

Entertainment Lions for Sport Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional
<u>A01 (Film Series and Audio)</u>											
A01/009	00415	JORDAN CAN'T BAN GREATNESS	NIKE	NIKE	WIEDEN+KENNEDY, Portland / JORDAN BRAND, Beaverton	UNITED STATES	BAUIE PRODUCTIONS Los Angeles / DRONE DUDES Granada Hills / IMPERIAL WOODPECKER New York / SATIS&FY Hillsboro	A52 VFX Santa Monica / JOINT EDITORIAL Portland / ROCK PAPER SCISSORS Los Angeles / THE TRAFIK Santa Monica	WIEDEN+KENNEDY Portland	JORDAN BRAND Beaverton	
A01/014	00645	KYIKATEJÊ	GAVIÃO KYIKATEJÊ FOOTBALL CLUB	GAVIÃO KYIKATEJÊ FOOTBALL CLUB	AREA 23, AN IPG HEALTH COMPANY, New York	UNITED STATES	BOILER FILMS Sao Paulo / BUMBLEBEAT Sao Paulo / DIRTY WORK Sao Paulo	DIRTY WORK Sao Paulo / FLAVOR STUDIO Curitiba			
A01/015	00514	SENNA'S CUT	NETFLIX	SENNA	MONKS, Buenos Aires / MONKS, Bogota	ARGENTINA / COLOMBIA	REBOLUCION Buenos Aires	MONKS Buenos Aires			
<u>A02 (Broadcast/Live Streaming)</u>											
A02/007	00071	OLYMPIC GAMES OPENING CEREMONY PARIS 2024	PARIS 2024	PARIS 2024	PANAME 24, Paris / AUDITOIRE, Paris / DOUBLE 2, Paris / OBO, Paris / HAVAS PARIS / HAVAS EVENTS, Paris	FRANCE	UBI BENE Paris	PROSE ON PIXELS Paris			
<u>A03 (Promotional Content for Publishers & Networks)</u>											
A03/003	00561	RUN, ESPN ANCHORS!	ESPN	SPORTSCENTER	THE WALT DISNEY COMPANY BRASIL, São Paulo / ESPN BRASIL, Sumare	BRAZIL	ESPN BRASIL Sumare / TELEIMAGE Sao Paulo / THE WALT DISNEY COMPANY BRASIL São Paulo	ESPN BRASIL Sumare / TELEIMAGE Sao Paulo / THE WALT DISNEY COMPANY BRASIL São Paulo	ESPN BRASIL Sumare / THE WALT DISNEY COMPANY BRASIL São Paulo	THE WALT DISNEY COMPANY BRASIL São Paulo	
<u>A04 (Brand Storytelling)</u>											
A04/004	00051	THE RELAY	APPLE	APPLE ACCESSIBILITY	APPLE, Cupertino	UNITED STATES	RADICALMEDIA New York				
A04/020	00414	JORDAN CAN'T BAN GREATNESS	NIKE	NIKE	WIEDEN+KENNEDY, Portland / JORDAN BRAND, Beaverton	UNITED STATES	BAUIE PRODUCTIONS Los Angeles / DRONE DUDES Granada Hills / IMPERIAL WOODPECKER New York / SATIS&FY Hillsboro	A52 VFX Santa Monica / JOINT EDITORIAL Portland / ROCK PAPER SCISSORS Los Angeles / THE TRAFIK Santa Monica	WIEDEN+KENNEDY Portland	JORDAN BRAND Beaverton	
A04/021	00461	DON'T SLEEP ON SAQUON	UNISOM	UNISOM	THE MARTIN AGENCY, Richmond	UNITED STATES	CREATIVE ARTISTS AGENCY Los Angeles	CREATIVE ARTISTS AGENCY Los Angeles	HAVAS Chicago	LIPPE TAYLOR New York	
A04/033	00244	AVANI'S GOLD	BRITANNIA MARIE GOLD	BRITANNIA MARIE GOLD	TALENTED, Bangalore	INDIA	LITTLE GIANT FILMS Mumbai	LITTLE GIANT FILMS Mumbai		DENTSU CREATIVE Mumbai / TALENTED Bangalore	BRITANNIA INDUSTRIES Bengaluru / THE NEW THING Bangalore / YOUNGUN Gurugram
A04/035	00719	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

