

## Health & Wellness Shortlist

Cat. No	Entry No	Title	Brand	Product	Medium	Entrant / Idea Creation	Location	Production
<b>A01 (OTC Oral Medicines)</b>								
A01/44001	00973	DIVERSITREE	CLARITIN	CLARITIN ALLERGY MEDICINE	Creative Data	ENERGY BBDO, Chicago	USA	
A01/50003	00976	DIVERSITREE	CLARITIN	CLARITIN ALLERGY MEDICINE	Brand Experience & Activation	ENERGY BBDO, Chicago	USA	
A01/52001	00581	WELCOME TO ACID TOWN	BAYER VITAL	TALCID®	Integrated	BAYER VITAL GMBH, Leverkusen / PEIX HEALTHCARE COMMUNICATION, Berlin	GERMANY	WITH MILK Cape Town
A01/9002	00974	DIVERSITREE	CLARITIN	CLARITIN ALLERGY MEDICINE	PR	ENERGY BBDO, Chicago	USA	
<b>A02 (OTC Applications)</b>								
A02/44001	01072	OFF! CAST	SC JOHNSON	OFF!	Creative Data	ALMAPBBDO, Sao Paulo / ENERGY BBDO, Chicago / BBDO, New York	BRAZIL / USA	
A02/8005	00535	AVEENO BABY ECZEMA EQUALITY CAMPAIGN	AVEENO BABY	AVEENO BABY ECZEMA THERAPY LINE	Direct	DONER, Southfield / KENVUE, Skillman, NJ	USA	CREATIVE SOUL PHOTOGRAPHY Atlanta, GA / DONER Southfield
A02/9001	00922	SENSODYNE TOOTH ADS	SENSODYNE	SENSODYNE TOOTHPASTE	PR	PUBLICIS LEON, Sao Paulo	BRAZIL	7 FILMES Sao Paulo / HEFTY Sao Paulo
<b>A03 (OTC Products / Devices)</b>								
A03/12003	01031	THE AUTISM JOURNEY	TELEFONICA'S VIVO	ONLINE TOOL	Use of Technology	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	LUEGO Sao Paulo / SANTERIA Sao Paulo / SATELITE AUDIO Sao Paulo
A03/12005	00914	SOLE MUSIC	SOLE MUSIC	SOLE MUSIC	Use of Technology	AND US, Dubai	UNITED ARAB EMIRATES	BLACKBOX Dubai
A03/15001	00545	PERIODSOMNIA	LIBRESSE	LIBRESSE	Film Craft: Direction	SOMESUCH, Los Angeles / AMV BBDO, London	USA / UNITED KINGDOM	SOMESUCH Los Angeles
A03/38001	00747	THE ART OF SEX ED	DUREX	DUREX	Outdoor: Ambient	VMLY&R POLAND, Warsaw	POLAND	FOUNDATION FOR WOMEN AND FAMILY PLANNING FEDERA Warsaw / TEARS OF JOY Warsaw / VMLY&R POLAND Warsaw
A03/50004	00911	SOLE MUSIC	SOLE MUSIC	SOLE MUSIC	Brand Experience & Activation	AND US, Dubai	UNITED ARAB EMIRATES	BLACKBOX Dubai

A03/53007	00735	MOUTH PAD^	AUGMENTAL	MOUTH PAD^	Healthcare Product Innovation	WUNDERMAN THOMPSON, Lima / AUGMENTAL, San Francisco	PERU / USA	D AVANT GARDE PUBLISHER Buenos Aires
A03/53012	10913	SOLE MUSIC	SOLE MUSIC	SOLE MUSIC	Healthcare Product Innovation	— AND US, Dubai	UNITED ARAB EMIRATES	BLACKBOX Dubai
A03/55001	00617	NOT HOT PERIODWEAR	ALWAYS	ALWAYS FEMININE CARE PADS	Social & Influencer	LEO BURNETT, Beirut	LEBANON	LEO BURNETT Beirut / LEO BURNETT Dubai
A03/9003	01123	F*CKING OLD	JEMS	JEMS CONDOMS	PR	DENTSU CREATIVE, Toronto	CANADA	DENTSU CREATIVE Toronto
<b>A04 (Nutraceuticals)</b>								
A04/55001	00295	WATER DRINKS GATORADE	GATORADE	GATORADE NO SUGAR	Social & Influencer	180 AMSTERDAM, Amsterdam	THE NETHERLANDS	PABRIKA Makati City
<b>A05 (Health &amp; Wellness Tech)</b>								
A05/12006	00733	MOUTH PAD^	AUGMENTAL	MOUTH PAD^	Use of Technology	WUNDERMAN THOMPSON, Lima / AUGMENTAL, San Francisco	PERU / USA	D AVANT GARDE PUBLISHER Buenos Aires
A05/3002	00910	SOLE MUSIC	SOLE MUSIC	SOLE MUSIC	Radio & Audio	— AND US, Dubai	UNITED ARAB EMIRATES	BLACKBOX Dubai
A05/32004	00417	DOT PAD. THE FIRST TACTILE GRAPHICS DISPLAY FOR HEALTHCARE.	DOT INCORPORATION	DOT PAD	Digital Craft: User Experience (UX)	SERVICEPLAN, Munich / SERVICEPLAN KOREA, Seoul	GERMANY / SOUTH KOREA	PAULUS.CO., LTD Seoul
A05/32006	00734	MOUTH PAD^	AUGMENTAL	MOUTH PAD^	Digital Craft: User Experience (UX)	WUNDERMAN THOMPSON, Lima / AUGMENTAL, San Francisco	PERU / USA	D AVANT GARDE PUBLISHER Buenos Aires
A05/41001	00988	BAIGRAPHER	UFCSPA	SCALABLE REMINISCENCE THERAPY FOR PATIENTS WITH ALZHEIMER'S	Print & Publishing: Collateral	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	USA	BIZSYS TECNOLOGIA E PROJETOS ESPECIAIS Sao Paulo / PRODUCERIA Miami / RITMIKA AUDIO ARTS Sao Paulo / WIDELABS Porto Alegre
A05/50003	00731	MOUTH PAD^	AUGMENTAL	MOUTH PAD^	Brand Experience & Activation	WUNDERMAN THOMPSON, Lima / AUGMENTAL, San Francisco	PERU / USA	D AVANT GARDE PUBLISHER Buenos Aires

