

## **Brand Experience & Activation Shortlist**

<b>Cat. No</b>	<b>Entry No</b>	<b>Title</b>	<b>Brand</b>	<b>Product</b>	<b>Entrant / Idea Creation</b>	<b>Location</b>	<b>Production</b>	<b>Post Production</b>	<b>Media</b>
<b><u>A01 (Consumer Goods)</u></b>									
A01/008	00221	COORS LIGHTS OUT	COORS LIGHT	COORS LIGHT	RETHINK, Toronto	CANADA	MT VERNON ENTERTAINMENT Los Angeles		
A01/009	00306	PERDUE: CHICKEN FEED. HUMAN SNACK.	PERDUE	PERDUE CHICKEN	COLLE McVOY, Minneapolis / PERDUE FARMS, Maryland / 10 THOUSAND DESIGN, Minneapolis / EXPONENT, Minneapolis	UNITED STATES	10 THOUSAND DESIGN Minneapolis / COLLE McVOY Minneapolis / MNFX - CUSTOM CREATIVE FABRICATION Minneapolis / PERDUE FARMS Maryland / THE PACKAGING LAB Minneapolis	COLLE McVOY Minneapolis / PERDUE FARMS Maryland	MARRINER MARKETING Columbia / MILLION DOLLAR MEDIA New Jersey / PERDUE FARMS Maryland
A01/017	00480	LAY'S CHIP CAM	PEPSICO PURCHASE	LAY'S	SLAP GLOBAL, Buenos Aires	ARGENTINA	WASHINGTON SQUARE FILMS New York		OMD USA New York
A01/030	00720	150 YEARS OF WHATEVERKEN	HEINEKEN	HEINEKEN	LEPUB, Milan	ITALY	DESIGN BRIDGE AND PARTNERS Amsterdam / PRETTYBIRD London		
A01/045	01026	FITCHIX	HONEST EGGS CO	HONEST EGGS	VML, Melbourne	AUSTRALIA	AIRBAG Melbourne		MINDSHARE Melbourne
A01/054	01366	NAKED TRAILS	BEAR NAKED GRANOLA (KELLOGG CEREAL COMPANY)	BEAR NAKED GRANOLA	LEO BURNETT, Chicago	UNITED STATES	HUNGRY MAN Los Angeles / ROYAL MUSTER Chicago	PXP Toronto	STARCOM Chicago
A01/058	01157	THE INVINCIBLES / IPHONE	APPLE	IPHONE	TBWA/MEDIA ARTS LAB, Los Angeles	UNITED STATES	SERIAL PICTURES New York	BE GRIZZLEE Los Angeles / FORMOSA GROUP Los Angeles / MODEL CITIZEN GROUP Los Angeles / TRAFIK Los Angeles	OMD USA Los Angeles
A01/060	01169	SMACK FOR HEINZ	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA	FUZE REPS Toronto / MT VERNON ENTERTAINMENT Los Angeles / WONDERMAKR Ontario	R+D PRODUCTIONS Vancouver	CARAT Chicago

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A01/083	01459	MAYO HATERS	NOTCO	NOTMAYO	GUT, Miami	UNITED STATES	DIVISION7 Los Angeles	ANIMAL MUSIC Miami / COSMO STREET Miami
A01/111	02216	RICE OF GLORY	SUPER EXTRA	SUPER EXTRA	MARURI, Guayaquil / GREY ARGENTINA, Buenos Aires / GREY, Sao Paulo	ECUADOR / ARGENTINA / BRAZIL	LANDIA Buenos Aires	MARURI Guayaquil
<b><u>A02 (Healthcare)</u></b>								
A02/004	00699	ILLUSTRATE CHANGE	JOHNSON & JOHNSON	ILLUSTRATE CHANGE	DELOITTE DIGITAL, New York / JOHNSON & JOHNSON, New Brunswick	UNITED STATES	NORTE Sao Paulo	
A02/010	00930	FLASHTEST	CONDE DE VALENCIANA OPHTHALMOLOGICA L INSTITUTE	CONDE DE VALENCIANA OPHTHALMOLOGIC AL INSTITUTE	MULLENLOWE SSP3 MEXICO, Mexico City	MEXICO		
A02/021	01933	PERIOD SCIENCE FOR	P&G WHISPER	SANITARY NAPKIN	LEO BURNETT, Mumbai	INDIA		
<b><u>A03 (Automotive)</u></b>								
A03/014	01209	THE GREENPRINT	VOLKSWAGEN NZ	VOLKSWAGEN	DDB NEW ZEALAND, Auckland	NEW ZEALAND	TRIBAL AOTEAROA Auckland	FCB NEW ZEALAND Auckland
A03/020	01944	RENAULT - CARS TO WORK	RENAULT	MOBILITY RIGHTS	PUBLICIS CONSEIL, Paris	FRANCE	DIVISION Paris	FIRM STUDIO Paris / PRODIGIOUS Paris
<b><u>A04 (Travel, Leisure, Retail, Restaurants &amp; Fast Food Chains)</u></b>								
A04/036	01122	HANDSHAKE HUNT	MERCADO LIBRE	MERCADO LIBRE RETAIL	GUT, Sao Paulo	BRAZIL	CINE CINEMATOGRAFICA Sao Paulo / MUGSHOT Sao Paulo / PEDRO DIMITROW Sao Paulo / RAIZ ESTUDIO Sao Paulo / YELLOW MELLO Campo Grande	GUT Sao Paulo
A04/053	01689	WHOPPER ISLAND	BURGER KING	THE WHOPPER	DM9, Sao Paulo	BRAZIL		

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A04/057	02160	THE ORIGINAL MOUTHFUL	MCDONALD'S	BIG MAC	DDB SYDNEY / adam&eveDDB, London	AUSTRALIA / UNITED KINGDOM	REVOLVER Sydney	ARC EDIT Sydney / SMITH AND WESTERN Sydney	OMD Sydney
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### **A05 (Media/Entertainment)**

A05/019	01134	BLOOD HARVEST	DIABLO	DIABLO IV	GUT, Los Angeles	UNITED STATES	CRAIG CUTLER STUDIOS Los Angeles / LANDIA Los Angeles / OVERCOAST MUSIC AND SOUND Richmond / UNICORNS AND UNICORNS Los Angeles	MAD BOX MADE Richmond
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### **A06 (Consumer Services/Business to Business)**

A06/003	00185	AIZOME WASTECARE™ INDUSTRIAL WASTE - CERTIFIED AS SKINCARE.	AIZOME	TEXTILES	SERVICEPLAN, Munich	GERMANY	OFF STUDIOS Munich	MEDIAPLUS GERMANY Munich	
A06/022	01525	SIGHTWALKS	SOL CEMENT	SOL CEMENT	CIRCUS GREY, Lima	PERU	CANICA FILMS Lima / DINAMO Lima / PUNTOAPARTE Lima / REBECA Lima	AGOSTO MUSIC AND SOUND CRAFT Lima / NATIVO POST Lima	APOYO COMUNICACION Lima
A06/043	02266	ROOM FOR EVERYONE	MASTERCARD	DIGITAL PLATFORM THAT HELPS POLISH AND UKRAINIAN BUSINESSES	McCANN POLAND, Warsaw	POLAND			

### **A07 (Not-for-Profit / Charity / Government)**

A07/015	00098	LOOT FOR GOOD	CALL OF DUTY ENDOWMENT	CALL OF DUTY ENDOWMENT	DAVID, New York	UNITED STATES	WILDCHILD New York		
A07/021	00490	ADDRESS THE INVISIBLE	TECHO & GOOGLE	TECHO & GOOGLE	ARCHER TROY, Mexico City / TECHO, Mexico City	MEXICO	ARCHER TROY Mexico City / ONIRICA FILMS Mexico City	ONIRICA FILMS Mexico City	GOOGLE THE ZOO Mexico City
A07/029	00503	BOOMERANG 104	QUITO SIN MINERÍA	QUITO SIN MINERÍA	MARURI, Guayaquil	ECUADOR			

## **Brand Experience & Activation Shortlist**

A07/031	00512	CLIMATE DOCTOR'S CERTIFICATE	SCHOOL STRIKE 4 CLIMATE	CLIMATE DOCTOR'S CERTIFICATE	CHEP NETWORK, Melbourne	AUSTRALIA	CHEP NETWORK Melbourne	CHEP NETWORK Melbourne	CHEP NETWORK Melbourne
A07/061	01956	SOLAR IMPULSE - PRET À VOTER	SOLAR IMPULSE	PRÊT À VOTER	PUBLICIS CONSEIL, Paris	FRANCE	PRODIGIOUS Paris	PRODIGIOUS Paris	PUBLICIS MEDIA CONNECT Paris
A07/064	01974	MANCESTRY	MOVEMBER	MANCESTRY	DDB MELBOURNE	AUSTRALIA	COLLIDER Sydney		
A07/066	02013	E-POLICE STATION	WONDER WOMEN TECH	E-POLICE STATION	ALMAPBBDO, Sao Paulo	BRAZIL	CABARET Sao Paulo / MONSTER FILMS Sao Paulo		
A07/069	00705	SHIFT 20 INITIATIVE	SHIFT 20 INITIATIVE	DISABILITY IN ADVERTISING	SPECIAL, Sydney	AUSTRALIA	BUS STOP FILMS Melbourne / REVOLVER Sydney / THE GLUE SOCIETY Sydney	HECKLER Sydney / RUMBLE STUDIOS Sydney / VISUAL THING Sydney	PHD Sydney