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A04/039	00255	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 COMUNICACION S Bogota
A04/045	00697	CLASH THE WWE	CLASH OF CLANS	CLASH OF CLANS	DAVID, New York	UNITED STATES	COMPANY 3 New York / ELEANOR Los Angeles / PICKLE MUSIC New York / ROCK PAPER SCISSORS Los Angeles / SQUEAK E. CLEAN STUDIOS Chicago	ROCK PAPER SCISSORS Los Angeles	SUPERCELL Helsinki	THE ROMANS Brooklyn
A04/049	00401	EXCUSES BARS	HEINEKEN	HEINEKEN	LEPUB, Milan	ITALY	JAJA FILM Barcelona			
A04/050	00754	THE 4TH JUDGE	THE RING	BOXING EVENT	BIGTIME CREATIVE SHOP, Riyadh	SAUDI ARABIA	GENOSHA Buenos Aires	FLAVOR STUDIO Curitiba		

B01 (Sports Live Experience)

B01/002	00022	SAVING PELOTICA DE GOMA	VACÍLATE ESTO	VACÍLATE ESTO	LAWEB BUENTIPO, Caracas / BUENTIPO, Bogota	VENEZUELA / COLOMBIA	EL PATIO Caracas		IMAN COMUNICACION ES Caracas	
B01/006	00046	FOOTBALL LOVER FM	SO FOOT	SO FOOT	BETC, Paris	FRANCE	BETC FULLSIX Paris / GUM Paris / LA-BO Paris / PROSE ON PIXELS Paris			BETC Paris
B01/012	00178	THE HALO EFFECT	LOS ANGELES CLIPPERS	LIVE SPORTS EXPERIENCE	SPINIFEX GROUP, Los Angeles	UNITED STATES				
B01/015	00353	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
B01/019	00049	THE FLAME THAT WASN'T A FLAME	EDF	EDF	BETC, Paris / EDF, Paris	FRANCE	ATELIER BLAM Nantes / EDF Paris / FALABRACKS Paris / MOVEMENT Paris		HAVAS MEDIA Paris / HAVAS PLAY Paris	EDF Paris
B01/023	00369	SPORT YOUR PERIOD	KNIX	KNIX WEAR	RETHINK, Toronto	CANADA	00001 Montreal / SANTO PROYECTO Mexico City	CIRCONFLEX SOUND Montreal	QUAN MEDIA GROUP New York / QUORUM Burlington	KNIX Toronto
B01/048	00654	THE KIMBERLY PRICE	PLAZA VEA	PLAZA VEA	FAHRENHEIT DDB, Lima	PERU	CANICA FILMS Lima	GRECIA STUDIO Lima		KAZOO AUDIO Lima
B01/063	00755	THE 4TH JUDGE	THE RING	BOXING EVENT	BIGTIME CREATIVE SHOP, Riyadh	SAUDI ARABIA	GENOSHA Buenos Aires	FLAVOR STUDIO Curitiba		

B03 (Esports & Gaming)

B03/001	00089	SIGNED BY FANATICS	FANATICS	Licensed Sports Merchandise	FANATICS, New York	UNITED STATES	FANATICS New York	FANATICS New York	FANATICS New York	FANATICS New York
B03/003	00543	HAALAND PAYBACK TIME	CLASH OF CLANS	CLASH OF CLANS	DAVID, New York	UNITED STATES	BUTTER New York / FOUNDER Manchester / SUPERCELL Helsinki			THE ROMANS London

B04 (360 Integrated Brand Experience)

