

## Entertainment Lions for Sport Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media
<b><u>A01 (Film Series and Audio)</u></b>									
A01/016	00201	RIVAL NEIGHBORHOODS	FLOW	FLOW	DON, Buenos Aires / TELECOM, Buenos Aires	ARGENTINA	HUINCA CINE Buenos Aires		
A01/021	00433	WE ARE AYENDA	WHATSAPP	WHATSAPP	CREATIVE X, California / MODERN ARTS, Los Angeles	UNITED STATES	EVEN ODD San Francisco		
A01/028	00592	REIMAGINE VICTORY	NIKE	NIKE	WIEDEN+KENNEDY, Mexico	MEXICO	STINK FILMS Mexico City		
A01/033	00539	WHAT THE FOOTBALL	NIKE	NIKE	WIEDEN+KENNEDY, Portland	UNITED STATES	ICONOCLAST Paris	KEVIN Los Angeles / STOREFRONT MUSIC New York / TRAFIK Los Angeles / WALKER New York / WHITEHOUSE POST London	
<b><u>A02 (Broadcast/Live Streaming)</u></b>									
A02/006	00367	AT YOUR HOME CAST	VIVO	VIVO FIBRA	VML, Sao Paulo	BRAZIL	AT FILMS Sao Paulo / ESPN BRASIL Sumare / SONIDO Rio De Janeiro		VML Sao Paulo
A02/013	00627	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	
A02/018	00596	LAP OF LEGENDS	AB INBEV - MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	UNITED STATES	456 STUDIOS New York	THE MILL New York	STARCOM Chicago
A02/019	00608	UNDERCOVER SPORTSCASTER	PEPSICO	LAY'S®	ALMAPBBDO, Sao Paulo	BRAZIL	CABARET Sao Paulo / COMPANIA Sao Paulo / SOUNDTHINKERS Sao Paulo		

## **A04 (Brand Storytelling)**

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A04/001	00007	OLIVEIRA DOS CEN ANOS	REAL CLUB CELTA	MUSIC	REAL CLUB CELTA, Vigo / VISIT LITTLE SPAIN, Madrid	SPAIN	VISIT LITTLE SPAIN Madrid	
A04/026	00331	'TIL IT'S DONE	FOOTBALL AUSTRALIA	THE MATILDAS	OGILVY AUSTRALIA, Melbourne	AUSTRALIA	OGILVY AUSTRALIA Melbourne	OGILVY AUSTRALIA Melbourne
A04/033	00435	WE ARE AYENDA	WHATSAPP	WHATSAPP	CREATIVE X, California / MODERN ARTS, Los Angeles	UNITED STATES	EVEN ODD San Francisco	
A04/036	00378	RIGHT TO RACE	ON RUNNING	ON RUNNING SHOES	HUNGRY MAN, London / BULLOCK, London	UNITED KINGDOM	HUNGRY MAN London / MACHINES OF LOVING GRACE - VISUAL STORYTELLING Cape Town	THE EDITORS Sydney
A04/049	00622	LA ARGENTINA HOTEL	TYC SPORTS	TYC SPORTS	MERCADO McCANN, Buenos Aires	ARGENTINA		VIRGEN Buenos Aires
A04/059	31447	RUNNER 321	ADIDAS	ADIDAS	FCB TORONTO	CANADA	456 STUDIOS Toronto / SUNEEVA Toronto	ALTER EGO Toronto / CITIZEN MUSIC New York / OSO AUDIO Toronto / SCHOOL EDITING Toronto

## B01 (Sports Live Experience)

B01/008	00139	LAY'S CHIP CAM	PEPSICO PURCHASE	LAY'S	SLAP GLOBAL, Buenos Aires	ARGENTINA	WASHINGTON SQUARE FILMS New York	OMD USA New York
B01/016	00302	THE SWEAT SIDE OF SPONSORSHIP	GATORADE	GATORADE	ISLA REPUBLICA, Sao Paulo	BRAZIL		
B01/025	00457	RUNNER 321	ADIDAS	ADIDAS	FCB TORONTO	CANADA	456 STUDIOS Toronto / SUNEEVA Toronto	ALTER EGO Toronto / CITIZEN MUSIC New York / OSO AUDIO Toronto / SCHOOL EDITING Toronto
B01/031	00589	TURF FINDER	GATORADE	GATORADE	LEO BURNETT, Mumbai	INDIA	OFFROAD FILMS Mumbai	

## B02 (Metaverse, New Realities & Emerging Tech)

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B02/011	00598	LAP OF LEGENDS	AB INBEV - MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	UNITED STATES	456 STUDIOS New York	THE MILL New York	STARCOM Chicago
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### B03 (Esports & Gaming)

B03/010	00511	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
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### B04 (360 Integrated Brand Experience)

