

Media Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional
<u>A01 (Consumer Goods)</u>											
A01/010	00295	OTHER HAND	CHEETOS PEPSICO	CHEETOS	GOODBY SILVERSTEIN & PARTNERS, San Francisco	UNITED STATES	DUMMY FILMS Los Angeles / OMNICOM PRODUCTION San Francisco	ARCADE EDIT Los Angeles / COMPANY 3 Los Angeles / DIRECT FOCUS Vancouver / SONIC UNION New York / THE MILL Chicago	OMD USA New York / VAYNERMEDIA New York	KETCHUM New York	KOLLECTIFF Los Angeles / RED ROCK OUTDOOR New York
A01/012	01003	CAN'T UNSEE IT	HEINZ KETCHUP & MUSTARD	KRAFT HEINZ	RETHINK, Toronto	CANADA			CARAT Chicago / CARAT Toronto	ZENO GROUP Chicago	KRAFT HEINZ COMPANY Chicago / MARVEL STUDIOS PARTNERSHIPS Burbank
A01/041	01533	AD-FREE MOVIES	BUDWEISER	BEER	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	BUMBLEBEAT Sao Paulo / MODO INTEGRADO DE PRODUcoes Sao Paulo / SOUNDIAPE AUDIO Sao Paulo / VOLKEN FILM Sao Paulo		AFRICA CREATIVE DDB Sao Paulo		
A01/049	01543	ONE SECOND ADS	BUDWEISER	BEER	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	LUCHA LIBRE AUDIO São Paulo		AFRICA CREATIVE DDB Sao Paulo		
A01/050	01524	ADS COVER RENTS	BRAHMA	BEER	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	FILMART Rio de Janeiro / HALLEY SOUND Sao Paulo		AFRICA CREATIVE DDB Sao Paulo		HOUSI Sao Paulo
<u>A02 (Healthcare)</u>											
A02/010	01888	EYE TEST MENU	TITAN COMPANY LIMTED	EYEWEAR	OGILVY, Bangalore	INDIA	ABSOLUTE PRODUCTIONS Mumbai		OGILVY Bangalore		OGILVY Mumbai / TIMESLIDER Mumbai / TITAN Bangalore
A02/011	01676	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
A02/012	01451	INSURED BILLBOARDS	EASYPAlSA	EASYPAlSA	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	BBDO PAKISTAN Lahore / RABBIT HOLE FILMS Lahore	KARMA KOLLECTIVE Karachi	OMD Dubai / RAEEM INTERNATIONAL Lahore	ISHTEHARI Karachi	CORE MEDIA Lahore
A02/016	01475	REPORT THIS AD	VERIS	ONLINE MENTAL HEALTH INSTITUTION	PARADAIS DDB, Guayaquil	ECUADOR	APOLO Quito		PARADAIS DDB Guayaquil		
A02/40001	11102	SKINCARE FOR DOWN THERE - STREET	SAFORELLE	SAFORELLE	McCANN, Paris / McCANN HEALTH, London	FRANCE / UNITED KINGDOM	CRAFT Paris	CIRCONFLEX Paris		WEBER SHANDWICK Paris	L'OREAL Paris
<u>A03 (Automotive)</u>											
A03/007	00991	THE REDDITOR EDIT	SKODA	AUTOMOTIVE	PHD, London / LEO, London	UNITED KINGDOM			PHD London		
<u>A04 (Travel, Leisure, Retail, Restaurants & Fast-Food Chains)</u>											
A04/021	01992	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

Media Shortlist

A04/022	01456	FOOTBALL IS FOR FOOD	UBER EATS	UBER EATS	SPECIAL, Los Angeles / UBER, San Francisco	UNITED STATES	O POSITIVE Santa Monica	EXILE Santa Monica / PARI AH 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	
A04/024	01999	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
A04/025	01901	SWEET SUSPICION	WAITROSE	WAITROSE	SAATCHI & SAATCHI, London	UNITED KINGDOM	PRODIGIOUS London / SMUGGLER London / WONDERHOOD STUDIOS London	750MPH London / HARBOR London	MANNING GOTTLIEB OMD London		TALENT REPUBLIC London
A04/031	02054	NEVER STOP ORDERING	PEDIDOSYA	PEDIDOSYA	GUT, Buenos Aires	ARGENTINA		ARGENTINACINE Buenos Aires			BAMBA MUSIC Buenos Aires
A04/032	02050	BOXED ADS	MERCADO LIBRE	MERCADO LIBRE	GUT, Buenos Aires	ARGENTINA					

A05 (Media/Entertainment)

A05/002	00005	MISSING ARTICLES	THE WALL STREET JOURNAL	THE WALL STREET JOURNAL	MOTHER NEW YORK / MOTHER, London	UNITED STATES / UNITED KINGDOM	EG+ WORLDWIDE New York			
A05/013	01047	BRING KOREA TO THE WORLD	NETFLIX	SQUID GAME	NETFLIX, Los Angeles / FOUNDERS, Miami	UNITED STATES	FOUNDERS Miami / PDROOM Seoul / RICHARD RHO Arcadia / THE REFINERY Burbank / TRAILER PARK Los Angeles	BMP CREATIVE Minneapolis / BUTCHERBIRD STUDIOS Glendale / NEKO Sherman Oaks		
A05/017	01158	TRACKING BAD BUNNY	RIMAS MUSIC	BAD BUNNY	DDB LATINA PUERTO RICO	PUERTO RICO				GOOGLE California / RIMAS ENTERTAINMENT San Juan

A06 (Consumer Services/Business to Business)

A06/019	01974	UNMELTING LOYALTY	BEES - AB INBEV	BEES	DAVID, Bogota	COLOMBIA	AKIRA CINE Bogota / PARCHE FILMS Bogota	AKIRA CINE Bogota / PARCHE FILMS Bogota		
A06/022	01930	ESTIBADORES	MIBANCO	FINANCIAL INCLUSION PROGRAM	CIRCUS GREY, Miraflores	PERU	AGOSTO MUSIC Lima / MEDIATEAM San Isidro / REBECA Lima		OMD PERU Lima	MIBANCO Lima
A06/029	02052	BAIT BOARDS	MERCADO ADS	MERCADO ADS	GUT, Buenos Aires	ARGENTINA	ECLOUD Rosario / IMAXEN Buenos Aires			
A06/032	00912	SLEEP WITH RAIN	AT&T BUSINESS	AT&T BUSINESS	CRITICAL MASS, Calgary / WEST BBDO, Los Angeles	CANADA / UNITED STATES	SMUGGLER Los Angeles	WORK EDITORIAL Culver City	HEARTS & SCIENCE Dallas	KETCHUM New York

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

A07/008	00052	ANI STAY	WWF KOREA	WWF KOREA	CHEIL WORLDWIDE, Seoul	SOUTH KOREA	BIGIN SQUARE Seoul		ALL IS WELL Seoul / CHEIL WORLDWIDE Seoul / KT Seoul	CHEIL WORLDWIDE Seoul
A07/015	00263	VOTE STAMP	BBC	BBC	BBC CREATIVE, London	UNITED KINGDOM	BBC CREATIVE London		BBC CREATIVE London	
A07/022	01164	BAN THIS PROFILE	AMPARA SILVESTRE	AMPARA SILVESTRE	EDELMAN SPAIN, Madrid	SPAIN	EDELMAN SPAIN Madrid		EDELMAN SPAIN Madrid	EDELMAN SPAIN Madrid
A07/044	01183	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

Media Shortlist

B01 (Use of Screens & Audio Visual Platforms)