## **B01 (Social Engagement & Integration for Live Experience)**

B01/013	00770	CHARMOLOGY	LUCKY CHARMS	LUCKY CHARMS	VML, New York	UNITED STATES	SONIDO ANTRO Miami		
B01/015	00721	BAR EXPERIENCE	HEINEKEN	HEINEKEN	LEPUB, Milan	ITALY	C41 Amsterdam		DENTSU REDSTAR London
B01/020	01265	ZE DELIVERS FASTER	ZÉ DELIVERY	ZE DELIVERY	WE BELIEVERS, New York	UNITED STATES	GOAT Sao Paulo	PICKLE MUSIC New York / WE DOERS New York	
B01/032	01618	YES, COUCH!	FACEBOOK	FACEBOOK MARKETPLACE	MOJO SUPERMARKET, New York / CREATIVE X, Palo Alto / META, Menlo Park	UNITED STATES			
B01/041	02010	UNDERCOVER SPORTSCASTER	PEPSICO	LAY'S®	ALMAPBBDO, Sao Paulo	BRAZIL	CABARET Sao Paulo / COMPANIA Sao Paulo / SOUNDTHINKERS Sao Paulo		
B01/046	11434	ALDIDAS	ALDI UK	ALDI	McCANN MANCHESTER, Manchester	UNITED KINGDOM	CRAFT Macclesfield		

## **B02 (Use of Mobile & Devices)**

## **Brand Experience & Activation Shortlist**

B02/005	00277	INFLATION COOKBOOK	SKIPTHEDISHES	SKIEXPRESSLAN E	DENTSU CREATIVE, Toronto / DENTSU CREATIVE, Montreal	CANADA	DENTSU CREATIVE Montreal / DENTSU CREATIVE Toronto		
B02/008	00240	DAYS OF HIRAYAMA PERFECT DAYS OFFICIAL SITE	PERFECT DAYS	PERFECT DAYS OFFICIAL MOVIE SITE	DENTSU INC., Tokyo	JAPAN	BITTERS END Tokyo / MOUNT INC Tokyo / SPOON Tokyo		DENTSU INC. Tokyo
B02/019	00795	UNDERCOVER	WOMEN HELPING WOMEN ASIA	WOMEN HELPING WOMEN	OGILVY, Hong Kong	HONG KONG SAR	VERTICURL VIETNAM Ho Chi Minh City		
B02/022	00900	SAMSUNG IMPULSE	SAMSUNG	SAMSUNG GALAXY WATCH6	CHEIL WORLDWIDE, Madrid	SPAIN	CHEIL WORLDWIDE Madrid	CHEIL WORLDWIDE Madrid	CHEIL WORLDWIDE Madrid
B02/042	01156	THE INVINCIBLES / IPHONE	APPLE	IPHONE	TBWA/MEDIA ARTS LAB, Los Angeles	UNITED STATES	SERIAL PICTURES New York	BE GRIZZLEE Los Angeles / FORMOSA GROUP Los Angeles / MODEL CITIZEN GROUP Los Angeles / TRAFIK Los Angeles	OMD USA Los Angeles

## **B03 (Use of Website/Microsites)**

B03/005	00274	INFLATION COOKBOOK	SKIPTHEDISHES	SKIEXPRESSLAN E	DENTSU CREATIVE, Toronto / DENTSU CREATIVE, Montreal	CANADA	DENTSU CREATIVE Montreal / DENTSU CREATIVE Toronto		
B03/020	01918	ALLEGRA AIRWAYS	ALLEGRA	ANTI-HISTERMINES	SALUTEM, New York / EDELMAN, Toronto	UNITED STATES / CANADA	JAYNE FILMS Los Angeles / LOROTO PRODUCTIONS New York		
B03/023	01281	OREO MENU	OREO	OREO	VML, New York	UNITED STATES	BELIEVE TV Santiago / SONIDO ANTRO Miami		
B03/024	02142	REVIEWS	HEINZ	HEINZ	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	PUNCH AUDIO Sao Paulo / SILVIO MEDEIROS Sao Paulo		

## **B04 (Metaverse, New Realities & Emerging Tech)**

## **Brand Experience & Activation Shortlist**

B04/024	01885	NOTTURTLE	NOTCO	NOTTURTLE SOUP	GUT, Miami	UNITED STATES	LANDIA Los Angeles / REBECA Lima / RIVERTREE, INC Miami	ALCGRADING Buenos Aires / ANIMAL MUSIC Miami / BOT Guayaquil / COSMO STREET Miami / LES AMATEURS Buenos Aires	
<b><u>B05 (Gaming-Led Brand Experience)</u></b>									
B05/026	00776	JBL QUANTUM GUIDE PLAY	JBL QUANTUM	HARMAN INTERNATIONAL APAC	BLKJ HAVAS, Singapore	SINGAPORE	BOLHA Sao Paulo / LOCO MOTION Singapore / TRUCE FILMS Melbourne		
B05/036	01129	BLOOD HARVEST	DIABLO	DIABLO IV	GUT, Los Angeles	UNITED STATES	CRAIG CUTLER STUDIOS Los Angeles / LANDIA Los Angeles / OVERCOAST MUSIC AND SOUND Richmond / UNICORNS AND UNICORNS Los Angeles	MAD BOX MADE Richmond	
B05/058	01585	THE EVERYDAY TACTICIAN	XBOX	XBOX GAME PASS	McCANN, London	UNITED KINGDOM	CLOCKWORK Johannesburg / CRAFT London / EXELL London / LOWKEY FILMS London	CRAFT London / WAVE London	TNT SPORTS London
B05/062	02011	FLYING GUARDIANS	PLANET LABS PBC & GREENPEACE	INSTITUCIONAL	ALMAPBDO, Sao Paulo	BRAZIL	ALMA 1111 AUDIO Sao Paulo / BARI FILMES Sao Paulo / BRAND GAMING Porto Alegre / VETOR ZERO Sao Paulo		
B05/064	01833	CODE MY CROWN	DOVE	DOVE	EDELMAN, London	UNITED KINGDOM	11 DOLLAR BILL Chicago / KODE MEDIA London		
B05/067	00868	UNHIDE THE PRICE	DEUTSCHER SPARKASSEN- UND GIROVERBAND E.V. & S- COMMUNICATION SERVICES GMBH	FINANCE	JUNG VON MATT AG, Hamburg	GERMANY			

## **Brand Experience & Activation Shortlist**

### **B06 (Digital Installations)**

B06/013	01400	THRILLBOARDS	META	META QUEST 3	AMV BBDO, London	UNITED KINGDOM	UNIT9 London	ABSOLUTE London / BLIND PIG London	SPARK FOUNDRY London
B06/017	01757	THE MET REPLICA	VERIZON	VERIZON	VERIZON CREATIVE MARKETING, New York	UNITED STATES	ODE TO JOY New York / RADAR PRODUCTION New York / UNIT 9 New York		

### **B07 (Tangible & Spatial Technology)**

B07/018	01911	PUB MUSEUMS	HEINEKEN	HEINEKEN	LEPUB, Milan / PUBLICIS, Dublin	ITALY / IRELAND		LENS THAT - AR CREATIVE STUDIO Warsaw	
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### **B08 (Interactive Brand Video)**

B08/007	01715	SKIN LIKE ME / "MUESTRA TU MARCA"	BEPANTHEN	BEPANTHEN SKIN CARE CREAM	ENERGY BBDO, Chicago	UNITED STATES			
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### **B09 (Tech-Led Brand Experience)**

B09/018	00899	SAMSUNG IMPULSE	SAMSUNG	SAMSUNG GALAXY WATCH6	CHEIL WORLDWIDE, Madrid	SPAIN	CHEIL WORLDWIDE Madrid	CHEIL WORLDWIDE Madrid	CHEIL WORLDWIDE Madrid
B09/029	01154	THE INVINCIBLES / IPHONE	APPLE	IPHONE	TBWAIMEDIA ARTS LAB, Los Angeles	UNITED STATES	SERIAL PICTURES New York	BE GRIZZLEE Los Angeles / FORMOSA GROUP Los Angeles / MODEL CITIZEN GROUP Los Angeles / TRAFIK Los Angeles	OMD USA Los Angeles
B09/033	01542	REWILDING MODE	HUSQVARNA	HUSQVARNA AUTOMOWER®	PRIME WEBER SHANDWICK, Stockholm	SWEDEN	GIANTS & TOYS Stockholm / PRIME WEBER SHANDWICK Stockholm	GIANTS & TOYS Stockholm	PRIME WEBER SHANDWICK Stockholm
B09/047	01691	BLOOD AID	DASA INTEGRATED HEALTH SYSTEM	DASA HEALTH DIAGNOSTICS	DM9, Sao Paulo	BRAZIL			

## **Brand Experience & Activation Shortlist**

B09/052	01899	BALLBOARDS	MERCADO LIBRE	MERCADO LIBRE RETAIL	GUT, Sao Paulo	BRAZIL	DRAGON.FLY AUDIO Sao Paulo / NEW BUZZ Sao Paulo	GUT Sao Paulo
B09/071	30911	DORITOS SILENT: THE WORLD'S FIRST AI AUGMENTED SNACK	DORITOS/ PEPSICO	DORITOS CRISPS	PEPSICO, Reading / SIPS & BITES, London	UNITED KINGDOM	OB42 London	OMD UK London

