

Health & Wellness Shortlist

Cat. No	Entry No	Title	Brand	Product	Medium	Entrant / Idea Creation	Location	Production	Post Production
<u>A01 (OTC Oral Medicines)</u>									
A01/44001	01099	ALLEGRA AIRWAYS	ALLEGRA	ANTI-HISTERMINES	Creative Data	SALUTEM, New York / EDELMAN, Toronto	UNITED STATES / CANADA	JAYNE FILMS Los Angeles / LOROTO PRODUCTIONS New York	
A01/50002	01117	THE LAST BARF BAG	DRAMAMINE	DRAMAMINE	Brand Experience & Activation	FCB CHICAGO	UNITED STATES	SUNNY SIXTEEN Los Angeles	456 STUDIOS Chicago / JSM MUSIC New York
A01/51003	01116	THE LAST BARF BAG	DRAMAMINE	DRAMAMINE	Film: Cinema, TV and Digital Film Content	FCB CHICAGO	UNITED STATES	SUNNY SIXTEEN Los Angeles	456 STUDIOS Chicago / JSM MUSIC New York
A01/54003	01114	THE LAST BARF BAG	DRAMAMINE	DRAMAMINE	Entertainment	FCB CHICAGO	UNITED STATES	SUNNY SIXTEEN Los Angeles	456 STUDIOS Chicago / JSM MUSIC New York
A01/9003	01118	THE LAST BARF BAG	DRAMAMINE	DRAMAMINE	PR	FCB CHICAGO	UNITED STATES	SUNNY SIXTEEN Los Angeles	456 STUDIOS Chicago / JSM MUSIC New York
<u>A02 (OTC Applications)</u>									
A02/55001	00708	MICHAEL CERAVE	CERAVE	CERAVE MOISTURIZING CREAM	Social & Influencer	OGILVY PR, New York	UNITED STATES	PRETTYBIRD Los Angeles	BLACKSMITH New York / HEARD CITY New York / LELAND MUSIC London / MACKCUT New York

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A02/9001	00709	MICHAEL CERAVE	CERAVE	CERAVE MOISTURIZING CREAM	PR	OGILVY PR, New York	UNITED STATES	PRETTYBIRD Los Angeles	BLACKSMITH New York / HEARD CITY New York / LELAND MUSIC London / MACKCUT New York
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A03 (OTC Products)

A03/50007	01270	FIT MY FEET	BUCKAROO FOOTWARE	FIT MY FEET SLIPPERS	Brand Experience & Activation	McCANN, Gurugram	INDIA		
A03/53006	01271	FIT MY FEET	BUCKAROO FOOTWARE	FIT MY FEET SLIPPERS	Healthcare Product Innovation	McCANN, Gurugram	INDIA		
A03/55001	00153	I'M DYING INSIDE	MODIBODI	MODIBODI PERIOD UNDERWEAR	Social & Influencer	HOWATSON+COMPAN Y, Sydney	AUSTRALIA	FINCH Sydney	MOSAIC MUSIC & SOUND Sydney
A03/8011	01272	FIT MY FEET	BUCKAROO FOOTWARE	FIT MY FEET SLIPPERS	Direct	McCANN, Gurugram	INDIA		
A03/9004	01030	THE SHAMELESS PAD	INTIMUS	INTIMUS PAD	PR	FCB BRASIL, Sao Paulo	BRAZIL	FCB BRASIL Sao Paulo	FCB BRASIL Sao Paulo

A04 (Nutraceuticals)

A04/15002	00819	THE CLIMB	VOOM SPORTS NUTRITION	POWR	Film Craft: Direction	McCANN, Bristol	UNITED KINGDOM	CHIEF Manchester	CHIEF Manchester
A04/16001	00817	THE CLIMB	VOOM SPORTS NUTRITION	POWR	Film Craft: Script	McCANN, Bristol	UNITED KINGDOM	CHIEF Manchester	CHIEF Manchester
A04/53002	01150	SUPERCUBE	KNORR	BOUILLON CUBE	Healthcare Product Innovation	WEBER SHANDWICK, Cologne	GERMANY	TALLY HO Stockholm / WEBER SHANDWICK Cologne	TALLY HO Stockholm / WEBER SHANDWICK Cologne
A04/9001	01149	SUPERCUBE	KNORR	BOUILLON CUBE	PR	WEBER SHANDWICK, Cologne	GERMANY	TALLY HO Stockholm / WEBER SHANDWICK Cologne	TALLY HO Stockholm / WEBER SHANDWICK Cologne

A05 (Health & Wellness Tech)

A05/11002	00553	SAMSUNG IMPULSE	SAMSUNG	SAMSUNG GALAXY WATCH6	Mobile	CHEIL WORLDWIDE, Madrid	SPAIN	CHEIL WORLDWIDE Madrid	CHEIL WORLDWIDE Madrid
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A05/12003	00552	SAMSUNG IMPULSE	SAMSUNG	SAMSUNG GALAXY WATCH6	Use of Technology	CHEIL WORLDWIDE, Madrid	SPAIN	CHEIL WORLDWIDE Madrid	CHEIL WORLDWIDE Madrid
A05/12007	00696	ARA	STRAP TECH	ARA	Use of Technology	BRANDS&PEOPLE, San Pedro Garza Garcia / STRAP TECH, Austin	MEXICO / UNITED STATES		
A05/50006	00591	THE MARATHUMB CHALLENGE	SAUCONY	SAUCONY RIDE 17	Brand Experience & Activation	DONER, Southfield	UNITED STATES		
A05/51001	00204	ANOTHER BIRTHDAY	APPLE	APPLE WATCH AND IPHONE	Film: Cinema, TV and Digital Film Content	TBWA/MEDIA ARTS LAB, Los Angeles	UNITED STATES	SANCTUARY CONTENT Los Angeles	FINAL CUT London / FORMOSA GROUP Los Angeles / TRAFIK Los Angeles
A05/53004	00695	ARA	STRAP TECH	ARA	Healthcare Product Innovation	BRANDS&PEOPLE, San Pedro Garza Garcia / STRAP TECH, Austin	MEXICO / UNITED STATES		

