

Outdoor Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production
A01 (Consumer Goods)								
A01/027	00476	THE BÄSTIS	IKEA	BÄSTIS LINT	TRY, Oslo	NORWAY	TRY Oslo	TRY Oslo
A01/101	01385	GUESS WHO	PERSIL	LAUNDRY	LOLA MULLENLOWE,	SPAIN	LOLA MULLENLOWE	
A01/102	01390	GUESS WHO	PERSIL	LAUNDRY	LOLA MULLENLOWE,	SPAIN	LOLA MULLENLOWE	
A01/103	01392	GUESS WHO	PERSIL	LAUNDRY	LOLA MULLENLOWE,	SPAIN	LOLA MULLENLOWE	
A01/104	01910	LAST DROP CAR	HEINZ	LAST DROP	LEPUB, Sao Paulo /	BRAZIL / BELGIUM	PUNCH AUDIO Sao	
A01/105	01909	LAST DROP	HEINZ	LAST DROP	LEPUB, Sao Paulo /	BRAZIL / BELGIUM	PUNCH AUDIO Sao	
A01/106	01912	LAST DROP BABY	HEINZ	LAST DROP	LEPUB, Sao Paulo /	BRAZIL / BELGIUM	PUNCH AUDIO Sao	
A01/112	01401	FIND YOUR	MAGNUM	MAGNUM ICE	LOLA MULLENLOWE,	SPAIN	MJZ Los Angeles	BIG SYNC MUSIC
A01/143	01945	MAMA DILA -	COCA-COLA	COCA-COLA	VML, New York / VML,	UNITED STATES /	BALIPROD Bali /	RAW AUDIO Sao
A01/147	01944	BARAKA SHOP -	COCA-COLA	COCA-COLA	VML, New York / VML,	UNITED STATES /	BALIPROD Bali /	RAW AUDIO Sao
A01/152	01931	PRESSED	COCA-COLA	COCA-COLA	OGILVY, New York	UNITED STATES	LOBO New York	
A01/153	01927	TWISTED	COCA-COLA	COCA-COLA	OGILVY, New York	UNITED STATES	LOBO New York	
A01/154	01928	SQUASHED	COCA-COLA	COCA-COLA	OGILVY, New York	UNITED STATES	LOBO New York	
A01/173	11278	CORONA SUNSET	CORONA	CORONA EXTRA	WE BELIEVERS, New	UNITED STATES		
A04 (Travel, Leisure, Retail, Restaurants & Fast Food Chains)								
A04/019	00589	SKETCHY	ZOO DE GRANBY	ZOO DE GRANBY	LG2, Montreal	CANADA	LG2 Montreal	LA MAJEURE
A04/050	01277	SKETCHY	ZOO DE GRANBY	ZOO DE GRANBY	LG2, Montreal	CANADA	LG2 Montreal	LA MAJEURE
A04/051	00136	MIAMI X	LACOSTE	LACOSTE	BETC, Paris	FRANCE		
A04/052	00135	SAO PAULO X	LACOSTE	LACOSTE	BETC, Paris	FRANCE		
A04/053	00134	PARIS X NYC	LACOSTE	LACOSTE	BETC, Paris	FRANCE		
A04/054	00132	ROLAND-GARROS	LACOSTE	LACOSTE	BETC, Paris	FRANCE		
A04/072	01423	WINDOWS	BRITISH AIRWAYS	TRAVEL	UNCOMMON, London	UNITED KINGDOM		
A04/077	01048	ICONIC DRIPS	MCDONALD'S	MCDONALD'S	LEO BURNETT, London	UNITED KINGDOM	HORTON-STEPHENS	
A05 (Media/Entertainment)								
A05/021	01659	VOLLEYBALL	WINSPTS	WINSPTS	DIGITAS COLOMBIA,	COLOMBIA		
A05/025	01855	MADURO	CNN	INSTITUTIONAL	ALMAPBBDO, Sao	BRAZIL	ALMAPBBDO Sao Paulo	
A05/026	01857	TRUMP	CNN	INSTITUTIONAL	ALMAPBBDO, Sao	BRAZIL	ALMAPBBDO Sao Paulo	
A06 (Consumer Services/Business to Business)								
A06/006	00283	BIG MAC	DOORDASH	DOORDASH	NO FIXED ADDRESS,	CANADA		
A06/027	00891	FOOTBALL	CLARO	CLARO	BBDO CHILE, Santiago	CHILE		

A06/028	00889	BASQUETBALL	CLARO	CLARO	BBDO CHILE, Santiago	CHILE		
A06/029	00898	SKATE	CLARO	CLARO	BBDO CHILE, Santiago	CHILE		

A07 (Not-for-Profit / Charity / Government)

A07/023	00446	THE OTHER	PROST8	PROST8	TBWAIMCR, Manchester	UNITED KINGDOM		
A07/038	01031	LOST IN TIME	JIAN AI ELDERLY	ALZHEIMER'S	DENTSU CREATIVE,	MAINLAND CHINA	STDECAUX Shanghai	DENTSU

B01 (Consumer Goods)

