



## Shortlist

Title	Brand	Product/Service	Entrant Company	Country
<b>A01 (Creative Effectiveness )</b>				
ONE-DROP BOTTLE	HENKEL	PRIL	TBWA/RAAD DUBAI	UNITED ARAB EMIRATES
HUNGERITHM	MARS CHOCOLATE AUSTRALIA	SNICKERS	CLEMENGER BBDO MELBOURNE	AUSTRALIA
MEET GRAHAM	TRANSPORT ACCIDENT COMMISSION (VICTORIA)	TRANSPORT ACCIDENT COMMISSION (VICTORIA)	CLEMENGER BBDO MELBOURNE	AUSTRALIA
DID YOU MEAN MAILCHIMP?	MAILCHIMP	EMAIL MARKETING SERVICE	DROGA5 NEW YORK	USA
THE CHILD REPLACEMENT PROGRAMME	MARS	PEDIGREE	COLENZO BBDO AUCKLAND	NEW ZEALAND
SICKKIDS VS	SICKKIDS FOUNDATION	SICKKIDS FOUNDATION	COSSETTE TORONTO	CANADA
CHEETOS MUSEUM	CHEETOS - FRITO LAY NORTH AMERICA	CHEETOS	GOODBY SILVERSTEIN & PARTNERS SAN FRANCISCO	USA
EDIBLE SIX PACK RINGS (E6PR)	SALTWATER BREWERY	SALTWATER BREWERY	WE BELIEVERS NEW YORK	USA
SAVLON HEALTHY HANDS CHALK STICKS	ITC	SAVLON	OGILVY MUMBAI	INDIA
GOOGLE HOME OF THE WHOPPER	BURGER KING	WHOPPER	DAVID MIAMI	USA
THE IMPACT OF FEARLESS GIRL	STATE STREET GLOBAL ADVISORS	SHE ETF	MCCANN NEW YORK	USA
<b>A02 (Creative Effectiveness for Good)</b>				
EVAN	SANDY HOOK PROMISE	SANDY HOOK PROMISE	BBDO NEW YORK	USA
ONE BOOK FOR PEACE	INTERRELIGIOUS COUNCIL IN BOSNIA & HERZEGOVINA	INTERRELIGIOUS DIALOGUE	Y&R DUBAI	UNITED ARAB EMIRATES
BOOST YOUR VOICE	BOOST MOBILE	N/A	180LA	USA
THE REFUGEE NATION	AMNESTY INTERNATIONAL	THE REFUGEE NATION	SQUARE PIXEL RIO DE JANEIRO	BRAZIL
QQ ALERT: REUNION AFTER YEARS	TENCENT	QQ ALERT	TENCENT SHENZHEN	CHINA
LIBÉ DES RÉFUGIÉS	LIBÉRATION	NEWSPAPERS	FF PARIS	FRANCE
<b>A03 (Single Country Creative Effectiveness)</b>				
HUNGERITHM	MARS CHOCOLATE AUSTRALIA	SNICKERS	CLEMENGER BBDO MELBOURNE	AUSTRALIA
MEET GRAHAM	TRANSPORT ACCIDENT COMMISSION (VICTORIA)	TRANSPORT ACCIDENT COMMISSION (VICTORIA)	CLEMENGER BBDO MELBOURNE	AUSTRALIA
LABEL OF LOVE	MONOPRIX	MONOPRIX	ROSAPARK PARIS	FRANCE
NEW YORK TIMES - THE TRUTH IS HARD TO FIND	NEW YORK TIMES	NEW YORK TIMES	DROGA5 NEW YORK	USA
BOOST YOUR VOICE	BOOST MOBILE	N/A	180LA	USA
QQ ALERT: REUNION AFTER YEARS	TENCENT	QQ ALERT	TENCENT SHENZHEN	CHINA
EDIBLE SIX PACK RINGS (E6PR)	SALTWATER BREWERY	SALTWATER BREWERY	WE BELIEVERS NEW YORK	USA
SAVLON HEALTHY HANDS CHALK STICKS	ITC	SAVLON	OGILVY MUMBAI	INDIA
GOOGLE HOME OF THE WHOPPER	BURGER KING	WHOPPER	DAVID MIAMI	USA
THE IMPACT OF FEARLESS GIRL	STATE STREET GLOBAL ADVISORS	SHE ETF	MCCANN NEW YORK	USA
<b>A04 (Multi-country Creative Effectiveness)</b>				
ORIGINAL IS NEVER FINISHED	ADIDAS ORIGINALS	ADIDAS ORIGINALS	JOHANNES LEONARDO NEW YORK	USA
<b>A05 (Long-term Creative Effectiveness)</b>				
BUSTER THE BOXER, JOHN LEWIS' BEST CHRISTMAS EVER	JOHN LEWIS	JOHN LEWIS CRISTMAS	ADAM&EVEDDB LONDON	UNITED KINGDOM