

Direct Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media
A01 (Consumer Goods)									
A01/025	00612	CHARMOLOGY	LUCKY CHARMS	LUCKY CHARMS	VML, New York	UNITED STATES	SONIDO ANTRO Miami		
A01/027	00622	GOOD TINGS - FIRST PHONE PROGRAMME	2DEGREES	FIRST PHONE PROGRAMME	TBWA\NEW ZEALAND, Auckland	NEW ZEALAND	AO STUDIOS Auckland / CARL.TV London / TBWA\NEW ZEALAND Auckland / THINK PACKAGING GLEDSTANE ROAD Auckland / WAKE THE TOWN London	AO STUDIOS Auckland / BLOCKHEAD VFX Auckland / TBWA\NEW ZEALAND Auckland	OMD Auckland
A01/031	00793	THE MARATHUMB CHALLENGE	SAUCONY	SAUCONY RIDE 17	DONER, Southfield	UNITED STATES			
A01/039	01117	OREO MENU	OREO	OREO	VML, New York	UNITED STATES	BELIEVE TV Santiago / SONIDO ANTRO Miami		
A01/040	00961	OREO CALLS	OREO	OREO	VML, New York	UNITED STATES	BELIEVE TV Santiago		
A01/048	00983	HEINZ KETCHUP & SEEMINGLY RANCH	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA	FUZE REPS Toronto		STARCOM Chicago
A01/057	01379	REWILDING MODE	HUSQVARNA	HUSQVARNA AUTOMOWER®	PRIME WEBER SHANDWICK, Stockholm	SWEDEN	GIANTS & TOYS Stockholm / PRIME WEBER SHANDWICK Stockholm	GIANTS & TOYS Stockholm	PRIME WEBER SHANDWICK Stockholm
A01/059	01227	BEER RETIREMENT ACCOUNT	POKER BEER	POKER BEER	MEDIA.MONKS, Hilversum	NETHERLANDS	PRIMO CONTENT Bogota		
A01/068	01651	HEINZ KETCHUP INSURANCE	HEINZ	HEINZ KETCHUP	FP7 McCANN, Dubai	UNITED ARAB EMIRATES		BELIEVE TV Santiago	CARAT Dubai
A01/071	01502	CLEAN SPONSORSHIP	CONSUL	WASHING MACHINES CONSUL	DM9, Sao Paulo	BRAZIL			DM9 Sao Paulo
A01/072	01491	TRUST THE TWIST	OREO	OREO	LEPUB, Amsterdam	NETHERLANDS	SMUGGLER London	SIZZER Amsterdam	
A01/077	01752	DARTY - LONG LASTING REVIEWS	DARTY	LONG-LASTING REVIEWS	PUBLICIS CONSEIL, Paris	FRANCE			

Direct Shortlist

A01/084	01923	UNINTERRUPTAD	BUDWEISER	BEER	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	LA CARRETERA FILMES São Paulo / MODO INTEGRADO DE PRODUCOES Sao Paulo / MUGSHOT Sao Paulo	AFRICA CREATIVE DDB Sao Paulo
A01/088	01674	PUB MUSEUMS	HEINEKEN	HEINEKEN	LEPUB, Milan / PUBLICIS, Dublin	ITALY / IRELAND		LENS THAT - AR CREATIVE STUDIO Warsaw
A01/093	01055	ADOPTABLE. BY PEDIGREE	PEDIGREE	PEDIGREE	COLENZO BBDO, Auckland	NEW ZEALAND	NEXUS STUDIOS London	ESSENCEMEDIAC OM Auckland
A01/098	02004	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
A01/108	30738	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

A02 (Healthcare)

A02/010	00552	NO AD	PAGUE MENOS	NO AD	LEW'LARA\TBWA, Sao Paulo	BRAZIL	SATELITE AUDIO Sao Paulo	LEW'LARA\TBWA Sao Paulo
A02/013	00713	855-HOW-TO- QUIT-(OPIOIDS)	ANZEN HEALTH	HEALTHCARE	SERVICEPLAN, Munich	GERMANY	JOJX Los Angeles	JAMM Los Angeles MEDIAPLUS GERMANY Munich / MEDIAPLUS NORTH AMERICA New York
A02/022	01503	BLOOD AID	DASA INTEGRATED HEALTH SYSTEM	DASA HEALTH DIAGNOSTICS	DM9, Sao Paulo	BRAZIL		
A02/034	02023	REEF RELIEF	STREAM2SEA	REEF RELIEF	McCANN DEMAND, London	UNITED KINGDOM	FUTUREBRAND London / McCANN Tel Aviv / STREAM2SEA Bowling Green	

A03 (Automotive)

A03/012	01710	RENAULT - CARS TO WORK	RENAULT	MOBILITY RIGHTS	PUBLICIS CONSEIL, Paris	FRANCE	DIVISION Paris	FIRM STUDIO Paris / PRODIGIOUS Paris
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Direct Shortlist

A04 (Travel, Leisure, Retail, Restaurants & Fast Food Chains)

A04/017	00939	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
A04/034	01640	AFTER-DINNER DINNER	MCDONALD'S	MCDONALD'S	FP7 McCANN, Dubai	UNITED ARAB EMIRATES	VOX HAUS Petropolis	SPLASH MEDIA SRL. Santo Domingo
A04/035	01498	WHOPPER ISLAND	BURGER KING	THE WHOPPER	DM9, Sao Paulo	BRAZIL		
A04/036	01668	BALLBOARDS	MERCADO LIBRE	MERCADO LIBRE RETAIL	GUT, Sao Paulo	BRAZIL	DRAGON.FLY AUDIO Sao Paulo / NEW BUZZ Sao Paulo	GUT Sao Paulo
A04/049	02016	Can you KFC it?	KFC	KFC	McCANN, Bucharest / MRM, Bucharest	ROMANIA		UM ROMANIA Bucharest

A05 (Media/Entertainment)

A05/010	00627	SOUNDS OF THE LAND	BILLBOARD ARABIA	BILLBOARD ARABIA	SRMG LABS, Riyadh	SAUDI ARABIA	DAHOUSE AUDIO Los Angeles / PILOTO Sao Paulo	
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A06 (Consumer Services/Business to Business)

A06/024	01453	IMPROBABLE HOUSEMATES	MEO	WEBSITE	DENTSU CREATIVE, Lisbon	PORTUGAL			
A06/041	01725	IF YOU CAN THINK IT, YOU CAN PITCH IT	PITCH SOFTWARE	PITCH ADVERTISING	FCB NEW YORK	UNITED STATES	FCB NEW YORK		
A06/043	01584	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
A06/044	01746	SPREADBEATS	SPOTIFY	SPOTIFY ADVERTISING	FCB NEW YORK	UNITED STATES	UNCHARTED LIMBO COLLECTIVE London	COLOSSAL Curitiba	