B01/033	01400	STAIRS	MAGNUM	MAGNUM ICE	LOLA MULLENLOWE,	SPAIN	MJZ Los Angeles	BIG SYNC MUSIC
B01/034	01384	CORNER	MAGNUM	MAGNUM ICE	LOLA MULLENLOWE,	SPAIN	MJZ London	BIG SYNC MUSIC
B01/035	01391	DOORSTEP	MAGNUM	MAGNUM ICE	LOLA MULLENLOWE,	SPAIN	MJZ London	BIG SYNC MUSIC
B01/057	01402	GUESS WHO	PERSIL	LAUNDRY	LOLA MULLENLOWE,	SPAIN	LOLA MULLENLOWE	
B01/058	01387	GUESS WHO	PERSIL	LAUNDRY	LOLA MULLENLOWE,	SPAIN	LOLA MULLENLOWE	
B01/059	01388	GUESS WHO	PERSIL	LAUNDRY	LOLA MULLENLOWE,	SPAIN	LOLA MULLENLOWE	
B01/071	01867	LEMON	FABER-CASTELL	SUPERSOFT	DAVID, Sao Paulo	BRAZIL	MOL Sao Paulo /	RAW AUDIO Sao
B01/072	01866	COFFEE	FABER-CASTELL	SUPERSOFT	DAVID, Sao Paulo	BRAZIL	MOL Sao Paulo /	RAW AUDIO Sao
B01/073	01869	EYE	FABER-CASTELL	SUPERSOFT	DAVID, Sao Paulo	BRAZIL	MOL Sao Paulo /	RAW AUDIO Sao
B01/082	01938	BOMBÓN Y	COCA-COLA	COCA-COLA	VML, New York / VML,	UNITED STATES /	BALIPROD Bali /	RAW AUDIO Sao
B01/083	01941	AMBUSH'S SHOP -	COCA-COLA	COCA-COLA	VML, New York / VML,	UNITED STATES /	BALIPROD Bali /	RAW AUDIO Sao
B01/084	01939	LANCHES RL -	COCA-COLA	COCA-COLA	VML, New York / VML,	UNITED STATES /	BALIPROD Bali /	RAW AUDIO Sao
B01/086	01937	PORTAL DEL	COCA-COLA	COCA-COLA	VML, New York / VML,	UNITED STATES /	BALIPROD Bali /	RAW AUDIO Sao
B01/098	01929	PRÉSSED	COCA-COLA	COCA-COLA	OGILVY, New York	UNITED STATES	LOBO New York	
B01/099	01926	TWISTED	COCA-COLA	COCA-COLA	OGILVY, New York	UNITED STATES	LOBO New York	
B01/100	01930	SQUASHED	COCA-COLA	COCA-COLA	OGILVY, New York	UNITED STATES	LOBO New York	
B01/101	01624	FRIES WAITING	HEINZ	HEINZ TOMATO	1984, Santiago	CHILE	FABULA Santiago	
B01/102	01622	BURGER WAITING	HEINZ	HEINZ TOMATO	1984, Santiago	CHILE	FABULA Santiago	
B01/103	01625	STEAK WAITING	HEINZ	HEINZ TOMATO	1984, Santiago	CHILE	FABULA Santiago	

B02 (Healthcare)

B02/009	00198	SOLMACK	TAIHO PHARMA ASIA	HERBAL REMEDY	O'METEOR	SINGAPORE		
---------	-------	---------	-------------------	---------------	----------	-----------	--	--

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

B04/024	00053	1943	ROBERT CAPA	ROBERT CAPA	INNOCEAN BERLIN	GERMANY	INNOCEAN BERLIN	INNOCEAN BERLIN
B04/026	00051	D-DAY	ROBERT CAPA	ROBERT CAPA	INNOCEAN BERLIN	GERMANY	INNOCEAN BERLIN	INNOCEAN BERLIN
B04/035	00851	HUNGRY SKIES	MCDONALD'S	FAST FOOD	NORD DDB, Stockholm	SWEDEN	NORD DDB Stockholm	NORD DDB

B05 (Media/Entertainment)

B05/004	00252	THE MISSING	NETFLIX	LUPIN PART 3	JELLYFISH FRANCE,	FRANCE		
---------	-------	-------------	---------	--------------	-------------------	--------	--	--

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

B07/023	00566	KITCHEN	PEOPLE OPPOSING	PEOPLE OPPOSING	JOE PUBLIC,	SOUTH AFRICA	CARIOCA STUDIO	
B07/024	00567	BATHROOM	PEOPLE OPPOSING	PEOPLE OPPOSING	JOE PUBLIC,	SOUTH AFRICA	CARIOCA STUDIO	
B07/026	00786	THE FIRST	RSF	REPORTERS	INNOCEAN BERLIN	GERMANY	STINK FILMS Berlin /	STINK FILMS
B07/037	01784	GREG ABBOTT	CHANGE THE REF	CHANGE THE REF	ALMA DDB, Miami	UNITED STATES	NOT NORMAL Miami	
B07/038	01780	NIKKI HALEY	CHANGE THE REF	CHANGE THE REF	ALMA DDB, Miami	UNITED STATES	NOT NORMAL Miami	
B07/039	01783	RICK SCOTT	CHANGE THE REF	CHANGE THE REF	ALMA DDB, Miami	UNITED STATES	NOT NORMAL Miami	

C01 (Displays)

