

Outdoor Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional
A01 (Consumer Goods)											
A01/010	00575	SIPPING	KITKAT	KITKAT	VML, London	UNITED KINGDOM	JELLY London				OPENMIND UK London
A01/011	00572	DAYDREAMING	KITKAT	KITKAT	VML, London	UNITED KINGDOM	JELLY London				OPENMIND UK London
A01/012	00569	READING	KITKAT	KITKAT	VML, London	UNITED KINGDOM	JELLY London				OPENMIND UK London
A01/013	00577	STRUMMING	KITKAT	KITKAT	VML, London	UNITED KINGDOM	JELLY London				OPENMIND UK London
A01/035	01331	"LOS CAMPEONES" RESTAURANT	AMSTEL	AMSTEL	INGO, Stockholm / OGILVY, AMSTERDAM	SWEDEN / NETHERLANDS	FAR MEDIA Madrid / HOOKED MUSIC				
A01/036	01327	"LO DE FACU" PUB	AMSTEL	AMSTEL	INGO, Stockholm / OGILVY, AMSTERDAM	SWEDEN / NETHERLANDS	FAR MEDIA Madrid / HOOKED MUSIC				
A01/037	01328	"LA GUITARRITA" BAR	AMSTEL	AMSTEL	INGO, Stockholm / OGILVY, AMSTERDAM	SWEDEN / NETHERLANDS	FAR MEDIA Madrid / HOOKED MUSIC				
A01/077	01163	IS THAT A PINNTORP?	IKEA ALSULAIMAN	IKEA FURNITURE COLLECTION	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES	PAPER CUTS Dubai	STUDIO NUTS Rio De Janeiro			IKEA KSA Jeddah
A01/078	01167	IS THAT A HILDEGUN?	IKEA ALSULAIMAN	IKEA FURNITURE COLLECTION	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES	PAPER CUTS Dubai	STUDIO NUTS Rio De Janeiro			IKEA KSA Jeddah
A01/079	01165	IS THAT AN ULLERSLEV?	IKEA ALSULAIMAN	IKEA FURNITURE COLLECTION	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES	PAPER CUTS Dubai	STUDIO NUTS Rio De Janeiro			IKEA KSA Jeddah
A01/080	01166	IS THAT A STRANDMON?	IKEA ALSULAIMAN	IKEA FURNITURE COLLECTION	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES	PAPER CUTS Dubai	STUDIO NUTS Rio De Janeiro			IKEA KSA Jeddah
A01/081	01216	COINCIDENCE?	HEINZ KETCHUP	KRAFT HEINZ	RETHINK, Toronto	CANADA		GRAYSON MUSIC Toronto / SCHOOL	CARAT Chicago / CARAT Toronto	ZENO GROUP Chicago / ZENO	CARAT Dubai / CARAT London / CARAT Mexico City
A01/099	00797	BETH MEAD	DIRT IS GOOD PERSIL	PERSIL	FRANK, London / UNILEVER, London	UNITED KINGDOM	OFFCUT London	CURIOUS PRODUCTIONS	MINDSHARE London	GOLIN London	ARSENAL FOOTBALL CLUB London / CAMPFIRE
A01/100	00795	ALESSIA RUSSO	DIRT IS GOOD PERSIL	PERSIL	FRANK, London / UNILEVER, London	UNITED KINGDOM	OFFCUT London	CURIOUS PRODUCTIONS	MINDSHARE London	GOLIN London	ARSENAL FOOTBALL CLUB London / CAMPFIRE
A01/101	00800	LOTTE WUBBEN-MOY	DIRT IS GOOD PERSIL	PERSIL	FRANK, London / UNILEVER, London	UNITED KINGDOM	OFFCUT London	CURIOUS PRODUCTIONS	MINDSHARE London	GOLIN London	ARSENAL FOOTBALL CLUB London / CAMPFIRE
A01/102	00796	CHLOE KELLY	DIRT IS GOOD PERSIL	PERSIL	FRANK, London / UNILEVER, London	UNITED KINGDOM	OFFCUT London	CURIOUS PRODUCTIONS	MINDSHARE London	GOLIN London	ARSENAL FOOTBALL CLUB London / CAMPFIRE
