

Health & Wellness Shortlist

Cat. No	Entry No	Title	Brand	Product	Medium	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional
A01 (OTC Oral Medicines)												
A01/44001	00618	ALLEVIA POLLEN PASSPORT	Opella-Allegra	ALLEGRA	Creative Data	MRM WORLDWIDE, Madrid	SPAIN			HEARTS & SCIENCE London		CLEVER°FRANKE Utrecht
A01/55003	00733	DON'T SLEEP ON SAQUON	UNISOM	UNISOM	Social & Creator	THE MARTIN AGENCY, Richmond	UNITED STATES	CREATIVE ARTISTS AGENCY Los Angeles	CREATIVE ARTISTS AGENCY Los Angeles	HAVAS Chicago	LIPPE TAYLOR New York	
A01/8001	00922	ADVIL HEAD SETTINGS	ADVIL	ADVIL	Direct	EDELMAN, Toronto	CANADA			PUBLICIS CANADA Toronto	EDELMAN Toronto	
A01/9002	00732	DON'T SLEEP ON SAQUON	UNISOM	UNISOM	PR	THE MARTIN AGENCY, Richmond	UNITED STATES	CREATIVE ARTISTS AGENCY Los Angeles	CREATIVE ARTISTS AGENCY Los Angeles	HAVAS Chicago	LIPPE TAYLOR New York	
A02 (OTC Applications)												
A02/13002	10849	HEAD OF CERAVE	CERAVE	CERAVE ANTI-DANDRUFF SHAMPOO	Integrated	OGILVY PR, New York	UNITED STATES	1STAVEMACHINE New York			OGILVY PR New York	
A02/55004	00929	VASELINE VERIFIED	UNILEVER	VASELINE	Social & Creator	OGILVY, Singapore	SINGAPORE	OGILVY Singapore / WHITECOAT PRODUCTIONS SINGAPORE	BIG SYNC MUSIC Singapore / CHAMELEON Singapore / FVSE Singapore / OGILVY Singapore / WHITECOAT PRODUCTIONS SINGAPORE	MINDSHARE London	OGILVY Singapore / OGILVY SOUTH AFRICA Johannesburg / OGILVY UK London	UNILEVER London / VAYNERMEDIA London
A02/55006	10850	HEAD OF CERAVE	CERAVE	CERAVE ANTI-DANDRUFF SHAMPOO	Social & Creator	OGILVY PR, New York	UNITED STATES	1STAVEMACHINE New York			OGILVY PR New York	
A02/8003	00928	VASELINE VERIFIED	UNILEVER	VASELINE	Direct	OGILVY, Singapore	SINGAPORE	OGILVY Singapore / WHITECOAT PRODUCTIONS SINGAPORE	BIG SYNC MUSIC Singapore / CHAMELEON Singapore / FVSE Singapore / OGILVY Singapore / WHITECOAT PRODUCTIONS SINGAPORE	MINDSHARE London	OGILVY Singapore / OGILVY SOUTH AFRICA Johannesburg / OGILVY UK London	UNILEVER London / VAYNERMEDIA London
A02/9002	10848	HEAD OF CERAVE	CERAVE	CERAVE ANTI-DANDRUFF SHAMPOO	PR	OGILVY PR, New York	UNITED STATES	1STAVEMACHINE New York			OGILVY PR New York	
A03 (OTC Products)												
A03/13003	01194	PROJECT EARLY PERIODS	P&G WHISPER	WHISPER SANITARY PADS	Integrated	LEO, Mumbai	INDIA	OFFROAD FILMS Mumbai				P AND G WHISPER Mumbai
A03/22001	01082	EYE TEST MENU	TITAN COMPANY LIMITED	EYEWEAR	Industry Craft: Art Direction	OGILVY, Bangalore	INDIA	ABSOLUTE PRODUCTIONS Mumbai		OGILVY Bangalore		OGILVY Mumbai / TIMESLIDER Mumbai / TITAN Bangalore
A03/3002	00649	THE SPECIAL HEARING TEST	AMPLIFON	AMPLIFON HEARING AIDS	Audio & Radio	SMALL, New York	UNITED STATES	INDIANA PRODUCTION Milan	22DOGS Milan / BRAVAGENTE AUDIO Milan / PROXIMA MILANO / STABBIOLO MUSIC Sarteano			
A03/50004	01114	DROPS OF HOPE	KIMBERLY-CLARK	POISE	Brand Experience & Activation	FCB NEW YORK	UNITED STATES	FCB NEW YORK / NARRATIVE Los Angeles	456 STUDIOS New York / PAPAMUSIC Buenos Aires / RCO New York		WEBER SHANDWICK Chicago	KIMBERLY-CLARK Chicago / PANOME BIO St. Louis

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A03/50008	00550	SUPPORTBELT	FORD	FORD SUPPORTBELT	Brand Experience & Activation	VML, Detroit	UNITED STATES	HOGARTH WORLDWIDE Detroit / LEAR CORPORATION Southfield / NICE SHOES New York / SEVENTY 7 PRODUCTIONS Royal Oak	ASCHE & SPENCER Minneapolis / GOLDSOUND Detroit / HOWLING MUSIC Nashville	MINDSHARE Detroit	BURSON Detroit
A03/51007	00711	BLEED WITH PRIDE	PADMAD	PADMAD	Film: Cinema, TV and Digital Film Content	BBDO CHILE, Santiago / UFF CONTENIIDOS, Santiago	CHILE	UFF CONTENIIDOS Santiago			
A03/53001	10364	OMNILIVERY	OMNI	MOBILITY SYSTEM FOR WHEELCHAIR	Healthcare Product Innovation	SAATCHI & SAATCHI FRANCE, Paris	FRANCE	PRODIGIOUS Paris	MECHANTS Saint- Denis		
A03/54001	00770	ME FEAT. ME	NOSOTRAS	NOSOTRAS	Entertainment	DDB CHILE, Santiago	CHILE	PATRICIA Santiago / SAUVALLÉ PRODUCCIONES Santiago	ESTUDIO BILBAO Santiago / POSTON DIGITAL ARTS ANIMACION REALIDAD VIRTUAL VFX Santiago / WISE INNOVATION STUDIOS Santiago	PHD Santiago	
A03/8003	01112	DROPS OF HOPE	KIMBERLY-CLARK	POISE	Direct	FCB NEW YORK	UNITED STATES	FCB NEW YORK / NARRATIVE Los Angeles	456 STUDIOS New York / PAPAMUSIC Buenos Aires / RCO New York	WEBER SHANDWICK Chicago	KIMBERLY-CLARK Chicago / PANOME BIO St. Louis
A03/8007	00712	BLEED WITH PRIDE	PADMAD	PADMAD	Direct	BBDO CHILE, Santiago / UFF CONTENIIDOS, Santiago	CHILE	UFF CONTENIIDOS Santiago			

