

Creative Strategy Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional
<u>A01 (Consumer Goods)</u>											
A01/020	00498	THE PRINCESS & THE CROWN	SEDA	SEDA SHAMPOO	DROGA5, PART OF ACCENTURE SONG, Sao Paulo / UNILEVER BRASIL, Sao Paulo	BRAZIL	AUDIOMANIACOS Sao Paulo / LOUD+ Sao Paulo / SAGAZ FILMES Sao Paulo / TUK CREATIVE STUDIOS Rio de Janeiro	BIG SYNC MUSIC London / CASA DE VIDEO São Paulo			DE BENGUELA Tatuape / INSTITUTO PLANO DE MENINA São Paulo / NA PONTA DOS PES Rio de Janeiro / PRETAHUB Sao Paulo / THE WALT DISNEY COMPANY BRASIL São Paulo
A01/037	00845	SHARE THE FIRST	DOVE	DOVE	EDELMAN, London	UNITED KINGDOM	EDELMAN London		MINDSHARE London	EDELMAN London	
A01/038	00636	GET COMFORTABLE	ANDREX	ANDREX	FCB LONDON	UNITED KINGDOM					
A01/052	00865	PEDIGREE CARAMELO	PEDIGREE	PEDIGREE	ALMAPBDO, Sao Paulo	BRAZIL	BLACK MADRE Sao Paulo / RAW AUDIO Sao Paulo / SURREAL HOTEL ARTS Sao Paulo	GAFANHOTTO POST Sao Paulo	ESSENCEMEDIA COM Sao Paulo	GIUSTI CREATIVE PR Sao Paulo / IMAGEM CORPORATIVA Sao Paulo	AMPARA ANIMAL Sao Paulo / DNA PETS Rio de Janeiro / T&PM POWERED BY FBIZ Sao Paulo
A01/069	30357	THE DOVE CODE	DOVE	DOVE	DROGA5, PART OF ACCENTURE SONG, Sao Paulo / UNILEVER, London	BRAZIL / UNITED KINGDOM	BIG SYNC MUSIC London / ESTUDIO DIPROD Florianopolis / HEFTY MUSIC AND SOUND Sao Paulo / SAIGON Sao Paulo / THE MILL Los Angeles				MONKS Los Angeles / WPP London
<u>A02 (Healthcare)</u>											
A02/004	00135	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
A02/016	00335	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>A03 (Automotive)</u>											
A03/002	00080	THE ICONIC PLAYLIST	MERCEDES	PLAYLIST OF SONGS FEATURING MERCEDES	TBWA/PARIS / TEAM X, Paris	FRANCE			TEAM X Paris		
<u>A04 (Travel, Leisure, Retail, Restaurants & Fast-Food Chains)</u>											
A04/008	00403	THE HIDDEN EYE TEST	1001 OPTOMETRY	1001 OPTOMETRY	VML, Sydney	AUSTRALIA	PROSPEX PARK Los Angeles		WAVEMAKER Sydney	BURSON Sydney	
A04/016	00615	FOOTBALL IS FOR FOOD	UBER EATS	UBER EATS	SPECIAL, Los Angeles / UBER, San Francisco	UNITED STATES	O POSITIVE Santa Monica	EXILE Santa Monica / PARIAN CREATIVE Santa Monica / ROYAL MUSTER Culver City / THE TRAFIK Santa Monica	PHD New York		2ND WIND PRODUCTIONS Los Angeles / ELEVEN SOUND Los Angeles / ENDLESS NOISE Los Angeles, CA / MAYFLOWER ENTERTAINMENT Los Angeles / SPECIAL Sydney
<u>A05 (Media/Entertainment)</u>											

