

Print & Publishing Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional
A01 (Consumer Goods)											
A01/003	00030	PICKY	IKEA	IKEA HOME FURNISHINGS	TRY, Oslo	NORWAY	BACON Oslo	BACON Oslo	ESSENCEMEDIA COM Oslo		TRY Oslo
A01/024	00400	"LOS CAMPEONES" RESTAURANT	AMSTEL	AMSTEL	INGO, Stockholm / OGILVY, AMSTERDAM	SWEDEN / NETHERLANDS	FAR MEDIA Madrid / HOOKED MUSIC				
A01/025	00402	"LO DE FACU" PUB	AMSTEL	AMSTEL	INGO, Stockholm / OGILVY, AMSTERDAM	SWEDEN / NETHERLANDS	FAR MEDIA Madrid / HOOKED MUSIC				
A01/026	00403	"LA GUITARRITA" BAR	AMSTEL	AMSTEL	INGO, Stockholm / OGILVY, AMSTERDAM	SWEDEN / NETHERLANDS	FAR MEDIA Madrid / HOOKED MUSIC				
A01/037	00247	ICONIC HOME - ORIGINAL	DUNKIN' AT HOME	DUNKIN' AT HOME	BBH, New York	UNITED STATES	HARBOR PICTURE COMPANY New York			ZENITH New York	
A01/038	00250	ICONIC HOME - FRENCH VANILLA	DUNKIN' AT HOME	DUNKIN' AT HOME	BBH, New York	UNITED STATES	HARBOR PICTURE COMPANY New York			ZENITH New York	
A01/039	00246	ICONIC HOME - MIDNIGHT	DUNKIN' AT HOME	DUNKIN' AT HOME	BBH, New York	UNITED STATES	HARBOR PICTURE COMPANY New York			ZENITH New York	
A01/040	00292	BRIKSDALSREEN GLACIER	BACK MARKET	REFURBISHED ELECTRONICS	MARCEL, Paris	FRANCE					ARTISANS DU FILM Paris / MIDI AGENCY Paris
A01/041	00295	LONE ROCK BEACH	BACK MARKET	REFURBISHED ELECTRONICS	MARCEL, Paris	FRANCE					ARTISANS DU FILM Paris / MIDI AGENCY Paris
A01/042	00294	RHÔNE GLACIER	BACK MARKET	REFURBISHED ELECTRONICS	MARCEL, Paris	FRANCE					ARTISANS DU FILM Paris / MIDI AGENCY Paris
A01/043	00338	IS THAT A PINNORP?	IKEA ALSULAIMAN	IKEA FURNITURE COLLECTION	MEMAC OGILVY, Dubai	UNITED ARAB EMIRATES	PAPER CUTS Dubai	STUDIO NUTS Rio De Janeiro			IKEA KSA Jeddah
A01/044	00337	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
A01/045	00340	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
A01/046	00336	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
A03 (Automotive)											
A03/022	00423	MOVING LANDSCAPES RESERVOIR	BMW	BMW	SERVICEPLAN SPAIN, Madrid	SPAIN				SERVICEPLAN SPAIN Madrid	
A03/023	00420	MOVING LANDSCAPES GROVE	BMW	BMW	SERVICEPLAN SPAIN, Madrid	SPAIN				SERVICEPLAN SPAIN Madrid	
A03/024	00421	MOVING LANDSCAPES FOREST	BMW	BMW	SERVICEPLAN SPAIN, Madrid	SPAIN				SERVICEPLAN SPAIN Madrid	
A03/028	00315	SILENT EDITION	JEEP	JEEP	PUBLICIS CANADA, Toronto	CANADA	SATELITE AUDIO Sao Paulo / THEPUB			STARCOM Toronto	
A04 (Travel, Leisure, Retail, Restaurants & Fast-Food Chains)											
A04/006	00363	HUNGRY STREET VIEW DRIVERS - SPAIN	BURGER KING	AUTOKING - DRIVETHRU	DAVID, Madrid	SPAIN	SAL GORDA Madrid	FAR MEDIA Madrid			
A04/007	00365	HUNGRY STREET VIEW DRIVERS - FRANCE	BURGER KING	AUTOKING - DRIVETHRU	DAVID, Madrid	SPAIN	SAL GORDA Madrid	FAR MEDIA Madrid			
A04/008	00362	HUNGRY STREET VIEW DRIVERS - USA	BURGER KING	AUTOKING - DRIVETHRU	DAVID, Madrid	SPAIN	SAL GORDA Madrid	FAR MEDIA Madrid			
A07 (Not-for-Profit / Charity / Government)											