A04 (Nutraceuticals)

A04/22001	01044	MEMENTO BEER	ABRACERVA	NON-ALCOHOLIC BEER	Industry Craft: Art Direction	OGILVY HEALTH, New York	UNITED STATES	BUMBLEBEAT Sao Paulo / FAMOUS WHO Sao Paulo / MOL Sao Paulo / PLATINUM Sao Paulo / WIDELABS Porto Alegre			
A04/53001	00375	CREAMOTHERAP Y	MY DOCTORS RECIPE	NUTRI ICE	Healthcare Product Innovation	HAVAS LYNX, Manchester / MY DOCTORS RECIPE, Dornoch	UNITED KINGDOM	HAVAS LYNX Manchester / MY DOCTORS RECIPE Dornoch / PROSE ON PIXELS Manchester	HAVAS LYNX Manchester / PROSE ON PIXELS Manchester		
A04/53002	01049	MEMENTO BEER	ABRACERVA	NON-ALCOHOLIC BEER	Healthcare Product Innovation	OGILVY HEALTH, New York	UNITED STATES	BUMBLEBEAT Sao Paulo / FAMOUS WHO Sao Paulo / MOL Sao Paulo / PLATINUM Sao Paulo / WIDELABS Porto Alegre			

A05 (Health & Wellness Tech)

A05/11002	10799	THE SHADED ROUTE	HUNGERSTATION	HUNGERSTATION DELIVERY APP	Mobile	VML, Riyadh	SAUDI ARABIA	BLUE ELEPHANT Riyadh		VML Riyadh	
A05/11004	01152	DESIGN YOUR SLEEP WHILE YOU SLEEP	IKEA	IKEA FAMILY	Mobile	MRM WORLDWIDE, Madrid	SPAIN				SHUTEYE Singapore
A05/12001	00102	INTERFACE OF HUMANITY POWERED BY NTT	NTT HUMAN INFORMATICS LABORATORIES	NTT HUMAN INFORMATICS LABORATORIES	Use of Technology	DENTSU INC., Tokyo	JAPAN	BASSDRUM Tokyo / DENTSU GROUP INC. Tokyo / INVISI. LTD Tokyo / WOO Tokyo / WOW Tokyo	DENTSU INC. Tokyo	DENTSU CREATIVE London / DENTSU INC. Tokyo / DENTSU X Vienna / PLATINUM INC. Tokyo / PUTZ & STINGL EVENT, PUBLIC RELATIONS & WERBUNG Modling	MOMONGA Berlin / TAKI CORPORATION Tokyo / WITH ALS Tokyo / Y'S CONNECTION INC Tokyo

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A05/12004	00554	HER DOME	GOVERNMENT OF THE STATE OF SÃO PAULO	GOVERNMENT OF THE STATE OF SÃO PAULO - WOMEN'S SAFETY	Use of Technology	DPZ, Sao Paulo	BRAZIL	BIG STUDIO São Paulo / CLUBE FILMES LTDA Sao Paulo / DPZ Sao Paulo / PXP Sao Paulo	DPZ Sao Paulo / PXP Sao Paulo	DPZ Sao Paulo	DPZ Sao Paulo
A05/12007	00487	THE MIND GUARDIAN	SAMSUNG	SAMSUNG	Use of Technology	CHEIL WORLDWIDE, Madrid / SAMSUNG ELECTRONICS IBERIA, Madrid	SPAIN	PE GRANDE Porto Alegre / SOMOS 5 Madrid	HEFTY MUSIC AND SOUND Sao Paulo / SOMOS 5 Madrid		SAMSUNG ELECTRONICS IBERIA Madrid
A05/12009	01050	ADOPTION BUDDY	MPRS - THE PUBLIC PROSECUTOR'S OFFICE OF RIO GRANDE DO SUL	ADOPTION BUDDY	Use of Technology	OGILVY HEALTH, New York	UNITED STATES	BUMBLEBEAT Sao Paulo / FUTVRE FACTORY Sao Paulo / LADO ANIMATION Sao Paulo / MOL Sao Paulo / WIDELABS Porto Alegre			
A05/12012	01158	DESIGN YOUR SLEEP WHILE YOU SLEEP	IKEA	IKEA FAMILY	Use of Technology	MRM WORLDWIDE, Madrid	SPAIN				SHUTEYE Singapore
A05/12014	01123	MENOPAUSE MODE	LG BRASIL	LG AI DUAL INVERTER AIR CONDITIONER	Use of Technology	ALMAPBBDO, Sao Paulo	BRAZIL	20DASH Sao Paulo / COMPANIA Sao Paulo / GANSO MUSIC Sao Paulo			
A05/44001	00367	STREETNAV	STREETCO	STREETNAV	Creative Data	HAVAS PARIS	FRANCE	PROSE ON PIXELS Paris	PROSE ON PIXELS Paris		STREETCO Paris
A05/44002	00506	YOUR POSTURE IS YOUR FUTURE	CROATIA POLIKLINIKA	INTERACTIVE DIGITAL CITYLIGHTS	Creative Data	BRUKETA&ZINIC&GREY, Zagreb / CROATIA POLYCLINICS, Zagreb	CROATIA	BRUKETA&ZINIC&GREY Zagreb / GO2DIGITAL Zagreb	GO2DIGITAL Zagreb	MILLENIUM PROMOCIJA Zagreb	
A05/44003	00570	WORST CHILDREN'S LIBRARY	SAMSUNG	Samsung	Creative Data	DDB NEW ZEALAND, Auckland / TRIBAL AOTEAROA, Auckland	NEW ZEALAND	DDB NEW ZEALAND Auckland	CREATURE POST Auckland / DDB NEW ZEALAND Auckland	MANGO COMMUNICATION S Auckland	SAFE SURFER Tauranga / SAMSUNG ELECTRONICS Auckland
A05/44006	00486	THE MIND GUARDIAN	SAMSUNG	SAMSUNG	Creative Data	CHEIL WORLDWIDE, Madrid / SAMSUNG ELECTRONICS IBERIA, Madrid	SPAIN	PE GRANDE Porto Alegre / SOMOS 5 Madrid	HEFTY MUSIC AND SOUND Sao Paulo / SOMOS 5 Madrid		SAMSUNG ELECTRONICS IBERIA Madrid
A05/44008	01047	ADOPTION BUDDY	MPRS - THE PUBLIC PROSECUTOR'S OFFICE OF RIO GRANDE DO SUL	ADOPTION BUDDY	Creative Data	OGILVY HEALTH, New York	UNITED STATES	BUMBLEBEAT Sao Paulo / FUTVRE FACTORY Sao Paulo / LADO ANIMATION Sao Paulo / MOL Sao Paulo / WIDELABS Porto Alegre			
A05/53006	00488	THE MIND GUARDIAN	SAMSUNG	SAMSUNG	Healthcare Product Innovation	CHEIL WORLDWIDE, Madrid / SAMSUNG ELECTRONICS IBERIA, Madrid	SPAIN	PE GRANDE Porto Alegre / SOMOS 5 Madrid	HEFTY MUSIC AND SOUND Sao Paulo / SOMOS 5 Madrid		SAMSUNG ELECTRONICS IBERIA Madrid
A05/53007	10361	OMNILIVERY	OMNI	MOBILITY SYSTEM FOR WHEELCHAIR	Healthcare Product Innovation	SAATCHI & SAATCHI FRANCE, Paris	FRANCE	PRODIGIOUS Paris	MECHANIS Saint-Denis		

