

Brand Experience & Activation Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional
<u>A01 (Consumer Goods)</u>											
A01/021	00835	JARGON JUNKET	LIPTON	LIPTON ICE TEA	DDB SYDNEY	AUSTRALIA	GOOD OIL FILMS Sydney	SONAR MUSIC Sydney			
A01/023	00923	RETURNING CREATIVITY	CRAYOLA	CRAYOLA CRAYONS	DENTSU CREATIVE, New York	UNITED STATES	HUMMINGBIRD CONTENT STUDIO Santa Monica / MKTG New York	750MPH London / SPARK MUSIC GROUP Los Angeles / TAG New York	DENTSU X New York	DENTSU CREATIVE New York	COMPANY 3 New York / GAMMAKURV New York / TIFFANY CASTING COMPANY New York
A01/025	00327	OTHER HAND	CHEETOS PEPSICO	CHEETOS	GOODBY SILVERSTEIN & PARTNERS, San Francisco	UNITED STATES	DUMMY FILMS Los Angeles / OMNICOM PRODUCTION San Francisco	ARCADE EDIT Los Angeles / COMPANY 3 Los Angeles / DIRECT FOCUS Vancouver / SONIC UNION New York / THE MILL Chicago	OMD USA New York / VAYNERMEDIA New York	KETCHUM New York	KOLLECTIFF Los Angeles / RED ROCK OUTDOOR New York
A01/030	01184	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 Sao Paulo	RAW AUDIO Sao Paulo / SUGARCANE FILMES Sao Paulo / VML Sao Paulo	ESSENCEMEDIA COM Mexico City	OGILVY PR London	VML Johannesburg / VML Mexico City / VML Sydney
A01/031	01056	WORST CHILDREN'S LIBRARY	SAMSUNG	Samsung	DDB NEW ZEALAND, Auckland / TRIBAL AOTEAROA, Auckland	NEW ZEALAND	DDB NEW ZEALAND Auckland	CREATURE POST Auckland / DDB NEW ZEALAND Auckland		MANGO COMMUNICATION S Auckland	SAFE SURFER Tauranga / SAMSUNG ELECTRONICS Auckland
A01/047	00774	NAME THIS OREO	OREO	OREO	VML, New York	UNITED STATES	BELIEVE TV Santiago / SONIDO ANTRO Miami				
A01/049	00809	BAD LUCK REVERSER	REFISAL	REFISAL	NAME, Bogota / VML, New York	COLOMBIA / UNITED STATES	AKIRA CINE Bogota / BELIEVE TV Santiago / NAME Bogota / VOX HAUS Porto Alegre		SPARK FOUNDRY Bogota	DATTIS COMUNICACIONE S Bogota	
A01/051	01801	MEET ME AT THE COKE SIGN	COCA-COLA	COCA-COLA	OGILVY, Sydney	AUSTRALIA					BOXCUTTER Auckland
A01/062	01813	RECIPE FOR CHANGE	ARLA	PUCK	FP7 McCANN, Dubai	UNITED ARAB EMIRATES	CRAFT DUBAI			CURRENT GLOBAL Dubai	
A01/065	02049	CLUB CLASSIC	HELLMANN'S	HELLMANN'S MAYONNAISE	OGILVY UK, London	UNITED KINGDOM			MINDSHARE London	OGILVY UK London	
A01/080	02175	DROPS OF HOPE	KIMBERLY-CLARK	POISE	FCB NEW YORK	UNITED STATES	FCB NEW YORK / NARRATIVE Los Angeles	456 STUDIOS New York / PAPAMUSIC Buenos Aires / RCO New York		WEBER SHANDWICK Chicago	KIMBERLY-CLARK Chicago / PANOME BIO St. Louis
A01/092	02276	RETRO INFLUENCERS	SKOL	SKOL	GUT, Sao Paulo	BRAZIL			GUT Sao Paulo		AB INBEV Sao Paulo / BR MEDIA Sao Paulo / INPRESS PORTER NOVELLI Sao Paulo / NOIZE ENTRETENIMENTO Porto Alegre
<u>A02 (Healthcare)</u>											
A02/002	00074	855-HOW-TO-QUIT-(OPIOIDS)	ANZEN HEALTH	855-HOW-TO-QUIT-HELPLINE	SERVICEPLAN, Munich	GERMANY	JOJX Los Angeles	JAMM Venice CA	MEDIAPLUS GERMANY Munich	TULOM Sao Paulo	DAHOUSE AUDIO Overath / RAW MATERIALS Austin

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A02/008	00083	CAMDOM	BILLY BOY	THE FIRST DIGITAL CONDOM	INNOCEAN BERLIN	GERMANY	DAHOUSE AUDIO Berlin / JUNG&BILLIG Bremen / PAY4BRAIN Sao Paulo / RADICAL MEDIA Berlin	ESTUDIO DEAD PIXEL Sao Paulo	INNOCEAN WORLDWIDE EUROPE Frankfurt	CLAUDIA WUNSCH COMMUNICATION Berlin / PERSUASION London / PUNKT PR Hamburg
A02/021	02103	BABY MINDER	EUROFARMA	BABY MINDER	OGILVY HEALTH, New York	UNITED STATES	BUMBLEBEAT Sao Paulo / FUTVRE FACTORY Sao Paulo / MOL Sao Paulo / WIDELABS Porto Alegre	LADO ANIMATION Sao Paulo		
A02/027	01479	MOMMYPHONE	LABORATOIRE GALLIA	LABORATOIRE GALLIA CARELINE	BETC, Paris	FRANCE	ESQUISSE 3D BUREAU DETUDES Paris / GUM Paris / MAKE IT TANGIBLE Paris / SOLDATS FILMS Paris	1TO1 PARIS		BETC Paris

A03 (Automotive)

A03/012	00836	ROOBADGE	VOLKSWAGEN	AUTOMOTIVE ACCESSORY	DDB SYDNEY	AUSTRALIA	NAKATOMI Sydney / VERT DESIGN Sydney	MOSAIC MUSIC & SOUND Sydney		FLYING ROBOT Sydney / THE UNIVERSITY OF MELBOURNE
A03/015	01030	SUPPORTBELT	FORD	FORD SUPPORTBELT	VML, Detroit	UNITED STATES	HOGARTH WORLDWIDE Detroit / LEAR CORPORATION Southfield / NICE SHOES New York / SEVENTY 7 PRODUCTIONS Royal Oak	ASCHE & SPENCER Minneapolis / GOLDSOUND Detroit / HOWLING MUSIC Nashville	MINDSHARE Detroit	BURSON Detroit
A03/026	01568	THE INTERRUPTED GOAL	FIAT	FIAT HYBRID	LEO BRAZIL, Sao Paulo	BRAZIL	CANJA AUDIO CULTURE Curitiba / LEO BRAZIL Sao Paulo	LEO BRAZIL Sao Paulo	LEO BRAZIL Sao Paulo	LEO BRAZIL Sao Paulo

A04 (Travel, Leisure, Retail, Restaurants & Fast-Food Chains)

A04/039	01877	THE KIMBERLY PRICE	PLAZA VEA	PLAZA VEA	FAHRENHEIT DDB, Lima	PERU	CANICA FILMS Lima	GRECIA STUDIO Lima		KAZOO AUDIO Lima
A04/058	00634	LIDLIZE	LIDL	RETAIL	MARCEL, Paris	FRANCE				BRIA Tel Aviv / LIDL Chatenay- Malabry / STARCOM Paris
A04/070	01165	WINTER TAKES ON COLORS	MCDONALD'S POLSKA	DRWALA BURGER (LIMITED TIMED OFFER)	DDB WARSAW	POLAND	PANOWIE PROGRAMISCI Warsaw / PAPAYA FILMS Warsaw	JUICE Warsaw / RIO DE POST Warsaw	OMD Warsaw	24/7 COMMUNICATION Warsaw

A05 (Media/Entertainment)

A05/002	00412	SEVERANCE - THE CUBE	APPLE	ORIGINAL SERIES ON APPLE TV+	APPLE, Cupertino	UNITED STATES	KAMP GRIZZLY Portland		OMD Burbank	APPLE Cupertino
A05/025	01622	SLOW DOWN BILLBOARD	ELETROMIDIA	SLOW DOWN BILLBOARD	ARTPLAN, Sao Paulo	BRAZIL	CREME COMPANY Sao Paulo / HALLEY SOUND Sao Paulo			APPROACH COMUNICACAO Sao Paulo
A05/026	02336	CAPTION WITH INTENTION	ACADEMY OF MOTION PICTURE ARTS & SCIENCES - RAKISH - CHICAGO HEARING SOCIETY	CLOSED CAPTIONING	FCB CHICAGO	UNITED STATES	BELIEVE TV Santiago	456 STUDIOS Chicago / BOGOTA Curitiba / PES MOTION STUDIO Highland Park		ACADEMY OF MOTION PICTURE ARTS AND SCIENCES Los Angeles / CHICAGO HEARING SOCIETY Chicago / RAKISH Los Angeles

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A05/027	11592	HAALAND PAYBACK TIME	CLASH OF CLANS	CLASH OF CLANS	DAVID, New York	UNITED STATES	BUTTER New York / FOUNDER Manchester / SUPERCELL Helsinki	THE ROMANS London
A05/028	12035	THE ROYALE WILL	CLASH ROYALE	CLASH ROYALE	DAVID, New York	UNITED STATES	REBECA Lima / SORDO AUDIO Lima / ZUMBA Barranco	

A06 (Consumer Services/Business to Business)

