

## Shortlist

Title	Brand	Product/Service	Entrant Company	Country	PR Role	Country
<b>A01 (Food &amp; Drink )</b>						
PROBABLY TEDX	CARLSBERG GROUP	CARLSBERG BEER	HAPPINESS BRUSSELS, AN FCB ALLIANCE BRUSSELS	BELGIUM	☐	☐
CRICKET BREAD	FAZER	HAND BAKED BREAD MADE WITH GROUND CRICKET FLOUR	SEK HELSINKI	FINLAND	SEK HELSINKI	FINLAND
GREENFIELD MEATLESS MONDAY	GREENFIELD NATURAL MEAT CO.	SUSTAINABLE MEAT	HAVAS TORONTO	CANADA	EDELMAN TORONTO / MAPLE LEAF FOODS MISSISSAUGA	CANADA
TURNING BEER INTO WATER	ANHEUSER-BUSCH	DISASTER RELIEF WATER DONATIONS	FLEISHMANHILLARD NEW YORK	USA	ANHEUSER-BUSCH NEW YORK / FLEISHMANHILLARD NEW YORK	USA
THIS COKE IS A FANTA	COCA-COLA	COCA-COLA	DAVID THE AGENCY SÃO PAULO	BRAZIL	☐	☐
COMPARISON ADDS PRESSURE	PEPSICO INDIA	MIRINDA	BBDO INDIA GURGAON	INDIA	EDELMAN INDIA GURGAON	INDIA
CHANGE HAS A TASTE	COCA-COLA	WOMEN DRIVING	FP7/DXB DUBAI	UNITED ARAB EMIRATES	☐	☐
SOCCER SONG FOR CHANGE	AB-INBEV AFRICA	CARLING BLACK LABEL - ANTI WOMEN ABUSE INITIATIVE	OGILVY CAPE TOWN	SOUTH AFRICA	AB-INBEV AFRICA JOHANNESBURG / OGILVY CAPE TOWN	SOUTH AFRICA
<b>A02 (Other FMCG)</b>						
CHANGING HOUSEWORK FROM A JOB TO JOY	PROCTER & GAMBLE JAPAN K.K.	JOY	DENTSU PUBLIC RELATIONS TOKYO	JAPAN	DENTSU PUBLIC RELATIONS TOKYO	JAPAN
INTRODUCING THE ABSOLUTELY AMAZING PREWASH2000!	P&G	FAIRY	ACW GREY TEL AVIV	ISRAEL	ACW GREY TEL AVIV / GREY CONTENT TEL AVIV / MEDIACOM CONNECTIONS TEL AVIV	ISRAEL
<b>A03 (Healthcare)</b>						
THE VOICE OF VOICES	NEMO	HEALTHCARE	MCCANN MILAN	ITALY	☐	☐
SAVLON HAATH SE BAAT (TALK TO YOUR GERMS)	ITC	SAVLON	OGILVY MUMBAI	INDIA	SAVLON PR TEAM KOLKATA	INDIA
THE NOON ASSEMBLY	KWALITY LTD.	KWALITY MILK	MCCANN INDIA MUMBAI	INDIA	MCCANN HEALTH NEW DELHI / MCCANN NEW DELHI	INDIA
<b>A04 (Consumer Durables)</b>						
WE ARE THE SILVER SNIPERS	LENOVO	LENOVO BRAND CAMPAIGN (LEGION GAMING EQUIPMENT FEATURED)	EHRENSTRAHLE DDB STOCKHOLM	SWEDEN	EHRENSTRAHLE DDB STOCKHOLM / TEXT 100 STOCKHOLM	SWEDEN
THE ALL-IN PROMO	NEWSAN	NOBLEX	DAVID BUENOS AIRES	ARGENTINA	☐	☐
<b>A05 (Automotive)</b>						
HANDICAB	FORD NEDERLAND B.V.	FORD HANDICAB	OGILVY AMSTERDAM	THE NETHERLANDS	OGILVY AMSTERDAM	THE NETHERLANDS
CHATTY SCHOOL BUS	HYUNDAI MOTOR GROUP	HYUNDAI MOTOR GROUP	INNOCEAN WORLDWIDE SEOUL	SOUTH KOREA	HYUNDAI MOTOR COMPANY SEOUL / INNOCEAN WORLDWIDE SEOUL	SOUTH KOREA
NISSAN'S FOLLOW THE BALL	NISSAN DO BRASIL	NISSAN KICKS	LEW'LARA/TBWA SÃO PAULO	BRAZIL	☐	☐
<b>A06 (Retail)</b>						
THE MOST GERMAN SUPERMARKET	EDEKA ZENTRALE AG & CO. KG	RETAIL	JUNG VON MATT HAMBURG	GERMANY	☐	☐
KFC   11 HERBS & SPICES	KFC	KFC	WIEDEN+KENNEDY PORTLAND	USA	EDELMAN DALLAS	USA
BLACK SUPERMARKET	CARREFOUR	CARREFOUR	CARREFOUR MASSY	FRANCE	☐	☐
AUTISM CAN WORK	ANDROS	AUTISM RECRUITMENT WEBSITE	SERVICEPLAN FRANCE PARIS	FRANCE	SERVICEPLAN FRANCE PARIS	FRANCE
AL UMUBUWAH; PUTTING "MUM" INTO "PARENTHOOD"	BABYSHOP	RETAIL	FP7/DXB DUBAI	UNITED ARAB EMIRATES	FP7/BEY BEIRUT / FP7/CAI CAIRO / FP7/DXB DUBAI / INHYPE DUBAI / INITIATIVE MENA CAIRO	UNITED ARAB EMIRATES
REPICTURING HOMELESS	GETTY IMAGES & FIFTYFIFTY	GETTY IMAGES	HAVAS DÜSSELDORF	GERMANY	HAVAS DÜSSELDORF	GERMANY
KFC 'FCK'	KFC	KFC GRAVY	MOTHER LONDON	UNITED KINGDOM	FREUDS LONDON	UNITED KINGDOM
<b>A07 (Travel)</b>						
THE 72 HOUR CABIN	VISIT SWEDEN	SWEDEN, THE COUNTRY, AS A DESTINATION FOR TRAVELERS.	PRIME WEBER SHANDWICK STOCKHOLM	SWEDEN	PRIME WEBER SHANDWICK STOCKHOLM	SWEDEN
OFFICE SOUVENIRS	JETBLUE	AIRLINE	MULLENLOWE NEW YORK	USA	MULLENLOWE NEW YORK	USA
<b>A08 (Leisure)</b>						
MUSEUM FOR RENT	MAMBO	MAMBO	DDB COLOMBIA MEDELLIN	COLOMBIA	☐	☐
<b>A09 (Media / Entertainment)</b>						
THE PIRATE SUBTITLES	BELGIAN ENTERTAINMENT ASSOCIATION	MOVIES & SERIES	TBWA/BELGIUM BRUSSELS	BELGIUM	TBWA/BELGIUM BRUSSELS	BELGIUM
MISS PERU MEASUREMENTS	LATINA	LATINA TELEVISION	LATINA MEDIA LIMA	PERU	LATINA MEDIA LIMA	PERU
ASTRONAUT REALITY HELMET	NATIONAL GEOGRAPHIC	NATGEO	MCCANN NEW YORK	USA	☐	☐
TRASH ISLES	PLASTIC OCEANS/LADBIBLE	PLASTIC OCEANS/LADBIBLE	AMV/BBDO LONDON	UNITED KINGDOM	☐	☐
<b>A11 (Consumer Services)</b>						
PRIDE JERSEY	AIG	CSR	TBWA/HAKUHODO TOKYO	JAPAN	TBWA/HAKUHODO TOKYO	JAPAN
THE VILLAGE OF NERATOV	ERSTE BANK	CESKA SPORITELNA	Y&R PRAGUE	CZECH REPUBLIC	ERSTE BANK PRAGUE / Y&R PRAGUE	CZECH REPUBLIC
#WILLDRIVEYOUHOME	ICICI LOMBARD	GENERAL INSURANCE	OGILVY MUMBAI	INDIA	☐	☐
<b>A12 (Not-for-profit / Charity)</b>						
STOP DOWNLOADKILL	BUSAN METROPOLITAN POLICE AGENCY	STOP DOWNLOADKILL	CHEIL WORLDWIDE SEOUL	SOUTH KOREA	CHEIL WORLDWIDE SEOUL	SOUTH KOREA
A COMEDIAN'S WORST NIGHTMARE	THE FSHD FOUNDATION.	THE MUSCLE DISEASE FSHD.	GREY AMSTERDAM	THE NETHERLANDS	☐	☐
TOUCH YOUR FOOTBALLS	LÍBERO	VALDERRAMA	LOLA MULLENLOWE MADRID	SPAIN	ELIS LIMITADA RIO DE JANEIRO	BRAZIL

