

Brand Experience & Activation Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production
<u>A01 (Consumer Goods)</u>								
A01/015	01198	PROTECT THE PEANUT	MARS SNACKING	M&M'S	BBDO, Chicago	UNITED STATES	NOBODYS Fort Mill / OMNICOM PRODUCTION Chicago	LOBO São Paulo / OMNICOM PRODUCTION Chicago
A01/019	01509	EXPENSIVE SH*T	HUGGIES	DIAPER	McCANN, New York / McCANN NEW ZEALAND, Auckland	UNITED STATES / NEW ZEALAND	NOBODY PRODUCTIONS Los Angeles	BOGOTA Curitiba
A01/025	01523	ART'S MISSING PERIOD	KOTEX	KOTEX	DAVID, London / OGILVY SINGAPORE	UNITED KINGDOM / SINGAPORE	750MPH London / OBJECT AND ANIMAL London / WPP PRODUCTION London	WPP PRODUCTION London
A01/031	01302	HEINZ DIPPER	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA	UNITED ASSEMBLY Toronto	BLACK MADRE Sao Paulo
A01/036	01527	WELCOME BACK, PAISANO	TECATE	TECATE	LEPUB, Mexico City	MEXICO	LANDIA Mexico City	LANDIA Mexico City
A01/050	00664	CHUPA CHUPS IMPOSSIBLE	PERFETTI	CHUPA CHUPS	BBH, London	UNITED KINGDOM	UNTOLD STUDIOS London	UNTOLD STUDIOS London
A01/051	01110	KITKAT SECURITY DETAIL	KITKAT	KITKAT FIVE FINGERS CHOCOLATE BAR	COURAGE, Toronto	CANADA	THE DELI Toronto	
A01/053	00628	GAMING FLUTE	SKITTLES	SKITTLES	TBWA\CHIAT\DAY CHICAGO	UNITED STATES	SAWHORSE PRODUCTIONS Los Angeles	HUNG STUDIOS Chicago / OMNICOM STUDIOS Chicago
A01/063	00790	EXPEDITION IMPOSSIBLE	COLUMBIA SPORTSWEAR	SPORTSWEAR	adam&eve\TBWA, London	UNITED KINGDOM	SMUGGLER London	CUT + RUN London
A01/065	01243	NO FRAME MISSED	APPLE	IPHONE	TBWA\MEDIA ARTS LAB, Los Angeles	UNITED STATES	O2 FILMES Sao Paulo / SATELITE AUDIO Sao Paulo	PSYCHONLOOK Sao Paulo
<u>A02 (Healthcare)</u>								
A02/007	01158	GLOWING RELIEF	ALIVIA HEALTH	ALIVIA HEALTH	DE LA CRUZ OGILVY, San Juan / OGILVY HEALTH, New York	PUERTO RICO / UNITED STATES	AGOSTO MUSIC Lima / CELESTE FILMS Montevideo	CELESTE FILMS Montevideo

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A02/012	01006	VASELINE VERIFIED	VASELINE	VASELINE	OGILVY SINGAPORE	SINGAPORE	BIGSYNC Singapore / FUSE Singapore / WHITECOAT Singapore	BOXCUTTER Auckland / CHAMELEON Singapore / WHITECOAT Singapore
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A03 (Automotive)

A03/009	01195	OWNERS REUNIONS	PORSCHE LATIN AMERICAN	PORSCHE	THE COMMUNITY, Miami	UNITED STATES	MADREFOCA Mexico City	ATOMICA Juarez / JACARANDA FILMS Mexico City
A03/015	01417	DUOBELL	SKODA	SKODA	ABBOTT MEAD VICKERS BBDO, London	UNITED KINGDOM	UNIT 9 London	

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

A04/002	00133	KYLE F*CKING CONNOR	KFC CANADA	KFC BRAND	COURAGE, Toronto	CANADA	COURAGE Toronto	
A04/019	01341	IKEA PREOWNED	IKEA	IKEA SECOND HAND MARKETPLACE	McCANN SPAIN, Madrid	SPAIN	OMNICOM PRODUCTION Madrid	OMNICOM PRODUCTION Madrid
A04/020	01343	THE THOUSAND SPONSORS OF MUNI	CLUB DEPORTIVO MUNICIPAL	CLUB DEPORTIVO MUNICIPAL	McCANN, Lima	PERU	FERTIL Lima	AGOSTO MUSIC Lima / NATIVO POST Lima
A04/048	01352	FIELD BARCODE	MERCADO LIVRE	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL	GUT Sao Paulo	GUT Sao Paulo
A04/053	01351	SCRATCH YOUR DATA	MERCADO LIVRE	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL	GUT Sao Paulo	GUT Sao Paulo

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A04/055	01016	BUILD YOUR OWN SUPER BOWL COMMERCIAL	UBER EATS	UBER EATS	SPECIAL, Los Angeles	UNITED STATES	BISCUIT FILMWORKS Los Angeles	COMPANY 3 Santa Monica / ELEVEN SOUND Los Angeles / EXILE EDIT Los Angeles / PARIAH CREATIVE Santa Monica / WALKER Santa Monica
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A05 (Media/Entertainment)

A05/006	00900	DIRTY BUSINESS	CHANNEL 4	DIRTY BUSINESS	4CREATIVE, London / CHANNEL 4, London	UNITED KINGDOM	BISCUIT FILMWORKS UK London / REVOLVER Sydney	4STUDIO London / CURIOUS FILMS London / PICTURE SHOP Iver Heath / PLATFORM POST PRODUCTION London
A05/008	01317	MISSING MANAGERS	XBOX	FOOTBALL MANAGER 2026 LAUNCH	McCANN, London	UNITED KINGDOM	NO.8 LONDON / RASCAL London / SOMESUCH London / THE ASSEMBLY ROOMS London	
A05/014	00850	THE MOST EPIC WATCH PARTY GROUP	LAY'S	LAY'S	SLAP GLOBAL, Buenos Aires / PEPSICO, Harrison	ARGENTINA / UNITED STATES	HUNGRYMAN New York / WASHINGTON SQUARE FILMS New York	MCNULTY Madrid / PAPAMUSIC Buenos Aires / PORTAESTUDIO Buenos Aires

A06 (Consumer Services/Business to Business)

A06/003	00962	HAVEN	SUNCORP INSURANCE	INSURANCE	LEO AUSTRALIA, Sydney	AUSTRALIA	HOGARTH WORLDWIDE Sydney / LE POLISH BUREAU Poland / PXP Sydney	
A06/006	00870	SOS POS	BCP	SOS POS	CIRCUS GREY, Lima	PERU	CIRCUS GREY Lima	
A06/018	00913	BREASTMILK MONEY	HERCONOMY	HERCONOMY	SERVICEPLAN GERMANY, Munich	GERMANY	WE MAKE THEM WONDER Munich	

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A06/027	00785	THE WEDDING RICE	WIKIFARMER	AGRICULTURE	McCANN ATHENS	GREECE	PARASOL Athens	PARASOL Athens
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A07 (Not-for-Profit / Charity / Government)