A05/51004	00778	TELL ME EVERYTHING	FORD	BLUECRUISE	Film: Cinema, TV and Digital Film Content	VMLY&R, Detroit	USA	CHELSEA PICTURES Los Angeles
A05/53002	00416	DOT PAD. THE FIRST TACTILE GRAPHICS DISPLAY FOR HEALTHCARE.	DOT INCORPORATION	DOT PAD	Healthcare Product Innovation	SERVICEPLAN, Munich / SERVICEPLAN KOREA, Seoul	GERMANY / SOUTH KOREA	PAULUS.CO., LTD Seoul
A05/53006	00736	MOUTH PAD^	AUGMENTAL	MOUTH PAD^	Healthcare Product Innovation	WUNDERMAN THOMPSON, Lima / AUGMENTAL, San Francisco	PERU / USA	D AVANT GARDE PUBLISHER Buenos Aires
A05/53014	10907	SOLE MUSIC	SOLE MUSIC	SOLE MUSIC	Healthcare Product Innovation	AND US, Dubai	UNITED ARAB EMIRATES	BLACKBOX Dubai
<b><u>B01 (Brand-led Education &amp; Awareness)</u></b>								
B01/15009	01202	THE LAST PHOTO	ITV X CALM	ITV X CALM	Film Craft: Direction	adam&eveDDB, London	UNITED KINGDOM	CAIN & ABEL London
B01/15010	01267	THE COST OF BEAUTY	DOVE MASTERBRAND	DOVE	Film Craft: Direction	OGILVY, London / OGILVY, Toronto	UNITED KINGDOM / CANADA	SMUGGLER London
B01/16007	01276	THE COST OF BEAUTY	DOVE MASTERBRAND	DOVE	Film Craft: Script	OGILVY, London / OGILVY, Toronto	UNITED KINGDOM / CANADA	SMUGGLER London
B01/17005	01211	THE LAST PHOTO	ITV X CALM	ITV X CALM	Film Craft: Use of Music / Sound Design	adam&eveDDB, London	UNITED KINGDOM	CAIN & ABEL London
B01/17006	01274	THE COST OF BEAUTY	DOVE MASTERBRAND	DOVE	Film Craft: Use of Music / Sound Design	OGILVY, London / OGILVY, Toronto	UNITED KINGDOM / CANADA	SMUGGLER London
B01/22003	00746	MILK MANGA	SEKI MILK	SEKI MILK	Industry Craft: Art Direction	GEOMETRY OGILVY JAPAN, Tokyo	JAPAN	
B01/22010	01201	THE LAST PHOTO	ITV X CALM	ITV X CALM	Industry Craft: Art Direction	adam&eveDDB, London	UNITED KINGDOM	CAIN & ABEL London
B01/26001	00293	ALIBABA HEALTH FONT	ALIBABA HEALTH	FONT DESIGN	Industry Craft: Typography	ALIBABA HEALTH INFORMATION TECHNOLOGY LIMITED, Beijing	MAINLAND CHINA	ALIBABA HEALTH INFORMATION TECHNOLOGY LIMITED Beijing
B01/3011	00759	FREQUENCIES OF PEACE	BABYSHOP	BABYSHOP	Radio & Audio	FP7 McCANN, Dubai	UNITED ARAB EMIRATES	CRAFT DUBAI Dubai / DEEJA VU Beit Mery / SPIRITUNE New York
B01/38015	01210	THE LAST PHOTO	ITV X CALM	ITV X CALM	Outdoor: Ambient	adam&eveDDB, London	UNITED KINGDOM	CAIN & ABEL London