## Shortlist

TO THE LAST TREE STANDING	GREENPEACE POLAND	SAVING THE BIALOWIEZA FOREST	OGILVY POLAND WARSAW	POLAND	GREENPEACE POLAND WARSAW / OGILVY POLAND WARSAW	POLAND
PROJECT 84	CALM	CALM	ADAM&EVEDDB LONDON	UNITED KINGDOM	W COMMUNICATIONS LONDON	UNITED KINGDOM
STRAWLESS OCEAN: #STOPSUCKING	LONELY WHALE FOUNDATION	#STOPSUCKING	POSSIBLE SEATTLE	USA	<input type="checkbox"/>	<input type="checkbox"/>
HELP A DANE	THE DANISH CANCER SOCIETY & TRYGFONDEN	THE DANISH CANCER SOCIETY & TRYGFONDEN	&CO COPENHAGEN	DENMARK	<input type="checkbox"/>	<input type="checkbox"/>
DONT GET SEXTORTED, SEND A NAKED MOLE RAT	CANADIAN CENTRE FOR CHILD PROTECTION	CHARITABLE ORGANIZATION	NO FIXED ADDRESS TORONTO	CANADA	NEAT AGENCY TORONTO	CANADA
PROJECT REVOICE	THE ALS ASSOCIATION	CHARITY	BWM DENTSU SYDNEY	AUSTRALIA	HAYSTAC SYDNEY	AUSTRALIA
THE DISTRESS SIGNAL	AMNESTY INTERNATIONAL	HUMAN RIGHTS	ANORAK OSLO	NORWAY	ANORAK OSLO	NORWAY
HELLO IN ELEPHANT	DAVID SHELDRIK WILDLIFE TRUST	HELLO IN ELEPHANT	WHITEGREY SYDNEY	AUSTRALIA	WHITEGREY SYDNEY	AUSTRALIA
POSTS INTO LETTERS	CHANGE THE REF	POSTS INTO LETTERS	AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK	USA	<input type="checkbox"/>	<input type="checkbox"/>
BORDEAUX 2050	AJE	ALCOHOLIC BEVERAGES	MCCANN PARIS CLICHY	FRANCE	WEBER SHANDWICK PARIS	FRANCE
PRICE ON OUR LIVES	MARCH FOR OUR LIVES - PARKLAND STUDENTS	MARCH FOR OUR LIVES	MCCANN NEW YORK	USA	<input type="checkbox"/>	<input type="checkbox"/>
VALUE OF NATURE	THE GREAT BARRIER REEF FOUNDATION	THE GREAT BARRIER REEF	DELOITTE AUSTRALIA MELBOURNE	AUSTRALIA	DELOITTE AUSTRALIA MELBOURNE	AUSTRALIA
ANYTHING BUT SORRY	CANADIAN DOWN SYNDROME SOCIETY	DOWN SYNDROME AWARENESS	FCB CANADA TORONTO	CANADA	GLOSSY TORONTO	CANADA
<b>B01 (Mobile &amp; Apps)</b>						
SHEBOARD – RAISED BY WORDS	PLAN INTERNATIONAL FINLAND	PLAN INTERNATIONAL FINLAND	HASAN & PARTNERS HELSINKI	FINLAND	OSG COMMUNICATIONS TURKU / THE HONEY PARTNERSHIP LONDON	UNITED KINGDOM
KPN SAFE LOCK	KPN	TELECOM	N=5 AMSTERDAM	THE NETHERLANDS	KOOLHOVEN & PARTNERS AMSTERDAM	THE NETHERLANDS
<b>B02 (Social Community Building &amp; Management)</b>						
TO THE LAST TREE STANDING	GREENPEACE POLAND	SAVING THE BIALOWIEZA FOREST	OGILVY POLAND WARSAW	POLAND	GREENPEACE POLAND WARSAW / OGILVY POLAND WARSAW	POLAND
BREAK BREAD SMASH STIGMA	CASEY HOUSE	JUNE'S EATERY	BENSIMON BYRNE TORONTO	CANADA	NARRATIVE PR TORONTO	CANADA
PROJECT REVOICE	THE ALS ASSOCIATION	CHARITY	BWM DENTSU SYDNEY	AUSTRALIA	HAYSTAC SYDNEY	AUSTRALIA
THE BEDTIME STORYTELLERS	A1 SLOVENIA	A1 SLOVENIA	GREY SLOVENIA LJUBLJANA	SLOVENIA	TAKTIK LJUBLJANA	SLOVENIA
NATURE REPRESENTED	SAMBITO	LEGAL REPRESENTATION OF THE ELEMENTS OF NATURE	MARURI GREY GUAYAQUIL	ECUADOR	MARURI GREY GUAYAQUIL	ECUADOR
STORIES FROM THE OTHER SIDE OF THE WORLD	CARE FRANCE	ASSOCIATION	BBDO PARIS	FRANCE	<input type="checkbox"/>	<input type="checkbox"/>
