

Social & Influencer Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production
A01 (Food & Drink)								
A01/019	00732	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
A01/022	01027	HEINZ A.I. KETCHUP	KRAFT HEINZ	HEINZ KETCHUP	RETHINK, Toronto	CANADA	RETHINK Toronto	CIRCONFLEX Montreal
A01/038	01347	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
A02 (Consumer Goods)								
A02/013	00679	MATCH STIX SNATCH	FENTY BEAUTY	FENTY MATCH STIX	@GRACEMCHOI, New York / FENTY BEAUTY, San Francisco	USA	@GRACEMCHOI New York	@GRACEMCHOI New York
A02/021	01427	THE COST OF BEAUTY	DOVE MASTERBRAND	DOVE	OGILVY, London / OGILVY, Toronto	UNITED KINGDOM / CANADA	SMUGGLER London	FINAL CUT New York / SIGNIFICANT OTHERS Los Angeles
A03 (Healthcare)								
A03/004	00317	DRAMATIC TRANSFORMATION	ASICS	ASICS	GOLIN, London	UNITED KINGDOM	GOLIN London	GOLIN London
A04 (Automotive)								
A04/013	00715	UNHASHTAGGED PLACES	RENAULT	ALASKAN OUTSIDER	PUBLICIS, Buenos Aires	ARGENTINA	TRESBIEN! Martinez	
A05 (Retail)								
A05/001	00126	WHY IS THIS A SWIGGY AD?	SWIGGY	SWIGGY	TALENTED.AGENCY, Bangalore	INDIA	ROOTED FILMS Mumbai / THOUGHTLINE DESIGN STUDIO Mumbai	

A05/028	01262	WORLD CUP DELIVERY	PEDIDOS YA	PEDIDOS YA APP	GUT, Buenos Aires	ARGENTINA	GUT Buenos Aires / PAISANOS.IO Buenos Aires	
A05/033	01368	MISSION: WHOPPER	BURGER KING	WHOPPER	DAVID, Sao Paulo / DAVID, Buenos Aires	BRAZIL / ARGENTINA		
A06 (Travel / Leisure)								
A06/010	00857	AIRPLANE CELEBRATION	TRANSAVIA	FLIGHTS / AIRLINE TICKETS	MARCEL, Paris	FRANCE	MARCEL Paris	
A07 (Media / Entertainment)								
A07/003	00196	SING IT RIGHT WITH SPOTIFY LYRICS	SPOTIFY	SPOTIFY	JUICE SINGAPORE / UM SINGAPORE, Singapore / MEDIABRANDS CONTENT STUDIO, Singapore	SINGAPORE	CHAMNIS EYES Bangkok / INDIE.GO MEDIA Manila / NEOBUNGLON STUDIO Jakarta / SIXTOES TV Singapore	CHAMNIS EYES Bangkok / INDIE.GO MEDIA Manila / NEOBUNGLON STUDIO Jakarta / SIXTOES TV Singapore
A07/008	00505	WEDNESDAY HATES MARKETING	NETFLIX	WEDNESDAY ON NETFLIX	NETFLIX MARKETING PARTNERSHIPS, Los Angeles / TRAILER PARK, New York / ART MACHINE, Los Angeles / HUSTLE LA, Los Angeles	USA	ART MACHINE Los Angeles / HUSTLE LA Los Angeles / TRAILER PARK New York	
A07/014	00690	QUE MIRA BOBOT	NETFLIX	NETFLIX ENTERTAINMENT	ISLA REPUBLICA, Buenos Aires	ARGENTINA	LANDIA Buenos Aires	
A07/019	01090	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
A07/022	01490	MTV BOTHARD	MTV	MUSIC TELEVISION	DDB MUDRA GROUP, Mumbai	INDIA	KRDS SOFTWARE DEVELOPMENT PVT LTD Chennai	
A08 (Consumer Services / Business to Business)								
A08/015	01058	NXT LVL	BANK OF MONTREAL	BANK OF MONTREAL	FCB TORONTO	CANADA	UNIFIED CONTENT Toronto	OSO AUDIO Toronto / UNIFIED CONTENT Toronto
A09 (Not-for-profit / Charity / Government)								
A09/007	00404	THE RELUCTANT SHANTY	AUSTRALIANS FOR UNHCR	UNHCR	BMF, Sydney	AUSTRALIA	FINCH Sydney	FINCH Sydney / RUMBLE STUDIOS Sydney

A09/008	00439	I'M NEALE DANIHER	FIGHTMND	FIGHTMND	CLEMENGER BBDO, Sydney	AUSTRALIA	FINCH Sydney	ELECTRIC DREAMS Melbourne / FINISH PRODUCTIONS Melbourne / SQUEAK E. CLEAN STUDIOS Melbourne
B01 (Community Management)								
B01/022	01264	WORLD CUP DELIVERY	PEDIDOS YA	PEDIDOS YA APP	GUT, Buenos Aires	ARGENTINA	GUT Buenos Aires / PAISANOS.IO Buenos Aires	
B02 (Audience Targeting / Engagement Strategies)								
B02/005	00024	THAT'S NOT MY NAME	DOVE	DOVE	OLIVER, Sao Paulo	BRAZIL	PLAY IT AGAIN São Paulo	PLAY IT AGAIN São Paulo
B02/020	00506	WEDNESDAY HATES MARKETING	NETFLIX	WEDNESDAY ON NETFLIX	NETFLIX MARKETING PARTNERSHIPS, Los Angeles / TRAILER PARK, New York / ART MACHINE, Los Angeles / HUSTLE LA, Los Angeles	USA	ART MACHINE Los Angeles / HUSTLE LA Los Angeles / TRAILER PARK New York	
B02/026	00440	FLIPVERTISING	SAMSUNG	SAMSUNG GALAXY Z FLIP4	CHEP NETWORK, Sydney	AUSTRALIA	THE SWEETSHOP Sydney	THE EDITORS Sydney
B02/031	01106	OREO CHEAT COOKIES	MONDELEZ EUROPE	OREO	SAATCHI & SAATCHI, Dusseldorf	GERMANY	ICONOCLAST Berlin	
B02/037	00995	ECYCLELAND	INTEL	INTEL	VMLY&R, Kansas City	USA		VMLY&R Kansas City
B02/040	01267	BAR EXPERIENCE	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY	C41 Amsterdam	
B02/043	01282	RUNNER 321	ADIDAS	ADIDAS	FCB TORONTO	CANADA	456 STUDIOS Toronto	ALTER EGO Toronto / OSO AUDIO Toronto / SCHOOL EDITING Toronto
B02/046	01028	KITKAT RAMADAN IFTAR BAR	NESTLÉ CANADA	KITKAT	RETHINK, Toronto	CANADA	WESTSIDE Toronto	R+D PRODUCTIONS Vancouver
B02/053	01261	READY PLAYER MOM	ENTEROGERMINA	ENTEROGERMINA	MRM, Madrid	SPAIN	SAILOR STUDIO Sao Paulo	

