulo / BOILER FILMES, Sao Paulo	BRAZIL	A9 AUDIO Sao Paulo / BOILER FILMES Sao Paulo	
B09/084	01903	WAR STORIES	BRADY	GUN VIOLENCE PREVENTION	BCW, New York	USA	BURN STUDIO New York	
B09/086	01457	#UNEXAMINABLE	THE VIF NETWORK	NGO WOMEN RIGHTS	DDB ROMANIA, Bucharest	ROMANIA	ABIS STUDIO Bucharest	
B09/095	01742	MOSHE& MR.SHIBOLET	ZIKARON BASALON	MOSHE& MR.SHIBOLET	MUD PRODUCTION, tel aviv / McCANN, Tel Aviv	ISRAEL	MUD PRODUCTION tel aviv	
C01 (Viral Film)								
C01/015	00063	I DON'T KNOW WHAT TO CHOOSE	FASHION DAYS	ONLINE FASHION RETAIL	HUMAN, Sofia	BULGARIA	HUMAN Sofia	HUMAN Sofia
C01/029	00979	WOMEN'S AID - HE'S COMING HOME	WOMEN'S AID	CHARITY SERVICES	HOUSE 337, London	UNITED KINGDOM	HOUSE 337 London / THE CORNER SHOP London	ABSOLUTE London
C01/036	01272	POPCORNERS BREAK INTO SOMETHING GOOD	PEPSICO PURCHASE	POPCORNERS	PEPSICO, New York / D3, Texas	USA	INTERROGATE Los Angeles	
D01 (Screens & Events)								
D01/024	01813	BUSCAPÉ. BACK TO THE CITY OF GOD.	TELEFÓNICA VIVO & MOTOROLA	MOTOROLA EDGE 30 ULTRA 5G	VMLY&R, Sao Paulo	BRAZIL	O2 FILMES Sao Paulo / SUPERSONICA Sao Paulo	O2 FILMES Sao Paulo
D01/031	01512	THE CHASE FOR CARRERA	TAG HEUER	CARRERA	DDB, Paris	FRANCE	COLLIDER Sydney / STUDIO 5 Paris	THE MILL London

<u>D02 (Micro-film)</u>									
D02/001	00374	ESCAPE	GERMAN RAIL	GERMAN RAIL	OGILVY GERMANY, Frankfurt	GERMANY			
D02/035	01882	PROUDLY SECOND BEST	IKEA	CHILDREN FURNITURE	DAVID, Madrid / INGO, Hamburg	SPAIN / GERMANY	GRADEPUNK COLOR GRADING Madrid / SAL GORDA Madrid / THE LOBBY Madrid / WACHO HITS Buenos Aires		
D02/037	01783	THE GHOSTED BAR	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY	THE USUAL SUSPECTS Marietta		
<u>E01 (TV / Cinema Film)</u>									
E01/007	00217	THE NOTIFICATIONS	PATHÉ	THE CINEMA EXPERIENCE	FRED & FARID, Paris	FRANCE			
E01/008	01067	STRANGER THINGS, SEASON 4 - MORSE CODE TRAILER	STRANGER THINGS	STRANGER THINGS SEASON 4	DROGA5, PART OF ACCENTURE SONG, New York / DROGA5, PART OF ACCENTURE SONG, Sao Paulo	USA / BRAZIL	LANDIA Sao Paulo	CLAN VFX Sao Paulo	
E01/009	01076	THE HIGH STAKES BEER AD	BLUE MOON	COORS LIGHT, MILLER LITE & BLUE MOON	DROGA5, PART OF ACCENTURE SONG, New York	USA	PRODCO Los Angeles		
<u>E02 (Online & Viral Film)</u>									
E02/003	00341	THE FIRST DIGITAL NATION	THE GOVERNMENT OF TUVALU	GOVERNMENT	THE MONKEYS, PART OF ACCENTURE SONG, Sydney	AUSTRALIA	COLLIDER Sydney	MASSIVEMUSIC Sydney	
E02/016	01050	NIKE FC PRESENTS THE FOOTBALLVERSE	NIKE	NIKE	WIEDEN+KENNEDY, Portland	USA	ICONOCLAST Los Angeles	FRAMESTORE Los Angeles / ROCK PAPER SCISSORS Los Angeles	
E02/029	01745	SHIMON & STATIC	ZIKARON BASALON	SHIMON & STATIC	MUD PRODUCTION, tel aviv / McCANN, Tel Aviv	ISRAEL	MUD PRODUCTION tel aviv		
<u>E03 (Screens & Events)</u>									