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A07/005	00373	GEORGIA	CHANGE THE REF	CHANGE THE REF	ALMA, Miami	UNITED STATES	OMNICOM STUDIOS Miami	OMNICOM STUDIOS Miami			
A07/006	00374	MISSOURI	CHANGE THE REF	CHANGE THE REF	ALMA, Miami	UNITED STATES	OMNICOM STUDIOS Miami	OMNICOM STUDIOS Miami			
A07/007	00376	PENNSYLVANIA	CHANGE THE REF	CHANGE THE REF	ALMA, Miami	UNITED STATES	OMNICOM STUDIOS Miami	OMNICOM STUDIOS Miami			
B01 (Commercial Publications)											
B01/002	00135	DIN – THE MAGAZINE IN ALL FORMATS	DIN	DIN STANDARD OF PAPER SIZES	DEUTSCHES INSTITUT FUR NORMUNG, Berlin /	GERMANY	RYSM Berlin				
B01/004	00394	UNTAUGHT HISTORY EDITION	ANNAHAR	ANNAHAR	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Beirut			IMPACT BBDO Beirut	OMD Dubai
B01/011	00157	CUSHELLE PORCELAIN MAGAZINE	CUSHELLE	CUSHELLE TOILET PAPER	PUBLICIS LONDON	UNITED KINGDOM	BLADESMAN London			HOLY WOW! Surbiton	ESSITY HYGIENE AND HEALTH Molndal
B02 (Publications for Good)											
B02/001	00037	THE BOUND BOOKS PROJECT	MALMÖ STAD	DAWIT ISAAC LIBRARY	BBDO NORDICS, Stockholm	SWEDEN					
B02/003	00174	THE KOLHAPURI	KALAPURI	KALAPURI	VML INDIA, Mumbai	INDIA	VML INDIA Mumbai				
B02/007	00091	THE MISSING WORD DICTIONARY	VISIONING BEYOND VIOLENCE, YOUTH	THE MISSING WORD* THE WORD	FCB HEALTH NEW YORK	UNITED STATES	FAMOUS WHO Los Angeles / FCB HEALTH	BUMBLEBEAT Sao Paulo / FUZE	FCB HEALTH NEW YORK	FCB HEALTH NEW YORK	
C01 (Innovative and adapted use of Print & Publishing)											
C01/005	00328	THE TROJAN FAX	IUCN FRENCH COMMITTEE X	IUCN FRENCH COMMITTEE	BETC, Paris	FRANCE	LA-BO Paris / PROSE ON PIXELS Paris		BETC Paris		
D01 (Local Brand)											
D01/001	00058	BAD LUCK REVERSER	REFISAL	REFISAL	NAME, Bogota / VML, New York	COLOMBIA / UNITED STATES	AKIRA CINE Bogota / BELIEVE TV Santiago /			DATTIS BY LLYC Bogota	NAME Bogota
D01/005	00393	UNTAUGHT HISTORY EDITION	ANNAHAR	ANNAHAR	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Beirut			IMPACT BBDO Beirut	OMD Dubai
D02 (Challenger Brand)											
D02/004	00401	SHOT WITHOUT PERMISSION	AMSTEL	AMSTEL	INGO, Stockholm / OGILVY, AMSTERDAM	SWEDEN / NETHERLANDS	FAR MEDIA Madrid / HOOKED MUSIC				
D02/005	00293	LET'S END FAST TECH	BACK MARKET	REFURBISHED ELECTRONICS	MARCEL, Paris	FRANCE					ARTISANS DU FILM Paris / MIDI AGENCY Paris
D03 (Single-Market Campaign)											
D03/007	00271	NO BLUE, NO GREEN	SOS OCEANO	SOS OCEANO	DROGA5, PART OF ACCENTURE SONG,	BRAZIL	BLACK MADRE Sao Paulo / BUMBLEBEAT		PROJETEMOS Sao Paulo	DROGA5, PART OF ACCENTURE	SOS OCEANO Curitiba / WALK Sao Paulo
D03/012	00251	ICONIC HOME	DUNKIN' AT HOME	DUNKIN' AT HOME	BBH, New York	UNITED STATES	HARBOR PICTURE COMPANY New York		ZENITH New York		
D03/018	00309	MADE BY THE SUN	CORONA	CORONA	DAVID, Buenos Aires	ARGENTINA	AGUASAGRADA Pichilemu				AHRE STUDIO Buenos Aires
D03/019	00316	SILENT EDITION	JEEP	JEEP	PUBLICIS CANADA, Toronto	CANADA	SATELITE AUDIO Sao Paulo / THEPUB		STARCOM Toronto		

