

## Media Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media
<b><u>A01 (Consumer Goods)</u></b>									
A01/006	00240	COORS LIGHTS OUT	COORS LIGHT	COORS LIGHT	RETHINK, Toronto	CANADA	MT VERNON ENTERTAINMENT Los Angeles		
A01/008	00367	LAY'S CHIP CAM	PEPSICO PURCHASE	LAY'S	SLAP GLOBAL, Buenos Aires	ARGENTINA	WASHINGTON SQUARE FILMS New York		OMD USA New York
A01/051	01467	CLEAN SPONSORSHIP	CONSUL	WASHING MACHINES CONSUL	DM9, Sao Paulo	BRAZIL			DM9 Sao Paulo
A01/068	01817	RENT YOUR SUNSET	CORONA	CORONA	FAHRENHEIT DDB, Lima	PERU	CREASONICA Lima / KAZOO Lima		
<b><u>A02 (Healthcare)</u></b>									
A02/005	00513	NO AD	PAGUE MENOS	NO AD	LEW'LARA\TBWA, Sao Paulo	BRAZIL	SATELITE AUDIO Sao Paulo		LEW'LARA\TBWA Sao Paulo
<b><u>A03 (Automotive)</u></b>									
A03/002	00109	THE ICONIC PLAYLIST	MERCEDES-BENZ	CARS	TBWA\PARIS	FRANCE			GM TEAM X MEDIA Paris
A03/011	00954	SANS ÉMISSION	VOLKSWAGEN	VOLKSWAGEN ID.4	VML CANADA, Toronto	CANADA	FRESHMAN Montreal		TOUCHE! Montreal
<b><u>A04 (Travel, Leisure, Retail, Restaurants &amp; Fast Food Chains)</u></b>									
A04/002	00029	ADOPTION LIVE	MUSTI JA MIRRI	ADOPTION LIVE	ERMA & REINIKAINEN, Helsinki	FINLAND	INTERACTIVE INUITS Helsinki / LIVETEK OY Vantaa		WAVEMAKER Helsinki
A04/018	00936	HANDSHAKE HUNT	MERCADO LIBRE	MERCADO LIBRE RETAIL	GUT, Sao Paulo	BRAZIL	CINE CINEMATOGRAFICA Sao Paulo / MUGSHOT Sao Paulo / PEDRO DIMITROW Sao Paulo / RAIZ ESTUDIO Sao Paulo / YELLOW MELLO Campo Grande		GUT Sao Paulo
A04/033	01623	BALLBOARDS	MERCADO LIBRE	MERCADO LIBRE RETAIL	GUT, Sao Paulo	BRAZIL	DRAGON.FLY AUDIO Sao Paulo / NEW BUZZ Sao Paulo		GUT Sao Paulo

## Media Shortlist

A04/038	01862	ADSCAN	MAKRO COLOMBIA	MAKRO	VML, Bogota	COLOMBIA	GLORIOUS Bogota		
<b><u>A05 (Media/Entertainment)</u></b>									
A05/018	01791	ALCARAZ SIGNS	NETFLIX	TV PROGRAM	DAVID, Madrid	SPAIN	DESEIF Madrid / MORENA FILMS Madrid / OWLEY STUDIO New York / PICKLE MUSIC Madrid	SISTEMA DEL SOLAR (PROD. AUDIOVISUAL)	Valencia
A05/024	01072	BARBIE BREAKS OUT OF THE BOX (OFFICE)	BARBIE	THE BARBIE MOVIE	HEARTS & SCIENCE, Burbank	UNITED STATES	HEARTS & SCIENCE Burbank		
<b><u>A06 (Consumer Services/Business to Business)</u></b>									
A06/003	00306	PULSE OF NATURE	VEOLIA	VEOLIA	FAMOUSGREY, Brussels	BELGIUM	FAMOUSGREY Brussels	FAMOUSGREY Brussels	GAMNED Brussels
A06/019	01733	MEET MARINA PRIETO	JCDECAUX	B2B	DAVID, Madrid	SPAIN	DESEIF Madrid / FAR MEDIA Madrid / PICKLE MUSIC Madrid	THE LOBBY Madrid	
A06/023	01776	SUNSET O' CLOCK	CORONA	CORONA	DAVID, Bogota	COLOMBIA			
A06/024	01800	LIVE INSURANCE BY MAPFRE	MAPFRE	SEGUROS MAPFRE	MAPFRE, Madrid / McCANN SPAIN, Madrid	SPAIN	CRAFT Madrid / HARRY Madrid	CRAFT Madrid / THE LOBBY Madrid	MAKING SCIENCE Madrid / UM Madrid
A06/032	01315	INSTALL OUR LOGO	ADT SECURITY	ADT SMART SECURITY	LEO BURNETT, Mexico City	MEXICO	GATO Mexico City	GATO Mexico City	STARCOM Mexico City
<b><u>A07 (Not-for-Profit / Charity / Government)</u></b>									
A07/001	00013	VOICE OF SILENCE	FALA MULHER ASSOCIATION	NEW REPORTING CHANNEL IN SIGN LANGUAGE	WE, Sao Paulo	BRAZIL	CARLOS MAFIA FIMS & ANIMATION Sao Paulo / QUIET CITY MUSIC + SOUND New York / SANTERIA Sao Paulo / SBT Osasco	CARLOS MAFIA FIMS & ANIMATION Sao Paulo / SANTERIA Sao Paulo	SBT Osasco
A07/014	00266	THE BIG SHAKE UP	AKTION DEUTSCHLAND HILFT (ALLIANCE OF GERMAN AID ORGANISATIONS)	AKTION DEUTSCHLAND HILFT	HAVAS, Dusseldorf	GERMANY	HAVAS Dusseldorf		
A07/026	00572	UNDERCOVER	WOMEN HELPING WOMEN ASIA	WOMEN HELPING WOMEN	OGILVY, Hong Kong	HONG KONG SAR	VERTICURL VIETNAM Ho Chi Minh City		

## Media Shortlist

A07/027	00555	#THEDONATIONM AP	UNITED 24	UNITED 24	HAVAS PLAY, Paris	FRANCE	HAVAS KYIV / HAVAS PLAY Paris	HAVAS KYIV / HAVAS PLAY Paris / HRCLS Paris	HAVAS KYIV / HAVAS MEDIA Bogota / HAVAS MEDIA ITALY Milan / HAVAS MEDIA Paris / HAVAS PLAY Paris
A07/032	00646	ARE YOU PRESS WORTHY?	ARE YOU PRESS WORTHY?	COLUMBIA JOURNALISM REVIEW	TBWA\CHIAT\DAY, New York	UNITED STATES			
A07/034	00743	SIM: SPECIAL INVESTIGATIVE MEDIA	DUTCH POLICE FORCE	DUTCH POLICE FORCE	INITIATIVE MEDIA, New York / KINESSO, New York / POLITIE, Amsterdam	UNITED STATES / NETHERLANDS			INITIATIVE MEDIA New York / KINESSO New York
<b>B01 (Use of Screens &amp; Audio Visual Platforms)</b>									
B01/008	00267	THE BIG SHAKE UP	AKTION DEUTSCHLAND HILFT (ALLIANCE OF GERMAN AID ORGANISATIONS)	AKTION DEUTSCHLAND HILFT	HAVAS, Dusseldorf	GERMANY			HAVAS Dusseldorf
B01/014	00934	HANDSHAKE HUNT	MERCADO LIBRE	MERCADO LIBRE RETAIL	GUT, Sao Paulo	BRAZIL	CINE CINEMATOGRAFICA Sao Paulo / MUGSHOT Sao Paulo / PEDRO DIMITROW Sao Paulo / RAIZ ESTUDIO Sao Paulo / YELLOW MELLO Campo Grande		GUT Sao Paulo
B01/019	01048	LUX "THE END"	LUX	LUX	VML, Singapore	SINGAPORE	VML Singapore		VML Singapore
B01/041	01854	SHOT ON IPHONE / LITTLE GARLIC	APPLE	IPHONE	TBWA\MEDIA ARTS LAB, Los Angeles / OMD USA, Los Angeles	UNITED STATES	RADICALMEDIA New York	CODA TECHNOLOGIES Santa Rosa / THE MILL Shanghai / TRAFIK Los Angeles	OMD Shanghai / OMD USA Los Angeles
B01/043	01606	THE COST OF BEAUTY	DOVE	DOVE MASTERBRAND	OGILVY, London / OGILVY, Toronto	UNITED KINGDOM / CANADA	SMUGGLER London	FINAL CUT New York	MINDSHARE New York
B01/048	21041	THE PROTECTIVE RHYMES	ANGHAMI	ANTI-CHILD SEXUAL ABUSE EDUCATION PLATFORM	LEO BURNETT, Dubai	UNITED ARAB EMIRATES	PRODIGIOUS Dubai		LEO BURNETT Dubai

