

## Creative Business Transformation Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production
<b>A01 (Transformative Strategy)</b>								
A01/015	00083	THE PERIOD UNIFORM	SOMOS MARTINA	SOMOS MARTINA	SERVICEPLAN GERMANY, Munich	GERMANY	WE ARE DEMENTE Bogota	INMOTION Munich
A01/016	00098	VASELINE VERIFIED	VASELINE	VASELINE	OGILVY SINGAPORE	SINGAPORE	BIGSYNC Singapore / FUSE Singapore / WHITECOAT Singapore	BOXCUTTER Auckland / CHAMELEON Singapore / WHITECOAT Singapore
A01/030	00131	TOCAYOS	HEINEKEN	HEINEKEN BEER	LEPUB, Milan	ITALY	ANTIESTATICO Madrid	
<b>B02 (Product)</b>								
B02/002	00066	HERO GUM	GIFT OF LIFE	HERO GUM	LOLA USA, New York / LOLA USA, New York	UNITED STATES	OMNICOM PRODUCTION New York / UNSAID STUDIO New York	APM MUSIC Hollywood / HUMAN New York / OMNICOM PRODUCTION New York
B02/010	00109	PROTECT THE PEANUT	MARS SNACKING	M&M'S	BBDO, Chicago	UNITED STATES	NOBODYS Fort Mill / OMNICOM PRODUCTION Chicago	LOBO São Paulo / OMNICOM PRODUCTION Chicago
<b>B03 (Service Design)</b>								
B03/002	00049	SANTA MARIA PUEBLO HOTEL	SENATUR	PUEBLO HOTEL	ONIRIA/TBWA, Asuncion	PARAGUAY	BARRACO Asuncion	BARRACO Asuncion
B03/005	00121	SPOTS FOR SHOPS	PARKIN	PARKING SPOTS	FP7 McCANN DUBAI	UNITED ARAB EMIRATES		
B03/007	00125	IKEA PREOWNED	IKEA	IKEA SECOND HAND MARKETPLACE	McCANN SPAIN, Madrid	SPAIN	OMNICOM PRODUCTION Madrid	OMNICOM PRODUCTION Madrid
B03/009	00153	LONG LASTING PASSPORT	DARTY	LONG LASTING PASSPORT	PUBLICIS CONSEIL, Paris	FRANCE		

## Creative Business Transformation Shortlist

### B04 (Brand Purpose & Impact)

B04/013	00076	THE WEDDING RICE	WIKIFARMER	AGRICULTURE	McCANN ATHENS	GREECE	PARASOL Athens	PARASOL Athens
B04/016	00110	PROTECT THE PEANUT	MARS SNACKING	M&M'S	BBDO, Chicago	UNITED STATES	NOBODYS Fort Mill / OMNICOM PRODUCTION Chicago	LOBO São Paulo / OMNICOM PRODUCTION Chicago
B04/017	00127	IKEA PREOWNED	IKEA	IKEA SECOND HAND MARKETPLACE	McCANN SPAIN, Madrid	SPAIN	OMNICOM PRODUCTION Madrid	OMNICOM PRODUCTION Madrid
B04/023	00013	CODE FOR THE PROTECTION AND INCLUSION OF BLACK CONSUMERS	L'ORÉAL LUXE	AFROLUXE	BETA COLLECTIVE, Sao Paulo	BRAZIL	BLACK SISTERS IN LAW Rio de Janeiro / MUUVIES Rio de Janeiro / PINGADO AUDIO Sao Paulo / PRODUCERIA Sao Paulo	

### C01 (Operational Transformation)

C01/006	00141	WELCOME BACK, PAISANO	TECATE	TECATE	LEPUB, Mexico City	MEXICO	LANDIA Mexico City	LANDIA Mexico City
---------	-------	-----------------------	--------	--------	--------------------	--------	--------------------	--------------------