B04/006	00196	GATORADE MATCH SAVER	GATORADE	GATORADE	SPRINGTIME, Buenos Aires	ARGENTINA	MAMA HUNGARA Buenos Aires / NO SMOKING Buenos Aires / PAPA MUSIC Buenos Aires / PORTA STUDIO Buenos Aires	M&M Buenos Aires	UM Buenos Aires
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### C01 (Fan Engagement/Distribution Strategy)

C01/005	00058	COORS LIGHTS OUT	COORS LIGHT	COORS LIGHT	RETHINK, Toronto	CANADA	MT VERNON ENTERTAINMENT Los Angeles		
C01/023	10003	AUDIENCE DELIVERY	I FOOD	I FOOD	DM9, Sao Paulo	BRAZIL	LIVEMODE SERVICOS DIGITAIS - RUA BAMBINA Rio De Janeiro		
C01/025	00286	KFC FINGER LICKIN' OPEN ENDORSEMENT	KFC	KFC FAMOUS CHICKEN	COURAGE, Toronto	CANADA	MERCHANT Toronto	ALTER EGO Toronto / VAPOR MUSIC GROUP Toronto	WAVEMAKER Toronto
C01/028	00332	'TIL IT'S DONE	FOOTBALL AUSTRALIA	THE MATILDAS	OGILVY AUSTRALIA, Melbourne	AUSTRALIA	OGILVY AUSTRALIA Melbourne		OGILVY AUSTRALIA Melbourne
C01/038	00362	ALWAYS OPEN	7-ELEVEN	7-ELEVEN	DENTSU CREATIVE, New York	UNITED STATES			

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C01/047	00508	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
C01/063	00546	LAUNDROMATCH	HEINEKEN®	HEINEKEN®	LEPUB, Singapore / LEPUB, Milan	SINGAPORE / ITALY	FRAME STORE Seoul / SKYKICK FILM Khethung Khru		
<b><u>C02 (Influencer &amp; Co-Creation)</u></b>									
C02/003	00026	ROB IT TO GET IT	DISTANCE	DISTANCE	BETC, Paris	FRANCE	GUM Paris / SOLDATS FILMS Paris		
C02/010	00480	THE TABLE READ	NFL	NFL	72ANDSUNNY, Los Angeles	UNITED STATES	BISCUIT FILMWORKS Los Angeles	COMPANY 3 Los Angeles / LIME STUDIOS Los Angeles / UNION EDITORIAL Los Angeles	
C02/013	00565	HIGHLIGHT YOUR BALLS	TESTICULAR CANCER SOCIETY	TESTICULAR CANCER SOCIETY	FP7 McCANN, Dubai	UNITED ARAB EMIRATES			MAGNA GLOBAL Dubai / UM Birmingham / UM London / UM MENA Dubai
<b><u>D01 (Brand Partnerships, Sponsorships &amp; Collaborations)</u></b>									
D01/023	00232	LEAGUE OF ALL LEAGUES	LIGA PORTUGAL & BETCLIC	PORTUGUESE FOOTBALL LEAGUE	JUDAS, Lisboa	PORTUGAL	GARAGE FILMS Lisbon		
D01/041	00314	IMAGINARY SQUADS	ITAÚ UNIBANCO	INSTITUCIONAL	GALERIA, Sao Paulo	BRAZIL	CANJA AUDIO Curitiba / FRAME Sao Paulo / THE ACID TIMES Sao Paulo	FRAME Sao Paulo	
D01/048	00383	SEE MY NAME	MOLSON™	MOLSON™	RETHINK, Toronto	CANADA	SUNEEVA Toronto	DARLING COLOUR & VFX Toronto / OSO AUDIO Toronto / SAINTS EDITORIAL Toronto	WAVEMAKER Toronto
D01/049	00404	WOMEN'S FOOTBALL	ORANGE	CSR	MARCEL, Paris	FRANCE	PRODIGIOUS Paris		

## Entertainment Lions for Sport Shortlist

D01/057	00507	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
D01/059	00542	THE SHAMELESS PAD	INTIMUS	INTIMUS PAD	FCB BRASIL, Sao Paulo	BRAZIL	FCB BRASIL Sao Paulo	FCB BRASIL Sao Paulo	FCB BRASIL Sao Paulo
D01/063	00614	OUT-OF-HOME MATCHES	HEINEKEN	HEINEKEN	LEPUB, Sao Paulo	BRAZIL			JCDECAUX Sao Paulo / NEOOH Sao Paulo
D01/085	31448	RUNNER 321	ADIDAS	ADIDAS	FCB TORONTO	CANADA	456 STUDIOS Toronto / SUNEEVA Toronto	ALTER EGO Toronto / CITIZEN MUSIC New York / OSO AUDIO Toronto / SCHOOL EDITING Toronto	