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A05/008	00595	THE NEW PRESIDENT	ANNAHAR NEWSPAPER	ANNAHAR NEWSPAPER	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	ADDITION New York		AN-NAHAR NEWSPAPER Beirut	IMPACT BBDO Beirut / IMPACT PORTER NOVELLI Dubai
A05/009	00427	SOUNDS RIGHT	MUSEUM FOR THE UNITED NATIONS - UN LIVE, SPOTIFY	MUSIC	AKQA, Copenhagen	DENMARK			SPOTIFY Stockholm	LD COMMUNICATION S London / NO. 29 COMMUNICATION S New York / THE WORLD WE WANT London
A05/013	00856	GUARDED BUS STOP	ELETROMIDIA	GUARDED BUS STOP	ALMAPBBDO, Sao Paulo	BRAZIL	ANTFOOD Sao Paulo / CINE Sao Paulo / ELETROMIDIA Sao Paulo		ELETROMIDIA Sao Paulo	

A06 (Consumer Services/Business to Business)

A06/001	00029	MEET MARINA PRIETO	JCDECAUX	MEDIA CHANNEL	DAVID, Madrid	SPAIN	FAR MEDIA Madrid	DESEIF Madrid / THE LOBBY Madrid		JCDECAUX SPAIN Madrid
A06/009	00829	AXA - THREE WORDS	AXA	INSURANCE	PUBLICIS CONSEIL, Paris	FRANCE	PRODIGIOUS Paris	PRODIGIOUS Paris	WAVEMAKER Paris	PUBLICIS CONSULTANTS Paris

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

A07/006	00017	ANI STAY	WWF KOREA	WWF KOREA	CHEIL WORLDWIDE, Seoul	SOUTH KOREA	BIGIN SQUARE Seoul		ALL IS WELL Seoul / CHEIL WORLDWIDE Seoul / KT Seoul	CHEIL WORLDWIDE Seoul
A07/012	00153	WAITING TO LIVE	NHS BLOOD & TRANSPLANT	NHS BLOOD & TRANSPLANT	VML, London	UNITED KINGDOM			WAVEMAKER London	BURSON London SONICBRAND London
A07/016	00216	SATO 2531	ASUNIWA	THINK NAME PROJECT	DENTSU DIGITAL, Tokyo	JAPAN	TAIYO KIKAKU Tokyo	MASSIVEMUSIC Tokyo		PLATINUM INC. Tokyo
A07/018	00490	BAN THIS PROFILE	AMPARA SILVESTRE	AMPARA SILVESTRE	EDELMAN SPAIN, Madrid	SPAIN	EDELMAN SPAIN Madrid		EDELMAN SPAIN Madrid	EDELMAN SPAIN Madrid
A07/027	00796	SIG - FACING BULLYING	SIG	INFORMATION	PUBLICIS CONSEIL, Paris	FRANCE	MASSCORP Paris	MASSCORP Paris		
A07/036	00460	ABSURD PROMISES	ASDRA	DOWN SYNDROME ASSOCIATION OF ARGENTINA	VML, Buenos Aires	ARGENTINA	LANDIA Buenos Aires			
A07/040	00596	CHILD WEDDING CARDS	UN WOMEN	UN WOMEN	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	KARMA KOLLECTIVE Karachi / SHINY TOY GUNS Karachi			

B01 (Data & Analytics)

B01/003	00174	SATO 2531	ASUNIWA	THINK NAME PROJECT	DENTSU DIGITAL, Tokyo	JAPAN	TAIYO KIKAKU Tokyo	MASSIVEMUSIC Tokyo		PLATINUM INC. Tokyo
B01/004	00489	BAN THIS PROFILE	AMPARA SILVESTRE	AMPARA SILVESTRE	EDELMAN SPAIN, Madrid	SPAIN	EDELMAN SPAIN Madrid		EDELMAN SPAIN Madrid	EDELMAN SPAIN Madrid
B01/010	00527	HUMANIMAL TOURISM	PROCOLOMBIA	COLOMBIA, THE COUNTRY OF BEAUTY	DDB COLOMBIA, Bogota	COLOMBIA	PRIMO CONTENT Bogota			AGENCIA QUIROGA MEDIOS Bogota / DRAGONFLY Bogota
B01/011	00459	ABSURD PROMISES	ASDRA	DOWN SYNDROME ASSOCIATION OF ARGENTINA	VML, Buenos Aires	ARGENTINA	LANDIA Buenos Aires			

B02 (Audience Insight)

