

Creative B2B Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media
<u>A01 (Cross-Channel Storytelling)</u>									
A01/014	00215	HEINZ KETCHUP FRAUD	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA	WOLF CREDO STUDIO Buenos Aires	FRAME DISTILLERY VFX Vancouver / GRAYSON MUSIC Toronto / R+D PRODUCTIONS Toronto	STARCOM Chicago
A01/015	00350	THANKS FOR COKE-CREATING	COCA-COLA	COCA-COLA	VML, New York / VML, Kansas City / VML, Sao Paulo	UNITED STATES / BRAZIL	BALIPROD Bali / GLITCH PRODUCTIONS Mumbai / MANGO FILMS Guadalajara / NETO+SHOOKAN PRODUCTIONS Johannesburg / SUGARCANE FILMES Sao Paulo	RAW AUDIO Sao Paulo / SUGARCANE FILMES Sao Paulo / VML Sao Paulo	ESSENCEMEDIAC OM Mexico City
<u>A02 (Brand Experience)</u>									
A02/023	00265	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	
A02/035	00301	PUB MUSEUMS	HEINEKEN	HEINEKEN	LEPUB, Milan / PUBLICIS, Dublin	ITALY / IRELAND		LENS THAT - AR CREATIVE STUDIO Warsaw	
A02/040	00385	ROOM FOR EVERYONE	MASTERCARD	DIGITAL PLATFORM THAT HELPS POLISH AND UKRAINIAN BUSINESSES	McCANN POLAND, Warsaw	POLAND			
A02/044	00318	SPREADBEATS	SPOTIFY	SPOTIFY ADVERTISING	FCB NEW YORK	UNITED STATES	UNCHARTED LIMBO COLLECTIVE London	COLOSSAL Curitiba	
<u>A03 (Innovative use of Content)</u>									

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A03/019	00266	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	
A03/025	00341	MEET MARINA PRIETO	JCDECAUX	B2B	DAVID, Madrid	SPAIN	DESEIF Madrid / FAR MEDIA Madrid / PICKLE MUSIC Madrid	THE LOBBY Madrid	
A03/026	00349	THANKS FOR COKE-CREATING	COCA-COLA	COCA-COLA	VML, New York / VML, Kansas City / VML, Sao Paulo	UNITED STATES / BRAZIL	BALIPROD Bali / GLITCH PRODUCTIONS Mumbai / MANGO FILMS Guadalajara / NETO+SHOOKAN PRODUCTIONS Johannesburg / SUGARCANE FILMES Sao Paulo	RAW AUDIO Sao Paulo / SUGARCANE FILMES Sao Paulo / VML Sao Paulo	ESSENCEDIAC OM Mexico City
A03/034	00319	SPREADBEATS	SPOTIFY	SPOTIFY ADVERTISING	FCB NEW YORK	UNITED STATES	UNCHARTED LIMBO COLLECTIVE London	COLOSSAL Curitiba	

A04 (Targeting & Engagement)

A04/002	00038	THE CALL TO ACTION	TUBI	TUBI	MISCHIEF AT NO FIXED ADDRESS, New York	UNITED STATES	GREENPOINT PICTURES New York	CHRIS DUDLEY Florida / CO3 New York / GREENPOINT PICTURES New York / MARK BIANCHI Austin / SONIC UNION New York	VAYNERMEDIA New York
A04/013	00335	TRUCKER NAPP	VOLKSWAGEN & LIVELO	VW METEOR	ALMAPBBDO, Sao Paulo	BRAZIL	20DASH São Paulo / BELGRADO FILMES Sao Paulo / JAMUTE Sao Paulo		
A04/016	00338	MEET MARINA PRIETO	JCDECAUX	B2B	DAVID, Madrid	SPAIN	DESEIF Madrid / FAR MEDIA Madrid / PICKLE MUSIC Madrid	THE LOBBY Madrid	
A04/026	00320	SPREADBEATS	SPOTIFY	SPOTIFY ADVERTISING	FCB NEW YORK	UNITED STATES	UNCHARTED LIMBO COLLECTIVE London	COLOSSAL Curitiba	

A05 (Effectiveness & Measurement)

