

Media Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media
A01 (Consumer Goods)									
A01/006	00656	THE SPONSORED TRUTH	SAMSUNG MALAYSIA	GALAXY Z FOLD7	LEO, Kuala Lumpur	MALAYSIA			LEO Kuala Lumpur / STARCOM Kuala Lumpur
A01/015	01192	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
A01/036	00809	THE KITKAT HEIST	KITKAT	KITKAT	VML, London	UNITED KINGDOM			OPENMIND New York
A01/042	00827	FANTASY HERD	MEADOW FRESH	MEADOW FRESH	TOGETHER, Auckland / McCANN NEW ZEALAND, Auckland	NEW ZEALAND			TOGETHER Auckland
A02 (Healthcare)									
A02/005	00176	WEARABLE ROBOT WEATHERCASTER	HYUNDAI MOTOR COMPANY	X-BLE MEX	INNOCEAN, Seoul	SOUTH KOREA	INNOCEAN Seoul / KKACHI COMPANY Seoul	GUST N GALE Seoul / HELLO STRANGER Seoul / POST HELIX Seoul	INNOCEAN Seoul
A02/019	00902	CERAVE - THE NEW FACE OF LEGS	CERAVE	SKINCARE	BEAUTY CO-LAB, New York / L'OREAL, New York / BOLDED, New York	UNITED STATES	OBB MEDIA West Hollywood	OBB MEDIA West Hollywood	BEAUTY CO-LAB New York
A04 (Travel, Leisure, Retail, Restaurants & Fast-Food Chains)									
A04/002	00100	UNLOVED	INTERMARCHÉ	RETAIL	ROMANCE, Paris	FRANCE	DIVINE Paris / SCHMOOZE Paris / WIZZ Paris		ZENITH MEDIA Paris
A04/009	01249	FIELD BARCODE	MERCADO LIVRE	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL	GUT Sao Paulo	GUT Sao Paulo	ZETABE Sao Paulo
A04/015	00769	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
A04/018	00786	PRICE PACKS	PENNY	FOOD/NON-FOOD	SERVICEPLAN GERMANY, Munich	GERMANY	WE MAKE THEM WONDER Munich		OMD GERMANY Dusseldorf

Media Shortlist

A04/025	01065	THERE'S A NEW KING AND IT'S YOU	BURGER KING	BURGER KING	BARKLEYOKRP, Chicago / MOJO SUPERMARKET, New York	UNITED STATES	LOVE SONG Los Angeles / M SS NG P ECES New York	ANOTHER COUNTRY Chicago / COSMO STREET Chicago / STRAY London / TRAFIK Los Angeles / TRIM EDITING London	PHD New York
A04/036	00876	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

A05 (Media/Entertainment)

A05/007	00740	PRIME TIME 0.7	FRECUENCIA LATINA	FRECUENCIA LATINA	FAHRENHEIT DDB, Lima	PERU	SORDO AUDIO Lima / THE CONTENT CLUB Lima		
A05/020	00341	WSKQ THE SQUAWK - THE UK'S FIRST BRANDED RADIO STATION	NETFLIX	NETFLIX STRANGER THINGS S5	NETFLIX, London / IPROSPECT, London / GLOBAL, London	UNITED KINGDOM	GLOBAL London		IPROSPECT London
A05/023	00917	DIRTY BUSINESS	CHANNEL 4	CHANNEL 4	OMD UK, London / CHANNEL 4, London / 4CREATIVE, London	UNITED KINGDOM	4CREATIVE London / CHANNEL 4 London		OMD UK London

A06 (Consumer Services/Business to Business)

A06/011	01184	SPOTS FOR SHOPS	PARKIN	PARKING SPOTS	FP7 McCANN, Dubai	UNITED ARAB EMIRATES			FP7 McCANN Dubai / MAGNA GLOBAL Dubai
A06/017	00445	TD FRACTIONAL WINDOW SHOPPING	TD	TD FRACTIONAL SHARES	OGILVY, Toronto	CANADA			

A07 (Not-for-Profit / Charity / Government)

A07/012	00869	A MOTHER'S COMMENTARY	REPORTERS WITHOUT BORDERS (RSF)	PRESS FREEDOM ADVOCACY : CAMPAIGN FOR THE RELEASE OF DETAINED FRENCH SPORTS JOURNALIST CHRISTOPHE GLEIZES	THE GOOD COMPANY, Paris	FRANCE	SO PRESS Paris		
---------	-------	-----------------------	---------------------------------	---	-------------------------	--------	----------------	--	--

Media Shortlist

B01 (Use of Screens & Audio Visual Platforms)

B01/011	00739	PRIME TIME 0.7	FRECUENCIA LATINA	FRECUENCIA LATINA	FAHRENHEIT DDB, Lima	PERU	SORDO AUDIO Lima / THE CONTENT CLUB Lima	
B01/026	01339	DOORBELL ADS	MERCADO LIBRE	MERCADO LIBRE	GUT, Buenos Aires	ARGENTINA	BAMBA MUSIC Buenos Aires	

B02 (Use of Audio Platforms)

B02/002	00424	THE REPLAY	THE ALZHEIMER SOCIETY OF IRELAND	THE ALZHEIMER SOCIETY OF IRELAND	TBWA, Dublin	IRELAND	FUSIO.NET Dublin	HARTE MEDIA Dublin
B02/014	01402	COVER IT	UNAIDS	INSTITUTIONAL	AFRICA CREATIVE, Sao Paulo	BRAZIL	SONIDO Sao Paulo	

B03 (Use of Print)

