

Audio & Radio Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional
<u>A01 (Use of Audio & Radio as a Medium)</u>											
A01/006	00075	FOOTBALL LOVER FM	SO FOOT	SO FOOT	BETC, Paris	FRANCE	BETC FULLSIX Paris / GUM Paris / LA-BO Paris / PROSE ON PIXELS Paris			BETC Paris	
A01/018	00248	THE SECOND RELEASE	BILLBOARD ARABIA	BILLBOARD MAGAZINE	SRMG LABS, Riyadh	SAUDI ARABIA	BILLBOARD ARABIA Riyadh / EYEDIA PRODUCTION Riyadh / SRMG LABS Riyadh			BILLBOARD ARABIA Riyadh / SRMG LABS Riyadh	
A01/020	00183	THE UNSAFEST JOURNEY - PROPELLER	REFUGEASE	REFUGEASE	HAVAS, London	UNITED KINGDOM	CALL ME AL London / PROSE ON PIXELS London	CREATIVE OUTPOST London / MORPH RETOUCH UK London		ONE GREEN BEAN London	
A01/025	00382	LEGAL TRACKS	KWAI	INSTITUTIONAL	BETC HAVAS, Sao Paulo	BRAZIL	BUMBLEBEAT Sao Paulo / KONDZILLA Sao Paulo / ZAINÉ FILMES Sao Paulo		BETC HAVAS Sao Paulo		
A01/029	00473	EXPORT ULTRA COLD CALL BACK SERVICE	EXPORT ULTRA	EXPORT ULTRA BEER	SPECIAL, Auckland	NEW ZEALAND	RSA FILMS Los Angeles	HECKLER Sydney / LIQUID STUDIOS Auckland / POWER STATION RECORDING STUDIOS Florida / RSA FILMS Los Angeles	CARAT Auckland	SPECIAL Auckland	
A01/035	00256	NAME THIS OREO	OREO	OREO	VML, New York	UNITED STATES	BELIEVE TV Santiago / SONIDO ANTRO Miami				
A01/060	00675	THE SOUND OF DIVORCE	CALM	CALM	OGILVY ARGENTINA, Buenos Aires	ARGENTINA	WALDEN STUDIO Buenos Aires	WALDEN STUDIO Buenos Aires	OGILVY ARGENTINA Buenos Aires	OGILVY ARGENTINA Buenos Aires	
<u>A02 (Use of Audio & Radio Technology)</u>											
A02/006	00458	SENNA, THE VOICE OF AN ICON	GUARANÁ ANTARCTICA	GUARANÁ ANTARCTICA	CPB, São Paulo / AB INBEV, Sao Paulo	BRAZIL	IMAN Sao Paulo / LUCHA LIBRE AUDIO São Paulo / VOLKEN FILM Sao Paulo	STRATOSTORM São Paulo			
A02/007	00524	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
A02/011	00534	SPEAK MY LANGUAGE	STC	AUDIO DEVICE	VML, Riyadh	SAUDI ARABIA	BLUE ELEPHANT Riyadh				
A02/015	00447	GAME GUARDIAN	MOVISTAR	ESG	VML, Buenos Aires	ARGENTINA	LADOBLE Buenos Aires				
<u>A03 (Voice Activation)</u>											
A03/008	00533	SPEAK MY LANGUAGE	STC	AUDIO DEVICE	VML, Riyadh	SAUDI ARABIA	BLUE ELEPHANT Riyadh				
A03/009	00255	NAME THIS OREO	OREO	OREO	VML, New York	UNITED STATES	BELIEVE TV Santiago / SONIDO ANTRO Miami				
A03/016	00449	GAME GUARDIAN	MOVISTAR	ESG	VML, Buenos Aires	ARGENTINA	LADOBLE Buenos Aires				

A04 (Branded Content/Podcasts)

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A04/007	00321	THE FUTURE FAN STAGE	WAY OUT WEST	MUSIC FESTIVAL	NORD DDB, Stockholm	SWEDEN	HOUSE AGENCY Stockholm / LOVE HULTEN Gothenburg	HOUSE AGENCY Stockholm	NORD DDB Stockholm	AUDIOTREE STUDIOS Chicago / ELIVA CLINIC Stockholm / YEAR0001 Stockholm
A04/012	10685	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

A05 (Content Placement)

A05/006	00513	DIRTY MOUTH SPONSORSHIP	CIF	CIF	DROGA5, PART OF ACCENTURE SONG, Sao Paulo / UNILEVER BRASIL, Sao Paulo	BRAZIL	PUNCH AUDIO Sao Paulo	INITIATIVE MEDIA New York	INPRESS PORTER NOVELLI Sao Paulo	
A05/012	00540	STAY TUNED, STAY AWAKE	SHELL	SHELL GAS STATIONS	OGILVY GUATEMALA, Guatemala City	GUATEMALA	ZITIO Guatemala City	OGILVY GUATEMALA Guatemala City		GRUPO REC Guatemala City

