

Creative Effectiveness Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional
<u>A01 (Consumer Goods)</u>											
A01/007	00102	CLEAN SPONSORSHIP	CONSUL APPLIANCES	CONSUL WASHINGMACHINE	DM9, Sao Paulo	BRAZIL			DM9 Sao Paulo		
A01/009	00108	RICE OF GLORY	SUPER EXTRA RICE	SUPER EXTRA RICE	MARURI, Guayaquil / GREY ARGENTINA, Buenos Aires / GREY, Sao Paulo	ECUADOR / ARGENTINA / BRAZIL	LANDIA Buenos Aires		MARURI Guayaquil		
A01/024	00249	REFURB	PHILIPS	PHILIPS	LEPUB, Amsterdam	NETHERLANDS	AMBASSADORS Amsterdam / LENS THAT - AR CREATIVE STUDIO Warsaw / SHOTZ Berlin		OMD Amsterdam / OMD GERMANY Dusseldorf	KETCHUM Amsterdam	
<u>A02 (Healthcare)</u>											
A02/002	00066	THE LAST BARF BAG	DRAMAMINE	DRAMAMINE	FCB CHICAGO	UNITED STATES	SUNNY SIXTEEN Los Angeles	456 STUDIOS Chicago / JSM MUSIC New York	THE SHIPYARD Columbus	360PR Boston	EXTRA PACKAGING Boca Raton / FUELSPC FULFILLMENT SERVICES Chicago / PRESTIGE CONSUMER HEALTHCARE New York
A02/004	00184	TRANSITION BODY LOTION	UNILEVER	VASELINE PRO DERMA TRANSITION BODY LOTION	OGILVY, Singapore	SINGAPORE	DOUBLE Y Bangkok / MUM FILMS Bangkok / SOLDATS FILMS Paris / THEQUIETLAB Singapore		MINDSHARE London	EDELMAN Bangkok / OGILVY Singapore	BOXCUTTER Auckland / PINPUNG Bangkok
A02/008	00123	MICHAEL CERAVE	CERAVE	CERAVE	OGILVY PR, New York	UNITED STATES	PRETTYBIRD Culver City	BLACKSMITH New York / HEARD CITY New York / LELAND MUSIC London / MACKCUT New York	BEAUTY CO-LAB New York	OGILVY PR New York	BPCM New York / OBVIOUSLY New York
<u>A04 (Travel, Leisure, Retail, Restaurants & Fast-Food Chains)</u>											
A04/004	00065	THE MISHEARD VERSION	SPECSAVERS	AUDIOLOGY	GOLIN, London	UNITED KINGDOM				GOLIN London	
A04/012	00252	A BRITISH ORIGINAL	BRITISH AIRWAYS	TRAVEL	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM					
A04/019	00254	THE EVERYDAY TACTICIAN: HOW GETTING A FOOTBALL CLUB PROMOTED HELPED XBOX TAKE A STEP CLOSER TO THE FUTURE OF GAMING	XBOX	XBOX GAME PASS	McCANN, London	UNITED KINGDOM	CRAFT London / EXELL London / LOWKEY FILMS London	WAVE London	TNT SPORTS London	ASSEMBLY London	BROMLEY FC / CLOCKWORK Johannesburg / MIAI BRAND PARTNERSHIPS Weybridge / SPORTS INTERACTIVE London
<u>A06 (Consumer Services/Business to Business)</u>											
A06/001	00022	MEET MARINA PRIETO	JCDECAUX	MEDIA CHANNEL	DAVID, Madrid	SPAIN	FAR MEDIA Madrid	DESEIF Madrid / THE LOBBY Madrid			JCDECAUX SPAIN Madrid
<u>A07 (Not-for-Profit / Charity / Government)</u>											