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D03/026	00344	IKEA BRIGHTON STORE LAUNCH	IKEA	FURNITURE	MOTHER, London	UNITED KINGDOM		MOTHER MADE London			ONE REPRESENTS London
D04 (Social Behaviour)											
D04/002	00028	IKEA - MADE FOR LIFE	IKEA	IKEA HOME FURNISHINGS	TRY, Oslo	NORWAY	BACON Oslo	BACON Oslo	ESSENCEMEDIA COM Oslo		TRY Oslo
D04/013	00364	HUNGRY STREET VIEW DRIVERS	BURGER KING	AUTOKING - DRIVETHRU	DAVID, Madrid	SPAIN	SAL GORDA Madrid	FAR MEDIA Madrid			
D04/024	00282	UNWRAP THE SUMMER X CORNETTO SAM YOUKILIS		CORNETTO ICE CREAM	LOLA, Madrid	SPAIN	TO THE MOON STUDIO - PHOTO AND				
D04/027	00040	WHEREVER LIFE GOES	IKEA	IKEA	NOA AKESTAM HOLST, Stockholm	SWEDEN	B-REEL FILMS Stockholm			NOA AKESTAM HOLST Stockholm	NOA AKESTAM HOLST Stockholm
D04/028	00320	30UNDER30	CHANGE THE REF	CHANGE THE REF	FOUNDERS, Miami	UNITED STATES	TOO MANY MUCH Miami				CHANGE THE REF Coral Springs
D05 (Use of Humour)											
D05/010	00252	THE MISLEADING TIMES	REFORM POLITICAL ADVERTISING	NEWSPAPER	CLEMENGER BBDO, Melbourne	AUSTRALIA	CLEMENGER BBDO Melbourne				REFORM POLITICAL ADVERTISING London
D05/015	00156	CUSHELLE PORCELAIN MAGAZINE	CUSHELLE	CUSHELLE TOILET PAPER	PUBLICIS LONDON	UNITED KINGDOM	BLADESMAN London			HOLY WOW! Surbiton	ESSITY HYGIENE AND HEALTH MoIndal
D05/017	00345	IKEA BRIGHTON STORE LAUNCH	IKEA	FURNITURE	MOTHER, London	UNITED KINGDOM		MOTHER MADE London			ONE REPRESENTS London
D07 (Corporate Purpose & Social Responsibility)											
D07/005	00397	UNCOVERING RACISM	SPORT CLUB CORINTHIANS	JERSEY - SPECIAL EDITION	ALMAPBBDO, Sao Paulo	BRAZIL	ALOB SPORTS Rio de Janeiro / CABARET				
D07/008	00296	LET'S END FAST TECH	BACK MARKET	REFURBISHED ELECTRONICS	MARCEL, Paris	FRANCE					ARTISANS DU FILM Paris / MIDI AGENCY Paris
D07/011	00392	UNTAUGHT HISTORY EDITION	ANNAHAR	ANNAHAR	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Beirut			IMPACT BBDO Beirut	OMD Dubai
D07/013	00056	BEHIND THE LOGO	PRESSBYRÅN	PRESSBYRÅN RETAIL STORES	NOA AKESTAM HOLST, Stockholm	SWEDEN	NOA AKESTAM HOLST Stockholm	NOA AKESTAM HOLST Stockholm			
D08 (Market Disruption)											
D08/005	00297	LET'S END FAST TECH	BACK MARKET	REFURBISHED ELECTRONICS	MARCEL, Paris	FRANCE					ARTISANS DU FILM Paris / MIDI AGENCY Paris
D08/006	00359	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
D09 (Cultural Engagement)											
D09/012	00205	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
D09/014	00239	DRÖNJÖNS & DRAGAN – THE SWEDISH MANUAL	IKEA ITALIA	IKEA	OGILVY, Milan	ITALY			WAVEMAKER Milan		GDG PR Milan / GRAPHICSCALVE Bergamo

Total Shortlisted:

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