

Print & Publishing Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional
A01 (Consumer Goods)											
A01/025	00454	HELENA FIRST STEP	IKEA	IKEA	INGO, Hamburg	GERMANY	HOOKED MUSIC Hamburg / L GROUP PRODUCTIONS INC New York				IKEAAL-FUTTAIM Dubai
A01/041	00309	FOOTBALL	DIRT IS GOOD	PERSIL	MULLENLOWE UK, London	UNITED KINGDOM	CEGO Sao Paulo / YOU ARE HERE London	JUNGLE STUDIOS London / PICS London		GOLIN London	
A01/042	00307	RUNNING	DIRT IS GOOD	PERSIL	MULLENLOWE UK, London	UNITED KINGDOM	CEGO Sao Paulo / YOU ARE HERE London	JUNGLE STUDIOS London / PICS London		GOLIN London	
A01/043	00308	KICK BOXING	DIRT IS GOOD	PERSIL	MULLENLOWE UK, London	UNITED KINGDOM	CEGO Sao Paulo / YOU ARE HERE London	JUNGLE STUDIOS London / PICS London		GOLIN London	
A01/050	00397	LEMON - SHOT ON FABER- CASTELL	FABER-CASTELL	FABER-CASTELL	DAVID, Sao Paulo	BRAZIL	NORTE ARTH Sao Paulo		DAVID Sao Paulo		
A01/051	00396	COFFEE - SHOT ON FABER- CASTELL	FABER-CASTELL	FABER-CASTELL	DAVID, Sao Paulo	BRAZIL	NORTE ARTH Sao Paulo		DAVID Sao Paulo		
A01/052	00398	EYE - SHOT ON FABER-CASTELL	FABER-CASTELL	FABER-CASTELL	DAVID, Sao Paulo	BRAZIL	NORTE ARTH Sao Paulo		DAVID Sao Paulo		
A01/053	00447	THE SIP OF SANCTUARY	STELLA ARTOIS	STELLA ARTOIS	GREY, London	UNITED KINGDOM	GREY London	GREY London	GREY London	GREY London	
A01/054	00449	PROTECTOR OF THE CHALICE	STELLA ARTOIS	STELLA ARTOIS	GREY, London	UNITED KINGDOM	GREY London	GREY London	GREY London	GREY London	
A01/055	00450	HAPPINESS WITHIN CHAOS	STELLA ARTOIS	STELLA ARTOIS	GREY, London	UNITED KINGDOM	GREY London	GREY London	GREY London	GREY London	
A01/064	00676	THE BEER BEHIND THE RAPPEERS AGAINST THE POWER	BUDWEISER	BEER	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	QUIETCITY Sao Paulo				
A01/071	00584	BIRTHDAY PARTY	STELLA ARTOIS	STELLA ARTOIS	OGILVY, New York	UNITED STATES		JAMUTE Sao Paulo			
A01/072	00579	DINNER	STELLA ARTOIS	STELLA ARTOIS	OGILVY, New York	UNITED STATES		JAMUTE Sao Paulo			
A01/073	00583	GAME DAY	STELLA ARTOIS	STELLA ARTOIS	OGILVY, New York	UNITED STATES		JAMUTE Sao Paulo			
A01/083	00580	NEW YEAR'S	DOVE	DOVE SOAP	OGILVY, New York	UNITED STATES			ESSENCEMEDIA COM New York		
A01/084	00577	ST. PATRICK'S DAY	DOVE	DOVE SOAP	OGILVY, New York	UNITED STATES			ESSENCEMEDIA COM New York		
A01/085	00578	MARDI GRAS	DOVE	DOVE SOAP	OGILVY, New York	UNITED STATES			ESSENCEMEDIA COM New York		
A01/086	00582	HOLI	DOVE	DOVE SOAP	OGILVY, New York	UNITED STATES			ESSENCEMEDIA COM New York		
A01/087	00585	CARNAVAL	DOVE	DOVE SOAP	OGILVY, New York	UNITED STATES			ESSENCEMEDIA COM New York		
A01/110	00612	DIVER	CORNETTO	CORNETTO ICE CREAM	LOLA MULLENLOWE, Madrid	SPAIN	PICT ESTUDIO Agua Branca				
A01/114	00606	BOAT	CORNETTO	CORNETTO ICE CREAM	LOLA MULLENLOWE, Madrid	SPAIN	PICT ESTUDIO Agua Branca				
A01/115	00603	WAVES	CORNETTO	CORNETTO ICE CREAM	LOLA MULLENLOWE, Madrid	SPAIN	PICT ESTUDIO Agua Branca				
A01/116	00602	SURFER	CORNETTO	CORNETTO ICE CREAM	LOLA MULLENLOWE, Madrid	SPAIN	PICT ESTUDIO Agua Branca				
A01/117	00615	WINDSURF	CORNETTO	CORNETTO ICE CREAM	LOLA MULLENLOWE, Madrid	SPAIN	PICT ESTUDIO Agua Branca				
A01/128	00671	PEANUTS	KIND	KIND BARS	McCANN, Toronto	CANADA	JUSTIN POULSEN PHOTOGRAPHY Toronto	CRAFT Toronto / JUSTIN POULSEN PHOTOGRAPHY Toronto			