Direct Shortlist

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

A07/011	00164	THE NAME CONFUSION	THE FIGHT AGAINST ALZHEIMER'S ASSOCIATION	THE FIGHT AGAINST ALZHEIMER'S ASSOCIATION / RACING CLUB	REPUBLICA HAVAS , Miami	UNITED STATES	TWINS MUSIC Buenos Aires / WALDEN STUDIO Buenos Aires		
A07/019	00265	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		
A07/038	00408	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
A07/052	00719	HEAR MY LAST WISH	TAIWAN ORGAN SHARING REGISTRY AND PATIENT AUTONOMY PROMOTION	HEAR MY LAST WISH	LEO BURNETT, Taipei	TAIWAN			STARCOM Taipei City / ZENITH Taipei
A07/059	00771	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
A07/091	01960	THE DAY A COUNTRY STOOD STILL	CZECH INSURANCE ASSOCIATION	CZECH INSURANCE ASSOCIATION	McCANN, Prague	CZECH REPUBLIC			
A07/094	01621	LET'S CHANGE THE STORY	LALCEC	LALCEC	GREY ARGENTINA, Buenos Aires	ARGENTINA	LANDIA Buenos Aires		PHD Buenos Aires

B01 (Mailing/Programmatic Mail)

B01/012	01745	SPREADBEATS	SPOTIFY	SPOTIFY ADVERTISING	FCB NEW YORK	UNITED STATES	UNCHARTED LIMBO COLLECTIVE London	COLOSSAL Curitiba	
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B02 (Small-Scale Media)

Direct Shortlist

B02/020	00364	HVRXHVR	HIDDEN VALLEY RANCH	HIDDEN VALLEY RANCH	FCB CHICAGO	UNITED STATES			OMD USA Chicago
B02/022	00406	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
B02/026	00640	HELLO CHRISTMAS	TELSTRA	TELSTRA	THE MONKEYS, PART OF ACCENTURE SONG, Sydney / OMD, Sydney	AUSTRALIA	EXIT FILMS Sydney / FULLSTOP AI Brisbane / OMD Sydney	ALT.VFX Sydney / SQUEAK E. CLEAN STUDIOS Melbourne / THE EDITORS Sydney	OMD Sydney
B02/031	00589	THE HOCKEY CARROT	KAUFLAND SLOVAKIA	KAUFLAND SLOVAKIA	THIS IS LOCCO, Bratislava	SLOVAKIA			
B02/033	00769	BETIS PREGNANCY TEST	REAL BETIS	PREGNANCY TEST	VML, Madrid	SPAIN	HOGARTH WORLDWIDE Madrid		
B02/047	01151	THE CALORIE ABSORBER PRO	SCOTT	SCOTT CALORIE ABSORB PREMIUM KITCHEN TOWELS	OGILVY, Kuala Lumpur	MALAYSIA	DIRECTORS THINK TANK Kuala Lumpur	DIRECTORS THINK TANK Kuala Lumpur	
B02/067	01848	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
B02/076	01634	RING OF COMFORT	M&M'S	PEANUT BUTTER M&M'S	BBDO NEW YORK	UNITED STATES	O POSITIVE Santa Monica	HOUSESPECIAL Portland / MACKCUT New York / SONIC UNION New York / SOUND LOUNGE New York / UNSAID STUDIO New York	ESSENCEMEDIAC OM New York
B02/079	01872	SUNSET O' CLOCK	CORONA	CORONA	DAVID, Bogota	COLOMBIA			

Direct Shortlist

B02/100	11922	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
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B03 (Large-Scale Media)

B03/009	00293	AID AISLE	FRESHCHOICE	SUPERMARKET	DENTSU CREATIVE, Auckland	NEW ZEALAND	DENTSU CREATIVE Auckland	DENTSU CREATIVE Auckland	DENTSU CREATIVE Auckland
B03/034	00982	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
B03/040	01374	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
B03/061	00772	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

B04 (Use of Broadcast)

B04/022	01089	EURO BABIES	MEO	EURO BABIES	BAR OGILVY, Lisbon	PORTUGAL	PEDRO NOBREGA - IMAGES MAKERS Lisbon / SHOW OFF Lisbon / SOM DE LISBOA Lisbon	SHOW OFF Lisbon	OMD Lisbon
B04/026	01895	ALCARAZ SIGNS	NETFLIX	TV PROGRAM	DAVID, Madrid	SPAIN	DESEIF Madrid / MORENA FILMS Madrid / OWLEY STUDIO New York / PICKLE MUSIC Madrid	SISTEMA DEL SOLAR (PROD. AUDIOVISUAL) Valencia	

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B04/033	01583	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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B05 (Use of Print/Outdoor)

B05/023	00706	SCRATCH OFF	TYSON CHICKEN	TYSON CHICKEN PRODUCTS	GSD&M, Austin	UNITED STATES			
B05/025	00710	855-HOW-TO-QUIT-(OPIOIDS)	ANZEN HEALTH	HEALTHCARE	SERVICEPLAN, Munich	GERMANY	JOJX Los Angeles	JAMM Los Angeles	MEDIAPLUS GERMANY Munich / MEDIAPLUS NORTH AMERICA New York
B05/037	01145	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
B05/041	00984	UBER EATS HORROR CODES	UBER EATS	UBER EATS	RETHINK, New York	UNITED STATES	BISCUIT FILMWORKS Los Angeles	ARCADE New York / PICKLE MUSIC New York	
B05/047	01233	THE LONGEST ERRATUM EVER	PILSEN BEER	PILSEN BEER	MEDIA.MONKS, Hilversum	NETHERLANDS	PRIMO CONTENT Bogota		DATTIS COMUNICACIONES Bogota
B05/049	01260	LUPIN ON THE MOVE	NETFLIX	TV SERIE	DAVID, Madrid	SPAIN	DESEIF Madrid		
B05/055	01704	UNSEEN FACES	MISSING CHILDREEN & UNICEF	MISSING CHILDREEN REPORT SYSTEM	OGILVY ARGENTINA, Buenos Aires	ARGENTINA	FIGHT FILMS Buenos Aires		
B05/061	01670	BALLBOARDS	MERCADO LIBRE	MERCADO LIBRE RETAIL	GUT, Sao Paulo	BRAZIL	DRAGON.FLY AUDIO Sao Paulo / NEW BUZZ Sao Paulo		GUT Sao Paulo
B05/070	01056	ADOPTABLE. BY PEDIGREE	PEDIGREE	PEDIGREE	COLENZO BBDO, Auckland	NEW ZEALAND	NEXUS STUDIOS London		ESSENCEMEDIAC OM Auckland

C01 (Data-Driven Direct Strategy)

C01/004	00515	MEOWZER	PEDIGREE	PEDIGREE	COLENZO BBDO, Auckland	NEW ZEALAND	BUCK Sydney / ELMWOOD London	FRANKLIN RD MUSIC & SOUND Auckland	ESSENCEMEDIAC OM Auckland
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Direct Shortlist

