

Radio & Audio Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR
<u>A01 (Food & Drink)</u>										
A01/019	10174	THE SNACK THAT JINGLES BACK	GOLDFISH	GOLDFISH	SAATCHI & SAATCHI, New York	USA	THE PUB New York		SPARK FOUNDRY New York	MSL New York
A01/037	00614	DREAMCASTER	MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	USA	DAHOUSE AUDIO Los Angeles / HELO Santa Monica / NEPYRU London			3 PM New York
<u>A02 (Consumer Goods)</u>										
A02/008	00469	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	PRIME WEBER SHANDWICK Stockholm	PRIME WEBER SHANDWICK Stockholm
A02/009	00673	BOSS FACE STICKER	HALLS	CANDY	DAVID, Madrid / DAVID, New York / DAVID, Miami	SPAIN / USA	DESEIF Madrid / PICKLE MUSIC Madrid			
A02/011	00681	KEEPING MOM'S PLACE IN LINE	HALLS	CANDY	DAVID, Madrid / DAVID, New York / DAVID, Miami	SPAIN / USA	DESEIF Madrid / PICKLE MUSIC Madrid			
<u>A03 (Healthcare)</u>										
A03/001	00202	LIFESAVING RADIO	NEXTMED	MEDICAL CONGRESS - HCP	KLICK HEALTH, Toronto	CANADA	1STAVEMACHINE New York / LIGHTFARM STUDIOS Rio De Janeiro / THE INLAWS AUDIO HOUSE Toronto			
<u>A05 (Retail)</u>										
A05/014	00470	FREQUENCIES OF PEACE	BABYSHOP	BABYSHOP	FP7 McCANN, Dubai	UNITED ARAB EMIRATES	CRAFT DUBAI Dubai / DEEJA VU Beit Mery / SPIRITUNE New York		INITIATIVE MENA Dubai	MARKETTIER4 DC LTD London
<u>A06 (Travel / Leisure)</u>										
A06/007	00333	CORRIDO OF DUTY	CALL OF DUTY	CALL OF DUTY: MODERN WARFARE II	ARCHER TROY, Mexico City / ACTIVISION BLIZZARD MEXICO, Mexico City	MEXICO	ARCHER TROY Mexico City / REBOLUCION Mexico City	REBOLUCION Mexico City	ACTIVISION BLIZZARD MEXICO City	ACTIVISION BLIZZARD MEXICO City

A07 (Media / Entertainment)

A07/006	00263	ENCRYPTED CONVERSATION	WHATSAPP	WHATSAPP	BBDO, San Francisco	USA	BARKING OWL Los Angeles	BARKING OWL Los Angeles	
A07/007	00434	MISSING MATOAKA	MUSKRAT MAGAZINE	ONLINE MAGAZINE	BBDO, Toronto	CANADA	FLARE BBDO Toronto		GLOSSY PR Toronto / HYPE

A08 (Consumer Services / Business to Business)

A08/001	00064	CALL MOM	PROXIMUS	PROXIMUS	FAMOUSGREY, Brussels	BELGIUM	FAMOUSGREY Brussels / IO Antwerp	LES MECS Brussels	MAXUS Brussels
A08/005	00016	LAWYER	SKINNY	TELECOMMUNICATION COMPANY	COLENZO BBDO, Auckland	NEW ZEALAND	COLENZO BBDO Auckland	BBDO Auckland	COLENZO BBDO Auckland
A08/006	00017	AD AGENCY	SKINNY	TELECOMMUNICATION COMPANY	COLENZO BBDO, Auckland	NEW ZEALAND	COLENZO BBDO Auckland	COLENZO BBDO Auckland	COLENZO BBDO Auckland
A08/007	00019	STRIP CLUB	SKINNY	TELECOMMUNICATION COMPANY	COLENZO BBDO, Auckland	NEW ZEALAND	COLENZO BBDO Auckland	COLENZO BBDO Auckland	COLENZO BBDO Auckland