Print & Publishing Shortlist

A01/140	00278	CROWD	KITKAT	KITKAT	VML, Prague	CZECH REPUBLIC	OPENMIND Prague
A01/141	00281	PUBLIC TRANSPORT	KITKAT	KITKAT	VML, Prague	CZECH REPUBLIC	OPENMIND Prague
A01/142	00279	STREET	KITKAT	KITKAT	VML, Prague	CZECH REPUBLIC	OPENMIND Prague
A01/168	00624	TOILET PAPER	OREO	OREO	LEPUB BOGOTA / LEPUB, Amsterdam	COLOMBIA / NETHERLANDS	
A01/169	00628	EGGS	OREO	OREO	LEPUB BOGOTA / LEPUB, Amsterdam	COLOMBIA / NETHERLANDS	
A01/170	00626	ROSES	OREO	OREO	LEPUB BOGOTA / LEPUB, Amsterdam	COLOMBIA / NETHERLANDS	
A01/171	00784	BANANAS	OREO	OREO	LEPUB BOGOTA / LEPUB, Milan	COLOMBIA / ITALY	
A01/172	00783	DUCK	OREO	OREO	LEPUB BOGOTA / LEPUB, Milan	COLOMBIA / ITALY	

A03 (Automotive)

A03/013	00199	75 YEARS VW BUS – APOLLO MISSION	VOLKSWAGEN COMMERCIAL VEHICLES	VW BUS	SCHOLZ & FRIENDS, Hamburg	GERMANY	
A03/014	00197	75 YEARS VW BUS – WOODSTOCK	VOLKSWAGEN COMMERCIAL VEHICLES	VW BUS	SCHOLZ & FRIENDS, Hamburg	GERMANY	
A03/015	00198	75 YEARS VW BUS – FALL OF THE WALL	VOLKSWAGEN COMMERCIAL VEHICLES	VW BUS	SCHOLZ & FRIENDS, Hamburg	GERMANY	