C01/005	00716	ANIMAL ALERTS	PETPACE	ANIMAL ALERTS	SERVICEPLAN, Munich / L&C, New York	GERMANY / UNITED STATES	REBECA Lima	NATIVO POST Lima	MEDIAPLUS GERMANY Munich
C01/007	01544	IF YOU'RE INTO IT, IT'S IN THE V&A	V&A	V&A	adam&eveDDB, London	UNITED KINGDOM	adam&eveStudios London		PHD London
C01/008	01500	BLOOD AID	DASA INTEGRATED HEALTH SYSTEM	DASA HEALTH DIAGNOSTICS	DM9, Sao Paulo	BRAZIL			
C01/009	01691	TURF FINDER	GATORADE	GATORADE	LEO BURNETT, Mumbai	INDIA	OFFROAD FILMS Mumbai		
C01/011	01750	DARTY - LONG LASTING REVIEWS	DARTY	LONG-LASTING REVIEWS	PUBLICIS CONSEIL, Paris	FRANCE			
C01/012	01720	RENAULT - PLUG- INN FOR BUSINESS	RENAULT	APPLICATION	PUBLICIS CONSEIL, Paris	FRANCE	PUBLICIS SAPIENT Paris	PRODIGIOUS Paris	
C01/013	01805	THE AI PRESIDENT	ANNAHAR NEWSPAPER	ANNAHAR NEWSPAPER	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	ADDITION New York		AN-NAHAR NEWSPAPER Beirut
C01/015	01919	UNINTERRUPTAD	BUDWEISER	BEER	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	LA CARRETERA FILMES São Paulo / MODO INTEGRADO DE PRODUcoes Sao Paulo / MUGSHOT Sao Paulo		AFRICA CREATIVE DDB Sao Paulo
C01/017	01665	GAMER LOAN	BANCO DEL PACÍFICO	BANK LOAN	PARADAIS DDB, Guayaquil	ECUADOR			
C01/019	02039	ROOM FOR EVERYONE	MASTERCARD	DIGITAL PLATFORM THAT HELPS POLISH AND UKRAINIAN BUSINESSES	McCANN POLAND, Warsaw	POLAND			
C02 (Data-Driven Targeting)									
C02/005	00577	150 YEARS OF WHATEVERKEN	HEINEKEN	HEINEKEN	LEPUB, Milan	ITALY	DESIGN BRIDGE AND PARTNERS Amsterdam / PRETTYBIRD London		

Direct Shortlist

C02/010	01239	BANNED BOOK CLUB	DIGITAL PUBLIC LIBRARY OF AMERICA	DIGITAL PUBLIC LIBRARY OF AMERICA	FCB CHICAGO	UNITED STATES	456 STUDIOS Chicago	456 STUDIOS Chicago	FCB CHICAGO
C02/015	01778	TRUCKER NAPP	VOLKSWAGEN & LIVELO	VW METEOR	ALMAPBDO, Sao Paulo	BRAZIL	20DASH São Paulo / BELGRADO FILMES Sao Paulo / JAMUTE Sao Paulo		
C02/017	01846	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

C03 (Use of Real-Time Data)

C03/002	00307	PULSE OF NATURE	VEOLIA	VEOLIA	FAMOUSGREY, Brussels	BELGIUM	FAMOUSGREY Brussels	FAMOUSGREY Brussels	GAMNED Brussels
C03/003	00429	THE PLASTIC FORECAST	MINDEROO FOUNDATION	THE PLASTIC FORECAST	M&C SAATCHI, Sydney	AUSTRALIA	COLLIDER Sydney / M&C SAATCHI Sydney / RESOLUTION Sydney / UNXPCTD Paris	M&C SAATCHI Sydney / RESOLUTION Sydney	JELLYFISH FRANCE Paris
C03/008	00796	THE MARATHUMB CHALLENGE	SAUCONY	SAUCONY RIDE 17	DONER, Southfield	UNITED STATES			
C03/010	00714	ANIMAL ALERTS	PETPACE	ANIMAL ALERTS	SERVICEPLAN, Munich / L&C, New York	GERMANY / UNITED STATES	REBECA Lima	NATIVO POST Lima	MEDIAPLUS GERMANY Munich
C03/017	01237	BANNED BOOK CLUB	DIGITAL PUBLIC LIBRARY OF AMERICA	DIGITAL PUBLIC LIBRARY OF AMERICA	FCB CHICAGO	UNITED STATES	456 STUDIOS Chicago	456 STUDIOS Chicago	FCB CHICAGO
C03/020	01683	ALLEGRA AIRWAYS	ALLEGRA	ANTI-HISTERMINES	SALUTEM, New York / EDELMAN, Toronto	UNITED STATES / CANADA	JAYNE FILMS Los Angeles / LOROTO PRODUCTIONS New York		

Direct Shortlist

C03/022	01760	TRUCKER NAPP	VOLKSWAGEN & LIVELO	VW METEOR	ALMAPBBDO, Sao Paulo	BRAZIL	20DASH São Paulo / BELGRADO FILMES Sao Paulo / JAMUTE Sao Paulo
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C04 (Metaverse, New Realities & Emerging Tech)

C04/012	00922	ARA	STRAP TECH	ARA	BRANDS&PEOPLE, San Pedro Garza Garcia / STRAP TECH, Austin	MEXICO / UNITED STATES	
C04/017	01426	OREO X PAC-MAN SUPERMARCADE	OREO	OREO	SAATCHI & SAATCHI, Dusseldorf	GERMANY	PUBLICIS MEDIA GMBH Dusseldorf / SPARK FOUNDRY GERMANY GMBH Dusseldorf
C04/028	30737	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

C05 (Gaming)

C05/016	00619	JBL QUANTUM GUIDE PLAY	JBL QUANTUM	HARMAN INTERNATIONAL APAC	BLKJ HAVAS, Singapore	SINGAPORE	BOLHA Sao Paulo / LOCO MOTION Singapore / TRUCE FILMS Melbourne
C05/023	01019	ANTI-LAG SQUAD	MOVISTAR	INTERNET FIBER	VML, Buenos Aires	ARGENTINA	LANDIA Buenos Aires
C05/036	01422	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
C05/049	01838	ANTIBAN-AD	SPRITE	SPRITE	GUT, Buenos Aires	ARGENTINA	GENOSHA Buenos Aires
C05/051	01667	GAMER LOAN	BANCO DEL PACÍFICO	BANK LOAN	PARADAIS DDB, Guayaquil	ECUADOR	

D01 (Use of Digital Platforms)