B03/011	01307	UNTAUGHT HISTORY EDITION	ANNAHAR	ANNAHAR	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Beirut	
B03/018	00873	BESTSMELLER	HELLMANN'S	HELLMANN'S MAYONNAISE	EDELMAN, New York	UNITED STATES	GAS COMPANY Toronto	EDELMAN New York
B03/020	00533	CUSHELLE PORCELAIN MAGAZINE	CUSHELLE	CUSHELLE TOILET PAPER	PUBLICIS LONDON	UNITED KINGDOM	BLADESMAN London	
B03/026	01412	FROM PASSENGERS TO PARTNERS	AZUL	AIRLINES	AFRICA CREATIVE, Sao Paulo	BRAZIL	CAIPE Sao Paulo / MONKEY PRODUCTIONS Sao Paulo / PINGADO AUDIO Sao Paulo	

B04 (Use of Outdoor)

B04/010	00617	2036	ASSOCIATION ANTOINE ALLÉNO	ASSOCIATION ANTOINE ALLÉNO	HAVAS PARIS	FRANCE	MAKE IT LIVE Paris / PROSE ON PIXELS Paris	PROSE ON PIXELS Paris	
B04/021	00840	FLIPPING NEIGHBORS	VOLKSWAGEN	VOLKSWAGEN GOLF	BERNBACH, Barcelona	SPAIN	OMNICOM PRODUCTION Madrid	BANDA SONORA ORIGINAL Barcelona / OMNICOM PRODUCTION Madrid	PHD MEDIA Barcelona
B04/040	00446	TD FRACTIONAL WINDOW SHOPPING	TD	TD FRACTIONAL SHARES	OGILVY, Toronto	CANADA			
B04/056	01344	CUSTOM BILLBOARDS	MERCADO LIBRE	MERCADO LIBRE	GUT, Buenos Aires	ARGENTINA	BERMUDA TECH LAB Buenos Aires / ORUGA CINE Buenos Aires		

Media Shortlist

B04/060	00704	CHEETOS THING- ERTIPS	CHEETOS	CHEETOS	GS&P, San Francisco / NETFLIX, San Jose	UNITED STATES	MERCHANT Toronto / NETFLIX San Jose / OMNICOM PRODUCTION New York / SMUGGLER New York	ARCADE EDIT Los Angeles / LIME STUDIOS Santa Monica / MIRADA Los Angeles / MKG New York / ROYAL MUSTER Los Angeles	OMD USA New York
B04/061	01280	COULD HAVE BEEN A HEINEKEN	HEINEKEN	HEINEKEN BEER	LEPUB, Milan / LEPUB, Sao Paulo	ITALY / BRAZIL			RED STAR Sao Paulo

B05 (Small-Scale Media)

B05/001	00093	THE AREPA THAT UNITES	WARNER MUSIC COLOMBIA	URBAN LATIN MUSIC	BUENTIPO, Bogota	COLOMBIA	DREAM VALLEY Bogota		
B05/004	00085	THE LIFE-SAVING RECEIPT	CHOROGUSAN FOR CHILDREN	CHOROGUSAN FOR CHILDREN	DMINUSONE, Seoul	SOUTH KOREA			DMINUSONE Seoul
B05/014	00358	UV TATTOO TO LEARN	ISDIN	SUNSCREEN	HAVAS PLAY, Barcelona	SPAIN			HAVAS MEDIA Barcelona
B05/032	00599	A DRUGSTORE IN YOUR PESEBRE	FARMACIAS ECONÓMICAS	DRUGSTORE	BE FLAMINGO, Quito / PUBLIFYER, Quito	ECUADOR	TITAN Quito	BE FLAMINGO Quito	BE FLAMINGO Quito
B05/038	01251	SCRATCH YOUR DATA	MERCADO LIVRE	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL	GUT Sao Paulo	GUT Sao Paulo	ZETABE Sao Paulo

B06 (Large-Scale Media)

B06/002	00130	CROSSES FOR CRISIS	RED CROSS FLANDERS	BLOOD DONATION AWARENESS	MUTANT, Antwerp	BELGIUM			MUTANT Antwerp
B06/015	01245	FIELD BARCODE	MERCADO LIVRE	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL	GUT Sao Paulo	GUT Sao Paulo	ZETABE Sao Paulo
B06/036	01115	TERMS AND CONDITIONS OF BEING A GIRL	VILLE DE PARIS	VILLE DE PARIS	BETC, Paris	FRANCE	PROSE ON PIXELS Paris		BETC Paris

B07 (Use of Events & Stunts)

B07/001	00092	THE AREPA THAT UNITES	WARNER MUSIC COLOMBIA	URBAN LATIN MUSIC	BUENTIPO, Bogota	COLOMBIA	DREAM VALLEY Bogota		
B07/010	00081	THE PULL	PARKSIDE	12V CORDLESS DRILL	HAVAS GERMANY, Dusseldorf	GERMANY			HAVAS GERMANY Dusseldorf

