

Health & Wellness Shortlist

Cat. No	Entry No	Title	Brand	Product	Medium	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional
A01 (OTC Oral Medicines)												
A01/55001	00881	THE PAID RELIEF, NA CONTA DA DOR	OPELLA	DORFLEX	Social & Creator	PUBLICIS BRASIL, Sao Paulo	BRAZIL			MONKS Sao Paulo		ARTEFACT Sao Paulo / SPARK Sao Paulo
A01/9001	00778	FIRST TO FALL SPONSORSHIP	CATAFLAMPRO	CATAFLAMPRO	PR	WMcCANN, Sao Paulo	BRAZIL	ASTEROIDE FILMS Curitiba		WMcCANN Sao Paulo	WMcCANN Sao Paulo	MYND Sao Paulo / OWLY Sao Paulo
A02 (OTC Applications)												
A02/22001	00808	THE PERIODIC FABLE	THE ORDINARY	THE ORDINARY	Industry Craft: Art Direction	UNCOMMON CREATIVE STUDIO,	UNITED KINGDOM	SMUGGLER London				
A02/51002	00553	LOVE HURTS	VASELINE	VASELINE	Film: Cinema, TV and Digital	OGILVY SINGAPORE / VML SOUTH AFRICA,	SINGAPORE / SOUTH AFRICA	PARK PICTURES London	WHITECOAT Singapore	MINDSHARE SINGAPORE	OGILVY SINGAPORE	
A02/55001	00374	VASELINE AND THE REAL NIGERIAN	VASELINE	VASELINE BODY OIL	Social & Creator	LEO, Singapore	SINGAPORE	AMA PSALMIST VISUALS Maryland	FVSE Singapore / PRODIGIOUS	ALL SEASONS ZENITH Lagos	MSL Singapore / PERSUASION	PUBLICIS GHANA Accra
A03 (OTC Products)												
A03/14001	00784	OWN YOUR FLOW	KOTEX	KOTEX TAMPONS	Film Craft: Production	McCANN, New York	UNITED STATES	MJZ Los Angeles	MELT Barcelona / WORK EDITORIAL			CITIZEN MUSIC New York / KIMBERLY-
A03/17001	00785	OWN YOUR FLOW	KOTEX	KOTEX TAMPONS	Film Craft: Use of Music/Sound	McCANN, New York	UNITED STATES	MJZ Los Angeles	MELT Barcelona / WORK EDITORIAL			CITIZEN MUSIC New York / KIMBERLY-
A03/31001	00120	#UNCENSORYOURHEALTH	LADYWELL	LADYWELL	Digital Craft: Interface &	TOOL, Torrance / SAATCHI & SAATCHI,	UNITED STATES	TOOL Torrance				
A03/50003	00559	THE PERIOD UNIFORM	SOMOS MARTINA	SOMOS MARTINA	Brand Experience &	SERVICEPLAN GERMANY, Munich	GERMANY	WE ARE DEMENTE Bogota	INMOTION Munich	MEDIAPLUS GERMANY	TULOM Sao Paulo	EAT, SLEEP + DESIGN Berlin / HASTINGS
A03/50004	00851	ART'S MISSING PERIOD	KOTEX	KOTEX	Brand Experience &	DAVID, London / OGILVY SINGAPORE	UNITED KINGDOM /	750MPH London / OBJECT AND				ALISON BROD MARKETING
A03/51009	10852	ART'S MISSING PERIOD	KOTEX	KOTEX	Film: Cinema, TV and Digital	DAVID, London / OGILVY SINGAPORE	UNITED KINGDOM /	750MPH London / OBJECT AND				ALISON BROD MARKETING
A03/55001	00336	THE 58 YEAR OLD ROOKIE	OPELLA	ASPERCREME	Social & Creator	MARTIN, Richmond	UNITED STATES			HAVAS MEDIA New York	MARTIN Richmond	
