

Industry Craft Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media
A01 (Typography: Brand & Communications Design)									
A01/004	00167	MULLENLOWE GLOBAL REBRAND	MULLENLOWE GLOBAL	MULLENLOWE	MULLENLOWE U.S., New York	UNITED STATES			
A01/005	00192	ROM'S IMMORTAL TIMELINE	ROM (ROYAL ONTARIO MUSEUM)	ARTS & CULTURE, PUBLIC FOUNDATION	LEO BURNETT, Toronto	CANADA	COLOPHON London / MIKE TJIOE PHOTOGRAPHY Toronto / SATY AND PRATHA Toronto	LEO BURNETT Toronto	
A01/025	00615	ZAEL - THE DISAPPEARING FONT	PROTYPE STUDIO	FONT	LEO BURNETT, Dubai	UNITED ARAB EMIRATES	PRODIGIOUS Dubai		
A01/039	00779	IF YOU'RE INTO IT, IT'S IN THE V&A	V&A	V&A	adam&eveDDB, London	UNITED KINGDOM	adam&eveStudios London		PHD London
A03 (Typography: Print & Publishing)									
A03/008	00513	GAS GANGRENE	MUSÉE DE LA GRANDE GUERRE	MUSÉE DE LA GRANDE GUERRE	DDB PARIS	FRANCE			
A03/009	00503	JUST NURSES	MUSÉE DE LA GRANDE GUERRE	MUSÉE DE LA GRANDE GUERRE	DDB PARIS	FRANCE			
A03/013	00877	SQUASHED	COCA-COLA	COCA-COLA	OGILVY, New York	UNITED STATES	LOBO New York		
A03/014	00895	AMBUSH'S SHOP - SOUTH AFRICA	COCA-COLA	COCA-COLA	VML, New York / VML, Kansas City / VML, Sao Paulo	UNITED STATES / BRAZIL	BALIPROD Bali / GLITCH PRODUCTIONS Mumbai / MANGO FILMS Guadalajara / NETO+SHOOKAN PRODUCTIONS Johannesburg / SUGARCANE FILMES	RAW AUDIO Sao Paulo / SUGARCANE FILMES Sao Paulo / VML Sao Paulo	ESSENCEDIAC OM Mexico City

Industry Craft Shortlist

A03/016	00919	MAMA DILA - INDONESIA	COCA-COLA	COCA-COLA	VML, New York / VML, Kansas City / VML, Sao Paulo	UNITED STATES / BRAZIL	BALIPROD Bali / GLITCH PRODUCTIONS Mumbai / MANGO FILMS Guadalajara / NETO+SHOOKAN PRODUCTIONS Johannesburg / SUGARCANE FILMES	RAW AUDIO Sao Paulo / SUGARCANE FILMES Sao Paulo / VML Sao Paulo	ESSENCEMEDIAC OM Mexico City
A03/017	00918	LAS DELICIAS - MEXICO	COCA-COLA	COCA-COLA	VML, New York / VML, Kansas City / VML, Sao Paulo	UNITED STATES / BRAZIL	BALIPROD Bali / GLITCH PRODUCTIONS Mumbai / MANGO FILMS Guadalajara / NETO+SHOOKAN PRODUCTIONS Johannesburg / SUGARCANE FILMES	RAW AUDIO Sao Paulo / SUGARCANE FILMES Sao Paulo / VML Sao Paulo	ESSENCEMEDIAC OM Mexico City
A03/018	00926	BOMBÓN Y CONFETI - MEXICO	COCA-COLA	COCA-COLA	VML, New York / VML, Kansas City / VML, Sao Paulo	UNITED STATES / BRAZIL	BALIPROD Bali / GLITCH PRODUCTIONS Mumbai / MANGO FILMS Guadalajara / NETO+SHOOKAN PRODUCTIONS Johannesburg / SUGARCANE FILMES	RAW AUDIO Sao Paulo / SUGARCANE FILMES Sao Paulo / VML Sao Paulo	ESSENCEMEDIAC OM Mexico City

A04 (Typography: Packaging Design)

A04/002	00899	THANKS FOR COKE-CREATING	COCA-COLA	COCA-COLA	VML, New York / VML, Kansas City / VML, Sao Paulo	UNITED STATES / BRAZIL	BALIPROD Bali / GLITCH PRODUCTIONS Mumbai / MANGO FILMS Guadalajara / NETO+SHOOKAN PRODUCTIONS Johannesburg / SUGARCANE FILMES	RAW AUDIO Sao Paulo / SUGARCANE FILMES Sao Paulo / VML Sao Paulo	ESSENCEMEDIAC OM Mexico City
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B01 (Art Direction: Brand & Communications Design)

