

Film Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional
<u>A01 (Consumer Goods)</u>											
A01/014	00167	FLOCK	APPLE	IPHONE	TBWA\MEDIA ARTS LAB, Los Angeles	UNITED STATES	LEGACY EFFECTS San Francisco / SMUGGLER Los Angeles	BARKING OWL Los Angeles / HOUSE OF PARLIAMENT Los Angeles / MODEL CITIZEN GROUP Los Angeles / ROCK PAPER SCISSORS Los Angeles / THE TRAFIK Santa Monica	OMD USA Los Angeles	TBWA\MEDIA ARTS LAB Los Angeles	
A01/031	00291	SLO-MO	APPLE	IPHONE 16 PRO	APPLE, Cupertino	UNITED STATES	O POSITIVE Santa Monica				
A01/039	00453	MEMORY	CADBURY	CADBURY DAIRY MILK	VCCP, London	UNITED KINGDOM	BISCUIT FILMWORKS London	FACTORY STUDIOS London / FREEFOLK London / THE QUARRY London / TIME BASED ARTS London	SPARK FOUNDRY London	OGILVY UK London	GIRL AND BEAR London
A01/040	00992	INVISIBLE STAIN	VANISH	BULLYING AWARENESS	BETC HAVAS, Sao Paulo	BRAZIL	DAHOUSE AUDIO Sao Paulo / LOBO São Paulo			CASA9 AGENCIA DE COMUNICACAO Sao Paulo / COMUNICACAO MARKETING Sao Paulo / TASTEMAKERS BRASIL Sao Paulo / WITNESS ME Los Angeles	ABRACE BULLYING PREVENTION INSTITUTE Curitiba
A01/043	01019	THE MERGER AMERICA CRAVED	JIF	JIF PEANUT BUTTER	BBH, New York / MSL, New York / ZENITH, New York / DIGITAS, Boston / PSONE, New York	UNITED STATES	HUNGRY MAN New York	CABIN New York / HARBOR PICTURE COMPANY New York / HUMAN New York / SUPEREXPLODE R New York	CONNECT AT PUBLICIS MEDIA New York / DIGITAS Boston / ZENITH New York	MSL New York	PXP STUDIOS New York / SAATCHI & SAATCHI New York / THE J.M. SMUCKER CO. Orrville
A01/047	00806	HEY JUDE	ADIDAS FOOTBALL	ADIDAS	JOHANNES LEONARDO, New York	UNITED STATES	HAWAI FILMS Madrid / SPINDLE London	BARKING OWL New York / BLACKSMITH New York / COMPANY 3 London / RECORD-PLAY LTD Barcelona / WAKE THE TOWN London	ESSENCE MEDIA COM London		ADIDAS UK Stockport / ANNA MCAULEY London / SWELL DIGITAL New York / THE DIRECTORS STUDIO London
A01/059	01091	JORDAN CAN'T BAN GREATNESS	NIKE	NIKE	WIEDEN+KENNEDY, Portland / JORDAN BRAND, Beaverton	UNITED STATES	BAUIE PRODUCTIONS Los Angeles / DRONE DUDES Granada Hills / IMPERIAL WOODPECKER New York / SATIS&FY Hillsboro	A52 VFX Santa Monica / JOINT EDITORIAL Portland / ROCK PAPER SCISSORS Los Angeles / THE TRAFIK Santa Monica	WIEDEN+KENNEDY Portland	JORDAN BRAND Beaverton	

Film Shortlist

A01/065	01251	SO WIN	NIKE	NIKE	WIEDEN+KENNEDY, Portland	UNITED STATES	24/7 Spain / SOMESUCH Los Angeles / SOUNDTREE Los Angeles	FIELD DAY SOUND Portland / JOINT EDITORIAL Portland / SELECTED WORKS London / THE TRAFIK Santa Monica / TRIM EDITING London	BILLUPS Lake Oswego / INITIATIVE MEDIA New York / PMG WORLDWIDE Fort Worth	CURIOUS RESEARCH & CLEARANCE Remote / NIKE Beaverton / SOUNDTREE MUSIC London
A01/068	01248	STAIRS	NIKE	NIKE	WIEDEN+KENNEDY, Portland	UNITED STATES	ICONOCLAST Los Angeles	JOINT EDITORIAL Portland / SELECTED WORKS London / THE TRAFIK Santa Monica / WALKER MUSIC Los Angeles / WORK EDITORIAL Culver City	WIEDEN+KENNEDY Portland	NIKE Beaverton
A01/070	01246	WINNING ISN'T FOR EVERYONE	NIKE	NIKE	WIEDEN+KENNEDY, Portland	UNITED STATES	EMILIE MULLER PRODUCTION N/A / SOMESUCH Los Angeles	A52 VFX Santa Monica / FIELD DAY Portland / JOINT EDITORIAL Portland / SPOT WELDERS Los Angeles / THE TRAFIK Santa Monica	BILLUPS Lake Oswego / INITIATIVE MEDIA New York / PMG WORLDWIDE Fort Worth	CURIOUS RESEARCH & CLEARANCE Remote / NIKE Beaverton / SOUNDTREE Los Angeles
A01/106	00314	GO FURTHER	7-ELEVEN	MOBIL FUELS	CLEMENGER BBDO, Melbourne	AUSTRALIA	BISCUIT FILMWORKS Sydney / REVOLVER Sydney	HECKLER Sydney / THE EDITORS Sydney	PHD Melbourne	7-ELEVEN Sydney / MOBIL Melbourne
A01/107	01337	THE BEER BEHIND BACKSTAGE	BUDWEISER	BEER	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	QUIET CITY MUSIC + SOUND Sao Paulo		AFRICA CREATIVE DDB Sao Paulo	

A02 (Healthcare)

A02/001	00006	STOP WORKING OUT IN THE PAST	TONAL	TONAL	QUALITY EXPERIENCE, New York	UNITED STATES	BARKING OWL New York / PULSE FILMS Los Angeles / ROCK PAPER SCISSORS New York / THE MILL Los Angeles / THE MILL New York	SOUND LOUNGE New York		
---------	-------	------------------------------	-------	-------	------------------------------	---------------	--	-----------------------	--	--

A03 (Automotive)

A03/011	00354	MOMENTS	VOLVO CARS	VOLVO EX90	STENDAHL, Gothenburg / VOLVO CARS, Goteborg	SWEDEN	NEW LAND Stockholm	CABIN London / STRING AND TINS London		
A03/033	01636	SNITCH	AXION	CASTROL LUBRICANTS	GUT, Buenos Aires	ARGENTINA	ARGENTINACINE Buenos Aires / BAMBAMUSIC Buenos Aires			BAMBAMUSIC Buenos Aires
A03/034	01637	LABOR RIDE	AXION	CASTROL LUBRICANTS	GUT, Buenos Aires	ARGENTINA	ARGENTINACINE Buenos Aires / BAMBAMUSIC Buenos Aires			BAMBAMUSIC Buenos Aires