A03/56002	00337	THE RELIEF RIDER	OPELLA	ASPERCREME	Use of Humour	MARTIN, Richmond	UNITED STATES	MOBSCENE PRODUCTIONS Los	MONDIAL Richmond	HAVAS MEDIA New York	MARTIN Richmond	BLEECKER STREET MEDIA New York /
A03/9001	00339	THE 58 YEAR OLD ROOKIE	OPELLA	ASPERCREME	PR	MARTIN, Richmond	UNITED STATES			HAVAS MEDIA New York	MARTIN Richmond	
A04 (Nutraceuticals)												
A04/54001	00335	THE GREY SWAN	NYCOPLUS	DIETARY SUPPLEMENTS	Entertainment	11:11, Oslo	NORWAY	CAMP DAVID Stockholm / YACOBS	CAMP DAVID Stockholm	WAVEMAKER Oslo	WERGELANDA PENES Oslo	BLOOM OSLO
A05 (Health & Wellness Tech)												
A05/12001	00254	INVINCIBLE VOICE	KYUTAI	INVINCIBLE VOICE	Use of Technology	KYUTAI, Paris / JACQUES PARIS	FRANCE	JACQUES PARIS	JACQUES PARIS			
A05/12003	00280	WAVES OF WILL POWERED BY NTT	NTT HUMAN INFORMATICS	NTT HUMAN INFORMATICS	Use of Technology	DENTSU INC., Tokyo	JAPAN	BASSDRUM Tokyo / DENTSU CREATIVE		DENTSU INC. Tokyo	DENTSU CREATIVE	ALS FOUNDATION NETHERLANDS Utrecht /
A05/12004	00745	NO FRAME MISSED	APPLE	IPHONE	Use of Technology	TBWA/MEDIA ARTS LAB, Los Angeles	UNITED STATES	O2 FILMES Sao Paulo / SATELITE	PSYCHONLOOK Sao Paulo	OMD USA California		
A05/3003	00865	HEARAPY	SAMSUNG	GALAXY BUDS	Audio & Radio	LEO, Frankfurt	GERMANY					
A05/50005	00863	HEARAPY	SAMSUNG	GALAXY BUDS	Brand Experience &	LEO, Frankfurt	GERMANY					

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A05/50006	00744	NO FRAME MISSED	APPLE	IPHONE	Brand Experience &	TBWA/MEDIA ARTS LAB, Los Angeles	UNITED STATES	O2 FILMES Sao Paulo / SATELITE	PSYCHONLOOK Sao Paulo	OMD USA California		
A05/53003	00418	LULLAVIBES	WOOJER	LULLAVIBES	Healthcare Product	AREA 23, New York	UNITED STATES	ARS THANEA Warsaw / BITELAND				
A05/9002	00643	THE RELATIONSHIP AID	SPECSAVERS	HEARING AIDS	PR	GOLIN KETCHUM, London	UNITED KINGDOM	FOUND STUDIO London / GOLIN	FOUND STUDIO London	MANNING GOTTLIEB OMD	GOLIN London	TANGERINE COMMUNICATIONS
B01 (Brand-Led Education & Awareness)												
B01/11001	00348	MAGNIF-EYE	1001 OPTOMETRY	1001 OPTOMETRY	Mobile	VML, Sydney	AUSTRALIA	VML Sydney	VML Sydney	WORD OF MOUTH Sydney	BURSON Sydney	
B01/12002	00351	MAGNIF-EYE	1001 OPTOMETRY	1001 OPTOMETRY	Use of Technology	VML, Sydney	AUSTRALIA	VML Sydney	VML Sydney	WORD OF MOUTH Sydney	BURSON Sydney	
B01/12005	00811	DUOBELL	SKODA	SKODA	Use of Technology	ABBOTT MEAD VICKERS BBDO,	UNITED KINGDOM	UNIT 9 London		PHD MEDIA London	PERSUASION COMMUNICATI	UNIVERSITY OF SALFORD Manchester
B01/13002	00078	COLORFOOD	AUCHAN	CHILDREN'S BALANCED MEAL	Integrated	TBWA PARIS, Paris	FRANCE	EG+ WORLDWIDE Paris / EKOBO Paris /		HAVAS MEDIA Paris		ZAKKA Paris
