

Sustainable Development Goals Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production
<u>A01 (Poverty)</u>								
A01/003	00117	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
<u>A03 (Good Health and Well-being)</u>								
A03/009	00155	THE HEALING STAGE	ARMED FORCE OF UKRAINE	MENTHAL HEALTH	SAATCHI & SAATCHI UKRAINE, Kyiv / TERRITORY DEFENCE FORCE MEDIA, Kyiv	UKRAINE	SAATCHI & SAATCHI UKRAINE Kyiv	
A03/010	00234	FERTILIZER 2.5	THAI HEALTH PROMOTION FOUNDATION	NON-PROFIT ORGANIZATION	GREY THAILAND, Bangkok	THAILAND	CHUBCHEEVIT STUDIO Bangkok / VISIONARY BANGKOK / WINK WINK PRODUCTION Bangkok	
A03/012	00242	THE FULL PICTURE	L'ORÉAL DERMATOLOGICAL BEAUTY	L'ORÉAL DERMATOLOGICAL BEAUTY	McCANN PARIS	FRANCE		
A03/016	00073	UNFREEZE MY RIGHTS	AWAKENING FOUNDATION & CWO(CHIEF WISH OFFICER)	REGULATIONS ON EGG FREEZING / THAWING	DENTSU CREATIVE TAIWAN, Taipei	TAIWAN		
A03/034	00205	THE MISSING PORTRAITS	PIRACANJUBA	PIRACANJUBA MILK	AMPFY - RUA GIRASSOL - VILA MADALENA, Sao Paulo	BRAZIL	PILOTO Sao Paulo	
A03/035	00290	THREE WORDS	AXA FRANCE	HOME INSURANCE POLICIES	PUBLICIS CONSEIL, Paris	FRANCE	PRODIGIOUS Paris	PRODIGIOUS Paris

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A04 (Quality Education)

A04/004	00030	BEDTIME DONATIONS	ROYAL SOCIETY FOR BLIND CHILDREN	BEDTIME DONATIONS APP	INNOCEAN BERLIN	GERMANY	BUZZWOO Berlin / DAHOUSE AUDIO Cologne / INNOCEAN BERLIN	DAHOUSE AUDIO Cologne
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A05 (Gender Equality)

A05/006	00231	MISSING LETTERS OF WORTH	L'ORÉAL PARIS	BEAUTY	FP7 McCANN DUBAI	UNITED ARAB EMIRATES	THE BRANDIZERS	Beirut
A05/025	00036	MOTHERS OF COURAGE-SHIFTING SOCIETAL NORMS, ONE CONVERSATION AT A TIME	SHIKSHA CHAUPAL	SHIKSHA CHAUPAL, COMMUNITY-LED SPACES CHAMPIONED BY WOMEN FOR GIRLS' EDUCATION,	MANTRA SOCIAL SERVICES, Bangalore / SHIKSHALOKAM, Bangalore	INDIA		
A05/030	00291	THREE WORDS	AXA FRANCE	HOME INSURANCE POLICIES	PUBLICIS CONSEIL, Paris	FRANCE	PRODIGIOUS Paris	PRODIGIOUS Paris

B02 (Affordable and Clean Energy)

B02/007	00196	THE FAROE ISLANDS SPACE PROGRAM	SKF	TECHNICAL SOLUTIONS AND INNOVATIONS, BEARINGS, SEALS AND LUBRICATION	NORD, Stockholm	SWEDEN		
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B03 (Sustainable Cities and Communities)

B03/002	00127	SANTA MARIA PUEBLO HOTEL	SENATUR	PUEBLO HOTEL	ONIRIA/TBWA, Asuncion	PARAGUAY	BARRACO Asuncion	BARRACO Asuncion
B03/007	00266	DARK MODE ADS	PLENITUDE	ENERGY	LEPUB, Milan	ITALY	PRODIGIOUS Milan	PRODIGIOUS Milan

B04 (Responsible Consumption and Production)

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B04/009	00233	FERTILIZER 2.5	THAI HEALTH PROMOTION FOUNDATION	NON-PROFIT ORGANIZATION	GREY THAILAND, Bangkok	THAILAND	CHUBCHEEVIT STUDIO Bangkok / VISIONARY BANGKOK / WINK WINK PRODUCTION Bangkok
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B04/010	00267	DARK MODE ADS	PLENITUDE	ENERGY	LEPUB, Milan	ITALY	PRODIGIOUS Milan	PRODIGIOUS Milan
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B06 (Life Below Water)

B06/003	00157	MERMAID	TIFFANY & CO.	TIFFANY & CO.	L&C, New York	UNITED STATES	LUCERO FILM phoenix	DAHOUSE AUDIO Los Angeles / L&C New York
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B06/013	00229	FORESTS WITHOUT NAMES	HYUNDAI	FORESTS WITHOUT NAMES CONSERVATION	BBDO NEW YORK	UNITED STATES	BBDO NEW YORK / FINAL FRONTIER PRODUCTIONS Stamford	BBDO NEW YORK
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B07 (Life on Land)

B07/008	00100	SOIL STAY	TRA MONGKUT FERTILIZER	TRA MONGKUT FERTILIZER	VML, Bangkok	THAILAND
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C01 (Decent Work and Economic Growth)