Media Shortlist

B07/031	00976	THE JOURNEY IHOME	NIKE	NIKE	INITIATIVE MEDIA, London / NIKE EMEA, London / WIEDEN+KENNEDY, London	UNITED KINGDOM			INITIATIVE MEDIA London
B07/041	01381	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
B07/059	01225	SCORECOUPONS	MERCADO LIBRE	MERCADO LIBRE	GUT, Mexico City	MEXICO	PAPA MUSIC Buenos Aires		UM Mexico City
B07/075	01336	DISCOUNT CHANTS	MERCADO LIBRE	MERCADO LIBRE	GUT, Buenos Aires	ARGENTINA	FABULA Santiago		
B07/080	00574	THE LEGO® FORMULA 1® SEASON & DRIVERS' PARADE	LEGO®	LEGO® FORMULA 1®	OUR LEGO AGENCY, Billund	DENMARK	OUR LEGO AGENCY Billund / SPHERE ENTERTAINMENT Burbank / UNIT 9 London / WE ARE SOCIAL London	OUR LEGO AGENCY Billund	M+C SAATCHI SPORT & ENTERTAINMENT London / OUR LEGO AGENCY Billund
B07/081	00706	CHEETOS THING-ERTIPS	CHEETOS	CHEETOS	GS&P, San Francisco / NETFLIX, San Jose	UNITED STATES	MERCHANT Toronto / NETFLIX San Jose / OMNICOM PRODUCTION New York / SMUGGLER New York	ARCADE EDIT Los Angeles / LIME STUDIOS Santa Monica / MIRADA Los Angeles / MKG New York / ROYAL MUSTER Los Angeles	OMD USA New York

B08 (Use of Digital Platforms)

B08/001	00540	STELLA LOCAD GUIDES	STELLA ARTOIS	BEER	AB INBEV, Buenos Aires	ARGENTINA			
B08/006	01241	IKEA PREOWNED	IKEA	IKEA SECOND HAND MARKETPLACE	McCANN SPAIN, Madrid	SPAIN	OMNICOM PRODUCTION Madrid	OMNICOM PRODUCTION Madrid	IPROSPECT Madrid
B08/021	01171	BEST FRIEND AI	PEDIGREE	PEDIGREE	ALMAPBDO, Sao Paulo	BRAZIL	BENEXT.AI Rio de Janeiro / BLACK MADRE Sao Paulo / RAW AUDIO Sao Paulo / THE YOUTH Curitiba	COLOSSAL Curitiba	BR MEDIA Sao Paulo / DPZ Sao Paulo
B08/023	00720	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

B09 (Use of Mobile)

B09/015	01285	COULD HAVE BEEN A HEINEKEN	HEINEKEN	HEINEKEN BEER	LEPUB, Milan / LEPUB, Sao Paulo	ITALY / BRAZIL			RED STAR Sao Paulo
---------	-------	----------------------------	----------	---------------	---------------------------------	----------------	--	--	--------------------

Media Shortlist

B09/017	00293	THE GOLDEN ZONE	MCDONALD'S	MCDONALD'S APP	TBWA\COLOMBIA, Bogotá / DDB COLOMBIA, Bogota	COLOMBIA			
---------	-------	-----------------	------------	----------------	--	----------	--	--	--

B10 (Use of Social Platforms)

B10/002	00638	FIRECATCHERS	SAPEURS POMPIERS DE FRANCE	SAPEURS POMPIERS DE FRANCE	HAVAS PLAY, Paris	FRANCE	HAVAS PLAY Paris / MR.PINK Sao Paulo	HAVAS PLAY Paris	HAVAS PLAY Paris
B10/015	00749	LUX MY ALGORITHM	LUX	LUX	VML, Singapore	SINGAPORE	SOCIAL LAB Cape Town / VML Singapore / WPP PRODUCTION Singapore	CANJA AUDIO CULTURE Sao Paulo / VML Singapore / WPP PRODUCTION Singapore	THE GOAT AGENCY Manila / VML Singapore
B10/039	00397	TIKTOK TIPS	EMBASA	EMBASA	DDB MEXICO, Mexico City / TERAN\TBWA, Mexico City	MEXICO			
B10/040	00721	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
B10/041	00808	THE KITKAT HEIST	KITKAT	KITKAT	VML, London	UNITED KINGDOM			OPENMIND New York
B10/060	10114	DU - UNSTOPPABLE NETWORK - WANDERNET	DU	UNSTOPPABLE NETWORK	MINDSHARE DUBAI / TBWA\RAAD, Dubai	UNITED ARAB EMIRATES	TBWA\RAAD Dubai / THE GOAT AGENCY Dubai		MINDSHARE DUBAI

B11 (Innovative Use of Influencers/Creators)

B11/002	00637	FIRECATCHERS	SAPEURS POMPIERS DE FRANCE	SAPEURS POMPIERS DE FRANCE	HAVAS PLAY, Paris	FRANCE	HAVAS PLAY Paris / MR.PINK Sao Paulo	HAVAS PLAY Paris	HAVAS PLAY Paris
B11/011	00635	THE DR PEPPER JINGLE	DR PEPPER	DR PEPPER	DEUTSCH, Los Angeles	UNITED STATES	OMNICOM PRODUCTION New York	OMNICOM PRODUCTION Los Angeles	PUBLICIS CONNECT New York
B11/037	00327	TIKTOK CURRENCY	VERKKOKAUPPA.CO M	ELECTRONICS	BOB THE ROBOT, Helsinki	FINLAND	BOB THE ROBOT Helsinki / PICTURES Helsinki		HEARTS & SCIENCE Helsinki
B11/038	00074	NISSAN PATROL. IT'S OUT THERE.	NISSAN	NISSAN PATROL	TBWA\MELBOURNE	AUSTRALIA	REVOLVER Sydney / RUMBLE STUDIOS Melbourne / TBWA\ MELBOURNE	RUMBLE STUDIOS Melbourne / TBWA\ MELBOURNE / THE GLUE SOCIETY Sydney	NISSAN UNITED Melbourne