### **B10 (Cross-Platform Digital Experience)**

B10/016	01908	PUB MUSEUMS	HEINEKEN	HEINEKEN	LEPUB, Milan / PUBLICIS, Dublin	ITALY / IRELAND	LENS THAT - AR CREATIVE STUDIO Warsaw		
B10/019	01529	DREAMCASTER	AB INBEV - MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	UNITED STATES	456 STUDIOS New York / CITIZEN MUSIC New York / HELO Santa Monica	DAHOUSE AUDIO Los Angeles	STARCOM Chicago

### **C01 (Customer Retail/In-store Experience)**

C01/002	00136	AID AISLE	FRESHCHOICE	SUPERMARKET	DENTSU CREATIVE, Auckland	NEW ZEALAND	DENTSU CREATIVE Auckland	DENTSU CREATIVE Auckland	DENTSU CREATIVE Auckland
C01/014	00563	THE POSTAL CHANGING ROOMS	LA POSTE	LA POSTE	BETC, Paris / LA POSTE SERVICES FOR EQUITY, Paris / CARRE NOIR, Paris	FRANCE	CARRE NOIR Paris		
C01/043	01786	IMAGINE WITH PETACOS	POKER BEER	POKER BEER	BUENTIPO ANCHOR, Bogota / DDB COLOMBIA, Bogota	COLOMBIA	BUENTIPO ANCHOR Bogota		

### **C02 (Retail Promotions & Competitions)**

C02/039	01435	GHOST CAMPAIGN	BURGER KING	RESTAURANTS	DAVID, Madrid	SPAIN	FAR MEDIA Madrid	DESEIF Madrid / THE LOBBY Madrid
C02/051	01867	AFTER-DINNER DINNER	MCDONALD'S	MCDONALD'S	FP7 McCANN, Dubai	UNITED ARAB EMIRATES	VOX HAUS Petropolis	SPLASH MEDIA SRL. Santo Domingo
C02/052	01853	HEINZ KETCHUP INSURANCE	HEINZ	HEINZ KECTHCUP	FP7 McCANN, Dubai	UNITED ARAB EMIRATES	BELIEVE TV Santiago	CARAT Dubai
C02/053	01682	WHOPPER ISLAND	BURGER KING	THE WHOPPER	DM9, Sao Paulo	BRAZIL		



## **Brand Experience & Activation Shortlist**

C02/065	02217	RICE OF GLORY	SUPER EXTRA	SUPER EXTRA	MARURI, Guayaquil / GREY ARGENTINA, Buenos Aires / GREY, Sao Paulo	ECUADOR / ARGENTINA / BRAZIL	LANDIA Buenos Aires	MARURI Guayaquil	
C02/070	01792	DOORDASH-ALL-THE-ADS	DOORDASH	DOORDASH	WIEDEN+KENNEDY, Portland / SUPERETTE, San Francisco	UNITED STATES	LORD DANGER Los Angeles	FIELD DAY Portland / MODERN LOGIC Los Angeles / THE ARTERY New York	WAVEMAKER New York

## **C03 (Customer Acquisition & Retention)**

C03/007	00276	INFLATION COOKBOOK	SKIPTHE DISHES	SKIPEXPRESSLAN E	DENTSU CREATIVE, Toronto / DENTSU CREATIVE, Montreal	CANADA	DENTSU CREATIVE Montreal / DENTSU CREATIVE Toronto	
C03/023	00562	THE POSTAL CHANGING ROOMS	LA POSTE	LA POSTE	BETC, Paris / LA POSTE SERVICES FOR EQUITY, Paris / CARRE NOIR, Paris	FRANCE	CARRE NOIR Paris	
C03/036	01027	FITCHIX	HONEST EGGS CO	HONEST EGGS	VML, Melbourne	AUSTRALIA	AIRBAG Melbourne	MINDSHARE Melbourne
C03/048	01414	BEER RETIREMENT ACCOUNT	POKER BEER	POKER BEER	MEDIA.MONKS, Hilversum	NETHERLANDS	PRIMO CONTENT Bogota	
C03/049	01502	SAMSUNG THROWBACK DEALS	SAMSUNG	SAMSUNG.COM	MRM , Sumarezinho	BRAZIL		
C03/083	02265	ROOM FOR EVERYONE	MASTERCARD	DIGITAL PLATFORM THAT HELPS POLISH AND UKRAINIAN BUSINESSES	McCANN POLAND, Warsaw	POLAND		

## **D01 (Live Brand Experience or Activation)**

D01/010	00250	DELIVERY SAFE	KFC FRANCE	N/A	HAVAS PARIS	FRANCE		
D01/019	00476	LAY'S CHIP CAM	PEPSICO PURCHASE	LAY'S	SLAP GLOBAL, Buenos Aires	ARGENTINA	WASHINGTON SQUARE FILMS New York	OMD USA New York
D01/036	01204	ANTI-LAG SQUAD	MOVISTAR	INTERNET FIBER	VML, Buenos Aires	ARGENTINA	LANDIA Buenos Aires	

## **Brand Experience & Activation Shortlist**

D01/038	01140	AT YOUR HOME CAST	VIVO	VIVO FIBRA	VML, Sao Paulo	BRAZIL	AT FILMS Sao Paulo / ESPN BRASIL Sumare / SONIDO Rio De Janeiro		VML Sao Paulo
D01/068	01458	MAYO HATERS	NOTCO	NOTMAYO	GUT, Miami	UNITED STATES	DIVISION7 Los Angeles	ANIMAL MUSIC Miami / COSMO STREET Miami	
D01/077	01897	BALLBOARDS	MERCADO LIBRE	MERCADO LIBRE RETAIL	GUT, Sao Paulo	BRAZIL	DRAGON.FLY AUDIO Sao Paulo / NEW BUZZ Sao Paulo		GUT Sao Paulo
D01/087	01965	THE LAST BARF BAG	DRAMAMINE	DRAMAMINE	FCB CHICAGO	UNITED STATES	SUNNY SIXTEEN Los Angeles	456 STUDIOS Chicago / JSM MUSIC New York	THE SHIPYARD Columbus
D01/088	01822	LET'S CHANGE THE STORY	LALCEC	LALCEC	GREY ARGENTINA, Buenos Aires	ARGENTINA	LANDIA Buenos Aires		PHD Buenos Aires
D01/090	01710	ERASE VALENTINE'S DAY	MONDELEZ	CADBURY 5 STAR CHOCOLATE	OGILVY, Mumbai	INDIA	COLOSCEUM MEDIA Mumbai / OGILVY Mumbai / RETRO FILMS Mumbai		WAVEMAKER Mumbai
D01/095	01883	LOOPHOTEL	LA H	CRAFT BEER LA H	DDB LATIN PUERTO RICO	PUERTO RICO	DDB LATIN PUERTO RICO	DDB LATIN PUERTO RICO	DDB LATIN PUERTO RICO
D01/099	02168	THE DAY A COUNTRY STOOD STILL	CZECH INSURANCE ASSOCIATION	CZECH INSURANCE ASSOCIATION	McCANN, Prague	CZECH REPUBLIC			
D01/103	02183	THE FIRST EDIBLE MASCOT	POP-TARTS	POP-TARTS	WEBER SHANDWICK, New York	UNITED STATES	CHICAGO MASCOTS Chicago / INDEPENDENTS GRAPHIC AND DISPLAY St. Louis		
D01/111	01530	DREAMCASTER	AB INBEV - MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	UNITED STATES	456 STUDIOS New York / CITIZEN MUSIC New York / HELO Santa Monica	DAHOUSE AUDIO Los Angeles	STARCOM Chicago
D01/115	10134	AID AISLE	FRESHCHOICE	SUPERMARKET	DENTSU CREATIVE, Auckland	NEW ZEALAND	DENTSU CREATIVE Auckland	DENTSU CREATIVE Auckland	DENTSU CREATIVE Auckland
D01/116	20184	DRIVING WHILE BLACK	COURAGEOUS CONVERSATION GLOBAL FOUNDATION	COURAGEOUS CONVERSATION GLOBAL FOUNDATION	GOODBY SILVERSTEIN AND PARTNERS, San Francisco / CRITICAL MASS, Calgary	UNITED STATES / CANADA	CRITICAL MASS Calgary / ELEVEL San Francisco	THE MILL Los Angeles	

