

Direct Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional
<u>A01 (Consumer Goods)</u>											
A01/004	00208	#TRYJANUARY	SAVANNA	SAVANNA CIDER	TBWAIHUNT/LASCARI S, Johannesburg	SOUTH AFRICA	DARLING FILMS Johannesburg / INJOZI Johannesburg / STING CONTENT PRODUCTION Johannesburg	DOLPH Johannesburg / POST MODERN Johannesburg / TIGER FIGHT Johannesburg		ON POINT PR Johannesburg	URBAN STRIKER Cape Town / VISION Johannesburg
A01/009	00329	IKEA HIDDEN TAGS	IKEA	IKEA	UZINA, Lisbon	PORTUGAL	MUTE SOUND DESIGN Lisbon / PLAYGROUND Lisbon				
A01/010	00350	FIZZOOKA	PERFETTI VAN MELLE	MENTOS	BBH, London	UNITED KINGDOM	BEYOND CREATIVE Dublin / METAVISION London / WE MAKE STUFF HAPPEN Hove		WAVEMAKER London	APEX PR Toronto / BBH London / HET PERS BUREAU Amsterdam / MERCECA LTD London	
A01/028	01410	POTTY-TUNITIES	ANGEL SOFT	ANGEL SOFT TOILET PAPER	GREY, New York	UNITED STATES	PSYOP New York	HOGARTH WORLDWIDE New York	OMD USA New York	BURSON New York	
A01/035	00997	PROGRESSO SOUP DROPS	PROGRESSO	PROGRESSO CANNED SOUPS	EDELMAN, Chicago	UNITED STATES	MAUREEN MOMOKO FRITZ Chicago		EDELMAN Chicago	EDELMAN Chicago	KNECHTEL Chicago / PROMOTION MANAGEMENT CENTER INC Stacy / THE SOCIAL LIGHTS Minneapolis / YANIV CONSULTING Minnetonka
A01/038	01847	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	
A01/043	01881	SUN RESERVE	CORONA	CORONA	GREY, Sao Paulo	BRAZIL	CEARA FILMES Fortaleza / JAMUTE AUDIO Curitiba / RICARDO BARCELLOS Sao Paulo	EDDIE HOUSE Sao Paulo	AFRICA CREATIVE DDB Sao Paulo / BE180 Sao Paulo	3PM/WEBER SHANDWICK New York / INPRESS PORTER NOVELLI Sao Paulo	AB INBEV Sao Paulo
A01/066	01668	ANTENAGUILA	AGUILA	AGUILA	DAVID, Buenos Aires	ARGENTINA	PARCHE FILMS Bogota	PARCHE FILMS Bogota	ADBID GROUP Bogota / ZENITH Bogota	ALINA VELEZ COMUNICACIONE S Bogota	
A01/078	01071	DANCING WASHERS	WHIRLPOOL	WHIRLPOOL	VML, Mexico City	MEXICO	PALMAR PRODUCTIONS Mexico	PALMAR PRODUCTIONS Mexico	VML Mexico City		
A01/084	00411	THE ART OF STAINS	OMO (DIRT IS GOOD)	OMO	MULLENLOWE MENA, Dubai	UNITED ARAB EMIRATES	MILKSHAKE MEDIA Dubai			CURRENT GLOBAL Dubai	
<u>A02 (Healthcare)</u>											
A02/025	01351	PAINVISIBLE	ARITUM	PAINVISIBLE	VML, Madrid / VML, New York	SPAIN / UNITED STATES	AGOSTO MUSIC Lima / LA BOUTIQUE 77 Madrid / WIDELABS Sao Paulo				
A02/027	01731	GLOWING RELIEF	ALIVIA HEALTH	GLOWING RELIEF	DE LA CRUZ OGILVY, San Juan / OGILVY HEALTH, New York	PUERTO RICO / UNITED STATES	AGOSTO MUSIC Lima / CELESTE FILMS Montevideo / DE LA CRUZ OGILVY San Juan / WHISKY CO Bogota	DE LA CRUZ OGILVY San Juan	DE LA CRUZ OGILVY San Juan	DE LA CRUZ OGILVY San Juan	
<u>A03 (Automotive)</u>											
A03/008	00641	ROOBADGE	VOLKSWAGEN	AUTOMOTIVE ACCESSORY	DDB SYDNEY	AUSTRALIA	NAKATOMI Sydney / VERT DESIGN Sydney	MOSAIC MUSIC & SOUND Sydney			FLYING ROBOT Sydney / THE UNIVERSITY OF MELBOURNE

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A03/009	00837	SUPPORTBELT	FORD	FORD SUPPORTBELT	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
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A04 (Travel, Leisure, Retail, Restaurants & Fast-Food Chains)

A04/016	00357	PIZZA WRMR	PIZZA HUT CANADA	THE PIZZA HUT PIZZA WRMR	LEO, Toronto	CANADA	OBJEX UNLIMITED Mississauga / THEPUB PRODUCTIONS Toronto			DIAMOND INTEGRATED MARKETING Toronto / EDELMAN Toronto / PIZZA HUT CANADA Woodbridge / WAVEMAKER Toronto
A04/020	00576	PRIZE ON THE BONE	KFC	KFC ICE-CREAM	DM9, Sao Paulo	BRAZIL	DM9 Sao Paulo	DM9 Sao Paulo	DM9 Sao Paulo	
A04/039	01165	CLANDESTINATI ON	PROCOLOMBIA	COLOMBIA, THE COUNTRY OF BEAUTY	DDB COLOMBIA, Bogota	COLOMBIA	LUTHER FILMS Medellin			AGENCIA QUIROGA MEDIOS Bogota / DRAGONFLY Bogota
A04/041	01998	SPEED COUPONS	MERCADO LIVRE	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL		GUT Sao Paulo	CDN Sao Paulo	MERCADO LIVRE Sao Paulo / ZETABE POWERED BY MEDIABRANDS Sao Paulo
A04/043	10849	SAD KAMA-CHAN	BAR B Q PLAZA	BAR B Q PLAZA	GREY THAILAND, Bangkok	THAILAND	FOOD PASSION Bangkok	FOOD PASSION Bangkok		
A04/048	01960	COUPON RAIN	MERCADO LIVRE	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL		GUT Sao Paulo	CDN Sao Paulo / GUT Sao Paulo	MERCADO LIVRE Sao Paulo / ZETABE POWERED BY MEDIABRANDS Sao Paulo
A04/053	00476	LIDLIZE	LIDL	RETAIL	MARCEL, Paris	FRANCE				BRIA Tel Aviv / LIDL Chate­nay- Malabry / STARCOM Paris

A05 (Media/Entertainment)

A05/010	01300	BARBOLTIAN	CLASH ROYALE	CLASH ROYALE	UNCOMMON CREATIVE STUDIO STOCKHOLM	SWEDEN	COLONY Stockholm / SQUEEZE STUDIO ANIMATION Quebec	SQUEEZE STUDIO ANIMATION Quebec			
A05/016	01076	TRACKING BAD BUNNY	RIMAS MUSIC	BAD BUNNY	DDB LATINA PUERTO RICO	PUERTO RICO					GOOGLE California / RIMAS ENTERTAINMENT San Juan
A05/018	01646	THE CHEEKY CONTROLLER	XBOX	XBOX CONTROLLER	McCANN, London	UNITED KINGDOM	CRAFT London / CRAFT Manchester / PAVILION WORKS London / TAKEOFF London	CRAFT London / CRAFT Manchester / PAVILION WORKS London		ASSEMBLY MEDIA Seattle	AYZENBERG GROUP Pasadena / SUPERDIGITAL Miami / TWOFOOLD CREATIVE Gold Coast / XBOX MICROSOFT Seattle
A05/019	11334	HAALAND PAYBACK TIME	CLASH OF CLANS	CLASH OF CLANS	DAVID, New York	UNITED STATES	BUTTER New York / FOUNDER Manchester / SUPERCELL Helsinki			THE ROMANS London	