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

Film Shortlist

A04/004	00198	SWING	PAPAYA	GAMING	YOU'RE THE GOODS, London	UNITED KINGDOM	MJZ Los Angeles	1920VFX London / 750MPH London / FABRIZIO ROSSETTI London / MR PAPE London	DENTSU X London	PAPAYA GAMING Tel Aviv
A04/038	01301	CENTURY OF CRAVINGS	UBER EATS	UBER EATS	SPECIAL, Los Angeles / UBER, San Francisco	UNITED STATES	O POSITIVE Santa Monica	ELEVEN SOUND Los Angeles / EXILE Santa Monica / PARIAN CREATIVE Santa Monica / THE TRAFIK Santa Monica	PHD New York	2ND WIND PRODUCTIONS Los Angeles / ENDLESS NOISE Los Angeles, CA / MAYFLOWER ENTERTAINMENT Los Angeles / SPECIAL Sydney
A04/043	00566	MAKE YOUR FAMILY PROUD	CHICKEN LICKEN	FAMILY FULL HOUSE	JOE PUBLIC, Johannesburg	SOUTH AFRICA	JOE PUBLIC Johannesburg / PLANK Cape Town	PRESSURE COOKER Cape Town / STRANGELOVE Cape Town / STUDIOJOE Johannesburg	JUNO Johannesburg	

A05 (Media/Entertainment)

A05/009	00380	OBSESSION	RIYADH SEASON	BOXING FIGHT	BIGTIME CREATIVE SHOP, Riyadh	SAUDI ARABIA	RIFF RAFF FILMS London	750MPH London / SELECTED WORKS London / THE HOGAN London		
A05/010	00703	PARIS PARALYMPICS 2024: CONSIDERING WHAT?	CHANNEL 4	CHANNEL 4	CHANNEL 4, London / 4CREATIVE, London	UNITED KINGDOM	4CREATIVE London / BISCUIT FILMWORKS London	FACTORY STUDIOS London / TIME BASED ARTS London		
A05/031	01462	SKIN	RAÇA MAGAZINE	INSTITUTIONAL	LEPUB, Sao Paulo	BRAZIL	CZAR Sao Paulo / DAHOUSE AUDIO Sao Paulo / PXP Sao Paulo			FITA Sao Paulo

A06 (Consumer Services/Business to Business)

A06/014	00422	A TALE AS OLD AS WEBSITES	SQUARESPACE	SQUARESPACE	SQUARESPACE, New York	UNITED STATES	BISCUIT FILMWORKS Los Angeles / BODACIOUS DUBLIN / REVOLVER Sydney	GOOD EAR MUSIC SUPERVISION Los Angeles / HARBOR PICTURE COMPANY New York / HEARD CITY New York / KEVIN Los Angeles / WORK EDITORIAL New York	SQUARESPACE New York	SQUARESPACE New York
A06/017	00751	THIS COMMERCIAL ISN'T ABOUT PIZZA	COINBASE	COINBASE	COINBASE, Oakland	UNITED STATES	IMPERIAL WOODPECKER New York	COMPANY 3 New York / EXILE EDIT Los Angeles / LIME STUDIOS Santa Monica / PARIAN CREATIVE Santa Monica / WALKER Santa Monica		

Film Shortlist

A06/023	00423	MUSCLES	SQUARESPACE	SQUARESPACE	SQUARESPACE, New York	UNITED STATES	ICONOCLAST Los Angeles	CARTEL New York / ELECTRIC THEATRE COLLECTIVE London / HEARD CITY New York / MIDNIGHT SNACK New York / Q DEPARTMENT New York	SQUARESPACE New York	SQUARESPACE New York
A06/026	00847	BUSSELTON JETTY	TELSTRA	TELSTRA	BEAR MEETS EAGLE ON FIRE, Sydney	AUSTRALIA	BISCUIT FILMWORKS Sydney / REVOLVER Sydney	ELECTRIC THEATRE COLLECTIVE London / RUMBLE STUDIOS Sydney / THE EDITORS Sydney	OMD Sydney	
A06/027	00855	ROCKY CAPE	TELSTRA	TELSTRA	BEAR MEETS EAGLE ON FIRE, Sydney	AUSTRALIA	BISCUIT FILMWORKS Sydney / REVOLVER Sydney	ELECTRIC THEATRE COLLECTIVE London / RUMBLE STUDIOS Sydney / THE EDITORS Sydney	OMD Sydney	
A06/047	00857	TOGETHER IS FOR CHRISTMAS	TELSTRA	TELSTRA	BEAR MEETS EAGLE ON FIRE, Sydney	AUSTRALIA	BISCUIT FILMWORKS Sydney / REVOLVER Sydney	BLOCKHEAD VFX Sydney		+61 Sydney
A06/053	01549	ORANGE - THE GREATEST RUN	ORANGE	PARALYMPICS GAMES	PUBLICIS CONSEIL, Paris	FRANCE	PRODIGIOUS Paris	PRODIGIOUS Paris		
A06/062	00182	THE WALLET!	VIPPS	MOBILE PAY SERVICE	TRY, Oslo	NORWAY	PRAVDA Oslo	PRAVDA Oslo		

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

A07/036	01066	DON'T STOP MOTION	CENABAST	GOBIERNO DE CHILE	VML, Santiago	CHILE	PAPAMUSIC Buenos Aires / PUNKROBOT Santiago / SAUVALLE PRODUCCIONES Santiago / UFF CONTENIIDOS Santiago	PUNKROBOT Santiago		
A07/044	00918	THE UGLIEST SWEATER	ILAS	CHILD ABUSE FOUNDATION	THE MAESTROS, Mexico / MADE, Mexico City	MEXICO	THE MAESTROS Mexico	THE MAESTROS Mexico		RAINBOW LOBSTER Los Angeles

B01 (Consumer Goods)

B01/009	00168	FLOCK	APPLE	IPHONE	TBWA/MEDIA ARTS LAB, Los Angeles	UNITED STATES	LEGACY EFFECTS San Francisco / SMUGGLER Los Angeles	BARKING OWL Los Angeles / HOUSE OF PARLIAMENT Los Angeles / MODEL CITIZEN GROUP Los Angeles / ROCK PAPER SCISSORS Los Angeles / THE TRAFIK Santa Monica	OMD USA Los Angeles	TBWA/MEDIA ARTS LAB Los Angeles
---------	-------	-------	-------	--------	----------------------------------	---------------	---	---	---------------------	---------------------------------