A06 (Audio-Led Creativity)

A06/014	00296	ROOBADGE	VOLKSWAGEN	AUTOMOTIVE ACCESSORY	DDB SYDNEY	AUSTRALIA	NAKATOMI Sydney / VERT DESIGN Sydney	MOSAIC MUSIC & SOUND Sydney		FLYING ROBOT Sydney / THE UNIVERSITY OF MELBOURNE
A06/026	00550	ONE SECOND ADS	BUDWEISER	BEER	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	LUCHA LIBRE AUDIO São Paulo		AFRICA CREATIVE DDB Sao Paulo	
A06/027	00516	DIRTY MOUTH SPONSORSHIP	CIF	CIF	DROGA5, PART OF ACCENTURE SONG, Sao Paulo / UNILEVER BRASIL, Sao Paulo	BRAZIL	PUNCH AUDIO Sao Paulo	INITIATIVE MEDIA New York	INPRESS PORTER NOVELLI Sao Paulo	
A06/042	00415	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
A06/045	10076	BURGER TO KING	BURGER KING	BURGER KING	HAPPINESS, AN FCB ALLIANCE, Brussels	BELGIUM	DAHOUSE AUDIO Berlin	BOGOTA POST PRODUCTION STUDIO Sao Paulo		
A06/053	00676	THE SOUND OF DIVORCE	CALM	CALM	OGILVY ARGENTINA, Buenos Aires	ARGENTINA	WALDEN STUDIO Buenos Aires	WALDEN STUDIO Buenos Aires	OGILVY ARGENTINA Buenos Aires	OGILVY ARGENTINA Buenos Aires

B01 (Use of Music)

B01/019	00551	ONE SECOND ADS	BUDWEISER	BEER	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	LUCHA LIBRE AUDIO São Paulo		AFRICA CREATIVE DDB Sao Paulo	
B01/020	00253	MEGAN THEE []	AMAZON	AMAZON PRIME DAY	AMAZON PRIME VIDEO, Santa Monica	UNITED STATES	RADICALMEDIA Santa Monica	THE DEN EDITORIAL Los Angeles		AMAZON MUSIC San Francisco / ETHOS STUDIO Los Angeles / LIME STUDIOS Santa Monica / UPP Advertising Prague
B01/021	00522	ME FEAT. ME	NOSOTRAS	NOSOTRAS	DDB CHILE, Santiago	CHILE	PATRICIA Santiago / SAUVALLE PRODUCCIONES Santiago	ESTUDIO BILBAO Santiago / POSTON DIGITAL ARTS ANIMACION REALIDAD VIRTUAL VFX Santiago / WISE INNOVATION STUDIOS Santiago	PHD Santiago	

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B02 (Sound Design)

B02/017	00441	THE COLOMBIAN NATIONAL ANTHEM, PERFORMED BY ITS BIODIVERSITY.	SURA	SURA	McCANN, Bogota	COLOMBIA	CRAFT COLOMBIA Bogota / MIGUEL DE NARVAEZ Bogota	CRAFT COLOMBIA Bogota		BURSON COLOMBIA Bogota
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B03 (Script)

B03/001	00036	WHAT'S GUCCI?	HANSA PILSENER	HANSA PILSENER	JOE PUBLIC UNITED, Sandton	SOUTH AFRICA				
B03/002	00035	OKRRR	HANSA PILSENER	HANSA PILSENER	JOE PUBLIC UNITED, Sandton	SOUTH AFRICA				
B03/003	00041	SPILL THE TEA	HANSA PILSENER	HANSA PILSENER	JOE PUBLIC UNITED, Sandton	SOUTH AFRICA				
B03/056	00670	1. HIGH ENERGY INTERN	FUSION ENERGY DRINK	ENERGY DRINK	DAVID, Madrid	SPAIN	BUMBLEBEAT Sao Paulo			AMBEV Sao Paulo
B03/057	00674	2. HIGH ENERGY BOYFRIEND	FUSION ENERGY DRINK	ENERGY DRINK	DAVID, Madrid	SPAIN	BUMBLEBEAT Sao Paulo			AMBEV Sao Paulo
B03/058	00668	3. HIGH ENERGY DAD	FUSION ENERGY DRINK	ENERGY DRINK	DAVID, Madrid	SPAIN	BUMBLEBEAT Sao Paulo			AMBEV Sao Paulo

B04 (Casting & Performance)