A07/004	00585	SANTA MARIA PUEBLO HOTEL	SENATUR	PUEBLO HOTEL	ONIRIA\TBWA, Asuncion	PARAGUAY	BARRACO Asuncion	BARRACO Asuncion
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A07/006	00759	FIRECATCHERS	SAPEURS POMPIERS DE FRANCE	SAPEURS POMPIERS DE FRANCE	HAVAS PLAY, Paris	FRANCE	HAVAS PLAY Paris / MR.PINK Sao Paulo	HAVAS PLAY Paris
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A07/007	00060	BEDTIME DONATIONS	ROYAL SOCIETY FOR BLIND CHILDREN	BEDTIME DONATIONS APP	INNOCEAN BERLIN	GERMANY	BUZZWOO Berlin / DAHOUSE AUDIO Cologne / INNOCEAN BERLIN	DAHOUSE AUDIO Cologne
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B01 (Social Engagement & Integration for Live Experience)

B01/003	00624	DELIVER THE RAINBOW	SKITTLES	SKITTLES	TBWA\CHIAT\DAY CHICAGO	UNITED STATES	SERIAL PICTURES New York	CABINFX Los Angeles / COMPANY 3 Santa Monica / LIME STUDIOS Santa Monica / OMNICOM STUDIOS Chicago / SHEPHERD VFX Santa Monica
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B01/005	00758	FIRECATCHERS	SAPEURS POMPIERS DE FRANCE	SAPEURS POMPIERS DE FRANCE	HAVAS PLAY, Paris	FRANCE	HAVAS PLAY Paris / MR.PINK Sao Paulo	HAVAS PLAY Paris
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B01/008	01506	EXPENSIVE SH*T	HUGGIES	DIAPER	McCANN, New York / McCANN NEW ZEALAND, Auckland	UNITED STATES / NEW ZEALAND	NOBODY PRODUCTIONS Los Angeles	BOGOTA Curitiba
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B01/013	01277	DOVE R/EAL REVIEWS	DOVE HAIR	DOVE 10-IN-1 SERUM MASK	DAVID, London / DAVID, Madrid	UNITED KINGDOM / SPAIN	DESEIF Madrid / IMPOSTER London / PICKLE MUSIC Madrid / PIJAMA AI & VFX STUDIO London	WPP PRODUCTION Madrid
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Brand Experience & Activation Shortlist

B02 (Use of Mobile & Devices)

B02/008	00869	SOS POS	BCP	SOS POS	CIRCUS GREY, Lima	PERU	CIRCUS GREY Lima	
B02/018	01391	COULD HAVE BEEN A HEINEKEN	HEINEKEN	HEINEKEN BEER	LEPUB, Milan / LEPUB, Sao Paulo	ITALY / BRAZIL		
B02/029	00846	TELETHON FOR HAWKINS	DORITOS	DORITOS	GS&P, San Francisco	UNITED STATES	OMNICOM PRODUCTION New York / SMUGGLER New York	LIME STUDIOS Santa Monica / OMNICOM STUDIOS New York / PACIFIC STANDARD SOUND Los Angeles / WHITEHOUSE POST PRODUCTIONS Los Angeles
B02/030	00555	MAGNIF-EYE	1001 OPTOMETRY	1001 OPTOMETRY	VML, Sydney	AUSTRALIA	VML Sydney	VML Sydney
B02/037	01240	NO FRAME MISSED	APPLE	IPHONE	TBWA/MEDIA ARTS LAB, Los Angeles	UNITED STATES	O2 FILMES Sao Paulo / SATELITE AUDIO Sao Paulo	PSYCHONLOOK Sao Paulo

B03 (Use of Website/Microsites)

B03/004	01339	IKEA PREOWNED	IKEA	IKEA SECOND HAND MARKETPLACE	McCANN SPAIN, Madrid	SPAIN	OMNICOM PRODUCTION Madrid	OMNICOM PRODUCTION Madrid
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B05 (Gaming-Led Brand Experience)

B05/002	00811	VIRTUAL DONORS	RE-BORN TO BE ALIVE	ORGAN DONATION	AKQA, Brussels	BELGIUM	AKQA Brussels	
B05/005	01318	MISSING MANAGERS	XBOX	FOOTBALL MANAGER 2026 LAUNCH	McCANN, London	UNITED KINGDOM	NO.8 LONDON / RASCAL London / SOMESUCH London / THE ASSEMBLY ROOMS London	
B05/011	01544	R2R←	BRAHMA	BEER	AFRICA CREATIVE, Sao Paulo	BRAZIL	HALLEY SOUND Sao Paulo / KAUS FILM Sao Paulo	BTFly Sao Paulo / FLOW EFFECTS Sao Paulo / GUAVA POST Sao Paulo

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B08 (Interactive Brand Video)

B08/004	01246	HVL BY MCK FIRST-EVER 360 SHOT ON IPHONE	APPLE	IPHONE	TBWA\MEDIA ARTS LAB, Los Angeles	UNITED STATES	ANTIANTIART Hanoi / INCITE Los Angeles	HECKLER SG Singapore
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B09 (Tech-Led Brand Experience)

B09/003	00271	LUCKY FAN INDEX	WISŁA KRAKÓW FOOTBALL CLUB	WISŁA KRAKÓW FOOTBALL CLUB	VML, Warsaw	POLAND	VML Warsaw	
B09/008	01355	PLAYED BY HUMANS	JAZZ IS DEAD	PLAYED BY HUMANS	TBWA\CHIAT\DAY, Los Angeles	UNITED STATES	DESIGN BY DISRUPTION Los Angeles / DOTDOTDASH Portland / FRIENDS AND FAMILY Los Angeles / OMNICOM PRODUCTION Los Angeles / THE YOUTH Curitiba	CANJA AUDIO CULTURE Sao Paulo / COLOSSAL Curitiba
B09/036	00625	GAMING FLUTE	SKITTLES	SKITTLES	TBWA\CHIAT\DAY CHICAGO	UNITED STATES	SAWHORSE PRODUCTIONS Los Angeles	HUNG STUDIOS Chicago / OMNICOM STUDIOS Chicago
B09/052	01358	THE SHAKESPEARE BIC	BIC	BIC PEN	VML, Sao Paulo	BRAZIL	HOGARTH WORLDWIDE Sao Paulo / OIO Sao Paulo / P+E GALERIA DIGITAL Sao Paulo	CARBONO SOUND LAB Sao Paulo

B10 (Cross-Platform Digital Experience)

B10/003	01396	COULD HAVE BEEN A HEINEKEN	HEINEKEN	HEINEKEN BEER	LEPUB, Milan / LEPUB, Sao Paulo	ITALY / BRAZIL		
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C01 (Customer Retail/In-store Experience)

C01/007	00868	SOS POS	BCP	SOS POS	CIRCUS GREY, Lima	PERU	CIRCUS GREY Lima	
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C01/008	01216	LIME GUIDES	CORONA	CORONA	GREY, New York	UNITED STATES	ASA ONZE Sao Paulo / FREQUENCY PICTURES Las Vegas / MAGIC LAB ACADEMY Sao Paulo / VOODOO HOUSE Sao Paulo	AGOSTO MUSIC Lima
C01/009	01264	STEP BUY STEP	IKEA ALSULAIMAN	FURNITURE	FP7 McCANN, Dubai	UNITED ARAB EMIRATES		
C01/012	00356	SHEEP HAPPENS	PENNY	PENNY	SAINT ELMOS, Munich / CHARLES & CHARLOTTE, Berlin	GERMANY	RADICAL MEDIA Berlin	OKAYSTUDIO Berlin
C01/019	01297	HEINZ DIPPER	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA	UNITED ASSEMBLY Toronto	BLACK MADRE Sao Paulo