Film Shortlist

B01/010	00174	NO SWEAT	APPLE	MAC M4 CHIP	TBWA\MEDIA ARTS LAB, Los Angeles	UNITED STATES	ICONOCLAST Los Angeles	ELECTRIC THEATRE COLLECTIVE Los Angeles / FINAL CUT Los Angeles / LIME STUDIOS Santa Monica / THE TRAFIK Santa Monica / WE ARE WALKER Los Angeles	OMD USA Los Angeles	MODEL CITIZEN GROUP Los Angeles
B01/013	00342	DOG	AXE/LYNX	DEODORANT	LOLA MULLENLOWE, Madrid	SPAIN	CZAR Molenbeek-Saint-Jean	CZAR Molenbeek-Saint-Jean		BIG SYNC MUSIC London
B01/015	00337	LONG LASTING	AXE/LYNX	DEODORANT	LOLA MULLENLOWE, Madrid	SPAIN	CANADA Barcelona			BIG SYNC MUSIC London
B01/018	00334	BEAR	AXE/LYNX	DEODORANT	LOLA MULLENLOWE, Madrid	SPAIN	CZAR Molenbeek-Saint-Jean	CZAR Molenbeek-Saint-Jean		BIG SYNC MUSIC London
B01/023	00296	WARREN	APPLE	IPHONE 16 / APPLE INTELLIGENCE	APPLE, Cupertino	UNITED STATES	O POSITIVE Santa Monica	ARCADE EDIT Los Angeles		
B01/024	00290	PROSPECTUS	APPLE	MAC / APPLE INTELLIGENCE	APPLE, Cupertino	UNITED STATES	O POSITIVE Santa Monica	ARCADE EDIT Los Angeles		
B01/025	00295	FIND YOUR FRIENDS	APPLE	PRECISION FINDING	APPLE, Cupertino	UNITED STATES	SOMESUCH Los Angeles	LIME STUDIOS Santa Monica / SKYWALKER SOUND Nicasio		
B01/026	00292	SLO-MO	APPLE	IPHONE 16 PRO	APPLE, Cupertino	UNITED STATES	O POSITIVE Santa Monica			
B01/029	00287	CALL ME WHEN YOU NEED ME	VIVO	VIVO X100 ULTRA	HAVAS BEIJING	MAINLAND CHINA	BEIJING SAN CHUAN MEDIA	BEIJING BELIEF PROCESS TECHNOLOGY / BEIJING ZHENSHI FILM PRODUCTION / NEW SPROUT ART CLUB TECHNOLOGY & CULTURE Beijing / SHANGHAI XUYING CULTURAL COMMUNICATION		
B01/033	00993	INVISIBLE STAIN	VANISH	BULLYING AWARENESS	BETC HAVAS, Sao Paulo	BRAZIL	DAHOUSE AUDIO Sao Paulo / LOBO São Paulo		CASA9 AGENCIA DE COMUNICACAO Sao Paulo / COMUNICACAO MARKETING Sao Paulo / TASTEMAKERS BRASIL Sao Paulo / WITNESS ME Los Angeles	ABRACE BULLYING PREVENTION INSTITUTE Curitiba
B01/035	00572	100 YEARS OF MEISTERSTÜCK, MONTBLANC X WES ANDERSON	MONTBLANC INTERNATIONAL GMBH	WRITING INSTRUMENTS	SOLOMON WINTER, Hamburg / MONTBLANC, Hamburg	GERMANY	MONTBLANC Hamburg / SOLOMON WINTER Hamburg		MONTBLANC Hamburg	MONTBLANC Hamburg

Film Shortlist

B01/037	00528	MAKE LIFE BRIGHTER FILM & CAMPAIGN	PELLA WINDOWS & DOORS	PELLA WINDOWS	PELLA CORPORATION / SINGLETHREAD, Sun Valley	UNITED STATES	CONTENTUS MAXIMUS London / FARMUSE Nashville / SINGLETHREAD Sun Valley / WE ARE WALKER Los Angeles	ARTS ACADEMY Portland / FIELD DAY SOUND Portland / HOUSE OF PARLIAMENT Los Angeles / SINGLETHREAD Sun Valley / THE TRAFIK Santa Monica	MEDIACOM COMMUNICATIONS Des Moines	84 COMMUNICATIONS Las Vegas / THE GOOD ADVICE El Segundo
B01/038	00533	AYLMER - THE CANADIAN SOUP	AYLMER	AYLMER TOMATO SOUP	ALIMENTS BCI FOODS, Saint-Hyacinthe / LES EVADES, Montreal	CANADA	GORDITOS Montreal	GORDITOS Montreal / PARADE Montreal	LES EVADES Montreal	LES EVADES Montreal
B01/054	01265	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	ESSENCE MEDIA COM London	KETCHUM London / KING HENRY London / MARS London / META London
B01/055	01205	WAKE UP	XBOX	XBOX DEVICES IN THEIR ECOSYSTEM & GAME PASS	DROGA5, PART OF ACCENTURE SONG, New York	UNITED STATES	RESET Los Angeles	1920VFX London / ANARCHY Watford / CUT AND RUN New York / WAVE STUDIOS New York		XBOX LIVE ADVERTISING Redmond
B01/069	01363	NOT EVERY SMILE STARTS AS A SMILE	COLGATE	COLGATE	VML, Paris	FRANCE	BIRTH Paris		WAVEMAKER London	
B01/076	01266	CATS LOSE THEIR COOL DJ CAT	TEMPTATIONS	TEMPTATIONS LICKABLE SPOONS	adam&eveDDB, London	UNITED KINGDOM	SMUGGLER London	FACTORY STUDIOS London / MARSHALL STREET EDITORS London / SIREN London / TIME BASED ARTS London	ESSENCE MEDIA COM Vancouver	WEBER SHANDWICK Toronto
B01/077	01261	FOR THE RUNNER'S HIGH	PUMA	PUMA	adam&eveDDB, London	UNITED KINGDOM	COMMON PEOPLE FILMS London / JUICE FILM Cape Town / LOVE SONG London	750MPH London / FINAL CUT London / LELAND MUSIC London / TIME BASED ARTS London	HAVAS PARIS	MSL London / PUMA SE Herzogenaurach
B01/084	01211	SOMEDAY	APPLE	AIRPODS	TBWA MEDIA ARTS LAB, Los Angeles	UNITED STATES	MJZ Los Angeles	FINAL CUT Los Angeles / SQUEAK E CLEAN STUDIOS Los Angeles / THE TRAFIK Santa Monica		
B01/085	01437	LYNX WITH CATNIP	AXE/LYNX	DEODORANT	LOLA MULLENLOWE, Madrid	SPAIN	CANADA Barcelona / SUNHOUSE CREATIVE Bath	MELT Barcelona		BIG SYNC MUSIC London
B01/090	01624	THE FINAL COPY OF ILON SPECHT	L'ORÉAL PARIS	L'ORÉAL PARIS	McCANN, Paris	FRANCE	BREAKWATER STUDIOS Los Angeles / TRAVERSE32 New York	CRAFT Paris	TRAVERSE32 New York	L'OREAL PARIS Clichy / BEAUTY CO-LAB New York / McCANN WORLDGROUP New York

Film Shortlist

B01/109	01008	MIRACLE	RC COLA	RC COLA	GIGIL, Manila	PHILIPPINES	ARCADE FILM FACTORY Makati	ARCADE FILM FACTORY Makati / HIT PRODUCTIONS Makati			
B01/110	01125	FORGOTTEN BEERS	HEINEKEN	HEINEKEN	LEPUB, Milan / LEPUB, Sao Paulo	ITALY / BRAZIL	TEMPOMEDIA Berlin		DENTSU CREATIVE London / PUBLICIS MEDIA Milan	EDELMAN London	BILLION DOLLAR BOY UK London / BOOMERANG AGENCY Amsterdam / LEPUB BOGOTA / SIZZER Amsterdam
B01/129	01628	CORONITA DOME	CORONA	CORONITA	GUT, Buenos Aires	ARGENTINA	REBOLUCION Buenos Aires	RATIO STUDIO Buenos Aires			PORTAESTUDIO Buenos Aires
B01/131	20853	THE CAT-BLOCK	LYNX	DEODORANT	CANADA, Barcelona / LOLA MULLENLOWE, Madrid	SPAIN	CANADA Barcelona	BIG SYNC MUSIC London / CANADA Barcelona			

B02 (Healthcare)

B02/017	01358	NEVER JUST A PERIOD	BODYFORM	BODYFORM	AMV BBDO, London	UNITED KINGDOM	SMUGGLER London	750MPH London / FRAMESTORE London / SOUNDTREE MUSIC London / TENTHREE London	ZENITH London	KETCHUM London	EMOTE PRODUCTIONS Belgrade
---------	-------	------------------------	----------	----------	------------------	-------------------	-----------------	--	---------------	----------------	----------------------------

B03 (Automotive)