E03/002	00339	THE FIRST DIGITAL NATION	THE GOVERNMENT OF TUVALU	GOVERNMENT	THE MONKEYS, PART OF ACCENTURE SONG, Sydney	AUSTRALIA	COLLIDER Sydney	MASSIVEMUSIC Sydney	
<u>F01 (Local Brand)</u>									
F01/016	00070	COINCIDENCES	QUILMES	BEER	AB INBEV, Buenos Aires / DRAFTLINE, Buenos Aires	ARGENTINA	ARGENTINACINE Buenos Aires		
F01/017	00785	OSMOSIS	ART CAKE GALLERY	ART INSTITUTION	GENTLE COWBOYS, New York	USA	GENTLE COWBOYS New York	CUT+RUN New York	

F01/018	00859	UN-AUSTRALIA	MEAT & LIVESTOCK AUSTRALIA	LAMB	THE MONKEYS, PART OF ACCENTURE SONG, Sydney	AUSTRALIA	MOFA Sydney	ARC EDIT + ARC FILM Sydney / MASSIVEMUSIC Sydney
F01/019	00877	A TRAIN OF MEMORIES	SOTETSU	SOTETSU	SIX INC., Tokyo / GOOD DESIGN COMPANY, Tokyo / HAKUHODO INC., Tokyo / HAKUHODO KETTLE INC., Tokyo	JAPAN	SPOON. Tokyo	SLANTED Tokyo
F01/022	00961	ILUSION	TYC	SPORTS CHANNEL	MERCADO McCANN, Buenos Aires	ARGENTINA	ARGENTINACINE Buenos Aires	
F01/032	01595	WE ARE LIVING OFFERINGS	VICTORIA	VICTORIA CEMPASUCHIL	OGILVY, Mexico City	MEXICO	ICONOCLAST Mexico City	MATHEMATIC STUDIO Paris
F01/033	00123	THE MOVIES THAT MADE (FROM) US	FIVE STAR	FIVE STAR CHICKEN	BBDO BANGKOK, Bangkok	THAILAND	BBDO BANGKOK Bangkok / SUNETA HOUSE Bangkok	SOUND SPACE STUDIO Bangkok
F01/044	01684	FOR ALL LIFE'S MOMENTS	JOHN LEWIS	JOHN LEWIS	adam&eveDDB, London	UNITED KINGDOM	MJZ Los Angeles	COMPANY 3 London / FACTORY STUDIOS London / FINAL CUT London / NINETEENTWENTY London
F02 (Challenger Brand)								
F02/011	00812	"EL INTERCAMBIO" THE EXCHANGE	PUERTO RICO QUEER FILMFEST	PUERTO RICO QUEER FILM FESTIVAL	DDB, Guaynabo	PUERTO RICO	DDB Guaynabo / METROPOLIS FILMS Montevideo	DDB Guaynabo / METROPOLIS FILMS Montevideo
F02/014	00218	THE NOTIFICATIONS	PATHÉ	THE CINEMA EXPERIENCE	FRED & FARID, Paris	FRANCE		
F02/022	01154	NORMALIZE IT!	OATLY	OATLY (OAT DRINK)	OATLY, Malmo	SWEDEN	B-REEL FILMS Stockholm / PAPAYA FILMS Warsaw / POM PICTURES Gothenburg	
F03 (Single-market Campaign)								
F03/007	00141	THE RIFT	PENNY	PENNY	SERVICEPLAN, Munich	GERMANY	ANORAK FILM GMBH Berlin	TIME BASED ARTS London
F03/009	00262	THE GENTLE GIANT	AD COUNCIL, LOVE HAS NO LABELS	LOVE HAS NO LABELS	R/GA, New York	USA	SMUGGLER New York	
F03/044	01780	THE GHOSTED BAR	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY	THE USUAL SUSPECTS Marietta	
F03/045	01811	BUSCAPÉ. BACK TO THE CITY OF GOD.	TELEFÓNICA VIVO & MOTOROLA	MOTOROLA EDGE 30 ULTRA 5G	VMLY&R, Sao Paulo	BRAZIL	O2 FILMES Sao Paulo / SUPERSONICA Sao Paulo	O2 FILMES Sao Paulo
F03/052	01866	BABY SCAN	MARMITE	MARMITE	adam&eveDDB, London	UNITED KINGDOM	BISCUIT FILMWORKS London / KING HENRY London / WORK EDITORIAL London	ABSOLUTE London / FACTORY STUDIO London

F03/059	01791	TVNZ+ 'IT'S FREE, BUT IT COULD COST YOU'	TVNZ	TVNZ+	DENTSU CREATIVE, Auckland	NEW ZEALAND	SWEETSHOP Auckland	
F04 (Social Behaviour)								