A01/106	11094	HEINEKEN REAL FRIEND	HEINEKEN	HEINEKEN ORIGINAL	LEPUB, New York	UNITED STATES	PXP STUDIOS New York	PXP STUDIOS New York	DENTSU X New York	M BOOTH New York	CANJA AUDIO CULTURE Sao Paulo
A04 (Travel, Leisure, Retail, Restaurants & Fast-Food Chains)											
A04/011	01304	LONDON	BRITISH AIRWAYS	BRITISH AIRWAYS	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM					MANNING GOTTLIEB OMD
A04/012	01288	MARRAKESH	BRITISH AIRWAYS	BRITISH AIRWAYS	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM					MANNING GOTTLIEB OMD
A04/013	01297	BAHAMAS	BRITISH AIRWAYS	BRITISH AIRWAYS	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM					MANNING GOTTLIEB OMD
A04/046	01172	BLIZZARD AS USUAL 1	TIM HORTONS	TIM HORTONS COFFEE	GUT, Toronto	CANADA	GLORY Toronto	ALTER EGO Toronto / PHD Toronto	GLORY Toronto		
A04/047	01169	BLIZZARD AS USUAL 2	TIM HORTONS	TIM HORTONS COFFEE	GUT, Toronto	CANADA	GLORY Toronto	ALTER EGO Toronto / PHD Toronto	GLORY Toronto		
A04/048	01174	BLIZZARD AS USUAL 3	TIM HORTONS	TIM HORTONS COFFEE	GUT, Toronto	CANADA	GLORY Toronto	ALTER EGO Toronto / PHD Toronto	GLORY Toronto		
A05 (Media/Entertainment)											
A05/009	01030	TEAR...DROP	SPOTIFY	SPOTIFY	MACHINE_, Cape Town	SOUTH AFRICA					

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A05/010	01029	RAISED...HAIR	SPOTIFY	SPOTIFY	MACHINE_, Cape Town	SOUTH AFRICA					
A05/011	01032	GOOSE...BUMPS	SPOTIFY	SPOTIFY	MACHINE_, Cape Town	SOUTH AFRICA					
B01 (Consumer Goods)											
B01/019	00579	LISTENING	KITKAT	KITKAT	VML, London	UNITED KINGDOM	JELLY London			OPENMIND UK London	
B01/020	00576	STRUMMING	KITKAT	KITKAT	VML, London	UNITED KINGDOM	JELLY London			OPENMIND UK London	
B01/021	00573	READING	KITKAT	KITKAT	VML, London	UNITED KINGDOM	JELLY London			OPENMIND UK London	
B01/022	00571	DAYDREAMING	KITKAT	KITKAT	VML, London	UNITED KINGDOM	JELLY London			OPENMIND UK London	
B01/030	01299	GIMMICK	THE ORDINARY	THE ORDINARY	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM	SMUGGLER London				
B01/031	01291	HOAX	THE ORDINARY	THE ORDINARY	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM	SMUGGLER London				
B01/068	01065	BRIKSDALS BREEN GLACIER	BACK MARKET	REFURBISHED ELECTRONICS	MARCEL, Paris	FRANCE					ARTISANS DU FILM Paris / MIDI AGENCY Paris
B01/069	01058	LONE ROCK BEACH	BACK MARKET	REFURBISHED ELECTRONICS	MARCEL, Paris	FRANCE					ARTISANS DU FILM Paris / MIDI AGENCY Paris
B01/070	01060	RHÔNE GLACIER	BACK MARKET	REFURBISHED ELECTRONICS	MARCEL, Paris	FRANCE					ARTISANS DU FILM Paris / MIDI AGENCY Paris
B04 (Travel, Leisure, Retail, Restaurants & Fast-Food Chains)											
B04/019	01296	NEW YORK	BRITISH AIRWAYS	BRITISH AIRWAYS	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM				MANNING GOTTLIEB OMD	
B04/020	01290	THE PYRENEES	BRITISH AIRWAYS	BRITISH AIRWAYS	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM				MANNING GOTTLIEB OMD	