B03/006	00352	MOMENTS	VOLVO CARS	VOLVO EX90	STENDAHL, Gothenburg / VOLVO CARS, Goteborg	SWEDEN	NEW LAND Stockholm	CABIN London / STRING AND TINS London			
B03/009	00691	TOYOTA HILUX 'IN A PICKLE'	TOYOTA MOTOR CORPORATION AUSTRALIA	TOYOTA HILUX	SAATCHI & SAATCHI, Sydney / SAATCHI & SAATCHI, Melbourne	AUSTRALIA	SAATCHI & SAATCHI Sydney / SCOUNDREL Sydney	BLOCKHEAD VFX Sydney / MASSIVEMUSIC Sydney / SAATCHI & SAATCHI Sydney / SCOUNDREL Sydney	SPARK FOUNDRY Melbourne		TOYOTA Melbourne
B03/016	01634	SNITCH	AXION	CASTROL LUBRICANTS	GUT, Buenos Aires	ARGENTINA	ARGENTINACINE Buenos Aires / BAMB MUSIC Buenos Aires				BAMBA MUSIC Buenos Aires

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

B04/030	00502	IS IT EVEN A CITY?	VISIT OSLO	VISIT OSLO	NEWSLAB, Oslo / VISITOSLO AS	NORWAY	NEWSLAB Oslo	NEWSLAB Oslo	NEWSLAB Oslo		
B04/043	01390	A BRITISH ORIGINAL PERIOD DRAMA	BRITISH AIRWAYS	TRANSPORT	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM	BANG London			UNCOMMON CREATIVE STUDIO London	
B04/046	00689	LET THERE BE CAKE	KFC THAILAND	KFC 40TH	BANANAS, Johannesburg / BRAINS & BRAWN, Bangkok	SOUTH AFRICA / THAILAND	CARBON FILMS Cape Town / TA PROD Bangkok	HOWARD AUDIO Johannesburg			

Film Shortlist

B04/051	01591	TICKET TO DREAM	AIR CANADA	AIR CANADA	FCB TORONTO	CANADA	SCOUTS HONOUR Toronto	ALTER EGO Toronto / CULT NATION Montreal / NIMIOPERE Toronto / PIVOT AUDIO Los Angeles / TANTRUM STUDIO Toronto	AC MEDIA DESK Montreal / INITIATIVE Toronto	WEBER SHANDWICK Toronto	AIR CANADA Montreal
B04/053	01299	CENTURY OF CRAVINGS	UBER EATS	UBER EATS	SPECIAL, Los Angeles / UBER, San Francisco	UNITED STATES	O POSITIVE Santa Monica	ELEVEN SOUND Los Angeles / EXILE Santa Monica / PARIAS CREATIVE Santa Monica / THE TRAFIK Santa Monica	PHD New York		2ND WIND PRODUCTIONS Los Angeles / ENDLESS NOISE Los Angeles, CA / MAYFLOWER ENTERTAINMENT Los Angeles / SPECIAL Sydney

B05 (Media/Entertainment)

B05/027	11079	THE EXAM	ANIMAL POLÍTICO	MEDIO PERIODÍSTICO ANIMAL POLÍTICO	McCANN, Mexico / WEBER SHANDWICK, Mexico City	MEXICO	WABI PRODUCTIONS Mexico City	LA TRUCHERIA LAB Bogota		WEBER SHANDWICK Mexico City	
B05/032	00958	ALL MY LOVE	COLDPLAY	COLDPLAY	MJZ, Los Angeles	UNITED STATES	MJZ Los Angeles				
B05/035	00974	THE SHOOTING	LA UNIÓN NEWSPAPER / ARTICULO 19	LA UNIÓN NEWSPAPER / ARTICULO 19	GREY, Mexico City	MEXICO	ORIENTAL FILMS Mexico City	ORIENTAL FILMS Mexico City			
B05/041	00930	EVERYTHING, COVERED – 100 YEARS OF THE NEW YORKER	THE NEW YORKER	THE NEW YORKER	LE TRUC, New York	UNITED STATES	HUMAN MUSIC AND SOUND DESIGN New York / ROOF STUDIO New York	PXP STUDIOS New York	LWD MEDIA Irvington		
B05/045	20350	EVERYTHING OR NOTHING	RIYADH SEASON	BOXING FIGHT	BIGTIME CREATIVE SHOP, Riyadh	SAUDI ARABIA	LA CASA FILMS Providencia / RIFF RAFF FILMS London	750MPH London / STITCH London / THE HOGAN London / THE MILL London			
B05/050	01670	THE BOY & THE OCTOPUS	THE WALT DISNEY COMPANY	THE WALT DISNEY COMPANY	adam&eveDDB, New York / adam&eveDDB, London	UNITED STATES / UNITED KINGDOM	HUNGRY MAN London	COMPANY 3 London / FINAL CUT London / LELAND MUSIC London / UNTOLD STUDIOS London			THE WALT DISNEY STUDIOS Burbank

B06 (Consumer Services/Business to Business)

B06/001	00030	THE REINFALL	THE NORWEGIAN POSTAL SERVICE	POST DELIVERY	POL, Oslo	NORWAY	BACON Oslo				
B06/006	00426	A TALE AS OLD AS WEBSITES	SQUARESPACE	SQUARESPACE	SQUARESPACE, New York	UNITED STATES	BISCUIT FILMWORKS Los Angeles / BODACIOUS DUBLIN / REVOLVER Sydney	GOOD EAR MUSIC SUPERVISION Los Angeles / HARBOR PICTURE COMPANY New York / HEARD CITY New York / KEVIN Los Angeles / WORK EDITORIAL New York	SQUARESPACE New York	SQUARESPACE New York	
B06/020	00443	PATIENT	KRUNGSRI FIRST CHOICE	CREDIT CARD	LEO, Bangkok	THAILAND	FACTORY01 Bangkok	FACTORY01 Bangkok			

Film Shortlist

B06/045	01539	ORANGE - THE GREATEST RUN	ORANGE	PARALYMPICS GAMES	PUBLICIS CONSEIL, Paris	FRANCE	PRODIGIOUS Paris	PRODIGIOUS Paris	
---------	-------	---------------------------	--------	-------------------	-------------------------	--------	------------------	------------------	--

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

B07/013	00093	FER	SAVE THE CHILDREN, MEXICO	SAVE THE CHILDREN	ANONIMO, Mexico City / ANONIMO, Bogota	MEXICO / COLOMBIA	CATATONIA Mexico City	CATATONIA Mexico City / SHALALA STUDIOS Mexico City	SAVE THE CHILDREN MEXICO Mexico City
B07/019	00372	NO DECISION WITHOUT US	COORDOWN	WORLD DOWN SYNDROME DAY 2025	SMALL, New York	UNITED STATES	INDIANA PRODUCTION Milan / SYNAPSE Los Angeles	22DOGS Milan / BRAVAGENTE AUDIO Milan / REEL TO REEL HAVEN Brooklyn / STABBILO MUSIC Sarteano	
B07/023	00412	THE LAST BIRTHDAY	ASSOCIATION VALENTIN HAÜY	NON PROFIT ORGANIZATION - DEFENSE OF THE RIGHTS OF BLIND AND VISUALLY IMPAIRED PEOPLE.	JOSIANE, Paris	FRANCE	HIERSOIR Paris		
B07/028	00943	OPERA	THE ROYAL ONTARIO MUSEUM	NATURAL HISTORY EXHIBIT	BROKEN HEART LOVE AFFAIR, Toronto	CANADA	BAO CASTING New York / FILMSUPPLY Fort Worth / REVOLVER FILMS Toronto	CHEMISTRY FILM Copenhagen / WARNER MUSIC Paris	CAIRNS ONEIL Toronto
B07/030	00659	WE ARE ALL FUCKED	BC SECURITIES COMMISSION	AI FRAUD AWARENESS	ONE TWENTY THREE WEST, Vancouver	CANADA	RADKE FILM Vancouver	CYCLE MEDIA Vancouver / THE EMBASSY VFX Vancouver / WALKER Santa Monica	
B07/059	01587	THE COUNT	SICKKIDS FOUNDATION	SICKKIDS FOUNDATION	FCB TORONTO	CANADA	ICONOCLAST Los Angeles	ARC CREATIVE STUDIO Aurora / SOUNDTREE Los Angeles / WORK EDITORIAL Culver City	MERCHANT Toronto / POWERHOUSE CASTING Toronto / SICKKIDS FOUNDATION Toronto