B03 (Real-time Response)

B03/010	00364	THE MOST VALUABLE TWEET	FIAT	FIAT	LEO BURNETT TAILOR MADE, Sao Paulo	BRAZIL	LEO BURNETT TAILOR MADE Sao Paulo	
B03/028	01029	PHILADELPHIA SCHMEAR SOCKS	KRAFT HEINZ - PHILADELPHIA CREAM CHEESE	PHILADELPHIA CREAM CHEESE	RETHINK, Toronto	CANADA		
B03/029	01006	FOLLOW THEIR LEADER	NON-VIOLENCE PROJECT FOUNDATION	NON-VIOLENCE PROJECT FOUNDATION	NORD DDB, Stockholm / NORD DDB, Copenhagen	SWEDEN / DENMARK		
B03/046	00840	#KEEPTHEGREY	DOVE	DOVE	EDELMAN, Toronto	CANADA	EDELMAN Toronto	EDELMAN Toronto
B03/063	01446	#TURNYOURBACK	DOVE	DOVE	OGILVY, London / DAVID, Madrid	UNITED KINGDOM / SPAIN	DAVID Sao Paulo	
B03/064	10921	ADOPT A STRAY	FRESH STEP	FRESH STEP	FCB CHICAGO	USA		

B04 (Social Data & Insight)

B04/009	01057	TRENDING 2 TABLE	VOILÀ BY SOBEYS	VOILÀ	FCB TORONTO	CANADA	456 STUDIOS Toronto	456 STUDIOS Toronto
B04/013	01323	SCROLLING THERAPY	EUROFARMA	EUROFARMA	DENTSU CREATIVE, Buenos Aires / DENTSU CREATIVE, New York / DENTSU CREATIVE, Chicago	ARGENTINA / USA	FRIENDS AND FAMILY Los Angeles / THE YOUTH Curitiba	CANJA AUDIO Curitiba / COLOSSAL Curitiba / CUTTERS Chicago / FLAVOR Chicago

B05 (Brand Storytelling)

B05/003	00090	THE NAME	PROCTER & GAMBLE	PROCTER & GAMBLE	R/GA, New York	USA	SANCTUARY CONTENT Los Angeles	
B05/010	00403	THE RELUCTANT SHANTY	AUSTRALIANS FOR UNHCR	UNHCR	BMF, Sydney	AUSTRALIA	FINCH Sydney	FINCH Sydney / RUMBLE STUDIOS Sydney
B05/022	00735	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
B05/036	00616	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
B05/056	01334	FIGHTING TO REMEMBER	ZIKARON BASLON	FIGHTING TO REMEMBER	McCANN, Tel Aviv	ISRAEL		

B05/059	01089	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
B05/065	01438	#BLACKHAIRISPROFESSIONAL	DOVE MASTERBRAND	DOVE	OGILVY, London / OGILVY, New York / OGILVY, Washington	UNITED KINGDOM / USA		
<u>B06 (Innovative Use of Community)</u>								
B06/001	00125	WHY IS THIS A SWIGGY AD?	SWIGGY	SWIGGY	TALENTED.AGENCY, Bangalore	INDIA	ROOTED FILMS Mumbai / THOUGHTLINE DESIGN STUDIO Mumbai	
B06/041	00984	ILLITERATE ADS	PEPCO	PEPCO BACK TO SCHOOL	VMLY&R, Bucharest	ROMANIA	LOOPS PRODUCTION Bucharest	
B06/042	01013	THE SYSTEMIC RACISM PIN	AMNESTIE INTERNATIONALE CANADA FRANCOPHONE	HELPING PROTECT HUMAN RIGHTS	TAXI, Montreal	CANADA	ROMEO & FILS Montreal	CIRCONFLEX Montreal
B06/061	01166	INMYSEAT	SISTA FUND/UN WOMEN FRANCE	SISTA FUND/UN WOMEN FRANCE	BETC, Paris	FRANCE	GENERAL POP Paris	
B06/064	01365	MISSION: WHOPPER	BURGER KING	WHOPPER	DAVID, Sao Paulo / DAVID, Buenos Aires	BRAZIL / ARGENTINA		
<u>B07 (Metaverse, New Realities & Emerging Tech)</u>								
B07/009	01020	HEINZ A.I. KETCHUP	KRAFT HEINZ	HEINZ KETCHUP	RETHINK, Toronto	CANADA	RETHINK Toronto	CIRCONFLEX Montreal
B07/020	01485	SAVED MEMORIES	TRANSKLAR E.V / TRANS-IDENT E.V / ROSA STRIPPE	AWARENESS FOR TRANSGENDER	SERVICEPLAN, Munich	GERMANY	CREAMLABS AI Munich	REPLAYBOYS Hamburg
<u>C01 (Organic Reach & Influence)</u>								
C01/003	00113	HAMSTREAMERS	KFC & GREFUSA	KFC FLAVORED SUNFLOWER SEEDS	PS21, Madrid	SPAIN	JUPITER FILMS Madrid	
C01/006	00523	CHEETLE IN CHEADLE	CHEETOS	CHEETOS	CITIZEN RELATIONS, Toronto	CANADA		
C01/007	00334	RAISE YOUR ARCHES	MCDONALD'S	MCDONALD'S	LEO BURNETT, London	UNITED KINGDOM	MOXIE PICTURES London	750MPH London / FRAMESTORE London
C01/008	00644	UNORIGINALS	ALDI UK	BRANDED MERCHANDISE	McCANN, Prestbury	UNITED KINGDOM	CRAFT Macclesfield	
C01/011	01003	MCDRIP	MCDONALD'S	MCDONALD'S	NORD DDB, Helsinki	FINLAND	NORD DDB Helsinki	