## Media Shortlist

### **B02 (Use of Audio Platforms)**

B02/009	00578	UNSEALED BOOKS	LÍRA	LÍRA	VML HUNGARY, Budapest	HUNGARY	VML HUNGARY Budapest	VML HUNGARY Budapest	VML HUNGARY Budapest
B02/014	00666	855-HOW-TO-QUIT-(OPIOIDS)	ANZEN HEALTH	HEALTHCARE	SERVICEPLAN, Munich	GERMANY	JOJX Los Angeles	JAMM Los Angeles	MEDIAPLUS GERMANY Munich / MEDIAPLUS NORTH AMERICA New York
B02/021	01119	THE SOCIAL SOUND	SCHWEPPES	SCHWEPPES	FAMOUSGREY, Brussels / GREY, New York / GREY, Johannesburg	BELGIUM / UNITED STATES / SOUTH AFRICA	ONE-EYED JACK Cape Town / SUBVRSIVE Austin / YESSIAN New York		ESSENCEDIAC OM Johannesburg
B02/034	01804	UNINTERRUPTAD	BUDWEISER	BEER	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	LA CARRETERA FILMES São Paulo / MODO INTEGRADO DE PRODUCOES Sao Paulo / MUGSHOT Sao Paulo		AFRICA CREATIVE DDB Sao Paulo
B02/038	01845	COKE SOUNDZ	COCA-COLA	COCA-COLA	AKQA, Sao Paulo / AKQA, Los Angeles	BRAZIL / UNITED STATES	DAHOUSE AUDIO Los Angeles / PERFECT STORM STUDIOS Lisbon		ESSENCEDIAC OM New York

### **B03 (Use of Print)**

B03/004	00186	NEWSPAPER FOR "LETTUCE PRESERVATION"	「COOKDO®」	OYSTER SAUCE	DENTSU INC., Tokyo	JAPAN	J.C. SPARK Tokyo		DENTSU INC. Tokyo
B03/030	01681	TRIP MY PIC	HALCÓN VIAJES	TRAVEL AGENCY	DDB SPAIN, Madrid	SPAIN	CROWD.DIGITAL Barcelona		
B03/032	01823	SHELTERS OF LEARNING	UNICEF	SPARKLES OF SUPERPOWERS - PUPPET THEATRE FOR PRESCHOOLERS	McCANN KYIV	UKRAINE			

## **Media Shortlist**

B03/033	00838	THE BEKO INHERITANCE	BEKO	BEKO	VML, London / VML, Berlin	UNITED KINGDOM / GERMANY	DEPO FILM Istanbul	ELECTRIC THEATRE COLLECTIVE London / ROOTS POST PRODUCTION Istanbul	INGAGE Istanbul
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### **B04 (Use of Outdoor)**

B04/019	00192	LAST CALL	YABIE	YABIE	KURPPA HOSK, Stockholm	SWEDEN	KURPPA HOSK Stockholm	KURPPA HOSK Stockholm	OCEAN OUTDOOR SWEDEN Stockholm
B04/024	00679	MOM'S BED	MCDONALD'S	MCDONALD'S	LEO BURNETT, Seoul	SOUTH KOREA	TOAST PRODUCTION Seoul	AUDIOLAB Seoul / TOAST PRODUCTION Seoul	STARCOM Seoul
B04/029	00554	THE DOG FOOD VENDING MACHINE	HAUHAU CHAMPION	HAUHAU CHAMPION	TBWA\HELSINKI	FINLAND	NEXT Helsinki	SCREEN Helsinki	CLEAR CHANNEL Helsinki
B04/034	01003	AD-ONS	MCDONALD'S	MCDONALD'S	DDB NEW ZEALAND, Auckland	NEW ZEALAND			OMD Auckland
B04/055	01018	TAJ MAHAL MEGH SANTOOR	TAJ MAHAL	TEA	RAPPORT OUTDOOR ADVERTISING, Mumbai / OGIILVY, Mumbai	INDIA	RAPPORT OUTDOOR ADVERTISING Mumbai		RAPPORT OUTDOOR ADVERTISING Mumbai
B04/061	01367	SIGHTWALKS	SOL CEMENT	SOL CEMENT	CIRCUS GREY, Lima	PERU	CANICA FILMS Lima / DINAMO Lima / PUNTOAPARTE Lima / REBECA Lima	AGOSTO MUSIC AND SOUND CRAFT Lima / NATIVO POST Lima	APOYO COMUNICACION Lima

### **B05 (Small-Scale Media)**

B05/006	00128	THE CUSHIONING ROUTE	NIKE	NIKE INVINCIBLE 3	BOOST BRAND ACCELERATOR, Barranco	PERU	BARBA ROJA AUDIO Lima / SHIWA Lima	BARBA ROJA AUDIO Lima / SHIWA Lima	
B05/010	00239	COORS LIGHTS OUT	COORS LIGHT	COORS LIGHT	RETHINK, Toronto	CANADA	MT VERNON ENTERTAINMENT Los Angeles		
B05/012	00288	THE SKIN TEST SOAP	AMADITA CLINICAL LABORATORIES	SKIN CANCER AWARANESS	THE TABLE BY DE FERRARI BORRELL, Santo Domingo	DOMINICAN REPUBLIC	THE TABLE BY DE FERRARI BORRELL Santo Domingo		

## Media Shortlist

B05/032	00735	THE SWEAT SIDE OF SPONSORSHIP	GATORADE	GATORADE	ISLA REPUBLICA, Sao Paulo	BRAZIL		
B05/037	00917	TACOMA DOG TOY	TOYOTA	TOYOTA TACOMA	SAATCHI & SAATCHI, Los Angeles	UNITED STATES	ACME MACHELL Waukesha / PTR DESIGN STUDIOS New York / SAATCHI & SAATCHI Los Angeles	SAATCHI & SAATCHI Los Angeles SAATCHI & SAATCHI Los Angeles
B05/050	01500	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

## B06 (Large-Scale Media)

B06/012	00504	FEMALE FIELD	ADIDAS	ADIDAS	HAVAS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES	HAVAS MIDDLE EAST Dubai	
B06/016	00776	SPHERE	GOOGLE CLOUD	CLOUD COMPUTING	GOOGLE- CLOUD BRAND AND CREATIVE, Santa Cruz	UNITED STATES		MEDIA FUTURES GROUP San Francisco
B06/027	00803	THIS IS AN IKEA STORE	IKEA	IKEA	OGILVY, Manila	PHILIPPINES		OMD PHILIPPINES Makati City
B06/048	01471	50,000 KM² SNOW BILLBOARD	Ab InBev	HARBIN BEER	PARTY A, Shanghai	MAINLAND CHINA	THE NINE Shanghai	
B06/053	01819	RENT YOUR SUNSET	CORONA	CORONA	FAHRENHEIT DDB, Lima	PERU	CREASONICA Lima / KAZOO Lima	

