

Social & Creator Shortlist

| Cat. No | Entry No | Title | Brand | Product | Entrant / Idea Creation | Location | Production | Post Production | Media |
|--|----------|---|---------------------|--------------------------|---|------------------------|---|---------------------------------------|---------------------------------------|
| A01 (Consumer Goods) | | | | | | | | | |
| A01/018 | 01144 | 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 |
| A01/025 | 00831 | THE KITKAT HEIST | KITKAT | KITKAT | VML, London | UNITED KINGDOM | | | OPENMIND New York |
| A01/039 | 11055 | 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 |
| A01/050 | 00170 | MNTANA KA GOGO | VASELINE | VASELINE PETROLEUM JELLY | VML SOUTH AFRICA, Johannesburg | SOUTH AFRICA | VML SOUTH AFRICA Johannesburg | VML SOUTH AFRICA Johannesburg | WPP UNITE Johannesburg |
| A01/054 | 00675 | EXPEDITION IMPOSSIBLE | COLUMBIA SPORTSWEAR | SPORTSWEAR | adam&eve\TBWA, London | UNITED KINGDOM | SMUGGLER London | CUT + RUN London | |
| A02 (Healthcare) | | | | | | | | | |
| A02/008 | 10508 | 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 |
| A02/010 | 01318 | DONATE TO PLAY | GRUPO PULSA | GRUPO PULSA | PUBLICIS BRASIL, Sao Paulo | BRAZIL | FUZZR Sao Paulo / PUBLICIS BRASIL Sao Paulo | | PUBLICIS BRASIL Sao Paulo |
| A04 (Travel, Leisure, Retail, Restaurants & Fast-Food Chains) | | | | | | | | | |
| A04/012 | 00242 | SHEEP HAPPENS | PENNY | PENNY | SAINT ELMOS, Munich / CHARLES & CHARLOTTE, Berlin | GERMANY | RADICAL MEDIA Berlin | OKAYSTUDIO Berlin | PION3ERS Dusseldorf |
| A04/016 | 00711 | THE FILET-O-FISH FACEBOOK SOCIETY OF 2012 | MCDONALD'S | MCDONALD'S | LEO, London | UNITED KINGDOM | | | OMD UK London |
| A04/036 | 01019 | MOJO SUPERMARKET - THE BITE | BURGER KING | THE WHOPPER | MOJO SUPERMARKET, New York / BARKLEYOKRP, Chicago | UNITED STATES | BARKLEYOKRP Chicago | MOJO SUPERMARKET New York | |
| A05 (Media/Entertainment) | | | | | | | | | |

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| A05/006 | 00979 | FANTASTIC KEYS | MARVEL, THE WALT DISNEY COMPANY FRANCE | ENTERTAINMENT, PRODUCTION COMPANY, FILM STUDIO | MARCEL, Paris | FRANCE | ZIG ZAG PRODUCTION Paris | |
| A05/010 | 10499 | A NEW DAY DAWNS: WORLDWIDE TRAILER LAUNCH EVENT | SONY PICTURES ENTERTAINMENT | SPIDER-MAN: BRAND NEW DAY | SONY PICTURES ENTERTAINMENT, Culver City | UNITED STATES | SONY PICTURES ENTERTAINMENT Culver City | |

A06 (Consumer Services/Business to Business)

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| A06/003 | 00471 | ROAD TEST ROYALE | THE GENERAL AUTO INSURANCE | THE GENERAL AUTO INSURANCE | BBDO, Chicago | UNITED STATES | PUBLICIS COLLECTIVE Chicago | |
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A07 (Not-for-Profit / Charity / Government)

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| A07/009 | 01154 | PROTEST MARCH OF THE PENGUINS | PENGUINS INTERNATIONAL | PENGUINS INTERNATIONAL | RETHINK, Toronto | CANADA | | |
| A07/011 | 01027 | 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 |

B01 (Community Management)

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|---------|-------|---|------------|------------|-------------|----------------|-------------------|--|
| B01/005 | 00714 | THE FILET-O-FISH FACEBOOK SOCIETY OF 2012 | MCDONALD'S | MCDONALD'S | LEO, London | UNITED KINGDOM | OMD UK London | |
| B01/008 | 00830 | THE KITKAT HEIST | KITKAT | KITKAT | VML, London | UNITED KINGDOM | OPENMIND New York | |

B02 (Audience Targeting/Engagement Strategies)

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| B02/002 | 00388 | COVERT RECRUITER | FRENCH ARMY HUMAN RESSOURCES DIRECTORATE | CYBER RECRUITMENT | DENTSU CREATIVE, Paris | FRANCE | DENTSU X Paris | |
| B02/011 | 00427 | MACBOOK NEO | APPLE | MACBOOK NEO | APPLE, Cupertino | UNITED STATES | | |
| B02/014 | 01066 | PROTECT THE PEANUT | MARS SNACKING | M&M'S | BBDO, Chicago | UNITED STATES | NOBODYS Fort Mill / OMNICOM PRODUCTION Chicago | LOBO São Paulo / OMNICOM PRODUCTION Chicago |
| B02/015 | 01149 | COPYCATS WELCOME | CLASH ROYALE | CLASH ROYALE | DAVID, New York | UNITED STATES | BELIEVE TV Santiago / SONIC UNION New York | |