C01/003	00288	FASTER FOOD	DOORDASH	DOORDASH	NO FIXED ADDRESS,	CANADA		
C01/005	00329	COORS LIGHTS	COORS LIGHT	COORS LIGHT	RETHINK, Toronto	CANADA	MT VERNON	
C01/008	00110	BACK TO	THE DIANA AWARD	ANTI-BULLYING	REVOLT, London	UNITED KINGDOM	REVOLT London	
C01/009	00352	DANISH BEAUTY	ANDEL	ANDEL	ROBERT/BOISEN &	DENMARK	NEW LAND Copenhagen	GOBSMACK
C01/023	01233	AD-ONS	MCDONALD'S	MCDONALD'S	DDB NEW ZEALAND,	NEW ZEALAND		
C01/027	00981	THIS IS AN IKEA	IKEA	IKEA	OGILVY, Manila	PHILIPPINES		
C01/034	01397	FIND YOUR	MAGNUM	MAGNUM ICE	LOLA MULLENLOWE,	SPAIN	MJZ Los Angeles	BIG SYNC MUSIC
C01/035	01190	SMACK FOR	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA	FUZE REPS Toronto /	R+D
C01/045	01935	THANKS FOR	COCA-COLA	COCA-COLA	VML, New York / VML,	UNITED STATES /	BALIPROD Bali /	RAW AUDIO Sao

C02 (Interactive/Dynamic Digital Screens)

C02/015	01395	FIND YOUR	MAGNUM	MAGNUM ICE	LOLA MULLENLOWE,	SPAIN	MJZ Los Angeles	BIG SYNC MUSIC
C02/026	01180	HEINZ A.I.	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA	QUIVER Toronto	
C02/029	01425	WINDOWS	BRITISH AIRWAYS	TRAVEL	UNCOMMON, London	UNITED KINGDOM		

C03 (Promotional Items & Printed Media)

C03/004	00326	COORS LIGHTS	COORS LIGHT	COORS LIGHT	RETHINK, Toronto	CANADA	MT VERNON	
C03/011	00988	THE MINEFIELDS	MINISTRY OF	FOREIGN AFFAIRS	SAATCHI & SAATCHI	UKRAINE		
C03/022	01681	IF YOU'RE INTO	V&A	V&A	adam&eveDDB, London	UNITED KINGDOM	adam&eveStudios	
C03/024	01833	THE LAST BARF	DRAMAMINE	DRAMAMINE	FCB CHICAGO	UNITED STATES	SUNNY SIXTEEN Los	456 STUDIOS

C04 (Design for Promotional Items)

C04/001	00327	COORS LIGHTS	COORS LIGHT	COORS LIGHT	RETHINK, Toronto	CANADA	MT VERNON	
C04/010	01322	NAPKINS OF	FLIC - FLORIDA	FLIC - FLORIDA	VML, Miami	UNITED STATES	LETCA FILMS Miami	MAKE A BEAT
C04/027	01641	CLEAN	CONSUL	WASHING	DM9, Sao Paulo	BRAZIL		
C04/028	01677	IF YOU'RE INTO	V&A	V&A	adam&eveDDB, London	UNITED KINGDOM	adam&eveStudios	

C04/030	01940	THANKS FOR	COCA-COLA	COCA-COLA	VML, New York / VML,	UNITED STATES /	BALIPROD Bali /	RAW AUDIO Sao
---------	-------	------------	-----------	-----------	----------------------	-----------------	-----------------	---------------

C05 (Special Build)

C05/002	00087	MAKE ITALY	E.ON ITALY	ENERGY SERVICES	BBDO ITALY, Rome	ITALY	BEDESCHI FILM Milan	
C05/029	00684	UNIQUE	KFC FRANCE	KFC	HAVAS PARIS	FRANCE	HAVAS PARIS	
C05/046	01199	THE F***ING CAR	NETFLIX	SEX EDUCATION 4	MEDIA.MONKS,	NETHERLANDS	CORINTHIAN MEDIA	
C05/057	01184	SMACK FOR	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA	FUZE REPS Toronto /	R+D
C05/063	01511	WORM FOOD	GOBIERNO DE CHILE	MINISTERIO DE	VML, Santiago	CHILE	ORIENTAL FILMS	ATOMICA Santiago
C05/065	01443	THRILLBOARDS	META	META QUEST 3	AMV BBDO, London	UNITED KINGDOM	UNIT9 London	ABSOLUTE
C05/071	01296	THE CUSHIONING	NIKE	NIKE INVINCIBLE 3	BOOST BRAND	PERU	BARBA ROJA AUDIO	BARBA ROJA
C05/073	01564	SIGHTWALKS	SOL CEMENT	SOL CEMENT	CIRCUS GREY, Lima	PERU	CANICA FILMS Lima /	AGOSTO MUSIC
C05/076	01963	THE SUN IS BACK	CORONA	CORONA	DAVID, Bogota	COLOMBIA		
C05/080	01418	THE MOST	HISCOX	INSURANCE	UNCOMMON, London	UNITED KINGDOM		
C05/096	01667	TAJ MAHAL MEGH	UNILEVER	BROOKE BOND TAJ	OGILVY, Mumbai	INDIA	ABSOLUTE	

C06 (Live Advertising and Events)