C01/016	00710	THE COST OF GOLD	URIHI YANOMAMI ASSOCIAÇÃO	URIHI YANOMAMI	DM9, Sao Paulo	BRAZIL		
C01/026	00839	#KEEPTHEGREY	DOVE	DOVE	EDELMAN, Toronto	CANADA	EDELMAN Toronto	EDELMAN Toronto
C01/032	01193	#OPTINK	JUNGE HELDEN E.V.	ORGAN DONOR RECRUITMENT	McCANN, Paris	FRANCE		
C01/034	01235	ORANGE - SAFE ZONE	ORANGE	SAFE ZONE	PUBLICIS CONSEIL, Paris	FRANCE	BEM.BUILDERS Paris	PRODIGIOUS Paris
C01/042	01445	#TURNYOURBACK	DOVE	DOVE	OGILVY, London / DAVID, Madrid	UNITED KINGDOM / SPAIN	DAVID Sao Paulo	
C02 (Partnerships)								
C02/006	00294	CHAMPIONS LEAGUE CRASHERS	PEPSICO PURCHASE	LAY'S	SLAP GLOBAL, New York	USA	UNIT9 London / WASHINGTON SQUARE FILMS New York	
C02/008	00141	GOLDFISH HAND DISH	CAMPBELL'S SNACK COMPANY	GOLDFISH	SAATCHI & SAATCHI, New York	USA	GENTLE GIANT STUDIOS Burbank / STINK FILMS Los Angeles / ZING + HOW DESIGN Chicago	HARBOR PICTURE COMPANY Los Angeles
C02/015	00302	THE DIAPÉR	BABY2BABY	THE DIAPÉR	MOTHER, California	USA	MOTHER California	MOTHER California
C02/032	01016	HEINZ VINTAGE DRIP	KRAFT HEINZ	HEINZ KETCHUP	RETHINK, Toronto	CANADA	UNDIVIDED CREATIVE INC. Toronto	GIMMICK STUDIO Montreal / OSO AUDIO Toronto / POST-MODERNE Montreal
C02/033	01005	MCDRIP	MCDONALD'S	MCDONALD'S	NORD DDB, Helsinki	FINLAND	NORD DDB Helsinki	
C02/036	00502	DON'T MISS A THING	INTERPOLIS	REDUCING THE NUMBER OF ROAD FATALITIES DUE TO MOBILE PHONE USE IN TRAFFIC	WEFILM CREATIVE AGENCY, Amsterdam / INTERPOLIS, Tilburg	THE NETHERLANDS	AMP.AMSTERDAM // THE SONIC BRANDING COMPANY Amsterdam / LASER BY SONY MUSIC Amsterdam / WEFILM CREATIVE AGENCY Amsterdam	AMP.AMSTERDAM // THE SONIC BRANDING COMPANY Amsterdam / LASER BY SONY MUSIC Amsterdam / WEFILM CREATIVE AGENCY Amsterdam
C03 (Innovative Use of Influencers)								
C03/019	00050	INFLUENCERS' FRIENDS	POKER	POKER BEER	DDB COLOMBIA, Bogota	COLOMBIA	LOS NOTARIOS Bogota	
C03/079	01078	THE HEARTBURN FACE	ENO	ENO ANTIACID	PUBLICIS LEON, Sao Paulo	BRAZIL	JAMUTE Sao Paulo / SURREAL HOTEL ARTS Sao Paulo	WARRIORS VFX Sao Paulo

