

Creative Business Transformation Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media
<u>A01 (Experience Transformation)</u>									
A01/031	00233	RENAULT - CARS TO WORK	RENAULT	MOBILITY RIGHTS	PUBLICIS CONSEIL, Paris	FRANCE	DIVISION Paris	FIRM STUDIO Paris / PRODIGIOUS Paris	
A01/036	00243	REFURB	PHILIPS	PHILIPS	LEPUB, Amsterdam	NETHERLANDS	AMBASSADORS Amsterdam / SHOTZ Berlin	LENS THAT - AR CREATIVE STUDIO Warsaw	OMD Amsterdam
A01/041	00229	RENAULT - PLUG-INN FOR BUSINESS	RENAULT	APPLICATION	PUBLICIS CONSEIL, Paris	FRANCE	PUBLICIS SAPIENT Paris	PRODIGIOUS Paris	
A01/045	10250	CLOSER TO CARE	RAID	RAID	OGILVY, Chicago	UNITED STATES	SCHOLAR FILMS Durban		
<u>A03 (Targeting, Insights & Personalisation)</u>									
A03/005	00055	HEINZ REMIX CUSTOMIZABLE DIGITAL SAUCE DISPENSER	HEINZ	HEINZ REMIX	KRAFT HEINZ COMPANY, Chicago	UNITED STATES	CATALYST Indianapolis / JPG RESOURCES Battle Creek / MESH SYSTEMS Monterey		
A03/021	00214	SELFLESS SHELVES	ARLA	PUCK	FP7 McCANN, Dubai	UNITED ARAB EMIRATES	TRES CONTENT Dubai		PHD MEDIA MENA Dubai
<u>A04 (Creative Application of Emerging Technology)</u>									
A04/003	00102	THE DOVE CODE	DOVE	DOVE	SOKO, Sao Paulo	BRAZIL	BIG SYNC MUSIC London / ESTUDIO DIPROD Sao Paulo / HEFTY Sao Paulo / SAIGON Sao Paulo / THE MILL New York		
<u>B02 (Brand Purpose & Impact)</u>									
B02/007	00063	ILLUSTRATE CHANGE	JOHNSON & JOHNSON	ILLUSTRATE CHANGE	DELOITTE DIGITAL, New York / JOHNSON & JOHNSON, New Brunswick	UNITED STATES	NORTE Sao Paulo		

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B02/013	00090	THE MAMMOTH MEATBALL	VOW	CULTURED MEAT	VML, Amsterdam / WUNDERMAN THOMPSON, Amsterdam / WUNDERMAN THOMPSON, Antwerp	NETHERLANDS / BELGIUM	AMBASSADORS Amsterdam / AMP AMSTERDAM / MONWEST Amsterdam / WEFILM CREATIVE AGENCY Amsterdam / WUNDERMAN THOMPSON Sydney	
B02/014	00101	THE DOVE CODE	DOVE	DOVE	SOKO, Sao Paulo	BRAZIL	BIG SYNC MUSIC London / ESTUDIO DIPROD Sao Paulo / HEFTY Sao Paulo / SAIGON Sao Paulo / THE MILL New York	
B02/016	00150	CDSS: CHANGE FOR INCLUSION	CDSS	CDSS	FCB TORONTO	CANADA	456 STUDIOS Toronto / SUNEEVA Toronto	GRAYSON MUSIC UM Toronto Toronto / MARRIED TO GIANTS Toronto / OUTSIDER EDITORIAL Toronto / ROOSTER POST PRODUCTION Toronto / SAINTS EDITORIAL Toronto
B02/024	00168	THE E-COMMERCE OF TRUST	GAHR WECAPITAL	THE E-COMMERCE OF TRUST	DDB MEXICO, Mexico City	MEXICO	WHISKY FILMS Mexico City	
B02/038	00081	AMUNAS RECOVERY	CUSQUEÑA	ALCOHOLIC DRINK	BACKUS - AB INBEV, Lima / PUBLICIS PERU, Lima	PERU	PUBLICIS PERU Lima	PUBLICIS PERU Lima
B02/039	00131	ADOPTABLE. BY PEDIGREE	PEDIGREE	PEDIGREE	COLENZO BBDO, Auckland	NEW ZEALAND	NEXUS STUDIOS London	ESSENCEDIAC OM Auckland
B02/053	00242	LOST CHILD ALERT	ELETROMIDIA	LOST CHILD ALERT	ALMAPBBDO, Sao Paulo	BRAZIL	CINE CINEMATOGRAFICA Sao Paulo / HEFTY Sao Paulo	ELETROMIDIA Sao Paulo
B04 (New Relationship Models)								
B04/010	00182	NETWORK PASS	T-MOBILE	T-MOBILE	VML, Kansas City / VML, Atlanta	UNITED STATES	VML Miami / VML New York	

