

Creative B2B Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional
<u>A01 (Cross-Channel Storytelling)</u>											
A01/011	00332	STARRING BARS	HEINEKEN	HEINEKEN	LEPUB, Milan	ITALY	MAGIC Vilnius / WANDA PRODUCTIONS Paris			EDELMAN London	LEPUB Singapore
A01/013	00194	50 STATES, 50 STORIES	GOOGLE WORKSPACE	GOOGLE WORKSPACE WITH GEMINI	GOOGLE, Sunnyvale	UNITED STATES	CNTRL STUDIO, LLC New York / PARK PICTURES New York	CNTRL STUDIO, LLC New York	ESSENCEMEDIA COM New York		
A01/014	00343	THE DESK BREAK CLAUSE	ASICS	ASICS	GOLIN, London	UNITED KINGDOM	GOLIN London / KODE MEDIA London	KODE MEDIA London	GOLIN London / LEPUB Amsterdam	GOLIN London	
A01/016	00178	B2B: ACT LIKE YOU KNOW	GODADDY	GODADDY AIRO	GODADDY, Tempe, AZ / QUALITY MEATS, Chicago	UNITED STATES	HABITANT Mexico / PRODCO California	CONCRET FORM N/A / ELECTRIC THEATRE COLLECTIVE London / THE DEN EDITORIAL Los Angeles	GODADDY Tempe, AZ	ALLISON+PARTNE RS San Francisco / SUPERJUICE Atlanta	
A01/019	00191	MACK TRUCKS - BY AMERICA'S SIDE	MACK TRUCKS	MACK TRUCKS	STEIN, New York / MACK TRUCKS, Greensboro	UNITED STATES	STEIN New York / THE OFFICE OF EXPERIENCE Chicago	THE OFFICE OF EXPERIENCE Chicago	LAMARK MEDIA Boca Raton		
<u>A02 (Brand Experience)</u>											
A02/003	00021	IMAGINE WITH PETACOS	CERVEZA POKER	CERVEZA POKER	BUENTIPO, Bogota / DDB COLOMBIA, Bogota	COLOMBIA					
A02/004	00031	THE CO-WORKER	IKEA	RECRUITMENT CAMPAIGN FOR CAREERS AT IKEA.	MOTHER, London	UNITED KINGDOM	THE GANG Stockholm	THE BERRY London		WEBER SHANDWICK Manchester	
A02/019	00144	RECIPE FOR GROWTH	IFOOD	IFOOD B2B	DM9, Sao Paulo	BRAZIL	DM9 Sao Paulo		DM9 Sao Paulo		
A02/035	00310	RECIPE FOR CHANGE	ARLA	PUCK	FP7 McCANN, Dubai	UNITED ARAB EMIRATES	CRAFT DUBAI			CURRENT GLOBAL Dubai	
<u>A03 (Innovative use of Content)</u>											
A03/017	00179	B2B: ACT LIKE YOU KNOW	GODADDY	GODADDY AIRO	GODADDY, Tempe, AZ / QUALITY MEATS, Chicago	UNITED STATES	HABITANT Mexico / PRODCO California	CONCRET FORM N/A / ELECTRIC THEATRE COLLECTIVE London / THE DEN EDITORIAL Los Angeles	GODADDY Tempe, AZ	ALLISON+PARTNE RS San Francisco / SUPERJUICE Atlanta	
A03/022	00426	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
<u>A04 (Targeting & Engagement)</u>											
A04/011	00147	RECIPE FOR GROWTH	IFOOD	IFOOD B2B	DM9, Sao Paulo	BRAZIL	DM9 Sao Paulo		DM9 Sao Paulo		
A04/012	00230	THE SOCIAL FEED	HUNGERSTATION	FOOD DELIVERY APP	VML, Dubai	UNITED ARAB EMIRATES					