C06/008	00167	AID AISLE	FRESHCHOICE	SUPERMARKET	DENTSU CREATIVE,	NEW ZEALAND	DENTSU CREATIVE	DENTSU
C06/014	00330	THE BIGGER	HAMBURG	THE BIGGER DRAW	JUNG VON MATT AG,	GERMANY	2WEI MUSIC Hamburg /	
C06/016	00345	DELIVERY SAFE	KFC FRANCE	N/A	HAVAS PARIS	FRANCE		
C06/022	00512	LAY'S CHIP CAM	PEPSICO PURCHASE	LAY'S	SLAP GLOBAL, Buenos	ARGENTINA	WASHINGTON	
C06/033	01216	COCA-COLA -	COCA-COLA	COCA-COLA	AKQA, Portland	UNITED STATES	BLANCHE FILMES Paco	BLANCHE FILMES
C06/037	00987	SAVING NEW	KIA AMERICA	KIA EV9	DAVID&GOLIATH, Los	UNITED STATES		
C06/047	01141	ALWAYS OPEN	7-ELEVEN	7-ELEVEN	DENTSU CREATIVE,	UNITED STATES		
C06/054	01484	FRAME THE	COCA-COLA	COCA-COLA	DAVID, Miami	UNITED STATES	ROCKET TO THE	MOREIRA STUDIO
C06/065	01640	CLEAN	CONSUL	WASHING	DM9, Sao Paulo	BRAZIL		
C06/074	01830	THE LAST BARF	DRAMAMINE	DRAMAMINE	FCB CHICAGO	UNITED STATES	SUNNY SIXTEEN Los	456 STUDIOS
C06/095	01535	HEY! HE IS NOT A	ALIANZA + NIKE	FOOTBALL CLUB	VML, Lima	PERU	KUBRICK Miraflores	AUDIOPOST

C07 (Interactive Experiences)

C07/005	00150	THE CUSHIONING	NIKE	NIKE INVINCIBLE 3	BOOST BRAND	PERU	BARBA ROJA AUDIO	BARBA ROJA
C07/010	00304	GOALS FOR	ING NETHERLANDS	WOMEN'S WORLD	TBWAINEBOKO,	NETHERLANDS	BANDIT AMSTERDAM /	
C07/014	00513	LAY'S CHIP CAM	PEPSICO PURCHASE	LAY'S	SLAP GLOBAL, Buenos	ARGENTINA	WASHINGTON	
C07/024	00825	FIRST	HEETCH	HEETCH	BETC, Paris	FRANCE	AUDIO NETWORK Paris	
C07/044	01367	CATCH THE COKE	COCA-COLA	COCA-COLA	OGILVY PARIS	FRANCE	HOGARTH MILAN /	
C07/046	01192	UBER EATS	UBER EATS	UBER EATS	RETHINK, New York	UNITED STATES	BISCUIT FILMWORKS	ARCADE New York
C07/048	01442	THRILLBOARDS	META	META QUEST 3	AMV BBDO, London	UNITED KINGDOM	UNIT9 London	ABSOLUTE
C07/056	01807	RENAULT - PLUG-	RENAULT	APPLICATION	PUBLICIS CONSEIL,	FRANCE	PUBLICIS SAPIENT	PRODIGIOUS Paris

C07/058	01789	PUB MUSEUMS	HEINEKEN	HEINEKEN	LEPUB, Milan /	ITALY / IRELAND	LENS THAT - AR	
---------	-------	-------------	----------	----------	----------------	-----------------	----------------	--

C08 (Transit)

C08/021	01200	THE F***ING CAR	NETFLIX	SEX EDUCATION 4	MEDIA.MONKS,	NETHERLANDS	CORINTHIAN MEDIA	
C08/022	00918	HEINEKEN	HEINEKEN MALAYSIA	HEINEKEN	LEO BURNETT, Kuala	MALAYSIA	PRODIGIOUS Kuala	
C08/032	01032	LOST IN TIME	JIAN AI ELDERLY	ALZHEIMER'S	DENTSU CREATIVE,	MAINLAND CHINA	STDECAUX Shanghai	DENTSU
C08/037	01021	IN TRANSIT	CALLEN-LORDE,	TRANSGENDER	AREA 23, AN IPG	UNITED STATES	FAMOUS WHO Sao	LADO ANIMATION

C09 (Immersive Experiences)

C09/001	00013	YELLOW	DULUX	DULUX	INNOCEAN	INDONESIA		
C09/031	01597	OREO X PAC-MAN	OREO	OREO	SAATCHI & SAATCHI,	GERMANY		
C09/035	01791	PUB MUSEUMS	HEINEKEN	HEINEKEN	LEPUB, Milan /	ITALY / IRELAND	LENS THAT - AR	

D01 (Standard Sites)

D01/002	00160	THE BÄSTIS	IKEA	BÄSTIS LINT	TRY, Oslo	NORWAY	TRY Oslo	TRY Oslo
D01/009	00685	UNIQUE	KFC FRANCE	KFC	HAVAS PARIS	FRANCE	HAVAS PARIS	
D01/014	00834	THE	UNILEVER	CLEANIPEDIA	MULLENLOWE UK,	UNITED KINGDOM	CURIOUS	
D01/021	01227	AD-ONS	MCDONALD'S	MCDONALD'S	DBB NEW ZEALAND,	NEW ZEALAND		
D01/030	01509	WORM FOOD	GOBIERNO DE CHILE	MINISTERIO DE	VML, Santiago	CHILE	ORIENTAL FILMS	ATOMICA Santiago
D01/044	01665	TAJ MAHAL MEGH	UNILEVER	BROOKE BOND TAJ	OGILVY, Mumbai	INDIA	ABSOLUTE	

D02 (Ambient Outdoor)