Creative Effectiveness Shortlist

A07/009	00163	ABSURD PROMISES	ASDRA	DOWN SYNDROME ASSOCIATION OF ARGENTINA	VML, Buenos Aires	ARGENTINA	LANDIA Buenos Aires					
B01 (Single Market)												
B01/014	00063	THE MISHEARD VERSION	SPECSAVERS	AUDIOLOGY	GOLIN, London	UNITED KINGDOM					GOLIN London	
B01/016	00196	A PIECE OF ME	KPN	KPN	DENTSU CREATIVE, Amsterdam	NETHERLANDS	AMP AMSTERDAM / WEFILM CREATIVE AGENCY Amsterdam		MINDSHARE Amsterdam	HPB HET PR BUREAU Amsterdam		
B01/039	00263	FIND YOUR SUMMER	MAGNUM	MAGNUM ICE CREAM	LOLA MULLENLOWE, Madrid	SPAIN						
B01/041	00305	DON'T DRINK HERTOOG JAN	HERTOOG JAN	HERTOOG JAN	GUT, Amsterdam	NETHERLANDS	SITESUPPORT Breda					DENTSU CREATIVE Amsterdam / THE VALLEY B.V. Amsterdam
B01/049	00256	THE EVERYDAY TACTICIAN: HOW GETTING A FOOTBALL CLUB PROMOTED HELPED XBOX TAKE A STEP CLOSER TO THE FUTURE OF GAMING	XBOX	XBOX GAME PASS	McCANN, London	UNITED KINGDOM	CRAFT London / EXELL London / LOWKEY FILMS London	WAVE London	TNT SPORTS London	ASSEMBLY London	BROMLEY FC / CLOCKWORK Johannesburg / MIAI BRAND PARTNERSHIPS Weybridge / SPORTS INTERACTIVE London	
B02 (Multi-Market)												
B02/005	00331	EXTRA LIME: THE COMPANY	CORONA	CORONA	DAVID, Bogota / DRAFTLINE, Shanghai / BOUNDLESS, Johannesburg	COLOMBIA / MAINLAND CHINA / SOUTH AFRICA						
B02/008	00315	HANDSHAKE HUNT	MERCADO LIVRE	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL					MERCADO LIVRE Sao Paulo / ZETABE POWERED BY MEDIABRANDS Sao Paulo	
B04 (Creative Effectiveness for Good)												
B04/003	00013	THE NATIONAL SPORT OF KAZAKHSTAN	RUH FIGHTING	RUH FIGHTING PROMOTIONAL COMPANY	GFORCE, Almaty	KAZAKHSTAN			GFORCE Almaty			
B04/011	00198	A PIECE OF ME	KPN	KPN	DENTSU CREATIVE, Amsterdam	NETHERLANDS	AMP AMSTERDAM / WEFILM CREATIVE AGENCY Amsterdam		MINDSHARE Amsterdam	HPB HET PR BUREAU Amsterdam		
B04/016	00218	CHILD WEDDING CARDS	UN WOMEN	UN WOMEN	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	KARMA KOLLECTIVE Karachi / SHINY TOY GUNS Karachi					
B04/025	00289	SIGHTWALKS	CEMENTO SOL	CEMENT	CIRCUS GREY, Miraflores	PERU	AGOSTO MUSIC Lima / REBECA Lima	PUNTO APARTE Lima		LLYC Lima	APOYO CONSULTORIA Miraflores / DINAMO Lima / MISFIT MEDIA Meridian	
C01 (Launch)												
C01/005	00185	TRANSITION BODY LOTION	UNILEVER	VASELINE PRO DERMA TRANSITION BODY LOTION	OGILVY, Singapore	SINGAPORE	DOUBLE Y Bangkok / MUM FILMS Bangkok / SOLDATS FILMS Paris / THEQUIETLAB Singapore		MINDSHARE London	EDELMAN Bangkok / OGILVY Singapore	BOXCUTTER Auckland / PINPUNG Bangkok	

Creative Effectiveness Shortlist

C01/007	00240	GRAVY RACE	SHEBA	SHEBA GRAVY INDULGENCE	AMV BBDO, London	UNITED KINGDOM	RED STUDIOS London	CANJAAUDIO CULTURE Curitiba / JUNGLE STUDIOS London / RED STUDIOS London	ESSENCEMEDIA COM New York	WEBER SHANDWICK New York	
C01/011	00251	REFURB	PHILIPS	PHILIPS	LEPUB, Amsterdam	NETHERLANDS	AMBASSADORS Amsterdam / LENS THAT - AR CREATIVE STUDIO Warsaw / SHOTZ Berlin		OMD Amsterdam / OMD GERMANY Dusseldorf	KETCHUM Amsterdam	
C01/014	00253	THE EVERYDAY TACTICIAN: HOW GETTING A FOOTBALL CLUB PROMOTED HELPED XBOX TAKE A STEP CLOSER TO THE FUTURE OF GAMING	XBOX	XBOX GAME PASS	McCANN, London	UNITED KINGDOM	CRAFT London / EXELL London / LOWKEY FILMS London	WAVE London	TNT SPORTS London	ASSEMBLY London	BROMLEY FC / CLOCKWORK Johannesburg / MIAI BRAND PARTNERSHIPS Weybridge / SPORTS INTERACTIVE London

C03 (Acquisition)

C03/003	00064	THE MISHEARD VERSION	SPECSAVERS	AUDIOLOGY	GOLIN, London	UNITED KINGDOM				GOLIN London	
C03/010	00334	DABBA SAVINGS ACCOUNT	ESAF SMALL FINANCE BANK	DABBA SAVINGS ACCOUNT	McCANN, Gurgaon	INDIA					ESAF SMALL FINANCE BANK Thrissur / VIRTUAL EYE FILMS Kochi
C03/011	00311	ERRATA AT 88	JOHNNIE WALKER	JOHNNIE WALKER	ALMAPBBDO, Sao Paulo	BRAZIL	ALMAPBBDO Sao Paulo / CABARET Sao Paulo				
C03/014	00323	HANDSHAKE HUNT	MERCADO LIVRE	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL					MERCADO LIVRE Sao Paulo / ZETABE POWERED BY MEDIABRANDS Sao Paulo