VLOGGERS' SWAP	TELEKOM ROMANIA	TELEKOM PREPAID	TELEKOM ROMANIA BUCHAREST	ROMANIA	<input type="checkbox"/>	<input type="checkbox"/>
HEMOJI	SANTA CASA DE MISERICORDIA DE SAO PAULO	INSTITUTIONAL	Y&R BRAZIL SAO PAULO	BRAZIL	<input type="checkbox"/>	<input type="checkbox"/>
PRICE ON OUR LIVES	MARCH FOR OUR LIVES - PARKLAND STUDENTS	MARCH FOR OUR LIVES	MCCANN NEW YORK	USA	<input type="checkbox"/>	<input type="checkbox"/>
LIVE MOMENT OF SILENCE	SANDY HOOK PROMISE	SANDY HOOK PROMISE	BBDO NEW YORK	USA	<input type="checkbox"/>	<input type="checkbox"/>
ADOLF'S ONLINE STRATEGY	GESICHT ZEIGEN! AN ASSOCIATION ENCOURAGING PEOPLE TO STAND AGAINST RACISM IN GER	GESICHT ZEIGEN! AN ASSOCIATION ENCOURAGING PEOPLE TO STAND AGAINST RACISM IN GERMANY	OGILVY GERMANY FRANKFURT	GERMANY	<input type="checkbox"/>	<input type="checkbox"/>
#MYGAMENAME	TELEFONICA'S VIVO/ WONDER WOMEN TECH	INSTITUTIONAL	AFRICA SAO PAULO	BRAZIL	<input type="checkbox"/>	<input type="checkbox"/>
<b>B03 (Real-time Response)</b>						
ONE CHICAGO	CITY OF CHICAGO	CITY OF CHICAGO	OGILVY CHICAGO	USA	<input type="checkbox"/>	<input type="checkbox"/>
CAR CURLING	HYUNDAI MOTORS	HYUNDAI MOTORS	INNOCEAN WORLDWIDE SEOUL	SOUTH KOREA	HYUNDAI MOTOR COMPANY SEOUL / INNOCEAN WORLDWIDE SEOUL / MOG COMMUNICATIONS SEOUL	SOUTH KOREA
PRICE ON OUR LIVES	MARCH FOR OUR LIVES - PARKLAND STUDENTS	MARCH FOR OUR LIVES	MCCANN NEW YORK	USA	<input type="checkbox"/>	<input type="checkbox"/>
CROCK-POT KILLED JACK	NEWELL BRANDS AND EDELMAN	CROCK-POT	EDELMAN ATLANTA	USA	EDELMAN ATLANTA / NEWELL BRANDS ATLANTA	USA
<b>B04 (Co-creation &amp; User Generated Content)</b>						
FAROE ISLANDS TRANSLATE	VISIT FAROE ISLANDS & ATLANTIC AIRWAYS	THE FAROE ISLANDS	MENSCH COPENHAGEN	DENMARK	MENSCH COPENHAGEN / SANSIR TORSHAVN	DENMARK
REMAKE THE BOXER	PEPSICO	STING	BBDO PAKISTAN LAHORE	PAKISTAN	MINT PR AND IMAGE CONSULTANCY LAHORE	PAKISTAN LAHORE
RE:SCAM	NETSAFE	CYBER SECURITY	DDB GROUP NEW ZEALAND AUCKLAND	NEW ZEALAND	DDB GROUP NEW ZEALAND AUCKLAND	NEW ZEALAND AUCKLAND
THE VOICE OF VOICES	NEMO	HEALTHCARE	MCCANN MILAN	ITALY	<input type="checkbox"/>	<input type="checkbox"/>
<b>B05 (Innovative Use of Social Media)</b>						
LIVE LOOPER	DOWNTOWN RECORDS	THE ACADEMIC	BBDO NEW YORK	USA	SHORE FIRE BROOKLYN	USA
THE IKEA HUMAN CATALOGUE	IKEA	IKEA	IKEA SOUTHEAST ASIA SINGAPORE	SINGAPORE	BBH SINGAPORE	SINGAPORE
THE MOST WELL REVIEWED CITY ON AMAZON	KANSAS CITY ECONOMIC DEVELOPMENT	CITY OF KANSAS CITY	BARKLEY KANSAS CITY	USA	<input type="checkbox"/>	<input type="checkbox"/>
THE UNCENSORED PLAYLIST	REPORTERS WITHOUT BORDERS	SONGS WITH CENSORED ARTICLES	DDB GROUP GERMANY BERLIN	GERMANY	FINCHFACTOR AMSTERDAM	THE NETHERLANDS
POSTS INTO LETTERS	CHANGE THE REF	POSTS INTO LETTERS	AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK	USA	<input type="checkbox"/>	<input type="checkbox"/>
PAY WITH VIEWS	OPEL	OPEL CARS	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	<input type="checkbox"/>	<input type="checkbox"/>