A06/011	01200	SPREADBEATS	SPOTIFY	SPOTIFY	FCB NEW YORK	UNITED STATES	COLOSSAL Curitiba	DAHOUSE AUDIO Los Angeles
A06/013	01297	PLASTIC BLOOD	OKA BIOTECH	OKA BIOTECH	DM9, Sao Paulo	BRAZIL	DM9 Sao Paulo	DM9 Sao Paulo

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

A07/016	00999	LESSONS OF SHAME	WORLD VISION	INSTITUTIONAL	HAVAS COSTA RICA, San Antonio	COSTA RICA	HAVAS COSTA RICA San Antonio	HAVAS COSTA RICA San Antonio	HAVAS COSTA RICA San Antonio	HAVAS COSTA RICA San Antonio
A07/018	01089	LEGACY LAGER	LEGACY AUSTRALIA	LEGACY AUSTRALIA	VML, Sydney	AUSTRALIA	DIVISION Sydney / MACGYVER MODELS Sydney	ARC EDIT Sydney / NOISE INTERNATIONAL Sydney	VML Sydney	SABIO Brisbane
A07/023	02052	SIG - FACING BULLYING	SIG	INFORMATION	PUBLICIS CONSEIL, Paris	FRANCE	MASSCORP Paris	MASSCORP Paris		
A07/040	01340	THE FINAL EXAM	CHANGE THE REF	PRO BONO	ENERGY BBDO, Chicago	UNITED STATES	DRUID CREATIVE GAMING Sao Paulo / FLUTU MUSIC Sao Paulo / WEBCORE INTERACTIVE GAMES Sao Paulo		CASHMAN & ASSOCIATES Philadelphia / DRUID CREATIVE GAMING Sao Paulo	CREO Chicago / FLUTU MUSIC Sao Paulo

B01 (Social Engagement & Integration for Live Experience)

B01/010	01268	THE SOCIAL FEED	HUNGERSTATION	FOOD DELIVERY APP	VML, Dubai	UNITED ARAB EMIRATES				
B01/024	01876	THE KIMBERLY PRICE	PLAZA VEA	PLAZA VEA	FAHRENHEIT DDB, Lima	PERU	CANICA FILMS Lima	GRECIA STUDIO Lima		KAZOO AUDIO Lima
B01/031	02332	GULF OF MEXICO (BAR)	TECATE	TECATE LIGHT	LEPUB, Mexico City	MEXICO	LANDIA Mexico City	LANDIA Mexico City	DENTSU RED STAR Mexico City	SERNA Mexico City

B02 (Use of Mobile & Devices)

B02/030	01047	RESHAPING RUGBY: THE WORLD'S FIRST TIKTOK FINAL	2DEGREES	2DEGREES MOBILE	TBWA\NEW ZEALAND, Auckland	NEW ZEALAND	IDC PHOTOGRAPHY Auckland	TBWA\NEW ZEALAND Auckland	OMD Auckland	TBWA\ELEVEN Auckland	2DEGREES Auckland
B02/040	01528	HARMONISER	TWIX	TWIX	adam&eveDDB, London	UNITED KINGDOM	PLAN8 Stockholm / ROGUE FILMS London / VONAGE London	1920VFX London / COMPANY 3 London / FACTORY STUDIOS London / WORK EDITORIAL London	ESSENCEMEDIA COM London	KETCHUM London	KING HENRY London / MARS London / META London
B02/044	00776	NAME THIS OREO	OREO	OREO	VML, New York	UNITED STATES	BELIEVE TV Santiago / SONIDO ANTRO Miami				
B02/051	01518	855-HOW-TO- QUIT-(OPIOIDS)	ANZEN HEALTH	855-HOW-TO-QUIT- HELPLINE	SERVICEPLAN, Munich	GERMANY	JOJX Los Angeles	JAMM Venice CA	MEDIAPLUS GERMANY Munich	TULOM Sao Paulo	DAHOUSE AUDIO Overath / RAW MATERIALS Austin

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B02/065	02264	SHADE TRACKER	MICHELOB ULTRA	MICHELOB ULTRA	GUT, Sao Paulo	BRAZIL	GUT Sao Paulo				20DASH INC San Jose / 3PM/WEBER SHANDWICK New York / ABINBEV New York / DRAGON.FLY AUDIO Sao Paulo / GINGA PICTURES LLC Miami
B02/075	02282	FANTASIAPP	MERCADO PAGO	MERCADO PAGO INSTITUCIONAL	GUT, Sao Paulo	BRAZIL			GUT Sao Paulo	CDN Sao Paulo / GUT Sao Paulo	MERCADO PAGO Sao Paulo / ZETABE POWERED BY MEDIABRANDS Sao Paulo

B03 (Use of Website/Microsites)

B03/007	00934	THE SHOTLINE	CHANGE THE REF & MARCH FOR OUR LIVES	GUN REFORM	MULLENLOWE U.S., New York	UNITED STATES	EDISEN New York / MULLENLOWE U.S. New York		MEDIAHUB GLOBAL Boston	MULLENLOWE U. S. New York	
B03/027	01304	DANCING WASHERS	WHIRLPOOL	WHIRLPOOL	VML, Mexico City	MEXICO	PALMAR PRODUCTIONS Mexico	PALMAR PRODUCTIONS Mexico	VML Mexico City		

B04 (New Realities & Emerging Tech)

B04/028	01748	THE EYES DRIBBLE	HEINEKEN	HEINEKEN	LEPUB, Milan / PUBLICIS, Buenos Aires	ITALY / ARGENTINA	THE MOVEMENT – BY LANDIA Chacarita		HAVAS MEDIA Buenos Aires	NINCH COMPANY Buenos Aires	
B04/039	02294	ADD YOUR LOGO	NOTCO	NOTCO	GUT, Mexico City	MEXICO	ENTROPY Mexico City				
B04/040	02218	BODY SWAP	NETFLIX	ONLINE GAME	AKQA, Auckland / AKQA, Melbourne / AKQA, Sao Paulo	NEW ZEALAND / AUSTRALIA / BRAZIL	AKQA Auckland / AKQA Melbourne / AKQA Sao Paulo				NETFLIX Los Angeles
B04/046	01751	LAP OF LEGENDS	AB INBEV - MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	UNITED STATES	THE MILL New York	456 STUDIOS New York / THE MILL New York	STARCOM New York	WEBER SHANDWICK New York	160OVER90 New York / FORMULA 1 London / WILLIAMS F1 Oxford

B05 (Gaming-Led Brand Experience)

B05/008	00430	FIZZOOKA	PERFETTI VAN MELLE	MENTOS	BBH, London	UNITED KINGDOM	BEYOND CREATIVE Dublin / METAVISION London / WE MAKE STUFF HAPPEN Hove		WAVEMAKER London	APEX PR Toronto / BBH London / HET PERS BUREAU Amsterdam / MERCIECA LTD London	
B05/010	00184	KFC AUTO GRAND PRIX	KFC	KFC AUTO	PS21, Madrid	SPAIN				PS21 Madrid	MEME Madrid / MIAI BRAND PARTNERSHIPS Weybridge
B05/012	00438	PIZZA WRMR	PIZZA HUT CANADA	THE PIZZA HUT PIZZA WRMR	LEO, Toronto	CANADA	OBJEX UNLIMITED Mississauga / THEPUB PRODUCTIONS Toronto				DIAMOND INTEGRATED MARKETING Toronto / EDELMAN Toronto / PIZZA HUT CANADA Woodbridge / WAVEMAKER Toronto
B05/020	01115	TELUS GAMERX	TELUS	TELUS	RETHINK, Toronto	CANADA	CYCLE MEDIA New York	CYCLE MEDIA New York / WAVE STUDIOS New York			TELUS Vancouver
B05/036	01954	GREAT IN-GAME WEDDING	BATTLEGROUNDS MOBILE INDIA	GREAT IN-GAME WEDDING	DDB MUDRA, Mumbai	INDIA	THE BOMBAY FILM COMPANY Mumbai	THE BOMBAY FILM COMPANY Mumbai			
B05/038	02220	BODY SWAP	NETFLIX	ONLINE GAME	AKQA, Auckland / AKQA, Melbourne / AKQA, Sao Paulo	NEW ZEALAND / AUSTRALIA / BRAZIL	AKQA Auckland / AKQA Melbourne / AKQA Sao Paulo				NETFLIX Los Angeles

B06 (Digital Installations)