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A05/004	00244	BEER RETIREMENT ACCOUNT	POKER BEER	POKER BEER	MEDIA.MONKS, Hilversum	NETHERLANDS	PRIMO CONTENT Bogota	
<u>A06 (Long-Term Brand Building)</u>								
A06/009	00234	BACKING THE BARS	HEINEKEN	HEINEKEN	LEPUB, Milan	ITALY		DENTSU REDSTAR London
A06/010	00359	EXTRA LIME COMPANY	CORONA	CORONA	DAVID, Bogota / AB INBEV, Shanghai / TBWA\GROUP CHINA, Shanghai / DRAFTLINE, Shanghai / BOUNDLESS, Johannesburg	COLOMBIA / MAINLAND CHINA / SOUTH AFRICA		
A06/011	00324	B2B: IT'S ALL OF OUR BUSINESS	UN GLOBAL COMPACT	B2B: IT'S ALL OF OUR BUSINESS	ALMAPBDO, Sao Paulo	BRAZIL	ALMAPBDO Sao Paulo	
<u>A07 (Breakthrough on a Budget)</u>								
A07/012	00191	ESCAPE	GERMAN RAIL	GERMAN RAIL	OGILVY GERMANY, Frankfurt	GERMANY	RIVERSOUND STUDIO Geisenheim	
A07/017	00339	MEET MARINA PRIETO	JCDECAUX	B2B	DAVID, Madrid	SPAIN	DESEIF Madrid / FAR MEDIA Madrid / PICKLE MUSIC Madrid	THE LOBBY Madrid
<u>A09 (Corporate Purpose & Social Responsibility)</u>								
A09/005	00050	FORTUM+FISHHE ART	FORTUM	FISHHEART	TBWA\SCREEN, Helsinki / FISHHEART, Helsinki	FINLAND		TBWA\SCREEN Helsinki
A09/018	00175	INDUSTRIAL EMISSIONS FACE MIST	VATTENFALL	ENERGY COMPANY	NORD DDB, Stockholm	SWEDEN	NORD DDB Stockholm	OMD Stockholm
A09/027	00246	BEER RETIREMENT ACCOUNT	POKER BEER	POKER BEER	MEDIA.MONKS, Hilversum	NETHERLANDS	PRIMO CONTENT Bogota	
A09/028	00257	THE E- COMMERCE OF TRUST	GAHR WECAPITAL	THE E-COMMERCE OF TRUST	DDB MEXICO, Mexico City	MEXICO	WHISKY FILMS Mexico City	

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A09/033	00323	TRUCKER NAPP	VOLKSWAGEN & LIVELO	VW METEOR	ALMAPBBDO, Sao Paulo	BRAZIL	20DASH São Paulo / BELGRADO FILMES Sao Paulo / JAMUTE Sao Paulo	
A09/035	00306	RENAULT - PLUG-INN FOR BUSINESS	RENAULT	APPLICATION	PUBLICIS CONSEIL, Paris	FRANCE	PUBLICIS SAPIENT Paris	PRODIGIOUS Paris
A09/036	00367	THE MOVE TO -15	DP WORLD	DP WORLD	EDELMAN, London	UNITED KINGDOM		
A09/053	00383	ROOM FOR EVERYONE	MASTERCARD	DIGITAL PLATFORM THAT HELPS POLISH AND UKRAINIAN BUSINESSES	McCANN POLAND, Warsaw	POLAND		

A10 (Market Disruption)

A10/011	00242	INPLOYABLE	CDSS	CDSS	FCB TORONTO	CANADA	SUNEEVA Toronto	GRAYSON MUSIC INITIATIVE Toronto / MARRIED TO GIANTS Toronto
A10/013	00307	RENAULT - PLUG-INN FOR BUSINESS	RENAULT	APPLICATION	PUBLICIS CONSEIL, Paris	FRANCE	PUBLICIS SAPIENT Paris	PRODIGIOUS Paris
A10/014	00365	THE MOVE TO -15	DP WORLD	DP WORLD	EDELMAN, London	UNITED KINGDOM		
A10/018	00299	PUB MUSEUMS	HEINEKEN	HEINEKEN	LEPUB, Milan / PUBLICIS, Dublin	ITALY / IRELAND		LENS THAT - AR CREATIVE STUDIO Warsaw

A11 (Craft in B2B)

A11/010	00040	THE UNDERDOGS: SWIPED MAC	APPLE	MAC	APPLE, San Jose	UNITED STATES	APPLE San Jose	APPLE San Jose	APPLE San Jose
A11/045	00267	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	

