

PR Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media
A01 (Consumer Goods)									
A01/029	00721	THE KITKAT HEIST	KITKAT	KITKAT	VML, London	UNITED KINGDOM			OPENMIND New York
A01/030	00862	HEINEKEN REAL FRIEND	HEINEKEN	HEINEKEN ORIGINAL	LEPUB, New York	UNITED STATES	PXP STUDIOS New York	PXP STUDIOS New York	DENTSU X New York
A01/042	00611	EXPEDITION IMPOSSIBLE	COLUMBIA SPORTSWEAR	SPORTSWEAR	adam&eve\TBWA, London	UNITED KINGDOM	SMUGGLER London	CUT + RUN London	
A01/045	00903	THE CHOICE	PEPSI	PEPSI	PEPSICO, Harrison / BBDO NEW YORK	UNITED STATES	DIRECT FOCUS Stamford / HUNGRYMAN Los Angeles / PEPSI CONTENT STUDIO New York, NY	CABIN EDITING Los Angeles / FRAMESTORE New York / HUMAN New York / SONIC UNION New York	OMD USA New York / THE CONTENT COLLECTIVE Los Angeles
A02 (Healthcare)									
A02/001	00864	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	
A02/008	00840	THE RELATIONSHIP AID	SPECSAVERS	HEARING AIDS	GOLIN KETCHUM, London	UNITED KINGDOM	FOUND STUDIO London / GOLIN London	FOUND STUDIO London	MANNING GOTTLIEB OMD London
A04 (Travel, Leisure, Retail, Restaurants & Fast-Food Chains)									
A04/008	01008	THE THOUSAND SPONSORS OF MUNI	CLUB DEPORTIVO MUNICIPAL	CLUB DEPORTIVO MUNICIPAL	McCANN, Lima	PERU	FERTIL Lima	AGOSTO MUSIC Lima / NATIVO POST Lima	
A04/019	00989	SLEEP TALK REVIEWS	IKEA	IKEA	RETHINK, Toronto	CANADA	AJAX CREATIVE Toronto	VAPOR MUSIC Toronto	CARAT Toronto
A04/029	00791	WHERE LOVE LIVES	JOHN LEWIS	JOHN LEWIS	SAATCHI & SAATCHI, London	UNITED KINGDOM	ICONOCLAST London	750MPH London / COMPANY 3 London / SELECTED WORKS London / TRIM EDITING London / WAKE THE TOWN London	OMD UK London
A04/036	00877	MOJO SUPERMARKET - THE BITE	BURGER KING	THE WHOPPER	MOJO SUPERMARKET, New York / BARKLEYOKRP, Chicago	UNITED STATES	BARKLEYOKRP Chicago	MOJO SUPERMARKET New York	
A06 (Consumer Services/Business to Business)									

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A06/001	00640	T-REX LEATHER	LAB-GROWN LEATHER	LEATHER	VML, Paris	FRANCE	KUEST Paris / WPP PRODUCTION Paris		
A06/009	00361	(SAVE A) LIFE INSURANCE	GENERALI	GENERALI	VML, Bucharest / VML, New York	ROMANIA / UNITED STATES	GREENMIND STUDIO Bucharest	MULTIMEDIA EST Bucharest	DENTSU Bucharest
A06/013	00566	HIGHLIGHTED BY DATA	TELE2	Tele2 - telecom operator	TELE2 KAZAKHSTAN, Almaty	KAZAKHSTAN	TELE2 KAZAKHSTAN Almaty	TELE2 KAZAKHSTAN Almaty	INITIATIVE MEDIA KAZAKHSTAN Almaty
A06/024	00962	COVERED BY HELLMANN'S	HELLMANN'S	HELLMANN'S MAYONNAISE	OGILVY, London / DAVID, Madrid	UNITED KINGDOM / SPAIN	FAR MEDIA Madrid		WPP UNITE London

