

Creative Strategy Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production
A01 (Consumer Goods)								
A01/005	00588	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
A01/021	00498	KITKAT SECURITY DETAIL	KITKAT	KITKAT FIVE FINGERS CHOCOLATE BAR	COURAGE, Toronto	CANADA	THE DELI Toronto	
A01/022	00437	PAID SICK LEAVE FOR COWS	TOO GOOD	MILK	THE PARTNERSHIP AGENCY, Nairobi	KENYA	FINGERPRINT FILMS Mumbai	FINGERPRINT FILMS Mumbai
A01/025	10535	CERAVE - THE NEW FACE OF LEGS	CERAVE	CERAVE	L'OREAL, New York / BOLDED, New York	UNITED STATES	OBB MEDIA West Hollywood	OBB MEDIA West Hollywood
A01/038	00117	PRESERVED PROMOS	ZIPLOC	ZIPLOC	VML, New York	UNITED STATES		
A01/051	00095	MADE TO SHARE	CADBURY	DAIRY MILK	VCCP, London	UNITED KINGDOM	GIRL&BEAR London	ELECTRIC THEATRE COLLECTIVE London / KING LEAR MUSIC & SOUND London / KINTZING London / STANLEYS POST London / TENTHREE London
A02 (Healthcare)								
A02/010	00122	#UNCENSORYOU RHEALTH	LADYWELL	LADYWELL SUPPLEMENTS FOR WOMEN	SAATCHI & SAATCHI, EI Segundo	UNITED STATES	SAATCHI & SAATCHI EI Segundo / TOOL OF NORTH AMERICA Santa Monica	HARBOR PICTURE COMPANY Los Angeles / SAATCHI & SAATCHI EI Segundo
A02/012	00672	DONATE TO PLAY	GRUPO PULSA	GRUPO PULSA	PUBLICIS BRASIL, Sao Paulo	BRAZIL	FUZZR Sao Paulo / PUBLICIS BRASIL Sao Paulo	

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A02/014	00450	VASELINE VERIFIED	VASELINE	VASELINE	OGILVY SINGAPORE	SINGAPORE	BIGSYNC Singapore / FUZE Singapore / WHITECOAT Singapore	BOXCUTTER Auckland / CHAMELEON Singapore / WHITECOAT Singapore
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A02/027	00695	VIAGRA BLUE BRANDS	VIATRIS	VIAGRA	OGILVY, Shanghai	MAINLAND CHINA	SHOOTING GALLERY Shanghai
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A04 (Travel, Leisure, Retail, Restaurants & Fast-Food Chains)

A04/014	00402	PRICE PACKS	PENNY	FOOD/NON-FOOD	SERVICEPLAN GERMANY, Munich	GERMANY	WE MAKE THEM WONDER Munich
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A04/015	00605	U UP?	IKEA	IKEA	RETHINK, Toronto	CANADA
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A04/035	00451	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)

A05/002	00646	THE CLUB IS YOURS	EA SPORTS	EA SPORTS FC	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM	MJZ London
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A05/003	00570	TRACKING BAD BUNNY	BAD BUNNY	BAD BUNNY	NAZAI/BWA, Guaynabo	PUERTO RICO
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A05/008	00387	PRIME TIME 0.7	FRECUENCIA LATINA	LATINA	FAHRENHEIT DDB, Lima	PERU	SORDO AUDIO Lima / THE CONTENT CLUB Lima
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A06 (Consumer Services/Business to Business)

A06/009	00214	(SAVE A) LIFE INSURANCE	GENERALI	GENERALI	VML, Bucharest / VML, New York	ROMANIA / UNITED STATES	GREENMIND STUDIO Bucharest	MULTIMEDIA EST Bucharest
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A06/013	00432	THE FAROE ISLANDS SPACE PROGRAM	SKF	TECHNICAL SOLUTIONS AND INNOVATIONS, BEARINGS, SEALS AND LUBRICATION	NORD, Stockholm	SWEDEN		
A06/019	00559	A TIME AND A PLACE	CLAUDE	CLAUDE	MOTHER, London	UNITED KINGDOM	BISCUIT FILMWORKS	UK London

