

## Film Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production
<b><u>A01 (Consumer Goods)</u></b>								
A01/001	00107	HOPE	IKEA	IKEA HOME FURNISHINGS	TRY, Oslo	NORWAY	BACON Oslo	BACON Oslo
A01/002	00105	MORNINGS	IKEA	IKEA HOME FURNISHINGS	TRY, Oslo	NORWAY	BACON Oslo	BACON Oslo
A01/003	00111	PICKY	IKEA	IKEA HOME FURNISHINGS	TRY, Oslo	NORWAY	BACON Oslo	BACON Oslo
A01/004	00106	AWAKE	IKEA	IKEA HOME FURNISHINGS	TRY, Oslo	NORWAY	BACON Oslo	BACON Oslo
A01/005	00143	SLIDE	APPLE	IPHONE 17	APPLE, Cupertino	UNITED STATES	O POSITIVE Santa Monica	
A01/006	00140	DETECTIVES   8X CRASH ZOOM	APPLE	IPHONE 17	APPLE, Cupertino	UNITED STATES	O POSITIVE Santa Monica	
A01/036	00742	BAD IDEA	YETI	YETI	WIEDEN+KENNEDY, Portland	UNITED STATES	LOVE SONG London	CARTEL Santa Monica / FIELD DAY SOUND Portland / SOUTH MUSIC AND SOUND DESIGN Los Angeles / TRAFIK Los Angeles
A01/079	00310	A CRITTER CAROL	APPLE	IPHONE	TBWA/MEDIA ARTS LAB, Los Angeles	UNITED STATES	BARKING OWL Los Angeles / SMUGGLER Los Angeles	RACKET CLUB Los Angeles / TRAFIK Los Angeles / UNTOLD STUDIOS Los Angeles / WALKER Santa Monica / WORK EDITORIAL Los Angeles
<b><u>A02 (Healthcare)</u></b>								
A02/008	00780	NEVER OVER	ELI LILLY	ELI LILLY	WIEDEN+KENNEDY, Portland	UNITED STATES	FURLINED Santa Monica	
A02/019	00781	GOOD DAYS	LILLY	PHARMA	WIEDEN+KENNEDY, Portland	UNITED STATES	SKUNK Los Angeles	
<b><u>A03 (Automotive)</u></b>								

## Film Shortlist

A03/015	00581	LANE ASSIST	VOLKSWAGEN	VOLKSWAGEN	BBDO PARIS	FRANCE	STUDIO 5 Paris / VOIR PICTURES Paris	ORAGE Paris
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### A04 (Travel, Leisure, Retail, Restaurants & Fast-Food Chains)

A04/003	00083	NO PROJECT WITHOUT DRAMA	HORNBACK	HOME IMPROVEMENT SUPERSTORE	HEIMAT\TBWA, Berlin	GERMANY	CANADA Barcelona / SUPREME MUSIC Berlin / TEMPOMEDIA Berlin	KATALYST BERLIN CREATIVE SERVICES Berlin
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A04/004	00085	TABLEAU	JOHN LEWIS & PARTNERS	JOHN LEWIS	SAATCHI & SAATCHI, London	UNITED KINGDOM	SOMESUCH Los Angeles	750MPH London / SELECTED WORKS London / TRAFIK London / TRIM EDITING London / WAKE THE TOWN London
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A04/007	00100	UNLOVED	INTERMARCHÉ	RETAIL	ROMANCE, Paris	FRANCE	DIVINE Paris / SCHMOOZE Paris / WIZZ Paris	
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A04/012	00054	SHOOT FOR THE MOON	WINAMAX	GAMBLING GAMES	TBWA PARIS	FRANCE	ELSE Paris / SOLAB Paris / TUNA+ICON Belgrade	DIGITAL DISTRICT Paris
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A04/016	00204	THE GASTRONAUT	WAITROSE	RETAIL	WONDERHOOD STUDIOS, London	UNITED KINGDOM	ICON FILM Bucharest / SMUGGLER London	UNTOLD STUDIOS London
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### A05 (Media/Entertainment)

A05/006	00613	BRING A BOOK TO LIFE	AMAZON	AMAZON BOOKS	DROGA5, PART OF ACCENTURE SONG, London	UNITED KINGDOM	MAKING PICTURES London / MICRODOT VISION London / OFFLINE AUDIO London / STUDIO PRIVATE LTD London	MAKING PICTURES London / MICRODOT VISION London / OFFLINE AUDIO London / STUDIO PRIVATE LTD London
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A05/015	11286	BULLET MACHINE	LA UNION NEWSPAPER AND ARTICLE 19	LA UNION NEWSPAPER AND ARTICLE 19	GREY, Mexico City	MEXICO	HABITANT PRODUCTIONS Mexico City	HABITANT PRODUCTIONS Mexico City
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### A06 (Consumer Services/Business to Business)

## Film Shortlist

A06/018	01055	DISH	OPEN AI	CHATGPT	ISLE OF ANY, New York	UNITED STATES	SMUGGLER New York	BLACKSMITH New York / CARTEL New York / ETHOS STUDIO Los Angeles / ISLE OF ANY New York / WAVE STUDIOS New York
A06/019	01056	PULL UP	OPEN AI	CHATGPT	ISLE OF ANY, New York	UNITED STATES	SMUGGLER New York	BLACKSMITH New York / CARTEL New York / ETHOS STUDIO Los Angeles / ISLE OF ANY New York / WAVE STUDIOS New York
A06/020	01060	TRIP	OPEN AI	CHATGPT	ISLE OF ANY, New York	UNITED STATES	SMUGGLER New York	BLACKSMITH New York / CARTEL New York / ETHOS STUDIO Los Angeles / ISLE OF ANY New York / WAVE STUDIOS New York
A06/026	01309	IN GOOD TIME	UBER	SERVICE / AUTOMOTIVE	MOTHER NEW YORK / MOTHER, London	UNITED STATES / UNITED KINGDOM	MJZ Los Angeles	