B01 (Brand-Led Education & Awareness)

B01/12002	00243	LAIKA 13	LÄNSFÖRSÄKRINGA R GÖTEBORG OCH BOHUSLÄN	INSURANCE	Use of Technology	STENDAHL, Gothenburg	SWEDEN	STENDAHL Gothenburg	
B01/12004	00529	ANIMAL ALERTS	PETPACE	ANIMAL ALERTS	Use of Technology	SERVICEPLAN, Munich / L&C, New York	GERMANY / UNITED STATES	REBECA Lima	NATIVO POST Lima
B01/14001	00674	47	CAFÉ JOYEUX	DOWN SYNDROME AWARENESS	Film Craft: Production Design/Art Direction	KLICK HEALTH, Toronto	CANADA	CANJA AUDIO Curitiba / ZOMBIE STUDIO Sao Paulo	
B01/15010	01242	THE CURE	EDITORA TAVERNA	EDITORA TAVERNA	Film Craft: Direction	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	3T Sao Paulo / CABARET Sao Paulo / SANTERIA Sao Paulo	
B01/15011	00836	'I HOPE THIS EMAIL FINDS YOU WELL'	BEIERSDORF	CRITICAL ILLNESS GLOBAL POLICY	Film Craft: Direction	PUBLICIS ONE TOUCH, Hamburg	GERMANY	TEMPOMEDIA Berlin	
B01/17005	00924	PIECE OF ME	KPN	KPN	Film Craft: Use of Music/Sound Design	DENTSU CREATIVE, Amsterdam	NETHERLANDS	AMP AMSTERDAM / WEFILM CREATIVE AGENCY Amsterdam	CRABSALAD Amsterdam

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B01/19004	01239	THE CURE	EDITORA TAVERNA	EDITORA TAVERNA	Film Craft: Cinematography	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	3T Sao Paulo / CABARET Sao Paulo / SANTERIA Sao Paulo	
B01/24001	00440	ILLUSTRATE CHANGE	JOHNSON & JOHNSON	ILLUSTRATE CHANGE	Industry Craft: Illustration	DELOITTE DIGITAL, New York / JOHNSON & JOHNSON, New Brunswick	UNITED STATES	NORTE Sao Paulo	
B01/3002	00526	855-HOW-TO- QUIT-(OPIOIDS)	ANZEN HEALTH	HEALTHCARE	Audio & Radio	SERVICEPLAN, Munich	GERMANY	JOJX Los Angeles	JAMM Los Angeles
B01/50015	00558	VASELINE SUNITIZER	UNILEVER	VASELINE	Brand Experience & Activation	VML, Jakarta	INDONESIA		
B01/50024	00906	THE SUPPORTBELT	FORD	FORD ACCESSORIES	Brand Experience & Activation	VML, Detroit	UNITED STATES	LEAR CORPORATION Southfield / MAKERHOUSE Detroit / NICE SHOES New York	
B01/50036	00601	MASTERCLASS OF HAPPINESS	VISIT FINLAND	DESTINATION FINLAND	Brand Experience & Activation	SEK, Helsinki	FINLAND	OSASTO Helsinki / SEK Helsinki	OSASTO Helsinki / SEK Helsinki
B01/50045	00882	PROTECTASBIH	SAUDIA AIRLINES	SANITIZING PRAYER BEADS	Brand Experience & Activation	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	
B01/50056	01147	ADOPT YOUR ALLERGIES	ALLEGRA	ALLEGRA	Brand Experience & Activation	McCANN, Bogota / MRM WORLDWIDE, Santiago / MRM WORLDWIDE, Madrid	COLOMBIA / CHILE / SPAIN		

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B01/51040	00900	STOP BULLYING	GREEK MINISTRY OF EDUCATION, RELIGIOUS AFFAIRS AND SPORTS	STOP-BULLYING.GOV.GR	Film: Cinema, TV and Digital Film Content	OGILVY, Athens	GREECE	FOSS PRODUCTIONS Athens	
B01/53007	00880	PROTECTASBIH	SAUDIA AIRLINES	SANITIZING PRAYER BEADS	Healthcare Product Innovation	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
B01/53008	00902	THE SUPPORTBELT	FORD	FORD ACCESSORIES	Healthcare Product Innovation	VML, Detroit	UNITED STATES	LEAR CORPORATION Southfield / MAKERHOUSE Detroit / NICE SHOES New York	
B01/53012	01151	SUPERCUBE	KNORR	BOUILLON CUBE	Healthcare Product Innovation	WEBER SHANDWICK, Cologne	GERMANY	TALLY HO Stockholm / WEBER SHANDWICK Cologne	TALLY HO Stockholm / WEBER SHANDWICK Cologne
B01/53015	00912	COPPER SKIN	MOVISTAR	MOVISTAR	Healthcare Product Innovation	VML, Bogota	COLOMBIA		
B01/54005	00926	PIECE OF ME	KPN	KPN	Entertainment	DENTSU CREATIVE, Amsterdam	NETHERLANDS	AMP AMSTERDAM / WEFILM CREATIVE AGENCY Amsterdam	CRABSALAD Amsterdam
B01/55010	00925	PIECE OF ME	KPN	KPN	Social & Influencer	DENTSU CREATIVE, Amsterdam	NETHERLANDS	AMP AMSTERDAM / WEFILM CREATIVE AGENCY Amsterdam	CRABSALAD Amsterdam
B01/55022	01210	THE FACE OF 10	DOVE	DOVE	Social & Influencer	OGILVY, London / DAVID, Madrid	UNITED KINGDOM / SPAIN		
B01/8012	00530	855-HOW-TO-QUIT-(OPIOIDS)	ANZEN HEALTH	HEALTHCARE	Direct	SERVICEPLAN, Munich	GERMANY	JOJX Los Angeles	JAMM Los Angeles
B01/8022	00877	PROTECTASBIH	SAUDIA AIRLINES	SANITIZING PRAYER BEADS	Direct	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

