

Industry Craft Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media
A01 (Typography: Outdoor: Ambient)									
A01/002	00566	AMAZONIA	EMBRATUR AND RAI	THE BRAZILIAN AMAZON AS A TRAVELING DESTINATION	FUTUREBRAND , Sao Paulo	BRAZIL	MARAHU FILMES Belem		
A02 (Typography: Outdoor: Standard)									
A02/007	00614	BRAZILIAN ARCHITECTURE BIENNALE	BAB	BIENNALE	ALMAPBBDO, Sao Paulo	BRAZIL	ALMAPBBDO Sao Paulo / BIZSYS Sao Paulo / LEPRI Sao Paulo		
B01 (Art Direction: Outdoor: Ambient)									
B01/003	00333	SUNBURNT CAR	MYCAR	MYCAR	TBWAISYDNEY, Sydney	AUSTRALIA	BOLT Sydney / ODD STUDIOS Sydney		HEARTS & SCIENCE Sydney
B01/025	00182	THE MOSAIC	MCDONALD'S ITALIA	WELCOME TO ROME MENU (CREATED FOR JUBILEE)	LEO, Milan	ITALY	WILDFRAME SRL Milan		OMD ITALY Milan
B01/032	00416	PLAYERS MANHOLES	MAJOR LEAGUE BASEBALL	MAJOR LEAGUE BASEBALL	WIEDEN+KENNEDY, Tokyo	JAPAN	GIMBAL CUBE Tokyo / WIEDEN+KENNEDY Tokyo	WIEDEN+KENNEDY Tokyo	WIEDEN+KENNEDY Tokyo
B01/035	00455	TINY COFFEE SHOPS	DE'LONGHI	DE'LONGHI COFFEE MACHINE	LOLA, Madrid	SPAIN	CREATORS INC London	BACON Copenhagen	HOUSE OF COMMUNICATION Munich
B02 (Art Direction: Outdoor: Standard)									
B02/048	00507	RACING	COCA-COLA	COCA-COLA	GREY, New York / GREY ARGENTINA, Buenos Aires / VML, Sao Paulo / VML, New York	UNITED STATES / ARGENTINA / BRAZIL	VANDALO Sao Paulo	VML Sao Paulo	ESSENCEDIAC OM CHILE Santiago / ESSENCEDIAC OM URUGUAY Montevideo
B02/049	00509	CLUB	COCA-COLA	COCA-COLA	GREY, New York / GREY ARGENTINA, Buenos Aires / VML, Sao Paulo / VML, New York	UNITED STATES / ARGENTINA / BRAZIL	VANDALO Sao Paulo	VML Sao Paulo	ESSENCEDIAC OM CHILE Santiago / ESSENCEDIAC OM URUGUAY Montevideo

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B02/050	00508	VAMOS	COCA-COLA	COCA-COLA	GREY, New York / GREY ARGENTINA, Buenos Aires / VML, Sao Paulo / VML, New York	UNITED STATES / ARGENTINA / BRAZIL	VANDALO Sao Paulo	VML Sao Paulo	ESSENCEDIAC OM CHILE Santiago / ESSENCEDIAC OM URUGUAY Montevideo
B02/061	00028	MOVING LANDSCAPES SNOW	BMW	BMW	SERVICEPLAN Madrid	SPAIN			
B02/062	00029	MOVING LANDSCAPES FOREST	BMW	BMW	SERVICEPLAN Madrid	SPAIN			
B02/063	00033	MOVING LANDSCAPES DEHESA	BMW	BMW	SERVICEPLAN Madrid	SPAIN			
B02/068	00191	DISTRESS	MUSÉE DE LA GRANDE GUERRE	BROKEN SOULS	BBDO PARIS	FRANCE			
B02/069	00193	SORROW	MUSÉE DE LA GRANDE GUERRE	BROKEN SOULS	BBDO PARIS	FRANCE			
B02/070	00199	SUFFERING	MUSÉE DE LA GRANDE GUERRE	BROKEN SOULS	BBDO PARIS	FRANCE			
B02/108	00401	ORIGINAL	DUNKIN' AT HOME	DUNKIN' AT HOME	BBH, New York	UNITED STATES	HARBOR PICTURE COMPANY New York		ZENITH New York
B02/129	00070	KISS	IKEA	IKEA	NOA AKESTAM HOLST, Stockholm	SWEDEN	B-REEL FILMS Stockholm		
B02/130	00072	FIRST STEPS	IKEA	IKEA	NOA AKESTAM HOLST, Stockholm	SWEDEN	B-REEL FILMS Stockholm		
B02/142	00645	1994 - USA	BUDWEISER	BEER	AFRICA CREATIVE, Sao Paulo	BRAZIL			
B02/143	00643	2002 - KOREA	BUDWEISER	BEER	AFRICA CREATIVE, Sao Paulo	BRAZIL			