B01/42009	01215	THE LAST PHOTO	ITV X CALM	ITV X CALM	Print & Publishing: Standard	adam&eveDDB, London	UNITED KINGDOM	CAIN & ABEL London
B01/50002	00091	DANIEL'S APARTMENT	VIIV HEALTHCARE	HIV STIGMA	Brand Experience & Activation	SRA. RUSHMORE, Madrid	SPAIN	PRIMO CONTENT Madrid
B01/50022	00674	VOICE GIRL GAMERS	WINDTRE	DIGITAL RESPONSIBILITY	Brand Experience & Activation	WUNDERMAN THOMPSON, Milan	ITALY	SATOR INTERNATIONAL GROUP SRL Rome
B01/50041	01203	THE LAST PHOTO	ITV X CALM	ITV X CALM	Brand Experience & Activation	adam&eveDDB, London	UNITED KINGDOM	CAIN & ABEL London
B01/50050	30193	LET HER GROW	DOVE	DOVE BRAND	Brand Experience & Activation	EDELMAN, Bangkok / SELECT START, Bangkok	THAILAND	EDELMAN Bangkok / SELECT START Bangkok / UNDERDOC FILM Bangkok
B01/51028	00962	#PERIODSOMNIA	BODYFORM/LIBRESSE	BODYFORM/LIBRESSE	Film: Cinema, TV and Digital Film Content	AMV BBDO, London	UNITED KINGDOM	SOMESUCH Los Angeles
B01/51034	01214	THE LAST PHOTO	ITV X CALM	ITV X CALM	Film: Cinema, TV and Digital Film Content	adam&eveDDB, London	UNITED KINGDOM	CAIN & ABEL London
B01/51036	01278	THE COST OF BEAUTY	DOVE MASTERBRAND	DOVE	Film: Cinema, TV and Digital Film Content	OGILVY, London / OGILVY, Toronto	UNITED KINGDOM / CANADA	SMUGGLER London
B01/52011	00510	THE HIDDEN ROOM	HOME BOX	HOME BOX	Integrated	LEO BURNETT, Dubai	UNITED ARAB EMIRATES	LIWA CONTENT.DRIVEN Dubai
B01/52022	01205	THE LAST PHOTO	ITV X CALM	ITV X CALM	Integrated	adam&eveDDB, London	UNITED KINGDOM	CAIN & ABEL London
B01/52025	00590	ME, MY AUTISM & I	Reckitt and Ambitious about Autism	VANISH	Integrated	HAVAS, London	UNITED KINGDOM	SMUGGLER London
B01/55011	01093	RUNNER 321	ADIDAS	ADIDAS	Social & Influencer	FCB TORONTO	CANADA	456 STUDIOS Toronto
B01/55014	01275	#TURNYOURBACK	DOVE	DOVE	Social & Influencer	OGILVY, London / DAVID, Madrid	UNITED KINGDOM / SPAIN	DAVID Sao Paulo
B01/8035	01019	JINGLE THERAPY	ASOCIACION DE ALZHEIMER PUERTO RICO + SBS	INSTITUTIONAL	Direct	VMLY&R COMMERCE, Guaynabo / VMLY&R COMMERCE, New York	PUERTO RICO / USA	
B01/8036	01209	THE LAST PHOTO	ITV X CALM	ITV X CALM	Direct	adam&eveDDB, London	UNITED KINGDOM	CAIN & ABEL London
B01/8043	00784	SOBERCOINS	CITY OF BALEN	CITY	Direct	HAPPINESS, AN FCB ALLIANCE, Brussels	BELGIUM	BLISS Brussels
B01/9014	01121	THE MUSTACHE THAT PLAYS FOR EVERYONE	GILLETTE	MOVEMBER	PR	GREY, Sao Paulo	BRAZIL	BITE PRODUCOES ARTISTICAS LTDA Rio de Janeiro / LOUD+ Sao Paulo

B01/9016	01172	LET HER GROW	DOVE	DOVE BRAND	PR	EDELMAN, Bangkok / SELECT START, Bangkok	THAILAND	EDELMAN Bangkok / SELECT START Bangkok / UNDERDOC FILM Bangkok
B01/9017	01208	THE LAST PHOTO	ITV X CALM	ITV X CALM	PR	adam&eveDDB, London	UNITED KINGDOM	CAIN & ABEL London
B01/9018	01094	RUNNER 321	ADIDAS	ADIDAS	PR	FCB TORONTO	CANADA	456 STUDIOS Toronto
<b>B02 (Non-profit / Foundation-led Education &amp; Awareness)</b>								
B02/11002	00433	THE CHAT	BREAST CANCER NOW	BREAST CANCER CHARITY	Mobile	BMB, London	UNITED KINGDOM	BMB London
B02/12004	00780	SAVE MY VOICE	THAI HEALTH PROMOTION FOUNDATION	THAI HEALTH PROMOTION FOUNDATION	Use of Technology	VMLY&R THAILAND, Bangkok	THAILAND	KUNANA Bangkok / ZWIZ.AI Khet Phaya Thai
B02/14001	00006	THE BRIDGE	PAWS NY	PAWS NY	Film Craft: Production Design / Art Direction	KLICK HEALTH, Toronto	CANADA	JAMUTE Sao Paulo / LIGHTFARM STUDIOS Rio De Janeiro
B02/15005	00765	#UNEXAMINABLE	THE VIF NETWORK	NGO WOMEN RIGHTS	Film Craft: Direction	DDB ROMANIA, Bucharest	ROMANIA	ABIS STUDIO Bucharest
B02/16006	00760	#UNEXAMINABLE	THE VIF NETWORK	NGO WOMEN RIGHTS	Film Craft: Script	DDB ROMANIA, Bucharest	ROMANIA	ABIS STUDIO Bucharest
B02/17002	00010	THE BRIDGE	PAWS NY	PAWS NY	Film Craft: Use of Music / Sound Design	KLICK HEALTH, Toronto	CANADA	JAMUTE Sao Paulo / LIGHTFARM STUDIOS Rio De Janeiro
B02/18001	00007	THE BRIDGE	PAWS NY	PAWS NY	Film Craft: Animation / Visual Effects	KLICK HEALTH, Toronto	CANADA	JAMUTE Sao Paulo / LIGHTFARM STUDIOS Rio De Janeiro
B02/19002	00005	THIRST	PODHER	PODHER	Film Craft: Cinematography	KLICK HEALTH, Toronto	CANADA	THE YOUTH Curitiba
B02/22008	01242	ONIONS	RELATE	RELATIONSHIP CHARITY	Industry Craft: Art Direction	OGILVY, London	UNITED KINGDOM	OGILVY London
B02/22009	01228	COURGETTE	RELATE	RELATIONSHIP CHARITY	Industry Craft: Art Direction	OGILVY, London	UNITED KINGDOM	OGILVY London
B02/22010	01253	AUBERGINE	RELATE	RELATIONSHIP CHARITY	Industry Craft: Art Direction	OGILVY, London	UNITED KINGDOM	OGILVY London
B02/22011	01254	AVOCADO	RELATE	RELATIONSHIP CHARITY	Industry Craft: Art Direction	OGILVY, London	UNITED KINGDOM	OGILVY London
B02/22012	01258	PLUMS	RELATE	RELATIONSHIP CHARITY	Industry Craft: Art Direction	OGILVY, London	UNITED KINGDOM	OGILVY London
B02/22013	01229	ARTICHOKE	RELATE	RELATIONSHIP CHARITY	Industry Craft: Art Direction	OGILVY, London	UNITED KINGDOM	OGILVY London