B01/15004	00384	ESCAPE VEHICLE	TOYOTA	TOYOTA	Film Craft: Direction	OGILVY, Athens	GREECE	FOSS PRODUCTIONS		OGILVY Athens		
B01/15006	00456	THE PERIODIC FABLE	THE ORDINARY	THE ORDINARY	Film Craft: Direction	SMUGGLER, London / UNCOMMON	UNITED KINGDOM	SMUGGLER London				
B01/15008	00042	THE SHOOTING	NEWSPAPER LA UNION AND	NEWSPAPER LA UNION AND	Film Craft: Direction	GREY, Mexico City	MEXICO	ORIENTAL FILMS Mexico City	ORIENTAL FILMS Mexico City			
B01/19003	00045	THE SHOOTING	NEWSPAPER LA UNION AND	NEWSPAPER LA UNION AND	Film Craft: Cinematography	GREY, Mexico City	MEXICO	ORIENTAL FILMS Mexico City	ORIENTAL FILMS Mexico City			
B01/25001	00475	INDIANIS DENTRIS	COLGATE	COLGATE TOOTHBRUSH	Industry Craft: Photography	THE REFINERY, Mumbai / BRAND	INDIA	THE REFINERY Mumbai				
B01/38002	00463	SUNBURNT CAR	MYCAR	MYCAR	Outdoor: Ambient	TBWA/SYDNEY, Sydney	AUSTRALIA	BOLT Sydney / ODD STUDIOS Sydney		HEARTS & SCIENCE	ELEVEN Sydney	MYCAR TYRE & AUTO Sydney / TBWA/SYDNEY
B01/44002	00344	MAGNIF-EYE	1001 OPTOMETRY	1001 OPTOMETRY	Creative Data	VML, Sydney	AUSTRALIA	VML Sydney	VML Sydney	WORD OF MOUTH Sydney	BURSON Sydney	
B01/44006	10685	FAIR PLAY	MISTERIO PUBLICO DO	FAIR PLAY	Creative Data	OGILVY HEALTH, New York	UNITED STATES	BUMBLEBEAT Sao Paulo / FAMOUS	BIG STUDIO São Paulo			MPDFT - MINISTERIO PUBLICO DISTRITO
B01/50018	00666	SUPERNOVA ADAPTIVE	ADIDAS	ADIDAS	Brand Experience &	TBWA/CANADA, Toronto	CANADA	MIRROR3D VFX Toronto / OMNICOM	ALTER EGO Toronto / CITIZEN			ADIDAS Erlangen / BOGOTA Curitiba /
B01/50019	00741	THE UNDRAPPED KIT	ASICS	ASICS UNDRAPPED KIT	Brand Experience &	GUT, Toronto / GOLIN KETCHUM, London	CANADA / UNITED	GOLIN KETCHUM London			GOLIN KETCHUM	
B01/50021	00849	CANCER PREVENTION DISCOUNTS	BROADFORK PRODUCE	CANCER PREVENTION	Brand Experience &	TANK WORLDWIDE, Montreal	CANADA	RAINA+WILSON Toronto / TANK	ADIOSADIOS Buenos Aires /	JUNGLE MEDIA Montreal /	OGILVY HEALTH New	BROADFORK PRODUCE Toronto /
B01/51002	00075	UNLOVED	INTERMARCHÉ	RETAIL	Film: Cinema, TV and Digital	ROMANCE AGENCY, Paris	FRANCE	DIVINE Paris / SCHMOOZE Paris /		ZENITH MEDIA Paris		INTERMARCHÉ Bondoufle
B01/51018	00485	EVERYONE EXCEPT	KPN	TELECOM	Film: Cinema, TV and Digital	DENTSU CREATIVE, Amsterdam / WEFILM	NETHERLANDS	DARK ALLEY PICTURES		A BIGGER CIRCLE	HET PR BUREAU	AMBASSADORS Amsterdam
B01/53006	00345	MAGNIF-EYE	1001 OPTOMETRY	1001 OPTOMETRY	Healthcare Product	VML, Sydney	AUSTRALIA	VML Sydney	VML Sydney	WORD OF MOUTH Sydney	BURSON Sydney	
B01/53007	00667	SUPERNOVA ADAPTIVE	ADIDAS	ADIDAS	Healthcare Product	TBWA/CANADA, Toronto	CANADA	MIRROR3D VFX Toronto / OMNICOM	ALTER EGO Toronto / CITIZEN			ADIDAS Erlangen / BOGOTA Curitiba /