Industry Craft Shortlist

B01/008	00156	THE 26 SIGNS	ALEXANDER MONRO HOSPITAL & BREAST CARE FOUNDATION	BREAST CANCER AWARENESS	TBWA\NEBOKO, Amsterdam	NETHERLANDS	TBWA\NEBOKO Amsterdam		ESSENCEMEDIAC OM Amsterdam
B01/009	00165	MULLENLOWE GLOBAL REBRAND	MULLENLOWE GLOBAL	MULLENLOWE	MULLENLOWE U.S., New York	UNITED STATES			
B01/029	00328	IN HER BOOTS	JOHNNIE WALKER	JOHNNIE WALKER	LEO BURNETT, Sydney	AUSTRALIA	GOOD OIL FILMS Sydney	THE EDITORS Sydney	FOUNDATION Sydney
B01/037	30036	CHANNEL 4 IDENTS	CHANNEL 4	CHANNEL 4	4CREATIVE, London	UNITED KINGDOM	4CREATIVE London		
B01/056	00624	MAQROO - THE FIRST ARABIC FONT FOR DYSLEXIA	OMANTEL	Maqroo.com by Omantel	LEO BURNETT, Dubai	UNITED ARAB EMIRATES			ZENITH Dubai
B01/076	00783	IF YOU'RE INTO IT, IT'S IN THE V&A	V&A	V&A	adam&eveDDB, London	UNITED KINGDOM	adam&eveStudios London		PHD London
B01/077	00803	HEINZ KETCHUP INSURANCE	HEINZ	HEINZ KETCHUP	FP7 McCANN, Dubai	UNITED ARAB EMIRATES		BELIEVE TV Santiago	CARAT Dubai
B01/079	00924	THANKS FOR COKE-CREATING	COCA-COLA	COCA-COLA	VML, New York / VML, Kansas City / VML, Sao Paulo	UNITED STATES / BRAZIL	BALIPROD Bali / GLITCH PRODUCTIONS Mumbai / MANGO FILMS Guadalajara / NETO+SHOOKAN PRODUCTIONS Johannesburg / SUGARCANE FILMES	RAW AUDIO Sao Paulo / SUGARCANE FILMES Sao Paulo / VML Sao Paulo	ESSENCEMEDIAC OM Mexico City
B01/086	00885	RECYCLE ME	COCA-COLA	COCA-COLA	OGILVY, New York	UNITED STATES	LOBO New York		
B01/090	00768	VIDEO VINYL	COCA-COLA	COCA-COLA	OGILVY, Singapore	SINGAPORE			
B01/101	10958	HEAVEN FISH	REGAL SPRINGS	FARMED FISH	OGILVY HONDURAS, Tegucigalpa	HONDURAS		JSM MUSIC New York	
B02 (Art Direction: Outdoor)									
B02/024	00134	RUE DES ARCHIVES	OATLY	OATLY OAT DRINK 1L	OATLY DEPARTMENT OF MIND CONTROL, Malmo	SWEDEN	AVENUE Paris		BILLUPS London
B02/025	00133	PLACE EDMONT	OATLY	OATLY OAT DRINK 1L	OATLY DEPARTMENT OF MIND CONTROL, Malmo	SWEDEN	AVENUE Paris		BILLUPS London