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

A07/011	01042	\$HOPLEFTING	LAUT GEGEN NAZIS E.V.	DRUCK18.COM	JUNG VON MATT, Hamburg	GERMANY	908VIDEO Berlin / FRIDGE AUDIO Berlin		
A07/014	00160	LESSONS FOR LIFE	113 FOUNDATION	SUICIDE PREVENTION	N=5, Amsterdam	NETHERLANDS	MERLIN STUDIO Amsterdam / N=5 Amsterdam / NOZEM FILMS Amsterdam	MARTIN VAN ZWOL Utrecht / MERLIN STUDIO Amsterdam / NOZEM FILMS Amsterdam	THE COMMITTED AGENCY Amstel
A07/016	00375	MILES FOR THE MISSING	CHILD FOCUS	CHILD FOCUS	VML, Antwerp	BELGIUM	VML Antwerp		VML Antwerp
A07/026	00763	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		
A07/041	00053	VEHICLE OF HOPE	CARITAS	CARITAS	DIFFER, Stockholm / COLONY, Stockholm	SWEDEN	COLONY Stockholm		

B01 (Social Engagement)

B01/014	01112	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
B01/018	00982	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
B01/025	01030	#MAINFLAVOURE NERGY	HELLMANN'S	HELLMANN'S MAYONNAISE	EDELMAN, Toronto	CANADA	FEELS LIKE HOME FILMS Toronto / TA2 SOUND + MUSIC Toronto	EDELMAN Toronto	INITIATIVE MEDIA Toronto

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B01/035	00720	THE KITKAT HEIST	KITKAT	KITKAT	VML, London	UNITED KINGDOM			OPENMIND New York
B01/054	00612	EXPEDITION IMPOSSIBLE	COLUMBIA SPORTSWEAR	SPORTSWEAR	adam&eve\TBWA, London	UNITED KINGDOM	SMUGGLER London	CUT + RUN London	
B01/067	00878	MOJO SUPERMARKET - THE BITE	BURGER KING	THE WHOPPER	MOJO SUPERMARKET, New York / BARKLEYOKRP, Chicago	UNITED STATES	BARKLEYOKRP Chicago	MOJO SUPERMARKET New York	

B02 (Community Management)

B02/002	00547	EXPLORE YOUR STORY	COACH	LUXURY FASHION ACCESSORIES	FORSMAN & BODENFORS, Gothenburg	SWEDEN	INDUSTRY ART London / NEW LAND Stockholm	NEW LAND Stockholm	
B02/013	00958	ACCENT RRESISTANCE	IMPERIAL BEER	IMPERIAL	GARNIER, San Jose	COSTA RICA			
B02/015	01118	VASELINE ORIGINALS	VASELINE	VASELINE	OGILVY SINGAPORE	SINGAPORE	DOUBLE Y Bangkok	CHAMELEON Singapore / NEON Singapore / POP & STRANGE Singapore	WPP UNITE Singapore
B02/018	00796	THE POST TWIST	TV GLOBO	VALE TUDO	DROGA5, PART OF ACCENTURE SONG, Sao Paulo	BRAZIL	FLUXA FILMES Sao Paulo		

B03 (Real-Time Response)

B03/005	01066	UNCOVERING RACISM	SPORT CLUB CORINTHIANS PAULISTA	JERSEY - SPECIAL EDITION	ALMAPBBDO, Sao Paulo	BRAZIL	ALOB SPORTS Rio de Janeiro / CABARET Sao Paulo		
B03/015	00990	PROTEST MARCH OF THE PENGUINS	PENGUINS INTERNATIONAL	PENGUINS INTERNATIONAL	RETHINK, Toronto	CANADA			
B03/016	01124	WELCOME BACK, PAISANO	TECATE	TECATE	LEPUB, Mexico City	MEXICO	LANDIA Mexico City	LANDIA Mexico City	DENTSU X Mexico City
B03/019	00719	THE KITKAT HEIST	KITKAT	KITKAT	VML, London	UNITED KINGDOM			OPENMIND New York
B03/031	00875	MOJO SUPERMARKET - THE BITE	BURGER KING	THE WHOPPER	MOJO SUPERMARKET, New York / BARKLEYOKRP, Chicago	UNITED STATES	BARKLEYOKRP Chicago	MOJO SUPERMARKET New York	

B04 (Content Creation & Production)

B04/016	00462	M&M'S RICKTOK	M&M'S	M&M'S	BBDO, Chicago	UNITED STATES	BOWS & ARROWS Brooklyn	OMNICOM PRODUCTION Chicago	
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PR Shortlist