## **Film Shortlist**

A06/041	00537	CHANGE YOUR WORLD: SKYDIVE	SQUARESPACE	SQUARESPACE	SQUARESPACE, New York	UNITED STATES	LOVESONG Encino	HEARD CITY New York / PAPER CUT Los Angeles / Q DEPARTMENT New York / ROYAL MUSTER New York / TIME BASED ARTS London
A06/046	00909	DAD	CONFUSED.COM	CONFUSED.COM	LEO, London	UNITED KINGDOM	BISCUIT FILMWORKS UK London	
A06/059	01299	CAN I GET A SIX PACK QUICKLY?	CLAUDE	CLAUDE	MOTHER, London	UNITED KINGDOM	BISCUIT FILMWORKS UK London	
A06/060	01289	HOW CAN I COMMUNICATE BETTER WITH MY MOM?	CLAUDE	CLAUDE	MOTHER, London	UNITED KINGDOM	BISCUIT FILMWORKS UK London	
A06/065	01470	AXA – NOTHING STOPS WOMEN'S RUGBY	AXA FRANCE	PARTNERSHIP AXA X WOMEN'S RUGBY	PUBLICIS CONSEIL, Paris	FRANCE	HAMLET Paris	PRODIGIOUS Paris
A06/074	10097	HELP!	SANTALUCÍA	SANTALUCÍA INSURANCE	ORIOI VILLAR, Barcelona	SPAIN	ROMA Madrid	
<b><u>A07 (Not-for-Profit / Charity / Government)</u></b>								
A07/024	00169	THERE IS NO GENDER PAY GAP IN PRISON	EQUAL PAY DAY	EQUAL PAY DAY	MORTIERBRIGADE, Brussels	BELGIUM	CZAR.BE Brussels	
A07/028	01028	NO SAFE PLACE TO STAB	STREET DOCTORS	STREET DOCTORS	BISCUIT FILMWORKS UK, London / SAATCHI & SAATCHI, London	UNITED KINGDOM	BISCUIT FILMWORKS UK London / REVOLVER Sydney	
<b><u>B01 (Consumer Goods)</u></b>								
B01/003	00141	SLIDE	APPLE	IPHONE 17	APPLE, Cupertino	UNITED STATES	O POSITIVE Santa Monica	

## Film Shortlist

B01/019	00754	L'ULTIMO UOMO REALE ("THE LAST REAL MAN")	The RealReal	LUXURY RESALE AUTHENTICATION	TEAM ONE, Los Angeles	UNITED STATES	LIPSTICK Berlin	LIPSTICK Berlin
B01/025	01181	I THINK OF YOU DYING	LIFE360	LIFE360	ALTO, New York	UNITED STATES	MJZ Los Angeles	KEVIN Los Angeles / PASSION PICTURES London / TRIM EDITING London / WALKER Santa Monica
B01/031	01266	THE TIGER	GUCCI	GUCCI	MJZ, Los Angeles / GUCCI, Florence	UNITED STATES / ITALY	MJZ Los Angeles	
B01/036	00351	MOTHER STRIKE	SNACK JACK	SNACK JACK RING	HANAMI FOOD, Bangkok / CHOOJAI AND FRIENDS, Bangkok	THAILAND	SUNETA HOUSE Bangkok	
B01/040	00148	I'M NOT REMARKABLE	APPLE	ACCESSIBILITY	APPLE, Cupertino	UNITED STATES	SOMESUCH London	FINAL CUT London / WAVE STUDIOS New York
B01/058	00486	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
B01/059	00149	BIG MAN, SHOT ON IPHONE	APPLE	IPHONE	APPLE, Cupertino	UNITED STATES	SOMESUCH Los Angeles	FACTORY STUDIOS London / FINAL CUT London
B01/060	00137	IPHONE: APPLE INTELLIGENCE "GARRETT"	APPLE	IPHONE	APPLE, Cupertino	UNITED STATES	BISCUIT FILMWORKS Los Angeles	
B01/069	01384	WHEN YOU'RE NOT HERE	WHIRLPOOL	XPERT INVERTER WASHING MACHINE	VML, Mexico City	MEXICO	ORIENTAL FILMS Mexico City	ORIENTAL FILMS Mexico City
B01/091	00549	THE MOST BRILLIANT FAILURE.	IWC SCHAFFHAUSEN	IWC REFERENCE 1832	SCHOLZ & FRIENDS, Berlin	GERMANY	THIRSTY Copenhagen	CHEMISTRY FILM Copenhagen

## Film Shortlist

B01/092	00769	SUPERSTAR	ADIDAS	ADIDAS ORIGINALS	JOHANNES LEONARDO, New York / ADIDAS ORIGINALS, Herzogenaurach	UNITED STATES / GERMANY	DIVISION Paris	BLACKSMITH New York / CABIN EDITING New York / CONCRET FORM Los Angeles / ETHOS STUDIOS New York
B01/093	00025	《未来赞美诗》 (H YMN)	VIVO	VIVO X200 ULTRA	BEIJING SHANGHUA CULTURAL MEDIA	MAINLAND CHINA	SHANGHAI LITTLE CARPENTER FILM AND TELEVISION	
B01/094	00312	A CRITTER CAROL APPLE	IPHONE	TBWA/MEDIA ARTS LAB, Los Angeles	UNITED STATES	BARKING OWL Los Angeles / SMUGGLER Los Angeles	RACKET CLUB Los Angeles / TRAFIK Los Angeles / UNTOLD STUDIOS Los Angeles / WALKER Santa Monica / WORK EDITORIAL Los Angeles	
B01/095	00411	SHAPE OF DREAMS	ON	ZENDAYA COLLECTION SS26	ON AG, Zurich	SWITZERLAND	MJZ Los Angeles	FINAL CUT Los Angeles / SQUEAK E CLEAN STUDIOS Los Angeles / THE PERLIN London / TRAFIK Los Angeles
B01/144	11412	DEPARTURES	O BOTICÁRIO	DATES - MOTHER'S DAY	ALMAPBBDO, Sao Paulo	BRAZIL	MYMAMA ENTERTAINMENT Sao Paulo / SATELITE AUDIO Sao Paulo	NASH Sao Paulo
<b>B02 (Healthcare)</b>								
B02/012	00636	DEAR APPLE	APPLE	APPLE WATCH	APPLE, Cupertino	UNITED STATES	EXILE El Segundo	EXILE El Segundo / LIME Los Angeles
B02/018	11013	LOVE HURTS	VASELINE	VASELINE	OGILVY SINGAPORE / VML SOUTH AFRICA, Johannesburg	SINGAPORE / SOUTH AFRICA	PARK PICTURES London	WHITECOAT Singapore