## **Brand Experience & Activation Shortlist**

### **D02 (Guerrilla Marketing & Stunts)**

D02/013	00298	DRIVING WHILE BLACK	COURAGEOUS CONVERSATION GLOBAL FOUNDATION	PUBLIC SERVICE	CRITICAL MASS, Calgary / GOODBY SILVERSTEIN AND PARTNERS, San Francisco	CANADA / UNITED STATES	THE MILL Los Angeles		
D02/014	00222	COORS LIGHTS OUT	COORS LIGHT	COORS LIGHT	RETHINK, Toronto	CANADA	MT VERNON ENTERTAINMENT Los Angeles		
D02/021	00481	LAY'S CHIP CAM	PEPSICO PURCHASE	LAY'S	SLAP GLOBAL, Buenos Aires	ARGENTINA	WASHINGTON SQUARE FILMS New York		OMD USA New York
D02/030	00511	CLIMATE DOCTOR'S CERTIFICATE	SCHOOL STRIKE 4 CLIMATE	CLIMATE DOCTOR'S CERTIFICATE	CHEP NETWORK, Melbourne	AUSTRALIA	CHEP NETWORK Melbourne	CHEP NETWORK Melbourne	CHEP NETWORK Melbourne
D02/052	01317	REPRINTING NICA	LA PRENSA NEWSPAPER	LA PRENSA SPECIAL EDITION	HAVAS COSTA RICA, San Antonio / BETC HAVAS, Sao Paulo	COSTA RICA / BRAZIL	FULFIERROS San Jose / PUNCH AUDIO Sao Paulo		HAVAS COSTA RICA San Antonio
D02/053	01325	THE HOMELESS RECRUITERS	THE SALVATION ARMY	RECRUITMENT	VML, Paris	FRANCE	BIRTH Paris / KOUZ PRODUCTION Paris		
D02/059	00963	HEY! HE IS NOT A KID.	ALIANZA + NIKE	FOOTBALL CLUB ALIANZA LIMA AND SPORTS BRAND	VML, Lima	PERU	KUBRICK Miraflores	AUDIOPOST S.A.C. San Isidro / ESTUDIOS MACHINA Bogota	
D02/062	01115	ALWAYS OPEN	7-ELEVEN	7-ELEVEN	DENTSU CREATIVE, New York	UNITED STATES			
D02/064	01164	SEE MY NAME	MOLSON™	MOLSON™	RETHINK, Toronto	CANADA	SUNEEVA Toronto	DARLING COLOUR & VFX Toronto / OSO AUDIO Toronto / SAINTS EDITORIAL Toronto	WAVEMAKER Toronto
D02/087	01945	SOLAR IMPULSE - PRET À VOTER	SOLAR IMPULSE	PRÊT À VOTER	PUBLICIS CONSEIL, Paris	FRANCE	PRODIGIOUS Paris	PRODIGIOUS Paris	PUBLICIS MEDIA CONNECT Paris
D02/092	01810	IPAGER	GOOGLE	GOOGLE - #GET THE MESSAGE	DAVID, Miami	UNITED STATES	BABY LION Los Angeles / MASTERS & SAVANT Johannesburg		ESSENCEDIAC OM New York

### **D03 (Brand-Owned Experiences)**

## **Brand Experience & Activation Shortlist**

D03/017	00517	WINDY RETREATS	ANDEL ENERGI	ENERGY	ROBERT/BOISEN & LIKE-MINDED, Copenhagen	DENMARK	GOBSMACK PRODUCTIONS Copenhagen	GOBSMACK PRODUCTIONS Copenhagen	ROBERT/BOISEN & LIKE-MINDED Copenhagen
D03/044	00890	FIRST CONVERSATION	HEETCH	HEETCH	BETC, Paris	FRANCE	AUDIO NETWORK Paris / SOVAGE Paris		
D03/066	01584	XBOX FIELD TRIPS	XBOX	XBOX	McCANN, London	UNITED KINGDOM	CLOCKWORK Johannesburg / CRAFT London / CRAFT MEXICO Mexico City / SIMON+BEN London	FACTORY STUDIOS London	
D03/069	01596	MAGNETIC STORIES	SIEMENS HEALTHINEERS	MAGNETIC RESONANCE IMAGING	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	UNITED STATES	BRO Lisbon / SONIDO Lisbon / TEMPEST ORIGINALS CUSTOM CARPENTRY Brooklyn	ARS THANEA Warsaw	
D03/076	01683	BLOOD AID	DASA INTEGRATED HEALTH SYSTEM	DASA HEALTH DIAGNOSTICS	DM9, Sao Paulo	BRAZIL			
D03/080	01978	DARTY - LONG LASTING REVIEWS	DARTY	LONG-LASTING REVIEWS	PUBLICIS CONSEIL, Paris	FRANCE			
D03/087	01968	THE LAST BARF BAG	DRAMAMINE	DRAMAMINE	FCB CHICAGO	UNITED STATES	SUNNY SIXTEEN Los Angeles	456 STUDIOS Chicago / JSM MUSIC New York	THE SHIPYARD Columbus
D03/088	01758	THE MET REPLICA	VERIZON	VERIZON	VERIZON CREATIVE MARKETING, New York	UNITED STATES	ODE TO JOY New York / RADAR PRODUCTION New York / UNIT 9 New York		
D03/097	01910	PUB MUSEUMS	HEINEKEN	HEINEKEN	LEPUB, Milan / PUBLICIS, Dublin	ITALY / IRELAND	LENS THAT - AR CREATIVE STUDIO Warsaw		
D03/100	02241	Can you KFC it?	KFC	KFC	McCANN, Bucharest / MRM, Bucharest	ROMANIA	UM ROMANIA Bucharest		
D03/101	02260	REP YOUR SUBURB	WHĀNAU ORA	NEW ZEALAND CENSUS - URBAN MĀORI	MOTION SICKNESS, Auckland	NEW ZEALAND	MOTION SICKNESS Auckland	MOTION SICKNESS Auckland	MBM NZ Auckland
D03/104	02228	ANDES HENS	LA CALERA	LA CALERA EGGS	CIRCUS GREY, Lima / GREY, Sao Paulo	PERU / BRAZIL	CALIFORNIA Lima	LANZA ESTUDIO Buenos Aires / PERROLOBO STUDIO Buenos Aires	

## **Brand Experience & Activation Shortlist**

### **D04 (Sponsorship & Brand Partnership)**

D04/007	00061	SKINS FOR SKIN	UNILEVER	VASELINE HEALING JELLY	OGILVY, Singapore	SINGAPORE	POLYCAT ANIMATION Cape Town		MINDSHARE Bangkok
D04/009	00206	TED LASSO: REAL TEAM. FAKE PARTNERS.	APPLE	TED LASSO	APPLE, San Jose / WIEDEN+KENNEDY, Portland	UNITED STATES	GLOW New York	GLOW New York	NIKE Portland
D04/020	00479	LAY'S CHIP CAM	PEPSICO PURCHASE	LAY'S	SLAP GLOBAL, Buenos Aires	ARGENTINA	WASHINGTON SQUARE FILMS New York		OMD USA New York
D04/038	00952	THE NIL STUDENT NURSE INITIATIVE	SAUCONY	SAUCONY RUNNING SHOES	DONER, Southfield	UNITED STATES			
D04/042	00941	THE SWEAT SIDE OF SPONSORSHIP	GATORADE	GATORADE	ISLA REPUBLICA, Sao Paulo	BRAZIL			
D04/048	01299	F1 BUTTON	WHATSAPP	WHATSAPP	CREATIVE X, Palo Alto	UNITED STATES	MONSTER FILMS Sao Paulo		
D04/051	01113	ALWAYS OPEN	7-ELEVEN	7-ELEVEN	DENTSU CREATIVE, New York	UNITED STATES			
D04/052	01155	THE INVINCIBLES / IPHONE	APPLE	IPHONE	TBWA/MEDIA ARTS LAB, Los Angeles	UNITED STATES	SERIAL PICTURES New York	BE GRIZZLEE Los Angeles / FORMOSA GROUP Los Angeles / MODEL CITIZEN GROUP Los Angeles / TRAFIK Los Angeles	OMD USA Los Angeles
D04/053	01175	SEE MY NAME	MOLSON™	MOLSON™	RETHINK, Toronto	CANADA	SUNEEVA Toronto	DARLING COLOUR & VFX Toronto / OSO AUDIO Toronto / SAINTS EDITORIAL Toronto	WAVEMAKER Toronto
D04/058	01369	GALAXY TIME	SAMSUNG	SAMSUNG GALAXY WATCH5	LEO BURNETT, Frankfurt	GERMANY	METADESIGN Berlin		
D04/062	01595	MAGNETIC STORIES	SIEMENS HEALTHINEERS	MAGNETIC RESONANCE IMAGING	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	UNITED STATES	BRO Lisbon / SONIDO Lisbon / TEMPEST ORIGINALS CUSTOM CARPENTRY Brooklyn	ARS THANEA Warsaw	

## **Brand Experience & Activation Shortlist**

D04/066	02012	FLYING GUARDIANS	PLANET LABS PBC & GREENPEACE	INSTITUCIONAL	ALMAPBBDO, Sao Paulo	BRAZIL	ALMA 1111 AUDIO Sao Paulo / BARI FILMES Sao Paulo / BRAND GAMING Porto Alegre / VETOR ZERO Sao Paulo		
D04/072	01913	THE BORING PHONE	HEINEKEN	HEINEKEN	LEPUB, Milan	ITALY	SOMESUCH London		DENTSU REDSTAR London
D04/073	02148	HAUTEAM COUTURE	BRAHMA	BEER	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	MODO INTEGRADO DE PRODUcoes Sao Paulo / MONKEY Sao Paulo / RECONCAVO Sao Paulo / SATELITE AUDIO Sao Paulo		GUAVA POST Sao Paulo
D04/074	02136	REVIEWS	HEINZ	HEINZ	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	PUNCH AUDIO Sao Paulo / SILVIO MEDEIROS Sao Paulo		
D04/084	01977	TAYCAN ARCADE	PORSCHE AUSTRALIA	PORSCHE TAYCAN	DDB MELBOURNE	AUSTRALIA	AIRBAG Melbourne		AIRBAG Melbourne / BANG BANG STUDIOS Melbourne / MR FOX Southbank
D04/087	01794	DOORDASH-ALL-THE-ADS	DOORDASH	DOORDASH	WIEDEN+KENNEDY, Portland / SUPERETTE, San Francisco	UNITED STATES	LORD DANGER Los Angeles	FIELD DAY Portland / MODERN LOGIC Los Angeles / THE ARTERY New York	WAVEMAKER New York
D04/092	11207	ALDIDAS	ALDI UK	ALDI	McCANN MANCHESTER, Manchester	UNITED KINGDOM	CRAFT Macclesfield		
D04/093	12101	CLOSER TO CARE	RAID	RAID	OGILVY, Chicago	UNITED STATES	SCHOLAR FILMS Durban		
D04/52001	10040	SHIFT 20 INITIATIVE	SHIFT 20 INITIATIVE	DISABILITY IN ADVERTISING	SPECIAL, Sydney	AUSTRALIA	BUS STOP FILMS Melbourne / REVOLVER Sydney / THE GLUE SOCIETY Sydney	HECKLER Sydney / RUMBLE STUDIOS Sydney / VISUAL THING Sydney	PHD Sydney