C02 (Retail Promotions & Competitions)

C02/005	00541	THE BIG REDEMPTION	FRONTIER AIRLINES	FRONTIER AIRLINES LOYALTY PROGRAM	BARKLEYOKRP, Kansas City	UNITED STATES	BARKLEYOKRP Kansas City	COSMO STREET EDITORIAL Los Angeles / ROYAL MUSTER Los Angeles / SOUND AND FURY Los Angeles / THE END Culver City / THE POST HAUS Kansas City
C02/008	01266	STEP BUY STEP	IKEA ALSULAIMAN	FURNITURE	FP7 McCANN, Dubai	UNITED ARAB EMIRATES		
C02/018	01041	CIF CLEAN MY NAME	CIF	CIF MIRACLE	DROGA5, PART OF ACCENTURE SONG, Sao Paulo	BRAZIL	BERIMBAU ESTUDIO Sao Carlos / BIOSPHERA Sao Paulo / GENCO FILM Sao Paulo	
C02/023	01389	COULD HAVE BEEN A HEINEKEN	HEINEKEN	HEINEKEN BEER	LEPUB, Milan / LEPUB, Sao Paulo	ITALY / BRAZIL		

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C02/025	01512	CANCER PREVENTION DISCOUNTS	BROADFORK PRODUCE	CANCER PREVENTION DISCOUNTS	TANK WORLDWIDE, Montreal	CANADA	RAINA+WILSON Toronto / TANK WORLDWIDE Montreal	ADIOSADIOS Buenos Aires / ESTUDIOS MACHINA Bogota / LATINA Bogota / MOOCO STUDIO Buenos Aires / TANK WORLDWIDE Montreal
C02/035	00139	THE PASSWORD HEIST	LEROY MERLIN	LEROY MERLIN	BETC, Paris / BETC FULLSIX, Paris	FRANCE		
C02/037	00788	EXPEDITION IMPOSSIBLE	COLUMBIA SPORTSWEAR	SPORTSWEAR	adam&eve\TBWA, London	UNITED KINGDOM	SMUGGLER London	CUT + RUN London

C03 (Customer Acquisition & Retention)

C03/008	00407	OREO COWS	OREO	OREO	VML, New York / VML, Mexico City	UNITED STATES / MEXICO	BDS MUSIC NA / BELIEVE TV Santiago / LANDIA Mexico City / VOX HAUS Petropolis	DORADO.TV Mexico City
C03/009	00539	THE BIG REDEMPTION	FRONTIER AIRLINES	FRONTIER AIRLINES LOYALTY PROGRAM	BARKLEYOKRP, Kansas City	UNITED STATES	BARKLEYOKRP Kansas City	COSMO STREET EDITORIAL Los Angeles / ROYAL MUSTER Los Angeles / SOUND AND FURY Los Angeles / THE END Culver City / THE POST HAUS Kansas City
C03/012	00871	SOS POS	BCP	SOS POS	CIRCUS GREY, Lima	PERU	CIRCUS GREY Lima	
C03/023	01278	DOVE R/EAL REVIEWS	DOVE HAIR	DOVE 10-IN-1 SERUM MASK	DAVID, London / DAVID, Madrid	UNITED KINGDOM / SPAIN	DESEIF Madrid / IMPOSTER London / PICKLE MUSIC Madrid / PIJAMA AI & VFX STUDIO London	WPP PRODUCTION Madrid
C03/029	00731	THE SLOOWEST VENDING MACHINE IN THE WORLD	KITKAT	KITKAT	VML, Gurgaon / VML, Amsterdam	INDIA / NETHERLANDS	THE OTHER HALF New Delhi / VML Gurgaon	THE OTHER HALF New Delhi

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C03/030	01005	VASELINE VERIFIED	VASELINE	VASELINE	OGILVY SINGAPORE	SINGAPORE	BIGSYNC Singapore / FUZE Singapore / WHITECOAT Singapore	BOXCUTTER Auckland / CHAMELEON Singapore / WHITECOAT Singapore
C03/031	01288	HEINZ DIPPER	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA	UNITED ASSEMBLY Toronto	BLACK MADRE Sao Paulo
<u>D01 (Live Brand Experience or Activation)</u>								
D01/009	00235	CHILI'S FAST FOOD FINANCING	CHILI'S GRILL & BAR	CHILI'S GRILL & BAR	IT'S ADVERTISING TIME., Richmond	UNITED STATES		
D01/010	00234	CHILI'S SCRANTON BRANCH	CHILI'S GRILL & BAR	CHILI'S GRILL & BAR	IT'S ADVERTISING TIME., Richmond	UNITED STATES	FOX DEN Los Angeles	
D01/016	00919	RUN BACK THE MIRACLE	MICHELOB ULTRA	MICHELOB ULTRA	WIEDEN+KENNEDY, New York	UNITED STATES	FREQUENCY PICTURES Las Vegas / HOUSE OF PARLIAMENT Los Angeles / PIXELS + ATOMS New York / PRETTY DAMN SWEET Philadelphia	HOUSE OF PARLIAMENT Los Angeles / PRETTY DAMN SWEET Philadelphia / SHORT RIBS EDITORIAL Brooklyn
D01/020	01263	STEP BUY STEP	IKEA ALSULAIMAN	FURNITURE	FP7 McCANN, Dubai	UNITED ARAB EMIRATES		
D01/025	01093	LA FONTANA DI PERONI	PERONI	PERONI	McCANN, London	UNITED KINGDOM	CREATIVE GIANTS ART Brighton / OMNICOM PRODUCTION London	OMNICOM PRODUCTION London
D01/046	01347	FIELD BARCODE	MERCADO LIVRE	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL	GUT Sao Paulo	GUT Sao Paulo
D01/047	01248	PEDIGREE CAMELO	PEDIGREE	PEDIGREE	ALMAPBDO, Sao Paulo	BRAZIL	BLACK MADRE Sao Paulo / RAW AUDIO Sao Paulo / SURREAL HOTEL ARTS Sao Paulo	GAFANHOTTO POST Sao Paulo
D01/063	01157	WHOPPER DOG	BURGER KING	WHOPPER	DE LA CRUZ OGILVY, San Juan	PUERTO RICO	AGOSTO MUSIC Lima / CELESTE FILMS Montevideo	CELESTE FILMS Montevideo