B04 (Art Direction: Print & Publishing: Standard)

B04/001	00060	HOPE	IKEA	IKEA HOME FURNISHINGS	TRY, Oslo	NORWAY	BACON Oslo	BACON Oslo	ESSENCEDIAC OM Oslo
B04/002	00062	MORNINGS	IKEA	IKEA HOME FURNISHINGS	TRY, Oslo	NORWAY	BACON Oslo	BACON Oslo	ESSENCEDIAC OM Oslo
B04/003	00061	PICKY	IKEA	IKEA HOME FURNISHINGS	TRY, Oslo	NORWAY	BACON Oslo	BACON Oslo	ESSENCEDIAC OM Oslo

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B04/031	00627	AMAZÔNIA ALIVE - VALE SA BOOK		AMAZÔNIA ALIVE - BOOK	ARTPLAN, Sao Paulo / ROCK IN RIO, Rio de Janeiro	BRAZIL	A-LAB Rio de Janeiro / CLARTE Belem / RAW AUDIO Sao Paulo / ROCK IN RIO Rio de Janeiro	
B04/056	00402	ORIGINAL	DUNKIN' AT HOME	DUNKIN' AT HOME	BBH, New York	UNITED STATES	HARBOR PICTURE COMPANY New York	ZENITH New York
B04/073	00660	LA PETITE RIVELIA DE'LONGHI - PARIS		DE'LONGHI COFFEE MACHINE	LOLA, Madrid	SPAIN	CREATORS INC London	MEDIAPLUS GERMANY Munich
B04/074	00634	DANCEBOOK BRASIL	BRANDESCO	DANCEBOOK	LOVELY, Sao Paulo	BRAZIL	BRAGA E BRAGA PRODUCAO CINEMATOGRAFICA Rio de Janeiro / HEFE STUDIO Sao Paulo / MAURICIO NAHAS ESTUDIO FOTOGRAFICO Sao Paulo / MUSHROOM PRODUCOES AUDIVISUAIS Sao Paulo / NOTORIOUS FILMS Sao Paulo	

B05 (Art Direction: Packaging Design)

B05/006	00496	GLOWING RELIEF	ALIVIA HEALTH	ALIVIA HEALTH	DE LA CRUZ OGILVY, San Juan / OGILVY HEALTH, New York	PUERTO RICO / UNITED STATES	AGOSTO MUSIC Lima / CELESTE FILMS Montevideo	CELESTE FILMS Montevideo
B05/014	00520	RE-COMMERCE ATACAMA	VTEX & DESIERTO VESTIDO & FASHION REVOLUTION	RE-COMMERCE ATACAMA	ARTPLAN, Sao Paulo	BRAZIL	DIGITAL PRINTZ Sao Paulo / EITRI Rio de Janeiro / RAW AUDIO Sao Paulo / SUGARCANE FILMS Sao Paulo / VTEX Rio de Janeiro	

C01 (Illustration: Outdoor: Ambient)

