

## Creative Effectiveness Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media
<b><u>A01 (Consumer Goods)</u></b>									
A01/015	00260	OREO #BRINGBACK2011	OREO	OREO	LEO BURNETT, Mumbai	INDIA			
A01/019	00275	BRING HOME THE BUD	BUDWEISER	BUDWEISER	WIEDEN+KENNEDY, Sao Paulo / WIEDEN+KENNEDY, New York / AFRICA CREATIVE DDB, Sao Paulo	BRAZIL / UNITED STATES	COPA90 Sao Paulo / JOINT EDITORIAL New York / SONIC UNION New York		
A01/023	00155	OREO CHEAT COOKIES	MONDELÉZ INTERNATIONAL	OREO	SAATCHI & SAATCHI, Dusseldorf	GERMANY	ICONOCLAST Berlin		
A01/027	00195	TOXIC INFLUENCE	DOVE	DOVE	OGILVY, London	UNITED KINGDOM	SMUGGLER London	ABSOLUTE London	MINDSHARE New York
A01/028	00282	THE CEO	NOBLEX/ PARAMOUNT PLUS	NOBLEX TV 4K	GUT, Buenos Aires	ARGENTINA	PARAMOUNT PLUS Buenos Aires		PARAMOUNT PLUS Buenos Aires
<b><u>A04 (Travel, Leisure, Retail, Restaurants &amp; Fast Food Chains)</u></b>									
A04/007	00103	RAISE YOUR ARCHES	MCDONALD'S	MCDONALD'S	LEO BURNETT, London	UNITED KINGDOM	MOXIE PICTURES London		OMD London
A04/014	00250	LIFE EXTENDING STICKERS	MAKRO	MAKRO	GREY COLOMBIA, Bogota	COLOMBIA			
<b><u>A06 (Consumer Services/Business to Business)</u></b>									
A06/006	00284	ROCK STAR	WORKDAY	ENTERPRISE CLOUD MANAGEMENT	OGILVY, Chicago / OGILVY, Los Angeles	UNITED STATES	O POSITIVE New York	MACKCUT New York / PARLIAMENT Los Angeles / RARE MEDIUM New York	
A06/011	00304	AIRTEL 175 RE- PLAYED	AIRTEL	TELECOM	LEO BURNETT, Mumbai	INDIA	PRODIGIOUS INDIA Mumbai		
A06/016	00042	PIÑATEX	ANANAS ANAM + DOLE SUNSHINE COMPANY	ANANAS ANAM + DOLE SUNSHINE COMPANY	L&C, New York	UNITED STATES	SUITCASE PRODUCTIONS New York	AGOSTO MUSIC AND SOUND CRAFT Lima	

## Creative Effectiveness Shortlist

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

A07/001	00007	KNOCK KNOCK	KOREAN NATIONAL POLICE AGENCY	A SILENT EMERGENCY CALL	CHEIL WORLDWIDE, Seoul	SOUTH KOREA	BOUNCE CREATIVE Seoul / JUNPASANG Seoul / WINNING HABIT Seoul	ON THE TRACK Seoul / SOGEUKJANG Seoul	CHEIL WORLDWIDE Seoul
A07/012	00267	SOLAR IMPULSE - PRET À VOTER	SOLAR IMPULSE	PRÊT À VOTER	PUBLICIS CONSEIL, Paris	FRANCE	PRODIGIOUS Paris	PRODIGIOUS Paris	PUBLICIS MEDIA CONNECT Paris
A07/017	00245	THE POSTPONED DAY	LALCEC	LALCEC	GREY ARGENTINA, Buenos Aires	ARGENTINA	LANDIA Buenos Aires		PHD Buenos Aires

### B01 (Single Market)

B01/029	00261	OREO #BRINGBACK2011	OREO	OREO	LEO BURNETT, Mumbai	INDIA			
B01/046	00140	WORLD CUP DELIVERY	PEDIDOSYA	PEDIDOSYA DELIVERY APP	GUT, Buenos Aires	ARGENTINA	PAISANOS.IO Buenos Aires		

### B03 (Global Market)

B03/002	00201	SPELLBOUND BY SWEDEN	VISIT SWEDEN	VISIT SWEDEN	PRIME WEBER SHANDWICK, Stockholm	SWEDEN	BLECK Stockholm / PRIME WEBER SHANDWICK Stockholm	BLECK Stockholm	MINDSHARE Stockholm / PRIME WEBER SHANDWICK Stockholm
B03/004	00276	BRING HOME THE BUD	BUDWEISER	BUDWEISER	WIEDEN+KENNEDY, Sao Paulo / WIEDEN+KENNEDY, New York / AFRICA CREATIVE DDB, Sao Paulo	BRAZIL / UNITED STATES	COPA90 Sao Paulo / JOINT EDITORIAL New York / SONIC UNION New York		