C03/088	01121	FILES OF FREEDOM	MERCADO LIBRE	MERCADO LIBRE	GUT, Sao Paulo	BRAZIL	DLKTSN Sao Paulo / DOGS CAN FLY Sao Paulo / PINGADO AUDIO Sao Paulo	
C03/089	01123	THE ZÉ THEORY	ZÉ DELIVERY	ZÉ DELIVERY BEER DELIVERY APP	GUT, Sao Paulo	BRAZIL	AMBEV Sao Paulo / BLACK MADRE Sao Paulo / DLKTSN Sao Paulo / EVIL TWIN Sao Paulo / STUDIO PAULO BARROS Sao Paulo	GLOBETROTTER Sao Paulo
C03/093	01036	THE FANCY CHEESE TAKEDOWN	KRAFT SINGLES	CHEESE	JOHANNES LEONARDO, New York	USA	LOOGAROO Miramichi / RAP OFF NFT, LLC Los Angeles	LOOGAROO Miramichi
C03/096	01327	#BRINGBACK2011	OREO INDIA	OREO COOKIE	LEO BURNETT, Mumbai	INDIA		
C03/097	01318	THE GREAT CELEBRITY HACK	BURGER KING	FAST FOOD RESTAURANT	LEO BURNETT, Mumbai	INDIA		
C03/098	01335	FIGHTING TO REMEMBER	ZIKARON BASLON	FIGHTING TO REMEMBER	McCANN, Tel Aviv	ISRAEL		
C03/099	01353	LOVE SQUAD	WAOO	WAOO	UNCLE GREY, Copenhagen	DENMARK	FOREVR Copenhagen / UNCLE GREY Copenhagen	UNCLE GREY Copenhagen
C03/110	01461	NEVER DONE EVOLVING FEAT SERENA	NIKE	NIKE	AKQA, Sao Paulo / AKQA, Portland / AKQA, Melbourne	BRAZIL / USA / AUSTRALIA	HEFTY Sao Paulo	HEFTY Sao Paulo / STUDIO ZEBRA Florianopolis
D01 (Content Placement)								
D01/015	01127	SAUCE QUEST	MCDONALD'S	MCDONALD'S MCNUGGET SAUCES	DDB, Sydney	AUSTRALIA	THE POOL COLLECTIVE Sydney	
D01/020	01477	ESCAPE THE LOOP	THE INTERNATIONAL OCD FOUNDATION	THE INTERNATIONAL OCD FOUNDATION	OGILVY, Copenhagen / GREY HEALTH & WELLNESS EMEA, Copenhagen	DENMARK	GREY HEALTH & WELLNESS EMEA Copenhagen	GREY HEALTH & WELLNESS EMEA Copenhagen / OGILVY Copenhagen
D02 (Social Film)								
D02/004	00015	WHO - A THREAD MOVIE	PRIME VIDEO	PRIME VIDEO	HEREZIE, Paris	FRANCE	UNFOLD PRODUCTION Paris	
D02/016	00367	THE ULTIMATE RICKROLL	CSAA INSURANCE GROUP	AAA AUTO & HOME INSURANCE (INSURAAANCE)	DELOITTE DIGITAL, New York	USA	AWESOME Tel Aviv / BARKING OWL Los Angeles / SUPPLY & DEMAND Los Angeles	ODD Los Angeles
D02/025	00793	THE AD YOU STAY IN	HILTON	HILTON	TBWA\CHIAT\DAY, New York City	USA	1STAVEMACHINE New York / INFLUENTIAL Las Vegas	INFLUENTIAL Las Vegas / REDSLASH New York
D02/030	00032	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

D02/031	00615	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 / STABBILOLO MUSIC Sarteano
D02/037	00959	#UNEXAMINABLE	THE VIF NETWORK	NGO WOMEN RIGHTS	DDB ROMANIA, Bucharest	ROMANIA	ABIS STUDIO Bucharest	
D02/047	01149	DIANA FLORES SUPER BOWL COMMERCIAL SURPRISE	NFL	NFL	NATIONAL FOOTBALL LEAGUE, Los Angeles	USA	NATIONAL FOOTBALL LEAGUE Los Angeles	NATIONAL FOOTBALL LEAGUE Los Angeles
D02/054	01333	THE TIRED THUMBS	TIKTOK	SCREEN TIME FEATURE	FCB BRASIL, Sao Paulo	BRAZIL	COOLMAN MEDIA Los Angeles / FCB BRASIL Sao Paulo	FCB BRASIL Sao Paulo
D02/056	01425	THE COST OF BEAUTY	DOVE MASTERBRAND	DOVE	OGILVY, London / OGILVY, Toronto	UNITED KINGDOM / CANADA	SMUGGLER London	FINAL CUT New York / SIGNIFICANT OTHERS Los Angeles
D02/057	01454	SAVE THE FAVELA	KONDZILLA RECORDS	A MOVEMENT OF THE MUSIC INDUSTRY AGAINST POLICE VIOLENCE	BETC HAVAS, Sao Paulo	BRAZIL	CABARET Sao Paulo / KONDZILLA Sao Paulo / MAINSTREET RECORDS Rio de Janeiro / SANTERIA Sao Paulo	LINE VFX Florianópolis
D03 (Social Film Series)								
D03/001	00055	THE INNOCENT EYES	VOIZ	VOIZ	OGILVY, Bangkok	THAILAND	FACTORY01 Bangkok	
D03/002	00170	APPLE MUSIC SUPER BOWL HALFTIME SHOW - RIHANNA	APPLE MUSIC	APPLE MUSIC	APPLE, Los Angeles	USA	APPLE Los Angeles	APPLE Los Angeles
D03/031	01023	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
D04 (Co-Creation & User Generated Content)								
D04/001	00123	WHY IS THIS A SWIGGY AD?	SWIGGY	SWIGGY	TALENTED.AGENCY, Bangalore	INDIA	ROOTED FILMS Mumbai / THOUGHTLINE DESIGN STUDIO Mumbai	