B04/028	10842	THE RELATIONSHIP AID	SPECSAVERS	HEARING AIDS	GOLIN KETCHUM, London	UNITED KINGDOM	FOUND STUDIO London / GOLIN London	FOUND STUDIO London	MANNING GOTTLIEB OMD London
B04/029	00527	DAD, I FELL IN LOVE WITH AN ALPHA	FASHION DAYS, THE WAKE UP FOUNDATION	FASHION DAYS	HUMAN, Sofia	BULGARIA	HUMAN PRODUCTION Sofia	HUMAN PRODUCTION Sofia	

B05 (Content Discovery & Amplification)

B05/010	00356	ICELAND: THE REAL UNREAL	ICELANDAIR	AIRLINE	ICELANDAIR, Hafnafjorour / FLEISHMANHILLARD, London / HVITA HUSID, Reykjavik / KUBBCO, Copenhagen	ICELAND / UNITED KINGDOM / DENMARK	HVITA HUSID Reykjavik / KUBBCO Copenhagen	FLEISHMANHILLARD London / HVITA HUSID Reykjavik / KUBBCO Copenhagen	FLEISHMANHILLARD London / LAUNCH ONLINE Bristol
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B06 (Innovative Use of Influencers/Creators)

B06/026	01056	THIS TIME, IT IS BEER.	AMSTEL	AMSTEL	ALMAPBBDO, Sao Paulo	BRAZIL	COMPANIA Sao Paulo / GANSO MUSIC Sao Paulo		
B06/027	01029	#MAINFLAVOURE NERGY	HELLMANN'S	HELLMANN'S MAYONNAISE	EDELMAN, Toronto	CANADA	FEELS LIKE HOME FILMS Toronto / TA2 SOUND + MUSIC Toronto	EDELMAN Toronto	INITIATIVE MEDIA Toronto
B06/039	01120	VASELINE ORIGINALS	VASELINE	VASELINE	OGILVY SINGAPORE	SINGAPORE	DOUBLE Y Bangkok	CHAMELEON Singapore / NEON SOUND Singapore / POP & STRANGE Singapore	WPP UNITE Singapore

C01 (Research, Data & Analytics)

C01/010	00928	THE UNDROPPED KIT	ASICS	ASICS	GOLIN KETCHUM, London / GUT, Toronto	UNITED KINGDOM / CANADA	GOLIN London		
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C02 (PR Effectiveness)

C02/004	00643	T-REX LEATHER	LAB-GROWN LEATHER	LEATHER	VML, Paris	FRANCE	KUEST Paris / WPP PRODUCTION Paris		
C02/019	00915	CERAVE - THE NEW FACE OF LEGS	CERAVE	CERAVE	L'OREAL, New York / BOLDED, New York	UNITED STATES	OBB MEDIA West Hollywood	OBB MEDIA West Hollywood	BEAUTY CO-LAB New York

D01 (Media Relations)

D01/001	00573	ONE MORE QUESTION	LALCEC	LALCEC	GREY ARGENTINA, Buenos Aires	ARGENTINA			GREY ARGENTINA Buenos Aires
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D01/002	00295	THE LEGACY OF VIRGINIA GIUFFRE	VIRGINIA GIUFFRE	VIRGINIA GIUFFRE	DINI VON MUEFFLING COMMUNICATIONS, New York	UNITED STATES			
D01/010	00312	TIKTOK TIMESTAMP	HAAGA-HELIA UNIVERSITY OF APPLIED SCIENCES	HAAGA-HELIA UNIVERSITY DEGREE PROGRAMMES AND JOURNALISM STUDIES	HAAGA-HELIA UNIVERISTY OF APPLIED SCIENCES, Helsinki / BOB THE ROBOT, Helsinki	FINLAND	BOB THE ROBOT Helsinki	BOB THE ROBOT Helsinki	TOINENPHD Helsinki
D01/015	00054	VEHICLE OF HOPE	CARITAS	CARITAS	DIFFER, Stockholm / COLONY, Stockholm	SWEDEN	COLONY Stockholm		

D02 (Use of Events & Stunts)