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B02/022	00485	FOUND IN TRANSLATION	MEDALLA LIGHT	MEDALLA LIGHT	DDB LATINA PUERTO RICO	PUERTO RICO		PHD PUERTO RICO Guaynabo		
B02/027	00515	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
B02/036	00497	THE PRINCESS & THE CROWN	SEDA	SEDA SHAMPOO	DROGA5, PART OF ACCENTURE SONG, Sao Paulo / UNILEVER BRASIL, Sao Paulo	BRAZIL	AUDIOMANIACOS Sao Paulo / LOUD+ Sao Paulo / SAGAZ FILMES Sao Paulo / TUK CREATIVE STUDIOS Rio de Janeiro	BIG SYNC MUSIC London / CASA DE VIDEO São Paulo		DE BENGUELA Tatuape / INSTITUTO PLANO DE MENINA São Paulo / NA PONTA DOS PES Rio de Janeiro / PRETAHUB Sao Paulo / THE WALT DISNEY COMPANY BRASIL São Paulo
B02/057	00519	THE 26TH MINUTE	DUBLIN SAMARITANS	SAMARITANS VOLUNTEER RECRUITMENT	DROGA5, PART OF ACCENTURE SONG, Dublin	IRELAND				
B02/088	00552	PET PIT	PANTENE	PANTENE 3MM	GREY, Hong Kong / GREY, New York	HONG KONG SAR / UNITED STATES				
B02/107	00880	READ BETTER	WATERSTONES	BOOKS	FP7 McCANN, Dubai / McCANN, Bristol	UNITED ARAB EMIRATES / UNITED KINGDOM	VOX HAUS Petropolis	UM Birmingham	MARKETTIERS London	BLOU STUDIO Riyadh / WATERSTONES London

C01 (Challenger Brand Strategy)

C01/002	00030	MEET MARINA PRIETO	JCDECAUX	MEDIA CHANNEL	DAVID, Madrid	SPAIN	FAR MEDIA Madrid	DESEIF Madrid / THE LOBBY Madrid		JCDECAUX SPAIN Madrid
C01/041	00374	TEST MY DACIA	DACIA	TEST DRIVE	VML, Casablanca	MOROCCO	VML Casablanca	VML Casablanca		
C01/046	00744	TULIPÁN - SEX CAN REIGNITE THE ECONOMY	TULIPÁN	TULIPÁN	ZURDA AGENCY, Buenos Aires	ARGENTINA	RETINA Buenos Aires	RETINA Buenos Aires	PULMON PR Buenos Aires	
C01/059	00256	SEE THEM FOR REAL	MUSÉE DE L'ARMÉE	MUSEUM	BUZZMAN, Paris	FRANCE		MUSEE DE L'ARMEE Paris	BUZZMAN Paris	

C02 (Breakthrough on a Budget)

C02/010	00160	DAISY VS SCAMMERS	O2	DAISY VS SCAMMERS	VCCP, London / GIRL AND BEAR, London / FAITH, London / BERNADETTE, London	UNITED KINGDOM	GIRL AND BEAR London	GIRL AND BEAR London	VCCP London	BROADCAST REVOLUTION London / O2 London
C02/021	00378	FINDING JULIETTE	CHILD FOCUS	CHILD FOCUS	VML, Antwerp	BELGIUM			VML Antwerp	
C02/028	00517	THE 26TH MINUTE	DUBLIN SAMARITANS	SAMARITANS VOLUNTEER RECRUITMENT	DROGA5, PART OF ACCENTURE SONG, Dublin	IRELAND				
C02/029	00601	CHILD WEDDING CARDS	UN WOMEN	UN WOMEN	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	KARMA KOLLECTIVE Karachi / SHINY TOY GUNS Karachi			

C04 (Long-Term Strategy)

C04/004	00410	LOCONOMY BURGERS	MCDONALD'S	MCDONALD'S LOCONOMY BURGERS	LEO, Seoul	SOUTH KOREA	PLANIT PRODUCTION Seoul / TOAST PRODUCTION Seoul		STARCOM Seoul	
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C05 (Corporate Purpose & Social Responsibility)

