

Direct Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media
A01 (Consumer Goods)									
A01/002	00508	IF YOU CAN TAKE IT, IT'S YOURS	SELLEYS	SELLEYS	HOWATSON+COMPAN Y, Sydney	AUSTRALIA	SCOUNDREL Sydney	HOWATSON+COMPAN Y Sydney	TEAM INSPIRE Sydney
A01/009	00992	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	STARCOM New York
A01/011	01258	EXPENSIVE SH*T	HUGGIES	DIAPER	McCANN, New York / McCANN NEW ZEALAND, Auckland	UNITED STATES / NEW ZEALAND	NOBODY PRODUCTIONS Los Angeles	BOGOTA Curitiba	VM1 New York
A01/016	01052	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		MINDSHARE London / MINDSHARE New York
A01/017	01286	RESIZE THE PRICE	AGUILA	BEER	DAVID, Bogota / DAVID, Madrid	COLOMBIA / SPAIN	AKIRA CINE Bogota / DURO ESTUDIO Bogota / PARCHE FILMS Bogota		ZENITH Bogota
A01/019	00281	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	SPARK FOUNDRY Mexico City
A01/023	00742	THE KITKAT HEIST	KITKAT	KITKAT	VML, London	UNITED KINGDOM			OPENMIND New York
A01/024	01066	HEINZ DIPPER	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA	UNITED ASSEMBLY Toronto	BLACK MADRE Sao Paulo	
A01/029	01283	WELCOME BACK, PAISANO	TECATE	TECATE	LEPUB, Mexico City	MEXICO	LANDIA Mexico City	LANDIA Mexico City	DENTSU X Mexico City
A01/036	01319	THE PUB THAT REFUSED TO DIE	HEINEKEN	HEINEKEN GREEN	LEPUB, Milan / PUBLICIS, Dublin	ITALY / IRELAND	ANTIDOTE FILMS Dublin	COMPANY 3 London / PRODIGIOUS Milan	DENTSU X Dublin
A01/054	01169	COULD HAVE BEEN A HEINEKEN	HEINEKEN	HEINEKEN BEER	LEPUB, Milan / LEPUB, Sao Paulo	ITALY / BRAZIL			RED STAR Sao Paulo
A01/057	00640	DEATH WISHES	COLUMBIA SPORTSWEAR	SPORTSWEAR	adam&eve\TBWA, London	UNITED KINGDOM	ACADEMY FILMS London		
A01/059	00620	EXPEDITION IMPOSSIBLE	COLUMBIA SPORTSWEAR	SPORTSWEAR	adam&eve\TBWA, London	UNITED KINGDOM	SMUGGLER London	CUT + RUN London	

A02 (Healthcare)

Direct Shortlist

A02/010	01292	THE NIPPLE SPONSORSHIP	VASELINE	VASELINE	OGILVY SINGAPORE	SINGAPORE	CHAMELEON Singapore	WHITECOAT Singapore	MINDSHARE SINGAPORE
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A03 (Automotive)

A03/001	00248	BUZZCODES	VOLKSWAGEN	VOLKSWAGEN	VML, Toronto	CANADA			
A03/007	00781	FLIPPING NEIGHBORS	VOLKSWAGEN	VOLKSWAGEN GOLF	BERNBACH, Barcelona	SPAIN	OMNICOM PRODUCTION Madrid	BANDA SONORA ORIGINAL Barcelona / OMNICOM PRODUCTION Madrid	PHD MEDIA Barcelona

A04 (Travel, Leisure, Retail, Restaurants & Fast-Food Chains)

A04/026	00714	LET IT FLY	SAUDIA AIRLINES	BAGGAGE STICKERS TO INCREASE BAGGAGE ALLOWANCE	PUBLICIS KSA, Jeddah / SAATCHI AND SAATCHI ME, Dubai	SAUDI ARABIA / UNITED ARAB EMIRATES	BELIEVE TV Santiago / TWIST PRODUCTIONS Dubai		PUBLICIS KSA Jeddah / ZENITH Dubai
A04/027	01127	FIELD BARCODE	MERCADO LIVRE	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL	GUT Sao Paulo	GUT Sao Paulo	ZETABE Sao Paulo
A04/028	01123	SCRATCH YOUR DATA	MERCADO LIVRE	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL	GUT Sao Paulo	GUT Sao Paulo	ZETABE Sao Paulo
A04/041	01096	SCORECOUPONS	MERCADO LIBRE	MERCADO LIBRE	GUT, Mexico City	MEXICO	PAPA MUSIC Buenos Aires		UM Mexico City
A04/044	00276	THE GOLDEN ZONE	MCDONALD'S	MCDONALD'S APP	TBWA\COLOMBIA, Bogotá / DDB COLOMBIA, Bogota	COLOMBIA			

A05 (Media/Entertainment)