Media Shortlist

B11/057	01001	BETTER IN DENIM	GAP	GAP	OMD USA, New York / INVISIBLE PRODUCTIONS, Los Angeles	UNITED STATES	AFFECT SOUNDS Los Angeles / ETHOS STUDIO Los Angeles / IMPOSSIBLE OBJECTS Los Angeles / INVISIBLE PRODUCTIONS Los Angeles / MODERN POST Santa Monica	OMD USA New York	
B12 (New Realities & Emerging Tech)									
B12/002	00025	THE ROBLOX UNBOX	PLAYMOBIL®	SKY TRAILS	MEDIAPLUS GERMANY, Munich / SERVICEPLAN GERMANY, Munich	GERMANY	GAME CHANGER Warsaw	MEDIAPLUS GERMANY Munich	
B12/004	01359	PAIRING PORTUGAL	VISIT PORTUGAL	TOURISM	DENTSU CREATIVE, Lisbon	PORTUGAL	DENTSU CREATIVE Lisbon	DENTSU CREATIVE Lisbon	
B12/013	00131	PROST8 'DODGE THE FINGER'	PROST8	UK-BASED HEALTH CHARITY FOCUSED ON IMPROVING OUTCOMES FOR MEN WITH PROSTATE CANCER	OCEAN OUTDOOR, London / TBWAMCR, Manchester	UNITED KINGDOM	OCEAN OUTDOOR London	OCEAN OUTDOOR London	
B13 (Retail Media)									
B13/010	01242	IKEA PREOWNED	IKEA	IKEA SECOND HAND MARKETPLACE	McCANN SPAIN, Madrid	SPAIN	OMNICOM PRODUCTION Madrid	OMNICOM PRODUCTION Madrid	IProspect Madrid
B13/017	00783	PRICE PACKS	PENNY	FOOD/NON-FOOD	SERVICEPLAN GERMANY, Munich	GERMANY	WE MAKE THEM WONDER Munich	OMD GERMANY Dusseldorf	
B13/018	01202	HEINZ DIPPER	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA	UNITED ASSEMBLY Toronto	BLACK MADRE Sao Paulo	
B13/031	00875	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

Media Shortlist

C01 (Audience Insights)

C01/002	00639	FIRECATCHERS	SAPEURS POMPIERS DE FRANCE	SAPEURS POMPIERS DE FRANCE	HAVAS PLAY, Paris	FRANCE	HAVAS PLAY Paris / MR.PINK Sao Paulo	HAVAS PLAY Paris	HAVAS PLAY Paris
C01/004	00086	THE LIFE-SAVING RECEIPT	CHOROGUSAN FOR CHILDREN	CHOROGUSAN FOR CHILDREN	DMINUSONE, Seoul	SOUTH KOREA			DMINUSONE Seoul
C01/017	01243	IKEA PREOWNED	IKEA	IKEA SECOND HAND MARKETPLACE	McCANN SPAIN, Madrid	SPAIN	OMNICOM PRODUCTION Madrid	OMNICOM PRODUCTION Madrid	IPROSPECT Madrid
C01/027	01190	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
C01/030	00688	SERVING SINGLES	KNORR	KNORR MASTERBRAND	FRANK, London	UNITED KINGDOM			MINDSHARE London
C01/038	00196	DEFINING HELP	KIDS HELP PHONE	KIDS HELP PHONE	McCANN CANADA, Toronto	CANADA	ALFREDO FILMS Toronto / SAUVAGE Barcelona	CRAFT Toronto / GRAYSON MUSIC Toronto / NIMIOPERE Toronto / THE VANITY Toronto	EPITAPH GROUP Toronto
C01/052	01250	SCRATCH YOUR DATA	MERCADO LIVRE	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL	GUT Sao Paulo	GUT Sao Paulo	ZETABE Sao Paulo
C01/054	01170	BEST FRIEND AI	PEDIGREE	PEDIGREE	ALMAPBBD0, Sao Paulo	BRAZIL	BENEXT.AI Rio de Janeiro / BLACK MADRE Sao Paulo / RAW AUDIO Sao Paulo / THE YOUTH Curitiba	COLOSSAL Curitiba	BR MEDIA Sao Paulo / DPZ Sao Paulo

C02 (Use of Brand or Product Integration into a Programme or Platform)

C02/001	00539	STELLA LOCAD GUIDES	STELLA ARTOIS	BEER	AB INBEV, Buenos Aires	ARGENTINA			
C02/009	01252	FIELD BARCODE	MERCADO LIVRE	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL	GUT Sao Paulo	GUT Sao Paulo	ZETABE Sao Paulo
C02/026	01219	THE CLASS IN UNAPOLOGETICS	NYX PROFESSIONAL MAKEUP & NETFLIX	NYX PROFESSIONAL MAKEUP & WEDNESDAY	GUT, Amsterdam	NETHERLANDS	CAVIAR FILM Mechelen		PUBLICIS MEDIA Paris
C02/030	00259	HUSH PILLOW FIGHT CHAMPIONSHIP	HUSH	HUSH PRODUCTS	ANGRY BUTTERFLY, Toronto	CANADA		ANGRY BUTTERFLY Toronto	ANGRY BUTTERFLY Toronto

