

Audio & Radio Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media	PR	Additional
A01 (Use of Audio & Radio as a Medium)											
A01/014	00439	SLEEP TALK REVIEWS	IKEA	IKEA	RETHINK, Toronto	CANADA	AJAX CREATIVE Toronto	VAPOR MUSIC Toronto	CARAT Toronto		IKEA Burlington
A01/015	00113	867-5309	THE CANCER SUPPORT	THE CANCER SUPPORT	KLICK HEALTH, Toronto	CANADA	KLICK HEALTH Toronto		KLICK HEALTH Toronto		CORY DROSS / FARPOINT MEDIA Brooklyn / MARINA
A01/016	00348	A MOTHER'S COMMENTARY	REPORTERS WITHOUT BORDERS	PRESS FREEDOM ADVOCACY :	THE GOOD COMPANY, Paris	FRANCE	SO PRESS Paris				
A01/021	00062	COQUÍ ALARMED	HYUNDAI PUERTO RICO	HYUNDAI	BBDO PUERTO RICO, Guaynabo	PUERTO RICO	MACARENA Bogota	MARA FILMS Bogota	BBDO PUERTO RICO Guaynabo	BBDO PUERTO RICO Guaynabo	
A01/034	00522	HEARAPY	SAMSUNG	GALAXY BUDS	LEO, Frankfurt	GERMANY					
A01/040	00480	COULD HAVE BEEN A HEINEKEN	HEINEKEN	HEINEKEN BEER	LEPUB, Milan / LEPUB, Sao Paulo	ITALY / BRAZIL			RED STAR Sao Paulo	LEMA+ Sao Paulo / THE ROMANS	CIRCULO Sao Paulo
A01/050	00515	COVER IT	UNAIDS	INSTITUTIONAL	AFRICA CREATIVE, Sao Paulo	BRAZIL	SONIDO Sao Paulo				ACACA Sao Paulo / ESTUDIO CAXA Sao
A02 (Use of Audio & Radio Technology)											
A02/001	00096	HEARING 1945	BINGGRAE & THE MINISTRY OF	KOREA'S LIBERATION DAY	INNOCEAN, Seoul	SOUTH KOREA	GAUDIO Seoul / INNOCEAN Seoul /			INNOCEAN Seoul	
A02/003	00462	PLAYED BY HUMANS	JAZZ IS DEAD	PLAYED BY HUMANS	TBWA\CHIAT\DAY, Los Angeles	UNITED STATES	DESIGN BY DISRUPTION Los	CANJA AUDIO CULTURE Sao			
A02/010	00486	DUOBELL	SKODA	SKODA	ABBOTT MEAD VICKERS BBDO, London	UNITED KINGDOM	UNIT 9 London		PHD MEDIA London	PERSUASION COMMUNICATIO	UNIVERSITY OF SALFORD Manchester
A02/014	00264	LULLAVIBES	WOJER	LULLAVIBES	AREA 23, New York	UNITED STATES	ARS THANEA Warsaw / BITELAND				
A05 (Content Placement)											
A05/001	00155	THE CARDI BODEGA	DOORDASH	DOORDASH & CARDI B'S SECOND	DOORDASH, San Francisco	UNITED STATES	DOORDASH San Francisco / GET	DOORDASH San Francisco / GET	DOORDASH San Francisco	DOORDASH San Francisco	
A05/002	00209	PROXIMITY ADS	KFC	KFC APP	DON, Buenos Aires	ARGENTINA	DON Buenos Aires	DON Buenos Aires	DON Buenos Aires		
A05/011	00506	CROSSBAR BONG	TACO BELL	TACO BELL	EDELMAN SPAIN, Madrid / UNITED	SPAIN / UNITED STATES			EDELMAN SPAIN Madrid / UNITED		CORA POST Sao Paulo / EDELMAN Los Angeles /
A06 (Audio-Led Creativity)											
A06/008	00023	BEDTIME DONATIONS	ROYAL SOCIETY FOR BLIND	BEDTIME DONATIONS APP	INNOCEAN BERLIN, Berlin	GERMANY	BUZZWOO Berlin / DAHOUSE AUDIO	DAHOUSE AUDIO Cologne	INNOCEAN WORLDWIDE	BROADCAST REVOLUTION	ROYAL SOCIETY FOR BLIND CHILDREN London
A06/017	00435	SLEEP TALK REVIEWS	IKEA	IKEA	RETHINK, Toronto	CANADA	AJAX CREATIVE Toronto	VAPOR MUSIC Toronto	CARAT Toronto		IKEA Burlington
A06/039	00383	ADS IN MY PHONE CALL	SKINNY	SKINNY MOBILE	COLENSO BBDO, Auckland	NEW ZEALAND	RADLAB Auckland		PHD Auckland		
A06/040	00057	FUTURES	MUSICIANS MAKING A DIFFERENCE	JUVENILE REHABILITATION	SUPERMASSIVE, Sydney / MUSICIANS	AUSTRALIA	MUSICIANS MAKING A DIFFERENCE Gosford /	MUSICIANS MAKING A DIFFERENCE	MUSICIANS MAKING A	SUPERMASSIVE Sydney	MASSIVEMUSIC Sydney
B01 (Use of Music)											
B01/002	00216	BABYBEL WAX TRACKS	BABYBEL	BABYBEL CHEESE	HAVAS, Chicago	UNITED STATES			SPARK FOUNDRY	EDELMAN Chicago	