A06 (Consumer Services/Business to Business)

A06/018	01376	TOUCHBOARDS DISCOUNT	ITAÚ UNIBANCO	BANK	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	ANTFOOD Sao Paulo / ZAINE FILMES Sao Paulo		AFRICA CREATIVE DDB Sao Paulo		
A06/021	01864	AXA - THREE WORDS	AXA	INSURANCE	PUBLICIS CONSEIL, Paris	FRANCE	PRODIGIOUS Paris	PRODIGIOUS Paris	WAVEMAKER Paris	PUBLICIS CONSULTANTS Paris	
A06/028	01206	FICTIONAL INSURANCE	RCN/PRIME	INSURANCE	DDB COLOMBIA, Bogota	COLOMBIA					
A06/035	02012	LIFE DONOR CARD	MASTERCARD	LIFE DONOR FEATURE	MRM GERMANY, Frankfurt	GERMANY	FP7 McCANN Dubai / MRM GERMANY Frankfurt / TONY PETERSEN FILM Hamburg	TONY PETERSEN FILM Hamburg	DENTSU X Frankfurt am Main	WEBER SHANDWICK Munich	

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A06/045	01067	THE WEDDING RICE	WIKIFARMER	WIKIFARMER	McCANN ATHENS, Athens	GREECE	PARASOL Athens	PARASOL Athens	WEBER SHANDWICK Athens	AGRICULTURAL COOPERATIVE OF RICE PRODUCERS OF CHALASTRA Thessaloniki / MUSOU MUSIC PUBLISHING Athens / WIKIFARMER Galatsi
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A07 (Not-for-Profit / Charity / Government)

A07/027	00805	LESSONS OF SHAME	WORLD VISION	INSTITUTIONAL	HAVAS COSTA RICA, San Antonio	COSTA RICA	HAVAS COSTA RICA San Antonio	HAVAS COSTA RICA San Antonio	HAVAS COSTA RICA San Antonio	HAVAS COSTA RICA San Antonio
A07/036	00831	FINDING JULIETTE	CHILD FOCUS	CHILD FOCUS	VML, Antwerp	BELGIUM			VML Antwerp	
A07/046	02001	MY VOICE, MY VOTE	ADELA	ADELA	OGILVY SPAIN, Barcelona	SPAIN	HOGARTH WORLDWIDE Madrid	HOGARTH WORLDWIDE Madrid		SOCIAL PUBLI Madrid
A07/052	01100	THE FINAL EXAM	CHANGE THE REF	PRO BONO	ENERGY BBDO, Chicago	UNITED STATES	DRUID CREATIVE GAMING Sao Paulo / FLUTU MUSIC Sao Paulo / WEBCORE INTERACTIVE GAMES Sao Paulo		CASHMAN & ASSOCIATES Philadelphia / DRUID CREATIVE GAMING Sao Paulo	CREO Chicago / FLUTU MUSIC Sao Paulo
A07/058	00781	CHILDREN OF THE DICTATORSHIP	HIJOS Y MADRES DEL SILENCIO FOUNDATION	CHILDREN OF THE DICTATORSHIP	CHEIL WORLDWIDE, Santiago	CHILE	BRUTAL COLLECTIVE Santiago / CYLNDR Santiago			
A07/070	01713	ZIP CODE EXAM	ZIP CODE EXAM	ZIP CODE EXAM	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

B01 (Mailing/Programmatic Mail)

B01/004	00859	TOASTCARDS – VOGEL'S VERY THIN	VOGEL'S	VOGEL'S VERY THIN	DDB NEW ZEALAND, Auckland	NEW ZEALAND	DDB NEW ZEALAND Auckland	DDB NEW ZEALAND Auckland		GOODMAN FIELDER NZ Auckland
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B02 (Small-Scale Media)

B02/013	00085	IKEA HIDDEN TAGS	IKEA	IKEA	UZINA, Lisbon	PORTUGAL	MUTE SOUND DESIGN Lisbon / PLAYGROUND Lisbon			
B02/026	00577	PRIZE ON THE BONE	KFC	KFC ICE-CREAM	DM9, Sao Paulo	BRAZIL	DM9 Sao Paulo		DM9 Sao Paulo	DM9 Sao Paulo
B02/032	00835	SUPPORTBELT	FORD	FORD SUPPORTBELT	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
B02/034	00778	THE MEAL	MCDONALD'S	HAPPY MEAL	LEO, London / READY10, London	UNITED KINGDOM	ROGUE FILMS London	PRODIGIOUS London / ROGUE FILMS London	OMD UK London	READY10 London / LINNEY ACTIVATE LIMITED Mansfield
B02/039	00858	CERTIFIED TOASTERS	GOODMAN FIELDER	VOGEL'S	DDB NEW ZEALAND, Auckland	NEW ZEALAND		DDB NEW ZEALAND Auckland / TOYBOX Auckland		GOODMAN FIELDER NZ Auckland / MARKET MEDIA Auckland / MBM Auckland
B02/044	00996	PROGRESSO SOUP DROPS	PROGRESSO	PROGRESSO CANNED SOUPS	EDELMAN, Chicago	UNITED STATES	MAUREEN MOMOKO FRITZ Chicago		EDELMAN Chicago	EDELMAN Chicago / KNECHTEL Chicago / PROMOTION MANAGEMENT CENTER INC Stacy / THE SOCIAL LIGHTS Minneapolis / YANIV CONSULTING Minnetonka
B02/048	00962	EVERY SAUCE	HEINZ	EVERY SAUCE	WIEDEN AND KENNEDY, London	UNITED KINGDOM	WRACK London	STANLEYS POST London	WONDERLAND COMMUNICATION S Bristol	WIEDEN+KENNEDY London

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B02/062	01751	CLUB CLASSIC	HELLMANN'S	HELLMANN'S MAYONNAISE	OGILVY, London	UNITED KINGDOM			MINDSHARE London	OGILVY London
B02/069	01895	LUCKY YATRA	INDIAN RAILWAYS	RAILWAY SERVICE	FCB INDIA, Mumbai	INDIA				
B02/079	10851	SAD KAMA-CHAN	BAR B Q PLAZA	BAR B Q PLAZA	GREY THAILAND, Bangkok	THAILAND	FOOD PASSION Bangkok		FOOD PASSION Bangkok	
B02/084	02010	LIFE DONOR CARD	MASTERCARD	LIFE DONOR FEATURE	MRM GERMANY, Frankfurt	GERMANY	FP7 McCANN Dubai / MRM GERMANY Frankfurt / TONY PETERSEN FILM Hamburg	TONY PETERSEN FILM Hamburg	DENTSU X Frankfurt am Main	WEBER SHANDWICK Munich
B02/086	01999	SIX BACK	VICTORIA	VICTORIA	GUT, Mexico City	MEXICO	PAPA MUSIC Buenos Aires / PRIMO CONTENT Mexico			
B02/096	01843	EDIBLE SOAP	THE HYGIENE BANK	THE HYGIENE BANK	SAATCHI & SAATCHI, London	UNITED KINGDOM	PRESSISION Leeds / SALT TV London / THE GOODWASH COMPANY Penarth	PRODIGIOUS London		

B03 (Large-Scale Media)

B03/023	10508	OMNILIVERY	OMNI	MOBILITY SYSTEM FOR WHEELCHAIR	SAATCHI & SAATCHI FRANCE, Paris	FRANCE	PRODIGIOUS Paris	MECHANTS Saint-Denis		
B03/033	01879	BRANDED SHADOWS	BRAHMA	BRAHMA BEER	GREY, Sao Paulo / GREY ARGENTINA, Buenos Aires	BRAZIL / ARGENTINA	HOUSTON PRODUCCIONES Asuncion		BRICK Asuncion	AB INBEV Asuncion
B03/038	02038	GULF OF MEXICO (BAR)	TECATE	TECATE LIGHT	LEPUB, Mexico City	MEXICO	LANDIA Mexico City	LANDIA Mexico City	DENTSU CREATIVE Mexico City	SERNA Mexico City
B03/048	02017	PUBLIC MONEY ATM	MASTERCARD	MASTERCARD	McCANN POLAND, Warsaw	POLAND	FP7 McCANN Dubai		ASSEMBLY GLOBAL Warsaw	SOLSKI COMMUNICATION S Warsaw MASTERCARD POLAND Warszawa