## Shortlist

B06 (Websites & Microsites)						
THE ROTTEN APPLES	ZAMBEZI	PUBLIC SERVICE	ZAMBEZI LOS ANGELES	USA	ZAMBEZI LOS ANGELES	USA
#POWERLESSQUEEN	PROJECT NANHI KALI	WOMEN EMPOWERMENT	WATCONSULT MUMBAI	INDIA		
REPICTURING HOMELESS	GETTY IMAGES & FIFTYFIFTY	GETTY IMAGES	HAVAS DÜSSELDORF	GERMANY	HAVAS DÜSSELDORF	GERMANY
HUMANITY TEST	UN WOMEN NC UK	UN WOMEN NC UK	J. WALTER THOMPSON LONDON	UNITED KINGDOM		
HELLO IN ELEPHANT	DAVID SHELDRIK WILDLIFE TRUST	HELLO IN ELEPHANT	WHITEGREY SYDNEY	AUSTRALIA	WHITEGREY SYDNEY	AUSTRALIA
C01 (Research, Data Analytics & Insight Generation)						
BORDEAUX 2050	AJE	ALCOHOLIC BEVERAGES	MCCANN PARIS CLICHY	FRANCE	WEBER SHANDWICK PARIS	FRANCE
FIRST RESPONDERS FIRST	VERIZON	VERIZON	MCCANN NEW YORK	USA	WEBER SHANDWICK NEW YORK	USA
C02 (PR Excellence in Effectiveness)						
SAVE OUR SPECIES	LACOSTE	LACOSTE	BETC PARIS	FRANCE		
D01 (Media Relations)						
TOMORROW'S NEWS	SANDY HOOK PROMISE	SANDY HOOK PROMISE	BBDO NEW YORK	USA	DINI VON MUEFFLING COMMUNICATIONS NEW YORK	USA
THE NEW GERBER BABY	GERBER	GERBER	EDIBLE (A DANIEL J. EDELMAN AGENCY ATLANTA)	USA	EDIBLE (A DANIEL J. EDELMAN AGENCY ATLANTA)	USA
FRIENDLY PHOTOGRAPHY BAN IN BERGÜN	GRAUBÜNDEN FERIEEN	HOLIDAY REGION BERGÜN	GRAUBÜNDEN FERIEEN CHUR	SWITZERLAND	JUNG VON MATT/LIMMAT ZÜRICH	SWITZERLAND
FORBIDDEN STORIES	FREEDOM VOICES NETWORK	THE FORBIDDEN STORIES PLATFORM	J. WALTER THOMPSON PARIS	FRANCE		
THE MOST WELL REVIEWED CITY ON AMAZON	KANSAS CITY ECONOMIC DEVELOPMENT	CITY OF KANSAS CITY	BARKLEY KANSAS CITY	USA		
OFFICE SOUVENIRS	JETBLUE	AIRLINE	MULLENLOWE NEW YORK	USA	MULLENLOWE NEW YORK	USA
D02 (Use of Events & Stunts)						
THE MOST GERMAN SUPERMARKET	EDEKA ZENTRALE AG & CO. KG	RETAIL	JUNG VON MATT HAMBURG	GERMANY		
DEAD WHALE	GREENPEACE PHILIPPINES	GREENPEACE	DENTSU JAYME SYFU MAKATI CITY	THE PHILIPPINES		
#BODYCANTWAIT	HANDICAP INTERNATIONAL	HANDICAP INTERNATIONAL	HEREZIE PARIS	FRANCE		
BROKEN CRAYONS	AMIGOS FOR KIDS	AMIGOS FOR KIDS	REPUBLICA MIAMI	USA	REPUBLICA MIAMI	USA
LIVE LOOPER	DOWNTOWN RECORDS	THE ACADEMIC	BBDO NEW YORK	USA	SHORE FIRE BROOKLYN	USA
THE BRIDAL UNIFORM	UN WOMEN	ANTI-CHILD-MARRIAGES	BBDO PAKISTAN LAHORE	PAKISTAN	MINT PR AND IMAGE CONSULTANCY LAHORE	PAKISTAN
HELLO REAL PEOPLE	MOTOROLA	MOBILE	OGILVY NEW YORK	USA	ZENO GROUP NEW YORK	USA
PROJECT 84	CALM	CALM	ADAM&EVEDDB LONDON	UNITED KINGDOM	W COMMUNICATIONS LONDON	UNITED KINGDOM
FUTURE CUISINE RESTAURANT IBUKI	JAXA (JAPAN AEROSPACE EXPLORATION AGENCY)	ARTIFICIAL SATELLITE "IBUKI"	ASATSU-DK INC. TOKYO	JAPAN	ASATSU-DK INC. TOKYO / MATERIAL TOKYO	JAPAN
BREAK BREAD SMASH STIGMA	CASEY HOUSE	JUNE'S EATERY	BENSIMON BYRNE TORONTO	CANADA	NARRATIVE PR TORONTO	CANADA
HANDICAB	FORD NEDERLAND B.V.	FORD HANDICAB	OGILVY AMSTERDAM	THE NETHERLANDS	OGILVY AMSTERDAM	THE NETHERLANDS
MISS PERU MEASUREMENTS	LATINA	LATINA TELEVISION	LATINA MEDIA LIMA	PERU	LATINA MEDIA LIMA	PERU
PRESCRIBED TO DEATH	NATIONAL SAFETY COUNCIL	OPIOID ADDICTION AWARENESS & PREVENTION CAMPAIGN	KETCHUM NEW YORK	USA	KETCHUM NEW YORK / NATIONAL SAFETY COUNCIL ITASCA	USA
SPOTTED	KEY BISCAYNE	KEY BISCAYNE	J. WALTER THOMPSON ARGENTINA BUENOS AIRES	ARGENTINA		
THE FLIP	MCDONALD'S	MCDONALD'S	WE ARE UNLIMITED CHICAGO	USA		
BLACK SUPERMARKET	CARREFOUR	CARREFOUR	CARREFOUR MASSY	FRANCE		
DUTCH MASTERJUICES	PHILIPS	PHILIPS SLOW JUICERS	OGILVY AMSTERDAM	THE NETHERLANDS	FLEISHMANHILLARD DUBLIN	IRELAND
BULLY A PLANT	IKEA DUBAI	IKEA PLANT	MEMAC OGILVY DUBAI	UNITED ARAB EMIRATES		
#SUPERSICKMONDAY	RECKITT BENCKISER	MUCINEX	MCCANN NEW YORK	USA	DEVRIES GLOBAL NEW YORK	USA
DEISEL - GO WITH THE FAKE	DIESEL	DIESEL	DIESEL BREGANZE	ITALY	PARK PICTURES NEW YORK	USA
C21	NATIONAL DOWN SYNDROME SOCIETY	DOWN SYNDROME AWARENESS	NATIONAL DOWN SYNDROME SOCIETY NEW YORK	USA	JONES PR OKLAHOMA CITY / MSL NEW YORK / POWELL COMMUNICATIONS NEW YORK	USA
THE GENDER SALARY EXPERIMENT	TERRE DES FEMMES E.V.	AWARENESS TO THE GENDER PAY GAP.	JUNG VON MATT HAMBURG	GERMANY	ACHTUNG! HAMBURG	GERMANY
GET PACKING!	JETBLUE	AIRLINE	MULLENLOWE NEW YORK	USA	MULLENLOWE NEW YORK	USA
D03 (Use of Celebrity, Influencers & Key Opinion Leaders)						
GIVE NOTHING TO RACISM	NEW ZEALAND HUMAN RIGHTS COMMISSION	NEW ZEALAND HUMAN RIGHTS COMMISSION	CLEMENGER BBDO   TOUCHCAST WELLINGTON	NEW ZEALAND		
A COMEDIAN'S WORST NIGHTMARE	THE FSHD FOUNDATION.	THE MUSCLE DISEASE FSHD.	GREY AMSTERDAM	THE NETHERLANDS		
#TOOLATERGRAM	WWF	ORGANIZATION IN WILDLIFE CONSERVATION	TBWA/PARIS	FRANCE		
CLOSER THAN YOU THINK	CHILD FOCUS	CHILD FOCUS - BELGIAN CENTER FOR MISSING AND SEXUALLY EXPLOITED CHILDREN	WUNDERMAN ANTWERP	BELGIUM		
TRUE REPRESENTATION	MATTEL	BARBIE	WEBER SHANDWICK NEW YORK	USA	HL GROUP NEW YORK / WEBER SHANDWICK NEW YORK	USA
2MINUTESHOWERSONGS	SANLAM	SANLAM	KING JAMES GROUP CAPE TOWN	SOUTH AFRICA	KING JAMES GROUP CAPE TOWN	SOUTH AFRICA