### B04 (Creative Effectiveness for Good)

B04/026	00228	THE LAST PHOTO	ITV X CALM	ITV X CALM	adam&eveDDB, London	UNITED KINGDOM	adam&eveStudios London		
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## Creative Effectiveness Shortlist

B04/032	00299	WHERE TO SETTLE	MASTERCARD	DIGITAL PLATFORM THAT HELPS UKRAINIANS	McCANN POLAND, Warsaw / McCANN XBC, New York	POLAND / UNITED STATES	CRAFT WORLDWIDE New York / DYNAMO Warsaw	McCANN POLAND Warsaw	CARAT Warsaw
B04/037	00308	ADLAM: AN ALPHABET TO PRESERVE A CULTURE	MICROSOFT	MICROSOFT ADLAM DISPLAY FONT	McCANN, New York	UNITED STATES	CRAFT WORLDWIDE New York / HUMAN MUSIC AND SOUND DESIGN New York / SPIRIT MCCANN Cite Du Niger		
<b><u>C03 (Acquisition)</u></b>									
C03/007	00166	NXT LVL	BMO	BMO	FCB TORONTO	CANADA	FLYAR AUGMENTED REALITY STUDIO OY Vantaa / POWER HAUS CREATIVE London / UNIFIED CONTENT Toronto	OSO AUDIO Toronto	UM Toronto
<b><u>C05 (Real-Time Response)</u></b>									
C05/005	00182	#TURNYOURBACK	DOVE	HEALTHCARE	DAVID, Madrid / OGILVY, London	SPAIN / UNITED KINGDOM	DESEIF Madrid		MINDSHARE London
C05/007	00277	BRING HOME THE BUD	BUDWEISER	BUDWEISER	WIEDEN+KENNEDY, Sao Paulo / WIEDEN+KENNEDY, New York / AFRICA CREATIVE DDB, Sao Paulo	BRAZIL / UNITED STATES	COPA90 Sao Paulo / JOINT EDITORIAL New York / SONIC UNION New York		
C05/011	00300	WHERE TO SETTLE	MASTERCARD	DIGITAL PLATFORM THAT HELPS UKRAINIANS	McCANN POLAND, Warsaw / McCANN XBC, New York	POLAND / UNITED STATES	CRAFT WORLDWIDE New York / DYNAMO Warsaw	McCANN POLAND Warsaw	CARAT Warsaw
C05/012	00137	WORLD CUP DELIVERY	PEDIDOSYA	PEDIDOSYA DELIVERY APP	GUT, Buenos Aires	ARGENTINA	PAISANOS.IO Buenos Aires		
<b><u>C06 (Sustained Success)</u></b>									
C06/003	00056	WRAPPED ON PLATFORM EXPERIENCE	SPOTIFY	SPOTIFY	SPOTIFY, New York	UNITED STATES	SPOTIFY New York	SPOTIFY New York	
C06/004	00127	IT HAS TO BE HEINZ	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA		OSO AUDIO Toronto / VAPOR MUSIC GROUP Toronto	CARAT Chicago

## Creative Effectiveness Shortlist

C06/006	00310	INCLUSIVE BY DESIGN	MASTERCARD	MASTERCARD	McCANN XBC, New York	UNITED STATES	CRAFT London / CRAFT WORLDWIDE New York / DYNAMO Warsaw / NO6 New York	HEARD CITY New York / JSM MUSIC New York	CARAT New York / CARAT Warsaw / KETCHUM New York / SOLSKI COMMUNICATION S Warsaw
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### C07 (Collaboration)

C07/001	00009	THE LAST PERFORMANCE	PARTNERS LIFE	LIFE INSURANCE	SPECIAL, Auckland	NEW ZEALAND	SOUTH PACIFIC PICTURES Auckland / SPECIAL Auckland	IMAGES & SOUND Auckland / SOUTH PACIFIC PICTURES Auckland / SPECIAL Auckland	SPECIAL Auckland
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### C08 (Breakthrough on a Budget)

C08/011	00136	WORLD CUP DELIVERY	PEDIDOSYA	PEDIDOSYA DELIVERY APP	GUT, Buenos Aires	ARGENTINA	PAISANOS.IO Buenos Aires		
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### C09 (Challenger Brand)