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

A07/007	00193	RELATIONCHIP	THE PORTUGUESE ASSOCIATION FOR VICTIM SUPPORT (APAV)	TEEN DATING VIOLENCE	BBDO PORTUGAL, Lisbon	PORTUGAL	LOOKS:GOOD	Lisbon
A07/008	00639	SHOPLEFTING	LAUT GEGEN NAZIS E.V.	DRUCK18.COM	JUNG VON MATT, Hamburg	GERMANY	908VIDEO	Berlin / FRIDGE AUDIO Berlin
A07/021	00307	ZIP CODE EXAM	EQUALITY HEALTH FOUNDATION	ZIP CODE EXAM	AREA 23, New York	UNITED STATES	BUMBLEBEAT Sao Paulo / DALMATIAN COW Los Angeles	PREYMAKER New York / STUDIORX New York
A07/025	00683	THE UNBURIED CASKET	WOMEN FOR CHANGE	WOMEN FOR CHANGE	EDELMAN SA, Johannesburg	SOUTH AFRICA		

B01 (Data & Analytics)

B01/006	00306	ZIP CODE EXAM	EQUALITY HEALTH FOUNDATION	ZIP CODE EXAM	AREA 23, New York	UNITED STATES	BUMBLEBEAT Sao Paulo / DALMATIAN COW Los Angeles	PREYMAKER New York / STUDIORX New York
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B02 (Audience Insight)

B02/010	00583	MISSING LETTERS OF WORTH	L'ORÉAL PARIS	BEAUTY	FP7 McCANN DUBAI	UNITED ARAB EMIRATES	THE BRANDIZERS	Beirut
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B02/012	00638	§HOPLEFTING	LAUT GEGEN NAZIS E.V.	DRUCK18.COM	JUNG VON MATT, Hamburg	GERMANY	908VIDEO Berlin / FRIDGE AUDIO Berlin	
B02/021	00558	HIDDEN PRICES	IKEA	FURNITURE	MOTHER, London	UNITED KINGDOM	MOTHER MADE London	
B02/034	00726	AXA X SONITA : THE LONE VOICE	AXA	DONATE YOUR VOICE	PUBLICIS CONSEIL, Paris	FRANCE	PRODIGIOUS Paris	
B02/038	00591	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
B02/051	00603	U UP?	IKEA	IKEA	RETHINK, Toronto	CANADA		
B02/072	00448	VASELINE VERIFIED	VASELINE	VASELINE	OGILVY SINGAPORE	SINGAPORE	BIGSYNC Singapore / FUZE Singapore / WHITECOAT Singapore	BOXCUTTER Auckland / CHAMELEON Singapore / WHITECOAT Singapore
B02/075	00729	CAREFLEET	RENAULT	CAREFLEET	PUBLICIS CONSEIL, Paris	FRANCE	PRODIGIOUS Paris	
B02/087	00494	CHANGE THE COMPLIMENT	DOVE	DOVE	ZULU ALPHA KILO, New York / ZULU ALPHA KILO, Toronto	UNITED STATES / CANADA	ANIMALS Toronto / OBJECT & ANIMAL New York	COMPANY 3 Toronto / COSMO STREET New York / THE END Culver City
B02/095	00354	THE WEDDING RICE	WIKIFARMER	AGRICULTURE	McCANN ATHENS	GREECE	PARASOL Athens	PARASOL Athens
B02/113	00705	S.A.B	BRAHMA	BEER	AFRICA CREATIVE, Sao Paulo	BRAZIL	HALLEY SOUND Sao Paulo / KAUS FILM Sao Paulo	GUAVA POST Sao Paulo

C01 (Challenger Brand Strategy)