B04/002	00066	THE PARTNERSHIP THAT CHANGED EVERYTHING	LVMH	LVMH	HAVAS PLAY, Paris	FRANCE	HAVAS PLAY Paris / PROSE ON PIXELS Paris	HAVAS PLAY Paris / PROSE ON PIXELS Paris	PUBLICIS LUXE Paris	PUBLICIS ACTIV	AUDITOIRE Paris / BRAINSTORIES Paris / EVENTEAM GROUP Boulogne-Billancourt / HAVAS EVENTS Paris / HAVAS PARIS / LONSDALE Paris / LVMH Paris / SHORTCUT EVENTS Paris / SPORTS HEROES Paris
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B04/009	00416	JORDAN CAN'T BAN GREATNESS	NIKE	NIKE	WIEDEN+KENNEDY, Portland / JORDAN BRAND, Beaverton	UNITED STATES	BAUIE PRODUCTIONS Los Angeles / DRONE DUDES Granada Hills / IMPERIAL WOODPECKER New York / SATIS&FY Hillsboro	A52 VFX Santa Monica / JOINT EDITORIAL Portland / ROCK PAPER SCISSORS Los Angeles / THE TRAFIK Santa Monica	WIEDEN+KENNE DY Portland	JORDAN BRAND Beaverton
C01 (Fan Engagement/Distribution Strategy)										
C01/012	00235	HEY JUDE	ADIDAS FOOTBALL	ADIDAS	JOHANNES LEONARDO, New York	UNITED STATES	HAWAI FILMS Madrid / SPINDLE London	BARKING OWL New York / BLACKSMITH New York / COMPANY 3 London / RECORD-PLAY LTD Barcelona / WAKE THE TOWN London	ESSENCEMEDIA COM London	ADIDAS UK Stockport / ANNA MCAULEY London / SWELL DIGITAL New York / THE DIRECTORS STUDIO London
C01/020	00088	SIGNED BY FANATICS	FANATICS	Licensed Sports Merchandise	FANATICS, New York	UNITED STATES	FANATICS New York	FANATICS New York	FANATICS New York	FANATICS New York
C01/024	00364	PAID THROUGH PARENTS	MOLSON COORS	MOLSON COORS	RETHINK, Toronto	CANADA	ASYMETRIC Toronto / COUP AND CO Toronto	DARLING COLOUR & VFX Toronto / OSO AUDIO Toronto / SAINTS EDITORIAL Toronto	PUBLICIS CANADA Toronto	MOLSON COORS CANADA Toronto
C01/044	00516	SENNA'S CUT	NETFLIX	SENNA	MONKS, Buenos Aires / MONKS, Bogota	ARGENTINA / COLOMBIA	REBOLUCION Buenos Aires	MONKS Buenos Aires		
C01/045	00512	FIELDS OF GLORY	PILSEN BEER	PILSEN BEER	MONKS, Bogota	COLOMBIA	LUTHER FILMS Medellin			DRAFTLINE Bogota / ECOSPHAIRA Envigado
C01/053	00254	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
C01/057	00583	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
C01/067	00698	CLASH THE WWE	CLASH OF CLANS	CLASH OF CLANS	DAVID, New York	UNITED STATES	COMPANY 3 New York / ELEANOR Los Angeles / PICKLE MUSIC New York / ROCK PAPER SCISSORS Los Angeles / SQUEAK E. CLEAN STUDIOS Chicago	ROCK PAPER SCISSORS Los Angeles	SUPERCELL Helsinki	THE ROMANS Brooklyn
C01/071	00400	EXCUSES BARS	HEINEKEN	HEINEKEN	LEPUB, Milan	ITALY	JAJA FILM Barcelona			
C01/073	00683	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
C01/075	00752	5 VS 5	RIYADH SEASON	BOXING EVENT	BIGTIME CREATIVE SHOP, Riyadh	SAUDI ARABIA	FIREVISION SFX Sofia / ICON FILMS SOFIA / PRODCO London	CABIN London / NUMBER 8 London / SELECTED WORKS London / TMLS AS Oslo		