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

A09/009	00214	THE END	PUBLIC INTEREST	PUBLIC INTEREST	TASTES LIKE BLUE, Yerevan	ARMENIA	TASTES LIKE BLUE Yerevan	TASTES LIKE BLUE Yerevan	
A09/014	00257	CAROL FOR CHARITY	MINISTRY OF FOREIGN AFFAIRS	CHARITY FUND	SAATCHI & SAATCHI UKRAINE Kyiv	UKRAINE			PUBLICIS Warsaw / SPARK
A09/025	00440	DEPZMAN - LIFE CUT	THE JOSHUA RIBERA	THE JOSHUA RIBERA	McCANN, London	UNITED KINGDOM	CRAFT London / INTERGALACTIC	BLACK KITE STUDIOS LTD	WEBER SHANDWICK

B01 (Use of Music)

B01/006	00201	LIFESAVING RADIO	NEXTMED	MEDICAL CONGRESS -	KLICK HEALTH, Toronto	CANADA	1STAVEMACHINE New York /		
B01/024	00256	CAROL FOR CHARITY	MINISTRY OF FOREIGN AFFAIRS	CHARITY FUND	SAATCHI & SAATCHI UKRAINE Kyiv	UKRAINE			PUBLICIS Warsaw / SPARK
B01/026	00336	CORRIDO OF DUTY	CALL OF DUTY	CALL OF DUTY: MODERN	ARCHER TROY, Mexico City /	MEXICO	ARCHER TROY Mexico City /	REBOLUCION Mexico City	ACTIVISION BLIZZARD
B01/042	00472	FREQUENCIES OF PEACE	BABYSHOP	BABYSHOP	FP7 McCANN, Dubai	UNITED ARAB EMIRATES	CRAFT DUBAI Dubai / DEE JIA VII		INITIATIVE MENA Dubai
B01/047	00556	FILES OF FREEDOM	MERCADO LIBRE	MERCADO LIBRE	GUT, Sao Paulo	BRAZIL	DLKTSN Sao Paulo / DOGS CAN FLY Sao		GUT Sao Paulo / LIM

B02 (Sound Design)

B02/008	00215	THE END	PUBLIC INTEREST	PUBLIC INTEREST	TASTES LIKE BLUE, Yerevan	ARMENIA	TASTES LIKE BLUE Yerevan	TASTES LIKE BLUE Yerevan	
B02/014	00500	SLEEP TRACKS	CANADA SAFETY COUNCIL	SLEEP TRACKS	TAXI, Vancouver	CANADA	VAPOR RMW Vancouver		MINDSHARE Montreal

B03 (Script)

B03/009	00125	ELLIPSIS	KITKAT	KITKAT	WUNDERMAN THOMPSON Makati	THE PHILIPPINES			MINDSHARE Taguig
B03/012	00143	DR. RICK WILL SEE YOU NOW	PROGRESSIVE INSURANCE	PROGRESSIVE INSURANCE	ARNOLD WORLDWIDE	USA	SOUNDTRACK Boston		
B03/030	00376	WTF IS ESG?	RAND MERCHANT BANK	RAND MERCHANT BANK	GREY, Johannesburg	SOUTH AFRICA			
B03/034	00429	MISSING MATOAKA	MUSKRAT MAGAZINE	ONLINE MAGAZINE	BBDO, Toronto	CANADA	FLARE BBDO Toronto		GLOSSY PR Toronto / HYPE
B03/053	00240	PHONE IT IN	SKINNY	TELECOMMUNICATION COMPANY	COLENZO BBDO, Auckland	NEW ZEALAND	COLENZO BBDO Auckland	COLENZO BBDO Auckland	COLENZO BBDO Auckland
B03/063	00437	DEPZMAN - LIFE CUT	THE JOSHUA RIBERA	THE JOSHUA RIBERA	McCANN, London	UNITED KINGDOM	CRAFT London / INTERGALACTIC	BLACK KITE STUDIOS LTD	WEBER SHANDWICK