Industry Craft Shortlist

C01/007	00567	AMAZONIA	EMBRATUR AND RAI	THE BRAZILIAN AMAZON AS A TRAVELING DESTINATION	FUTUREBRAND , Sao Paulo	BRAZIL	MARAHU FILMES Belem
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D03 (Illustration: Adapted Print)

C03/005	00264	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	DENTSU INC. Tokyo
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D02 (Photography: Outdoor: Standard)

D02/014	00037	MOVING LANDSCAPES DEHESA	BMW	BMW	SERVICEPLAN Madrid	SPAIN			
D02/015	00452	HAND	MAGNUM ICE CREAM	MAGNUM ICE CREAM	LOLA, Madrid	SPAIN	LUNAR FILMS Shanghai		
D02/016	00438	CARPET	MAGNUM ICE CREAM	MAGNUM ICE CREAM	LOLA, Madrid	SPAIN	LUNAR FILMS Shanghai		
D02/033	00117	WILLIE MUNRO	MELANOMA FUND	MELANOMA AWARENESS CAMPAIGN	KLICK HEALTH, Toronto	CANADA	LIGHT FARM Rio de Janeiro / MERKAT Sao Paulo		
D02/034	00118	GUY JARVIS	MELANOMA FUND	MELANOMA AWARENESS CAMPAIGN	KLICK HEALTH, Toronto	CANADA	LIGHT FARM Rio de Janeiro / MERKAT Sao Paulo		
D02/035	00119	CAROLINE GLEICH	MELANOMA FUND	MELANOMA AWARENESS CAMPAIGN	KLICK HEALTH, Toronto	CANADA	LIGHT FARM Rio de Janeiro / MERKAT Sao Paulo		
D02/052	00501	SILENT EDITION	JEEP	JEEP	PUBLICIS CANADA, Toronto	CANADA	SATELITE AUDIO Sao Paulo / THEPUB PRODUCTIONS Toronto		STARCOM Toronto
D02/057	00420	ROOFTOPREVIVA L_JONG-RO-GU_ILMIN-MUSEUM	HEINEKEN	HEINEKEN	LEPUB, Singapore / LEPUB, Milan	SINGAPORE / ITALY	CORE-A STUDIOS Seoul / LEPUB Milan / LEPUB Singapore	CORE-A STUDIOS Seoul / LEPUB Singapore / NEON SOUND Singapore / PRODIGIOUS SINGAPORE	REDSTAR London / REDSTAR Seoul

D03 (Photography: Adapted Print)

D03/003	00174	FASCINATING	SHENZHEN TOURISM BUREAU, CHINA	SHENZHEN TOURISM BUREAU, CHINA	THE NINE, Shanghai	MAINLAND CHINA	THE NINE Shanghai
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D04 (Photography: Print & Publishing: Standard)