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B06/014	02323	PUBLIC MONEY ATM	MASTERCARD	MASTERCARD	McCANN POLAND, Warsaw	POLAND	FP7 McCANN Dubai		ASSEMBLY GLOBAL Warsaw	SOLSKI COMMUNICATION S Warsaw	MASTERCARD POLAND Warszawa
B09 (Tech-Led Brand Experience)											
B09/001	00070	ANIMAL ALERTS	PETPACE	ANIMAL ALERTS	SERVICEPLAN, Munich / L&C, New York	GERMANY / UNITED STATES	REBECA Lima	NATIVO POST Lima	MEDIAPLUS GERMANY Munich	PEPPERCOMM New York	AGOSTO MUSIC Lima / ASTRAL KREATIV Munich / EAT, SLEEP + DESIGN Berlin / ZEPPELIN Lima
B09/003	00175	MEMORY SHOTS	KODAK	KODAK	HAPPINESS, AN FCB ALLIANCE, Brussels	BELGIUM	AMOK Mechelen / BLISS Brussels	BLISS Brussels			
B09/015	00833	ROOBADGE	VOLKSWAGEN	AUTOMOTIVE ACCESSORY	DDB SYDNEY	AUSTRALIA	NAKATOMI Sydney / VERT DESIGN Sydney	MOSAIC MUSIC & SOUND Sydney			FLYING ROBOT Sydney / THE UNIVERSITY OF MELBOURNE
B09/022	01198	SPREADBEATS	SPOTIFY	SPOTIFY	FCB NEW YORK	UNITED STATES		COLOSSAL Curitiba			DAHOUSE AUDIO Los Angeles
B09/040	02142	PAY IT FORWARD	INDIO	INDIO BEER	OGILVY, Mexico City	MEXICO	LANDIA Mexico City	WIP POST Mexico City	DENTSU CREATIVE Mexico City		
B09/051	02105	BABY MINDER	EUROFARMA	BABY MINDER	OGILVY HEALTH, New York	UNITED STATES	BUMBLEBEAT Sao Paulo / FUTVRE FACTORY Sao Paulo / MOL Sao Paulo / WIDELABS Porto Alegre	LADO ANIMATION Sao Paulo			
B09/053	02262	SHADE TRACKER	MICHELOB ULTRA	MICHELOB ULTRA	GUT, Sao Paulo	BRAZIL	GUT Sao Paulo				20DASH INC San Jose / 3PM/WEBER SHANDWICK New York / ABINBEV New York / DRAGON.FLY AUDIO Sao Paulo / GINGA PICTURES LLC Miami
B09/055	01012	MAKEUP PAYMENT	MASTERCARD	MASTERCARD	MRM, Sao Paulo	BRAZIL					
B09/056	11575	THE SHADED ROUTE	HUNGERSTATION	HUNGERSTATION DELIVERY APP	VML, Riyadh	SAUDI ARABIA	BLUE ELEPHANT Riyadh			VML Riyadh	
B09/062	00637	LIDLIZE	LIDL	RETAIL	MARCEL, Paris	FRANCE					BRIA Tel Aviv / LIDL Chatenay-Malabry / STARCOM Paris
B09/065	01750	LAP OF LEGENDS	AB INBEV - MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	UNITED STATES	THE MILL New York	456 STUDIOS New York / THE MILL New York	STARCOM New York	WEBER SHANDWICK New York	160OVER90 New York / FORMULA 1 London / WILLIAMS F1 Oxford
B09/066	02216	MENOPAUSE MODE	LG BRASIL	LG AI DUAL INVERTER AIR CONDITIONER	ALMAPBBDO, Sao Paulo	BRAZIL	20DASH Sao Paulo / COMPANIA Sao Paulo / GANSO MUSIC Sao Paulo				
C01 (Customer Retail/In-store Experience)											
C01/025	00677	FOUND IN THE SHADOWS	MCDONALD'S	MCDONALD'S FAST FOOD RESTAURANT	LEO, Shanghai	MAINLAND CHINA					
C01/026	01050	CERTIFIED TOASTERS	GOODMAN FIELDER	VOGEL'S	DDB NEW ZEALAND, Auckland	NEW ZEALAND		DDB NEW ZEALAND Auckland / TOYBOX Auckland			GOODMAN FIELDER NZ Auckland / MARKET MEDIA Auckland / MBM Auckland
C01/027	01025	WINTER TAKES ON COLORS	MCDONALD'S POLSKA	DRWALA BURGER (LIMITED TIMED OFFER)	DDB WARSAW	POLAND	PANOWIE PROGRAMISCI Warsaw / PAPAYA FILMS Warsaw	JUICE Warsaw / RIO DE POST Warsaw	OMD Warsaw		24/7 COMMUNICATION Warsaw

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C01/030	01168	SAUCY NUGGETS DISPENSARY	KFC CORPORATION INC	KFC SAUCY NUGGETS (5 FLAVORS: HONEY SRIRACHA, KOREAN BBQ, STICKY CHICKY, GEORGIA GOLD, NASHVILLE HOT)	LEO, Chicago	UNITED STATES	M SS NG P ECES New York		SPARK FOUNDRY Chicago	EDELMAN Chicago	
C01/031	01187	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 Sao Paulo	RAW AUDIO Sao Paulo / SUGARCANE FILMES Sao Paulo / VML Sao Paulo	ESSENCEDIA COM Mexico City	OGILVY PR London	VML Johannesburg / VML Mexico City / VML Sydney
C01/032	01076	FOLLOWERS STORE	NEW BALANCE	NEW BALANCE	LEPUB, Sao Paulo	BRAZIL	JAMUTE Sao Paulo / MAD SOUNDS PRODUCTIONS Sao Paulo / RISING Sao Paulo				ONEFAN Sao Paulo / SAO PAULO FC Sao Paulo
C01/044	00808	BAD LUCK REVERSER	REFISAL	REFISAL	NAME, Bogota / VML, New York	COLOMBIA / UNITED STATES	AKIRA CINE Bogota / BELIEVE TV Santiago / NAME Bogota / VOX HAUS Porto Alegre		SPARK FOUNDRY Bogota	DATTIS COMUNICACIONES Bogota	
C01/056	02196	LUCKY YATRA	INDIAN RAILWAYS	RAILWAY SERVICE	FCB INDIA, Mumbai	INDIA					
C01/070	01913	FOOD DESERVES PEPSI	PEPSI PEPSICO	PEPSI	BBDO NEW YORK	UNITED STATES	BEHAVIOR New York / OMNICOM PRODUCTION New York	BEHAVIOR New York	OMD USA New York	ACCELERATION COMMUNITY OF COMPANIES New York	DIRECT FOCUS MARKETING COMMUNICATIONS INC Winnipeg
C02 (Retail Promotions & Competitions)											
C02/009	00102	IKEA HIDDEN TAGS	IKEA	IKEA	UZINA, Lisbon	PORTUGAL	MUTE SOUND DESIGN Lisbon / PLAYGROUND Lisbon				
C02/026	01073	FOLLOWERS STORE	NEW BALANCE	NEW BALANCE	LEPUB, Sao Paulo	BRAZIL	JAMUTE Sao Paulo / MAD SOUNDS PRODUCTIONS Sao Paulo / RISING Sao Paulo				ONEFAN Sao Paulo / SAO PAULO FC Sao Paulo
C02/037	01159	EVERY SAUCE	HEINZ	EVERY SAUCE	WIEDEN+KENNEDY, London	UNITED KINGDOM	WRACK London	STANLEYS POST London		WONDERLAND COMMUNICATION S Bristol	WIEDEN+KENNEDY London
C02/041	01544	SECOND SCREEN STAREDOWN	TWIX	TWIX	adam&eveDDB, London	UNITED KINGDOM	UNIT9 London			KETCHUM New York / WEBER SHANDWICK New York	ESSENCEDIA COM Chicago / MARS London / PROMOWATCH Union Lake
C02/060	01434	FICTIONAL INSURANCE	RCN/PRIME	INSURANCE	DDB COLOMBIA, Bogota	COLOMBIA					
C02/063	11042	SAD KAMA-CHAN	BAR B Q PLAZA	BAR B Q PLAZA	GREY THAILAND, Bangkok	THAILAND	FOOD PASSION Bangkok		FOOD PASSION Bangkok		
C02/066	02268	COUPON RAIN	MERCADO LIVRE	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL			GUT Sao Paulo	CDN Sao Paulo / GUT Sao Paulo	MERCADO LIVRE Sao Paulo / ZETABE POWERED BY MEDIABRANDS Sao Paulo
C02/078	01305	DANCING WASHERS	WHIRLPOOL	WHIRLPOOL	VML, Mexico City	MEXICO	PALMAR PRODUCTIONS Mexico	PALMAR PRODUCTIONS Mexico	VML Mexico City		

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C02/087	01926	THE CHEEKY CONTROLLER	XBOX	XBOX CONTROLLER	McCANN, London	UNITED KINGDOM	CRAFT London / CRAFT Manchester / PAVILION WORKS London / TAKEOFF London	CRAFT London / CRAFT Manchester / PAVILION WORKS London	ASSEMBLY MEDIA Seattle	AYZENBERG GROUP Pasadena / SUPERDIGITAL Miami / TWOFOLD CREATIVE Gold Coast / XBOX MICROSOFT Seattle	
C03 (Customer Acquisition & Retention)											
C03/007	00101	IKEA HIDDEN TAGS	IKEA	IKEA	UZINA, Lisbon	PORTUGAL	MUTE SOUND DESIGN Lisbon / PLAYGROUND Lisbon				
C03/014	01057	CERTIFIED TOASTERS	GOODMAN FIELDER	VOGEL'S	DDB NEW ZEALAND, Auckland	NEW ZEALAND		DDB NEW ZEALAND Auckland / TOYBOX Auckland		GOODMAN FIELDER NZ Auckland / MARKET MEDIA Auckland / MBM Auckland	
C03/015	01189	HEINZ CHIP DIP	KRAFT HEINZ	HEINZ KETCHUP	RETHINK, Toronto	CANADA	LELLOI Montreal	DARLING COLOUR & VFX Toronto / OSO AUDIO Toronto / SAINTS EDITORIAL Toronto	CARAT Chicago	ZENO GROUP Chicago	KRAFT HEINZ COMPANY Chicago
C03/023	00901	THE PARENTAL LEAVE MORTGAGE	NORDEA	THE PARENTAL LEAVE MORTGAGE	NORD DDB, Stockholm / NORD DDB, Copenhagen / NORD DDB, Helsinki	SWEDEN / DENMARK / FINLAND					
C03/024	01185	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 Sao Paulo	RAW AUDIO Sao Paulo / SUGARCANE FILMES Sao Paulo / VML Sao Paulo	ESSENCEMEDIA COM Mexico City	OGILVY PR London	VML Johannesburg / VML Mexico City / VML Sydney
C03/029	01199	SPREADBEATS	SPOTIFY	SPOTIFY	FCB NEW YORK	UNITED STATES		COLOSSAL Curitiba			DAHOUSE AUDIO Los Angeles
C03/030	01031	SUPPORTBELT	FORD	FORD SUPPORTBELT	VML, Detroit	UNITED STATES	HOGARTH WORLDWIDE Detroit / LEAR CORPORATION Southfield / NICE SHOES New York / SEVENTY 7 PRODUCTIONS Royal Oak	ASCHE & SPENCER Minneapolis / GOLDSOUND Detroit / HOWLING MUSIC Nashville	MINDSHARE Detroit	BURSON Detroit	
C03/049	00997	HEINECARE	HEINEKEN	HEINEKEN BEER	PUBLICIS LONDON, London	UNITED KINGDOM			HEINEKEN UK London	COW London	LEPUB Amsterdam / LEPUB Milan
C03/054	02199	LUCKY YATRA	INDIAN RAILWAYS	RAILWAY SERVICE	FCB INDIA, Mumbai	INDIA					
C03/059	01436	FICTIONAL INSURANCE	RCN/PRIME	INSURANCE	DDB COLOMBIA, Bogota	COLOMBIA					
C03/062	02176	DROPS OF HOPE	KIMBERLY-CLARK	POISE	FCB NEW YORK	UNITED STATES	FCB NEW YORK / NARRATIVE Los Angeles	456 STUDIOS New York / PAPAMUSIC Buenos Aires / RCO New York		WEBER SHANDWICK Chicago	KIMBERLY-CLARK Chicago / PANOME BIO St. Louis
C03/072	00181	NOT JUST STOCKHOLM FILM FESTIVAL	STOCKHOLM INTERNATIONAL FILM FESTIVAL	STOCKHOLM INTERNATIONAL FILM FESTIVAL	ROCKET - SCIENCE / GEELMUYDEN KIESE, Stockholm	SWEDEN	BLECKOUT Stockholm	GANGSTERS POST Stockholm / UNTITLED SERVICES Stockholm		GEELMUYDEN KIESE Stockholm / ROCKET - SCIENCE / GEELMUYDEN KIESE Stockholm	