Creative Strategy Shortlist

C01/004	00418	THE SWEDISH PRESCRIPTION	VISIT SWEDEN	VISIT SWEDEN	PRIME WEBER SHANDWICK, Stockholm	SWEDEN	CRAZY PICTURES Norrkoping / FLX 2.0 Stockholm / PRIME WEBER SHANDWICK Stockholm	CRAZY PICTURES Norrkoping / FLX 2.0 Stockholm
C01/013	00237	THE 58 YEAR OLD ROOKIE	OPELLA	ASPERCREME	MARTIN, Richmond	UNITED STATES		
C01/016	00602	U UP?	IKEA	IKEA	RETHINK, Toronto	CANADA		
C01/017	00604	PAID THROUGH PARENTS	MOLSON CANADIAN	MOLSON CANADIAN	RETHINK, Toronto	CANADA	ASYMETRIC Toronto / COUP AND CO Toronto	DARLING COLOUR AND VFX Toronto / OSO AUDIO Toronto / SAINTS EDITORIAL Toronto
C01/034	00557	A TIME AND A PLACE	CLAUDE	CLAUDE	MOTHER, London	UNITED KINGDOM	BISCUIT FILMWORKS UK London	
C01/039	00421	[CENSORED TRUTH]	PATRÓN TEQUILA	PATRÓN TEQUILA	BBH, New York	UNITED STATES	PUBLICIS PRODUCTION New York	HARBOR PICTURE COMPANY New York
C02 (Breakthrough on a Budget)								
C02/006	00599	U UP?	IKEA	IKEA	RETHINK, Toronto	CANADA		
C02/016	00388	PRIME TIME 0.7	FRECUENCIA LATINA	LATINA	FAHRENHEIT DDB, Lima	PERU	SORDO AUDIO Lima / THE CONTENT CLUB Lima	
C03 (Multi-Market Strategy)								
C03/007	00703	PROUDLY ON THE PITCH	BUDWEISER	BEER	AFRICA CREATIVE, Sao Paulo	BRAZIL		
C04 (Long-Term Strategy)								
C04/007	00259	POWER OF "SALADO"	CRIS-SAL	SALT	ECUASAL, Guayaquil / PARADAIS DDB, Guayaquil	ECUADOR		

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C04/008	00600	IT HAS TO BE HEINZ	HEINZ KETCHUP	KRAFT HEINZ	RETHINK, Toronto	CANADA	BLACK MADRE Sao Paulo / FUZE REPS Toronto / L'ELOI Montreal / MT VERNON	ARKETYPE Montreal / DARLING COLOUR AND VFX Toronto / GRAYSON MUSIC Toronto / OSO AUDIO Toronto / SAINTS EDITORIAL Toronto
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C05 (Corporate Purpose & Social Responsibility)

C05/004	00302	(UN)DANGERED VEGETABLES	SOLAMENT™	SOLAMENT™	DROGA5, PART OF ACCENTURE SONG, Tokyo	JAPAN	1-10 Tokyo / PRIMAL VENUE Tokyo
C05/008	00578	RECIPE FOR CHANGE	PUCK	SPREAD CHEESE	FP7 McCANN DUBAI	UNITED ARAB EMIRATES	CRAFT DUBAI
C05/017	00405	THE PERIOD UNIFORM	SOMOS MARTINA	SOMOS MARTINA	SERVICEPLAN GERMANY, Munich	GERMANY	WE ARE DEMENTE Bogota INMOTION Munich
C05/019	00510	LET'S END FAST TECH	BACK MARKET	REFURBISHED ELECTRONICS MARKETPLACE	MARCEL, Paris	FRANCE	
C05/033	10786	EYE TEST MENU	TITAN EYE+	EYEWEAR	OGILVY, Bangalore	INDIA	ABSOLUTE PRODUCTIONS Mumbai
C05/035	00610	THE FINAL COPY OF ILON SPECHT	L'ORÉAL PARIS	L'ORÉAL PARIS	McCANN PARIS	FRANCE	BREAKWATER STUDIOS Los Angeles / TRAVERSE32 New York
C05/036	00565	NO FRAME MISSED	APPLE	IPHONE	TBWA MEDIA ARTS LAB, Los Angeles	UNITED STATES	O2 FILMES Sao Paulo / SATELITE AUDIO Sao Paulo PSYCHONLOOK Sao Paulo