## B03 (Automotive)

## Film Shortlist

B03/011	00334	A NEW BEGINNING	VOLVO	AUTOMOTIVE	NEW LAND, Stockholm / ANDREAS MALM AB, Gothenburg	SWEDEN	NEW LAND Stockholm	
B03/023	10726	ESCAPE VEHICLE	TOYOTA	TOYOTA	OGILVY, Athens	GREECE	FOSS PRODUCTIONS Athens	

### **B04 (Travel, Leisure, Retail, Restaurants & Fast-Food Chains)**

B04/001	00082	NO PROJECT WITHOUT DRAMA	HORNBAACH	HOME IMPROVEMENT SUPERSTORE	HEIMAT\TBWA, Berlin	GERMANY	CANADA Barcelona / SUPREME MUSIC Berlin / TEMPOMEDIA Berlin	KATALYST BERLIN CREATIVE SERVICES Berlin
B04/003	00101	UNLOVED	INTERMARCHÉ	RETAIL	ROMANCE, Paris	FRANCE	DIVINE Paris / SCHMOOZE Paris / WIZZ Paris	
B04/022	00443	THE KAPRAO CRIMINALS	KFC THAILAND	KAPRAO CRISPY CHICKEN RICE BOWL	WOLF BKK, Bangkok	THAILAND	SUNETTA HOUSE Bangkok	
B04/038	01121	HUNGRY FOR THE TRUTH	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

### **B05 (Media/Entertainment)**

B05/007	01406	DROP IN	ELECTRONIC ARTS SKATE	EA SKATE	UNCOMMON CREATIVE STUDIO, New York	UNITED STATES	RIFF RAFF FILMS London	FINAL CUT London
B05/011	01265	THE CARETAKER	XBOX	XBOX GAME PASS	MJZ, Los Angeles / McCANN LONDON	UNITED STATES / UNITED KINGDOM	MJZ Los Angeles	
B05/014	00980	EVERYBODY LOVES A GOOD FIGHT	BATTLEGROUNDS MOBILE INDIA	BATTLEGROUNDS MOBILE INDIA	ENORMOUS, Mumbai	INDIA	GOOD MORNING FILMS Mumbai	
B05/021	01287	BULLET MACHINE	LA UNION NEWSPAPER AND ARTICLE 19	LA UNION NEWSPAPER AND ARTICLE 19	GREY, Mexico City	MEXICO	HABITANT PRODUCTIONS Mexico City	HABITANT PRODUCTIONS Mexico City

## Film Shortlist

B05/023	00612	BRING A BOOK TO AMAZON LIFE	AMAZON BOOKS	DROGA5, PART OF ACCENTURE SONG, London	UNITED KINGDOM	MAKING PICTURES London / MICRODOT VISION London / OFFLINE AUDIO London / STUDIO PRIVATE LTD London	MAKING PICTURES London / MICRODOT VISION London / OFFLINE AUDIO London / STUDIO PRIVATE LTD London
B05/028	01445	MBAPPE	NIKE	NIKE	WIEDEN+KENNEDY, London	UNITED KINGDOM	PRODCO London
B05/029	01008	EDUCATING YORKSHIRE: SCHOOL'S BACK	CHANNEL 4	EDUCATING YORKSHIRE	4CREATIVE, London / CHANNEL 4, London	UNITED KINGDOM	BLINK PRODUCTIONS London / LELAND London COMPANY 3 London / FACTORY STUDIOS London / PLATFORM POST PRODUCTION London / UNTOLD STUDIOS London

## B06 (Consumer Services/Business to Business)

B06/015	01050	YOUR WAY OUT	COINBASE	COINBASE	ISLE OF ANY, New York	UNITED STATES	MJZ Los Angeles	CARTEL New York / ETHOS STUDIO Los Angeles / ISLE OF ANY New York / SELECTED WORKS London / WAVE STUDIOS New York
B06/022	00535	UNAVAILABLE	SQUARESPACE	SQUARESPACE	SQUARESPACE, New York	UNITED STATES	SUPERPRIME Los Angeles	COMPANY 3 London / ONE OF US London / TRIM EDITING New York / WAVE MUSIC New York
B06/030	01346	MAFIA	PURGA STUDIO	AI PRODUCTION COMPANY	GUT, Mexico City	MEXICO	PURGA STUDIO Buenos Aires	
B06/031	01345	SAMURAI	PURGA STUDIO	AI PRODUCTION COMPANY	GUT, Mexico City	MEXICO	PURGA STUDIO Buenos Aires	
B06/032	01347	WESTERN	PURGA STUDIO	AI PRODUCTION COMPANY	GUT, Mexico City	MEXICO	PURGA STUDIO Buenos Aires	

