

## Creative Commerce Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media
<b><u>A01 (Consumer Goods)</u></b>									
A01/006	00139	SOUND SCALES	BAILEYS	BAILEYS	VML, London / VML, New York	UNITED KINGDOM / UNITED STATES			PHD London
A01/010	00185	SAMSUNG THE ART OF HACK	SAMSUNG	SAMSUNG THE FRAME TV	CHEIL WORLDWIDE, Madrid	SPAIN	CHEIL WORLDWIDE Madrid	CHEIL WORLDWIDE Madrid	CHEIL WORLDWIDE Madrid
A01/011	00263	OREO CALLS	OREO	OREO	VML, New York	UNITED STATES	BELIEVE TV Santiago		
A01/015	00268	HEINZ KETCHUP & SEEMINGLY RANCH	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA	FUZE REPS Toronto		STARCOM Chicago
A01/026	00311	OREO MENU	OREO	OREO	VML, New York	UNITED STATES	BELIEVE TV Santiago / SONIDO ANTRO Miami		
<b><u>A04 (Travel, Leisure, Retail, Restaurants &amp; Fast Food Chains)</u></b>									
A04/011	10003	AUDIENCE DELIVERY	IFOOD	IFOOD	DM9, Sao Paulo	BRAZIL	LIVEMODE SERVICOS DIGITAIS - RUA BAMBINA Rio De Janeiro		
A04/014	00253	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
A04/029	00522	SHT	IKEA CANADA	IKEA	EDELMAN, Toronto	CANADA	EDELMAN Toronto	EDELMAN Toronto	CARAT Toronto
<b><u>A06 (Consumer Services/Business to Business)</u></b>									
A06/006	00251	IN-GAME INVESTORS	MERCADO PAGO	DIGITAL BANK SERVICES	GUT, Sao Paulo	BRAZIL	CABARET Sao Paulo / YELLOW MELLO Campo Grande		
<b><u>B01 (Social/Influencer Commerce)</u></b>									
B01/010	00266	HEINZ KETCHUP & SEEMINGLY RANCH	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA	FUZE REPS Toronto		STARCOM Chicago

## Creative Commerce Shortlist

B01/013	00353	THE SALTIEST INFLUENCER	REFISAL	SALIMON	NAME, Bogota	COLOMBIA			
---------	-------	-------------------------	---------	---------	--------------	----------	--	--	--

### B02 (Mobile-Led Commerce)

B02/002	00138	SOUND SCALES	BAILEYS	BAILEYS	VML, London / VML, New York	UNITED KINGDOM / UNITED STATES			PHD London
B02/003	00165	CHARMOLOGY	LUCKY CHARMS	LUCKY CHARMS	VML, New York	UNITED STATES			SONIDO ANTRO Miami
B02/004	00166	PIZZA RESCUE	DIGIORNO	DIGIORNO	VML, New York	UNITED STATES			BELIEVE TV Santiago OPENMIND New York
B02/008	00261	OREO CALLS	OREO	OREO	VML, New York	UNITED STATES			BELIEVE TV Santiago
B02/016	00432	AUDIENCE DELIVERY	IFOOD	IFOOD	DM9, Sao Paulo	BRAZIL			LIVEMODE SERVICOS DIGITAIS - RUA BAMBINA Rio De Janeiro

### B03 (Entertainment Commerce)

B03/005	00137	ROYALTIES FOR NATURE	NATURE VALLEY	NATURE VALLEY	VML, New York	UNITED STATES			AMAZON ADVERTISING Chicago
B03/010	10004	AUDIENCE DELIVERY	IFOOD	IFOOD	DM9, Sao Paulo	BRAZIL			LIVEMODE SERVICOS DIGITAIS - RUA BAMBINA Rio De Janeiro
B03/015	00264	OREO CALLS	OREO	OREO	VML, New York	UNITED STATES			BELIEVE TV Santiago