B01/009	00947	STREAMING BARS	HEINEKEN	HEINEKEN	LEPUB, Sao Paulo	BRAZIL	DAHOUSE AUDIO Sao Paulo / MOONHEIST Sao Paulo		DENTSU CREATIVE Sao Paulo	LEMA+ Sao Paulo	IFOOD Osasco
B01/015	01552	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	
B01/044	01900	SWEET SUSPICION	WAITROSE	WAITROSE	SAATCHI & SAATCHI, London	UNITED KINGDOM	PRODIGIOUS London / SMUGGLER London / WONDERHOOD STUDIOS London	750MPH London / HARBOR London	MANNING GOTTLIEB OMD London		TALENT REPUBLIC London
B01/056	01803	LIVE YOUR WONDER	COSTA CRUISES	COSTA CRUISES	LEPUB, Milan	ITALY	MERCURIO CINEMATOGRAFICA Milan / SDM INTERACTIVE PASSION Milan	DISCTODISC PRODUCTIONS Milan / PRODIGIOUS Milan			

B02 (Use of Audio Platforms)

B02/012	01357	DIRTY MOUTH SPONSORSHIP	CIF	CIF	DROGA5, PART OF ACCENTURE SONG, Sao Paulo / UNILEVER BRASIL, Sao Paulo	BRAZIL	PUNCH AUDIO Sao Paulo		INITIATIVE MEDIA New York	INPRESS PORTER NOVELLI Sao Paulo	
B02/014	00687	M&M'S RING DOORBELL	Mars Wringley	MARS M&M'S RING DOORBELL	T&PM, London	UNITED KINGDOM	PIXEL CIRCUS Ramsgate	CREATIVE OUTPOST London			
B02/016	01217	OOH FOR ALL	JCDECAUX	SPECIAL BUILD DOOH	EUPHORIA CREATIVE, Sao Paulo	BRAZIL	SUGARCANE FILMES Sao Paulo	HEFTY MUSIC AND SOUND Sao Paulo / MIRROR LLC Manaus	JCDECAUX Sao Paulo		BIZSYS Sao Paulo / FUNDAÇÃO DORINA NOWILL São Paulo
B02/017	11206	EXPORT ULTRA COLD CALL BACK SERVICE	EXPORT ULTRA	EXPORT ULTRA BEER	SPECIAL, Auckland	NEW ZEALAND	RSA FILMS Los Angeles	HECKLER Sydney / LIQUID STUDIOS Auckland / POWER STATION RECORDING STUDIOS Florida / RSA FILMS Los Angeles	CARAT Auckland	SPECIAL Auckland	

B03 (Use of Print)

B03/001	00092	INK OF DEMOCRACY	THE TIMES OF INDIA	ELECTION APPEAL	HAVAS, Mumbai	INDIA	HAVAS Mumbai	HAVAS Mumbai	BENNETT COLEMAN & CO. Mumbai	BENNETT COLEMAN & CO. Mumbai	
B03/002	00118	THE FREEDOM EDITION	Society/RSF (Reporters without borders)	SOCIETY	BETC, Paris	FRANCE	GUM Paris / SOVAGE Paris				
B03/003	00004	MISSING ARTICLES	THE WALL STREET JOURNAL	THE WALL STREET JOURNAL	MOTHER NEW YORK / MOTHER, London	UNITED STATES / UNITED KINGDOM	EG+ WORLDWIDE New York				
B03/004	00235	AVOIDABLE DEATH NOTICES	ASSOCIATION L'ENFANT BLEU	ASSOCIATION L'ENFANT BLEU	HAVAS PLAY, Paris	FRANCE	HAVAS PLAY Paris	HAVAS PLAY Paris	HAVAS MEDIA Paris / HAVAS PLAY Paris	HAVAS PLAY Paris	ASSOCIATION L ENFANT BLEU Paris
B03/011	00434	LEGO WALLPAPER* BUILDABLE COVERS	LEGO	LEGO SETS	OUR LEGO AGENCY, Billund / OUR LEGO AGENCY SHANGHAI	DENMARK / MAINLAND CHINA	OUR LEGO AGENCY Shanghai	OUR LEGO AGENCY SHANGHAI	OUR LEGO AGENCY SHANGHAI	OUR LEGO AGENCY SHANGHAI	
B03/020	01197	UNCENSORED PRESS: BREACHING THE ALGORITHM	AL JOUMHOURIA	AL JOUMHOURIA	TBWA\RAAD, Dubai	UNITED ARAB EMIRATES	KEIRA RATHBONE TYPEWRITER ARTIST London		OMD Beirut		

B04 (Use of Outdoor)

Media Shortlist

B04/004	00042	NATURE SHAPES BRITANNIA	BRITANNIA INDUSTRIES LTD.	BRITANNIA SUSTAINABILITY	TALENTED, Bangalore	INDIA	ROOTED FILMS Madurai		CORAL MEDIA Bangalore / MOMS OUTDOOR MEDIA SOLUTIONS Mumbai	DENTSU CREATIVE Mumbai / TALENTED Bangalore	BRITANNIA INDUSTRIES Bengaluru / SCHBANG Mumbai
B04/011	00254	UNSILENCE THE VIOLENCE	TERRE DES FEMMES	TERRE DES FEMMES	SCHOLZ & FRIENDS, Hamburg	GERMANY	GERMAN WAHNSINN Hamburg / STEREO FILMS Berlin / STEREO FILMS Munich / TONY PETERSEN FILM Hamburg / X& Berlin		HYGH AG Berlin	SCHOLZ & FRIENDS Berlin	2030 KOMMUNIKATION Munich / SCHOLZ & FRIENDS Berlin
B04/027	01087	THANKS FOR COKE-CREATING	COCA-COLA	COCA-COLA	VML, New York / VML, Kansas City / VML, Sao Paulo	UNITED STATES / BRAZIL	BALIPROD Bali / GLITCH PRODUCTIONS Mumbai / MANGO FILMS Guadalajara / NETO+SHOOKAN PRODUCTIONS Johannesburg / SUGARCANE FILMES Sao Paulo	RAW AUDIO Sao Paulo / SUGARCANE FILMES Sao Paulo / VML Sao Paulo	ESSENCEMEDIA COM Mexico City	OGILVY PR London	VML Johannesburg / VML Mexico City / VML Sydney
B04/031	00992	TIL I DIED	BRITISH HEART FOUNDATION	N/A	PHD, London / SAATCHI & SAATCHI, London	UNITED KINGDOM			PHD London		
B04/044	00998	DIRT IS GOOD OUT OF HOME	OMO	OMO	EDELMAN, London	UNITED KINGDOM	REALMINDS Istanbul		EDELMAN London	SOBRAZ ILETISIM Istanbul	BOOMADS Istanbul / ZON PROJECT MANAGEMENT Istanbul
B04/048	01388	WINNING ISN'T COMFORTABLE	NIKE	NIKE	WIEDEN+KENNEDY, Portland	UNITED STATES	ICONOCLAST Los Angeles	JOINT EDITORIAL Portland / SELECTED WORKS London / THE TRAFIK Santa Monica / WALKER MUSIC Los Angeles / WORK EDITORIAL Culver City	WIEDEN+KENNE DY Portland		NIKE Beaverton
B04/049	01461	HEALTH IS	BUPA	BUPA HEALTH INSURANCE	INITIATIVE MEDIA, New York / MOMENTUM WORLDWIDE, London	UNITED STATES / UNITED KINGDOM	MOMENTUM WORLDWIDE London	MOMENTUM WORLDWIDE London	BUPA London / INITIATIVE MEDIA New York	BUPA London	
B04/068	01061	INFINITE SUNSET	CORONA	CORONA CERO	GREY, Sao Paulo	BRAZIL	LOUD+ Sao Paulo / PEOPLE Sao Paulo		AFRICA CREATIVE DDB Sao Paulo / BE180 Sao Paulo	INPRESS PORTER NOVELLI Sao Paulo	
B04/073	01769	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	
B04/076	02006	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
B04/093	01911	TAKEOFF TAKEOVER	CATHAY PACIFIC	CATHAY PACIFIC AIRWAYS	LEO, Mumbai	INDIA	PUBLICIS INDIA Mumbai		PUBLICIS GROUPE OOH Mumbai		CATHAY PACIFIC Mumbai
B04/114	02049	BOXED ADS	MERCADO LIBRE	MERCADO LIBRE	GUT, Buenos Aires	ARGENTINA					
B05 (Small-Scale Media)											
B05/002	00115	THE WALKING ADS	VOLKSWAGEN	VOLKSWAGEN ID.7	TRY, Oslo	NORWAY	TRY Oslo	TRY Oslo	TRY Oslo		
B05/005	00162	HEINZ ROLLER SHUTTER	HEINZ	KETCHUP	KRAFT HEINZ, Shanghai / GOODIDEA, Shanghai	MAINLAND CHINA			GOODIDEA Shanghai		