D02/003	00084	MAKE ITALY	E.ON ITALY	ENERGY SERVICES	BBDO ITALY, Rome	ITALY	BEDESCHI FILM Milan	
D02/005	00149	THE CUSHIONING	NIKE	NIKE INVINCIBLE 3	BOOST BRAND	PERU	BARBA ROJA AUDIO	BARBA ROJA
D02/012	00346	DELIVERY SAFE	KFC FRANCE	N/A	HAVAS PARIS	FRANCE		
D02/021	00511	LAY'S CHIP CAM	PEPSICO PURCHASE	LAY'S	SLAP GLOBAL, Buenos	ARGENTINA	WASHINGTON	
D02/028	00260	THE LIVER CHECK	ESSENTIALE	ESSENTIALE FORTE	PUBLICIS, Warsaw	POLAND	PAPAYA FILMS Warsaw	
D02/029	00558	CASHBACK FOR	FLASH	BENEFITS CARD	FCB BRASIL, Sao Paulo	BRAZIL	FCB BRASIL Sao Paulo	FCB BRASIL Sao
D02/042	00874	WAITING TO LIVE	NHS BLOOD AND	NHS BLOOD AND	VML, London /	UNITED KINGDOM	JULIAN WARD	HOGARTH London
D02/050	01202	THE F***ING CAR	NETFLIX	SEX EDUCATION 4	MEDIA.MONKS,	NETHERLANDS	CORINTHIAN MEDIA	
D02/054	01070	UNSILENCE THE	TERRE DES FEMMES	TERRE DES	SCHOLZ & FRIENDS,	GERMANY	STEREO FILMS Berlin /	
D02/062	00966	SMELLS LIKE	MCDONALD'S	MCDONALD'S	TBWAINEBOKO,	NETHERLANDS	MAKE BY	CAPTCHA
D02/074	01699	IMAGINE WITH	POKER BEER	POKER BEER	BUENTIPO ANCHOR,	COLOMBIA	BUENTIPO ANCHOR	
D02/076	01671	IF YOU'RE INTO	V&A	V&A	adam&eveDDB, London	UNITED KINGDOM	adam&eveStudios	
D02/084	01566	SIGHTWALKS	SOL CEMENT	SOL CEMENT	CIRCUS GREY, Lima	PERU	CANICA FILMS Lima /	AGOSTO MUSIC
D02/095	01742	PRIVACY SWAP	WHATSAPP	WHATSAPP	BBDO NEW YORK,	UNITED STATES	BBDO NEW YORK New	BOSON POST Sao
D02/101	01490	PEOPLE AT WORK	WOMEN IN	INSTITUCIONAL	PUBLICIS BRASIL, Sao	BRAZIL		

D02/106	01703	LAUNDROMATCH	HEINEKEN®	HEINEKEN®	LEPUB, Singapore /	SINGAPORE /	FRAME STORE Seoul /
D02/107	01801	SALVATION	SALVATION ARMY	DONATION	WMcCANN, Sao Paulo	BRAZIL	

D03 (Technology)

D03/021	01596	OREO X PAC-MAN	OREO	OREO	SAATCHI & SAATCHI,	GERMANY	
D03/022	01516	NOT SO HAPPY	NOTCO	NOTCO	GUT, Mexico City	MEXICO	PRIMO CONTENT BITT ANIMATION
D03/024	01964	VOLKSWAGEN	VOLKSWAGEN	CAR ACCESSORY	DDB SYDNEY	AUSTRALIA	NAKATOMI Sydney /
D03/035	01859	LOST CHILD	ELETROMIDIA	LOST CHILD ALERT	ALMAPBBDO, Sao	BRAZIL	CINE Sao Paulo /

E01 (Local Brand)

E01/003	00069	PENGUIN SOAP	ORIX AQUARIUM	KYOTO AQUARIUM /	DENTSU INC., Tokyo	JAPAN	DENTSU CREATIVE X TAIYO KIKAKU CO.
E01/025	01701	IMAGINE WITH	POKER BEER	POKER BEER	BUENTIPO ANCHOR,	COLOMBIA	BUENTIPO ANCHOR
E01/030	01563	SIGHTWALKS	SOL CEMENT	SOL CEMENT	CIRCUS GREY, Lima	PERU	CANICA FILMS Lima / AGOSTO MUSIC
E01/037	01025	IN TRANSIT	CalLEN-LORDE,	TRANSGENDER	AREA 23, AN IPG	UNITED STATES	FAMOUS WHO Sao LADO ANIMATION
E01/041	01426	A BRITISH	BRITISH AIRWAYS	AIRLINE	UNCOMMON, London	UNITED KINGDOM	

E02 (Challenger Brand)

E02/012	01229	DIFFERENT.	SAMSUNG NZ	SAMSUNG	DDB NEW ZEALAND,	NEW ZEALAND	TRIBAL AOTEAROA
E02/021	01643	WHOPPER ISLAND	BURGER KING	THE WHOPPER	DM9, Sao Paulo	BRAZIL	
E02/025	02047	ADSCAN	MAKRO COLOMBIA	MAKRO	VML, Bogota	COLOMBIA	GLORIOUS Bogota

E03 (Single-Market Campaign)

E03/018	00730	THE MOST	CELIO	MEN'S CLOTHING	BUZZMAN, Paris	FRANCE	
E03/027	00275	MAYO MCHACK	HELLMANN'S	HELLMANN'S	EDELMAN, London	UNITED KINGDOM	
E03/035	01057	ICONIC DRIPS	MCDONALD'S	MCDONALD'S	LEO BURNETT, London	UNITED KINGDOM	HORTON-STEPHENS
E03/072	01792	PUB MUSEUMS	HEINEKEN	HEINEKEN	LEPUB, Milan /	ITALY / IRELAND	LENS THAT - AR
E03/089	01877	MEET MARINA	JCDECAUX	B2B	DAVID, Madrid	SPAIN	DESEIF Madrid / FAR THE LOBBY Madrid
E03/090	01405	WINDOWS	BRITISH AIRWAYS	TRAVEL	UNCOMMON, London	UNITED KINGDOM	
E03/102	10793	MEXICO FAMILIES	SAVE THE CHILDREN	SAVE THE	GREY, Mexico City	MEXICO	WHISKY FILMS Mexico

