

Creative B2B Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional
A01 (Cross-Channel Storytelling)											
A01/004	00163	SALESFORCE X MRBEAST PRESENTS:	SALESFORCE	SLACKBOT	SALESFORCE TOWER, San Francisco / BEAST	UNITED STATES	CAVIAR Los Angeles	M SQUARED PRODUCTIONS San	DENTSU LIVE Tokyo	METHOD COMMUNICATIO	
A01/018	00108	PUT AI TO WORK FOR PEOPLE	SERVICENOW	SERVICENOW	SERVICENOW, San Francisco /	UNITED STATES	ARTS & SCIENCES Los Angeles / OMD	BANQUET New York / HEARD CITY New			
A01/021	00344	VASELINE ORIGINALS	VASELINE	VASELINE	OGILVY SINGAPORE	SINGAPORE	DOUBLE Y Bangkok	CHAMELEON Singapore / NEON	WPP UNITE Singapore	OGILVY SINGAPORE	CATCH AND RELEASE San Francisco / OGILVY
A02 (Brand Experience)											
A02/010	00212	T-REX LEATHER	LAB-GROWN LEATHER	LEATHER	VML, Paris	FRANCE	KUEST PROD Paris / WPP PRODUCTION			FOR THE RIGHT REASONS	
A02/014	00336	DARK MODE ADS	PLENITUDE	ENERGY	LEPUB, Milan	ITALY	PRODIGIOUS Milan	PRODIGIOUS Milan	CARAT Milan		CERTIMAC Faenza / URBAN VISION Milan
A02/027	00349	THE PUB THAT REFUSED TO DIE	HEINEKEN	HEINEKEN GREEN	LEPUB, Milan / PUBLICIS, Dublin	ITALY / IRELAND	ANTIDOTE FILMS Dublin	COMPANY 3 London /	DENTSU CREATIVE Dublin	THE ROMANS London /	LEGARAGE Milan / PUBLICIS Dublin
A02/029	00117	SOIL STAY	TRA MONGKUT FERTILIZER	TRA MONGKUT FERTILIZER	VML, Bangkok	THAILAND				VERVE PR Bangkok	
A03 (Innovative use of Content)											
A03/008	00334	DARK MODE ADS	PLENITUDE	ENERGY	LEPUB, Milan	ITALY	PRODIGIOUS Milan	PRODIGIOUS Milan	CARAT Milan		CERTIMAC Faenza / URBAN VISION Milan
A04 (Targeting & Engagement)											
A04/003	00180	(UN)DANGERED VEGETABLES	SOLAMENT™	SOLAMENT™	DROGA5, PART OF ACCENTURE SONG,	JAPAN	1-10 Tokyo / PRIMAL VENUE Tokyo			ON'YOMI Tokyo	ONER STUDIO Lima / SUMITOMO METAL MINING
A04/006	00270	THE TROJAN FAX	IUCN FRENCH COMMITTEE X	IUCN FRENCH COMMITTEE	BETC, Paris	FRANCE	LA-BO Paris / PROSE ON PIXELS Paris		BETC Paris		
A04/013	00312	THE BIRDWATCHER	SPOOR	AI-POWERED BIRD MONITORING FOR	FP7 McCANN, Dubai	UNITED ARAB EMIRATES	FP7 McCANN Dubai			FP7 McCANN Dubai	BUMBLEBEAT Curitiba / MRM//McCANN Dubai
A04/016	00115	SOIL STAY	TRA MONGKUT FERTILIZER	TRA MONGKUT FERTILIZER	VML, Bangkok	THAILAND				VERVE PR Bangkok	
A04/024	00327	TOCAYOS	HEINEKEN	HEINEKEN BEER	LEPUB, Milan	ITALY	ANTIESTATICO Madrid				
A04/026	00355	WORKING WITH CANCER - THE STUDY	WORKING WITH CANCER	A STUDY	PUBLICIS CONSEIL, Paris	FRANCE	PRODIGIOUS Paris			PUBLICIS CONSEIL Paris	
A04/029	10339	REVERSE MEDIA SCHEDULE	SEA CLEANERS & JCDECAUX	SEA CLEANERS & JCDECAUX	DENTSU CREATIVE, Auckland	NEW ZEALAND			CARAT Auckland / JCDECAUX NEW		NIELSEN Auckland / SEA CLEANERS Auckland
A04/031	00015	DAY OF THE UNDYING BUSINESSES	WHATSAPP	WHATSAPP BUSINESS APP	META CREATIVEX, Menlo Park	UNITED STATES	DAHOUSE AUDIO Sao Paulo / STINK Mexico			BOXER TTL Mexico City	
A06 (Long-Term Brand Building)											
A06/007	00114	SOIL STAY	TRA MONGKUT FERTILIZER	TRA MONGKUT FERTILIZER	VML, Bangkok	THAILAND				VERVE PR Bangkok	
A08 (Challenger Brand)											