C06 (Market Disruption)

C06/007	00581	RECIPE FOR CHANGE	PUCK	SPREAD CHEESE	FP7 McCANN DUBAI	UNITED ARAB EMIRATES	CRAFT DUBAI
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C06/013	00401	PRICE PACKS	PENNY	FOOD/NON-FOOD	SERVICEPLAN GERMANY, Munich	GERMANY	WE MAKE THEM WONDER Munich	
C06/026	00724	CAREFLEET	RENAULT	CAREFLEET	PUBLICIS CONSEIL, Paris	FRANCE	PRODIGIOUS Paris	
C06/034	00715	TOCAYOS	HEINEKEN	HEINEKEN BEER	LEPUB, Milan	ITALY	ANTIESTATICO Madrid	
C06/035	00466	DE'LONGHI COMPUTER	DE'LONGHI	DE'LONGHI COFFEE MACHINE	LOLA, Madrid	SPAIN		
C06/039	00120	PRESERVED PROMOS	ZIPLOC	ZIPLOC	VML, New York	UNITED STATES		
C07 (Cultural Engagement)								
C07/008	00637	\$HOPLEFTING	LAUT GEGEN NAZIS E.V.	DRUCK18.COM	JUNG VON MATT, Hamburg	GERMANY	908VIDEO Berlin / FRIDGE AUDIO Berlin	
C07/020	00166	FROM DELIVERY RIDER TO URBAN RACER	TAOBAO DELIVERY	INSTANT RETAIL	RESEE, Shanghai	MAINLAND CHINA	JINGLE Shanghai / STUDIO OF DIRECTOR LIU DAPENG Beijing	
C07/024	00403	THE PERIOD UNIFORM	SOMOS MARTINA	SOMOS MARTINA	SERVICEPLAN GERMANY, Munich	GERMANY	WE ARE DEMENTE Bogota	INMOTION Munich
C07/028	00711	THE PUB THAT REFUSED TO DIE	HEINEKEN	HEINEKEN GREEN	LEPUB, Milan / PUBLICIS, Dublin	ITALY / IRELAND	ANTIDOTE FILMS Dublin	COMPANY 3 London / PRODIGIOUS Milan
C07/033	00393	RUBY BLOOMS	NANA	SANITARY PADS	SAATCHI AND SAATCHI ME, Dubai	UNITED ARAB EMIRATES	BIG KAHUNA FILMS Dubai / MARKETING MANTRA Dubai / MOCKUP 10 Sao Paulo / PRODIGIOUS Dubai / STUDIO POND Sao Paulo	ENSO STUDIOS Dubai
C07/042	00682	THE UNBURIED CASKET	WOMEN FOR CHANGE	WOMEN FOR CHANGE	EDELMAN SA, Johannesburg	SOUTH AFRICA		

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C07/043	00713	TOCAYOS	HEINEKEN	HEINEKEN BEER	LEPUB, Milan	ITALY	ANTIESTATICO Madrid	
C07/048	00608	THE FINAL COPY OF ILON SPECHT	L'ORÉAL PARIS	L'ORÉAL PARIS	McCANN PARIS	FRANCE	BREAKWATER STUDIOS Los Angeles / TRAVERSE32 New York	
C07/050	00566	NO FRAME MISSED	APPLE	IPHONE	TBWA\MEDIA ARTS LAB, Los Angeles	UNITED STATES	O2 FILMES Sao Paulo / SATELITE AUDIO Sao Paulo	PSYCHONLOOK Sao Paulo

D01 (Brave Brands)

D01/005	00579	RECIPE FOR CHANGE	PUCK	SPREAD CHEESE	FP7 McCANN DUBAI	UNITED ARAB EMIRATES	CRAFT DUBAI	
D01/010	00589	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
D01/021	00561	A TIME AND A PLACE	CLAUDE	CLAUDE	MOTHER, London	UNITED KINGDOM	BISCUIT FILMWORKS UK London	
D01/029	00622	SCRATCH YOUR DATA	MERCADO LIVRE	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL	GUT Sao Paulo	GUT Sao Paulo