B01 (Brand-Led Education & Awareness)

B01/13009	00785	MISSED BIRTHDAYS	ITV X CALM	ITV X CALM	Integrated	adam&eveDDB, London	UNITED KINGDOM	ACADEMY FILMS London / adam&eveDDB London / CREATIVE GIANTS ART Brighton / KING HENRY London / TOGETHER ASSOCIATES London	750MPH London / CREATIVE OUTPOST London	THE7STARS London	HOPE AND GLORY London	ITV BROADCASTING LTD Gateshead
B01/13011	01067	THE ATHLETES CODE	POWERADE	POWERADE	Integrated	OGILVY, New York	UNITED STATES	HOGARTH WORLDWIDE New York / LET IT RIP PICTURES Brooklyn	SOUND GOODS New York	ESSENCEMEDIA COM New York	OGILVY PR New York	VILLAGE MARKETING New York
B01/14001	00863	NEVER JUST A PERIOD	BODYFORM	BODYFORM	Film Craft: Production Design/Art Direction	AMV BBDO, London	UNITED KINGDOM	SMUGGLER London	750MPH London / FRAMESTORE London / SOUNDTREE MUSIC London / TENTHREE London	ZENITH London	KETCHUM London	EMOTE PRODUCTIONS Belgrade

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B01/15007	00864	NEVER JUST A PERIOD	BODYFORM	BODYFORM	Film Craft: Direction	AMV BBDO, London	UNITED KINGDOM	SMUGGLER London	750MPH London / FRAMESTORE London / SOUNDTREE MUSIC London / TENTHREE London	ZENITH London	KETCHUM London	EMOTE PRODUCTIONS Belgrade
B01/15009	01071	MOST LIKELY TO	DOVE	DOVE BRAND	Film Craft: Direction	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
B01/15011	00916	THIS IS NOT A GAME	MOVISTAR	TELCO	Film Craft: Direction	VML, Mexico City	MEXICO	LANDIA Mexico City	LANDIA Mexico City			
B01/19002	01072	MOST LIKELY TO	DOVE	DOVE BRAND	Film Craft: Cinematography	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
B01/22010	01009	NIGRUM CORPUS	IDOMED	NIGRUM CORPUS	Industry Craft: Art Direction	ARTPLAN, Rio De Janeiro	BRAZIL	MAURICIO NAHAS ESTUDIO FOTOGRAFICO Sao Paulo / RAW AUDIO Sao Paulo / ROAD FILMES Rio de Janeiro / RUDY HUOLD FOTOGRAFIA Rio de Janeiro / UNTITLED TV BR São Paulo	FUJOCKA CREATIVE IMAGES São Paulo / P+E GALERIA DIGITAL Sao Paulo		APPROACH COMUNICACAO Sao Paulo	
B01/24004	01007	NIGRUM CORPUS	IDOMED	NIGRUM CORPUS	Industry Craft: Illustration	ARTPLAN, Rio De Janeiro	BRAZIL	MAURICIO NAHAS ESTUDIO FOTOGRAFICO Sao Paulo / RAW AUDIO Sao Paulo / ROAD FILMES Rio de Janeiro / RUDY HUOLD FOTOGRAFIA Rio de Janeiro / UNTITLED TV BR São Paulo	FUJOCKA CREATIVE IMAGES São Paulo / P+E GALERIA DIGITAL Sao Paulo		APPROACH COMUNICACAO Sao Paulo	
B01/38001	00030	THE SPOT	BRISTOL MYERS SQUIBB	MELANOMA AWARENESS	Outdoor: Ambient	OGILVY, Sydney	AUSTRALIA	THE BEAUTIFUL & USEFUL STUDIO Sydney / THE GLUE SOCIETY Sydney	THE BEAUTIFUL & USEFUL STUDIO Sydney / THE GLUE SOCIETY Sydney	THE BEAUTIFUL & USEFUL STUDIO Sydney / THE GLUE SOCIETY Sydney		BOXCUTTER Auckland / LA ROCHE POSAY n/a / OGILVY Sydney
B01/38010	00778	MISSED BIRTHDAYS	ITV X CALM	ITV X CALM	Outdoor: Ambient	adam&eveDDB, London	UNITED KINGDOM	ACADEMY FILMS London / adam&eveDDB London / CREATIVE GIANTS ART Brighton / KING HENRY London / TOGETHER ASSOCIATES London	750MPH London / CREATIVE OUTPOST London	THE7STARS London	HOPE AND GLORY London	ITV BROADCASTING LTD Gateshead
B01/38012	01037	SIGHTWALKS	CEMENTO SOL	CEMENT	Outdoor: Ambient	CIRCUS GREY, Miraflores	PERU	AGOSTO MUSIC Lima / REBECA Lima	PUNTO APARTE Lima		LLYC Lima	APOYO CONSULTORIA Miraflores / DINAMO Lima / MISFIT MEDIA Meridian
B01/42004	10381	THE MISSING ISSUE	US WEEKLY X THE HARRIS PROJECT	MEDIA/ENTERTAINMENT	Print & Publishing: Standard	HAVAS, New York	UNITED STATES	US WEEKLY New York	DUOTONE AUDIO GROUP New York / FINAL CUT New York	US WEEKLY New York	HAVAS FORMULA New York	THE HARRIS PROJECT New York
B01/50021	00597	TELUS GAMERX	TELUS	TELUS	Brand Experience & Activation	RETHINK, Toronto	CANADA	CYCLE MEDIA New York	CYCLE MEDIA New York / WAVE STUDIOS New York			TELUS Vancouver