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A11/050	00348	THANKS FOR COKE-CREATING	COCA-COLA	COCA-COLA	VML, New York / VML, Kansas City / VML, Sao Paulo	UNITED STATES / BRAZIL	BALIPROD Bali / GLITCH PRODUCTIONS Mumbai / MANGO FILMS Guadalajara / NETO+SHOOKAN PRODUCTIONS Johannesburg / SUGARCANE FILMES Sao Paulo	RAW AUDIO Sao Paulo / SUGARCANE FILMES Sao Paulo / VML Sao Paulo	ESSENCEDIAC OM Mexico City
A11/062	00317	SPREADBEATS	SPOTIFY	SPOTIFY ADVERTISING	FCB NEW YORK	UNITED STATES	UNCHARTED LIMBO COLLECTIVE London	COLOSSAL Curitiba	

A12 (Integrated Campaigns)

A12/024	00347	THANKS FOR COKE-CREATING	COCA-COLA	COCA-COLA	VML, New York / VML, Kansas City / VML, Sao Paulo	UNITED STATES / BRAZIL	BALIPROD Bali / GLITCH PRODUCTIONS Mumbai / MANGO FILMS Guadalajara / NETO+SHOOKAN PRODUCTIONS Johannesburg / SUGARCANE FILMES Sao Paulo	RAW AUDIO Sao Paulo / SUGARCANE FILMES Sao Paulo / VML Sao Paulo	ESSENCEDIAC OM Mexico City
A12/029	00382	ROOM FOR EVERYONE	MASTERCARD	DIGITAL PLATFORM THAT HELPS POLISH AND UKRAINIAN BUSINESSES	McCANN POLAND, Warsaw	POLAND			

A13 (B2B Influencer Marketing)

A13/002	00033	THE 7 WONDERS CHALLENGE	TRAVELPORT	TRAVELPORT+	TRAVELPORT, Dublin	IRELAND			
A13/012	00340	MEET MARINA PRIETO	JCDECAUX	B2B	DAVID, Madrid	SPAIN	DESEIF Madrid / FAR MEDIA Madrid / PICKLE MUSIC Madrid	THE LOBBY Madrid	

Total Shortlisted:

40

PR

Additional

ZENO GROUP Chicago
KRAFT HEINZ COMPANY Chicago

OGILVY PR London VML Johannesburg / VML Mexico
City / VML Sydney

GRUPO LEYA Lisbon

THINKHOUSE LEGARAGE Milan
Dublin

BOGOTA Curitiba / DAHOUSE
AUDIO Los Angeles / SPOTIFY
New York

GRUPO LEYA Lisbon

JCDECAUX SPAIN Madrid

OGILVY PR London VML Johannesburg / VML Mexico
City / VML Sydney

BOGOTA Curitiba / DAHOUSE
AUDIO Los Angeles / SPOTIFY
New York

NATHANIEL ERAS Berlin / TUBI
San Francisco

JCDECAUX SPAIN Madrid

BOGOTA Curitiba / DAHOUSE
AUDIO Los Angeles / SPOTIFY
New York

DRAFTLINE Bogota

EDELMAN London BOOMERANG AGENCY
Amsterdam / LEPUB Amsterdam /
LEPUB Sao Paulo / PUBLICIS
Buenos Aires / PUBLICIS Dublin

GERMAN RAIL Berlin

JCDECAUX SPAIN Madrid

TBWA\SCREEN FORTUM OYJ Espoo
Helsinki

BISCUIT FILMWORKS London /
C/O GERD FABRIK &
FABRIKS BUTIK Jokkmokk /
CAMP DAVID Stockholm / HOUSE
AGENCY Stockholm / STUDIO
VNUK London

DRAFTLINE Bogota

PORTER NOVELLI ESTUDIOS MACHINA Bogota
Mexico City

EPSILON Paris / RAZORFISH
Paris / RENAULT GROUP SIEGE
SOCIAL Paris

EDELMAN London

GLOSSY PR CANADIAN DOWN SYNDROME
Toronto SOCIETY Calgary

EPSILON Paris / RAZORFISH
Paris / RENAULT GROUP SIEGE
SOCIAL Paris

EDELMAN London

THINKHOUSE LEGARAGE Milan
Dublin

GRUPO LEYA Lisbon

OGILVY PR London VML Johannesburg / VML Mexico
City / VML Sydney

BOGOTA Curitiba / DAHOUSE
AUDIO Los Angeles / SPOTIFY
New York

OGILVY PR London VML Johannesburg / VML Mexico
City / VML Sydney

TRAVELPORT
Dublin

JCDECAUX SPAIN Madrid