Direct Shortlist

D01/020	00554	NO AD	PAGUE MENOS	NO AD	LEW'LARA\TBWA, Sao Paulo	BRAZIL	SATELITE AUDIO Sao Paulo	LEW'LARA\TBWA Sao Paulo
D01/025	00514	MEOWZER	PEDIGREE	PEDIGREE	COLENZO BBDO, Auckland	NEW ZEALAND	BUCK Sydney / ELMWOOD London	FRANKLIN RD MUSIC & SOUND Auckland ESSENCEMEDIAC OM Auckland
D01/030	00917	THE SHOTLINE	CHANGE THE REF & MARCH FOR OUR LIVES	THE SHOTLINE	MULLENLOWE U.S., Boston	UNITED STATES	EDISEN New York	YETI PRODUCTIONS Boston MEDIAHUB New York
D01/039	00941	IN-GAME INVESTORS	MERCADO PAGO	DIGITAL BANK SERVICES	GUT, Sao Paulo	BRAZIL	CABARET STUDIO Sao Paulo / YELLOW MELLO Campo Grande	
D01/045	01647	HEINZ KETCHUP INSURANCE	HEINZ	HEINZ KECTHCUP	FP7 McCANN, Dubai	UNITED ARAB EMIRATES		BELIEVE TV Santiago CARAT Dubai
D01/047	01763	TRUCKER NAPP	VOLKSWAGEN & LIVELO	VW METEOR	ALMAPBBDO, Sao Paulo	BRAZIL	20DASH São Paulo / BELGRADO FILMES Sao Paulo / JAMUTE Sao Paulo	
D01/050	01717	RENAULT - PLUG-INN FOR BUSINESS	RENAULT	APPLICATION	PUBLICIS CONSEIL, Paris	FRANCE	PUBLICIS SAPIENT Paris	PRODIGIOUS Paris
D01/051	01882	PINK CHIP	DEGIRO, UN WOMEN	PINK CHIP INDEX	AKQA, Amsterdam	NETHERLANDS	AKQA Amsterdam / THEMATIC CAPITAL San Francisco	AMP AMSTERDAM
D01/052	01804	THE AI PRESIDENT	ANNAHAR NEWSPAPER	ANNAHAR NEWSPAPER	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	ADDITION New York	AN-NAHAR NEWSPAPER Beirut
D01/055	01917	UNINTERRUPTAD	BUDWEISER	BEER	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	LA CARRETERA FILMES São Paulo / MODO INTEGRADO DE PRODUCOES Sao Paulo / MUGSHOT Sao Paulo	AFRICA CREATIVE DDB Sao Paulo
D01/063	01974	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	
D01/064	02038	ROOM FOR EVERYONE	MASTERCARD	DIGITAL PLATFORM THAT HELPS POLISH AND UKRAINIAN BUSINESSES	McCANN POLAND, Warsaw	POLAND		

Direct Shortlist

D01/067	01748	SPREADBEATS	SPOTIFY	SPOTIFY ADVERTISING	FCB NEW YORK	UNITED STATES	UNCHARTED LIMBO COLLECTIVE London	COLOSSAL Curitiba	
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<u>D02 (Use of Mobile)</u>									
D02/008	00226	DUO'S BIG GAME REMINDER	DUOLINGO	DUOLINGO	DUOLINGO, Pittsburgh	UNITED STATES	DUOLINGO Pittsburgh	DUOLINGO Pittsburgh	DUOLINGO Pittsburgh
D02/024	00749	CALL GLENN	CHILD FOCUS	BELGIAN CENTER FOR MISSING AND SEXUALLY EXPLOITED CHILDREN	VML BELGIUM, Antwerp / WUNDERMAN THOMPSON, Antwerp	BELGIUM	AKA DE MENSEN Zaventem		MEDIACOMM Brussels
D02/049	01323	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	
D02/061	00085	TRY GALAXY FOLD EXPERIENCE	SAMSUNG ELECTRONICS	SAMSUNG MOBILE	CHEIL WORLDWIDE, Seoul / CHEIL WORLDWIDE, Dubai	SOUTH KOREA / UNITED ARAB EMIRATES			CHEIL WORLDWIDE Seoul
D02/064	01675	PUB MUSEUMS	HEINEKEN	HEINEKEN	LEPUB, Milan / PUBLICIS, Dublin	ITALY / IRELAND		LENS THAT - AR CREATIVE STUDIO Warsaw	
D02/077	01427	OREO X PAC- MAN SUPERMARCADE	OREO	OREO	SAATCHI & SAATCHI, Dusseldorf	GERMANY			PUBLICIS MEDIA GMBH Dusseldorf / SPARK FOUNDRY GERMANY GMBH Dusseldorf
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<u>D03 (Use of Social Platforms)</u>									
D03/008	00172	THE NATIONAL SPORT OF KAZAKHSTAN	RUH FIGHTING CHAMPIONSHIP	RUH FIGHTING CHAMPIONSHIP, MMA PROMOTION COMPANY	GFORCE, Almaty	KAZAKHSTAN			
D03/050	01214	INPLOYABLE	CDSS	CDSS	FCB TORONTO	CANADA	SUNEEVA Toronto	GRAYSON MUSIC Toronto / MARRIED TO GIANTS Toronto	INITIATIVE Toronto

Direct Shortlist

D03/073	01582	THE GRAVY RACE	SHEBA	SHEBA	AMV BBDO, London	UNITED KINGDOM	RED STUDIOS London	JUNGLE STUDIOS London / RED STUDIOS London	ESSENCEDIAC OM New York
D03/091	01587	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 (Real-Time Response)

D04/022	00979	HEINZ KETCHUP & SEEMINGLY RANCH	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA	FUZE REPS Toronto		STARCOM Chicago
D04/033	01438	THE X-TINCTION TIMELINE	WWF	SPECIES CONSERVATION	McCANN, Dusseldorf	GERMANY			
D04/040	01735	CAN'T B BROKEN	VERIZON	VERIZON NETWORK	OGILVY, New York	UNITED STATES	MJZ Los Angeles / PARKWOOD ENTERTAINMENT New York	CABIN Santa Monica / CO3 Los Angeles / METHOD New York / SONIC UNION New York	
D04/053	01586	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

D05 (Co-Creation & User-Generated Content)

D05/019	00454	WIKITRUTH	UKRAINIAN WITNESS	UKRAINIAN WITNESS	PUBLICIS GROUPE BENELUX, Amsterdam	NETHERLANDS	PUBLICIS GROUPE BENELUX Amsterdam	PUBLICIS GROUPE BENELUX Amsterdam	
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Direct Shortlist

D05/044	01849	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
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E01 (Copywriting)

E01/009	00989	EPIDEMIC SOUND - FEEL IT FIND IT	EPIDEMIC SOUND	EPIDEMIC SOUND	RETHINK, New York	UNITED STATES	BOLD SCANDINAVIA Oslo	STUDIO KLEINER Stockholm / WAVE STUDIOS New York
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E02 (Art Direction/Design)