Media Shortlist

B05/006	00168	STIGMAVIR	CASEY HOUSE	CASEY HOUSE	BENSIMON BYRNE, Toronto	CANADA	UNTITLED FILMS Toronto	ARTJAIL Toronto / BERKELEY Toronto / BUTTON FACTORY Toronto	BENSIMON BYRNE Toronto	NARRATIVE Toronto	MANN CASTING Toronto
B05/018	00403	DISCOUNT ADDRESSES	TADA DELIVERY	TADA DELIVERY	WILD FI PARAGUAY, Asuncion / WILD FI, Asuncion	PARAGUAY	RENOVATIO FILMS Asuncion	RENOVATIO FILMS Asuncion	WILD FI PARAGUAY Asuncion		AB INBEV Asuncion
B05/035	00846	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
B05/036	00920	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

B06 (Large-Scale Media)

B06/005	00207	BIG RED SPOONS	DAIRY QUEEN	DQ BLIZZARD	PUBLICIS CANADA, Toronto	CANADA		THEPUB PRODUCTIONS Toronto		MEDIA PROFILE Toronto	
B06/015	00402	"RAISE YOUR BANNERS"	HBO	HOUSE OF THE DRAGON SEASON 2	GIANT SPOON, New York	UNITED STATES			GIANT SPOON New York		
B06/019	00642	W1NG COD3S	VOLARIS AIRLINES	VOLARIS AIRLINES	HAVAS HOY, Mexico City	MEXICO					
B06/021	00896	WINTER TAKES ON COLORS	MCDONALD'S POLSKA	DRWALA BURGER (LIMITED TIMED OFFER)	DDB WARSAW	POLAND	PANOWIE PROGRAMISCI Warsaw / PAPAYA FILMS Warsaw	JUICE Warsaw / RIO DE POST Warsaw	OMD Warsaw		24/7 COMMUNICATION Warsaw
B06/037	01934	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
B06/040	01897	TAP STUDIO	GUINNESS	GUINNESS	AB INBEV, Shanghai / DAVID, Bogota / FRED & FARID SHANGHAI	MAINLAND CHINA / COLOMBIA					
B06/048	02062	AIRBNB UP-HOUSE	AIRBNB	AIRBNB ICONS	WEBER SHANDWICK, San Francisco / WEBER SHANDWICK, Los Angeles / WEBER SHANDWICK, Seattle / WEBER SHANDWICK, Atlanta / WEBER SHANDWICK, Toronto	UNITED STATES / CANADA	HOGWASH STUDIOS Miami Beach / VERB California	HOGWASH STUDIOS Miami Beach	DKC PUBLIC RELATIONS New York / WEBER SHANDWICK San Francisco	DKC PUBLIC RELATIONS New York / WEBER SHANDWICK San Francisco	DISNEY INTERACTIVE MEDIA GROUP Burbank / GET ENGAGED MEDIA Atlanta

B07 (Use of Events & Stunts)

B07/006	00183	THE FLAME THAT WASN'T A FLAME	EDF	THE OLYMPIC CAULDRON	HAVAS MEDIA, Paris / EDF, Paris / BETC, Paris	FRANCE	BETC Paris / EDF Paris / HAVAS PLAY Paris	BETC Paris	HAVAS MEDIA Paris / HAVAS PLAY Paris		
B07/019	00252	UNSILENCE THE VIOLENCE	TERRE DES FEMMES	TERRE DES FEMMES	SCHOLZ & FRIENDS, Hamburg	GERMANY	GERMAN WAHNSINN Hamburg / STEREO FILMS Berlin / STEREO FILMS Munich / TONY PETERSEN FILM Hamburg / X& Berlin		HYGH AG Berlin	SCHOLZ & FRIENDS Berlin	2030 KOMMUNIKATION Munich / SCHOLZ & FRIENDS Berlin
B07/037	00426	BANANA GYM PASS	AUSTRALIAN BANANAS	AUSTRALIAN BANANAS	THINKERBELL, Melbourne	AUSTRALIA			THINKERBELL Melbourne	THINKERBELL Melbourne	

Media Shortlist

B07/071	01625	SKIP WINTER DELIVERY FLEET	SKIP	SKIP DELIVERY SERVICE	COURAGE, Toronto	CANADA	ANIMALS.TV Toronto	EGGPLANT MUSIC AND SOUND Toronto / FORT YORK VFX Toronto / NIMIOPERE Toronto	UM Toronto	POMP AND CIRCUMSTANCE Toronto	SKIP Toronto
B07/074	01584	SUN COURTS	NIVEA	NIVEA SUN	SAATCHI AND SAATCHI ME, Dubai / PUBLICIS ONE TOUCH, Dubai	UNITED ARAB EMIRATES	JNTO Sao Paulo / NOCANDY Sao Paulo	DIRECT AUDIO PRODUcoes Sao Paulo / NOCANDY Sao Paulo / PUBLICIS ONE TOUCH Dubai	WUP DEMAND SIDE PLATFORM Sao Paulo		
B07/075	01509	TOUCHBOARDS DISCOUNT	ITAÚ UNIBANCO	BANK	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	ANTFOOD Sao Paulo / ZAINE FILMES Sao Paulo		AFRICA CREATIVE DDB Sao Paulo		
B07/092	01525	ADS COVER RENTS	BRAHMA	BEER	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	FILMART Rio de Janeiro / HALLEY SOUND Sao Paulo		AFRICA CREATIVE DDB Sao Paulo		HOUSI Sao Paulo
B07/104	02046	GULF OF MEXICO (BAR)	TECATE	TECATE LIGHT	LEPUB, Mexico City	MEXICO	LANDIA Mexico City	LANDIA Mexico City	DENTSU CREATIVE Mexico City	SERNA Mexico City	
B07/125	00815	FIRST EVER LIVE COMMERCIAL CROSSOVER	ROCKET	ROCKET	ZENITH, New York / MIRIMAR, Los Angeles	UNITED STATES	BISCUIT FILMWORKS Los Angeles		ZENITH New York		OTHERWAY London / ROCKET Detroit
B07/132	01735	FOOD DESERVES PEPSI	PEPSI PEPSICO	PEPSI	BBDO NEW YORK	UNITED STATES	BEHAVIOR New York / OMNICOM PRODUCTION New York	BEHAVIOR New York	OMD USA New York	ACCELERATION COMMUNITY OF COMPANIES New York	DIRECT FOCUS MARKETING COMMUNICATIONS INC Winnipeg
B07/135	01961	2.5% LIBRARY	AMAZON	INSTITUTIONAL	ALMAPBBDO, Sao Paulo	BRAZIL	BLOOD AUDIO Sao Paulo / COMPANIA Sao Paulo			GIUSTI CREATIVE PR Sao Paulo	
B07/141	01180	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