A05/006	00300	THE AD THAT CAN ONLY BE SEEN ON SBS	SPECIAL BROADCASTING SERVICE	Public Service Broadcaster	DROGA5 ANZ, PART OF ACCENTURE SONG, Sydney		THE SWEETSHOP Sydney		HEARTS & SCIENCE Sydney
A05/007	00692	PRIME TIME 0.7	FRECUENCIA LATINA	FRECUENCIA LATINA	FAHRENHEIT DDB, Lima	PERU	SORDO AUDIO Lima / THE CONTENT CLUB Lima		

A06 (Consumer Services/Business to Business)

Direct Shortlist

A06/017	00743	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 York / WAVE STUDIOS New York	WAVEMAKER New York
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A07 (Not-for-Profit / Charity / Government)

A07/003	00429	SANTA MARIA PUEBLO HOTEL	SENATUR	PUEBLO HOTEL	ONIRIA\TBWA, Asuncion	PARAGUAY	BARRACO Asuncion	BARRACO Asuncion	ADRI MORRO Asuncion / ONIRIA\ TBWA Asuncion
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A07/005	00559	HERO GUM	GIFT OF LIFE	HERO GUM	LOLA USA, New York / LOLA USA, New York	UNITED STATES	OMNICOM PRODUCTION New York / UNSAID STUDIO New York	APM MUSIC Hollywood / HUMAN New York / OMNICOM PRODUCTION New York	
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A07/006	00581	ONE MORE QUESTION	LALCEC	LALCEC	GREY ARGENTINA, Buenos Aires	ARGENTINA			GREY ARGENTINA Buenos Aires
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A07/012	00054	BEDTIME DONATIONS	ROYAL SOCIETY FOR BLIND CHILDREN	BEDTIME DONATIONS APP	INNOCEAN BERLIN	GERMANY	BUZZWOO Berlin / DAHOUSE AUDIO Cologne / INNOCEAN BERLIN	DAHOUSE AUDIO Cologne	INNOCEAN WORLDWIDE EUROPE Frankfurt
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A07/047	00663	THE COUNT	SICKKIDS FOUNDATION	SICKKIDS FOUNDATION	TBWA\CANADA, Toronto / FCB TORONTO, Toronto	CANADA	ICONOCLAST Los Angeles / MERCHANT Toronto	ARC CREATIVE Aurora / SOUNDTREE MUSIC London / WORK EDITORIAL Los Angeles	CAIRNS ONEIL Toronto
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B01 (Mailing/Programmatic Mail)

B01/010	01124	SCRATCH YOUR DATA	MERCADO LIVRE	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL	GUT Sao Paulo	GUT Sao Paulo	ZETABE Sao Paulo
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B01/011	00070	MANDATORY VACATION PACKAGES	CÁMARA COLOMBIANA DE COMERCIO ELECTRÓNICO	TRAVEL SALE	NAME, Bogota	COLOMBIA			NAME Bogota
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B02 (Small-Scale Media)

Direct Shortlist

B02/014	00994	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	STARCOM New York
B02/016	01122	THE THOUSAND SPONSORS OF MUNI	CLUB DEPORTIVO MUNICIPAL	CLUB DEPORTIVO MUNICIPAL	McCANN, Lima	PERU	FERTIL Lima	AGOSTO MUSIC Lima / NATIVO POST Lima	
B02/019	01288	RESIZE THE PRICE	AGUILA	BEER	DAVID, Bogota / DAVID, Madrid	COLOMBIA / SPAIN	AKIRA CINE Bogota / DURO ESTUDIO Bogota / PARCHE FILMS Bogota		ZENITH Bogota
B02/020	01293	THE NIPPLE SPONSORSHIP	VASELINE	VASELINE	OGILVY SINGAPORE	SINGAPORE	CHAMELEON Singapore	WHITECOAT Singapore	MINDSHARE SINGAPORE
B02/021	01338	THE ORIGINALS FAKE COLLECTION	RENAULT	RENAULT ESPRIT ALPINE	PUBLICIS, Buenos Aires	ARGENTINA	RETINA Buenos Aires	RETINA Buenos Aires	
B02/032	00716	LET IT FLY	SAUDIA AIRLINES	BAGGAGE STICKERS TO INCREASE BAGGAGE ALLOWANCE	PUBLICIS KSA, Jeddah / SAATCHI AND SAATCHI ME, Dubai	SAUDI ARABIA / UNITED ARAB EMIRATES	BELIEVE TV Santiago / TWIST PRODUCTIONS Dubai		PUBLICIS KSA Jeddah / ZENITH Dubai
B02/036	00903	FANTASTIC KEYS	MARVEL, THE WALT DISNEY COMPANY FRANCE	ENTERTAINMENT, PRODUCTION COMPANY, FILM STUDIO	MARCEL, Paris	FRANCE	ZIG ZAG PRODUCTION Paris		
B02/040	01070	HEINZ DIPPER	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA	UNITED ASSEMBLY Toronto	BLACK MADRE Sao Paulo	

B03 (Large-Scale Media)