D02/001	00022	THE WEIGHT OF PERIOD POVERTY	RÈGLES ÉLÉMENTAIRES	PERIOD POVERTY AWARENESS & ADVOCACY CAMPAIGN	SERVICEPLAN FRANCE, Paris	FRANCE			
D02/002	00083	THE PULL	PARKSIDE	12V CORDLESS DRILL	HAVAS GERMANY, Dusseldorf	GERMANY			HAVAS GERMANY Dusseldorf
D02/008	00591	SUNBURNT CAR	MYCAR	MYCAR	TBWAISYDNEY, Sydney	AUSTRALIA	BOLT Sydney / ODD STUDIOS Sydney		HEARTS & SCIENCE Sydney
D02/011	00231	THE WORST CHILDREN'S LIBRARY	SAMSUNG NZ	KIDSAFE PHONE	McCANN NEW ZEALAND, Auckland / DDB NEW ZEALAND, Auckland	NEW ZEALAND			
D02/024	01007	THE THOUSAND SPONSORS OF MUNI	CLUB DEPORTIVO MUNICIPAL	CLUB DEPORTIVO MUNICIPAL	McCANN, Lima	PERU	FERTIL Lima	AGOSTO MUSIC Lima / NATIVO POST Lima	
D02/026	01099	THE UNBURIED CASKET	WOMEN FOR CHANGE	WOMEN FOR CHANGE	EDELMAN SA, Johannesburg	SOUTH AFRICA			EDELMAN SA Johannesburg
D02/039	00996	MISSING MANAGERS	XBOX	FOOTBALL MANAGER 2026 LAUNCH	McCANN, London	UNITED KINGDOM	NO.8 LONDON / RASCAL London / SOMESUCH London / THE ASSEMBLY ROOMS London		
D02/041	00126	I WOOL SURVIVE	GRINDR	GRINDR	SERVICEPLAN GERMANY, Munich	GERMANY	OLIVER HALFIN STUDIOS New York / PEOPLE'S REVOLUTION New York		MEDIAPLUS GERMANY Munich

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D02/054	00762	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		
D02/056	00986	PROTEST MARCH OF THE PENGUINS	PENGUINS INTERNATIONAL	PENGUINS INTERNATIONAL	RETHINK, Toronto	CANADA			
D02/061	00745	THE FAROE ISLANDS SPACE PROGRAM	SKF	TECHNICAL SOLUTIONS AND INNOVATIONS, BEARINGS, SEALS AND LUBRICATION	NORD, Stockholm	SWEDEN			
D02/106	00532	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
D02/108	00897	QUILI.AI: A TOWN BECOMES AI FOR A DAY TO SAVE ITS WATER	CORPORACIÓN NGEN & FUNDACIÓN AVINA	Quili.AI	TOMBRAS, New York	UNITED STATES	ARGENTINACINE Buenos Aires	ARGENTINACINE Buenos Aires	

D03 (Launch/Relaunch)

D03/005	00077	BRINGING KOALA EARS BACK TO AUSSIE BEACHES	BILLIE	BILLIE RAZORS	TBWAIMELBOURNE / ELEVEN, Melbourne	AUSTRALIA	ELEVEN Melbourne / TBWAIMELBOURNE		
D03/008	00546	EXPLORE YOUR STORY	COACH	LUXURY FASHION ACCESSORIES	FORSMAN & BODENFORS, Gothenburg	SWEDEN	INDUSTRY ART London / NEW LAND Stockholm	NEW LAND Stockholm	
D03/009	00572	CE IO WOMEN	CELIO	CELIO WOMEN	HAVAS PARIS	FRANCE	AMADA PRODUCTION Paris	PROSE ON PIXELS Paris	MBB Paris
D03/022	00363	(SAVE A) LIFE INSURANCE	GENERALI	GENERALI	VML, Bucharest / VML, New York	ROMANIA / UNITED STATES	GREENMIND STUDIO Bucharest	MULTIMEDIA EST Bucharest	DENTSU Bucharest
D03/028	00703	PRICE PACKS	PENNY	FOOD/NON-FOOD	SERVICEPLAN GERMANY, Munich	GERMANY	WE MAKE THEM WONDER Munich		OMD GERMANY Dusseldorf

D04 (Brand Voice & Strategic Storytelling)