Brand Experience & Activation Shortlist

D01/074	01363	JELL-OMETER	JELL-O	JELL-O	GUT, Miami	UNITED STATES	TINYGIANT New York
D01/081	00697	THE LEGO® FORMULA 1® SEASON & DRIVERS' PARADE	LEGO®	LEGO® FORMULA 1®	OUR LEGO AGENCY, Billund	DENMARK	OUR LEGO AGENCY Billund / SPHERE ENTERTAINMENT Burbank / UNIT 9 London / WE ARE SOCIAL London
<u>D02 (Guerrilla Marketing & Stunts)</u>							
D02/004	00135	KYLE F*CKING CONNOR	KFC CANADA	KFC BRAND	COURAGE, Toronto	CANADA	COURAGE Toronto
D02/010	00423	DALAH'S SPOILER BILLBOARD	NETFLIX	NETFLIX	VML, Bangkok	THAILAND	INBLOOM Bangkok / LETSGETNUTS Bangkok
D02/022	01516	RESIZE THE PRICE	AGUILA	BEER	DAVID, Bogota / DAVID, Madrid	COLOMBIA / SPAIN	AKIRA CINE Bogota / DURO ESTUDIO Bogota / PARCHE FILMS Bogota
D02/026	00016	THE CAREER SHREDDER	PREGNANT THEN SCREWED	CHARITY	DOES THE PICTURES STUDIO, Tothnes / STUDIO MILTON, London	UNITED KINGDOM	THE 5GS Tonbridge
D02/041	01293	SLEEP TALK REVIEWS	IKEA	IKEA	RETHINK, Toronto	CANADA	AJAX CREATIVE Toronto VAPOR MUSIC Toronto
D02/062	01111	KITKAT SECURITY DETAIL	KITKAT	KITKAT FIVE FINGERS CHOCOLATE BAR	COURAGE, Toronto	CANADA	THE DELI Toronto
<u>D03 (Brand-Owned Experiences)</u>							
D03/006	00621	DELIVER THE RAINBOW	SKITTLES	SKITTLES	TBWA\CHIAT\DAY CHICAGO	UNITED STATES	SERIAL PICTURES New York CABINFX Los Angeles / COMPANY 3 Santa Monica / LIME STUDIOS Santa Monica / OMNICOM STUDIOS Chicago / SHEPHERD VFX Santa Monica

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D03/008	00960	HAVEN	SUNCORP INSURANCE	INSURANCE	LEO AUSTRALIA, Sydney	AUSTRALIA	HOGARTH WORLDWIDE Sydney / LE POLISH BUREAU Poland / PXP Sydney	
D03/021	01103	BAR DE CHANGE	HEINEKEN	HEINEKEN BEER	LEPUB JOHANNESBURG	SOUTH AFRICA		
D03/024	01179	YOU MUST LOVE COKE	COCA-COLA	COCA-COLA	GREY, New York / GREY ARGENTINA, Buenos Aires / VML, Sao Paulo / VML, New York	UNITED STATES / ARGENTINA / BRAZIL	VANDALO Sao Paulo VML Sao Paulo	
D03/025	01213	LIME GUIDES	CORONA	CORONA	GREY, New York	UNITED STATES	ASA ONZE Sao Paulo / FREQUENCY PICTURES Las Vegas / MAGIC LAB ACADEMY Sao Paulo / VOODOO HOUSE Sao Paulo	AGOSTO MUSIC Lima
D03/075	00779	YOUR TREE ON BATTERSEA MADE ON IPAD	APPLE	IPAD	TBWAMEDIA ARTS LAB, London	UNITED KINGDOM	59 PRODUCTIONS London / THE PRODUCTION FAMILY London	
<u>D04 (Sponsorship & Brand Partnership)</u>								
D04/001	00134	KYLE F*CKING CONNOR	KFC CANADA	KFC BRAND	COURAGE, Toronto	CANADA	COURAGE Toronto	
D04/003	00417	INTO ART	TELSTRA	TELSTRA ART PARTNERSHIP	+61, Sydney	AUSTRALIA	REVOLVER Sydney / RUMBLE STUDIOS Sydney	CARVE AND STITCH Sydney / THE EDITORS Sydney
D04/011	00072	FROM A CROCODILE TO THE GOAT	LACOSTE	LACOSTE	BETC, Paris	FRANCE	GUM Paris / PROSE ON PIXELS Paris	
D04/019	01344	THE THOUSAND SPONSORS OF MUNI	CLUB DEPORTIVO MUNICIPAL	CLUB DEPORTIVO MUNICIPAL	McCANN, Lima	PERU	FERTIL Lima	AGOSTO MUSIC Lima / NATIVO POST Lima
D04/029	00187	I WOOL SURVIVE	GRINDR	GRINDR	SERVICEPLAN GERMANY, Munich	GERMANY	OLIVER HALFIN STUDIOS New York / PEOPLE'S REVOLUTION New York	

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D04/068	01493	UBERLÂNDIA E.C.	UBER	UBER	WIEDEN+KENNEDY, Sao Paulo	BRAZIL	PEOPLE Sao Paulo / SATELITE AUDIO Sao Paulo	TROOP POST Sao Paulo
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D05 (Launch/Relaunch)

D05/011	00916	THE WEDDING RICE	WIKIFARMER	AGRICULTURE	McCANN ATHENS	GREECE	PARASOL Athens	PARASOL Athens
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D05/015	01386	SHOPLEFTING	LAUT GEGEN NAZIS E.V.	DRUCK18.COM	JUNG VON MATT, Hamburg	GERMANY	908VIDEO Berlin / FRIDGE AUDIO Berlin	
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D05/021	00831	THE FILET-O-FISH FACEBOOK SOCIETY OF 2012	MCDONALD'S	MCDONALD'S	LEO, London	UNITED KINGDOM		
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D05/024	01038	CIF CLEAN MY NAME	CIF	CIF MIRACLE	DROGA5, PART OF ACCENTURE SONG, Sao Paulo	BRAZIL	BERIMBAU ESTUDIO Sao Carlos / BIOSPHERA Sao Paulo / GENCO FILM Sao Paulo	
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D05/036	00661	CHUPA CHUPS IMPOSSIBLE	PERFETTI	CHUPA CHUPS	BBH, London	UNITED KINGDOM	UNTOLD STUDIOS London	UNTOLD STUDIOS London
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D06 (360 Integrated Brand Experience)

D06/010	00402	OREO COWS	OREO	OREO	VML, New York / VML, Mexico City	UNITED STATES / MEXICO	BDS MUSIC NA / BELIEVE TV Santiago / LANDIA Mexico City / VOX HAUS Petropolis	DORADO.TV Mexico City
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D06/024	00828	THE FILET-O-FISH FACEBOOK SOCIETY OF 2012	MCDONALD'S	MCDONALD'S	LEO, London	UNITED KINGDOM		
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D06/027	01290	DORITOS GOLDEN SRIRACHA	DORITOS	DORITOS GOLDEN SRIRACHA	RETHINK, New York	UNITED STATES	SMUGGLER Los Angeles	HUMAN New York / THE DEN New York
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D06/028	01249	PEDIGREE CAMELO	PEDIGREE	PEDIGREE	ALMAPBBDO, Sao Paulo	BRAZIL	BLACK MADRE Sao Paulo / RAW AUDIO Sao Paulo / SURREAL HOTEL ARTS Sao Paulo	GAFANHOTTO POST Sao Paulo
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D06/047	01390	TOCAYOS	HEINEKEN	HEINEKEN BEER	LEPUB, Milan	ITALY	ANTIESTATICO Madrid	
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E01 (Local Brand)

E01/002	01268	SPOTS FOR SHOPS	PARKIN	PARKING SPOTS	FP7 McCANN, Dubai	UNITED ARAB EMIRATES		
E01/006	00970	THE KIDNEY PASS	WAY OUT WEST	MUSIC FESTIVAL	NORD, Stockholm	SWEDEN	HOUSE Stockholm / NORD Stockholm	HOUSE Stockholm
E01/009	00783	SEEDS FOR GAZA	CAREEM	CAREEM	CAREEM, Dubai	UNITED ARAB EMIRATES	BIGFOOT FILMS Dubai / CAREEM Dubai / MANGO JAM STUDIO Dubai / TAREK ATRISSI DESIGN Barcelona	BIGFOOT FILMS Dubai

