

## Film Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media
<b>A01 (Consumer Goods)</b>									
A01/002	00039	AS CLOSE AS YOU CAN GET – CONCERT	PRISM+	PRISM+ Q SERIES	MULLENLOWE SINGAPORE	SINGAPORE	FACTORY01 Bangkok	MELLOW TUNES Bangkok / NEON SOUND Singapore / THEQUIETLAB Singapore	
A01/016	00382	DON'T LET ME GO	APPLE	IPHONE	APPLE, San Jose	UNITED STATES	ICONOCLAST Los Angeles		
A01/025	00503	GONNA NEED MORE TIDE	TIDE	TIDE POWER PODS	SAATCHI & SAATCHI, New York	UNITED STATES	STINK FILMS Los Angeles		
A01/036	00682	LOVE YOUR BOYS	MANSCAPED	MANSCAPED LAWNMOWER 5.0 ULTRA	PEREIRA O'DELL, San Francisco	UNITED STATES	CURRENT STUDIOS Halifax / RUCKUS FILMS Los Angeles / TWENTY-FOUR SEVEN PRODUCTIONS Barcelona	CUT + RUN Los Angeles / LIME STUDIOS Los Angeles / QUIET CITY MUSIC + SOUND New York / TRAFIK Los Angeles / YOURS TRULY KEVIN Los Angeles	MANSCAPED San Diego
A01/064	01148	GESTICULATORS	H2OH	H2OH STILL	ISLA REPUBLICA, Buenos Aires	ARGENTINA	ARGENTINACINE Buenos Aires		
A01/072	01189	THE BOXER	COLGATE	COLGATE	SOHO SQUARE BANGKOK	THAILAND	HOGARTH WORLDWIDE Bangkok / UNDERDOC FILM Bangkok	BASE CAMP PA Bangkok / MELLOW TUNES Bangkok	WAVEMAKER Bangkok
A01/077	01461	ROBBERY	AXE/LYNX	LYNX DEODORANT	LOLA MULLENLOWE, Madrid	SPAIN	CZAR Brussels	CZAR Brussels	
A01/084	00264	RELAX: TRACTOR	APPLE	IPHONE	APPLE, San Jose	UNITED STATES	APPLE San Jose / STINK FILMS Los Angeles		
A01/123	10507	SHOT ON IPHONE   HURACÁN RAMÍREZ VS. LA PIÑATA ENCHILADA	APPLE	IPHONE	TBWA\MEDIA ARTS LAB, Los Angeles / TBWA\MEDIA ARTS LAB, Miami / TERAN\TBWA, Mexico City	UNITED STATES / MEXICO	THE LIFT Mexico City	CAFFEINE POST Mexico City / TRAFIK Los Angeles	OMD Mexico City

## A02 (Healthcare)

## Film Shortlist

A02/017	01730	LATE	MEMORIAL SLOAN KETTERING CANCER CENTER	CANCER SCREENINGS	ALMA DDB, Miami	UNITED STATES	CENTRAL FILMS Mexico City	ANIMAL MUSIC Miami / MOVING FORWARD STUDIOS Miami	
<b><u>A03 (Automotive)</u></b>									
A03/014	00919	AN AMERICAN LOVE STORY	VOLKSWAGEN	VOLKSWAGEN	JOHANNES LEONARDO, New York	UNITED STATES	PARK PICTURES New York	EXILE EDIT New York / MIT OUT SOUND Mill Valley / PARIAH CREATIVE Santa Monica / SONIC UNION New York / TRAFIK Los Angeles	
<b><u>A04 (Travel, Leisure, Retail, Restaurants &amp; Fast Food Chains)</u></b>									
A04/023	00335	EVERY STORY STARTS WITH A YES.	LUFTHANSA	LUFTHANSA	SERVICEPLAN, Munich	GERMANY	ICONOCLAST Berlin	SLGH Berlin	MINDSHARE Frankfurt
A04/030	00706	HELPING YOU BECOME MORE CHRISTMAS	TESCO	TESCO	BBH, London	UNITED KINGDOM	ICONOCLAST London	750MPH London / BLACK KITE STUDIOS London / TRIM EDITING London	
A04/031	00779	CHESS	SITGES - INTERNATIONAL FANTASTIC FILM FESTIVAL OF CATALONIA	56TH EDITION – TRIBUTE TO HITCHCOCK'S 'THE BIRDS'	CHINA, Madrid	SPAIN	LEE FILMS Madrid		
A04/032	00777	COUPLE	SITGES - INTERNATIONAL FANTASTIC FILM FESTIVAL OF CATALONIA	56TH EDITION – TRIBUTE TO HITCHCOCK'S 'THE BIRDS'	CHINA, Madrid	SPAIN	LEE FILMS Madrid		
A04/038	00175	THE SQUARE METER	HORNBACH D.I.Y./ HOME IMPROVEMENT SUPERSTORES	HORNBACH	HEIMAT\TBWA, Berlin	GERMANY	REVOLVER Sydney / TONY PETERSEN FILM Berlin	COMPANY 3 London / KATALYST BERLIN CREATIVE SERVICES / THE QUARRY London	MEDIAPLUS GERMANY Munich

## Film Shortlist

A04/040	00963	WHOOPS	COPENHAGEN METRO	METRO	ACCENTURE SONG, Copenhagen	DENMARK	ACCENTURE SONG PRODUCTION STUDIOS Copenhagen	ACCENTURE SONG PRODUCTION STUDIOS Copenhagen
A04/041	00968	BORN TO BE FLAME LOVERS	BURGER KING FRANCE	FAST FOOD	BUZZMAN, Paris	FRANCE	SCHMOOZE Paris	
A04/080	01593	THE MOBSTER	FLOWARD	FLOWARD	FLOWARD MENA - DUBAI - UNITED ARAB EMIRATES, Dubai / IMPACT BBDO, Cairo	UNITED ARAB EMIRATES / EGYPT	GOOD PEOPLE FILMS Dubai	
A04/087	01827	BEYOND THE SEA	KFC	KFC	OGILVY SOUTH AFRICA, Johannesburg	SOUTH AFRICA	0307 FILMS Cape Town	CHOCOLATE TRIBE Johannesburg
A04/090	01746	KNIGHT	GANDHI BOOKSTORES	GANDHI BOOKSTORES	MONTALVO, Mexico	MEXICO	ORIENTAL FILMS Mexico City	ORIENTAL FILMS Mexico City
A04/093	01634	AS FEATURED IN	MCDONALD'S	MCDONALD'S	WIEDEN+KENNEDY, New York	UNITED STATES	PREYMAKER New York / ROCK PAPER SCISSORS New York / SONIC UNION New York	STARCOM Chicago

## A05 (Media/Entertainment)

A05/015	01145	PILL	NETFLIX	NETFLIX	ISLA REPUBLICA, Buenos Aires	ARGENTINA	LANDIA Buenos Aires	
A05/018	01346	RUMBLE	GENERAL ENTERTAINMENT AUTHORITY	RIYADH SEASON	DROGA5, PART OF ACCENTURE SONG, New York	UNITED STATES	PARK PICTURES Los Angeles	750MPH London / COSMO STREET New York / M4CIZO Huancayo / TIME BASED ARTS London

## A06 (Consumer Services/Business to Business)

A06/004	00149	UNDER MY SKIN	THAI LIFE INSURANCE	THAI LIFE INSURANCE	OGILVY, Bangkok	THAILAND	PHENOMENA Bangkok	BANANA SOUND STUDIO Bangkok / CINE DIGITAL SOUND STUDIO Bangkok / WHITE LIGHT STUDIO Bangkok
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## Film Shortlist

