

## Creative Commerce Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production
<b>A01 (Consumer Goods)</b>								
A01/012	00350	ADD THE LOOK	EGO	EGO	UNILEVER, Bogota / OGILVY COLOMBIA, Bogota	COLOMBIA		
A01/016	00376	RESIZE THE PRICE	AGUILA	BEER	DAVID, Bogota / DAVID, Madrid	COLOMBIA / SPAIN	AKIRA CINE Bogota / DURO ESTUDIO Bogota / PARCHE FILMS Bogota	
A01/017	00379	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
A01/018	00099	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
<b>A04 (Travel, Leisure, Retail, Restaurants &amp; Fast-Food Chains)</b>								
A04/008	00290	PICKLE IT FORWARD	MCDONALD'S NORDICS	MCDONALD'S PICKLES	NORD, Stockholm	SWEDEN	HOUSE Stockholm	HOUSE Stockholm
A04/027	00091	THE GOLDEN ZONE	MCDONALD'S	MCDONALD'S APP	TBWA\COLOMBIA, Bogotá / DDB COLOMBIA, Bogota	COLOMBIA		
<b>B01 (Social/Influencer Commerce)</b>								
B01/018	00382	VASELINE ORIGINALS	VASELINE	VASELINE	OGILVY SINGAPORE	SINGAPORE	DOUBLE Y Bangkok	CHAMELEON Singapore / NEON SOUND Singapore / POP & STRANGE Singapore
<b>B03 (Entertainment Commerce)</b>								
B03/001	00053	LUCKY FAN INDEX	WISŁA KRAKÓW FOOTBALL CLUB	WISŁA KRAKÓW FOOTBALL CLUB	VML, Warsaw	POLAND	VML Warsaw	

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B03/004	00188	GAMERS ON DUTY	LENOVO	LENOVO LAPTOP	LEO INDIA, Mumbai	INDIA		
B03/008	00328	FIELD BARCODE	MERCADO LIVRE	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL	GUT Sao Paulo	GUT Sao Paulo
B03/021	00092	THE GOLDEN ZONE	MCDONALD'S	MCDONALD'S APP	TBWA\COLOMBIA, Bogotá / DDB COLOMBIA, Bogota	COLOMBIA		

### B05 (Innovative use of Commerce Channel)

B05/003	00267	AN AGENT "COMO A GENTE"	MAGAZINE LUIZA	CORPORATE IMAGE	OGILVY, Sao Paulo	BRAZIL	JAMUTE Sao Paulo / LIGHTFARM STUDIOS São Paulo / SALVA STUDIO Sao Paulo	
B05/009	00022	MANDATORY VACATION PACKAGES	CÁMARA COLOMBIANA DE COMERCIO ELECTRÓNICO	TRAVEL SALE	NAME, Bogota	COLOMBIA		

### B06 (Commerce Media)

B06/002	00286	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
B06/003	00327	IKEA PREOWNED	IKEA	IKEA SECOND HAND MARKETPLACE	McCANN SPAIN, Madrid	SPAIN	OMNICOM PRODUCTION Madrid	OMNICOM PRODUCTION Madrid
B06/013	00238	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 / PARIAN CREATIVE Santa Monica / WALKER Santa Monica

### C01 (Targeting, Insights and Personalisation)

## **Creative Commerce Shortlist**

C01/010	00375	RESIZE THE PRICE	AGUILA	BEER	DAVID, Bogota / DAVID, Madrid	COLOMBIA / SPAIN	AKIRA CINE Bogota / DURO ESTUDIO Bogota / PARCHE FILMS Bogota
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C01/012	00023	MANDATORY VACATION PACKAGES	CÁMARA COLOMBIANA DE COMERCIO ELECTRÓNICO	TRAVEL SALE	NAME, Bogota	COLOMBIA	
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### **C03 (In-Store Experiences)**

C03/008	00088	SAINTS PÈRES EXTRA VIRGIN BAR	SAINTS-PÈRES	EXPERIENTIAL RETAIL CONCEPT / OLIVE OIL BAR & PORCELAIN COLLECTION	THE REFRESHMENT CLUB, Dubai	UNITED ARAB EMIRATES	THE REFRESHMENT CLUB Dubai	THE REFRESHMENT CLUB Dubai
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C03/014	00027	KARANGAHAPE RETURNS	KARANGAHAPE ROAD BUSINESS ASSOCIATION	KARANGAHAPE ROAD BUSINESS ASSOCIATION	MOTION SICKNESS, Auckland	NEW ZEALAND	MOTION SICKNESS Auckland	MOTION SICKNESS Auckland
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### **C04 (Customer Acquisition & Retention)**

C04/001	00052	LUCKY FAN INDEX	WISŁA KRAKÓW FOOTBALL CLUB	WISŁA KRAKÓW FOOTBALL CLUB	VML, Warsaw	POLAND	VML Warsaw	
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C04/006	00325	IKEA PREOWNED	IKEA	IKEA SECOND HAND MARKETPLACE	McCANN SPAIN, Madrid	SPAIN	OMNICOM PRODUCTION Madrid	OMNICOM PRODUCTION Madrid
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C04/010	00288	PICKLE IT FORWARD	MCDONALD'S NORDICS	MCDONALD'S PICKLES	NORD, Stockholm	SWEDEN	HOUSE Stockholm	HOUSE Stockholm
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C04/011	00304	COPYCATS WELCOME	CLASH ROYALE	CLASH ROYALE	DAVID, New York	UNITED STATES	BELIEVE TV Santiago / SONIC UNION New York	
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C04/030	00097	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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C04/031	00383	VASELINE ORIGINALS	VASELINE	VASELINE	OGILVY SINGAPORE	SINGAPORE	DOUBLE Y Bangkok	CHAMELEON Singapore / NEON SOUND Singapore / POP & STRANGE Singapore
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### **C06 (Brand Strategy)**