B04/021	01298	ABUJA	BRITISH AIRWAYS	BRITISH AIRWAYS	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM				MANNING GOTTLIEB OMD	
B04/030	00802	GIG	MCDONALD'S	MCDONALD'S	LEO, London	UNITED KINGDOM	PUBLICIS PRODUCTION London	PUBLICIS PRODUCTION			
B04/031	00805	WEDDING	MCDONALD'S	MCDONALD'S	LEO, London	UNITED KINGDOM	PUBLICIS PRODUCTION London	PUBLICIS PRODUCTION			
B04/032	00808	BOWLING	MCDONALD'S	MCDONALD'S	LEO, London	UNITED KINGDOM	PUBLICIS PRODUCTION London	PUBLICIS PRODUCTION			
C01 (Displays)											
C01/006	01034	MAX SPEED	HEINEKEN	HEINEKEN BEER	LEPUB JOHANNESBURG	SOUTH AFRICA					
C01/007	01147	LIME GUIDES	CORONA	CORONA	GREY, New York	UNITED STATES	ASA ONZE Sao Paulo / FREQUENCY	AGOSTO MUSIC Lima	STARCOM New York	3PM/WEBER SHANDWICK New	AB INBEV New York
C01/010	01353	DARK MODE ADS	PLENITUDE	ENERGY	LEPUB, Milan	ITALY	PRODIGIOUS Milan	PRODIGIOUS Milan	CARAT Milan		CERTIMAC Faenza / URBAN VISION Milan
C01/016	01270	BEST SERVED WARM	HEINEKEN	HEINEKEN BEER	LEPUB, Milan	ITALY	TUESDAY STUDIO Milan	MGCR STUDIO Milan	DENTSU CREATIVE		
C01/022	01337	DISCOUNT CHANTS	MERCADO LIBRE	MERCADO LIBRE	GUT, Buenos Aires	ARGENTINA	FABULA Santiago				
C02 (Interactive/Dynamic Digital Screens)											
C02/006	00996	CHICKEN SCREAMS FOR COKE	COCA-COLA	COCA-COLA	VML, New York / VML, Sao Paulo	UNITED STATES / BRAZIL	FORM & FUN Sao Paulo / VANDALO Sao	VML Sao Paulo		OGILVY PR London	VOX HAUS Petropolis

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C02/013	01335	DISCOUNT CHANTS	MERCADO LIBRE	MERCADO LIBRE	GUT, Buenos Aires	ARGENTINA	FABULA Santiago				
C02/019	00212	UKRAINE AIR RAID ALERTS – EMERGENCY	UNICEF FINLAND	FUNDRAISING FOR UKRAINE WAR	UNITED IMAGINATIONS, Helsinki	FINLAND			BAUER MEDIA Helsinki /	UNITED IMAGINATIONS	FRAMIAN Helsinki / INTERACTIVE INUITS
C03 (Special Build)											
C03/004	00215	CROSSES FOR CRISIS	RED CROSS FLANDERS	BLOOD DONATION AWARENESS	MUTANT, Antwerp	BELGIUM			MUTANT Antwerp		
C03/012	00176	HUMANITY CHAIN	FORTE BANK	FORTE BANK	PROGRESSION CA, Almaty	KAZAKHSTAN			PROGRESSION CA Almaty	PROGRESSION CA Almaty	
C03/032	00873	IN LIVING MEMORY	BRITISH HEART FOUNDATION	BRITISH HEART FOUNDATION	SAATCHI & SAATCHI, London	UNITED KINGDOM	BISCUIT FILMWORKS UK London /	FACTORY STUDIOS London / MARSHALL	PHD MEDIA London	BRITISH HEART FOUNDATION	BLAB London / PUBLICIS LONDON / RAW
C03/046	01233	HE-MAN LIGHTNING ROD	MASTERS OF THE UNIVERSE	ACTION FIGURES	GUT, Mexico City	MEXICO	LADOBLE Mexico City / PAPA MUSIC Buenos		INPRESS PORTER	INPRESS PORTER	
C03/054	01141	TERMS AND CONDITIONS OF BEING A	VILLE DE PARIS	VILLE DE PARIS	BETC, Paris	FRANCE	PROSE ON PIXELS Paris		BETC Paris	BETC Paris	