B03/003	00148	CROSSES FOR CRISIS	RED CROSS FLANDERS	BLOOD DONATION AWARENESS	MUTANT, Antwerp	BELGIUM			MUTANT Antwerp
B03/005	00575	2036	ASSOCIATION ANTOINE ALLÉNO	ASSOCIATION ANTOINE ALLÉNO	HAVAS PARIS	FRANCE	MAKE IT LIVE Paris / PROSE ON PIXELS Paris	PROSE ON PIXELS Paris	
B03/015	01132	FIELD BARCODE	MERCADO LIVRE	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL	GUT Sao Paulo	GUT Sao Paulo	ZETABE Sao Paulo

B04 (Use of Broadcast)

B04/001	00580	ONE MORE QUESTION	LALCEC	LALCEC	GREY ARGENTINA, Buenos Aires	ARGENTINA			GREY ARGENTINA Buenos Aires
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Direct Shortlist

B04/004	00691	PRIME TIME 0.7	FRECUENCIA LATINA	FRECUENCIA LATINA	FAHRENHEIT DDB, Lima	PERU	SORDO AUDIO Lima / THE CONTENT CLUB Lima	
B04/025	00278	THE GOLDEN ZONE	MCDONALD'S	MCDONALD'S APP	TBWA\COLOMBIA, Bogotá / DDB COLOMBIA, Bogota	COLOMBIA		

B05 (Use of Print/Outdoor)

B05/004	00561	THE HOT DOG CONNECTION	NATHAN'S FAMOUS	NATHAN'S FAMOUS HOT DOGS	LOLA USA, New York / LOLA USA, New York	UNITED STATES	OMNICOM PRODUCTION New York	RED COMMA MEDIA Madison	
B05/023	10511	IF YOU CAN TAKE IT, IT'S YOURS	SELLEYS	SELLEYS	HOWATSON+COMPAN Y, Sydney	AUSTRALIA	SCOUNDREL Sydney	HOWATSON+COMPAN Y Sydney	TEAM INSPIRE Sydney
B05/025	00904	LET'S END FAST TECH	BACK MARKET	REFURBISHED ELECTRONICS MARKETPLACE	MARCEL, Paris	FRANCE			
B05/043	00055	THE COUPON COUP	MCDONALD'S	MCDEALS	TBWA, Zurich	SWITZERLAND		OMD Zurich	
B05/047	01230	DISCOUNT CHANTS	MERCADO LIBRE	MERCADO LIBRE	GUT, Buenos Aires	ARGENTINA	FABULA Santiago		

C01 (Data-Driven Direct Strategy)

C01/006	00072	MANDATORY VACATION PACKAGES	CÁMARA COLOMBIANA DE COMERCIO ELECTRÓNICO	TRAVEL SALE	NAME, Bogota	COLOMBIA		NAME Bogota
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C03 (Use of Real-Time Data)

C03/002	00199	LUCKY FAN INDEX	WISŁA KRAKÓW FOOTBALL CLUB	WISŁA KRAKÓW FOOTBALL CLUB	VML, Warsaw	POLAND	VML Warsaw	
C03/008	00946	GAME ON BALL	TRUE HOCKEY	TRUE HOCKEY BALL	DENTSU CREATIVE, Toronto	CANADA	CREATIVE ITALY Milazzo / DENTSU CREATIVE Toronto / MAKERS Toronto / REFLEKTOR DIGITAL Toronto / TAG WORLDWIDE Toronto	DENTSU CREATIVE Toronto
C03/016	00095	CHAT WITH THE 4TH JUDGE	THE RING	BRAND	BIGTIME CREATIVE SHOP, Riyadh	SAUDI ARABIA	BUMBLEBEAT Sao Paulo / FLAVOR STUDIO Curitiba	BUMBLEBEAT Sao Paulo / FLAVOR STUDIO Curitiba

C04 (New Realities & Emerging Tech)

Direct Shortlist

C04/004	00945	GAME ON BALL	TRUE HOCKEY	TRUE HOCKEY BALL	DENTSU CREATIVE, Toronto	CANADA	CREATIVE ITALY Milazzo / DENTSU CREATIVE Toronto / MAKERS Toronto / REFLEKTOR DIGITAL Toronto / TAG WORLDWIDE Toronto	DENTSU CREATIVE Toronto
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C05 (Gaming)

C05/003	01054	COPYCATS WELCOME	CLASH ROYALE	CLASH ROYALE	DAVID, New York	UNITED STATES	BELIEVE TV Santiago / SONIC UNION New York
C05/020	00644	VIRTUAL DONORS	RE-BORN TO BE ALIVE	ORGAN DONATION	AKQA, Brussels	BELGIUM	AKQA Brussels

D01 (Use of Digital Platforms)

D01/007	01055	COPYCATS WELCOME	CLASH ROYALE	CLASH ROYALE	DAVID, New York	UNITED STATES	BELIEVE TV Santiago / SONIC UNION New York		
D01/008	01118	IKEA PREOWNED	IKEA	IKEA SECOND HAND MARKETPLACE	McCANN SPAIN, Madrid	SPAIN	OMNICOM PRODUCTION Madrid	OMNICOM PRODUCTION Madrid	IPROSPECT Madrid
D01/030	00804	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	PHD New York