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| B02/021 | 01145 | 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 |
| B02/026 | 00705 | SERVING SINGLES | KNORR | KNORR MASTERBRAND | FRANK, London | UNITED KINGDOM | | | MINDSHARE London |
| B02/031 | 01237 | THE FANDOM COMEBACK | TECATE | TECATE TITANIUM | LEPUB, Mexico City | MEXICO | LADOBLE Mexico City | | DENTSU CREATIVE Mexico City |
| B02/033 | 00916 | CIF CLEAN MY NAME | CIF | CIF MIRACLE | DROGA5, PART OF ACCENTURE SONG, Sao Paulo | BRAZIL | BERIMBAU ESTUDIO Sao Carlos / BIOSPHERA Sao Paulo / GENCO FILM Sao Paulo | | CADASTRA Sao Paulo / INITIATIVE Sao Paulo |
| B02/035 | 00057 | 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 |
| B02/055 | 01242 | COULD HAVE BEEN A HEINEKEN | HEINEKEN | HEINEKEN BEER | LEPUB, Milan / LEPUB, Sao Paulo | ITALY / BRAZIL | | | RED STAR Sao Paulo |
| B02/056 | 00679 | EXPEDITION IMPOSSIBLE | COLUMBIA SPORTSWEAR | SPORTSWEAR | adam&eve\TBWA, London | UNITED KINGDOM | SMUGGLER London | CUT + RUN London | |
| B02/057 | 00644 | 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 |
| B02/059 | 00415 | 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 |
| B02/061 | 01338 | OLYMPIC RINGS PASTA | INTERNATIONAL OLYMPICS COMMITTEE | MILAN WINTER OLYMPIC GAMES 2026 | INTERNATIONAL OLYMPIC COMMITTEE, Lausanne / LEPUB, Milan | SWITZERLAND / ITALY | | | PERFORMICS Paris |
| B02/072 | 01359 | YOU ARE NOT YOUR SELFIE | NATURA | INSTITUTIONAL | AFRICA CREATIVE, Sao Paulo | BRAZIL | MAGMA Sao Paulo | | |
| B03 (Real-Time Response) | | | | | | | | | |
| B03/005 | 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 |

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|---------|-------|-----------------------------|--------------|--------------|---|----------------|--|---------------------------|---------------------|
| B03/012 | 00241 | SHEEP HAPPENS | PENNY | PENNY | SAINT ELMOS, Munich / CHARLES & CHARLOTTE, Berlin | GERMANY | RADICAL MEDIA Berlin | OKAYSTUDIO Berlin | PION3ERS Dusseldorf |
| B03/018 | 00833 | THE KITKAT HEIST | KITKAT | KITKAT | VML, London | UNITED KINGDOM | | | OPENMIND New York |
| B03/024 | 01000 | UVA UVA BOMBÓN | UVA APP | UVA APP | DE LA CRUZ OGILVY, San Juan | PUERTO RICO | AGOSTO MUSIC Lima / CELESTE FILMS Montevideo | CELESTE FILMS Montevideo | |
| B03/029 | 00074 | THE PASSWORD HEIST | LEROY MERLIN | LEROY MERLIN | BETC, Paris / FULLSIX, Paris | FRANCE | | | |
| B03/045 | 01020 | MOJO SUPERMARKET - THE BITE | BURGER KING | THE WHOPPER | MOJO SUPERMARKET, New York / BARKLEYOKRP, Chicago | UNITED STATES | BARKLEYOKRP Chicago | MOJO SUPERMARKET New York | |

B04 (Social Listening & Insight)

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| B04/006 | 01141 | DOVE R/EAL REVIEWS | DOVE HAIR | DOVE 10-IN-1 SERUM MASK | DAVID, London / Madrid | UNITED KINGDOM / SPAIN | DESEIF Madrid / IMPOSTER London / PICKLE MUSIC Madrid / PIJAMA AI & VFX STUDIO London | | MINDSHARE London / MINDSHARE New York |
| B04/018 | 01051 | 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 |
| B04/034 | 01018 | MOJO SUPERMARKET - THE BITE | BURGER KING | THE WHOPPER | MOJO SUPERMARKET, New York / BARKLEYOKRP, Chicago | UNITED STATES | BARKLEYOKRP Chicago | MOJO SUPERMARKET New York | |

B05 (Brand Storytelling)

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| B05/017 | 01063 | PROTECT THE PEANUT | MARS SNACKING | M&M'S | BBDO, Chicago | UNITED STATES | NOBODYS Fort Mill / OMNICOM PRODUCTION Chicago | LOBO São Paulo / OMNICOM PRODUCTION Chicago | |
| B05/018 | 01341 | 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 |
| B05/025 | 00405 | THE 58 YEAR OLD ROOKIE | OPELLA | ASPERCREME | MARTIN, Richmond | UNITED STATES | | | HAVAS MEDIA New York |
| B05/032 | 00602 | LOOK BEHIND YOU | VERIZON | VERIZON NETWORK | X&O COMPANY, Montclair | UNITED STATES | DE LA REVOLUCION Beverly Hills / PRETTYBIRD Culver City | CONSORTIUM Oceanside / PARALLAX Los Angeles | VERIZON New Jersey |

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| B05/033 | 00776 | SCOTTIES BARNES | KRUGER | SCOTTIES | TBWA\CANADA, Toronto | CANADA | NOTCH VIDEO Toronto | NOTCH VIDEO Toronto | VML Toronto / WAVEMAKER Toronto |
| B05/049 | 00729 | 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 |
| B05/050 | 00463 | M&M'S RICKTOK | M&M'S | M&M'S | BBDO, Chicago | UNITED STATES | BOWS & ARROWS Brooklyn | OMNICOM PRODUCTION Chicago | |
| B05/054 | 01271 | THE TRIANGLE THEORY | DORITOS | DORITOS | ALMAPBBDO, Sao Paulo | BRAZIL | BOSON POST Sao Paulo / SATELITE AUDIO Sao Paulo / THE YOUTH Curitiba | COLOSSAL Curitiba / DOPO VFX Sao Paulo | BAKERY - POWERED BY AMPFY Sao Paulo / BR MEDIA Sao Paulo |
| B05/061 | 00672 | EXPEDITION IMPOSSIBLE | COLUMBIA SPORTSWEAR | SPORTSWEAR | adam&eve\TBWA, London | UNITED KINGDOM | SMUGGLER London | CUT + RUN London | |
| B05/075 | 30720 | KUNG FRIES | MCDONALD'S | MCDONALD'S FRIES | LEO TAIWAN, Taipei | TAIWAN | MILK N HONEY FILMS Taipei | | STARCOM TAIWAN Taipei |

B06 (Innovative Engagement of Community)