Industry Craft Shortlist

D04/002	00201	DISTRESS	MUSÉE DE LA GRANDE GUERRE	BROKEN SOULS	BBDO PARIS	FRANCE		
D04/003	00196	SORROW	MUSÉE DE LA GRANDE GUERRE	BROKEN SOULS	BBDO PARIS	FRANCE		
D04/004	00194	SUFFERING	MUSÉE DE LA GRANDE GUERRE	BROKEN SOULS	BBDO PARIS	FRANCE		
D04/012	00630	AMAZÔNIA ALIVE - INTEGRATED	VALE SA	AMAZÔNIA ALIVE - INTEGRATED	ARTPLAN, Sao Paulo / ROCK IN RIO, Rio de Janeiro	BRAZIL	A-LAB Rio de Janeiro / CLARTE Belem / RAW AUDIO Sao Paulo / ROCK IN RIO Rio de Janeiro	
D04/030	00467	PEDRO	COCA-COLA	COCA-COLA	VML, New York / VML, Sao Paulo / VML, Mexico City	UNITED STATES / BRAZIL / MEXICO	REBOLUCION Mexico	ESSENCEMEDIAC OM Mexico City
D04/031	00462	MARIA	COCA-COLA	COCA-COLA	VML, New York / VML, Sao Paulo / VML, Mexico City	UNITED STATES / BRAZIL / MEXICO	REBOLUCION Mexico	ESSENCEMEDIAC OM Mexico City
D04/039	00632	DANCEBOOK BRASIL	BRADESCO	DANCEBOOK	LOVELY, Sao Paulo	BRAZIL	BRAGA E BRAGA PRODUCAO CINEMATOGRAFICA Rio de Janeiro / HEFE STUDIO Sao Paulo / MAURICIO NAHAS ESTUDIO FOTOGRAFICO Sao Paulo / MUSHROOM PRODUCOES AUDIVISUAIS Sao Paulo / NOTORIOUS FILMS Sao Paulo	
E02 (Copywriting: Outdoor: Standard)								
E02/016	00233	A.I. IRRESPONSIBLY	BREWLANDER	BREWLANDER BEER	BLKJ HAVAS, Singapore	SINGAPORE		
E02/026	00514	TERMS AND CONDITIONS OF BEING A GIRL	VILLE DE PARIS	VILLE DE PARIS	BETC, Paris	FRANCE	PROSE ON PIXELS Paris	BETC Paris
E02/040	00171	OUTSIDE, YOUR COMFORT ZONE.	KATHMANDU	KATHMANDU	MOTION SICKNESS, Auckland	NEW ZEALAND	MOTION SICKNESS Auckland	MOTION SICKNESS Auckland

Industry Craft Shortlist

E04 (Copywriting: Print & Publishing: Standard)

E04/002	00063	HOPE	IKEA	IKEA HOME FURNISHINGS	TRY, Oslo	NORWAY	BACON Oslo	BACON Oslo	ESSENCEMEDIAC OM Oslo
E04/003	00065	MORNINGS	IKEA	IKEA HOME FURNISHINGS	TRY, Oslo	NORWAY	BACON Oslo	BACON Oslo	ESSENCEMEDIAC OM Oslo
E04/004	00064	PICKY	IKEA	IKEA HOME FURNISHINGS	TRY, Oslo	NORWAY	BACON Oslo	BACON Oslo	ESSENCEMEDIAC OM Oslo
E04/042	00139	THE MISSING WORD DICTIONARY	VISIONING BEYOND VIOLENCE, YOUTH ALIVE!	THE MISSING WORD* THE WORD WE NEVER WANTED, BUT NEED	FCB HEALTH NEW YORK	UNITED STATES	FAMOUS WHO Los Angeles / FCB HEALTH NEW YORK	BUMBLEBEAT Sao Paulo / FUZE IMAGES Curitiba / GRAPHLINE MEDIA PRODUCTION Sao Paulo / JADED MELODY New Jersey	FCB HEALTH NEW YORK

F01 (Brand & Communications Design)

F01/005	00107	CRAFTMAN.SHIPS	SHIPS	SHIPS	HAKUHODO GRAVITY, Tokyo / HAKUHODO CABIN, Tokyo	JAPAN	HAKUHODO CABIN Tokyo / HAKUHODO GRAVITY Tokyo	HAKUHODO CABIN Tokyo	HAKUHODO GRAVITY Tokyo
F01/008	00083	INNOCENT FIGHTERS	THE AD MUSEUM TOKYO	D&AD AWARDS 2025 EXHIBITION IN JAPAN	DENTSU INC., Tokyo	JAPAN	D2C ID INC. Tokyo / DENTSU CREATIVE PICTURES Tokyo / EDP GRAPHIC WORKS Tokyo / ONGAKUSHITSU INC. Tokyo		
F01/011	00594	THE GRIT & THE GLITTER	LONDON MUSEUM	LONDON MUSEUM	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM	UNCOMMON CREATIVE STUDIO London		
F01/025	00261	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	DENTSU INC. Tokyo