F04/003	00221	OTHERS	CASEY HOUSE	CASEY HOUSE	BENSIMON BYRNE, Toronto / NARRATIVE, Toronto	CANADA	BERKELEY Toronto / OPC PRODUCTION Toronto	BUTTON FACTORY Toronto / CYCLE MEDIA Vancouver / ROOSTER POST PRODUCTION Toronto
F04/012	00457	RIDICULOUS EXCUSES NOT TO BE INCLUSIVE	COORDOWN	WORLD DOWN SYNDROME DAY	SMALL, New York	USA	INDIANA PRODUCTION COMPANY Milan / TINYGIANT New York	BRAVAGENTE AUDIO - SOUND AGENCY Milano / SINCROMIE Messina / STABBILO MUSIC Sarteano
F04/014	00507	RESPECT	STIB/MIVB	BRUSSELS PUBLIC TRANSPORT	MORTIERBRIGADE, Brussels	BELGIUM	PRODUCTIEBRIGADE Brussels	
F04/077	01744	RINA & HAMARTEF	ZIKARON BASALON	RINA & HAMARTEF	MUD PRODUCTION, tel aviv / McCANN, Tel Aviv	ISRAEL	MUD PRODUCTION tel aviv	
F04/078	01817	SHOUT	TELEFÓNICA	MOVISTAR	VMLY&R MEXICO, Mexico City	MEXICO	REBOLUCION Mexico City	REBOLUCION Mexico City
F04/086	01857	APOLOGIZE THE RAINBOW	SKITTLES	SKITTLES	DDB, Chicago	USA	PICROW Los Angeles	CARBON VFX Chicago / THE WORKS Chicago / WHITEHOUSE POST Chicago
F04/093	10542	WELCOME TO NIKE JUKU	NIKE JAPAN	NIKE JUKU	AOI PRO. INC., Tokyo / WIEDEN+KENNEDY, Tokyo	JAPAN	AOI PRO. INC. Tokyo	
F05 (Cultural Insight)								
F05/005	00359	SHE	J&B	J&B RARE	EL RUSO DE ROCKY, Madrid	SPAIN	AGOSTO Barcelona	
F05/034	00071	COINCIDENCES	QUILMES	BEER	AB INBEV, Buenos Aires / DRAFTLINE, Buenos Aires	ARGENTINA	ARGENTINACINE Buenos Aires	
F05/044	00733	OCEAN SPRAY - POWER YOUR HOLIDAY	OCEAN SPRAY	OCEAN SPRAY JELLIED CRANBERRY SAUCE	ORCHARD, New York	USA	OPC PRODUCTION Toronto	
F05/055	00858	UN-AUSTRALIA	MEAT & LIVESTOCK AUSTRALIA	LAMB	THE MONKEYS, PART OF ACCENTURE SONG, Sydney	AUSTRALIA	MOFA Sydney	ARC EDIT + ARC FILM Sydney / MASSIVEMUSIC Sydney
F05/065	01113	NIKE JUKU	NIKE	NIKE	WIEDEN+KENNEDY, Tokyo	JAPAN	JAPAN Tokyo	

F05/072	01042	THE MYTH	WIEDEN+KENNEDY PORTLAND	PSA	WIEDEN+KENNEDY, Portland	USA	BISCUIT FILMWORKS Los Angeles	JOINT EDITORIAL Portland
F05/092	01416	A BLOODY NIGHTMARE	AMERICAN RED CROSS	BLOOD DONATION	BBDO, New York	USA	division7 Los Angeles	
F05/101	01454	#UNEXAMINABLE	THE VIF NETWORK	NGO WOMEN RIGHTS	DDB ROMANIA, Bucharest	ROMANIA	ABIS STUDIO Bucharest	
F05/127	01812	BUSCAPÉ. BACK TO THE CITY OF GOD.	TELEFÓNICA VIVO & MOTOROLA	MOTOROLA EDGE 30 ULTRA 5G	VMLY&R, Sao Paulo	BRAZIL	O2 FILMES Sao Paulo / SUPERSONICA Sao Paulo	O2 FILMES Sao Paulo
F05/136	01743	MOSHE& MR.SHIBOLET	ZIKARON BASALON	MOSHE& MR.SHIBOLET	MUD PRODUCTION, tel aviv / McCANN, Tel Aviv	ISRAEL	MUD PRODUCTION tel aviv	
F05/138	01763	100% HUMAN - GIL'S GRILLS	BROOKLYN FILM FESTIVAL	CINEMA	HAVAS, New York / BROOKLYN FILM FESTIVAL, New York	USA	KIN FILMS Los Angeles	
F05/139	01818	SHOUT	TELEFÓNICA	MOVISTAR	VMLY&R MEXICO, Mexico City	MEXICO	REBOLUCION Mexico City	REBOLUCION Mexico City
F05/142	01871	THE LAST PHOTO	ITV X CALM	ITV X CALM	adam&eveDDB, London	UNITED KINGDOM	CAIN & ABEL London	