A06/014	00475	SOCIAL LISTENING	PROGRESSIVE INSURANCE	INSURANCE	ARNOLD WORLDWIDE, Boston	UNITED STATES	MOXIE PICTURES Los Angeles	COSMO STREET New York / JSM MUSIC New York / SOUNDTRACK Boston / UNION EDITORIAL Los Angeles / ZERO VFX Boston
A06/015	00476	FAST CASUAL	PROGRESSIVE INSURANCE	INSURANCE	ARNOLD WORLDWIDE, Boston	UNITED STATES	MOXIE PICTURES Los Angeles	COSMO STREET New York / JSM MUSIC New York / SOUNDTRACK Boston / UNION EDITORIAL Los Angeles / ZERO VFX Boston
A06/017	00478	LETTING GO	PROGRESSIVE INSURANCE	INSURANCE	ARNOLD WORLDWIDE, Boston	UNITED STATES	MOXIE PICTURES Los Angeles	COSMO STREET New York / JSM MUSIC New York / SOUNDTRACK Boston / UNION EDITORIAL Los Angeles / ZERO VFX Boston
A06/030	00660	WHAT THE FAST!	KRUNGSRI FIRST CHOICE	KRUNGSRI FIRST CHOICE CREDIT CARD	LEO BURNETT, Bangkok	THAILAND	FACTORY01 Bangkok	
A06/061	01522	BNP - MISSION RENOVATION	BNP PARIBAS	BANK SERVICES	PUBLICIS CONSEIL, Paris	FRANCE	PRODIGIOUS Paris	B2Y Paris / SOLAB Paris
A06/073	01232	S O S	GERMAN RAIL	GERMAN RAIL	OGILVY GERMANY, Frankfurt	GERMANY	RIVERSOUND STUDIO Geisenheim	
A06/077	01244	OH NO	GERMAN RAIL	GERMAN RAIL	OGILVY GERMANY, Frankfurt	GERMANY	RIVERSOUND STUDIO Geisenheim	
A06/082	01688	SUCCESSION	HSBC	HSBC	DAVID, Buenos Aires	ARGENTINA	ARGENTINACINE Buenos Aires	
A06/093	10209	UBER ONE 'BEST FRIENDS'	UBER	UBER ONE	MOTHER, London	UNITED KINGDOM	O POSITIVE Santa Monica	NUMBER 8 London / THE QUARRY London / THEODORE MUSIC LONDON
<b>A07 (Not-for-Profit / Charity / Government)</b>								
A07/026	00408	THE WORDS THAT HURT	VICTIMES & CITOYENS	ROAD SAFETY	JOGA, Paris	FRANCE	SOLAB Paris	FIRM STUDIO Paris

## Film Shortlist

A07/029	00861	YOU DON'T KNOW THE HALF OF IT	HARRIS PROJECT	AWARENESS PRO BONO	HAVAS, New York	UNITED STATES	LOVE SONG Los Angeles	BARKING OWL Los Angeles / TRIM EDITING Santa Monica	
A07/031	00642	BEFORE OUR EYES	AMNESTY INTERNATIONAL UK	AMNESTY INTERNATIONAL UK	SHAPE HISTORY, London	UNITED KINGDOM	SHAPE HISTORY London	SHAPE HISTORY London	SHAPE HISTORY London
A07/036	01050	THE FIRST SPEECH. RUSSIA	RSF	REPORTERS WITHOUT BORDERS	INNOCEAN BERLIN	GERMANY	STINK FILMS Berlin / STINK FILMS Sao Paulo / STUDIO FUNK Berlin / STUDIO METRO Tbilisi / YATTA FILMES Porto Alegre	STINK FILMS Berlin / STUDIO FUNK Berlin	HAVAS MEDIA Frankfurt / HAVAS MEDIA ITALY Milan / INNOCEAN BERLIN
A07/037	01051	THE FIRST SPEECH. TURKEY	RSF	REPORTERS WITHOUT BORDERS	INNOCEAN BERLIN	GERMANY	STINK FILMS Berlin / STINK FILMS Sao Paulo / STUDIO FUNK Berlin / STUDIO METRO Tbilisi / YATTA FILMES Porto Alegre	STINK FILMS Berlin / STUDIO FUNK Berlin	HAVAS MEDIA Frankfurt / HAVAS MEDIA ITALY Milan / INNOCEAN BERLIN
A07/038	01054	THE FIRST SPEECH. VENEZUELA	RSF	REPORTERS WITHOUT BORDERS	INNOCEAN BERLIN	GERMANY	STINK FILMS Berlin / STINK FILMS Sao Paulo / STUDIO FUNK Berlin / STUDIO METRO Tbilisi / YATTA FILMES Porto Alegre	STINK FILMS Berlin / STUDIO FUNK Berlin	HAVAS MEDIA Frankfurt / HAVAS MEDIA ITALY Milan / INNOCEAN BERLIN
A07/045	01526	STOP VEO - LEGACY	STOP VEO	AWARENESS	PUBLICIS CONSEIL, Paris	FRANCE	BIG PRODUCTIONS Paris	FIRM STUDIO Paris	
A07/046	01582	JUST JOKING	SANDY HOOK PROMISE	SANDY HOOK PROMISE	BBDO NEW YORK	UNITED STATES	SMUGGLER New York	HUMAN New York / RARE MEDIUM New York / ROCK PAPER SCISSORS New York / SELECTED WORKS London / TRIM EDITING London	PHD New York
A07/048	01404	MACHINE GENERATED	MACMA	MACMA	DAVID, Buenos Aires	ARGENTINA	POSTER Buenos Aires		

## Film Shortlist

A07/055	01676	SICKER THAN THE PATIENTS	FRONTLINE19	FRONTLINE19	adam&eveDDB, London	UNITED KINGDOM	MJZ Los Angeles
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### **B01 (Consumer Goods)**

B01/005	00041	AS CLOSE AS YOU CAN GET – CONCERT	PRISM+	PRISM+ Q SERIES	MULLENLOWE SINGAPORE	SINGAPORE	FACTORY01 Bangkok	MELLOW TUNES Bangkok / NEON SOUND Singapore / THEQUIETLAB Singapore
B01/020	00276	MOTHER NATURE	APPLE	APPLE	APPLE, San Jose	UNITED STATES	APPLE San Jose / STINK FILMS Los Angeles	APPLE San Jose / EXILE Santa Monica
B01/021	00269	ALBUM COVER (LONGFORM)	APPLE	IPHONE	APPLE, San Jose	UNITED STATES	O POSITIVE New York	PARIAH CREATIVE Santa Monica
B01/022	00065	THE LOST VOICE	APPLE	PERSONAL VOICE ON IPHONE	APPLE, San Jose	UNITED STATES	HUNGRY MAN New York	FACTORY STUDIOS London / FATHOM VFX Auckland / WORK EDITORIAL London
B01/056	00918	WE GAVE THE WORLD AN ORIGINAL, YOU GAVE US A THOUSAND BACK.	ADIDAS ORIGINALS	ADIDAS ORIGINALS	JOHANNES LEONARDO, New York	UNITED STATES	LOVE SONG London / MONKEY FILMS Cape Town	BARKING OWL New York / COMPANY 3 New York / CUT AND RUN New York / MATHEMATIC Los Angeles / RECORD PLAY London