D02 (Collaboration)

D02/002	00310	EXPLORE YOUR STORY	COACH	LUXURY FASHION ACCESSORIES	FORSMAN & BODENFORS, Gothenburg / MANDAI LOOP, Stockholm	SWEDEN	INDUSTRY ART London / NEW LAND Stockholm	NEW LAND Stockholm
D02/006	00571	TRACKING BAD BUNNY	BAD BUNNY	BAD BUNNY	NAZA\TBWA, Guaynabo	PUERTO RICO		
D02/010	00367	#UNLOCKYOURG REENFLAG	KNORR	KNORR MASTERBRAND	FRANK, London	UNITED KINGDOM	KAUS Sao Paulo	

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D02/015	00386	PRIME TIME 0.7	FRECUENCIA LATINA	LATINA	FAHRENHEIT DDB, Lima	PERU	SORDO AUDIO Lima / THE CONTENT CLUB Lima
D02/019	00714	TOCAYOS	HEINEKEN	HEINEKEN BEER	LEPUB, Milan	ITALY	ANTIESTATICO Madrid
D02/021	00030	DELIVERED BY TETRIS	LA POSTE	LA POSTE	BETC, Paris / HAVAS PARIS	FRANCE	GUM Paris / PROSE ON PIXELS Paris

E01 (Products/Services)

E01/002	00636	\$HOPLEFTING	LAUT GEGEN NAZIS E.V.	DRUCK18.COM	JUNG VON MATT, Hamburg	GERMANY	908VIDEO Berlin / FRIDGE AUDIO Berlin
E01/003	00309	EXPLORE YOUR STORY	COACH	LUXURY FASHION ACCESSORIES	FORSMAN & BODENFORS, Gothenburg / MANDAI LOOP, Stockholm	SWEDEN	INDUSTRY ART London / NEW LAND Stockholm NEW LAND Stockholm
E01/008	00219	HAPPY DOGGY	MCDONALD'S FRANCE	HAPPY MEAL	BBDO PARIS	FRANCE	POSITIVE FILMS Paris PAUME Paris
E01/009	00285	THE COOLEST IHRAM	SAUDIA	THE COOLEST IHRAM	LANDOR, Dubai	UNITED ARAB EMIRATES	BRRR Atlanta / LANDOR Dubai / SAUDIA Jeddah
E01/013	00718	LONG LASTING PASSPORT	DARTY	LONG LASTING PASSPORT	PUBLICIS CONSEIL, Paris	FRANCE	
E01/018	10787	EYE TEST MENU	TITAN EYE+	EYEWEAR	OGILVY, Bangalore	INDIA	ABSOLUTE PRODUCTIONS Mumbai
E01/019	00621	SCRATCH YOUR DATA	MERCADO LIVRE	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL	GUT Sao Paulo GUT Sao Paulo
E01/021	10689	REVERSE MEDIA SCHEDULE	SEA CLEANERS & JCDECAUX	SEA CLEANERS & JCDECAUX	DENTSU CREATIVE, Auckland	NEW ZEALAND	

E02 (Experience and Relationship Models)

E02/004	00569	TRACKING BAD BUNNY	BAD BUNNY	BAD BUNNY	NAZA\TBWA, Guaynabo	PUERTO RICO	
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E02/008	00404	PRICE PACKS	PENNY	FOOD/NON-FOOD	SERVICEPLAN GERMANY, Munich	GERMANY	WE MAKE THEM WONDER Munich
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E03 (Brand Strategy)