B08 (Use of Digital Platforms)

B08/012	00774	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
B08/028	01508	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
B08/029	02059	AIRBNB ICONS	AIRBNB	AIRBNB ICONS	WEBER SHANDWICK, San Francisco / WEBER SHANDWICK, Los Angeles / WEBER SHANDWICK, Seattle / WEBER SHANDWICK, Atlanta / WEBER SHANDWICK, Toronto	UNITED STATES / CANADA	HOGWASH STUDIOS Miami Beach / TOY & ROBIN LTD Bournemouth / VERB California	HOGWASH STUDIOS Miami Beach	WEBER SHANDWICK San Francisco	DKC PUBLIC RELATIONS New York / WEBER SHANDWICK San Francisco	DISNEY INTERACTIVE MEDIA GROUP Burbank / FERRARI S.P. A. Maranello / GET ENGAGED MEDIA Atlanta / INTERNATIONAL OLYMPIC COMMITTEE Lausanne / MARVEL STUDIOS PARTNERSHIPS Burbank / MATTEL Los Angeles / MUSÉE D'ORSAY Paris / PARAMOUNT PICTURES Los Angeles / WARNER BROS Los Angeles

B09 (Use of Mobile)

Media Shortlist

B09/001	00086	MACCIE	MCDONALD'S	MACCIE	TBWA\NEBOKO, Amsterdam	NETHERLANDS	TBWA\NEBOKO Amsterdam		OMD Amsterdam		ACE SOCIAL AMSTERDAM
B09/010	00917	RESHAPING RUGBY: THE WORLD'S FIRST TIKTOK FINAL	2DEGREES	2DEGREES MOBILE	TBWA\NEW ZEALAND, Auckland	NEW ZEALAND	IDC PHOTOGRAPHY Auckland	TBWA\NEW ZEALAND Auckland	OMD Auckland	TBWA\ELEVEN Auckland	2DEGREES Auckland
B09/011	01256	OBSTRUCTED BREWS	COORS LIGHT	COORS LIGHT	DROGA5, PART OF ACCENTURE SONG, New York	UNITED STATES	SOUNDS FUN Atlanta	ACCENTURE SONG New York / AGOSTO MUSIC Lima / M4CIZO Huancayo		ALISON BROD MARKETING AND COMMUNICATION S New York	MOLSON COORS BEVERAGE COMPANY Chicago

B10 (Use of Social Platforms)

B10/004	00124	PETE ZAHAT	PIZZA HUT	PIZZA HUT	BRAND BUILDING AD, Quito	ECUADOR	FABRYCA Quito	FABRYCA Quito		BRAND BUILDING AD Quito	
B10/015	00328	JUST GIVE A F*CK	RFSU	RFSU CONDOM	VALTECH RADON, Stockholm	SWEDEN	VALTECH RADON Stockholm	VALTECH RADON Stockholm	VALTECH RADON Stockholm	VALTECH RADON Stockholm	
B10/022	00793	OREO EMPIRE	OREO	OREO COOKIES	DENTSU CREATIVE, Chicago	UNITED STATES	HARBOR PICTURE COMPANY Chicago / PXP STUDIOS New York		VAYNERMEDIA New York	WEBER SHANDWICK New York	
B10/024	00990	THE REDDITOR EDIT	SKODA	AUTOMOTIVE	PHD, London / LEO, London	UNITED KINGDOM			PHD London		
B10/035	01252	THE THIRD NIPPLE	PERKY	PERKY	DROGA5, PART OF ACCENTURE SONG, New York	UNITED STATES					PERKY San Antonio
B10/039	01697	PAY WITH YOUR TREND	PIZZA HUT	PIZZA HUT	PUBLICIS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES			OMD Dubai	PUBLICIS MIDDLE EAST Dubai	SONIDO ANTRO Miami
B10/048	01772	NAVY SUBREDDIT HUNT	U.S. NAVY	U.S. NAVY RECRUITMENT INITIATIVE	VML, Dallas	UNITED STATES	SUBTROPIC STUDIOS Los Angeles / U.S. NAVY Millington / VML Dallas	U.S. NAVY Millington / VML Dallas	U.S. NAVY Millington / VML Dallas	VML Dallas	
B10/050	01539	ONE SECOND ADS	BUDWEISER	BEER	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	LUCHA LIBRE AUDIO São Paulo		AFRICA CREATIVE DDB Sao Paulo		
B10/056	01722	OREO VOICE NOTES	OREO	OREO	LEPUB BOGOTA	COLOMBIA					
B10/057	02011	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

B11 (Innovative Use of Influencers/Creators)

B11/006	00011	TWIN SISTER OF OLYMPIC	YILI	MILK	TOPIC, Beijing	MAINLAND CHINA	SMOOTH Shanghai		TOPIC Beijing	TOPIC Beijing	
B11/012	00525	LAY'S BAR CRAWL	LAY'S	LAY'S	SLAP GLOBAL, Buenos Aires / PEPSICO, Harrison	ARGENTINA / UNITED STATES			OMD USA New York		
B11/017	01009	CAN'T UNSEE IT	HEINZ KETCHUP & MUSTARD	KRAFT HEINZ	RETHINK, Toronto	CANADA			CARAT Chicago / CARAT Toronto	ZENO GROUP Chicago	KRAFT HEINZ COMPANY Chicago / MARVEL STUDIOS PARTNERSHIPS Burbank
B11/023	01296	JUST JOKING	SANDY HOOK PROMISE	SANDY HOOK PROMISE	PHD, New York	UNITED STATES	SMUGGLER New York	HUMAN New York / RARE MEDIUM New York / ROCK PAPER SCISSORS New York / SELECTED WORKS London / TRIM EDITING London	PHD New York	R&CPMK New York / WEBER SHANDWICK Washington	BOOM BROADCAST & MEDIA RELATIONS Littleton / CONNECT360 New York
B11/038	01703	PAY WITH YOUR TREND	PIZZA HUT	PIZZA HUT	PUBLICIS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES			OMD Dubai	PUBLICIS MIDDLE EAST Dubai	SONIDO ANTRO Miami

Media Shortlist

B12 (New Realities & Emerging Tech)

B12/014	00756	DOVE REAL BEAUTY REDEFINED FOR THE AI ERA	DOVE	DOVE	MINDSHARE, New York	UNITED STATES			MINDSHARE New York	EDELMAN New York	COLLECTIVELY New York / PINTEREST San Francisco / SAIGON Reston / SOKO Sao Paulo / UNILEVER Hoboken
B12/021	01827	GARUDA RAKSHAK	DSP MUTUAL FUNDS	MUTUAL FUNDS	DENTSU CREATIVE, Gurgaon	INDIA	DENTSU CREATIVE Gurgaon / USEFUL GARBAGE CREATIONS Mumbai	USEFUL GARBAGE CREATIONS Mumbai			

B13 (Retail Media)