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## Film Shortlist

B01/084	01123	LOVE IS MESSY	KRUGER PRODUCTS	KRUGER PRODUCTS	BROKEN HEART LOVE AFFAIR, Toronto	CANADA	KAMIKAZE CASTING Western Cape / MOONLIGHTING Cape Town / SCOUTS HONOUR Toronto	ALTER EGO Toronto / MUSIC RIGHTS CLEARANCE Montreal / NIMIOPERE Toronto / OSO AUDIO Toronto / TANTRUM STUDIO Toronto	WAVEMAKER Toronto
B01/100	01462	ROBBERY	AXE/LYNX	LYNX DEODORANT	LOLA MULLENLOWE, Madrid	SPAIN	CZAR Brussels	CZAR Brussels	
B01/138	01876	FUZZY FEELINGS	APPLE	IPAD AND IPHONE	TBWA\MEDIA ARTS LAB, Los Angeles	UNITED STATES	HUNGRY MAN London / PASSION PICTURES London	LIME STUDIOS Los Angeles / ROCK PAPER SCISSORS Los Angeles / TRAFIK Los Angeles	OMD USA Los Angeles
B01/148	01824	10 VS 10	DOVE	DOVE	OGILVY, London / OGILVY AUSTRALIA, Sydney	UNITED KINGDOM / AUSTRALIA	OGILVY AUSTRALIA Sydney / OGILVY London		MINDSHARE London
B01/149	11877	SHOT ON IPHONE   HURACÁN RAMÍREZ VS. LA PIÑATA ENCHILADA	APPLE	IPHONE	TBWA\MEDIA ARTS LAB, Los Angeles / TBWA\MEDIA ARTS LAB, Shanghai / TERAN\TBWA, Mexico City / TBWA\MEDIA ARTS LAB, Miami / TBWA\MEDIA ARTS LAB, Tokyo	UNITED STATES / MAINLAND CHINA / MEXICO / JAPAN	AOI PRO. Tokyo / RADICALMEDIA New York / THE LIFT Mexico City	CAFFEINE POST Mexico City / TRAFIK Los Angeles	OMD Minatoku / OMD Shanghai / OMD USA Los Angeles
B01/162	01705	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	
B01/174	01771	TORMENTA	O BOTICÁRIO	MOTHER'S DAY	ALMAPBDDO, Sao Paulo	BRAZIL	MYMAMA ENTERTAINMENT Sao Paulo / SATELITE AUDIO Sao Paulo		

## Film Shortlist

B01/184	11855	DOG. CAR. WINDOW.	LAYS	LAYS	GOODBY SILVERSTEIN AND PARTNERS, San Francisco	UNITED STATES	MORTON JANKEL ZANDER Los Angeles	COMPANY 3 London / LIME STUDIOS Los Angeles / UNION EDITORIAL Los Angeles / UNTOLD STUDIOS London	KETCHUM New York / OMD USA New York
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### B02 (Healthcare)

B02/005	01281	MICHAEL CERAVE	CERAVE	CERAVE MOISTURIZING CREAM	OGILVY PR, New York	UNITED STATES	PRETTYBIRD Los Angeles	BLACKSMITH New York / HEARD CITY New York / LELAND MUSIC London / MACKCUT New York	BCL New York
B02/012	01758	THE LAST BARF BAG	DRAMAMINE	DRAMAMINE	FCB CHICAGO	UNITED STATES	SUNNY SIXTEEN Los Angeles	456 STUDIOS Chicago / JSM MUSIC New York	THE SHIPYARD Columbus

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### B03 (Automotive)

B03/005	00709	FATHER & SON FILM	BMW GROUP	BMW BRAND	JUNG VON MATT AG, Hamburg	GERMANY	ICONOCLAST Berlin	SLAUGHTERHOU SE VISUAL MANUFACTURING Hamburg	
B03/008	00412	A HOLIDAY TO REMEMBER	CHEVROLET BRAND	CHEVROLET	COMMONWEALTH McCANN, Detroit	UNITED STATES	SMUGGLER Los Angeles	AFX Los Angeles / COMPANY 3 London / WHITEHOUSE POST London	

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### B04 (Travel, Leisure, Retail, Restaurants & Fast Food Chains)

B04/038	00173	THE SQUARE METER	HORNBACH D.I.Y./ HOME IMPROVEMENT SUPERSTORES	HORNBACH	HEIMAT\TBWA, Berlin	GERMANY	REVOLVER Sydney / TONY PETERSEN FILM Berlin	COMPANY 3 London / KATALYST BERLIN CREATIVE SERVICES / THE QUARRY London	MEDIAPLUS GERMANY Munich
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## Film Shortlist

B04/043	01011	PLAY IT SAFE	SYDNEY OPERA HOUSE	SYDNEY OPERA HOUSE	THE MONKEYS, PART OF ACCENTURE SONG, Sydney	AUSTRALIA	REVOLVER Sydney	ARC EDIT Sydney / MASSIVEMUSIC Sydney / TURNING STUDIOS Sydney	
B04/044	00996	PLAY LIFE	QIDDIYA	QIDDIYA CITY	DROGA5, PART OF ACCENTURE SONG, London	UNITED KINGDOM	BLACK KITE STUDIOS London / PRODCO Los Angeles	STRING AND TINS London	
B04/061	01265	47	CAFÉ JOYEUX	DOWN SYNDROME AWARENESS	KLICK HEALTH, Toronto	CANADA	CANJA AUDIO CULTURE Curitiba / ZOMBIE STUDIO Sao Paulo		
B04/066	00962	WHOOPS	COPENHAGEN METRO	METRO	ACCENTURE SONG, Copenhagen	DENMARK	ACCENTURE SONG PRODUCTION STUDIOS Copenhagen	ACCENTURE SONG PRODUCTION STUDIOS Copenhagen	
B04/067	00980	VISIT SWEDEN (NOT SWITZERLAND)	VISIT SWEDEN	TRAVEL & TOURISM	FORSMAN & BODENFORS, Gothenburg	SWEDEN	BLECK Stockholm	BLECK Stockholm	MINDSHARE Stockholm
B04/075	01565	BOUQUETS FOR LIVING MEN	DOORDASH	DOORDASH	GUT, Los Angeles	UNITED STATES	LANDIA Los Angeles / MAD BOX MADE Richmond / OVERCOAST MUSIC AND SOUND Richmond		
B04/076	01828	BEYOND THE SEA	KFC	KFC	OGILVY SOUTH AFRICA, Johannesburg	SOUTH AFRICA	0307 FILMS Cape Town	CHOCOLATE TRIBE Johannesburg	

## B05 (Media/Entertainment)

B05/002	00062	CHANNEL 4 IDENTS	CHANNEL 4	CHANNEL 4	4CREATIVE, London	UNITED KINGDOM	4CREATIVE London	
B05/011	00736	SUPER	CANAL+	CANAL+	BETC, Paris	FRANCE	BIG PRODUCTIONS Paris / HERCULES Paris / SOME FILMS Vilnius	FIRM STUDIO Paris
B05/026	01119	THE AIR BELONGS TO THOSE WHO DREAM	NBA	NBA	PRIMO CONTENT, Mexico City / LISELOT GROUP, Mexico City	MEXICO	PRIMO CONTENT Mexico City	
B05/027	01398	WE ARE AYENDA	WHATSAPP	WHATSAPP	CREATIVE X, Palo Alto / MODERN ARTS, Los Angeles	UNITED STATES	EVEN ODD San Francisco	