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C03/073	02311	LIFE DONOR CARD	MASTERCARD	LIFE DONOR FEATURE	MRM GERMANY, Frankfurt	GERMANY	FP7 McCANN Dubai / MRM GERMANY Frankfurt / TONY PETERSEN FILM Hamburg	TONY PETERSEN FILM Hamburg	DENTSU X Frankfurt am Main	WEBER SHANDWICK Munich
C03/074	10118	CHOOSE UBER	HEETCH	HEETCH	BETC, Paris	FRANCE	SOLDATS FILMS Paris			

D01 (Live Brand Experience or Activation)

D01/016	00171	THE FLAME THAT WASN'T A FLAME	EDF	EDF	BETC, Paris / EDF, Paris	FRANCE	ATELIER BLAM Nantes / EDF Paris / FALABRACKS Paris / MOVEMENT Paris		HAVAS MEDIA Paris / HAVAS PLAY Paris	EDF Paris
D01/022	00292	CHEAT ON YOUR CHEESEBURGER	PIZZA HUT CANADA	PIZZA HUT'S CHEESEBURGER MELT	LEO, Toronto	CANADA	MERCHANT Toronto	FORT YORK VFX Toronto / GRAYSON MUSIC Toronto / OUTSIDER EDITORIAL Toronto		PIZZA HUT CANADA Woodbridge
D01/030	00654	LAY'S BAR CRAWL	LAY'S	LAY'S	SLAP GLOBAL, Buenos Aires / PEPSICO, Harrison	ARGENTINA / UNITED STATES			OMD USA New York	
D01/039	01145	UNSILENCE THE CROWD	SELA	SELA	VML, London	UNITED KINGDOM	SELA Jeddah		SPECTACLE London	CUTE CIRCUIT London / NEWCASTLE UNITED Newcastle Upon Tyne
D01/045	01294	PLASTIC BLOOD	OKA BIOTECH	OKA BIOTECH	DM9, Sao Paulo	BRAZIL	DM9 Sao Paulo		DM9 Sao Paulo	DM9 Sao Paulo
D01/053	01171	INFINITE SUNSET	CORONA	CORONA CERO	GREY, Sao Paulo	BRAZIL	LOUD+ Sao Paulo / PEOPLE Sao Paulo		AFRICA CREATIVE DDB Sao Paulo / BE180 Sao Paulo	INPRESS PORTER NOVELLI Sao Paulo
D01/064	02094	FISHERMEN STORYTELLERS	CORONA	BEER	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	BLACK MADRE Sao Paulo / LOUD+ Sao Paulo / MONKEY Sao Paulo / RECONCAVO Sao Paulo			DROGA5, PART OF ACCENTURE SONG Sao Paulo
D01/066	01636	TOUCHBOARDS DISCOUNT	ITAÚ UNIBANCO	BANK	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	ANTFOOD Sao Paulo / ZAINE FILMES Sao Paulo		AFRICA CREATIVE DDB Sao Paulo	
D01/067	02137	AEROMEXICANO S	AEROMEXICO	AEROMEXICO	OGILVY, Mexico City	MEXICO	ORIENTAL FILMS Mexico City	AZOTEA POST Mexico City / FARO VFX La Tebaida / FONOBOX Mexico / TORNUS AGENCY Mexico City		OGILVY Mexico City
D01/074	01654	ADS COVER RENTS	BRAHMA	BEER	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	FILMART Rio de Janeiro / HALLEY SOUND Sao Paulo		AFRICA CREATIVE DDB Sao Paulo	HOUSI Sao Paulo
D01/106	01949	TRUST BARS	HEINEKEN	HEINEKEN	LEPUB, Singapore / LEPUB, Milan	SINGAPORE / ITALY	CORE-A STUDIOS Seoul / CREAM Paris / DFY Seoul	DISCTODISC PRODUCTIONS Milan / PRODIGIOUS SINGAPORE		HEINEKEN Amsterdam / HEINEKEN Seoul / WORK POST Singapore

D02 (Guerrilla Marketing & Stunts)

D02/033	00653	LAY'S BAR CRAWL	LAY'S	LAY'S	SLAP GLOBAL, Buenos Aires / PEPSICO, Harrison	ARGENTINA / UNITED STATES			OMD USA New York	
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Brand Experience & Activation Shortlist

D02/035	00690	THE INCONVENIENCE STORE	VIBRA	VIBRA	PROS, Sao Paulo	BRAZIL	A-GANDAIA STUDIO Sao Paulo / CORDEL AUDIO Sao Paulo / MUNDO URSO Sao Paulo / SARCA Santo Andre		INPRESS PORTER NOVELLI Rio De Janeiro / PROS Sao Paulo	LIVE CENOGRAFIA Taboao da Serra / UGO ZAMPONI Rio de Janeiro / WADO GONCALVES & DIEGO OGNIBENI Sao Paulo
D02/039	01221	PROGRESSO SOUP DROPS	PROGRESSO	PROGRESSO CANNED SOUPS	EDELMAN, Chicago	UNITED STATES	MAUREEN MOMOKO FRITZ Chicago	EDELMAN Chicago	EDELMAN Chicago	KNECHTEL Chicago / PROMOTION MANAGEMENT CENTER INC Stacy / THE SOCIAL LIGHTS Minneapolis / YANIV CONSULTING Minnetonka
D02/047	01000	LESSONS OF SHAME	WORLD VISION	INSTITUTIONAL	HAVAS COSTA RICA, San Antonio	COSTA RICA	HAVAS COSTA RICA San Antonio	HAVAS COSTA RICA San Antonio	HAVAS COSTA RICA San Antonio	HAVAS COSTA RICA San Antonio
D02/053	01298	PLASTIC BLOOD	OKA BIOTECH	OKA BIOTECH	DM9, Sao Paulo	BRAZIL	DM9 Sao Paulo		DM9 Sao Paulo	DM9 Sao Paulo
D02/066	01789	OPEN ENDORSEMENTS	KFC CANADA	KFC CHICKEN	COURAGE, Toronto	CANADA	MERCHANT Toronto	ALTER EGO Toronto / VAPOR MUSIC Toronto		NARRATIVE Toronto
D02/076	10918	CARREFOURSA - GHOST TOWN	CARREFOURSA	RETAIL	TBWAISTANBUL	TURKEY	ORGANIC FILM Istanbul		PUBLICIS ISTANBUL	MOMENTUM Istanbul
D02/079	01963	MAYO EXCHANGE	HELLMANN'S	HELLMANN'S MAYONNAISE	EDELMAN, London	UNITED KINGDOM	EDELMAN London		MINDSHARE London	EDELMAN London
D02/081	01770	WENDY'S FROSTY FIX	WENDY'S	FAST FOOD RESTAURANT / QSR	VML, Kansas City	UNITED STATES	PLAN A FILMS Johnson City / THE WENDY'S COMPANY Dublin / TMA Dallas / VML Kansas City	THE WENDY'S COMPANY Dublin	THE WENDY'S COMPANY Dublin	KETCHUM Chicago / THE WENDY'S COMPANY Dublin
D02/086	02044	CLUB CLASSIC	HELLMANN'S	HELLMANN'S MAYONNAISE	OGILVY UK, London	UNITED KINGDOM			MINDSHARE London	OGILVY UK London
D02/088	00926	DEPRESSED BEDROOMS	CASAIDEAS	DECOR STORE	BOOST BRAND ACCELERATOR, Lima	PERU	AUDIOCAST Lima / VISION & SONIDO San Isidro			CASAIDEAS Lima
D02/093	01655	ADS COVER RENTS	BRAHMA	BEER	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	FILMART Rio de Janeiro / HALLEY SOUND Sao Paulo		AFRICA CREATIVE DDB Sao Paulo	HOUSI Sao Paulo
D02/101	02167	SKINCARE FOR DOWN THERE	SAFORELLE	SAFORELLE	McCANN, Paris / McCANN HEALTH, London	FRANCE / UNITED KINGDOM	CRAFT Paris	CIRCONFLEX Paris		WEBER SHANDWICK Paris / L'OREAL Paris
D02/113	02361	OREO HISTORY IN THE BAKING	OREO	OREO	LEO, Mumbai	INDIA		PUBLICIS INDIA Mumbai	WAVEMAKER Mumbai	MONDELEZ Mumbai
D02/117	01599	REPORT THIS AD	VERIS	ONLINE MENTAL HEALTH INSTITUTION	PARADAIS DDB, Guayaquil	ECUADOR	APOLO Quito		PARADAIS DDB Guayaquil	
D02/147	11705	LAYOVER BILLBOARDS	LATAM AIRLINES	LATAM AIRLINES	McCANN, Santiago	CHILE			McCANN Santiago	