## Shortlist

TAKE A SEAT	MAGICMAKERS NGO	MAGIC HOME - A SHELTER FOR PARENTS WITH SICK CHILDREN	JAZZ COMMUNICATION BUCHAREST	ROMANIA	ROGALSKI DAMASCHIN PUBLIC RELATIONS BUCHAREST	ROMANIA
SHANTI HOUSE - WHAT IF IT WAS YOUR CHILD?	SHANTI HOUSE	SHANTI HOUSE	ACW GREY TEL AVIV	ISRAEL	ACW GREY TEL AVIV	ISRAEL
@SEELIKEMENNA	TOYOTA MOTOR CORPORATION	TOYOTA BRAND	TOYOTA USA PLANO	USA	DENTSU INC. TOKYO / SAATCHI & SAATCHI TOYOTA AGENCY TORRANCE	USA
THE CURSE OF TILCARA	COCA-COLA	TROPHY TOUR	DAVID BUENOS AIRES	ARGENTINA	<input type="checkbox"/>	<input type="checkbox"/>
THE BLESSED EMOJI	PRECIDENCY OF COLOMBIA	GOVERNMENT	MULLENLOWE SSP3 BOGOTÁ	COLOMBIA	<input type="checkbox"/>	<input type="checkbox"/>
VLOGGERS' SWAP	TELEKOM ROMANIA	TELEKOM PREPAID	TELEKOM ROMANIA BUCHAREST	ROMANIA	<input type="checkbox"/>	<input type="checkbox"/>
#TRAININGFOR2032	KIMBERLY-CLARK	HUGGIES LITTLE SWIMMERS	OGILVY CHICAGO	USA	EDELMAN CHICAGO	USA
<b>D04 (Launch / Re-launch)</b>						
DORITOS BLAZE VS. MTN DEW ICE	DORITOS/MOUNTAIN DEW ICE	DORITOS BLAZE / MOUTAIN DEW ICE	GOODBY SILVERSTEIN & PARTNERS SAN FRANCISCO	USA	GOLIN CHICAGO / KETCHUM NEW YORK	USA
NEVER BEFORE BARBIE	BARBIE	BARBIE	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE	AUSTRALIA
WHOPPER GATE	BURGER KING BELGIUM	BURGER KING BELGIUM	BUZZMAN PARIS	FRANCE	BUZZMAN PARIS	FRANCE
RECRUITING CAR	VOLVO	VOLVO S90	FAMOUSGREY BRUSSELS	BELGIUM	FAMOUS RELATIONS BRUSSELS	BELGIUM
THE COFFEE LINE	SHELL	SHELL	J. WALTER THOMPSON LONDON	UNITED KINGDOM	HILL+KNOWLTON STRATEGIES LONDON	UNITED KINGDOM
PAY WITH VIEWS	OPEL	OPEL CARS	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	<input type="checkbox"/>	<input type="checkbox"/>
<b>D05 (Brand Voice &amp; Strategic Storytelling)</b>						
GIVE NOTHING TO RACISM	NEW ZEALAND HUMAN RIGHTS COMMISSION	NEW ZEALAND HUMAN RIGHTS COMMISSION	CLEMENGER BBDO   TOUCHCAST WELLINGTON	NEW ZEALAND	<input type="checkbox"/>	<input type="checkbox"/>
LOVING 'IT'	BURGER KING DEUTSCHLAND GMBH	BURGER KING	GRABARZ & PARTNER HAMBURG	GERMANY	EMANATE MÜNCHEN	GERMANY
SAVE OUR SPECIES	LACOSTE	LACOSTE	BETC PARIS	FRANCE	<input type="checkbox"/>	<input type="checkbox"/>
TRUST RACE	AUDI ITALY	AUDI INTELLIGENT ASSISTANCE	VERBA (DDB GROUP ITALY) MILAN	ITALY	PHD MILAN	ITALY
A COMEDIAN'S WORST NIGHTMARE	THE FSHD FOUNDATION.	THE MUSCLE DISEASE FSHD.	GREY AMSTERDAM	THE NETHERLANDS	<input type="checkbox"/>	<input type="checkbox"/>
TELE2 FLYING HOUSE	TELE2 LITHUANIA	TELE2 OPEN INTERNET	ADELL TAIVAS OGILVY VILNIUS	LITHUANIA	<input type="checkbox"/>	<input type="checkbox"/>
UBER RIDE TO REMEMBER	UBER	UBER	UBER HQ SAN FRANCISCO	USA	<input type="checkbox"/>	<input type="checkbox"/>
THE NEW GERBER BABY	GERBER	GERBER	EDIBLE (A DANIEL J. EDELMAN AGENCY ATLANTA	USA	EDIBLE (A DANIEL J. EDELMAN AGENCY ATLANTA	USA
PHONE-LIFE BALANCE	MOTOROLA	MOBILE	OGILVY NEW YORK	USA	ZENO GROUP NEW YORK	USA
THE FLIP	MCDONALD'S	MCDONALD'S	WE ARE UNLIMITED CHICAGO	USA	<input type="checkbox"/>	<input type="checkbox"/>
BULLY A PLANT	IKEA DUBAI	IKEA PLANT	MEMAC OGILVY DUBAI	UNITED ARAB EMIRATES	<input type="checkbox"/>	<input type="checkbox"/>
WHOPPER NEUTRALITY	BURGER KING	WHOPPER	DAVID MIAMI	USA	<input type="checkbox"/>	<input type="checkbox"/>
STAND BY YOU	BUDWEISER	BUDWEISER	DAVID MIAMI	USA	3PM AGENCY NEW YORK	USA
BIHOR COUTURE	BEAU MONDE STYLE	BEAU MONDE MAGAZINE	MCCANN BUCHAREST	ROMANIA	<input type="checkbox"/>	<input type="checkbox"/>
START YOUR IMPOSSIBLE	TOYOTA MOTOR CORPORATION	TOYOTA BRAND	TOYOTA USA PLANO	USA	DENTSU INC. TOKYO / SAATCHI & SAATCHI TOYOTA AGENCY TORRANCE	USA
ADOLF'S ONLINE STRATEGY	GESICHT ZEIGEN! AN ASSOCIATION ENCOURAGING PEOPLE TO STAND AGAINST RACISM IN GER	GESICHT ZEIGEN! AN ASSOCIATION ENCOURAGING PEOPLE TO STAND AGAINST RACISM IN GERMANY	OGILVY GERMANY FRANKFURT	GERMANY	<input type="checkbox"/>	<input type="checkbox"/>
<b>D06 (Content-led Engagement &amp; Marketing)</b>						
TO THE LAST TREE STANDING	GREENPEACE POLAND	SAVING THE BIALOWIEZA FOREST	OGILVY POLAND WARSAW	POLAND	GREENPEACE POLAND WARSAW / OGILVY POLAND WARSAW	POLAND
THE UNCENSORED PLAYLIST	REPORTERS WITHOUT BORDERS	SONGS WITH CENSORED ARTICLES	DDB GROUP GERMANY BERLIN	GERMANY	FINCHFACTOR AMSTERDAM	THE NETHERLANDS
THE INSIDERS	AMNESTY	AMNESTY THE INSIDER	AMNESTY TURKEY ISTANBUL	TURKEY	4129GREY ISTANBUL / AMNESTY TURKEY ISTANBUL	TURKEY
WORLD'S MOST SUCCESSFUL RECRUITMENT VIDEO	NEW ZEALAND POLICE	RECRUITMENT	OGILVY NEW ZEALAND AUCKLAND	NEW ZEALAND	OGILVY NEW ZEALAND AUCKLAND	NEW ZEALAND
ASTRONAUT REALITY HELMET	NATIONAL GEOGRAPHIC	NATGEO	MCCANN NEW YORK	USA	<input type="checkbox"/>	<input type="checkbox"/>
ROBOCALLS	TEAM GLEASON	TEAM GLEASON	OGILVY CHICAGO	USA	<input type="checkbox"/>	<input type="checkbox"/>
<b>D07 (Use of Technology)</b>						
GAME CHANGERS	UNICEF	UNICEF	BETC PARIS	FRANCE	<input type="checkbox"/>	<input type="checkbox"/>
THE COLORBLIND VIEWER	TENNESSEE DEPARTMENT OF TOURIST DEVELOPMENT	THE STATE OF TENNESSEE	VML KANSAS CITY	USA	<input type="checkbox"/>	<input type="checkbox"/>
SAMSUNG SMARTSUIT	SAMSUNG BENELUX B.V.	SMARTPHONE	SAMSUNG ELECTRONICS BENELUX AMSTERDAM	THE NETHERLANDS	GLASNOST AMSTERDAM	THE NETHERLANDS
KPN SAFE LOCK	KPN	TELECOM	N=5 AMSTERDAM	THE NETHERLANDS	KOOLHOVEN & PARTNERS AMSTERDAM	THE NETHERLANDS
PROJECT REVOICE	THE ALS ASSOCIATION	CHARITY	BWM DENTSU SYDNEY	AUSTRALIA	HAYSTAC SYDNEY	AUSTRALIA
CHATTY SCHOOL BUS	HYUNDAI MOTOR GROUP	HYUNDAI MOTOR GROUP	INNOCEAN WORLDWIDE SEOUL	SOUTH KOREA	HYUNDAI MOTOR COMPANY SEOUL / INNOCEAN WORLDWIDE SEOUL	SOUTH KOREA
<b>E01 (Corporate Image, Communication &amp; Reputation Management)</b>						
BEYOND THE CAPITALS	GOOGLE RUSSIA	GOOGLE SEARCH, GOOGLE MAPS	KETCHUM MOSCOW	RUSSIA	KETCHUM MOSCOW	RUSSIA