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B01/8038	01138	THE ADVIL PAIN EQUITY PROJECT	ADVIL	ADVIL	Direct	VML, New York	UNITED STATES	SIBLING RIVALRY New York / VML New York	NOMAD CREATIVE STUDIO Los Angeles
B01/8046	01152	SUPERCUBE	KNORR	BOUILLON CUBE	Direct	WEBER SHANDWICK, Cologne	GERMANY	TALLY HO Stockholm / WEBER SHANDWICK Cologne	TALLY HO Stockholm / WEBER SHANDWICK Cologne
B01/9002	00217	THE MISHEARD VERSION	SPECSAVERS	SPECSAVERS HEARING TESTS	PR	GOLIN, London	UNITED KINGDOM	GOLIN London	GOLIN London
B01/9021	01128	A MILLION LOGOS	COLGATE	COLGATE TOOTHPASTE	PR	OGILVY, Kuala Lumpur	MALAYSIA	OGILVY Kuala Lumpur	OGILVY Kuala Lumpur

B02 (Non-profit/Foundation-led Education & Awareness)

B02/15006	00518	TALK AWAY THE DARK	AMERICAN FOUNDATION FOR SUICIDE PREVENTION	NON-PROFIT	Film Craft: Direction	TBWA\CHIAT\DAY, New York	UNITED STATES	THE CORNER SHOP Los Angeles	
B02/15007	00699	"HEAL THE FUTURE"	SICKKIDS FOUNDATION	SICKKIDS PRECISION CHILD HEALTH	Film Craft: Direction	SPY FILMS, Toronto / COSSETTE, Toronto / SICKKIDS FOUNDATION, Toronto	CANADA	SPY FILMS Toronto	MISGENA MGMT Stockholm / STUDIO FEATHER Toronto / TENTHREE London / WAVE STUDIOS New York / WICKED PIXELS Cape Town
B02/16015	01074	LATE	MEMORIAL SLOAN KETTERING CANCER CENTER	CANCER SCREENINGS	Film Craft: Script	ALMA DDB, Miami	UNITED STATES	CENTRAL FILMS Mexico City	ANIMAL MUSIC Miami / MOVING FORWARD STUDIOS Miami
B02/17001	00090	SHORT LIFE STORIES	WHITE RIBBON	WHITE RIBBON	Film Craft: Use of Music/Sound Design	BENSIMON BYRNE, Toronto	CANADA	WESTSIDE Toronto	ALTER EGO Toronto / FORT YORK VFX Toronto / OSO AUDIO Toronto / SCHOOL EDITING Toronto

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B02/19002	00088	SHORT LIFE STORIES	WHITE RIBBON	WHITE RIBBON	Film Craft: Cinematography	BENSIMON BYRNE, Toronto	CANADA	WESTSIDE Toronto	ALTER EGO Toronto / FORT YORK VFX Toronto / OSO AUDIO Toronto / SCHOOL EDITING Toronto
B02/22016	00666	LOST IN TIME	JIAN AI ELDERLY CHARITY CENTER	ALZHEIMER'S DISEASE	Industry Craft: Art Direction	DENTSU CREATIVE, Shanghai	MAINLAND CHINA	STDECAUX Shanghai	DENTSU CREATIVE Shanghai
B02/22020	01225	THE MELANOMA LAW	SKIN CANCER UK	SUNBEDS	Industry Craft: Art Direction	OGILVY, London	UNITED KINGDOM	HOGARTH London	HOGARTH London
B02/22021	01122	MANCESTRY	MOVEMBER	MANCESTRY	Industry Craft: Art Direction	DDB MELBOURNE	AUSTRALIA	COLLIDER Sydney	
B02/25001	00117	RED	THE FIGHT AGAINST ALZHEIMER'S ASSOCIATION	THE FIGHT AGAINST ALZHEIMER'S ASSOCIATION	Industry Craft: Photography	REPUBLICA HAVAS, Miami	UNITED STATES	LA PERLA Buenos Aires	DIEGO CHILIANO Buenos Aires / LA PERLA Buenos Aires
B02/25006	01082	RUBIO	CHANGE THE REF	CHANGE THE REF	Industry Craft: Photography	ALMA DDB, Miami	UNITED STATES		
B02/26008	00411	SANS GENDER	SANS GENDER	SANS GENDER	Industry Craft: Typography	HAVAS LYNX, Manchester / SANS GENDER, Manchester	UNITED KINGDOM	HAVAS LYNX Manchester / SANS GENDER Manchester	
B02/3003	00538	HEAR MY LAST WISH	TAIWAN ORGAN SHARING REGISTRY AND PATIENT AUTONOMY PROMOTION	HEAR MY LAST WISH	Audio & Radio	LEO BURNETT, Taipei	TAIWAN		
B02/3012	00663	IN TRANSIT	CALLEN-LORDE, METROPOLITAN TRANSPORTATION AUTHORITY, NYC LGBT HISTORIC SITES PRO	TRANSGENDER DAY OF VISIBILITY	Audio & Radio	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	UNITED STATES	FAMOUS WHO Sao Paulo / RITMIKA AUDIO ARTS Sao Paulo / WIDELABS Porto Alegre	LADO ANIMATION Sao Paulo
B02/38015	00951	16TH CENTURY LIFE EXPECTANCY	UK BLACK PRIDE	UK BLACK PRIDE	Outdoor: Ambient	McCANN, London	UNITED KINGDOM	CRAFT London	
B02/41003	00412	THE TOUCH ANNUAL REPORT	ORBIS HONG KONG	ANNUAL REPORT	Print & Publishing: Collateral	CHEIL HONG KONG	HONG KONG SAR		
B02/41007	01154	CHILD WEDDING CARDS	UN WOMEN	UN WOMEN	Print & Publishing: Collateral	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	KARMA KOLLECTIVE Karachi / SHINY TOY GUNS Karachi	