B04/026	00502	CHILL ENOUGH	COORS LIGHT	COORS LIGHT	ALMAADVERTISING AGENCY, Miami	UNITED STATES	CROWN STREET FILMS Miami / OMNICOM STUDIOS Miami	CONNECT @ PUBLICIS MEDIA New York	PHAEDON Minneapolis	MOLSON COORS BEVERAGE COMPANY Milwaukee
B04/027	00498	COLD DETECTOR	COORS LIGHT	COORS LIGHT	ALMAADVERTISING AGENCY, Miami	UNITED STATES	CROWN STREET FILMS Miami / OMNICOM STUDIOS Miami	CONNECT @ PUBLICIS MEDIA New York	PHAEDON Minneapolis	MOLSON COORS BEVERAGE COMPANY Milwaukee
B04/028	00499	MOUNTAIN COLD	COORS LIGHT	COORS LIGHT	ALMA ADVERTISING AGENCY, Miami	UNITED STATES	CROWN STREET FILMS Miami / OMNICOM STUDIOS Miami	CONNECT @ PUBLICIS MEDIA New York	PHAEDON Minneapolis	MOLSON COORS BEVERAGE COMPANY Milwaukee
B04/031	10683	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

C01 (Local Brand)

C01/001	00012	VOICE OF GEORGIA	BANK OF GEORGIA	FOOTBALL SPONSORSHIP	BANK OF GEORGIA, Tbilisi	GEORGIA				
C01/017	00537	UNLUCKY MENTIONS	CRIS-SAL	SALT CRIS-SAL	PARADAIS DDB, Guayaquil	ECUADOR		PARADAIS DDB Guayaquil		

C02 (Challenger Brand)

C02/004	10077	BURGER TO KING	BURGER KING	BURGER KING	HAPPINESS, AN FCB ALLIANCE, Brussels	BELGIUM	DAHOUSE AUDIO Berlin	BOGOTA POST PRODUCTION STUDIO Sao Paulo		
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C03 (Single-Market Campaign)

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C03/004	00249	THE SECOND RELEASE	BILLBOARD ARABIA	BILLBOARD MAGAZINE	SRMG LABS, Riyadh	SAUDI ARABIA	BILLBOARD ARABIA Riyadh / EYEDIA PRODUCTION Riyadh / SRMG LABS Riyadh	BILLBOARD ARABIA Riyadh / SRMG LABS Riyadh
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C04 (Social Behaviour)

C04/013	00250	THE SECOND RELEASE	BILLBOARD ARABIA	BILLBOARD MAGAZINE	SRMG LABS, Riyadh	SAUDI ARABIA	BILLBOARD ARABIA Riyadh / EYEDIA PRODUCTION Riyadh / SRMG LABS Riyadh			BILLBOARD ARABIA Riyadh / SRMG LABS Riyadh	
C04/026	00526	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

C05 (Use of Humour)

C05/007	00073	FOOTBALL LOVER FM	SO FOOT	SO FOOT	BETC, Paris	FRANCE	BETC FULLSIX Paris / GUM Paris / LA-BO Paris / PROSE ON PIXELS Paris	BETC Paris		
C05/017	00347	THE LUCKY NUMBER	HEINEKEN	HEINEKEN	LEPUB, Milan	ITALY				
C05/019	00515	DIRTY MOUTH SPONSORSHIP	CIF	CIF	DROGA5, PART OF ACCENTURE SONG, Sao Paulo / UNILEVER BRASIL, Sao Paulo	BRAZIL	PUNCH AUDIO Sao Paulo	INITIATIVE MEDIA New York	INPRESS PORTER NOVELLI Sao Paulo	
C05/020	00636	FROM HURT TO HIT	BRAHMA	BEER	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	BUMBLEBEAT Sao Paulo / CONTENT CAPTUR PILULA Sao Paulo			
C05/022	00467	MOMENTS OF GLORY	NO UGLY	NO UGLY SPORT	DROGA5 ANZ, PART OF ACCENTURE SONG, Auckland	NEW ZEALAND				
C05/032	00501	COLD ACTIVATED ANNOUNCERS	COORS LIGHT	COORS LIGHT	ALMA ADVERTISING AGENCY, Miami	UNITED STATES	CROWN STREET FILMS Miami / OMNICOM STUDIOS Miami	CONNECT @ PUBLICIS MEDIA New York	PHAEDON Minneapolis	MOLSON COORS BEVERAGE COMPANY Milwaukee

C06 (Breakthrough on a Budget)