## Shortlist

SERVE YOUR COUNTRY	MCDONALD'S	BRAND CAMPAIGN	PRIME WEBER SHANDWICK STOCKHOLM	SWEDEN	PRIME WEBER SHANDWICK STOCKHOLM	SWEDEN
REPICTURING HOMELESS	GETTY IMAGES & FIFTYFIFTY	GETTY IMAGES	HAVAS DÜSSELDORF	GERMANY	HAVAS DÜSSELDORF	GERMANY
BLACK SUPERMARKET	CARREFOUR	CARREFOUR	CARREFOUR MASSY	FRANCE	<input type="checkbox"/>	<input type="checkbox"/>
ONE CHICAGO	CITY OF CHICAGO	CITY OF CHICAGO	OGILVY CHICAGO	USA	<input type="checkbox"/>	<input type="checkbox"/>
AL UMObUWAH; PUTTING 'MUM' INTO 'PARENTHOOD'	BABYSHOP	RETAIL	FP7/DXB DUBAI	UNITED ARAB EMIRATES	FP7/BEY BEIRUT / FP7/CAI CAIRO / FP7/DXB DUBAI / INHYE DUBAI / INITIATIVE MENA CAIRO	UNITED ARAB EMIRATES
FIRST RESPONDERS FIRST	VERIZON	VERIZON	MCCANN NEW YORK	USA	WEBER SHANDWICK NEW YORK	USA
KFC 'FCK'	KFC	KFC GRAVY	MOTHER LONDON	UNITED KINGDOM	FREUDS LONDON	UNITED KINGDOM
<b>E02 (Public Affairs &amp; Lobbying)</b>						
STOP DOWNLOADKILL	BUSAN METROPOLITAN POLICE AGENCY	STOP DOWNLOADKILL	CHEIL WORLDWIDE SEOUL	SOUTH KOREA	CHEIL WORLDWIDE SEOUL	SOUTH KOREA
TRASH ISLES	PLASTIC OCEANS/LADBIBLE	PLASTIC OCEANS/LADBIBLE	AMVBBDO LONDON	UNITED KINGDOM	<input type="checkbox"/>	<input type="checkbox"/>
PRESCRIBED TO DEATH	NATIONAL SAFETY COUNCIL	OPIOID ADDICTION AWARENESS & PREVENTION CAMPAIGN	KETCHUM NEW YORK	USA	KETCHUM NEW YORK / NATIONAL SAFETY COUNCIL ITASCA	USA
BLACK SUPERMARKET	CARREFOUR	CARREFOUR	CARREFOUR MASSY	FRANCE	<input type="checkbox"/>	<input type="checkbox"/>
PRICE ON OUR LIVES	MARCH FOR OUR LIVES - PARKLAND STUDENTS	MARCH FOR OUR LIVES	MCCANN NEW YORK	USA	<input type="checkbox"/>	<input type="checkbox"/>
<b>E03 (Crisis Communications &amp; Issue Management)</b>						
KFC 'FCK'	KFC	KFC GRAVY	MOTHER LONDON	UNITED KINGDOM	FREUDS LONDON	UNITED KINGDOM
<b>E04 (Corporate Social Responsibility)</b>						
THE MOST GERMAN SUPERMARKET	EDEKA ZENTRALE AG & CO. KG	RETAIL	JUNG VON MATT HAMBURG	GERMANY	<input type="checkbox"/>	<input type="checkbox"/>
#SHEDRIVES	NISSAN SAUDI ARABIA	INSTITUTIONAL	TBW/ARAAD DUBAI	UNITED ARAB EMIRATES	<input type="checkbox"/>	<input type="checkbox"/>
SAVE OUR SPECIES	LACOSTE	LACOSTE	BETC PARIS	FRANCE	<input type="checkbox"/>	<input type="checkbox"/>
THE ROOM	IKEA ITALY	VIOLENCE AGAINST WOMAN CAMPAIGN	DDB GROUP ITALY MILAN	ITALY	IKEA ITALY CARUGATE	ITALY
GREENFIELD MEATLESS MONDAY	GREENFIELD NATURAL MEAT CO.	SUSTAINABLE MEAT	HAVAS TORONTO	CANADA	EDELMAN TORONTO / MAPLE LEAF FOODS MISSISSAUGA	CANADA
TINDER #REPRESENTLOVE	TINDER	INTERRACIAL COUPLE EMOJI PROJECT	TINDER LOS ANGELES	USA	M BOOTH NEW YORK / PIABO PR BERLIN / THE AUDIENCE AGENCY PADDINGTON	USA
KIND WORDS RINGBACK TONE	GS CALTEX	GS CALTEX PR	ADQUA INTERACTIVE SEOUL	SOUTH KOREA	<input type="checkbox"/>	<input type="checkbox"/>
USPS OPERATION SANTA	US POSTAL SERVICE	SHIPPING & MAILING	MRM/MCCANN NEW YORK	USA	<input type="checkbox"/>	<input type="checkbox"/>