B04 (Use of Broadcast)

B04/009	00539	MUSTARD X MUSTARD	THE KITCHEN NORTH AMERICA X CASHMERE	HEINZ MUSTARD	THE KITCHEN, Chicago / CASHMERE AGENCY, Los Angeles / THE KITCHEN NORTH AMERICA, Toronto / KRAFT HEINZ COMPANY, Chicago / AFRICA CREATIVE DDB, Sao Paulo	UNITED STATES / CANADA / BRAZIL	MK FILMS Chicago	GOODBIT STUDIOS Chicago	CARAT New York	KRAFT HEINZ COMPANY Chicago / ZENO GROUP Chicago	AFRICA CREATIVE DDB Sao Paulo / THE KITCHEN London
B04/011	01411	POTTY-TUNITIES	ANGEL SOFT	ANGEL SOFT TOILET PAPER	GREY, New York	UNITED STATES	PSYOP New York	HOGARTH WORLDWIDE New York	OMD USA New York	BURSON New York	
B04/012	00595	DRINKABLE ANTHEM	SUPER BOCK	SUPER BOCK BEER	JUDAS, Lisbon	PORTUGAL	VOLKEN FILM Lisbon	VOLKEN FILM Lisbon			A-GANDAIA STUDIO Sao Paulo / SUPER BOCK Porto
B04/019	01628	THE KIMBERLY PRICE	PLAZA VEA	PLAZA VEA	FAHRENHEIT DDB, Lima	PERU	CANICA FILMS Lima	GRECIA STUDIO Lima			KAZOO AUDIO Lima
B04/024	01330	FOOTBALL IS FOR FOOD	UBER EATS	UBER EATS	SPECIAL, Los Angeles / UBER, San Francisco	UNITED STATES	O POSITIVE Santa Monica	EXILE Santa Monica / PARIAH CREATIVE Santa Monica / ROYAL MUSTER Culver City / THE TRAFIK Santa Monica	PHD New York		2ND WIND PRODUCTIONS Los Angeles / ELEVEN SOUND Los Angeles / ENDLESS NOISE Los Angeles, CA / MAYFLOWER ENTERTAINMENT Los Angeles / SPECIAL Sydney
B04/027	01313	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	

B05 (Use of Print/Outdoor)

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B05/019	00725	RETURNING CREATIVITY	CRAYOLA	CRAYOLA CRAYONS	DENTSU CREATIVE, New York	UNITED STATES	HUMMINGBIRD CONTENT STUDIO Santa Monica / MKTG New York	750MPH London / SPARK MUSIC GROUP Los Angeles / TAG New York	DENTSU X New York	DENTSU CREATIVE New York	COMPANY 3 New York / GAMMAKURV New York / TIFFANY CASTING COMPANY New York
B05/026	00873	FOLLOWERS STORE	NEW BALANCE	NEW BALANCE	LEPUB, Sao Paulo	BRAZIL	JAMUTE Sao Paulo / MAD SOUNDS PRODUCTIONS Sao Paulo / RISING Sao Paulo				ONEFAN Sao Paulo / SAO PAULO FC Sao Paulo
B05/042	01845	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	
B05/048	01686	NIGHT SIGNALS	CHEVROLET DOMINICAN REPUBLIC	CHEVROLET	OGILVY DOMINICAN REPUBLIC, Santo Domingo	DOMINICAN REPUBLIC	PANAMERICANA Santo Domingo	PANAMERICANA Santo Domingo	ADVANCED MEDIA CENTER Santo Domingo / COLORIN Santo Domingo	ACCIDENTES RD Santo Domingo	
B05/056	00804	DELIVER BETTER	KNORR	KNORR	MULLENLOWE UK, London	UNITED KINGDOM	MULLENLOWE UK London		WPP UNITE London	EDELMAN New York / ITB London	CATCH + RELEASE London
B05/059	01984	COUPON RAIN	MERCADO LIVRE	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL			GUT Sao Paulo	CDN Sao Paulo / GUT Sao Paulo	MERCADO LIVRE Sao Paulo / ZETABE POWERED BY MEDIABRANDS Sao Paulo
B05/071	01712	INEQUALITY BILLBOARDS	EQUALITY HEALTH FOUNDATION	Zip Code Exam	AREA 23, AN IPG HEALTH COMPANY, New York	UNITED STATES	BUMBLEBEAT Sao Paulo / DALMATIAN COW Los Angeles	PREYMAKER New York / STUDIORX New York	RAPPORT New York / UM New York	WEBER SHANDWICK New York	

C01 (Data-Driven Direct Strategy)

C01/008	00715	KLEENEX SCORE	KLEENEX	KLEENEX	VML, New York	UNITED STATES	BELIEVE TV Santiago		AMAZON New York / SPARK FOUNDRY Chicago	CALL & RESPONSE New York	IMDB Los Angeles
C01/019	01936	BREASTMILK MONEY	HERCONOMY	HERCONOMY	SERVICEPLAN, Munich	GERMANY	WE MAKE THEM WONDER GMBH Munich		MEDIAPLUS GERMANY Munich	TULOM Sao Paulo	JURGEN BRANZ Augsburg / PLAN.NET Hamburg / STANDARDABWEICHUNG Munich
C01/026	01928	PEDIGREE CARAMELO	PEDIGREE	PEDIGREE	ALMAPBBDO, Sao Paulo	BRAZIL	BLACK MADRE Sao Paulo / RAW AUDIO Sao Paulo / SURREAL HOTEL ARTS Sao Paulo	GAFANHOTTO POST Sao Paulo	ESSENCEMEDIA COM Sao Paulo	GIUSTI CREATIVE PR Sao Paulo / IMAGEM CORPORATIVA Sao Paulo	AMPARA ANIMAL Sao Paulo / DNA PETS Rio de Janeiro / T&PM POWERED BY FBIZ Sao Paulo

C02 (Data-Driven Targeting)

C02/007	00872	FOLLOWERS STORE	NEW BALANCE	NEW BALANCE	LEPUB, Sao Paulo	BRAZIL	JAMUTE Sao Paulo / MAD SOUNDS PRODUCTIONS Sao Paulo / RISING Sao Paulo				ONEFAN Sao Paulo / SAO PAULO FC Sao Paulo
C02/008	00860	CERTIFIED TOASTERS	GOODMAN FIELDER	VOGEL'S	DDB NEW ZEALAND, Auckland	NEW ZEALAND		DDB NEW ZEALAND Auckland / TOYBOX Auckland			GOODMAN FIELDER NZ Auckland / MARKET MEDIA Auckland / MBM Auckland
C02/017	01643	STARRING BARS	HEINEKEN	HEINEKEN	LEPUB, Milan	ITALY	MAGIC Vilnius / WANDA PRODUCTIONS Paris			EDELMAN London	LEPUB Singapore
C02/018	01498	WENDY'S FROSTY FIX	WENDY'S	FAST FOOD RESTAURANT / QSR	VML, Kansas City	UNITED STATES	PLAN A FILMS Johnson City / THE WENDY'S COMPANY Dublin / TMA Dallas / VML Kansas City	THE WENDY'S COMPANY Dublin	THE WENDY'S COMPANY Dublin	KETCHUM Chicago / THE WENDY'S COMPANY Dublin	

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C02/022	01398	RESALE	BUDWEISER	BEER	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	SATELITE AUDIO Sao Paulo	AFRICA CREATIVE DDB Sao Paulo
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C03 (Use of Real-Time Data)