D04/014	00436	I'M NEALE DANIHER	FIGHTMND	FIGHTMND	CLEMENGER BBDO, Sydney	AUSTRALIA	FINCH Sydney	ELECTRIC DREAMS Melbourne / FINISH PRODUCTIONS Melbourne / SQUEAK E. CLEAN STUDIOS Melbourne
D04/019	00330	RAISE YOUR ARCHES	MCDONALD'S	MCDONALD'S	LEO BURNETT, London	UNITED KINGDOM	MOXIE PICTURES London	750MPH London / FRAMESTORE London
D04/031	00485	UNBRANDED MENU	MCDONALD'S	MCDONALD'S	LEO BURNETT, Manila	THE PHILIPPINES		
D04/043	01120	FILES OF FREEDOM	MERCADO LIBRE	MERCADO LIBRE	GUT, Sao Paulo	BRAZIL	DLKTSN Sao Paulo / DOGS CAN FLY Sao Paulo / PINGADO AUDIO Sao Paulo	
D05 (Social Commerce)								
D05/007	00786	GO TO YOUR HAPPY PRICE	PRICELINE	PRICELINE	MIRIMAR, Los Angeles	USA	EPOCH FILMS New York	
D05/017	01146	GALLERY OF MEME	ARTRADE LATAM	ART ECOMMERCE	DDB COLOMBIA, Bogota	COLOMBIA	LA OCTAVA Bogota	DRAGONFLY Bogota
E01 (Multi-platform Social Campaign)								
E01/002	00171	APPLE MUSIC SUPER BOWL HALFTIME SHOW - RIHANNA	APPLE MUSIC	APPLE MUSIC	APPLE, Los Angeles	USA	APPLE Los Angeles	APPLE Los Angeles
E01/028	01326	#BRINGBACK2011	OREO INDIA	OREO COOKIE	LEO BURNETT, Mumbai	INDIA		
E02 (Sponsorship & Brand Partnership)								
E02/002	00169	APPLE MUSIC SUPER BOWL HALFTIME SHOW - RIHANNA	APPLE MUSIC	APPLE MUSIC	APPLE, Los Angeles	USA	APPLE Los Angeles	APPLE Los Angeles
E02/004	00135	TIDE LUCKY JERSEY	TIDE	TIDE HYGIENIC CLEAN POWER PODS	SAATCHI & SAATCHI, New York	USA	division7 Los Angeles	HARBOR PICTURE COMPANY New York / PICKLE MUSIC New York
E02/033	01110	CASHBACK FOR YOUR JERSEY'S BACK	FLASH	FLASH CORPORATE CARD	FCB BRASIL, Sao Paulo	BRAZIL	FCB BRASIL Sao Paulo	FCB BRASIL Sao Paulo
E02/035	01181	EMILY IN PARIS X MCBAGUETTE	MCDONALD'S	MCBAGUETTE	STARCOM, Paris	FRANCE	TBWA\ Paris Paris	
E02/037	01195	EBAY PRE-LOVED ISLAND	EBAY UK	EBAY	McCANN, London / ESSENCEMEDIACOM, London	UNITED KINGDOM	CRAFT London / DEPT London / FEED London	

E02/040	01196	OTHER MC'S	HEINZ	HEINZ PICKLES KETCHUP	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	ANTFOOD Sao Paulo / HALLEY SOUND Sao Paulo / MOSAICO FILMES Sao Paulo	
E03 (Social Purpose)								
E03/020	00305	THE DIAPÉR	BABY2BABY	THE DIAPÉR	MOTHER, California	USA	MOTHER California	MOTHER California
E03/028	00587	THROUGH THEIR EYES	MAYBELLINE NEW YORK	MAYBELLINE NEW YORK	HERO, Melbourne / McCANN, Melbourne	AUSTRALIA	TRUCE FILMS Melbourne	GUSTO MUSIC Melbourne
E03/029	00580	EMPTY PLATES	UAE GOVERNMENT MEDIA OFFICE	NON-PROFIT / CHARITY	SAATCHI & SAATCHI ME, Dubai	UNITED ARAB EMIRATES	PRODIGIOUS Dubai / VOX HAUS Porto Alegre	OPTIX Dubai / PRODIGIOUS Dubai / VOX HAUS Porto Alegre
E03/039	00664	VOTENITE!	POLITIZE!	POLITIZE!	DRUID CREATIVE GAMING, Sao Paulo	BRAZIL	PIXEL HUNTERS Sao Paulo	
E03/047	00985	ILLITERATE ADS	PEPCO	PEPCO BACK TO SCHOOL	VMLY&R, Bucharest	ROMANIA	LOOPS PRODUCTION Bucharest	
E03/049	01009	THE SYSTEMIC RACISM PIN	AMNESTIE INTERNATIONALE CANADA FRANCOPHONE	HELPING PROTECT HUMAN RIGHTS	TAXI, Montreal	CANADA	ROMEO & FILS Montreal	CIRCONFLEX Montreal
E03/056	00837	#KEEPTHEGREY	DOVE	DOVE	EDELMAN, Toronto	CANADA	EDELMAN Toronto	EDELMAN Toronto
E03/060	01191	#OPTINK	JUNGE HELDEN E.V.	ORGAN DONOR RECRUITMENT	McCANN, Paris	FRANCE		
E03/068	01281	RUNNER 321	ADIDAS	ADIDAS	FCB TORONTO	CANADA	456 STUDIOS Toronto	ALTER EGO Toronto / OSO AUDIO Toronto / SCHOOL EDITING Toronto
E03/095	01322	SCROLLING THERAPY	EUROFARMA	EUROFARMA	DENTSU CREATIVE, Buenos Aires / DENTSU CREATIVE, New York / DENTSU CREATIVE, Chicago	ARGENTINA / USA	FRIENDS AND FAMILY Los Angeles / THE YOUTH Curitiba	CANJA AUDIO CULTURE Curitiba / COLOSSAL Curitiba / CUTTERS Chicago / FLAVOR Chicago
F01 (Local Brand)								
F01/007	01248	TKS FOR THE AD	GOL AIRLINES	GOL AIRLINES	ALMAPBBDO, Sao Paulo	BRAZIL	ALMAPBBDO Sao Paulo / SATELITE AUDIO Sao Paulo	
F02 (Challenger Brand)								
F02/002	00074	REVIEW HACKING	SKODA	SKODA	DDB, Paris	FRANCE		