D03 (Brand-Owned Experiences)

D03/008	00272	THE MOZART DROP	INTERNATIONALE STIFTUNG MOZARTEUM	DIGITAL KÖCHEL CATALOG	FORK UNSTABLE MEDIA, Hamburg	GERMANY				
D03/037	01027	WINTER TAKES ON COLORS	MCDONALD'S POLSKA	DRWALA BURGER (LIMITED TIMED OFFER)	DDB WARSAW	POLAND	PANOWIE PROGRAMISCI Warsaw / PAPAYA FILMS Warsaw	JUICE Warsaw / RIO DE POST Warsaw	OMD Warsaw	24/7 COMMUNICATION Warsaw
D03/045	01201	SPREADBEATS	SPOTIFY	SPOTIFY	FCB NEW YORK	UNITED STATES			COLOSSAL Curitiba	DAHOUSE AUDIO Los Angeles
D03/057	02096	FISHERMEN STORYTELLERS	CORONA	BEER	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	BLACK MADRE Sao Paulo / LOUD+ Sao Paulo / MONKEY Sao Paulo / RECONCAVO Sao Paulo			DROGA5, PART OF ACCENTURE SONG Sao Paulo

Brand Experience & Activation Shortlist

D03/058	02157	PUB SUCCESSION	HEINEKEN	HEINEKEN	LEPUB, Milan / PUBLICIS, Dublin	ITALY / IRELAND	BANJOMAN FILMS Dublin		DENTSU RED STAR Dublin / RED STAR New York / RED STAR Sydney	MBOOTH New York / THE ROMANS London / THINKHOUSE Dublin	
D03/061	02135	EYE TEST MENU	TITAN COMPANY LIMITED	EYEWEAR	OGILVY, Bangalore	INDIA	ABSOLUTE PRODUCTIONS Mumbai		OGILVY Bangalore		OGILVY Mumbai / TIMESLIDER Mumbai / TITAN Bangalore
D03/069	02198	LUCKY YATRA	INDIAN RAILWAYS	RAILWAY SERVICE	FCB INDIA, Mumbai	INDIA					
D03/070	01396	CLANDESTINATION	PROCOLOMBIA	COLOMBIA, THE COUNTRY OF BEAUTY	DDB COLOMBIA, Bogota	COLOMBIA	LUTHER FILMS Medellin				AGENCIA QUIROGA MEDIOS Bogota / DRAGONFLY Bogota
D03/073	02328	SHADES OF RED	COCA-COLA	COCA-COLA COMPANY	DAVID, Madrid	SPAIN	PICKLE MUSIC Madrid / STINK FILMS Los Angeles		ESSENCEMEDIA COM Mexico City		THE COCA-COLA COMPANY Mexico City
D03/074	02219	BODY SWAP	NETFLIX	ONLINE GAME	AKQA, Auckland / AKQA, Melbourne / AKQA, Sao Paulo	NEW ZEALAND / AUSTRALIA / BRAZIL	AKQA Auckland / AKQA Melbourne / AKQA Sao Paulo				NETFLIX Los Angeles
D03/075	02331	GULF OF MEXICO (BAR)	TECATE	TECATE LIGHT	LEPUB, Mexico City	MEXICO	LANDIA Mexico City	LANDIA Mexico City	DENTSU RED STAR Mexico City	SERNA Mexico City	
D03/082	02347	AIRBNB UP-HOUSE	AIRBNB	AIRBNB ICONS	WEBER SHANDWICK, San Francisco / WEBER SHANDWICK, Los Angeles / WEBER SHANDWICK, Seattle / WEBER SHANDWICK, Atlanta / WEBER SHANDWICK, Toronto	UNITED STATES / CANADA	HOGWASH STUDIOS Miami Beach / VERB California	HOGWASH STUDIOS Miami Beach	DKC PUBLIC RELATIONS New York / WEBER SHANDWICK San Francisco	DKC PUBLIC RELATIONS New York / WEBER SHANDWICK San Francisco	DISNEY INTERACTIVE MEDIA GROUP Burbank / GET ENGAGED MEDIA Atlanta
D03/088	02326	ABRACADABRA: FROM FAN TO FEATURED	MASTERCARD	MASTERCARD	McCANN XBC, New York	UNITED STATES	CRAFT WORLDWIDE New York / MERMAN PRODUCTIONS New York			KETCHUM New York	CARAT New York / MORNINGVIEW Los Angeles, California / R&CPMK New York / THE BROOKLYN BROTHERS New York

D04 (Sponsorship & Brand Partnership)

D04/014	00318	INSTACART - WE'RE HERE	INSTACART	INSTACART	TBWA\CHIAT\DAY, Los Angeles	UNITED STATES	180 Los Angeles / CANYON ROAD ENTERTAINMENT Burbank / HUNGRY MAN Culver City / PLATINUM RYE ENTERTAINMENT Chicago	CABIN EDITING COMPANY Los Angeles / JAMM Culver City / LIME Los Angeles / THE TRAFIK Santa Monica	TINUITI New York	SMALL GIRLS PR Los Angeles	
D04/024	00741	BKFC: THE IMPOSSIBLE COLLAB'	BURGER KING FRANCE	FAST FOOD	BUZZMAN, Paris / HAVAS PARIS	FRANCE	HENRY Paris / SCHMOOZE Paris		HAVAS PARIS / WAVEMAKER Paris	BUZZMAN Paris	KFC FRANCE Clichy
D04/026	00945	TIDE COLLATERAL STAIN STORIES	TIDE	TIDE OXI BOOST	SAATCHI & SAATCHI, New York	UNITED STATES	O POSITIVE Santa Monica	HEARD CITY New York / MACKCUT New York	P&G MEDIA New York	MSL New York	B3D LABS New York / EVENT ONE FX Nashville / P&G Cincinnati
D04/028	01149	UNSILENCE THE CROWD	SELA	SELA	VML, London	UNITED KINGDOM	SELA Jeddah			SPECTACLE London	CUTE CIRCUIT London / NEWCASTLE UNITED Newcastle Upon Tyne
D04/045	01623	CHECOLAND	UBER MÉXICO	UBER EATS	WIEDEN+KENNEDY, Mexico	MEXICO			OMD Mexico City		
D04/050	00910	KLEENEX SCORE	KLEENEX	KLEENEX	VML, New York	UNITED STATES	BELIEVE TV Santiago		AMAZON New York / SPARK FOUNDRY Chicago	CALL & RESPONSE New York	IMDB Los Angeles
D04/063	01435	FICTIONAL INSURANCE	RCN/PRIME	INSURANCE	DDB COLOMBIA, Bogota	COLOMBIA					

Brand Experience & Activation Shortlist

D04/069	02121	THE ATHLETES CODE	POWERADE	POWERADE	OGILVY, New York	UNITED STATES	HOGARTH WORLDWIDE New York / LET IT RIP PICTURES Brooklyn	SOUND GOODS New York	ESSENCEMEDIA COM New York	OGILVY PR New York	VILLAGE MARKETING New York
D04/078	02348	AIRBNB ICONS	AIRBNB	AIRBNB ICONS	WEBER SHANDWICK, San Francisco / WEBER SHANDWICK, Los Angeles / WEBER SHANDWICK, Seattle / WEBER SHANDWICK, Atlanta / WEBER SHANDWICK, Toronto	UNITED STATES / CANADA	HOGWASH STUDIOS Miami Beach / TOY & ROBIN LTD Bournemouth / VERB California	HOGWASH STUDIOS Miami Beach	WEBER SHANDWICK San Francisco	DKC PUBLIC RELATIONS New York / WEBER SHANDWICK San Francisco	DISNEY INTERACTIVE MEDIA GROUP Burbank / FERRARI S.P. A. Maranello / GET ENGAGED MEDIA Atlanta / INTERNATIONAL OLYMPIC COMMITTEE Lausanne / MARVEL STUDIOS PARTNERSHIPS Burbank / MATTEL Los Angeles / MUSÉE D'ORSAY Paris / PARAMOUNT PICTURES Los Angeles / WARNER BROS Los Angeles
D04/087	01752	LAP OF LEGENDS	AB INBEV - MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	UNITED STATES	THE MILL New York	456 STUDIOS New York / THE MILL New York	STARCOM New York	WEBER SHANDWICK New York	1600VER90 New York / FORMULA 1 London / WILLIAMS F1 Oxford
D04/089	00557	DORITOS SQUARE	DORITOS/ PEPSICO	DORITOS SNACKS	PEPSICO, Reading / SIPS & BITES, London	UNITED KINGDOM		TGR London	OMD UK London	GOOD RELATIONS London	DEPT London / PROMOVERITAS Pinner

D05 (Launch/Relaunch)