E02/001	00007	THE ONE EXHIBITION	PHOTOGLOBAL	LEICA M11	DM9, Sao Paulo	BRAZIL			
E02/011	00717	855-HOW-TO-QUIT-(OPIOIDS)	ANZEN HEALTH	HEALTHCARE	SERVICEPLAN, Munich	GERMANY	JOJX Los Angeles	JAMM Los Angeles	MEDIAPLUS GERMANY Munich / MEDIAPLUS NORTH AMERICA New York
E02/025	01538	IF YOU'RE INTO IT, IT'S IN THE V&A	V&A	V&A	adam&eveDDB, London	UNITED KINGDOM	adam&eveStudios London		PHD London
E02/042	01747	SPREADBEATS	SPOTIFY	SPOTIFY ADVERTISING	FCB NEW YORK	UNITED STATES	UNCHARTED LIMBO COLLECTIVE London	COLOSSAL Curitiba	

E03 (Experience Design)

E03/006	01061	FWD SINGING BUS	FWD INSURANCE	FWD INSURANCE	GREYNJ UNITED, Bangkok	THAILAND	BOB EYE VIEW STUDIO Bangkok		GREYNJ UNITED Bangkok
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Direct Shortlist

E03/010	01380	REWILDING MODE	HUSQVARNA	HUSQVARNA AUTOMOWER®	PRIME WEBER SHANDWICK, Stockholm	SWEDEN	GIANTS & TOYS Stockholm / PRIME WEBER SHANDWICK Stockholm	GIANTS & TOYS Stockholm	PRIME WEBER SHANDWICK Stockholm
E03/012	01371	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
E03/013	01216	KINTSUGI OREO	OREO	OREO	LEO BURNETT TAILOR MADE, Sao Paulo / LEO BURNETT, Mexico City	BRAZIL / MEXICO	BLUE STUDIO Mexico City / LEO BURNETT Mexico City / LEO BURNETT TAILOR MADE Sao Paulo / PLATINUM - FOTOGRAFIA PUBLICITARIA Rio de Janeiro / SILENCE TRACK Mexico	LEO BURNETT Mexico City / LEO BURNETT TAILOR MADE Sao Paulo / THE MAESTROS Mexico	LEO BURNETT Mexico City / LEO BURNETT TAILOR MADE Sao Paulo / SPARK FOUNDRY Mexico
E03/016	01592	IMAGINE WITH PETACOS	POKER BEER	POKER BEER	BUENTIPO ANCHOR, Bogota / DDB COLOMBIA, Bogota	COLOMBIA	BUENTIPO ANCHOR Bogota		
E03/017	01759	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		
E03/029	01617	DON'T DRINK HERTOG JAN	HERTOG JAN	HERTOG JAN	GUT, Amsterdam	NETHERLANDS	SITESUPPORT Breda		
<u>E04 (Launch/Relaunch)</u>									
E04/020	00978	HEINZ KETCHUP & SEEMINGLY RANCH	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA	FUZE REPS Toronto		STARCOM Chicago
E04/027	01507	CLEAN SPONSORSHIP	CONSUL	WASHING MACHINES CONSUL	DM9, Sao Paulo	BRAZIL			DM9 Sao Paulo
E04/029	01715	RENAULT - CARS TO WORK	RENAULT	MOBILITY RIGHTS	PUBLICIS CONSEIL, Paris	FRANCE	DIVISION Paris	FIRM STUDIO Paris / PRODIGIOUS Paris	

Direct Shortlist

E04/033	01997	RICE OF GLORY	SUPER EXTRA	SUPER EXTRA	MARURI, Guayaquil / GREY ARGENTINA, Buenos Aires / GREY, Sao Paulo	ECUADOR / ARGENTINA / BRAZIL	LANDIA Buenos Aires	MARURI Guayaquil
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F05 (Personalised Campaigns)

E05/003	00576	150 YEARS OF WHATEVERKEN	HEINEKEN	HEINEKEN	LEPUB, Milan	ITALY	DESIGN BRIDGE AND PARTNERS Amsterdam / PRETTYBIRD London	
E05/017	01537	IF YOU'RE INTO IT, IT'S IN THE V&A	V&A	V&A	adam&eveDDB, London	UNITED KINGDOM	adam&eveStudios London	PHD London

F01 (Local Brand)

F01/003	00102	ROB IT TO GET IT	DISTANCE	DISTANCE	BETC, Paris	FRANCE	GUM Paris / SOLDATS FILMS Paris	
F01/028	01591	IMAGINE WITH PETACOS	POKER BEER	POKER BEER	BUENTIPO ANCHOR, Bogota / DDB COLOMBIA, Bogota	COLOMBIA	BUENTIPO ANCHOR Bogota	

F02 (Challenger Brand)

F02/019	01580	THE GRAVY RACE	SHEBA	SHEBA	AMV BBDO, London	UNITED KINGDOM	RED STUDIOS London	JUNGLE STUDIOS London / RED STUDIOS London	ESSENCEMEDIAC OM New York
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F03 (Single-Market Campaign)

F03/008	00109	THE TRANSITION HOT DOG	PRESSBYRÅN/PBX	THE TRANSITION HOT DOG	AKESTAM HOLST, Stockholm	SWEDEN	BSMART CREATIVE PARTNER Stockholm	
F03/027	10004	AUDIENCE DELIVERY	IFOOD	IFOOD	DM9, Sao Paulo	BRAZIL	LIVEMODE SERVICOS DIGITAIS - RUA BAMBINA Rio De Janeiro	
F03/033	01132	SPRING BREAK UP	MIAMI BEACH COALITION	MIAMI BEACH	VML, Miami	UNITED STATES	LETCA FILMS Miami	
F03/047	01229	BEER RETIREMENT ACCOUNT	POKER BEER	POKER BEER	MEDIA.MONKS, Hilversum	NETHERLANDS	PRIMO CONTENT Bogota	

Direct Shortlist

F03/050	01262	LUPIN ON THE MOVE	NETFLIX	TV SERIE	DAVID, Madrid	SPAIN	DESEIF Madrid		
F03/057	01452	IMPROBABLE HOUSEMATES	MEO	WEBSITE	DENTSU CREATIVE, Lisbon	PORTUGAL			
F03/070	01937	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
F03/079	01673	PUB MUSEUMS	HEINEKEN	HEINEKEN	LEPUB, Milan / PUBLICIS, Dublin	ITALY / IRELAND		LENS THAT - AR CREATIVE STUDIO Warsaw	
F03/087	02032	FIT MY FEET	BUCKAROO FOOTWARE	FIT MY FEET SLIPPERS	McCANN, Gurugram	INDIA			

F04 (Social Behaviour & Cultural Insight)