E02 (Challenger Brand)

E02/009	01448	SHOT WITHOUT PERMISSION	AMSTEL	AMSTEL	INGO, Stockholm / OGILVY, AMSTERDAM	SWEDEN / NETHERLANDS	FAR MEDIA Madrid / HOOKED MUSIC Hamburg	
E02/010	00634	A.I. IRRESPONSIBLY	BREWLANDER	BREWLANDER BEER	BLKJ HAVAS, Singapore	SINGAPORE		

E03 (Single-Market Campaign)

E03/001	00132	KYLE F*CKING CONNOR	KFC CANADA	KFC BRAND	COURAGE, Toronto	CANADA	COURAGE Toronto	
E03/005	00647	VASELINE AND THE REAL NIGERIAN PRINCE	VASELINE	VASELINE BODY OIL	LEO, Singapore	SINGAPORE	AMA PSALMIST VISUALS Maryland	FVSE Singapore / PRODIGIOUS SINGAPORE
E03/010	00405	OREO COWS	OREO	OREO	VML, New York / VML, Mexico City	UNITED STATES / MEXICO	BDS MUSIC NA / BELIEVE TV Santiago / LANDIA Mexico City / VOX HAUS Petropolis	DORADO.TV Mexico City
E03/016	01056	THE LAST COKE IN THE DESERT	COCA-COLA	COCA-COLA	VML, New York / VML, Sao Paulo / VML, Mexico City	UNITED STATES / BRAZIL / MEXICO	REBOLUCION Mexico	
E03/031	00911	THE PERIOD UNIFORM	SOMOS MARTINA	SOMOS MARTINA	SERVICEPLAN GERMANY, Munich	GERMANY	WE ARE DEMENTE Bogota	INMOTION Munich
E03/052	01393	TOCAYOS	HEINEKEN	HEINEKEN BEER	LEPUB, Milan	ITALY	ANTIESTATICO Madrid	

Brand Experience & Activation Shortlist

E04 (Social Behaviour)

E04/009	00478	SIGNS OF UNITY	CARLSBERG	CARLSBERG	CARLSBERG, Copenhagen / FOLD7, London	DENMARK / UNITED KINGDOM		
E04/012	00754	SUNBURNT CAR	MYCAR	MYCAR	TBWAISYDNEY, Sydney	AUSTRALIA	BOLT Sydney / ODD STUDIOS Sydney	
E04/030	01214	LIME GUIDES	CORONA	CORONA	GREY, New York	UNITED STATES	ASA ONZE Sao Paulo / FREQUENCY PICTURES Las Vegas / MAGIC LAB ACADEMY Sao Paulo / VOODOO HOUSE Sao Paulo	AGOSTO MUSIC Lima
E04/032	01269	STEP BUY STEP	IKEA ALSULAIMAN	FURNITURE	FP7 McCANN, Dubai	UNITED ARAB EMIRATES		
E04/033	01265	SPOTS FOR SHOPS	PARKIN	PARKING SPOTS	FP7 McCANN, Dubai	UNITED ARAB EMIRATES		
E04/050	01532	RESIZE THE PRICE	AGUILA	BEER	DAVID, Bogota / DAVID, Madrid	COLOMBIA / SPAIN	AKIRA CINE Bogota / DURO ESTUDIO Bogota / PARCHE FILMS Bogota	
E04/066	01007	VASELINE VERIFIED	VASELINE	VASELINE	OGILVY SINGAPORE	SINGAPORE	BIGSYNC Singapore / FUSE Singapore / WHITECOAT Singapore	BOXCUTTER Auckland / CHAMELEON Singapore / WHITECOAT Singapore
E04/067	01040	CIF CLEAN MY NAME	CIF	CIF MIRACLE	DROGA5, PART OF ACCENTURE SONG, Sao Paulo	BRAZIL	BERIMBAU ESTUDIO Sao Carlos / BIOSPHERA Sao Paulo / GENCO FILM Sao Paulo	
E04/070	01397	COULD HAVE BEEN A HEINEKEN	HEINEKEN	HEINEKEN BEER	LEPUB, Milan / LEPUB, Sao Paulo	ITALY / BRAZIL		
E04/110	00174	SELF NAVIGATING CARS	VISIT FAROE ISLANDS	THE FAROE ISLANDS	MENSCH, Copenhagen	DENMARK	SANSIR Torshavn	

Brand Experience & Activation Shortlist

E04/112	00915	DRÖNJÖNS & DRAGAN – THE SWEDISH MANUAL OF NAMES THAT SOUND GOOD	IKEA ITALIA	IKEA	OGILVY, Milan	ITALY		
E04/113	00929	NO SAFE PLACE TO STAB	STREET DOCTORS	STREET DOCTORS	BISCUIT FILMWORKS UK, London / SAATCHI & SAATCHI, London	UNITED KINGDOM	BISCUIT FILMWORKS UK London / REVOLVER Sydney	
E04/114	01258	COVERED BY HELLMANN'S	HELLMANN'S	HELLMANN'S MAYONNAISE	OGILVY, London / DAVID, Madrid	UNITED KINGDOM / SPAIN	FAR MEDIA Madrid	
<u>E05 (Use of Humour)</u>								
E05/006	01053	CHICKEN SCREAMS FOR COKE	COCA-COLA	COCA-COLA	VML, New York / VML, Sao Paulo	UNITED STATES / BRAZIL	FORM & FUN Sao Paulo / VANDALO Sao Paulo / VML Sao Paulo	VML Sao Paulo
E05/008	01505	EXPENSIVE SH*T	HUGGIES	DIAPER	McCANN, New York / McCANN NEW ZEALAND, Auckland	UNITED STATES / NEW ZEALAND	NOBODY PRODUCTIONS Los Angeles	BOGOTA Curitiba
E05/017	01299	SLEEP TALK REVIEWS	IKEA	IKEA	RETHINK, Toronto	CANADA	AJAX CREATIVE Toronto	VAPOR MUSIC Toronto
E05/027	00793	EXPEDITION IMPOSSIBLE	COLUMBIA SPORTSWEAR	SPORTSWEAR	adam&eve\TBWA, London	UNITED KINGDOM	SMUGGLER London	CUT + RUN London
<u>E06 (Breakthrough on a Budget)</u>								
E06/002	00586	SANTA MARIA PUEBLO HOTEL	SENATUR	PUEBLO HOTEL	ONIRIA\TBWA, Asuncion	PARAGUAY	BARRACO Asuncion	BARRACO Asuncion
E06/013	01298	HEINZ DIPPER	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA	UNITED ASSEMBLY Toronto	BLACK MADRE Sao Paulo
E06/020	01109	KITKAT SECURITY DETAIL	KITKAT	KITKAT FIVE FINGERS CHOCOLATE BAR	COURAGE, Toronto	CANADA	THE DELI Toronto	
<u>E07 (Corporate Purpose & Social Responsibility)</u>								
E07/001	00020	IT'S TIME TO STOP!	BINGO GROUP	BINGO GROUP	VIA MEDIA, Sarajevo	BOSNIA & HERZEGOVINA	VIA MEDIA Sarajevo	VIA MEDIA Sarajevo