## **D05 (Launch/Relaunch)**

## Brand Experience & Activation Shortlist

D05/006	00295	RIGHTS AGAINST THE RIGHT - THE FIRST TRADEMARK THAT STOPS TRADING NAZI MERCH.	LAUT GEGEN NAZIS	THE FIRST TRADEMARK THAT STOPS TRADING NAZI MERCH	JUNG VON MATT AG, Hamburg	GERMANY	SEHSUCHT Berlin	
D05/034	01211	CORRECT THE INTERNET	TEAM HEROINE	TEAM HEROINE	DDB NEW ZEALAND, Auckland	NEW ZEALAND	FINCH Auckland	ATTICUS Auckland / LIQUID STUDIOS Auckland
D05/037	01341	SECOND LIFE	SAFARI	SECOND LIFE VINTAGE SHOP	McCANN, Tokyo	JAPAN	CRAFT WORLDWIDE INC Tokyo / MRM WORLDWIDE Tokyo	CTM22 Tokyo
D05/039	01176	HEINZ KETCHUP & SEEMINGLY RANCH	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA	FUZE REPS Toronto	STARCOM Chicago
D05/040	01346	SWEETHEARTS SITUATIONSHIPS	SWEETHEARTS	SWEETHEARTS	THE TOMBRAS GROUP, Knoxville	UNITED STATES	THE TOMBRAS GROUP Knoxville	THE TOMBRAS GROUP Knoxville
D05/045	01224	FASHION AGAINST FASCISM. THE BIGGEST DATABANK AGAINST NAZI CODES.	LAUT GEGEN NAZIS E.V.	FASHION AGAINST FASCISM. THE BIGGEST DATABANK AGAINST NAZI CODES.	JUNG VON MATT AG, Hamburg	GERMANY		BLUT Berlin / LOFT TONSTUDIOS Berlin
D05/061	02175	FILTER CAPS	FILSA COLOMBIA	FILTER CAPS	OGILVY COLOMBIA, Bogotá	COLOMBIA		
D05/062	01424	THE HEAVIEST JERSEY	NEW BALANCE	NEW BALANCE	LEPUB, Sao Paulo	BRAZIL	BIZSYS TECNOLOGIA E PROJETOS ESPECIAIS Sao Paulo / LOUD+ Sao Paulo	
D05/067	02251	FIT MY FEET	BUCKAROO FOOTWARE	FIT MY FEET SLIPPERS	McCANN, Gurugram	INDIA		
D05/068	20098	SHIFT 20 INITIATIVE: WEET-BIX RE-SHOOT	SHIFT 20 INITIATIVE	DISABILITY IN ADVERTISING	SPECIAL, Sydney	AUSTRALIA	BUS STOP FILMS Melbourne / REVOLVER Sydney / THE GLUE SOCIETY Sydney	HECKLER Sydney / RUMBLE STUDIOS Sydney / VISUAL THING Sydney

## **Brand Experience & Activation Shortlist**

### **D06 (360 Integrated Brand Experience)**

D06/012	00723	150 YEARS OF WHATEVERKEN	HEINEKEN	HEINEKEN	LEPUB, Milan	ITALY	DESIGN BRIDGE AND PARTNERS Amsterdam / PRETTYBIRD London		
D06/013	00724	BAR EXPERIENCE	HEINEKEN	HEINEKEN	LEPUB, Milan	ITALY	C41 Amsterdam	DENTSU REDSTAR London	
D06/019	00928	WAITING TO LIVE	NHS BLOOD AND TRANSPLANT	NHS BLOOD AND TRANSPLANT	VML, London / WUNDERMAN THOMPSON, London	UNITED KINGDOM	JULIAN WARD PHOTOGRAPHY London / WUNDERMAN THOMPSON London	HOGARTH London / SONICBRAND London	WAVEMAKER London
D06/036	01856	HEINZ KETCHUP INSURANCE	HEINZ	HEINZ KECTHCUP	FP7 McCANN, Dubai	UNITED ARAB EMIRATES		BELIEVE TV Santiago	CARAT Dubai
D06/037	01674	TRUST THE TWIST	OREO	OREO	LEPUB, Amsterdam	NETHERLANDS	SMUGGLER London	SIZZER Amsterdam	
D06/041	01967	THE LAST BARF BAG	DRAMAMINE	DRAMAMINE	FCB CHICAGO	UNITED STATES	SUNNY SIXTEEN Los Angeles	456 STUDIOS Chicago / JSM MUSIC New York	THE SHIPYARD Columbus
D06/045	01985	A MILLION LOGOS	COLGATE	COLGATE TOOTHPASTE	OGILVY, Kuala Lumpur	MALAYSIA	OGILVY Kuala Lumpur	OGILVY Kuala Lumpur	WAVEMAKER Singapore
D06/047	01935	SPONSORTIPS	FRITO-LAY + FRITO-LAY CANADA	CHEETOS CRUNCHY CHEESE FLAVOURED SNACKS	GOODBY SILVERSTEIN AND PARTNERS, San Francisco	UNITED STATES	MORTON JANKEL ZANDER Los Angeles / O POSITIVE New York / OPC PRODUCTION Toronto / SAM NORDEMANN Oakland	ARTJAIL Los Angeles / CABIN EDITING COMPANY Los Angeles / EVENT CIRCLE Richmond Hill / ONE UNION RECORDING San Francisco / ROYAL MUSTER Los Angeles	OMD Toronto / OMD USA New York
D06/051	02257	THE E-COMMERCE OF TRUST	GAHR WECAPITAL	THE E-COMMERCE OF TRUST	DDB MEXICO, Mexico City	MEXICO	WHISKY FILMS Mexico City		



## **Brand Experience & Activation Shortlist**

D06/054	01791	DOORDASH-ALL- THE-ADS	DOORDASH	DOORDASH	WIEDEN+KENNEDY, Portland / SUPERETTE, San Francisco	UNITED STATES	LORD DANGER Los Angeles	FIELD DAY Portland / MODERN LOGIC Los Angeles / THE ARTERY New York	WAVEMAKER New York
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### **E01 (Local Brand)**

E01/009	00800	UNSEALED BOOKS	LÍRA	LÍRA	VML HUNGARY, Budapest	HUNGARY	VML HUNGARY Budapest	VML HUNGARY Budapest	VML HUNGARY Budapest
E01/025	01524	SIGHTWALKS	SOL CEMENT	SOL CEMENT	CIRCUS GREY, Lima	PERU	CANICA FILMS Lima / DINAMO Lima / PUNTOAPARTE Lima / REBECA Lima	AGOSTO MUSIC AND SOUND CRAFT Lima / NATIVO POST Lima	APOYO COMUNICACION Lima
E01/036	02050	THE AI PRESIDENT	ANNAHAR NEWSPAPER	ANNAHAR NEWSPAPER	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	ADDITION New York		AN-NAHAR NEWSPAPER Beirut

### **E02 (Challenger Brand)**

E02/005	10085	THE NOTIFICATIONS	PATHÉ	PATHÉ'S CINEMA EXPERIENCE.	FRED & FARID, Paris	FRANCE			
E02/008	01022	FITCHIX	HONEST EGGS CO	HONEST EGGS	VML, Melbourne	AUSTRALIA	AIRBAG Melbourne		MINDSHARE Melbourne
E02/016	01461	MAYO HATERS	NOTCO	NOTMAYO	GUT, Miami	UNITED STATES	DIVISION7 Los Angeles	ANIMAL MUSIC Miami / COSMO STREET Miami	
E02/025	11897	ALDIDAS	ALDI UK	ALDI	McCANN MANCHESTER, Manchester	UNITED KINGDOM	CRAFT Macclesfield		

### **E03 (Single-Market Campaign)**

E03/005	00191	OATLY IN PARIS	OATLY	OATLY OAT DRINK 1L	OATLY DEPARTMENT OF MIND CONTROL, Malmo	SWEDEN	AVENUE Paris		BILLUPS London
E03/028	00929	WAITING TO LIVE	NHS BLOOD AND TRANSPLANT	NHS BLOOD AND TRANSPLANT	VML, London / WUNDERMAN THOMPSON, London	UNITED KINGDOM	JULIAN WARD PHOTOGRAPHY London / WUNDERMAN THOMPSON London	HOGARTH London / SONICBRAND London	WAVEMAKER London