B02/24003	00539	KAMASUTRA +	SIDACTION	SIDACTION	Industry Craft: Illustration	THE GOOD COMPANY, Paris	FRANCE	
B02/3007	00540	"LESSON FOR LIFE: PHOTOSYNTHESIS"	DEUTSCHE LEBENS-RETTUNGS-GESELLSCHAFT (GERMAN LIFE SAVING SOCIETY)	DLRG	Radio & Audio	GRABARZ & PARTNER, Hamburg	GERMANY	STUDIO FUNK Hamburg
B02/3008	00541	"LESSON FOR LIFE: GEOMETRY"	DEUTSCHE LEBENS-RETTUNGS-GESELLSCHAFT (GERMAN LIFE SAVING SOCIETY)	DLRG	Radio & Audio	GRABARZ & PARTNER, Hamburg	GERMANY	STUDIO FUNK Hamburg
B02/3012	00808	LULLABYE	PRB / DR. SHALON'S MATERNAL ACTION PROJECT	PRB / DR. SHALON'S MATERNAL ACTION PROJECT	Radio & Audio	TANK WORLDWIDE, Montreal	CANADA	AUDIO Z Montreal / TANK WORLDWIDE Montreal
B02/31001	00175	FAQ YOU – AN EDUCATIONAL REVOLUTION	OHHH! FOUNDATION	FAQ YOU	Digital Craft: Interface & Navigation (UI)	LOVED, Hamburg	GERMANY	LOVED Hamburg / THJNK Hamburg
B02/38007	00952	THE NAME CONFUSION	A.L.M.A. / RACING CLUB	A.L.M.A. / RACING CLUB	Outdoor: Ambient	REPUBLICA HAVAS , Miami	USA	TWINS MUSIC Buenos Aires / WALDEN STUDIO Buenos Aires
B02/44004	00164	THE SOOT LIFE EXPECTANCY	THE EXTRA STEP INITIATIVE	PUBLIC HEALTH	Creative Data	X3M IDEAS, Lagos	NIGERIA	X3M IDEAS Lagos / ZERO DEGREES Lagos
B02/50001	00101	MINDCRAFT	PUISSANCE DYS	PUISSANCE DYS	Brand Experience & Activation	BETC, Paris	FRANCE	
B02/50007	00186	UNWANTED FILM FESTIVAL	CANADIAN CENTRE FOR CHILD PROTECTION	CANADIAN CENTRE FOR CHILD PROTECTION	Brand Experience & Activation	NO FIXED ADDRESS, Toronto	CANADA	FORT YORK VFX Toronto / STREETATTACK New York
B02/50009	00495	SUBSTITUTE DEALERS	AD COUNCIL	N/A	Brand Experience & Activation	JOAN CREATIVE, New York	USA	JOAN CREATIVE New York
B02/52021	01245	THE HORNICULTURAL SOCIETY	RELATE	RELATIONSHIP CHARITY	Integrated	OGILVY, London	UNITED KINGDOM	OGILVY London
B02/54005	00538	COVER HITS	SIDACTION	SIDACTION	Entertainment	THE GOOD COMPANY, Paris	FRANCE	THE Paris
B02/55004	00329	THE DIAPÉR	BABY2BABY	THE DIAPÉR	Social & Influencer	MOTHER, California	USA	MOTHER California
B02/8022	01237	THE HORNICULTURAL SOCIETY	RELATE	RELATIONSHIP CHARITY	Direct	OGILVY, London	UNITED KINGDOM	OGILVY London
B02/9003	00357	CLASSIFY CONSENT	CONSENT LABS	CONSENT LABS	PR	TBWAISYDNEY	AUSTRALIA	
B02/9010	00665	ANNE DE GAULLE	FONDATION ANNE DE GAULLE	ASSOCIATION	PR	HAVAS PARIS	FRANCE	
B02/9017	01136	THE POSTPONED DAY	LALCEC	LALCEC	PR	GREY ARGENTINA, Buenos Aires	ARGENTINA	LANDIA Buenos Aires