## D02 (Partnerships with Sports Talent)

D02/010	00136	LAY'S CHIP CAM	PEPSICO PURCHASE	LAY'S	SLAP GLOBAL, Buenos Aires	ARGENTINA	WASHINGTON SQUARE FILMS New York		OMD USA New York
D02/038	00361	ALWAYS OPEN	7-ELEVEN	7-ELEVEN	DENTSU CREATIVE, New York	UNITED STATES			
D02/042	00450	THE AUTOGRAPH	PERSIL	LAUNDRY DETERGENT	LOLA MULLENLOWE, Madrid	SPAIN	LOLA MULLENLOWE Madrid / REBOLUCION São Paulo	BIG SYNC MUSIC London / NASH São Paulo	
D02/045	00506	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
D02/055	00561	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

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D02/058	00599	LAP OF LEGENDS	AB INBEV - MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	UNITED STATES	456 STUDIOS New York	THE MILL New York	STARCOM Chicago
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### E01 (Diversity & Inclusion in Sport)

E01/021	00161	SOMA: SURFING THROUGH THE ODDS	SOMA	SOMA	BETCLIC, Lisbon / COMING SOON, Lisbon / SOMA, Lisbon	PORTUGAL	SHUTTERSTOCK STUDIOS London		
E01/040	00411	AT&T 5G HELMET	AT&T	FOOTBALL HELMET	TRANSLATION, New York / AT AND T, Dallas	UNITED STATES	LOVE SONG Los Angeles / SQUAD47 Bethesda / THE MAYDA CREATIVE CO New York	BARKING OWL New York / COMPANY 3 New York / CUT AND RUN New York / MATHEMATIC Los Angeles	
E01/041	00434	WE ARE AYENDA	WHATSAPP	WHATSAPP	CREATIVE X, California / MODERN ARTS, Los Angeles	UNITED STATES	EVEN ODD San Francisco		
E01/046	00401	WOMEN'S FOOTBALL	ORANGE	CSR	MARCEL, Paris	FRANCE	PRODIGIOUS Paris		
E01/049	00461	RUNNER 321	ADIDAS	ADIDAS	FCB TORONTO	CANADA	456 STUDIOS Toronto / SUNEEVA Toronto	ALTER EGO Toronto / CITIZEN MUSIC New York / OSO AUDIO Toronto / SCHOOL EDITING Toronto	
E01/061	00525	AUDIENCE DELIVERY	I FOOD	I FOOD	DM9, Sao Paulo	BRAZIL	LIVEMODE SERVICOS DIGITAIS - RUA BAMBINA Rio De Janeiro		

### E02 (Innovation in Sport)

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E02/014	00406	AT&T 5G HELMET	AT&T	FOOTBALL HELMET	TRANSLATION, New York / AT AND T, Dallas	UNITED STATES	LOVE SONG Los Angeles / SQUAD47 Bethesda / THE MAYDA CREATIVE CO New York	BARKING OWL New York / COMPANY 3 New York / CUT AND RUN New York / MATHEMATIC Los Angeles	
E02/024	00664	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	
E02/027	00597	LAP OF LEGENDS	AB INBEV - MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	UNITED STATES	456 STUDIOS New York	THE MILL New York	STARCOM Chicago

### E03 (Challenger Brand)

E03/008	11437	ALDIDAS	ALDI UK	ALDI	McCANN MANCHESTER, Manchester	UNITED KINGDOM	CRAFT Macclesfield
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### E04 (Social Behaviour & Cultural Insight)

E04/001	00008	OLIVEIRA DOS CEN ANOS	REAL CLUB CELTA	MUSIC	REAL CLUB CELTA, Vigo / VISIT LITTLE SPAIN, Madrid	SPAIN	VISIT LITTLE SPAIN Madrid		
E04/011	00198	GATORADE MATCH SAVER	GATORADE	GATORADE	SPRINGTIME, Buenos Aires	ARGENTINA	MAMA HUNGARA Buenos Aires / NO SMOKING Buenos Aires / PAPA MUSIC Buenos Aires / PORTA STUDIO Buenos Aires	M&M Buenos Aires	UM Buenos Aires