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| B06/003 | 00527 | STELLA LOCAD GUIDES | STELLA ARTOIS | BEER | AB INBEV, Buenos Aires | ARGENTINA | | | |
| B06/009 | 00634 | 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 |
| B06/020 | 01342 | 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 |
| B06/035 | 00709 | THE FILET-O-FISH FACEBOOK SOCIETY OF 2012 | MCDONALD'S | MCDONALD'S | LEO, London | UNITED KINGDOM | | | OMD UK London |
| B06/045 | 00829 | THE KITKAT HEIST | KITKAT | KITKAT | VML, London | UNITED KINGDOM | | | OPENMIND New York |
| B06/052 | 00973 | THE FEATHERED LAMB | VISA FRANCE | AWARENESS CAMPAIGN ABOUT AI FRAUD | MARCEL, Paris | FRANCE | | | |
| B06/061 | 01349 | VASELINE ORIGINALS | VASELINE | VASELINE | OGILVY SINGAPORE | SINGAPORE | DOUBLE Y Bangkok | CHAMELEON Singapore / NEON SOUND Singapore / POP & STRANGE Singapore | WPP UNITE Singapore |

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| B06/065 | 00733 | 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 |
| B06/068 | 00473 | M&M'S RICKTOK | M&M'S | M&M'S | BBDO, Chicago | UNITED STATES | BOWS & ARROWS Brooklyn | OMNICOM PRODUCTION Chicago | |
| B06/074 | 00676 | EXPEDITION IMPOSSIBLE | COLUMBIA SPORTSWEAR | SPORTSWEAR | adam&eve\TBWA, London | UNITED KINGDOM | SMUGGLER London | CUT + RUN London | |

B08 (Creator & Influencer Sourced Insight)

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| B08/003 | 00038 | FROM A CROCODILE TO THE GOAT | LACOSTE | LACOSTE | BETC, Paris | FRANCE | GUM Paris / PROSE ON PIXELS Paris | | |
| B08/015 | 00093 | THE GYMTOK MENU | KFC AUSTRALIA | KFC | WE ARE SOCIAL, Sydney | AUSTRALIA | WE ARE SOCIAL Sydney | WE ARE SOCIAL Sydney | |

C01 (Organic Reach & Influence)

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| C01/006 | 00995 | THE LEAST MOST INTERESTING MAN | DOS EQUIS | DOS EQUIS | LEPUB, New York | UNITED STATES | SMUGGLER New York | PARLIAMENT New York | DENTSU X New York |
| C01/014 | 01208 | POPE YES | POPEYES LOUISIANA KITCHEN | POPEYES | GUT, Miami | UNITED STATES | | | |
| C01/015 | 00832 | THE KITKAT HEIST | KITKAT | KITKAT | VML, London | UNITED KINGDOM | | | OPENMIND New York |
| C01/017 | 01054 | 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 |
| C01/023 | 00949 | EVERYONE WANTS A PIECE | LEGO® | LEGO® FIFA WORLD CUP™ OFFICIAL TROPHY | OUR LEGO AGENCY, Billund / WIEDEN+KENNEDY, Amsterdam | DENMARK / NETHERLANDS | 525 ROSARIO Miami / OUR LEGO AGENCY Billund / STINK London | MATHEMATIC STUDIO Paris / OUR LEGO AGENCY Billund / STITCH London / WALKER New York | OUR LEGO AGENCY Billund / THE LEGO GROUP Billund |

C02 (Creator Cross-Channel Storytelling)

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| C02/004 | 00455 | SALESFORCE X MRBEAST PRESENTS: THE MILLION DOLLAR PUZZLE | SALESFORCE | SLACKBOT | SALESFORCE TOWER, San Francisco / BEAST INDUSTRIES, Greenville | UNITED STATES | CAVIAR Los Angeles | M SQUARED PRODUCTIONS San Francisco / MUSIC ORANGE San Francisco / PARIAH CREATIVE Santa Monica / ROAST N' POST Oakland / UNION EDITORIAL Los Angeles | IPROSPECT Tokyo |
| C02/011 | 01228 | #MAINFLAVOURE NERGY | HELLMANN'S | HELLMANN'S MAYONNAISE | EDELMAN, Toronto | CANADA | FEELS LIKE HOME FILMS Toronto / TA2 SOUND + MUSIC Toronto | EDELMAN Toronto | INITIATIVE MEDIA Toronto |
| C02/016 | 00395 | UNFAMOUS ORDERS: KFC X DON POLLO | KFC | KFC DON POLLO MENU | JUNGLE PS21, Madrid | SPAIN | | | ARENA MEDIA Madrid |

C03 (Creator Collaboration)

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|---------|-------|--|------------|-----------------------|------------------------------------|---------------|--|--|---------------------------|
| C03/006 | 00056 | BRINGING KOALA EARS BACK TO AUSSIE BEACHES | BILLIE | BILLIE RAZORS | TBWAIMELBOURNE / ELEVEN, Melbourne | AUSTRALIA | ELEVEN Melbourne / TBWAIMELBOURNE | | |
| C03/008 | 00636 | 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 |
| C03/042 | 01086 | THE WHATSAPP SAGA | BIS | BIS | DAVID, Sao Paulo | BRAZIL | DAVID Sao Paulo / JAMBO EDITORA Porto Alegre / SMARTERS Sao Paulo / WPP PRODUCTION Sao Paulo | CHIAROSCURO STUDIOS Sao Paulo / SHUFFLE AUDIO Sao Paulo | DAVID Sao Paulo |
| C03/043 | 01227 | #MAINFLAVOURE NERGY | HELLMANN'S | HELLMANN'S MAYONNAISE | EDELMAN, Toronto | CANADA | FEELS LIKE HOME FILMS Toronto / TA2 SOUND + MUSIC Toronto | EDELMAN Toronto | INITIATIVE MEDIA Toronto |
| C03/059 | 10509 | 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 |
| C03/080 | 01348 | VASELINE ORIGINALS | VASELINE | VASELINE | OGILVY SINGAPORE | SINGAPORE | DOUBLE Y Bangkok | CHAMELEON Singapore / NEON SOUND Singapore / POP & STRANGE Singapore | WPP UNITE Singapore |