## B07 (Use of Events & Stunts)

B07/006	00090	C/O THE PARLIAMENT	THE DANISH ASSOCIATION FOR YOUNG HOMELESS PEOPLE, HELLEBRO	THE DANISH ASSOCIATION FOR YOUNG HOMELESS PEOPLE, HELLEBRO	MARKETSQUARE, Copenhagen	DENMARK	MARKETSQUARE Copenhagen	
B07/011	00179	THE NAME CONFUSION	THE FIGHT AGAINST ALZHEIMER'S ASSOCIATION	THE FIGHT AGAINST ALZHEIMER'S ASSOCIATION / RACING CLUB	REPUBLICA HAVAS , Miami	UNITED STATES	TWINS MUSIC Buenos Aires / WALDEN STUDIO Buenos Aires	
B07/045	10004	AUDIENCE DELIVERY	I FOOD	I FOOD	DM9, Sao Paulo	BRAZIL	LIVEMODE SERVICOS DIGITAIS - RUA BAMBINA Rio De Janeiro	

## Media Shortlist

B07/063	00922	ALWAYS OPEN	7-ELEVEN	7-ELEVEN	DENTSU CREATIVE, New York	UNITED STATES			
B07/064	00966	SEE MY NAME	MOLSON™	MOLSON™	RETHINK, Toronto	CANADA	SUNEEVA Toronto	DARLING COLOUR & VFX Toronto / OSO AUDIO Toronto / SAINTS EDITORIAL Toronto	WAVEMAKER Toronto
B07/072	00842	CLIMATE REALISM	WWF GERMANY	WWF GERMANY	LEO BURNETT, Frankfurt	GERMANY	DIGITAS PIXELPARK Berlin		STARCOM Frankfurt
B07/078	01293	FRAME THE MAGIC	COCA-COLA	COCA-COLA	DAVID, Miami	UNITED STATES	ROCKET TO THE MOON Miami	MOREIRA STUDIO Sao Paulo	ESSENCEMEDIAC OM Buenos Aires
B07/082	00750	SPOT THE RED FLAGS	ABINVEB	PILSENER	MULLENLOWE DELTA, Quito / ABINBEV/CERVECERI A NACIONAL, Guayaquil	ECUADOR			RIGHT ANGLE MEDIA Quito
B07/087	01023	HIDDEN SIGNS	GLORIA INSTITUTE	VIOLENCE AGAINST WOMEN	ARTPLAN, Brasilia	BRAZIL	MALALA FILMES Sao Paulo		
B07/090	01224	THE PAPER TOWEL PLEA	TORK	PAPER TOWELS	PUBLICIS LONDON, London	UNITED KINGDOM	PRODIGIOUS London / PRODIGIOUS New York / PRODIGIOUS Paris	JAMES WORSLEY LTD London / WESLEY ASSOCIATES PHOTOGRAPHY AND POST Bedford	
B07/098	01428	THE HUMAN SPONSORSHIP	BANK OF AMERICA	BANK OF AMERICA PRESENTING PARTNERSHIP OF THE 128TH BOSTON MARATHON®	GROUPECONNECT, Boston / LEO BURNETT, Chicago / STARCOM, Chicago	UNITED STATES	ANONYMOUS CONTENT Los Angeles / BOSTON GLOBE MEDIA STUDIO/B Boston / JOHNNIE IZQUIERDO PHOTOGRAPHY Nashville / THE SPRINGHILL COMPANY Los Angeles / WCVB CHANNEL 5 Massachusetts	BARKING OWL Los Angeles / CARBON VFX Chicago / HARBOR PICTURE COMPANY Chicago / PXP STUDIOS New York / WHITEHOUSE POST Chicago	STARCOM Chicago

## Media Shortlist

B07/102	01501	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
B07/107	01462	CLEAN SPONSORSHIP	CONSUL	WASHING MACHINES CONSUL	DM9, Sao Paulo	BRAZIL			DM9 Sao Paulo
B07/109	01758	OUT-OF-HOME MATCHES	HEINEKEN	HEINEKEN	LEPUB, Sao Paulo	BRAZIL			JCDECAUX Sao Paulo / NEOOH Sao Paulo
B07/112	01646	KENTUCKY FLY CHICKEN	KFC	KFC	OGILVY AUSTRALIA, Sydney	AUSTRALIA	HOGARTH WORLDWIDE Sydney		ESSENCEMEDIAC OM Sydney
B07/127	01835	THE DAY A COUNTRY STOOD STILL	CZECH INSURANCE ASSOCIATION	CZECH INSURANCE ASSOCIATION	McCANN, Prague	CZECH REPUBLIC			
B07/162	21572	FOODMARKS	COCA-COLA	COCA-COLA	OGILVY, New York	UNITED STATES	FIBRA.AG Sao Paulo / HOGARTH New York / PALE BLUE DOT Maharashtra / TIMESLIDER Mumbai		ESSENCEMEDIAC OM London / TIME OUT New York

## B08 (Use of Digital Platforms)

B08/011	00469	GATORADE MATCH SAVER	GATORADE	GATORADE	SPRINGTIME, Buenos Aires	ARGENTINA	MAMA HUNGARA Buenos Aires / NO SMOKING Buenos Aires / PAPA MUSIC Buenos Aires / PORTA STUDIO Buenos Aires	M&M Buenos Aires	UM Buenos Aires
B08/015	00475	MEOWZER	PEDIGREE	PEDIGREE	COLENZO BBDO, Auckland	NEW ZEALAND	BUCK Sydney / ELMWOOD London	FRANKLIN RD MUSIC & SOUND Auckland	ESSENCEMEDIAC OM Auckland
B08/016	00644	ARE YOU PRESS WORTHY?	ARE YOU PRESS WORTHY?	COLUMBIA JOURNALISM REVIEW	TBWA\CHIAT\DAY, New York	UNITED STATES			
B08/040	01599	HIGHLIGHT YOUR BALLS	TESTICULAR CANCER SOCIETY	TESTICULAR CANCER SOCIETY	FP7 McCANN, Dubai	UNITED ARAB EMIRATES			MAGNA GLOBAL Dubai / UM Birmingham / UM London / UM MENA Dubai
B08/046	01697	E-POLICE STATION	WONDER WOMEN TECH	E-POLICE STATION	ALMAPBBDO, Sao Paulo	BRAZIL	CABARET Sao Paulo / MONSTER FILMS Sao Paulo		



## Media Shortlist

B08/048	01753	ASTRO WHOPPER	BURGER KING	FOOD	UNCLE GREY, Copenhagen	DENMARK	UNCLE GREY Copenhagen	UNCLE GREY Copenhagen	UNCLE GREY Copenhagen
<b>B09 (Use of Mobile)</b>									
B09/017	00950	OREO CALLS	OREO	OREO	VML, New York	UNITED STATES	BELIEVE TV Santiago		
B09/027	01275	BANNED BOOK CLUB	DIGITAL PUBLIC LIBRARY OF AMERICA	DIGITAL PUBLIC LIBRARY OF AMERICA	FCB CHICAGO	UNITED STATES	456 STUDIOS Chicago	456 STUDIOS Chicago	FCB CHICAGO
B09/029	01419	OREO X PAC-MAN SUPERMARCADE	OREO	OREO	SAATCHI & SAATCHI, Dusseldorf	GERMANY			PUBLICIS MEDIA GMBH Dusseldorf / SPARK FOUNDRY GERMANY GMBH Dusseldorf
B09/040	01861	ADSCAN	MAKRO COLOMBIA	MAKRO	VML, Bogota	COLOMBIA	GLORIOUS Bogota		
<b>B10 (Use of Social Platforms)</b>									
B10/014	00341	NEXT TO STOK'D	STOK'D CANNABIS	CANNABIS RETAILER	ANGRY BUTTERFLY, Toronto	CANADA	NIMBLE CONTENT Toronto		ANGRY BUTTERFLY Toronto / STRYKER MEDIA Toronto
B10/023	00536	THE UNNOTICEABLE WHOPPER	BURGER KING FRANCE	FAST FOOD	BUZZMAN, Paris	FRANCE			BUZZMAN Paris
B10/025	00591	INPLOYABLE	CANADIAN DOWN SYNDROME SOCIETY	SUPPORT FOR DOWN SYNDROME COMMUNITY	INITIATIVE, Toronto / FCB TORONTO	CANADA			INITIATIVE Toronto
B10/030	00801	WITHOUT CONSENT - A MESSAGE FROM ELLA	DEUTSCHE TELEKOM	DEUTSCHE TELEKOM	adam&eve, Berlin	GERMANY	TEMPOMEDIA Berlin		EMETRIQ Hamburg / MINDSHARE Frankfurt
B10/034	00720	THE SOCIAL SWAP	HEINEKEN	HEINEKEN	EDELMAN, London / LEPUB, Milan	UNITED KINGDOM / ITALY	LEPUB Milan		
B10/054	01398	ROMCOMMERCE	WALMART	WALMART	PUBLICIS, New York / THE COMMUNITY, Miami / CONTENDER, Chicago / FALLON, Minneapolis / DIGITAS, New York	UNITED STATES	MERMAN Los Angeles / PXP STUDIOS New York	HARBOR PICTURE COMPANY New York	DIGITAS New York / ZENITH New York