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E04/024	00412	AT&T 5G HELMET	AT&T	FOOTBALL HELMET	TRANSLATION, New York / AT AND T, Dallas	UNITED STATES	LOVE SONG Los Angeles / SQUAD47 Bethesda / THE MAYDA CREATIVE CO New York	BARKING OWL New York / COMPANY 3 New York / CUT AND RUN New York / MATHEMATIC Los Angeles
E04/027	00402	WOMEN'S FOOTBALL	ORANGE	CSR	MARCEL, Paris	FRANCE	PRODIGIOUS Paris	
E04/029	00459	RUNNER 321	ADIDAS	ADIDAS	FCB TORONTO	CANADA	456 STUDIOS Toronto / SUNEEVA Toronto	ALTER EGO Toronto / CITIZEN MUSIC New York / OSO AUDIO Toronto / SCHOOL EDITING Toronto
E04/037	00524	#KEEPHERCONFIDENT	DOVE	DOVE MASTERBRAND	OGILVY, London	UNITED KINGDOM	DARK ENERGY FILMS London	MINDSHARE New York
<b>E05 (Use of Humour)</b>								
E05/007	00269	ENGLAND BITTER	VICTORIA BITTER	VICTORIA BITTER	THE MONKEYS, PART OF ACCENTURE SONG, Sydney	AUSTRALIA	THE MONKEYS, PART OF ACCENTURE SONG Sydney	PHD Sydney
E05/019	00473	THE TABLE READ	NFL	NFL	72ANDSUNNY, Los Angeles	UNITED STATES	BISCUIT FILMWORKS Los Angeles	COMPANY 3 Los Angeles / LIME STUDIOS Los Angeles / UNION EDITORIAL Los Angeles
E05/023	00655	THE FIRST EDIBLE MASCOT	POP-TARTS	POP-TARTS	WEBER SHANDWICK, New York	UNITED STATES	CHICAGO MASCOTS Chicago / INDEPENDENTS GRAPHIC AND DISPLAY St. Louis	
<b>E06 (Breakthrough on a Budget)</b>								
E06/011	00301	THE SWEAT SIDE OF SPONSORSHIP	GATORADE	GATORADE	ISLA REPUBLICA, Sao Paulo	BRAZIL		



**Entertainment Lions for Sport Shortlist**

Total Shortlisted: 65

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Additional

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WHATSAPP INC. Menlo Park

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DA Mexico City / NASH Mexico  
City / RARE MEDIUM Alpharetta

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NETFLIX Madrid

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3PM/WEBER	160OVER90 New York /
SHANDWICK New York	FORMULA 1 London /
	MOTORSPORT IMAGES London /
	THE DUKE VIDEO ARCHIVE Isle of Man / WILLIAMS F1 Oxford

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OGILVY  
AUSTRALIA  
Melbourne

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WHATSAPP INC. Menlo Park

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HECKLER Sydney / ON RUNNING  
Zurich

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SUPERCHARANGO Buenos Aires

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CURRENT ADIDAS Portland  
GLOBAL London

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KETCHUM New  
York

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PEPSICO Mexico City

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CURRENT ADIDAS Portland  
GLOBAL London

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PEPSICO Gurgaon

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3PM/WEBER 160OVER90 New York /  
SHANDWICK New York FORMULA 1 London /  
MOTORSPORT IMAGES London /  
THE DUKE VIDEO ARCHIVE Isle  
of Man / WILLIAMS F1 Oxford

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

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ICF NEXT New York BLUEEDGE New York /  
CANWORKS PRINTING Austin /  
MOLSON CANADA Toronto

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NARRATIVE Toronto KFC CANADA Woodbridge

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OGILVY  
AUSTRALIA  
Melbourne

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EDIBLE Chicago CRAFTWORK Huntington Beach /  
GENESECO Dallas

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

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LEGARAGE Milan

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McCANN Birmingham

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BETCLIC Lisbon / LIGA  
PORTUGAL Porto

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GALERIA Sao Paulo

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CITIZEN MOLSON CANADA Toronto  
RELATIONS Toronto

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ARTISANS DU FILM Paris

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

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PROS Sao Paulo

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HEINEKEN BRASIL Sao Paulo

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CURRENT ADIDAS Portland  
GLOBAL London

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KETCHUM New  
York

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EDIBLE Chicago CRAFTWORK Huntington Beach /  
GENESE0 Dallas

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GOLIN Madrid IPG New York

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

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

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3PM/WEBER 160OVER90 New York /  
SHANDWICK New York FORMULA 1 London /  
MOTORSPORT IMAGES London /  
THE DUKE VIDEO ARCHIVE Isle  
of Man / WILLIAMS F1 Oxford

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WHATSAPP INC. Menlo Park

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ARTISANS DU FILM Paris

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CURRENT ADIDAS Portland  
GLOBAL London

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SID LEE New York

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3PM/WEBER	160OVER90 New York /
SHANDWICK New	FORMULA 1 London /
York	MOTORSPORT IMAGES London /
	THE DUKE VIDEO ARCHIVE Isle
	of Man / WILLIAMS F1 Oxford

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McCANN  
MANCHESTER  
Manchester

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ARTISANS DU FILM Paris

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CURRENT ADIDAS Portland  
GLOBAL London

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EDELMAN New York BIG SYNC MUSIC London / FINAL  
CUT New York / FRAMESTORE  
London / WAVE STUDIOS New  
York

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WEBER FLORIDA CITRUS SPORTS  
SHANDWICK New Orlando  
York

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PEPSICO Mexico City

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