F04/021	00267	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		
F04/058	00550	NO AD	PAGUE MENOS	NO AD	LEW'LARA\TBWA, Sao Paulo	BRAZIL	SATELITE AUDIO Sao Paulo		LEW'LARA\TBWA Sao Paulo
F04/059	00575	150 YEARS OF WHATEVERKEN	HEINEKEN	HEINEKEN	LEPUB, Milan	ITALY	DESIGN BRIDGE AND PARTNERS Amsterdam / PRETTYBIRD London		
F04/064	00632	GRANNY OFFICE	VODAFONE	GRANNY OFFICE	VML HUNGARY, Budapest	HUNGARY	FOCUS FOX STUDIO Budapest / THE SOUP Budapest	FOCUS FOX STUDIO Budapest	
F04/078	00715	855-HOW-TO-QUIT-(OPIOIDS)	ANZEN HEALTH	HEALTHCARE	SERVICEPLAN, Munich	GERMANY	JOJX Los Angeles	JAMM Los Angeles	MEDIAPLUS GERMANY Munich / MEDIAPLUS NORTH AMERICA New York
F04/081	00773	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

Direct Shortlist

F04/085	00807	CASHMERE ULTRALUXE BATHROOM GUIDE	CASHMERE	CASHMERE ULTRALUXE	LIFELONG CRUSH, Toronto	CANADA	LIFELONG CRUSH Toronto / VML CANADA Toronto	DIVISN POST Toronto / EGGPLANT PICTURE & SOUND Toronto	WAVEMAKER Toronto
F04/127	01213	INPLOYABLE	CDSS	CDSS	FCB TORONTO	CANADA	SUNEEVA Toronto	GRAYSON MUSIC Toronto / MARRIED TO GIANTS Toronto	INITIATIVE Toronto
F04/140	01225	BEER RETIREMENT ACCOUNT	POKER BEER	POKER BEER	MEDIA.MONKS, Hilversum	NETHERLANDS	PRIMO CONTENT Bogota		
F04/147	01312	PROTECTASBIH	SAUDIA AIRLINES	SANITIZING PRAYER BEADS	LEO BURNETT, Jeddah / SAATCHI & SAATCHI ME, Dubai	SAUDI ARABIA / UNITED ARAB EMIRATES	AETHA DESIGN Poole / D AND F LABS Dubai / DEJAVU Dubai / LIWA CONTENT DRIVEN Dubai	LIWA CONTENT DRIVEN Dubai	LEO BURNETT Jeddah / SAATCHI & SAATCHI ME Dubai / ZENITH Dubai
F04/150	01373	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
F04/167	01590	IMAGINE WITH PETACOS	POKER BEER	POKER BEER	BUENTIPO ANCHOR, Bogota / DDB COLOMBIA, Bogota	COLOMBIA	BUENTIPO ANCHOR Bogota		
F04/170	01497	AUDIENCE DELIVERY	IFOOD	IFOOD	DM9, Sao Paulo	BRAZIL	LIVEMODE SERVICOS DIGITAIS - RUA BAMBINA Rio De Janeiro		
F04/171	01501	CLEAN SPONSORSHIP	CONSUL	WASHING MACHINES CONSUL	DM9, Sao Paulo	BRAZIL			DM9 Sao Paulo
F04/172	01705	UNSEEN FACES	MISSING CHILDREEN & UNICEF	MISSING CHILDREEN REPORT SYSTEM	OGLVY ARGENTINA, Buenos Aires	ARGENTINA	FIGHT FILMS Buenos Aires		
F04/173	01768	TRUCKER NAPP	VOLKSWAGEN & LIVELO	VW METEOR	ALMAPBBDO, Sao Paulo	BRAZIL	20DASH São Paulo / BELGRADO FILMES Sao Paulo / JAMUTE Sao Paulo		
F04/174	01492	TRUST THE TWIST	OREO	OREO	LEPUB, Amsterdam	NETHERLANDS	SMUGGLER London	SIZZER Amsterdam	

Direct Shortlist

F04/230	30739	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
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F05 (Use of Humour)

F05/013	00767	BETIS PREGNANCY TEST	REAL BETIS	PREGNANCY TEST	VML, Madrid	SPAIN	HOGARTH WORLDWIDE Madrid	
F05/025	01288	DERBY CASHBACK BY ZÉ DELIVERY	ZÉ DELIVERY	ZÉ DELIVERY	JOGO, Sao Paulo	BRAZIL		
F05/030	01088	EURO BABIES	MEO	EURO BABIES	BAR OGILVY, Lisbon	PORTUGAL	PEDRO NOBREGA - IMAGES MAKERS Lisbon / SHOW OFF Lisbon / SOM DE LISBOA Lisbon	SHOW OFF Lisbon OMD Lisbon
F05/031	01263	GHOST CAMPAIGN	BURGER KING	RESTAURANTS	DAVID, Madrid	SPAIN	FAR MEDIA Madrid	DESEIF Madrid / THE LOBBY Madrid
F05/051	01932	THE BALD THRU	BURGER KING	BURGER KING	DAVID, Sao Paulo	BRAZIL	BARRY COMPANY Sao Paulo / JAMUTE Sao Paulo	DAVID Sao Paulo
F05/059	01878	TEST-ICLES	FUNDACIÓN DE ALBA, A.C.	CANCER FOUNDATION	OGILVY, Mexico City / OGILVY HEALTH, New York	MEXICO / UNITED STATES	BELIEVE TV Santiago	

F06 (Breakthrough on a Budget)

F06/004	00105	ROB IT TO GET IT	DISTANCE	DISTANCE	BETC, Paris	FRANCE	GUM Paris / SOLDATS FILMS Paris	
F06/023	00698	DON'T DELETE MENU	WENDY'S	WENDY'S	VML, New York / VML COMMERCE, Buenos Aires / VML COMMERCE, New York	UNITED STATES / ARGENTINA		
F06/043	01467	MOTOROLA - DEEP CONNECT	MOTOROLA MOBILITY LLC	MOTOROLA - DEEP CONNECT	DENTSU CREATIVE, Gurgaon	INDIA	DENTSU CREATIVE Gurgaon / MORPHEDO TECHNOLOGIES Faridabad / USEFUL GARBAGE CREATIONS Mumbai	DENTSU CREATIVE Gurgaon / USEFUL GARBAGE CREATIONS Mumbai

Direct Shortlist

F06/045	01444	YES, COUCH!	FACEBOOK	FACEBOOK MARKETPLACE	MOJO SUPERMARKET, New York / CREATIVE X, California / META, Menlo Park	UNITED STATES
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F07 (Corporate Purpose & Social Responsibility)