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| C03/127 | 00808 | THE MASTER OF SPEED AND STABILITY | BEATS | POWERBEATS PRO 2 | MIRIMAR, Los Angeles | UNITED STATES | LOVE SONG Los Angeles | | |
| C03/128 | 01100 | SUPER SIZE STREAM | META QUEST | META | MOTHER, London | UNITED KINGDOM | PRODCO London | | |
| C06 (Community Building) | | | | | | | | | |
| C06/009 | 01238 | THE FANDOM COMEBACK | TECATE | TECATE TITANIUM | LEPUB, Mexico City | MEXICO | LADOBLE Mexico City | | DENTSU CREATIVE Mexico City |
| C06/020 | 01120 | HVL BY MCK FIRST-EVER 360 SHOT ON IPHONE | APPLE | IPHONE | TBWAIMEDIA ARTS LAB, Los Angeles | UNITED STATES | ANTIANTIART Hanoi / INCITE Los Angeles | HECKLER SG Singapore | OMD USA California |
| C06/022 | 01366 | S.A.B | BRAHMA | BEER | AFRICA CREATIVE, Sao Paulo | BRAZIL | HALLEY SOUND Sao Paulo / KAUS FILM Sao Paulo | GUAVA POST Sao Paulo | |
| D01 (Content Placement) | | | | | | | | | |
| D01/010 | 01353 | COVER IT | UNAIDS | INSTITUTIONAL | AFRICA CREATIVE, Sao Paulo | BRAZIL | SONIDO Sao Paulo | | |
| D01/017 | 01071 | CONTENT CARJACKING | CITROEN | CITROEN | BETC, Paris / BETC FULLSIX, Paris | FRANCE | BETC FULLSIX Paris / BETC Paris | | BETC Paris |
| D02 (Social Film) | | | | | | | | | |
| D02/005 | 00205 | BAD BUNNY HALFTIME SHOW TRAILER | APPLE MUSIC SUPER BOWL LX HALFTIME SHOW | APPLE MUSIC SUPER BOWL LX HALFTIME SHOW | CANADA, Culver City / APPLE, Cupertino | UNITED STATES | CANADA Culver City | | |
| D02/023 | 00441 | BAD BUNNY HALFTIME SHOW - SHOT ON IPHONE | APPLE | APPLE MUSIC | APPLE, Cupertino | UNITED STATES | APPLE Cupertino | | |
| D02/043 | 00947 | EVERYONE WANTS A PIECE | LEGO® | LEGO® FIFA WORLD CUP™ OFFICIAL TROPHY | OUR LEGO AGENCY, Billund / WIEDEN+KENNEDY, Amsterdam | DENMARK / NETHERLANDS | 525 ROSARIO Miami / OUR LEGO AGENCY Billund / STINK London | MATHEMATIC STUDIO Paris / OUR LEGO AGENCY Billund / STITCH London / WALKER New York | OUR LEGO AGENCY Billund / THE LEGO GROUP Billund |
| D02/052 | 01003 | YOU'VE BEEN WARNED | NETFLIX | NETFLIX | WIEDEN+KENNEDY, Portland | UNITED STATES | | JOINT EDITORIAL Portland / THE DEN EDITORIAL Los Angeles | NETFLIX Los Angeles |

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| D02/053 | 01050 | CARA DE MEME | DESPERADOS | DESPERADOS | LEPUB, Milan | ITALY | DIVISION Paris / LEPUB Milan / PRODIGIOUS Milan | LEPUB Milan / PAUME Paris / PRODIGIOUS Milan |
| D03 (Social Film Series) | | | | | | | | |
| D03/009 | 00669 | ENGINEERED FOR WHATEVER - PRODUCT TEST FILMS | COLUMBIA SPORTSWEAR | COLUMBIA SPORTSWEAR | adam&eve\TBWA, London | UNITED KINGDOM | | |
| D03/018 | 00134 | BOAH, BAHN! | DEUTSCHE BAHN AG | DEUTSCHE BAHN – GERMANY'S NATIONAL RAIL OPERATOR | WTF, Cologne | GERMANY | WTF Cologne | BTF GMBH Cologne CARAT Frankfurt |
| D03/027 | 00664 | SPEED GOES PRO | DICK'S SPORTS GOODS | DICK'S SPORTS GOODS | BOLDED, New York | UNITED STATES | OBB MEDIA West Hollywood | |
| D03/029 | 01116 | A CRITTER CAROL | APPLE | IPHONE | TBWA\MEDIA ARTS LAB, Los Angeles | UNITED STATES | BARKING OWL Los Angeles / SMUGGLER Los Angeles | RACKET CLUB Los Angeles / TRAFIK Los Angeles / UNTOLD STUDIOS Los Angeles / WALKER Santa Monica / WORK EDITORIAL Los Angeles |
| D04 (Co-Creation & User Generated Content) | | | | | | | | |
| D04/016 | 01143 | 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 |
| D04/023 | 00710 | THE FILET-O-FISH FACEBOOK SOCIETY OF 2012 | MCDONALD'S | MCDONALD'S | LEO, London | UNITED KINGDOM | | OMD UK London |
| D04/026 | 01380 | R2R ← | BRAHMA | BEER | AFRICA CREATIVE, Sao Paulo | BRAZIL | HALLEY SOUND Sao Paulo / KAUS FILM Sao Paulo | BTFLY Sao Paulo / FLOW EFFECTS Sao Paulo / GUAVA POST Sao Paulo |
| D04/028 | 00834 | THE KITKAT HEIST | KITKAT | KITKAT | VML, London | UNITED KINGDOM | | OPENMIND New York |
| D04/035 | 00883 | ROYAL HOG CALLING CONTEST | CLASH ROYALE | CLASH ROYALE | UNCOMMON CREATIVE STUDIO STOCKHOLM | SWEDEN | LITTLE ZOO STUDIO Montpellier / NORTH KINGDOM Stockholm / PSYOP New York | |
| D04/036 | 01132 | ACCENT RRESISTANCE | IMPERIAL BEER | IMPERIAL | GARNIER, San Jose | COSTA RICA | | |