E03/006	00574	MISSING LETTERS OF WORTH	L'ORÉAL PARIS	BEAUTY	FP7 McCANN DUBAI	UNITED ARAB EMIRATES	THE BRANDIZERS Beirut
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E03/011	00590	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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E03/017	00511	LET'S END FAST TECH	BACK MARKET	REFURBISHED ELECTRONICS MARKETPLACE	MARCEL, Paris	FRANCE	
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E03/030	00449	VASELINE VERIFIED	VASELINE	VASELINE	OGILVY SINGAPORE	SINGAPORE	BIGSYNC Singapore / FUZE Singapore / WHITECOAT Singapore	BOXCUTTER Auckland / CHAMELEON Singapore / WHITECOAT Singapore
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E03/031	00560	A TIME AND A PLACE	CLAUDE	CLAUDE	MOTHER, London	UNITED KINGDOM	BISCUIT FILMWORKS UK London
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E03/040	00357	COLUMBIA	COLUMBIA SPORTSWEAR	COLUMBIA SPORTSWEAR	COLUMBIA, Portland / adam&eve\TBWA, London	UNITED STATES / UNITED KINGDOM	
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E03/057	00655	WORTH MORE.	AB INBEV	STELLA	GUT, Miami / GUT AGENCY LLC, Miami	UNITED STATES	ALE BURSET STUDIO Buenos Aires / division7 New York / FLOWERS Brooklyn / JONES KNOWLES RITCHIE London	EDIBLE INC Los Angeles / GENOSHA Buenos Aires / KETAMA Madrid / RODEO PRODUCTION Toronto / WOLF WOLF Floresta
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E04 (Retail Media)

E04/007	00400	PRICE PACKS	PENNY	FOOD/NON-FOOD	SERVICEPLAN GERMANY, Munich	GERMANY	WE MAKE THEM WONDER Munich	
E04/013	00452	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
E04/014	00706	S.A.B	BRAHMA	BEER	AFRICA CREATIVE, Sao Paulo	BRAZIL	HALLEY SOUND Sao Paulo / KAUS FILM Sao Paulo	GUAVA POST Sao Paulo
E04/015	00097	MADE TO SHARE	CADBURY	DAIRY MILK	VCCP, London	UNITED KINGDOM	GIRL&BEAR London	ELECTRIC THEATRE COLLECTIVE London / KING LEAR MUSIC & SOUND London / KINTZING London / STANLEYS POST London / TENTHREE London

Creative Strategy Shortlist

Total Shortlisted:

99

Media	PR	Additional
MINDSHARE London / MINDSHARE New York	EDELMAN New York	AKQA Paris / MILO CASTING London / OGILVY London
	COURAGE Toronto	NESTLE CANADA Toronto
BEAUTY CO-LAB New York	OGILVY PR New York	EGGMEN Rhinebeck / PARZVL New York / THE SKI TEAM River Vale
OMD USA Chicago	ZENO GROUP Chicago	OBVIOUSLY New York
SPARK FOUNDRY London	OGILVY PR London	BERNADETTE London / BULLETPROOF London / DENTSU CREATIVE London / ELVIS London / JUNGLE STUDIOS London / MKTG London / UMBRELLA Buckinghamshire
DSPLUS Chicago / SAATCHI & SAATCHI EI Segundo	SAATCHI & SAATCHI EI Segundo	TOOL OF NORTH AMERICA Santa Monica
PUBLICIS BRASIL Sao Paulo	BR MEDIA Sao Paulo / PUBLICIS BRASIL Sao Paulo	UBISOFT Sao Paulo

MINDSHARE
SINGAPORE

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

VAYNERMEDIA ASIA PACIFIC
Singapore

BOXCUTTER Auckland

OMD GERMANY
Dusseldorf

SERVICEPLAN
GERMANY Munich

ATELIER WOLFRIK FISCHER
Munich / BRANSCH Hamburg /
ELBEDESIGNCREW Hamburg /
HASTINGS AUDIO NETWORK
Hamburg / PION3ERS Dusseldorf /
SUPREME MUSIC Hamburg

CARAT Toronto

IKEA Burlington

PHD New York

DEPT N/A / MAYFLOWER
ENTERTAINMENT New York

GOOGLE Mountain View / RIMAS
ENTERTAINMENT San Juan /
SPOTIFY New York

DENTSU Bucharest

EDELMAN New York ANTHROPIC San Francisco /
INITIATIVE New York / KING LEAR
MUSIC & SOUND London / THE
HOGAN London / THE QUARRY
London / TIME BASED ARTS
London