B13/002	00089	IMAGINE WITH PETACOS	CERVEZA POKER	CERVEZA POKER	BUENTIPO, Bogota / DDB COLOMBIA, Bogota	COLOMBIA					
B13/024	01069	THE REWARDS BAG	TATA	TATA	VML, Montevideo	URUGUAY			WAVEMAKER Montevideo		
B13/028	00921	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
B13/034	00612	PRESERVED PROMOS	ZIPLOC	ZIPLOC	VML, New York	UNITED STATES			OMD USA Chicago	ZENO GROUP Chicago	OBVIOUSLY New York
B13/049	01973	UNMELTING LOYALTY	BEES - AB INBEV	BEES	DAVID, Bogota	COLOMBIA	AKIRA CINE Bogota / PARCHE FILMS Bogota	AKIRA CINE Bogota / PARCHE FILMS Bogota			

C01 (Audience Insights)

C01/003	00173	THE MIDLIFE CHECK	HARLEY DAVIDSON	MOTORCYCLES	FP7 McCANN, Dubai	UNITED ARAB EMIRATES			FP7 McCANN Dubai	CURRENT GLOBAL Dubai	
C01/021	01090	THANKS FOR COKE-CREATING	COCA-COLA	COCA-COLA	VML, New York / VML, Kansas City / VML, Sao Paulo	UNITED STATES / BRAZIL	BALIPROD Bali / GLITCH PRODUCTIONS Mumbai / MANGO FILMS Guadalajara / NETO+SHOOKAN PRODUCTIONS Johannesburg / SUGARCANE FILMES Sao Paulo	RAW AUDIO Sao Paulo / SUGARCANE FILMES Sao Paulo / VML Sao Paulo	ESSENCEMEDIA COM Mexico City	OGILVY PR London	VML Johannesburg / VML Mexico City / VML Sydney
C01/029	01255	OBSTRUCTED BREWS	COORS LIGHT	COORS LIGHT	DROGA5, PART OF ACCENTURE SONG, New York	UNITED STATES	SOUNDS FUN Atlanta	ACCENTURE SONG New York / AGOSTO MUSIC Lima / M4CIZO Huancayo		ALISON BROD MARKETING AND COMMUNICATION S New York	MOLSON COORS BEVERAGE COMPANY Chicago
C01/030	00529	MACCA'S SQUID GAME MEAL - DARE TO PLAY?	MCDONALD'S AUSTRALIA	MCDONALD'S	OMD, Sydney / AKCELO, Sydney	AUSTRALIA			OMD Sydney		
C01/032	01070	THE REWARDS BAG	TATA	TATA	VML, Montevideo	URUGUAY			WAVEMAKER Montevideo		
C01/035	00922	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
C01/036	01555	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	
C01/052	01224	THE 26TH MINUTE	DUBLIN SAMARITANS	SAMARITANS VOLUNTEER RECRUITMENT	DROGA5, PART OF ACCENTURE SONG, Dublin	IRELAND					
C01/060	00754	DOVE REAL BEAUTY REDEFINED FOR THE AI ERA	DOVE	DOVE	MINDSHARE, New York	UNITED STATES			MINDSHARE New York	EDELMAN New York	COLLECTIVELY New York / PINTEREST San Francisco / SAIGON Reston / SOKO Sao Paulo / UNILEVER Hoboken

Media Shortlist

C01/068	01678	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
C01/070	01541	RESALE	BUDWEISER	BEER	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	SATELITE AUDIO Sao Paulo		AFRICA CREATIVE DDB Sao Paulo		
C01/071	01544	ONE SECOND ADS	BUDWEISER	BEER	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	LUCHA LIBRE AUDIO São Paulo		AFRICA CREATIVE DDB Sao Paulo		
C01/085	01477	REPORT THIS AD	VERIS	ONLINE MENTAL HEALTH INSTITUTION	PARADAIS DDB, Guayaquil	ECUADOR	APOLO Quito		PARADAIS DDB Guayaquil		
C01/093	01880	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
C01/100	00562	WÄSCHE OF THE WILD	DESTINATION BC	DESTINATION BC	ZULU ALPHA KILO, Vancouver / ZULU ALPHA KILO, New York / ZULU ALPHA KILO, Toronto	CANADA / UNITED STATES	UNIT9 Los Angeles		NOISE Vancouver / WASSERMAN Vancouver		DESTINATION BC Vancouver / SILLY.BERLIN / URBANSCREEN Bremen
C01/109	01182	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

C02 (Use of Brand or Product Integration into a Programme or Platform)

C02/012	00884	PRINGLES: CALL OF THE MUSTACHES	PRINGLES	PRINGLES	STARCOM, Chicago / FCB NEW YORK	UNITED STATES			STARCOM Chicago		
C02/014	00950	STREAMING BARS	HEINEKEN	HEINEKEN	LEPUB, Sao Paulo	BRAZIL	DAHOUSE AUDIO Sao Paulo / MOONHEIST Sao Paulo		DENTSU CREATIVE Sao Paulo	LEMA+ Sao Paulo	IFOOD Osasco
C02/015	01015	CAN'T UNSEE IT	HEINZ KETCHUP & MUSTARD	KRAFT HEINZ	RETHINK, Toronto	CANADA			CARAT Chicago / CARAT Toronto	ZENO GROUP Chicago	KRAFT HEINZ COMPANY Chicago / MARVEL STUDIOS PARTNERSHIPS Burbank
C02/024	00567	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
C02/038	01314	FICTIONAL INSURANCE	RCN/PRIME	INSURANCE	DDB COLOMBIA, Bogota	COLOMBIA					
C02/045	01458	FOOTBALL IS FOR FOOD	UBER EATS	UBER EATS	SPECIAL, Los Angeles / UBER, San Francisco	UNITED STATES	O POSITIVE Santa Monica	EXILE Santa Monica / PARIAS 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

Media Shortlist

C02/051	02061	AIRBNB ICONS	AIRBNB	AIRBNB ICONS	WEBER SHANDWICK, San Francisco / WEBER SHANDWICK, Los Angeles / WEBER SHANDWICK, Seattle / WEBER SHANDWICK, Atlanta / WEBER SHANDWICK, Toronto	UNITED STATES / CANADA	HOGWASH STUDIOS Miami Beach / TOY & ROBIN LTD Bournemouth / VERB California	HOGWASH STUDIOS Miami Beach	WEBER SHANDWICK San Francisco	DKC PUBLIC RELATIONS New York / WEBER SHANDWICK San Francisco	DISNEY INTERACTIVE MEDIA GROUP Burbank / FERRARI S.P. A. Maranello / GET ENGAGED MEDIA Atlanta / INTERNATIONAL OLYMPIC COMMITTEE Lausanne / MARVEL STUDIOS PARTNERSHIPS Burbank / MATTEL Los Angeles / MUSÉE D'ORSAY Paris / PARAMOUNT PICTURES Los Angeles / WARNER BROS Los Angeles
---------	-------	--------------	--------	--------------	--	------------------------	---	-----------------------------	-------------------------------	---	---

C03 (Data-Driven Targeting)

C03/008	01554	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	
C03/010	00877	FINDING JULIETTE	CHILD FOCUS	CHILD FOCUS	VML, Antwerp	BELGIUM				VML Antwerp	
C03/013	01238	HUMANIMAL TOURISM	PROCOLOMBIA	COLOMBIA, THE COUNTRY OF BEAUTY	DDb COLOMBIA, Bogota	COLOMBIA	PRIMO CONTENT Bogota				AGENCIA QUIROGA MEDIOS Bogota / DRAGONFLY Bogota

C04 (Use of Branded Content Created for Digital or Social)