Media Shortlist

C02/036	00627	SNEAKER CAM	MERCADO LIBRE	MERCADO LIBRE FASHION	MONKS, Buenos Aires	ARGENTINA			
C02/037	00294	THE GOLDEN ZONE	MCDONALD'S	MCDONALD'S APP	TBWA/COLOMBIA, Bogotá / DDB COLOMBIA, Bogota	COLOMBIA			
C02/039	00456	BUD LIGHT ARMCHAIR QUARTERBACK	BUD LIGHT	BUD LIGHT	MARTIN, Richmond	UNITED STATES	OMAHA PRODUCTIONS Los Angeles	MONDIAL Richmond	STARCOM Chicago
C03 (Data-Driven Targeting)									
C03/004	00750	LUX MY ALGORITHM	LUX	LUX	VML, Singapore	SINGAPORE	SOCIAL LAB Cape Town / VML Singapore / WPP PRODUCTION Singapore	CANJA AUDIO CULTURE Sao Paulo / VML Singapore / WPP PRODUCTION Singapore	THE GOAT AGENCY Manila / VML Singapore
C03/010	00194	DEFINING HELP	KIDS HELP PHONE	KIDS HELP PHONE	McCANN CANADA, Toronto	CANADA	ALFREDO FILMS Toronto / SAUVAGE Barcelona	CRAFT Toronto / GRAYSON MUSIC Toronto / NIMIOPERE Toronto / THE VANITY Toronto	EPITAPH GROUP Toronto
C03/015	01338	CUSTOM BILLBOARDS	MERCADO LIBRE	MERCADO LIBRE	GUT, Buenos Aires	ARGENTINA	BERMUDA TECH LAB Buenos Aires / ORUGA CINE Buenos Aires		
C03/017	00453	KENTUCKY FRIES COMPENSATION	KFC	KFC NEW FRIES	JUNGLE PS21, Madrid	SPAIN			ARENA MEDIA Madrid
C05 (Data Integration)									
C05/002	00195	DEFINING HELP	KIDS HELP PHONE	KIDS HELP PHONE	McCANN CANADA, Toronto	CANADA	ALFREDO FILMS Toronto / SAUVAGE Barcelona	CRAFT Toronto / GRAYSON MUSIC Toronto / NIMIOPERE Toronto / THE VANITY Toronto	EPITAPH GROUP Toronto
C06 (Co-Creation of Branded IP)									
C06/006	01188	RECIPE FOR CHANGE	PUCK	SPREAD CHEESE	FP7 McCANN, Dubai	UNITED ARAB EMIRATES	CRAFT DUBAI		CARAT Dubai
C06/009	01431	THE ORIGINALS FAKE COLLECTION	RENAULT	RENAULT ESPRIT ALPINE	PUBLICIS, Buenos Aires	ARGENTINA	RETINA Buenos Aires	RETINA Buenos Aires	
D01 (Local Brand)									
D01/003	00511	A.I. IRRESPONSIBLY	BREWLANDER	BREWLANDER BEER	BLKJ HAVAS, Singapore	SINGAPORE			

Media Shortlist

D01/010	01376	RESIZE THE PRICE	AGUILA	BEER	DAVID, Bogota / DAVID, Madrid	COLOMBIA / SPAIN	AKIRA CINE Bogota / DURO ESTUDIO Bogota / PARCHE FILMS Bogota	ZENITH Bogota
---------	-------	------------------	--------	------	-------------------------------	------------------	---	---------------

D02 (Challenger Brand)

D02/009	00509	A.I. IRRESPONSIBLY	BREWLANDER	BREWLANDER BEER	BLKJ HAVAS, Singapore	SINGAPORE		
D02/012	01222	SCORECOUPONS	MERCADO LIBRE	MERCADO LIBRE	GUT, Mexico City	MEXICO	PAPA MUSIC Buenos Aires	UM Mexico City
D02/021	10587	THE SELF LAWSUIT	NETFLIX	MEDUSA SERIES	SANCHO BBDO, Bogota	COLOMBIA	FLARE BBDO Bogota	FLARE BBDO Bogota DENTSU CREATIVE Bogota

D03 (Single-Market Campaign)

D03/004	00523	VASELINE AND THE REAL NIGERIAN PRINCE	VASELINE	VASELINE BODY OIL	LEO, Singapore	SINGAPORE	AMA PSALMIST VISUALS Maryland	FVSE Singapore / PRODIGIOUS SINGAPORE	ALL SEASONS ZENITH Lagos
D03/015	00940	VIM KA MAHAKADHAI RECORD	VIM	VIM BAR	MINDSHARE INDIA, Mumbai	INDIA	DISCOVERY COMMUNICATIONS INDIA Mumbai / TIMES OF INDIA Mumbai	MINDSHARE INDIA Mumbai / TIMES OF INDIA Mumbai	
D03/016	00228	GOODNIGHT, SEE YOU FOR BREAKFAST	MCDONALD'S	FAST FOOD CHAIN STORE	OGILVY, Taipei	TAIWAN	BLUE MOON FILMS Taipei	STARCOM TAIWAN Taipei	
D03/025	01173	PEDIGREE CARAMELO	PEDIGREE	PEDIGREE	ALMAPBBDO, Sao Paulo	BRAZIL	BLACK MADRE Sao Paulo / RAW AUDIO Sao Paulo / SURREAL HOTEL ARTS Sao Paulo	GAFANHOTTO POST Sao Paulo	ESSENCEMEDIAC OM Sao Paulo
D03/036	00046	THE NETHERLANDS GOES DARK	DENK VOORUIT	PUBLIC SERVICE	HAVAS LEMZ, Amsterdam	NETHERLANDS	PINK RABBIT Amsterdam	COMPOUND Amsterdam	INITIATIVE Amsterdam
D03/049	00460	UNFINISHED LEGACIES	CITY OF KANSAS CITY	ANTI-FENTANYL PSA	BARKLEY FILMS, Kansas City	UNITED STATES	BARKLEY FILMS Kansas City	BARKLEY FILMS Kansas City	BARKLEY FILMS Kansas City
D03/056	01140	LUCKY CATS	WHISKAS	WHISKAS	ABBOTT MEAD VICKERS BBDO, London	UNITED KINGDOM	UNIT 9 London	PUBLICIS THAILAND Bangkok	

D04 (Social Behaviour)