C03/001	00187	SIGNS FROM HEAVEN	PANGU CLOUD	PANGU METEOROLOGICAL MODEL	OGILVY, Shanghai / OGILVY, Shenzhen	MAINLAND CHINA	BOXCUTTER Auckland / REN HongKong			
C03/012	00587	PRESERVED PROMOS	ZIPLOC	ZIPLOC	VML, New York	UNITED STATES		OMD USA Chicago	ZENO GROUP Chicago	OBVIOUSLY New York
C03/025	01209	CHEERING FOR THE RAIN	GLOBOPLAY	SENNA POR AYRTON	ARTPLAN, Sao Paulo	BRAZIL	BLACK MADRE Sao Paulo / CREME COMPANY Sao Paulo / IPRODUCE Sao Paulo / PINGADO AUDIO Sao Paulo	CONVERT Sao Paulo	APPROACH COMUNICACAO Sao Paulo	MOVIDA Sao Paulo

C04 (New Realities & Emerging Tech)

C04/002	00378	DAISY VS SCAMMERS	O2	DAISY VS SCAMMERS	VCCP, London / GIRL AND BEAR, London / FAITH, London / BERNADETTE, London	UNITED KINGDOM	GIRL AND BEAR London	GIRL AND BEAR London	VCCP London	BROADCAST REVOLUTION London / O2 London
C04/009	00592	NAME THIS OREO	OREO	OREO	VML, New York	UNITED STATES	BELIEVE TV Santiago / SONIDO ANTRO Miami			
C04/012	01799	THE AMAZON GREENVENTORY	NATURA	INSTITUTO NATTURA	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	HALLEY SOUND Sao Paulo / ZAINE FILMES Sao Paulo			
C04/018	02002	MY VOICE, MY VOTE	ADELA	ADELA	OGILVY SPAIN, Barcelona	SPAIN	HOGARTH WORLDWIDE Madrid	HOGARTH WORLDWIDE Madrid	SOCIAL PUBLI Madrid	
C04/025	00477	LIDLIZE	LIDL	RETAIL	MARCEL, Paris	FRANCE	BRIA Tel Aviv / LIDL Chatenay-Malabry / STARCOM Paris			
C04/026	01922	MENOPAUSE MODE	LG BRASIL	LG AI DUAL INVERTER AIR CONDITIONER	ALMAPBBDO, Sao Paulo	BRAZIL	20DASH Sao Paulo / COMPANIA Sao Paulo / GANSO MUSIC Sao Paulo			

C05 (Gaming)

C05/004	00159	THE CO-WORKER	IKEA	RECRUITMENT CAMPAIGN FOR CAREERS AT IKEA.	MOTHER, London	UNITED KINGDOM	THE GANG Stockholm	THE BERRY London	WEBER SHANDWICK Manchester
C05/026	01332	HAALAND PAYBACK TIME	CLASH OF CLANS	CLASH OF CLANS	DAVID, New York	UNITED STATES	BUTTER New York / FOUNDER Manchester / SUPERCELL Helsinki	THE ROMANS London	
C05/030	01098	THE FINAL EXAM	CHANGE THE REF	PRO BONO	ENERGY BBDO, Chicago	UNITED STATES	DRUID CREATIVE GAMING Sao Paulo / FLUTU MUSIC Sao Paulo / WEBCORE INTERACTIVE GAMES Sao Paulo	CASHMAN & ASSOCIATES Philadelphia / DRUID CREATIVE GAMING Sao Paulo	CREO Chicago / FLUTU MUSIC Sao Paulo
C05/034	10162	BURGER TO KING	BURGER KING	BURGER KING	HAPPINESS, AN FCB ALLIANCE, Brussels	BELGIUM	DAHOUSE AUDIO Berlin	BOGOTA POST PRODUCTION STUDIO Sao Paulo	

D01 (Use of Digital Platforms)

D01/004	00160	THE CO-WORKER	IKEA	RECRUITMENT CAMPAIGN FOR CAREERS AT IKEA.	MOTHER, London	UNITED KINGDOM	THE GANG Stockholm	THE BERRY London	WEBER SHANDWICK Manchester
D01/026	01064	THE BOOK FACT CHECKER	CARTURESTI	CARTURESTI	VML, Bucharest	ROMANIA	ESSENCEMEDIA COM Bucharest		

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D01/049	01205	FICTIONAL INSURANCE	RCN/PRIME	INSURANCE	DDB COLOMBIA, Bogota	COLOMBIA					
D01/062	01079	TRACKING BAD BUNNY	RIMAS MUSIC	BAD BUNNY	DDB LATINA PUERTO RICO	PUERTO RICO					GOOGLE California / RIMAS ENTERTAINMENT San Juan

D02 (Use of Mobile)

D02/011	00376	DAISY VS SCAMMERS	O2	DAISY VS SCAMMERS	VCCP, London / GIRL AND BEAR, London / FAITH, London / BERNADETTE, London	UNITED KINGDOM	GIRL AND BEAR London	GIRL AND BEAR London	VCCP London	BROADCAST REVOLUTION London / O2 London	
D02/017	00874	FOLLOWERS STORE	NEW BALANCE	NEW BALANCE	LEPUB, Sao Paulo	BRAZIL	JAMUTE Sao Paulo / MAD SOUNDS PRODUCTIONS Sao Paulo / RISING Sao Paulo				ONEFAN Sao Paulo / SAO PAULO FC Sao Paulo
D02/029	00588	PRESERVED PROMOS	ZIPLOC	ZIPLOC	VML, New York	UNITED STATES			OMD USA Chicago	ZENO GROUP Chicago	OBVIOUSLY New York
D02/045	01335	HAALAND PAYBACK TIME	CLASH OF CLANS	CLASH OF CLANS	DAVID, New York	UNITED STATES	BUTTER New York / FOUNDER Manchester / SUPERCELL Helsinki			THE ROMANS London	
D02/046	01992	FANTASIAPP	MERCADO PAGO	MERCADO PAGO INSTITUCIONAL	GUT, Sao Paulo	BRAZIL			GUT Sao Paulo	CDN Sao Paulo / GUT Sao Paulo	MERCADO PAGO Sao Paulo / ZETABE POWERED BY MEDIABRANDS Sao Paulo
D02/048	01608	ICON DISCOUNTS	MCDONALD'S	APP DELIVERY	DIGITAS COLOMBIA, Bogota	COLOMBIA					
D02/051	01900	SAFE AT 3AM	DUBAI TOURISM	DUBAI	VML, Dubai	UNITED ARAB EMIRATES					
D02/065	00591	NAME THIS OREO	OREO	OREO	VML, New York	UNITED STATES	BELIEVE TV Santiago / SONIDO ANTRO Miami				

D03 (Use of Social Platforms)

D03/012	00245	OLYMPIC CURRY	MCDONALD'S	CURRY SAUCE	DDB PARIS	FRANCE					
D03/028	00920	U UP?	IKEA	IKEA	RETHINK, Toronto	CANADA			CARAT Toronto		IKEA Burlington
D03/031	01448	THE BRILLANT CLASH	SUN	SUN DISHWASHING TABLETS	VML, Paris	FRANCE	KUEST PROD Paris / THE Paris			BURSON Paris	WARNER MUSIC Paris
D03/033	01431	ZUZU	SC JOHNSON	SC JOHNSON	OGILVY, Chicago	UNITED STATES	BITT ANIMATION Buenos Aires / OGILVY Chicago / SCHOLARS FILM Kwadukuza	HOGARTH WORLDWIDE Chicago / SATELITE AUDIO Sao Paulo			LANDOR Chicago / OMD UK London / ZENO GROUP Chicago
D03/047	01106	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	
D03/052	01564	VASELINE VERIFIED	UNILEVER	VASELINE	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
D03/056	01405	ONE SECOND ADS	BUDWEISER	BEER	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	LUCHA LIBRE AUDIO São Paulo			AFRICA CREATIVE DDB Sao Paulo	