F02/014	00641	UNORIGINALS	ALDI UK	BRANDED MERCHANDISE	McCANN, Prestbury	UNITED KINGDOM	CRAFT Macclesfield	
F02/020	00858	AIRPLANE CELEBRATION	TRANSAVIA	FLIGHTS / AIRLINE TICKETS	MARCEL, Paris	FRANCE	MARCEL Paris	
F03 (Single-market Campaign)								
F03/003	00198	THE UNSTAINABLE THOBE	HEINZ	HEINZ KETCHUP	WUNDERMAN THOMPSON, Dubai	UNITED ARAB EMIRATES		
F03/012	00522	CHEETLE IN CHEADLE	CHEETOS	CHEETOS	CITIZEN RELATIONS, Toronto	CANADA		
F03/020	01004	MCDRIP	MCDONALD'S	MCDONALD'S	NORD DDB, Helsinki	FINLAND	NORD DDB Helsinki	
F04 (Social Behaviour)								
F04/009	00314	DRAMATIC TRANSFORMATION	ASICS	ASICS	GOLIN, London	UNITED KINGDOM	GOLIN London	GOLIN London
F04/026	00973	FIAMA TALKING MEMES	FIAMA	NA	BRAND DAVID COMMUNICATIONS, Mumbai / OGILVY, Mumbai	INDIA	HUNGRY FILMS Mumbai	
F04/040	01055	NXT LVL	BANK OF MONTREAL	BANK OF MONTREAL	FCB TORONTO	CANADA	UNIFIED CONTENT Toronto	OSO AUDIO Toronto / UNIFIED CONTENT Toronto
F04/053	01429	THE COST OF BEAUTY	DOVE MASTERBRAND	DOVE	OGILVY, London / OGILVY, Toronto	UNITED KINGDOM / CANADA	SMUGGLER London	FINAL CUT New York / SIGNIFICANT OTHERS Los Angeles
F04/054	01476	ESCAPE THE LOOP	THE INTERNATIONAL OCD FOUNDATION	THE INTERNATIONAL OCD FOUNDATION	OGILVY, Copenhagen / GREY HEALTH & WELLNESS EMEA, Copenhagen	DENMARK	GREY HEALTH & WELLNESS EMEA Copenhagen	GREY HEALTH & WELLNESS EMEA Copenhagen / OGILVY Copenhagen
F04/058	01325	SCROLLING THERAPY	EUROFARMA	EUROFARMA	DENTSU CREATIVE, Buenos Aires / DENTSU CREATIVE, New York / DENTSU CREATIVE, Chicago	ARGENTINA / USA	FRIENDS AND FAMILY Los Angeles / THE YOUTH Curitiba	CANJA AUDIO Curitiba / COLOSSAL Curitiba / CUTTERS Chicago / FLAVOR Chicago
F05 (Cultural Insight)								
F05/022	00622	STAIN NOT SHAME	ZEVA FASHION	ZEVA FASHION	SCANAD, Nairobi	KENYA		
F05/038	00665	VOTENITE!	POLITIZE!	POLITIZE!	DRUID CREATIVE GAMING, Sao Paulo	BRAZIL	PIXEL HUNTERS Sao Paulo	
F05/055	01189	#OPTINK	JUNGE HELDEN E.V.	ORGAN DONOR RECRUITMENT	McCANN, Paris	FRANCE		

F05/065	01211	ATURA O BAILE (PUT UP WITH THE DANCE)	BUDWEISER	INSTITUTIONAL	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	CANJA AUDIO CULTURE Curitiba / KONZILLA Sao Paulo		
F05/074	20322	COINCIDENCES	QUILMES	BEER	AB INBEV, Buenos Aires / DRAFTLINE, Buenos Aires	ARGENTINA	ARGENTINACINE Buenos Aires		
F06 (Breakthrough on a Budget)									
F06/001	00056	IC	HEETCH	HEETCH	BETC, Paris	FRANCE	GUM Paris		
F06/020	00438	I'M NEALE DANIHER	FIGHTMND	FIGHTMND	CLEMENGER BBDO, Sydney	AUSTRALIA	FINCH Sydney	ELECTRIC DREAMS Melbourne / FINISH PRODUCTIONS Melbourne / SQUEAK E. CLEAN STUDIOS Melbourne	
F06/026	00499	HARDWEAR STYLE	EL LAGAR	HARDWARE STORE	GARNIER BBDO, San José	COSTA RICA	KAIJU San Jose		
F06/028	00727	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	
F06/031	00486	UNBRANDED MENU	MCDONALD'S	MCDONALD'S	LEO BURNETT, Manila	THE PHILIPPINES			
F06/035	00934	CHIPOTLE - IT'S CORN	CHIPOTLE	CHIPOTLE CORN SALSA	DAY ONE AGENCY, New York / CHIPOTLE MEXICAN GRILL, Newport Beach	USA	CHIPOTLE MEXICAN GRILL Newport Beach / DAY ONE AGENCY New York		
F06/037	00242	BILL IT TO BEZOS	JANE/FINCH COMMUNITY CENTRE	JANE/FINCH COMMUNITY CENTRE	ANGRY BUTTERFLY, Toronto	CANADA	ANGRY BUTTERFLY Toronto	ANGRY BUTTERFLY Toronto / PIRATE AUDIO PRODUCTION Toronto	
F06/038	00743	WELL THIS IS AWKWARD	BUDWEISER	BUDWEISER	COPA90, London / BUDWEISER - ANHEUSER-BUSCH COMPANIES, New York / DRAFTLINE EUROPE, London	UNITED KINGDOM / USA	BUDWEISER - ANHEUSER-BUSCH COMPANIES New York	BUDWEISER - ANHEUSER-BUSCH COMPANIES New York	
F06/041	01084	VOICE OF THE CHECKOUT	TESCO	TESCO RETAILER	BBH, London	UNITED KINGDOM			
F07 (Corporate Purpose & Social Responsibility)									
F07/005	00120	THE RISE	GROWNEY	SUSTAINABLE ETFS FROM GROWNEY	PHILIPP UND KEUNTJE, Hamburg	GERMANY	PHILIPP UND KEUNTJE Hamburg		
F07/031	00818	HEARING CHALLENGE	VODACOM	HEARINGZA APP	VMLY&R, Johannesburg	SOUTH AFRICA	SLIKORONLIFE Sandton / VMLY&R Johannesburg	SLIKORONLIFE Sandton	