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A04/022	00383	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
A04/025	00359	NESCAFÉ - PLANTLETS FOR FUTURE	NESCAFÉ	COFFEE	PUBLICIS CONSEIL, Paris	FRANCE	PRODIGIOUS Paris			PUBLICIS LONDON London
A04/027	00313	RECIPE FOR CHANGE	ARLA	PUCK	FP7 McCANN, Dubai	UNITED ARAB EMIRATES	CRAFT DUBAI			CURRENT GLOBAL Dubai
A04/028	00197	50 STATES, 50 STORIES	GOOGLE WORKSPACE	GOOGLE WORKSPACE WITH GEMINI	GOOGLE, Sunnyvale	UNITED STATES	CNTRL STUDIO, LLC New York / PARK PICTURES New York	CNTRL STUDIO, LLC New York	ESSENCEMEDIA COM New York	
A04/041	00387	ESTIBADORES	MIBANCO	FINANCIAL INCLUSION PROGRAM	CIRCUS GREY, Miraflores	PERU	AGOSTO MUSIC Lima / MEDIATEAM San Isidro / REBECA Lima		OMD PERU Lima	MIBANCO Lima

A05 (Effectiveness & Measurement)

A05/001	00145	RECIPE FOR GROWTH	IFOOD	IFOOD B2B	DM9, Sao Paulo	BRAZIL	DM9 Sao Paulo		DM9 Sao Paulo	
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A07 (Breakthrough on a Budget)

A07/001	00016	TALKING COMMERCIAL PLUMBING	ROTO-ROOTER	ROTO-ROOTER FOR BUSINESS	PARK & BATTERY, Oakland	UNITED STATES	PARK & BATTERY Oakland	PARK & BATTERY Oakland	PARK & BATTERY Oakland	
A07/012	00284	REAL ESTATE CONFESSIONS	OPENDOOR	OPENDOOR	L&C, New York	UNITED STATES	SENOR Z SAC Lima	AGOSTO MUSIC Lima / CONTENT GRID Lima / SENOR Z SAC Lima		

A08 (Challenger Brand)

A08/013	00415	ADD YOUR LOGO	NOTCO	NOTCO	GUT, Mexico City	MEXICO	ENTROPY Mexico City			
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A09 (Corporate Purpose & Social Responsibility)

A09/020	00238	BUILDING FUTURES	MRV	MRV CONSTRUCTION	DM9, Sao Paulo	BRAZIL	DM9 Sao Paulo		DM9 Sao Paulo		
A09/025	00273	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
A09/028	00358	RENAULT - UN. PATENT	RENAULT	INNOVATING TOOLS	PUBLICIS CONSEIL, Paris	FRANCE	PRODIGIOUS Paris	PRODIGIOUS Paris	OMD Paris		EPSILON Paris / RAZORFISH Paris / START-REC Paris
A09/029	00353	WORKING WITH CANCER - SCREENING TIME-OFF	WORKING WITH CANCER	SCREENING TIME-OFF INITIATIVE	PUBLICIS CONSEIL, Paris	FRANCE	RINGER Los Angeles	PRODIGIOUS Paris			
A09/033	00360	NESCAFÉ - PLANTLETS FOR FUTURE	NESCAFÉ	COFFEE	PUBLICIS CONSEIL, Paris	FRANCE	PRODIGIOUS Paris		PUBLICIS LONDON London		
A09/043	00408	STILL OPEN	JCDECAUX	OOH MEDIA	DAVID, Madrid	SPAIN	BUMBLEBEAT Sao Paulo / FAR MEDIA Madrid / PICKLE MUSIC Madrid	FULL FICTION Madrid	JCDECAUX SPAIN Madrid		