C04/001	00062	TIKTOK UNIVERSITY	HAAGA-HELIA UNIVERSITY OF APPLIED SCIENCES	UNIVERSITY EDUCATION	BOB THE ROBOT, Helsinki	FINLAND	BOB THE ROBOT Helsinki		TOINENPHD Helsinki	BOB THE ROBOT Helsinki	
C04/010	00669	TOXIC BACKFIRE	SAMSUNG	MOBILE & ONLINE GAME	CHEIL PENGTAI BEIJING / CHEIL HONG KONG	MAINLAND CHINA / HONG KONG SAR					
C04/015	01590	THE BRILLANT CLASH	SUN	SUN DISHWASHING TABLETS	VML, Paris	FRANCE	KUEST PROD Paris / THE Paris			BURSON Paris	WARNER MUSIC Paris
C04/020	01195	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	
C04/028	01993	CALL OF DISCOUNTS	MERCADO LIVRE	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL			GUT Sao Paulo		3C GAMING Sao Paulo / ESTUDIO ICONE Rio De Janeiro / GINGA Sao Paulo / GRUPO IN PRESS Jardim Paulista / MERCADO LIVRE Sao Paulo / ZETABE POWERED BY MEDIABRANDS Sao Paulo
C04/038	01181	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 (Data Integration)

C05/007	01242	HUMANIMAL TOURISM	PROCOLOMBIA	COLOMBIA, THE COUNTRY OF BEAUTY	DDb COLOMBIA, Bogota	COLOMBIA	PRIMO CONTENT Bogota				AGENCIA QUIROGA MEDIOS Bogota / DRAGONFLY Bogota
---------	-------	-------------------	-------------	---------------------------------	----------------------	----------	----------------------	--	--	--	--

Media Shortlist

C05/009	01413	SCREEN2SAVE	FREE2MOVE	MISSING CHILDREND FORMULAR	MEDIAPLUS GERMANY, Munich / SERVICEPLAN, Munich	GERMANY	86TALES Berlin / SERVICEPLAN Munich	MEDIAPLUS GERMANY Munich	SERVICEPLAN Munich	DOOHVOLUTION Cologne / EMSU Aachen / FAIREPLAY MANAGEMENT Kiel / INITIATIVE VERMISSTE KINDER Hamburg / LABS MANAGEMENT Berlin / LAYA GROUP GMBH Munich / MMR MEDIA Cologne / NEWBASE - ARTIST MANAGEMENT Cologne / PLAN NET Munich / SCREENERY GMBH Munich / SEATBACK GMBH Cologne / SEVENONEMEDIA Unterfoehring / SPICYLEMON MANAGEMENT Hamburg / STROER DIGITAL MEDIA GMBH Munich / TACSY Berlin / VIEWENTO Bayreuth
---------	-------	-------------	-----------	----------------------------	---	---------	-------------------------------------	--------------------------	--------------------	--

C06 (Co-Creation of Branded IP)

C06/002	00192	CODE MY CROWN	DOVE	DOVE	EDELMAN, London	UNITED KINGDOM	11 DOLLAR BILL Durham / KODE MEDIA London		EDELMAN London	EDELMAN London	
C06/006	01089	THANKS FOR COKE-CREATING	COCA-COLA	COCA-COLA	VML, New York / VML, Kansas City / VML, Sao Paulo	UNITED STATES / BRAZIL	BALIPROD Bali / GLITCH PRODUCTIONS Mumbai / MANGO FILMS Guadalajara / NETO+SHOOKAN PRODUCTIONS Johannesburg / SUGARCANE FILMES Sao Paulo	RAW AUDIO Sao Paulo / SUGARCANE FILMES Sao Paulo / VML Sao Paulo	ESSENCEMEDIA COM Mexico City	OGILVY PR London	VML Johannesburg / VML Mexico City / VML Sydney

D01 (Local Brand)

D01/022	01749	ANTENAGUILA	AGUILA	AGUILA	DAVID, Buenos Aires	ARGENTINA	PARCHE FILMS Bogota	PARCHE FILMS Bogota	ADBID GROUP Bogota / ZENITH Bogota	ALINA VELEZ COMUNICACIONES Bogota	
D01/025	01185	EXPORT ULTRA COLD CALL BACK SERVICE	EXPORT ULTRA	BEER	CARAT, Auckland / SPECIAL, Auckland	NEW ZEALAND			CARAT Auckland		

D02 (Challenger Brand)

D02/013	01133	THE LUCKY SPONSOR	SCHNEIDER	SCHNEIDER	MERCADO McCANN, Buenos Aires	ARGENTINA	POSTER Buenos Aires				
D02/020	01233	UNTHINKABLE RIDES	UBER	UBER	AKQA, Sao Paulo	BRAZIL				AKQA Sao Paulo	UBER São Paulo
D02/021	01658	WIFI INVASION	WAOO	WAOO INTERNET	GREY, Copenhagen	DENMARK					
D02/023	01740	FOOD DESERVES PEPSI	PEPSI PEPSICO	PEPSI	BBDO NEW YORK	UNITED STATES	BEHAVIOR New York / OMNICOM PRODUCTION New York	BEHAVIOR New York	OMD USA New York	ACCELERATION COMMUNITY OF COMPANIES New York	DIRECT FOCUS MARKETING COMMUNICATIONS INC Winnipeg
D02/028	00855	THE TACOVER	TACO BELL	TACO BELL	PUBLICIS LONDON, London	UNITED KINGDOM	PRODIGIOUS London / UNIT9 London		SPARK FOUNDRY London		TACO BELL UK London

D03 (Single-Market Campaign)

D03/004	00095	INK OF DEMOCRACY	THE TIMES OF INDIA	ELECTION APPEAL	HAVAS, Mumbai	INDIA	HAVAS Mumbai	HAVAS Mumbai	BENNETT COLEMAN & CO. Mumbai	BENNETT COLEMAN & CO. Mumbai	
D03/007	00072	'TIL I DIED	BRITISH HEART FOUNDATION	BRITISH HEART FOUNDATION	SAATCHI & SAATCHI, London	UNITED KINGDOM	GRAND VISUAL London		PHD London		

Media Shortlist

D03/014	00248	"HER NAME IN THE GAME"	AC MILAN	AC MILAN	MEDIAPLUS ITALIA, Milan / SERVICEPLAN ITALY, Milan	ITALY			MEDIAPLUS ITALIA Milan		
D03/030	00845	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
D03/035	00837	PUB MUSEUMS	HEINEKEN	HEINEKEN	LEPUB, Milan / PUBLICIS, Dublin	ITALY / IRELAND	THINKHOUSE Dublin	LENS THAT - AR CREATIVE STUDIO Warsaw			
D03/036	01373	BUMPBOARDS	CITROEN	CITROEN	BETC, Paris	FRANCE	FRANCINE FRAMBOISE Paris / NORMEQUIPE Paris / PHANTOM PUNCH Paris		BETC Paris	BETC Paris	

D04 (Social Behaviour)