## Media Shortlist

B10/069	01537	DOORDASH-ALL-THE-ADS	DOORDASH	DOORDASH	WIEDEN+KENNEDY, Portland / SUPERETTE, San Francisco	UNITED STATES	LORD DANGER Los Angeles	FIELD DAY Portland / MODERN LOGIC Los Angeles / THE ARTERY New York	WAVEMAKER New York
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### B11 (Innovative Use of Influencers/Creators)

B11/008	00241	COORS LIGHTS OUT	COORS LIGHT	COORS LIGHT	RETHINK, Toronto	CANADA	MT VERNON ENTERTAINMENT Los Angeles		
B11/010	00364	LAY'S CHIP CAM	PEPSICO PURCHASE	LAY'S	SLAP GLOBAL, Buenos Aires	ARGENTINA	WASHINGTON SQUARE FILMS New York		OMD USA New York
B11/023	00937	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
B11/027	00754	THE CRUISE HEIST	NETFLIX	LA CASA DE PAPEL	404, Sao Paulo / GALERIA, Sao Paulo	BRAZIL	CEGO Sao Paulo	PLATINUM - FOTOGRAFIA PUBLICITARIA Rio de Janeiro	MEDIA.MONKS Sao Paulo
B11/029	00924	ALWAYS OPEN	7-ELEVEN	7-ELEVEN	DENTSU CREATIVE, New York	UNITED STATES			
B11/044	01389	TABOO TOTES	NANA	NANA SANITARY PADS	SAATCHI & SAATCHI ME, Dubai	UNITED ARAB EMIRATES	PRODIGIOUS Dubai		ZENITH Dubai
B11/052	01644	UNSEEN FACES	MISSING CHILDREEN & UNICEF	MISSING CHILDREEN REPORT SYSTEM	OGILVY ARGENTINA, Buenos Aires	ARGENTINA	FIGHT FILMS Buenos Aires		
B11/062	01533	THE GRAVY RACE	SHEBA	SHEBA	AMV BBDO, London	UNITED KINGDOM	RED STUDIOS London	JUNGLE STUDIOS London / RED STUDIOS London	ESSENCEMEDIAC OM New York
B11/063	01831	WORTH IT RESUME	L'ORÉAL	LINKEDIN RESUME	McCANN, Paris	FRANCE	CRAFT Paris		
B11/071	01684	ERRATA AT 88	DIAGEO	JOHNNIE WALKER	ALMAPBBDO, Sao Paulo	BRAZIL	ALMAPBBDO Sao Paulo / CABARET Sao Paulo / THE YOUTH Curitiba		

## Media Shortlist

### B12 (Metaverse, New Realities & Emerging Tech)

B12/005	00451	THE UNCRASHABLE TUCSON	HYUNDAI	HYUNDAI TUCSON	FROM, Montevideo	URUGUAY	ALPHA KINGS Montevideo / SOY SIMO Montevideo	SOY SIMO Montevideo	FROM Montevideo
B12/007	00709	HAVE AI BREAK	KITKAT	KITKAT BAR	COURAGE, Toronto	CANADA	ALTER EGO Toronto / COURAGE Toronto	EGGPLANT MUSIC AND SOUND Toronto	THRIVE Toronto
B12/022	01526	THE MET REPLICA	VERIZON	VERIZON	VERIZON CREATIVE MARKETING, New York	UNITED STATES	ODE TO JOY New York / RADAR PRODUCTION New York / UNIT 9 New York		

### C01 (Audience Insights)

C01/023	00534	BMW IJACK	BMW GROUP MIDDLE EAST	BMW IX	SERVICEPLAN MIDDLE EAST, Dubai	UNITED ARAB EMIRATES			MEDIAPLUS MIDDLE EAST Dubai
C01/024	00511	NO AD	PAGUE MENOS	NO AD	LEW'LARA\TBWA, Sao Paulo	BRAZIL	SATELITE AUDIO Sao Paulo		LEW'LARA\TBWA Sao Paulo
C01/056	01443	#KEEPHERCONFIDENT	DOVE	DOVE	MINDSHARE, New York / OGIIVY, London	UNITED STATES / UNITED KINGDOM	DARK ENERGY FILMS London	MEDIA.MONKS New York	MINDSHARE New York
C01/058	01509	IF YOU'RE INTO IT, IT'S IN THE V&A	V&A	V&A	adam&eveDDB, London	UNITED KINGDOM	adam&eveStudios London		PHD London
C01/060	01598	AFTER-DINNER DINNER	MCDONALD'S	MCDONALD'S	FP7 McCANN, Dubai	UNITED ARAB EMIRATES		VOX HAUS Petropolis	SPLASH MEDIA SRL. Santo Domingo
C01/066	01514	SORRY FOR SLURPING	POT NOODLE / UNILEVER	POT NOODLE (CHICKEN AND MUSHROOM)	adam&eveDDB, London	UNITED KINGDOM			
C01/074	01651	ORANGE - SAFE PHONES	ORANGE	AWARENESS	PUBLICIS CONSEIL, Paris	FRANCE	BEM.BUILDERS Paris		

### C02 (Use of Brand or Product Integration into a Programme or Platform)

C02/004	00124	NOBODY DELIVERS FASTER	FABENE RESTAURANTS	FABENE RESTAURANTS	WHITE RABBIT, Budapest	HUNGARY	SQUAREPIXEL FILMES Rio De Janeiro	SQUAREPIXEL FILMES Rio De Janeiro	
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## Media Shortlist

C02/008	00365	LAY'S CHIP CAM	PEPSICO PURCHASE	LAY'S	SLAP GLOBAL, Buenos Aires	ARGENTINA	WASHINGTON SQUARE FILMS New York		OMD USA New York
C02/019	00935	HANDSHAKE HUNT	MERCADO LIBRE	MERCADO LIBRE RETAIL	GUT, Sao Paulo	BRAZIL	CINE CINEMATOGRAFICA Sao Paulo / MUGSHOT Sao Paulo / PEDRO DIMITROW Sao Paulo / RAIZ ESTUDIO Sao Paulo / YELLOW MELLO Campo Grande		GUT Sao Paulo
C02/025	00962	SEE MY NAME	MOLSON™	MOLSON™	RETHINK, Toronto	CANADA	SUNEEVA Toronto	DARLING COLOUR & VFX Toronto / OSO AUDIO Toronto / SAINTS EDITORIAL Toronto	WAVEMAKER Toronto
C02/030	01159	DON JULIO   TAKING A SHOT [AT THE OSCARS]	DON JULIO	DON JULIO	PHD, New York / HUNTER, New York / ANOMALY, New York	UNITED STATES			PHD New York
C02/034	01262	THE INFILTRATED TALENT	MERCADO LIBRE	MERCADO LIBRE	MEDIA.MONKS, Hilversum	NETHERLANDS	TELEFE Buenos Aires		
C02/038	01789	ALCARAZ SIGNS	NETFLIX	TV PROGRAM	DAVID, Madrid	SPAIN	DESEIF Madrid / MORENA FILMS Madrid / OWLEY STUDIO New York / PICKLE MUSIC Madrid	SISTEMA DEL SOLAR (PROD. AUDIOVISUAL) Valencia	