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A09/050	00425	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
A09/063	00393	EARTH'S BURNOUT	UN GLOBAL COMPACT	INSTITUTIONAL	ALMAPBBDO, Sao Paulo	BRAZIL	BLACK MADRE Sao Paulo / CABARET Sao Paulo				
A09/065	00259	THE LEAVE OF ABSENCE	ITSHERWAY	B2B PURPOSE-DRIVEN INITIATIVE	SAATCHI AND SAATCHI ME, Dubai	UNITED ARAB EMIRATES	DEJAVU Dubai	COMPANY 3 London / DEJAVU Dubai / MANGO JAM STUDIO Dubai	SAATCHI AND SAATCHI ME Dubai	SAATCHI AND SAATCHI ME Dubai	

A10 (Market Disruption)

A10/017	00152	PRESERVED PROMOS	ZIPLOC	ZIPLOC	VML, New York	UNITED STATES			OMD USA Chicago	ZENO GROUP Chicago	OBVIOUSLY New York
A10/019	00274	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
A10/025	00356	NESCAFÉ - PLANTLETS FOR FUTURE	NESCAFÉ	COFFEE	PUBLICIS CONSEIL, Paris	FRANCE	PRODIGIOUS Paris				PUBLICIS LONDON London
A10/033	00407	STILL OPEN	JCDECAUX	OOH MEDIA	DAVID, Madrid	SPAIN	BUMBLEBEAT Sao Paulo / FAR MEDIA Madrid / PICKLE MUSIC Madrid	FULL FICTION Madrid			
A10/037	00430	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	
A10/040	00385	ESTIBADORES	MIBANCO	FINANCIAL INCLUSION PROGRAM	CIRCUS GREY, Miraflores	PERU	AGOSTO MUSIC Lima / MEDIATEAM San Isidro / REBECA Lima			OMD PERU Lima	MIBANCO Lima

A11 (Craft in B2B)

A11/034	00345	THE DESK BREAK CLAUSE	ASICS	ASICS	GOLIN, London	UNITED KINGDOM	GOLIN London / KODE MEDIA London	KODE MEDIA London	GOLIN London / LEPUB Amsterdam	GOLIN London	
A11/044	00427	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		
A11/047	00371	B2B DOCUMENTARY	LINKEDIN	EVERYBODY'S BUSINESS	LINKEDIN, Dublin / BREAKWATER STUDIOS, Los Angeles	IRELAND / UNITED STATES	BREAKWATER STUDIOS Los Angeles	BREAKWATER STUDIOS Los Angeles	LINKEDIN Dublin	LINKEDIN Dublin	

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A11/049	00326	UNSTOPPABLE	SAP	SAP	BBDO NEW YORK	UNITED STATES	OMNICOM PRODUCTION New York / SMUGGLER Los Angeles	COSMO STREET New York / ETC London / HEARD CITY New York / MR PAPE London / TRIM EDITING London	OMD USA New York	
A11/050	00322	MUSEUM WORTHY	AICP	AICP	BBDO NEW YORK	UNITED STATES	CUTTERS STUDIOS New York / O POSITIVE New York	ANOTHER COUNTRY New York / COMPANY 3 New York / FLAVOR STUDIO New York		

A12 (Integrated Campaigns)

A12/013	00180	B2B: ACT LIKE YOU KNOW	GODADDY	GODADDY AIRO	GODADDY, Tempe, AZ / QUALITY MEATS, Chicago	UNITED STATES	HABITANT Mexico / PRODCO California	CONCRET FORM N/A / ELECTRIC THEATRE COLLECTIVE London / THE DEN EDITORIAL Los Angeles	GODADDY Tempe, AZ	ALLISON+PARTNE RS San Francisco / SUPERJUICE Atlanta
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A13 (B2B Influencer Marketing)

A13/006	00120	PINTEREST PREDICTS - "TREND DROPS"	PINTEREST	PINTEREST	MOJO SUPERMARKET, New York / PINTEREST, New York	UNITED STATES				
A13/008	00344	THE DESK BREAK CLAUSE	ASICS	ASICS	GOLIN, London	UNITED KINGDOM	GOLIN London / KODE MEDIA London	KODE MEDIA London	GOLIN London / LEPUB Amsterdam	GOLIN London

Total Shortlisted: 45