## **Brand Experience & Activation Shortlist**

E03/039	01166	SMACK FOR HEINZ	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA	FUZE REPS Toronto / MT VERNON ENTERTAINMENT Los Angeles / WONDERMAKR Ontario	R+D PRODUCTIONS Vancouver	CARAT Chicago
E03/060	01926	TURF FINDER	GATORADE	GATORADE	LEO BURNETT, Mumbai	INDIA	OFFROAD FILMS Mumbai		
E03/061	02041	SUPERCUBE	KNORR	BOUILLON CUBE	WEBER SHANDWICK, Cologne	GERMANY	TALLY HO Stockholm / WEBER SHANDWICK Cologne	TALLY HO Stockholm / WEBER SHANDWICK Cologne	WEBER SHANDWICK Cologne
E03/072	01809	IPAGER	GOOGLE	GOOGLE - #GET THE MESSAGE	DAVID, Miami	UNITED STATES	BABY LION Los Angeles / MASTERS & SAVANT Johannesburg		ESSENCEMEDIAC OM New York
E03/084	02254	FIT MY FEET	BUCKAROO FOOTWARE	FIT MY FEET SLIPPERS	McCANN, Gurugram	INDIA			

## **E04 (Social Behaviour & Cultural Insight)**

E04/021	00293	RIGHTS AGAINST THE RIGHT - THE FIRST TRADEMARK THAT STOPS TRADING NAZI MERCH.	LAUT GEGEN NAZIS	THE FIRST TRADEMARK THAT STOPS TRADING NAZI MERCH	JUNG VON MATT AG, Hamburg	GERMANY	SEHSUCHT Berlin		
E04/022	00296	DRIVING WHILE BLACK	COURAGEOUS CONVERSATION GLOBAL FOUNDATION	PUBLIC SERVICE	CRITICAL MASS, Calgary / GOODBY SILVERSTEIN AND PARTNERS, San Francisco	CANADA / UNITED STATES	THE MILL Los Angeles		
E04/024	00349	PAPER ORGANS	TAIWAN ORGAN SHARING REGISTRY AND PATIENT AUTONOMY PROMOTION	PAPER ORGANS	LEO BURNETT, Taipei	TAIWAN			STARCOM Taipei City / ZENITH Taipei
E04/051	00525	LOOK FOR FREEDOM	AMNESTY INTERNATIONAL PORTUGAL	LOOK FOR FREEDOM	HAVAS, Lisbon	PORTUGAL	CANAL 180 Porto		HAVAS PLAY Lisbon

## **Brand Experience & Activation Shortlist**

E04/071	01212	CORRECT THE INTERNET	TEAM HEROINE	TEAM HEROINE	DDB NEW ZEALAND, Auckland	NEW ZEALAND	FINCH Auckland	ATTICUS Auckland / LIQUID STUDIOS Auckland	
E04/072	00742	THE HOCKEY CARROT	KAUFLAND SLOVAKIA	KAUFLAND SLOVAKIA	THIS IS LOCCO, Bratislava	SLOVAKIA			
E04/099	01101	FREEING TACO T***DAY	TACO BELL	BRAND CAMPAIGN	DEUTSCH, Los Angeles	UNITED STATES	SUPERPRIME Culver City	NOMAD EDITING COMPANY Santa Monica	SPARK MEDIA Washington DC
E04/118	01421	THE VLUIT PROJECT	AFRISAM	AFRISAM CONSTRUCTION MATERIALS	PROMISE, Johannesburg	SOUTH AFRICA	HEY PAPA LEGEND Johannesburg / THE KINETIC Johannesburg	HEY PAPA LEGEND Johannesburg / THE KINETIC Johannesburg	PROMISE Johannesburg
E04/127	01522	SIGHTWALKS	SOL CEMENT	SOL CEMENT	CIRCUS GREY, Lima	PERU	CANICA FILMS Lima / DINAMO Lima / PUNTOAPARTE Lima / REBECA Lima	AGOSTO MUSIC AND SOUND CRAFT Lima / NATIVO POST Lima	APOYO COMUNICACION Lima
E04/145	01855	HEINZ KETCHUP INSURANCE	HEINZ	HEINZ KECTHCUP	FP7 McCANN, Dubai	UNITED ARAB EMIRATES		BELIEVE TV Santiago	CARAT Dubai
E04/146	01866	HIGHLIGHT YOUR BALLS	TESTICULAR CANCER SOCIETY	TESTICULAR CANCER SOCIETY	FP7 McCANN, Dubai	UNITED ARAB EMIRATES			MAGNA GLOBAL Dubai / UM Birmingham / UM London / UM MENA Dubai
E04/150	01686	CLEAN SPONSORSHIP	CONSUL	WASHING MACHINES CONSUL	DM9, Sao Paulo	BRAZIL			DM9 Sao Paulo
E04/153	01675	TRUST THE TWIST	OREO	OREO	LEPUB, Amsterdam	NETHERLANDS	SMUGGLER London	SIZZER Amsterdam	
E04/157	01741	SMUGGLERS	MARMITE	MARMITE	adam&eveDDB, New York / adam&eveDDB, London	UNITED STATES / UNITED KINGDOM	adam&eveStudios London / SMUGGLER London		
E04/161	01898	BALLBOARDS	MERCADO LIBRE	MERCADO LIBRE RETAIL	GUT, Sao Paulo	BRAZIL	DRAGON.FLY AUDIO Sao Paulo / NEW BUZZ Sao Paulo		GUT Sao Paulo

## **Brand Experience & Activation Shortlist**

E04/162	01969	GRAD IN BLACK	VULT	COSMETICS RETAIL	GUT, Sao Paulo	BRAZIL	CARBONO SOUND LAB Sao Paulo / DENDEZEIRO Salvador / STUDIO BOTICARIO Curitiba / WOLFWOLF Sao Paulo / YELLOW MELLO Campo Grande	GUT Sao Paulo	
E04/186	01425	THE HEAVIEST JERSEY	NEW BALANCE	NEW BALANCE	LEPUB, Sao Paulo	BRAZIL	BIZSYS TECNOLOGIA E PROJETOS ESPECIAIS Sao Paulo / LOUD+ Sao Paulo		
E04/197	01894	GAMER LOAN	BANCO DEL PACÍFICO	BANK LOAN	PARADAIS DDB, Guayaquil	ECUADOR			
E04/214	01485	UNTANGLING THE POLITICS OF HAIR	STIR MAGAZINE	MAGAZINE	FCB INDIA, Gurugram	INDIA	FCB INDIA Gurugram		
E04/224	12144	BRAHMA PHONE	BRAHMA	BEER	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	AMBEV DRAFTLINE INTEGRADA Sao Paulo / KAUS FILM Sao Paulo / MONKEY Sao Paulo / SATELITE AUDIO Sao Paulo / THINKERS STUDIOS Sao Paulo	GUAVA POST Sao Paulo AFRICA CREATIVE DDB Sao Paulo	
<b><u>E05 (Use of Humour)</u></b>									
E05/021	01306	WENDY'S ENTERS THE CHAT	WENDY'S	FULL WENDY'S MENU	VML, Kansas City	UNITED STATES			
E05/034	01868	HIGHLIGHT YOUR BALLS	TESTICULAR CANCER SOCIETY	TESTICULAR CANCER SOCIETY	FP7 McCANN, Dubai	UNITED ARAB EMIRATES		MAGNA GLOBAL Dubai / UM Birmingham / UM London / UM MENA Dubai	
E05/039	01790	THE GRAVY RACE	SHEBA	SHEBA	AMV BBDO, London	UNITED KINGDOM	RED STUDIOS London	JUNGLE STUDIOS London / RED STUDIOS London	ESSENCEMEDIAC OM New York
E05/042	01466	BOUQUETS FOR LIVING MEN	DOORDASH	DOORDASH	GUT, Los Angeles	UNITED STATES	LANDIA Los Angeles / MAD BOX MADE Richmond / OVERCOAST MUSIC AND SOUND Richmond		

## **Brand Experience & Activation Shortlist**

E05/043	01808	IPAGER	GOOGLE	GOOGLE - #GET THE MESSAGE	DAVID, Miami	UNITED STATES	BABY LION Los Angeles / MASTERS & SAVANT Johannesburg	ESSENCEMEDIAC OM New York
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### **E06 (Breakthrough on a Budget)**

E06/024	00940	THE SWEAT SIDE OF SPONSORSHIP	GATORADE	GATORADE	ISLA REPUBLICA, Sao Paulo	BRAZIL		
E06/027	01349	SWEETHEARTS SITUATIONSHIPS	SWEETHEARTS	SWEETHEARTS	THE TOMBRAS GROUP, Knoxville	UNITED STATES	THE TOMBRAS GROUP Knoxville	THE TOMBRAS GROUP Knoxville
E06/028	01480	GRAINS OF HOPE	UNITED24, SILPO, ROZETKA	FUNDRAISING CAMPAIGN	UNITED24, Kyiv / GRES TODORCHUK, Kyiv	UKRAINE	ARTEMSIL Soledar / SMART PRODUCTION Kyiv / STRUMER PRODUCTION Kyiv / UNITED24 Kyiv	GRES TODORCHUK Kyiv / UNITED24 Kyiv
E06/043	02177	FILTER CAPS	FILSA COLOMBIA	FILTER CAPS	OGILVY COLOMBIA, Bogotá	COLOMBIA		