B01/54006	00065	THE SHOOTING	NEWSPAPER LA UNION AND	NEWSPAPER LA UNION AND	Entertainment	GREY, Mexico City	MEXICO	ORIENTAL FILMS Mexico City	ORIENTAL FILMS Mexico City			
B01/55007	00717	CERAVE - THE NEW FACE OF LEGS	CERAVE	CERAVE	Social & Creator	L'OREAL, New York / BOLDED, New York	UNITED STATES	OBB MEDIA West Hollywood	OBB MEDIA West Hollywood	BEAUTY CO-LAB New York	OGILVY PR New York	EGGMEN Rhinebeck / PARZVL New York / THE
B01/8005	00328	VET YOUR PROSTATE	THRIVA	PROSTATE CANCER	Direct	HAVAS LYNX, Manchester	UNITED KINGDOM	HAVAS LYNX Manchester / UNIT TV		HAVAS LYNX Manchester		THRIVA London
B01/8022	00633	PROJECT GOLDEN MINUTE	JOHNSON'S BABY	JOHNSON'S BABY	Direct	McCANN INDIA, Mumbai	INDIA	MOTHERSHIP PRODUCTIONS				
B01/9012	00651	DAY 734	BETTERHELP	BETTERHELP THERAPY	PR	GOLIN KETCHUM, Chicago / WME,	UNITED STATES /	AMILIA STUDIOS Leeds / WME London	BUBBLE TV London		GOLIN Chicago	
B01/9013	00715	CERAVE - THE NEW FACE OF LEGS	CERAVE	CERAVE	PR	L'OREAL, New York / BOLDED, New York	UNITED STATES	OBB MEDIA West Hollywood	OBB MEDIA West Hollywood	BEAUTY CO-LAB New York	OGILVY PR New York	EGGMEN Rhinebeck / PARZVL New York / THE

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B02 (Non-profit Health Education, Advocacy & Fundraising)												
B02/13008	00365	BEAT CANCER OFF	FUCK CANCER	BEAT CANCER OFF	Integrated	VML, New York	UNITED STATES	DIRTY WORK Sao Paulo / JAMUTE			VML New York	VML HEALTH Madrid
B02/13015	00458	FINISH IT: 45 YEARS LATER	TERRY FOX FOUNDATION	TERRY FOX RESEARCH	Integrated	DIAMOND, Toronto	CANADA	JIGSAW CASTING Toronto / SCOUTS	ALTER EGO Toronto /		AGNOSTIC Toronto	TERRY FOX FOUNDATION Port
B02/14006	00366	BEAT CANCER OFF	FUCK CANCER	BEAT CANCER OFF	Film Craft: Production	VML, New York	UNITED STATES	DIRTY WORK Sao Paulo / JAMUTE			VML New York	VML HEALTH Madrid
B02/16004	00609	RENU VS THE CITY	ST. JUDE INDIA CHILDCARE	ST. JUDE INDIA CHILDCARE	Film Craft: Script	OGILVY, Mumbai	INDIA	HUNGRY FILMS Mumbai				ST. JUDE INDIA CHILDCARE CENTRES
B02/18004	00367	BEAT CANCER OFF	FUCK CANCER	BEAT CANCER OFF	Film Craft: Animation/Visual	VML, New York	UNITED STATES	DIRTY WORK Sao Paulo / JAMUTE			VML New York	VML HEALTH Madrid
B02/19007	00673	THE PARTNER-EXAM	CEPIA	BRAZILIAN NGO	Film Craft: Cinematography	VML, Sao Paulo / VML, New York	BRAZIL / UNITED STATES	MYMAMA ENTERTAINMENT	HEY, LISTEN Sao Paulo			
B02/22002	00320	DISTRESS	MUSÉE DE LA GRANDE GUERRE	BROKEN SOULS	Industry Craft: Art Direction	BBDO PARIS	FRANCE					