Direct Shortlist

D03/063	01424	MICHAEL CERAVE	CERAVE	CERAVE SKINCARE	OGILVY PR, New York	UNITED STATES	PRETTYBIRD Culver City	BLACKSMITH New York / HEARD CITY New York / LELAND MUSIC London / MACKCUT New York	BEAUTY CO-LAB New York	BPCM New York / OBVIOUSLY New York	
D03/071	02025	ABRACADABRA: FROM FAN TO FEATURED	MASTERCARD	MASTERCARD	McCANN XBC, New York	UNITED STATES	CRAFT WORLDWIDE New York / MERMAN PRODUCTIONS New York		KETCHUM New York	CARAT New York / MORNINGVIEW Los Angeles, California / R&CPMK New York / THE BROOKLYN BROTHERS New York	
D03/075	02015	SEARCH FOR MAGIC	COCA-COLA	DRINKS	DAVID, Madrid / GUT, Buenos Aires / DAVID, Miami	SPAIN / ARGENTINA / UNITED STATES	BUMBLEBEAT Sao Paulo / DEEP CUTS Amsterdam / DEPO FILM Istanbul / MERGE STUDIOS Miami	MATTEPOST Istanbul	ESSENCEMEDIA COM London	THE COCA-COLA COMPANY Los Angeles / WPP OPEN X London	
D03/095	00589	NAME THIS OREO	OREO	OREO	VML, New York	UNITED STATES	BELIEVE TV Santiago / SONIDO ANTRO Miami				

D04 (Real-Time Response)

D04/002	00244	OLYMPIC CURRY	MCDONALD'S	CURRY SAUCE	DDB PARIS	FRANCE					
D04/012	00521	MUSTARD X MUSTARD	THE KITCHEN NORTH AMERICA X CASHMERE	HEINZ MUSTARD	THE KITCHEN, Chicago / CASHMERE AGENCY, Los Angeles / THE KITCHEN NORTH AMERICA, Toronto / KRAFT HEINZ COMPANY, Chicago / AFRICA CREATIVE DDB, Sao Paulo	UNITED STATES / CANADA / BRAZIL	MK FILMS Chicago	GOODBIT STUDIOS Chicago	CARAT New York	KRAFT HEINZ COMPANY Chicago / ZENO GROUP Chicago	THE KITCHEN London
D04/014	01516	WINDOWS BREAK	KITKAT	KITKAT FOUR FINGERS CHOCOLATE BAR	COURAGE, Toronto	CANADA		ALTER EGO Toronto	THRIVE Toronto	NESTLE CANADA Toronto	
D04/026	02039	GULF OF MEXICO (BAR)	TECATE	TECATE LIGHT	LEPUB, Mexico City	MEXICO	LANDIA Mexico City	LANDIA Mexico City	DENTSU CREATIVE Mexico City	SERNA Mexico City	

D05 (Co-Creation & User-Generated Content)

D05/017	00610	W1NG COD3S	VOLARIS AIRLINES	VOLARIS AIRLINES	HAVAS HOY, Mexico City	MEXICO					
D05/022	00766	THE LUCKY NUMBER	HEINEKEN	HEINEKEN	LEPUB, Milan	ITALY					
D05/023	00975	THE SPECIAL HEARING TEST	AMPLIFON	AMPLIFON HEARING AIDS	SMALL, New York	UNITED STATES	INDIANA PRODUCTION Milan	22DOGS Milan / BRAVAGENTE AUDIO Milan / PROXIMA MILANO / STABBIOLO MUSIC Sarteano			
D05/026	01508	OPEN ENDORSEMENTS	KFC CANADA	KFC CHICKEN	COURAGE, Toronto	CANADA	MERCHANT Toronto	ALTER EGO Toronto / VAPOR MUSIC Toronto		NARRATIVE Toronto	
D05/035	01108	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	

Direct Shortlist

D05/040	01566	VASELINE VERIFIED	UNILEVER	VASELINE	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
D05/046	00803	DELIVER BETTER	KNORR	KNORR	MULLENLOWE UK, London	UNITED KINGDOM	MULLENLOWE UK London		WPP UNITE London	EDELMAN New York / ITB London	CATCH + RELEASE London
D05/058	10161	BURGER TO KING	BURGER KING	BURGER KING	HAPPINESS, AN FCB ALLIANCE, Brussels	BELGIUM	DAHOUSE AUDIO Berlin	BOGOTA POST PRODUCTION STUDIO Sao Paulo			

E01 (Copywriting)

E01/005	01366	MARATHON HIJACK CDMX	NIKE	NIKE RUNNING	WIEDEN+KENNEDY, Mexico	MEXICO			MINDSHARE Mexico City		AFTERTHOUGHT MUSIC Mexico City / MAUS HAUS Mexico City
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E02 (Art Direction/Design)

E02/005	00139	NO LABELS	NIKKA WHISKY	NIKKA WHISKY	DENTSU INC., Tokyo	JAPAN	CREATIVE POWER UNIT Tokyo / DENTSU LIVE INC. Tokyo / LULL INC. Tokyo / PYRAMID FILM QUADRA Tokyo		DENTSU INC. Tokyo	DENTSU INC. Tokyo / DENTSU LIVE INC. Tokyo	
E02/011	00623	BAD LUCK REVERSER	REFISAL	REFISAL	NAME, Bogota / VML, New York	COLOMBIA / UNITED STATES	AKIRA CINE Bogota / BELIEVE TV Santiago / NAME Bogota / VOX HAUS Porto Alegre		SPARK FOUNDRY Bogota	DATTIS COMUNICACIONE S Bogota	

E03 (Experience Design)

E03/005	00063	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
E03/012	00982	HEINZ CHIP DIP	KRAFT HEINZ	HEINZ KETCHUP	RETHINK, Toronto	CANADA	LELLOI Montreal	DARLING COLOUR & VFX Toronto / OSO AUDIO Toronto / SAINTS EDITORIAL Toronto	CARAT Chicago	ZENO GROUP Chicago	KRAFT HEINZ COMPANY Chicago
E03/017	01056	PLASTIC BLOOD	OKA BIOTECH	OKA BIOTECH	DM9, Sao Paulo	BRAZIL	DM9 Sao Paulo		DM9 Sao Paulo	DM9 Sao Paulo	
E03/030	01617	ICON DISCOUNTS	MCDONALD'S	APP DELIVERY	DIGITAS COLOMBIA, Bogota	COLOMBIA					

E04 (Launch/Relaunch)

E04/009	00062	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
E04/010	00259	KFC FRIES COMPENSATION	KFC	KFC FRIES	PS21, Madrid	SPAIN			ARENA MEDIA Madrid		

Direct Shortlist

E04/013	00403	LEGO TUXEDO CAT LAUNCH	LEGO	LEGO TUXEDO CAT	OUR LEGO AGENCY, Billund / OUR LEGO AGENCY SINGAPORE	DENMARK / SINGAPORE	OUR LEGO AGENCY SINGAPORE	OUR LEGO AGENCY SINGAPORE	OUR LEGO AGENCY SINGAPORE	OUR LEGO AGENCY SINGAPORE	
E04/016	00513	ONE NOODLE	HARAKU RAMEN	ONE NOODLE	BLKJ HAVAS, Singapore	SINGAPORE					
E04/020	00570	PRIZE ON THE BONE	KFC	KFC ICE-CREAM	DM9, Sao Paulo	BRAZIL	DM9 Sao Paulo		DM9 Sao Paulo	DM9 Sao Paulo	
E04/025	00774	MCRIB MISTAKES	MCDONALD'S	MCRIB	LEO, London	UNITED KINGDOM	FRAMESTORE London / PRODIGIOUS London	FRAMESTORE London / PRODIGIOUS London	OMD UK London	RED CONSULTANCY London	ARMADILLO Bristol / LINNEY ACTIVATE LIMITED Mansfield
E04/027	00877	FOLLOWERS STORE	NEW BALANCE	NEW BALANCE	LEPUB, Sao Paulo	BRAZIL	JAMUTE Sao Paulo / MAD SOUNDS PRODUCTIONS Sao Paulo / RISING Sao Paulo				ONEFAN Sao Paulo / SAO PAULO FC Sao Paulo
E04/033	00540	MUSTARD X MUSTARD	THE KITCHEN NORTH AMERICA X CASHMERE	HEINZ MUSTARD	THE KITCHEN, Chicago / CASHMERE AGENCY, Los Angeles / THE KITCHEN NORTH AMERICA, Toronto / KRAFT HEINZ COMPANY, Chicago / AFRICA CREATIVE DDB, Sao Paulo	UNITED STATES / CANADA / BRAZIL	MK FILMS Chicago	GOODBIT STUDIOS Chicago	CARAT New York	KRAFT HEINZ COMPANY Chicago / ZENO GROUP Chicago	AFRICA CREATIVE DDB Sao Paulo / THE KITCHEN London
E04/034	01127	OREO SQUARE COOKIE	MONDELEZ INTERNATIONAL	OREO	SAATCHI & SAATCHI, Dusseldorf	GERMANY					POP STUDIOS Budapest / POP STUDIOS UK London
E04/055	00272	BETTER LATE THAN NEVER	IKEA	IKEA FAMILY LOYALTY PROGRAM	AKESTAM HOLST, Stockholm	SWEDEN	AKESTAM HOLST Stockholm	AKESTAM HOLST Stockholm	CARAT Stockholm		
E04/066	02068	OREO HISTORY IN THE BAKING	OREO	OREO	LEO, Mumbai	INDIA		PUBLICIS INDIA Mumbai	WAVEMAKER Mumbai		MONDELEZ Mumbai