D04/005	00094	INK OF DEMOCRACY	THE TIMES OF INDIA	ELECTION APPEAL	HAVAS, Mumbai	INDIA	HAVAS Mumbai	HAVAS Mumbai	BENNETT COLEMAN & CO. Mumbai	BENNETT COLEMAN & CO. Mumbai	
D04/019	00901	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	
D04/020	00262	VOTE STAMP	BBC	BBC	BBC CREATIVE, London	UNITED KINGDOM	BBC CREATIVE London		BBC CREATIVE London		
D04/028	00630	THE @FTER WORK RESET	HEINEKEN	HEINEKEN BEER	BBH, Shanghai	MAINLAND CHINA	BBH Shanghai				
D04/030	01067	THE REWARDS BAG	TATA	TATA	VML, Montevideo	URUGUAY			WAVEMAKER Montevideo		
D04/034	00960	LEGACY LAGER	LEGACY AUSTRALIA	LEGACY AUSTRALIA	VML, Sydney	AUSTRALIA	DIVISION Sydney / MACGYVER MODELS Sydney	ARC EDIT Sydney / NOISE INTERNATIONAL Sydney	VML Sydney	SABIO Brisbane	
D04/036	00996	DIRT IS GOOD OUT OF HOME	OMO	OMO	EDELMAN, London	UNITED KINGDOM	REALMINDS Istanbul		EDELMAN London	SOBRAZ ILETISIM Istanbul	BOOMADS Istanbul / ZON PROJECT MANAGEMENT Istanbul
D04/054	01681	VI GUARDIAN BEADS	VI (VODAFONE IDEA)	HOLY BEADS	OGILVY, Mumbai	INDIA	HUNGRY FILMS Mumbai				COCKTAIL ART CO. Mumbai
D04/063	01196	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	
D04/081	00867	MAKEUP PAYMENT	MASTERCARD	MASTERCARD	MRM, Sao Paulo	BRAZIL					
D04/102	01866	NESCAFE DECAF BILLBOARDS	NESCAFE	NESCAFE CLASSIC DECAF	STAR5, Panama	PANAMA	STAR5 Panama		STAR5 Panama		

D05 (Use of Humour)

D05/002	00158	WELCOME TO MELBOURNE	SPECSAVERS	SPECSAVERS	TBWAMMELBOURNE	AUSTRALIA	TBWAMMELBOURNE		INITIATIVE Melbourne		HEALTH HAUS COMMUNICATIONS AGENCY Melbourne
D05/003	00078	HOT COUTURE: RANGE	EXTRA FLAMIN' HOT	EXTRA FLAMIN' HOT SNACKS	PEPSICO, Reading / SIPS & BITES, London / PS21, Madrid	UNITED KINGDOM / SPAIN	RANKIN CREATIVE London		OMD UK London	GOOD RELATIONS London	GRAND VISUAL London / TALON London
D05/008	00526	LAY'S BAR CRAWL	LAY'S	LAY'S	SLAP GLOBAL, Buenos Aires / PEPSICO, Harrison	ARGENTINA / UNITED STATES			OMD USA New York		

Media Shortlist

D05/030	01205	EXPORT ULTRA COLD CALL BACK SERVICE	EXPORT ULTRA	EXPORT ULTRA BEER	SPECIAL, Auckland	NEW ZEALAND	RSA FILMS Los Angeles	HECKLER Sydney / LIQUID STUDIOS Auckland / POWER STATION RECORDING STUDIOS Florida / RSA FILMS Los Angeles	CARAT Auckland	SPECIAL Auckland
D05/033	01312	FICTIONAL INSURANCE	RCN/PRIME	INSURANCE	DDB COLOMBIA, Bogota	COLOMBIA				

D06 (Breakthrough on a Budget)

D06/002	00043	NATURE SHAPES BRITANNIA	BRITANNIA INDUSTRIES LTD.	BRITANNIA SUSTAINABILITY	TALENTED, Bangalore	INDIA	ROOTED FILMS Madurai		CORAL MEDIA Bangalore / MOMS OUTDOOR MEDIA SOLUTIONS Mumbai	DENTSU CREATIVE Mumbai / TALENTED Bangalore	BRITANNIA INDUSTRIES Bengaluru / SCHBANG Mumbai
D06/008	00199	THE CASE FOR SAVING WATER	VISIT PORTUGAL	VISIT PORTUGAL	DENTSU CREATIVE, Lisbon	PORTUGAL	DENTSU CREATIVE Lisbon	DENTSU CREATIVE Lisbon	DENTSU CREATIVE Lisbon		
D06/024	00644	W1NG COD3S	VOLARIS AIRLINES	VOLARIS AIRLINES	HAVAS HOY, Mexico City	MEXICO					
D06/033	00443	TIME TO LIVE	AUSTRALIAN CANCER RESEARCH FOUNDATION	ACRF AWARENESS CAMPAIGN	THE MINISTRY FOR COMMUNICATION & THE ARTS, Coogee	AUSTRALIA					
D06/049	01303	SCREEN SPONSORS	SPECIAL OLYMPICS CANADA	SPECIAL OLYMPICS CANADA	GREY CANADA, Toronto	CANADA	GREY CANADA Toronto		ABER Toronto / GREY CANADA Toronto / GROUPM: SPORT AND ENTERTAINMENT Toronto		ESTUDIOS MACHINA Bogota
D06/059	00509	EUREVIEWS	WIRED	WIRED ONLINE MAGAZINE	WIRED ITALIA - CONDE NAST, Milano / TBWA/ITALIA, Milan	ITALY			TBWA/ITALIA Milan		
D06/060	01141	SECOND LIFE NOTEBOOKS	PRINTXCEL PACKAGING	PROMATE	OGILVY, Colombo	SRI LANKA	KNOCK KNOCK FILM Horana	BOXCUTTER Auckland / KNOCK KNOCK FILM Horana	OGILVY Colombo		

D07 (Corporate Purpose & Social Responsibility)

D07/007	00197	ROSALILALAND	WIENER STÄDTISCHE VERSICHERUNG AG VIENNA INSURANCE GROUP	INSURANCE	DEMNER, MERLICEK & BERGMANN, Vienna	AUSTRIA	DEMNER, MERLICEK & BERGMANN Vienna		WAVEMAKER Vienna		ROSALILA PANTHERINNEN Graz
D07/011	00193	CODE MY CROWN	DOVE	DOVE	EDELMAN, London	UNITED KINGDOM	11 DOLLAR BILL Durham / KODE MEDIA London		EDELMAN London	EDELMAN London	
D07/019	00902	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	
D07/033	01465	HEALTH IS	BUPA	BUPA HEALTH INSURANCE	INITIATIVE MEDIA, New York / MOMENTUM WORLDWIDE, London	UNITED STATES / UNITED KINGDOM	MOMENTUM WORLDWIDE London	MOMENTUM WORLDWIDE London	BUPA London / INITIATIVE MEDIA New York	BUPA London	

Media Shortlist

D07/055	01410	MISSED BIRTHDAYS	ITV X CALM	ITV X CALM	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
D07/056	01770	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	
D07/069	01507	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
D07/078	00712	SAFE SKETCH	SAVE THE CHILDREN	SAVE THE CHILDREN 'SAFE SKETCH' MOBILE APP	CHEIL HONG KONG	HONG KONG SAR	CHEIL HONG KONG	ANIMATION STUDIO LTD / THINGS THAT MOVE Hong Kong			
D07/087	01416	SCREEN2SAVE	FREE2MOVE	MISSING CHILDREND FORMULAR	MEDIAPLUS GERMANY, Munich / SERVICEPLAN, Munich	GERMANY	86TALES Berlin / SERVICEPLAN Munich		MEDIAPLUS GERMANY Munich	SERVICEPLAN Munich	DOOHVOLUTION Cologne / EMSU Aachen / FAIREPLAY MANAGEMENT Kiel / INITIATIVE VERMISSTE KINDER Hamburg / LABS MANAGEMENT Berlin / LAYA GROUP GMBH Munich / MMR MEDIA Cologne / NEWBASE - ARTIST MANAGEMENT Cologne / PLAN NET Munich / SCREENERY GMBH Munich / SEATBACK GMBH Cologne / SEVENONEMEDIA Unterfoehring / SPICYLEMON MANAGEMENT Hamburg / STROER DIGITAL MEDIA GMBH Munich / TACSY Berlin / VIEWENTO Bayreuth

D08 (Market Disruption)