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C01/076	00762	SHADE TRACKER	MICHELOB ULTRA	MICHELOB ULTRA	GUT, Sao Paulo	BRAZIL	GUT Sao Paulo			20DASH INC San Jose / 3PM/WEBER SHANDWICK New York / ABINBEV New York / DRAGON.FLY AUDIO Sao Paulo / GINGA PICTURES LLC Miami
C01/090	00785	OREO HISTORY IN THE BAKING	OREO	OREO	LEO, Mumbai	INDIA		PUBLICIS INDIA Mumbai	WAVEMAKER Mumbai	MONDELEZ Mumbai

C02 (Influencer & Co-Creation)

C02/001	00021	SAVING PELOTTICA DE GOMA	VACÍLATE ESTO	VACÍLATE ESTO	LAWEB BUENTIPO, Caracas / BUENTIPO, Bogota	VENEZUELA / COLOMBIA	EL PATIO Caracas		IMAN COMUNICACION ES Caracas	
C02/011	00370	PAID THROUGH PARENTS	MOLSON COORS	MOLSON COORS	RETHINK, Toronto	CANADA	ASYMMETRIC Toronto / COUP AND CO Toronto	DARLING COLOUR & VFX Toronto / OSO AUDIO Toronto / SAINTS EDITORIAL Toronto	PUBLICIS CANADA Toronto	MOLSON COORS CANADA Toronto
C02/014	00469	COORS LIGHT, COORS LIGHT	COORS LIGHT	COORS LIGHT	MOLSON COORS BEVERAGE COMPANY, Chicago / DROGA5, PART OF ACCENTURE SONG, New York / RETHINK, New York	UNITED STATES			PHAEDON Minneapolis	MOLSON COORS BEVERAGE COMPANY Chicago

D01 (Brand Partnerships, Sponsorships & Collaborations)

D01/002	00019	VICTORY SELFIE SHARED #WITHGALAXY	SAMSUNG ELECTRONICS	SAMSUNG GALAXY	CHEIL WORLDWIDE, Seoul	SOUTH KOREA	TWO BE CONTINUED Seoul	HYPE Seoul / PALOMINO CREATIVE Seoul / TONEYPICKLE MUSIC&SOUND Seoul	CHEIL WORLDWIDE Seoul	CHEIL WORLDWIDE Seoul
D01/017	00355	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
D01/019	00376	UNSILENCE THE CROWD	SELA	SELA	VML, London	UNITED KINGDOM	SELA Jeddah		SPECTACLE London	CUTE CIRCUIT London / NEWCASTLE UNITED Newcastle Upon Tyne
D01/020	00048	THE FLAME THAT WASN'T A FLAME	EDF	EDF	BETC, Paris / EDF, Paris	FRANCE	ATELIER BLAM Nantes / EDF Paris / FALABRACKS Paris / MOVEMENT Paris		HAVAS MEDIA Paris / HAVAS PLAY Paris	EDF Paris
D01/026	00362	PAID THROUGH PARENTS	MOLSON COORS	MOLSON COORS	RETHINK, Toronto	CANADA	ASYMMETRIC Toronto / COUP AND CO Toronto	DARLING COLOUR & VFX Toronto / OSO AUDIO Toronto / SAINTS EDITORIAL Toronto	PUBLICIS CANADA Toronto	MOLSON COORS CANADA Toronto
D01/037	00336	THE IMPOSSIBLE DRIVE	LEGO	LEGO TECHNIC	M&C SAATCHI, London / THE LEGO GROUP, Billund	UNITED KINGDOM / DENMARK	FORMIDABLE PRODUCTIONS London / M&C SAATCHI London / MCLAREN RACING Woking / THE LEGO GROUP Billund	FORMIDABLE PRODUCTIONS London / THE LEGO GROUP Billund	M&C SAATCHI London	M&C SAATCHI London
D01/038	00442	SENNA, THE VOICE OF AN ICON	GUARANA ANTARCTICA	GUARANA ANTARCTICA	CPB, São Paulo / AB INBEV, Sao Paulo	BRAZIL	IMAN Sao Paulo / LUCHA LIBRE AUDIO São Paulo / VOLKEN FILM Sao Paulo	STRATOSTORM São Paulo		