### C02 (New Relationship Models)

C02/005	00082	THE PERIOD UNIFORM	SOMOS MARTINA	SOMOS MARTINA	SERVICEPLAN GERMANY, Munich	GERMANY	WE ARE DEMENTE Bogota	INMOTION Munich
C02/008	00126	IKEA PREOWNED	IKEA	IKEA SECOND HAND MARKETPLACE	McCANN SPAIN, Madrid	SPAIN	OMNICOM PRODUCTION Madrid	OMNICOM PRODUCTION Madrid
C02/012	00134	TOCAYOS	HEINEKEN	HEINEKEN BEER	LEPUB, Milan	ITALY	ANTIESTATICO Madrid	
C02/013	00036	UNPROTECTED BROADCAST	E1 FOOTBALL CHAMPIONSHIP	OUR MOMENTS	DENTSU INC., Tokyo	JAPAN	AOI PRO. Tokyo / IX Tokyo	

### C06 (Experience Transformation)

## Creative Business Transformation Shortlist

C06/006	00142	WELCOME BACK, PAISANO	TECATE	TECATE	LEPUB, Mexico City	MEXICO	LANDIA Mexico City	LANDIA Mexico City
---------	-------	--------------------------	--------	--------	--------------------	--------	--------------------	--------------------

---

### **E01 (End-to-End Transformation)**

E01/004	00099	VASELINE VERIFIED	VASELINE	VASELINE	OGILVY SINGAPORE	SINGAPORE	BIGSYNC Singapore / FUZE Singapore / WHITECOAT Singapore	BOXCUTTER Auckland / CHAMELEON Singapore / WHITECOAT Singapore
---------	-------	----------------------	----------	----------	------------------	-----------	--	---

---

Total Shortlisted:

20

Media	PR	Additional
MEDIAPLUS GERMANY Munich	TULOM Sao Paulo	EAT, SLEEP + DESIGN Berlin / HASTINGS AUDIO NETWORK Hamburg / HOOKED MUSIC Hamburg
MINDSHARE SINGAPORE	OGILVY London / OGILVY New York / OGILVY SINGAPORE / OGILVY SOUTH AFRICA Johannesburg	VAYNERMEDIA ASIA PACIFIC Singapore
	W COMMUNICATIONS New York	LABCORP Burlington / LAMARK MEDIA Boca Raton / MARS HIVE Newark
	CASHMAN West Palm Beach	MARS WRIGLEY Newark
ADRI MORRO Asuncion / ONIRIA/TBWA Asuncion	ADRI MORRO Asuncion	SENATUR Asuncion
FP7 McCANN DUBAI / MAGNA GLOBAL Dubai	FP7 McCANN DUBAI	BURSON Dubai / NETIZENCY Dubai
IPROSPECT Madrid		IKEA Madrid

WEBER  
SHANDWICK Kifisia

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

---

CASHMAN West  
Palm Beach

MARS WRIGLEY Newark

---

IPROSPECT Madrid

---

IKEA Madrid

---

ESTUDIO NINA Sao Paulo / FSB  
COMUNICACOES Rio de Janeiro /  
MOVER Rio de Janeiro

---

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

---

MEDIAPLUS  
GERMANY Munich

TULOM Sao Paulo

EAT, SLEEP + DESIGN Berlin /  
HASTINGS AUDIO NETWORK  
Hamburg / HOOKED MUSIC  
Hamburg

---

IPROSPECT Madrid

---

IKEA Madrid

---

DENTSU INC.  
Tokyo / LIVEDOOR  
Tokyo

DENTSU INC. Tokyo

---

DENTSU X Mexico City / LEPUB Mexico City / HEINEKEN MEXICO Mexico City /  
City SERNA Mexico City / MONKS Mexico City / SWARM  
MEXICO Mexico City / ULTRA  
BRANDS San Pedro Garza Garcia

---

MINDSHARE OGILVY London / VAYNERMEDIA ASIA PACIFIC  
SINGAPORE OGILVY New York / Singapore  
OGILVY  
SINGAPORE /  
OGILVY SOUTH  
AFRICA  
Johannesburg

---