### **E07 (Corporate Purpose & Social Responsibility)**

E07/022	00186	AIZOME WASTECARE™ INDUSTRIAL WASTE - CERTIFIED AS SKINCARE.	AIZOME	TEXTILES	SERVICEPLAN, Munich	GERMANY	OFF STUDIOS Munich	MEDIAPLUS GERMANY Munich
E07/023	00249	DELIVERY SAFE	KFC FRANCE	N/A	HAVAS PARIS	FRANCE		
E07/053	00727	BAR EXPERIENCE	HEINEKEN	HEINEKEN	LEPUB, Milan	ITALY	C41 Amsterdam	DENTSU REDSTAR London
E07/064	01133	BLOOD HARVEST	DIABLO	DIABLO IV	GUT, Los Angeles	UNITED STATES	CRAIG CUTLER STUDIOS Los Angeles / LANDIA Los Angeles / OVERCOAST MUSIC AND SOUND Richmond / UNICORNS AND UNICORNS Los Angeles	MAD BOX MADE Richmond

## **Brand Experience & Activation Shortlist**

E07/065	01206	CORRECT THE INTERNET	TEAM HEROINE	TEAM HEROINE	DDB NEW ZEALAND, Auckland	NEW ZEALAND	FINCH Auckland	ATTICUS Auckland / LIQUID STUDIOS Auckland	
E07/067	00892	FIRST CONVERSATION	HEETCH	HEETCH	BETC, Paris	FRANCE	AUDIO NETWORK Paris / SOVAGE Paris		
E07/068	01214	THE GREENPRINT	VOLKSWAGEN NZ	VOLKSWAGEN	DDB NEW ZEALAND, Auckland	NEW ZEALAND	TRIBAL AOTEAROA Auckland	FCB NEW ZEALAND Auckland	
E07/094	01547	REWILDING MODE	HUSQVARNA	HUSQVARNA AUTOMOWER®	PRIME WEBER SHANDWICK, Stockholm	SWEDEN	GIANTS & TOYS Stockholm / PRIME WEBER SHANDWICK Stockholm	GIANTS & TOYS Stockholm	PRIME WEBER SHANDWICK Stockholm
E07/096	01412	LITERACY PEN	WORLD LITERACY FOUNDATION	LITERACY PEN DEVICE	MEDIA.MONKS, Hilversum	NETHERLANDS	EMERGE Beijing / PRIMO CONTENT Bogota	VOX HAUS Petropolis	
E07/106	01523	SIGHTWALKS	SOL CEMENT	SOL CEMENT	CIRCUS GREY, Lima	PERU	CANICA FILMS Lima / DINAMO Lima / PUNTOAPARTE Lima / REBECA Lima	AGOSTO MUSIC AND SOUND CRAFT Lima / NATIVO POST Lima	APOYO COMUNICACION Lima
E07/129	01940	RENAULT - CARS TO WORK	RENAULT	MOBILITY RIGHTS	PUBLICIS CONSEIL, Paris	FRANCE	DIVISION Paris	FIRM STUDIO Paris / PRODIGIOUS Paris	
E07/134	01954	ORANGE - SAFE PHONES	ORANGE	AWARENESS	PUBLICIS CONSEIL, Paris	FRANCE	BEM.BUILDERS Paris		
E07/135	01834	CODE MY CROWN	DOVE	DOVE	EDELMAN, London	UNITED KINGDOM	11 DOLLAR BILL Chicago / KODE MEDIA London		
E07/144	02145	REVIEWS	HEINZ	HEINZ	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	PUNCH AUDIO Sao Paulo / SILVIO MEDEIROS Sao Paulo		
E07/154	02178	FILTER CAPS	FILSA COLOMBIA	FILTER CAPS	OGLIVY COLOMBIA, Bogotá	COLOMBIA			
E07/163	01909	PUB MUSEUMS	HEINEKEN	HEINEKEN	LEPUB, Milan / PUBLICIS, Dublin	ITALY / IRELAND	LENS THAT - AR CREATIVE STUDIO Warsaw		

## **E08 (Market Disruption)**

## **Brand Experience & Activation Shortlist**

E08/012	00725	150 YEARS OF WHATEVERKEN	HEINEKEN	HEINEKEN	LEPUB, Milan	ITALY	DESIGN BRIDGE AND PARTNERS Amsterdam / PRETTYBIRD London		
E08/018	01024	FITCHIX	HONEST EGGS CO	HONEST EGGS	VML, Melbourne	AUSTRALIA	AIRBAG Melbourne		MINDSHARE Melbourne
E08/032	01959	RENAULT - TIME- FIGHTERS PROGRAM	RENAULT	HUMAN FIRST PROGRAM	PUBLICIS CONSEIL, Paris	FRANCE	BIG PRODUCTIONS Paris	FIRM STUDIO Paris	OMD Paris
E08/036	02176	FILTER CAPS	FILSA COLOMBIA	FILTER CAPS	OGILVY COLOMBIA, Bogotá	COLOMBIA			
E08/040	02128	LIVE INSURANCE BY MAPFRE	MAPFRE	SEGUROS MAPFRE	MAPFRE, Madrid / McCANN SPAIN, Madrid	SPAIN	CRAFT Madrid / HARRY Madrid	CRAFT Madrid / THE LOBBY Madrid	MAKING SCIENCE Madrid / UM Madrid

**Total Shortlisted:**

**221**

**PR**                      **Additional**

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ICF NEXT New York    BLUEDGE New York /  
CANWORKS PRINTING Austin /  
MOLSON CANADA Toronto

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EDIBLE INC Los  
Angeles /  
EXPONENT  
Minneapolis /  
PERDUE FARMS  
Maryland

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KETCHUM New  
York

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EDELMAN London    BOOMERANG CREATE  
Amsterdam / LEPUB Amsterdam /  
MASSIVEMUSIC Amsterdam

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BCW Melbourne

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MSL Chicago            HUMAN Los Angeles / KELLOGGS  
Battle Creek / OUTSIDE Boulder

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ZENO GROUP            KRAFT HEINZ COMPANY Chicago  
Chicago

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NOTCO Santiago / THE KITCHEN  
Chicago

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BCW New York / BRIGHTSPOT  
Virginia / NATIONSWELL  
HEADQUARTERS New York /  
PEANUT London / THE  
ASSOCIATION OF MEDICAL  
ILLUSTRATORS Lexington

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P AND G WHISPER Mumbai

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VOLKSWAGEN Auckland

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RENAULT GROUP SIEGE  
SOCIAL Paris

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MERCADO LIVRE Sao Paulo

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MANGO Sydney

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BLIZZARD ENTERTAINMENT  
California

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MATERIAL INC.    ASTRAL KREATIV Munich /  
Tokyo            DRUCKEREI VOGL Zorneding /  
                     PAUL+PAUL Gilching / SQUARE  
                     FILM Hamburg /  
                     WORKBYWORKS STUDIO New  
                     York

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LLYC Lima

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TECHO Mexico City

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MARURI Guayaquil

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CHEP NETWORK Melbourne  
CLIMATE MEDIA COUNCIL Sydney / SHOUT OUT LOUD Melbourne / TIPPING POINT Melbourne

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PUBLICIS CONSEIL Paris  
BANG BANG STUDIOS Melbourne

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SPECIAL Sydney  
AAMI Melbourne / ANZ Melbourne / BONDS Melbourne / KIA MOTORS AUSTRALIA Sydney / McDONALD'S Thornleigh

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

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MOJO SUPERMARKET New York

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McCANN MANCHESTER Manchester

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EGS GROUP PR  
Montreal / POMP  
AND  
CIRCUMSTANCE  
Toronto

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DENTSU INC. Tokyo

EGS GROUP PR  
Montreal / POMP  
AND  
CIRCUMSTANCE  
Toronto

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SALUTEM New York AMBEE Hartford

BORDERLESS CITIZEN Curitiba

BUNKER Cordoba / NOTCO  
Buenos Aires

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BLIZZARD ENTERTAINMENT  
California

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ASSEMBLY London BROMLEY FC / MIAI BRAND  
PARTNERSHIPS Weybridge /  
SPORTS INTERACTIVE London

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PLANET LABS San Francisco

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EDELMAN London

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NEWSROOM DER  
SPARKASSEN FINANZGRUPPE  
Berlin

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METROPOLITAN MUSEUM OF  
ART New York / ROBLOX San  
Francisco

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THINKHOUSE      LEGARAGE Milan  
Dublin

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KOLLECTIFF Los Angeles /  
LIQUO AUDIO Sao Paulo /  
PINGUIM CONTENT Sao Paulo

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PRIME WEBER  
SHANDWICK  
Stockholm

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GUT Sao Paulo      MERCADO LIVRE Sao Paulo

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SPLENDID      GRAND VISUAL London /  
COMMUNICATIONS      SMOOTH TECHNOLOGY New  
London      York / TALON London /  
                                         TBWA\ESPANA Madrid

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THINKHOUSE      LEGARAGE Milan  
Dublin

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3PM/WEBER      ASL New York / VICAPS New York  
SHANDWICK New  
York

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DENTSU  
CREATIVE  
Auckland

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PRIMO CONTENT Bogota

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BURGER KING Madrid

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WEBER  
SHANDWICK  
MENAT Dubai

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CURRENT  
GLOBAL Dubai

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DOORDASH San Francisco /  
DOORDASH San Francisco /  
WILDLIFE Los Angeles

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EDELMAN Los Angeles /  
WIEDEN+KENNEDY Portland

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EGS GROUP PR  
Montreal / POMP  
AND  
CIRCUMSTANCE  
Toronto

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BCW Melbourne

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DRAFTLINE Bogota

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KETCHUM New York

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VIOLETA MUSIC Buenos Aires

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NOTCO Santiago / THE KITCHEN  
Chicago

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GUT Sao Paulo      MERCADO LIVRE Sao Paulo