C01 (Viral Film)

C01/013	00377	OBSESSION	RIYADH SEASON	BOXING FIGHT	BIGTIME CREATIVE SHOP, Riyadh	SAUDI ARABIA	RIFF RAFF FILMS London	750MPH London / SELECTED WORKS London / THE HOGAN London	
C01/021	01023	NO DECISION WITHOUT US	COORDOWN	WORLD DOWN SYNDROME DAY 2025	INDIANA PRODUCTION, Milan / SMALL, New York	ITALY / UNITED STATES	INDIANA PRODUCTION Milan / SYNAPSE Los Angeles	22DOGS Milan / BRAVAGENTE AUDIO Milan	COORDOWN Genova / STABBILO MUSIC Sarteano
C01/022	01253	SENNA'S CUT	NETFLIX	SENNA	MONKS, Buenos Aires / MONKS, Bogota	ARGENTINA / COLOMBIA	REBOLUCION Buenos Aires	MONKS Buenos Aires	
C01/025	01147	THE COMMENTS SECTION	MEAT & LIVESTOCK AUSTRALIA	AUSTRALIAN LAMB	DROGA5 ANZ, PART OF ACCENTURE SONG, Sydney	AUSTRALIA	THE SWEETSHOP Sydney	ALT.VFX Sydney / MASSIVEMUSIC Sydney	UM Sydney
									ONE GREEN BEAN Sydney

Film Shortlist

C01/029	01218	SOMEDAY	APPLE	AIRPODS	TBWA/MEDIA ARTS LAB, Los Angeles	UNITED STATES	MJZ Los Angeles	FINAL CUT Los Angeles / SQUEAK E CLEAN STUDIOS Los Angeles / THE TRAFIK Santa Monica
---------	-------	---------	-------	---------	----------------------------------	---------------	-----------------	--

D01 (Screens & Events)

D01/013	00942	OPERA	THE ROYAL ONTARIO MUSEUM	NATURAL HISTORY EXHIBIT	BROKEN HEART LOVE AFFAIR, Toronto	CANADA	BAO CASTING New York / FILMSUPPLY Fort Worth / REVOLVER FILMS Toronto	CHEMISTRY FILM Copenhagen / WARNER MUSIC Paris	CAIRNS ONEIL Toronto	ROYAL ONTARIO MUSEUM Toronto
D01/031	01619	ANTI MURPHY'S LAW TOAST	Opella-Allegra	ENTEROGERMINA	MRM WORLDWIDE, Madrid	SPAIN	CARINO CONTENTS Madrid / PICKLE MUSIC Madrid / Q&CUMBER Madrid		CAPPUCCINO Sao Paulo / WEBER SHANDWICK Sao Paulo	WMcCANN Sao Paulo

D02 (Microfilm)

D02/002	00255	CAUSE & EFFECT	CHANGE THE REF	CHANGE THE REF	ALMA ADVERTISING AGENCY, Miami	UNITED STATES				
D02/007	00961	IRMELA VS. NAZIS	TOOM DIY MARKET	TOOM PRODUCTS	SCHOLZ & FRIENDS, Berlin	GERMANY	KLEINE BRUDER Hamburg	FIRMAMENT MEDIA Berlin / MASSIVEVOICES Berlin / SCHOLZ & FRIENDS Berlin / SLAUGHTERHOUSE GMBH Berlin		
D02/018	01398	HIDERS KEEPERS	STELLA ARTOIS	STELLA ARTOIS	OGILVY, New York	UNITED STATES		JAMUTE Sao Paulo		
D02/019	01470	WITH LOVE, ITALY	NESTLÉ	SANPELLEGRINO CIAO!	OGILVY, New York	UNITED STATES	HOGARTH WORLDWIDE New York / SPARK & RIOT New York	CABIN EDIT Santa Monica / COMPANY 3 New York / HOGARTH STUDIOS New York / HUMAN New York / PICKLE MUSIC New York	OPENMIND New York	HOGARTH WORLDWIDE New York
D02/020	00672	YOU HAVE WHAT IT TAKES	FÖRSVARSMAKTEN	SWEDISH ARMED FORCE	NORD DDB, Stockholm	SWEDEN				

D03 (New Realities & Emerging Tech)

D03/009	01627	FINISH IT	TERRY FOX FOUNDATION	MARATHON OF HOPE CANCER CENTRES NETWORK	DIAMOND, Toronto	CANADA	NIMIOPERE Toronto / SCOUTS HONOUR Toronto	ALTER EGO Toronto / TANTRUM STUDIO Toronto / WALKER New York	AGNOSTIC Toronto	JIGSAW CASTING Toronto / SCRATCH Toronto / TERRY FOX FOUNDATION Burnaby
D03/015	01212	SUBMERGED	APPLE	APPLE VISION PRO	APPLE, Cupertino / APPLE, Los Angeles / TBWA/MEDIA ARTS LAB, Los Angeles	UNITED STATES	DIVISION7 Los Angeles / PICTURE NORTH Los Angeles / SWEETSHOP Los Angeles / TBWA/MEDIA ARTS LAB Los Angeles			

Film Shortlist

E01 (TV/Cinema Film)

E01/011	00589	NIGHT FISHING	HYUNDAI MOTOR COMPANY	IONIQ	INNOCEAN, Seoul / HYUNDAI MOTOR COMPANY, Seoul	SOUTH KOREA	INNOCEAN Seoul / MARKENFILM ASIA Seoul / STANNUM Seoul	PLANIT PRODUCTION Seoul	INNOCEAN Seoul	INNOCEAN Seoul
E01/014	01254	SENNA'S CUT	NETFLIX	SENNA	MONKS, Buenos Aires / MONKS, Bogota	ARGENTINA / COLOMBIA	REBOLUCION Buenos Aires	MONKS Buenos Aires		
E01/020	01287	01. 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

E02 (Online & Viral Film)

E02/004	00387	LOVE CAPTURED	THE EXODUS ROAD	Human Trafficking Awareness	KLICK HEALTH, Toronto	CANADA	MAGMA Sao Paulo	JAMUTE Sao Paulo		
E02/010	01518	TANTRUM GIRL	TOBLERONE	TOBLERONE CHOCOLATE	LEPUB, Milan	ITALY	PRODIGIOUS Milan			

F01 (Local Brand)