## C03 (Data-Driven Targeting)

C03/006	00662	ANIMAL ALERTS	PETPACE	ANIMAL ALERTS	SERVICEPLAN, Munich / L&C, New York	GERMANY / UNITED STATES	REBECA Lima	NATIVO POST Lima	MEDIAPLUS GERMANY Munich
C03/012	01273	BANNED BOOK CLUB	DIGITAL PUBLIC LIBRARY OF AMERICA	DIGITAL PUBLIC LIBRARY OF AMERICA	FCB CHICAGO	UNITED STATES	456 STUDIOS Chicago	456 STUDIOS Chicago	FCB CHICAGO

## C04 (Use of Branded Content Created for Digital or Social)

## Media Shortlist

C04/026	01397	ROMCOMMERCE	WALMART	WALMART	PUBLICIS, New York / THE COMMUNITY, Miami / CONTENDER, Chicago / FALLON, Minneapolis / DIGITAS, New York	UNITED STATES	MERMAN Los Angeles / PXP STUDIOS New York	HARBOR PICTURE COMPANY New York	DIGITAS New York / ZENITH New York
C04/033	01682	E-POLICE STATION	WONDER WOMEN TECH	E-POLICE STATION	ALMAPBBDO, Sao Paulo	BRAZIL	CABARET Sao Paulo / MONSTER FILMS Sao Paulo		
C04/036	01673	SPREADBEATS	SPOTIFY	SPOTIFY ADVERTISING	FCB NEW YORK	UNITED STATES	UNCHARTED LIMBO COLLECTIVE London	COLOSSAL Curitiba	

## C05 (Data Integration)

C05/001	00280	INFLATION COOKBOOK	SKIPTHE DISHES	SKIPEXPRESSLAN E	DENTSU CREATIVE, Toronto / DENTSU CREATIVE, Montreal	CANADA	DENTSU CREATIVE Montreal / DENTSU CREATIVE Toronto		
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## D01 (Local Brand)

D01/006	00575	UNSEALED BOOKS	LÍRA	LÍRA	VML HUNGARY, Budapest	HUNGARY	VML HUNGARY Budapest	VML HUNGARY Budapest	VML HUNGARY Budapest
D01/016	01368	SIGHTWALKS	SOL CEMENT	SOL CEMENT	CIRCUS GREY, Lima	PERU	CANICA FILMS Lima / DINAMO Lima / PUNTOAPARTE Lima / REBECA Lima	AGOSTO MUSIC AND SOUND CRAFT Lima / NATIVO POST Lima	APOYO COMUNICACION Lima
D01/017	01512	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
D01/021	01742	THE AI PRESIDENT	ANNAHAR NEWSPAPER	ANNAHAR NEWSPAPER	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	ADDITION New York		AN-NAHAR NEWSPAPER Beirut

## D02 (Challenger Brand)

D02/002	00352	THE "UNAUTHORIZED" TRIP	SAUDI TOURISM AUTHORITY	SAUDI TOURISM	_ AND US, Dubai	UNITED ARAB EMIRATES	DEJAVU Dubai	BLACKBOX Dubai	_ AND US Dubai
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## Media Shortlist

D02/005	00607	PROJECT R	BACK MARKET	BACK MARKET	GUS, New York	UNITED STATES		GUS New York
D02/011	01285	CREDIT IN CREDITS	SANTANDER BANK	CREDIT	BETC HAVAS, Sao Paulo	BRAZIL	HEFTY Sao Paulo / LUCHA LIBRE AUDIO São Paulo / O2 FILMES Sao Paulo	BETC HAVAS Sao Paulo
D02/015	01473	50,000 KM² SNOW BILLBOARD	Ab InBev	HARBIN BEER	PARTY A, Shanghai	MAINLAND CHINA	THE NINE Shanghai	
D02/018	01680	TRIP MY PIC	HALCÓN VIAJES	TRAVEL AGENCY	DDB SPAIN, Madrid	SPAIN	CROWD.DIGITAL Barcelona	

## D03 (Single-Market Campaign)

D03/001	00012	VOICE OF SILENCE	FALA MULHER ASSOCIATION	NEW REPORTING CHANNEL IN SIGN LANGUAGE	WE, Sao Paulo	BRAZIL	CARLOS MAFIA FIMS & ANIMATION Sao Paulo / QUIET CITY MUSIC + SOUND New York / SANTERIA Sao Paulo / SBT Osasco	SBT Osasco
D03/014	00574	A CALL FOR DIALOGUE	LEBANESE MINISTRY OF TELECOMMUNICATIONS	LEBANESE MINISTRY OF TELECOMMUNICATIONS	TBWA\IRAAD, Dubai	UNITED ARAB EMIRATES		PIKASSO Beirut
D03/022	00675	ET LE BUUUUUD	BUDWEISER	BUDWEISER	BETC, Paris	FRANCE	GENERAL POP Paris / SOLDATS FILMS Paris	DENTSU CREATIVE Toronto
D03/024	00804	THIS IS AN IKEA STORE	IKEA	IKEA	OGILVY, Manila	PHILIPPINES		OMD PHILIPPINES Makati City
D03/025	00956	SHOT ON IPHONE / FRENCH RUGBY	APPLE	IPHONE	TBWA\MEDIA ARTS LAB, Los Angeles / TBWA\MEDIA ARTS LAB, London	UNITED STATES / UNITED KINGDOM	PARTNER FILMS Paris	OMD London / OMD Paris / OMD USA Los Angeles
D03/033	00951	SANS ÉMISSION	VOLKSWAGEN	VOLKSWAGEN ID.4	VML CANADA, Toronto	CANADA	FRESHMAN Montreal	TOUCHE! Montreal
D03/034	01211	THE HARDEST SUBJECT	ITV	ENTERTAINMENT	UNCOMMON, London	UNITED KINGDOM		
D03/037	01217	OUT OF THE BOX. INTO UK POPULAR CULTURE.	WARNER BROS. DISCOVERY UK & IRELAND	THE BARBIE MOVIE	PHD, London / WARNER BROS. DISCOVERY, London	UNITED KINGDOM	WARNER BROS. DISCOVERY London	PHD London
D03/051	01371	ROASTS FOR RIVALS	7-ELEVEN	7-ELEVEN	DENTSU CREATIVE, New York	UNITED STATES		DENTSU X New York
D03/056	01474	50,000 KM² SNOW BILLBOARD	Ab InBev	HARBIN BEER	PARTY A, Shanghai	MAINLAND CHINA	THE NINE Shanghai	