C06/006	00484	THE 26TH MINUTE	DUBLIN SAMARITANS	SAMARITANS VOLUNTEER RECRUITMENT	DROGA5, PART OF ACCENTURE SONG, Dublin	IRELAND			
C06/016	00457	DANCING WASHERS	WHIRLPOOL	WHIRLPOOL	VML, Mexico City	MEXICO	PALMAR PRODUCTIONS Mexico	PALMAR PRODUCTIONS Mexico	VML Mexico City

C07 (Corporate Purpose & Social Responsibility)

C07/003	00058	STREET ART SCHOOL	POSCA	PAINT MARKERS	TBWA/PARIS	FRANCE	ELSE Paris	
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C07/010	00519	ME FEAT. ME	NOSOTRAS	NOSOTRAS	DDB CHILE, Santiago	CHILE	PATRICIA Santiago / SAUVALLE PRODUCCIONES Santiago	ESTUDIO BILBAO Santiago / POSTON DIGITAL ARTS ANIMACION REALIDAD VIRTUAL VFX Santiago / WISE INNOVATION STUDIOS Santiago	PHD Santiago		
C07/015	00413	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
C07/016	00391	THE MIDLIFE CHECK	HARLEY DAVIDSON	MOTORCYCLES	FP7 McCANN, Dubai / McCANN HEALTH, Dubai	UNITED ARAB EMIRATES			FP7 McCANN Dubai	CURRENT GLOBAL Dubai	

C09 (Cultural Engagement)

C09/003	00106	EQUAL COMMUNICATION	TERRE DES FEMMES	TERRE DES FEMMES	SCHOLZ & FRIENDS, Hamburg	GERMANY	HASTINGS AUDIO NETWORK Hamburg				
C09/014	00665	AUTISM ROCKS	EUROFARMA/UNICORNS & UNICORNS/CHERAB FOUNDATION	SPEECH THERAPY VIDEO GAME	AREA 23, AN IPG HEALTH COMPANY, New York	UNITED STATES	ASTEROIDE FILMS Curitiba / BODEGA New York / STOREFRONT MUSIC New York	OPTIMUS New York			FCB BRASIL Sao Paulo
C09/016	00521	ME FEAT. ME	NOSOTRAS	NOSOTRAS	DDB CHILE, Santiago	CHILE	PATRICIA Santiago / SAUVALLE PRODUCCIONES Santiago	ESTUDIO BILBAO Santiago / POSTON DIGITAL ARTS ANIMACION REALIDAD VIRTUAL VFX Santiago / WISE INNOVATION STUDIOS Santiago	PHD Santiago		
C09/017	00634	MUSIC OVER NOISE	BILLBOARD	INSTITUTIONAL	LEPUB, Sao Paulo	BRAZIL	DAHOUSE AUDIO Sao Paulo		BILLBOARD BRASIL São Paulo		
C09/027	00541	STAY TUNED, STAY AWAKE	SHELL	SHELL GAS STATIONS	OGILVY GUATEMALA, Guatemala City	GUATEMALA	ZITIO Guatemala City		OGILVY GUATEMALA Guatemala City		GRUPO REC Guatemala City

D01 (Consumer Goods)

D01/031	00345	THE LUCKY NUMBER	HEINEKEN	HEINEKEN	LEPUB, Milan	ITALY					
D01/032	00553	ONE SECOND ADS	BUDWEISER	BEER	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	LUCHA LIBRE AUDIO São Paulo		AFRICA CREATIVE DDB Sao Paulo		
D01/034	00635	FROM HURT TO HIT	BRAHMA	BEER	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	BUMBLEBEAT Sao Paulo / CONTENT CAPTUR PILULA Sao Paulo				

D06 (Consumer Services/Business to Business)

D06/015	00223	DELIVEREASY CRIPPLED PIGEONS	DELIVEREASY	FOOD DELIVERY SERVICE	COLENZO BBDO, Auckland	NEW ZEALAND	LIQUID STUDIOS Auckland		MBM Wellington		
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D07 (Not-for-Profit / Charity / Government)

D07/022	00186	AIR RAID ALARM CLOCK	RAZOM	RAZOM	OFFICER AND GENTLEMAN, Madrid / ARRIBA! MEDIA GROUP, Kharkiv / FABS ROBOTICS, Madrid / GOLOSO CREATIVE STUDIO, Madrid	SPAIN / UKRAINE	ARRIBA! MEDIA GROUP Kharkiv / CANAL CREATIVO Madrid / FABS ROBOTICS Madrid / RICORICO Valencia / SECRETS FILMS Barcelona	PIJAMA STUDIO Barcelona		RAZOM New York
D07/025	00414	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
D07/026	00485	THE 26TH MINUTE	DUBLIN SAMARITANS	SAMARITANS VOLUNTEER RECRUITMENT	DROGA5, PART OF ACCENTURE SONG, Dublin	IRELAND				

Total Shortlisted: 68