B02/9018	01247	THE HORNICULTURAL SOCIETY	RELATE	RELATIONSHIP CHARITY	PR	OGILVY, London	UNITED KINGDOM	OGILVY London
B02/9019	01064	WORKING WITH CANCER	MEMORIAL SLOAN KETTERING CANCER CENTER (MSK)	WORKING WITH CANCER PLEDGE	PR	LA FOUNDATION PUBLICIS, Chicago / PUBLICIS CONSEIL, Paris / LE TRUC, New York / DIGITAS, New York / SAATCHI & SAATCHI HEALTH, New York / PUBLICIS GROUPE UK, London	USA / FRANCE / UNITED KINGDOM	OBJECT & ANIMAL Los Angeles
<b>B03 (Fundraising &amp; Advocacy)</b>								
B03/12004	00686	THE WORLD IS GETTING SICKER	DOCTORS OF THE WORLD	NGO	Use of Technology	MARCEL, Paris	FRANCE	
B03/15003	00379	THE GLITCH	ALZHEIMER FORSCHUNG INITIATIVE E.V.	SCIENCE RESEARCH	Film Craft: Direction	BBDO GERMANY, Dusseldorf	GERMANY	CAVIAR FILM Mechelen
B03/16002	00116	IF THIS SPEAKS TO YOU (LOLA)	MIND	MIND	Film Craft: Script	LANGLAND, London	UNITED KINGDOM	DOROTHY ALLEN-PICKARD London / PRODIGIOUS London
B03/22004	00940	SAVE SOMEONE	GIFT OF LIFE DONOR PROGRAM	BONE MARROW DONATION / STEM CELL DONATION	Industry Craft: Art Direction	DDB, New York	USA	CHROMISTA Los Angeles / DDB New York
B03/3001	01018	JINGLE THERAPY	ASOCIACION DE ALZHEIMER PUERTO RICO + SBS	INSTITUTIONAL	Radio & Audio	VMLY&R COMMERCE, Guaynabo / VMLY&R COMMERCE, New York	PUERTO RICO / USA	
B03/38001	00781	DONATE SIREN	THE MEXICAN RED CROSS	THE MEXICAN RED CROSS	Outdoor: Ambient	VMLY&R COMMERCE, Mexico City	MEXICO	
B03/50003	00069	WHEN THE HEART STOPS	LA MARATÓ TV3	CARDIOVASCULAR DISEASES	Brand Experience & Activation	K1000, Tarragona	SPAIN	PRODUCCIONES OXIGENO Barcelona
B03/51004	00115	IF THIS SPEAKS TO YOU (LOLA)	MIND	MIND	Film: Cinema, TV and Digital Film Content	LANGLAND, London	UNITED KINGDOM	DOROTHY ALLEN-PICKARD London / PRODIGIOUS London
B03/51010	00182	CAPTAIN OLSON	RONALD MCDONALD CHILDREN'S FOUNDATION	RONALD MCDONALD CHILDREN'S FOUNDATION	Film: Cinema, TV and Digital Film Content	TBWA/ESPAÑA, Madrid	SPAIN	TBWA/ESPAÑA Madrid
B03/51019	00757	THE LAST MILE	INTERNATIONAL COMMITTEE OF THE RED CROSS	VACCINE EQUITY	Film: Cinema, TV and Digital Film Content	WEBER SHANDWICK, Geneva	SWITZERLAND	KNUCKLEHEAD London
B03/51020	01049	WORKING WITH CANCER - MONDAY	MEMORIAL SLOAN KETTERING CANCER CENTER	WORKING WITH CANCER PLEDGE	Film: Cinema, TV and Digital Film Content	LA FOUNDATION PUBLICIS, Chicago	USA	ANONYMOUS CONTENT London / HENRY Paris
B03/52002	00112	IF THIS SPEAKS TO YOU	MIND	MIND	Integrated	LANGLAND, London	UNITED KINGDOM	DOROTHY ALLEN-PICKARD London / PRODIGIOUS London

B03/52003	00443	THE REAL SELF CHECKOUT	ASDA	ASDA, BREAST CANCER NOW, COPPA FEEL!	Integrated	HAVAS, London	UNITED KINGDOM	HAVAS STUDIOS London
B03/55001	00411	I'M NEALE DANIHER	FIGHTMND	FIGHTMND	Social & Influencer	CLEMENGER BBDO, Sydney	AUSTRALIA	FINCH Sydney
B03/55002	00513	EMPTY PLATES	UAE GOVERNMENT MEDIA OFFICE	NON-PROFIT / CHARITY	Social & Influencer	SAATCHI & SAATCHI ME, Dubai	UNITED ARAB EMIRATES	PRODIGIOUS Dubai / VOX HAUS Porto Alegre
B03/8002	00442	THE REAL SELF CHECKOUT	ASDA	ASDA, BREAST CANCER NOW, COPPA FEEL!	Direct	HAVAS, London	UNITED KINGDOM	HAVAS STUDIOS London
B03/8003	00823	UNSEEN HOUSEWIVES	UNCHAINED AT LAST	UNCHAINED AT LAST	Direct	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	USA	DAHOUSE AUDIO Los Angeles / LEMMZ PRODUCTIONS New York
B03/9003	00511	EMPTY PLATES	UAE GOVERNMENT MEDIA OFFICE	NON-PROFIT / CHARITY	PR	SAATCHI & SAATCHI ME, Dubai	UNITED ARAB EMIRATES	PRODIGIOUS Dubai / VOX HAUS Porto Alegre
<b>C01 (Corporate Image &amp; Communication)</b>								
C01/11001	00770	SAFELIST	TELEFÓNICA	MOVISTAR	Mobile	VMLY&R, Santiago	CHILE	LA FUERZA PRODUCCIONES Santiago
C01/14001	00555	MONTEFIORE EINSTEIN: THE HOLIDAY TRAIN	MONTEFIORE EINSTEIN	MONTEFIORE EINSTEIN	Film Craft: Production Design / Art Direction	ALTO NEW YORK, New York	USA	MJZ Los Angeles
C01/15002	00552	MONTEFIORE EINSTEIN: THE HOLIDAY TRAIN	MONTEFIORE EINSTEIN	MONTEFIORE EINSTEIN	Film Craft: Direction	ALTO NEW YORK, New York	USA	MJZ Los Angeles
C01/18001	00553	MONTEFIORE EINSTEIN: THE HOLIDAY TRAIN	MONTEFIORE EINSTEIN	MONTEFIORE EINSTEIN	Film Craft: Animation / Visual Effects	ALTO NEW YORK, New York	USA	MJZ Los Angeles