E04 (Social Behaviour & Cultural Insight)

E04/013	00159	THE BÄSTIS	IKEA	BÄSTIS LINT	TRY, Oslo	NORWAY	TRY Oslo TRY Oslo
E04/014	00205	OPEN ALL AGES	SHANGHAI SCIENCE	MORNING	OGILVY, Shanghai	MAINLAND CHINA	BOXCUTTER Auckland /
E04/042	00698	FEMALE FIELD	ADIDAS	ADIDAS	HAVAS MIDDLE EAST,	UNITED ARAB	HAVAS MIDDLE EAST
E04/059	00819	855-HOW-TO-	ANZEN HEALTH	HEALTHCARE	SERVICEPLAN, Munich	GERMANY	JOJX Los Angeles JAMM Los Angeles
E04/067	01318	NAPKINS OF	FLIC - FLORIDA	FLIC - FLORIDA	VML, Miami	UNITED STATES	LETCA FILMS Miami MAKE A BEAT
E04/069	01201	THE F***ING CAR	NETFLIX	SEX EDUCATION 4	MEDIA.MONKS,	NETHERLANDS	CORINTHIAN MEDIA

E04/073	01085	UNSILENCE THE	TERRE DES FEMMES	TERRE DES	SCHOLZ & FRIENDS,	GERMANY	STEREO FILMS Berlin /	
E04/080	01455	THE VLUIT	AFRISAM	AFRISAM	PROMISE,	SOUTH AFRICA	HEY PAPA LEGEND	HEY PAPA
E04/090	01548	GET	ANDREX	ANDREX	FCB LONDON	UNITED KINGDOM	BISCUIT FILMWORKS	LELAND MUSIC
E04/106	01219	FACES OF THE	REXONA	DEODORANT	VML, Buenos Aires	ARGENTINA		
E04/109	01591	WAITING TO LIVE	NHS BLOOD AND	NHS BLOOD AND	VML, London /	UNITED KINGDOM	JULIAN WARD	HOGARTH London
E04/110	01639	CLEAN	CONSUL	WASHING	DM9, Sao Paulo	BRAZIL		
E04/120	01942	THANKS FOR	COCA-COLA	COCA-COLA	VML, New York / VML,	UNITED STATES /	BALIPROD Bali /	RAW AUDIO Sao
E04/131	01925	RÉCYCLE ME	COCA-COLA	COCA-COLA	OGILVY, New York	UNITED STATES	LOBO New York	
E04/135	02024	MIND CHANGING	PLAZA VEA	PLAZA VEA	FAHRENHEIT DDB,	PERU	KAZOO AUDIO Lima /	SEÑOR Z SAC Lima
E04/181	01408	A BRITISH	BRITISH AIRWAYS	AIRLINE	UNCOMMON, London	UNITED KINGDOM		
E04/185	11536	ALDIDAS	ALDI UK	ALDI	McCANN	UNITED KINGDOM	CRAFT Macclesfield	

E05 (Use of Humour)

E05/022	01197	THE F***ING CAR	NETFLIX	SEX EDUCATION 4	MEDIA.MONKS,	NETHERLANDS	CORINTHIAN MEDIA	
E05/025	00878	LONG LIVE THE	BURGER KING	BURGER KING	VML, Madrid	SPAIN		
E05/041	01678	SMUGGLERS	MARMITE	MARMITE	adam&eveDDB, New	UNITED STATES /	adam&eveStudios	
E05/048	01831	THE LAST BARF	DRAMAMINE	DRAMAMINE	FCB CHICAGO	UNITED STATES	SUNNY SIXTEEN Los	456 STUDIOS
E05/058	01918	GUILTY PETS	IKEA	IKEA	INGO, Hamburg	GERMANY	HOOKED MUSIC	
E05/063	02107	NO ONE MOVES	NETFLIX	GRISELDA	CYW, Madrid	SPAIN	ANDTONIC Madrid	

E06 (Breakthrough on a Budget)

E06/001	00011	YELLOW	DULUX	DULUX	INNOCEAN	INDONESIA		
E06/008	00139	ROB IT TO GET IT	DISTANCE	DISTANCE	BETC, Paris	FRANCE	GUM Paris / SOLDATS	
E06/025	01316	NAPKINS OF	FLIC - FLORIDA	FLIC - FLORIDA	VML, Miami	UNITED STATES	LETCA FILMS Miami	MAKE A BEAT
E06/034	01282	CORONA SUNSET	CORONA	CORONA EXTRA	WE BELIEVERS, New	UNITED STATES		
E06/051	01885	CLIMATECHANGE	GOVERNMENT OF	GOVERNMENT OF	IMPACT BBDO, Dubai	UNITED ARAB	DIAGRAM Karachi	
E06/052	01878	MEET MARINA	JCDECAUX	B2B	DAVID, Madrid	SPAIN	DESEIF Madrid / FAR	THE LOBBY Madrid

E07 (Corporate Purpose & Social Responsibility)