E05 (Personalised Campaigns)

E05/017	01846	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	
E05/023	01937	BREASTMILK MONEY	HERCONOMY	HERCONOMY	SERVICEPLAN, Munich	GERMANY	WE MAKE THEM WONDER GMBH Munich		MEDIAPLUS GERMANY Munich	TULOM Sao Paulo	JURGEN BRANZ Augsburg / PLAN.NET Hamburg / STANDARDABWEICHUNG Munich
E05/031	01903	PEDIGREE CARAMELO	PEDIGREE	PEDIGREE	ALMAPBBDO, Sao Paulo	BRAZIL	BLACK MADRE Sao Paulo / RAW AUDIO Sao Paulo / SURREAL HOTEL ARTS Sao Paulo	GAFANHOTTO POST Sao Paulo	ESSENCEMEDIA COM Sao Paulo	GIUSTI CREATIVE PR Sao Paulo / IMAGE CORPORATIVA Sao Paulo	AMPARA ANIMAL Sao Paulo / DNA PETS Rio de Janeiro / T&PM POWERED BY FBIZ Sao Paulo

F01 (Local Brand)

F01/016	01066	THE BOOK FACT CHECKER	CARTURESTI	CARTURESTI	VML, Bucharest	ROMANIA			ESSENCEMEDIA COM Bucharest		
F01/021	01896	LUCKY YATRA	INDIAN RAILWAYS	RAILWAY SERVICE	FCB INDIA, Mumbai	INDIA					
F01/022	01932	UNMELTING LOYALTY	BEES - AB INBEV	BEES	DAVID, Bogota	COLOMBIA	AKIRA CINE Bogota / PARCHE FILMS Bogota	AKIRA CINE Bogota / PARCHE FILMS Bogota			
F01/027	02036	GULF OF MEXICO (BAR)	TECATE	TECATE LIGHT	LEPUB, Mexico City	MEXICO	LANDIA Mexico City	LANDIA Mexico City	DENTSU CREATIVE Mexico City	SERNA Mexico City	

Direct Shortlist

F01/030	01972	RETRO INFLUENCERS	SKOL	SKOL	GUT, Sao Paulo	BRAZIL		GUT Sao Paulo			AB INBEV Sao Paulo / BR MEDIA Sao Paulo / INPRESS PORTER NOVELLI Sao Paulo / NOIZE ENTRETENIMENTO Porto Alegre
F01/035	10097	CHOOSE UBER	HEETCH	HEETCH	BETC, Paris	FRANCE	SOLDATS FILMS Paris				

F02 (Challenger Brand)

F02/012	00609	W1NG COD3S	VOLARIS AIRLINES	VOLARIS AIRLINES	HAVAS HOY, Mexico City	MEXICO					
F02/015	00926	U UP?	IKEA	IKEA	RETHINK, Toronto	CANADA		CARAT Toronto			IKEA Burlington
F02/028	10095	CHOOSE UBER	HEETCH	HEETCH	BETC, Paris	FRANCE	SOLDATS FILMS Paris				

F03 (Single-Market Campaign)

F03/023	00710	THE PARENTAL LEAVE MORTGAGE	NORDEA	THE PARENTAL LEAVE MORTGAGE	NORD DDB, Stockholm / NORD DDB, Copenhagen / NORD DDB, Helsinki	SWEDEN / DENMARK / FINLAND					
F03/024	00727	RETURNING CREATIVITY	CRAYOLA	CRAYOLA CRAYONS	DENTSU CREATIVE, New York	UNITED STATES	HUMMINGBIRD CONTENT STUDIO Santa Monica / MKTG New York	750MPH London / SPARK MUSIC GROUP Los Angeles / TAG New York	DENTSU X New York	DENTSU CREATIVE New York	COMPANY 3 New York / GAMMAKURV New York / TIFFANY CASTING COMPANY New York
F03/027	00875	STREAMING BARS	HEINEKEN	HEINEKEN	LEPUB, Sao Paulo	BRAZIL	DAHOUSE AUDIO Sao Paulo / MOONHEIST Sao Paulo		DENTSU CREATIVE Sao Paulo	LEMA+ Sao Paulo	IFOOD Osasco
F03/054	01861	ORANGE - SAFER PHONE	ORANGE	SAFER PHONES	PUBLICIS CONSEIL, Paris	FRANCE	BIG PRODUCTIONS Paris	FIRM STUDIO Paris			PRODIGIOUS Paris
F03/074	01670	ANTENAGUILA	AGUILA	AGUILA	DAVID, Buenos Aires	ARGENTINA	PARCHE FILMS Bogota	PARCHE FILMS Bogota	ADBID GROUP Bogota / ZENITH Bogota	ALINA VELEZ COMUNICACIONE S Bogota	
F03/079	01675	TRUST BARS	HEINEKEN	HEINEKEN	LEPUB, Singapore / LEPUB, Milan	SINGAPORE / ITALY	CORE-A STUDIOS Seoul / CREAM Paris / DFY Seoul	DISCTODISC PRODUCTIONS Milan / PRODIGIOUS SINGAPORE			HEINEKEN Amsterdam / HEINEKEN Seoul / WORK POST Singapore
F03/084	01821	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
F03/097	00382	MAKE NEW ZEALAND THE BEST PLACE IN THE WORLD TO HAVE HERPES	THE NEW ZEALAND HERPES FOUNDATION	THE NEW ZEALAND HERPES FOUNDATION	MOTION SICKNESS, Auckland	NEW ZEALAND	FINCH Auckland	FINCH Auckland	MOTION SICKNESS Auckland	DIG PR Auckland	ED Auckland
F03/103	20315	"KYIKATEJÉ: YOUR BRAND HERE"	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	FLAVOR STUDIO Curitiba		WEBER SHANDWICK New York	

F04 (Social Behaviour)

F04/009	00081	INK OF DEMOCRACY	THE TIMES OF INDIA	ELECTION APPEAL	HAVAS, Mumbai	INDIA	HAVAS Mumbai	HAVAS Mumbai	BENNETT COLEMAN & CO. Mumbai	BENNETT COLEMAN & CO. Mumbai	
F04/022	00233	THE BLOOD LEAGUE	NORWEGIAN RED CROSS	THE NORWEGIAN RED CROSS BLOODBANK	MORGENSTERN, Oslo	NORWAY	MORGENSTERN Oslo	MORGENSTERN Oslo	MORGENSTERN Oslo		