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D04/012	00972	MISSING LETTERS OF WORTH	L'ORÉAL PARIS	BEAUTY	FP7 McCANN, Dubai	UNITED ARAB EMIRATES	THE BRANDIZERS Beirut		
D04/030	01122	WELCOME BACK, PAISANO	TECATE	TECATE	LEPUB, Mexico City	MEXICO	LANDIA Mexico City	LANDIA Mexico City	DENTSU X Mexico City
D04/041	00916	CERAVE - THE NEW FACE OF LEGS	CERAVE	CERAVE	L'OREAL, New York / BOLDED, New York	UNITED STATES	OBB MEDIA West Hollywood	OBB MEDIA West Hollywood	BEAUTY CO-LAB New York
D04/044	00929	THE UNDROPPED KIT	ASICS	ASICS	GOLIN KETCHUM, London / GUT, Toronto	UNITED KINGDOM / CANADA	GOLIN London		

F03 (Crisis Communications & Issue Management)

E03/003	00812	THE KITKAT HEIST	KITKAT	KITKAT	BURSON, London / VML, London	UNITED KINGDOM			OPENMIND New York
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F01 (Local Brand)

F01/005	00741	THE KIDNEY PASS	WAY OUT WEST	MUSIC FESTIVAL	NORD, Stockholm	SWEDEN	HOUSE Stockholm / NORD Stockholm	HOUSE Stockholm	
F01/015	01048	AIR SILVA	VOLT SPORT	SPORT WEAR	AFRICA CREATIVE, Sao Paulo	BRAZIL	ANTFOOD Sao Paulo / BLACK MADRE Sao Paulo		

F02 (Challenger Brand)

F02/001	00110	UNLOVED	INTERMARCHÉ	RETAIL	ROMANCE, Paris	FRANCE	DIVINE Paris / SCHMOOZE Paris / WIZZ Paris		ZENITH MEDIA Paris
F02/003	00084	THE PULL	PARKSIDE	12V CORDLESS DRILL	HAVAS GERMANY, Dusseldorf	GERMANY			HAVAS GERMANY Dusseldorf
F02/004	00729	THE SWEDISH PRESCRIPTION	VISIT SWEDEN	VISIT SWEDEN	PRIME WEBER SHANDWICK, Stockholm	SWEDEN	CRAZY PICTURES Norrkoping / FLX 2.0 Stockholm / PRIME WEBER SHANDWICK Stockholm	CRAZY PICTURES Norrkoping / FLX 2.0 Stockholm	PRIME WEBER SHANDWICK Stockholm

F03 (Single-Market Campaign)

F03/002	00100	KYLE F*CKING CONNOR	KFC CANADA	KFC BRAND	COURAGE, Toronto	CANADA	COURAGE Toronto		UM Toronto
F03/009	00212	BULLET HOLES	QUEBEC CITY POLICE	POLICE	LG2, Quebec	CANADA	OKOK Quebec	STUDIO EXPRESSION Quebec	

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F03/015	00971	MISSING LETTERS OF WORTH	L'ORÉAL PARIS	BEAUTY	FP7 McCANN, Dubai	UNITED ARAB EMIRATES	THE BRANDIZERS Beirut		
F03/032	00675	ARCHIE	MCDONALD'S TÜRKIYE	ARCHIE	TBWAIISTANBUL	TURKEY			OMD Istanbul
F03/053	01117	VIAGRA BLUE BRANDS	VIATRIS	VIAGRA	OGILVY, Shanghai	MAINLAND CHINA	SHOOTING GALLERY Shanghai		
F03/070	00344	IRMELA VS. NAZIS	TOOM DIY MARKET	PRODUCTS OF TOOM BRAND	SCHOLZ & FRIENDS, Berlin	GERMANY	KLEINE BRUEDER Hamburg	FIRMAMENT MEDIA Berlin / SLAUGHTERHOUS E Berlin	

F04 (Social Behaviour)