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| D04/046 | 01350 | VASELINE ORIGINALS | VASELINE | VASELINE | OGILVY SINGAPORE | SINGAPORE | DOUBLE Y Bangkok | CHAMELEON Singapore / NEON Singapore / POP & STRANGE Singapore | WPP UNITE Singapore |
| D04/048 | 00465 | M&M'S RICKTOK | M&M'S | M&M'S | BBDO, Chicago | UNITED STATES | BOWS & ARROWS Brooklyn | OMNICOM PRODUCTION Chicago | |
| D04/055 | 00645 | 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 |
| D04/056 | 00948 | EVERYONE WANTS A PIECE | LEGO® | LEGO® FIFA WORLD CUP™ OFFICIAL TROPHY | OUR LEGO AGENCY, Billund / WIEDEN+KENNEDY, Amsterdam | DENMARK / NETHERLANDS | 525 ROSARIO Miami / OUR LEGO AGENCY Billund / STINK London | MATHEMATIC STUDIO Paris / OUR LEGO AGENCY Billund / STITCH London / WALKER New York | OUR LEGO AGENCY Billund / THE LEGO GROUP Billund |
| D04/062 | 00657 | YOUR TREE ON BATTERSEA MADE ON IPAD | APPLE | IPAD | TBWA/MEDIA ARTS LAB, London | UNITED KINGDOM | 59 PRODUCTIONS London / THE PRODUCTION FAMILY London | | OMD USA California |

D05 (Social Commerce)

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|---------|-------|----------------|------------|------------|-----------------------------|-------------|--|--------------------------|--|
| D05/010 | 00223 | BUZZCODES | VOLKSWAGEN | VOLKSWAGEN | VML, Toronto | CANADA | | | |
| D05/013 | 00998 | UVA UVA BOMBÓN | UVA APP | UVA APP | DE LA CRUZ OGILVY, San Juan | PUERTO RICO | AGOSTO MUSIC Lima / CELESTE FILMS Montevideo | CELESTE FILMS Montevideo | |

E01 (Multi-Platform Social Campaign)

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|---------|-------|-------------------------------|-----------|-------------------------|---|-----------------------------|---|--------------------------------|---------------------------------------|
| E01/001 | 00637 | 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 |
| E01/007 | 01340 | 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 |
| E01/011 | 01142 | 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 |
| E01/017 | 00703 | SERVING SINGLES | KNORR | KNORR MASTERBRAND | FRANK, London | UNITED KINGDOM | | | MINDSHARE London |
| E01/023 | 01052 | 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 |

Social & Creator Shortlist

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| E01/027 | 00732 | 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 |
| E01/034 | 01036 | 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 |
| E02 (Sponsorship & Brand Partnership) | | | | | | | | | |
| E02/032 | 01334 | UBERLÂNDIA E.C. | UBER | UBER | WIEDEN+KENNEDY, Sao Paulo | BRAZIL | PEOPLE Sao Paulo / SATELITE AUDIO Sao Paulo | TROOP POST Sao Paulo | |
| E02/036 | 00453 | BAD BUNNY HALFTIME SHOW CAMPAIGN | APPLE | APPLE MUSIC | APPLE, Cupertino | UNITED STATES | APPLE Cupertino | | |
| E03 (Social Purpose) | | | | | | | | | |
| E03/004 | 01199 | PLAYED BY HUMANS | JAZZ IS DEAD | PLAYED BY HUMANS | TBWA\CHIAT\DAY, Los Angeles | UNITED STATES | DESIGN BY DISRUPTION Los Angeles / DOTDOTDASH Portland / FRIENDS AND FAMILY Los Angeles / OMNICOM PRODUCTION Los Angeles / THE YOUTH Curitiba | CANJA AUDIO CULTURE Sao Paulo / COLOSSAL Curitiba | |
| E03/012 | 01401 | AXA X SONITA : THE LONE VOICE | AXA | DONATE YOUR VOICE | PUBLICIS CONSEIL, Paris | FRANCE | PRODIGIOUS Paris | | |
| E03/023 | 01029 | 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 | |
| E03/029 | 01286 | CODE HER | O BOTICÁRIO | HER CODE | ALMAPBBDO, Sao Paulo | BRAZIL | BENEXT.AI Rio de Janeiro / LACOBRA STUDIO Sao Paulo / QUIET CITY MUSIC + SOUND Sao Paulo | BRAZA POST Sao Paulo | |

Social & Creator Shortlist

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|---------|-------|-------------------------|--|---------------------|----------------------------|--------|---|--|
| E03/030 | 01085 | 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 | |
| E03/048 | 01358 | YOU ARE NOT YOUR SELFIE | NATURA | INSTITUTIONAL | AFRICA CREATIVE, Sao Paulo | BRAZIL | MAGMA Sao Paulo | |

F01 (Local Brand)

| | | | | | | | | |
|---------|-------|---------------------|---------|---------------|---------------|---------|---|--|
| F01/004 | 00511 | A CRY FOR HYDRATION | STUDENA | BOTTLED WATER | IMAGO, Zagreb | CROATIA | IMAGO Zagreb / RIBA RIBA GRIZE REP Zagreb | |
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F02 (Challenger Brand)