F07/043	01242	THE BEST-SELLER CONSTITUTION	MERCADO LIBRE	MERCADO LIBRE	GUT, Sao Paulo	BRAZIL	HEFTY Sao Paulo
F07/053	01219	THE EXILED TEAM	BRAHMA BEER	INSTITUTIONAL	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	MOONHEIST Sao Paulo / SATELITE AUDIO Sao Paulo
<u>F08 (Market Disruption)</u>							
F08/012	01197	OTHER MC'S	HEINZ	HEINZ PICKLES KETCHUP	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	ANTFOOD Sao Paulo / HALLEY SOUND Sao Paulo / MOSAICO FILMES Sao Paulo
Total Shortlisted:			149				

Media	PR	Additional
DRAFTLINE New York / WIEDEN+KENNEDY New York	DRAFTLINE New York / WIEDEN+KENNEDY New York	
CARAT Toronto / STARCOM Chicago	MAGIC CIRCLE WORKSHOP & COMMON GOOD Toronto / ZENO GROUP Toronto	KRAFT HEINZ Toronto
	BCW New York / FOR THE RIGHT REASONS Amsterdam / WUNDERMAN THOMPSON BENELUX Antwerp	VOW Sydney
MINDSHARE New York	EDELMAN New York	
GOLIN London	GOLIN London	
		THE PUB BUENOS AIRES Buenos Aires / VOX HAUS Porto Alegre
HAVAS MEDIA INDIA Bangalore	SWIGGY INDIA Bangalore	MEMETICS MEDIA PRIVATE LIMITED Gurgaon / STONKS STUDIOS Mumbai / WEB DIMENSION Noida

LANZALLAMAS Buenos Aires

DAVID Sao Paulo

JAMUTE Sao Paulo / RAIZ ESTUDIO
Sao Paulo

MEDIABRANDS
CONTENT STUDIO
Singapore / UM
SINGAPORE
Singapore

MEDIAHUB California / RAPPORTWW London	NETFLIX MARKETING PARTNERSHIPS Los Angeles
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OMD Los Angeles

UM Toronto

BANK OF MONTREAL

BMF Sydney

FIGHTMND Melbourne

LANZALLAMAS Buenos Aires

INPRESS PORTER
NOVELLI Sao Paulo /
TULOM Sao Paulo

MEDIAHUB
California /
RAPPORTWW
London

NETFLIX
MARKETING
PARTNERSHIPS Los
Angeles

CHEP NETWORK
Sydney

OGILVY PR
AUSTRALIA Sydney

SONAR MUSIC Sydney

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

VMLY&R Kansas City

DELL TECHNOLOGIES Round Rock

DENTSU REDSTAR
London

EDELMAN London

BOOMERANG AGENCY Amsterdam /
INDICIA WORLDWIDE London /
PUBLICIS Dublin / SYNSATION
Amsterdam / WE ARE FIRST
Amsterdam

CURRENT STUDIOS
Toronto

ADIDAS Toronto

NESTLE CANADA Toronto

WMcCANN Sao
Paulo

WMcCANN Sao Paulo

CANJA AUDIO CULTURE Curitiba /
DRUID CREATIVE GAMING Sao
Paulo / SPARK Sao Paulo

LEO BURNETT
TAILOR MADE Sao
Paulo

LEO BURNETT
TAILOR MADE Sao
Paulo

CARAT Toronto /
STARCOM Chicago

MAGIC CIRCLE
WORKSHOP &
COMMON GOOD
Toronto / ZENO
GROUP Toronto

CUSTOM LABS POWERED BY
OUTWAY Victoria / KRAFT HEINZ
Toronto

PHD Toronto

EDELMAN Toronto

MINDSHARE London

OGILVY London

CURRENT GLOBAL
Chicago

VOILA Vaughan

CARTEL Santa Monica

BMF Sydney

DRAFTLINE New
York /
WIEDEN+KENNEDY
New York

DRAFTLINE New York
/ WIEDEN+KENNEDY
New York

OMD Los Angeles

MINDSHARE New York	EDELMAN New York	COLLECTIVELY San Francisco / JOY COLLECTIVE Boulder / NOT ACTUAL SIZE London
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HAVAS MEDIA INDIA Bangalore	SWIGGY INDIA Bangalore	MEMETICS MEDIA PRIVATE LIMITED Gurgaon / STONKS STUDIOS Mumbai / WEB DIMENSION Noida
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VMLY&R Bucharest

BICOM COMMUNICATIONS Montreal

BETC Paris	BETC Paris
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DAVID Sao Paulo	JAMUTE Sao Paulo / RAIZ ESTUDIO Sao Paulo
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CARAT Toronto / STARCOM Chicago	MAGIC CIRCLE WORKSHOP & COMMON GOOD Toronto / ZENO GROUP Toronto	KRAFT HEINZ Toronto
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MEDIAPLUS GERMANY Munich	NOT A MACHINE Berlin / ROSA STRIPPE E.V. Bochum / TRANS-IDENT E.V. Wolframs-Eschenbach
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EXIT UP Valencia	GREFUSA Valencia
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CITIZEN RELATIONS Toronto