F07/058	00711	ANIMAL ALERTS	PETPACE	ANIMAL ALERTS	SERVICEPLAN, Munich / L&C, New York	GERMANY / UNITED STATES	REBECA Lima	NATIVO POST Lima	MEDIAPLUS GERMANY Munich
F07/061	01030	THE GREENPRINT	VOLKSWAGEN NZ	VOLKSWAGEN	DDB NEW ZEALAND, Auckland	NEW ZEALAND	TRIBAL AOTEAROA Auckland		FCB NEW ZEALAND Auckland
F07/083	01240	BANNED BOOK CLUB	DIGITAL PUBLIC LIBRARY OF AMERICA	DIGITAL PUBLIC LIBRARY OF AMERICA	FCB CHICAGO	UNITED STATES	456 STUDIOS Chicago	456 STUDIOS Chicago	FCB CHICAGO
F07/103	01766	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		
F07/110	01719	RENAULT - CARS TO WORK	RENAULT	MOBILITY RIGHTS	PUBLICIS CONSEIL, Paris	FRANCE	DIVISION Paris	FIRM STUDIO Paris / PRODIGIOUS Paris	
F07/113	01736	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
F07/115	01905	SHT	IKEA CANADA	IKEA	EDELMAN, Toronto	CANADA	EDELMAN Toronto	EDELMAN Toronto	CARAT Toronto
F07/121	01958	WORTH IT RESUME	L'ORÉAL	LINKEDIN RESUME	McCANN, Paris	FRANCE	CRAFT Paris		
F07/122	01912	REVIEWS	HEINZ	HEINZ	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	PUNCH AUDIO Sao Paulo / SILVIO MEDEIROS Sao Paulo		

Direct Shortlist

F07/126	01533	THE QLTURE CODE	GOTUURI	NON PROFIT CAMPAIGN	STAR5 CREATIVE, Panama	PANAMA		
F07/129	01676	PUB MUSEUMS	HEINEKEN	HEINEKEN	LEPUB, Milan / PUBLICIS, Dublin	ITALY / IRELAND		LENS THAT - AR CREATIVE STUDIO Warsaw
F07/139	01973	FILTER CAPS	FILSA COLOMBIA	FILTER CAPS	OGILVY COLOMBIA, Bogotá	COLOMBIA		
F07/140	01994	IT'S TIME TO (RE)BOOT	(RE)BOOT	UPCYCLING SYSTEM	AKQA BLOOM, Miami	UNITED STATES	6DEGREES Los Angeles / ALTRN STUDIO Sao Paulo / CEGO Sarasota / CURA Sao Paulo / PLANT Sao Paulo	JAMUTE Sao Paulo / STUDIO ZEBRA Florianopolis
F07/143	01057	ADOPTABLE. BY PEDIGREE	PEDIGREE	PEDIGREE	COLENZO BBDO, Auckland	NEW ZEALAND	NEXUS STUDIOS London	ESSENCEDIA OM Auckland
F07/154	02037	ROOM FOR EVERYONE	MASTERCARD	DIGITAL PLATFORM THAT HELPS POLISH AND UKRAINIAN BUSINESSES	McCANN POLAND, Warsaw	POLAND		
F07/166	20041	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

F08 (Market Disruption)

F08/014	00795	THE NIL STUDENT NURSE INITIATIVE	SAUCONY	SAUCONY RUNNING SHOES	DONER, Southfield	UNITED STATES		
F08/022	01231	BEER RETIREMENT ACCOUNT	POKER BEER	POKER BEER	MEDIA.MONKS, Hilversum	NETHERLANDS	PRIMO CONTENT Bogota	
F08/023	01238	BANNED BOOK CLUB	DIGITAL PUBLIC LIBRARY OF AMERICA	DIGITAL PUBLIC LIBRARY OF AMERICA	FCB CHICAGO	UNITED STATES	456 STUDIOS Chicago	456 STUDIOS Chicago FCB CHICAGO
F08/026	10028	PLASTIC FARMING	MGI	MGI	ASIATIC MARKETING COMMUNICATION LTD., Dhaka	BANGLADESH		

Direct Shortlist

F08/028	01639	AFTER-DINNER DINNER	MCDONALD'S	MCDONALD'S	FP7 McCANN, Dubai	UNITED ARAB EMIRATES	VOX HAUS Petropolis	SPLASH MEDIA SRL. Santo Domingo
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Total Shortlisted: 204

PR

Additional

ELEVEN Auckland

ZENO GROUP KRAFT HEINZ COMPANY Chicago
Chicago

PRIME WEBER
SHANDWICK
Stockholm

DRAFTLINE Bogota

CURRENT
GLOBAL Dubai
CDN Sao Paulo

FISCHERAPPELT THE MARTIN AGENCY Richmond
Berlin

THINKHOUSE LEGARAGE Milan
Dublin

PORTER NOVELLI MARS London
Auckland

TOC ASOCIADOS
LIMA

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

LEW\LARA\TBWA
Sao Paulo

TULOM Sao Paulo DAHOUSE AUDIO Overath / RAW
MATERIALS Austin

RENAULT GROUP SIEGE
SOCIAL Paris

MERCADO LIVRE Sao Paulo

WEBER
SHANDWICK
MENAT Dubai

GUT Sao Paulo MERCADO LIVRE Sao Paulo

PITCH SOFTWARE Berlin

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

DOORDASH San Francisco /
WILDLIFE Los Angeles

BOGOTA Curitiba / DAHOUSE
AUDIO Los Angeles / SPOTIFY
New York

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

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

MSL Taipei DIGITAS TAIWAN Taipei

BCW London NHS BLOOD AND TRANSPLANT
Bristol

HERO & OUTLAW
Prague

NINCH COMPANY
Caba

BOGOTA Curitiba / DAHOUSE
AUDIO Los Angeles / SPOTIFY
New York

CURRENT COMPLEXCON Los Angeles /
GLOBAL Chicago SNAP New York / THE CLOROX
 COMPANY Oakland

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

HERD MSL
SYDNEY

OGILVY Kuala
Lumpur

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

WEBER CRITICAL MASS New York / JSM
SHANDWICK MUSIC New York / RARE
Washington, DC MEDIUM New York /
 TRACYLOCKE New York

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

DENTSU
CREATIVE
Auckland

ZENO GROUP KRAFT HEINZ COMPANY Chicago
Chicago

LLYC Lima

BCW London NHS BLOOD AND TRANSPLANT
Bristol

NETFLIX Madrid

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

TULOM Sao Paulo
DAHOUSE AUDIO Overath / RAW
MATERIALS Austin

UBER EATS New York

DATTIS DRAFTLINE Bogota
COMUNICACIONES Bogota

NETFLIX Paris

MISSING CHILDREN Buenos
Aires / UNICEF Buenos Aires

GUT Sao Paulo
MERCADO LIVRE Sao Paulo

PORTER NOVELLI MARS London
Auckland

PORTER NOVELLI MARS GLOBAL Tennessee /
Auckland MARS NEW ZEALAND Auckland

PEPPERCOMM New York AGOSTO MUSIC AND SOUND
CRAFT Lima / ASTRAL KREATIV
Munich / EAT, SLEEP + DESIGN
Berlin / ZEPPELIN
PRODUCCIONES SAC Lima

HOPE AND GLORY London 750MPH London /
adam&eveDesign London /
ADYLIC London / KING HENRY
London / TIME BASED ARTS
London

PEPSICO Gurgaon

EPSILON Paris / RAZORFISH
Paris / RENAULT GROUP SIEGE
SOCIAL Paris

IMPACT BBDO
Beirut / IMPACT
PORTER NOVELLI
Dubai

EDELMAN London BOOMERANG CREATE
Amsterdam / LEPUB Amsterdam /
MASSIVEMUSIC Amsterdam