## Media Shortlist

### D04 (Social Behaviour & Cultural Insight)

D04/001	00011	VOICE OF SILENCE	FALA MULHER ASSOCIATION	NEW REPORTING CHANNEL IN SIGN LANGUAGE	WE, Sao Paulo	BRAZIL	CARLOS MAFIA FIMS & CARLOS MAFIA ANIMATION Sao Paulo / QUIET CITY MUSIC + SOUND New York / SANTERIA Sao Paulo / SBT Osasco	FIMS & ANIMATION Sao Paulo / SANTERIA Sao Paulo	SBT Osasco
D04/002	00028	ADOPTION LIVE	MUSTI JA MIRRI	ADOPTION LIVE	ERMA & REINIKAINEN, Helsinki	FINLAND	INTERACTIVE INUITS Helsinki / LIVETEK OY Vantaa		WAVEMAKER Helsinki
D04/020	00268	THE BIG SHAKE UP	AKTION DEUTSCHLAND HILFT (ALLIANCE OF GERMAN AID ORGANISATIONS)	AKTION DEUTSCHLAND HILFT	HAVAS, Dusseldorf	GERMANY			HAVAS Dusseldorf
D04/029	00479	NEWSJACKER	ZEE FEED	CLIMATE CHANGE AWARENESS	ZEE FEED, Sydney / CLEMENGER BBDO, Melbourne	AUSTRALIA	CLEMENGER BBDO Melbourne		CLEMENGER BBDO Melbourne / ZEE FEED Sydney
D04/034	00503	FEMALE FIELD	ADIDAS	ADIDAS	HAVAS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES	HAVAS MIDDLE EAST Dubai		
D04/044	00641	NETFLIX MARQUEE GOES GLOBAL	NETFLIX	NETFLIX	NETFLIX, Los Angeles	UNITED STATES	ANDTONIC Madrid / CORINTHIAN MEDIA Buenos Aires / GOOD LOOKING STUDIOS Warsaw / LAB PRODUCTIONS Paris / STANDARD SCENERY Los Angeles		CLEAR CHANNEL Paris / HS AD Seoul / REMIND PHD FRANCE Paris / WAVEMAKER Madrid / WAVEMAKER Warsaw
D04/066	00965	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
D04/103	01370	SIGHTWALKS	SOL CEMENT	SOL CEMENT	CIRCUS GREY, Lima	PERU	CANICA FILMS Lima / DINAMO Lima / PUNTOAPARTE Lima / REBECA Lima	AGOSTO MUSIC AND SOUND CRAFT Lima / NATIVO POST Lima	APOYO COMUNICACION Lima

## Media Shortlist

D04/120	01465	CLEAN SPONSORSHIP	CONSUL	WASHING MACHINES CONSUL	DM9, Sao Paulo	BRAZIL			DM9 Sao Paulo
D04/127	01830	WORTH IT RESUME	L'ORÉAL	LINKEDIN RESUME	McCANN, Paris	FRANCE	CRAFT Paris		
D04/129	01802	UNINTERRUPTAD	BUDWEISER	BEER	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	LA CARRETERA FILMES São Paulo / MODO INTEGRADO DE PRODUCOES Sao Paulo / MUGSHOT Sao Paulo		AFRICA CREATIVE DDB Sao Paulo
D04/146	01607	THE COST OF BEAUTY	DOVE	DOVE MASTERBRAND	OGILVY, London / OGILVY, Toronto	UNITED KINGDOM / CANADA	SMUGGLER London	FINAL CUT New York	MINDSHARE New York
D04/150	01699	LOST CHILD ALERT	ELETROMIDIA	LOST CHILD ALERT	ALMAPBBDO, Sao Paulo	BRAZIL	CINE Sao Paulo / HEFTY Sao Paulo		ELETROMIDIA Sao Paulo
D04/154	01869	COSPLAY	MCDONALD'S	COSPLAY	DDB MUDRA GROUP, Mumbai / WIEDEN+KENNEDY, New York	INDIA / UNITED STATES			
D04/160	00223	NEW YEAR'S ROBBERY	NETFLIX / HIJOS DE RIVERA	NETFLIX / ESTRELLA GALICIA	CYW, Madrid	SPAIN	PROTOKOL Amsterdam		HAVAS Madrid
D04/162	01073	BARBIE BREAKS OUT OF THE BOX (OFFICE)	BARBIE	THE BARBIE MOVIE	HEARTS & SCIENCE, Burbank	UNITED STATES			HEARTS & SCIENCE Burbank
<b>D05 (Use of Humour)</b>									
D05/037	00901	HELLMANN'S MAYO CAT	HELLMANN'S	HELLMANN'S MAYONNAISE	MINDSHARE, New York / VML, New York	UNITED STATES	VML New York		MINDSHARE New York
D05/049	01847	THE FIRST EDIBLE MASCOT	POP-TARTS	POP-TARTS	WEBER SHANDWICK, New York	UNITED STATES	CHICAGO MASCOTS Chicago / INDEPENDENTS GRAPHIC AND DISPLAY St. Louis		
D05/053	01768	UNFROSTED: NOT BROUGHT TO YOU BY POP-TARTS	POP TARTS	POP TARTS TOASTER PASTRIES	STARCOM, Chicago / LE TRUC, New York / NETFLIX MARKETING PARTNERSHIPS, Los Angeles	UNITED STATES	FURLINED Santa Monica / MOPHONICS Culver City	ARCADE EDIT Los Angeles / HARBOR London	STARCOM Chicago



## Media Shortlist

### D06 (Breakthrough on a Budget)

D06/030	00649	DON'T DELETE MENU	WENDY'S	WENDY'S	VML, New York / VML COMMERCE, Buenos Aires / VML COMMERCE, New York	UNITED STATES / ARGENTINA			
D06/032	00737	THE SWEAT SIDE OF SPONSORSHIP	GATORADE	GATORADE	ISLA REPUBLICA, Sao Paulo	BRAZIL			
D06/054	01790	ALCARAZ SIGNS	NETFLIX	TV PROGRAM	DAVID, Madrid	SPAIN	DESEIF Madrid / MORENA FILMS Madrid / OWLEY STUDIO New York / PICKLE MUSIC Madrid	SISTEMA DEL SOLAR (PROD. AUDIOVISUAL) Valencia	
D06/059	01676	TRIP MY PIC	HALCÓN VIAJES	TRAVEL AGENCY	DDB SPAIN, Madrid	SPAIN	CROWD.DIGITAL Barcelona		

### D07 (Corporate Purpose & Social Responsibility)

D07/001	00030	ADOPTION LIVE	MUSTI JA MIRRI	ADOPTION LIVE	ERMA & REINIKAINEN, Helsinki	FINLAND	INTERACTIVE INUITS Helsinki / LIVETEK OY Vantaa		WAVEMAKER Helsinki
D07/029	00592	INPLOYABLE	CANADIAN DOWN SYNDROME SOCIETY	SUPPORT FOR DOWN SYNDROME COMMUNITY	INITIATIVE, Toronto / FCB TORONTO	CANADA			INITIATIVE Toronto
D07/034	00645	ARE YOU PRESS WORTHY?	ARE YOU PRESS WORTHY?	COLUMBIA JOURNALISM REVIEW	TBWA\CHIAT\DAY, New York	UNITED STATES			
D07/035	00667	ANIMAL ALERTS	PETPACE	ANIMAL ALERTS	SERVICEPLAN, Munich / L&C, New York	GERMANY / UNITED STATES	REBECA Lima	NATIVO POST Lima	MEDIAPLUS GERMANY Munich
D07/048	01026	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	
D07/057	01274	BANNED BOOK CLUB	DIGITAL PUBLIC LIBRARY OF AMERICA	DIGITAL PUBLIC LIBRARY OF AMERICA	FCB CHICAGO	UNITED STATES	456 STUDIOS Chicago	456 STUDIOS Chicago	FCB CHICAGO

## Media Shortlist

D07/061	01369	SIGHTWALKS	SOL CEMENT	SOL CEMENT	CIRCUS GREY, Lima	PERU	CANICA FILMS Lima / DINAMO Lima / PUNTOAPARTE Lima / REBECA Lima	AGOSTO MUSIC AND SOUND CRAFT Lima / NATIVO POST Lima	APOYO COMUNICACION Lima
D07/064	01426	THE HUMAN SPONSORSHIP	BANK OF AMERICA	BANK OF AMERICA PRESENTING PARTNERSHIP OF THE 128TH BOSTON MARATHON®	GROUPECONNECT, Boston / LEO BURNETT, Chicago / STARCOM, Chicago	UNITED STATES	ANONYMOUS CONTENT Los Angeles / BOSTON GLOBE MEDIA STUDIO/B Boston / JOHNNIE IZQUIERDO PHOTOGRAPHY Nashville / THE SPRINGHILL COMPANY Los Angeles / WCVB CHANNEL 5 Massachusetts	BARKING OWL Los Angeles / CARBON VFX Chicago / HARBOR PICTURE COMPANY Chicago / PXP STUDIOS New York / WHITEHOUSE POST Chicago	STARCOM Chicago
D07/069	01760	BEER POWER TO THE GAMERS	HEINEKEN	HEINEKEN	LEPUB, Sao Paulo	BRAZIL	M.O.E. Sao Paulo / RIOT GAMES Sao Paulo		DENTSU CREATIVE BRASIL Sao Paulo
D07/070	01331	EMPTY SEATS	AEROMEXICO	AEROMEXICO AIRPLANE SEATS	OGILVY, Mexico City	MEXICO	LANDIA Mexico City		AEROMÉXICO Mexico City
D07/083	00773	DON'T LET FEMICIDES BE COVERED UP	BIRGÜN	NESPAPER	BIRGUN YAYINCILIK VE ILETISIM, Istanbul / TBWA ISTANBUL, Istanbul	TURKEY	PUBLIC FILM Istanbul		
D07/102	01609	THE COST OF BEAUTY	DOVE	DOVE MASTERBRAND	OGILVY, London / OGILVY, Toronto	UNITED KINGDOM / CANADA	SMUGGLER London	FINAL CUT New York	MINDSHARE New York