OMNICOM OMNICOM PR
PORTUGAL Lisbon Lisbon

JUNG VON MATT
Hamburg

RAPPORT New WEBER
York / UM New York SHANDWICK New
York

EDELMAN SA Johannesburg	EDELMAN SA Johannesburg	BEADING COLLECTIVE Johannesburg / BIGBRAVE Johannesburg / ENZO WOOD DESIGN Johannesburg / IMPRINT MEDIA Johannesburg / RAND FUNERALS Johannesburg / THE REXIME PROJECT Johannesburg
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RAPPORT New WEBER
York / UM New York SHANDWICK New
York

CURRENT GLOBAL
Dubai / FP7
McCANN DUBAI

JUNG VON MATT
Hamburg

WELLCOM London

PUBLICIS
CONSULTANTS
Paris

MINDSHARE London /
MINDSHARE New
York

EDELMAN New York

AKQA Paris / MILO CASTING
London / OGILVY London

CARAT Toronto

IKEA Burlington

MINDSHARE SINGAPORE

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

VAYNERMEDIA ASIA PACIFIC
Singapore

PUBLICIS
CONSULTANTS
Paris

HAILSTORM Holly Springs / LOST
LOVED Dover / MASSIVEMUSIC
AMSTERDAM / MILO CASTING
Toronto / SATY + PRATHA Toronto /
SONIC UNION New York

WEBER
SHANDWICK Kifisia

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

BTFly Sao Paulo / FLOW
EFFECTS Sao Paulo / MODO
INTEGRADO DE PRODUCOES Sao
Paulo

PRIME WEBER PRIME WEBER VISIT SWEDEN Stockholm / WPP
SHANDWICK SHANDWICK MEDIA Stockholm
Stockholm Stockholm

HAVAS MEDIA New York MARTIN Richmond
CARAT Toronto IKEA Burlington

PUBLICIS CANADA MOLSON COORS CANADA Toronto
Toronto

EDELMAN New York ANTHROPIC San Francisco /
INITIATIVE New York / KING LEAR
MUSIC & SOUND London / THE
HOGAN London / THE QUARRY
London / TIME BASED ARTS
London

OMD USA New York M BOOTH New York MORE THAN WORDS Los Angeles

CARAT Toronto IKEA Burlington

DENTSU CREATIVE Sao Paulo /
JKR Sao Paulo / PUBLICIS
GROUPE Tokyo / STARCOM Seoul
/ STARCOM Shanghai

CARAT Chicago / LOURES Sao Paulo / CIRCONFLEX Montreal / GAS
CARAT London / ZENO GROUP COMPANY Toronto / HOGARTH
CARAT Toronto / Chicago / ZENO WORLDWIDE London / KRAFT
STARCOM Toronto GROUP Toronto HEINZ Chicago / MARVEL
STUDIOS PARTNERSHIPS Burbank
/ MAXIMUM EFFORT Los Angeles /
THE KITCHEN New York / THE
PROMOTIONS SPECIALIST
Toronto / WONDERLAND
COMMUNICATIONS Bristol /
WONDERMAKR Toronto

ON'YOMI Tokyo ONER STUDIO Lima / SUMITOMO
METAL MINING Tokyo

CARAT Dubai CURRENT GLOBAL
Dubai

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

ARTISANS DU FILM Paris / MIDI
AGENCY Paris

OGILVY Bangalore OGILVY Bangalore OGILVY Mumbai / TIMESLIDER
Mumbai / TITAN Bangalore

BEAUTY CO-LAB
New York /
TRAVERSE32 New
York

OMD USA California

CARAT Dubai CURRENT GLOBAL
Dubai

OMD GERMANY Dusseldorf	SERVICEPLAN GERMANY Munich	ATELIER WOLFRIK FISCHER Munich / BRANSCH Hamburg / ELBEDESIGNCREW Hamburg / HASTINGS AUDIO NETWORK Hamburg / PION3ERS Dusseldorf / SUPREME MUSIC Hamburg
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PUBLICIS
CONSULTANTS
Paris