## Film Shortlist

### B06 (Consumer Services/Business to Business)

B06/004	00156	UNDER MY SKIN	THAI LIFE INSURANCE	THAI LIFE INSURANCE	OGILVY, Bangkok	THAILAND	PHENOMENA Bangkok	BANANA SOUND STUDIO Bangkok / CINE DIGITAL SOUND STUDIO Bangkok / WHITE LIGHT STUDIO Bangkok
B06/014	00428	HUMAN TOUCH	TRANSLATED	TRANSLATED	AUGE COMMUNICATION, Milan	ITALY	MERCURIO CINEMATOGRAFICA Milan	
B06/028	00425	FINAL SAY	WILLS AND ESTATE SERVICES	CAPITAL LEGACY WILLS AND ESTATE SERVICES	HALO, Johannesburg	SOUTH AFRICA	MASSiF Johannesburg	MASSiF Johannesburg
B06/031	00833	ONE GOOD REASON	ONE GOOD REASON	ONE GOOD REASON	SERVICENOW, Santa Clara	UNITED STATES	TRIBECA FILM FESTIVAL New York	
B06/032	00656	MAKE IT UNBELIEVABLE - TAKESHI'S PRESENTATION	CANVA	CANVA	ULTRASUPERNEW, Tokyo	JAPAN	AOI PRO. Tokyo	AOI PRO. Tokyo
B06/033	00661	WHAT THE FAST!	KRUNGSRI FIRST CHOICE	KRUNGSRI FIRST CHOICE CREDIT CARD	LEO BURNETT, Bangkok	THAILAND	FACTORY01 Bangkok	
B06/037	00767	MOLDING MADNESS	BRING	BRING COURIER SERVICE	POL, Oslo	NORWAY	B-REEL FILMS Stockholm	TINT POST PRODUCTION Stockholm
B06/051	01351	WOMEN'S FOOTBALL	ORANGE	CSR	MARCEL, Paris	FRANCE	PRODIGIOUS Paris	
B06/057	00525	FORGIVING JOHNNY	PUBLICIS SAPIENT	PUBLICIS SAPIENT	PUBLICIS SAPIENT, New York	UNITED STATES	BREAKWATER STUDIOS Los Angeles	
B06/059	01658	MISSED CALLS	TELENOR	TELECOM	NORD DDB, Stockholm	SWEDEN	NORD DDB Stockholm	PHD Stockholm
B06/064	01753	CAN'T B BROKEN	VERIZON	VERIZON NETWORK	OGILVY, New York	UNITED STATES	MJZ Los Angeles	CABIN Santa Monica / CO3 Los Angeles / METHOD New York / SONIC UNION New York

## Film Shortlist

B06/068	01842	TRANSLATORS	U.S. BANK	U.S. BANK - BANKING / FINANCIAL SERVICES	McCANN, Detroit	UNITED STATES	PARK PICTURES Los Angeles		
B06/085	01227	S O S	GERMAN RAIL	GERMAN RAIL	OGILVY GERMANY, Frankfurt	GERMANY	RIVERSOUND STUDIO Geisenheim		
B06/089	01659	THIS IS NOT A GAME	MOVISTAR	MOVISTAR	VML, Mexico City	MEXICO	LANDIA Mexico City	LANDIA Mexico City	

### B07 (Not-for-Profit / Charity / Government)

B07/007	00292	ASSUME THAT I CAN	COORDOWN	COORDOWN	INDIANA PRODUCTION COMPANY, Milan / SMALL, New York	ITALY / UNITED STATES	INDIANA PRODUCTION COMPANY Milan		
B07/013	00244	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	
B07/026	00718	FOMO FOREVER	THE DANISH CANCER SOCIETY & TRYGFONDEN	N/A	NEW LAND, Copenhagen / ROBERT/BOISEN & LIKE-MINDED, Copenhagen	DENMARK	GOBSMACK PRODUCTIONS Copenhagen / NEW LAND Copenhagen		
B07/040	01053	THE FIRST SPEECH. RUSSIA	RSF	REPORTERS WITHOUT BORDERS	INNOCEAN BERLIN	GERMANY	STINK FILMS Berlin / STINK FILMS Sao Paulo / STUDIO FUNK Berlin / STUDIO METRO Tbilisi / YATTA FILMES Porto Alegre	STINK FILMS Berlin / STUDIO FUNK Berlin	HAVAS MEDIA Frankfurt / HAVAS MEDIA ITALY Milan / INNOCEAN BERLIN
B07/041	01052	THE FIRST SPEECH. TURKEY	RSF	REPORTERS WITHOUT BORDERS	INNOCEAN BERLIN	GERMANY	STINK FILMS Berlin / STINK FILMS Sao Paulo / STUDIO FUNK Berlin / STUDIO METRO Tbilisi / YATTA FILMES Porto Alegre	STINK FILMS Berlin / STUDIO FUNK Berlin	HAVAS MEDIA Frankfurt / HAVAS MEDIA ITALY Milan / INNOCEAN BERLIN

## Film Shortlist

B07/042	01049	THE FIRST SPEECH. VENEZUELA	RSF	REPORTERS WITHOUT BORDERS	INNOCEAN BERLIN	GERMANY	STINK FILMS Berlin / STINK FILMS Sao Paulo / STUDIO FUNK Berlin / STUDIO METRO Tbilisi / YATTA FILMES Porto Alegre	STINK FILMS Berlin / STUDIO FUNK Berlin	HAVAS MEDIA Frankfurt / HAVAS MEDIA ITALY Milan / INNOCEAN BERLIN
B07/044	00955	SOLO: THERE'S MAGIC IN ALL OF US	MONTEFIORE EINSTEIN	MONTEFIORE EINSTEIN	ALTO NEW YORK	UNITED STATES	SMUGGLER New York / VITAMIN ENRICHED New York	BARKING OWL New York / COMPANY 3 Los Angeles / FINAL CUT New York / THE MILL New York	TRUFORM MEDIA GROUP New York
B07/083	00843	RISE	EVOKA	N/A	BLACK DOG FILMS, London / EVOKA FOUNDATION, London	UNITED KINGDOM	BLACK DOG FILMS London	ABSOLUTE London	
<b>C01 (Viral Film)</b>									
C01/004	00381	THE UNDERDOGS: SWIPED MAC	APPLE	MAC	APPLE, San Jose	UNITED STATES	APPLE San Jose	APPLE San Jose	APPLE San Jose
C01/006	00510	SHOT ON IPHONE   HURACÁN RAMÍREZ VS. LA PIÑATA ENCHILADA	APPLE	IPHONE	TBWA\MEDIA ARTS LAB, Los Angeles / TBWA\MEDIA ARTS LAB, Miami / TERAN\TBWA, Mexico City	UNITED STATES / MEXICO	THE LIFT Mexico City	CAFFEINE POST Mexico City / TRAFIK Los Angeles	OMD Mexico City
C01/015	00650	AMERICAN CANCER STORY	CHANGE THE REF	NGO	KLICK HEALTH, Toronto	CANADA	TAKING OVER New York	BUF PARIS	
C01/019	01084	ASSUME THAT I CAN	COORDOWN	WORLD DOWN SYNDROME DAY	SMALL, New York	UNITED STATES	INDIANA PRODUCTION COMPANY Milan		
C01/022	01044	SUMMER	GRAB RIDE-HAILING AND FOOD DELIVERY APP	GRAB RIDE-HAILING AND FOOD DELIVERY APP	GIGIL, Manila	PHILIPPINES	FACTORY01 Bangkok		
C01/038	01349	WOMEN'S FOOTBALL	ORANGE	CSR	MARCEL, Paris	FRANCE	PRODIGIOUS Paris		

## Film Shortlist

C01/045	01879	SHOT ON IPHONE / LITTLE GARLIC	APPLE	IPHONE	TBWA\ MEDIA ARTS LAB, Los Angeles / TBWA\ MEDIA ARTS LAB, Shanghai	UNITED STATES / MAINLAND CHINA	RADICALMEDIA New York	CODA TECHNOLOGIES Santa Rosa / THE MILL Shanghai / TRAFIK Los Angeles	OMD Shanghai / OMD USA Los Angeles
C01/046	01875	FUZZY FEELINGS	APPLE	IPAD AND IPHONE	TBWA\ MEDIA ARTS LAB, Los Angeles	UNITED STATES	HUNGRY MAN London / PASSION PICTURES London	LIME STUDIOS Los Angeles / ROCK PAPER SCISSORS Los Angeles / TRAFIK Los Angeles	OMD USA Los Angeles