### B04 (Omnichannel Commerce)

B04/006	10367	THE E-COMMERCE OF TRUST	GAHR WECAPITAL	THE E-COMMERCE OF TRUST	DDB MEXICO, Mexico City	MEXICO			WHISKY FILMS Mexico City
---------	-------	-------------------------	----------------	-------------------------	-------------------------	--------	--	--	--------------------------

### B05 (Sustainable Commerce)

B05/008	00492	REFURB	PHILIPS	PHILIPS	LEPUB, Amsterdam	NETHERLANDS			AMBASSADORS Amsterdam / SHOTZ Berlin OMD Amsterdam
B05/009	00453	SELFLESS SHELVES	ARLA	PUCK	FP7 McCANN, Dubai	UNITED ARAB EMIRATES			TRES CONTENT Dubai PHD MEDIA MENA Dubai
B05/010	00500	RECUSTOM	NATIONAL HERITAGE BOARD	TAILORING SERVICE	DDB GROUP SINGAPORE	SINGAPORE			MOTHERSHIP PRODUCTIONS Mumbai / MUSE Singapore

## Creative Commerce Shortlist

B05/011	00520	SHT	IKEA CANADA	IKEA	EDELMAN, Toronto	CANADA	EDELMAN Toronto	EDELMAN Toronto	CARAT Toronto
---------	-------	-----	-------------	------	------------------	--------	-----------------	-----------------	---------------

### B06 (Innovative use of Media)

B06/006	00142	ROYALTIES FOR NATURE	NATURE VALLEY	NATURE VALLEY	VML, New York	UNITED STATES			AMAZON ADVERTISING Chicago
---------	-------	----------------------	---------------	---------------	---------------	---------------	--	--	----------------------------

B06/032	00514	SUNSET O' CLOCK	CORONA	CORONA	DAVID, Bogota	COLOMBIA			
---------	-------	-----------------	--------	--------	---------------	----------	--	--	--

### C01 (Targeting, Insights and Personalisation)

C01/013	00374	SAMSUNG THROWBACK DEALS	SAMSUNG	SAMSUNG.COM	MRM , Sumarezinho	BRAZIL			
---------	-------	-------------------------	---------	-------------	-------------------	--------	--	--	--

### C03 (In-Store Experiences)

C03/004	00053	YOUR 2ND FAVOURITE BEER	MATILDA BAY	MATILDA BAY HAZY LAGER	HOWATSON+COMPAN Y, Sydney	AUSTRALIA	SCOUNDREL Sydney	HOWATSON+COM PANY Sydney	
---------	-------	-------------------------	-------------	------------------------	---------------------------	-----------	------------------	--------------------------	--

C03/023	00459	AFTER-DINNER DINNER	MCDONALD'S	MCDONALD'S	FP7 McCANN, Dubai	UNITED ARAB EMIRATES		VOX HAUS Petropolis	SPLASH MEDIA SRL. Santo Domingo
---------	-------	---------------------	------------	------------	-------------------	----------------------	--	---------------------	---------------------------------

C03/028	00293	0.0 PROHIBITION SHELF	HEINEKEN	HEINEKEN 0.0	PUBLICIS, Buenos Aires	ARGENTINA	PUBLICIS Buenos Aires		
---------	-------	-----------------------	----------	--------------	------------------------	-----------	-----------------------	--	--

### C04 (Customer Acquisition & Retention)

C04/013	00160	PIZZA RESCUE	DIGIORNO	DIGIORNO	VML, New York	UNITED STATES	BELIEVE TV Santiago		OPENMIND New York
---------	-------	--------------	----------	----------	---------------	---------------	---------------------	--	-------------------

C04/016	00155	THE DOG FOOD VENDING MACHINE	HAUHAU CHAMPION	HAUHAU CHAMPION	TBWA HELSINKI	FINLAND	NEXT Helsinki	SCREEN Helsinki	CLEAR CHANNEL Helsinki
---------	-------	------------------------------	-----------------	-----------------	---------------	---------	---------------	-----------------	------------------------