Industry Craft Shortlist

B02/026	00132	RUE DE LA FONTAINE AU ROI	OATLY	OATLY OAT DRINK 1L	OATLY DEPARTMENT OF MIND CONTROL, Malmo	SWEDEN	AVENUE Paris		BILLUPS London
B02/075	00526	LOST IN TIME	JIAN AI ELDERLY CHARITY CENTER	ALZHEIMER'S DISEASE	DENTSU CREATIVE, Shanghai	MAINLAND CHINA	STDECAUX Shanghai	DENTSU CREATIVE Shanghai	STDECAUX Shanghai
B02/076	00536	ICONIC DRIPS	MCDONALD'S	MCDONALD'S	LEO BURNETT, London	UNITED KINGDOM	HORTON-STEPHENS London		OMD London
B02/092	00354	HI-VIS HUMANITY	DEPARTMENT OF TRANSPORT AND PLANNING	TRANSPORT OPERATORS	CLEMENGER BBDO, Melbourne	AUSTRALIA	CLEMENGER BBDO Melbourne	CLEMENGER BBDO Melbourne	OMD Melbourne
B02/103	00604	BIGGER CHRISTMAS TREES	APPLE	IPAD	TBWA\ MEDIA ARTS LAB, Los Angeles / TBWA\ MEDIA ARTS LAB, London	UNITED STATES / UNITED KINGDOM	59 PRODUCTIONS London / LISA PRITCHARD AGENCY London		
B02/129	00834	HUTUKARA	SALGUEIRO & URIHI YANOMAMI	THE YANOMAMI PEOPLE	ACADEMICOS DO SALGUEIRO, Andarai / DM9, Sao Paulo / HUTUKARA ASSOCIACAO YANOMAMI, Boa Vista / URIHI ASSOCIACAO YANOMAMI, Boa Vista	BRAZIL	ACADEMICOS DO SALGUEIRO Andarai	ACADEMICOS DO SALGUEIRO Andarai	ACADEMICOS DO SALGUEIRO Andarai
B02/141	00703	JORDAN 23	NBA	NBA	LEO BURNETT, Dubai	UNITED ARAB EMIRATES	PRODIGIOUS Dubai		
B02/142	00707	SHAQ 34	NBA	NBA	LEO BURNETT, Dubai	UNITED ARAB EMIRATES	PRODIGIOUS Dubai		
B02/143	00704	KOBE 8	NBA	NBA	LEO BURNETT, Dubai	UNITED ARAB EMIRATES	PRODIGIOUS Dubai		
B02/144	00709	LEBRON 6	NBA	NBA	LEO BURNETT, Dubai	UNITED ARAB EMIRATES	PRODIGIOUS Dubai		
B02/161	00831	BACARDI	PEPSI	PEPSI	ALMA DDB, Miami	UNITED STATES			
B02/162	00826	CAPTAIN MORGAN	PEPSI	PEPSI	ALMA DDB, Miami	UNITED STATES			
B02/184	00663	WINDOWS	BRITISH AIRWAYS	TRAVEL	UNCOMMON, London	UNITED KINGDOM			MANNING GOTTlieb OMD London
B02/185	00777	TAJ MAHAL MEGH SANTOOR	UNILEVER	BROOKE BOND TAJ MAHAL TEA	OGILVY, Mumbai	INDIA	ABSOLUTE PRODUCTIONS Mumbai		RAPPORT OUTDOOR ADVERTISING Mumbai

B03 (Art Direction: Print & Publishing)

Industry Craft Shortlist

B03/005	00049	REACH FOR THE SUMMIT - A	KANAZAWA HIGH SCHOOL SUMO TOURNAMENT	KANAZAWA HIGH SCHOOL SUMO TOURNAMENT	DENTSU INC., Tokyo	JAPAN	SHOEI INC. Tokyo / WOIL Tokyo	DENTSU INC. Tokyo
B03/006	00051	REACH FOR THE SUMMIT - B	KANAZAWA HIGH SCHOOL SUMO TOURNAMENT	KANAZAWA HIGH SCHOOL SUMO TOURNAMENT	DENTSU INC., Tokyo	JAPAN	SHOEI INC. Tokyo / WOIL Tokyo	DENTSU INC. Tokyo
B03/007	00050	REACH FOR THE SUMMIT - C	KANAZAWA HIGH SCHOOL SUMO TOURNAMENT	KANAZAWA HIGH SCHOOL SUMO TOURNAMENT	DENTSU INC., Tokyo	JAPAN	SHOEI INC. Tokyo / WOIL Tokyo	DENTSU INC. Tokyo
B03/008	00062	THE FAMILY COOKVAULT	IGA (SOBEY'S)	COOKBOOK	SID LEE, Montreal	CANADA	SID LEE Montreal	CIRCONFLEX Montreal / SID LEE Montreal / TONIC DNA Montreal
B03/038	00540	THE 100TH EDITION	FRANKFURTER ALLGEMEINE ZEITUNG	FRANKFURTER ALLGEMEINE ZEITUNG	SCHOLZ & FRIENDS, Berlin	GERMANY	SCHOLZ & FRIENDS Berlin	SCHOLZ & FRIENDS Berlin
B03/073	00849	BLACK LIGHTS	BRADESCO SEGUROS & GOMA/EMPREGUE AFRO & MUSEU AFRO-UFBA	BLACK LIGHTS	ALMAPBBDO, Sao Paulo	BRAZIL	ALMAPBBDO Sao Paulo / DIALETO STUDIO Sao Paulo / RAW AUDIO Sao Paulo	
B03/074	00881	PRESSED	COCA-COLA	COCA-COLA	OGILVY, New York	UNITED STATES	LOBO New York	
B03/075	00883	TWISTED	COCA-COLA	COCA-COLA	OGILVY, New York	UNITED STATES	LOBO New York	
B03/076	00886	SQUASHED	COCA-COLA	COCA-COLA	OGILVY, New York	UNITED STATES	LOBO New York	