## D01 (Screens & Events)

D01/008	00274	MOTHER NATURE	APPLE	APPLE	APPLE, San Jose	UNITED STATES	APPLE San Jose / STINK FILMS Los Angeles	APPLE San Jose / EXILE Santa Monica	APPLE San Jose
D01/010	00398	ANOTHER BIRTHDAY	APPLE	APPLE WATCH AND IPHONE	TBWA\ MEDIA ARTS LAB, Los Angeles	UNITED STATES	SANCTUARY CONTENT Los Angeles	FINAL CUT London / FORMOSA Santa Monica / TRAFIK Los Angeles	OMD USA Los Angeles
D01/020	00649	AMERICAN CANCER STORY	CHANGE THE REF	NGO	KLICK HEALTH, Toronto	CANADA	TAKING OVER New York	BUF PARIS	
D01/032	01662	THIS IS NOT A GAME	MOVISTAR	MOVISTAR	VML, Mexico City	MEXICO	LANDIA Mexico City	LANDIA Mexico City	
D01/033	01757	THE LAST BARF BAG	DRAMAMINE	DRAMAMINE	FCB CHICAGO	UNITED STATES	SUNNY SIXTEEN Los Angeles	456 STUDIOS Chicago / JSM MUSIC New York	THE SHIPYARD Columbus

## D02 (Microfilm)

D02/003	00662	WHAT THE FAST!	KRUNGSRI FIRST CHOICE	KRUNGSRI FIRST CHOICE CREDIT CARD	LEO BURNETT, Bangkok	THAILAND	FACTORY01 Bangkok		
D02/011	01228	MORE REASONS TO ESCAPE	GERMAN RAIL	GERMAN RAIL	OGILVY GERMANY, Frankfurt	GERMANY	RIVERSOUND STUDIO Geisenheim		

## E01 (TV/Cinema Film)

## Film Shortlist

E01/007	00701	TOUCH	MASTERCARD	MASTERCARD TOUCH CARD	HOWATSON+COMPAN Y, Sydney	AUSTRALIA	HECKLER Sydney	CARAT Sydney
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### E02 (Online & Viral Film)

E02/014	01347	WOMEN'S FOOTBALL	ORANGE	CSR	MARCEL, Paris	FRANCE	PRODIGIOUS Paris
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### F01 (Local Brand)

F01/002	00108	MY PARENT IS A TIKTOKER	FIVE STAR	FIVE STAR CHICKEN	BBDO BANGKOK	THAILAND	SUNETTA HOUSE Bangkok	SOUND SPACE STUDIO Bangkok
F01/006	00620	NEXT TO STOK'D	STOK'D CANNABIS	CANNABIS RETAILER	ANGRY BUTTERFLY, Toronto	CANADA	NIMBLE CONTENT Toronto	ANGRY BUTTERFLY Toronto / STRYKER MEDIA Toronto
F01/016	01010	PLAY IT SAFE	SYDNEY OPERA HOUSE	SYDNEY OPERA HOUSE	THE MONKEYS, PART OF ACCENTURE SONG, Sydney	AUSTRALIA	REVOLVER Sydney	ARC EDIT Sydney / MASSIVEMUSIC Sydney / TURNING STUDIOS Sydney
F01/030	01673	SICKER THAN THE PATIENTS	FRONTLINE19	FRONTLINE19	adam&eveDDB, London	UNITED KINGDOM	MJZ Los Angeles	
F01/036	01745	ODYSSEY	MUSEO MEMORIA Y TOLERANCIA	MUSEO MEMORIA Y TOLERANCIA	MONTALVO, Mexico	MEXICO	CENTRAL FILMS Mexico City	
F01/039	01904	THE LAST TRIP	LA UNION NEWSPAPER - ARTICULO 19	LA UNION NEWSPAPER - ARTICULO 19	GREY, Mexico City	MEXICO	ORIENTAL FILMS Mexico City	ORIENTAL FILMS Mexico City
F01/041	01504	STOP VEO - LEGACY	STOP VEO	AWARENESS	PUBLICIS CONSEIL, Paris	FRANCE	BIG PRODUCTIONS Paris	FIRM STUDIO Paris
F01/042	01773	TORMENTA	O BOTICÁRIO	MOTHER'S DAY	ALMAPBBDO, Sao Paulo	BRAZIL	MYMAMA ENTERTAINMENT Sao Paulo / SATELITE AUDIO Sao Paulo	

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### F02 (Challenger Brand)

## **Film Shortlist**

F02/017	01263	47	CAFÉ JOYEUX	DOWN SYNDROME AWARENESS	KLICK HEALTH, Toronto	CANADA	CANJA AUDIO CULTURE Curitiba / ZOMBIE STUDIO Sao Paulo		
F02/029	01740	RENAULT - TIME-FIGHTERS PROGRAM	RENAULT	HUMAN FIRST PROGRAM	PUBLICIS CONSEIL, Paris	FRANCE	BIG PRODUCTIONS Paris	PRODIGIOUS Paris	OMD Paris
F02/030	01562	MAYO HATERS	NOTCO	NOTMAYO	GUT, Miami	UNITED STATES	DIVISION7 Los Angeles	ANIMAL MUSIC Miami / COSMO STREET Miami	
F02/033	00011	GO FOR LAUNCH	CP CHICKEN	CP CHICKEN	WOLF BKK, Bangkok	THAILAND	SUNETTA HOUSE Bangkok		

## **F03 (Single-Market Campaign)**

F03/002	00059	CHANNEL 4 IDENTS	CHANNEL 4	CHANNEL 4	4CREATIVE, London	UNITED KINGDOM	4CREATIVE London		
F03/024	00651	AMERICAN CANCER STORY	CHANGE THE REF	NGO	KLICK HEALTH, Toronto	CANADA	TAKING OVER New York	BUF PARIS	
F03/032	01155	GESTICULATORS	H2OH	H2OH STILL	ISLA REPUBLICA, Buenos Aires	ARGENTINA	ARGENTINACINE Buenos Aires		
F03/045	01350	WOMEN'S FOOTBALL	ORANGE	CSR	MARCEL, Paris	FRANCE	PRODIGIOUS Paris		
F03/054	01175	BOONTHAVORN GRAND PA	BOONTHAVORN	BOONTHAVORN	VML, Bangkok / WUNDERMAN THOMPSON, Bangkok	THAILAND	SUNETTA HOUSE Bangkok		
F03/057	01807	LA ARGENTINA HOTEL (FILM)	TYC SPORTS	TYC SPORTS	MERCADO McCANN, Buenos Aires	ARGENTINA	VIRGEN Buenos Aires		

## **F04 (Social Behaviour & Cultural Insight)**

F04/001	00003	LABOR'S DAY 2023	MINISTRY OF LABOR, ROC	MINISTRY OF LABOR, ROC	FTVC, Taipei	TAIWAN	FTVC Taipei		FTVC Taipei
F04/014	00152	UNDER MY SKIN	THAI LIFE INSURANCE	THAI LIFE INSURANCE	OGILVY, Bangkok	THAILAND	PHENOMENA Bangkok	BANANA SOUND STUDIO Bangkok / CINE DIGITAL SOUND STUDIO Bangkok / WHITE LIGHT STUDIO Bangkok	