## Film Shortlist

B06/034	01017	UNFADING LOVE	THAI LIFE INSURANCE	THAI LIFE INSURANCE	OGILVY, Bangkok	THAILAND	HELLO FILMMAKER Bangkok	MELLOW TUNES Bangkok / ULTRAVIOLET POST PRODUCTION Bangkok
B06/046	01304	CAN I GET A SIX PACK QUICKLY?	CLAUDE	CLAUDE	MOTHER, London	UNITED KINGDOM	BISCUIT FILMWORKS UK London	
B06/048	01297	HOW CAN I COMMUNICATE BETTER WITH MUM?	CLAUDE	CLAUDE	MOTHER, London	UNITED KINGDOM	BISCUIT FILMWORKS UK London	
B06/084	01444	FOR PAPA!	INSTACART	INSTACART ONLINE GROCERY DELIVERY	McCANN NEW YORK / BBDO, Chicago / LOCAL PRODUCE, San Francisco	UNITED STATES	MJZ Los Angeles	COMPANY 3 New York / SQUEAK E. CLEAN New York
<b><u>B07 (Not-for-Profit / Charity / Government)</u></b>								
B07/017	00989	JUST EVOLVE	COORDOWN	WORLD DOWN SYNDROME DAY	SMALL, New York	UNITED STATES	INDIANA PRODUCTION Milan	PROXIMA Milan / STABBIOLO MUSIC Sarteano
B07/028	00684	BEAT CANCER OFF	FUCK CANCER	BEAT CANCER OFF	VML, New York	UNITED STATES	DIRTY WORK Sao Paulo / JAMUTE Sao Paulo	

## Film Shortlist

B07/038	00558	THE PHILIPSTOWN WIRECAR GRAND PRIX	THE PHILIPSTOWN WIRECAR FOUNDATION	COMMUNITY-DRIVEN ENTERTAINMENT PLATFORM	ACCENTURE SONG SOUTH AFRICA, Cape Town	SOUTH AFRICA	ACCENTURE SONG GERMANY Hamburg / ACCENTURE SONG HUNGARY Budapest / ACCENTURE SONG SOUTH AFRICA Cape Town / GIANT FILMS Cape Town / PRESSURE COOKER STUDIOS Cape Town	ACCENTURE SONG GERMANY Hamburg / ACCENTURE SONG SOUTH AFRICA Cape Town / CHOCOLATE TRIBE Johannesburg / GIANT FILMS Cape Town / THE WORKROOM AUDIO POST Cape Town
B07/045	00172	THERE IS NO GENDER PAY GAP IN PRISON	EQUAL PAY DAY	EQUAL PAY DAY	MORTIERBRIGADE, Brussels	BELGIUM	CZAR.BE Brussels	
B07/057	00738	BASED ON A TRUE STORY	MISSING PEOPLE	MISSING PEOPLE	BBH, London	UNITED KINGDOM	MERMAN London	BLACK KITE STUDIOS London / WORK EDITORIAL London
<b><u>C01 (Viral Film)</u></b>								
C01/002	00247	UNLOVED	INTERMARCHÉ	RETAIL	ROMANCE, Paris	FRANCE	DIVINE Paris / SCHMOOZE Paris / WIZZ Paris	
C01/009	01047	YOUR WAY OUT	COINBASE	COINBASE	ISLE OF ANY, New York	UNITED STATES	MJZ Los Angeles	CARTEL New York / ETHOS STUDIO Los Angeles / ISLE OF ANY New York / SELECTED WORKS London / WAVE STUDIOS New York
C01/010	00403	BAD BUNNY HALFTIME SHOW TRAILER	APPLE MUSIC SUPER BOWL LX HALFTIME SHOW	APPLE MUSIC SUPER BOWL LX HALFTIME SHOW	CANADA, Culver City / APPLE, Cupertino	UNITED STATES	CANADA Culver City	

## **Film Shortlist**

C01/016	00392	APPLE MUSIC X BAD BUNNY HALFTIME SHOW - SHOT ON IPHONE	APPLE	BAD BUNNY SUPER BOWL	HPLA, Los Angeles / APPLE, Cupertino	UNITED STATES	HPLA Los Angeles	APPLE Cupertino / HPLA Los Angeles
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C01/031	01303	CAN I GET A SIX PACK QUICKLY?	CLAUDE	CLAUDE	MOTHER, London	UNITED KINGDOM	BISCUIT FILMWORKS UK London
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C01/032	01302	HOW CAN I COMMUNICATE BETTER WITH MY MUM?	CLAUDE	CLAUDE	MOTHER, London	UNITED KINGDOM	BISCUIT FILMWORKS UK London
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## **D01 (Screens & Events)**

D01/007	00304	ORIGINAL FOREVER	ADIDAS	ADIDAS ORIGINALS	JOHANNES LEONARDO, New York / ADIDAS, London	UNITED STATES / UNITED KINGDOM	FRAME BY FRAME Rome	BLACKSMITH New York / CABIN EDITING New York / CONCRET FORM Los Angeles
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D01/010	00751	DEAR DIFFERENCE	NIKKA WHISKY	TAKETSURU PURE MALT	DENTSU INC., Tokyo	JAPAN	CREATIVE POWER UNIT Tokyo / DENTSU LIVE Tokyo / LULL INC. Tokyo / PYRAMID FILM Tokyo	PYRAMID FILM Tokyo
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D01/032	21253	THE TIGER	GUCCI	GUCCI	MJZ, Los Angeles / GUCCI, Florence	UNITED STATES / ITALY	MJZ Los Angeles
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## **D02 (Microfilm)**

D02/008	01104	BURN FAT LIKE THE BOTTLE	NONGYUN OOLONG TEA	NONGYUN OOLONG TEA	PROFESSIONAL VIDEO & AUDIO PRODUCTION, Taipei City / ERA OGILVY, Taipei	TAIWAN	PROFESSIONAL VIDEO & AUDIO PRODUCTION Taipei City
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## Film Shortlist

D02/011	00497	IT MUST BE STING	STING THAILAND	STING ENERGY DRINKS	LEO BANGKOK, Bangkok	THAILAND	PLAYER 2 PRODUCTION Bangkok	CINESOUND Bangkok / MATAD Bangkok / NEWBRAIN POST Bangkok
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### **E02 (Online & Viral Film)**