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B02/44005	00745	ABSURD PROMISES	ASDRA	DOWN SYNDROME ASSOCIATION OF ARGENTINA	Creative Data	VML, Buenos Aires	ARGENTINA		
B02/50012	01207	TEST-ICLES	FUNDACIÓN DE ALBA, A.C.	CANCER FOUNDATION	Brand Experience & Activation	OGILVY, Mexico City / OGILVY HEALTH, New York	MEXICO / UNITED STATES	BELIEVE TV Santiago	
B02/51002	00087	SHORT LIFE STORIES	WHITE RIBBON	WHITE RIBBON	Film: Cinema, TV and Digital Film Content	BENSIMON BYRNE, Toronto	CANADA	WESTSIDE Toronto	ALTER EGO Toronto / FORT YORK VFX Toronto / OSO AUDIO Toronto / SCHOOL EDITING Toronto
B02/51007	00277	YOU DON'T KNOW THE HALF OF IT	HARRIS PROJECT	AWARENESS PRO BONO	Film: Cinema, TV and Digital Film Content	HAVAS, New York	UNITED STATES	LOVE SONG Los Angeles	BARKING OWL Los Angeles / TRIM EDITING Santa Monica
B02/51009	00041	WITH NO FEAR	FUNDACIÓN MD ANDERSON CANCER CENTER ESPAÑA	CANCER FOUNDATION	Film: Cinema, TV and Digital Film Content	HAVAS, Madrid	SPAIN	CENTRAL FILMS ESPAÑA Madrid	CENTRAL FILMS ESPAÑA Madrid
B02/51018	00698	"HEAL THE FUTURE"	SICKKIDS FOUNDATION	SICKKIDS PRECISION CHILD HEALTH	Film: Cinema, TV and Digital Film Content	SPY FILMS, Toronto / COSSETTE, Toronto / SICKKIDS FOUNDATION, Toronto	CANADA	SPY FILMS Toronto	MISGENA MGMT Stockholm / STUDIO FEATHER Toronto / TENTHREE London / WAVE STUDIOS New York / WICKED PIXELS Cape Town
B02/51034	01073	LATE	MEMORIAL SLOAN KETTERING CANCER CENTER	CANCER SCREENINGS	Film: Cinema, TV and Digital Film Content	ALMA DDB, Miami	UNITED STATES	CENTRAL FILMS Mexico City	ANIMAL MUSIC Miami / MOVING FORWARD STUDIOS Miami
B02/52014	01203	TEST-ICLES	FUNDACIÓN DE ALBA, A.C.	CANCER FOUNDATION	Integrated	OGILVY, Mexico City / OGILVY HEALTH, New York	MEXICO / UNITED STATES	BELIEVE TV Santiago	
B02/53006	00629	EQL BAND	TOUCH • #BLACKDATAMATTE RS • WHEN WE TRIAL	WEARABLE TECHNOLOGY	Healthcare Product Innovation	FCB HEALTH, New York	UNITED STATES	STUDIORX New York	

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B02/54011	01199	TEST-ICLES	FUNDACIÓN DE ALBA, A.C.	CANCER FOUNDATION	Entertainment	OGILVY, Mexico City / OGILVY HEALTH, New York	MEXICO / UNITED STATES	BELIEVE TV Santiago	
B02/8014	00536	HEAR MY LAST WISH	TAIWAN ORGAN SHARING REGISTRY AND PATIENT AUTONOMY PROMOTION	HEAR MY LAST WISH	Direct	LEO BURNETT, Taipei	TAIWAN		
B02/8023	01208	TEST-ICLES	FUNDACIÓN DE ALBA, A.C.	CANCER FOUNDATION	Direct	OGILVY, Mexico City / OGILVY HEALTH, New York	MEXICO / UNITED STATES	BELIEVE TV Santiago	
B02/8029	01158	CHILD WEDDING CARDS	UN WOMEN	UN WOMEN	Direct	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	KARMA KOLLECTIVE Karachi / SHINY TOY GUNS Karachi	
B02/9004	00349	WE ARE THE WARNING	MINDEROO FOUNDATION	UNCLOUD	PR	M&C SAATCHI, Sydney	AUSTRALIA	ODD STUDIOS Sydney / REVOLVER Sydney / THE GLUE SOCIETY Sydney / THE KITCHEN CREATIVE Sydney	MASSIVEMUSIC Sydney / REVOLVER Sydney / THE GLUE SOCIETY Sydney
B02/9023	00662	IN TRANSIT	CALLEN-LORDE, METROPOLITAN TRANSPORTATION AUTHORITY, NYC LGBT HISTORIC SITES PRO	TRANSGENDER DAY OF VISIBILITY	PR	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	UNITED STATES	FAMOUS WHO Sao Paulo / RITMIKA AUDIO ARTS Sao Paulo / WIDELABS Porto Alegre	LADO ANIMATION Sao Paulo