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360PR Boston      EXTRA PACKAGING Boca Raton /  
FUELSPC FULFILLMENT  
SERVICES Chicago / PRESTIGE  
CONSUMER HEALTHCARE New  
York

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NINCH COMPANY  
Caba

---

WAVEMAKER  
Mumbai

---

DDB LATIN  
PUERTO RICO

---

HERO & OUTLAW  
Prague

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WEBER      FLORIDA CITRUS SPORTS  
SHANDWICK New      Orlando  
York

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3PM/WEBER      ASL New York / VICAPS New York  
SHANDWICK New  
York

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DENTSU  
CREATIVE  
Auckland

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ICF NEXT New York    BLUEDGE New York /  
CANWORKS PRINTING Austin /  
MOLSON CANADA Toronto

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KETCHUM New  
York

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CHEP NETWORK    CLIMATE MEDIA COUNCIL  
Melbourne       Sydney / SHOUT OUT LOUD  
Melbourne / TIPPING POINT  
Melbourne

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EDIBLE Chicago    CRAFTWORK Huntington Beach /  
GENESECO Dallas

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CITIZEN            MOLSON CANADA Toronto  
RELATIONS Toronto

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PUBLICIS  
CONSEIL Paris

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DAVID Miami       KETAMA Buenos Aires /  
MARMOSET MUSIC Portland /  
MAYFLOWER New York

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ROBERT/BOISEN  
& LIKE-MINDED  
Copenhagen

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ASSEMBLY London UKIE London

---

GRUPO LEYA Lisbon

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360PR Boston EXTRA PACKAGING Boca Raton /  
FUELSPC FULFILLMENT  
SERVICES Chicago / PRESTIGE  
CONSUMER HEALTHCARE New  
York

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METROPOLITAN MUSEUM OF  
ART New York / ROBLOX San  
Francisco

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THINKHOUSE LEGARAGE Milan  
Dublin

---

WHANAU ORA Auckland

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TOC ASOCIADOS  
LIMA

---

DOUBLE Y Bangkok

---

KETCHUM New  
York

---

KWT GLOBAL New  
York

---

PEPSICO Mexico City

---

WHATSAPP INC. Menlo Park

---

EDIBLE Chicago    CRAFTWORK Huntington Beach /  
GENESECO Dallas

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CITIZEN            MOLSON CANADA Toronto  
RELATIONS Toronto

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GRUPO LEYA Lisbon

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PLANET LABS San Francisco

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THE ROMANS London	LEGARAGE Milan / LEPUB Singapore
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BORDERLESS CITIZEN Curitiba

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DOORDASH San Francisco / EDELMAN Los Angeles / WIEDEN+KENNEDY Portland	DOORDASH San Francisco / WILDLIFE Los Angeles
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McCANN  
MANCHESTER  
Manchester

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SPECIAL Sydney	AAMI Melbourne / ANZ Melbourne / BONDS Melbourne / KIA MOTORS AUSTRALIA Sydney / McDONALD'S Thornleigh
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REDGERT COMMS 02100 DIGITAL Hamburg / LAUT  
Berlin GEGEN NAZIS EV Hamburg

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TEAM HEROINE Auckland / UN  
DEPARTMENT OF GLOBAL  
COMMUNICATIONS OUTREACH  
DIVISION New York

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MATERIAL INC.  
Tokyo

---

ZENO GROUP KRAFT HEINZ COMPANY Chicago  
Chicago

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THE TOMBRAS  
GROUP Knoxville

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REDGERT COMMS 02100 DIGITAL Hamburg / LAUT  
Berlin GEGEN NAZIS EV Hamburg

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CRUZ ROJA COLOMBIANA -  
DIRECCION NACIONAL Bogota /  
FUNDACION BAYLOR  
COLOMBIA Bogota / GRUPO  
FILSA Bogota

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LEPUB Sao Paulo NEW BALANCE Sao Paulo

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SPECIAL Sydney AAMI Melbourne / ANZ Melbourne /  
BONDS Melbourne / KIA MOTORS  
AUSTRALIA Sydney /  
McDONALD'S Thornleigh

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EDELMAN London BOOMERANG CREATE  
Amsterdam / LEPUB Amsterdam /  
MASSIVEMUSIC Amsterdam

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

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BCW London NHS BLOOD AND TRANSPLANT  
Bristol

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CURRENT  
GLOBAL Dubai

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FISCHERAPPELT THE MARTIN AGENCY Richmond  
Berlin

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360PR Boston EXTRA PACKAGING Boca Raton /  
FUELSPC FULFILLMENT  
SERVICES Chicago / PRESTIGE  
CONSUMER HEALTHCARE New  
York

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OGILVY Kuala THE GOAT AGENCY Singapore  
Lumpur

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KETCHUM New ARCADE EDIT Los Angeles / LIME  
York / RETHINK STUDIOS Los Angeles / MLSE  
Toronto / SHAKERMAKER San  
Francisco / VAYNERMEDIA New  
York

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PORTER NOVELLI ESTUDIOS MACHINA Bogota  
Mexico City

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DOORDASH San Francisco /  
DOORDASH San Francisco /  
WILDLIFE Los Angeles  
EDELMAN Los Angeles /  
WIEDEN+KENNEDY Portland

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VML HUNGARY  
Budapest

---

LLYC Lima

---

IMPACT BBDO  
Beirut / IMPACT  
PORTER NOVELLI  
Dubai

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BCW Melbourne

---

NOTCO Santiago / THE KITCHEN  
Chicago

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McCANN  
MANCHESTER  
Manchester

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BCW London      NHS BLOOD AND TRANSPLANT  
Bristol

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ZENO GROUP      KRAFT HEINZ COMPANY Chicago  
Chicago

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PEPSICO Gurgaon

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WEBER            MINDSHARE Gothenburg /  
SHANDWICK      MULLENLOWE UK London  
Cologne

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DAVID Miami      KETAMA Buenos Aires /  
                         MARMOSSET MUSIC Portland /  
                         MAYFLOWER New York

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REDGERT COMMS 02100 DIGITAL Hamburg / LAUT  
Berlin            GEGEN NAZIS EV Hamburg

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MSL Taipei        DIGITAS TAIWAN Taipei

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H/ADVISORS Lisbon

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TEAM HEROINE Auckland / UN  
DEPARTMENT OF GLOBAL  
COMMUNICATIONS OUTREACH  
DIVISION New York

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EDELMAN Los Angeles  
2D CREATIVE New York

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LLYC Lima

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CURRENT  
GLOBAL Dubai  
McCANN Birmingham

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CDN Sao Paulo

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FISCHERAPPELT THE MARTIN AGENCY Richmond  
Berlin

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W COMMUNICATIONS CABIN New York / FACTORY  
STUDIOS London / KING HENRY  
London London / UNILEVER London /  
UNTOLD STUDIOS London

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GUT Sao Paulo MERCADO LIVRE Sao Paulo

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GUT Sao Paulo GRUPO BOTICARIO Curitiba

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LEPUB Sao Paulo NEW BALANCE Sao Paulo

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FCB INDIA  
Gurugram

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DONA ANTONIA Sao Paulo /  
FLOW EFFECTS Sao Paulo / OBA  
PRINT Sao Paulo / TKCV Sao  
Paulo

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KETCHUM Chicago

---

McCANN Birmingham

---

WEBER  
SHANDWICK New  
York

---

DOORDASH San Francisco /  
SUPERETTE San Francisco

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DAVID Miami      KETAMA Buenos Aires /  
MARMOSSET MUSIC Portland /  
MAYFLOWER New York

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PEPSICO Mexico City

---

THE TOMBRAS  
GROUP Knoxville

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GRES  
TODORCHUK Kyiv

---

CRUZ ROJA COLOMBIANA -  
DIRECCION NACIONAL Bogota /  
FUNDACION BAYLOR  
COLOMBIA Bogota / GRUPO  
FILSA Bogota

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MATERIAL INC.      ASTRAL KREATIV Munich /  
Tokyo      DRUCKEREI VOGL Zorneding /  
PAUL+PAUL Gilching / SQUARE  
FILM Hamburg /  
WORKBYWORKS STUDIO New  
York

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

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BLIZZARD ENTERTAINMENT  
California

---

TEAM HEROINE Auckland / UN  
DEPARTMENT OF GLOBAL  
COMMUNICATIONS OUTREACH  
DIVISION New York

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VOLKSWAGEN Auckland

---

PRIME WEBER  
SHANDWICK  
Stockholm

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BELIEVE TV Santiago / WORLD  
LITERACY FOUNDATION  
Melbourne

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LLYC Lima

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RENAULT GROUP SIEGE  
SOCIAL Paris

---

EDELMAN London

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BORDERLESS CITIZEN Curitiba

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CRUZ ROJA COLOMBIANA -  
DIRECCION NACIONAL Bogota /  
FUNDACION BAYLOR  
COLOMBIA Bogota / GRUPO  
FILSA Bogota

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THINKHOUSE LEGARAGE Milan  
Dublin

---

EDELMAN London BOOMERANG CREATE  
Amsterdam / LEPUB Amsterdam /  
MASSIVEMUSIC Amsterdam

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BCW Melbourne

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PUBLICIS RENAULT GROUP SIEGE  
CONSEIL Paris SOCIAL Paris

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CRUZ ROJA COLOMBIANA -  
DIRECCION NACIONAL Bogota /  
FUNDACION BAYLOR  
COLOMBIA Bogota / GRUPO  
FILSA Bogota

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