D05/021	00277	RAINBOW WOOL	SCHÄFEREI STÜCKE	RAINBOW WOOL	SERVICEPLAN, Munich	GERMANY	PEOPLEGRAPHER Dusseldorf		MEDIAPLUS GERMANY Munich	SERVICEPLAN PUBLIC RELATIONS & CONTENT Munich	BLINK IMAGING Munich / CONCRETE CANDY Dresden / ELASTIQUE Cologne / HEY STUDIO Barcelona / IDEAL ALPHA Berlin / PLAN NET Munich / SCHAFEREI STUCKE Bielefeld / STUDIO FARBRAUM Cologne / SUPREME MUSIC Hamburg / TACSY Berlin / TEXTILMACHER MUNCHEN
D05/024	00751	PRIZE ON THE BONE	KFC	KFC ICE-CREAM	DM9, Sao Paulo	BRAZIL	DM9 Sao Paulo		DM9 Sao Paulo	DM9 Sao Paulo	
D05/031	00702	ONE NOODLE	HARAKU RAMEN	ONE NOODLE	BLKJ HAVAS, Singapore	SINGAPORE					
D05/050	01541	WAYLON	IAMS	IAMS	adam&eveDDB, London	UNITED KINGDOM	BISCUIT FILMWORKS London / BISCUIT FILMWORKS Los Angeles / REVOLVER Sydney	750MPH London / ABSOLUTE London / CUTTER STUDIOS Chicago		KETCHUM New York	AARDVARK STUDIOS Pennsylvania / ESSENCEMEDIACOM Vancouver / GLUE SOCIETY Los Angeles / KING HENRY London
D05/052	01836	LYNX WITH CATNIP	AXE/LYNX	DEODORANT	LOLA MULLENLOWE, Madrid	SPAIN	CANADA Barcelona / SUNHOUSE CREATIVE Bath	MELT Barcelona			BIG SYNC MUSIC London
D05/054	11629	BARK AIR: 100% REAL AIRLINE FOR DOGS	BARK AIR	BARK AIR	TOMBRAS, Knoxville / BARK, New York	UNITED STATES	TOMBRAS Knoxville	TOMBRAS Knoxville	TOMBRAS Knoxville	CONFIDANT New York / LIPPE TAYLOR New York	
D05/055	01834	SCRATCH & SNIFF	AXE/LYNX	DEODORANT	LOLA MULLENLOWE, Madrid	SPAIN	THE PRODUCER Madrid	THE PRODUCER Madrid	MINDSHARE London		KINETIC London
D05/060	01315	TRACKING BAD BUNNY	RIMAS MUSIC	BAD BUNNY	DDB LATINA PUERTO RICO	PUERTO RICO					GOOGLE Mountain View / RIMAS ENTERTAINMENT San Juan
D05/072	02191	HAGELCHUP	KRAFT-HEINZ	HEINZ KETCHUP	GUT, Amsterdam	NETHERLANDS	XARLEE VIDEO PRODUCTION Amsterdam	XARLEE VIDEO PRODUCTION Amsterdam		PRSSKD Amsterdam	

D06 (360 Integrated Brand Experience)

D06/015	00922	RETURNING CREATIVITY	CRAYOLA	CRAYOLA CRAYONS	DENTSU CREATIVE, New York	UNITED STATES	HUMMINGBIRD CONTENT STUDIO Santa Monica / MKTG New York	750MPH London / SPARK MUSIC GROUP Los Angeles / TAG New York	DENTSU X New York	DENTSU CREATIVE New York	COMPANY 3 New York / GAMMAKURV New York / TIFFANY CASTING COMPANY New York
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Brand Experience & Activation Shortlist

D06/016	00325	OTHER HAND	CHEETOS PEPSICO	CHEETOS	GOODBY SILVERSTEIN & PARTNERS, San Francisco	UNITED STATES	DUMMY FILMS Los Angeles / OMNICON PRODUCTION San Francisco	ARCADE EDIT Los Angeles / COMPANY 3 Los Angeles / DIRECT FOCUS Vancouver / SONIC UNION New York / THE MILL Chicago	OMD USA New York / VAYNERMEDIA New York	KETCHUM New York	KOLLECTIFF Los Angeles / RED ROCK OUTDOOR New York
D06/024	01671	POTTY-TUNITIES	ANGEL SOFT	ANGEL SOFT TOILET PAPER	GREY, New York	UNITED STATES	PSYOP New York	HOGARTH WORLDWIDE New York	OMD USA New York	BURSON New York	
D06/039	01212	ENDLESS RUNWAY	EBAY	EBAY	EDELMAN, New York	UNITED STATES	INDIGITAL MEDIA GROUP / IDM PRODUCTIONS New York			EDELMAN New York	DE YAN New York / IMG MODELS New York / STOKES STUDIO Brooklyn
D06/041	02088	HEINEQUEEN	HEINEKEN	HEINEKEN	LEPUB, Sao Paulo / ATENAS.AG, Sao Paulo	BRAZIL	DAHOUSE AUDIO Sao Paulo		RED STAR Sao Paulo	LEMA+ Sao Paulo	

E01 (Local Brand)

E01/023	01878	THE KIMBERLY PRICE	PLAZA VEA	PLAZA VEA	FAHRENHEIT DDB, Lima	PERU	CANICA FILMS Lima	GRECIA STUDIO Lima			KAZOO AUDIO Lima
E01/026	02334	GULF OF MEXICO (BAR)	TECATE	TECATE LIGHT	LEPUB, Mexico City	MEXICO	LANDIA Mexico City	LANDIA Mexico City	DENTSU RED STAR Mexico City	SERNA Mexico City	
E01/028	02253	RETRO INFLUENCERS	SKOL	SKOL	GUT, Sao Paulo	BRAZIL			GUT Sao Paulo		AB INBEV Sao Paulo / BR MEDIA Sao Paulo / INPRESS PORTER NOVELLI Sao Paulo / NOIZE ENTRETENIMENTO Porto Alegre
E01/031	02258	REFRESH ROULETTE	SKOL	SKOL	GUT, Sao Paulo	BRAZIL			GUT Sao Paulo		AB INBEV Sao Paulo / INPRESS PORTER NOVELLI Sao Paulo

E02 (Challenger Brand)

E02/001	00130	THE MATCH THAT SELLS	SILVER WOLF WHISKEY	SILVER WOLF WHISKEY	TBWA THAILAND \ JUICE, Bangkok	THAILAND					
E02/023	01540	SECOND SCREEN STAREDOWN	TWIX	TWIX	adam&eveDDB, London	UNITED KINGDOM	UNIT9 London			KETCHUM New York / WEBER SHANDWICK New York	ESSENCEMEDIACOM Chicago / MARS London / PROMOWATCH Union Lake
E02/032	02338	REEF PROTECTION FACTOR	STREAM2SEA	CORAL CARE & RPF	McCANN DEMAND, London	UNITED KINGDOM	FUTUREBRAND London / McCANN DEMAND London / McCANN KUALA LUMPUR Kuala Lumpur / STREAM2SEA Bowling Green		RAPPORTWW London / UM Birmingham	McCANN DEMAND London	CASANOVA/McCANN California / IPG-X Milton Keynes / ISER CARIBE Cabo Rojo / MARINE RESEARCH FOUNDATION Kota Kinabalu / McCANN Tel Aviv / REEF CHECK MALAYSIA Kuala Lumpur / SOUL2SAND Chathill / SURFINGLIFE Newquay / TOURISM AUTHORITY OF THAILAND Bangkok / UNIVERSITY OF BREMEN / UNIVERSITY OF DERBY
E02/033	10176	BURGER TO KING	BURGER KING	BURGER KING	HAPPINESS, AN FCB ALLIANCE, Brussels	BELGIUM	DAHOUSE AUDIO Berlin	BOGOTA POST PRODUCTION STUDIO Sao Paulo			

E03 (Single-Market Campaign)

E03/016	00638	URBAN DOGGY FIT	GENERALI	DOG INSURANCE	DENTSU CREATIVE, Paris	FRANCE	LES IMPRODUCTIBLES Paris	LES IMPRODUCTIBLE S Paris	DENTSU CREATIVE Paris	WELLCOM Paris	JCDECAUX FRANCE Neuilly-Sur-Seine
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Brand Experience & Activation Shortlist