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B01/004	00460	PLAYED BY HUMANS	JAZZ IS DEAD	PLAYED BY HUMANS	TBWA\CHIAT\DAY, Los Angeles	UNITED STATES	DESIGN BY DISRUPTION Los	CANJA AUDIO CULTURE Sao			
B01/011	00516	SEARCHING FOR BIRDS ON WIRES	ABRADEE	INSTITUTIONAL	AFRICA CREATIVE, Sao Paulo	BRAZIL	MUGSHOT Sao Paulo				AMPARA ANIMAL Sao Paulo / CR_IA Sao Paulo /
B01/017	00006	THE BRANCH MUSEUM OF DESIGN VISUAL	THE BRANCH MUSEUM OF	THE BRANCH MUSEUM OF	TBWA\CHIAT\DAY, New York / MULLENLOWE	UNITED STATES	EVIL TWIN Sao Paulo				
B03 (Script)											
B03/022	00226	BEAT CANCER OFF	FUCK CANCER	BEAT CANCER OFF	VML, New York / VML HEALTH, New York	UNITED STATES	DIRTY WORK Sao Paulo / JAMUTE Sao			VML New York	VML HEALTH Madrid
B03/036	00080	HEALING ERA	HANSA PILSENER	HANSA PILSENER	JOE PUBLIC, Johannesburg	SOUTH AFRICA	STUDIJOE Johannesburg				
B03/037	00082	THE HUSTLE	HANSA PILSENER	HANSA PILSENER	JOE PUBLIC, Johannesburg	SOUTH AFRICA	STUDIJOE Johannesburg				
B03/038	00078	DELULU IS THE SOLULU	HANSA PILSENER	HANSA PILSENER	JOE PUBLIC, Johannesburg	SOUTH AFRICA	STUDIJOE Johannesburg				
B03/045	00357	RARE BACTERIUM	PAYPAL GERMANY	PAYPAL CONTACTLESS	LEO, Frankfurt	GERMANY	A.R.T STUDIOS Frankfurt				
B03/049	00085	DON'T DO'S	NEDBANK	APPROVE-IT	JOE PUBLIC, Johannesburg	SOUTH AFRICA					
B04 (Casting & Performance)											
B04/008	00233	UNLIKELY VERSION	LIFEBLOOD	BLOOD, PLASMA, PLATELET AND	M+C SAATCHI AUSTRALIA, Melbourne	AUSTRALIA	MOFA Sydney	BANG BANG STUDIOS Melbourne /		M+C SAATCHI AUSTRALIA	LEVEL TWO MUSIC Melbourne
C02 (Challenger Brand)											
C02/001	00246	THE UNOFFICIAL OFFICIAL SOUND OF F1	STING	STING	LEO INDIA, Mumbai	INDIA					PEPSICO Dublin
C02/007	10392	UVA UVA BOMBÓN	UVA APP	UVA APP	DE LA CRUZ OGILVY, San Juan	PUERTO RICO	AGOSTO MUSIC Lima / CELESTE FILMS	CELESTE FILMS Montevideo			
C03 (Single-Market Campaign)											
C03/013	00070	COQUÍ ALARMED	HYUNDAI PUERTO RICO	HYUNDAI	BBDO PUERTO RICO, Guaynabo	PUERTO RICO	MACARENA Bogota	MARA FILMS Bogota	BBDO PUERTO RICO Guaynabo	BBDO PUERTO RICO Guaynabo	
C04 (Social Behaviour)											
C04/003	00059	FUTURES	MUSICIANS MAKING A DIFFERENCE	JUVENILE REHABILITATION	SUPERMASSIVE, Sydney / MUSICIANS	AUSTRALIA	MUSICIANS MAKING A DIFFERENCE Gosford /	MUSICIANS MAKING A DIFFERENCE	MUSICIANS MAKING A	SUPERMASSIVE Sydney	MASSIVEMUSIC Sydney
C04/009	00484	DUOBELL	SKODA	SKODA	ABBOTT MEAD VICKERS BBDO, London	UNITED KINGDOM	UNIT 9 London		PHD MEDIA London	PERSUASION COMMUNICATIO	UNIVERSITY OF SALFORD Manchester
C04/027	00481	COULD HAVE BEEN A HEINEKEN	HEINEKEN	HEINEKEN BEER	LEPUB, Milan / LEPUB, Sao Paulo	ITALY / BRAZIL			RED STAR Sao Paulo	LEMA+ Sao Paulo / THE ROMANS	CIRCULO Sao Paolo
C05 (Use of Humour)											
C05/010	00227	BEAT CANCER OFF	FUCK CANCER	BEAT CANCER OFF	VML, New York / VML HEALTH, New York	UNITED STATES	DIRTY WORK Sao Paulo / JAMUTE Sao			VML New York	VML HEALTH Madrid
C05/017	00382	ADS IN MY PHONE CALL	SKINNY	SKINNY MOBILE	COLENZO BBDO, Auckland	NEW ZEALAND	RADLAB Auckland		PHD Auckland		