C03/062	00973	TINY COFFEE SHOPS	DE'LONGHI	DE'LONGHI COFFEE MACHINE	LOLA, Madrid	SPAIN	CREATORS INC London	BACON Copenhagen	HOUSE OF COMMUNICATIO		THE PROP & MODEL MAKER BERLIN
C03/076	00949	ROOFTOP REVIVAL	HEINEKEN	HEINEKEN	LEPUB, Singapore / LEPUB, Milan	SINGAPORE / ITALY	CORE-A STUDIOS Seoul / LEPUB Milan /	CORE-A STUDIOS Seoul / LEPUB	REDSTAR London / REDSTAR Seoul	LEPUB Milan / LEPUB	ALLURE KOREA Seoul / HEINEKEN Amsterdam /
C03/085	01240	FIELD BARCODE	MERCADO LIVRE	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL	GUT Sao Paulo	GUT Sao Paulo	ZETABE Sao Paulo		MERCADO LIVRE Sao Paulo / NWB São Paulo / SPARK
C04 (Live Advertising and Events)											
C04/014	00853	DIRTY BUSINESS	CHANNEL 4	DIRTY BUSINESS	4CREATIVE, London / CHANNEL 4, London	UNITED KINGDOM	BISCUIT FILMWORKS UK London /	4STUDIO London / CURIOUS FILMS	4CREATIVE London / OMD	THE CAST London	4CREATIVE London / LITTLE PARROT Kingsley /
C04/022	01263	PLAYA TECATE ACCESS	TECATE	TECATE	LEPUB, Mexico City	MEXICO	LANDIA Mexico City	LANDIA Mexico City	DENTSU CREATIVE	EDELMAN Mexico City / LEPUB	CONNECTOR Monterrey / HEINEKEN MEXICO
C04/025	01252	THE SECOND CHANCE	BUCHANAN'S	BUCHANAN'S	DIAGEO, Bogota / PROXIMITY BBDO,	COLOMBIA	CELESTE FILMS Bogota		PHD COLOMBIA Bogota	ALINA VELEZ COMUNICACION	
C04/027	00530	THE GREY SWAN	NYCOPLUS	DIETARY SUPPLEMENTS	11:11, Oslo	NORWAY	CAMP DAVID Stockholm / YACOBS	CAMP DAVID Stockholm	WAVEMAKER Oslo	WERGELANDAP ENES Oslo	BLOOM OSLO
C04/030	01239	FIELD BARCODE	MERCADO LIVRE	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL	GUT Sao Paulo	GUT Sao Paulo	ZETABE Sao Paulo		MERCADO LIVRE Sao Paulo / NWB São Paulo / SPARK
C04/056	00098	THE CATRACE	DISTANCE X STRAVA	DISTANCE	BETC, Paris	FRANCE	1TO1 PARIS / SOLDATS FILMS Paris			BETC Paris	
C04/059	01040	KITKAT SECURITY DETAIL	KITKAT	KITKAT FIVE FINGERS	COURAGE, Toronto	CANADA	THE DELI Toronto			COURAGE Toronto	NESTLE CANADA Toronto
C04/061	11361	THE CHOSEN FAN	AGUILA	BEER	DAVID, Bogota	COLOMBIA	DURO ESTUDIO Bogota / PARCHÉ	PARCHE FILMS Bogota	ZENITH Bogota	ALINA VELEZ COMUNICACION	
C04/070	00654	THE LEGO® FORMULA 1® SEASON & DRIVERS'	LEGO®	LEGO® FORMULA 1®	OUR LEGO AGENCY, Billund	DENMARK	OUR LEGO AGENCY Billund / SPHERE	OUR LEGO AGENCY Billund	M+C SAATCHI London / OUR	M+C SAATCHI SPORT &	PUBLICIS ONE London / SPHERE STUDIOS
C04/085	10652	STEPH CURRY SHOOTS THE MOON	RANDOM HOUSE PUBLISHING GROUP	"SHOT READY" BY STEPH CURRY	KNOWN, New York	UNITED STATES			OUTFRONT New York		
C05 (Interactive/Immersive Experiences)											
C05/012	01294	THE SECRET INGREDIENT	THE ORDINARY	THE ORDINARY	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM			UNCOMMON CREATIVE		
C05/028	00237	FATAL QUESTION	STREETDOCTORS	STREETDOCTORS	SAATCHI & SAATCHI, London	UNITED KINGDOM	BISCUIT FILMWORKS UK London /	750MPH London / HARBOR London /	APX CONTENT VENTURES	TAYLOR HERRING London	DARK ENERGY FILMS London / PRODIGIOUS