C04/018	00184	SAMSUNG THE ART OF HACK	SAMSUNG	SAMSUNG THE FRAME TV	CHEIL WORLDWIDE, Madrid	SPAIN	CHEIL WORLDWIDE Madrid	CHEIL WORLDWIDE Madrid	CHEIL WORLDWIDE Madrid
---------	-------	-------------------------	---------	----------------------	-------------------------	-------	------------------------	------------------------	------------------------

C04/023	00244	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
---------	-------	----------------	---------------	----------------------	----------------	--------	--	--	---------------

## Creative Commerce Shortlist

C04/038	00454	AFTER-DINNER DINNER	MCDONALD'S	MCDONALD'S	FP7 McCANN, Dubai	UNITED ARAB EMIRATES		VOX HAUS Petropolis	SPLASH MEDIA SRL. Santo Domingo
C04/045	00474	RENAULT - CARS TO WORK	RENAULT	MOBILITY RIGHTS	PUBLICIS CONSEIL, Paris	FRANCE	DIVISION Paris	FIRM STUDIO Paris / PRODIGIOUS Paris	
C04/052	00351	INSTALL OUR LOGO	ADT SECURITY	ADT SMART SECURITY	LEO BURNETT, Mexico City	MEXICO	GATO Mexico City	GATO Mexico City	STARCOM Mexico City

## C06 (Brand Strategy)

C06/004	00052	YOUR 2ND FAVOURITE BEER	MATILDA BAY	MATILDA BAY HAZY LAGER	HOWATSON+COMPAN Y, Sydney	AUSTRALIA	SCOUNDREL Sydney	HOWATSON+COMPAN Y Sydney	
C06/006	00133	150 YEARS OF WHATEVERKEN	HEINEKEN	HEINEKEN	LEPUB, Milan	ITALY	DESIGN BRIDGE AND PARTNERS Amsterdam / PRETTYBIRD London		
C06/013	00308	OREO MENU	OREO	OREO	VML, New York	UNITED STATES	BELIEVE TV Santiago / SONIDO ANTRO Miami		
C06/031	00352	INSTALL OUR LOGO	ADT SECURITY	ADT SMART SECURITY	LEO BURNETT, Mexico City	MEXICO	GATO Mexico City	GATO Mexico City	STARCOM Mexico City
C06/032	00526	ADSCAN	MAKRO COLOMBIA	MAKRO	VML, Bogota	COLOMBIA	GLORIOUS Bogota		

## D02 (eCommerce Websites/Apps)

D02/007	00360	NOT SO HAPPY ANIMALS	NOTCO	NOTCO	GUT, Mexico City	MEXICO	PRIMO CONTENT Mexico City	BITT ANIMATION Buenos Aires / ELLAS POST Mexico City / GENOSHA Buenos Aires / PAPA MUSIC Buenos Aires	
---------	-------	----------------------	-------	-------	------------------	--------	---------------------------	---	--

## D03 (Payment Solutions)

D03/008	00371	THE E-COMMERCE OF TRUST	GAHR WECAPITAL	THE E-COMMERCE OF TRUST	DDB MEXICO, Mexico City	MEXICO	WHISKY FILMS Mexico City		
---------	-------	-------------------------	----------------	-------------------------	-------------------------	--------	--------------------------	--	--

## **Creative Commerce Shortlist**

### **E01 (Challenger Brand)**

E01/008	00444	USED BARBIE DREAM CARS	CARBRAVO	CARBRAVO	MRM, Michigan	UNITED STATES	CRAFT Detroit
---------	-------	---------------------------	----------	----------	---------------	---------------	---------------

---

### **E02 (Social Behaviour & Cultural Insight)**

E02/009	00144	SOUND SCALES	BAILEYS	BAILEYS	VML, London / VML, New York	UNITED KINGDOM / UNITED STATES	PHD London
---------	-------	--------------	---------	---------	--------------------------------	-----------------------------------	------------