B02/22003	00319	SORROW	MUSÉE DE LA GRANDE GUERRE	BROKEN SOULS	Industry Craft: Art Direction	BBDO PARIS	FRANCE					
B02/22005	00106	INFINITE SAREE	Red Dot Foundation - Public Health	INFINITE SAREE	Industry Craft: Art Direction	KLICK HEALTH, Toronto	CANADA	LIGHT FARM Rio de Janeiro	TA2 SOUND + MUSIC Toronto	KLICK HEALTH Toronto	KLICK HEALTH Toronto / MEDIA	INVNT New York
B02/23010	10221	LITTLE KNOWN FACTS	TACKLE PROSTATE	TACKLE PROSTATE	Industry Craft: Copywriting	LANGLAND, London	UNITED KINGDOM	LANGLAND London		THE ARK MARKETING		LOADED MAGAZINE London
B02/24001	00363	BEAT CANCER OFF	FUCK CANCER	BEAT CANCER OFF	Industry Craft: Illustration	VML, New York	UNITED STATES	DIRTY WORK Sao Paulo / JAMUTE			VML New York	VML HEALTH Madrid
B02/25003	00111	CAROLINE GLEICH	MELANOMA FUND	MELANOMA AWARENESS	Industry Craft: Photography	KLICK HEALTH, Toronto	CANADA	LIGHT FARM Rio de Janeiro / MERKAT				
B02/38004	00448	2036	ASSOCIATION ANTOINE ALLÉNO	ASSOCIATION ANTOINE ALLÉNO	Outdoor: Ambient	HAVAS PARIS	FRANCE	MAKE IT LIVE Paris / PROSE ON PIXELS	PROSE ON PIXELS Paris			ASSOCIATION ANTOINE ALLÉNO Paris / MAIRIE
B02/51009	00364	BEAT CANCER OFF	FUCK CANCER	BEAT CANCER OFF	Film: Cinema, TV and Digital	VML, New York	UNITED STATES	DIRTY WORK Sao Paulo / JAMUTE			VML New York	VML HEALTH Madrid
B02/51021	00565	THE UGLIEST SWEATER	THE ILAS FOUNDATION	MEXICAN ORGANIZATION	Film: Cinema, TV and Digital	FOUNDATION ILAS, Guadalajara / MADE	MEXICO	THE MAESTROS Mexico City				
B02/56003	00369	BEAT CANCER OFF	FUCK CANCER	BEAT CANCER OFF	Use of Humour	VML, New York	UNITED STATES	DIRTY WORK Sao Paulo / JAMUTE			VML New York	VML HEALTH Madrid
B02/8006	00446	2036	ASSOCIATION ANTOINE ALLÉNO	ASSOCIATION ANTOINE ALLÉNO	Direct	HAVAS PARIS	FRANCE	MAKE IT LIVE Paris / PROSE ON PIXELS	PROSE ON PIXELS Paris			ASSOCIATION ANTOINE ALLÉNO Paris / MAIRIE
B02/8008	00108	867-5309	THE CANCER SUPPORT	THE CANCER SUPPORT	Direct	KLICK HEALTH, Toronto	CANADA	KLICK HEALTH Toronto		KLICK HEALTH Toronto		CORY DROSS / FARPOINT MEDIA
B02/8016	00513	PRIME TIME 0.7	FRECUENCIA LATINA	LATINA	Direct	FAHRENHEIT DDB, Lima	PERU	SORDO AUDIO Lima / THE				
B02/9004	00451	ONE MORE QUESTION	LALCEC	LALCEC	PR	GREY ARGENTINA, Buenos Aires	ARGENTINA			GREY ARGENTINA	NINCH COMPANY	
B02/9005	00447	2036	ASSOCIATION ANTOINE ALLÉNO	ASSOCIATION ANTOINE ALLÉNO	PR	HAVAS PARIS	FRANCE	MAKE IT LIVE Paris / PROSE ON PIXELS	PROSE ON PIXELS Paris			ASSOCIATION ANTOINE ALLÉNO Paris / MAIRIE
B02/9010	00054	VEHICLE OF HOPE	CARITAS	CARITAS	PR	DIFFER, Stockholm / COLONY, Stockholm	SWEDEN	COLONY Stockholm			DIFFER Stockholm	COLONY Stockholm