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F01/030	00628	AMAZÔNIA ALIVE - VALE SA INTEGRATED		AMAZÔNIA ALIVE - INTEGRATED	ARTPLAN, Sao Paulo / ROCK IN RIO, Rio de Janeiro	BRAZIL	A-LAB Rio de Janeiro / CLARTE Belem / RAW AUDIO Sao Paulo / ROCK IN RIO Rio de Janeiro		
F01/039	00437	TINY COFFEE SHOPS	DE'LONGHI	DE'LONGHI COFFEE MACHINE	LOLA, Madrid	SPAIN	CREATORS INC London	BACON Copenhagen	HOUSE OF COMMUNICATION Munich
F01/040	00565	AMAZONIA	EMBRATUR AND RAI	THE BRAZILIAN AMAZON AS A TRAVELING DESTINATION	FUTUREBRAND , Sao Paulo	BRAZIL	MARAHU FILMES Belem		
F01/057	00633	DANCEBOOK BRASIL	BRADESCO	DANCEBOOK	LOVELY, Sao Paulo	BRAZIL	BRAGA E BRAGA PRODUCAO CINEMATOGRAFICA Rio de Janeiro / HEFE STUDIO Sao Paulo / MAURICIO NAHAS ESTUDIO FOTOGRAFICO Sao Paulo / MUSHROOM PRODUCOES AUDIVISUAIS Sao Paulo / NOTORIOUS FILMS Sao Paulo		

Total Shortlisted:

62

PR **Additional**

TULOM Sao Paulo ASSOPIO, ASSOCIACAO DOS
NEGOCIOS DA
SOCIOBIOECONOMIA DA
AMAZONIA Belem / BLACK MADRE
Sao Paulo / NORTE Sao Paulo

ELEVEN Sydney MYCAR Sydney / TBWAISYDNEY
Sydney
MCDONALD'S ITALY Milan

WIEDEN+KENNEDY DAIICHI SEIHAN Tokyo /
Tokyo TOMOTETSU KOGYO CO. , LTD.
Hiroshima / WIEDEN+KENNEDY
Tokyo
THE PROP & MODEL MAKER
BERLIN

OGILVY PR London BUMBLEBEAT Sao Paulo / THE
CIRCLE FILMS Sao Paulo

OGILVY PR London BUMBLEBEAT Sao Paulo / THE
CIRCLE FILMS Sao Paulo

OGILVY PR London BUMBLEBEAT Sao Paulo / THE
CIRCLE FILMS Sao Paulo

SERVICEPLAN
SPAIN Madrid

SERVICEPLAN
SPAIN Madrid

SERVICEPLAN
SPAIN Madrid

NOA AKESTAM NOA AKESTAM HOLST Stockholm
HOLST Stockholm

NOA AKESTAM NOA AKESTAM HOLST Stockholm
HOLST Stockholm

DENTSU CREATIVE Sao Paulo /
JKR Sao Paulo / PUBLICIS
GROUPE Tokyo / STARC
Seoul / STARC
Seoul / STARC

DENTSU CREATIVE Sao Paulo /
JKR Sao Paulo / PUBLICIS
GROUPE Tokyo / STARC
Seoul / STARC

TRY Oslo

TRY Oslo

TRY Oslo

APPROACH ANTFOOD Sao Paulo / BLACK
COMUNICACAO Sao Paulo / MADRE Sao Paulo / CROMA
Paulo MICROENCAPSULADOS Sao Paulo
/ DIGITAL PRINTZ Sao Paulo /
ESTUDIO ICONE Rio De Janeiro /
GEN_C Sao Paulo / M.A.L.A. Sao
Paulo / MAURICIO NAHAS
ESTUDIO FOTOGRAFICO Sao
Paulo / NORTE Sao Paulo /
PRODUCERIA Sao Paulo /
ROCKERS Rio de Janeiro /
SUGARCANE FILMS Sao Paulo /
THE ALCHEMISTS / UM FIO SEM
FIM Sao Paulo

THE PROP & MODEL MAKER
BERLIN

APPROACH COMUNICACAO Sao
Paulo / CASC JESUS PRODUCOES
ARTISTICAS Rio de Janeiro /
GLOYDE SILVA NEVES Rio de
Janeiro / JOHANNA CLASSE Sao
Paulo / SELO MUNDO MELHOR
PRODUCAO CULTURAL Sao Paulo