C05/006	00251	E.L.F. BEAUTY "SO MANY DICKS"	E.L.F. BEAUTY	E.L.F.	E.L.F. BEAUTY, New York / OBERLAND, New York	UNITED STATES	OBERLAND New York		BILLUPS Chicago	DAY ONE AGENCY New York
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C05/011	00359	PUB MUSEUMS	HEINEKEN	HEINEKEN	LEPUB, Milan / PUBLICIS, Dublin	ITALY / IRELAND	THINKHOUSE Dublin	LENS THAT - AR CREATIVE STUDIO Warsaw			
C05/022	00827	AXA - THREE WORDS	AXA	INSURANCE	PUBLICIS CONSEIL, Paris	FRANCE	PRODIGIOUS Paris	PRODIGIOUS Paris	WAVEMAKER Paris	PUBLICIS CONSULTANTS Paris	
C05/033	00426	SOUNDS RIGHT	MUSEUM FOR THE UNITED NATIONS - UN LIVE, SPOTIFY	MUSIC	AKQA, Copenhagen	DENMARK			SPOTIFY Stockholm	LD COMMUNICATION S London / NO. 29 COMMUNICATION S New York / THE WORLD WE WANT London	EARTHPERCENT London / MUSEUM FOR THE UNITED NATIONS - UN LIVE Copenhagen
C05/041	00863	GUARDED BUS STOP	ELETROMIDIA	GUARDED BUS STOP	ALMAPBBDO, Sao Paulo	BRAZIL	ANTFOOD Sao Paulo / CINE Sao Paulo / ELETROMIDIA Sao Paulo		ELETROMIDIA Sao Paulo		

C06 (Market Disruption)

C06/010	00154	WAITING TO LIVE	NHS BLOOD & TRANSPLANT	NHS BLOOD & TRANSPLANT	VML, London	UNITED KINGDOM			WAVEMAKER London	BURSON London	SONICBRAND London
C06/037	00338	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
C06/039	00673	REFURB	PHILIPS	PHILIPS	LEPUB, Amsterdam	NETHERLANDS	AMBASSADORS Amsterdam / LENS THAT - AR CREATIVE STUDIO Warsaw / SHOTZ Berlin		OMD Amsterdam / OMD GERMANY Dusseldorf	KETCHUM Amsterdam	

C07 (Cultural Engagement)

C07/003	00175	SATO 2531	ASUNIWA	THINK NAME PROJECT	DENTSU DIGITAL, Tokyo	JAPAN	TAIYO KIKAKU Tokyo	MASSIVEMUSIC Tokyo		PLATINUM INC. Tokyo	
C07/004	00484	FOUND IN TRANSLATION	MEDALLA LIGHT	MEDALLA LIGHT	DDb LATINA PUERTO RICO	PUERTO RICO			PHD PUERTO RICO Guaynabo		
C07/013	00265	CLEAN SPONSORSHIP	CONSUL APPLIANCES	CONSUL WASHINGMACHINE	DM9, Sao Paulo	BRAZIL			DM9 Sao Paulo		
C07/048	00363	CHILDREN OF THE DICTATORSHIP	HIJOS Y MADRES DEL SILENCIO FOUNDATION	CHILDREN OF THE DICTATORSHIP	CHEIL WORLDWIDE, Santiago	CHILE	BRUTAL COLLECTIVE Santiago / CYLNDR Santiago				

D01 (Brave Brands)

D01/036	00598	THE NEW PRESIDENT	ANNAHAR NEWSPAPER	ANNAHAR NEWSPAPER	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	ADDITION New York		AN-NAHAR NEWSPAPER Beirut	IMPACT BBDO Beirut / IMPACT PORTER NOVELLI Dubai	
D01/039	00637	GET COMFORTABLE	ANDREX	ANDREX	FCB LONDON	UNITED KINGDOM					
D01/044	10039	CHOOSE UBER	HEETCH	HEETCH	BETC, Paris	FRANCE	SOLDATS FILMS Paris				
D01/049	00698	SPEED SHIELDS	KXNGS	KXNGS	GREY, Copenhagen	DENMARK					