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

A04/036	00572	JORDAN 23	NBA INDIA	BASKETBALL	LEO, Dubai	UNITED ARAB EMIRATES	BIG KAHUNA FILMS Dubai / JUMPING JACK FILMS Mumbai	BIG KAHUNA FILMS Dubai / OPTIX Dubai	
A04/037	00573	SHAQ 34	NBA INDIA	BASKETBALL	LEO, Dubai	UNITED ARAB EMIRATES	BIG KAHUNA FILMS Dubai / JUMPING JACK FILMS Mumbai	BIG KAHUNA FILMS Dubai / OPTIX Dubai	
A04/038	00571	KOBE 8	NBA INDIA	BASKETBALL	LEO, Dubai	UNITED ARAB EMIRATES	BIG KAHUNA FILMS Dubai / JUMPING JACK FILMS Mumbai	BIG KAHUNA FILMS Dubai / OPTIX Dubai	
A04/039	00570	LEBRON 6	NBA INDIA	BASKETBALL	LEO, Dubai	UNITED ARAB EMIRATES	BIG KAHUNA FILMS Dubai / JUMPING JACK FILMS Mumbai	BIG KAHUNA FILMS Dubai / OPTIX Dubai	
A04/050	10443	PRICE PACKS - CHIPS	PENNY	FOOD/NON-FOOD	SERVICEPLAN, Munich	GERMANY	WE MAKE THEM WONDER GMBH Munich	PION3ERS Dusseldorf	ATELIER WOLFRIK FISCHER Munich / Bransch Hamburg / ELBEDESIGNCREW Hamburg / HASTINGS AUDIO NETWORK Hamburg / SUPREME MUSIC Hamburg
A04/051	10440	PRICE PACKS - MAYO	PENNY	FOOD/NON-FOOD	SERVICEPLAN, Munich	GERMANY	WE MAKE THEM WONDER GMBH Munich	PION3ERS Dusseldorf	ATELIER WOLFRIK FISCHER Munich / Bransch Hamburg / ELBEDESIGNCREW Hamburg / HASTINGS AUDIO NETWORK Hamburg / SUPREME MUSIC Hamburg
A04/052	10441	PRICE PACKS - TOAST	PENNY	FOOD/NON-FOOD	SERVICEPLAN, Munich	GERMANY	WE MAKE THEM WONDER GMBH Munich	PION3ERS Dusseldorf	ATELIER WOLFRIK FISCHER Munich / Bransch Hamburg / ELBEDESIGNCREW Hamburg / HASTINGS AUDIO NETWORK Hamburg / SUPREME MUSIC Hamburg

A05 (Media/Entertainment)

Print & Publishing Shortlist

A05/005	00342	WINDOW	LA UNIÓN NEWSPAPER / ARTICULO 19	LA UNIÓN NEWSPAPER / ARTICULO 19	GREY, Mexico City	MEXICO	FIGHT Cuauhtemoc	FIGHT Cuauhtemoc	
A05/006	00344	CORNER	LA UNIÓN NEWSPAPER / ARTICULO 19	LA UNIÓN NEWSPAPER / ARTICULO 19	GREY, Mexico City	MEXICO	FIGHT Cuauhtemoc	FIGHT Cuauhtemoc	
A05/024	00667	LIKES	HISTORY CHANNEL	HISTORY CHANNEL	DENTSU CREATIVE, Lisbon	PORTUGAL	DENTSU CREATIVE Lisbon	DENTSU CREATIVE Lisbon	
A05/025	00666	MARCHES	HISTORY CHANNEL	HISTORY CHANNEL	DENTSU CREATIVE, Lisbon	PORTUGAL	DENTSU CREATIVE Lisbon	DENTSU CREATIVE Lisbon	

A06 (Consumer Services/Business to Business)

A06/018	00479	PLASTIC BLOOD	OKA BIOTECH	OKA BIOTECH	DM9, Sao Paulo	BRAZIL	DM9 Sao Paulo		DM9 Sao Paulo	DM9 Sao Paulo
A06/031	00158	START SMOKING	NEDBANK	RETAIL	JOE PUBLIC, Johannesburg	SOUTH AFRICA				
A06/032	00348	SCHOLARSHIP IN BOOKS	UNIASSELVI	SCHOLARSHIPS	BETC HAVAS, Sao Paulo	BRAZIL	LUCHA LIBRE AUDIO São Paulo / SURREAL HOTEL ARTS Sao Paulo	BLEACH FILMES Sao Paulo / ZAINÉ FILMES Sao Paulo	BETC HAVAS Sao Paulo	CITADEL PUBLISHING Alvorada / KONDZILLA Sao Paulo