B03 (Fundraising & Advocacy)

B03/15001	00071	TRES	REINSERTA	REINSERTA	Film Craft: Direction	GREY, Mexico City	MEXICO	ORIENTAL FILMS Mexico City	ORIENTAL FILMS Mexico City
B03/15002	00108	ASSUME THAT I CAN	COORDOWN	COORDOWN	Film Craft: Direction	INDIANA PRODUCTION COMPANY, Milan / SMALL, New York	ITALY / UNITED STATES	INDIANA PRODUCTION COMPANY Milan	
B03/15003	00178	SAVE THE IMAGINATION	SAVE THE CHILDREN	SAVE THE CHILDREN	Film Craft: Direction	POL, Oslo	NORWAY	BACON Oslo / CLANDESTINO FILMS Beirut / OHLOGY Oslo	
B03/15004	30684	SICKER THAN THE PATIENTS	FRONTLINE19	FRONTLINE19	Film Craft: Direction	MJZ, Los Angeles / adam&eveDDB, London	UNITED STATES / UNITED KINGDOM	MJZ Los Angeles	
B03/16002	00066	TRES	REINSERTA	REINSERTA	Film Craft: Script	GREY, Mexico City	MEXICO	ORIENTAL FILMS Mexico City	ORIENTAL FILMS Mexico City

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B03/17001	01002	SICKER THAN THE PATIENTS	FRONTLINE19	FRONTLINE19	Film Craft: Use of Music/Sound Design	adam&eveDDB, London	UNITED KINGDOM	MJZ Los Angeles	
B03/3001	00939	SOUND AFFECTS	SIXIEM SON	AUDIO	Audio & Radio	SAATCHI & SAATCHI ME, Dubai	UNITED ARAB EMIRATES	MINDLOOP Dubai / PRODIGIOUS Dubai / TRUFFLE FILM Beirut	
B03/38005	00577	WAITING TO LIVE	NHS BLOOD AND TRANSPLANT	NHS BLOOD AND TRANSPLANT	Outdoor: Ambient	VML, London / WUNDERMAN THOMPSON, London	UNITED KINGDOM	JULIAN WARD PHOTOGRAPHY London / WUNDERMAN THOMPSON London	HOGARTH London / SONICBRAND London
B03/44001	00488	B-BLOOD	BETANO	GAME TECH	Creative Data	AMPFY, Sao Paulo	BRAZIL		
B03/44002	01108	ABSURD PROMISES	ASDRA	DOWN SYNDROME ASSOCIATION OF ARGENTINA	Creative Data	VML, Buenos Aires	ARGENTINA		
B03/50003	00578	WAITING TO LIVE	NHS BLOOD AND TRANSPLANT	NHS BLOOD AND TRANSPLANT	Brand Experience & Activation	VML, London / WUNDERMAN THOMPSON, London	UNITED KINGDOM	JULIAN WARD PHOTOGRAPHY London / WUNDERMAN THOMPSON London	HOGARTH London / SONICBRAND London
B03/51003	00107	ASSUME THAT I CAN	COORDOWN	COORDOWN	Film: Cinema, TV and Digital Film Content	INDIANA PRODUCTION COMPANY, Milan / SMALL, New York	ITALY / UNITED STATES	INDIANA PRODUCTION COMPANY Milan	
B03/51011	01005	SICKER THAN THE PATIENTS	FRONTLINE19	FRONTLINE19	Film: Cinema, TV and Digital Film Content	adam&eveDDB, London	UNITED KINGDOM	MJZ Los Angeles	
B03/51015	00833	THE IMPOSSIBLE CHOICE	ST. JUDE INDIA CHILDCARE CENTRES	SERVICE	Film: Cinema, TV and Digital Film Content	OGILVY, Mumbai	INDIA	HUNGRY FILMS Mumbai	
B03/53001	00231	PAPER ORGANS	TAIWAN ORGAN SHARING REGISTRY AND PATIENT AUTONOMY PROMOTION	PAPER ORGANS	Healthcare Product Innovation	LEO BURNETT, Taipei	TAIWAN		
B03/55002	00515	ASSUME THAT I CAN	COORDOWN	WORLD DOWN SYNDROME DAY	Social & Influencer	SMALL, New York	UNITED STATES	INDIANA PRODUCTION COMPANY Milan	

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B03/8001	00232	PAPER ORGANS	TAIWAN ORGAN SHARING REGISTRY AND PATIENT AUTONOMY PROMOTION	PAPER ORGANS	Direct	LEO BURNETT, Taipei	TAIWAN		
B03/8003	00560	CALL GLENN	CHILD FOCUS	BELGIAN CENTER FOR MISSING AND SEXUALLY EXPLOITED CHILDREN	Direct	VML BELGIUM, Antwerp / WUNDERMAN THOMPSON, Antwerp	BELGIUM	AKA DE MENSEN Zaventem	
B03/9006	00514	ASSUME THAT I CAN	COORDOWN	WORLD DOWN SYNDROME DAY	PR	SMALL, New York	UNITED STATES	INDIANA PRODUCTION COMPANY Milan	

C01 (Corporate Image & Communication)