## D08 (Market Disruption)

D08/014	00608	INFLATION COOKBOOK	SKIPTHE DISHES	SKIPEXPRESSLAN E	DENTSU CREATIVE, Toronto / DENTSU CREATIVE, Montreal	CANADA	DENTSU CREATIVE Montreal / DENTSU CREATIVE Toronto		
D08/020	01272	BANNED BOOK CLUB	DIGITAL PUBLIC LIBRARY OF AMERICA	DIGITAL PUBLIC LIBRARY OF AMERICA	FCB CHICAGO	UNITED STATES	456 STUDIOS Chicago	456 STUDIOS Chicago	FCB CHICAGO

## E01 (Media Insights & Strategy)

## Media Shortlist

E01/006	00652	SANS EMISSION	VOLKSWAGEN	THE VOLKSWAGEN ID.4	TOUCHE!, Montreal / VML CANADA, Toronto	CANADA			TOUCHE! Montreal
E01/008	00744	SIM: SPECIAL INVESTIGATIVE MEDIA	DUTCH POLICE FORCE	DUTCH POLICE FORCE	INITIATIVE MEDIA, New York / KINESSO, New York / POLITIE, Amsterdam	UNITED STATES / NETHERLANDS			INITIATIVE MEDIA New York / KINESSO New York
E01/024	00888	DOVE X CROWN ACT #BLACKHAIRISPROFESSIONAL	DOVE	DOVE	MINDSHARE, New York / OGILVY, New York	UNITED STATES	OGILVY New York		MINDSHARE New York
E01/026	01444	#KEEPHERCONFIDENT	DOVE	DOVE	MINDSHARE, New York / OGILVY, London	UNITED STATES / UNITED KINGDOM	DARK ENERGY FILMS London	MEDIA.MONKS New York	MINDSHARE New York
E01/034	11853	SHOT ON IPHONE / LITTLE GARLIC	APPLE	IPHONE	OMD USA, Los Angeles / TBWA/MEDIA ARTS LAB, Los Angeles	UNITED STATES	RADICALMEDIA New York	CODA TECHNOLOGIES Santa Rosa / THE MILL Shanghai / TRAFIK Los Angeles	OMD Shanghai / OMD USA Los Angeles

## E02 (Media Planning)

E02/011	01359	COST OF BEAUTY	DOVE	DOVE	MINDSHARE, New York / OGILVY, London / OGILVY, Toronto	UNITED STATES / UNITED KINGDOM / CANADA	SMUGGLER London	SIGNIFICANT OTHERS New York	MINDSHARE London
E02/014	01710	A PIECE OF ME	KPN	KPN	MINDSHARE, London / DENTSU CREATIVE, Amsterdam	UNITED KINGDOM / NETHERLANDS	WEFILM CREATIVE AGENCY Amsterdam		MINDSHARE Amsterdam

## E03 (Media Execution)

E03/009	00654	SANS EMISSION	VOLKSWAGEN	THE VOLKSWAGEN ID.4	TOUCHE!, Montreal / VML CANADA, Toronto	CANADA			TOUCHE! Montreal
E03/018	01229	SHOT ON IPHONE / LITTLE GARLIC	APPLE	IPHONE	OMD USA, Los Angeles / 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

**Media Shortlist**

E03/039	10909	CERAVE: THE SKINCARE MVP MASTERING SUPER BOWL MEDIA	CERAVE	CERAVE MOISTURIZING CREAM	LOREAL USA, New York / OGILVY, New York	UNITED STATES	BLACKSMITH New York / PRETTYBIRD Los Angeles	HEARD CITY New York / LELAND MUSIC London / MACKCUT New York	BCL New York / LOREAL USA New York / OPTIMUM SPORTS New York
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**E04 (Use of Channel Integration)**

E04/004	00653	SANS EMISSION	VOLKSWAGEN	THE VOLKSWAGEN ID.4	TOUCHE!, Montreal / VML CANADA, Toronto	CANADA			TOUCHE! Montreal
E04/012	01219	OUT OF THE BOX. INTO UK POPULAR CULTURE.	WARNER BROS. DISCOVERY UK & IRELAND	THE BARBIE MOVIE	PHD, London / WARNER BROS. DISCOVERY, London	UNITED KINGDOM	WARNER BROS. DISCOVERY London		PHD London

**E05 (Use of Data & Analytics)**

E05/001	00697	ANIMAL ALERTS	PETPACE	ANIMAL ALERTS	MEDIAPLUS GERMANY, Munich / SERVICEPLAN, Munich / L&C, New York	GERMANY / UNITED STATES	REBECA Lima	NATIVO POST Lima	MEDIAPLUS GERMANY Munich
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**Total Shortlisted: 192**

**PR**

**Additional**

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

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KETCHUM New  
York

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CDN Sao Paulo

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LEW'LARA\TBWA  
Sao Paulo

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BOB THE ROBOT/NOA Helsinki /  
CLEAR CHANNEL Helsinki /  
MEDIATEKO Helsinki / MYSOME  
Helsinki / WONDERUS OY Helsinki

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MERCADO LIVRE Sao Paulo

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GUT Sao Paulo / MERCADO LIVRE Sao Paulo

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GREY COLOMBIA Bogota /  
MAKRO Bogota

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NETFLIX Madrid

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WARNER BROS. Burbank

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FAMOUS  
RELATIONS  
Brussels

VEOLIA BELUX Brussels

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JCDECAUX SPAIN Madrid

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ANDERSEN Mexico City /  
CLUSTER STUDIO Mexico City /  
HEY KID STUDIO Bogota

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GIUSTI  
COMUNICACAO  
Sao Paulo / VFR  
COMUNICACAO  
Sao Paulo / WE Sao  
Paulo

MARCOS LOPES FOTOGRAFIA  
Sao Paulo

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HAVAS Dusseldorf HRZN Mannheim /  
SCHOESSLERS.COM Berlin /  
SEVEN.ONE ADFACTORY Munich  
/ UMBRELLA Budapest /  
WALLDECAUX Berlin

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HAVAS KYIV /  
HAVAS Madrid /  
HAVAS MEDIA  
Bogota / HAVAS  
PARIS / HAVAS  
PLAY Paris

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EVOLVE MEDIA London / HAVAS  
KYIV / INSTREAMLY Warsaw /  
MEDIA EXCHANGE GROUP LTD  
London / UNITED24 Kyiv

HAVAS Dusseldorf

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HRZN Mannheim /  
SCHOESSLERS.COM Berlin /  
SEVEN.ONE ADFACTORY Munich  
/ UMBRELLA Budapest /  
WALLDECAUX Berlin

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MERCADO LIVRE Sao Paulo

TBWA\|MEDIA  
ARTS LAB Los  
Angeles

EDELMAN New York

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BIG SYNC MUSIC London /  
HOGARTH London / SIGNIFICANT  
OTHERS New York

LEO BURNETT  
Dubai

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DIGITAS Dubai / LIVE STUDIO  
Dubai / MANGO JAM STUDIO  
Dubai / OPTIX Dubai /  
SOUNDSTRUCK STUDIOS Dubai