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

A07/003	00011	CONTRABANNED	PRISON LIBRARY PROJECT	CONTRABANNED	PATIENTS & PURPOSE, New York	UNITED STATES				
A07/046	00654	GOLD = DEATH	URIHI YANOMAMI	URIHI YANOMAMI	DM9, Sao Paulo	BRAZIL	DM9 Sao Paulo		DM9 Sao Paulo	

B01 (Commercial Publications)

B01/002	00099	THE FREEDOM EDITION	SOCIETY	SOCIETY	BETC, Paris / REPORTERS WITHOUT BORDERS, Paris	FRANCE	GUM Paris / SOVAGE Paris			
B01/005	00352	SCHOLARSHIP IN BOOKS	UNIASSELVI	SCHOLARSHIPS	BETC HAVAS, Sao Paulo	BRAZIL	LUCHA LIBRE AUDIO São Paulo / SURREAL HOTEL ARTS Sao Paulo	BLEACH FILMES Sao Paulo / ZAINÉ FILMES Sao Paulo	BETC HAVAS Sao Paulo	CITADEL PUBLISHING Alvorada / KONDZILLA Sao Paulo
B01/014	00337	PLASTIC BLOOD	OKA BIOTECH	OKA BIOTECH	DM9, Sao Paulo	BRAZIL	DM9 Sao Paulo		DM9 Sao Paulo	DM9 Sao Paulo

B02 (Publications for Good)

B02/013	00664	NIGRUM CORPUS	IDOMED	NIGRUM CORPUS	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
B02/017	20012	ATACAMA FASHION WEEK	DESIERTO VESTIDO & FASHION REVOLUTION	ENVIRONMENTAL STATEMENT	ARTPLAN, Sao Paulo	BRAZIL	CURIOSISM Sao Paulo / MAURICIO NAHAS ESTUDIO FOTOGRAFICO Sao Paulo / RAW AUDIO Sao Paulo / SUGARCANE FILMES Sao Paulo	GOOD IMAGE Sao Paulo / IPRODUCE Sao Paulo / NEXT COMUNICACAO Sao Paulo / P+E GALERIA DIGITAL Sao Paulo		APPROACH COMUNICACAO Sao Paulo

C01 (Innovative and adapted use of Print & Publishing)

Print & Publishing Shortlist

C01/002	00076	INK OF DEMOCRACY	THE TIMES OF INDIA	ELECTION APPEAL	HAVAS, Mumbai	INDIA	HAVAS Mumbai	HAVAS Mumbai	BENNETT COLEMAN & CO. Mumbai	BENNETT COLEMAN & CO. Mumbai
C01/009	00553	THE SHAKESPEARE BIC	BIC	BIC CRYSTAL PEN	VML, Sao Paulo	BRAZIL	CARBONO SOUND LAB Sao Paulo / HOGARTH WORLDWIDE Sao Paulo / OIO Sao Paulo / P+E GALERIA DIGITAL Sao Paulo		VML Sao Paulo	APPROACH Sao Paulo
C01/013	00442	PRICE PACKS	PENNY	FOOD/NON-FOOD	SERVICEPLAN, Munich	GERMANY	WE MAKE THEM WONDER GMBH Munich		PION3ERS Dusseldorf	ATELIER WOLFRIK FISCHER Munich / Bransch Hamburg / ELBEDESIGNCREW Hamburg / HASTINGS AUDIO NETWORK Hamburg / SUPREME MUSIC Hamburg
C01/015	00338	PLASTIC BLOOD	OKA BIOTECH	OKA BIOTECH	DM9, Sao Paulo	BRAZIL	DM9 Sao Paulo		DM9 Sao Paulo	DM9 Sao Paulo
C01/022	10236	BLOOD AID	DASA DIAGNOSTICS	DASA DIAGNOSTICS	DM9, Sao Paulo	BRAZIL	DM9 Sao Paulo		DM9 Sao Paulo	DM9 Sao Paulo