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B01/50029	00780	MISSED BIRTHDAYS	ITV X CALM	ITV X CALM	Brand Experience & Activation	adam&eveDDB, London	UNITED KINGDOM	ACADEMY FILMS London / adam&eveDDB London / CREATIVE GIANTS ART Brighton / KING HENRY London / TOGETHER ASSOCIATES London	750MPH London / CREATIVE OUTPOST London	THE7STARS London	HOPE AND GLORY London	ITV BROADCASTING LTD Gateshead
B01/50031	01113	DROPS OF HOPE	KIMBERLY-CLARK	POISE	Brand Experience & Activation	FCB NEW YORK	UNITED STATES	FCB NEW YORK / NARRATIVE Los Angeles	456 STUDIOS New York / PAPAMUSIC Buenos Aires / RCO New York		WEBER SHANDWICK Chicago	KIMBERLY-CLARK Chicago / PANOME BIO St. Louis
B01/50033	01068	THE ATHLETES CODE	POWERADE	POWERADE	Brand Experience & Activation	OGILVY, New York	UNITED STATES	HOGARTH WORLDWIDE New York / LET IT RIP PICTURES Brooklyn	SOUND GOODS New York	ESSENCEMEDIA COM New York	OGILVY PR New York	VILLAGE MARKETING New York
B01/50046	01038	SIGHTWALKS	CEMENTO SOL	CEMENT	Brand Experience & Activation	CIRCUS GREY, Miraflores	PERU	AGOSTO MUSIC Lima / REBECA Lima	PUNTO APARTE Lima		LLYC Lima	APOYO CONSULTORIA Miraflores / DINAMO Lima / MISFIT MEDIA Meridian
B01/50048	00552	SUPPORTBELT	FORD	FORD SUPPORTBELT	Brand Experience & Activation	VML, Detroit	UNITED STATES	HOGARTH WORLDWIDE Detroit / LEAR CORPORATION Southfield / NICE SHOES New York / SEVENTY 7 PRODUCTIONS Royal Oak	ASCHE & SPENCER Minneapolis / GOLDSOUND Detroit / HOWLING MUSIC Nashville	MINDSHARE Detroit	BURSON Detroit	
B01/51005	00514	YOUR ATTENTION PLEASE	NOVARTIS	YOURATTENTIONP LEASE.COM	Film: Cinema, TV and Digital Film Content	MERKLEY + PARTNERS, New York	UNITED STATES	MOXIE PICTURES Los Angeles / OMNICON PRODUCTION New York / PLATINUM RYE ENTERTAINMENT New York / VOLUME INC. San Francisco / VOLUME MUSIC+SOUND Brooklyn	COFFEE AND TV London / CREDERA New York / HEARD CITY New York / WORK EDITORIAL New York	N2 New York	KETCHUM New York	NOVARTIS PHARMACEUTICALS East Hanover
B01/51015	00865	NEVER JUST A PERIOD	BODYFORM	BODYFORM	Film: Cinema, TV and Digital Film Content	AMV BBDO, London	UNITED KINGDOM	SMUGGLER London	750MPH London / FRAMESTORE London / SOUNDTREE MUSIC London / TENTHREE London	ZENITH London	KETCHUM London	EMOTE PRODUCTIONS Belgrade
B01/51031	00915	THIS IS NOT A GAME	MOVISTAR	TELCO	Film: Cinema, TV and Digital Film Content	VML, Mexico City	MEXICO	LANDIA Mexico City	LANDIA Mexico City			
B01/53003	00376	CREAMOTHERAPY	MY DOCTORS RECIPE	NUTRI ICE	Healthcare Product Innovation	HAVAS LYNX, Manchester / MY DOCTORS RECIPE, Dornoch	UNITED KINGDOM	HAVAS LYNX Manchester / MY DOCTORS RECIPE Dornoch / PROSE ON PIXELS Manchester	HAVAS LYNX Manchester / PROSE ON PIXELS Manchester			
B01/53011	00549	SUPPORTBELT	FORD	FORD SUPPORTBELT	Healthcare Product Innovation	VML, Detroit	UNITED STATES	HOGARTH WORLDWIDE Detroit / LEAR CORPORATION Southfield / NICE SHOES New York / SEVENTY 7 PRODUCTIONS Royal Oak	ASCHE & SPENCER Minneapolis / GOLDSOUND Detroit / HOWLING MUSIC Nashville	MINDSHARE Detroit	BURSON Detroit	
B01/54005	00877	GROUP THERAPY	AXA	AXA	Entertainment	VML, Paris	FRANCE	HARTBEAT Los Angeles		GROUPM MOTION ENTERTAINMENT Los Angeles / WAVEMAKER Paris	METRO PUBLIC RELATIONS Los Angeles	
B01/54015	00917	THIS IS NOT A GAME	MOVISTAR	TELCO	Entertainment	VML, Mexico City	MEXICO	LANDIA Mexico City	LANDIA Mexico City			
B01/8016	01002	THE DESK BREAK CLAUSE	ASICS	ASICS	Direct	GOLIN, London	UNITED KINGDOM	GOLIN London / KODE MEDIA London	KODE MEDIA London	GOLIN London / LEPUB Amsterdam	GOLIN London	