D08/011	00746	SNOW MEDIA	POW	PROTECT OUR WINTERS FINLAND	NORD DDB, Stockholm / NORD DDB, Helsinki	SWEDEN / FINLAND			NORD DDB Helsinki		FLATLIGHT CREATIVE OY Rovaniemi / MEDIATEKO Helsinki / PROTECT OUR WINTERS FINLAND RY Helsinki
D08/015	00957	LEGACY LAGER	LEGACY AUSTRALIA	LEGACY AUSTRALIA	VML, Sydney	AUSTRALIA	DIVISION Sydney / MACGYVER MODELS Sydney	ARC EDIT Sydney / NOISE INTERNATIONAL Sydney	VML Sydney	SABIO Brisbane	
D08/027	02044	GULF OF MEXICO (BAR)	TECATE	TECATE LIGHT	LEPUB, Mexico City	MEXICO	LANDIA Mexico City	LANDIA Mexico City	DENTSU CREATIVE Mexico City	SERNA Mexico City	

D09 (Cultural Engagement)

D09/005	00195	CODE MY CROWN	DOVE	DOVE	EDELMAN, London	UNITED KINGDOM	11 DOLLAR BILL Durham / KODE MEDIA London		EDELMAN London	EDELMAN London	
D09/019	00892	BUCHANAN'S	BUCHANAN'S	BUCHANAN'S	GALE PARTNERS, New York	UNITED STATES			PHD New York	HUNTER New York	

Media Shortlist

D09/044	01903	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	
D09/052	01837	SPORT THE FIGHT	NIKE	NIKE CORINTHIANS	WIEDEN+KENNEDY, Sao Paulo	BRAZIL	KAUS FILM Sao Paulo / MUGSHOT Sao Paulo		IDEAL AXICOM SAO PAULO	
D09/055	01177	LOVELESS STORY	UOL	UNIVERSA	ARTPLAN, Sao Paulo	BRAZIL	PILOTO Sao Paulo / RAW AUDIO Sao Paulo		APPROACH COMUNICACAO Sao Paulo	INSTITUTO GLORIA Brasilia

E01 (Media Insights & Strategy)

E01/008	00878	WCDONALD'S UNIVERSE	MCDONALD'S	MCDONALD'S	STARCOM, Chicago / WIEDEN+KENNEDY, Portland	UNITED STATES			ADMERASIA New York / BURRELL COMMUNICATIO NS Chicago / NAVIGATION BOULEVARD Houston / STARCOM Chicago	DIGITAS Chicago	
E01/016	01467	HEALTH IS	BUPA	BUPA HEALTH INSURANCE	INITIATIVE MEDIA, New York / MOMENTUM WORLDWIDE, London	UNITED STATES / UNITED KINGDOM	MOMENTUM WORLDWIDE London	MOMENTUM WORLDWIDE London	BUPA London / INITIATIVE MEDIA New York	BUPA London	
E01/021	00758	DOVE REAL BEAUTY REDEFINED FOR THE AI ERA	DOVE	DOVE	MINDSHARE, New York	UNITED STATES			MINDSHARE New York	EDELMAN New York	COLLECTIVELY New York / PINTEREST San Francisco / SAIGON Reston / SOKO Sao Paulo / UNILEVER Hoboken

E02 (Media Planning)

E02/001	00182	THE FLAME THAT WASN'T A FLAME	EDF	THE OLYMPIC CAULDRON	HAVAS MEDIA, Paris / EDF, Paris / BETC, Paris	FRANCE	BETC Paris / EDF Paris / HAVAS PLAY Paris	BETC Paris	HAVAS MEDIA Paris / HAVAS PLAY Paris		
E02/015	01502	GROUP THERAPY	AXA	AXA	WAVEMAKER, Paris / VML, Paris	FRANCE	HARTBEAT Los Angeles		GROUP M New York / WAVEMAKER Paris	METRO LOS ANGELES	
E02/016	01251	TIMEOUT AGAINST HATE	FOUNDATION TO COMBAT ANTISEMITISM	FOUNDATION TO COMBAT ANTISEMITISM	MINDSHARE, New York / VML, New York	UNITED STATES			MINDSHARE New York		THE FOUNDATION TO COMBAT ANTISEMITISM Foxborough

E03 (Media Execution)

E03/001	00181	THE FLAME THAT WASN'T A FLAME	EDF	THE OLYMPIC CAULDRON	HAVAS MEDIA, Paris / EDF, Paris / BETC, Paris	FRANCE	BETC Paris / EDF Paris / HAVAS PLAY Paris	BETC Paris	HAVAS MEDIA Paris / HAVAS PLAY Paris		
E03/010	00989	THE REDDITOR EDIT	SKODA	AUTOMOTIVE	PHD, London / LEO, London	UNITED KINGDOM			PHD London		
E03/029	00817	FIRST EVER LIVE COMMERCIAL CROSSOVER	ROCKET	ROCKET	ZENITH, New York / MIRIMAR, Los Angeles	UNITED STATES	BISCUIT FILMWORKS Los Angeles		ZENITH New York		OTHERWAY London / ROCKET Detroit
E03/030	01985	PUB SUCCESSION	HEINEKEN	HEINEKEN	DENTSU CREATIVE, London / LEPUB, Milan / PUBLICIS, Dublin	UNITED KINGDOM / ITALY / IRELAND	BANJOMAN FILMS Dublin		DENTSU CREATIVE Dublin / DENTSU CREATIVE London / DENTSU CREATIVE Sydney / DENTSU X New York	M BOOTH New York / THE ROMANS Amsterdam / THINKHOUSE Dublin	
E03/034	00955	RE-SHAPING RUGBY	2DEGREES	2DEGREES SPONSORSHIP	OMD, Auckland / TBWA\NEW ZEALAND, Auckland	NEW ZEALAND			OMD Auckland		

Media Shortlist

E04 (Use of Channel Integration)

E04/013	00988	THE REDDITOR EDIT	SKODA	AUTOMOTIVE	PHD, London / LEO, London	UNITED KINGDOM		PHD London		
E04/018	00941	MCRIB MISTAKES	MCDONALD'S	MCDONALD'S	OMD UK, London / LEO, London / McDONALD'S, London	UNITED KINGDOM		OMD UK London	RED CONSULTANCY London	ARMADILLO Bristol / LINNEY DESIGN Nottinghamshire
E04/019	00400	RETURNING CREATIVITY	CRAYOLA	CRAYOLA	DENTSU X, New York / DENTSU CREATIVE, New York	UNITED STATES	HUMMINGBIRD CONTENT STUDIO Santa Monica	750MPH London / COMPANY 3 New York / GAMMAKURV New York / SPARK MUSIC GROUP Los Angeles / TAG New York	DENTSU X New York	MKTG New York / TIFFANY CASTING COMPANY New York
E04/022	01236	WAITROSE SWEET SUSPICION - A DELICIOUSLY FESTIVE WHODUNNIT	WAITROSE & PARTNERS	WAITROSE & PARTNERS	MANNING GOTTLIEB OMD, London / SAATCHI & SAATCHI, London	UNITED KINGDOM	SAATCHI & SAATCHI London		MANNING GOTTLIEB OMD London	WONDERHOOD STUDIOS London

E05 (Use of Data & Analytics)

E05/002	00691	LALIGA AGAINST HATE	LALIGA	MOOD - HATE MONITORING AND OBSERVATION IN SPORTS	MINDSHARE, Madrid	SPAIN	HOGARTH WORLDWIDE Madrid		MINDSHARE Madrid	
E05/003	00943	NO WALKERS, NO GAME	WALKERS	WALKERS	OMD UK, London / PEPSICO, Reading	UNITED KINGDOM	CRITICAL MASS New York		OMD UK London	ANNALECT Bangalore / TRACY LOCKE London

Total Shortlisted: 213