Brand Experience & Activation Shortlist

E07/004	00961	HAVEN	SUNCORP INSURANCE	INSURANCE	LEO AUSTRALIA, Sydney	AUSTRALIA	HOGARTH WORLDWIDE Sydney / LE POLISH BUREAU Poland / PXP Sydney	
E07/013	01267	MISSING LETTERS OF WORTH	L'ORÉAL PARIS	BEAUTY	FP7 McCANN, Dubai	UNITED ARAB EMIRATES	THE BRANDIZERS Beirut	
E07/018	01156	GLOWING RELIEF	ALIVIA HEALTH	ALIVIA HEALTH	DE LA CRUZ OGILVY, San Juan / OGILVY HEALTH, New York	PUERTO RICO / UNITED STATES	AGOSTO MUSIC Lima / CELESTE FILMS Montevideo	CELESTE FILMS Montevideo
E07/024	01316	MISSING MANAGERS	XBOX	FOOTBALL MANAGER 2026 LAUNCH	McCANN, London	UNITED KINGDOM	NO.8 LONDON / RASCAL London / SOMESUCH London / THE ASSEMBLY ROOMS London	
E07/041	01515	CANCER PREVENTION DISCOUNTS	BROADFORK PRODUCE	CANCER PREVENTION DISCOUNTS	TANK WORLDWIDE, Montreal	CANADA	RAINA+WILSON Toronto / TANK WORLDWIDE Montreal	ADIOSADIOS Buenos Aires / ESTUDIOS MACHINA Bogota / LATINA Bogota / MOOCO STUDIO Buenos Aires / TANK WORLDWIDE Montreal
E07/069	01247	NO FRAME MISSED	APPLE	IPHONE	TBWAMEDIA ARTS LAB, Los Angeles	UNITED STATES	O2 FILMES Sao Paulo / SATELITE AUDIO Sao Paulo	PSYCHONLOOK Sao Paulo

E08 (Market Disruption)

E08/004	00538	THE BIG REDEMPTION	FRONTIER AIRLINES	FRONTIER AIRLINES LOYALTY PROGRAM	BARKLEYOKRP, Kansas City	UNITED STATES	BARKLEYOKRP Kansas City	COSMO STREET EDITORIAL Los Angeles / ROYAL MUSTER Los Angeles / SOUND AND FURY Los Angeles / THE END Culver City / THE POST HAUS Kansas City
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Brand Experience & Activation Shortlist

E08/006	01196	PROTECT THE PEANUT	MARS SNACKING	M&M'S	BBDO, Chicago	UNITED STATES	NOBODYS Fort Mill / OMNICOM PRODUCTION Chicago	LOBO São Paulo / OMNICOM PRODUCTION Chicago
E08/008	01345	THE THOUSAND SPONSORS OF MUNI	CLUB DEPORTIVO MUNICIPAL	CLUB DEPORTIVO MUNICIPAL	McCANN, Lima	PERU	FERTIL Lima	AGOSTO MUSIC Lima / NATIVO POST Lima
E08/009	01384	PLAYA TECATE ACCESS	TECATE	TECATE	LEPUB, Mexico City	MEXICO	LANDIA Mexico City	LANDIA Mexico City
E08/016	01530	WELCOME BACK, PAISANO	TECATE	TECATE	LEPUB, Mexico City	MEXICO	LANDIA Mexico City	LANDIA Mexico City
E08/024	01394	TOCAYOS	HEINEKEN	HEINEKEN BEER	LEPUB, Milan	ITALY	ANTIESTATICO Madrid	
E08/031	01578	RE-COMMERCE ATACAMA	VTEX & DESIERTO VESTIDO & FASHION REVOLUTION	RE-COMMERCE ATACAMA	ARTPLAN, Sao Paulo	BRAZIL	DIGITAL PRINTZ Sao Paulo / EITRI Rio de Janeiro / RAW AUDIO Sao Paulo / SUGARCANE FILMS Sao Paulo / VTEX Rio de Janeiro	
<u>E09 (Cultural Engagement)</u>								
E09/004	00328	HEAR IN HIJAB	WARDAH	WARDAH HIJAB EXPERT SHAMPOO	DENTSU CREATIVE, Jakarta	INDONESIA		
E09/013	01260	MISSING LETTERS OF WORTH	L'ORÉAL PARIS	BEAUTY	FP7 McCANN, Dubai	UNITED ARAB EMIRATES	THE BRANDIZERS Beirut	
E09/015	01388	§HOPLEFTING	LAUT GEGEN NAZIS E.V.	DRUCK18.COM	JUNG VON MATT, Hamburg	GERMANY	908VIDEO Berlin / FRIDGE AUDIO Berlin	
E09/027	00914	THE PERIOD UNIFORM	SOMOS MARTINA	SOMOS MARTINA	SERVICEPLAN GERMANY, Munich	GERMANY	WE ARE DEMENTE Bogota	INMOTION Munich

Brand Experience & Activation Shortlist

E09/032	00649	THE COOLEST IHRAM	SAUDIA	THE COOLEST IHRAM	LANDOR, Dubai	UNITED ARAB EMIRATES	BRRR Atlanta / LANDOR Dubai / SAUDIA Jeddah	
E09/037	01439	CODE HER	O BOTICÁRIO	HER CODE	ALMAPBBDO, Sao Paulo	BRAZIL	BENEXT.AI Rio de Janeiro / LACOBRA STUDIO Sao Paulo / QUIET CITY MUSIC + SOUND Sao Paulo	BRAZA POST Sao Paulo
E09/046	01166	CHAPTERS OF HOPE	LA FABRICA	OFFICIAL ACCREDITATION CARD	McCANN SPAIN, Madrid	SPAIN	OMNICOM PRODUCTION Madrid	OMNICOM PRODUCTION Madrid

Total Shortlisted:

158

Media	PR	Additional
	CASHMAN West Palm Beach	MARS WRIGLEY Newark
VM1 New York	VM1 New York	OMNICOM GROUP New York
	ALISON BROD MARKETING AND COMMUNICATIONS New York	
	ZENO GROUP Chicago / ZENO GROUP Toronto	KRAFT HEINZ Chicago / THE PROMOTIONS SPECIALIST Toronto
DENTSU X Mexico City	LEPUB Mexico City / SERNA Mexico City	HEINEKEN MEXICO Mexico City / MONKS Mexico City / SWARM MEXICO Mexico City / ULTRA BRANDS San Pedro Garza Garcia
WAVEMAKER London	EDELMAN London	BLONSTEIN CREATIVE PRODUCTION London / INFLUENCER London
	COURAGE Toronto	NESTLE CANADA Toronto
STARCOM Chicago	WEBER SHANDWICK Chicago	N2 New York / WONDERMAKR Toronto
OMD USA California		

MINDSHARE
SINGAPORE

OGILVY London /
OGILVY New York /
OGILVY
SINGAPORE /
OGILVY SOUTH
AFRICA
Johannesburg

VAYNERMEDIA ASIA PACIFIC
Singapore

PORSCHE LATIN AMERICA Miami

PHD MEDIA London
PERSUASION
COMMUNICATIONS
London

UNIVERSITY OF SALFORD
Manchester

UM Toronto

NARRATIVEXPR
Toronto

KFC CANADA Toronto

IProspect Madrid

IKEA Madrid

McCANN Lima

ZETABE Sao Paulo

MERCADO LIVRE Sao Paulo / NWB
São Paulo / SPARK Sao Paulo

ZETABE Sao Paulo

GUT Sao Paulo /
INPRESS PORTER
NOVELLI Sao Paulo

20DASH Sao Paulo / ESTO Sao
Paulo / LEOGRAF GRAFICA E
EDITORIA Osasco / MERCADO
LIVRE Sao Paulo / PRODUCERIA
Sao Paulo / THIAGO ALONSO Sao
Paulo / VISUALLAB
COMUNICACAO VISUAL Sao Paulo