C01/19003	00551	MONTEFIORE EINSTEIN: THE HOLIDAY TRAIN	MONTEFIORE EINSTEIN	MONTEFIORE EINSTEIN	Film Craft: Cinematography	ALTO NEW YORK, New York	USA	MJZ Los Angeles
C01/25001	00627	THE PREVENTION FORMULA	ALICORP	OPAL DETERGENT	Industry Craft: Photography	VMLY&R, Lima	PERU	
C01/3001	00772	SAFELIST	TELEFÓNICA	MOVISTAR	Radio & Audio	VMLY&R, Santiago	CHILE	LA FUERZA PRODUCCIONES Santiago
C01/50006	00771	SAFELIST	TELEFÓNICA	MOVISTAR	Brand Experience & Activation	VMLY&R, Santiago	CHILE	LA FUERZA PRODUCCIONES Santiago
<b><u>C02 (Health Services &amp; Facilities)</u></b>								
C02/3001	01207	Henry	FRONTLINE19	HOPELINE RADIO	Radio & Audio	adam&eveDDB, London	UNITED KINGDOM	ACADEMY FILMS London / KING HENRY London
C02/3002	01212	Denise	FRONTLINE19	HOPELINE RADIO	Radio & Audio	adam&eveDDB, London	UNITED KINGDOM	ACADEMY FILMS London / KING HENRY London
C02/3003	01204	Billy	FRONTLINE19	HOPELINE RADIO	Radio & Audio	adam&eveDDB, London	UNITED KINGDOM	ACADEMY FILMS London / KING HENRY London
C02/50004	00850	RONALD MCDONALD HOUSE ROBLOX	RONALD MCDONALD HOUSE	RONALD MCDONALD HOUSE	Brand Experience & Activation	NORD DDB, Stockholm	SWEDEN	GIANTS & TOYS Stockholm / KARTA GAME London / NORD DDB Stockholm
C02/50005	01089	ROMANIA, THE MOST BEAUTIFUL DENTAL CLINIC IN THE WORLD	ROMANIA, THE MOST BEAUTIFUL DENTAL CLINIC IN THE WORLD	DENTAL TOURISM	Brand Experience & Activation	MCCANN , Bucharest	ROMANIA	FRAMES GRAFIC Bucharest / McCANN Birmingham / McCANN CENTRAL London / McCANN DEMAND London / MRM Bucharest
C02/51011	01091	ROMANIA, THE MOST BEAUTIFUL DENTAL CLINIC IN THE WORLD	ROMANIA, THE MOST BEAUTIFUL DENTAL CLINIC IN THE WORLD	DENTAL TOURISM	Film: Cinema, TV and Digital Film Content	MCCANN , Bucharest	ROMANIA	FRAMES GRAFIC Bucharest / McCANN Birmingham / McCANN CENTRAL London / McCANN DEMAND London / MRM Bucharest
<b><u>C03 (Insurance)</u></b>								
C03/50002	01039	SYSTEM SHO(P)K	VZP	VZP	Brand Experience & Activation	McCANN, Prague	CZECH REPUBLIC	McCANN Prague
C03/54001	00169	THE LAST PERFORMANCE	PARTNERS LIFE	LIFE INSURANCE	Entertainment	SPECIAL, Auckland	NEW ZEALAND	SOUTH PACIFIC PICTURES Auckland

**D01 (Animal Health)**

D01/44001	00715	RESCUE DOODLES	PEDIGREE	PEDIGREE	Creative Data	BBDO, New York	USA	BBDO New York
D01/50001	00791	NEST DOMES	BANANA BOAT	SOLAR PROTECTOR	Brand Experience & Activation	WUNDERMAN THOMPSON COLOMBIA, Bogota	COLOMBIA	
D01/50007	10347	DOGS WITHOUT BORDERS	SFBO FRENCH-BRAZILIAN SOCIETY OF ONCOLOGY)	KDOG CANCER DETECT GROUP	Brand Experience & Activation	VMLY&R, New York / VMLY&R, Sao Paulo / VMLY&R, Madrid	USA / BRAZIL / SPAIN	DIGITAL 21 São Paulo
D01/53001	00790	NEST DOMES	BANANA BOAT	SOLAR PROTECTOR	Healthcare Product Innovation	WUNDERMAN THOMPSON COLOMBIA, Bogota	COLOMBIA	
<b>Total Shortlisted:</b>				<b>128</b>				