APPROACH DESIERTO VESTIDO Alto Hospicio /
COMUNICACAO Sao Paulo / FASHION REVOLUTION Sao Paulo
Paulo

TULOM Sao Paulo ASSOPIO, ASSOCIACAO DOS
NEGOCIOS DA
SOCIOBIOECONOMIA DA
AMAZONIA Belem / BLACK MADRE
Sao Paulo / NORTE Sao Paulo

DENTSU INC.
Tokyo / DENTSU
LIVE Tokyo

SERVICEPLAN
SPAIN Madrid

LEPUB Milan / ALLURE KOREA Seoul / HEINEKEN
LEPUB Singapore / Amsterdam / HEINEKEN Seoul /
PNC PARTNERS MAXAR TECHNOLOGIES
Seoul / THE Westminster / PUBLICIS GROUPE
ROMANS London KOREA Seoul

APPROACH
COMUNICACAO Sao Paulo / BLACK
MADRE Sao Paulo / CROMA
MICROENCAPSULADOS Sao Paulo
/ DIGITAL PRINTZ Sao Paulo /
ESTUDIO ICONE Rio De Janeiro /
GEN_C Sao Paulo / M.A.L.A. Sao
Paulo / MAURICIO NAHAS
ESTUDIO FOTOGRAFICO Sao
Paulo / NORTE Sao Paulo /
PRODUCERIA Sao Paulo / ROCK
IN RIO Rio de Janeiro /
SUGARCANE FILMS Sao Paulo /
THE ALCHEMISTS / UM FIO SEM
FIM Sao Paulo

OGILVY PR London RAMIRO DEL REAL Hacienda de
Echegaray

OGILVY PR London RAMIRO DEL REAL Hacienda de
Echegaray

APPROACH COMUNICACAO Sao
Paulo / CASC JESUS PRODUCOES
ARTISTICAS Rio de Janeiro /
GLOYDE SILVA NEVES Rio de
Janeiro / JOHANNA CLASSE Sao
Paulo / SELO MUNDO MELHOR
PRODUCAO CULTURAL Sao Paulo

BETC Paris

TRY Oslo

TRY Oslo

TRY Oslo

FCB HEALTH NEW
YORK

HAKUHODO
GRAVITY Tokyo

HAKUHODO CABIN Tokyo /
HAKUHODO GRAVITY Tokyo

TONE UP CORP. Tokyo

DENTSU INC.
Tokyo / DENTSU
LIVE Tokyo

APPROACH
COMUNICACAO Sao Paulo
ANTFOOD Sao Paulo / BLACK
MADRE Sao Paulo / CROMA
MICROENCAPSULADOS Sao Paulo
/ DIGITAL PRINTZ Sao Paulo /
ESTUDIO ICONE Rio De Janeiro /
GEN_C Sao Paulo / M.A.L.A. Sao
Paulo / MAURICIO NAHAS
ESTUDIO FOTOGRAFICO Sao
Paulo / NORTE Sao Paulo /
PRODUCERIA Sao Paulo / ROCK
IN RIO Rio de Janeiro /
SUGARCANE FILMS Sao Paulo /
THE ALCHEMISTS / UM FIO SEM
FIM Sao Paulo

THE PROP & MODEL MAKER
BERLIN

TULOM Sao Paulo
ASSOBIO, ASSOCIACAO DOS
NEGOCIOS DA
SOCIOBIOECONOMIA DA
AMAZONIA Belem / BLACK MADRE
Sao Paulo / NORTE Sao Paulo

APPROACH COMUNICACAO Sao
Paulo / CASC JESUS PRODUCOES
ARTISTICAS Rio de Janeiro /
GLOYDE SILVA NEVES Rio de
Janeiro / JOHANNA CLASSE Sao
Paulo / SELO MUNDO MELHOR
PRODUCAO CULTURAL Sao Paulo