B03/064	00534	SPELLBOUND BY SWEDEN	VISIT SWEDEN	SPELLBOUND BY SWEDEN	PRIME WEBER SHANDWICK	SWEDEN	PRIME WEBER SHANDWICK		MINDSHARE Stockholm /	PRIME WEBER SHANDWICK
B03/074	00678	BOSS FACE STICKER	HALLS	CANDY	DAVID, Madrid / DAVID, New York /	SPAIN / USA	DESEIF Madrid / PICKLE MUSIC			
B03/075	00680	TAXI DRIVER PICS	HALLS	CANDY	DAVID, Madrid / DAVID, New York /	SPAIN / USA	DESEIF Madrid / PICKLE MUSIC			
B03/080	00672	DOES THIS COUNT LIKE A	BURGER KING	PLANT-BASED WHOPPER JR	DAVID, Madrid	SPAIN	BLUR FILMS Madrid / PICKLE MUSIC			

B04 (Casting & Performance)

B04/001	00021	PHONE IT IN	SKINNY	TELECOMMUNICATION COMPANY	COLENZO BBDO, Auckland	NEW ZEALAND	COLENZO BBDO Auckland	COLENZO BBDO Auckland	COLENZO BBDO Auckland	
B04/017	00433	MISSING MATOAKA	MUSKRAT MAGAZINE	ONLINE MAGAZINE	BBDO, Toronto	CANADA	FLARE BBDO Toronto			GLOSSY PR Toronto / HYPE
B04/036	00447	PROUD LEGACY	WATERAID COLOMBIA	WATERAID	VMLY&R, Bogota	COLOMBIA				

C01 (Use of Radio or Audio as a Medium)

C01/006	00080	PHONE IT IN	SKINNY	TELECOMMUNICATION COMPANY	COLENZO BBDO, Auckland	NEW ZEALAND	COLENZO BBDO Auckland	COLENZO BBDO Auckland	COLENZO BBDO Auckland	
C01/023	00430	MISSING MATOAKA	MUSKRAT MAGAZINE	ONLINE MAGAZINE	BBDO, Toronto	CANADA	FLARE BBDO Toronto			GLOSSY PR Toronto / HYPE
C01/035	00533	SPELLBOUND BY SWEDEN	VISIT SWEDEN	SPELLBOUND BY SWEDEN	PRIME WEBER SHANDWICK	SWEDEN	PRIME WEBER SHANDWICK		MINDSHARE Stockholm /	PRIME WEBER SHANDWICK

C02 (Use of Audio Technology)

C02/008	00343	SWITCH VOICES	WOMEN IN GAMES ARGENTINA	WOMEN IN GAMES	WOMEN IN GAMES ARGENTINA, Buenos Aires	ARGENTINA	ORUGA CINE Buenos Aires	ORUGA CINE Buenos Aires		
C02/013	00274	SAMSUNG UNFEAR	SAMSUNG SPAIN	UNFEAR APP	CHEIL WORLDWIDE, Madrid	SPAIN	CHEIL WORLDWIDE Madrid / SOMOS 5	CHEIL WORLDWIDE	CHEIL	CHEIL
C02/023	00468	HAPPY BIRTHDAY	HUSQVARNA	AUTOMOWER® ROBOTIC LAWN	PRIME WEBER SHANDWICK	SWEDEN	DIKTATOR Stockholm / PRIME WEBER Stockholm /	DIKTATOR	PRIME WEBER SHANDWICK	PRIME WEBER SHANDWICK
C02/024	00618	DREAMCASTER	MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	USA	DAHOUSE AUDIO Los Angeles / HELLO			3 PM New York
C02/031	00635	THE GAMING CAP	DELL TECHNOLOGIES	Alienware Gaming Cap	VMLY&R, Sao Paulo	BRAZIL	ABLEGAMERS BRASIL, Sao Paulo /			
C02/035	00523	SOLE MUSIC	SOLE MUSIC	SOLE MUSIC	— AND US, Dubai	UNITED ARAB EMIRATES	BLACKBOX Dubai	BLACKBOX Dubai / ZANAD	— AND US Dubai	— AND US Dubai