C01/011	00239	HERE TO STAY	MASTERCARD	WHERE NEXT	McCANN POLAND, Warsaw	POLAND	ASSEMBLY Warsaw / McCANN NEW YORK / McCANN POLAND Warsaw / McCANN Prague	McCANN POLAND Warsaw / McCANN Prague
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C01/020	00199	PAID SICK LEAVE FOR COWS	TOO GOOD	MILK	THE PARTNERSHIP AGENCY, Nairobi	KENYA	FINGERPRINT FILMS Mumbai	FINGERPRINT FILMS Mumbai
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C02 (Industry, Innovation and Infrastructure)

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C02/001	00119	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
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C02/002	00147	(UN)DANGERED VEGETABLES	SOLAMENT™	SOLAMENT™	DROGA5, PART OF ACCENTURE SONG, Tokyo	JAPAN	1-10 Tokyo / PRIMAL VENUE Tokyo	
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C03 (Reduced Inequalities)

C03/009	00238	HERE TO STAY	MASTERCARD	WHERE NEXT	McCANN POLAND, Warsaw	POLAND	ASSEMBLY Warsaw / McCANN NEW YORK / McCANN POLAND Warsaw / McCANN Prague	McCANN POLAND Warsaw / McCANN Prague
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C03/010	00039	THE MĀORI ROLL CALL	WHĀNAU ORA	WHĀNAU ORA	MOTION SICKNESS, Auckland	NEW ZEALAND	MOTION SICKNESS Auckland / SUPERNORMAL Auckland	MOTION SICKNESS Auckland
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C03/013	00180	THE PERIOD UNIFORM	SOMOS MARTINA	SOMOS MARTINA	SERVICEPLAN GERMANY, Munich	GERMANY	WE ARE DEMENTE Bogota	INMOTION Munich
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D01 (Peace, Justice and Strong Institutions)

D01/001	00017	IT'S TIME TO STOP!	BINGO GROUP	BINGO GROUP	VIA MEDIA, Sarajevo	BOSNIA & HERZEGOVINA	VIA MEDIA Sarajevo	VIA MEDIA Sarajevo
D01/017	10084	600K NETWORK	COMANDO CON VENEZUELA	COMANDO CON VENEZUELA	RAINBOW LOBSTER, Mexico City / COMANDO CON VENEZUELA, Caracas	MEXICO / VENEZUELA	COMANDO CON VENEZUELA Caracas	

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Total Shortlisted:

28

Media	PR	Additional
ACCENTURE SONG SOUTH AFRICA Cape Town	ACCENTURE SONG SOUTH AFRICA Cape Town	ACCENTURE SONG HUNGARY Budapest / ACCENTURE SONG London / ACCENTURE SONG SOUTH AFRICA Cape Town / GIANT FILMS Cape Town
	SAATCHI & SAATCHI UKRAINE Kyiv	
		DEPARTMENT OF AGRICULTURE Bangkok / THAI HEALTH PROMOTION FOUNDATION Bangkok
		INTERNATIONAL LEAGUE OF DERMATOLOGICAL SOCIETIES London
DENTSU X Taipei	DENTSU CREATIVE TAIWAN Taipei	DENTSU CREATIVE TAIWAN Taipei
WAVEMAKER Paris	PUBLICIS CONSULTANTS Paris	AXA Paris

INNOCEAN
WORLDWIDE
EUROPE Frankfurt

BROADCAST
REVOLUTION
London /
PERSUASION
COMMUNICATIONS
London

ROYAL SOCIETY FOR BLIND
CHILDREN London

CURRENT GLOBAL
Dubai / FP7
McCANN DUBAI

SHIKSHALOKAM Bangalore

WAVEMAKER Paris

PUBLICIS
CONSULTANTS
Paris

AXA Paris

ADRI MORRO
Asuncion /
ONIRIA\TBWA
Asuncion

ADRI MORRO
Asuncion

SENATUR Asuncion

CARAT Milan

CERTIMAC Faenza / URBAN
VISION Milan

DEPARTMENT OF AGRICULTURE
Bangkok / THAI HEALTH
PROMOTION FOUNDATION
Bangkok

CARAT Milan

CERTIMAC Faenza / URBAN
VISION Milan

BBDO NEW YORK

VERVE PR Bangkok

ESSENCEMEDIAC
OM Warsaw

BISON & ROSE
Prague

INTERNATIONAL ORGANIZATION
FOR MIGRATION Bratislava /
MASTERCARD Bratislava /
MASTERCARD POLAND Warsaw

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

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

ESSENCEMEDIAC BISON & ROSE INTERNATIONAL ORGANIZATION
OM Warsaw Prague FOR MIGRATION Bratislava /
MASTERCARD Bratislava /
MASTERCARD POLAND Warsaw

MOTION LIQUID STUDIOS Auckland /
SICKNESS LOUPE Auckland
Auckland

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

VIA MEDIA VIA MEDIA Sarajevo
Sarajevo

COMANDO CON COMANDO CON RAINBOW LOBSTER Mexico City
VENEZUELA VENEZUELA
Caracas Caracas