E02/028	00773	WILLY CHAVARRIA - ETERNO	WILLY CHAVARRIA	WILLY CHAVARRIA	ICONOCLAST, Paris / WILLY CHAVARRIA, New-York	FRANCE / UNITED STATES	ICONOCLAST Paris	
E02/031	00234	F1 HAPTIC TRAILER	APPLE	IPHONE + APPLE TV	APPLE, Cupertino	UNITED STATES	APPLE Cupertino	APPLE Cupertino

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### **F01 (Local Brand)**

F01/004	00504	THE AD THAT CAN ONLY BE SEEN ON SBS	SPECIAL BROADCASTING SERVICE	Public Service Broadcaster	DROGA5 ANZ, PART OF ACCENTURE SONG, Sydney	AUSTRALIA	THE SWEETSHOP Sydney	
F01/006	00496	AFTER SHIT HAPPENED SERVICE	SHIELD INSURANCE	SHIELD INSURANCE	VML, Bangkok	THAILAND	SUNETA HOUSE Bangkok	
F01/021	01068	MR. SUBMARINE 50 COMMERCIALS FOR 50 YEARS	MR. SUBMARINE	MR. SUBMARINE	QUALITY MEATS, Chicago	UNITED STATES	QUALITY MEATS Chicago	QUALITY MEATS Chicago

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### **F02 (Challenger Brand)**

F02/009	01048	YOUR WAY OUT	COINBASE	COINBASE	ISLE OF ANY, New York	UNITED STATES	MJZ Los Angeles	CARTEL New York / ETHOS STUDIO Los Angeles / ISLE OF ANY New York / SELECTED WORKS London / WAVE STUDIOS New York
F02/012	00888	ENGINEERED FOR WHATEVER	COLUMBIA SPORTSWEAR	SPORTSWEAR	adam&eve\TBWA, London	UNITED KINGDOM		

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## Film Shortlist

F02/023	01307	A TIME AND A PLACE	CLAUDE	CLAUDE	MOTHER, London	UNITED KINGDOM	BISCUIT FILMWORKS UK London	
F02/036	01407	THE PERIODIC FABLE	THE ORDINARY	THE ORDINARY	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM	SMUGGLER London	
F02/037	01296	EVERYTHING IS FINE	COINBASE	COINBASE	MOTHER, London	UNITED KINGDOM	BISCUIT FILMWORKS UK London	
<b>F03 (Single-Market Campaign)</b>								
F03/001	00086	TABLEAU	JOHN LEWIS & PARTNERS	JOHN LEWIS	SAATCHI & SAATCHI, London	UNITED KINGDOM	SOMESUCH Los Angeles	750MPH London / SELECTED WORKS London / TRAFIK London / TRIM EDITING London / WAKE THE TOWN London
F03/002	00108	IKEA - MADE FOR LIFE	IKEA	IKEA HOME FURNISHINGS	TRY, Oslo	NORWAY	BACON Oslo	BACON Oslo
F03/003	00245	UNLOVED	INTERMARCHÉ	RETAIL	ROMANCE, Paris	FRANCE	DIVINE Paris / SCHMOOZE Paris / WIZZ Paris	
F03/004	00249	IT'S DETTOL TIME	DETTOL	DETTOL	SOUR BANGKOK	THAILAND	MATAD Bangkok / PHENOMENA Bangkok	CINESOUND Bangkok / GOING UP STUDIO Bangkok / PHENOMENA Bangkok
F03/015	01288	THERE ARE DRIVERS IN YOUR AREA	UBER	SERVICE / AUTOMOTIVE	MOTHER, London	UNITED KINGDOM	MJZ London	

## **Film Shortlist**

F03/033	00483	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
F03/041	01390	THE MEXICAN DREAM - THE WORK	INDIO	INDIO BEER	OGILVY, Mexico City	MEXICO	LANDIA Mexico City	WIP POST Mexico City
F03/056	01447	VIAGRA BLUE BRANDS	VIATRIS	VIAGRA	OGILVY, Shanghai	MAINLAND CHINA	SHOOTING GALLERY Shanghai	
F03/063	00697	CNY GLAD I MET YOU   SHOT ON IPHONE	APPLE	IPHONE	TBWA/MEDIA ARTS LAB, Shanghai	MAINLAND CHINA	ANYWAYS CREATIVE LIMITED London / CODA Shanghai / HECKLER SG Singapore / MACKINNON AND SAUNDERS Altrincham / SHOOTING GALLERY Shanghai	
F03/064	01065	WHO'S WAITING FOR YOU?	CERVEZA VICTORIA	CERVEZA VICTORIA	WIEDEN+KENNEDY, Mexico	MEXICO	THE YOUTH Curitiba	COLOSSAL Curitiba
F03/071	10755	L'ULTIMO UOMO REALE ("THE LAST REAL MAN")	TEAM ONE	LUXURY RESALE AUTHENTICATION	TEAM ONE, Los Angeles	UNITED STATES	LIPSTICK Berlin	LIPSTICK Berlin
F03/15001	20815	FIRST SCHOOL POO	ANDREX	ANDREX	KIMBERLY-CLARK, Surrey	UNITED KINGDOM	BISCUIT FILMWORKS UK London	NO.8 LONDON / SELECTED WORKS London / THE QUARRY London
<b>F04 (Social Behaviour)</b>								
F04/006	00110	IKEA - MADE FOR LIFE	IKEA	IKEA HOME FURNISHINGS	TRY, Oslo	NORWAY	BACON Oslo	BACON Oslo
F04/012	01014	LOVE HURTS	VASELINE	VASELINE	OGILVY SINGAPORE / VML SOUTH AFRICA, Johannesburg	SINGAPORE / SOUTH AFRICA	PARK PICTURES London	WHITECOAT Singapore
F04/014	01045	EVERYBODY COINBASE	COINBASE	COINBASE	ISLE OF ANY, New York	UNITED STATES	DAISY CHAIN STUDIO London / ISLE OF ANY New York	CARTEL New York / ISLE OF ANY New York / WAVE STUDIOS New York