F04/004	00575	ONE MORE QUESTION	LALCEC	LALCEC	GREY ARGENTINA, Buenos Aires	ARGENTINA			GREY ARGENTINA Buenos Aires
F04/019	00865	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	
F04/021	00869	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
F04/031	00635	SERVING SINGLES	KNORR	KNORR MASTERBRAND	FRANK, London	UNITED KINGDOM			MINDSHARE London
F04/040	00605	DIY HALO GLOSS	E.L.F. COSMETICS	DIY HALO GLOSS	E.L.F. COSMETICS, New York / MOVERS+SHAKERS, Santa Monica	UNITED STATES	MOVERS+SHAKERS Santa Monica	MOVERS+SHAKER S Santa Monica	MOVERS+SHAKER S Santa Monica
F04/044	00839	I WON'T PLAY	SAVE THE CHILDREN	CHARITY	GOLIN KETCHUM ROMANIA, Bucharest	ROMANIA	IONUT STAIKU PHOTOGRAPHY Bucharest		INITIATIVE Bucharest
F04/045	00914	CERAVE - THE NEW FACE OF LEGS	CERAVE	CERAVE	L'OREAL, New York / BOLDED, New York	UNITED STATES	OBB MEDIA West Hollywood	OBB MEDIA West Hollywood	BEAUTY CO-LAB New York
F04/050	01011	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
F04/052	00809	TRUCKLE	FORD F-150	FORD	BURSON, Detroit / VML, Detroit	UNITED STATES	JMILLS ENTERTAINMENT Woods Cross		

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F04/064	00116	SELF NAVIGATING CARS	VISIT FAROE ISLANDS	THE FAROE ISLANDS	MENSCH, Copenhagen	DENMARK	SANSIR Torshavn		
F05 (Use of Humour)									
F05/005	00727	THE SWEDISH PRESCRIPTION	VISIT SWEDEN	VISIT SWEDEN	PRIME WEBER SHANDWICK, Stockholm	SWEDEN	CRAZY PICTURES Norrkoping / FLX 2.0 Stockholm / PRIME WEBER SHANDWICK Stockholm	CRAZY PICTURES Norrkoping / FLX 2.0 Stockholm	PRIME WEBER SHANDWICK Stockholm
F05/019	00983	SLEEP TALK REVIEWS	IKEA	IKEA	RETHINK, Toronto	CANADA	AJAX CREATIVE Toronto	VAPOR MUSIC Toronto	CARAT Toronto
F05/021	00836	THE RELATIONSHIP AID	SPECSAVERS	HEARING AIDS	GOLIN KETCHUM, London	UNITED KINGDOM	FOUND STUDIO London / GOLIN London	FOUND STUDIO London	MANNING GOTTLIEB OMD London
F06 (Breakthrough on a Budget)									
F06/012	01039	SHOPLEFTING	LAUT GEGEN NAZIS E.V.	DRUCK18.COM	JUNG VON MATT, Hamburg	GERMANY	908VIDEO Berlin / FRIDGE AUDIO Berlin		
F06/031	00147	PLAN BAA	LEROY MERLIN	LEROY MERLIN	BETC FULLSIX, Paris	FRANCE			
F06/037	00055	VEHICLE OF HOPE	CARITAS	CARITAS	DIFFER, Stockholm / COLONY, Stockholm	SWEDEN	COLONY Stockholm		
F06/039	00103	THE PASSWORD HEIST	LEROY MERLIN	LEROY MERLIN	BETC, Paris / BETC FULLSIX, Paris	FRANCE			
F06/049	20224	600K NETWORK	COMANDO CON VENEZUELA	COMANDO CON VENEZUELA	RAINBOW LOBSTER, Mexico City / COMANDO CON VENEZUELA, Caracas	MEXICO / VENEZUELA	COMANDO CON VENEZUELA Caracas		COMANDO CON VENEZUELA Caracas
F07 (Corporate Purpose & Social Responsibility)									
F07/008	00230	THE WORST CHILDREN'S LIBRARY	SAMSUNG NZ	KIDSAFE PHONE	McCANN NEW ZEALAND, Auckland / DDB NEW ZEALAND, Auckland	NEW ZEALAND			
F07/017	00994	MISSING MANAGERS	XBOX	FOOTBALL MANAGER 2026 LAUNCH	McCANN, London	UNITED KINGDOM	NO.8 LONDON / RASCAL London / SOMESUCH London / THE ASSEMBLY ROOMS London		
F07/025	01123	WELCOME BACK, PAISANO	TECATE	TECATE	LEPUB, Mexico City	MEXICO	LANDIA Mexico City	LANDIA Mexico City	DENTSU X Mexico City
F07/026	00484	THE COOLEST IHRAM	SAUDIA	THE COOLEST IHRAM	LANDOR, Dubai	UNITED ARAB EMIRATES	BRRR Atlanta / LANDOR Dubai / SAUDIA Jeddah		SAUDIA Jeddah