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B01/8019	01109	DROPS OF HOPE	KIMBERLY-CLARK	POISE	Direct	FCB NEW YORK	UNITED STATES	FCB NEW YORK / NARRATIVE Los Angeles	456 STUDIOS New York / PAPAMUSIC Buenos Aires / RCO New York	WEBER SHANDWICK Chicago	KIMBERLY-CLARK Chicago / PANOME BIO St. Louis
B01/8022	01124	BREASTMILK MONEY	HERCONOMY	HERCONOMY	Direct	SERVICEPLAN, Munich	GERMANY	WE MAKE THEM WONDER GMBH Munich	MEDIAPLUS GERMANY Munich	TULOM Sao Paulo	JURGEN BRANZ Augsburg / PLAN.NET Hamburg / STANDARDABWEICHUNG Munich
B01/8023	01065	THE ATHLETES CODE	POWERADE	POWERADE	Direct	OGILVY, New York	UNITED STATES	HOGARTH WORLDWIDE New York / LET IT RIP PICTURES Brooklyn	SOUND GOODS New York	ESSENCEMEDIA COM New York	OGILVY PR New York
B01/8031	01039	SIGHTWALKS	CEMENTO SOL	CEMENT	Direct	CIRCUS GREY, Miraflores	PERU	AGOSTO MUSIC Lima / REBECA Lima	PUNTO APARTE Lima	LLYC Lima	APOYO CONSULTORIA Miraflores / DINAMO Lima / MISFIT MEDIA Meridian

B02 (Non-profit/Foundation-led Education & Awareness)

B02/13012	00356	THE UNIVERSITY OF DYSLXIC THINKING	MADE BY DYSLXIA X VIRGIN	DYSLXICU	Integrated	DDB MELBOURNE	AUSTRALIA	adam&eveDDB New York / COLLIDER Sydney / DDB MELBOURNE	COLLIDER Sydney	MADE BY DYSLXIA London	DDB MELBOURNE / MANGO Melbourne	TIKTOK Sydney / VIRGIN GROUP London
B02/13016	10996	ZIP CODE EXAM	ZIP CODE EXAM	ZIP CODE EXAM	Integrated	AREA 23, AN IPG HEALTH COMPANY, New York	UNITED STATES	BUMBLEBEAT Sao Paulo / DALMATIAN COW Los Angeles	PREYMAKER New York / STUDIORK New York	RAPPORT New York / UM New York	WEBER SHANDWICK New York	
B02/18003	00242	DIARY OF A HEAD INJURY	HEADWAY	BRAIN INJURY PREVENTION AWARENESS	Film Craft: Animation/Visual Effects	ASSEMBLY, Auckland / THE TUESDAY CLUB, Auckland	NEW ZEALAND	ASSEMBLY Auckland				
B02/18004	00468	THE SNOWBALL	SAFEPROJECT.	WARNING ABOUT ALCOHOL MISUSE DURING WINTERTIME	Film Craft: Animation/Visual Effects	FCB HEALTH, New York	UNITED STATES	BUMBLEBEAT Sao Paulo / LOBO New York	BUMBLEBEAT Sao Paulo / JADE MELODY New Jersey / LOBO New York	SOLVE(D), AN IPG HEALTH COMPANY New York		
B02/18005	01136	18 MONTHS	SECOND NURTURE	FOSTER FAMILIES AWARENESS SUPPORT	Film Craft: Animation/Visual Effects	KLICK HEALTH, Toronto	CANADA	JAMUTE Sao Paulo / ZOMBIE STUDIO Sao Paulo				
B02/38005	00740	THE UNNOTICED SPONSORSHIP	THE BRAZILIAN MELANOMA INSTITUTE	MELANOMA AWARENESS	Outdoor: Ambient	AREA 23, AN IPG HEALTH COMPANY, New York	UNITED STATES	ARS THANEA Warsaw / BANDIT New York	BANDIT New York / SONIDO ANTRO Miami	END TO END Sao Paulo	END TO END Sao Paulo	SAF BOTAFOGO (SPONSORED CLUB) Rio de Janeiro
B02/41003	00520	BILLS OF CONTRACEPTION	COALITION FOR GENDER EQUALITY	COALITION FOR GENDER EQUALITY - A GROUP OF 15 NGOS THAT FIGHT FOR WOMENS RIGHTS	Print & Publishing: Collateral	DDB ROMANIA, Bucharest	ROMANIA			MEDIA INVESTMENT Bucharest	PORTER NOVELLI Bucharest	
B02/44004	00164	VISIONGRAM	JAPAN BLIND JUDO FEDERATION	VISIONGRAM	Creative Data	DENTSU INC., Tokyo	JAPAN	PYRAMID FILM QUADRA Tokyo / SHINDII, LLC. Tokyo				
B02/44008	00556	HER DOME	GOVERNMENT OF THE STATE OF SÃO PAULO	GOVERNMENT OF THE STATE OF SÃO PAULO - WOMEN'S SAFETY	Creative Data	DPZ, Sao Paulo	BRAZIL	BIG STUDIO São Paulo / CLUBE FILMES LTDA Sao Paulo / DPZ Sao Paulo / PXP Sao Paulo	DPZ Sao Paulo / PXP Sao Paulo	DPZ Sao Paulo	DPZ Sao Paulo	
B02/44011	00843	THERMAL SENSATION OF URGENCY	RED CROSS SÃO PAULO	RED CROSS SÃO PAULO	Creative Data	LEW'LARA/TBWA, Sao Paulo	BRAZIL	DRAGON.FLY AUDIO Sao Paulo / MONSTER FILMS Sao Paulo		LEW'LARA/TBWA Sao Paulo	LEW'LARA/TBWA Sao Paulo	NOVA HAUS Rio de Janeiro / UM STUDIO Sao Paulo
B02/44012	01000	ZIP CODE EXAM	ZIP CODE EXAM	ZIP CODE EXAM	Creative Data	AREA 23, AN IPG HEALTH COMPANY, New York	UNITED STATES	BUMBLEBEAT Sao Paulo / DALMATIAN COW Los Angeles	PREYMAKER New York / STUDIORK New York	RAPPORT New York / UM New York	WEBER SHANDWICK New York	
B02/44013	00572	VISIONGRAM	JAPAN BLIND JUDO FEDERATION	VISIONGRAM	Use of Technology	DENTSU INC., Tokyo	JAPAN	PYRAMID FILM QUADRA Tokyo / SHINDII, LLC. Tokyo				
B02/50002	00380	SICKLE CELL BALL	NEWYORK-PRESBYTERIAN	SICKLE CELL BALL	Brand Experience & Activation	HAVAS, New York / DELOITTE DIGITAL, New York / NEWYORK - PRESBYTERIAN	UNITED STATES					
B02/50003	00305	TIME TO LIVE	AUSTRALIAN CANCER RESEARCH FOUNDATION	ACRF AWARENESS CAMPAIGN	Brand Experience & Activation	THE MINISTRY FOR COMMUNICATION & THE ARTS, Coogee	AUSTRALIA					