D02 (Use of Mobile)

D02/008	00228	SMUDGINESS?	WINDEX	WINDEX ELECTRONIC WIPES	VML, New York	UNITED STATES	BELIEVE TV Santiago
D02/023	01162	COULD HAVE BEEN A HEINEKEN	HEINEKEN	HEINEKEN BEER	LEPUB, Milan / LEPUB, Sao Paulo	ITALY / BRAZIL	RED STAR Sao Paulo

D03 (Use of Social Platforms)

D03/011	01256	EXPENSIVE SH*T	HUGGIES	DIAPER	McCANN, New York / McCANN NEW ZEALAND, Auckland	UNITED STATES / NEW ZEALAND	NOBODY PRODUCTIONS Los Angeles	BOGOTA Curitiba	VM1 New York
D03/013	01051	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	MINDSHARE London / MINDSHARE New York	

Direct Shortlist

D03/022	00740	THE KITKAT HEIST	KITKAT	KITKAT	VML, London	UNITED KINGDOM			OPENMIND New York
D03/026	01186	CODE HER	O BOTICÁRIO	HER CODE	ALMAPBDO, Sao Paulo	BRAZIL	BENEXT.AI Rio de Janeiro / LACOBRA STUDIO Sao Paulo / QUIET CITY MUSIC + SOUND Sao Paulo	BRAZA POST Sao Paulo	
D03/043	00674	THE MOST EPIC WATCH PARTY GROUP	LAY'S	LAY'S	SLAP GLOBAL, Buenos Aires / PEPSICO, Harrison	ARGENTINA / UNITED STATES	HUNGRYMAN New York / WASHINGTON SQUARE FILMS New York	MCNULTY Madrid / PAPAMUSIC Buenos Aires / PORTAESTUDIO Buenos Aires	OMD USA New York
D03/051	01280	VASELINE ORIGINALS	VASELINE	VASELINE	OGILVY SINGAPORE	SINGAPORE	DOUBLE Y Bangkok	CHAMELEON Singapore / NEON SOUND Singapore / POP & STRANGE Singapore	WPP UNITE Singapore
D03/053	01170	COULD HAVE BEEN A HEINEKEN	HEINEKEN	HEINEKEN BEER	LEPUB, Milan / LEPUB, Sao Paulo	ITALY / BRAZIL			RED STAR Sao Paulo
D03/058	00622	EXPEDITION IMPOSSIBLE	COLUMBIA SPORTSWEAR	SPORTSWEAR	adam&eve\TBWA, London	UNITED KINGDOM	SMUGGLER London	CUT + RUN London	

D04 (Real-Time Response)

D04/002	00106	KYLE F*CKING CONNOR	KFC CANADA	KFC BRAND	COURAGE, Toronto	CANADA	COURAGE Toronto		UM Toronto
D04/012	00739	THE KITKAT HEIST	KITKAT	KITKAT	VML, London	UNITED KINGDOM			OPENMIND New York
D04/014	01284	WELCOME BACK, PAISANO	TECATE	TECATE	LEPUB, Mexico City	MEXICO	LANDIA Mexico City	LANDIA Mexico City	DENTSU X Mexico City
D04/024	00938	UVA UVA BOMBÓN	UVA APP	UVA APP	DE LA CRUZ OGILVY, San Juan	PUERTO RICO	AGOSTO MUSIC Lima / CELESTE FILMS Montevideo	CELESTE FILMS Montevideo	
D04/034	00275	THE GOLDEN ZONE	MCDONALD'S	MCDONALD'S APP	TBWA\COLOMBIA, Bogotá / DDB COLOMBIA, Bogota	COLOMBIA			

D05 (Co-Creation & User-Generated Content)

D05/006	00053	BEDTIME DONATIONS	ROYAL SOCIETY FOR BLIND CHILDREN	BEDTIME DONATIONS APP	INNOCEAN BERLIN	GERMANY	BUZZWOO Berlin / DAHOUSE AUDIO Cologne / INNOCEAN BERLIN	DAHOUSE AUDIO Cologne	INNOCEAN WORLDWIDE EUROPE Frankfurt
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Direct Shortlist

D05/015	00651	THE FILET-O-FISH FACEBOOK SOCIETY OF 2012	MCDONALD'S	MCDONALD'S	LEO, London	UNITED KINGDOM			OMD UK London
D05/034	01279	VASELINE ORIGINALS	VASELINE	VASELINE	OGILVY SINGAPORE	SINGAPORE	DOUBLE Y Bangkok	CHAMELEON Singapore / NEON SOUND Singapore / POP & STRANGE Singapore	WPP UNITE Singapore
D05/043	01220	CHEETOS FLAMIN' HOT DILL PICKLE RELAUNCH	CHEETOS	PEPSICO	GUT, Miami	UNITED STATES	RADICALMEDIA New York	AUTONOMY Los Angeles	OMD USA New York / PFUS COMMUNICATION S New York