D04/002	00261	FRIET VS PATAT SAUCE	FRIET VS PATAT SAUCE	FRIET VS PATAT SAUCE	THE KITCHEN, London	UNITED KINGDOM	WPP PRODUCTION London	WPP PRODUCTION London	DENTSU X Amsterdam
D04/009	00129	UNSPOTTED SPOTS	HUNGARIAN TELEKOM	TELEKOM HEALTH	MITO, Budapest	HUNGARY			MITO Budapest
D04/025	00896	BOX TO BEDS	AMAZON	AMAZON	OGILVY, Mumbai	INDIA	DUCKTAPE STUDIOS Mumbai		WPP OPENDOOR Bangalore

Media Shortlist

D04/029	00359	UV TATTOO TO LEARN	ISDIN	SUNSCREEN	HAVAS PLAY, Barcelona SPAIN			HAVAS MEDIA Barcelona	
D04/043	00317	FOR F**K'S SAKE PRODUCTIONS	LADBIBLE	LADBIBLE	LADBIBLE GROUP, Manchester / LOLA USA, New York	UNITED KINGDOM / UNITED STATES	GOON SQUAD London / LADBIBLE GROUP Manchester / UNTOLD FABLE London	LADBIBLE GROUP Manchester	
D04/052	00147	867-5309	THE CANCER SUPPORT COMMUNITY	THE CANCER SUPPORT COMMUNITY HELPLINE	KLICK HEALTH, Toronto	CANADA	KLICK HEALTH Toronto	KLICK HEALTH Toronto	
D04/054	00423	WINDSHIELD BILLBOARDS	SEGUROS BOLÍVAR	SEGUROS BOLÍVAR	SEGUROS BOLIVAR, Bogota / LEO, Bogota	COLOMBIA	PXP STUDIOS Bogota	PXP STUDIOS Bogota	
D04/062	01077	UVA UVA BOMBÓN	UVA APP	UVA APP	DE LA CRUZ OGILVY, San Juan	PUERTO RICO	AGOSTO MUSIC Lima / CELESTE FILMS Montevideo	CELESTE FILMS Montevideo	
D04/068	01247	FOR ADULT SKIN ONLY	GRUPO BOTICÁRIO	INSTITUCIONAL	GUT, Sao Paulo	BRAZIL	CABARET Sao Paulo / VIDEOGRAPHICA SERVICOS E PARTICIPACOES Sao Paulo	VIDEOGRAPHICA SERVICOS E PARTICIPACOES Sao Paulo	GUT Sao Paulo
D04/073	01424	SAFETY X2	RENAULT	SAFETYX2	PUBLICIS CONSEIL, Paris	FRANCE	PRODIGIOUS Paris / START-REC Paris		
D04/076	01284	COULD HAVE BEEN A HEINEKEN	HEINEKEN	HEINEKEN BEER	LEPUB, Milan / LEPUB, Sao Paulo	ITALY / BRAZIL			RED STAR Sao Paulo

D05 (Use of Humour)

D05/008	01382	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
D05/014	01207	SLEEP TALK REVIEWS	IKEA	IKEA	RETHINK, Toronto	CANADA	AJAX CREATIVE Toronto	VAPOR MUSIC Toronto	CARAT Toronto
D05/025	00874	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

D06 (Breakthrough on a Budget)

D06/006	00512	A.I. IRRESPONSIBLY	BREWLANDER	BREWLANDER BEER	BLKJ HAVAS, Singapore	SINGAPORE			
D06/007	00741	PRIME TIME 0.7	FRECUENCIA LATINA	FRECUENCIA LATINA	FAHRENHEIT DDB, Lima	PERU	SORDO AUDIO Lima / THE CONTENT CLUB Lima		

Media Shortlist

D06/040	01337	NIGHTSHIFT BILLBOARDS	BUD66	BUD66	GUT, Buenos Aires	ARGENTINA	THE LAB Asuncion	THE LAB Asuncion	BRICK Tampa
---------	-------	--------------------------	-------	-------	-------------------	-----------	------------------	------------------	-------------

D07 (Corporate Purpose & Social Responsibility)

D07/007	01186	RECIPE FOR CHANGE	PUCK	SPREAD CHEESE	FP7 McCANN, Dubai	UNITED ARAB EMIRATES	CRAFT DUBAI		CARAT Dubai
D07/010	01370	DARK MODE ADS	PLENITUDE	ENERGY	LEPUB, Milan	ITALY	PRODIGIOUS Milan	PRODIGIOUS Milan	CARAT Milan
D07/012	01183	SPOTS FOR SHOPS	PARKIN	PARKING SPOTS	FP7 McCANN, Dubai	UNITED ARAB EMIRATES			FP7 McCANN Dubai / MAGNA GLOBAL Dubai
D07/014	00116	I WOOL SURVIVE	GRINDR	GRINDR	SERVICEPLAN GERMANY, Munich	GERMANY	OLIVER HALFIN STUDIOS New York / PEOPLE'S REVOLUTION New York		MEDIAPLUS GERMANY Munich
D07/022	00471	SAFETY ADS	DUOPRINT	NEW MEDIA BILLBOARD	GROENLANDIA, Santiago	CHILE	ORUGA CINE Quito / SAUVALLE Santiago	POSTON DIGITAL ARTS Santiago	HERRERA HAVAS Quito

D08 (Market Disruption)

D08/003	00013	WHISKAS® LOCATOR	WHISKAS®	PET FOOD	OGENCY, Almaty	KAZAKHSTAN	JAM Almaty / OGENCY Almaty		CITIX Almaty
D08/007	01371	DARK MODE ADS	PLENITUDE	ENERGY	LEPUB, Milan	ITALY	PRODIGIOUS Milan	PRODIGIOUS Milan	CARAT Milan
D08/013	00785	PRICE PACKS	PENNY	FOOD/NON-FOOD	SERVICEPLAN GERMANY, Munich	GERMANY	WE MAKE THEM WONDER Munich		OMD GERMANY Dusseldorf

