

Glass: The Lion for Change Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production
<u>A02 (Product/Service)</u>								
A02/010	00108	RECIPE FOR CHANGE	PUCK	SPREAD CHEESE	FP7 McCANN, Dubai	UNITED ARAB EMIRATES	CRAFT DUBAI	
A02/016	00101	NIGRUM CORPUS	IDOMED & INSTITUTO YDUQS	NIGRUM CORPUS	ARTPLAN, Sao Paulo	BRAZIL	MAURICIO NAHAS ESTUDIO FOTOGRAFICO Sao Paulo / RAW AUDIO Sao Paulo / ROAD FILMES Rio de Janeiro / RUDY HUHOLD FOTOGRAFIA Rio de Janeiro / UNTITLED PRODUCTIONS Sao Paulo	FUJOCKA CREATIVE IMAGES Sao Paulo / P+E GALERIA DIGITAL Sao Paulo
A02/023	00098	CHAPTERS OF HOPE	LA FABRICA	OFFICIAL ACCREDITATION CARD	McCANN SPAIN, Madrid	SPAIN	OMNICOM PRODUCTION Madrid	OMNICOM PRODUCTION Madrid
A02/025	10093	SUPERNOVA ADAPTIVE	ADIDAS	ADIDAS	TBWA\CANADA, Toronto	CANADA	MIRROR3D VFX Toronto / OMNICOM PRODUCTION Toronto / OVERFLOW PRODUCTIONS Orlando / SUNEEVA Toronto	ALTER EGO Toronto / CITIZEN MUSIC Santa Monica / MOTOMOTUS Toronto / NIMIOPERE Toronto / OSO AUDIO Toronto
A02/028	00103	NO FRAME MISSED	APPLE	IPHONE	TBWA\MEDIA ARTS LAB, Los Angeles	UNITED STATES	O2 FILMES Sao Paulo / SATELITE AUDIO Sao Paulo	PSYCHONLOOK Sao Paulo
<u>A03 (Initiatives)</u>								
A03/009	00028	BIRDS NEVER FORGET TO FLY	PSP	CORPORATE SOCIAL RESPONSIBILITY	PLAYMAKERS, Tbilisi	GEORGIA	ENKENY FILMS Tbilisi	HEIMA PRODUCTION Tbilisi
A03/018	00082	MOVE #FIXTHEPHILIPPINES	MOVE AS ONE COALITION	NGO	TBWA\SMP, Makati City	PHILIPPINES	TBWA\SMP Makati City	SOUNDESIGN MANILA Makati City
A03/019	00106	RECIPE FOR CHANGE	PUCK	SPREAD CHEESE	FP7 McCANN, Dubai	UNITED ARAB EMIRATES	CRAFT DUBAI	
A03/023	00031	CODE FOR THE PROTECTION AND INCLUSION OF BLACK CONSUMERS	L'ORÉAL LUXE	AFROLUXE	BETA COLLECTIVE, Sao Paulo	BRAZIL	BLACK SISTERS IN LAW Rio de Janeiro / MUUVIES Rio de Janeiro / PINGADO AUDIO Sao Paulo / PRODUCERIA Sao Paulo	

A03/027	00126	50 / 50	ORANGE	ORANGE'S PARTNERSHIP WITH THE FRENCH FOOTBALL FEDERATION	PUBLICIS CONSEIL, Paris	FRANCE	BIRTH Paris	
A03/036	00085	DYING REVIEWS	HOSPICE NZ	Hospice care	McCANN, Wellington	NEW ZEALAND		
A03/038	10124	WELCOME BACK, PAISANO	TECATE	TECATE	LEPUB, Mexico City	MEXICO	LANDIA Mexico City	LANDIA Mexico City
A03/056	00015	VEHICLE OF HOPE	CARITAS	CARITAS	DIFFER, Stockholm / COLONY, Stockholm	SWEDEN	COLONY Stockholm	
A03/060	20017	THE MĀORI ROLL CALL	WHĀNAU ORA	WHĀNAU ORA	MOTION SICKNESS, Auckland	NEW ZEALAND	MOTION SICKNESS Auckland / SUPERNORMAL Auckland	MOTION SICKNESS Auckland
A03/069	00097	CHAPTERS OF HOPE	LA FABRICA	OFFICIAL ACCREDITATION CARD	McCANN SPAIN, Madrid	SPAIN	OMNICOM PRODUCTION Madrid	OMNICOM PRODUCTION Madrid
A03/072	00122	THE UNBURIED CASKET	WOMEN FOR CHANGE	WOMEN FOR CHANGE	EDELMAN SA, Johannesburg	SOUTH AFRICA		
A03/082	00104	NO FRAME MISSED	APPLE	IPHONE	TBWAMEDIA ARTS LAB, Los Angeles	UNITED STATES	O2 FILMES Sao Paulo / SATELITE AUDIO Sao Paulo	PSYCHONLOOK Sao Paulo
Total Shortlisted:			17					

Media	PR	Additional
CARAT Dubai	CURRENT GLOBAL Dubai	
	APPROACH COMUNICACAO Sao Paulo	A-LAB Rio de Janeiro / BLACKBIRD PRODUCOES Rio de Janeiro / FSIGN Rio de Janeiro / REDE AMERICAS Rio de Janeiro
		KARIBU Madrid / LA FABRICA Madrid / MOMENTUM Madrid
		ADIDAS Erlangen / BOGOTA Curitiba / CANADIAN DOWN SYNDROME SOCIETY Calgary
OMD USA California		
CARAT Dubai	CURRENT GLOBAL Dubai	
		ESTUDIO NINA Sao Paulo / FSB COMUNICACOES Rio de Janeiro / MOVER Rio de Janeiro

PUBLICIS CONSEIL
Paris

GRC PARTNERS +
PORTER NOVELLI
Wellington

CREDERA AUCKLAND / McCANN
Wellington / PERCEPTIVE COLLEGE
HILL Auckland

DENTSU X Mexico
City

LEPUB Mexico City /
SERNA Mexico City

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

DIFFER Stockholm

MOTION SICKNESS
Auckland

LIQUID STUDIOS Auckland / LOUPE
Auckland

KARIBU Madrid / LA FABRICA Madrid /
MOMENTUM Madrid

EDELMAN SA
Johannesburg

EDELMAN SA
Johannesburg

BIGBRAVE Johannesburg / ENZO
WOOD DESIGN Johannesburg /
IMPRINT MEDIA Johannesburg /
RAND FUNERALS Johannesburg /
THE REXIME PROJECT
Johannesburg

OMD USA California