## Film Shortlist

F04/027	00279	SHORT LIFE STORIES	WHITE RIBBON	WHITE RIBBON	BENSIMON BYRNE, Toronto	CANADA	WESTSIDE Toronto	ALTER EGO Toronto / FORT YORK VFX Toronto / OSO AUDIO Toronto / SCHOOL EDITING Toronto	
F04/038	00243	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	
F04/039	00509	ANOTHER BIRTHDAY	APPLE	APPLE WATCH AND IPHONE	TBWA/MEDIA ARTS LAB, Los Angeles	UNITED STATES	SANCTUARY CONTENT Los Angeles	FINAL CUT London / FORMOSA GROUP Los Angeles / TRAFIK Los Angeles	OMD USA Los Angeles
F04/068	00912	WE GAVE THE WORLD AN ORIGINAL, YOU GAVE US A THOUSAND BACK.	ADIDAS ORIGINALS	ADIDAS ORIGINALS	JOHANNES LEONARDO, New York	UNITED STATES	LOVE SONG London / MONKEY FILMS Cape Town	BARKING OWL New York / COMPANY 3 New York / CUT AND RUN New York / MATHEMATIC Los Angeles / RECORD PLAY London	
F04/080	01085	ASSUME THAT I CAN	COORDOWN	WORLD DOWN SYNDROME DAY	SMALL, New York	UNITED STATES	INDIANA PRODUCTION COMPANY Milan		
F04/116	01308	HEINZ KETCHUP FRAUD	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA	WOLF CREDO STUDIO Buenos Aires	FRAME DISTILLERY VFX Vancouver / GRAYSON MUSIC Toronto / R+D PRODUCTIONS Toronto	STARCOM Chicago
F04/117	01432	THE SWEET TRUTH	COLGATE	COLGATE TOOTHPASTE	BRAND DAVID COMMUNICATIONS, Mumbai	INDIA	EARLY MAN FILM PVT LTD Mumbai		WAVEMAKER Mumbai

## Film Shortlist

F04/119	01453	FIND YOUR SUMMER	MAGNUM	MAGNUM ICE CREAM	LOLA MULLENLOWE, Madrid	SPAIN	MJZ Los Angeles	BIG SYNC MUSIC London / GLASSWORKS Barcelona	MINDSHARE London
F04/124	01578	MUSEUM-WORTHY	AICP	AICP CALL FOR ENTRIES	BBDO NEW YORK	UNITED STATES	O POSITIVE Santa Monica	ANOTHER COUNTRY New York / COMPANY 3 New York / CUTTERS New York / FLAVOR Chicago	
F04/130	01348	WOMEN'S FOOTBALL	ORANGE	CSR	MARCEL, Paris	FRANCE	PRODIGIOUS Paris		
F04/150	01803	LA ARGENTINA HOTEL (FILM)	TYC SPORTS	TYC SPORTS	MERCADO McCANN, Buenos Aires	ARGENTINA	VIRGEN Buenos Aires		
F04/158	01714	THE VAULT	POWERADE	POWERADE	OGILVY, New York	UNITED STATES	HOGARTH New York / SOMESUCH Los Angeles	BLACKSMITH New York / SOUNDTREE MUSIC London / TRIM EDITING London	
F04/169	01660	THIS IS NOT A GAME	MOVISTAR	MOVISTAR	VML, Mexico City	MEXICO	LANDIA Mexico City	LANDIA Mexico City	
F04/179	01860	THE CURE	EDITORA TAVERNA	EDITORA TAVERNA	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	3T Sao Paulo / CABARET Sao Paulo / SANTERIA Sao Paulo		
F04/181	01843	TRANSLATORS	U.S. BANK	U.S. BANK - BANKING / FINANCIAL SERVICES	McCANN, Detroit	UNITED STATES	PARK PICTURES Los Angeles		
F04/182	01868	SHOT ON IPHONE / MIDNIGHT	APPLE	IPHONE	TBWA\MEDIA ARTS LAB, Los Angeles / TBWA\MEDIA ARTS LAB, Tokyo	UNITED STATES / JAPAN	AOI PRO. Tokyo / MYRIAGON STUDIO Shibuya City / TEZUKA PRODUCTIONS Tokyo	BLACK CAT WHITE CAT MUSIC Tokyo / DUB Tokyo / IMAGICA ENTERTAINMENT MEDIA SERVICES Tokyo / OLM DIGITAL Tokyo	OMD Minatoku / OMD Shanghai / OMD USA Los Angeles
F04/185	01638	THE WAIT	HEINZ	HEINZ TOMATO KETCHUP	1984, Santiago	CHILE	FABULA Santiago		
F04/196	01902	THE LAST TRIP	LA UNION NEWSPAPER - ARTICULO 19	LA UNION NEWSPAPER - ARTICULO 19	GREY, Mexico City	MEXICO	ORIENTAL FILMS Mexico City	ORIENTAL FILMS Mexico City	

## Film Shortlist

F04/205	01611	DREAMCASTER DOCUMENTARY	AB INBEV - MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	UNITED STATES	CITIZEN MUSIC New York / HELO Santa Monica	456 STUDIOS New York / DAHOUSE AUDIO Los Angeles / LORD + THOMAS New York	STARCOM Chicago
F04/211	01871	SHOT ON IPHONE / LITTLE GARLIC	APPLE	IPHONE	TBWAIMEDIA ARTS LAB, Los Angeles / TBWAIMEDIA ARTS LAB, Shanghai	UNITED STATES / MAINLAND CHINA	RADICALMEDIA New York	CODA TECHNOLOGIES Santa Rosa / THE MILL Shanghai / TRAFIK Los Angeles	OMD Shanghai / OMD USA Los Angeles
F04/213	01848	CANCER BEFORE CANCER	PERUVIAN CANCER FOUNDATION	PONLE CORAZON	FAHRENHEIT DDB, Lima	PERU	AGOSTO MUSIC AND SOUND CRAFT Lima / REBECA Lima		
F04/218	20669	THE LAST BARF BAG	DRAMAMINE	DRAMAMINE	FCB CHICAGO	UNITED STATES		456 STUDIOS Chicago	FCB CHICAGO
<b><u>F05 (Use of Humour)</u></b>									
F05/002	00038	AS CLOSE AS YOU CAN GET – CONCERT	PRISM+	PRISM+ Q SERIES	MULLENLOWE SINGAPORE	SINGAPORE	FACTORY01 Bangkok	MELLOW TUNES Bangkok / NEON SOUND Singapore / THEQUIETLAB Singapore	
F05/003	00042	AS CLOSE AS YOU CAN GET – COOKING	PRISM+	PRISM+ Q SERIES	MULLENLOWE SINGAPORE	SINGAPORE	FACTORY01 Bangkok	MELLOW TUNES Bangkok / NEON SOUND Singapore / THEQUIETLAB Singapore	
F05/008	00082	SAMMAKORN NOT SANPAKORN	SAMMAKORN	SAMMAKORN BRANDING	CHOOJAI AND FRIENDS, Bangkok	THAILAND			
F05/014	00160	NOT VERY SWEET	DELIGHT	DUTCH MILL DELIGHT 0.1% SUGAR	OGILVY, Bangkok	THAILAND	SUNETTA HOUSE Bangkok		
F05/024	00310	SABINA BRALESS	SABINA	BRA	SOUR BANGKOK	THAILAND	HOME RUN FILM Bangkok	BANANA SOUND STUDIO Bangkok / MELLOW TUNES Bangkok / MINIP POST-PRODUCTION Bangkok	SOUR BANGKOK