D09 (Cultural Engagement)

D09/009	00969	LAWS UNDER ATTACK	INTERNATIONAL COMMITTEE OF THE RED CROSS (ICRC)	INTERNATIONAL COMMITTEE OF THE RED CROSS (ICRC)	TBWAIRAAD, Dubai	UNITED ARAB EMIRATES			OMD Beirut
D09/010	01358	THE UNBURIED CASKET	WOMEN FOR CHANGE	WOMEN FOR CHANGE	EDELMAN SA, Johannesburg	SOUTH AFRICA			EDELMAN SA Johannesburg

Media Shortlist

D09/034	00899	ROOFTOP REVIVAL	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
---------	-------	-----------------	----------	----------	---------------------------------	-------------------	--	--	--------------------------------

E01 (Media Insights & Strategy)

E01/003	00977	SAVINGS INDEX	NATWEST	NATWEST	INITIATIVE MEDIA, London / NATWEST, london	UNITED KINGDOM	INITIATIVE MEDIA London / THE&PARTNERSHIP London		INITIATIVE MEDIA London
E01/015	01074	DOVE R/EAL REVIEWS	DOVE HAIR	DOVE 10-IN-1 SERUM MASK	MINDSHARE, New York / DAVID, London / DAVID, Madrid	UNITED STATES / UNITED KINGDOM / SPAIN	IMPOSTER New York	DESEIF Madrid / PIJAMA STUDIO Barcelona / WPP PRODUCTION Madrid	MINDSHARE New York

E03 (Media Execution)

E03/006	00322	LOVE IS IN THE HAIR	PANTENE	PANTENE	ESSENCEMEDIACOM, Tel-Aviv / C - THE BRANDED CONTENT AGENCY, Bnei Brak	ISRAEL	WELIFT PRODUCTIONS Tel Aviv		ESSENCEMEDIACOM Tel-Aviv
---------	-------	---------------------	---------	---------	---	--------	-----------------------------	--	--------------------------

E04 (Use of Channel Integration)

E04/006	00521	KUNG FRIES	MCDONALD'S	MCDONALD'S FRIES	STARCOM TAIWAN, Taipei / LEO TAIWAN, Taipei	TAIWAN	MILK N HONEY FILMS Taipei		STARCOM TAIWAN Taipei
E04/010	00778	NEW ZEALAND'S ONE BIG AD	TOYOTA NEW ZEALAND	TOYOTA BRAND	SPARK FOUNDRY, Auckland / SAATCHI & SAATCHI NEW ZEALAND, Auckland	NEW ZEALAND	RELOAD PICTURES Auckland / SCOUNDREL Sydney	SCOUNDREL Sydney	SPARK FOUNDRY Auckland
E04/016	00915	SECRET MENU	MCDONALD'S	MCDONALD'S	OMD UK, London / MCDONALD'S, London / LEO, London	UNITED KINGDOM	LEO London		OMD UK London

E05 (Use of Data & Analytics)

E05/001	00535	DEFINING HELP	KIDS HELP PHONE	KIDS HELP PHONE	EPITAPH GROUP, Toronto / McCANN CANADA, Toronto	CANADA	ALFREDO FILMS Toronto / SAUVAGE Barcelona	CRAFT Toronto / GRAYSON MUSIC Toronto / NIMIOPERE Toronto / THE VANITY Toronto	EPITAPH GROUP Toronto
---------	-------	---------------	-----------------	-----------------	---	--------	---	--	-----------------------

Total Shortlisted:

141

PR

Additional

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

BURSON London

HYUNDAI MOTOR
COMPANY Seoul /
INNOCEAN Seoul

OGILVY New York

INTERMARCHE Bondoufle

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

CJPR & CO London

SERVICEPLAN GERMANY Munich ATELIER WOLFRIK FISCHER
Munich / BRANSCH Hamburg /
ELBEDESIGNCREW Hamburg /
HASTINGS AUDIO NETWORK
Hamburg / PION3ERS Dusseldorf /
SUPREME MUSIC Hamburg

PRAYTELL New York

DEPT N/A / MAYFLOWER
ENTERTAINMENT New York

FP7 McCANN Dubai BURSON Dubai / NETIZENCY
Dubai

ACACA Sao Paulo / ESTUDIO
CAXA Sao Roque / LOMOMOLO
Sao Paulo / POROROCA.AG Sao
Paulo

IMPACT BBDO OMD Dubai
Beirut

EDELMAN New York THE SASHA GROUP New York /
VILLAGE MARKETING New York

HOLY WOW! ESSITY HYGIENE AND HEALTH
Surbiton MoIndal

ASSOCIATION ANTOINE ALLÉNO
Paris / MAIRIE DE PARIS - HOTEL
DE VILLE

BAMBA MUSIC Buenos Aires

LEMA+ Sao Paulo / CIRCULO Sao Paolo
THE ROMANS
London

QUEEN STREET IMAN MUSIC Bogota
TALENT Bogota

HAVAS MEDIA
Barcelona

PUBLIFYER Quito

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

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

BETC Paris

QUEEN STREET IMAN MUSIC Bogota
TALENT Bogota

HAVAS GERMANY LIDL Neckarsulm / MR.PINK Sao
Dusseldorf Paulo / TECHNISCHE
UNIVERSITAET DARMSTADT
Frankfurt