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A08/004	00033	BUSINESS UNUSUAL	KIIRA MOTORS CORPORATION	KAYOOLA EV BUS	THE QUOLLECTIVE, Nairobi / SWANGZ	KENYA / UGANDA	SWANGZ AVENUE Kampala	SWANGZ AVENUE Kampala			
A08/012	00234	THE FAROE ISLANDS SPACE PROGRAM	SKF	TECHNICAL SOLUTIONS AND	NORD DDB , Stockholm	SWEDEN					
A08/015	00011	LABEL CREATED BY THE WINE ITSELF -	PIQUENTUM	PIQUENTUM SPARKLING WINE	STUDIO SONDA, Vizinada	CROATIA	STUDIO SONDA Vizinada				
A09 (Corporate Purpose & Social Responsibility)											
A09/008	00214	T-REX LEATHER	LAB-GROWN LEATHER	LEATHER	VML, Paris	FRANCE	KUEST PROD Paris / WPP PRODUCTION				FOR THE RIGHT REASONS
A09/021	00228	THE FAROE ISLANDS SPACE PROGRAM	SKF	TECHNICAL SOLUTIONS AND	NORD DDB , Stockholm	SWEDEN					
A09/028	00346	THE PUB THAT REFUSED TO DIE	HEINEKEN	HEINEKEN GREEN	LEPUB, Milan / PUBLICIS, Dublin	ITALY / IRELAND	ANTIDOTE FILMS Dublin	COMPANY 3 London /	DENTSU CREATIVE Dublin	THE ROMANS London /	LEGARAGE Milan / PUBLICIS Dublin
A10 (Market Disruption)											
A10/001	00118	THE INVITE THAT BROUGHT MICHELIN TO	TOURISM NEW ZEALAND	TOURISM	SPECIAL, Auckland	NEW ZEALAND	SPECIAL Auckland / THE SUPREME	SPECIAL Auckland			SPECIAL Auckland
A10/005	00213	T-REX LEATHER	LAB-GROWN LEATHER	LEATHER	VML, Paris	FRANCE	KUEST PROD Paris / WPP PRODUCTION				FOR THE RIGHT REASONS
A10/007	00237	THE PATENT BAY	SKF	TECHNICAL SOLUTIONS AND	NORD DDB , Stockholm	SWEDEN					NORD DDB Stockholm
A10/014	00333	DARK MODE ADS	PLENITUDE	ENERGY	LEPUB, Milan	ITALY	PRODIGIOUS Milan	PRODIGIOUS Milan	CARAT Milan		CERTIMAC Faenza / URBAN VISION Milan
A10/025	00347	THE PUB THAT REFUSED TO DIE	HEINEKEN	HEINEKEN GREEN	LEPUB, Milan / PUBLICIS, Dublin	ITALY / IRELAND	ANTIDOTE FILMS Dublin	COMPANY 3 London /	DENTSU CREATIVE Dublin	THE ROMANS London /	LEGARAGE Milan / PUBLICIS Dublin
A10/031	00326	TOCAYOS	HEINEKEN	HEINEKEN BEER	LEPUB, Milan	ITALY	ANTIESTATICO Madrid				
A10/033	00028	¡HOLA!	COLAS ICELAND	ASPHALT PRODUCTION AND	COLAS ICELAND, Reykjavik / PIPARITBWA,	ICELAND	PIPARITBWA Reykjavik / SKOT	PIPARITBWA Reykjavik / SKOT	PIPARITBWA Reykjavik	PIPARITBWA Reykjavik	TBWA\HELSINKI Helsinki
A10/035	10338	REVERSE MEDIA SCHEDULE	SEA CLEANERS & JCDECAUX	SEA CLEANERS & JCDECAUX	DENTSU CREATIVE, Auckland	NEW ZEALAND			CARAT Auckland / JCDECAUX NEW		NIELSEN Auckland / SEA CLEANERS Auckland
A10/036	00119	UNPROTECTED BROADCAST	E1 FOOTBALL CHAMPIONSHIP	OUR MOMENTS	DENTSU INC., Tokyo	JAPAN	AOI PRO. Tokyo / IX Tokyo		DENTSU INC. Tokyo /	DENTSU INC. Tokyo	
A11 (Craft in B2B)											
A11/016	00215	T-REX LEATHER	LAB-GROWN LEATHER	LEATHER	VML, Paris	FRANCE	KUEST PROD Paris / WPP PRODUCTION				FOR THE RIGHT REASONS
A11/029	00278	KEEP THINKING	CLAUDE	CLAUDE	MOTHER, London	UNITED KINGDOM	LOVE SONG London				INITIATIVE New York / KING LEAR MUSIC & SOUND
A11/032	00236	THE FAROE ISLANDS SPACE PROGRAM	SKF	TECHNICAL SOLUTIONS AND	NORD DDB , Stockholm	SWEDEN					
A13 (B2B Influencer Marketing)											
A13/007	00045	GRACYOVOS	CANVA	CANVA	CANVA, Sao Paulo	BRAZIL	ASTEROIDE FILMS Sao Paulo / CANJA	BOGOTA Curitiba	OMD Sao Paulo		DIPROD Florianopolis / MFIELD Sao Paulo
A13/014	00342	VASELINE ORIGINALS	VASELINE	VASELINE	OGILVY SINGAPORE	SINGAPORE	DOUBLE Y Bangkok	CHAMELEON Singapore / NEON	WPP UNITE Singapore	OGILVY SINGAPORE	CATCH AND RELEASE San Francisco / OGILVY

Total Shortlisted:

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