B02/9011	00094	INFINITE SAREE	Red Dot Foundation - Public Health	INFINITE SAREE	PR	KLICK HEALTH, Toronto	CANADA	LIGHT FARM Rio de Janeiro	TA2 SOUND + MUSIC Toronto	KLICK HEALTH Toronto	KLICK HEALTH Toronto / MEDIA	INVNT New York
C01 (Corporate Image & Communication)												
C01/12003	00791	MENOSKIN	AVON	AVON	Use of Technology	VML, Sao Paulo / VML, Mexico City	BRAZIL / MEXICO	CORAZON FILMES Sao Paulo /				
C01/12004	10692	FAIR PLAY	MISTERIO PUBLICO DO	FAIR PLAY	Use of Technology	OGILVY HEALTH, New York	UNITED STATES	BUMBLEBEAT Sao Paulo / FAMOUS	BIG STUDIO São Paulo			MPDFT - MINISTERIO PUBLICO DISTRITO
C01/44001	10697	FAIR PLAY	MISTERIO PUBLICO DO	FAIR PLAY	Creative Data	OGILVY HEALTH, New York	UNITED STATES	BUMBLEBEAT Sao Paulo / FAMOUS	BIG STUDIO São Paulo			MPDFT - MINISTERIO PUBLICO DISTRITO
C01/53001	00107	CRASH PATCH	THE SNOW LEAGUE	CRASH PATCH	Healthcare Product	KLICK HEALTH, Toronto	CANADA					KIRKWOOD Boston

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C01/53002	00379	THE COOLEST IHRAM	SAUDIA	THE COOLEST IHRAM	Healthcare Product	LANDOR, Dubai	UNITED ARAB EMIRATES	BRRR Atlanta / LANDOR Dubai /		SAUDIA Jeddah	SAUDIA Jeddah	
C02 (Health Services & Facilities)												
C02/11002	00350	MAGNIF-EYE	1001 OPTOMETRY	1001 OPTOMETRY	Mobile	VML, Sydney	AUSTRALIA	VML Sydney	VML Sydney	WORD OF MOUTH Sydney	BURSON Sydney	
C02/12001	00346	MAGNIF-EYE	1001 OPTOMETRY	1001 OPTOMETRY	Use of Technology	VML, Sydney	AUSTRALIA	VML Sydney	VML Sydney	WORD OF MOUTH Sydney	BURSON Sydney	
C02/12002	00617	FEELINGS TO TEXT	KIDS HELP PHONE	KIDS HELP PHONE	Use of Technology	McCANN, Toronto	CANADA	McCANN Toronto	GRAYSON MUSIC Toronto / ROOSTER	EPITAPH GROUP Toronto		
C02/31001	00347	MAGNIF-EYE	1001 OPTOMETRY	1001 OPTOMETRY	Digital Craft: Interface &	VML, Sydney	AUSTRALIA	VML Sydney	VML Sydney	WORD OF MOUTH Sydney	BURSON Sydney	
C02/50002	00612	EK TARA PROJECT	TITAN EYE+	EYEWEAR	Brand Experience &	OGILVY, Bangalore	INDIA	ABSOLUTE PRODUCTIONS		OGILVY Bangalore		OGILVY Mumbai / TITAN Bangalore
C02/50003	00827	DONATE TO PLAY	GRUPO PULSA	GRUPO PULSA	Brand Experience &	PUBLICIS BRASIL, Sao Paulo	BRAZIL	FUZZR Sao Paulo / PUBLICIS BRASIL		PUBLICIS BRASIL Sao Paulo /	BR MEDIA Sao Paulo /	UBISOFT Sao Paulo
C02/53002	00349	MAGNIF-EYE	1001 OPTOMETRY	1001 OPTOMETRY	Healthcare Product	VML, Sydney	AUSTRALIA	VML Sydney	VML Sydney	WORD OF MOUTH Sydney	BURSON Sydney	
C02/54002	00826	DONATE TO PLAY	GRUPO PULSA	GRUPO PULSA	Entertainment	PUBLICIS BRASIL, Sao Paulo	BRAZIL	FUZZR Sao Paulo / PUBLICIS BRASIL		PUBLICIS BRASIL Sao Paulo /	BR MEDIA Sao Paulo /	UBISOFT Sao Paulo