C06 (Transit)											

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C06/004	00270	MCDELIVERY® SPEED CAMERA ADS	MCDONALD'S	MCDELIVERY	SCHOLZ & FRIENDS, Hamburg	GERMANY					
C06/006	00694	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		RED COMMA MEDIA Madison		METROPOLITAN TRANSPORTATION
C06/012	01013	WENDY'S TENDY'S	WENDY'S	WENDY'S	VML, Kansas City	UNITED STATES			VML Kansas City	VML Kansas City	
C06/017	01362	ART'S MISSING PERIOD	KOTEX	KOTEX	DAVID, London / OGIILVY SINGAPORE	UNITED KINGDOM /	750MPH London / OBJECT AND ANIMAL				ALISON BROD MARKETING AND
C06/028	00861	LET IT FLY	SAUDIA AIRLINES	BAGGAGE STICKERS TO	PUBLICIS KSA, Jeddah / SAATCHI AND SAATCHI	SAUDI ARABIA / UNITED ARAB	BELIEVE TV Santiago / TWIST PRODUCTIONS		PUBLICIS KSA Jeddah / ZENITH	CJPR & CO London	
C06/039	01046	KITKAT SECURITY DETAIL	KITKAT	KITKAT FIVE FINGERS	COURAGE, Toronto	CANADA	THE DELI Toronto			COURAGE Toronto	NESTLE CANADA Toronto
D01 (Standard Sites)											
D01/014	01354	DARK MODE ADS	PLENITUDE	ENERGY	LEPUB, Milan	ITALY	PRODIGIOUS Milan	PRODIGIOUS Milan	CARAT Milan		CERTIMAC Faenza / URBAN VISION Milan
D01/032	00314	KITKAT BREAK BILLBOARDS	KITKAT	KITKAT	VML, Prague	CZECH REPUBLIC	VML Prague		OPENMIND Prague		
D02 (Ambient Outdoor)											
D02/008	00216	CROSSES FOR CRISIS	RED CROSS FLANDERS	BLOOD DONATION AWARENESS	MUTANT, Antwerp	BELGIUM			MUTANT Antwerp		
D02/010	00268	MCDELIVERY® SPEED CAMERA ADS	MCDONALD'S	MCDELIVERY	SCHOLZ & FRIENDS, Hamburg	GERMANY					
D02/020	01152	LIME GUIDES	CORONA	CORONA	GREY, New York	UNITED STATES	ASA ONZE Sao Paulo / FREQUENCY	AGOSTO MUSIC Lima	STARCOM New York	3PM/WEBER SHANDWICK New	AB INBEV New York
D02/028	01238	FIELD BARCODE	MERCADO LIVRE	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL	GUT Sao Paulo	GUT Sao Paulo	ZETABE Sao Paulo		MERCADO LIVRE Sao Paulo / NWB São Paulo / SPARK
D02/033	00751	WAOO "WIFI INVASION"	WAOO	WAOO WIFI	UNCLE GREY, Copenhagen	DENMARK	UNCLE GREY Copenhagen	UNCLE GREY Copenhagen	UNCLE GREY Copenhagen	UNCLE GREY Copenhagen	
D02/036	01219	HEINZ DIPPER	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA	UNITED ASSEMBLY Toronto	BLACK MADRE Sao Paulo		ZENO GROUP Chicago / ZENO	KRAFT HEINZ Chicago / THE PROMOTIONS
D02/043	00501	TD FRACTIONAL WINDOW SHOPPING	TD	TD FRACTIONAL SHARES	OGILVY, Toronto	CANADA					
D02/057	00096	THE CATRACE	DISTANCE X STRAVA	DISTANCE	BETC, Paris	FRANCE	1TO1 PARIS / SOLDATS FILMS Paris			BETC Paris	
D03 (Technology)											
D03/006	01351	DARK MODE ADS	PLENITUDE	ENERGY	LEPUB, Milan	ITALY	PRODIGIOUS Milan	PRODIGIOUS Milan	CARAT Milan		CERTIMAC Faenza / URBAN VISION Milan
D03/011	00595	CIELITO LINDO BILLBOARD	PPG COMEX	PAINT PRODUCTS	GANEM, Mexico City	MEXICO			GANEM Mexico City		