C01/14001	00473	ASHE VERSUS	MODERNA, INC.	MODERNA, INC.	Film Craft: Production Design/Art Direction	TBWA\HEALTH COLLECTIVE, New York	UNITED STATES	THE YOUTH Curitiba	COLOSSAL Curitiba / SATELITE AUDIO Sao Paulo / THE YOUTH Curitiba
C01/15001	00470	ASHE VERSUS	MODERNA, INC.	MODERNA, INC.	Film Craft: Direction	TBWA\HEALTH COLLECTIVE, New York	UNITED STATES	THE YOUTH Curitiba	COLOSSAL Curitiba / SATELITE AUDIO Sao Paulo / THE YOUTH Curitiba
C01/18001	00472	ASHE VERSUS	MODERNA, INC.	MODERNA, INC.	Film Craft: Animation/Visual Effects	TBWA\HEALTH COLLECTIVE, New York	UNITED STATES	THE YOUTH Curitiba	COLOSSAL Curitiba / SATELITE AUDIO Sao Paulo / THE YOUTH Curitiba
C01/19001	00469	ASHE VERSUS	MODERNA, INC.	MODERNA, INC.	Film Craft: Cinematography	TBWA\HEALTH COLLECTIVE, New York	UNITED STATES	THE YOUTH Curitiba	COLOSSAL Curitiba / SATELITE AUDIO Sao Paulo / THE YOUTH Curitiba
C01/50006	00879	PROTECTASBIH	SAUDIA AIRLINES	SANITIZING PRAYER BEADS	Brand Experience & Activation	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

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C01/51003	00203	ANOTHER BIRTHDAY	APPLE	APPLE WATCH AND IPHONE	Film: Cinema, TV and Digital Film Content	TBWA\MEDIA ARTS LAB, Los Angeles	UNITED STATES	SANCTUARY CONTENT Los Angeles	FINAL CUT London / FORMOSA GROUP Los Angeles / TRAFIK Los Angeles
C01/51004	00474	ASHE VERSUS	MODERNA, INC.	MODERNA, INC.	Film: Cinema, TV and Digital Film Content	TBWA\HEALTH COLLECTIVE, New York	UNITED STATES	THE YOUTH Curitiba	COLOSSAL Curitiba / SATELITE AUDIO Sao Paulo / THE YOUTH Curitiba
C01/53003	00881	PROTECTASBIH	SAUDIA AIRLINES	SANITIZING PRAYER BEADS	Healthcare Product Innovation	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
C01/8003	00878	PROTECTASBIH	SAUDIA AIRLINES	SANITIZING PRAYER BEADS	Direct	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

C02 (Health Services & Facilities)

C02/11001	00584	FLASHTEST	CONDE DE VALENCIANA OPTHALMOLOGICAL INSTITUTE	CONDE DE VALENCIANA OPTHALMOLOGICAL INSTITUTE	Mobile	MULLENLOWE SSP3 MEXICO, Mexico City	MEXICO		
C02/12001	10449	SOLO: THERE'S MAGIC IN ALL OF US	MONTEFIORE EINSTEIN	MONTEFIORE EINSTEIN	Use of Technology	ALTO NEW YORK, 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
C02/14001	10448	SOLO: THERE'S MAGIC IN ALL OF US	MONTEFIORE EINSTEIN	MONTEFIORE EINSTEIN	Film Craft: Production Design/Art Direction	ALTO NEW YORK, 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

Health & Wellness Shortlist

C02/14002	01143	IMPOSSIBLE JOURNEY	ASTER	DOULA SERVICES AND COMMUNITY-BASED HEALTHCARE	Film Craft: Production Design/Art Direction	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	UNITED STATES	THE YOUTH Curitiba	COLOSSAL Curitiba
C02/15002	10450	SOLO: THERE'S MAGIC IN ALL OF US	MONTEFIORE EINSTEIN	MONTEFIORE EINSTEIN	Film Craft: Direction	ALTO NEW YORK, 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
C02/18001	10445	SOLO: THERE'S MAGIC IN ALL OF US	MONTEFIORE EINSTEIN	MONTEFIORE EINSTEIN	Film Craft: Animation/Visual Effects	ALTO NEW YORK, 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
C02/18002	01142	IMPOSSIBLE JOURNEY	ASTER	DOULA SERVICES AND COMMUNITY-BASED HEALTHCARE	Film Craft: Animation/Visual Effects	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	UNITED STATES	THE YOUTH Curitiba	COLOSSAL Curitiba
C02/24002	01141	IMPOSSIBLE JOURNEY	ASTER	DOULA SERVICES AND COMMUNITY-BASED HEALTHCARE	Industry Craft: Illustration	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	UNITED STATES	THE YOUTH Curitiba	COLOSSAL Curitiba
C02/3001	00219	THE MISHEARD VERSION	SPECSAVERS	SPECSAVERS HEARING TESTS	Audio & Radio	GOLIN, London	UNITED KINGDOM	GOLIN London	GOLIN London
C02/51007	10444	SOLO: THERE'S MAGIC IN ALL OF US	MONTEFIORE EINSTEIN	MONTEFIORE EINSTEIN	Film: Cinema, TV and Digital Film Content	ALTO NEW YORK, 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
C02/51011	01145	IMPOSSIBLE JOURNEY	ASTER	DOULA SERVICES AND COMMUNITY-BASED HEALTHCARE	Film: Cinema, TV and Digital Film Content	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	UNITED STATES	THE YOUTH Curitiba	COLOSSAL Curitiba