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B04/019	00230	RENAULT - PLUG-IN FOR BUSINESS	RENAULT	APPLICATION	PUBLICIS CONSEIL, Paris	FRANCE	PUBLICIS SAPIENT Paris	PRODIGIOUS Paris
B04/024	00232	RENAULT - CARS TO WORK	RENAULT	MOBILITY RIGHTS	PUBLICIS CONSEIL, Paris	FRANCE	DIVISION Paris	FIRM STUDIO Paris / PRODIGIOUS Paris

B05 (End-to-End Transformation)

B05/003	00094	GLOBAL HEINZ: REBUILDING AN ICON	HEINZ	HEINZ	KRAFT HEINZ COMPANY, Chicago / RETHINK, Toronto / WIEDEN+KENNEDY, New York / GUT, Sao Paulo / VML MADRID	UNITED STATES / CANADA / BRAZIL / SPAIN		STARCOM Chicago
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C01 (Product)

C01/002	00025	TOGETHER LET'S END MALARIA	SC JOHNSON	SC JOHNSON GUARDIAN™	SC JOHNSON, Racine / BRANDTECH CONSULTING, New York	UNITED STATES	APR Denver / SCHOLAR FILMS Durban	APR Denver / CUTTERS Detroit / SCHOLAR FILMS Durban
C01/008	00054	HEINZ REMIX CUSTOMIZABLE DIGITAL SAUCE DISPENSER	HEINZ	HEINZ REMIX	KRAFT HEINZ COMPANY, Chicago	UNITED STATES	CATALYST Indianapolis / JPG RESOURCES Battle Creek / MESH SYSTEMS Monterey	
C01/013	00088	SAMSUNG UNFEAR	SAMSUNG	GALAXY BUDS2 PRO	CHEIL WORLDWIDE, Madrid	SPAIN	CHEIL WORLDWIDE Madrid	CHEIL WORLDWIDE Madrid
C01/018	00115	HEINZ KETCHUP & SEEMINGLY RANCH	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA	FUZE REPS Toronto	STARCOM Chicago
C01/032	00213	SELFLESS SHELVES	ARLA	PUCK	FP7 McCANN, Dubai	UNITED ARAB EMIRATES	TRES CONTENT Dubai	PHD MEDIA MENA Dubai

C02 (Service Design)

C02/011	00236	RENAULT - CARS TO WORK	RENAULT	MOBILITY RIGHTS	PUBLICIS CONSEIL, Paris	FRANCE	DIVISION Paris	FIRM STUDIO Paris / PRODIGIOUS Paris
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D01 (Venture Models & Corporate Innovation)

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D01/003	00091	THE MAMMOTH MEATBALL	VOW	CULTURED MEAT	VML, Amsterdam / WUNDERMAN THOMPSON, Amsterdam / WUNDERMAN THOMPSON, Antwerp	NETHERLANDS / BELGIUM	AMBASSADORS Amsterdam / AMP AMSTERDAM / MONWEST Amsterdam / WEFILM CREATIVE AGENCY Amsterdam / WUNDERMAN THOMPSON Sydney
D01/007	10251	CLOSER TO CARE	RAID	RAID	OGILVY, Chicago	UNITED STATES	SCHOLAR FILMS Durban

Total Shortlisted: 27

PR

Additional

RENAULT GROUP SIEGE SOCIAL
Paris

KETCHUM
Amsterdam

LEGARAGE Milan

EPSILON Paris / RENAULT
GROUP SIEGE SOCIAL Paris

MICROSOFT Chicago / SLALOM
CONSULTING Seattle

CURRENT GLOBAL
Dubai

EDELMAN London / MEDIA.MONKS San Francisco /
EDELMAN New York OGILVY London / UNILEVER
London

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

BCW New York / VOW Sydney
FOR THE RIGHT
REASONS
Amsterdam

EDELMAN London / MEDIA.MONKS San Francisco /
EDELMAN New York OGILVY London / UNILEVER
London

GLOSSY PR ALTER EGO Toronto / BLISS
Toronto / INITIATIVE INTERACTIVE Saigon / CJ
Toronto GRAPHICS Mississauga / FORT
YORK VFX Toronto / JIGSAW
CASTING Toronto / POSIT
SCIENCE/BRAINHQ N/A / SILENT
JOE Toronto / THE VANITY
Toronto

PORTER NOVELLI ESTUDIOS MACHINA Bogota
Mexico City

TALKABILITY Miami

PORTER NOVELLI MARS London
Auckland

EPSILON Paris / RENAULT
GROUP SIEGE SOCIAL Paris

RENAULT GROUP SIEGE SOCIAL
Paris

MICROSOFT Chicago / SLALOM
CONSULTING Seattle

ZENO GROUP KRAFT HEINZ COMPANY Chicago
Chicago

CURRENT GLOBAL
Dubai

RENAULT GROUP SIEGE SOCIAL
Paris

BCW New York / VOW Sydney
FOR THE RIGHT
REASONS
Amsterdam