C03 (Voice-Activation)

C03/003	00378	GUGU	SAVANNA	SAVANNA CIDER	GREY, Johannesburg	SOUTH AFRICA				
C03/012	00588	I SEE COKE	THE COCA-COLA COMPANY	COCA-COLA	VMLY&R COMMERCE, New	USA / UNITED ARAB EMIRATES	BELIEVE Santiago / SONIDO Rio De		ESSENCEDIA COM Dubai	

C04 (Branded Content / Podcasts)

C04/006	00205	LOVE IN GRAVITY	VIIV HEALTHCARE	LOVE IN GRAVITY (PODCAST)	HARLEY AND CO., New York	USA	HARLEY AND CO. New York	HARLEY AND CO. New York	HARLEY AND CO. New York	
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C05 (Content Placement)

C05/006	00428	MISSING MATOAKA	MUSKRAT MAGAZINE	ONLINE MAGAZINE	BBDO, Toronto	CANADA	FLARE BBDO Toronto			GLOSSY PR Toronto / HYPE
C05/012	00580	THE IMPOSSIBLE	CINEGO	CINEGO STREAMING	DDB, Budapest	HUNGARY				

C06 (Audio Led Creativity)

C06/004	00198	LIFESAVING RADIO	NEXTMED	MEDICAL CONGRESS -	CLICK HEALTH, Toronto	CANADA	1STAVEMACHINE New York /			
C06/013	00255	CAROL FOR CHARITY	MINISTRY OF FOREIGN AFFAIRS	CHARITY FUND	SAATCHI & SAATCHI UKRAINE	UKRAINE			PUBLICIS Warsaw / SPARK	
C06/015	00432	MISSING MATOAKA	MUSKRAT MAGAZINE	ONLINE MAGAZINE	BBDO, Toronto	CANADA	FLARE BBDO Toronto			GLOSSY PR Toronto / HYPE
C06/019	00273	SAMSUNG UNFEAR	SAMSUNG SPAIN	UNFEAR APP	CHEIL WORLDWIDE, Madrid	SPAIN	CHEIL WORLDWIDE Madrid / SOMOS 5	CHEIL WORLDWIDE	CHEIL WORLDWIDE	CHEIL WORLDWIDE
C06/027	00424	COCA-COLA MAGIC AUDIOS	THE COCA-COLA COMPANY	COCA-COLA AND COCA-COLA NO	OGILVY, São Paulo	BRAZIL	A-GANDAIA STUDIO São Paulo / SAIL OR			
C06/028	00438	DEPZMAN - LIFE CUT	THE JOSHUA RIBERA	THE JOSHUA RIBERA	McCANN, London	UNITED KINGDOM	CRAFT London / INTERGALACTIC	BLACK KITE STUDIOS LTD	SBTV London	WEBER SHANDWICK
C06/030	00473	FREQUENCIAS OF PEACE	BABYSHOP	BABYSHOP	FP7 McCANN, Dubai	UNITED ARAB EMIRATES	CRAFT DUBAI Dubai / DEE JAVI		INITIATIVE MENA Dubai	MARKETTIER4 DC LTD London
C06/031	00528	GALVÃO BIJENÓ'S	TIKTOK	TIKTOK	TIKTOK, Sao Paulo / GALERIA Sao Paulo	BRAZIL	LOUD+ Sao Paulo / PRODIGO FILMS Sao Paulo	PRODIGO FILMS Sao Paulo	PUBLICIS BRASIL Sao	THE JEFFREY GROUP BRAZIL
C06/038	00657	HOPELINE RADIO	FRONTLINE19	HOPELINE RADIO	adam&eveDDB, London	UNITED KINGDOM	ACADEMY FILMS London / KING STUDIOS	FACTORY STUDIOS		
C06/043	00632	THE GAMING CAP	DELL TECHNOLOGIES	Alienware Gaming Cap	VMLY&R, Sao Paulo	BRAZIL	ABLEGAMERS BRASIL Sao Paulo /			
C06/045	00524	SOLE MUSIC	SOLE MUSIC	SOLE MUSIC	— AND US, Dubai	UNITED ARAB EMIRATES	BLACKBOX Dubai	BLACKBOX Dubai / ZANAD	— AND US Dubai	— AND US Dubai