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|---------|-------|-----------------------------|-------------|-------------------------------------|---|----------------|---|---|---|
| F02/006 | 00403 | THE 58 YEAR OLD ROOKIE | OPELLA | ASPERCREME | MARTIN, Richmond | UNITED STATES | | HAVAS MEDIA New York | |
| F02/008 | 00971 | LET'S END FAST TECH | BACK MARKET | REFURBISHED ELECTRONICS MARKETPLACE | MARCEL, Paris | FRANCE | | | |
| F02/011 | 00999 | UVA UVA BOMBÓN UVA APP | UVA APP | UVA APP | DE LA CRUZ OGILVY, San Juan | PUERTO RICO | AGOSTO MUSIC Lima / CELESTE FILMS Montevideo | CELESTE FILMS Montevideo | |
| F02/014 | 01098 | A TIME AND A PLACE | CLAUDE | CLAUDE | MOTHER, London | UNITED KINGDOM | BISCUIT FILMWORKS UK London | | |
| F02/018 | 01039 | 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 |
| F02/022 | 01021 | MOJO SUPERMARKET - THE BITE | BURGER KING | THE WHOPPER | MOJO SUPERMARKET, New York / BARKLEYOKRP, Chicago | UNITED STATES | BARKLEYOKRP Chicago | MOJO SUPERMARKET New York | |

F03 (Single-Market Campaign)

| | | | | | | | | |
|---------|-------|------------------|--|-------------------|------------------------|--------|---------------------------|-----------------------|
| F03/002 | 00389 | COVERT RECRUITER | FRENCH ARMY HUMAN RESSOURCES DIRECTORATE | CYBER RECRUITMENT | DENTSU CREATIVE, Paris | FRANCE | | DENTSU X Paris |
| F03/006 | 00506 | KUNG FRIES | MCDONALD'S | MCDONALD'S FRIES | LEO TAIWAN, Taipei | TAIWAN | MILK N HONEY FILMS Taipei | STARCOM TAIWAN Taipei |

Social & Creator Shortlist

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|---------|-------|--|---------------|------------------------------------|---|------------------------|--|---|--------------------------|
| F03/008 | 00938 | CHICKEN SCREAMS FOR COKE | COCA-COLA | COCA-COLA | VML, New York / VML, Sao Paulo | UNITED STATES / BRAZIL | FORM & FUN Sao Paulo / VANDALO Sao Paulo / VML Sao Paulo | VML Sao Paulo | |
| F03/016 | 00274 | SAY IT PROND | SPEAK | SPEAK | DENTSU CREATIVE TAIWAN, Taipei | TAIWAN | CORE FILM PRODUCTION TAIPEI | | |
| F03/017 | 00239 | SHEEP HAPPENS | PENNY | PENNY | SAINT ELMOS, Munich / CHARLES & CHARLOTTE, Berlin | GERMANY | RADICAL MEDIA Berlin | OKAYSTUDIO Berlin | PION3ERS Dusseldorf |
| F03/024 | 10507 | 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 |
| F03/038 | 00064 | ¡HOLA! | COLAS ICELAND | ASPHALT PRODUCTION AND ROAD PAVING | COLAS ICELAND, Hafnarfjorour / PIPAR\ TBWA, Reykjavik | ICELAND | PIPAR\TBWA Reykjavik / SKOT PRODUCTIONS Reykjavik | PIPAR\TBWA Reykjavik / SKOT PRODUCTIONS Reykjavik | PIPAR\TBWA Reykjavik |
| F03/041 | 00174 | MNTANA KA GOGO | VASELINE | VASELINE PETROLEUM JELLY | VML SOUTH AFRICA, Johannesburg | SOUTH AFRICA | VML SOUTH AFRICA Johannesburg | VML SOUTH AFRICA Johannesburg | WPP UNITE Johannesburg |
| F03/042 | 01111 | HVL BY MCK FIRST-EVER 360 SHOT ON IPHONE | APPLE | IPHONE | TBWA\MEDIA ARTS LAB, Los Angeles | UNITED STATES | ANTIANTIART Hanoi / INCITE Los Angeles | HECKLER SG Singapore | OMD USA California |

F04 (Social Behaviour)

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| F04/008 | 00428 | MACBOOK NEO | APPLE | MACBOOK NEO | APPLE, Cupertino | UNITED STATES | | | |
| F04/047 | 00921 | CIF CLEAN MY NAME | CIF | CIF MIRACLE | DROGA5, PART OF ACCENTURE SONG, Sao Paulo | BRAZIL | BERIMBAU ESTUDIO Sao Carlos / BIOSPHERA Sao Paulo / GENCO FILM Sao Paulo | | CADASTRA Sao Paulo / INITIATIVE Sao Paulo |
| F04/055 | 00898 | LOVE YOU CANS | FOSTER'S | FOSTER'S LAGER | PUBLICIS LONDON | UNITED KINGDOM | BLADESMAN London / PRODIGIOUS London | | DENTSU X London |
| F04/060 | 01321 | DONATE TO PLAY | GRUPO PULSA | GRUPO PULSA | PUBLICIS BRASIL, Sao Paulo | BRAZIL | FUZZR Sao Paulo / PUBLICIS BRASIL Sao Paulo | | PUBLICIS BRASIL Sao Paulo |
| F04/068 | 01351 | COVER IT | UNAIDS | INSTITUTIONAL | AFRICA CREATIVE, Sao Paulo | BRAZIL | SONIDO Sao Paulo | | |
| F04/076 | 01241 | COULD HAVE BEEN A HEINEKEN | HEINEKEN | HEINEKEN BEER | LEPUB, Milan / LEPUB, Sao Paulo | ITALY / BRAZIL | | | RED STAR Sao Paulo |

F05 (Use of Humour)

Social & Creator Shortlist

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|---------|-------|-----------------------|---------------------|------------|---|-----------------------------|---|--|---|
| F05/016 | 01344 | 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 |
| F05/058 | 00678 | EXPEDITION IMPOSSIBLE | COLUMBIA SPORTSWEAR | SPORTSWEAR | adam&eve\TBWA, London | UNITED KINGDOM | SMUGGLER London | CUT + RUN London | |
| F05/064 | 01042 | 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 / SONIC UNION New York | OMD USA New York / THE CONTENT COLLECTIVE Los Angeles |

F06 (Breakthrough on a Budget)