E03/021	00921	RETURNING CREATIVITY	CRAYOLA	CRAYOLA CRAYONS	DENTSU CREATIVE, New York	UNITED STATES	HUMMINGBIRD CONTENT STUDIO Santa Monica / MKTG New York	750MPH London / SPARK MUSIC GROUP Los Angeles / TAG New York	DENTSU X New York	DENTSU CREATIVE New York	COMPANY 3 New York / GAMMAKURV New York / TIFFANY CASTING COMPANY New York
E03/023	00980	THE MEAL	MCDONALD'S	HAPPY MEAL	LEO, London / READY10, London	UNITED KINGDOM	ROGUE FILMS London	PRODIGIOUS London / ROGUE FILMS London	OMD UK London	READY10 London	LINNEY ACTIVATE LIMITED Mansfield
E03/025	00903	THE PARENTAL LEAVE MORTGAGE	NORDEA	THE PARENTAL LEAVE MORTGAGE	NORD DDB, Stockholm / NORD DDB, Copenhagen / NORD DDB, Helsinki	SWEDEN / DENMARK / FINLAND					
E03/031	01129	RECLAIM HER NAME	LUX	LUX	VML, Singapore	SINGAPORE	CANJA AUDIO CULTURE Curitiba / FOUNDER TYPE Beijing	HOGARTH WORLDWIDE Singapore		FOR THE RIGHT REASONS Amsterdam	
E03/042	01732	THE BRILLANT CLASH	SUN	SUN DISHWASHING TABLETS	VML, Paris	FRANCE	KUEST PROD Paris / THE Paris			BURSON Paris	WARNER MUSIC Paris
E03/047	01354	PRICE PACKS	PENNY	FOOD/NON-FOOD	SERVICEPLAN, Munich	GERMANY	WE MAKE THEM WONDER GMBH Munich		PION3ERS Dusseldorf		ATELIER WOLFRIK FISCHER Munich / Bransch Hamburg / ELBEDESIGNCREW Hamburg / HASTINGS AUDIO NETWORK Hamburg / SUPREME MUSIC Hamburg
E03/050	01520	ANIMAL ALERTS	PETPACE	ANIMAL ALERTS	SERVICEPLAN, Munich / L&C, New York	GERMANY / UNITED STATES	REBECA Lima	NATIVO POST Lima	MEDIAPLUS GERMANY Munich	PEPPERCOMM New York	AGOSTO MUSIC Lima / ASTRAL KREATIV Munich / EAT, SLEEP + DESIGN Berlin / ZEPPELIN Lima
E03/066	01164	WINTER TAKES ON COLORS	MCDONALD'S POLSKA	DRWALA BURGER (LIMITED TIMED OFFER)	DDB WARSAW	POLAND	PANOWIE PROGRAMISCI Warsaw / PAPAYA FILMS Warsaw	JUICE Warsaw / RIO DE POST Warsaw	OMD Warsaw		24/7 COMMUNICATION Warsaw
E03/074	02330	SHADES OF RED	COCA-COLA	COCA-COLA COMPANY	DAVID, Madrid	SPAIN	PICKLE MUSIC Madrid / STINK FILMS Los Angeles		ESSENCEMEDIA COM Mexico City		THE COCA-COLA COMPANY Mexico City
E03/095	01947	TRUST BARS	HEINEKEN	HEINEKEN	LEPUB, Singapore / LEPUB, Milan	SINGAPORE / ITALY	CORE-A STUDIOS Seoul / CREAM Paris / DFY Seoul	DISCTODISC PRODUCTIONS Milan / PRODIGIOUS SINGAPORE			HEINEKEN Amsterdam / HEINEKEN Seoul / WORK POST Singapore
E03/104	10680	NIGHT CLASSROOM	MCDONALD'S	MCDONALD'S	LEO, Manila	PHILIPPINES					
E03/105	01021	STITCHED WITH CHEER	TUSKER LAGER	PARALYMPIC TEAM KIT	DENTSU CREATIVE, Nairobi / DENTSU CREATIVE, Cape Town	KENYA / SOUTH AFRICA	CUTE CIRCUIT London / DENTSU CREATIVE Cape Town	CUTE CIRCUIT London			

E04 (Social Behaviour)

E04/032	00983	THE MEAL	MCDONALD'S	HAPPY MEAL	LEO, London / READY10, London	UNITED KINGDOM	ROGUE FILMS London	PRODIGIOUS London / ROGUE FILMS London	OMD UK London	READY10 London	LINNEY ACTIVATE LIMITED Mansfield
E04/035	00752	PRIZE ON THE BONE	KFC	KFC ICE-CREAM	DM9, Sao Paulo	BRAZIL	DM9 Sao Paulo		DM9 Sao Paulo	DM9 Sao Paulo	
E04/041	01186	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 Sao Paulo	RAW AUDIO Sao Paulo / SUGARCANE FILMES Sao Paulo / VML Sao Paulo	ESSENCEMEDIA COM Mexico City	OGILVY PR London	VML Johannesburg / VML Mexico City / VML Sydney

Brand Experience & Activation Shortlist

E04/043	01052	WORST CHILDREN'S LIBRARY	SAMSUNG	Samsung	DDB NEW ZEALAND, Auckland / TRIBAL AOTEAROA, Auckland	NEW ZEALAND	DDB NEW ZEALAND Auckland	CREATURE POST Auckland / DDB NEW ZEALAND Auckland	MANGO COMMUNICATION S Auckland	SAFE SURFER Tauranga / SAMSUNG ELECTRONICS Auckland
E04/046	01263	PROTECTASBIH	SAUDIA AIRLINES	PILGRIM CARE PRODUCT INNOVATION	LEO, Jeddah / SAATCHI AND SAATCHI ME, Dubai	SAUDI ARABIA / UNITED ARAB EMIRATES	AETHA DESIGN Poole / D AND F LABS Dubai / DEJAVU Dubai / LIWA CONTENT DRIVEN Dubai	LIWA CONTENT DRIVEN Dubai	LEO Jeddah / SAATCHI AND SAATCHI ME Dubai / ZENITH Dubai	LEO Jeddah / MKV DIGITAL Dubai / SAATCHI AND SAATCHI ME Dubai
E04/050	01182	THE REWARDS BAG	TATA	TATA	VML, Montevideo	URUGUAY			WAVEMAKER Montevideo	
E04/060	01670	POTTY-TUNITIES	ANGEL SOFT	ANGEL SOFT TOILET PAPER	GREY, New York	UNITED STATES	PSYOP New York	HOGARTH WORLDWIDE New York	OMD USA New York	BURSON New York
E04/064	01726	THE BRILLANT CLASH	SUN	SUN DISHWASHING TABLETS	VML, Paris	FRANCE	KUEST PROD Paris / THE Paris		BURSON Paris	WARNER MUSIC Paris
E04/068	01784	SUPERSTITIOUS	KFC CANADA	KFC CHICKEN	COURAGE, Toronto	CANADA		ALTER EGO Toronto / BOOMBOX SOUND Toronto / OUTSIDER EDITORIAL Toronto		
E04/070	00810	BAD LUCK REVERSER	REFISAL	REFISAL	NAME, Bogota / VML, New York	COLOMBIA / UNITED STATES	AKIRA CINE Bogota / BELIEVE TV Santiago / NAME Bogota / VOX HAUS Porto Alegre		SPARK FOUNDRY Bogota	DATTIS COMUNICACIONE S Bogota
E04/078	01626	RUN, ESPN ANCHORS!	ESPN	SPORTSCENTER	THE WALT DISNEY COMPANY BRASIL, São Paulo / ESPN BRASIL, Sumare	BRAZIL	ESPN BRASIL Sumare / TELEIMAGE Sao Paulo / THE WALT DISNEY COMPANY BRASIL São Paulo	ESPN BRASIL Sumare / TELEIMAGE Sao Paulo / THE WALT DISNEY COMPANY BRASIL São Paulo	ESPN BRASIL Sumare / THE WALT DISNEY COMPANY BRASIL São Paulo	THE WALT DISNEY COMPANY BRASIL São Paulo
E04/095	00995	HEINECARE	HEINEKEN	HEINEKEN BEER	PUBLICIS LONDON, London	UNITED KINGDOM			HEINEKEN UK London	COW London / LEPUB Amsterdam / LEPUB Milan
E04/130	02003	ALCOHOL FREE SNACKS	WALKERS OVEN BAKED, LESS SALT, POPWORKS, SUNBITES AND SNACK A JACKS / PEPSICO	BETTER FOR YOU SNACKS RANGE	PEPSICO, Reading / PS21, Madrid	UNITED KINGDOM / SPAIN	PRIMO CONTENT Madrid		OMD UK London	GOOD RELATIONS London
E04/150	01799	THE FLIPPER	HEINEKEN	HEINEKEN	LEPUB, Amsterdam / LEPUB, Milan	NETHERLANDS / ITALY				THE ROMANS London
E04/153	01068	BLIND FAITH	BANK AL ETIHAD	BANK AL ETIHAD	VML, AMMAN	JORDAN				
E04/177	20852	THE CAT-BLOCK	LYNX	DEODORANT	CANADA, Barcelona / LOLA MULLENLOWE, Madrid	SPAIN	CANADA Barcelona	BIG SYNC MUSIC London / CANADA Barcelona		
E05 (Use of Humour)										
E05/004	00172	FOOTBALL LOVER FM	SO FOOT	SO FOOT	BETC, Paris	FRANCE	BETC FULLSIX Paris / GUM Paris / LA-BO Paris / PROSE ON PIXELS Paris		BETC Paris	

Brand Experience & Activation Shortlist

E05/013	00324	OTHER HAND	CHEETOS PEPSICO	CHEETOS	GOODBY SILVERSTEIN & PARTNERS, San Francisco	UNITED STATES	DUMMY FILMS Los Angeles / OMNICON PRODUCTION San Francisco	ARCADE EDIT Los Angeles / COMPANY 3 Los Angeles / DIRECT FOCUS Vancouver / SONIC UNION New York / THE MILL Chicago	OMD USA New York / VAYNERMEDIA New York	KETCHUM New York	KOLLECTIFF Los Angeles / RED ROCK OUTDOOR New York
E05/014	01220	PROGRESSO SOUP DROPS	PROGRESSO	PROGRESSO CANNED SOUPS	EDELMAN, Chicago	UNITED STATES	MAUREEN MOMOKO FRITZ Chicago		EDELMAN Chicago	EDELMAN Chicago	KNECHTEL Chicago / PROMOTION MANAGEMENT CENTER INC Stacy / THE SOCIAL LIGHTS Minneapolis / YANIV CONSULTING Minnetonka
E05/025	00974	THE LUCKY NUMBER	HEINEKEN	HEINEKEN	LEPUB, Milan	ITALY					
E05/028	01534	HARMONISER	TWIX	TWIX	adam&eveDDB, London	UNITED KINGDOM	PLAN8 Stockholm / ROGUE FILMS London / VONAGE London	1920VFX London / COMPANY 3 London / FACTORY STUDIOS London / WORK EDITORIAL London	ESSENCEMEDIA COM London	KETCHUM London	KING HENRY London / MARS London / META London
E05/031	01533	SECOND SCREEN STAREDOWN	TWIX	TWIX	adam&eveDDB, London	UNITED KINGDOM	UNIT9 London			KETCHUM New York / WEBER SHANDWICK New York	ESSENCEMEDIACOM Chicago / MARS London / PROMOWATCH Union Lake
E05/063	01902	TAIL ORCHESTRA	PEDIGREE	PEDIGREE DENTASTIX	BBDO NEW YORK	UNITED STATES		COLOR COLLECTIVE New York / MACHINE New York			