D02 (Challenger Brand)

D02/002	00478	PLASTIC BLOOD	OKA BIOTECH	OKA BIOTECH	DM9, Sao Paulo	BRAZIL	DM9 Sao Paulo		DM9 Sao Paulo	DM9 Sao Paulo
D02/005	10037	PRICE PACKS	PENNY	FOOD/NON-FOOD	SERVICEPLAN, Munich	GERMANY	WE MAKE THEM WONDER GMBH Munich		PION3ERS Dusseldorf	ATELIER WOLFRIK FISCHER Munich / Bransch Hamburg / ELBEDESIGNCREW Hamburg / HASTINGS AUDIO NETWORK Hamburg / SUPREME MUSIC Hamburg
D02/007	00418	GOLD = DEATH	URIHI YANOMAMI	URIHI YANOMAMI	DM9, Sao Paulo	BRAZIL	DM9 Sao Paulo		DM9 Sao Paulo	

D03 (Single-Market Campaign)

D03/002	00074	INK OF DEMOCRACY	THE TIMES OF INDIA	ELECTION APPEAL	HAVAS, Mumbai	INDIA	HAVAS Mumbai	HAVAS Mumbai	BENNETT COLEMAN & CO. Mumbai	BENNETT COLEMAN & CO. Mumbai
D03/004	00101	CONNECTING EUROPE	GERMAN RAIL	GERMAN RAIL	OGILVY GERMANY, Frankfurt	GERMANY				GERMAN RAIL Berlin
D03/015	00395	SHOT ON FABER-CASTELL	FABER-CASTELL	FABER-CASTELL	DAVID, Sao Paulo	BRAZIL	NORTE ARTH Sao Paulo		DAVID Sao Paulo	
D03/018	00542	NOT EVERY SMILE STARTS AS A SMILE	COLGATE	COLGATE	VML, Paris	FRANCE	BIRTH Paris		WAVEMAKER London	
D03/025	00694	BRANDED SHADOWS	BRAHMA	BRAHMA BEER	GREY, Sao Paulo / GREY ARGENTINA, Buenos Aires	BRAZIL / ARGENTINA	HOUSTON PRODUCCIONES Asuncion		BRICK Asuncion	AB INBEV Asuncion
D03/026	00749	CERTIFIED BY THE SUN	CORONA	CORONA	GUT, Mexico City / GUT, Madrid	MEXICO / SPAIN	LANDIA Mexico City		ZENITH Mexico City	
D03/028	00643	CORONA ECLIPSE	CORONA	CORONA	DAVID, Miami	UNITED STATES				DAVID Miami / INPRESS PORTER NOVELLI Sao Paulo
D03/036	00734	COUPON RAIN	MERCADO LIVRE	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL			GUT Sao Paulo	CDN Sao Paulo / GUT Sao Paulo
D03/039	10462	WE ALL UNDERSTAND COCA-COLA	COCA-COLA	COCA-COLA	INGO, Hamburg / GREY, New York / OGILVY, New York	GERMANY / UNITED STATES		HOOKED MUSIC Hamburg	ESSENCEDIA COM Dusseldorf	MERCADO LIVRE Sao Paulo / ZETABE POWERED BY MEDIABRANDS Sao Paulo
										THE COCA-COLA COMPANY Dubai

D04 (Social Behaviour)