F01/006	00173	RELAX, IT'S IPHONE FALLEN DEEP	APPLE	IPHONE	TBWA/MEDIA ARTS LAB, Los Angeles / TBWA/SINGAPORE	UNITED STATES / SINGAPORE	FACTORY01 Bangkok	FIN DESIGN AND EFFECTS Sydney / MELLOW TUNES Bangkok	OMD Singapore	
F01/008	00087	THE SIGNWRITER	NEDBANK	YOUTH X	JOE PUBLIC, Johannesburg	SOUTH AFRICA	DARLING FILMS Johannesburg	POST MODERN Johannesburg / STERLING SOUND Johannesburg		
F01/012	00973	THE SHOOTING	LA UNIÓN NEWSPAPER / ARTICULO 19	LA UNIÓN NEWSPAPER / ARTICULO 19	GREY, Mexico City	MEXICO	ORIENTAL FILMS Mexico City	ORIENTAL FILMS Mexico City		
F01/023	11078	THE EXAM	ANIMAL POLÍTICO	MEDIO PERIODÍSTICO ANIMAL POLÍTICO	McCANN, Mexico / WEBER SHANDWICK, Mexico City	MEXICO	WABI PRODUCTIONS Mexico City	LA TRUCHERIA LAB Bogota		WEBER SHANDWICK Mexico City
F01/024	01426	KYIKATEJÉ	GAVIÃO KYIKATEJÉ FOOTBALL CLUB	GAVIÃO KYIKATEJÉ FOOTBALL CLUB	AREA 23, AN IPG HEALTH COMPANY, New York	UNITED STATES	BOILER FILMS Sao Paulo / BUMBLEBEAT Sao Paulo / DIRTY WORK Sao Paulo	DIRTY WORK Sao Paulo / FLAVOR STUDIO Curitiba		
F01/028	01279	INCOMPLETE ANTHEM	EBM	EBM	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	BBDO PAKISTAN Lahore / SEEME PRODUCTION Karachi		BRAINCHILD COMMUNICATIONS Karachi	SYNTAX COMMUNICATION S Karachi / VOLKACTIVE Karachi
F01/034	01065	DON'T STOP MOTION	CENABAST	GOBIERNO DE CHILE	VML, Santiago	CHILE	PAPAMUSIC Buenos Aires / PUNKROBOT Santiago / SAUVALLÉ PRODUCCIONES Santiago / UFF CONTENIDOS Santiago	PUNKROBOT Santiago		
F01/037	00861	GAMBOL "DARE TO STEP"	GAMBOL	GAMBOL SANDALS	YDM THAILAND, Bangkok	THAILAND	SUNETA HOUSE Bangkok	SUNETA HOUSE Bangkok	YDM THAILAND Bangkok	

F02 (Challenger Brand)

Film Shortlist

F02/001	00323	STEAL	MANDAUE FOAM HOME STORE	MANDAUE FOAM HOME STORE	GIGIL, Manila	PHILIPPINES	ARCADE FILM FACTORY Makati	ARCADE FILM FACTORY Makati / BAREBONES Makati / HIT PRODUCTIONS Makati	
F02/012	01016	FORMER GENIUS	SAMSUNG ELECTRONICS AMERICA	SAMSUNG GALAXY	BBH, New York	UNITED STATES	PRETTYBIRD Culver City	HARBOR PICTURE COMPANY Chicago / MACKCUT New York	SAMSUNG ELECTRONICS AMERICA Plano
F02/016	00674	WE BROKE THE JINX. WE WON THE WORLD CUP.	JIM JAM	JIM JAM POPS	THE WOMB, Mumbai	INDIA			

F03 (Single-Market Campaign)

F03/008	00226	CELL PHONE	GOVERNMENT OF QUEBEC	GOVERNMENT OF QUEBEC	LG2, Quebec	CANADA	LES ENFANTS Montreal	LA MAJEURE Montreal / LES ENFANTS Montreal	TOUCHE! Montreal
F03/010	00092	FER	SAVE THE CHILDREN, MEXICO	SAVE THE CHILDREN	ANONIMO, Mexico City / ANONIMO, Bogota	MEXICO / COLOMBIA	CATATONIA Mexico City	CATATONIA Mexico City / SHALALA STUDIOS Mexico City	SAVE THE CHILDREN MEXICO Mexico City
F03/011	00276	FINISH IT	TERRY FOX FOUNDATION	MARATHON OF HOPE CANCER CENTRES NETWORK	DIAMOND, Toronto	CANADA	NIMIOPERE Toronto / SCOUTS HONOUR Toronto	ALTER EGO Toronto / TANTRUM STUDIO Toronto / WALKER New York	AGNOSTIC Toronto JIGSAW CASTING Toronto / SCRATCH Toronto / TERRY FOX FOUNDATION Burnaby
F03/018	00026	MIRACLE	RC COLA	RC COLA	GIGIL, Manila	PHILIPPINES	ARCADE FILM FACTORY Makati	ARCADE FILM FACTORY Makati / HIT PRODUCTIONS Makati	
F03/020	00852	TELSTRA - BETTER ON A BETTER NETWORK	TELSTRA	TELSTRA	BEAR MEETS EAGLE ON FIRE, Sydney	AUSTRALIA	BISCUIT FILMWORKS Sydney / REVOLVER Sydney	ELECTRIC THEATRE COLLECTIVE London / RUMBLE STUDIOS Sydney / THE EDITORS Sydney	OMD Sydney +61 Sydney
F03/022	00452	MEMORY	CADBURY	CADBURY DAIRY MILK	VCCP, London	UNITED KINGDOM	BISCUIT FILMWORKS London	FACTORY STUDIOS London / FREEFOLK London / THE QUARRY London / TIME BASED ARTS London	SPARK FOUNDRY London OGILVY UK London GIRL AND BEAR London
F03/026	00807	HEY JUDE	ADIDAS FOOTBALL	ADIDAS	JOHANNES LEONARDO, New York	UNITED STATES	HAWAI FILMS Madrid / SPINDLE London	BARKING OWL New York / BLACKSMITH New York / COMPANY 3 London / RECORD-PLAY LTD Barcelona / WAKE THE TOWN London	ESSENCEMEDIA COM London ADIDAS UK Stockport / ANNA MCAULEY London / SWELL DIGITAL New York / THE DIRECTORS STUDIO London

Film Shortlist

F03/030	00851	TOGETHER IS FOR CHRISTMAS	TELSTRA	TELSTRA	BEAR MEETS EAGLE ON FIRE, Sydney	AUSTRALIA	BISCUIT FILMWORKS Sydney / REVOLVER Sydney	BLOCKHEAD VFX Sydney	+61 Sydney		
F03/033	01324	BELIEVE IN CHICKEN: ALL HAIL GRAVY	KFC	FOOD (FRIED CHICKEN)	MOTHER, London	UNITED KINGDOM	BUSINESS CLUB London	MINDSHARE London	BLACK KITE STUDIOS London / FREUDS London / KING LEAR MUSIC AND SOUND London / ORANGE FILMS Cape Town / TRIM EDITING London		
F03/045	01217	SHOT ON IPHONE ¡SUERTE!	APPLE	IPHONE	TBWA/MEDIA ARTS LAB, Los Angeles / TBWA/MEDIA ARTS LAB, Miami	UNITED STATES	LANDIA Mexico City	COMPANY 3 Los Angeles / EXILE EDIT Los Angeles / PARIAS CREATIVE Santa Monica	OMD USA Los Angeles	BARKING OWL Los Angeles / INTERSCOPE RECORDS Los Angeles	
F03/052	01367	SWEET SUSPICION	WAITROSE	WAITROSE	SAATCHI & SAATCHI, London	UNITED KINGDOM	PRODIGIOUS London / SMUGGLER London / WONDERHOOD STUDIOS London	750MPH London / HARBOR London / SOUNDTREE MUSIC London / TEN THREE London / WAKE THE TOWN London	MANNING GOTTLIEB OMD London	TALENT REPUBLIC London	
F03/057	01375	SEE IT DIFFERENTLY	BRITBOX	ENTERTAINMENT	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM	BLINKINK London				
F03/059	01579	MOST LIKELY TO	DOVE	DOVE BRAND	OGILVY, Toronto	CANADA	PINK CALCULATOR Toronto / SMUGGLER @ SOFT CITIZEN TORONTO	ALTER EGO STUDIO Los Angeles / CABIN EDITING COMPANY Los Angeles / CABIN New York	PHD Toronto	EDELMAN Toronto	BOOMBOX SOUND Toronto / MILO CASTING Toronto
F03/061	01113	GESTICULATORS	H2OH!	H2OH! STILL	PEPSICO, Buenos Aires / ISLA REPUBLICA, Buenos Aires	ARGENTINA	ARGENTINACINE Buenos Aires				
F03/062	01589	THE COUNT	SICKKIDS FOUNDATION	SICKKIDS FOUNDATION	FCB TORONTO	CANADA	ICONOCLAST Los Angeles	ARC CREATIVE STUDIO Aurora / SOUNDTREE Los Angeles / WORK EDITORIAL Culver City	MERCHANT Toronto / POWERHOUSE CASTING Toronto / SICKKIDS FOUNDATION Toronto		
F03/068	01635	FRICTIONLESS	AXION	CASTROL LUBRICANTS	GUT, Buenos Aires	ARGENTINA	ARGENTINACINE Buenos Aires / BAMBA MUSIC Buenos Aires				