Post Production	Media	PR	Additional
CANJA AUDIO CULTURE Curitiba	TWELVENOTE New York	COYNE PR New York	
CANJA AUDIO CULTURE Curitiba	TWELVENOTE New York	COYNE PR New York	
CANJA AUDIO CULTURE Curitiba	TWELVENOTE New York	COYNE PR New York	
DONER Southfield	UM New York	GOLIN Chicago	
	PUBLICIS LEON Sao Paulo	PUBLICIS LEON Sao Paulo	HALEON Rio de Janeiro
TRIBBO POST São Paulo			ASSOCIACAO DE AMIGOS DO AUTISTA Sao Paulo
BLACKBOX Dubai / ZANAD Cairo	— AND US Dubai	— AND US Dubai	
750MPH London / TIME BASED ARTS London / TRIM EDITING London	OMD Warsaw / VMLY&R POLAND Warsaw	VMLY&R POLAND Warsaw	
BLACKBOX Dubai / ZANAD Cairo	— AND US Dubai	— AND US Dubai	

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BLACKBOX Dubai / AND US Dubai AND US Dubai  
ZANAD Cairo

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STARCOM Beirut PUBLICIS SAPIENT CHOUEIRI GROUP Dubai / ITP MEDIA  
Chicago GROUP Dubai / WEBEDIA ARABIA  
Dubai

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GRAYSON MUSIC EGS GROUP PR DARLING COLOUR & VFX Toronto /  
Toronto / Montreal / POMP AND PRESSLINX INC Markham /  
POLYESTER CIRCUMSTANCE PRODUCERIA Sao Paulo  
STUDIO Toronto / Toronto  
SAINTS EDITORIAL  
Toronto

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ADELPHOI MUSIC  
London / WAVE  
AMSTERDAM  
Amsterdam

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BLACKBOX Dubai / AND US Dubai AND US Dubai  
ZANAD Cairo

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ASTRAL KREATIV Munich /  
MASSIVEVOICES Berlin

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CONSULADO São  
Paolo

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ARTS ACADEMY MINDSHARE Detroit  
Portland / CO3 New  
York /  
MAKERHOUSE  
Detroit / SOUTH  
MUSIC Santa  
Monica, California

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ASTRAL KREATIV Munich /  
MASSIVEVOICES Berlin

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BLACKBOX Dubai / AND US Dubai AND US Dubai  
ZANAD Cairo

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THE7STARS London HOPE & GLORY  
London

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FINAL CUT New York MINDSHARE New EDELMAN New York  
/ SIGNIFICANT York  
OTHERS Los  
Angeles

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FINAL CUT New York MINDSHARE New EDELMAN New York  
/ SIGNIFICANT York  
OTHERS Los  
Angeles

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THE7STARS London HOPE & GLORY  
London

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FINAL CUT New York MINDSHARE New EDELMAN New York  
/ SIGNIFICANT York  
OTHERS Los  
Angeles

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THE7STARS London HOPE & GLORY  
London

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INITIATIVE MENA MARKETTIERS4DC  
Dubai LTD London

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THE7STARS London HOPE & GLORY  
London

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	THE7STARS London	HOPE & GLORY London	
	THE7STARS London	HOPE & GLORY London	
SELECT START Bangkok	MINDSHARE Bangkok	EDELMAN Bangkok	
750MPH London / TIME BASED ARTS London / TRIM EDITING London	ZENITH London	KETCHUM London	
	THE7STARS London	HOPE & GLORY London	
FINAL CUT New York / SIGNIFICANT OTHERS Los Angeles	MINDSHARE New York	EDELMAN New York	
COLD CUTZ Dubai / LIWA CONTENT.DRIVEN Dubai / LZRD Cairo / THE MILL London	LEO BURNETT Dubai	LEO BURNETT Dubai / MARKETTIERS DUBAI	ACTION FILMZ RENTALS AND STUDIOS Dubai
	THE7STARS London	HOPE & GLORY London	
	ZENITH London	ONE GREEN BEAN London	
ALTER EGO Toronto / OSO AUDIO Toronto / SCHOOL EDITING Toronto		CURRENT STUDIOS Toronto	ADIDAS Toronto
	MINDSHARE London	OGILVY London	
			SPANISH BROADCASTING COMPANY Miami
	THE7STARS London	HOPE & GLORY London	
BLISS Brussels		HAPPINESS, AN FCB ALLIANCE Brussels	
	GREY Sao Paulo / LEW'LARA\TBWA São Paulo	KETCHUM São Paulo	NEW VEGAS Sao Paulo / PROCTER & GAMBLE Sao Paulo

SELECT START Bangkok	MINDSHARE Bangkok	EDELMAN Bangkok
	THE7STARS London	HOPE & GLORY London
ALTER EGO Toronto / OSO AUDIO Toronto / SCHOOL EDITING Toronto		CURRENT STUDIOS Toronto ADIDAS Toronto
		W COMMUNICATIONS London
		WAVEMAKER THAILAND Bangkok
		PAWS New York
	MEDIA INVESTMENT Bucharest	PORTER NOVELLI ROMANIA Bucharest
	MEDIA INVESTMENT Bucharest	PORTER NOVELLI ROMANIA Bucharest
		PAWS New York
		PAWS New York
	KLICK HEALTH Toronto	JAMES PEDROZO PINTO AND ARCOS VAZ Sao Paulo / JAMUTE Sao Paulo / YUCA Curitiba
OGILVY London		OGILVY London
OGILVY London		OGILVY London
OGILVY London		OGILVY London
OGILVY London		OGILVY London
OGILVY London		OGILVY London
OGILVY London		OGILVY London