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D01/039	00311	THE LUCKY NUMBER	HEINEKEN	HEINEKEN	LEPUB, Milan	ITALY					
D01/051	00714	SMILE 20	GOODY'S PAIN POWDER	GOODY'S PAIN POWDER	FCB CHICAGO	UNITED STATES	HELO Los Angeles	456 STUDIOS Chicago	THE SHIPYARD Columbus	360PR Boston	PRESTIGE CONSUMER HEALTHCARE New York / STORY COLLECTIVE New York
D01/057	00515	FIELDS OF GLORY	PILSEN BEER	PILSEN BEER	MONKS, Bogota	COLOMBIA	LUTHER FILMS Medellin				DRAFTLINE Bogota / ECOSPHAIRA Envigado
D01/076	00699	CLASH THE WWE	CLASH OF CLANS	CLASH OF CLANS	DAVID, New York	UNITED STATES	COMPANY 3 New York / ELEANOR Los Angeles / PICKLE MUSIC New York / ROCK PAPER SCISSORS Los Angeles / SQUEAK E. CLEAN STUDIOS Chicago	ROCK PAPER SCISSORS Los Angeles	SUPERCELL Helsinki	THE ROMANS Brooklyn	

D02 (Partnerships with Sports Talent)

D02/007	00073	GET ALMOST ANYTHING, MAYBE EVEN ANDY	UBER EATS	UBER EATS	SPECIAL, Sydney	AUSTRALIA	CHEE PRODUCTIONS Sydney / FINCH Sydney / POWERED STUDIOS Sydney	ARC FILM Sydney / FIN DESIGN AND EFFECTS Sydney / RUMBLE STUDIOS Sydney / SOUNDTREE MUSIC London / SQUEAK E CLEAN STUDIOS Sydney	ESSENCEMEDIA COM Sydney / HATCHED Sydney	SPECIAL Sydney	UBER EATS Sydney
D02/013	00234	HEY JUDE	ADIDAS FOOTBALL	ADIDAS	JOHANNES LEONARDO, New York	UNITED STATES	HAWAI FILMS Madrid / SPINDLE London	BARKING OWL New York / BLACKSMITH New York / COMPANY 3 London / RECORD-PLAY LTD Barcelona / WAKE THE TOWN London	ESSENCEMEDIA COM London		ADIDAS UK Stockport / ANNA MCAULEY London / SWELL DIGITAL New York / THE DIRECTORS STUDIO London
D02/023	00365	PAID THROUGH PARENTS	MOLSON COORS	MOLSON COORS	RETHINK, Toronto	CANADA	ASYMETRIC Toronto / COUP AND CO Toronto	DARLING COLOUR & VFX Toronto / OSO AUDIO Toronto / SAINTS EDITORIAL Toronto	PUBLICIS CANADA Toronto		MOLSON COORS CANADA Toronto
D02/032	00456	DON'T SLEEP ON SAQUON	UNISOM	UNISOM	THE MARTIN AGENCY, Richmond	UNITED STATES	CREATIVE ARTISTS AGENCY Los Angeles	CREATIVE ARTISTS AGENCY Los Angeles	HAVAS Chicago	LIPPE TAYLOR New York	
D02/043	00551	SPONSORSHIP BEYOND THE RINGS	DECATHLON	INSTITUTIONAL	PUBLICIS BRASIL, Sao Paulo / WHITE RABBIT, Budapest	BRAZIL / HUNGARY	BUMBLEBEAT & FUZZR CREATIVE SOLUTIONS Curitiba / PXP Sao Paulo / SKIDUN Rio de Janeiro / SQUARE PIXEL Rio de Janeiro / UMBRELLA Budapest			PUBLICIS BRASIL Sao Paulo	
D02/046	00245	AVANI'S GOLD	BRITANNIA MARIE GOLD	BRITANNIA MARIE GOLD	TALENTED, Bangalore	INDIA	LITTLE GIANT FILMS Mumbai	LITTLE GIANT FILMS Mumbai		DENTSU CREATIVE Mumbai / TALENTED Bangalore	BRITANNIA INDUSTRIES Bengaluru / THE NEW THING Bangalore / YOUNGUN Gurugram
D02/048	00657	THE KIMBERLY PRICE	PLAZA VEA	PLAZA VEA	FAHRENHEIT DDB, Lima	PERU	CANICA FILMS Lima	GRECIA STUDIO Lima			KAZOO AUDIO Lima

