

## Creative Effectiveness Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production
<b><u>A01 (Consumer Goods)</u></b>								
A01/007	00161	PEDIGREE CARAMELO	PEDIGREE	PEDIGREE	ALMAPBBDO, Sao Paulo	BRAZIL	BLACK MADRE Sao Paulo / RAW AUDIO Sao Paulo / SURREAL HOTEL ARTS Sao Paulo	GAFANHOTTO POST Sao Paulo
<b><u>A02 (Healthcare)</u></b>								
A02/007	00053	MAKE NEW ZEALAND THE BEST PLACE IN THE WORLD TO HAVE HERPES	NEW ZEALAND HERPES FOUNDATION	HERPES DESTIGMATISATION	MOTION SICKNESS, Auckland	NEW ZEALAND	FINCH Auckland	ATTICUS Auckland
<b><u>A04 (Travel, Leisure, Retail, Restaurants &amp; Fast-Food Chains)</u></b>								
A04/001	00123	FOOTBALL IS FOR FOOD	UBER EATS	UBER EATS	SPECIAL, Los Angeles	UNITED STATES	O POSITIVE Santa Monica	ELEVEN SOUND Los Angeles / EXILE EDIT Los Angeles / PARIAN CREATIVE Santa Monica / ROYAL MUSTER Los Angeles / TRAFIK Los Angeles
A04/008	00070	MY JAPAN RAILWAY	JR GROUP	TRAIN TRIP	DENTSU INC., Tokyo	JAPAN	1-10HOLDINGS KYOTO / CREATIVE POWER UNIT Tokyo / DENTSU CREATIVE PICTURES Tokyo / DENTSU INC. Tokyo / LULL INC. Tokyo	
<b><u>A07 (Not-for-Profit / Charity / Government)</u></b>								
A07/016	10006	PASS IT ON - USE YOUR VOTE - EUROPEAN ELECTIONS 2024	EUROPEAN PARLIAMENT	EUROPEAN ELECTIONS 2024	&CO, Copenhagen	DENMARK	&CO Copenhagen / KIND FILM Copenhagen	ICF NEXT SA Brussels

## **B01 (Single Market)**

## Creative Effectiveness Shortlist

B01/007	00162	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
B01/024	10049	FICTIONAL INSURANCE	RCN / SEGUROS DEL ESTADO	INSURANCE	TBWA\COLOMBIA, Bogotá / DDB COLOMBIA, Bogota	COLOMBIA		
B01/025	00044	PRESERVED PROMOS	ZIPLOC	ZIPLOC	VML, New York	UNITED STATES		
<b>B03 (Global Market)</b>								
B03/002	00120	VASELINE VERIFIED	VASELINE	VASELINE	OGILVY SINGAPORE	SINGAPORE	BIGSYNC Singapore / FUSE Singapore / WHITECOAT Singapore	BOXCUTTER Auckland / CHAMELEON Singapore / WHITECOAT Singapore
B03/003	10089	SOUNDS RIGHT	SOUNDS RIGHT	MUSIC	AKQA, Copenhagen / MUSEUM FOR THE UNITED NATIONS - UN LIVE, Copenhagen	DENMARK	PLAYTYPE Copenhagen	
<b>B04 (Creative Effectiveness for Good)</b>								
B04/009	00163	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
B04/011	00039	THE FINAL EXAM	CHANGE THE REF	CHANGE THE REF	BBDO, Chicago	UNITED STATES	DRUID Sao Paulo / FLUTU MUSIC Sao Paulo	
B04/017	00205	THREE WORDS	AXA FRANCE	HOME INSURANCE POLICIES	PUBLICIS CONSEIL, Paris	FRANCE	PRODIGIOUS Paris	PRODIGIOUS Paris
<b>C01 (Launch)</b>								
C01/003	00204	THREE WORDS	AXA FRANCE	HOME INSURANCE POLICIES	PUBLICIS CONSEIL, Paris	FRANCE	PRODIGIOUS Paris	PRODIGIOUS Paris

## **Creative Effectiveness Shortlist**

### **C03 (Acquisition)**

C03/008	00017	IKEA HIDDEN TAGS	IKEA	IKEA FURNITURE	UZINA, Lisbon	PORTUGAL	PLAYGROUND Lisbon / SALVA STUDIOS Lisbon	MUTE SOUND DESIGN Lisbon
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### **C04 (Retention)**

C04/004	00015	IKEA HIDDEN TAGS	IKEA	IKEA FURNITURE	UZINA, Lisbon	PORTUGAL	PLAYGROUND Lisbon / SALVA STUDIOS Lisbon	MUTE SOUND DESIGN Lisbon
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### **C07 (Collaboration)**

C07/003	10090	SOUNDS RIGHT	SOUNDS RIGHT	MUSIC	AKQA, Copenhagen / MUSEUM FOR THE UNITED NATIONS - UN LIVE, Copenhagen	DENMARK	PLAYTYPE Copenhagen
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### **D01 (Breakthrough on a Budget)**

D01/005	00184	U UP?	IKEA	IKEA	RETHINK, Toronto	CANADA
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### **D03 (Market Disruption)**

D03/005	00189	THE FINAL COPY OF ILON SPECHT	L'ORÉAL PARIS	L'ORÉAL PARIS	McCANN PARIS	FRANCE	BREAKWATER STUDIOS Los Angeles / TRAVERSE32 New York
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D03/010	00121	VASELINE VERIFIED	VASELINE	VASELINE	OGILVY SINGAPORE	SINGAPORE	BIGSYNC Singapore / FUSE Singapore / WHITECOAT Singapore	BOXCUTTER Auckland / CHAMELEON Singapore / WHITECOAT Singapore
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D03/012	00206	THREE WORDS	AXA FRANCE	HOME INSURANCE POLICIES	PUBLICIS CONSEIL, Paris	FRANCE	PRODIGIOUS Paris	PRODIGIOUS Paris
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Total Shortlisted:

21

Media	PR	Additional
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
MOTION SICKNESS Auckland	DIG PR Auckland	ED. Melbourne / TRA Auckland
PHD New York		MAYFLOWER ENTERTAINMENT New York / TREVOR TV Atlanta
DENTSU INC. Tokyo		
HAVAS INTERNATIONAL Paris		TIPIK COMMUNICATION AGENCY Brussels

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

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OMD USA Chicago  
ZENO GROUP Chicago  
OBVIOUSLY New York

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

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SPOTIFY  
Stockholm

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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

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CHANGE THE REF Coral Springs /  
CREO Chicago / WEBCORE  
INTERACTIVE GAMES Sao Paulo

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WAVEMAKER Paris  
PUBLICIS CONSULTANTS  
Paris  
AXA Paris

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WAVEMAKER Paris  
PUBLICIS CONSULTANTS  
Paris  
AXA Paris

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SPOTIFY  
Stockholm

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CARAT Toronto

IKEA Burlington

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BEAUTY CO-LAB  
New York /  
TRAVERSE32 New  
York

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MINDSHARE SINGAPORE	OGILVY London / OGILVY New York / OGILVY SINGAPORE / OGILVY SOUTH AFRICA Johannesburg	VAYNERMEDIA ASIA PACIFIC Singapore
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WAVEMAKER Paris	PUBLICIS CONSULTANTS Paris	AXA Paris
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