Health & Wellness Shortlist

C02/52001	10447	SOLO: THERE'S MAGIC IN ALL OF US	MONTEFIORE EINSTEIN	MONTEFIORE EINSTEIN	Integrated	ALTO NEW YORK, 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
C02/53002	00537	HEAR MY LAST WISH	TAIWAN ORGAN SHARING REGISTRY AND PATIENT AUTONOMY PROMOTION	HEAR MY LAST WISH	Healthcare Product Innovation	LEO BURNETT, Taipei	TAIWAN		
C02/54001	10451	SOLO: THERE'S MAGIC IN ALL OF US	MONTEFIORE EINSTEIN	MONTEFIORE EINSTEIN	Entertainment	ALTO NEW YORK, 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
C02/9001	00218	THE MISHEARD VERSION	SPECSAVERS	SPECSAVERS HEARING TESTS	PR	GOLIN, London	UNITED KINGDOM	GOLIN London	GOLIN London

C03 (Insurance)

C03/12001	00244	LAIKA 13	LÄNSFÖRSÅKRINGA R GÖTEBORG OCH BOHUSLÄN	INSURANCE	Use of Technology	STENDAHL, Gothenburg	SWEDEN	STENDAHL, Gothenburg	
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D01 (Animal Health)

D01/12002	00628	FITCHIX	HONEST EGGS CO	HONEST EGGS	Use of Technology	VML, Melbourne	AUSTRALIA	AIRBAG Melbourne	
D01/44003	00626	FITCHIX	HONEST EGGS CO	HONEST EGGS	Creative Data	VML, Melbourne	AUSTRALIA	AIRBAG Melbourne	
D01/50007	00625	FITCHIX	HONEST EGGS CO	HONEST EGGS	Brand Experience & Activation	VML, Melbourne	AUSTRALIA	AIRBAG Melbourne	
D01/53003	00952	REEF RELIEF	STREAM2SEA	REEF RELIEF	Healthcare Product Innovation	McCANN DEMAND, London	UNITED KINGDOM	FUTUREBRAND London / McCANN Tel Aviv / STREAM2SEA Bowling Green	

Total Shortlisted:

129

Media	PR	Additional
		SALUTEM New York AMBEE Hartford
THE SHIPYARD Columbus	360PR Boston	EXTRA PACKAGING Boca Raton / FUELSPC FULFILLMENT SERVICES Chicago / PRESTIGE CONSUMER HEALTHCARE New York
THE SHIPYARD Columbus	360PR Boston	EXTRA PACKAGING Boca Raton / FUELSPC FULFILLMENT SERVICES Chicago / PRESTIGE CONSUMER HEALTHCARE New York
THE SHIPYARD Columbus	360PR Boston	EXTRA PACKAGING Boca Raton / FUELSPC FULFILLMENT SERVICES Chicago / PRESTIGE CONSUMER HEALTHCARE New York
THE SHIPYARD Columbus	360PR Boston	EXTRA PACKAGING Boca Raton / FUELSPC FULFILLMENT SERVICES Chicago / PRESTIGE CONSUMER HEALTHCARE New York
BCL New York	OGILVY PR New York	BPCM New York / OBVIOUSLY New York

BCL New York

OGILVY PR New
York

BPCM New York / OBVIOUSLY
New York

FCB BRASIL Sao
Paulo

PROS Sao Paulo

VOOM NUTRITION Lancaster

VOOM NUTRITION Lancaster

WEBER
SHANDWICK
Cologne

WEBER
SHANDWICK
Cologne

MINDSHARE Gothenburg /
MULLENLOWE UK London

WEBER
SHANDWICK
Cologne

WEBER
SHANDWICK
Cologne

MINDSHARE Gothenburg /
MULLENLOWE UK London

CHEIL
WORLDWIDE
Madrid

CHEIL
WORLDWIDE
Madrid

DOUBLE E Miami

OMD USA Los
Angeles

MCBRIDE CASTING Santa Monica

DOUBLE E Miami

STENDAHL
Gothenburg

MEDIAPLUS
GERMANY Munich

PEPPERCOMM
New York

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

VSK PUBLIC RELATIONS New
York

MINDSHARE
Amsterdam

HPB | HET PR
BUREAU
Amsterdam

VSK PUBLIC RELATIONS New
York

BCW New York / BRIGHTSPOT
Virginia / NATIONSWELL
HEADQUARTERS New York /
PEANUT London / THE
ASSOCIATION OF MEDICAL
ILLUSTRATORS Lexington

MEDIAPLUS TULOM Sao Paulo DAHOUSE AUDIO Overath / RAW
GERMANY Munich MATERIALS Austin
/ MEDIAPLUS
NORTH AMERICA
New York

MINDSHARE
Detroit

ACCENTURE BUSINESS AD MIRABILIA Milan / GLOBAL
SONG Helsinki FINLAND Helsinki / COMMUNICATION EXPERTS
PC AGENCY Frankfurt / LA BOUTIQUE RP
London / SEK Paris / TOINENPHD Helsinki /
Helsinki / TRAVEL LINK Beijing
ZAPWATER
COMMUNICATIONS
Chicago

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

FINDASENSE WEBER
Bogota / PHD SHANDWICK
COLOMBIA Bogota Bogota

OGILVY Athens

ONASSIS FOUNDATION Athens

LEO BURNETT Jeddah / SAATCHI & SAATCHI ME Dubai / ZENITH Dubai	LEO BURNETT Jeddah / MKV DIGITAL Dubai / SAATCHI & SAATCHI ME Dubai
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MINDSHARE
Detroit

WEBER SHANDWICK Cologne	WEBER SHANDWICK Cologne	MINDSHARE Gothenburg / MULLENLOWE UK London
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MOVISTAR Bogota