## **Film Shortlist**

F04/025	00199	MADE TO BE ENJOYED, NOT ENDURED	CADBURY BOURNVILLE	BOURNVILLE DARK CHOCOLATE	VCCP, London	UNITED KINGDOM	OUTSIDER London	COMPANY 3 London / FACTORY STUDIOS London / SELECTED WORKS London
F04/028	01405	DROP IN	ELECTRONIC ARTS SKATE	EA SKATE	UNCOMMON CREATIVE STUDIO, New York	UNITED STATES	RIFF RAFF FILMS London	FINAL CUT London
F04/035	00686	BEAT CANCER OFF	FUCK CANCER	BEAT CANCER OFF	VML, New York	UNITED STATES	DIRTY WORK Sao Paulo / JAMUTE Sao Paulo	
F04/064	01285	BULLET MACHINE	LA UNION NEWSPAPER AND ARTICLE 19	LA UNION NEWSPAPER AND ARTICLE 19	GREY, Mexico City	MEXICO	HABITANT PRODUCTIONS Mexico City	HABITANT PRODUCTIONS Mexico City
F04/072	00737	BASED ON A TRUE STORY	MISSING PEOPLE	MISSING PEOPLE	BBH, London	UNITED KINGDOM	MERMAN London	BLACK KITE STUDIOS London / WORK EDITORIAL London
F04/56001	20812	FIRST SCHOOL POO	ANDREX	ANDREX	KIMBERLY-CLARK, Surrey	UNITED KINGDOM	BISCUIT FILMWORKS UK London	NO.8 LONDON / SELECTED WORKS London / THE QUARRY London

## **F05 (Use of Humour)**

F05/019	00495	AFTER SHIT HAPPENED SERVICE	SHIELD INSURANCE	SHIELD INSURANCE	VML, Bangkok	THAILAND	SUNETTA HOUSE Bangkok	
F05/028	01173	I THINK OF YOU DYING	LIFE360	LIFE360	ALTO, New York	UNITED STATES	MJZ Los Angeles	KEVIN Los Angeles / PASSION PICTURES London / TRIM EDITING London / WALKER Santa Monica
F05/029	00289	THAT'S WHAT MAKES IT CHRISTMAS	TESCO	TESCO	BBH, London	UNITED KINGDOM	BISCUIT FILMWORKS UK London	750MPH London / SELECTED WORKS London / TRIM EDITING London

## Film Shortlist

F05/040	00353	MOTHER STRIKE	SNACK JACK	SNACK JACK RING	HANAMI FOOD, Bangkok / CHOOJAI AND FRIENDS, Bangkok	THAILAND	SUNETA HOUSE Bangkok	
F05/041	00398	THE GIANT	KRUNGSRI FIRST CHOICE	KRUNGSRI FIRST CHOICE	LEO BANGKOK, Bangkok	THAILAND	FACTORY01 Bangkok	
F05/042	00445	THE KAPRAO CRIMINALS	KFC THAILAND	KAPRAO CRISPY CHICKEN RICE BOWL	WOLF BKK, Bangkok	THAILAND	SUNETA HOUSE Bangkok	
F05/066	00090	WE NEED TO TALK ABOUT ELI	MAXBO	MAXBO	MORGENSTERN, Oslo	NORWAY	MORGENSTERN Oslo	
F05/079	00685	BEAT CANCER OFF	FUCK CANCER	BEAT CANCER OFF	VML, New York	UNITED STATES	DIRTY WORK Sao Paulo / JAMUTE Sao Paulo	
F05/085	01290	A TIME AND A PLACE	CLAUDE	CLAUDE	MOTHER, London	UNITED KINGDOM	BISCUIT FILMWORKS UK London	
F05/100	00540	SOCIETY+ - THE SERIAL KILLER	SOCIETY+	SOCIETY+	SOVAGE, Paris	FRANCE	SOVAGE Paris	SOVAGE Paris
F05/123	00171	THERE IS NO GENDER PAY GAP IN PRISON	EQUAL PAY DAY	EQUAL PAY DAY	MORTIERBRIGADE, Brussels	BELGIUM	CZAR.BE Brussels	
F05/139	00735	BASED ON A TRUE STORY	MISSING PEOPLE	MISSING PEOPLE	BBH, London	UNITED KINGDOM	MERMAN London	BLACK KITE STUDIOS London / WORK EDITORIAL London
F05/142	01443	FOR PAPA!	INSTACART	INSTACART ONLINE GROCERY DELIVERY	McCANN NEW YORK / BBDO, Chicago / LOCAL PRODUCE, San Francisco	UNITED STATES	MJZ Los Angeles	COMPANY 3 New York / SQUEAK E. CLEAN New York
F05/149	01415	CONQUER THE SCHOOL POO	ANDREX	ANDREX	BISCUIT FILMWORKS UK, London / KIMBERLY- CLARK, Irving	UNITED KINGDOM / UNITED STATES	BISCUIT FILMWORKS UK London	
<b>F06 (Breakthrough on a Budget)</b>								
F06/003	00263	GOATS GOT BAG	GOT BAG	GOT BAG	SCHOLZ & FRIENDS, Berlin	GERMANY	THE GIFT Berlin	SCHOLZ & FRIENDS Berlin
F06/006	01158	CHOOSE YOUR BATTLES	CLASH ROYALE	CLASH ROYALE	DAVID, New York	UNITED STATES		

## Film Shortlist

F06/016	01041	FILMS FOR EVERY TASTE	STOCKHOLM INTERNATIONAL FILM FESTIVAL	STOCKHOLM INTERNATIONAL FILM FESTIVAL	ROCKET SCIENCE, Stockholm	SWEDEN	GIANT & TOYS Stockholm	GIANT & TOYS Stockholm / TINT POST PRODUCTION Stockholm
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### F07 (Corporate Purpose & Social Responsibility)