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D02/049	00721	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
D02/060	00544	HAALAND PAYBACK TIME	CLASH OF CLANS	CLASH OF CLANS	DAVID, New York	UNITED STATES	BUTTER New York / FOUNDER Manchester / SUPERCELL Helsinki			THE ROMANS London	

E01 (Diversity & Inclusion in Sport)

E01/018	00377	UNSILENCE THE CROWD	SELA	SELA	VML, London	UNITED KINGDOM	SELA Jeddah			SPECTACLE London	CUTE CIRCUIT London / NEWCASTLE UNITED Newcastle Upon Tyne
E01/021	00363	SPORT YOUR PERIOD	KNIX	KNIX WEAR	RETHINK, Toronto	CANADA	00001 Montreal / SANTO PROYECTO Mexico City	CIRCONFLEX SOUND Montreal	QUAN MEDIA GROUP New York / QUORUM Burlington		KNIX Toronto
E01/029	00646	KYIKATEJÊ	GAVIÃO KYIKATEJÊ FOOTBALL CLUB	GAVIÃO KYIKATEJÊ FOOTBALL CLUB	AREA 23, AN IPG HEALTH COMPANY, New York	UNITED STATES	BOILER FILMS Sao Paulo / BUMBLEBEAT Sao Paulo / DIRTY WORK Sao Paulo	DIRTY WORK Sao Paulo / FLAVOR STUDIO Curitiba			
E01/031	00579	RUNNING IN FEAR	ALMA PRETA	ALMA PRETA	LEW'LARA\TBWA, Sao Paulo	BRAZIL	CINE Sao Paulo / QUIETCITY Sao Paulo	CINE Sao Paulo / QUIETCITY Sao Paulo	LEW'LARA\TBWA Sao Paulo	LEW'LARA\TBWA Sao Paulo	
E01/032	00711	THE INVISIBLE DEFEAT	NATURA	HEALTH & WELLNESS	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	ANTFOOD Sao Paulo / CAFE ROYAL Sao Paulo / HUB VFX Pinheiros				BOTAFOGO FOOTBALL Rio de Janeiro / FORTALEZA ESPORTE CLUBE
E01/037	00722	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

E02 (Innovation in Sport)

E02/006	00378	UNSILENCE THE CROWD	SELA	SELA	VML, London	UNITED KINGDOM	SELA Jeddah			SPECTACLE London	CUTE CIRCUIT London / NEWCASTLE UNITED Newcastle Upon Tyne
E02/014	00520	FIELDS OF GLORY	PILSEN BEER	PILSEN BEER	MONKS, Bogota	COLOMBIA	LUTHER FILMS Medellin				DRAFTLINE Bogota / ECOSPHAIRA Envigado
E02/019	00582	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
E02/023	00750	THE 4TH JUDGE	THE RING	BOXING EVENT	BIGTIME CREATIVE SHOP, Riyadh	SAUDI ARABIA	GENOSHA Buenos Aires	FLAVOR STUDIO Curitiba			
E02/024	00758	SHADE TRACKER	MICHELOB ULTRA	MICHELOB ULTRA	GUT, Sao Paulo	BRAZIL	GUT Sao Paulo				20DASH INC San Jose / 3PM/WEBER SHANDWICK New York / ABINBEV New York / DRAGON.FLY AUDIO Sao Paulo / GINGA PICTURES LLC Miami