D01 (Local Brand)

D01/005	00407	THE UNDERCOVER	THE CLEO INSTITUTE	THE CLEO INSTITUTE	ZUBI, Miami	USA	INDIEHOUSE Miami	INDIEHOUSE Miami	ZUBI Miami	
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D03 (Single-market Campaign)

D03/006	00338	VOICE MESSAGES	DEUTSCHE TELEKOM	TELEKOM NETWORK	adam&eveDDB, Berlin / DDR	GERMANY				
D03/009	00403	THE UNDERCOVER	THE CLEO INSTITUTE	THE CLEO INSTITUTE	ZUBI, Miami	USA	INDIEHOUSE Miami	INDIEHOUSE Miami	ZUBI Miami	
D03/011	10173	THE SNACK THAT JINGLES	GOLDFISH	GOLDFISH	SAATCHI & SAATCHI New York	USA	THE PUB New York		SPARK FOUNDRY New	MSL New York
D03/015	00584	HISTOIRE DE SE FAIRE	DUREX	DUREX LUBRICANT GEL	DENTSU, Paris	FRANCE	DENTSU Paris / GOOGLE Paris /	DENTSU Paris	DENTSU Paris	DENTSU Paris

D04 (Social Behaviour)

D04/002	00065	CALL MOM	PROXIMUS	PROXIMUS	FAMOUSGREY, Brussels	BELGIUM	FAMOUSGREY Brussels / IO Antwerp	LES MECS Brussels	MAXUS Brussels	
D04/007	00342	SWITCH VOICES	WOMEN IN GAMES ARGENTINA	WOMEN IN GAMES	WOMEN IN GAMES ARGENTINA Buenos	ARGENTINA	ORUGA CINE Buenos Aires	ORUGA CINE Buenos Aires		
D04/010	00337	CORRIDO OF DUTY	CALL OF DUTY	CALL OF DUTY: MODERN	ARCHER TROY, Mexico City /	MEXICO	ARCHER TROY Mexico City /	REBOLUCION Mexico City	ACTIVISION BLIZZARD	ACTIVISION BLIZZARD
D04/024	00615	DREAMCASTER	MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	USA	DAHOUSE AUDIO Los Angeles / HELLO			3 PM New York

D05 (Cultural Insight)

D05/007	00265	THE DICTATION	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	COSSETTE, Montreal	CANADA	SEPTIEME Montreal	SEPTIEME Montreal	COSSETTE Montreal	
D05/019	00530	SPELLBOUND BY SWEDEN	VISIT SWEDEN	SPELLBOUND BY SWEDEN	PRIME WEBER SHANDWICK	SWEDEN	PRIME WEBER SHANDWICK		MINDSHARE Stockholm /	PRIME WEBER SHANDWICK
D05/020	10185	THE UNFORGETTABLE	NATIONAL COMITÉ 4 & 5 MEI	NON-PROFIT	PUBLICIS GROUPE BENELUX	THE NETHERLANDS	CAKE FILM Amsterdam / PUBLIC	PUBLIC AUDIO Amsterdam	PUBLICIS GROUPE	