E07/001	00012	YELLOW	DULUX	DULUX	INNOCEAN	INDONESIA		
E07/004	00085	MAKE ITALY	E.ON ITALY	ENERGY SERVICES	BBDO ITALY, Rome	ITALY	BEDESCHI FILM Milan	
E07/014	00303	GOALS FOR	ING NETHERLANDS	WOMEN'S WORLD	TBWAINEBOKO,	NETHERLANDS	BANDIT AMSTERDAM /	
E07/077	01813	RENAULT - PLUG-	RENAULT	APPLICATION	PUBLICIS CONSEIL,	FRANCE	PUBLICIS SAPIENT	PRODIGIOUS Paris
E07/079	01966	VOLKSWAGEN	VOLKSWAGEN	CAR ACCESSORY	DDB SYDNEY	AUSTRALIA	NAKATOMI Sydney /	
E07/083	01565	SIGHTWALKS	SOL CEMENT	SOL CEMENT	CIRCUS GREY, Lima	PERU	CANICA FILMS Lima /	AGOSTO MUSIC
E07/086	01790	PUB MUSEUMS	HEINEKEN	HEINEKEN	LEPUB, Milan /	ITALY / IRELAND		LENS THAT - AR
E07/088	01971	10 VS 10	DOVE	DOVE	OGILVY, London /	UNITED KINGDOM	OGILVY AUSTRALIA	

E07/090	01253	ADOPTABLE. BY	PEDIGREE	PEDIGREE	COLENZO BBDO,	NEW ZEALAND	NEXUS STUDIOS	
E07/105	01862	LOST CHILD	ELETROMIDIA	LOST CHILD ALERT	ALMAPBBDO, Sao	BRAZIL	CINE Sao Paulo /	

E08 (Market Disruption)

E08/002	00083	MAKE ITALY	E.ON ITALY	ENERGY SERVICES	BBDO ITALY, Rome	ITALY	BEDESCHI FILM Milan	
E08/009	00559	CASHBACK FOR	FLASH	BENEFITS CARD	FCB BRASIL, Sao Paulo	BRAZIL	FCB BRASIL Sao Paulo	FCB BRASIL Sao
E08/016	00827	ET LE BUUUUUD	BUDWEISER	BUDWEISER	BETC, Paris	FRANCE	GENERAL POP Paris /	
E08/017	00909	THE CRUISE	NETFLIX	LA CASA DE PAPEL	404, Sao Paulo /	BRAZIL	CÉGO Sao Paulo	PLATINUM -
E08/027	01457	BANNED BOOK	DIGITAL PUBLIC	DIGITAL PUBLIC	FCB CHICAGO	UNITED STATES	456 STUDIOS Chicago	456 STUDIOS
E08/029	01811	RENAULT - PLUG-	RENAULT	APPLICATION	PUBLICIS CONSEIL,	FRANCE	PUBLICIS SAPIENT	PRODIGIOUS Paris
E08/031	01934	THANKS FOR	COCA-COLA	COCA-COLA	VML, New York / VML,	UNITED STATES /	BALIPROD Bali /	RAW AUDIO Sao
E08/032	01988	SHT	IKEA CANADA	IKEA	EDELMAN, Toronto	CANADA	EDELMAN Toronto	EDELMAN Toronto
E08/034	01735	ICONIC PRIVACY	WHATSAPP	WHATSAPP	BBDO NEW YORK,	UNITED STATES	BBDO NEW YORK New	BOSON POST Sao
E08/036	01858	LOST CHILD	ELETROMIDIA	LOST CHILD ALERT	ALMAPBBDO, Sao	BRAZIL	CINE Sao Paulo /	

Total Shortlisted: 211

Media	PR	Additional
TRY Oslo		
MINDSHARE		IPG New York
MINDSHARE		IPG New York
MINDSHARE		IPG New York
		THE KRAFT HEINZ CO Sao Paulo
		THE KRAFT HEINZ CO Sao Paulo
		THE KRAFT HEINZ CO Sao Paulo
MINDSHARE		
ESSENCEMEDIAC	OGILVY PR London	VML Johannesburg / VML Mexico
ESSENCEMEDIAC	OGILVY PR London	VML Johannesburg / VML Mexico
LA BANDE Montreal		
LA BANDE Montreal		
MANNING		
OMD London		
		DOORDASH Quebec

STDECAUX	JIAN AI ELDERLY CHARITY
----------	-------------------------

MINDSHARE

MINDSHARE

MINDSHARE

MINDSHARE IPG New York

MINDSHARE IPG New York

MINDSHARE IPG New York

DAVID Sao Paulo

DAVID Sao Paulo

DAVID Sao Paulo

ESSENCEMEDIAC OGILVY PR London VML Johannesburg / VML Mexico

ESSENCEMEDIAC OGILVY PR London VML Johannesburg / VML Mexico

ESSENCEMEDIAC OGILVY PR London VML Johannesburg / VML Mexico

ESSENCEMEDIAC OGILVY PR London VML Johannesburg / VML Mexico

HAVAS MEDIA	PERSUASION	ROBERT CAPA CONTEMPORARY
-------------	------------	--------------------------

HAVAS MEDIA	PERSUASION	ROBERT CAPA CONTEMPORARY
-------------	------------	--------------------------

OMD Stockholm

HAVAS MEDIA	PERSUASION	REPORTER WITHOUT BORDERS
		CHANGE THE REF Parkland
		CHANGE THE REF Parkland
		CHANGE THE REF Parkland