Direct Shortlist

F04/028	00361	PIZZA WRMR	PIZZA HUT CANADA	THE PIZZA HUT PIZZA WRMR	LEO, Toronto	CANADA	OBJEX UNLIMITED Mississauga / THEPUB PRODUCTIONS Toronto				DIAMOND INTEGRATED MARKETING Toronto / EDELMAN Toronto / PIZZA HUT CANADA Woodbridge / WAVEMAKER Toronto
F04/046	00578	RECIPE FOR GROWTH	IFOOD	IFOOD B2B	DM9, Sao Paulo	BRAZIL	DM9 Sao Paulo		DM9 Sao Paulo		
F04/054	00773	THE MEAL	MCDONALD'S	HAPPY MEAL	LEO, London / READY10, London	UNITED KINGDOM	ROGUE FILMS London	PRODIGIOUS London / ROGUE FILMS London	OMD UK London	READY10 London	LINNEY ACTIVATE LIMITED Mansfield
F04/058	00894	POWERING CONNECTION	TIM TELECOM	INSTITUTIONAL	BETC HAVAS, Sao Paulo	BRAZIL	GENCO FILM Sao Paulo / MR.PINK MUSIC Sao Paulo			FSB COMUNICACOES Sao Paulo / GIUSTI CREATIVE PR Sao Paulo	ESTRELA TOYS Sao Paulo / MUTALA COMUNICACAO Sao Paulo
F04/069	01298	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
F04/070	01412	POTTY-TUNITIES	ANGEL SOFT	ANGEL SOFT TOILET PAPER	GREY, New York	UNITED STATES	PSYOP New York	HOGARTH WORLDWIDE New York	OMD USA New York	BURSON New York	
F04/082	00713	KLEENEX SCORE	KLEENEX	KLEENEX	VML, New York	UNITED STATES	BELIEVE TV Santiago		AMAZON New York / SPARK FOUNDRY Chicago	CALL & RESPONSE New York	IMDB Los Angeles
F04/092	01489	WENDY'S FROSTY FIX	WENDY'S	FAST FOOD RESTAURANT / QSR	VML, Kansas City	UNITED STATES	PLAN A FILMS Johnson City / THE WENDY'S COMPANY Dublin / TMA Dallas / VML Kansas City	THE WENDY'S COMPANY Dublin	THE WENDY'S COMPANY Dublin	KETCHUM Chicago / THE WENDY'S COMPANY Dublin	
F04/097	01117	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	
F04/114	01401	ONE SECOND ADS	BUDWEISER	BEER	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	LUCHA LIBRE AUDIO São Paulo		AFRICA CREATIVE DDB Sao Paulo		
F04/118	01394	THE FAN REMOTE	CLARO	CLARO TV+	TALENT MARCEL, São Paulo	BRAZIL	20DASH Sao Paulo / ADOLFO SCHAUER Sao Paulo / CORAZON FILMES Sao Paulo / JAMUTE Sao Paulo / NOTIS US Curitiba				SPORT CLUB CORINTHIANS PAULISTA Sao Paulo
F04/119	01585	DEVANAGARI PIN	AXIS BANK	DEVANAGARI PIN	GREY INDIA, Mumbai	INDIA					
F04/164	01251	MOMMYPHONE	LABORATOIRE GALLIA	LABORATOIRE GALLIA CARELINE	BETC, Paris	FRANCE	ESQUISSE 3D BUREAU DETUDES Paris / GUM Paris / MAKE IT TANGIBLE Paris / SOLDATS FILMS Paris	1TO1 PARIS		BETC Paris	

F05 (Use of Humour)

Direct Shortlist

F05/006	00152	THE BEER ADS WITHOUT BEER	HEINEKEN BEVERAGES SOUTH AFRICA	WINDHOEK BEER	TBWAIHUNT/LASCARI S, Johannesburg	SOUTH AFRICA	GIANT FILMS Cape Town / STING CONTENT PRODUCTION Johannesburg	CHOCOLATE TRIBE Johannesburg / PRESSURE COOKER Cape Town / STING CONTENT PRODUCTION Johannesburg	RED STAR Johannesburg	MAGNA CARTA Johannesburg	VISION Johannesburg
F05/044	01327	FOOTBALL IS FOR FOOD	UBER EATS	UBER EATS	SPECIAL, Los Angeles / UBER, San Francisco	UNITED STATES	O POSITIVE Santa Monica	EXILE Santa Monica / PARIAH CREATIVE Santa Monica / ROYAL MUSTER Culver City / THE TRAFIK Santa Monica	PHD New York		2ND WIND PRODUCTIONS Los Angeles / ELEVEN SOUND Los Angeles / ENDLESS NOISE Los Angeles, CA / MAYFLOWER ENTERTAINMENT Los Angeles / SPECIAL Sydney
F05/045	01043	THE UNLIMITED SPOKESPERSON	SKINNY	SKINNY	COLENZO BBDO, Auckland	NEW ZEALAND	FINCH Auckland	CREATURE POST Auckland	PHD MEDIA Auckland	ANTHEM Auckland	
F05/046	01422	MICHAEL CERAVE	CERAVE	CERAVE SKINCARE	OGILVY PR, New York	UNITED STATES	PRETTYBIRD Culver City	BLACKSMITH New York / HEARD CITY New York / LELAND MUSIC London / MACKCUT New York	BEAUTY CO-LAB New York		BPCM New York / OBVIOUSLY New York
F05/058	01115	MAKE NEW ZEALAND THE BEST PLACE IN THE WORLD TO HAVE HERPES	THE NEW ZEALAND HERPES FOUNDATION	THE NEW ZEALAND HERPES FOUNDATION	MOTION SICKNESS, Auckland	NEW ZEALAND	FINCH Auckland	FINCH Auckland	MOTION SICKNESS Auckland	DIG PR Auckland	ED Auckland
F05/065	01645	THE CHEEKY CONTROLLER	XBOX	XBOX CONTROLLER	McCANN, London	UNITED KINGDOM	CRAFT London / CRAFT Manchester / PAVILION WORKS London / TAKEOFF London	CRAFT London / CRAFT Manchester / PAVILION WORKS London		ASSEMBLY MEDIA Seattle	AYZENBERG GROUP Pasadena / SUPERDIGITAL Miami / TWOFOLD CREATIVE Gold Coast / XBOX MICROSOFT Seattle

F06 (Breakthrough on a Budget)

F06/005	00090	SLEEPFLUENCE RS	IKEA	IKEA SLEEP RANGE	AKESTAM HOLST, Stockholm	SWEDEN	AKESTAM HOLST Stockholm / STREAM NORDIC Stockholm	AKESTAM HOLST Stockholm	AKESTAM HOLST Stockholm / CARAT Stockholm	AKESTAM HOLST Stockholm	
F06/010	00405	LEGO TUXEDO CAT LAUNCH	LEGO	LEGO TUXEDO CAT	OUR LEGO AGENCY, Billund / OUR LEGO AGENCY SINGAPORE	DENMARK / SINGAPORE	OUR LEGO AGENCY SINGAPORE	OUR LEGO AGENCY SINGAPORE	OUR LEGO AGENCY SINGAPORE	OUR LEGO AGENCY SINGAPORE	
F06/017	00612	W1NG COD3S	VOLARIS AIRLINES	VOLARIS AIRLINES	HAVAS HOY, Mexico City	MEXICO					
F06/021	00923	U UP?	IKEA	IKEA	RETHINK, Toronto	CANADA			CARAT Toronto		IKEA Burlington
F06/044	00796	THE TACOVER	TACO BELL	TACO BELL	PUBLICIS LONDON, London	UNITED KINGDOM	PRODIGIOUS London / UNIT9 London		SPARK FOUNDRY London		TACO BELL UK London
F06/049	02028	THE PEN TO RIGHT HISTORY	LAST PRISONER PROJECT	NON-FOR-PROFIT	McCANN, New York	UNITED STATES	CRAFT WORLDWIDE New York	COMPANY 3 New York / NO6 New York		WEBER SHANDWICK New York	JSM MUSIC New York

F07 (Corporate Purpose & Social Responsibility)