PR Shortlist

F07/031	01135	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
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F07/033	01160	1VAN1TEAM	QSTOMIZE	AUTOMOBILE	PUBLICIS CONSEIL, Paris	FRANCE	PRODIGIOUS Paris		
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F08 (Market Disruption)

F08/014	01121	WELCOME BACK, PAISANO	TECATE	TECATE	LEPUB, Mexico City	MEXICO	LANDIA Mexico City	LANDIA Mexico City	DENTSU X Mexico City
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F08/027	01046	TOCAYOS	HEINEKEN	HEINEKEN BEER	LEPUB, Milan	ITALY	ANTIESTATICO Madrid		
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F09 (Cultural Engagement)

F09/008	00973	MISSING LETTERS OF WORTH	L'ORÉAL PARIS	BEAUTY	FP7 McCANN, Dubai	UNITED ARAB EMIRATES	THE BRANDIZERS Beirut		
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F09/009	01041	SHOPLEFTING	LAUT GEGEN NAZIS E.V.	DRUCK18.COM	JUNG VON MATT, Hamburg	GERMANY	908VIDEO Berlin / FRIDGE AUDIO Berlin		
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F09/015	00770	ASK A TEEN	ALLIANZ FRANCE	INSURANCE	OGILVY PARIS	FRANCE	WPP PRODUCTION Paris		MINDSHARE Paris
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F09/018	00127	I WOOL SURVIVE	GRINDR	GRINDR	SERVICEPLAN GERMANY, Munich	GERMANY	OLIVER HALFIN STUDIOS New York / PEOPLE'S REVOLUTION New York		MEDIAPLUS GERMANY Munich
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F09/021	00333	BEST DRESSED NATION: HOW MONGOLIA WON THE OLYMPICS WITHOUT A MEDAL	GOYOL CASHMERE	TEAM MONGOLIA ATTIRE FOR MILANO-CORTINA 2026 WINTER OLYMPICS	GOYOL CASHMERE, Ulaanbaatar / NATIONAL OLYMPIC COMMITTEE OF MONGOLIA, Ulaanbaatar	MONGOLIA	GOYOL CASHMERE Ulaanbaatar	SERENITY & CO. CREATIVE Ulaanbaatar	SERENITY & CO. CREATIVE Ulaanbaatar
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Total Shortlisted:

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PR **Additional**

BURSON London

M BOOTH New York CANJA AUDIO CULTURE Sao
Paulo

ACCELERATION Los Angeles MOTIVE Denver / VAYNERMEDIA
New York

GOLIN London TANGERINE COMMUNICATIONS
London

McCANN Lima

IKEA Burlington

JOHN LEWIS PR ILOVEDUST Brighton
London

FOR THE RIGHT
REASONS
Amsterdam /
PROPELLER London

TELE2
KAZAKHSTAN
Almaty

DAVID Madrid /
OGILVY London

JUNG VON MATT
Hamburg

THE COMMITTED N=5 Amsterdam
AGENCY Amstel

OGILVY SOCIAL
LAB Brussels

DIFFER Stockholm COLONY Stockholm

VM1 New York OMNICOM GROUP New York

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

EDELMAN Toronto U-STUDIO/OLIVER Toronto

BURSON London

MANDAI LOOP Stockholm

OGILVY SINGAPORE	CATCH AND RELEASE San Francisco / OGILVY SINGAPORE / PINPUNG Bangkok / RADA Bangkok
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DROGA5, PART OF ACCENTURE SONG Sao Paulo	TV GLOBO Sao Paulo
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RETHINK Toronto	PENGUINS INTERNATIONAL Loveland
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LEPUB Mexico City / SERNA Mexico City	HEINEKEN MEXICO Mexico City / MONKS Mexico City / SWARM MEXICO Mexico City / ULTRA BRANDS San Pedro Garza Garcia
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BURSON London