B04 (Art Direction: Packaging Design)

B04/014	00496	EDIBLE LITERATURE	KAMEYA YOSHINAGA	BUNGASHI (JAPANESE CONFECTIONERY)	VML OGILVY JAPAN, Tokyo	JAPAN			
B04/019	00909	THANKS FOR COKE-CREATING	COCA-COLA	COCA-COLA	VML, New York / VML, Kansas City / VML, Sao Paulo	UNITED STATES / BRAZIL	BALIPROD Bali / GLITCH PRODUCTIONS Mumbai / MANGO FILMS Guadalajara / NETO+SHOOKAN PRODUCTIONS Johannesburg / SUGARCANE FILMES	RAW AUDIO Sao Paulo / SUGARCANE FILMES Sao Paulo / VML Sao Paulo	ESSENCEMEDIAC OM Mexico City
B04/025	00766	VIDEO VINYL	COCA-COLA	COCA-COLA	OGILVY, Singapore	SINGAPORE			

C01 (Illustration: Brand & Communications Design)

Industry Craft Shortlist

C01/003	00145	UMBRELLA SPECIES	WWF	UMBRELLA SPECIES	TBWA\PARIS	FRANCE	\ELSE Paris	OMD Paris
C01/007	00031	DEPARTURES TO COUNTLESS FUTURES	THE HOSHI AWARDS	THE HOSHI AWARDS	DENTSU INC., Tokyo	JAPAN	BLACK CAT WHITE CAT MUSIC Tokyo / GMO ENGINE Tokyo / OSAKA SENDEN KENKYUSHO Osaka / TONE UP CORP. Tokyo	
C01/008	00117	IT WORKS.	AD MUSEUM TOKYO	D&AD 2023 EXHIBITION IN JAPAN	DENTSU INC., Tokyo	JAPAN	ADBRAIN Tokyo / DENTSU CREATIVE CUBE INC. Tokyo	
C01/009	00178	MORNING IS BORN	AD MUSEUM TOKYO	THE ONE SHOW 2023 EXHIBITION IN JAPAN	DENTSU INC., Tokyo	JAPAN	BLACK CAT WHITE CAT MUSIC Tokyo / DENTSU CREATIVE CUBE INC. Tokyo / EDP GRAPHIC WORKS Tokyo / J.C. SPARK Tokyo	
C01/034	00859	IMPOSSIBLE JOURNEY	ASTER	DOULA SERVICES AND COMMUNITY-BASED HEALTHCARE	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	UNITED STATES	THE YOUTH Curitiba	COLOSSAL Curitiba
C01/036	00767	VIDEO VINYL	COCA-COLA	COCA-COLA	OGILVY, Singapore	SINGAPORE		

C02 (Illustration: Outdoor)

C02/039	00634	I CARE	ROYAL COMMISSION FOR ALULA	CULTURAL HERITAGE	HILL+KNOWLTON STRATEGIES, Dubai	UNITED ARAB EMIRATES	HILL+KNOWLTON STRATEGIES Dubai / MTART AGENCY London	HILL+KNOWLTON STRATEGIES Dubai / MTART AGENCY London	HILL+KNOWLTON STRATEGIES Dubai
C02/042	00603	BIGGER CHRISTMAS TREES	APPLE	IPAD	TBWA\MEDIA ARTS LAB, Los Angeles / TBWA\MEDIA ARTS LAB, London	UNITED STATES / UNITED KINGDOM	59 PRODUCTIONS London / LISA PRITCHARD AGENCY London		
C02/067	00403	PUB RENAISSANCE	STELLA ARTOIS BY ANHEUSER-BUSCH INBEV	STELLA ARTOIS UNFILTERED	AB INBEV, London / DRAFTLINE EUROPE, London	UNITED KINGDOM		STARCOM London	