E02 (Art Direction/Design)

E02/004	01179	THE PERIODIC FABLE	THE ORDINARY	THE ORDINARY	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM	SMUGGLER London		
E02/005	00279	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	SPARK FOUNDRY Mexico City
E02/014	00638	DEATH WISHES	COLUMBIA SPORTSWEAR	SPORTSWEAR	adam&eve\TBWA, London	UNITED KINGDOM	ACADEMY FILMS London		

E03 (Experience Design)

E03/008	01047	BLINKSTOP	BLINKSTOP	BLINKSTOP	82.5 MUMBAI / GREY INDIA, Mumbai	INDIA			
E03/019	01072	HEINZ DIPPER	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA	UNITED ASSEMBLY Toronto	BLACK MADRE Sao Paulo	
E03/022	01130	SCRATCH YOUR DATA	MERCADO LIVRE	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL	GUT Sao Paulo	GUT Sao Paulo	ZETABE Sao Paulo

E04 (Launch/Relaunch)

E04/006	01101	COPYCATS WELCOME	CLASH ROYALE	CLASH ROYALE	DAVID, New York	UNITED STATES	BELIEVE TV Santiago / SONIC UNION New York		
E04/020	00937	UVA UVA BOMBÓN UVA APP	UVA APP	UVA APP	DE LA CRUZ OGILVY, San Juan	PUERTO RICO	AGOSTO MUSIC Lima / CELESTE FILMS Montevideo	CELESTE FILMS Montevideo	

Direct Shortlist

E04/022	01278	VASELINE ORIGINALS	VASELINE	VASELINE	OGILVY SINGAPORE	SINGAPORE	DOUBLE Y Bangkok	CHAMELEON Singapore / NEON Singapore / POP & STRANGE Singapore	WPP UNITE Singapore
E04/025	01213	SIMPLY NKD™ THE RENAISSANCE OF SNACKING	SIMPLY NKD™	DORITOS® SIMPLY NKD™ NACHO CHEESE, DORITOS® SIMPLY NKD™ COOL RANCH, CHEETOS® SIMPLY NKD™ PUFFS AND CHEETOS® SIMPLY NKD™ FLAMIN' HOT	GUT, Miami	UNITED STATES	LOBO New York / MERGE STUDIOS Miami	ANIMAL MUSIC Miami	OMD USA New York / PFUS COMMUNICATION S New York

E05 (Personalised Campaigns)

E05/003	00769	HAVEN	SUNCORP INSURANCE	INSURANCE	LEO AUSTRALIA, Sydney	AUSTRALIA	HOGARTH WORLDWIDE Sydney / LE POLISH BUREAU Poland / PXP Sydney	OMD Sydney
E05/022	01229	CUSTOM BILLBOARDS	MERCADO LIBRE	MERCADO LIBRE	GUT, Buenos Aires	ARGENTINA	BERMUDA TECH LAB Buenos Aires / ORUGA CINE Buenos Aires	
E05/024	01302	UNWATCHED GOALS	BRAHMA	BEER	AFRICA CREATIVE, Sao Paulo	BRAZIL	HALLEY SOUND Sao Paulo / ZAINÉ FILMES Sao Paulo	

F01 (Local Brand)

F01/006	00686	SOS POS	BCP	SOS POS	CIRCUS GREY, Lima	PERU	CIRCUS GREY Lima
F01/009	01119	THE THOUSAND SPONSORS OF MUNI	CLUB DEPORTIVO MUNICIPAL	CLUB DEPORTIVO MUNICIPAL	McCANN, Lima	PERU	FERTIL Lima AGOSTO MUSIC Lima / NATIVO POST Lima
F01/024	01328	CAREFLEET	RENAULT	CAREFLEET	PUBLICIS CONSEIL, Paris	FRANCE	PRODIGIOUS Paris

F02 (Challenger Brand)

F02/003	00208	SEAT WITH A VIEW	FLYNAS	FLYNAS: INTELLIGENT SEAT SELECTOR	VML, Riyadh	SAUDI ARABIA	BLUE ELEPHANT Riyadh	BLUE ELEPHANT Riyadh
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Direct Shortlist

F02/004	00406	THE BIG REDEMPTION	FRONTIER AIRLINES	FRONTIER AIRLINES BARKLEYOKRP, Kansas LOYALTY PROGRAM	UNITED STATES	BARKLEYOKRP Kansas City	COSMO STREET EDITORIAL Los Angeles / ROYAL MUSTER Los Angeles / SOUND AND FURY Los Angeles / THE END Culver City / THE POST HAUS Kansas City	BARKLEYOKRP Kansas City
F02/009	01178	THE PERIODIC FABLE	THE ORDINARY	THE ORDINARY	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM	SMUGGLER London	
F02/021	00935	UVA UVA BOMBÓN	UVA APP	UVA APP	DE LA CRUZ OGILVY, San Juan	PUERTO RICO	AGOSTO MUSIC Lima / CELESTE FILMS Montevideo	CELESTE FILMS Montevideo

