

2019

SHORTLIST



Lisbon Effectiveness
International Advertising Festival

AGENCY	TITLE	CATEGORY
Bospar	House of Cats	AWARENESS EFFECTIVENESS Media & Entertainment
Cossette	SickKids VS - All In	AWARENESS EFFECTIVENESS Healthcare & Pharma
Cossette	SickKids VS	AWARENESS EFFECTIVENESS Healthcare & Pharma
EDP - Energias de Portugal, S.A	EDP's 40th anniversary	AWARENESS EFFECTIVENESS Utilities
Energy BBDO	Prescribed to Death	EFFECTIVE USE OF MEDIA Healthcare & Pharma
FCB Lisboa	O Resgate do Leite	SALES EFFECTIVENESS Beverages - Non-Alcohol
FCB Lisboa	A Evolução do Leite	SALES EFFECTIVENESS Beverages - Non-Alcohol
FCB Lisboa	O Resgate do Leite	AWARENESS EFFECTIVENESS Beverages - Non-Alcohol
Galp	Campanha de futebol - patrocínio à Seleção	AWARENESS EFFECTIVENESS Sports
INTERWEAVE	#makingithappen campaign	AWARENESS EFFECTIVENESS Government & Politics
MALO CLINIC	The Art of Creating Smiles	AWARENESS EFFECTIVENESS Healthcare & Pharma
Mercedes-Benz Portugal	The Longest Wave	AWARENESS EFFECTIVENESS Automotive - Aftermarket & Vehicles
MullenLowe	Prom King	EFFECTIVE USE OF MEDIA Restaurants
MullenLowe	Turning Their Tweets Against Them	EFFECTIVE USE OF MEDIA Restaurants
MullenLowe	Pancake King	AWARENESS EFFECTIVENESS Restaurants
R/GA	The Connected Hotel	EFFECTIVE USE OF MEDIA Travel & Tourism
United Creative	The Sweet Art Museum	AWARENESS EFFECTIVENESS Entertainment & Events
Youngnetwork Group	Regresso a Custo Zero	EFFECTIVE USE OF MEDIA Sports
Youngnetwork Group	Respect Battles	AWARENESS EFFECTIVENESS NGO's