F04 (Social Behaviour)

F04/012	00094	FER	SAVE THE CHILDREN, MEXICO	SAVE THE CHILDREN	ANONIMO, Mexico City / ANONIMO, Bogota	MEXICO / COLOMBIA	CATATONIA Mexico City	CATATONIA Mexico City / SHALALA STUDIOS Mexico City	SAVE THE CHILDREN MEXICO Mexico City		
F04/022	00972	THE SHOOTING	LA UNIÓN NEWSPAPER / ARTICULO 19	LA UNIÓN NEWSPAPER / ARTICULO 19	GREY, Mexico City	MEXICO	ORIENTAL FILMS Mexico City	ORIENTAL FILMS Mexico City			

Film Shortlist

F04/030	01092	JORDAN CAN'T BAN GREATNESS	NIKE	NIKE	WIEDEN+KENNEDY, Portland / JORDAN BRAND, Beaverton	UNITED STATES	BAUIE PRODUCTIONS Los Angeles / DRONE DUDES Granada Hills / IMPERIAL WOODPECKER New York / SATIS&FY Hillsboro	A52 VFX Santa Monica / JOINT EDITORIAL Portland / ROCK PAPER SCISSORS Los Angeles / THE TRAFIK Santa Monica	WIEDEN+KENNE DY Portland	JORDAN BRAND Beaverton	
F04/035	01247	WINNING ISN'T COMFORTABLE	NIKE	NIKE	WIEDEN+KENNEDY, Portland	UNITED STATES	ICONOCLAST Los Angeles	JOINT EDITORIAL Portland / SELECTED WORKS London / THE TRAFIK Santa Monica / WALKER MUSIC Los Angeles / WORK EDITORIAL Culver City	WIEDEN+KENNE DY Portland	NIKE Beaverton	
F04/046	01049	NO DECISION WITHOUT US	COORDOWN	WORLD DOWN SYNDROME DAY 2025	SMALL, New York	UNITED STATES	INDIANA PRODUCTION Milan / SYNAPSE Los Angeles	22DOGS Milan / BRAVAGENTE AUDIO Milan / REEL TO REEL HAVEN Brooklyn / STABBIOLO MUSIC Sarteano			
F04/061	01609	18 MONTHS	SECOND NURTURE	CHARITY	KLICK HEALTH, Toronto	CANADA	JAMUTE Sao Paulo / ZOMBIE STUDIO Sao Paulo				
F04/091	01588	THE COUNT	SICKKIDS FOUNDATION	SICKKIDS FOUNDATION	FCB TORONTO	CANADA	ICONOCLAST Los Angeles	ARC CREATIVE STUDIO Aurora / SOUNDTREE Los Angeles / WORK EDITORIAL Culver City		MERCHANT Toronto / POWERHOUSE CASTING Toronto / SICKKIDS FOUNDATION Toronto	
F04/096	01422	SOCIAL OFF SOCIALS	HEINEKEN	HEINEKEN BEER	LEPUB, Milan	ITALY	PRETTYBIRD London		DENTSU X London	MBOOTH New York / THE ROMANS London	BILLION DOLLAR BOY UK London / BOOMERANG AGENCY Amsterdam / RDL WORLDWIDE Los Angeles
F04/100	01607	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

F05 (Use of Humour)

F05/004	00049	THE BEST PLACE IN THE WORLD TO HAVE HERPES	NEW ZEALAND HERPES FOUNDATION	NEW ZEALAND HERPES FOUNDATION	FINCH, Sydney / MOTION SICKNESS, Auckland / NZ HERPES FOUNDATION, Auckland	AUSTRALIA / NEW ZEALAND	FINCH Sydney	ATTICUS Sydney / BIGPOP STUDIOS Auckland		
F05/006	00074	UNCLE KFC'S RICE BOWL	KFC THAILAND	CRISPY CHICKEN RICE BOWL	WOLF BKK, Bangkok	THAILAND	SUNETA HOUSE Bangkok	SUNETA HOUSE Bangkok		
F05/011	00156	FAMILY PROOF YOUR FAMILY	LIFE360	LIFE360	ALTO, New York	UNITED STATES	MJZ Los Angeles	KEVIN Los Angeles / WORK EDITORIAL New York		LIFE360 San Mateo

Film Shortlist

F05/014	00169	NO SWEAT	APPLE	MAC M4 CHIP	TBWA\MEDIAARTS LAB, Los Angeles	UNITED STATES	ICONOCLAST Los Angeles	ELECTRIC THEATRE COLLECTIVE Los Angeles / FINAL CUT Los Angeles / LIME STUDIOS Santa Monica / THE TRAFIK Santa Monica / WE ARE WALKER Los Angeles	OMD USA Los Angeles	MODEL CITIZEN GROUP Los Angeles
F05/027	00427	A TALE AS OLD AS WEBSITES	SQUARESPACE	SQUARESPACE	SQUARESPACE, New York	UNITED STATES	BISCUIT FILMWORKS Los Angeles / BODACIOUS DUBLIN / REVOLVER Sydney	GOOD EAR MUSIC SUPERVISION Los Angeles / HARBOR PICTURE COMPANY New York / HEARD CITY New York / KEVIN Los Angeles / WORK EDITORIAL New York	SQUARESPACE New York	SQUARESPACE New York
F05/035	00378	OBSESSION	RIYADH SEASON	BOXING FIGHT	BIGTIME CREATIVE SHOP, Riyadh	SAUDI ARABIA	RIFF RAFF FILMS London	750MPH London / SELECTED WORKS London / THE HOGAN London		
F05/037	00413	THE LAST BIRTHDAY	ASSOCIATION VALENTIN HAÜY	NON PROFIT ORGANIZATION - DEFENSE OF THE RIGHTS OF BLIND AND VISUALLY IMPAIRED PEOPLE.	JOSIANE, Paris	FRANCE	HIERSOIR Paris			
F05/044	00849	TELSTRA - BETTER ON A BETTER NETWORK	TELSTRA	TELSTRA	BEAR MEETS EAGLE ON FIRE, Sydney	AUSTRALIA	BISCUIT FILMWORKS Sydney / REVOLVER Sydney	ELECTRIC THEATRE COLLECTIVE London / RUMBLE STUDIOS Sydney / THE EDITORS Sydney	OMD Sydney	+61 Sydney
F05/057	00570	100 YEARS OF MEISTERSTÜCK, MONTBLANC X WES ANDERSON	MONTBLANC INTERNATIONAL GMBH	WRITING INSTRUMENTS	SOLOMON WINTER, Hamburg / MONTBLANC, Hamburg	GERMANY	MONTBLANC Hamburg / SOLOMON WINTER Hamburg		MONTBLANC Hamburg	MONTBLANC Hamburg
F05/088	01327	WHEN YOU'VE DONE ENOUGH - EVIL'D ENOUGH	UBER EATS	FOOD DELIVERY SERVICE	MOTHER, London	UNITED KINGDOM	O POSITIVE Santa Monica			KO MUSIC Manchester / MR PAPE London / NUMBER 8 London / PHD London / THE QUARRY London / TIME BASED ARTS London
F05/091	01319	THE MORE YOU BOSCH, THE MORE YOU FEEL LIKE A BOSCH	BOSCH	BOSCH: REFRIGERATOR DISHWASHER INDUCTION COOKTOP ESPRESSO MACHINE 2-IN-1 IMPACT DRIVER ROTARY HAMMER MITER SAW	DROGA5, PART OF ACCENTURE SONG, New York	UNITED STATES	BISCUIT FILMWORKS Los Angeles / MEANS OF PRODUCTION Vancouver	BACON Copenhagen / CUT AND RUN New York / HEARD CITY New York / NICE SHOES New York		BOSCH Farmington Hills, MI
F05/108	01294	HALAN MEANS IMMEDIATELY	HALAN	HALAN	IMPACT BBDO, Cairo / IMPACT BBDO, Dubai	EGYPT / UNITED ARAB EMIRATES	PRODIGY Cairo			