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KIBLIND Lyon

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WALDEN STUDIO  
Buenos Aires

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ZERO DEGREES MEDIA 100 Lagos BLACK HOUSE  
Lagos MEDIA London  
BETC Paris

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BERKELEY Toronto / CANADIAN  
CENTRE FOR CHILD PROTECTION  
Winnipeg / SCHOOL EDITING Toronto

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JOAN CREATIVE  
New York

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OGILVY London OGILVY London

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MOTHER California BABY2BABY Los  
Angeles / GOOP Los  
Angeles

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OGILVY London OGILVY London

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ELEVEN Sydney /  
FLEISHMANHILLARD  
Sydney

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FRANCE INFO Paris FONDATION ANNE DE GAULLE  
Versailles

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GREY ARGENTINA  
Buenos Aires

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OGILVY London		OGILVY London	
HARBOR New York / PRODIGIOUS Paris / PXP STUDIOS New York / THE MILL Paris	PMX New York / PUBLICIS MEDIA London / PUBLICIS MEDIA Paris / SPARK FOUNDRY Chicago / STARCOM Chicago	PUBLICIS CONSULTANTS Paris	ORBITAL MUSIC AND SOUND New York / RDL WORLDWIDE Los Angeles / RDL WORLDWIDE Milan / WORK EDITORIAL New York
CAVIAR FILM Mechelen	BBDO GERMANY Dusseldorf	BBDO GERMANY Dusseldorf	SATELITE AUDIO Sao Paulo
PRODIGIOUS London	MEDIALAB London		UNIVERSAL MUSIC London
QUIET CITY MUSIC + SOUND New York / UNSAID STUDIO New York	OMD New York		SPANISH BROADCASTING COMPANY Miami
		K1000 Tarragona	
PRODIGIOUS London	MEDIALAB London		UNIVERSAL MUSIC London
	WEBER SHANDWICK Geneva	WEBER SHANDWICK Geneva	
PRODIGIOUS Paris / THE MILL Paris			
PRODIGIOUS London	MEDIALAB London		UNIVERSAL MUSIC London

SPARK FOUNDRY London		
ELECTRIC DREAMS Melbourne / FINISH PRODUCTIONS Melbourne / SQUEAK E. CLEAN STUDIOS Melbourne	FIGHTMND Melbourne	
OPTIX Dubai / PRODIGIOUS Dubai / VOX HAUS Porto Alegre	SAATCHI & SAATCHI ME Dubai	SAATCHI & SAATCHI ME Dubai
SPARK FOUNDRY London		
OPTIX Dubai / PRODIGIOUS Dubai / VOX HAUS Porto Alegre	SAATCHI & SAATCHI ME Dubai	SAATCHI & SAATCHI ME Dubai
BARKING OWL Los Angeles / KEVIN Los Angeles / WE ARE WALKER Los Angeles / WORK EDITORIAL New York	TRUFORM MEDIA GROUP Warwick	MONTEFIORE-EINSTEIN New York
BARKING OWL Los Angeles / KEVIN Los Angeles / WE ARE WALKER Los Angeles / WORK EDITORIAL New York	TRUFORM MEDIA GROUP Warwick	MONTEFIORE-EINSTEIN New York
BARKING OWL Los Angeles / KEVIN Los Angeles / WE ARE WALKER Los Angeles / WORK EDITORIAL New York	TRUFORM MEDIA GROUP Warwick	MONTEFIORE-EINSTEIN New York

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BARKING OWL Los Angeles / KEVIN Los Angeles / WE ARE WALKER Los Angeles / WORK EDITORIAL New York	TRUFORM MEDIA GROUP Warwick	MONTEFIORE-EINSTEIN New York
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MINDSHARE Lima / VMLY&R Lima	ALICORP Callao
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FACTORY STUDIOS  
London / SELECTED  
WORKS London

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FACTORY STUDIOS  
London / SELECTED  
WORKS London

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FACTORY STUDIOS  
London / SELECTED  
WORKS London

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GIANTS & TOYS Stockholm / NORD DDB Stockholm	NORD DDB Stockholm / OMD Stockholm	NORD DDB Stockholm / PRIME WEBER SHANDWICK Stockholm
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CRAFT LONDON London / FRAMES GRAFIC Bucharest	UM ROMANIA Bucharest	MARKETTIERS4DC LTD London / WEBER SHANDWICK London
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CRAFT LONDON London / FRAMES GRAFIC Bucharest	UM ROMANIA Bucharest	MARKETTIERS4DC LTD London / WEBER SHANDWICK London
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IMAGES & SOUND Auckland	SPECIAL Auckland
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MEDIACOM New  
York

WEBER SHANDWICK  
New York

BAREFOOT Cincinnati / KIN + CARTA  
London

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EDGEWELL Bogota

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GRAFICA SQUARE Rio de Janeiro /  
LA BOUTIQUE 77 Madrid / MY PROPS  
FACTORY Rio de Janeiro

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EDGEWELL Bogota

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