

# Creative Effectiveness Lions 2019 Shortlist

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Title	Brand	Product/Service	Entrant Company	Country
<b>A01 (Creative Effectiveness)</b>				
IT'S A TIDE AD	PROCTER & GAMBLE	TIDE	SAATCHI & SAATCHI NEW YORK	USA
DUNDEE: THE SON OF A LEGEND RETURNS HOME	TOURISM AUSTRALIA	TOURISM AUSTRALIA	DROGA5 NEW YORK	USA
BLACK SUPERMARKET	CARREFOUR	CARREFOUR	MARCEL PARIS	FRANCE
'XBOX DESIGN LAB ORIGINALS: THE FANCHISE MODEL' – TURNING FANS INTO FANCHISEES	MICROSOFT	XBOX DESIGN LAB	MCCANN LONDON	UNITED KINGDOM
NATURE REPRESENTED	SAMBITO	AI	GREY LONDON	UNITED KINGDOM
SELFIESTIX	MARS	PEDIGREE	COLENZO BBDO AUCKLAND	NEW ZEALAND
<b>A02 (Creative Effectiveness for Charity/Non-profit)</b>				
PRESCRIBED TO DEATH	NATIONAL SAFETY COUNCIL	NON-PROFIT	ENERGY BBDO CHICAGO	USA
PROJECT 84	CAMPAIGN AGAINST LIVING	CHARITY	ADAM&EVEDDB LONDON	UNITED KINGDOM
<b>A03 (Multi-market Creative Effectiveness)</b>				
SCARY CLOWN NIGHT	BURGER KING	BURGER KING	LOLA MULLENLOWE MADRID	SPAIN
<b>A04 (Collaborative Creative Effectiveness )</b>				
BLACK SUPERMARKET	CARREFOUR	CARREFOUR	MARCEL PARIS	FRANCE
<b>A05 (Long-term Creative Effectiveness)</b>				
AUDI / VORSPRUNG DURCH TECHNIK: BEAUTIFUL CARS WITH AMAZING BRAINS (2015 – Q1 20)	AUDI	AUTOMOTIVE	BBH LONDON	UNITED KINGDOM
<b>B01 (Local Brand )</b>				
THE ALL-IN PROMO	NEWSAN	NOBLEX	DAVID BUENOS AIRES	ARGENTINA
<b>B02 (Challenger Brand )</b>				
BLOODNORMAL	ESSITY	LIBRESSE/BODYFORM	AMVBBDO LONDON	UNITED KINGDOM
THE ALL-IN PROMO	NEWSAN	NOBLEX	DAVID BUENOS AIRES	ARGENTINA
<b>B03 (Single-market Campaign)</b>				
DUNDEE: THE SON OF A LEGEND RETURNS HOME	TOURISM AUSTRALIA	TOURISM AUSTRALIA	DROGA5 NEW YORK	USA
HAIR TALK	UNILEVER	SUNSILK	WUNDERMAN THOMPSON BANGKOK	THAILAND
SINDOOR KHELA - #NOCONDITIONSAPPLY	THE TIMES OF INDIA	NEWSPAPER	FCBULKA DELHI	INDIA
THIS COKE IS A FANTA	COCA-COLA BRAZIL	COCA-COLA	DAVID SÃO PAULO	BRAZIL
<b>B04 (Social Behaviour &amp; Cultural Insight )</b>				
#SUPERSICKMONDAY	RECKITT BENCKISER	MUCINEX	MCCANN NEW YORK	USA
'XBOX DESIGN LAB ORIGINALS: THE FANCHISE MODEL' – TURNING FANS INTO FANCHISEES	MICROSOFT	XBOX DESIGN LAB	MCCANN LONDON	UNITED KINGDOM
THIS COKE IS A FANTA	COCA-COLA BRAZIL	COCA-COLA	DAVID SÃO PAULO	BRAZIL
<b>B05 (Breakthrough on a Budget)</b>				
NATURE REPRESENTED	SAMBITO	AI	GREY LONDON	UNITED KINGDOM
KFC 'FCK'	KFC	KFC (CHICKEN CRISIS)	MOTHER LONDON	UNITED KINGDOM