PHD New York

DEPT N/A / MAYFLOWER
ENTERTAINMENT New York

4CREATIVE London THE CAST London
/ OMD London /
TALON London

4CREATIVE London / LITTLE
PARROT Kingsley / MACHINE
SHOP London

DAWBELL London

OMD USA New
York

KETCHUM New York

GENESCO Dallas / META London /
SMARTERS Sao Paulo / WE ARE
SOCIAL London

OMD Sydney

BCP Lima

MEDIAPLUS
GERMANY Munich

TULOM Sao Paulo

CURIOSITY MEDIA Dubai /
JURGEN BRANZ Augsburg /
PLAN.NET Munich /
STANDARDABWEICHUNG Munich

WEBER
SHANDWICK Kifisia AGRICULTURAL COOPERATIVE
OF RICE PRODUCERS OF
CHALASTRA Thessaloniki / MUSOU
MUSIC PUBLISHING Athens /
WIKIFARMER Galatsi

ADRI MORRO ADRI MORRO SENATUR Asuncion
Asuncion /
ONIRIA/TBWA
Asuncion

HAVAS PLAY Paris HAVAS PLAY Paris GOZULTING Paris / INSTREAMLY
Warsaw

INNOCEAN BROADCAST ROYAL SOCIETY FOR BLIND
WORLDWIDE REVOLUTION CHILDREN London
EUROPE Frankfurt London /
PERSUASION
COMMUNICATIONS
London

STARCOM Chicago WEBER GOPUFF Philadelphia / N2 New
SHANDWICK York / PLATINUM RYE
Chicago ENTERTAINMENT New York

HAVAS PLAY Paris HAVAS PLAY Paris GOZULTING Paris / INSTREAMLY
Warsaw

VM1 New York VM1 New York OMNICOM GROUP New York

MINDSHARE EDELMAN New York AKQA Paris / MILO CASTING
London / London / OGI L V Y London
MINDSHARE New
York

BCP Lima

RED STAR Sao Paulo LEMA+ Sao Paulo / THE ROMANS London CIRCULO Sao Paolo

NETFLIX San Jose

WORD OF MOUTH BURSON Sydney
Sydney

OMD USA California

IPROSPECT Madrid

IKEA Madrid

REBORN-TO-BE-ALIVE Leuven

DAWBELL London

INTEGRATED PRODUCTION
MODE Sao Paulo

OMD USA California

VML Warsaw

STARCOM Chicago	WEBER SHANDWICK Chicago	N2 New York / WONDERMAKR Toronto
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VML Sao Paulo	APPROACH Sao Paulo
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RED STAR Sao Paulo	LEMA+ Sao Paulo / THE ROMANS London	CIRCULO Sao Paolo
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BCP Lima

STARCOM New York
3PM/WEBER SHANDWICK New York
AB INBEV New York

FP7 McCANN Dubai FP7 McCANN Dubai

PION3ERS Dusseldorf
SAINT ELMOS Munich
HASTINGS AUDIO NETWORK Hamburg / MEDIA COLOGNE
KOMMUNIKATIONSMEDIEN GMBH Hurth / WFP WERBEAGENTUR
FELSKE + PARTNER Cologne

ZENO GROUP Chicago / ZENO GROUP Toronto
KRAFT HEINZ Chicago / THE PROMOTIONS SPECIALIST Toronto

BARKLEYOKRP Kansas City
BARKLEYOKRP Kansas City / FRONTIER AIRLINES Denver

FP7 McCANN Dubai FP7 McCANN Dubai

CADASTRA Sao Paulo / INITIATIVE Sao Paulo
DROGA5, PART OF ACCENTURE SONG Sao Paulo
BR MEDIA Sao Paulo / PINKERS Sao Paulo / SERASA EXPERIAN Sao Paulo / UNILEVER BRASIL Sao Paulo

RED STAR Sao Paulo
LEMA+ Sao Paulo / THE ROMANS London
CIRCULO Sao Paolo

JUNGLE MEDIA Montreal /
MINDSHARE CANADA Toronto /
TANK
WORLDWIDE Montreal

OGILVY HEALTH New York

BROADFORK PRODUCE Toronto /
FUZE REPS Toronto / QUEBEC
CANCER FOUNDATION Montreal

BETC Paris

SPARK FOUNDRY Mexico City

BURSON Mexico City

THE COCA-COLA COMPANY Mexico City

BARKLEYOKRP Kansas City

BARKLEYOKRP Kansas City /
FRONTIER
AIRLINES Denver

BCP Lima

MINDSHARE London /
MINDSHARE New York

EDELMAN New York

AKQA Paris / MILO CASTING
London / OGILVY London

MINDSHARE
SINGAPORE

OGILVY London /
OGILVY New York /
OGILVY
SINGAPORE /
OGILVY SOUTH
AFRICA
Johannesburg

VAYNERMEDIA ASIA PACIFIC
Singapore

ZENO GROUP
Chicago / ZENO
GROUP Toronto

KRAFT HEINZ Chicago / THE
PROMOTIONS SPECIALIST
Toronto

DENTSU X New
York

EDELMAN Chicago

M S S NG P ECES New York

DENTSU X New
York

EDELMAN Chicago

BENCHMOB Los Angeles

3PM/WEBER
SHANDWICK New
York

FP7 McCANN Dubai

FP7 McCANN Dubai

WAVEMAKER
London

CURRENT GLOBAL London /
STRANGER GROUP London / THE
ACADEMY London / THE GOAT
AGENCY London

ZETABE Sao Paulo

MERCADO LIVRE Sao Paulo / NWB
São Paulo / SPARK Sao Paulo

ESSENCEDIAC
OM Sao Paulo

GIUSTI CREATIVE
PR Sao Paulo /
IMAGEM
CORPORATIVA Sao
Paulo

AMPARA ANIMAL Sao Paulo / DNA
PETS Rio de Janeiro / FBIZ Sao
Paulo / VOZ Sao Paulo

ALISON BROD
MARKETING AND
COMMUNICATIONS
New York

GENOSHA Buenos Aires

M+C SAATCHI SPORT & ENTERTAINMENT London / OUR LEGO AGENCY Billund	M+C SAATCHI SPORT & ENTERTAINMENT London / OUR LEGO AGENCY Billund	PUBLICIS ONE London / SPHERE STUDIOS Burbank / THE LEGO GROUP Billund / WE ARE SOCIAL London
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UM Toronto	NARRATIVEXPR Toronto	KFC CANADA Toronto
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H+ Bangkok	THE SECRET FARM Bangkok
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ZENITH Bogota	ALINA VELEZ COMUNICACIONES Bogota
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SHOUTY BEAR Dartford

CARAT Toronto	IKEA Burlington
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COURAGE Toronto	NESTLE CANADA Toronto
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STARCOM Chicago	WEBER SHANDWICK Chicago	GOPUFF Philadelphia / N2 New York / PLATINUM RYE ENTERTAINMENT New York
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OMD Sydney