C03 (Illustration: Print & Publishing)

Industry Craft Shortlist

C03/003	00115	THE LOST VOICE	APPLE	PERSONAL VOICE ON IPHONE	APPLE, San Jose	UNITED STATES	HUNGRY MAN New York	FACTORY STUDIO London / FATHOM VFX Auckland / WORK EDITORIAL London
C03/030	00483	SEAL ALARM	THE TIMES OF INDIA	THE TIMES OF INDIA	VML, Mumbai / WUNDERMAN THOMPSON, Mumbai	INDIA	ILLUSION CGI STUDIO Bangkok	
C03/032	00772	SEABIRD ALARM	THE TIMES OF INDIA	THE TIMES OF INDIA	VML, Mumbai / WUNDERMAN THOMPSON, Mumbai	INDIA	ILLUSION CGI STUDIO Bangkok	
C03/034	00853	BLACK LIGHTS	BRDESCO SEGUROS & GOMA/EMPREGUE AFRO & MUSEU AFRO-UFBA	BLACK LIGHTS	ALMAPBBDO, Sao Paulo	BRAZIL	ALMAPBBDO Sao Paulo / DIALETO STUDIO Sao Paulo / RAW AUDIO Sao Paulo	

C04 (Illustration: Packaging Design)

C04/002	00142	LE CHOCOLAT DES FRANÇAISES	LE CHOCOLAT DES FRANÇAIS	CHOCOLATE TAB	TBWA/PARIS	FRANCE	ELSE Paris / EDDY Paris		
C04/006	00905	THANKS FOR COKE-CREATING	COCA-COLA	COCA-COLA	VML, New York / VML, Kansas City / VML, Sao Paulo	UNITED STATES / BRAZIL	BALIPROD Bali / GLITCH PRODUCTIONS Mumbai / MANGO FILMS Guadalajara / NETO+SHOOKAN PRODUCTIONS Johannesburg / SUGARCANE FILMES	RAW AUDIO Sao Paulo / SUGARCANE FILMES Sao Paulo / VML Sao Paulo	ESSENCEMEDIAC OM Mexico City

D01 (Photography: Brand & Communications Design)

D01/009	00551	ASSHOLE ACTIVISTS	TUSHY	TUSHY BIDETS	CITIZEN RELATIONS, Toronto	CANADA		
D01/011	00708	THE GREAT INDIAN DUNK	NBA	NBA	LEO BURNETT, Dubai	UNITED ARAB EMIRATES	PRODIGIOUS Dubai	

Industry Craft Shortlist

D01/012	00616	ATACAMA FASHION WEEK	DESIERTO VESTIDO & FASHION REVOLUTION	ENVIRONMENTAL STATEMENT	ARTPLAN, São Paulo	BRAZIL	CURIOSISM Sao Paulo / MAURICIO NAHAS ESTUDIO FOTOGRAFICO Sao Paulo / RAW AUDIO Sao Paulo / SUGARCANE FILMES Sao Paulo	GOOD IMAGE Sao Paulo / IPRODUCE Sao Paulo / NEXT COMUNICACAO Rio de Janeiro / P+E GALERIA DIGITAL São Paulo
D01/015	00838	MAGNIFICENT	YOTKAN ANCIENT CITY IN XINJIANG, CHINA	YOTKAN ANCIENT CITY IN XINJIANG, CHINA	THE NINE, Shanghai	MAINLAND CHINA	THE NINE Shanghai	

D02 (Photography: Outdoor)

