

Glass: The Lion for Change Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production
<u>A01 (Glass)</u>								
A01/008	00014	WELCOME TO THE GROUP	CAMBIEMOS LA REGLA	LAW PROJECT 22,421	PHD, San Jose / TBWA\RIOT, San Jose	COSTA RICA	KAIJU San Jose	
A01/014	00029	OLAY AI-SHU	OLAY	NA	PUBLICIS SINGAPORE, Singapore / OLAY, Singapore	SINGAPORE	MEMESYS CULTURE LAB Goa / PUBLICIS SINGAPORE Singapore	PUBLICIS SINGAPORE Singapore
A01/033	00060	HARPIC LOOCATOR - #BEFREETOPEE	HARPIC INDIA	LOOCATOR APP	TGTHR, Mumbai / RECKITT BENCKISER, Gurgaon	INDIA	TGTHR Mumbai	TGTHR Mumbai
A01/056	00086	STAROTHER	STELLAARTOIS	STELLAARTOIS	SOKO, Sao Paulo	BRAZIL	FISH PRODUTORA Sao Paulo	
A01/064	00095	THE DOVE CODE	DOVE	DOVE	SOKO, Sao Paulo	BRAZIL	BIG SYNC MUSIC London / ESTUDIO DIPROD Sao Paulo / HEFTY Sao Paulo / SAIGON Sao Paulo / THE MILL New York	
A01/074	00073	MY DESTINY, MY CHOICE	SK-II	SK-II	FORSMAN & BODENFORS, Singapore	SINGAPORE	P.I.G. CHINA Shanghai	P.I.G. CHINA Shanghai
A01/082	00105	WOMEN'S FOOTBALL	ORANGE	CSR	MARCEL, Paris	FRANCE	PRODIGIOUS Paris	
A01/091	00118	WE ARE AYENDA	WHATSAPP	WHATSAPP	CREATIVE X, California / MODERN ARTS, Los Angeles	UNITED STATES	EVEN ODD San Francisco	
A01/095	00127	ANTI-CHOICE ADS	ABORTION FREEDOM FUND X WISP	ABORTION FREEDOM FUND X WISP	72ANDSUNNY, New York	UNITED STATES	72ANDSUNNY New York	FINAL CUT Los Angeles / MACHINE SOUND London / SIGNIFICANT OTHERS Los Angeles
A01/106	00089	TRANSITION BODY LOTION	UNILEVER	VASELINE PRODERMA TRANSITION BODY LOTION	OGILVY, Singapore	SINGAPORE	DOUBLE Y Bangkok / MUM FILMS Bangkok	
A01/108	00151	PROJECT FARM EQUAL	LAY'S	LAY'S	LEO BURNETT, Mumbai	INDIA		
A01/109	00058	DRUG TEST POSTER	JTBC	DRAMA 'STRONG GIRL NAM-SOON'	CHEIL WORLDWIDE, Seoul	SOUTH KOREA	PAULUS Seoul	
A01/114	00169	PINK CHIP	DEGIRO, UN WOMEN	PINK CHIP INDEX	AKQA, Amsterdam	NETHERLANDS	AKQA Amsterdam / THEMATIC CAPITAL San Francisco	AMP AMSTERDAM
A01/120	00161	GUARDED BUS STOP	ELETROMIDIA	GUARDED BUS STOP	ALMAPBBDO, Sao Paulo	BRAZIL	ANTFOOD Sao Paulo / CINE Sao Paulo / ELETROMIDIA Sao Paulo	

A01/131	00178	DABBA SAVINGS ACCOUNT	ESAF SMALL FINANCE BANK	ESAF SAVINGS BANK ACCOUNT	McCANN, Gurugram	INDIA	
A01/141	00166	CHILD WEDDING CARDS	UN WOMEN	UN WOMEN	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	KARMA KOLLECTIVE Karachi / SHINY TOY GUNS Karachi
A01/163	00162	5 DAYS? GIVE ME A BREAK.	O BOTICARIO	FATHER'S DAY	ALMAPBBDO, Sao Paulo	BRAZIL	RAW AUDIO Sao Paulo / SWEET FILMS Sao Paulo
Total Shortlisted:		17					

Media	PR	Additional
PHD San Jose	SHIFT PORTER NOVELLI San Jose	OMD San Jose
OLAY Singapore		
WAVEMAKER Gurgaon	AVIAN WE New Delhi	
	INPRESS PORTER NOVELLI Sao Paulo	AMBEV Sao Paulo
	EDELMAN London / EDELMAN New York	MEDIA.MONKS San Francisco / OGILVY London / UNILEVER London
FORSMAN & BODENFORS Singapore	FORSMAN & BODENFORS Singapore	
		ARTISANS DU FILM Paris
		WHATSAPP INC. Menlo Park
MINDSHARE Bangkok	EDELMAN Bangkok / OGILVY Singapore	
		PEPSICO Gurgaon
CHEIL WORLDWIDE Seoul	CHEIL WORLDWIDE Seoul	PHILMEDI Gyeonggi-do
		DEGIRO Amsterdam
ELETROMIDIA Sao Paulo		

ESAF SMALL FINANCE BANK
Thrissur / VIRTUAL EYE FILMS (V
EYE FILMS) Kochi