F03 (Single-Market Campaign)

F03/001	00102	KYLE F*CKING CONNOR	KFC CANADA	KFC BRAND	COURAGE, Toronto	CANADA	COURAGE Toronto	UM Toronto	
F03/026	00709	IN LIVING MEMORY	BRITISH HEART FOUNDATION	BRITISH HEART FOUNDATION	SAATCHI & SAATCHI, London	UNITED KINGDOM	BISCUIT FILMWORKS UK London / REVOLVER Sydney	FACTORY STUDIOS London / MARSHALL STREET EDITORS London / TIME BASED ARTS London	PHD MEDIA London
F03/031	00280	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	SPARK FOUNDRY Mexico City
F03/043	01285	WELCOME BACK, PAISANO	TECATE	TECATE	LEPUB, Mexico City	MEXICO	LANDIA Mexico City	LANDIA Mexico City	DENTSU X Mexico City
F03/049	01317	THE PUB THAT REFUSED TO DIE	HEINEKEN	HEINEKEN GREEN	LEPUB, Milan / PUBLICIS, Dublin	ITALY / IRELAND	ANTIDOTE FILMS Dublin	COMPANY 3 London / PRODIGIOUS Milan	DENTSU X Dublin

F04 (Social Behaviour)

F04/011	00359	RIVAL BET	BETCLIC	GAMBLING	BUZZMAN, Paris	FRANCE	APPARAT Paris / SCHMOOZE Paris	
F04/040	00947	GAME ON BALL	TRUE HOCKEY	TRUE HOCKEY BALL	DENTSU CREATIVE, Toronto	CANADA	CREATIVE ITALY Milazzo / DENTSU CREATIVE Toronto / MAKERS Toronto / REFLEKTOR DIGITAL Toronto / TAG WORLDWIDE Toronto	DENTSU CREATIVE Toronto

Direct Shortlist

F04/064	01075	NO RETURN POLICY	DECATHLON	DECATHLON	RETHINK, Toronto	CANADA			
F04/069	01201	CODE HER	O BOTICÁRIO	HER CODE	ALMAPBBDO, Sao Paulo	BRAZIL	BENEXT.AI Rio de Janeiro / LACOBRA STUDIO Sao Paulo / QUIET CITY MUSIC + SOUND Sao Paulo	BRAZA POST Sao Paulo	
F04/072	01077	DRESSED FOR WIMBLEDON	STELLA ARTOIS	STELLA ARTOIS	GUT, Amsterdam / JONES KNOWLES RITCHIE, London	NETHERLANDS / UNITED KINGDOM	MATHEMATIC STUDIO Paris / PLOT Toronto		
F04/078	00283	IFTAR O'CLOCK	7-ELEVEN	7-ELEVEN	TBWAIMALAYSIA	MALAYSIA	TBWAIMALAYSIA	3THIRDS Kuala Lumpur / UNRAVEL DIGITAL MARKETING Kuala Lumpur / VISUAL RETALE (VISUAL EFX SDN BHD) Kuala Lumpur	
F04/082	00487	CHUPA CHUPS IMPOSSIBLE	PERFETTI	CHUPA CHUPS	BBH, London	UNITED KINGDOM	UNTOLD STUDIOS London	UNTOLD STUDIOS London	WAVEMAKER London
F04/085	00517	THE WINTER COAT HOTEL	FLYTOGET	FLYTOGET AIRPORT EXPRESS	ANORAK NOA, Oslo	NORWAY			
F04/091	00856	TRUCKLE	FORD F-150	FORD	BURSON, Detroit / VML, Detroit	UNITED STATES	JMILLS ENTERTAINMENT Woods Cross		
F04/103	01164	COULD HAVE BEEN A HEINEKEN	HEINEKEN	HEINEKEN BEER	LEPUB, Milan / LEPUB, Sao Paulo	ITALY / BRAZIL			RED STAR Sao Paulo
F04/109	00698	EXPEDITION IMPOSSIBLE	COLUMBIA SPORTSWEAR	SPORTSWEAR	adam&eve\TBWA, London	UNITED KINGDOM	SMUGGLER London	CUT + RUN London	
F05 (Use of Humour)									
F05/029	00621	EXPEDITION IMPOSSIBLE	COLUMBIA SPORTSWEAR	SPORTSWEAR	adam&eve\TBWA, London	UNITED KINGDOM	SMUGGLER London	CUT + RUN London	
F06 (Breakthrough on a Budget)									
F06/011	00690	PRIME TIME 0.7	FRECUENCIA LATINA	FRECUENCIA LATINA	FAHRENHEIT DDB, Lima	PERU	SORDO AUDIO Lima / THE CONTENT CLUB Lima		