D02/017	00345	THE LAST SAFETY FEATURE – FLOOD	HYUNDAI	AUTONOMOUS DRIVING TECHNOLOGY	JUNG VON MATT AG, Hamburg	GERMANY	JUNG VON MATT AG Hamburg	JUNG VON MATT AG Hamburg	JUNG VON MATT AG Hamburg
D02/019	00348	THE LAST SAFETY FEATURE – SANDSTORM	HYUNDAI	AUTONOMOUS DRIVING TECHNOLOGY	JUNG VON MATT AG, Hamburg	GERMANY	JUNG VON MATT AG Hamburg	JUNG VON MATT AG Hamburg	JUNG VON MATT AG Hamburg
D02/082	00705	SHAQ 34	NBA	NBA	LEO BURNETT, Dubai	UNITED ARAB EMIRATES	PRODIGIOUS Dubai		
D02/083	00710	KOBE 8	NBA	NBA	LEO BURNETT, Dubai	UNITED ARAB EMIRATES	PRODIGIOUS Dubai		
D02/084	00702	LEBRON 6	NBA	NBA	LEO BURNETT, Dubai	UNITED ARAB EMIRATES	PRODIGIOUS Dubai		
D02/085	00706	JORDAN 23	NBA	NBA	LEO BURNETT, Dubai	UNITED ARAB EMIRATES	PRODIGIOUS Dubai		
D02/092	00945	ICE CREAM	DOVE	DOVE	OGILVY, London / OGILVY AUSTRALIA, Sydney	UNITED KINGDOM / AUSTRALIA	OGILVY AUSTRALIA Sydney / OGILVY London		MINDSHARE London
D02/106	00662	WINDOWS	BRITISH AIRWAYS	TRAVEL	UNCOMMON, London	UNITED KINGDOM			MANNING GOTTLIEB OMD London
D02/111	00654	FIND YOUR SUMMER	MAGNUM	MAGNUM ICE CREAM	LOLA MULLENLOWE, Madrid	SPAIN	MJZ Los Angeles	BIG SYNC MUSIC London / GLASSWORKS Barcelona	MINDSHARE London

D03 (Photography: Print & Publishing)

Industry Craft Shortlist

D03/008	00108	RED	THE FIGHT AGAINST ALZHEIMER'S ASSOCIATION	THE FIGHT AGAINST ALZHEIMER'S ASSOCIATION	REPUBLICA HAVAS , Miami	UNITED STATES	LA PERLA Buenos Aires	DIEGO CHILIANO Buenos Aires / LA PERLA Buenos Aires	
D03/009	00109	GREEN	THE FIGHT AGAINST ALZHEIMER'S ASSOCIATION	THE FIGHT AGAINST ALZHEIMER'S ASSOCIATION	REPUBLICA HAVAS , Miami	UNITED STATES	LA PERLA Buenos Aires	DIEGO CHILIANO Buenos Aires / LA PERLA Buenos Aires	
D03/024	00425	1943	ROBERT CAPA CONTEMPORARY PHOTOGRAPHY CENTER	ROBERT CAPA PHOTOGRAPHY CENTER	INNOCEAN BERLIN	GERMANY	INNOCEAN BERLIN	INNOCEAN BERLIN	HAVAS MEDIA Frankfurt / HAVAS MEDIA ITALY Milan
D03/025	00424	CENTURY	ROBERT CAPA CONTEMPORARY PHOTOGRAPHY CENTER	ROBERT CAPA PHOTOGRAPHY CENTER	INNOCEAN BERLIN	GERMANY	INNOCEAN BERLIN	INNOCEAN BERLIN	HAVAS MEDIA Frankfurt / HAVAS MEDIA ITALY Milan
D03/031	00539	THE 100TH EDITION	FRANKFURTER ALLGEMEINE ZEITUNG	FRANKFURTER ALLGEMEINE ZEITUNG	SCHOLZ & FRIENDS, Berlin	GERMANY	SCHOLZ & FRIENDS Berlin	SCHOLZ & FRIENDS Berlin	

E02 (Copywriting: Outdoor)

E02/015	00495	DAROCO	S. PELLEGRINO	S. PELLEGRINO	OGILVY SPAIN, Barcelona / OGILVY, London	SPAIN / UNITED KINGDOM			
E02/017	00494	VAUDEVILLE	S. PELLEGRINO	S. PELLEGRINO	OGILVY SPAIN, Barcelona / OGILVY, London	SPAIN / UNITED KINGDOM			
E02/020	10041	DELIVEREASY - LAWYERS	DELIVEREASY	DELIVEREASY	COLENZO BBDO, Auckland	NEW ZEALAND			MBM Wellington
E02/033	00931	TRIUMPH	CHICAGO INTERNATIONAL FILM FESTIVAL	CHICAGO INTERNATIONAL FILM FESTIVAL	OGILVY, Chicago	UNITED STATES			
E02/034	00933	SEQUEL	CHICAGO INTERNATIONAL FILM FESTIVAL	CHICAGO INTERNATIONAL FILM FESTIVAL	OGILVY, Chicago	UNITED STATES			

E03 (Copywriting: Print & Publishing)