F07/012	00150	I'M NOT REMARKABLE	APPLE	ACCESSIBILITY	APPLE, Cupertino	UNITED STATES	SOMESUCH London	FINAL CUT London / WAVE STUDIOS New York
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F07/013	00275	BIRDS NEVER FORGET TO FLY	PSP	CORPORATE SOCIAL RESPONSIBILITY	PLAYMAKERS, Tbilisi	GEORGIA	ENKENY FILMS Tbilisi	HEIMA PRODUCTION Tbilisi
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F07/025	01386	THE BEST (SOMOS GREGARIOS)	MOVISTAR	MOVISTAR TEAM CYCLING	VML, Mexico City	MEXICO	REBOLUCION Mexico	QUIET CITY MUSIC + SOUND New York / REBOLUCION Mexico / SILENCE TRACK Mexico
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F07/033	01284	BULLET MACHINE	LA UNION NEWSPAPER AND ARTICLE 19	LA UNION NEWSPAPER AND ARTICLE 19	GREY, Mexico City	MEXICO	HABITANT PRODUCTIONS Mexico City	HABITANT PRODUCTIONS Mexico City
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### F08 (Market Disruption)

F08/004	01051	YOUR WAY OUT	COINBASE	COINBASE	ISLE OF ANY, New York	UNITED STATES	MJZ Los Angeles	CARTEL New York / ETHOS STUDIO Los Angeles / ISLE OF ANY New York / SELECTED WORKS London / WAVE STUDIOS New York
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F08/013	01306	A TIME AND A PLACE	CLAUDE	CLAUDE	MOTHER, London	UNITED KINGDOM	BISCUIT FILMWORKS UK London	
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### F09 (Cultural Engagement)

## Film Shortlist

F09/003	00568	42 LEGACIES, 42 WAYS TO WIN	LALIGA	LALIGA COMPETITION	EL RUSO DE ROCKY, Madrid	SPAIN	BAMBINA Barcelona	HOGARTH Madrid / SERENA ESTUDIO DE SONIDO Madrid / TRAFALGAR13 MUSIC HOUSE Barcelona / USER T38 Madrid
F09/005	01330	RECIPE FOR CHANGE	PUCK	SPREAD CHEESE	FP7 McCANN DUBAI	UNITED ARAB EMIRATES	CRAFT DUBAI	
F09/007	01327	CADA HISTORIA CUENTA	PUERTO RICO QUEER FILM FEST	PUERTO RICO QUEER FILM FEST	NAZA/TBWA, Guaynabo	PUERTO RICO	YOUNG COLLECTIVE San Juan	
F09/019	01457	THE PUB THAT REFUSED TO DIE	HEINEKEN	HEINEKEN GREEN	LEPUB, Milan / PUBLICIS, Dublin	ITALY / IRELAND	ANTIDOTE FILMS Dublin	COMPANY 3 London / PRODIGIOUS Milan
F09/027	01482	AXA – NOTHING STOPS WOMEN'S RUGBY	AXA FRANCE	PARTNERSHIP AXA X WOMEN'S RUGBY	PUBLICIS CONSEIL, Paris	FRANCE	HAMLET Paris	PRODIGIOUS Paris
F09/031	00050	WHATSAPP – BAATAN HI BAATAN MEIN (LOVE IN A FEW WORDS)	WHATSAPP	WHATSAPP	FUNDAMENTAL, Mumbai	INDIA	CHROME PICTURES Mumbai	CHROME PICTURES Mumbai
F09/036	00736	BASED ON A TRUE STORY	MISSING PEOPLE	MISSING PEOPLE	BBH, London	UNITED KINGDOM	MERMAN London	BLACK KITE STUDIOS London / WORK EDITORIAL London
F09/039	00564	LA FIESTA	SAVE THE CHILDREN	SAVE THE CHILDREN	FCB MEXICO, Mexico City	MEXICO	AGOSTO MUSIC Lima / BRENDA ISLAS Mexico City / WHISKY FILMS Mexico City	NATIVO POST Lima
F09/51001	20819	FIRST SCHOOL POO	ANDREX	ANDREX	KIMBERLY-CLARK, Surrey	UNITED KINGDOM	BISCUIT FILMWORKS UK London	NO.8 LONDON / SELECTED WORKS London / THE QUARRY London

**Total Shortlisted:**

**149**

Media	PR	Additional
ESSENCEMEDIAC OM Oslo		TRY Oslo
ESSENCEMEDIAC OM Oslo		TRY Oslo
ESSENCEMEDIAC OM Oslo		TRY Oslo
ESSENCEMEDIAC OM Oslo		TRY Oslo
WIEDEN+KENNED Y New York		YETI Austin
OMD USA Los Angeles		TBWAIMEDIA ARTS LAB Los Angeles

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MEDIAPLUS  
GERMANY Munich

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MANNING GOTTLIEB OMD London	ROAD CASTING London / SOUNDTREE MUSIC London
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ZENITH FRANCE Paris	INTERMARCHE Bondoufle
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MANNING GOTTLIEB OMD London	750MPH London / TENTHREE London / WAITROSE & PARTNERS London
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ISLE OF ANY New York

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ISLE OF ANY New York

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ISLE OF ANY New York

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1920 London / CABIN EDITING Los Angeles / HUMAN New York / KING LEAR MUSIC AND SOUND London / OPC PRODUCTION Toronto / PHD Los Angeles / PREMIER MUSIC GROUP New York / ROYAL MUSTER Los Angeles / SAILOR PRODUCTIONS Montreal / SONIC UNION New York / THEODORE MUSIC LONDON / TOUCHE!  
Toronto

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SQUARESPACE    SQUARESPACE  
New York        New York