---

E02/010	00136	150 YEARS OF WHATEVERKEN	HEINEKEN	HEINEKEN	LEPUB, Milan	ITALY	DESIGN BRIDGE AND PARTNERS Amsterdam / PRETTYBIRD London
---------	-------	-----------------------------	----------	----------	--------------	-------	---

---

E02/020	00147	THE ENTIRE CITY'S TEAM JERSEY	IFK GÖTEBORG	THE ENTIRE CITY'S TEAM JERSEY	FORSMAN & BODENFORS, Gothenburg	SWEDEN	F&B STUDIOS Gothenburg	F&B STUDIOS Gothenburg	FORSMAN & BODENFORS Gothenburg
---------	-------	-------------------------------------	--------------	-------------------------------------	---------------------------------------	--------	---------------------------	---------------------------	--------------------------------------

---

E02/027	00234	OREO CHEAT COOKIES	MONDELÉZ INTERNATIONAL	OREO	SAATCHI & SAATCHI, Dusseldorf	GERMANY	ICONOCLAST Berlin
---------	-------	-----------------------	---------------------------	------	----------------------------------	---------	-------------------

---

E02/029	00345	DERBY CASHBACK BY ZÉ DELIVERY	ZÉ DELIVERY	ZÉ DELIVERY	JOGO, Sao Paulo	BRAZIL
---------	-------	-------------------------------------	-------------	-------------	-----------------	--------

---

E02/041	00456	SELFLESS SHELVES	ARLA	PUCK	FP7 McCANN, Dubai	UNITED ARAB EMIRATES	TRES CONTENT Dubai	PHD MEDIA MENA Dubai
---------	-------	---------------------	------	------	-------------------	-------------------------	--------------------	-------------------------

---

### **E03 (Breakthrough on a Budget)**

E03/012	00375	SAMSUNG THROWBACK DEALS	SAMSUNG	SAMSUNG.COM	MRM , Sumarezinho	BRAZIL
---------	-------	-------------------------------	---------	-------------	-------------------	--------

---

### **E04 (Corporate Purpose & Social Responsibility)**

E04/011	00245	THE FORBIDDEN GIFT SHOP	MERCADO LIBRE	RETAIL	GUT, Sao Paulo	BRAZIL	DLKTSN Sao Paulo / HEFTY Sao Paulo / SPACE GORILLA Sao Paulo	UM WORLDWIDE Sao Paulo
---------	-------	----------------------------	---------------	--------	----------------	--------	---	---------------------------

---

## Creative Commerce Shortlist

E04/016	00290	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	
E04/019	00271	TRANSPARENCY CARD	CONGRESSO EM FOCO	TRANSPARENCY CARD	AKQA, Sao Paulo	BRAZIL			
E04/023	00457	SELFLESS SHELVES	ARLA	PUCK	FP7 McCANN, Dubai	UNITED ARAB EMIRATES	TRES CONTENT Dubai	PHD MEDIA MENA Dubai	
E04/029	00111	BLACK-OWNED FRIDAY 2023	GOOGLE	GOOGLE	GOOGLE, Mountain View / GOOGLE BRAND STUDIO, San Francisco	UNITED STATES	GOOGLE BRAND STUDIO San Francisco / SAGE EAST Los Angeles / SMUGGLER Los Angeles	CABIN Santa Monica / GOOGLE BRAND STUDIO San Francisco / SHAPE AND LIGHT California / WALKER Los Angeles	GOOGLE Mountain View