D03/016	00211	UKRAINE AIR RAID ALERTS – EMERGENCY	UNICEF FINLAND	FUNDRAISING FOR UKRAINE WAR	UNITED IMAGINATIONS, Helsinki	FINLAND			BAUER MEDIA Helsinki /	UNITED IMAGINATIONS	FRAMIAN Helsinki / INTERACTIVE INUITS
E01 (Local Brand)											
E01/008	00846	SHOWROOM ON ICE	LOODS 5	HOME FURNISHING	OGILVY, AMSTERDAM	NETHERLANDS					
E01/015	00705	ALUMINIUM BILLBOARDS	JÚPITER	JÚPITER ALUMINIUM FOIL	FROM, Montevideo	URUGUAY			PUBLICARTEL Montevideo		
E01/027	40408	ICEDENTITY	AGUILA LIGHT	BEER	DAVID, Bogota	COLOMBIA	PARCHE FILMS Bogota		ZENITH Bogota		

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E02 (Challenger Brand)											
E02/006	00201	POLAROID FLIP CAMPAIGN	POLAROID	POLAROID FLIP	POLAROID INTERNATIONAL,	NETHERLANDS	POLAROID INTERNATIONAL		POLAROID INTERNATIONAL	POLAROID INTERNATIONAL	POLAROID INTERNATIONAL
E02/008	01303	THE PERIODIC FABLE	THE ORDINARY	THE ORDINARY	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM	SMUGGLER London				
E02/012	00565	A.I. IRRESPONSIBLY	BREWLANDER	BREWLANDER BEER	BLKJ HAVAS, Singapore	SINGAPORE					
E02/018	01061	LET'S END FAST TECH	BACK MARKET	REFURBISHED ELECTRONICS	MARCEL, Paris	FRANCE					ARTISANS DU FILM Paris / MIDI AGENCY Paris
E02/021	01213	SLEEP TALK REVIEWS	IKEA	IKEA	RETHINK, Toronto	CANADA	AJAX CREATIVE Toronto	VAPOR MUSIC Toronto	CARAT Toronto		IKEA Burlington
E02/022	01308	THE SECRET INGREDIENT	THE ORDINARY	THE ORDINARY	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM			UNCOMMON CREATIVE		
E03 (Single-Market Campaign)											
E03/005	00693	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		RED COMMA MEDIA Madison		METROPOLITAN TRANSPORTATION
E03/008	00725	SUNBURNT CAR	MYCAR	MYCAR	TBWAISYDNEY, Sydney	AUSTRALIA	BOLT Sydney / ODD STUDIOS Sydney		HEARTS & SCIENCE Sydney	ELEVEN Sydney	MYCAR Sydney / TBWA\ SYDNEY Sydney
E03/015	00103	LOOK FOR THE LEAF	MAPLE LEAF FOODS	CANADIAN-MADE FMCG	NO FIXED ADDRESS, Toronto	CANADA			FUSE CREATE Toronto		MAPLE LEAF FOODS Mississauga
E03/017	00698	2036	ASSOCIATION ANTOINE ALLÉNO	ASSOCIATION ANTOINE ALLÉNO	HAVAS PARIS	FRANCE	MAKE IT LIVE Paris / PROSE ON PIXELS	PROSE ON PIXELS Paris			ASSOCIATION ANTOINE ALLÉNO Paris / MAIRIE DE
E03/022	00415	DALAH'S SPOILER BILLBOARD	NETFLIX	NETFLIX	VML, Bangkok	THAILAND	INBLOOM Bangkok / LETSGETNUTS		H+ Bangkok	THE SECRET FARM Bangkok	
E03/024	00995	THE LAST COKE IN THE DESERT	COCA-COLA	COCA-COLA	VML, New York / VML, Sao Paulo / VML, Mexico	UNITED STATES / BRAZIL	REBOLUCION Mexico		ESSENCEDIA COM Mexico City	OGILVY PR London	RAMIRO DEL REAL Hacienda de Echegaray
E03/039	00557	BACK TO KAI TAK	CATHAY	CATHAY	LEO HONG KONG	HONG KONG SAR			LEO HONG KONG	LEO HONG KONG	
E03/048	01236	SOCIALIZING BILLBOARDS	HEINEKEN/IFOOD/ MISC	HEINEKEN	LEPUB, Sao Paulo	BRAZIL	PUBLICIS PRODUCTION Sao		LEPUB Sao Paulo	LEMA+ Sao Paulo	FUJOCKA CREATIVE IMAGES Sao Paulo /