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D02 (Collaboration)

D02/004	00018	ANI STAY	WWF KOREA	WWF KOREA	CHEIL WORLDWIDE, Seoul	SOUTH KOREA	BIGIN SQUARE Seoul		ALL IS WELL Seoul / CHEIL WORLDWIDE Seoul / KT Seoul	CHEIL WORLDWIDE Seoul
D02/008	00203	STATE FARM® X APPLE TV+'S "SEVERANCE": GETTING SEVERED FROM PARENTS' INSURANCE	STATE FARM®	STATE FARM® INSURANCE	FLEISHMANHILLARD, St. Louis / HIGHDIVE, Chicago	UNITED STATES	SMUGGLER Los Angeles		OMD USA Chicago	FLEISHMANHILLARD St. Louis
D02/009	00217	SATO 2531	ASUNIWA	THINK NAME PROJECT	DENTSU DIGITAL, Tokyo	JAPAN	TAIYO KIKAKU Tokyo	MASSIVEMUSIC Tokyo		PLATINUM INC. Tokyo
D02/013	00539	THE CRUISE HEIST	NETFLIX	BERLIN	404, Sao Paulo	BRAZIL	404 Sao Paulo			
D02/018	00616	FOOTBALL IS FOR FOOD	UBER EATS	UBER EATS	SPECIAL, Los Angeles / UBER, San Francisco	UNITED STATES	O POSITIVE Santa Monica	EXILE Santa Monica / PARIAS CREATIVE Santa Monica / ROYAL MUSTER Culver City / THE TRAFIK Santa Monica	PHD New York	2ND WIND PRODUCTIONS Los Angeles / ELEVEN SOUND Los Angeles / ENDLESS NOISE Los Angeles, CA / MAYFLOWER ENTERTAINMENT Los Angeles / SPECIAL Sydney

E01 (Products/Services)

E01/004	00450	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
E01/009	00516	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
E01/017	00834	AXA - THREE WORDS	AXA	INSURANCE	PUBLICIS CONSEIL, Paris	FRANCE	PRODIGIOUS Paris	PRODIGIOUS Paris	WAVEMAKER Paris	PUBLICIS CONSULTANTS Paris	
E01/018	00833	ORANGE - SAFER PHONE	ORANGE	SAFER PHONES	PUBLICIS CONSEIL, Paris	FRANCE	BIG PRODUCTIONS Paris	FIRM STUDIO Paris			PRODIGIOUS Paris
E01/022	00805	BAR DATING – POWERED BY HE!!	HEINEKEN	HEINEKEN	LEPUB, Sao Paulo / LEPUB, Milan	BRAZIL / ITALY	DAHOUSE AUDIO Sao Paulo / KPVA Sao Paulo / SIZZER Amsterdam / WANDA PRODUCTIONS Paris	PRODIGIOUS Milan	DENTSU CREATIVE Sao Paulo / RED STAR Milan	INC PR AGENCY Milan / LEMA+ Sao Paulo / NSS FACTORY Milan / THE ROMANS Amsterdam	ATENAS.AG Sao Paulo / CIRCULO CRM Sao Paulo / LEPUB Amsterdam
E01/035	00843	HAGELCHUP	KRAFT-HEINZ	HEINZ KETCHUP	GUT, Amsterdam	NETHERLANDS	XARLEE VIDEO PRODUCTION Amsterdam	XARLEE VIDEO PRODUCTION Amsterdam		PRSSKD Amsterdam	
E01/038	00641	RE-COMMERCE ATACAMA	VTEX	RE-COMMERCE ATACAMA	ARTPLAN, Sao Paulo	BRAZIL	DIGITAL PRINTZ Sao Paulo / EITRI Rio de Janeiro / RAW AUDIO Sao Paulo / SUGARCANE FILMES Sao Paulo			APPROACH COMUNICACAO Sao Paulo	DESIERTO VESTIDO Alto Hospicio / FASHION REVOLUTION Sao Paulo

E02 (Experience and Relationship Models)

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E02/021	00561	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
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E03 (Brand Strategy)