## E05 (Market Disruption)

E05/011	00477	RENAULT - THE R5VOLUTIONARY TEASING	RENAULT	VEHICULES	PUBLICIS CONSEIL, Paris	FRANCE	BUSGROUP Berlin / QUAD STORIES Paris	MANVSMACHINE London / QUAD PRODUCTIONS Paris	OMD Paris
E05/012	00521	SHT	IKEA CANADA	IKEA	EDELMAN, Toronto	CANADA	EDELMAN Toronto	EDELMAN Toronto	CARAT Toronto
E05/014	00560	ROCKSTAR STATUS	ARTOTEL GROUP	HOTEL LOYALTY MEMBERSHIP PROGRAM	OGILVY, Singapore	SINGAPORE	SAUCE UNIVERSE Bali	SAUCE UNIVERSE Bali	

Total Shortlisted:

60

**PR**

**Additional**

---

VML London

---

---

ZENO GROUP  
Chicago

KRAFT HEINZ COMPANY Chicago

---

---

MERCADO LIVRE Sao Paulo

---

---

EDELMAN Toronto

GRAYSON MATTHEWS INC  
Toronto

---

---

MERCADO PAGO Sao Paulo

---

---

ZENO GROUP  
Chicago

KRAFT HEINZ COMPANY Chicago

---

DURO ESTUDIO Bogota

---

VML London

---

WEBER  
SHANDWICK  
Chicago

---

---

PORTER NOVELLI ESTUDIOS MACHINA Bogota  
Mexico City

---

KETCHUM LEGARAGE Milan  
Amsterdam

---

CURRENT  
GLOBAL Dubai  
DDB GROUP  
SINGAPORE

---



EDELMAN Toronto GRAYSON MATTHEWS INC  
Toronto

---

---

---

HOWATSON+COM  
PANY Sydney  
WEBER  
SHANDWICK  
MENAT Dubai

---

VOX HAUS Petropolis

---

WEBER  
SHANDWICK  
Chicago

---

ELEVEN Helsinki INTERACTIVE INUITS Helsinki /  
STERLIGHTS Helsinki

---

MERCADO LIVRE Sao Paulo

---

WEBER  
SHANDWICK  
MENAT Dubai

---

RENAULT GROUP SIEGE  
SOCIAL Paris

---

ANDERSEN Mexico City /  
CLUSTER STUDIO Mexico City /  
HEY KID STUDIO Bogota

---

HOWATSON+COM  
PANY Sydney

---

EDELMAN London BOOMERANG CREATE  
Amsterdam / LEPUB Amsterdam /  
MASSIVEMUSIC Amsterdam

---

ANDERSEN Mexico City /  
CLUSTER STUDIO Mexico City /  
HEY KID STUDIO Bogota

---

GREY COLOMBIA Bogota /  
MAKRO Bogota

---

NINCH COMPANY VKNG AGENCY Mexico City  
Mexico City

---

PORTER NOVELLI ESTUDIOS MACHINA Bogota  
Mexico City

---

---

VML London

---

EDELMAN London BOOMERANG CREATE  
Amsterdam / LEPUB Amsterdam /  
MASSIVEMUSIC Amsterdam

---

FORSMAN &  
BODENFORS  
Gothenburg

---

COMPETENCE ALLIANCE  
Darmstadt / CONSULTIX Bremen /  
COREWEB Pfarrkirchen /  
DIGITAS UK London / MIAI  
BRAND PARTNERSHIPS  
Weybridge / POP STUDIOS  
Budapest

---

CURRENT  
GLOBAL Dubai

---

---

GUT Sao Paulo GINGA Sao Paulo / MERCADO  
LIVRE Sao Paulo

---

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

---

CONGRESSO EM FOCO Brasilia /  
PAY4BRAIN Sao Paulo

---

CURRENT  
GLOBAL Dubai

---

GOOGLE Mountain ILOVEDUST Brighton / MEISTER  
View Portland / WIEDEN+KENNEDY  
New York

---

EPSILON Paris / RAZORFISH  
Paris / RENAULT GROUP SIEGE  
SOCIAL Paris / START-REC Paris

---

EDELMAN Toronto GRAYSON MATTHEWS INC  
Toronto

---

OGILVY Singapore

---