Print & Publishing Shortlist

D04/008	00231	SEE THE PERSON. NOT THE LABEL.	EGALE CANADA	EGALE CANADA	VML, Toronto	CANADA	OFF SCREEN ROMANCE Toronto			EGALE CANADA Toronto
D04/015	00164	OUIGO MUTED: 16 GAMES FOR CHILDREN, DESIGNED FOR PARENTS PEACE OF MIND	OUIGO	SERVICE	ROSA PARIS, Paris	FRANCE	ROSA PARIS Paris	ROSA PARIS Paris		ROSA PARIS Paris
D04/017	00311	IT'S PART OF THE GAME	DIRT IS GOOD	PERSIL	MULLENLOWE UK, London	UNITED KINGDOM	CEGO Sao Paulo / YOU ARE HERE London	JUNGLE STUDIOS London / PICS London		GOLIN London
D04/021	00474	COCA-COLA CLASSIC	COCA-COLA	COCA-COLA	VML, New York / VML, Sao Paulo	UNITED STATES / BRAZIL	COOPER FILMS Toronto / PICT ESTUDIO Agua Branca / VANDALO Sao Paulo / VETOR ZERO Sao Paulo / VOX HAUS Petropolis	HOGARTH WORLDWIDE London / VML Miami / VOX HAUS Petropolis	ESSENCEMEDIA COM Barcelona / ESSENCEMEDIA COM London	OGILVY PR London VML Kansas City / VML Paris
D04/022	00539	NOT EVERY SMILE STARTS AS A SMILE	COLGATE	COLGATE	VML, Paris	FRANCE	BIRTH Paris		WAVEMAKER London	
D04/029	00280	KITKAT PHONE BREAK	KITKAT	KITKAT	VML, Prague	CZECH REPUBLIC			OPENMIND Prague	
D04/031	00385	GLASSPHEMY	GUINNESS	GUINNESS	VML, London	UNITED KINGDOM			PHD London	WILSON HARTNELL Dublin BORN SOCIAL London / VERVE THE LIVE AGENCY Dublin
D04/045	00515	LOST FACES	BANCO DO BRASIL	FINANCIAL SERVICES	WMcCANN, Sao Paulo	BRAZIL	JANGA PRODUTORA Sao Paulo / SPRITZ.AI São Paulo		WMcCANN Sao Paulo	
D04/046	00645	CORONA ECLIPSE	CORONA	CORONA	DAVID, Miami	UNITED STATES			DAVID Miami / INPRESS PORTER NOVELLI Sao Paulo	AB INBEV Sao Paulo / SOKO Sao Paulo
D04/049	00110	NOTES ON NOTES	CAPITAL BANK	CAPITAL BANK LOANS	ADPRO&, Amman / IMPACT BBDO, Dubai	JORDAN / UNITED ARAB EMIRATES	FRAISE STUDIO Amman		ADPRO& Amman	

D05 (Use of Humour)

D05/007	00411	DIY BY IKEA	IKEA	IKEA	VML, London	UNITED KINGDOM	CURIOUS PRODUCTIONS London		ESSENCEMEDIA COM Dubai / PHD MEDIA MENA Dubai	
D05/024	00214	PUBIC SERVICE ANNOUNCEMENT	KIEHL'S	KIEHL'S DERMATOLOGIST BRAND'S INTIMATE CARE LINE-UP INCLUDING INGROWN HAIR & TONE CORRECTIVE DROPS.	MARCEL, Paris	FRANCE	PRODIGIOUS Paris			

D07 (Corporate Purpose & Social Responsibility)

D07/004	00075	INK OF DEMOCRACY	THE TIMES OF INDIA	ELECTION APPEAL	HAVAS, Mumbai	INDIA	HAVAS Mumbai	HAVAS Mumbai	BENNETT COLEMAN & CO. Mumbai	BENNETT COLEMAN & CO. Mumbai
D07/006	00098	THE FREEDOM EDITION	SOCIETY	SOCIETY	BETC, Paris / REPORTERS WITHOUT BORDERS, Paris	FRANCE	GUM Paris / SOVAGE Paris			
D07/009	00343	THE SHOOTING	LA UNIÓN NEWSPAPER / ARTICULO 19	LA UNIÓN NEWSPAPER / ARTICULO 19	GREY, Mexico City	MEXICO	FIGHT Cuauhtemoc	FIGHT Cuauhtemoc		