VM1 New York OMNICOM GROUP New York

M+C SAATCHI PUBLICIS ONE London / SPHERE
SPORT & STUDIOS Burbank / THE LEGO
ENTERTAINMENT GROUP Billund / WE ARE SOCIAL
London / OUR LEGO London
AGENCY Billund

IKEA Madrid

GIUSTI CREATIVE AMPARA ANIMAL Sao Paulo
PR Sao Paulo /
WEBER
SHANDWICK Sao
Paulo
KETCHUM New York GENESCO Dallas / META London /
SMARTERS Sao Paulo / WE ARE
SOCIAL London

LEMA+ Sao Paulo / CIRCULO Sao Paolo
THE ROMANS
London

HAVAS PLAY Paris GOZULTING Paris / INSTREAMLY
Warsaw

FOR THE RIGHT UNILEVER ASIA Singapore
REASONS
Amsterdam

MACHINA AUDIO SOLUTIONS
Bogota / THE MAESTROS Mexico
City

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

BURSON London

MINDSHARE DUBAI / TBWA\RAAD
Dubai

HAVAS PLAY Paris GOZULTING Paris / INSTREAMLY
Warsaw

MSL New York CAYA MUSIC AND SOUND Los
Angeles

BOB THE ROBOT
Helsinki

NISSAN UNITED NISSAN AUSTRALIA Melbourne
Melbourne

INSIGHT GG Augsburg / SAATCHI
& SAATCHI Munich

TBWAMCR Manchester

IKEA Madrid

SERVICEPLAN GERMANY Munich	ATELIER WOLFRIK FISCHER Munich / BRANSCH Hamburg / ELBEDESIGNCREW Hamburg / HASTINGS AUDIO NETWORK Hamburg / PION3ERS Dusseldorf / SUPREME MUSIC Hamburg
-------------------------------	---

ZENO GROUP Chicago / ZENO GROUP Toronto	KRAFT HEINZ Chicago / THE PROMOTIONS SPECIALIST Toronto
	DEPT N/A / MAYFLOWER ENTERTAINMENT New York

HAVAS PLAY Paris GOZULTING Paris / INSTREAMLY
Warsaw

IKEA Madrid

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

WEBER
SHANDWICK London

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

GIUSTI CREATIVE AMPARA ANIMAL Sao Paulo
PR Sao Paulo /
WEBER
SHANDWICK Sao
Paulo

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

L'OREAL Paris / NETFLIX Paris /
PUBLICIS MEDIA CONNECT Paris

HUSH Toronto

WEBER
SHANDWICK New
York

FOR THE RIGHT UNILEVER ASIA Singapore
REASONS
Amsterdam

BAMBA MUSIC Buenos Aires

JUNGLE MEME Madrid

CURRENT GLOBAL
Dubai

ALINA VELEZ
COMUNICACIONES
Bogota

DENTSU CREATIVE
Bogota

MSL Singapore / PUBLICIS GHANA Accra
PERSUASION
COMMUNICATIONS
London /
QUADRANT
MSLGROUP Lagos

GOLIN Taipei MCDONALDS Taipei / OGILVY
Taipei

GIUSTI CREATIVE AMPARA ANIMAL Sao Paulo / DNA
PR Sao Paulo / PETS Rio de Janeiro / FBIZ Sao
IMAGEM Paulo / VOZ Sao Paulo
CORPORATIVA Sao
Paulo

HVDM PUBLIC
RELATIONS Den
Haag

BARKLEY FILMS
Kansas City

WEBER
SHANDWICK London

AVIAN WE. New AMAZON Bangalore / SAURABH
Delhi PAL Mumbai

HAVAS MEDIA
Barcelona

MIKEWORLDWIDE LONDON FUMBLE Sheffield / MOVEMBER
FOUNDATION London

CORY DROSS / FARPOINT MEDIA
Brooklyn / MARINA MAHER
COMMUNICATIONS New York /
SONIC UNION New York

GUT Sao Paulo CASA B Sao Paulo / GRUPO
BOTICARIO Curitiba / HOUSE
CRICKET Pinhais / MAQUINA Sao
Paulo / SO WHAT Curitiba

LEMA+ Sao Paulo / CIRCULO Sao Paolo
THE ROMANS
London

VM1 New York OMNICOM GROUP New York

IKEA Burlington

DEPT N/A / MAYFLOWER
ENTERTAINMENT New York

CURRENT GLOBAL
Dubai

CERTIMAC Faenza / URBAN
VISION Milan

FP7 McCANN Dubai BURSON Dubai / NETIZENCY
Dubai

PEOPLE'S JD CONTENT COMPANY New York
REVOLUTION New / SUPREME MUSIC Hamburg
York

JAM Almaty /
OGENCY Almaty

CERTIMAC Faenza / URBAN
VISION Milan

SERVICEPLAN ATELIER WOLFRIK FISCHER
GERMANY Munich Munich / BRANSCH Hamburg /
ELBEDESIGNCREW Hamburg /
HASTINGS AUDIO NETWORK
Hamburg / PION3ERS Dusseldorf /
SUPREME MUSIC Hamburg

EDELMAN SA BEADING COLLECTIVE
Johannesburg Johannesburg / BIGBRAVE
Johannesburg / ENZO WOOD
DESIGN Johannesburg / IMPRINT
MEDIA Johannesburg / RAND
FUNERALS Johannesburg / THE
REXIME PROJECT Johannesburg

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

INITIATIVE MEDIA
London

AKQA Paris / MILO CASTING
Toronto / OGILVY London / PICKLE
MUSIC New York

STERN ARIELY Tel
Aviv

LEO TAIWAN Taipei

WRIGHT DIGITAS Auckland
COMMUNICATIONS
Auckland