WEBER SHANDWICK Chicago	MARS WRIGLEY Newark
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GOLIN London TANGERINE COMMUNICATIONS
London

FLEISHMANHILLAR
D London

LIVE THE AGENCY Sao Paulo

EDELMAN Toronto U-STUDIO/OLIVER Toronto

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

GOLIN London

FOR THE RIGHT
REASONS
Amsterdam /
PROPELLER London

OGILVY PR New EGGMEN Rhinebeck / PARZVL New
York York / THE SKI TEAM River Vale

NINCH COMPANY
Buenos Aires

DINI VON
MUEFFLING
COMMUNICATIONS
New York

BOB THE ROBOT PICTURES Helsinki
Helsinki

DIFFER Stockholm COLONY Stockholm

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

ELEVEN Sydney MYCAR Sydney / TBWAISYDNEY
Sydney

MANGO AUCKLAND NORMAL
COMMUNICATIONS INTERMEDIATE SCHOOL Auckland
Auckland / CREATURE POST Auckland /
NEW ZEALAND PARLIAMENT
Wellington / SAFE SURFER
Tauranga

McCANN Lima

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

DAWBELL London

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

RETHINK Toronto PENGUINS INTERNATIONAL
Loveland

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

TOMBRAS New York

ELEVEN Melbourne / EDGEWELL PERSONAL CARE
TBWAMELBOURNE Sydney

MANDAI LOOP Stockholm

AGENCE FORMAT CELIO Saint-Ouen-sur-Seine /
Paris / MARIE FOLLOW AGENCY Paris
ANTOINE Paris

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

CURRENT GLOBAL
Dubai / FP7 McCANN
Dubai

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

OGILVY PR New EGGMEN Rhinebeck / PARZVL New
York York / THE SKI TEAM River Vale

GOLIN London

BURSON London

NORD Stockholm MORE ORGAN DONATION
Stockholm
MAVERICK Sao Paulo

INTERMARCHE Bondoufle

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

PRIME WEBER VISIT SWEDEN Stockholm / WPP
SHANDWICK MEDIA Stockholm
Stockholm

NARRATIVEEXPR KFC CANADA Toronto
Toronto

CURRENT GLOBAL
Dubai / FP7 McCANN
Dubai

LORBI PR Istanbul ABT ISTANBUL / BASEMENT
Istanbul / DOME Istanbul / NABZ
SOCIAL Istanbul / NEWGEN
AGENCY Istanbul / SINERJI
KONFKSIYON TEKSTIL Istanbul
BOXCUTTER Auckland

SCHOLZ & FRIENDS MASSIVEVOICES Berlin
Berlin

NINCH COMPANY
Buenos Aires

DENTSU CREATIVE J3P Toronto
Toronto / EGS
GROUP PR Montreal

WEBER
SHANDWICK London

E.L.F. COSMETICS
New York

GOLIN Bucharest

OGILVY PR New York EGGMEN Rhinebeck / PARZVL New
York / THE SKI TEAM River Vale

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

BURSON Detroit

MENSCH
Copenhagen /
SANSIR Torshavn

PRIME WEBER
SHANDWICK
Stockholm

VISIT SWEDEN Stockholm / WPP
MEDIA Stockholm

IKEA Burlington

GOLIN London

TANGERINE COMMUNICATIONS
London

JUNG VON MATT
Hamburg

DIFFER Stockholm

COLONY Stockholm

BETC Paris

COMANDO CON
VENEZUELA
Caracas

RAINBOW LOBSTER Mexico City

MANGO
COMMUNICATIONS
Auckland

AUCKLAND NORMAL
INTERMEDIATE SCHOOL Auckland
/ CREATURE POST Auckland /
NEW ZEALAND PARLIAMENT
Wellington / SAFE SURFER
Tauranga

DAWBELL London

LEPUB Mexico City /
SERNA Mexico City

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

SAUDIA Jeddah

THE ROMANS LEGARAGE Milan / PUBLICIS
London / Dublin
THINKHOUSE Dublin

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

CURRENT GLOBAL
Dubai / FP7 McCANN
Dubai

JUNG VON MATT
Hamburg

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

GOYOL CASHMERE
Ulaanbaatar