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|---------|-------|-----------------------------|---------------------------|------------------|---|-------------------------|-------------------------|---------------------------|--|
| F06/012 | 01210 | POPE YES | POPEYES LOUISIANA KITCHEN | POPEYES | GUT, Miami | UNITED STATES | | | |
| F06/021 | 00075 | THE PASSWORD HEIST | LEROY MERLIN | LEROY MERLIN | BETC, Paris / BETC FULLSIX, Paris | FRANCE | | | |
| F06/035 | 00514 | GAMIFRIES | MCDONALD'S | MCDONALD'S FRIES | BBH SINGAPORE, Singapore / LEO, Manila | SINGAPORE / PHILIPPINES | BBH SINGAPORE Singapore | BBH SINGAPORE Singapore | |
| F06/036 | 01017 | MOJO SUPERMARKET - THE BITE | BURGER KING | THE WHOPPER | MOJO SUPERMARKET, New York / BARKLEYOKRP, Chicago | UNITED STATES | BARKLEYOKRP Chicago | MOJO SUPERMARKET New York | |

F08 (Market Disruption)

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|---------|-------|--|-----------------|-----------------------|------------------------------------|----------------|-----------------------------------|---------------------|--------------------|
| F08/001 | 00058 | BRINGING KOALA EARS BACK TO AUSSIE BEACHES | BILLIE | BILLIE RAZORS | TBWA\MELBOURNE / ELEVEN, Melbourne | AUSTRALIA | ELEVEN Melbourne / TBWA\MELBOURNE | | |
| F08/003 | 01415 | THE ORIGINALS FAKE COLLECTION | RENAULT | RENAULT ESPRIT ALPINE | PUBLICIS, Buenos Aires | ARGENTINA | RETINA Buenos Aires | RETINA Buenos Aires | |
| F08/006 | 00835 | THE KITKAT HEIST | KITKAT | KITKAT | VML, London | UNITED KINGDOM | | | OPENMIND New York |
| F08/011 | 01245 | COULD HAVE BEEN A HEINEKEN | HEINEKEN | HEINEKEN BEER | LEPUB, Milan / LEPUB, Sao Paulo | ITALY / BRAZIL | | | RED STAR Sao Paulo |
| F08/012 | 00023 | NON DISCLOSURE AUSTRIA | AUSTRIA TOURISM | AUSTRIA TOURISM | SERVICEPLAN AUSTRIA, Vienna | AUSTRIA | KAISERSCHNITT FILM Vienna | | DENTSU X Vienna |

F09 (Cultural Engagement)

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| F09/001 | 00017 | AUSIFY YOUR ALGO | CREATIVE AUSTRALIA | AUSTRALIAN MUSIC INDUSTRY | BUREAU OF EVERYTHING, Sydney | AUSTRALIA | | | |
| F09/002 | 00941 | OM BDR | KFC | KFC | TBWA\RAAD, Dubai | UNITED ARAB EMIRATES | BARRY KIRSCH PRODUCTIONS Dubai | | HEARTS & SCIENCE Dubai |

Social & Creator Shortlist

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|---------|-------|--------------|-------|-------|-----------------------------------|---------|--------------------------------|
| F09/003 | 00957 | GIFCOMMERCE | TATA | TATA | VML, Montevideo | URUGUAY | |
| F09/006 | 00275 | SAY IT PROND | SPEAK | SPEAK | DENTSU CREATIVE TAIWAN, Taipei | TAIWAN | CORE FILM PRODUCTION TAIPEI |

Total Shortlisted: 159

PR **Additional**

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

BURSON London

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

VML SOUTH
AFRICA
Johannesburg

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

BR MEDIA Sao Paulo UBISOFT Sao Paulo
/ PUBLICIS BRASIL
Sao Paulo

SAINT ELMOS HASTINGS AUDIO NETWORK
Munich Hamburg / MEDIA COLOGNE
KOMMUNIKATIONSMEDIEN GMBH
Hurth / WFP WERBEAGENTUR
FELSKE + PARTNER Cologne

READY10 London LINNEY ACTIVATE LIMITED
Mansfield / TMW London

SONY PICTURES
ENTERTAINMENT
Culver City

SPOOL MARKETING THE GENERAL AUTO INSURANCE
AND COMMUNICATIONS Nashville
Chicago

RETHINK Toronto PENGUINS INTERNATIONAL
Loveland

TOMBRAS New York

READY10 London LINNEY ACTIVATE LIMITED
Mansfield / TMW London

BURSON London

WELLCOM Paris

CASHMAN West MARS WRIGLEY Newark
Palm Beach

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

WEBER
SHANDWICK London

| | |
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| EDELMAN Mexico City / LEPUB Mexico City / SERNA Mexico City | HEINEKEN MEXICO Mexico / MASSIVE MEXICO Mexico City / MONKS Cuauhtemoc / SWARM MEXICO Mexico City |
| DROGA5, PART OF ACCENTURE SONG Sao Paulo | BR MEDIA Sao Paulo / PINKERS Sao Paulo / SERASA EXPERIAN Sao Paulo / UNILEVER BRASIL Sao Paulo |

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| NISSAN UNITED Melbourne | NISSAN AUSTRALIA Melbourne |
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| LEMA+ Sao Paulo / THE ROMANS London | CIRCULO Sao Paolo |
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| HAVAS PLAY Paris | GOZULTING Paris / INSTREAMLY Warsaw |
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BARKLEY FILMS
Kansas City

MSL London

ANTFOOD Sao Paulo / MUSEU DE
ARTE DE Sao Paulo

| | |
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| MSL New York | CAYA MUSIC AND SOUND Los Angeles |
|--------------|-------------------------------------|

SAINT ELMOS
Munich

HASTINGS AUDIO NETWORK
Hamburg / MEDIA COLOGNE
KOMMUNIKATIONSMEDIEN GMBH
Hurth / WFP WERBEAGENTUR
FELSKE + PARTNER Cologne

BURSON London

BETC Paris

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

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

CASHMAN West
Palm Beach

MARS WRIGLEY Newark

VM1 New York

OMNICOM GROUP New York

MARTIN Richmond

VERIZON New
Jersey

KRUGER PRODUCTS
Mississauga / NORTH STRATEGIC
Toronto / WPP SPORTS AND
ENTERTAINMENT Toronto