C02/8006	00821	DONATE TO PLAY	GRUPO PULSA	GRUPO PULSA	Direct	PUBLICIS BRASIL, Sao Paulo	BRAZIL	FUZZR Sao Paulo / PUBLICIS BRASIL		PUBLICIS BRASIL Sao Paulo /	BR MEDIA Sao Paulo /	UBISOFT Sao Paulo
C03 (Insurance)												
C03/9001	00301	(SAVE A) LIFE INSURANCE	GENERALI	GENERALI	PR	VML, Bucharest / VML, New York	ROMANIA / UNITED STATES	GREENMIND STUDIO Bucharest	MULTIMEDIA EST Bucharest	DENTSU Bucharest		
C04 (Holistic Wellbeing & Mindful Living)												
C04/13001	00572	THE SWEDISH PRESCRIPTION	VISIT SWEDEN	VISIT SWEDEN	Integrated	PRIME WEBER SHANDWICK,	SWEDEN	FLX 2.0 Stockholm / PRIME WEBER	FLX 2.0 Stockholm	PRIME WEBER SHANDWICK	PRIME WEBER SHANDWICK	VISIT SWEDEN Stockholm / WPP MEDIA
C04/23003	00467	ODYSSEY	BOOK X-CESS	BOOK X-CESS	Industry Craft: Copywriting	GREY, Kuala Lumpur	MALAYSIA	GREY Kuala Lumpur		INVICTUS BLUE SDN BHD Kuala	BOOKXCESS Shah Alam /	
C04/50006	00864	HEARAPY	SAMSUNG	GALAXY BUDS	Brand Experience &	LEO, Frankfurt	GERMANY					
C04/9001	00573	THE SWEDISH PRESCRIPTION	VISIT SWEDEN	VISIT SWEDEN	PR	PRIME WEBER SHANDWICK,	SWEDEN	FLX 2.0 Stockholm / PRIME WEBER	FLX 2.0 Stockholm	PRIME WEBER SHANDWICK	PRIME WEBER SHANDWICK	VISIT SWEDEN Stockholm / WPP MEDIA
C04/9002	00740	THE UNDRAPPED KIT	ASICS	ASICS UNDRAPPED KIT	PR	GUT, Toronto / GOLIN KETCHUM, London	CANADA / UNITED	GOLIN KETCHUM London			GOLIN KETCHUM	
D01 (Animal Health)												
D01/13001	00748	PEDIGREE CARAMELO	PEDIGREE	PEDIGREE	Integrated	ALMAPBBDO, Sao Paulo	BRAZIL	BLACK MADRE Sao Paulo / RAW AUDIO	GAFANHOTTO POST Sao Paulo	ESSENCEMEDI ACOM Sao	GIUSTI CREATIVE PR	AMPARA ANIMAL Sao Paulo / DNA PETS Rio de
D01/44001	00747	PEDIGREE CARAMELO	PEDIGREE	PEDIGREE	Creative Data	ALMAPBBDO, Sao Paulo	BRAZIL	BLACK MADRE Sao Paulo / RAW AUDIO	GAFANHOTTO POST Sao Paulo	ESSENCEMEDI ACOM Sao	GIUSTI CREATIVE PR	AMPARA ANIMAL Sao Paulo / DNA PETS Rio de
D01/50002	00746	PEDIGREE CARAMELO	PEDIGREE	PEDIGREE	Brand Experience &	ALMAPBBDO, Sao Paulo	BRAZIL	BLACK MADRE Sao Paulo / RAW AUDIO	GAFANHOTTO POST Sao Paulo	ESSENCEMEDI ACOM Sao	GIUSTI CREATIVE PR	AMPARA ANIMAL Sao Paulo / DNA PETS Rio de
D01/50006	00761	PROTEST MARCH OF THE PENGUINS	PENGUINS INTERNATIONAL	PENGUINS INTERNATIONAL	Brand Experience &	RETHINK, Toronto	CANADA				RETHINK Toronto	PENGUINS INTERNATIONAL
D01/54001	00627	FANTASY HERD	MEADOW FRESH	FRESH WHITE MILK	Entertainment	McCANN NEW ZEALAND, Auckland	NEW ZEALAND	THE SWEETSHOP Auckland	THE SWEETSHOP Auckland	TOGETHER Auckland		

Total Shortlisted:

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