## **Creative Commerce Shortlist**

C06/013	00245	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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### **D01 (End-to-End Commerce)**

D01/001	00274	UVA UVA BOMBÓN	UVA APP	UVA APP	DE LA CRUZ OGIIVY, San Juan	PUERTO RICO	AGOSTO MUSIC Lima / CELESTE FILMS Montevideo	CELESTE FILMS Montevideo
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### **D05 (Inclusive Commerce)**

D05/001	00011	STREAMING OUT LOUD	KUAISHOU	LIVE COMMERCE	TOPIC&LOONG, Beijing	MAINLAND CHINA
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### **E02 (Social Behaviour)**

E02/011	00298	SPOTS FOR SHOPS	PARKIN	PARKING SPOTS	FP7 McCANN DUBAI	UNITED ARAB EMIRATES
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E02/012	00320	COPYCATS WELCOME	CLASH ROYALE	CLASH ROYALE	DAVID, New York	UNITED STATES	BELIEVE TV Santiago / SONIC UNION New York
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E02/016	00170	A DRUGSTORE IN YOUR PESEBRE	FARMACIAS ECONÓMICAS	DRUGSTORE	BE FLAMINGO, Quito / PUBLIFYER, Quito	ECUADOR	TITAN Quito	BE FLAMINGO Quito
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E02/021	00346	\$HOPLEFTING	LAUT GEGEN NAZIS E.V.	DRUCK18.COM	JUNG VON MATT, Hamburg	GERMANY	908VIDEO Berlin / FRIDGE AUDIO Berlin
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### **E03 (Breakthrough on a Budget)**

E03/001	00030	THE PASSWORD HEIST	LEROY MERLIN	LEROY MERLIN	BETC, Paris / BETC FULLSIX, Paris	FRANCE
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### **E04 (Corporate Purpose & Social Responsibility)**

## Creative Commerce Shortlist

E04/006	00380	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
E04/007	00395	CAREFLEET	RENAULT	CAREFLEET	PUBLICIS CONSEIL, Paris	FRANCE	PRODIGIOUS Paris	
E04/009	00194	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
<b><u>E05 (Use of Humour)</u></b>								
E05/001	00038	THE PASSWORD HEIST	LEROY MERLIN	LEROY MERLIN	BETC, Paris / BETC FULLSIX, Paris	FRANCE		
<b><u>E07 (Cultural Engagement)</u></b>								
E07/007	00168	A DRUGSTORE IN YOUR PESEBRE	FARMACIAS ECONÓMICAS	DRUGSTORE	BE FLAMINGO, Quito / PUBLIFYER, Quito	ECUADOR	TITAN Quito	BE FLAMINGO Quito
E07/008	00223	THE PERIOD UNIFORM	SOMOS MARTINA	SOMOS MARTINA	SERVICEPLAN GERMANY, Munich	GERMANY	WE ARE DEMENTE Bogota	INMOTION Munich
E07/009	00345	SHOPLEFTING	LAUT GEGEN NAZIS E.V.	DRUCK18.COM	JUNG VON MATT, Hamburg	GERMANY	908VIDEO Berlin / FRIDGE AUDIO Berlin	

**Total Shortlisted:**

**41**

Media	PR	Additional
ZENITH Bogota	ALINA VELEZ COMUNICACIONES Bogota	
JUNGLE MEDIA Montreal / MINDSHARE CANADA Toronto / TANK WORLDWIDE Montreal	OGILVY HEALTH New York	BROADFORK PRODUCE Toronto / FUZE REPS Toronto / QUEBEC CANCER FOUNDATION Montreal
SPARK FOUNDRY Mexico City	BURSON Mexico City	THE COCA-COLA COMPANY Mexico City
OMD Stockholm	NORD Stockholm	
WPP UNITE Singapore	OGILVY SINGAPORE	CATCH AND RELEASE San Francisco / OGILVY SINGAPORE / PINPUNG Bangkok / RADA Bangkok
	VML Warsaw	

LENOVO INDIA Bangalore

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ZETABE Sao Paulo

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

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MAGAZINE LUIZA Sao Paulo /  
META Sao Paulo

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NAME Bogota

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STARCOM New  
York

3PM/WEBER  
SHANDWICK New  
York

AB INBEV New York

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IPROSPECT Madrid

IKEA Madrid

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PHD New York

DEPT N/A / MAYFLOWER  
ENTERTAINMENT New York

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ZENITH Bogota ALINA VELEZ  
COMUNICACIONES  
Bogota

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NAME Bogota

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THE  
REFRESHMENT  
CLUB Dubai

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MOTION DIG PR Auckland  
SICKNESS  
Auckland

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VML Warsaw

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IPROSPECT Madrid IKEA Madrid

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OMD Stockholm NORD Stockholm

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

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WPP UNITE OGILVY CATCH AND RELEASE San  
Singapore SINGAPORE Francisco / OGILVY SINGAPORE /  
PINPUNG Bangkok / RADA Bangkok

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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

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

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BE FLAMINGO Quito  
PUBLIFYER Quito

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JUNG VON MATT  
Hamburg

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BETC Paris

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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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PUBLICIS  
CONSULTANTS  
Paris

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BETC Paris

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BE FLAMINGO Quito  
MEDIAPLUS GERMANY Munich  
PUBLIFYER Quito  
TULOM Sao Paulo  
EAT, SLEEP + DESIGN Berlin /  
HASTINGS AUDIO NETWORK  
Hamburg / HOOKED MUSIC  
Hamburg  
JUNG VON MATT  
Hamburg

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