LOLA Madrid

OMD USA Chicago	ZENO GROUP Chicago	OBVIOUSLY New York
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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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DENTSU X Dublin	THE ROMANS London / THINKHOUSE Dublin	LEGARAGE Milan / PUBLICIS Dublin
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ZENITH Dubai	SAATCHI AND SAATCHI ME Dubai	
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EDELMAN SA Johannesburg	EDELMAN SA Johannesburg	BEADING COLLECTIVE Johannesburg / BIGBRAVE Johannesburg / ENZO WOOD DESIGN Johannesburg / IMPRINT MEDIA Johannesburg / RAND FUNERALS Johannesburg / THE REXIME PROJECT Johannesburg
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BETC Paris

JUNG VON MATT
Hamburg

MANDAI LOOP Stockholm

STUDIO 5 Paris

SAUDIA Jeddah SAUDIA Jeddah

OGILVY Bangalore OGILVY Bangalore OGILVY Mumbai / TIMESLIDER
Mumbai / TITAN Bangalore

ZETABE Sao Paulo GUT Sao Paulo /
INPRESS PORTER 20DASH Sao Paulo / ESTO Sao
NOVELLI Sao Paulo PAULO / LEOGRAF GRAFICA E
EDITORA Osasco / MERCADO
LIVRE Sao Paulo / PRODUCERIA
Sao Paulo / THIAGO ALONSO Sao
Paulo / VISUALLAB
COMUNICACAO VISUAL Sao Paulo

CARAT Auckland /
JCDECAUX NEW
ZEALAND Auckland

NIelsen Auckland / SEA
CLEANERS Auckland

GOOGLE Mountain View / RIMAS
ENTERTAINMENT San Juan /
SPOTIFY New York

OMD GERMANY Dusseldorf	SERVICEPLAN GERMANY Munich	ATELIER WOLFRIK FISCHER Munich / BRANSCH Hamburg / ELBEDESIGNCREW Hamburg / HASTINGS AUDIO NETWORK Hamburg / PION3ERS Dusseldorf / SUPREME MUSIC Hamburg
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CURRENT GLOBAL
Dubai / FP7
McCANN DUBAI

MINDSHARE London / MINDSHARE New York	EDELMAN New York	AKQA Paris / MILO CASTING London / OGILVY London
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ARTISANS DU FILM Paris / MIDI
AGENCY Paris

MINDSHARE SINGAPORE	OGILVY London / OGILVY New York / OGILVY SINGAPORE / OGILVY SOUTH AFRICA Johannesburg	VAYNERMEDIA ASIA PACIFIC Singapore
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EDELMAN New York	ANTHROPIC San Francisco / INITIATIVE New York / KING LEAR MUSIC & SOUND London / THE HOGAN London / THE QUARRY London / TIME BASED ARTS London
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BE MEDIATECH 3PM/WEBER AB INBEV New York / GREY
OOH Sao Paulo / SHANDWICK New GLOBAL GROUP New York / GUT
JCDECAUX NORTH York / WEBER Sao Paulo / MARK BURNETT
AMERICA New York SHANDWICK New PRODUCTIONS New York /
/ STARCOM York SYNERGY PRODUCTIONS Studio
Chicago City / VISUAL BOX Sao Paolo

OMD GERMANY SERVICEPLAN ATELIER WOLFRIK FISCHER
Dusseldorf GERMANY Munich Munich / BRANSCH Hamburg /
ELBEDESIGNCREW Hamburg /
HASTINGS AUDIO NETWORK
Hamburg / PION3ERS Dusseldorf /
SUPREME MUSIC Hamburg

PHD New York DEPT N/A / MAYFLOWER
ENTERTAINMENT New York

BTFLY Sao Paulo / FLOW
EFFECTS Sao Paulo / MODO
INTEGRADO DE PRODUCOES Sao
Paulo

SPARK FOUNDRY OGILVY PR London BERNADETTE London /
London BULLETPROOF London / DENTSU
CREATIVE London / ELVIS London /
JUNGLE STUDIOS London / MKTG
London / UMBRELLA
Buckinghamshire