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B02/50008	01031	WORKING WITH CANCER - SCREENING TIME-OFF	WORKING WITH CANCER	SCREENING TIME-OFF INITIATIVE	Brand Experience & Activation	PUBLICIS CONSEIL, Paris	FRANCE	RINGER Los Angeles	PRODIGIOUS Paris	
B02/51038	00402	FER	SAVE THE CHILDREN, MEXICO	SAVE THE CHILDREN	Film: Cinema, TV and Digital Film Content	ANONIMO, Mexico City	MEXICO	CATATONIA Mexico City	CATATONIA Mexico City / SHALALA STUDIOS Mexico City	ANONIMO Mexico City / SAVE THE CHILDREN MEXICO Mexico City
B02/54001	00036	THE BEST PLACE IN THE WORLD TO HAVE HERPES	NEW ZEALAND HERPES FOUNDATION	NEW ZEALAND HERPES FOUNDATION	Entertainment	FINCH, Sydney / MOTION SICKNESS, Auckland / NZ HERPES FOUNDATION, Auckland / NZ HERPES FOUNDATION, Auckland	AUSTRALIA / NEW ZEALAND	FINCH Sydney	ATTICUS Sydney / BIGPOP STUDIOS Auckland	
B02/8015	00430	NAGA SAINT EYE TEST	EYEBETES FOUNDATION	EYE TEST SERVICES	Direct	GODREJ CREATIVE LAB, Maharashtra	INDIA	JUGAAD MOTION PICTURES Mumbai	JUGAAD MOTION PICTURES Mumbai	CUMULUS Gurgaon
B02/8023	00998	ZIP CODE EXAM	ZIP CODE EXAM	ZIP CODE EXAM	Direct	AREA 23, AN IPG HEALTH COMPANY, New York	UNITED STATES	BUMBLEBEAT Sao Paulo / DALMATIAN COW Los Angeles	PREYMAKER New York / STUDIORK New York	RAPPORT New York / UM New York
B02/9003	00271	SCOLIOSIS #STRIPESFITCHECK	SCOLIOSIS PHILIPPINES	SCOLIOSIS #STRIPESFITCHECK	PR	MULLENLOWE MARC, Makati City	PHILIPPINES	PARADIGM PRODUCTION & DESIGN Makati City	PARADIGM PRODUCTION & DESIGN Makati City	MULLENLOWE MARC Makati City
B02/9018	01090	EDIBLE SOAP	THE HYGIENE BANK	THE HYGIENE BANK	PR	SAATCHI & SAATCHI, London	UNITED KINGDOM	PRESSISION Leeds / SALT TV London / THE GOODWASH COMPANY Penarth	PRODIGIOUS London	

B03 (Fundraising & Advocacy)

B03/14003	01097	THE COUNT	SICKKIDS FOUNDATION	SICKKIDS FOUNDATION	Film Craft: Production Design/Art Direction	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
B03/15004	01098	THE COUNT	SICKKIDS FOUNDATION	SICKKIDS FOUNDATION	Film Craft: Direction	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
B03/16001	00061	THE TRIAL (FILM)	ALL IN ACTION FUND	REPRODUCTIVE RIGHTS AWARENESS	Film Craft: Script	KLICK HEALTH, Toronto	CANADA	TAKING OVER New York	BUF COMPANY Montreal / GOLDEN HUM Los Angeles	
B03/17002	00185	NO DECISION WITHOUT US	COORDOWN	WORLD DOWN SYNDROME DAY 2025	Film Craft: Use of Music/Sound Design	SMALL, New York	UNITED STATES	INDIANA PRODUCTION Milan / SYNAPSE Los Angeles	22DOGS Milan / BRAVAGENTE AUDIO Milan / REEL TO REEL HAVEN Brooklyn / STABBIOLO MUSIC Sarteano	
B03/17003	01096	THE COUNT	SICKKIDS FOUNDATION	SICKKIDS FOUNDATION	Film Craft: Use of Music/Sound Design	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
B03/22004	00068	REDESIGNING SEX ED	FAQ – THE BETTER HEALTH GROUP	FAQ YOU	Industry Craft: Art Direction	LOVED, Hamburg	GERMANY	LOVED Hamburg / THJNK Hamburg	SUPREME MUSIC Hamburg	
B03/38002	01011	CAR PARTS FOR LIFE	PLAZA LAS AMÉRICAS Y PLAZA DEL CARIBE	ORGAN DONATION	Outdoor: Ambient	DE LA CRUZ OGILVY, San Juan	PUERTO RICO	DE LA CRUZ OGILVY San Juan / REN 80 STUDIOS Trujillo Alto	DE LA CRUZ OGILVY San Juan	DE LA CRUZ OGILVY San Juan
B03/51002	00127	THE TRIAL (FILM)	ALL IN ACTION FUND	REPRODUCTIVE RIGHTS AWARENESS	Film: Cinema, TV and Digital Film Content	KLICK HEALTH, Toronto	CANADA	TAKING OVER New York	BUF COMPANY Montreal / GOLDEN HUM Los Angeles	