Direct Shortlist

F06/039	00887	HOCKEY SMILE	KFC CANADA	KFC BRAND	COURAGE, Toronto	CANADA	REVOLVER FILMS Toronto	ALTER EGO Toronto / EGGPLANT MUSIC AND SOUND Toronto / OUTSIDER EDITORIAL Toronto	UM Toronto
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F07 (Corporate Purpose & Social Responsibility)

F07/023	00933	SUPERNOVA ADAPTIVE	ADIDAS	ADIDAS	TBWA/CANADA, Toronto	CANADA	MIRROR3D VFX Toronto / OMNICOM PRODUCTION Toronto / OVERFLOW PRODUCTIONS Orlando / SAWTOOTH STUDIOS Orlando / SUNEEVA Toronto	ALTER EGO Toronto / CITIZEN MUSIC Santa Monica / MOTOMOTUS Toronto / NIMIOPERE Toronto / OSO AUDIO Toronto	
F07/039	10978	PROTECT THE PEANUT	MARS SNACKING	M&M'S	BBDO, Chicago	UNITED STATES	NOBODYS Fort Mill / OMNICOM PRODUCTION Chicago	LOBO São Paulo / OMNICOM PRODUCTION Chicago	

F08 (Market Disruption)

F08/007	00688	SOS POS	BCP	SOS POS	CIRCUS GREY, Lima	PERU	CIRCUS GREY Lima		
F08/008	00981	PROTECT THE PEANUT	MARS SNACKING	M&M'S	BBDO, Chicago	UNITED STATES	NOBODYS Fort Mill / OMNICOM PRODUCTION Chicago	LOBO São Paulo / OMNICOM PRODUCTION Chicago	
F08/015	00741	THE KITKAT HEIST	KITKAT	KITKAT	VML, London	UNITED KINGDOM			OPENMIND New York
F08/037	00840	DE'LONGHI COMPUTER	DE'LONGHI	DE'LONGHI COFFEE MACHINE	LOLA, Madrid	SPAIN			LOLA Madrid

F09 (Cultural Engagement)

F09/021	00548	THE KOLHAPURI	KALAPURI	KALAPURI	VML INDIA, Mumbai	INDIA	VML INDIA Mumbai		
F09/025	00319	VOICE OF FOOD	AJINOMOTO CO., INC.	VOICE OF FOOD	DENTSU INC., Tokyo	JAPAN	DADAB Tokyo / IE3 Tokyo / KOMA INC. Tokyo / TYO INC. Tokyo		DENTSU INC. Tokyo
F09/033	00942	CHAPTERS OF HOPE	LA FABRICA	OFFICIAL ACCREDITATION CARD	McCANN SPAIN, Madrid	SPAIN	OMNICOM PRODUCTION Madrid	OMNICOM PRODUCTION Madrid	

Total Shortlisted:

127

PR **Additional**

HOWATSON+COMP
ANY Sydney

3PM/WEBER AB INBEV New York
SHANDWICK New
York

VM1 New York OMNICOM GROUP New York

EDELMAN New York AKQA Paris / MILO CASTING
London / OGILVY London

ALINA VELEZ
COMUNICACIONES
Bogota

BURSON Mexico City THE COCA-COLA COMPANY
Mexico City

BURSON London

ZENO GROUP KRAFT HEINZ Chicago / THE
Chicago / ZENO PROMOTIONS SPECIALIST
GROUP Toronto Toronto

LEPUB Mexico City / HEINEKEN MEXICO Mexico City /
SERNA Mexico City MONKS Mexico City / SWARM
MEXICO Mexico City / ULTRA
BRANDS San Pedro Garza Garcia

THE ROMANS LEGARAGE Milan / PUBLICIS
London / Dublin
THINKHOUSE Dublin

LEMA+ Sao Paulo / CIRCULO Sao Paolo
THE ROMANS
London

EDELMAN London / BEARDED KITTEN London /
OGILVY BRAND TECH London / OGILVY
SINGAPORE SPAIN Madrid / UEG WORLDWIDE
London / WPP PRODUCTION
Singapore

BURSON Toronto

CJPR & CO London

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

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

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

ADRI MORRO SENATUR Asuncion
Asuncion

W LABCORP Burlington / LAMARK
COMMUNICATIONS MEDIA Boca Raton / MARS HIVE
New York Newark

NINCH COMPANY
Buenos Aires

BROADCAST ROYAL SOCIETY FOR BLIND
REVOLUTION CHILDREN London
London /
PERSUASION
COMMUNICATIONS
London

CITIZEN OMNICOM PRODUCTION Toronto /
RELATIONS Toronto SICKKIDS FOUNDATION Toronto /
WESTSIDE Toronto

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

3PM/WEBER AB INBEV New York
SHANDWICK New
York

McCANN Lima

ALINA VELEZ
COMUNICACIONES
Bogota

EDELMAN London / OGILVY SINGAPORE	BEARDED KITTEN London / BRAND TECH London / OGILVY SPAIN Madrid / UEG WORLDWIDE London / WPP PRODUCTION Singapore
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CJPR & CO London