## Film Shortlist

F05/028	00208	UBER TRAINS 'TRAINS, NOW ON UBER'	UBER	TRAINS	MOTHER, London	UNITED KINGDOM	BISCUIT FILMWORKS London	ELECTRIC THEATRE COLLECTIVE London / FACTORY STUDIOS London / WORK EDITORIAL London	ESSENCEDIA OM London
F05/029	00211	UBER TRAINS - TRAINS, NOW ON UBER	UBER	TRAINS	MOTHER, London	UNITED KINGDOM	BISCUIT FILMWORKS London	ELECTRIC THEATRE COLLECTIVE London / FACTORY STUDIOS London / WORK EDITORIAL London	
F05/030	00348	KFC 'WE HEARD YOU'	KFC	KFC CHRISTMAS	MOTHER, London	UNITED KINGDOM	MINDSEYE London	BLACK KITE STUDIOS London / NUMBER 8 London / STITCH London / THE HOGAN London	MINDSHARE London
F05/033	00270	ALBUM COVER (LONGFORM)	APPLE	IPHONE	APPLE, San Jose	UNITED STATES	O POSITIVE New York	PARIAH CREATIVE Santa Monica	
F05/052	00502	GONNA NEED MORE TIDE	TIDE	TIDE POWER PODS	SAATCHI & SAATCHI, New York	UNITED STATES	STINK FILMS Los Angeles		
F05/066	00609	JACKSONVILLE JAGUARS SCHEDULE RELEASE VIDEO	JACKSONVILLE JAGUARS	JACKSONVILLE JAGUARS	JACKSONVILLE JAGUARS / ASHER GRODMAN, New York	UNITED STATES	ASHER GRODMAN New York	ASHER GRODMAN New York	JACKSONVILLE JAGUARS
F05/102	00739	SUPER	CANAL+	CANAL+	BETC, Paris	FRANCE	BIG PRODUCTIONS Paris / HERCULES Paris / SOME FILMS Vilnius	FIRM STUDIO Paris	
F05/104	00740	DISCLAIMERS: "CLOUD NINE" / "HAPPY AS A CLAM" / "MILLION BUCKS"	GEICO	GEICO INSURANCE	THE MARTIN AGENCY, Richmond	UNITED STATES	PARK PICTURES New York	ARTJAIL New York / CUT AND RUN New York / RAINMAKER STUDIOS Richmond	MEDIABRANDS New York

## **Film Shortlist**

F05/125	00508	WAITING ROOM	APPLE	IPHONE	TBWA/MEDIA ARTS LAB, Los Angeles	UNITED STATES	MJZ Los Angeles	EXILE Santa Monica / TRAFIK Los Angeles	OMD USA Los Angeles
F05/137	01282	MICHAEL CERAVE	CERAVE	CERAVE MOISTURIZING CREAM	OGILVY PR, New York	UNITED STATES	PRETTYBIRD Los Angeles	BLACKSMITH New York / HEARD CITY New York / LELAND MUSIC London / MACKCUT New York	BCL New York
F05/144	01144	NETFLIX & CHILL	NETFLIX	NETFLIX	ISLA REPUBLICA, Buenos Aires	ARGENTINA	LANDIA Buenos Aires		
F05/151	01233	MORE REASONS TO ESCAPE	GERMAN RAIL	GERMAN RAIL	OGILVY GERMANY, Frankfurt	GERMANY	RIVERSOUND STUDIO Geisenheim		
F05/161	01580	MUSEUM-WORTHY	AICP	AICP CALL FOR ENTRIES	BBDO NEW YORK	UNITED STATES	O POSITIVE Santa Monica	ANOTHER COUNTRY New York / COMPANY 3 New York / CUTTERS New York / FLAVOR Chicago	
F05/167	01594	WORKS LIKE MAGIC	FLOWARD	FLOWARD	FLOWARD MENA - DUBAI - UNITED ARAB EMIRATES, Dubai / IMPACT BBDO, Cairo	UNITED ARAB EMIRATES / EGYPT	GOOD PEOPLE FILMS Dubai		
F05/182	01130	LONG LIVE THE KING	BURGER KING	BURGER KING	VML MADRID	SPAIN			
F05/210	01076	GROUNDHOG LAY'S	LAY'S   PEPSICO	LAY'S	PEPSICO, New York / MAXIMUM EFFORT, Santa Monica	UNITED STATES	REALLY ORIGINAL Los Angeles / ROCKET SCIENCES PICTURES New York	MAXIMUM EFFORT Santa Monica	OMD USA New York
<b>F06 (Breakthrough on a Budget)</b>									
F06/023	01241	MORE REASONS TO ESCAPE	GERMAN RAIL	GERMAN RAIL	OGILVY GERMANY, Frankfurt	GERMANY	RIVERSOUND STUDIO Geisenheim		
F06/024	01406	MACHINE GENERATED	MACMA	MACMA	DAVID, Buenos Aires	ARGENTINA	POSTER Buenos Aires		

## Film Shortlist

F06/030	00840	THE END CREDITS	WIF (WOMEN IN FILM)	WIF (WOMEN IN FILM)	FRED & FARID LOS ANGELES, Los Angeles	UNITED STATES	FRED & FARID LOS ANGELES Los Angeles	FRED & FARID LOS ANGELES Los Angeles	JCDECAUX NORTH AMERICA New York
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## F07 (Corporate Purpose & Social Responsibility)

F07/016	00064	THE LOST VOICE	APPLE	PERSONAL VOICE ON IPHONE	APPLE, San Jose	UNITED STATES	HUNGRY MAN New York	FACTORY STUDIOS London / FATHOM VFX Auckland / WORK EDITORIAL London	
F07/017	00275	MOTHER NATURE	APPLE	APPLE	APPLE, San Jose	UNITED STATES	APPLE San Jose / STINK FILMS Los Angeles	APPLE San Jose / EXILE Santa Monica	APPLE San Jose
F07/022	00247	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	
F07/027	00304	THE SAME STORY REPEATS ITSELF	GOBIERNO DE CHILE	CONASET	FRI, Santiago	CHILE	ALASKA FILMS Santiago		
F07/043	00957	SOLO: THERE'S MAGIC IN ALL OF US	MONTEFIORE EINSTEIN	MONTEFIORE EINSTEIN	ALTO NEW YORK	UNITED STATES	SMUGGLER New York / VITAMIN ENRICHED New York	BARKING OWL New York / COMPANY 3 Los Angeles / FINAL CUT New York / THE MILL New York	TRUFORM MEDIA GROUP New York
F07/060	01352	WOMEN'S FOOTBALL	ORANGE	CSR	MARCEL, Paris	FRANCE	PRODIGIOUS Paris		
F07/072	01661	THIS IS NOT A GAME	MOVISTAR	MOVISTAR	VML, Mexico City	MEXICO	LANDIA Mexico City	LANDIA Mexico City	
F07/080	01823	10 VS 10	DOVE	DOVE	OGILVY, London / OGILVY AUSTRALIA, Sydney	UNITED KINGDOM / AUSTRALIA	OGILVY AUSTRALIA Sydney / OGILVY London		MINDSHARE London

## **Film Shortlist**

F07/091	21387	DREAMCASTER DOCUMENTARY	AB INBEV - MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	UNITED STATES	CITIZEN MUSIC New York / HELO Santa Monica	456 STUDIOS New York / DAHOUSE AUDIO Los Angeles / LORD + THOMAS New York	STARCOM Chicago
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## **F08 (Market Disruption)**

F08/008	00621	NEXT TO STOK'D	STOK'D CANNABIS	CANNABIS RETAILER	ANGRY BUTTERFLY, Toronto	CANADA	NIMBLE CONTENT Toronto	ANGRY BUTTERFLY Toronto / STRYKER MEDIA Toronto
F08/013	01012	PLAY IT SAFE	SYDNEY OPERA HOUSE	SYDNEY OPERA HOUSE	THE MONKEYS, PART OF ACCENTURE SONG, Sydney	AUSTRALIA	REVOLVER Sydney	ARC EDIT Sydney / MASSIVEMUSIC Sydney / TURNING STUDIOS Sydney
F08/019	01716	THE VAULT	POWERADE	POWERADE	OGILVY, New York	UNITED STATES	HOGARTH New York / SOMESUCH Los Angeles	BLACKSMITH New York / SOUNDTREE MUSIC London / TRIM EDITING London