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B03/51013	01095	THE COUNT	SICKKIDS FOUNDATION	SICKKIDS FOUNDATION	Film: Cinema, TV and Digital Film Content	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
B03/8006	01012	CAR PARTS FOR LIFE	PLAZA LAS AMÉRICAS Y PLAZA DEL CARIBE	ORGAN DONATION	Direct	DE LA CRUZ OGILVY, San Juan	PUERTO RICO	DE LA CRUZ OGILVY San Juan / REN 80 STUDIOS Trujillo Alto	DE LA CRUZ OGILVY San Juan	DE LA CRUZ OGILVY San Juan	DE LA CRUZ OGILVY San Juan
B03/9001	00717	UNFREEZE MY RIGHTS	AWAKENING FOUNDATION	WOMEN'S EGG AUTONOMY AND REPRODUCTIVE RIGHT	PR	DENTSU CREATIVE TAIWAN, Taipei	TAIWAN				DENTSU X Taipei

C01 (Corporate Image & Communication)

C01/3001	00773	ME FEAT. ME	NOSOTRAS	NOSOTRAS	Audio & Radio	DDB CHILE, Santiago	CHILE	PATRICIA Santiago / SAUVALLÉ PRODUCCIONES Santiago	ESTUDIO BILBAO PHD Santiago		
									SANTIAGO / POSTON DIGITAL ARTS ANIMACION REALIDAD VIRTUAL VFX Santiago / WISE INNOVATION STUDIOS Santiago		
C01/51009	00825	ANATOMY OF A CHAMPION	FIGS	SCRUBS AND MEDICAL APPAREL FOR HEALTHCARE PROFESSIONALS. AND FIGS' PARTNERSHIP WITH THE TEAM USA MEDICAL TEAM FOR THE PARIS OLYMPICS.	Film: Cinema, TV and Digital Film Content	MOTHER, London	UNITED KINGDOM	PRODCO London			750MPH London / KO MUSIC Manchester / SHIFT POST London / THEODORE MUSIC LONDON / TIME BASED ARTS London

C02 (Health Services & Facilities)

C02/11002	00555	HER DOME	GOVERNMENT OF THE STATE OF SÃO PAULO	GOVERNMENT OF THE STATE OF SÃO PAULO - WOMEN'S SAFETY	Mobile	DPZ, Sao Paulo	BRAZIL	BIG STUDIO São Paulo / CLUBE FILMES LTDA Sao Paulo / DPZ Sao Paulo / PXP Sao Paulo	DPZ Sao Paulo / PXP Sao Paulo	DPZ Sao Paulo	DPZ Sao Paulo
C02/14001	10282	THE RAREST STARS SHINE BRIGHTEST	MONTEFIORE EINSTEIN	MONTEFIORE EINSTEIN	Film Craft: Production Design/Art Direction	ALTO, New York	UNITED STATES	BISCUIT FILMWORKS New York	CUT AND RUN New York / KEVIN Los Angeles	TRUFORM MEDIA GROUP New York	MONTEFIORE MEDICAL CENTER New York
C02/15002	10287	THE RAREST STARS SHINE BRIGHTEST	MONTEFIORE EINSTEIN	MONTEFIORE EINSTEIN	Film Craft: Direction	ALTO, New York	UNITED STATES	BISCUIT FILMWORKS New York	CUT AND RUN New York / KEVIN Los Angeles	TRUFORM MEDIA GROUP New York	MONTEFIORE MEDICAL CENTER New York
C02/15003	00290	THE COMEBACK	MONTEFIORE EINSTEIN	MONTEFIORE EINSTEIN	Film Craft: Direction	ALTO, New York	UNITED STATES	RADICALMEDIA New York	COSMO STREET New York / CUT AND RUN New York / KEVIN Los Angeles / LIGHT VFX London / TRIM EDITING New York	TRUFORM MEDIA GROUP New York	MONTEFIORE MEDICAL CENTER New York
C02/16001	00286	THE COMEBACK	MONTEFIORE EINSTEIN	MONTEFIORE EINSTEIN	Film Craft: Script	ALTO, New York	UNITED STATES	RADICALMEDIA New York	COSMO STREET New York / CUT AND RUN New York / KEVIN Los Angeles / LIGHT VFX London / TRIM EDITING New York	TRUFORM MEDIA GROUP New York	MONTEFIORE MEDICAL CENTER New York
C02/16002	10281	THE RAREST STARS SHINE BRIGHTEST	MONTEFIORE EINSTEIN	MONTEFIORE EINSTEIN	Film Craft: Script	ALTO, New York	UNITED STATES	BISCUIT FILMWORKS New York	CUT AND RUN New York / KEVIN Los Angeles	TRUFORM MEDIA GROUP New York	MONTEFIORE MEDICAL CENTER New York