F07/011	00231	RAINBOW WOOL	SCHÄFEREI STÜCKE	RAINBOW WOOL	SERVICEPLAN, Munich	GERMANY	PEOPLEGRAPHER Dusseldorf		MEDIAPLUS GERMANY Munich	SERVICEPLAN PUBLIC RELATIONS & CONTENT Munich	BLINK IMAGING Munich / CONCRETE CANDY Dresden / ELASTIQUE Cologne / HEY STUDIO Barcelona / IDEAL ALPHA Berlin / PLAN NET Munich / SCHAFEREI STUCKE Bielefeld / STUDIO FARBRAUM Cologne / SUPREME MUSIC Hamburg / TACSY Berlin / TEXTILMACHER MUNCHEN
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Direct Shortlist

F07/012	00096	THE FREEDOM EDITION	Society/RSF (Reporters without borders)	SOCIETY	BETC, Paris	FRANCE	GUM Paris / SOVAGE Paris				
F07/014	00166	CODE MY CROWN	DOVE	DOVE	EDELMAN, London	UNITED KINGDOM	11 DOLLAR BILL Durham / KODE MEDIA London	EDELMAN London	EDELMAN London		
F07/020	00375	DAISY VS SCAMMERS	O2	DAISY VS SCAMMERS	VCCP, London / GIRL AND BEAR, London / FAITH, London / BERNADETTE, London	UNITED KINGDOM	GIRL AND BEAR London	GIRL AND BEAR London	VCCP London	BROADCAST REVOLUTION London / O2 London	
F07/050	01062	PLASTIC BLOOD	OKA BIOTECH	OKA BIOTECH	DM9, Sao Paulo	BRAZIL	DM9 Sao Paulo		DM9 Sao Paulo	DM9 Sao Paulo	
F07/051	01524	WELCOME CARD	ROGERS	ROGERS	PUBLICIS CANADA, Toronto	CANADA	THEPUB PRODUCTIONS Toronto	THEPUB PRODUCTIONS Toronto			
F07/062	01863	AXA - THREE WORDS	AXA	INSURANCE	PUBLICIS CONSEIL, Paris	FRANCE	PRODIGIOUS Paris	PRODIGIOUS Paris	WAVEMAKER Paris	PUBLICIS CONSULTANTS Paris	
F07/064	01642	STARRING BARS	HEINEKEN	HEINEKEN	LEPUB, Milan	ITALY	MAGIC Vilnius / WANDA PRODUCTIONS Paris			EDELMAN London	LEPUB Singapore
F07/078	01058	EFFICIENT WAY TO PAY	CONSUL APPLIANCES	CONSUL APPLIANCES	DM9, Sao Paulo	BRAZIL	DM9 Sao Paulo		DM9 Sao Paulo		
F07/080	01816	THE ATHLETES CODE	POWERADE	POWERADE	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
F07/081	01945	STILL OPEN	JCDECAUX	OOH MEDIA	DAVID, Madrid	SPAIN	BUMBLEBEAT Sao Paulo / FAR MEDIA Madrid / PICKLE MUSIC Madrid	FULL FICTION Madrid			JCDECAUX SPAIN Madrid
F07/086	01734	GLOWING RELIEF	ALIVIA HEALTH	GLOWING RELIEF	DE LA CRUZ OGILVY, San Juan / OGILVY HEALTH, New York	PUERTO RICO / UNITED STATES	AGOSTO MUSIC Lima / CELESTE FILMS Montevideo / DE LA CRUZ OGILVY San Juan / WHISKY CO Bogota	DE LA CRUZ OGILVY San Juan	DE LA CRUZ OGILVY San Juan	DE LA CRUZ OGILVY San Juan	
F07/088	02042	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
F07/092	01370	RE-COMMERCE ATACAMA	VTEX	RE-COMMERCE ATACAMA	ARTPLAN, Sao Paulo	BRAZIL	DIGITAL PRINTZ Sao Paulo / EITRI Rio de Janeiro / RAW AUDIO Sao Paulo / SUGARCANE FILMES Sao Paulo			APPROACH COMUNICACAO Sao Paulo	DESIERTO VESTIDO Alto Hospicio / FASHION REVOLUTION Sao Paulo
F07/100	01901	PEDIGREE CARAMELO	PEDIGREE	PEDIGREE	ALMAPBDO, Sao Paulo	BRAZIL	BLACK MADRE Sao Paulo / RAW AUDIO Sao Paulo / SURREAL HOTEL ARTS Sao Paulo	GAFANHOTTO POST Sao Paulo	ESSENCEMEDIA COM Sao Paulo	GIUSTI CREATIVE PR Sao Paulo / IMAGEM CORPORATIVA Sao Paulo	AMPARA ANIMAL Sao Paulo / DNA PETS Rio de Janeiro / T&PM POWERED BY FBIZ Sao Paulo

Direct Shortlist

F07/106	00495	MARINO URIEL: THE (UN) FORGETTABLE LEGEND	ATLÉTICO DE MADRID FOOTBALL CLUB	ATLÉTICO DE MADRID + ASSOCIATION OF RELATIVES OF ALZHEIMER'S DISEASE PATIENTS OF MADRID	HAVAS, Madrid	SPAIN	HAVAS Madrid	HAVAS Madrid	HAVAS Madrid	HAVAS Madrid	
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F08 (Market Disruption)

F08/014	00999	PROGRESSO SOUP DROPS	PROGRESSO	PROGRESSO CANNED SOUPS	EDELMAN, Chicago	UNITED STATES	MAUREEN MOMOKO FRITZ Chicago		EDELMAN Chicago	EDELMAN Chicago	KNECHTEL Chicago / PROMOTION MANAGEMENT CENTER INC Stacy / THE SOCIAL LIGHTS Minneapolis / YANIV CONSULTING Minnetonka
F08/018	00586	PRESERVED PROMOS	ZIPLOC	ZIPLOC	VML, New York	UNITED STATES			OMD USA Chicago	ZENO GROUP Chicago	OBVIOUSLY New York
F08/024	01865	AXA - THREE WORDS	AXA	INSURANCE	PUBLICIS CONSEIL, Paris	FRANCE	PRODIGIOUS Paris	PRODIGIOUS Paris	WAVEMAKER Paris	PUBLICIS CONSULTANTS Paris	
F08/043	01886	HAGELCHUP	KRAFT-HEINZ	HEINZ KETCHUP	GUT, Amsterdam	NETHERLANDS	XARLEE VIDEO PRODUCTION Amsterdam	XARLEE VIDEO PRODUCTION Amsterdam		PRSSKD Amsterdam	

F09 (Cultural Engagement)

F09/024	00834	SUPPORTBELT	FORD	FORD SUPPORTBELT	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	
F09/040	01844	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	
F09/047	01935	BREASTMILK MONEY	HERCONOMY	HERCONOMY	SERVICEPLAN, Munich	GERMANY	WE MAKE THEM WONDER GMBH Munich		MEDIAPLUS GERMANY Munich	TULOM Sao Paulo	JURGEN BRANZ Augsburg / PLAN.NET Hamburg / STANDARDABWEICHUNG Munich
F09/062	01074	TRACKING BAD BUNNY	RIMAS MUSIC	BAD BUNNY	DDB LATINA PUERTO RICO	PUERTO RICO					GOOGLE California / RIMAS ENTERTAINMENT San Juan
F09/063	00488	THE FORBIDDEN FLAGMOJI	SOLID LINES	THE ABORIGINAL FLAG EMOJI	DDB MELBOURNE	AUSTRALIA	DDB MELBOURNE	DDB MELBOURNE	DDB MELBOURNE	MANGO Melbourne	
F09/071	00782	CHILDREN OF THE DICTATORSHIP	HIJOS Y MADRES DEL SILENCIO FOUNDATION	CHILDREN OF THE DICTATORSHIP	CHEIL WORLDWIDE, Santiago	CHILE	BRUTAL COLLECTIVE Santiago / CYLNDR Santiago				

Total Shortlisted: 215