VML HUNGARY  
Budapest

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TULOM Sao Paulo    DAHOUSE AUDIO Overath / RAW  
MATERIALS Austin

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DENTSU INC. Tokyo  
/ PR CONSULTING  
DENTSU Tokyo

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HILL+KNOWLTON SOCIALIT Cairo  
STRATEGIES  
London

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KURPPA HOSK  
Stockholm

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HAHM PARTNERS  
Seoul / MSL KOREA  
Seoul

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ELEVEN Helsinki INTERACTIVE INUITS Helsinki /  
STERLIGHTS Helsinki

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MCDONALDS NEW ZEALAND  
Auckland

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LLYC Lima

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

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PEPSICO Mexico City

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SAATCHI &  
SAATCHI Los  
Angeles

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

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IKANO Pasay

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EDIBLE Chicago    CRAFTWORK Huntington Beach /  
                              GENESEO Dallas

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CITIZEN            MOLSON CANADA Toronto  
RELATIONS Toronto

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MSL Frankfurt    INOOLABS & STUDIO VPD  
                              Stockholm / LOFT STUDIOS  
                              Frankfurt / MMP.FILM GMBH  
                              Dusseldorf

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                              MUSIC AND STRATEGY New York  
                              / WPP OPEN X Sao Paulo

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BCW New York    BANK OF AMERICA Charlotte /  
                              IHEARTMEDIA San Antonio /  
                              NESN Boston / OCTAGON  
                              Stamford / TPN New York

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

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CDN Sao Paulo

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HEINEKEN BRASIL Sao Paulo

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OGILVY PR  
AUSTRALIA Sydney

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HERO & OUTLAW  
Prague

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OGILVY PR New York / WPP OPEN X New York  
York

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PORTER NOVELLI Auckland / MARS GLOBAL Tennessee / MARS  
NEW ZEALAND Auckland

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McCANN Birmingham

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UNCLE GREY  
Copenhagen

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CURRENT GLOBAL  
Chicago

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

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GREY COLOMBIA Bogota /  
MAKRO Bogota

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ANGRY  
BUTTERFLY  
Toronto

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SCHRODER+SCHO  
MBS PR Berlin

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EDELMAN London

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GOLIN Chicago      CREATIVE LICENSE New York /  
PUBLICIS New York / WALMART  
Bentonville

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

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

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KETCHUM New York

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

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GALERIA Sao Paulo

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EDIBLE Chicago /  
CRAFTWORK Huntington Beach /  
GENESECO Dallas

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MSL Dubai

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MISSING CHILDREN Buenos Aires  
/ UNICEF Buenos Aires

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WEBER  
SHANDWICK New York

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WEBER  
SHANDWICK New York

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KIPUS Buenos Aires TWINS MUSIC Buenos Aires

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KITKAT North York

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METROPOLITAN MUSEUM OF  
ART New York / ROBLOX San  
Francisco

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LEW LARA TBWA

Sao Paulo

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EDELMAN New York BIG SYNC MUSIC London /  
COLLECTIVELY New York / FINAL  
CUT New York

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

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WEBER

SHANDWICK

MENAT Dubai

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W adam&eveStudios London /  
COMMUNICATIONS ANONYMOUS CONTENT London /  
London COFFEE AND TV London / KING  
HENRY London / WAVE STUDIOS  
London

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KETCHUM New  
York

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MERCADO LIVRE Sao Paulo

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CITIZEN MOLSON CANADA Toronto  
RELATIONS Toronto

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HUNTER New York STARPOWER New York

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MERCADO LIBRE Buenos Aires

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NETFLIX Madrid

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

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CURRENT GLOBAL  
Chicago

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GOLIN Chicago      CREATIVE LICENSE New York /  
PUBLICIS New York / WALMART  
Bentonville

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BOGOTA Curitiba / DAHOUSE  
AUDIO Los Angeles / SPOTIFY  
New York

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EGS GROUP PR  
Montreal / POMP  
AND  
CIRCUMSTANCE  
Toronto

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VML HUNGARY  
Budapest

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LLYC Lima

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

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IMPACT BBDO  
Beirut / IMPACT  
PORTER NOVELLI  
Dubai

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AND US Dubai      NO ONE Dubai

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GIUSTI                    MARCOS LOPES FOTOGRAFIA  
COMUNICACAO        Sao Paulo  
Sao Paulo / VFR  
COMUNICACAO  
Sao Paulo / WE Sao  
Paulo

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VERITAS Pittsburgh

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IKANO Pasay

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UNCOMMON  
London

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WARNER BROS.        AMAZON PRIME VIDEO London /  
DISCOVERY            BAUER MEDIA London / KINETIC  
London                London / SNAP INC London

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GIUSTI  
COMUNICACAO  
Sao Paulo / VFR  
COMUNICACAO  
Sao Paulo / WE Sao  
Paulo

MARCOS LOPES FOTOGRAFIA  
Sao Paulo

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BOB THE  
ROBOT/NOA  
Helsinki

CLEAR CHANNEL Helsinki /  
MEDIATEKO Helsinki / MYSOME  
Helsinki / WONDERUS OY Helsinki

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HAVAS Dusseldorf

HRZN Mannheim /  
SCHOESSLERS.COM Berlin /  
SEVEN.ONE ADFACTORY Munich  
/ UMBRELLA Budapest /  
WALLDECAUX Berlin

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GONG Warsaw / MEDIA MONKS  
Mexico City

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ZENO GROUP  
Chicago

KRAFT HEINZ COMPANY Chicago

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LLYC Lima

CDN Sao Paulo

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WEBER  
SHANDWICK New  
York

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EDELMAN New York / BIG SYNC MUSIC London /  
HOGARTH London / SIGNIFICANT  
OTHERS New York

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HIJOS DE RIVERA A Coruna /  
NETFLIX Madrid / YOUPLANET  
Barcelona

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WARNER BROS. Burbank

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EDELMAN New York  
/ HELLMANN'S  
Englewood Cliffs

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WEBER FLORIDA CITRUS SPORTS  
SHANDWICK New Orlando  
York

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WEBER GROUPECONNECT Boston / MCA  
SHANDWICK New York  
Chicago

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VML Buenos Aires

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PEPSICO Mexico City

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NETFLIX Madrid

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BOB THE ROBOT/NOA Helsinki  
CLEAR CHANNEL Helsinki /  
MEDIATEKO Helsinki / MYSOME  
Helsinki / WONDERUS OY Helsinki

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

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APPROACH COMUNICACAO  
INTEGRADA Rio De Janeiro

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CURRENT GLOBAL  
Chicago

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LLYC Lima

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BCW New York    BANK OF AMERICA Charlotte /  
IHEARTMEDIA San Antonio /  
NESN Boston / OCTAGON  
Stamford / TPN New York

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LEMA+ Sao Paulo    HEINEKEN BRASIL Sao Paulo

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AEROMÉXICO    FONOBX Mexico  
Mexico City

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EDELMAN New York    BIG SYNC MUSIC London /  
HOGARTH London / SIGNIFICANT  
OTHERS New York

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EGS GROUP PR  
Montreal / POMP  
AND  
CIRCUMSTANCE  
Toronto

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CURRENT GLOBAL  
Chicago

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EDELMAN New York JOY COLLECTIVE Boulder /  
UNILEVER Englewood Cliffs /  
UNILEVER New York

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EDELMAN New York BIG SYNC MUSIC London /  
COLLECTIVELY New York / FINAL  
CUT New York

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TBWA/MEDIA  
ARTS LAB Los  
Angeles

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EDELMAN New York BIG SYNC MUSIC London / FINAL  
CUT New York / MACHINE New  
York / MINDSHARE New York /  
NAS n/a

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TBWA/MEDIA  
ARTS LAB Los  
Angeles

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OGILVY New York BPCM Los Angeles

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WARNER BROS. AMAZON PRIME VIDEO London /  
DISCOVERY BAUER MEDIA London / KINETIC  
London London / SNAP INC London

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

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