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C02/50009	00994	THE EARLISHOW	EARLITEC DIAGNOSTICS	EARLIPOINT™ EVALUATION FOR AUTISM SPECTRUM DISORDER	Brand Experience & Activation	AREA 23, AN IPG HEALTH COMPANY, New York / IPG HEALTH, Toronto	UNITED STATES / CANADA	AARDMAN ANIMATIONS Bristol / CANJA Curitiba / IPG HEALTH Toronto / STOREFRONT MUSIC New York / WASHINGTON SQUARE FILMS New York				EARLITEC Decatur
C02/51001	00289	THE COMEBACK	MONTEFIORE EINSTEIN	MONTEFIORE EINSTEIN	Film: Cinema, TV and Digital Film Content	ALTO, New York	UNITED STATES	RADICALMEDIA New York	COSMO STREET New York / CUT AND RUN New York / KEVIN Los Angeles / LIGHT VFX London / TRIM EDITING New York	TRUFORM MEDIA GROUP New York		MONTEFIORE MEDICAL CENTER New York
C02/51008	10285	THE RAREST STARS SHINE BRIGHTEST	MONTEFIORE EINSTEIN	MONTEFIORE EINSTEIN	Film: Cinema, TV and Digital Film Content	ALTO, New York	UNITED STATES	BISCUIT FILMWORKS New York	CUT AND RUN New York / KEVIN Los Angeles	TRUFORM MEDIA GROUP New York		MONTEFIORE MEDICAL CENTER New York
C02/53003	00691	COMEBACK KICKS	LAPIPLASTY, DOVETAIL THERAPEUTICS, KOOBZ	LAPIPLASTY SURGERY	Healthcare Product Innovation	DOVETAIL ORTHOPEDICS, Fernandina Beach / 21GRAMS, New York	UNITED STATES	DOVETAIL ORTHOPEDICS Fernandina Beach / KOOBZ Ventura				
C02/54002	10284	THE RAREST STARS SHINE BRIGHTEST	MONTEFIORE EINSTEIN	MONTEFIORE EINSTEIN	Entertainment	ALTO, New York	UNITED STATES	BISCUIT FILMWORKS New York	CUT AND RUN New York / KEVIN Los Angeles	TRUFORM MEDIA GROUP New York		MONTEFIORE MEDICAL CENTER New York
C02/8009	00553	HER DOME	GOVERNMENT OF THE STATE OF SÃO PAULO	GOVERNMENT OF THE STATE OF SÃO PAULO - WOMEN'S SAFETY	Direct	DPZ, Sao Paulo	BRAZIL	BIG STUDIO São Paulo / CLUBE FILMES LTDA Sao Paulo / DPZ Sao Paulo / PXP Sao Paulo	DPZ Sao Paulo / PXP Sao Paulo	DPZ Sao Paulo	DPZ Sao Paulo	

C03 (Insurance)

C03/38003	00615	NOT FOR SALE	CNP ASSURANCES	CNP INSURANCE	Outdoor: Ambient	THE GOOD COMPANY, Paris	FRANCE	THE GOOD COMPANY Paris		MRM PARIS		
C03/51001	00886	GROUP THERAPY	AXA	AXA	Film: Cinema, TV and Digital Film Content	VML, Paris	FRANCE	HARTBEAT Los Angeles		GROUPM MOTION ENTERTAINMENT Los Angeles / WAVEMAKER Paris	METRO PUBLIC RELATIONS Los Angeles	

D01 (Animal Health)

D01/12001	00013	DON'T LEAVE ME	MUSTI GROUP	MUSTI GROUP	Use of Technology	ERMA & REINIKAINEN, Helsinki	FINLAND	BRAINDEAR OY Tampere / INTERACTIVE INUITS Helsinki / MOVING POINTS COMPANY Vantaa / MYSOME Helsinki / VILD FACTORY Helsinki		WAVEMAKER Helsinki	SEK Helsinki	CLEAR CHANNEL Helsinki
D01/12002	00419	ROOBADGE	VOLKSWAGEN	AUTOMOTIVE ACCESSORY	Use of Technology	DDB SYDNEY	AUSTRALIA	NAKATOMI Sydney / VERT DESIGN Sydney	MOSAIC MUSIC & SOUND Sydney			FLYING ROBOT Sydney / THE UNIVERSITY OF MELBOURNE
D01/38002	00345	URBAN DOGGY FIT	GENERALI	DOG INSURANCE	Outdoor: Ambient	DENTSU CREATIVE, Paris	FRANCE	LES IMPRODUCTIBLES Paris	LES IMPRODUCTIBLE S Paris	DENTSU CREATIVE Paris	WELLCOM Paris	JCDECAUX FRANCE Neuilly-Sur-Seine
D01/38004	00779	WAYLON	IAMS	IAMS	Outdoor: Ambient	adam&eveDDB, London	UNITED KINGDOM	BISCUIT FILMWORKS London / BISCUIT FILMWORKS Los Angeles / REVOLVER Sydney	750MPH London / ABSOLUTE London / CUTTER STUDIOS Chicago		KETCHUM New York	AARDVARK STUDIOS Pennsylvania / ESSENCEDIA/COM Vancouver / GLUE SOCIETY Los Angeles / KING HENRY London
D01/51002	00934	CRACKED	MERCY FOR ANIMALS	ADVOCACY FOR ETHICAL EGG PRODUCTION AND HUMANE TREATMENT OF CHICKENS	Film: Cinema, TV and Digital Film Content	AREA 23, AN IPG HEALTH COMPANY, New York	UNITED STATES	DIRTY WORK Sao Paulo	SIZZER Amsterdam			
D01/55003	00868	CAT CONVERSION	WHISKAS	WHISKAS ADOPTION	Social & Creator	AMV BBDO, London	UNITED KINGDOM			ESSENCEDIA/COM New York	ENTHRAL Melbourne	CLEMENGER BBDO Melbourne

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D01/9004	00836	BARK AIR: 100% REAL AIRLINE FOR DOGS	BARK AIR	BARK AIR	PR	TOMBRAS, Knoxville / BARK, New York	UNITED STATES	TOMBRAS Knoxville	TOMBRAS Knoxville	TOMBRAS Knoxville	CONFIDANT New York / LIPPE TAYLOR New York
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Total Shortlisted: 123