Film Shortlist

F05/109	01302	BRIAN COX GOES TO COLLEGE	UBER ONE	UBER ONE FOR STUDENTS	SPECIAL, Los Angeles / UBER, San Francisco	UNITED STATES	O POSITIVE Santa Monica	ELEVEN SOUND Los Angeles / ETHOS STUDIO Los Angeles / FRAMESTORE Los Angeles / RADISH MUSIC INC Los Angeles / UNION EDITORIAL Los Angeles	PHD New York	MAYFLOWER ENTERTAINMENT Los Angeles
F05/110	01360	GROUP THERAPY	AXA	AXA	VML, Paris	FRANCE	HARTBEAT Los Angeles		GROUPM MOTION ENTERTAINMENT Los Angeles / WAVEMAKER Paris	METRO PUBLIC RELATIONS Los Angeles
F05/118	01438	LYNX WITH CATNIP	AXE/LYNX	DEODORANT	LOLA MULLENLOWE, Madrid	SPAIN	CANADA Barcelona / SUNHOUSE CREATIVE Bath	MELT Barcelona		BIG SYNC MUSIC London
F05/134	01372	SQUAD UP	SUPERCELL	ENTERTAINMENT	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM	CAVIAR Los Angeles			

F06 (Breakthrough on a Budget)

F06/001	00047	THE BEST PLACE IN THE WORLD TO HAVE HERPES	NEW ZEALAND HERPES FOUNDATION	NEW ZEALAND HERPES FOUNDATION	FINCH, Sydney / MOTION SICKNESS, Auckland / NZ HERPES FOUNDATION, Auckland	AUSTRALIA / NEW ZEALAND	FINCH Sydney	ATTICUS Sydney / BIGPOP STUDIOS Auckland		
F06/007	00091	FER	SAVE THE CHILDREN, MEXICO	SAVE THE CHILDREN	ANONIMO, Mexico City / ANONIMO, Bogota	MEXICO / COLOMBIA	CATATONIA Mexico City	CATATONIA Mexico City / SHALALA STUDIOS Mexico City		SAVE THE CHILDREN MEXICO Mexico City
F06/039	01608	READ BETTER	WATERSTONES	BOOKS	FP7 McCANN, Dubai / McCANN, Bristol	UNITED ARAB EMIRATES / UNITED KINGDOM	VOX HAUS Petropolis		UM Birmingham	MARKETTIERS London
F06/040	01130	CANON: NO CLICK, NO PROMPT	CANON	CANON	DENTSU CREATIVE, Sao Paulo	BRAZIL	BLEND AUDIO Sao Paulo / TAKE 2 Sao Paulo			CANON Sao Paulo

F07 (Corporate Purpose & Social Responsibility)

F07/017	00702	PARIS PARALYMPICS 2024: CONSIDERING WHAT?	CHANNEL 4	CHANNEL 4	CHANNEL 4, London / 4CREATIVE, London	UNITED KINGDOM	4CREATIVE London / BISCUIT FILMWORKS London	FACTORY STUDIOS London / TIME BASED ARTS London		
F07/019	00975	THE SHOOTING	LA UNIÓN NEWSPAPER / ARTICULO 19	LA UNIÓN NEWSPAPER / ARTICULO 19	GREY, Mexico City	MEXICO	ORIENTAL FILMS Mexico City	ORIENTAL FILMS Mexico City		
F07/023	00962	IRMELA VS. NAZIS	TOOM DIY MARKET	TOOM PRODUCTS	SCHOLZ & FRIENDS, Berlin	GERMANY	KLEINE BRUDER Hamburg	FIRMAMENT MEDIA Berlin / MASSIVEVOICES Berlin / SCHOLZ & FRIENDS Berlin / SLAUGHTERHOUSE GMBH Berlin		

Film Shortlist

F07/051	01362	GROUP THERAPY	AXA	AXA	VML, Paris	FRANCE	HARTBEAT Los Angeles		GROUPM MOTION ENTERTAINMENT Los Angeles / WAVEMAKER Paris	METRO PUBLIC RELATIONS Los Angeles	
F07/057	01626	THE FINAL COPY OF ILON SPECHT	L'ORÉAL PARIS	L'ORÉAL PARIS	McCANN, Paris	FRANCE	BREAKWATER STUDIOS Los Angeles / TRAVERSE32 New York	CRAFT Paris	TRAVERSE32 New York	L'OREAL PARIS Clichy	BEAUTY CO-LAB New York / McCANN WORLDGROUP New York
F07/067	01563	HISTORY OUTNUMBERED	HISTORY CHANNEL	HISTORY CHANNEL	DENTSU CREATIVE, Lisbon	PORTUGAL	DENTSU CREATIVE Lisbon	DENTSU CREATIVE Lisbon			

F09 (Cultural Engagement)

F09/010	00229	The Orange	FONDATION CHU SAINTE-JUSTINE	FONDATION CHU SAINTE-JUSTINE	LG2, Montreal	CANADA		CIRCONFLEX SOUND Montreal / FAAV STUDIO Montreal / RODEO FX Montreal	JUNGLE MEDIA Montréal	YPR CANADA Montreal	
F09/038	01459	SKIN	RAÇA MAGAZINE	INSTITUTIONAL	LEPUB, Sao Paulo	BRAZIL	CZAR Sao Paulo / DAHOUSE AUDIO Sao Paulo / PXP Sao Paulo				FITA Sao Paulo
F09/042	01612	18 MONTHS	SECOND NURTURE	CHARITY	KLICK HEALTH, Toronto	CANADA	JAMUTE Sao Paulo / ZOMBIE STUDIO Sao Paulo				
F09/047	01625	THE FINAL COPY OF ILON SPECHT	L'ORÉAL PARIS	L'ORÉAL PARIS	McCANN, Paris	FRANCE	BREAKWATER STUDIOS Los Angeles / TRAVERSE32 New York	CRAFT Paris	TRAVERSE32 New York	L'OREAL PARIS Clichy	BEAUTY CO-LAB New York / McCANN WORLDGROUP New York

Total Shortlisted: 168