E03/029	00532	FICTIONAL INSURANCE	RCN/PRIME	INSURANCE	DDB COLOMBIA, Bogota	COLOMBIA				
E03/031	00788	THE DESK BREAK CLAUSE	ASICS	ASICS	GOLIN, London	UNITED KINGDOM	GOLIN London / KODE MEDIA London	KODE MEDIA London	GOLIN London / LEPUB Amsterdam	GOLIN London
E03/047	00859	PEDIGREE CAMELO	PEDIGREE	PEDIGREE	ALMAPBBDO, Sao Paulo	BRAZIL	BLACK MADRE Sao Paulo / RAW AUDIO Sao Paulo / SURREAL HOTEL ARTS Sao Paulo	GAFANHOTTO POST Sao Paulo	ESSENCEMEDIA COM Sao Paulo	GIUSTI CREATIVE PR Sao Paulo / IMAGEM CORPORATIVA Sao Paulo AMPARA ANIMAL Sao Paulo / DNA PETS Rio de Janeiro / T&PM POWERED BY FBIZ Sao Paulo

F01 (Long-Term Brand Platform)

F01/003	00292	BUILDING A MORE RESILIENT AUSTRALIA	SUNCORP	INSURANCE	LEO, Sydney	AUSTRALIA	GOOD OIL FILMS Sydney / HOGARTH WORLDWIDE Alexandria / LE POLISH BUREAU Lodz / PXP STUDIOS Sydney / REVOLVER Sydney		OMD Sydney	
F01/015	00723	DOVE LOVE YOUR HAIR	UNILEVER	DOVE HAIR CARE	EDELMAN, New York	UNITED STATES				EDELMAN New York UNITED ENTERTAINMENT GROUP New York
F01/016	00654	LIVEFEARLESS	BODYFORM	BODYFORM	AMV BBDO, London	UNITED KINGDOM	CHELSEA PICTURES Los Angeles / SMUGGLER London / SOMESUCH London	750MPH London / SOUNDTREE MUSIC London / TENTHREE London / TIME BASED ARTS London / TRIM EDITING London	ZENITH London	KETCHUM London FRAMESTORE London / THE MILL London
F01/018	00738	TASTE THE RAINBOW	SKITTLES	SKITTLES	DDB CHICAGO	UNITED STATES	CARBON VFX Chicago / PICROW Los Angeles / THE WORKS Chicago / WASABI PRODUCTION Shanghai / WHITEHOUSE POST PRODUCTIONS Los Angeles		ESSENCEMEDIA COM New York	WEBER SHANDWICK Chicago CRITICAL MASS Chicago / SHOOTING GALLERY Shanghai
F01/020	00393	IT'S A CHEETOS THING	CHEETOS PEPSICO	CHEETOS	GOODBY SILVERSTEIN & PARTNERS, San Francisco	UNITED STATES	BISCUIT FILMWORKS Los Angeles / DUMMY FILMS Los Angeles / O POSITIVE Santa Monica / WILDEBEEEST Collingwood	ARCADE EDIT Los Angeles / HUMAN New York / LIME STUDIOS Santa Monica / THE MILL Chicago	OMD USA New York / RED ROCK OUTDOOR New York	KETCHUM New York ARTJAIL New York / ASSEMBLE SOUND Detroit / COMPANY 3 Los Angeles / CREYENTES Brooklyn / NOUN NY / PARLIAMENT STUDIOS Santa Monica / ROYAL MUSTER Culver City / SHAKERMAKER New York / SONIC UNION New York / VAYNERMEDIA New York / VT PRO DESIGN Los Angeles
F01/021	00599	ANNAHAR'S ACTIVE JOURNALISM	ANNAHAR	ANNAHAR	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES			OMD Dubai	IMPACT BBDO Beirut / IMPACT PORTER NOVELLI Dubai

Creative Strategy Shortlist

F01/024	00870	REAL BEAUTY: HOW A SOAP BRAND CREATED A GLOBAL SELF- ESTEEM MOVEMENT	DOVE	DOVE	OGILVY UK, London	UNITED KINGDOM
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Total Shortlisted: 80