CURRENT
GLOBAL Chicago

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

FAMOUS VEOLIA BELUX Brussels
RELATIONS
Brussels

M&C SAATCHI
Sydney / THE
MINDEROO
FOUNDATION Perth

PEPPERCOMM AGOSTO MUSIC AND SOUND
New York CRAFT Lima / ASTRAL KREATIV
Munich / EAT, SLEEP + DESIGN
Berlin / ZEPPELIN
PRODUCCIONES SAC Lima

CURRENT
GLOBAL Chicago

SALUTEM New York AMBEE Hartford

DOUBLE E Miami

DIGITAS PIXELPARK Hamburg /
FORM & FUN Sao Paulo /
ROOM48 Dusseldorf

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

VIOLETA MUSIC Buenos Aires

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

BAMBA MUSIC Buenos Aires

LEW'LARA\TBWA
Sao Paulo

PORTER NOVELLI MARS GLOBAL Tennessee /
Auckland MARS NEW ZEALAND Auckland

MULLENLOWE
U.S. Boston

MERCADO PAGO Sao Paulo

CURRENT
GLOBAL Dubai

EPSILON Paris / RAZORFISH
Paris / RENAULT GROUP SIEGE
SOCIAL Paris

DEGIRO Amsterdam

IMPACT BBDO
Beirut / IMPACT
PORTER NOVELLI
Dubai

ANDREW FOOTIT DESIGN
Brooklyn / JAMRA PATEL Portland
/ NAFFA Portland

BOGOTA Curitiba / DAHOUSE
AUDIO Los Angeles / SPOTIFY
New York

WUNDERMAN
THOMPSON
Antwerp

NINCH COMPANY VKNG AGENCY Mexico City
Mexico City

CHEIL TOV INC Seoul / TRIBAL
WORLDWIDE Seoul AOTEAROA Auckland

THINKHOUSE LEGARAGE Milan
Dublin

DIGITAS PIXELPARK Hamburg /
FORM & FUN Sao Paulo /
ROOM48 Dusseldorf

GLOSSY PR CANADIAN DOWN SYNDROME
Toronto SOCIETY Calgary

WEBER
SHANDWICK New
York

DOORDASH San Francisco / EDELMAN Los Angeles / WIEDEN+KENNED Y Portland	DOORDASH San Francisco / WILDLIFE Los Angeles
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ZENO GROUP KRAFT HEINZ COMPANY Chicago
Chicago

CRAFT Dusseldorf / WWF
GERMANY Berlin

DOORDASH San Francisco / EDELMAN Los Angeles / WIEDEN+KENNED Y Portland	DOORDASH San Francisco / WILDLIFE Los Angeles
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PUBLICIS GROUPE BENELUX Amsterdam	BOOMERANG AGENCY Amsterdam / MASSIVEMUSIC Amsterdam / MASSIVEMUSIC Warsaw / SOUNDSRIGHT Amsterdam
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OGILVY PR London VML Johannesburg / VML Mexico
City / VML Sydney

EPIDEMIC SOUND Stockholm

TULOM Sao Paulo DAHOUSE AUDIO Overath / RAW
MATERIALS Austin

HOPE AND GLORY 750MPH London /
London adam&eveDesign London /
ADYLIC London / KING HENRY
London / TIME BASED ARTS
London

BOGOTA Curitiba / DAHOUSE
AUDIO Los Angeles / SPOTIFY
New York

FWD INSURANCE
Bangkok / GREYNJ
UNITED Bangkok

PRIME WEBER
SHANDWICK
Stockholm

LLYC Lima

LEO BURNETT
Mexico City / LEO
BURNETT TAILOR
MADE Sao Paulo

PRIMO CONTENT Bogota

PLANET LABS San Francisco

DENTSU CREATIVE Amsterdam /
THE VALLEY B.V. Amsterdam

ZENO GROUP KRAFT HEINZ COMPANY Chicago
Chicago

CDN Sao Paulo

RENAULT GROUP SIEGE
SOCIAL Paris

EDELMAN London BOOMERANG CREATE
Amsterdam / LEPUB Amsterdam /
MASSIVEMUSIC Amsterdam

HOPE AND GLORY 750MPH London /
London adam&eveDesign London /
ADYLIC London / KING HENRY
London / TIME BASED ARTS
London

PRIMO CONTENT Bogota

WEBER
SHANDWICK New
York

VML Miami

DRAFTLINE Bogota

NETFLIX Paris

MANGO Sydney

THINKHOUSE LEGARAGE Milan
Dublin

LEW'LARA\TBWA
Sao Paulo

EDELMAN London BOOMERANG CREATE
Amsterdam / LEPUB Amsterdam /
MASSIVEMUSIC Amsterdam

VML HUNGARY
Budapest

TULOM Sao Paulo DAHOUSE AUDIO Overath / RAW
MATERIALS Austin

BCW London NHS BLOOD AND TRANSPLANT
Bristol

NORTH KRUGER PRODUCTS
STRATEGIC Toronto Mississauga / SCHOOL EDITING
Toronto

GLOSSY PR CANADIAN DOWN SYNDROME
Toronto SOCIETY Calgary

DRAFTLINE Bogota

LEO BURNETT
Jeddah / MKV
DIGITAL Dubai /
SAATCHI &
SAATCHI ME Dubai

LLYC Lima

PRIMO CONTENT Bogota

CDN Sao Paulo

MISSING CHILDREN Buenos
Aires / UNICEF Buenos Aires

FISCHERAPPELT THE MARTIN AGENCY Richmond
Berlin

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

BURGER KING Madrid

LOURES
CONSULTORIA
Sao Paulo

OGILVY Mexico City FUNDACION DE ALBA Mexico City

VML Buenos Aires

DENTSU CREATIVE Lisbon

MOJO
SUPERMARKET
New York

PEPPERCOMM AGOSTO MUSIC AND SOUND
New York CRAFT Lima / ASTRAL KREATIV
Munich / EAT, SLEEP + DESIGN
Berlin / ZEPPELIN
PRODUCCIONES SAC Lima

VOLKSWAGEN Auckland

CURRENT
GLOBAL Chicago

PLANET LABS San Francisco

RENAULT GROUP SIEGE
SOCIAL Paris

GUT Sao Paulo GRUPO BOTICARIO Curitiba

EDELMAN Toronto GRAYSON MATTHEWS INC
Toronto

WEBER
SHANDWICK New
York

BORDERLESS CITIZEN Curitiba

THINKHOUSE LEGARAGE Milan
Dublin

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

SID LEE New York

PORTER NOVELLI MARS London
Auckland

KWT GLOBAL New
York

DRAFTLINE Bogota

CURRENT
GLOBAL Chicago

WEBER
SHANDWICK
MENAT Dubai