ZENO GROUP Chicago / ZENO GROUP Toronto	KRAFT HEINZ Chicago / THE PROMOTIONS SPECIALIST Toronto
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ASSOCIATION ANTOINE ALLÉNO
Paris / MAIRIE DE PARIS - HOTEL
DE VILLE

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

NINCH COMPANY
Buenos Aires

METROPOLITAN
TRANSPORTATION AUTHORITY
New York / SMITHFIELD FOODS

HOWATSON+COMP
ANY Sydney

ARTISANS DU FILM Paris / MIDI
AGENCY Paris

VML Warsaw

DENTSU CREATIVE J3P Toronto
Toronto / EGS
GROUP PR Montreal

GENOSHA Buenos Aires

DENTSU CREATIVE J3P Toronto
Toronto / EGS
GROUP PR Montreal

REBORN-TO-BE-ALIVE Leuven

IKEA Madrid

DEPT N/A / MAYFLOWER
ENTERTAINMENT New York

LEMA+ Sao Paulo / CIRCULO Sao Paolo
THE ROMANS
London

VM1 New York OMNICOM GROUP New York

EDELMAN New York AKQA Paris / MILO CASTING
London / OGILVY London

BURSON London

VOZ Sao Paulo

KETCHUM New York GENESCO Dallas / META London /
SMARTERS Sao Paulo / WE ARE
SOCIAL London

OGILVY CATCH AND RELEASE San
SINGAPORE Francisco / OGILVY SINGAPORE /
PINPUNG Bangkok / RADA
Bangkok

LEMA+ Sao Paulo / CIRCULO Sao Paolo
THE ROMANS
London

NARRATIVEEXPR KFC CANADA Toronto
Toronto

BURSON London

LEPUB Mexico City / HEINEKEN MEXICO Mexico City /
SERNA Mexico City MONKS Mexico City / SWARM
MEXICO Mexico City / ULTRA
BRANDS San Pedro Garza Garcia

BROADCAST ROYAL SOCIETY FOR BLIND
REVOLUTION CHILDREN London
London /
PERSUASION
COMMUNICATIONS
London

READY10 London LINNEY ACTIVATE LIMITED
Mansfield / TMW London

OGILVY CATCH AND RELEASE San
SINGAPORE Francisco / OGILVY SINGAPORE /
 PINPUNG Bangkok / RADA
 Bangkok

OMNICON
VELOCITY New York
/ PFUS
COMMUNICATIONS
New York

BURSON Mexico City THE COCA-COLA COMPANY
Mexico City

ZENO GROUP KRAFT HEINZ Chicago / THE
Chicago / ZENO PROMOTIONS SPECIALIST
GROUP Toronto Toronto

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

OGILVY
SINGAPORE

CATCH AND RELEASE San
Francisco / OGILVY SINGAPORE /
PINPUNG Bangkok / RADA
Bangkok

OMNICON
VELOCITY New York / PFUS
COMMUNICATIONS
New York

OVERALL MURALS New York /
PEPSICO Plano

BAMBA MUSIC Buenos Aires

BCP Lima

McCANN Lima

PUBLICIS
CONSULTANTS
Paris

FLYNAS Riyadh / RATTEL L.L.C.
Delaware

BARKLEYOKRP
Kansas City /
FRONTIER
AIRLINES Denver

NARRATIVEXPR KFC CANADA Toronto
Toronto

BRITISH HEART BLAB London / PUBLICIS LONDON
FOUNDATION / RAW RESEARCH London / THE
London LAUNDRY ROOM Western Cape

BURSON Mexico City THE COCA-COLA COMPANY
Mexico City

LEPUB Mexico City / HEINEKEN MEXICO Mexico City /
SERNA Mexico City MONKS Mexico City / SWARM
MEXICO Mexico City / ULTRA
BRANDS San Pedro Garza Garcia

THE ROMANS LEGARAGE Milan / PUBLICIS
London / Dublin
THINKHOUSE Dublin

DENTSU CREATIVE J3P Toronto
Toronto / EGS
GROUP PR Montreal

DECATHLON Quebec

VOZ Sao Paulo

WEBER AB INBEV New York / DRAFTLINE
SHANDWICK London EUROPE London / DRAFTLINE
New York

EDELMAN London BLONSTEIN CREATIVE
PRODUCTION London /
INFLUENCER London

BURSON Detroit

LEMA+ Sao Paulo / CIRCULO Sao Paolo
THE ROMANS
London

KFC CANADA Toronto

ADIDAS Erlangen / BOGOTA
Curitiba / CANADIAN DOWN
SYNDROME SOCIETY Calgary

CASHMAN West MARS WRIGLEY Newark
Palm Beach

BCP Lima

CASHMAN West MARS WRIGLEY Newark
Palm Beach

BURSON London

MATERIAL Tokyo

KARIBU Madrid / LA FABRICA
Madrid / MOMENTUM Madrid