ESSENCEMEDIAC OM CHILE Santiago / ESSENCEMEDIAC OM URUGUAY Montevideo	OGILVY PR London	BUMBLEBEAT Sao Paulo / THE CIRCLE FILMS Sao Paulo
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STARCOM New York	3PM/WEBER SHANDWICK New York	AB INBEV New York
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OMD USA California

UM Toronto	NARRATIVEEXPR Toronto	KFC CANADA Toronto
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OMD Sydney	BEAR MEETS EAGLE ON FIRE Sydney / NATIONAL GALLERY OF VICTORIA Melbourne / TBWA\SYDNEY Sydney / TELSTRA Sydney
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BETC Paris

McCANN Lima

MEDIAPLUS GERMANY Munich	PEOPLE'S REVOLUTION New York	JD CONTENT COMPANY New York / SUPREME MUSIC Hamburg
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IDEAL AXICOM SAO
PAULO

WEBER
SHANDWICK Kifisia AGRICULTURAL COOPERATIVE
OF RICE PRODUCERS OF
CHALASTRA Thessaloniki / MUSOU
MUSIC PUBLISHING Athens /
WIKIFARMER Galatsi

JUNG VON MATT
Hamburg

OMD UK London READY10 London LINNEY ACTIVATE LIMITED
Mansfield / TMW London

CADASTRA Sao Paulo / INITIATIVE DROGA5, PART OF
ACCENTURE SONG BR MEDIA Sao Paulo / PINKERS
Sao Paulo Sao Paulo / SERASA EXPERIAN
Sao Paulo / UNILEVER BRASIL Sao
Paulo

WAVEMAKER London EDELMAN London BLONSTEIN CREATIVE
PRODUCTION London /
INFLUENCER London

SPARK FOUNDRY Mexico City BURSON Mexico
City THE COCA-COLA COMPANY
Mexico City

OMD UK London READY10 London LINNEY ACTIVATE LIMITED
Mansfield / TMW London

OMD USA New York KETCHUM San
Francisco MONSOON ENTERTAINMENT
Bedford / PEPSICO Harrison

ESSENCEMEDIAC OM Sao Paulo GIUSTI CREATIVE
PR Sao Paulo /
IMAGEM
CORPORATIVA Sao
Paulo AMPARA ANIMAL Sao Paulo / DNA
PETS Rio de Janeiro / FBIZ Sao
Paulo / VOZ Sao Paulo

FP7 McCANN Dubai FP7 McCANN Dubai BURSON Dubai / NETIZENCY Dubai
/ MAGNA GLOBAL
Dubai

NORD Stockholm MORE ORGAN DONATION
Stockholm

UM Toronto NARRATIVEEXPR KFC CANADA Toronto
Toronto

ALL SEASONS MSL Singapore / PUBLICIS GHANA Accra
ZENITH Lagos PERSUASION
COMMUNICATIONS
London /
QUADRANT
MSLGROUP Lagos

SPARK FOUNDRY BURSON Mexico THE COCA-COLA COMPANY
Mexico City City Mexico City

ESSENCEMEDIAC OGILVY PR London RAMIRO DEL REAL Hacienda de
OM Mexico City Echegaray

MEDIAPLUS TULOM Sao Paulo EAT, SLEEP + DESIGN Berlin /
GERMANY Munich HASTINGS AUDIO NETWORK
Hamburg / HOOKED MUSIC
Hamburg

IPROSPECT London / WE ARE SOCIAL London	HOPE AND GLORY London	
HEARTS & SCIENCE Sydney	ELEVEN Sydney	MYCAR Sydney / TBWA SYDNEY Sydney
STARCOM New York	3PM/WEBER SHANDWICK New York	AB INBEV New York
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FP7 McCANN Dubai	FP7 McCANN Dubai	
<hr/>		
FP7 McCANN Dubai Dubai	FP7 McCANN Dubai Dubai	BURSON Dubai / NETIZENCY Dubai
ZENITH Bogota	ALINA VELEZ COMUNICACIONES Bogota	
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MINDSHARE SINGAPORE	OGILVY London / OGILVY New York / OGILVY SINGAPORE / OGILVY SOUTH AFRICA Johannesburg	VAYNERMEDIA ASIA PACIFIC Singapore
<hr/>		
CADASTRA Sao Paulo / INITIATIVE Sao Paulo	DROGA5, PART OF ACCENTURE SONG Sao Paulo	BR MEDIA Sao Paulo / PINKERS Sao Paulo / SERASA EXPERIAN Sao Paulo / UNILEVER BRASIL Sao Paulo
<hr/>		
RED STAR Sao Paulo	LEMA+ Sao Paulo / THE ROMANS London	CIRCULO Sao Paolo
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	MENSCH Copenhagen / SANSIR Torshavn	SANSIR Torshavn
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WAVEMAKER Milan

GDG PR Milan / GRAPHICSCALVE
Bergamo

WPP UNITE London DAVID Madrid /
OGILVY London

OGILVY PR London VOX HAUS Petropolis

VM1 New York VM1 New York OMNICOM GROUP New York

CARAT Toronto IKEA Burlington

ADRI MORRO ADRI MORRO SENATUR Asuncion
Asuncion /
ONIRIA/TBWA
Asuncion

ZENO GROUP KRAFT HEINZ Chicago / THE
Chicago / ZENO PROMOTIONS SPECIALIST
GROUP Toronto Toronto

COURAGE Toronto NESTLE CANADA Toronto

VIA MEDIA VIA MEDIA Sarajevo
Sarajevo

OMD Sydney

CURRENT GLOBAL
Dubai / FP7
McCANN Dubai

DAWBELL London

JUNGLE MEDIA Montreal / MINDSHARE CANADA Toronto / TANK WORLDWIDE Montreal	OGILVY HEALTH New York	BROADFORK PRODUCE Toronto / FUZE REPS Toronto / QUEBEC CANCER FOUNDATION Montreal
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OMD USA California

BARKLEYOKRP Kansas City	BARKLEYOKRP Kansas City / FRONTIER AIRLINES Denver
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CASHMAN West
Palm Beach

MARS WRIGLEY Newark

McCANN Lima

DENTSU CREATIVE Mexico City	EDELMAN Mexico City / LEPUB Mexico City / SERNA Mexico City	CONNECTOR Monterrey / HEINEKEN MEXICO Mexico / MASSIVE MEXICO Mexico City / MONKS Cuauhtemoc / SWARM MEXICO Mexico City / ULTRA BRANDS San Pedro Garza Garcia
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DENTSU X Mexico City	LEPUB Mexico City / SERNA Mexico City	HEINEKEN MEXICO Mexico City / MONKS Mexico City / SWARM MEXICO Mexico City / ULTRA BRANDS San Pedro Garza Garcia
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APPROACH COMUNICACAO Sao Paulo	DESIERTO VESTIDO Alto Hospicio / FASHION REVOLUTION Sao Paulo Sao Paulo
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DENTSU CREATIVE
Jakarta

CURRENT GLOBAL
Dubai / FP7
McCANN Dubai

JUNG VON MATT
Hamburg

MEDIAPLUS GERMANY Munich	TULOM Sao Paulo	EAT, SLEEP + DESIGN Berlin / HASTINGS AUDIO NETWORK Hamburg / HOOKED MUSIC Hamburg
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SAUDIA Jeddah SAUDIA Jeddah

VOZ Sao Paulo

KARIBU Madrid / LA FABRICA
Madrid / MOMENTUM Madrid