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**Total Shortlisted: 190**

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Additional

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MANSCAPED San  
Diego

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PEPSICO Buenos Aires

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COLGATE-PALMOLIVE Bangkok

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WALKER New York

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GROOVE GUILD New York /  
STALKR Los Angeles / THE  
DIRECTORS STUDIO London

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MASSIVEVOICES Berlin / NOT A  
MACHINE Hamburg / OSCAR  
BRAVO Munich / STRING AND  
TINS London

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CHARLOTTE MARTIN CASTING  
Paris / ICON FILM Bucharest /  
LELAND MUSIC London / LOFT  
TONSTUDIOS Berlin

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GOLIN New York    ENDEAVOR New York /  
GOLICENSE Beverly Hills /  
MCDONALDS Chicago / SYGNITE  
TOKYO Tokyo / THE MARKETING  
STORE Chicago

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GENERAL ENTERTAINMENT  
AUTHORITY Riyadh

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THAI LIFE INSURANCE Bangkok

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COLOR REFINERY Boston /  
PROGRESSIVE INSURANCE  
Mayfield

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COLOR REFINERY Boston /  
PROGRESSIVE INSURANCE  
Mayfield

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COLOR REFINERY Boston /  
PROGRESSIVE INSURANCE  
Mayfield

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GERMAN RAIL Berlin

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GERMAN RAIL Berlin

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THE HARRIS PROJECT New York

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SHAPE HISTORY

London

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PERSUASION

London

REPORTER WITHOUT

BORDERS Berlin

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PERSUASION

London

REPORTER WITHOUT

BORDERS Berlin

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PERSUASION

London

REPORTER WITHOUT

BORDERS Berlin

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START-REC Paris

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R&CPMK New York

/ WEBER

SHANDWICK

Washington, DC

BOOM BROADCAST & MEDIA

RELATIONS Littleton /

CONNECT360 New York

750MPH London / OMD London /  
PERSUASION London /  
TENTHREE London / UNTOLD  
STUDIOS London

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APPLE San Jose

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ADIDAS Erlangen / STALKR Los  
Angeles / THE DIRECTORS  
STUDIO London

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KRUGER PRODUCTS Mississauga

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TBWA/MEDIA  
ARTS LAB Los  
Angeles

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EDELMAN New York

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WALKER New York

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SONGS FOR FILM AND TV Mill  
Valley

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OGILVY PR New York BPCM New York / OBVIOUSLY  
New York

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360PR Boston EXTRA PACKAGING Boca Raton /  
FUELSPC FULFILLMENT  
SERVICES Chicago / PRESTIGE  
CONSUMER HEALTHCARE New  
York

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ICONOCLAST PUBLISHING Paris  
/ MAGIC Vilnius / STRING AND  
TINS London

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CHARLOTTE MARTIN CASTING  
Paris / ICON FILM Bucharest /  
LELAND MUSIC London / LOFT  
TONSTUDIOS Berlin

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HILL+KNOWLTON  
STRATEGIES  
Stockholm

DOORDASH San Francisco /  
SUPERETTE San Francisco

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ANONYMOUS CONTENT Los  
Angeles / WHATSAPP INC. Menlo  
Park

THAI LIFE INSURANCE Bangkok

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HALO Johannesburg

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ARTISANS DU FILM Paris

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DIGITAL SERVICES Stockholm /  
HOUSE AGENCY Stockholm /  
MEMORY SQUARED Krakow /  
NEWLAND Stockholm

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PARKWOOD ENTERTAINMENT  
New York

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WEBER CASANOVA Los Angeles / US  
SHANDWICK New BANK Minneapolis  
York

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GERMAN RAIL Berlin

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BRAVAGENTE AUDIO Milan /  
STABBIOLO MUSIC Sarteano

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PERSUASION REPORTER WITHOUT  
London BORDERS Berlin

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PERSUASION REPORTER WITHOUT  
London BORDERS Berlin

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PERSUASION  
London

REPORTER WITHOUT  
BORDERS Berlin

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ALEXANDRE DESPLAT Paris

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EVOKA FOUNDATION London /  
PITCH AND SYNC AGENCY  
London

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WALKER New York

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BRAVAGENTE AUDIO Milan /  
STABBIOLO MUSIC Sarteano

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ARTISANS DU FILM Paris

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TBWA\MEDIA  
ARTS LAB Los  
Angeles

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TBWA\MEDIA  
ARTS LAB Los  
Angeles

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APPLE San Jose

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MCBRIDE CASTING Santa Monica

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360PR Boston      EXTRA PACKAGING Boca Raton /  
FUELSPC FULFILLMENT  
SERVICES Chicago / PRESTIGE  
CONSUMER HEALTHCARE New  
York

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GERMAN RAIL Berlin

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TBWA|ELEVEN  
SYDNEY

BIG BANG SOUND DESIGN  
Sydney / BUS STOP FILMS  
Melbourne / McCANN SYDNEY /  
STARE CRAZY GMBH Berlin /  
WE ARE SOCIAL Sydney

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ARTISANS DU FILM Paris

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ANGRY  
BUTTERFLY  
Toronto

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750MPH London / OMD London /  
PERSUASION London /  
TENTHREE London / UNTOLD  
STUDIOS London

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START-REC Paris

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PUBLICIS RENAULT GROUP SIEGE  
CONSEIL Paris SOCIAL Paris

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NOTCO Santiago / THE KITCHEN  
Chicago

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PEPSICO Buenos Aires

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ARTISANS DU FILM Paris

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SUPERCHARANGO Buenos Aires

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THAI LIFE INSURANCE Bangkok

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NARRATIVE Toronto JIGSAW CASTING Toronto /  
WHITE RIBBON Toronto

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MCBRIDE CASTING Santa Monica

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ADIDAS Erlangen / STALKR Los  
Angeles / THE DIRECTORS  
STUDIO London

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BRAVAGENTE AUDIO Milan /  
STABBIOLO MUSIC Sarteano

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ZENO GROUP KRAFT HEINZ COMPANY Chicago  
Chicago

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COLGATE PALMOLIVE LTD  
Mumbai

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ARTISANS DU FILM Paris

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SUPERCHARANGO Buenos Aires

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OGILVY PR New  
York

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VSK PUBLIC RELATIONS New  
York

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WEBER CASANOVA Los Angeles / US  
SHANDWICK New BANK Minneapolis  
York

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PLATINUM Tokyo /  
TBWA/MEDIA  
ARTS LAB Los  
Angeles

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3PM/WEBER ASL New York / VICAPS New York  
SHANDWICK New  
York

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TBWA/MEDIA  
ARTS LAB Los  
Angeles

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PRESTIGE CONSUMER  
HEALTHCARE New York

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DUTCH MILL Bangkok

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SOUR BANGKOK

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JACKSONVILLE  
JAGUARS

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MULLENLOWE U.S. New York

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BARKING OWL Los Angeles /  
MODEL CITIZEN GROUP Los  
Angeles

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OGILVY PR New York / BPCM New York / OBVIOUSLY  
New York

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GERMAN RAIL Berlin

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KETCHUM New York / MAXIMUM  
EFFORT Santa Monica / POV  
AGENCY Los Angeles / THE  
LEDE COMPANY  
New York City

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GERMAN RAIL Berlin

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FRED & FARID  
LOS ANGELES Los  
Angeles / WOMEN  
IN FILM Los Angeles

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APPLE San Jose

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ALEXANDRE DESPLAT Paris

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ARTISANS DU FILM Paris

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EDELMAN New York

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3PM/WEBER ASL New York / VICAPS New York  
SHANDWICK New  
York

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ANGRY  
BUTTERFLY  
Toronto

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OGILVY PR New  
York

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