D05/021	00617	DREAMCASTER	MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	USA	DAHOUSE AUDIO Los Angeles / HELLO			3 PM New York
D06 (Breakthrough on a Budget)										
D06/001	00058	THE LOUDEST CALL	Whitelion	The Loudest Call	OGILVY AUSTRALIA, Sydney	AUSTRALIA	OGILVY AUSTRALIA Sydney			OGILVY PR AUSTRALIA
D06/002	00158	PHONE IT IN	SKINNY	TELECOMMUNICATION COMPANY	COLENZO BBDO, Auckland	NEW ZEALAND	COLENZO BBDO Auckland	COLENZO BBDO Auckland	COLENZO BBDO Auckland	
D06/005	00299	THE UNHEARD PLAYLIST	SPOTIFY	SPOTIFY	WONDRLAB INDIA, Mumbai	INDIA	WONDRLAB INDIA Mumbai	WONDRLAB INDIA Mumbai		
D06/011	00698	THE DEVIANT VOICE	DOVE	DOVE SELF ESTEEM	OGILVY, London	UNITED KINGDOM			MINDSHARE London	
D07 (Corporate Purpose & Social Responsibility)										
D07/017	00426	MISSING MATOAKA	MUSKRAT MAGAZINE	ONLINE MAGAZINE	BBDO, Toronto	CANADA	FLARE BBDO Toronto			GLOSSY PR Toronto / HYPE
D07/023	00474	FREQUENCIES OF PEACE	BABYSHOP	BABYSHOP	FP7 McCANN, Dubai	UNITED ARAB EMIRATES	CRAFT DUBAI Dubai / DEE JAVI		INITIATIVE MENA Dubai	MARKETTIERS4 DC LTD London
D07/026	00555	FILES OF FREEDOM	MERCADO LIBRE	MERCADO LIBRE	GUT, Sao Paulo	BRAZIL	DLKTSN Sao Paulo / DOGS CANELY Sao		GUT Sao Paulo / LIM	
D08 (Market Disruption)										
D08/002	00335	CORRIDO OF DUTY	CALL OF DUTY	CALL OF DUTY: MODERN	ARCHER TROY, Mexico City /	MEXICO	ARCHER TROY Mexico City /	REBOLUCION Mexico City	ACTIVISION BLIZZARD	ACTIVISION BLIZZARD
D08/004	00629	NOISE NEUTRAL	TEGRA INCORPORADORA	NOISE NEUTRAL	FCB BRASIL, Sao Paulo	BRAZIL	FCB BRASIL Sao Paulo	FCB BRASIL Sao Paulo	FCB BRASIL Sao Paulo	FCB BRASIL Sao Paulo
D08/006	00712	THE BILLBOARD IS	BUDWEISER	BUDWEISER	FCB NEW YORK	USA	GRAND VISUAL New York / LORD +			AJ MEDIA COMMUNICATIO
Total Shortlisted:	85									

Additional

CAMPBELL'S SNACKS Norwalk
CT

ABINBEV New York /
STARCOM New York

CURRENT GLOBAL Chicago /
HUSQVARNA AB Stockholm

MONDELEZ INTERNATIONAL
Glattpark

MONDELEZ INTERNATIONAL
Glattpark

SOUND AND FURY Los Angeles / WHATSAPP INC.

PROXIMUS Schaerbeek

NSPCC London

MERCADO LIVRE Sao Paulo

PROGRESSIVE INSURANCE
Mayfield

NSPCC London

VISIT SWEDEN Stockholm
MONDELEZ INTERNATIONAL
~~Glattmark~~
MONDELEZ INTERNATIONAL
~~Glattmark~~
BURGER KING GLOBAL Zug

VISIT SWEDEN Stockholm

ACID TANGO Madrid

CURRENT GLOBAL Chicago /
~~HILSOVARNA AB Stockholm~~
ABINBEV / New York /
~~STARCOM New York~~

HUMANAGEMENT Dubai

ACID TANGO Madrid

COCA-COLA BRAZIL Rio de Janeiro
NSPCC London

FCB BRASIL Sao Paulo /
MOTTUS Osasco

CAMPBELL'S SNACKS Norwalk CT
RECKITT BENCKISER
HEALTHCARE Paris

PROXIMUS Schaerbeek

ABINBEV New York /
STARCOM New York

COSSETTE Montreal

VISIT SWEDEN Stockholm

PUBLICIS GROUPE BENELUX
Brussels

ABINBEV New York /
STARCOM New York

WHITELION Melbourne

MERCADO LIVRE Sao Paulo

ABINBEV New York