E03/001	00028	1943	ROBERT CAPA CONTEMPORARY PHOTOGRAPHY CENTER	ROBERT CAPA PHOTOGRAPHY CENTER	INNOCEAN BERLIN	GERMANY	INNOCEAN BERLIN	INNOCEAN BERLIN	HAVAS MEDIA Frankfurt / HAVAS MEDIA ITALY Milan
E03/007	00063	UNSHOWABLE	WORLD VISION FRANCE	HUMANITARIAN CAUSES	STEVE, PARIS	FRANCE	STEVE PARIS	STEVE PARIS	

Industry Craft Shortlist

E03/022	00421	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
E03/023	00418	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
E03/024	00423	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
E03/025	00499	'TIL IT'S DONE	FOOTBALL AUSTRALIA	THE MATILDAS	OGILVY AUSTRALIA, Melbourne	AUSTRALIA	OGILVY AUSTRALIA Melbourne		OGILVY AUSTRALIA Melbourne
E03/033	00747	UGH WORDS	KINOKUNIYA	BOOKS	SAATCHI & SAATCHI ME, Dubai	UNITED ARAB EMIRATES	PRODIGIOUS Dubai		SPARK FOUNDRY Dubai
E03/034	00748	FAKE READERS	KINOKUNIYA	BOOKS	SAATCHI & SAATCHI ME, Dubai	UNITED ARAB EMIRATES	PRODIGIOUS Dubai		SPARK FOUNDRY Dubai
E03/035	00746	FULL STOPS	KINOKUNIYA	BOOKS	SAATCHI & SAATCHI ME, Dubai	UNITED ARAB EMIRATES	PRODIGIOUS Dubai		SPARK FOUNDRY Dubai
E03/036	00745	FILLER WORDS	KINOKUNIYA	BOOKS	SAATCHI & SAATCHI ME, Dubai	UNITED ARAB EMIRATES	PRODIGIOUS Dubai		SPARK FOUNDRY Dubai
E03/040	00822	ESCAPE	L'ORÉAL DE PUERTO RICO	MIZANI	DDB LATIN PUERTO RICO	PUERTO RICO	DDB LATIN PUERTO RICO	DDB LATIN PUERTO RICO	DDB LATIN PUERTO RICO
E03/049	00784	RAGGA	V&A	V&A	adam&eveDDB, London	UNITED KINGDOM	adam&eveStudios London		PHD London

Total Shortlisted:

101

PR

Additional

MULLENLOWE U.S.
New York

ROYAL ONTARIO MUSEUM
Toronto

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

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

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

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

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

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

JIAN AI ELDERLY CHARITY
CENTER Shanghai

CLEMENGER
BBDO Melbourne

PEPSI CO Miami
PEPSI CO Miami

DENTSU INC. Tokyo

DENTSU INC. Tokyo

DENTSU INC. Tokyo

SCHOLZ &
FRIENDS Berlin

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

STUDIO X Singapore

ASHE BIRTHING SERVICES New
York

STUDIO X Singapore

HILL+KNOWLTON
STRATEGIES Dubai

THE ROMANS
London

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

CITIZEN
RELATIONS Toronto

APPROACH
COMUNICACAO
INTEGRADA Rio De
Janeiro

JUNG VON MATT
AG Hamburg

JUNG VON MATT
AG Hamburg

EDELMAN New York

PERSUASION ROBERT CAPA
COMMUNICATIONS CONTEMPORARY
London PHOTOGRAPHY CENTER
Budapest

PERSUASION ROBERT CAPA
COMMUNICATIONS CONTEMPORARY
London PHOTOGRAPHY CENTER
Budapest

SCHOLZ &
FRIENDS Berlin

DELIVEREASY OFFICE Wellington

DELICIOUS DESIGN LEAGUE
Chicago / HOGARTH Chicago /
SAROFSKY Chicago

DELICIOUS DESIGN LEAGUE
Chicago / HOGARTH Chicago /
SAROFSKY Chicago

PERSUASION ROBERT CAPA
COMMUNICATIONS CONTEMPORARY
London PHOTOGRAPHY CENTER
Budapest

PERSUASION REPORTER WITHOUT BORDERS
COMMUNICATIONS Berlin
London

PERSUASION REPORTER WITHOUT BORDERS
COMMUNICATIONS Berlin
London

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OGILVY
AUSTRALIA
Melbourne

VOX HAUS Petropolis

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DDB LATIN
PUERTO RICO

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