C09/003	00090	FITCHIX	HONEST EGGS CO	HONEST EGGS	VML, Melbourne	AUSTRALIA	AIRBAG Melbourne		MINDSHARE Melbourne
C09/004	00221	LOVE BEATS ALLERGIES	SHEBA	SHEBA	AMV BBDO, London	UNITED KINGDOM	BISCUIT FILMWORKS London	NUMBER 8 London	ESSENCEMEDIACOM London

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### C10 (Market Disruption)

C10/016	00091	FITCHIX	HONEST EGGS CO	HONEST EGGS	VML, Melbourne	AUSTRALIA	AIRBAG Melbourne		MINDSHARE Melbourne
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## Creative Effectiveness Shortlist

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C10/021	00043	PIÑATEX	ANANAS ANAM + DOLE SUNSHINE COMPANY	ANANAS ANAM + DOLE SUNSHINE COMPANY	L&C, New York	UNITED STATES	SUITCASE PRODUCTIONS New York	AGOSTO MUSIC AND SOUND CRAFT Lima
C10/023	00307	ADLAM: AN ALPHABET TO PRESERVE A CULTURE	MICROSOFT	MICROSOFT ADLAM DISPLAY FONT	McCANN, New York	UNITED STATES	CRAFT WORLDWIDE New York / HUMAN MUSIC AND SOUND DESIGN New York / SPIRIT MCCANN Cite Du Niger	

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**Total Shortlisted: 35**

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Additional

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ALLISON AND PARTNERS Sao Paulo  
OCTAGON BRAZIL Sao Paulo / WINK Sao Paulo

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

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EDELMAN New York HOGARTH London / TENTHREE London

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LIME STUDIOS Los Angeles / THE ELEMENTS MUSIC Los Angeles

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AIRTEL INDIA New Delhi

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CHEIL  
WORLDWIDE Seoul

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PUBLICIS CONSEIL  
Paris

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GREY ARGENTINA  
Buenos Aires

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LANZALLAMAS Buenos Aires

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PRIME WEBER  
SHANDWICK  
Stockholm

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ALLISON AND PARTNERS Sao Paulo /  
OCTAGON BRAZIL Sao Paulo /  
WINK Sao Paulo

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HOPE AND GLORY London /  
CREATIVE GIANTS ART Brighton /  
FINAL CUT London / KING HENRY  
London / KNUCKLEHEAD London /  
PERSUASION London / RASCAL  
POST London / THE7STARS  
London / WAVE STUDIOS London

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SOLSKI McCANN POLAND Warsaw /  
COMMUNICATIONS MORIZON-GRATKA Warsaw  
Warsaw

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ANDREW FOOTIT DESIGN  
Brooklyn / JAMRA PATEL Portland  
/ NAFFA Portland

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BMO Toronto / JESSE GRIFFITHS  
CASTING Toronto

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UNILEVER London

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ALLISON AND OCTAGON BRAZIL Sao Paulo /  
PARTNERS Sao WINK Sao Paulo  
Paulo

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SOLSKI McCANN POLAND Warsaw /  
COMMUNICATIONS MORIZON-GRATKA Warsaw  
Warsaw

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LANZALLAMAS Buenos Aires

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MIDDLE CHILD KRAFT HEINZ COMPANY Chicago  
Toronto / PROPRINT SERVICES Toronto /  
SALT Toronto

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ALZHEIMER'S SOCIETY London /  
ARMSTRONG PARTNERSHIP  
New York / BMF MEDIA New York /  
BRAND NEW GALAXY Warsaw /  
FCB AMSTERDAM Amsterdam /  
HENRYBOY New York / HUNGRY  
MAN New York / MASTERCARD  
New York / McCANN DEMAND  
London / McCANN New York /  
McCANN POLAND Warsaw /  
MCCANN PR ROMANIA Bucharest  
/ McCANN Toronto / MORIZON-  
GRATKA Warsaw / MPC New York  
/ OCTAGON McClean / Q  
DEPARTMENT New York / SEVEN  
CONSULTANCY London /  
SIBSTAR Southampton

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SPECIAL Auckland

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LANZALLAMAS Buenos Aires

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BCW Melbourne

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WEBER  
SHANDWICK  
Washington, DC

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BCW Melbourne

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ANDREW FOOTIT DESIGN  
Brooklyn / JAMRA PATEL Portland  
/ NAFFA Portland

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