MINDSHARE Amsterdam	HPB HET PR BUREAU Amsterdam
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MINDSHARE Amsterdam	HPB HET PR BUREAU Amsterdam
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MINDSHARE New York	EDELMAN New York
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MEDIAPLUS GERMANY Munich / MEDIAPLUS NORTH AMERICA New York	TULOM Sao Paulo	DAHOUSE AUDIO Overath / RAW MATERIALS Austin
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LEO BURNETT Jeddah / SAATCHI & SAATCHI ME Dubai / ZENITH Dubai	LEO BURNETT Jeddah / MKV DIGITAL Dubai / SAATCHI & SAATCHI ME Dubai
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EDELMAN New York

WEBER SHANDWICK Cologne	WEBER SHANDWICK Cologne	MINDSHARE Gothenburg / MULLENLOWE UK London
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GOLIN London	GOLIN London	TANGERINE COMMUNICATIONS Manchester
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WAVEMAKER Singapore	OGILVY Kuala Lumpur	THE GOAT AGENCY Singapore
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NARRATIVE Toronto JIGSAW CASTING Toronto /
WHITE RIBBON Toronto

NARRATIVE Toronto JIGSAW CASTING Toronto /
WHITE RIBBON Toronto

STDECAUX Shanghai	JIAN AI ELDERLY CHARITY CENTER Shanghai
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OGILVY London	OGILVY London	OGILVY London
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BANG BANG STUDIOS Melbourne

CHANGE THE REF Parkland

HAVAS LYNX Manchester	HAVAS LYNX Manchester
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STARCOM Taipei City / ZENITH Taipei	MSL Taipei	DIGITAS TAIWAN Taipei
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WEBER SHANDWICK New York

CLEAR CHANNEL London / UNCLE London	THAT LOT CREATIVES London
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VIOLETA MUSIC Buenos Aires

OGILVY Mexico City FUNDACION DE ALBA Mexico City

NARRATIVE Toronto JIGSAW CASTING Toronto /
WHITE RIBBON Toronto

THE HARRIS PROJECT New York

HAVAS Madrid HAVAS Madrid

OGILVY Mexico City FUNDACION DE ALBA Mexico City

OGILVY Mexico City FUNDACION DE ALBA Mexico City

STARCOM Taipei MSL Taipei DIGITAS TAIWAN Taipei
City / ZENITH
Taipei

OGILVY Mexico City FUNDACION DE ALBA Mexico City

BOHEMIA GROUP THE MINDEROO
Sydney FOUNDATION Perth

WEBER
SHANDWICK New
York

BRAVAGENTE AUDIO Milan /
STABBILO MUSIC Sarteano

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

SAATCHI & SAATCHI ME
Dubai

SAATCHI &
SAATCHI ME Dubai

WAVEMAKER
London

BCW London

NHS BLOOD AND TRANSPLANT
Bristol

AMPFY Sao Paulo

VIOLETA MUSIC Buenos Aires

WAVEMAKER
London

BCW London

NHS BLOOD AND TRANSPLANT
Bristol

BRAVAGENTE AUDIO Milan /
STABBIOLO MUSIC Sarteano

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

STARCOM Taipei
City / ZENITH
Taipei

MSL Taipei

DIGITAS TAIWAN Taipei

BRAVAGENTE AUDIO Milan /
STABBIOLO MUSIC Sarteano

STARCOM Taipei
City / ZENITH
Taipei

MSL Taipei

DIGITAS TAIWAN Taipei

MEDIACOMM
Brussels

WUNDERMAN
THOMPSON
Antwerp

BRAVAGENTE AUDIO Milan /
STABBILO MUSIC Sarteano

LEO BURNETT
Jeddah / SAATCHI
& SAATCHI ME
Dubai / ZENITH
Dubai

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

OMD USA Los
Angeles

MCBRIDE CASTING Santa Monica

LEO BURNETT Jeddah / SAATCHI & SAATCHI ME Dubai / ZENITH Dubai	LEO BURNETT Jeddah / MKV DIGITAL Dubai / SAATCHI & SAATCHI ME Dubai
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LEO BURNETT Jeddah / SAATCHI & SAATCHI ME Dubai / ZENITH Dubai	LEO BURNETT Jeddah / MKV DIGITAL Dubai / SAATCHI & SAATCHI ME Dubai
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TRUFORM MEDIA
GROUP New York

ALEXANDRE DESPLAT Paris

TRUFORM MEDIA
GROUP New York

ALEXANDRE DESPLAT Paris

ASHE BIRTHING SERVICES New
York

TRUFORM MEDIA
GROUP New York

ALEXANDRE DESPLAT Paris

TRUFORM MEDIA
GROUP New York

ALEXANDRE DESPLAT Paris

ASHE BIRTHING SERVICES New
York

ASHE BIRTHING SERVICES New
York

GOLIN London

GOLIN London

TANGERINE COMMUNICATIONS
Manchester

TRUFORM MEDIA
GROUP New York

ALEXANDRE DESPLAT Paris

ASHE BIRTHING SERVICES New
York

TRUFORM MEDIA
GROUP New York

ALEXANDRE DESPLAT Paris

STARCOM Taipei MSL Taipei DIGITAS TAIWAN Taipei
City / ZENITH
Taipei

TRUFORM MEDIA ALEXANDRE DESPLAT Paris
GROUP New York

GOLIN London GOLIN London TANGERINE COMMUNICATIONS
Manchester

STENDAHL
Gothenburg

MINDSHARE BCW Melbourne
Melbourne

MINDSHARE BCW Melbourne
Melbourne

MINDSHARE BCW Melbourne
Melbourne