E06 (Breakthrough on a Budget)

E06/006	00080	SIGHTS OF TOMORROW	LETZTE GENERATION AUSTRIA	LETZTE GENERATION AUSTRIA	DEMNER, MERLICEK & BERGMANN, Vienna	AUSTRIA	DEMNER, MERLICEK & BERGMANN Vienna		DEMNER, MERLICEK & BERGMANN Vienna		
E06/027	00516	TIME TO LIVE	AUSTRALIAN CANCER RESEARCH FOUNDATION	ACRF AWARENESS CAMPAIGN	THE MINISTRY FOR COMMUNICATION & THE ARTS, Coogee	AUSTRALIA					
E06/034	01984	TOO YUMM TO CHEER!	TOO YUMM!	TOO YUMM!	FCB KINNECT, Mumbai	INDIA					
E06/039	20697	OMNILIVERY	OMNI	MOBILITY SYSTEM FOR WHEELCHAIR	SAATCHI & SAATCHI FRANCE, Paris	FRANCE	PRODIGIOUS Paris	MECHANTS Saint-Denis			
E06/042	01557	MORE BALL GAMES	LONDON SPORT	LONDON SPORT	SAATCHI & SAATCHI, London	UNITED KINGDOM	HARBOR London / PRODIGIOUS London	MARSHEEN London		TAYLOR HERRING London	ST MARKS STUDIOS London

E07 (Corporate Purpose & Social Responsibility)

E07/027	00479	HONDA REST AREA	HONDA	ONEHEART	TU7UH CREATIVE LAB, Jakarta	INDONESIA					
E07/035	00311	OLYMPIC GAMES OPENING CEREMONY PARIS 2024	PARIS 2024	PARIS 2024	PANAME 24, Paris / AUDITOIRE, Paris / DOUBLE 2, Paris / OBO, Paris / HAVAS PARIS / HAVAS EVENTS, Paris	FRANCE	UBI BENE Paris	PROSE ON PIXELS Paris			
E07/038	00982	THE MEAL	MCDONALD'S	HAPPY MEAL	LEO, London / READY10, London	UNITED KINGDOM	ROGUE FILMS London	PRODIGIOUS London / ROGUE FILMS London	OMD UK London	READY10 London	LINNEY ACTIVATE LIMITED Mansfield

Brand Experience & Activation Shortlist

E07/056	01029	SUPPORTBELT	FORD	FORD SUPPORTBELT	VML, Detroit	UNITED STATES	HOGARTH WORLDWIDE Detroit / LEAR CORPORATION Southfield / NICE SHOES New York / SEVENTY 7 PRODUCTIONS Royal Oak	ASCHE & SPENCER Minneapolis / GOLDSOUND Detroit / HOWLING MUSIC Nashville	MINDSHARE Detroit	BURSON Detroit	
E07/067	01327	BUILDING FUTURES	MRV	MRV CONSTRUCTION	DM9, Sao Paulo	BRAZIL	DM9 Sao Paulo		DM9 Sao Paulo		
E07/091	02177	DROPS OF HOPE	KIMBERLY-CLARK	POISE	FCB NEW YORK	UNITED STATES	FCB NEW YORK / NARRATIVE Los Angeles	456 STUDIOS New York / PAPAMUSIC Buenos Aires / RCO New York		WEBER SHANDWICK Chicago	KIMBERLY-CLARK Chicago / PANOME BIO St. Louis
E07/093	02125	THE ATHLETES CODE	POWERADE	POWERADE	OGILVY, New York	UNITED STATES	HOGARTH WORLDWIDE New York / LET IT RIP PICTURES Brooklyn	SOUND GOODS New York	ESSENCEMEDIA COM New York	OGILVY PR New York	VILLAGE MARKETING New York
E07/095	02298	SIX BACK	VICTORIA	VICTORIA	GUT, Mexico City	MEXICO	PAPA MUSIC Buenos Aires / PRIMO CONTENT Mexico				
E07/110	02339	REEF PROTECTION FACTOR	STREAM2SEA	CORAL CARE & RPF	McCANN DEMAND, London	UNITED KINGDOM	FUTUREBRAND London / McCANN DEMAND London / McCANN KUALA LUMPUR Kuala Lumpur / STREAM2SEA Bowling Green		RAPPORTWW London / UM Birmingham	McCANN DEMAND London	CASANOVA/McCANN California / IPG-X Milton Keynes / ISER CARIBE Cabo Rojo / MARINE RESEARCH FOUNDATION Kota Kinabalu / McCANN Tel Aviv / REEF CHECK MALAYSIA Kuala Lumpur / SOUL2SAND Chathill / SURFINGLIFE Newquay / TOURISM AUTHORITY OF THAILAND Bangkok / UNIVERSITY OF BREMEN / UNIVERSITY OF DERBY
E07/111	02159	ACKO TAILOR TEST	ACKO	HEALTH INSURANCE	LEO, Mumbai	INDIA	CHROME PICTURES Mumbai				ACKO GENERAL INSURANCE LIMITED Bangalore
E07/114	02337	CAPTION WITH INTENTION	ACADEMY OF MOTION PICTURE ARTS & SCIENCES - RAKISH - CHICAGO HEARING SOCIETY	CLOSED CAPTIONING	FCB CHICAGO	UNITED STATES	BELIEVE TV Santiago	456 STUDIOS Chicago / BOGOTA Curitiba / PES MOTION STUDIO Highland Park			ACADEMY OF MOTION PICTURE ARTS AND SCIENCES Los Angeles / CHICAGO HEARING SOCIETY Chicago / RAKISH Los Angeles
E07/115	02313	LIFE DONOR CARD	MASTERCARD	LIFE DONOR FEATURE	MRM GERMANY, Frankfurt	GERMANY	FP7 McCANN Dubai / MRM GERMANY Frankfurt / TONY PETERSEN FILM Hamburg	TONY PETERSEN FILM Hamburg	DENTSU X Frankfurt am Main	WEBER SHANDWICK Munich	
E07/125	10681	NIGHT CLASSROOM	MCDONALD'S	MCDONALD'S	LEO, Manila	PHILIPPINES					

E08 (Market Disruption)

E08/024	00773	PRESERVED PROMOS	ZIPLOC	ZIPLOC	VML, New York	UNITED STATES			OMD USA Chicago	ZENO GROUP Chicago	OBVIOUSLY New York
E08/026	01355	PRICE PACKS	PENNY	FOOD/NON-FOOD	SERVICEPLAN, Munich	GERMANY	WE MAKE THEM WONDER GMBH Munich		PION3ERS Dusseldorf		ATELIER WOLFRICK FISCHER Munich / Bransch Hamburg / ELBEDESIGNCREW Hamburg / HASTINGS AUDIO NETWORK Hamburg / SUPREME MUSIC Hamburg
E08/030	01814	RECIPE FOR CHANGE	ARLA	PUCK	FP7 McCANN, Dubai	UNITED ARAB EMIRATES	CRAFT DUBAI			CURRENT GLOBAL Dubai	

Brand Experience & Activation Shortlist

E08/034	02333	GULF OF MEXICO (BAR)	TECATE	TECATE LIGHT	LEPUB, Mexico City	MEXICO	LANDIA Mexico City	LANDIA Mexico City	DENTSU RED STAR Mexico City	SERNA Mexico City
E08/035	20700	OMNILIVERY	OMNI	MOBILITY SYSTEM FOR WHEELCHAIR	SAATCHI & SAATCHI FRANCE, Paris	FRANCE	PRODIGIOUS Paris	MECHANTS Saint-Denis		

E09 (Cultural Engagement)

E09/040	01477	HAIR REBORN	PANTENE	PANTENE 3MM	GREY, Hong Kong	HONG KONG SAR				
E09/052	00911	HAUNTED MARKETPLACE	FACEBOOK	FACEBOOK MARKETPLACE	MOJO SUPERMARKET, New York	UNITED STATES				
E09/053	01840	LUMPDOLLS	CARREFOUR	DOLLS	SAATCHI AND SAATCHI ME, Dubai	UNITED ARAB EMIRATES	PANDA PROD Tunis / PUBLICIS IMPACT Tunis	PANDA PROD Tunis	PUBLICIS IMPACT Tunis	
E09/059	02178	DROPS OF HOPE	KIMBERLY-CLARK	POISE	FCB NEW YORK	UNITED STATES	FCB NEW YORK / NARRATIVE Los Angeles	456 STUDIOS New York / PAPAMUSIC Buenos Aires / RCO New York	WEBER SHANDWICK Chicago	KIMBERLY-CLARK Chicago / PANOME BIO St. Louis
E09/072	02335	CAPTION WITH INTENTION	ACADEMY OF MOTION PICTURE ARTS & SCIENCES - RAKISH - CHICAGO HEARING SOCIETY	CLOSED CAPTIONING	FCB CHICAGO	UNITED STATES	BELIEVE TV Santiago	456 STUDIOS Chicago / BOGOTA Curitiba / PES MOTION STUDIO Highland Park		ACADEMY OF MOTION PICTURE ARTS AND SCIENCES Los Angeles / CHICAGO HEARING SOCIETY Chicago / RAKISH Los Angeles

Total Shortlisted: 236