E03/077	00487	BROKEN SOULS	MUSÉE DE LA GRANDE GUERRE	BROKEN SOULS	BBDO PARIS	FRANCE					
E03/080	00957	THE FORGOTTEN ROOSTER	RENAULT	RENAULT	HAVAS PLAY, Paris	FRANCE	PROSE ON PIXELS Paris	PROSE ON PIXELS Paris	FUSE Paris / OMD Paris	HAVAS PLAY Paris	RENAULT Paris
E03/087	00952	ROOFTOP REVIVAL	HEINEKEN	HEINEKEN	LEPUB, Singapore / LEPUB, Milan	SINGAPORE / ITALY	CORE-A STUDIOS Seoul / LEPUB Milan /	CORE-A STUDIOS Seoul / LEPUB	REDSTAR London / REDSTAR Seoul	LEPUB Milan / LEPUB	ALLURE KOREA Seoul / HEINEKEN Amsterdam /
E03/095	01179	IKEA BRIGHTON STORE LAUNCH	IKEA	FURNITURE	MOTHER, London	UNITED KINGDOM		MOTHER MADE London			ONE REPRESENTS London
E04 (Social Behaviour)											
E04/009	00700	2036	ASSOCIATION ANTOINE ALLÉNO	ASSOCIATION ANTOINE ALLÉNO	HAVAS PARIS	FRANCE	MAKE IT LIVE Paris / PROSE ON PIXELS	PROSE ON PIXELS Paris			ASSOCIATION ANTOINE ALLÉNO Paris / MAIRIE DE
E04/019	01099	THE PARTNER-EXAM	CEPIA	BRAZILIAN NGO	VML, Sao Paulo / VML, New York	BRAZIL / UNITED STATES	MYMAMA ENTERTAINMENT Sao Paulo	HEY, LISTEN Sao Paulo			
E04/021	01208	SPOTS FOR SHOPS	PARKIN	PARKING SPOTS	FP7 McCANN, Dubai	UNITED ARAB EMIRATES			FP7 McCANN Dubai / MAGNA	FP7 McCANN Dubai	BURSON Dubai / NETIZENCY Dubai
E04/023	01121	YOU MUST LOVE COKE	COCA-COLA	COCA-COLA	GREY, New York / GREY ARGENTINA, Buenos	UNITED STATES /	VANDALO Sao Paulo	VML Sao Paulo	ESSENCEDIA COM CHILE	OGILVY PR London	BUMBLEBEAT Sao Paulo / THE CIRCLE FILMS Sao
E04/051	01217	LOOK FAMILIAR?	HEINZ KETCHUP	KRAFT HEINZ	RETHINK, Toronto	CANADA		GRAYSON MUSIC Toronto / SCHOOL	CARAT Chicago / CARAT Toronto	ZENO GROUP Chicago / ZENO	CARAT Dubai / CARAT London / CARAT Mexico City
E04/067	01209	HEINZ DIPPER	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA	UNITED ASSEMBLY Toronto	BLACK MADRE Sao Paulo		ZENO GROUP Chicago / ZENO	KRAFT HEINZ Chicago / THE PROMOTIONS
E04/073	01334	DISCOUNT CHANTS	MERCADO LIBRE	MERCADO LIBRE	GUT, Buenos Aires	ARGENTINA	FABULA Santiago				

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E04/088	01269	COULD HAVE BEEN A HEINEKEN	HEINEKEN	HEINEKEN BEER	LEPUB, Milan / LEPUB, Sao Paulo	ITALY / BRAZIL			RED STAR Sao Paulo	LEMA+ Sao Paulo / THE ROMANS	CIRCULO Sao Paolo
E05 (Use of Humour)											
E05/003	00563	DELIVER THE RAINBOW	SKITTLES	SKITTLES	TBWA\CHIAT\DAY CHICAGO	UNITED STATES	SERIAL PICTURES New York	CABINFX Los Angeles / COMPANY Chicago	STARCOM Chicago	WEBER SHANDWICK	GOPUFF Philadelphia / N2 New York / PLATINUM RYE
E05/029	01109	WHOPPER DOG	BURGER KING	WHOPPER	DE LA CRUZ OGIIVY, San Juan	PUERTO RICO	AGOSTO MUSIC Lima / CELESTE FILMS	CELESTE FILMS Montevideo			
E05/045	01178	IKEA BRIGHTON STORE LAUNCH	IKEA	FURNITURE	MOTHER, London	UNITED KINGDOM		MOTHER MADE London			ONE REPRESENTS London