C05 (Real-Time Response)

C05/007	00146	HEINZ KETCHUP & SEEMINGLY RANCH	KRAFT HEINZ	HEINZ KRANCH	RETHINK, Toronto	CANADA	FUZE REPS Toronto		STARCOM Chicago	ZENO GROUP Chicago	KRAFT HEINZ COMPANY Chicago
---------	-------	---------------------------------------	-------------	--------------	------------------	--------	-------------------	--	--------------------	-----------------------	--------------------------------

C07 (Collaboration)

C07/013	00255	THE EVERYDAY TACTICIAN: HOW GETTING A FOOTBALL CLUB PROMOTED HELPED XBOX TAKE A STEP CLOSER TO THE FUTURE OF GAMING	XBOX	XBOX GAME PASS	McCANN, London	UNITED KINGDOM	CRAFT London / EXELL London / LOWKEY FILMS London	WAVE London	TNT SPORTS London	ASSEMBLY London	BROMLEY FC / CLOCKWORK Johannesburg / MIAI BRAND PARTNERSHIPS Weybridge / SPORTS INTERACTIVE London
---------	-------	--	------	----------------	----------------	-------------------	--	-------------	----------------------	-----------------	--

C08 (Breakthrough on a Budget)

C08/002	00033	SAMSUNG THROWBACK DEALS	SAMSUNG BRAZIL	E-COMMERCE	MRM, Sao Paulo	BRAZIL					
---------	-------	-------------------------------	----------------	------------	----------------	--------	--	--	--	--	--

Creative Effectiveness Shortlist

C08/010	00145	COORS LIGHT'S OUT	COORS LIGHT	COORS LIGHT	RETHINK, Toronto	CANADA	MT VERNON ENTERTAINMENT Los Angeles	PHAEDON Minneapolis	BLUEDGE Chicago / CANWORKS PRINTING Austin / MOLSON COORS CANADA Toronto	
C08/011	00147	HEINZ KETCHUP & SEEMINGLY RANCH	KRAFT HEINZ	HEINZ KRANCH	RETHINK, Toronto	CANADA	FUZE REPS Toronto	STARCOM Chicago	ZENO GROUP Chicago	KRAFT HEINZ COMPANY Chicago

C09 (Challenger Brand)

C09/008	00195	ERASE VALENTINE'S DAY	MONDELEZ	CADBURY 5 STAR CHOCOLATE	OGILVY, Mumbai	INDIA	COLOSCEUM MEDIA Mumbai / RETRO FILMS Mumbai		WAVEMAKER Mumbai		MONDELEZ Mumbai
C09/011	00120	MICHAEL CERAVE	CERAVE	CERAVE	OGILVY PR, New York	UNITED STATES	PRETTYBIRD Culver City	BLACKSMITH New York / HEARD CITY New York / LELAND MUSIC London / MACKCUT New York	BEAUTY CO-LAB New York	OGILVY PR New York	BPCM New York / OBVIOUSLY New York

C10 (Market Disruption)

C10/003	00182	TRANSITION BODY LOTION	UNILEVER	VASELINE PRO DERMA TRANSITION BODY LOTION	OGILVY, Singapore	SINGAPORE	DOUBLE Y Bangkok / MUM FILMS Bangkok / SOLDATS FILMS Paris / THEQUIETLAB Singapore	MINDSHARE London	EDELMAN Bangkok / OGILVY Singapore	BOXCUTTER Auckland / PINPUNG Bangkok
C10/006	00124	NO SMILES	MCDONALD'S	HIRING	TBWA\HAKUHODO, Tokyo	JAPAN	ROBOT COMMUNICATIONS Tokyo	ROBOT COMMUNICATIO NS Tokyo		
C10/014	00262	FIND YOUR SUMMER	MAGNUM	MAGNUM ICE CREAM	LOLA MULLENLOWE, Madrid	SPAIN				

D01 (Long-Term Brand Platform)

D01/008	00332	INCLUSIVE BY DESIGN	MASTERCARD	MASTERCARD	McCANN XBC, New York	UNITED STATES	CRAFT London / CRAFT WORLDWIDE New York / DYNAMO Warsaw / JSM MUSIC New York / NO.6 New York	HEARD CITY New York	CARAT New York / CARAT Warsaw / KETCHUM New York / SOLSKI COMMUNICATIO NS Warsaw	McCANN Bucharest / McCANN DEMAND London / McCANN New York / McCANN POLAND Warsaw / MRM GERMANY Frankfurt
D01/017	30237	SHOT ON IPHONE	APPLE	IPHONE	TBWA\MEDIA ARTS LAB, Los Angeles	UNITED STATES				
D01/018	20313	REAL BEAUTY: HOW A SOAP BRAND CREATED A GLOBAL SELF-ESTEEM MOVEMENT	DOVE	DOVE	OGILVY UK, London	UNITED KINGDOM				

Total Shortlisted: 43