F05/155	01797	LLUVIA (RAIN)	SAVE THE CHILDREN	SAVE THE CHILDREN	GREY, Mexico City	MEXICO	ORIENTAL FILMS Mexico City	ORIENTAL FILMS Mexico City
F06 (Breakthrough on a Budget)								
F06/014	00492	BLOCKBUSTER: UNTIL THE BITTER END	BLOCKBUSTER	BLOCKBUSTER VIDEO	ATLANTIC, New York	USA	DWECK PRODUCTIONS New York / HAVING CHANGED PRODUCTION New York	
F06/019	01081	STRANGER THINGS, SEASON 4 - MORSE CODE TRAILER	STRANGER THINGS	STRANGER THINGS SEASON 4	DROGA5, PART OF ACCENTURE SONG, New York / DROGA5, PART OF ACCENTURE SONG, Sao Paulo	USA / BRAZIL	LANDIA Sao Paulo	CLAN VFX Sao Paulo
F06/027	00219	THE NOTIFICATIONS	PATHÉ	THE CINEMA EXPERIENCE	FRED & FARID, Paris	FRANCE		
F06/029	00720	HIJACKING THE MASTERS	HARRY ROSEN	HARRY ROSEN	ZULU ALPHA KILO, Toronto	CANADA	BEACH LIONS STUDIOS Parrish	ZULUBOT Toronto
F06/038	01282	ESCAPE	GERMAN RAIL	GERMAN RAIL	OGILVY GERMANY, Frankfurt	GERMANY		
F06/043	01864	THE LAST PHOTO	ITV X CALM	ITV X CALM	adam&eveDDB, London	UNITED KINGDOM	CAIN & ABEL London	
F07 (Corporate Purpose & Social Responsibility)								
F07/002	00198	THE GREATEST	APPLE	APPLE - ACCESSIBILITY	APPLE, Cupertino	USA	SOMESUCH London	TRIM EDITING London
F07/009	00356	SHE	J&B	J&B RARE	EL RUSO DE ROCKY, Madrid	SPAIN	AGOSTO Barcelona	
F07/012	00259	THE NAME	PROCTER & GAMBLE	PROCTER & GAMBLE	R/GA, New York	USA	SANCTUARY CONTENT Los Angeles	

F07/029	01005	THE RIGHT TO POWER: 47 SECONDS	LOGI ENERGY	ENERGY CRISIS INITIATIVE	SAATCHI & SAATCHI ME, Dubai	UNITED ARAB EMIRATES	PRODIGIOUS Dubai	OPTIX Dubai
F07/037	01199	IRAN-E MAN	PAIRI DAEZA	PAIRI DAEZA SCARVES	NEW-LAND, Copenhagen	DENMARK	NEW-LAND Copenhagen	
F07/058	01368	EVS ON SCREEN	GENERAL MOTORS, NETFLIX	GENERAL MOTORS, NETFLIX	THE COMMUNITY, Miami	USA	EYELINE STUDIOS Los Angeles / O POSITIVE Santa Monica	CO3 New York / DUOTONE AUDIO GROUP New York / FRAMESTORE New York / MACKCUT New York / SONIC UNION New York
F07/080	01868	THE LAST PHOTO	ITV X CALM	ITV X CALM	adam&eveDDB, London	UNITED KINGDOM	CAIN & ABEL London	
F07/086	01923	THE COST OF BEAUTY	DOVE MASTERBRAND	DOVE	OGILVY, London / OGILVY, Toronto	UNITED KINGDOM / CANADA	SMUGGLER London	FINAL CUT New York / SIGNIFICANT OTHERS Los Angeles
F07/089	20608	AMANI IN MEMORY	META	META	CABIN EDITING COMPANY, Los Angeles / META CREATIVE AGENCY, Lisboa	USA / PORTUGAL	LOVE SONG Los Angeles	MARSHEEN London
F08 (Market Disruption)								
F08/006	00637	THE CHEAP DRIVER	ST1	UNMANNED FILLING STATIONS	GARBERGS KOMMUNIKATION, Stockholm	SWEDEN	BLECK Stockholm	
F08/016	01367	EVS ON SCREEN	GENERAL MOTORS, NETFLIX	GENERAL MOTORS, NETFLIX	THE COMMUNITY, Miami	USA	EYELINE STUDIOS Los Angeles / O POSITIVE Santa Monica	CO3 New York / DUOTONE AUDIO GROUP New York / FRAMESTORE New York / MACKCUT New York / SONIC UNION New York
Total Shortlisted:			171					