NATURE REPRESENTED	SAMBITO	LEGAL REPRESENTATION OF THE ELEMENTS OF NATURE	MARURI GREY GUAYAQUIL	ECUADOR	MARURI GREY GUAYAQUIL	ECUADOR
THE FLIP	MCDONALD'S	MCDONALD'S	WE ARE UNLIMITED CHICAGO	USA	<input type="checkbox"/>	<input type="checkbox"/>
THE REAL-LIFE ESCAPE ROOM	UNICEF SLOVENIA IN PARTNERSHIP WITH ASSOCIATION AGAINST SEXUAL ABUSE	CHILD PROTECTION AND INCLUSION	AGENCIJA 101 LJUBLJANA	SLOVENIA	UNICEF SLOVENIA LJUBLJANA	SLOVENIA
FORBIDDEN STORIES	FREEDOM VOICES NETWORK	THE FORBIDDEN STORIES PLATFORM	J. WALTER THOMPSON PARIS	FRANCE	<input type="checkbox"/>	<input type="checkbox"/>
SINDOOR KHELIA - NO CONDITIONS APPLY	TIMES OF INDIA	TIMES OF INDIA	FCB INDIA MUMBAI	INDIA	FCB INDIA MUMBAI	INDIA
THE VILLAGE OF NERATOV	ERSTE BANK	CESKA SPORITELNA	Y&R PRAGUE	CZECH REPUBLIC	ERSTE BANK PRAGUE / Y&R PRAGUE	CZECH REPUBLIC
BULLY JR.	BURGER KING	WHOPPER	DAVID MIAMI	USA	<input type="checkbox"/>	<input type="checkbox"/>
SOCCER SONG FOR CHANGE	AB-INBEV AFRICA	CARLING BLACK LABEL - ANTI WOMEN ABUSE INITIATIVE	OGILVY CAPE TOWN	SOUTH AFRICA	AB-INBEV AFRICA JOHANNESBURG / OGILVY CAPE TOWN	SOUTH AFRICA
<b>E05 (Internal Communications &amp; Employee Engagement)</b>						
TURNING BEER INTO WATER	ANHEUSER-BUSCH	DISASTER RELIEF WATER DONATIONS	FLEISHMANHILLARD NEW YORK	USA	ANHEUSER-BUSCH NEW YORK / FLEISHMANHILLARD NEW YORK	USA
<b>E06 (Sponsorship &amp; Brand Partnership)</b>						
THE LIONESS CREST	NIKE	NIKE WOMENS	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	NIKE HILVERSUM / WIEDEN +KENNEDY AMSTERDAM	THE NETHERLANDS
FIGHT FOR TERRITORY	LION	STEINLAGER	DDB GROUP NEW ZEALAND AUCKLAND	NEW ZEALAND	DDB GROUP NEW ZEALAND AUCKLAND	NEW ZEALAND
SAY IT TIKI	VODAFONE NEW ZEALAND	BRAND	FCB NEW ZEALAND AUCKLAND	NEW ZEALAND	FCB NEW ZEALAND AUCKLAND	NEW ZEALAND
THE NEYMARLESS SPONSORSHIP	GOL LINHAS AEREAS	GOL LINHAS AEREAS	ALMAPBDDO SÃO PAULO	BRAZIL	ALMAPBDDO SÃO PAULO	BRAZIL
GAME OF THRONES 'TAPESTRY'	TOURISM IRELAND	TOURISM IRELAND	TOURISM IRELAND COLERAINE	UNITED KINGDOM	<input type="checkbox"/>	<input type="checkbox"/>
<b>E07 (Low Budget / High Impact Campaign)</b>						
LOVING 'IT'	BURGER KING DEUTSCHLAND GMBH	BURGER KING	GRABARZ & PARTNER HAMBURG	GERMANY	EMANATE MÜNCHEN	GERMANY
KFC   11 HERBS & SPICES	KFC	KFC	WIEDEN+KENNEDY PORTLAND	USA	EDELMAN DALLAS	USA
LOVE AGAIN	PETZ	CORPORATE IMAGE	OGILVY BRASIL SÃO PAULO	BRAZIL	<input type="checkbox"/>	<input type="checkbox"/>
STORIES OVER GRAY	AMAZON	AMAZON KINDLE	VML SÃO PAULO	BRAZIL	<input type="checkbox"/>	<input type="checkbox"/>
THIS COKE IS A FANTA	COCA-COLA	COCA-COLA	DAVID THE AGENCY SÃO PAULO	BRAZIL	<input type="checkbox"/>	<input type="checkbox"/>
BIHOR COUTURE	BEAU MONDE STYLE	BEAU MONDE MAGAZINE	MCCANN BUCHAREST	ROMANIA	<input type="checkbox"/>	<input type="checkbox"/>
THE COLORBLIND VIEWER	TENNESSEE DEPARTMENT OF TOURIST DEVELOPMENT	THE STATE OF TENNESSEE	VML KANSAS CITY	USA	<input type="checkbox"/>	<input type="checkbox"/>