DOORDASH Quebec

	ICF NEXT New York	BLUEDGE New York / CANWORKS
	PREMIER COMMS	THE DIANA AWARD London
ROBERT/BOISEN	ROBERT/BOISEN &	
LUMO Auckland /		MCDONALDS NEW ZEALAND
OMD PHILIPPINES		IKANO Pasay
MINDSHARE		
CARAT Chicago	ZENO GROUP	KRAFT HEINZ COMPANY Chicago
ESSENCEMEDIAC	OGILVY PR London	VML Johannesburg / VML Mexico

MINDSHARE

CARAT New York /	MIDDLE CHILD	KRAFT HEINZ COMPANY Chicago
MANNING		

ICF NEXT New York BLUEDGE New York / CANWORKS

PHD London	HOPE AND GLORY	750MPH London / adam&eveDesign
THE SHIPYARD	360PR Boston	EXTRA PACKAGING Boca Raton /

ICF NEXT New York BLUEDGE New York / CANWORKS

DM9 Sao Paulo	CDN Sao Paulo	
PHD London	HOPE AND GLORY	750MPH London / adam&eveDesign

ESSENCEMEDIAC OGILVY PR London VML Johannesburg / VML Mexico

MEDIA.MONKS

CARAT Chicago ZENO GROUP KRAFT HEINZ COMPANY Chicago

CLEAR CHANNEL

SPARK FOUNDRY

APOYO LLYC Lima

POSTERSCOPE

RAPPORT

DENTSU DENTSU CREATIVE

SEGMENTA PRODUCTION RESOURCE

OMD USA New York KETCHUM New York

ESSENCEMEDIAC AKQA Portland

CANVAS

EDIBLE Chicago CRAFTWORK Huntington Beach /

ESSENCEMEDIAC MUSIC AND STRATEGY New York

DM9 Sao Paulo CDN Sao Paulo

THE SHIPYARD 360PR Boston EXTRA PACKAGING Boca Raton /

INITIATIVE COOPR Rotterdam ING Amsterdam

OMD USA New York KETCHUM New York

ESSENCEMEDIAC

UBER EATS New York

SPARK FOUNDRY

EPSILON Paris / RAZORFISH Paris

THINKHOUSE Dublin LEGARAGE Milan

MEDIA.MONKS

LEO BURNETT

STDECAUX

JIAN AI ELDERLY CHARITY

WEBER

PUBLICIS MEDIA

DIGITAS PIXELPARK Hamburg /

THINKHOUSE Dublin LEGARAGE Milan

TRY Oslo

BUILDHOLLYWOOD GOLIN London

LUMO Auckland /

MCDONALDS NEW ZEALAND

CLEAR CHANNEL

RAPPORT

OMD USA New York KETCHUM New York

PHD Warsaw

MSL Warsaw

FCB BRASIL Sao

WAVEMAKER

BCW London

NHS BLOOD AND TRANSPLANT

MEDIA.MONKS

HYGH AG Berlin

SCHOLZ &

GERMAN WAHNSINN Hamburg /

TBWAINEBOKO

PRIMO CONTENT Bogota

PHD London

HOPE AND GLORY

750MPH London / adam&eveDesign

APOYO

LLYC Lima

PUBLICIS BRASIL

7 FILMES Sao Paulo / WOMEN IN

LEGARAGE Milan

PUBLICIS MEDIA DIGITAS PIXELPARK Hamburg /
NINCH COMPANY VKNG AGENCY Mexico City
FLYING ROBOT Sydney
ELETROMIDIA Sao

DENTSU INC. DENTSU INC. Tokyo DENTSU CREATIVE X INC. Tokyo
PRIMO CONTENT Bogota
APOYO LLYC Lima
WEBER

SAMSUNG ELECTRONICS

GREY COLOMBIA Bogota / MAKRO

MINDSHARE EDELMAN London
OMD London
THINKHOUSE Dublin LEGARAGE Milan
JCDECAUX SPAIN Madrid

MANNING

TRY Oslo

MEDIAPLUS TULOM Sao Paulo DAHOUSE AUDIO Overath / RAW

MEDIA.MONKS

HYGH AG Berlin	SCHOLZ &	GERMAN WAHNSINN Hamburg /
PROMISE		
PHD London		SWING MUSICA BUENOS AIRES
WAVEMAKER	BCW London	NHS BLOOD AND TRANSPLANT
DM9 Sao Paulo	CDN Sao Paulo	
ESSENCEMEDIAC	OGILVY PR London	VML Johannesburg / VML Mexico
	McCANN	
MEDIA.MONKS		
	W	CABIN New York / FACTORY
THE SHIPYARD	360PR Boston	EXTRA PACKAGING Boca Raton /
		AL FUTTAIM IKEA Dubai
		ANTIESTATICO Madrid / NETFLIX
	IMPACT PORTER	
		JCDECAUX SPAIN Madrid
INITIATIVE	COOPR Rotterdam	ING Amsterdam
		EPSILON Paris / RAZORFISH Paris
		FLYING ROBOT Sydney
APOYO	LLYC Lima	
	THINKHOUSE Dublin	LEGARAGE Milan
MINDSHARE	EDELMAN New York	

ESSENCEMEDIAC PORTER NOVELLI MARS London
ELETROMIDIA Sao

FCB BRASIL Sao

DENTSU VERITAS Pittsburgh

MEDIA.MONKS GALERIA Sao Paulo

FCB CHICAGO CURRENT GLOBAL

EPSILON Paris / RAZORFISH Paris

ESSENCEMEDIAC OGILVY PR London VML Johannesburg / VML Mexico

CARAT Toronto EDELMAN Toronto GRAYSON MATTHEWS INC

ELETROMIDIA Sao