E06 (Breakthrough on a Budget)											
E06/006	00547	STEPH CURRY SHOOTS THE MOON	RANDOM HOUSE PUBLISHING GROUP	"SHOT READY" BY STEPH CURRY	KNOWN, New York	UNITED STATES			OUTFRONT New York		
E06/040	01039	HOCKEY SMILE	KFC CANADA	KFC BRAND	COURAGE, Toronto	CANADA	REVOLVER FILMS Toronto	ALTER EGO Toronto / EGGPLANT MUSIC	UM Toronto		KFC CANADA Toronto
E06/041	00148	MAN'S TRUE BEST FRIEND	HUMANE CANADA & TORONTO HUMANE	ANIMAL WELFARE	PANOPLY MEDIA INNOVATION, Montreal /	CANADA			PANOPLY MEDIA INNOVATION	YPR CANADA Montreal	HUMANE CANADA Ottawa / TORONTO HUMANE
E07 (Corporate Purpose & Social Responsibility)											
E07/010	01320	UNCOVERING RACISM	SPORT CLUB CORINTHIANS	JERSEY - SPECIAL EDITION	ALMAPBBDO, Sao Paulo	BRAZIL	ALOB SPORTS Rio de Janeiro / CABARET				
E07/015	01369	ART'S MISSING PERIOD	KOTEX	KOTEX	DAVID, London / OGILVY SINGAPORE	UNITED KINGDOM /	750MPH London / OBJECT AND ANIMAL			ALISON BROAD MARKETING AND	
E07/020	01062	LET'S END FAST TECH	BACK MARKET	REFURBISHED ELECTRONICS	MARCEL, Paris	FRANCE					ARTISANS DU FILM Paris / MIDI AGENCY Paris
E08 (Market Disruption)											
E08/005	00102	LOOK FOR THE LEAF	MAPLE LEAF FOODS	CANADIAN-MADE FMCG	NO FIXED ADDRESS, Toronto	CANADA			FUSE CREATE Toronto		MAPLE LEAF FOODS Mississauga
E08/010	00779	TEEN PHONE ADDICTION KILLS	MUMSNET	MUMSNET	adam&eve\TBWA, London	UNITED KINGDOM		OMNICOM PRODUCTION		W COMMUNICATIO	
E08/011	00629	A SIGN FOR HOLLYWOOD	FIVERR	FIVERR AI DIRECTORS HUB	FIVERR, New York	UNITED STATES			FIVERR New York	FIVERR New York	
E08/015	01235	SOCIALIZING BILLBOARDS	HEINEKEN/IFOOD/ MISC	HEINEKEN	LEPUB, Sao Paulo	BRAZIL	PUBLICIS PRODUCTION Sao		LEPUB Sao Paulo	LEMA+ Sao Paulo	FUJOCKA CREATIVE IMAGES Sao Paulo /
E08/023	00950	ROOFTOP REVIVAL	HEINEKEN	HEINEKEN	LEPUB, Singapore / LEPUB, Milan	SINGAPORE / ITALY	CORE-A STUDIOS Seoul / LEPUB Milan /	CORE-A STUDIOS Seoul / LEPUB	REDSTAR London / REDSTAR Seoul	LEPUB Milan / LEPUB	ALLURE KOREA Seoul / HEINEKEN Amsterdam /
E09 (Cultural Engagement)											
E09/006	00699	2036	ASSOCIATION ANTOINE ALLÉNO	ASSOCIATION ANTOINE ALLÉNO	HAVAS PARIS	FRANCE	MAKE IT LIVE Paris / PROSE ON PIXELS	PROSE ON PIXELS Paris			ASSOCIATION ANTOINE ALLÉNO Paris / MAIRIE DE
E09/008	01136	COKESTICKS	COCA-COLA	COCA-COLA	OGILVY, Ho Chi Minh / OGILVY SINGAPORE	VIETNAM / SINGAPORE	ASIAN SOURCING (SG) PTE LD Singapore	FVSE Singapore	ESSENCEDIA COM Singapore		STELLAR ACE Singapore
E09/015	01142	TERMS AND CONDITIONS OF BEING A	VILLE DE PARIS	VILLE DE PARIS	BETC, Paris	FRANCE	PROSE ON PIXELS Paris		BETC Paris	BETC Paris	
E09/020	00798	IT STARTS OUTSIDE	DIRT IS GOOD PERSIL	PERSIL	FRANK, London / UNILEVER, London	UNITED KINGDOM	OFFCUT London	CURIOUS PRODUCTIONS	MINDSHARE London	GOLIN London	ARSENAL FOOTBALL CLUB London / CAMPFIRE

Total Shortlisted:

135