E03 (Challenger Brand)

E03/008	00470	COORS LIGHT, COORS LIGHT	COORS LIGHT	COORS LIGHT	MOLSON COORS BEVERAGE COMPANY, Chicago / DROGA5, PART OF ACCENTURE SONG, New York / RETHINK, New York	UNITED STATES				PHAEDON Minneapolis	MOLSON COORS BEVERAGE COMPANY Chicago
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E03/014	00540	BRAND OF THE MATCH	AGUILA	AGUILA	DAVID, Bogota	COLOMBIA	PARCHE FILMS Bogota	PARCHE FILMS Bogota	ADBID GROUP Bogota / ZENITH Bogota	ALINA VELEZ COMUNICACIONE S Bogota / LLYC Bogota	
E04 (Social Behaviour)											
E04/033	00253	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	
E04/037	00542	HAALAND PAYBACK TIME	CLASH OF CLANS	CLASH OF CLANS	DAVID, New York	UNITED STATES	BUTTER New York / FOUNDER Manchester / SUPERCELL Helsinki			THE ROMANS London	
E04/042	00684	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	
E04/045	00325	HEINECARE	HEINEKEN	HEINEKEN BEER	PUBLICIS LONDON, London	UNITED KINGDOM			HEINEKEN UK London	COW London	LEPUB Amsterdam / LEPUB Milan
E05 (Use of Humour)											
E05/001	00045	FOOTBALL LOVER FM	SO FOOT	SO FOOT	BETC, Paris	FRANCE	BETC FULLSIX Paris / GUM Paris / LA-BO Paris / PROSE ON PIXELS Paris			BETC Paris	
E05/002	00062	OLYMPIC CURRY	MCDONALD'S	CURRY SAUCE	DDB PARIS	FRANCE					
E05/025	20355	OBSESSION	RIYADH SEASON	BOXING FIGHT	BIGTIME CREATIVE SHOP, Riyadh	SAUDI ARABIA	RIFF RAFF FILMS London	750MPH London / SELECTED WORKS London / THE HOGAN London			
E06 (Breakthrough on a Budget)											
E06/011	00465	COORS LIGHT, COORS LIGHT	COORS LIGHT	COORS LIGHT	MOLSON COORS BEVERAGE COMPANY, Chicago / DROGA5, PART OF ACCENTURE SONG, New York / RETHINK, New York	UNITED STATES			PHAEDON Minneapolis	MOLSON COORS BEVERAGE COMPANY Chicago	
E06/012	00475	THE UNNOTICED SPONSORSHIP	THE BRAZILIAN MELANOMA INSTITUTE	MELANOMA AWARENESS	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
E07 (Cultural Engagement)											
E07/017	00644	KYIKATEJÊ	GAVIÃO KYIKATEJÊ FOOTBALL CLUB	GAVIÃO KYIKATEJÊ FOOTBALL CLUB	AREA 23, AN IPG HEALTH COMPANY, New York	UNITED STATES	BOILER FILMS Sao Paulo / BUMBLEBEAT Sao Paulo / DIRTY WORK Sao Paulo	DIRTY WORK Sao Paulo / FLAVOR STUDIO Curitiba			
E07/019	00581	RUNNING IN FEAR	ALMA PRETA	ALMA PRETA	LEW'LARA\TBWA, Sao Paulo	BRAZIL	CINE Sao Paulo / QUIETCITY Sao Paulo	CINE Sao Paulo / QUIETCITY Sao Paulo	LEW'LARA\TBWA Sao Paulo	LEW'LARA\TBWA Sao Paulo	

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E07/029	00728	AEROMEXICANO S	AEROMEXICO	AEROMEXICO	OGILVY, Mexico City	MEXICO	ORIENTAL FILMS Mexico City	AZOTEA POST Mexico City / FARO VFX La Tebaida / FONOBBOX Mexico / TORNUS AGENCY Mexico City	OGILVY Mexico City
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Total Shortlisted: 87