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

WEBER MARS WRIGLEY Newark
SHANDWICK
Chicago

INPRESS PORTER 21 SUN PRODUCTIONS Rio de
NOVELLI Sao Paulo Janeiro

LEO TAIWAN Taipei

MSL New York CAYA MUSIC AND SOUND Los
Angeles

VM1 New York OMNICOM GROUP New York

READY10 London LINNEY ACTIVATE LIMITED
Mansfield / TMW London

BURSON London

STARCOM Paris

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

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

WEBER SHANDWICK Chicago MARS WRIGLEY Newark

BETC Paris

M BOOTH New York LE TRUC New York / TAG New York
/ TOWER OF DOOM Quezon City

GUT Miami POPEYES LOUISIANA KITCHEN
Miami

BURSON London

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

OUR LEGO 24/7 Madrid / THE HAND OF GOD
AGENCY Billund / London / TWO TALES FILM Riyadh
THE LEGO GROUP
Billund

METHOD
COMMUNICATIONS
San Francisco

EDELMAN Toronto U-STUDIO/OLIVER Toronto

JUNGLE MEME Madrid

ELEVEN Melbourne / EDGEWELL PERSONAL CARE
TBWA\MELBOURNE Sydney

MSL New York CAYA MUSIC AND SOUND Los Angeles

DAVID Sao Paulo META Sao Paulo / MONDELEZ INTERNATIONAL Sao Paulo

EDELMAN Toronto U-STUDIO/OLIVER Toronto

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

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

EDELMAN Mexico HEINEKEN MEXICO Mexico /
City / LEPUB Mexico MASSIVE MEXICO Mexico City /
City / SERNA Mexico MONKS Cuauhtemoc / SWARM
City MEXICO Mexico City

BTFLY Sao Paulo / FLOW
EFFECTS Sao Paulo / MODO
INTEGRADO DE PRODUCOES Sao
Paulo

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

OUR LEGO 24/7 Madrid / THE HAND OF GOD
AGENCY Billund / London / TWO TALES FILM Riyadh
THE LEGO GROUP
Billund

NETFLIX Los
Angeles

LEPUB Milan BILLION DOLLAR BOY London /
BOOMERANG AGENCY
Amsterdam / SIZZER Amsterdam

DENTSU X Frankfurt am Main

THE DICK'S SPORTING GOODS
FOUNDATION Pittsburgh

TBWAMEDIA ARTS LAB Los
Angeles

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

READY10 London LINNEY ACTIVATE LIMITED
Mansfield / TMW London

INTEGRATED PRODUCTION
MODE Sao Paulo

BURSON London

THE ROMANS
London

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

WEBER SHANDWICK Chicago MARS WRIGLEY Newark

HAVAS PLAY Paris GOZULTING Paris / INSTREAMLY Warsaw

OUR LEGO AGENCY Billund / THE LEGO GROUP Billund 24/7 Madrid / THE HAND OF GOD London / TWO TALES FILM Riyadh

BURSON Toronto

MSL New York CAYA MUSIC AND SOUND Los Angeles

VM1 New York OMNICOM GROUP New York

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

WEBER SHANDWICK London

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

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

ACCELERATION Los Angeles MOTIVE Denver / VAYNERMEDIA
New York

IDEAL AXICOM SAO
PAULO

APPLE Cupertino

PUBLICIS
CONSULTANTS
Paris

TOMBRAS New York

VOZ Sao Paulo

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

ANTFOOD Sao Paulo / MUSEU DE
ARTE DE Sao Paulo

MARTIN Richmond

ARTISANS DU FILM Paris / MIDI
AGENCY Paris

EDELMAN New York ANTHROPIC San Francisco /
INITIATIVE New York / KING LEAR
MUSIC & SOUND London / THE
HOGAN London / THE QUARRY
London / TIME BASED ARTS
London

ACCELERATION Los Angeles MOTIVE Denver / VAYNERMEDIA
New York

WELLCOM Paris

LEO TAIWAN Taipei

OGILVY PR London VOX HAUS Petropolis

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| SAINT ELMOS Munich | HASTINGS AUDIO NETWORK Hamburg / MEDIA COLOGNE KOMMUNIKATIONSMEDIEN GMBH Hurth / WFP WERBEAGENTUR FELSKE + PARTNER Cologne |
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| MSL Singapore / PERSUASION COMMUNICATIONS London / QUADRANT MSLGROUP Lagos | PUBLICIS GHANA Accra |
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| PIPAR\TBWA Reykjavik | TBWA\HELSINKI Helsinki |
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VML SOUTH
AFRICA
Johannesburg

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| DROGA5, PART OF ACCENTURE SONG Sao Paulo | BR MEDIA Sao Paulo / PINKERS Sao Paulo / SERASA EXPERIAN Sao Paulo / UNILEVER BRASIL Sao Paulo |
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| THIS IS COW London | HEINEKEN UK London |
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| BR MEDIA Sao Paulo / PUBLICIS BRASIL Sao Paulo | UBISOFT Sao Paulo |
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| ACACA Sao Paulo / ESTUDIO CAXA Sao Roque / LOMOMOLO Sao Paulo / POROROCA.AG Sao Paulo |
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| LEMA+ Sao Paulo / THE ROMANS London | CIRCULO Sao Paolo |
|---|-------------------|

VM1 New York OMNICOM GROUP New York

ACCELERATION Los Angeles MOTIVE Denver / VAYNERMEDIA
New York

GUT Miami POPEYES LOUISIANA KITCHEN
Miami

BETC Paris

MSL PHILIPPINES
Manila

ELEVEN Melbourne / EDGEWELL PERSONAL CARE
TBWAIMELBOURNE Sydney

BURSON London

LEMA+ Sao Paulo / CIRCULO Sao Paulo
THE ROMANS
London

INNENHOF STUDIOS Vienna /
TACSY BY SERVICEPLAN Cologne
