

## Shortlist

Title	Brand	Product/Service	Entrant Company	Country
<b>A01 (Titanium)</b>				
THE MOST GERMAN SUPERMARKET	EDEKA ZENTRALE AG & CO. KG	RETAIL	JUNG VON MATT HAMBURG	GERMANY
SCARY CLOWN NIGHT	BURGER KING	BURGER	LOLA MULLENLOWE MADRID	SPAIN
TODAY AT APPLE	APPLE INC.	APPLE RETAIL STORES	APPLE CUPERTINO	USA
TRASH ISLES	PLASTIC OCEANS/LADBIBLE	PLASTIC OCEANS/LADBIBLE	AMVBBDO LONDON	UNITED KINGDOM
PALAU PLEDGE	PALAU LEGACY PROJECT	PALAU	HOST/HAVAS SYDNEY	AUSTRALIA
IT'S A TIDE AD CAMPAIGN	PROCTER & GAMBLE	TIDE	PROCTER & GAMBLE CINCINNATI	USA
DUNDEE: THE SON OF A LEGEND RETURNS HOME	TOURISM AUSTRALIA	TOURISM AUSTRALIA	DROGA5 NEW YORK	USA
VALUE OF NATURE	THE GREAT BARRIER REEF FOUNDATION	THE GREAT BARRIER REEF	DELOITTE AUSTRALIA MELBOURNE	AUSTRALIA
HBO'S SXSWESTWORLD	HBO	WESTWORLD TELEVISION SHOW	HBO NEW YORK	USA
KFC   11 HERBS & SPICES	KFC	KFC	WIEDEN+KENNEDY PORTLAND	USA
USPS OPERATION SANTA	US POSTAL SERVICE	SHIPPING & MAILING	MRM/MCCANN NEW YORK	USA
INTEL DRONE LIGHT SHOW AT THE OLYMPICS	INTEL	INTEL DRONE LIGHT SHOW	INTEL CORPORATION SANTA CLARA	USA
THE FIRST AD IN THE BLOCKCHAIN	TD AMERITRADE	TD AMERITRADE	HAVAS NEW YORK	USA
WELCOME HOME	APPLE	HOMEPOD	TBWAMEDIA ARTS LAB LOS ANGELES	USA
STREETGUARD	TRACKING SYSTEM DE MÉXICO	CAR ALARMS	TRACKING SYSTEMS DE MÉXICO SA DE CV NAUCALPAN	MEXICO
CORAZÓN - GIVE YOUR HEART	MONTEFIORE	FILM, APP, OUTDOOR INSTALLATIONS, AND BILLBOARDS	JOHN X HANNES NEW YORK	USA
PROJECT FREE PERIOD	JOHNSON & JOHNSON	STAYFREE SANITARY PADS	DDB MUDRA GROUP MUMBAI	INDIA
BLOODNORMAL	ESSITY	LIBRESSE/BODYFORM	AMVBBDO LONDON	UNITED KINGDOM
NOTHING BEATS A LONDONER	NIKE	NIKE	WIEDEN+KENNEDY LONDON	UNITED KINGDOM
I'M WITH THE BANNED	SPOTIFY	SPOTIFY	SPOTIFY NEW YORK	USA
KFC 'FCK'	KFC	KFC	MOTHER LONDON	UNITED KINGDOM
AL UMObUWAH: PUTTING "MUM" INTO "PARENTHOOD"	BABYSHOP	RETAIL	FP7/DXB DUBAI	UNITED ARAB EMIRATES
WHOPPER NEUTRALITY	BURGER KING	WHOPPER	DAVID MIAMI	USA
READ MORE. LISTEN MORE.	UNESCO, THE NEW YORK TIMES & PARTICIPATING NEWS ORGANIZATIONS	WORK CREATED FOR UNESCO FOR WORLD FREEDOM DAY ACROSS MULTIPLE NEWS PUBLICATIONS	DROGA5 NEW YORK	USA
UNIVERSAL LOVE	MGM RESORTS INTERNATIONAL	MGM RESORTS	MCCANN NEW YORK	USA