OMD WORLDWIDE London	PRODIGIOUS London
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McCANN Prestbury	CLARION COMMUNICATIONS London
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NORD DDB Helsinki / OMD FINLAND Helsinki	NORD DDB Helsinki
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CDN Sao Paulo		
PHD Toronto	EDELMAN Toronto	
	WEBER SHANDWICK Berlin	McCANN Frankfurt / MRM GERMANY Frankfurt / MRM UK London
PUBLICIS CONSEIL Paris		
MINDSHARE London	OGILVY London	
SPARK FOUNDRY New York	ZENO New York	FAMILY FILM Bucharest
	BABY2BABY Los Angeles / GOOP Los Angeles	
CARAT Toronto / STARCOM Chicago	MAGIC CIRCLE WORKSHOP & COMMON GOOD Toronto / ZENO GROUP Toronto	KRAFT HEINZ Toronto / TI GROUP Toronto
NORD DDB Helsinki / OMD FINLAND Helsinki	NORD DDB Helsinki	
INTERPOLIS Tilburg / WEFILM CREATIVE AGENCY Amsterdam	GLASNOST Amsterdam / INTERPOLIS Tilburg / WEFILM CREATIVE AGENCY Amsterdam	
ZENITH Bogota	ALINA VELEZ COMUNICACIONES Bogota	
PUBLICIS LEON Sao Paulo	PUBLICIS LEON Sao Paulo	HALEON Rio de Janeiro

GUT Sao Paulo / UM
WORLDWIDE Sao
Paulo

MERCADO LIVRE Sao Paulo

GUT Sao Paulo

ZE DELIVERY Sao Paulo

KRAFT HEINZ COMPANY Chicago /
STARCOM Chicago

UNCLE GREY Copenhagen / WAVEMAKER Copenhagen	UNCLE GREY Copenhagen / WAVEMAKER Copenhagen
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OMD Sydney MANGO Sydney

GREY HEALTH &
WELLNESS EMEA
Copenhagen /
OGILVY
Copenhagen

MEDIASMITH STANTON New York
Oakland

IPROSPECT New HILTON WORLDWIDE McLean, VA
York

MEDIA INVESTMENT
Bucharest

PORTER NOVELLI
ROMANIA Bucharest

NATIONAL FOOTBALL LEAGUE
Los Angeles

NATIONAL FOOTBALL LEAGUE
Los Angeles

MINDSHARE New York

EDELMAN New York

CASE COMUNICA
Sao Paulo / GIUSTI
CREATIVE PR Sao Paulo

SAPPIENS.TECH Londrina

APPLE Los Angeles

APPLE Los Angeles

STARCOM Toronto

ZENO GROUP
Toronto

KRAFT HEINZ Toronto

HAVAS MEDIA INDIA
Bangalore

SWIGGY INDIA
Bangalore

MEMETICS MEDIA PRIVATE LIMITED
Gurgaon / STONKS STUDIOS Mumbai
/ WEB DIMENSION Noida

FIGHTMND Melbourne

OMD WORLDWIDE
London

PRODIGIOUS London

OMD PHILIPPINES
Makati City

GUT Sao Paulo / UM
WORLDWIDE Sao
Paulo

MERCADO LIVRE Sao Paulo

OCEAN MEDIA
Huntington Beach

APPLE Los Angeles APPLE Los Angeles

APPLE Los Angeles APPLE Los Angeles

MARINA MAHER
COMMUNICATIONS
New York

MKTG Cincinnati / PLATINUM RYE
ENTERTAINMENT New York /
PROCTER & GAMBLE Cincinnati /
SAATCHI & SAATCHI X Cincinnati

FCB BRASIL Sao
Paulo

STARCOM Paris

McDONALD'S FRANCE Guyancourt /
TBWA\ Paris Paris

ITV London /
MEDIACOM London

WEBER SHANDWICK
London

SOKO Sao Paulo

BABY2BABY Los Angeles / GOOP Los Angeles

WAVEMAKER Melbourne

SAATCHI & SAATCHI ME Dubai SAATCHI & SAATCHI ME Dubai

DRUID CREATIVE GAMING Sao Paulo

VMLY&R Bucharest

BICOM COMMUNICATIONS Montreal

PHD Toronto EDELMAN Toronto

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

CURRENT STUDIOS Toronto ADIDAS Toronto

RE-MIND PHD FRANCE Paris

McCANN Prestbury CLARION
COMMUNICATIONS
London

WUNDERMAN
THOMPSON Dubai

CITIZEN RELATIONS
Toronto

NORD DDB NORD DDB Helsinki
Helsinki / OMD
FINLAND Helsinki

GOLIN London GOLIN London

UM Toronto BANK OF MONTREAL

MINDSHARE New York EDELMAN New York

GREY HEALTH &
WELLNESS EMEA
Copenhagen /
OGILVY
Copenhagen

HILL+KNOWLTON
STRATEGIES Nairobi

DRUID CREATIVE
GAMING Sao Paulo

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

GANASao Paulo

ZENITH Buenos Aires BALLERO Buenos Aires

BETC Paris

FIGHTMND Melbourne

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

OMD PHILIPPINES Makati City

DAY ONE AGENCY New York

ANGRY BUTTERFLY Toronto ANGRY BUTTERFLY Toronto

BUDWEISER - ANHEUSER-BUSCH COMPANIES New York COPA90 London / WIEDEN+KENNEDY New York

MEDIAPLUS GERMANY Munich FISCHERAPPELT Hamburg FISCHERAPPELT PERFORMANCE Berlin / FORK UNSTABLE MEDIA Hamburg

UM WORLDWIDE Sao Paulo MERCADO LIVRE Sao Paulo

AGENCIA LOUDER Sao Paulo /
NETSHOW.ME Sao Paulo / WHO ARE
YOU AGENCY Kyiv

SOKO Sao Paulo