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ZENITH London

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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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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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PUBLICIS CONSULTANTS Paris	ARTIFICES Paris / AXA Paris / CINELAB LONDON LTD Slough / WAVEMAKER Paris
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TEAM ONE Los Angeles

ELEVENLABS New York / FRIDGE AUDIO Berlin

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LIFE360 San Mateo

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SPARK FOUNDRY Mexico City

BURSON Mexico City

THE COCA-COLA COMPANY Mexico City

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APPLE Cupertino

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SPARKY FILMS Cape Town

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BARNSTORMER Los Angeles /  
TWENTY-FOUR SEVEN  
PRODUCTIONS Barcelona

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VIVO MOBILE COMMUNICATION  
Dongguan City

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OMD USA Los  
Angeles

TBWA MEDIA ARTS LAB Los  
Angeles

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MINDSHARE      OGILVY  
SINGAPORE      SINGAPORE

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OGILVY Athens

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MEDIAPLUS  
GERMANY Munich

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ZENITH FRANCE  
Paris

INTERMARCHE Bondoufle

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PHD New York

MAYFLOWER ENTERTAINMENT  
New York

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COINBASE Oakland COINBASE Oakland / ISLE OF ANY  
New York / MJZ Los Angeles

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SQUARESPACE SQUARESPACE  
New York New York

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OGILVY Bangkok    THAI LIFE INSURANCE Bangkok

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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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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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FINAL CUT New York / INSTACART  
San Francisco / OMNICOM GROUP  
New York / SIGNIFICANT OTHERS  
New York

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VML New York    VML Madrid

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ACCENTURE ACCENTURE SONG ACCENTURE SONG HUNGARY  
SONG SOUTH SOUTH AFRICA Budapest / ACCENTURE SONG  
AFRICA Cape Town Cape Town London / ACCENTURE SONG  
SOUTH AFRICA Cape Town /  
GIANT FILMS Cape Town

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HOPE AND GLORY 750MPH London  
London

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ZENITH MEDIA  
Paris

INTERMARCHE Bondoufle

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COINBASE Oakland COINBASE Oakland / ISLE OF ANY  
New York / MJZ Los Angeles

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APPLE Cupertino    APPLE Cupertino

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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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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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ESSENCEMEDIAC  
OM New York

LOST LOVED Dover / PRODCO Los  
Angeles

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DENTSU INC.    DENTSU INC. Tokyo  
Tokyo    / DENTSU LIVE  
Tokyo

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ZENITH Bangkok

BRILLIANT &  
MILLION Bangkok

SUNTORY PEPSICO BEVERAGE  
Bangkok

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APPLE Cupertino

APPLE Cupertino

APPLE Cupertino / THE AV SQUAD  
Los Angeles

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HEARTS &  
SCIENCE Sydney

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COINBASE Oakland

COINBASE Oakland / ISLE OF ANY  
New York / MJZ Los Angeles

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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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MANNING  
GOTTLIEB OMD  
London

ROAD CASTING London /  
SOUNDTREE MUSIC London

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ESSENCEMEDIAC  
OM Oslo

TRY Oslo

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ZENITH MEDIA  
Paris

INTERMARCHE Bondoufle

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SOUR BANGKOK SOUR BANGKOK

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1920 London / CABIN EDITING Los  
Angeles / HUMAN New York / KING  
LEAR MUSIC AND SOUND London /  
OPC PRODUCTION Toronto / PHD  
Los Angeles / PREMIER MUSIC  
GROUP New York / ROYAL  
MUSTER Los Angeles / SAILOR  
PRODUCTIONS Montreal / SONIC  
UNION New York / THEODORE  
MUSIC LONDON / TOUCHE!  
Toronto

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

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HEINEKEN MEXICO Mexico City

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BOXCUTTER Auckland

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LONG JIANGBO  
FILM&TELEVISION CULTURE CO.  
Beijing / SHANG TIAN FILM &  
MEDIA COMPANY Beijing / XST  
CREATIVE PRODUCTIONS  
Shanghai

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AB INBEV Mexico City / DRAFTLINE  
MEXICO Mexico City / SATELITE  
AUDIO Sao Paulo / SUPERSONICA  
Sao Paulo / ZENITH Mexico City

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TEAM ONE Los Angeles  
ELEVENLABS New York / FRIDGE  
AUDIO Berlin

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PHD MEDIA London

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ESSENCEMEDIAC OM Oslo  
TRY Oslo

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MINDSHARE SINGAPORE  
OGILVY SINGAPORE

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WAVEMAKER New York  
COINBASE Oakland / ISLE OF ANY New York  
COINBASE Oakland / DAISY CHAIN  
STUDIO London / ISLE OF ANY  
New York

SPARK FOUNDRY  
London

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VML New York    VML Madrid

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HOPE AND GLORY    750MPH London  
London

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PHD MEDIA London

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LIFE360 San Mateo

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LEO BANGKOK Bangkok

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VML New York      VML Madrid

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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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HOPE AND GLORY    750MPH London  
London

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FINAL CUT New York / INSTACART  
San Francisco / OMNICOM GROUP  
New York / SIGNIFICANT OTHERS  
New York

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SCHOLZ &      KRAATZ STUDIOS Berlin  
FRIENDS Berlin

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MELT MUSIC Stockholm

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COINBASE Oakland COINBASE Oakland / ISLE OF ANY  
New York / MJZ Los Angeles

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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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WPP MEDIA Madrid

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CARAT Dubai	CURRENT GLOBAL Dubai
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DENTSU X Dublin	THE ROMANS London / THINKHOUSE Dublin	LEGARAGE Milan / PUBLICIS Dublin
	PUBLICIS CONSULTANTS Paris	ARTIFICES Paris / AXA Paris / CINELAB LONDON LTD Slough / WAVEMAKER Paris

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SPARK FOUNDRY  
Mumbai / TRIOOH  
New Delhi

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HOPE AND GLORY London	750MPH London
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SAVE THE CHILDREN MEXICO Mexico City
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PHD MEDIA London

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