## Shortlist

### E08 (Multi-country Campaign)

HELP A DANE	THE DANISH CANCER SOCIETY & TRYGFONDEN	THE DANISH CANCER SOCIETY & TRYGFONDEN	&CO COPENHAGEN	DENMARK	<input type="checkbox"/>	<input type="checkbox"/>
TINDER #REPRESENTLOVE	TINDER	INTERRACIAL COUPLE EMOJI PROJECT	TINDER LOS ANGELES	USA	M BOOTH NEW YORK / PIABO PR BERLIN / THE AUDIENCE AGENCY PADDINGTON	USA

### E09 (Single Country Campaign)

PROJECT 84	CALM	CALM	ADAM&EVEDDB LONDON	UNITED KINGDOM	W COMMUNICATIONS LONDON	UNITED KINGDOM
THE BRIDAL UNIFORM	UN WOMEN	ANTI-CHILD-MARRIAGES	BBDO PAKISTAN LAHORE	PAKISTAN	MINT PR AND IMAGE CONSULTANCY LAHORE	PAKISTAN
VODKA RING	CAMPARI	SKYY VODKA	ELEVEN SYDNEY	AUSTRALIA	ELEVEN SYDNEY	AUSTRALIA
STORIES OVER GRAY	AMAZON	AMAZON KINDLE	VML SÃO PAULO	BRAZIL	<input type="checkbox"/>	<input type="checkbox"/>
THIS COKE IS A FANTA	COCA-COLA	COCA-COLA	DAVID THE AGENCY SÃO PAULO	BRAZIL	<input type="checkbox"/>	<input type="checkbox"/>
POSTS INTO LETTERS	CHANGE THE REF	POSTS INTO LETTERS	AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK	USA	<input type="checkbox"/>	<input type="checkbox"/>
SOCCER SONG FOR CHANGE	AB-INBEV AFRICA	CARLING BLACK LABEL - ANTI WOMEN ABUSE INITIATIVE	OGILVY CAPE TOWN	SOUTH AFRICA	AB-INBEV AFRICA JOHANNESBURG / OGILVY CAPE TOWN	SOUTH AFRICA