Print & Publishing Shortlist

D07/010	00347	SCHOLARSHIP IN BOOKS	UNIASSELVI	SCHOLARSHIPS	BETC HAVAS, Sao Paulo	BRAZIL	LUCHA LIBRE AUDIO São Paulo / SURREAL HOTEL ARTS Sao Paulo	BLEACH FILMES Sao Paulo / ZAINE FILMES Sao Paulo	BETC HAVAS Sao Paulo	CITADEL PUBLISHING Alvorada / KONZILLA Sao Paulo
D07/023	00339	PLASTIC BLOOD	OKA BIOTECH	OKA BIOTECH	DM9, Sao Paulo	BRAZIL	DM9 Sao Paulo		DM9 Sao Paulo	DM9 Sao Paulo
D07/040	00669	HISTORY OUTNUMBERED	HISTORY CHANNEL	HISTORY CHANNEL	DENTSU CREATIVE, Lisbon	PORTUGAL	DENTSU CREATIVE Lisbon	DENTSU CREATIVE Lisbon		

D08 (Market Disruption)

D08/001	00036	PRICE PACKS	PENNY	FOOD/NON-FOOD	SERVICEPLAN, Munich	GERMANY	WE MAKE THEM WONDER GMBH Munich		PION3ERS Dusseldorf	ATELIER WOLFRIK FISCHER Munich / Bransch Hamburg / ELBEDESIGNCREW Hamburg / HASTINGS AUDIO NETWORK Hamburg / SUPREME MUSIC Hamburg
D08/011	00213	PUBIC SERVICE ANNOUNCEMENT	KIEHL'S	KIEHL'S DERMATOLOGIST BRAND'S INTIMATE CARE LINE-UP INCLUDING INGROWN HAIR & TONE CORRECTIVE DROPS.	MARCEL, Paris	FRANCE	PRODIGIOUS Paris			
D08/013	00774	JUST LIME	CORONA	CORONA	GUT, Buenos Aires	ARGENTINA	BRITE BUENOS AIRES	BRITE BUENOS AIRES		

D09 (Cultural Engagement)

D09/007	00238	SEVEN LAYERS OF TRUTH	BRIHANMUMBAI MUNICIPAL CORPORATION	ULTRASOUND ENVELOPES	FAMOUS INNOVATIONS, Mumbai	INDIA				
D09/010	00422	FOUND IN TRANSLATION	MEDALLA LIGHT	MEDALLA LIGHT	DDB LATINA PUERTO RICO	PUERTO RICO			PHD PUERTO RICO Guaynabo	
D09/018	00495	INKVISIBLE	UN WOMEN	UN WOMEN	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	DEJAVU Dubai	KARMA KOLLECTIVE Karachi		WALNUT COMMUNICATION S Karachi
D09/022	00310	IT'S PART OF THE GAME	DIRT IS GOOD	PERSIL	MULLENLOWE UK, London	UNITED KINGDOM	CEGO Sao Paulo / YOU ARE HERE London	JUNGLE STUDIOS London / PICS London		GOLIN London
D09/023	00516	LOST FACES	BANCO DO BRASIL	FINANCIAL SERVICES	WMcCANN, Sao Paulo	BRAZIL	JANGA PRODUTORA Sao Paulo / SPRITZ.AI São Paulo		WMcCANN Sao Paulo	
D09/028	00215	PUBIC SERVICE ANNOUNCEMENT	KIEHL'S	KIEHL'S DERMATOLOGIST BRAND'S INTIMATE CARE LINE-UP INCLUDING INGROWN HAIR & TONE CORRECTIVE DROPS.	MARCEL, Paris	FRANCE	PRODIGIOUS Paris			

Total Shortlisted: 101