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C06 (Breakthrough on a Budget)											
C06/001	00212	PROXIMITY ADS	KFC	KFC APP	DON, Buenos Aires	ARGENTINA	DON Buenos Aires	DON Buenos Aires	DON Buenos Aires		
C06/006	00494	DOORBELL ADS	MERCADO LIBRE	MERCADO LIBRE	GUT, Buenos Aires	ARGENTINA	BAMBA MUSIC Buenos Aires				
C07 (Corporate Purpose & Social Responsibility)											
C07/002	00485	DUOBELL	SKODA	SKODA	ABBOTT MEAD VICKERS BBDO, London	UNITED KINGDOM	UNIT 9 London		PHD MEDIA London	PERSUASION COMMUNICATIO	UNIVERSITY OF SALFORD Manchester
C07/003	00068	COQUÍ ALARMED	HYUNDAI PUERTO RICO	HYUNDAI	BBDO PUERTO RICO, Guaynabo	PUERTO RICO	MACARENA Bogota	MARA FILMS Bogota	BBDO PUERTO RICO Guaynabo	BBDO PUERTO RICO Guaynabo	
C07/005	00263	LULLAVIBES	WOOJER	LULLAVIBES	AREA 23, New York	UNITED STATES	ARS THANEA Warsaw / BITELAND				
C07/006	00175	VOICE OF FOOD	AJINOMOTO CO., INC.	VOICE OF FOOD	DENTSU INC., Tokyo	JAPAN	DADAB Tokyo / IE3 Tokyo / KOMI INC.		DENTSU INC. Tokyo	MATERIAL Tokyo	
C09 (Cultural Engagement)											
C09/002	00022	BEDTIME DONATIONS	ROYAL SOCIETY FOR BLIND	BEDTIME DONATIONS APP	INNOCEAN BERLIN, Berlin	GERMANY	BUZZWOO Berlin / DAHOUSE AUDIO	DAHOUSE AUDIO Cologne	INNOCEAN WORLDWIDE	BROADCAST REVOLUTION	ROYAL SOCIETY FOR BLIND CHILDREN London
D01 (Consumer Goods)											
D01/002	00215	BABYBEL WAX TRACKS	BABYBEL	BABYBEL CHEESE	HAVAS, Chicago	UNITED STATES			SPARK FOUNDRY	EDELMAN Chicago	
D01/030	00500	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		OGILVY PR London	VOX HAUS Petropolis
D01/035	00524	HEARAPY	SAMSUNG	GALAXY BUDS	LEO, Frankfurt	GERMANY					
D04 (Travel, Leisure, Retail, Restaurants & Fast-Food Chains)											
D04/026	10172	THE YANGZHOU QIAO BEI MUSICAL SUITE	YANGZHOU MUNICIPAL BUREAU	TO PROMOTE BATHHOUSE	TBWA/CHINA, Shanghai	MAINLAND CHINA	BLACK CAT WHITE CAT MUSIC Tokyo /				
D06 (Consumer Services/Business to Business)											
D06/014	00236	HOW TO DRIVE ROI WITH YOUR CAMPAIGN SET UP	SPOTIFY ADVERTISING	SPOTIFY ADVERTISING	BBDO NEW YORK / SPOTIFY, New York	UNITED STATES	FINAL FRONTIER PRODUCTIONS	CODEA STUDIO Barcelona / FINAL	VAYNERMEDIA New York		
D06/015	00238	HOW TO RUN A MULTI-FORMAT CAMPAIGN	SPOTIFY ADVERTISING	SPOTIFY ADVERTISING	BBDO NEW YORK / SPOTIFY, New York	UNITED STATES	FINAL FRONTIER PRODUCTIONS	CODEA STUDIO Barcelona / FINAL	VAYNERMEDIA New York		
D07 (Not-for-Profit / Charity / Government)											
D07/005	00021	BEDTIME DONATIONS	ROYAL SOCIETY FOR BLIND	BEDTIME DONATIONS APP	INNOCEAN BERLIN, Berlin	GERMANY	BUZZWOO Berlin / DAHOUSE AUDIO	DAHOUSE AUDIO Cologne	INNOCEAN WORLDWIDE	BROADCAST REVOLUTION	ROYAL SOCIETY FOR BLIND CHILDREN London

Total Shortlisted:

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