

Shortlist (Entertainment Lions for Music)

Track	Cat. No	Entry No	Title	Brand	Product	Entrant Company	Entrant Country	Idea Creation	Production
<u>A01 (Excellence in Music Video)</u>									
Entertainment	A01/001	00001	HUMBLE.	TDE/INTERSCOPE RECORDS	KENDRICK LAMAR	FREENJOY Los Angeles	USA	FREENJOY Los Angeles	FREENJOY Los Angeles
Entertainment	A01/017	00008	THE HAMILTON MIXTAPE: IMMIGRANTS (WE GET THE JOB DONE)	ATLANTIC & ROBERT RODRIGUEZ & LIN-MANUEL MIRANDA	THE HAMILTON MIXTAPE	DIKTATOR TV Los Angeles	USA	DIKTATOR TV Los Angeles	DIKTATOR TV Los Angeles
Entertainment	A01/037	00074	TINY DANCER	ELTON JOHN	MUSIC VIDEO	SOMESUCH London	UNITED KINGDOM	SOMESUCH London	SOMESUCH London
Entertainment	A01/038	00190	JAY-Z "SMILE"	ROC NATION	MUSIC VIDEO	SMUGGLER New York	USA	ROC NATION New York	SMUGGLER New York
Entertainment	A01/039	00248	PLEADER	ALT-J	ALT-J	BISCUIT FILMWORKS Los Angeles	USA	BISCUIT FILMWORKS Los Angeles	BISCUIT FILMWORKS Los Angeles
Entertainment	A01/053	00311	NOW OR NEVER	ORANGE	TELECOMMUNICATIONS	FP7/CAI Cairo	EGYPT	FP7/CAI Cairo / GOOD PEOPLE CONTENT Cairo	GOOD PEOPLE FILMS Cairo
Entertainment	A01/061	00260	WELCOME HOME	APPLE	HOMEPOD	TBWA/MEDIA ARTS LAB Los Angeles	USA	TBWA/MEDIA ARTS LAB Los Angeles	MJZ Los Angeles
Entertainment	A01/066	00097	1-800-273-8255	LOGIC	NATIONAL SUICIDE PREVENTION LIFELINE	LONDON ALLEY Los Angeles	USA	DEF JAM RECORDINGS New York / LONDON ALLEY Los Angeles / VISIONARY MUSIC GROUP New York	LONDON ALLEY Los Angeles
<u>A03 (Brand or Product Integration into Music Content)</u>									
Entertainment	A03/010	00116	OBSESSION FOR SMOOTHNESS	DOUBLE A	DOUBLE A	SIX INC. Tokyo	JAPAN	SIX INC. Tokyo / SPA-HAKUHODO CO. LTD. Bangkok	AOI PRO. INC. Tokyo
Entertainment	A03/018	00149	E.ON X GORILLAZ: A SOLAR COLLABORATION	E.ON GLOBAL	E.ON SOLAR STORAGE & BATTERY	ENGINE London	UNITED KINGDOM	ENGINE London	
Entertainment	A03/026	00261	WELCOME HOME	APPLE	HOMEPOD	TBWA/MEDIA ARTS LAB Los Angeles	USA	TBWA/MEDIA ARTS LAB Los Angeles	MJZ Los Angeles

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Entertainment	A03/033	00363	WEBEEFIN?	WENDY'S	WENDY'S COMMUNITY MANAGEMENT	VML Kansas City	USA	VML Kansas City	SIX COURSE Los Angeles
Entertainment	A03/037	00414	IT ALL BEGINS WITH A SONG	NASHVILLE CONVENTION AND VISITORS CORPORATION	NASHVILLE, TN AND THEIR SONGWRITERS	VML Kansas City	USA	VML Kansas City	PLAN A FILMS Asheville

B02 (Fan Engagement / Community Building)

Entertainment	B02/002	00073	DEPECHE MODE: 365 DAYS, 365 FANS	DEPECHE MODE	DEPECHE MODE	DEPECHE MODE London	UNITED KINGDOM	BBH Los Angeles / VENUSNOTE London	BBH Los Angeles
Entertainment	B02/007	00045	SNAPCHAT MUSIC VIDEO	BACARDI	BACARDI	BBDO NEW YORK	USA	BBDO NEW YORK	NORTH KINGDOM Stockholm
Entertainment	B02/020	00419	ASK ABOUT REVIVAL	INTERSCOPE RECORDS	EMINEM "REVIVAL"	DEUTSCH LA	USA	DEUTSCH LA / INTERSCOPE RECORDS Los Angeles / STEELHEAD Los Angeles	STEELHEAD Los Angeles

C01 (Use of Music Streaming Platform or Video Hosting Service)

Entertainment	C01/006	00031	LIVE LOOPER	DOWNTOWN RECORDS	THE ACADEMIC	BBDO NEW YORK	USA	BBDO NEW YORK	BBDO STUDIOS New York
Entertainment	C01/010	00184	THE UNCENSORED PLAYLIST	REPORTERS WITHOUT BORDERS	SONGS WITH CENSORED ARTICLES	DDB GROUP GERMANY Berlin	GERMANY	DDB GROUP GERMANY Berlin	DAHOUSE AUDIO São Paulo / LE TOUR DU MONDE São Paulo / MEDIAMONKS Amsterdam

C02 (Use of Music Technology or Innovation)

Entertainment	C02/006	00047	SNAPCHAT MUSIC VIDEO	BACARDI	BACARDI	BBDO NEW YORK	USA	BBDO NEW YORK	NORTH KINGDOM Stockholm
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D01 (Use of Original Composition)

Entertainment	D01/009	00185	THE UNCENSORED PLAYLIST	REPORTERS WITHOUT BORDERS	SONGS WITH CENSORED ARTICLES	DDB GROUP GERMANY Berlin	GERMANY	DDB GROUP GERMANY Berlin	DAHOUSE AUDIO São Paulo / LE TOUR DU MONDE São Paulo / MEDIAMONKS Amsterdam
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Shortlist (Entertainment Lions for Music)

Entertainment	D01/022	00303	DREAM ON	ABINBEV	BUDWEISER	MOSAIC Chicago	USA	JAY-Z New York / MOSAIC Chicago	JAY-Z New York / MARK ROMANEK Los Angeles / ROC NATION New York
Entertainment	D01/036	00332	DADDY YANKEE VS. BREAST CANCER	SUSAN G. KOMEN	RACE FOR THE CURE	J. WALTER THOMPSON PUERTO RICO San Juan	PUERTO RICO	J. WALTER THOMPSON PUERTO RICO San Juan	ZAPATERO FILMS San Juan
Entertainment	D01/041	00364	WEBEEFIN?	WENDY'S	WENDY'S COMMUNITY MANAGEMENT	VML Kansas City	USA	VML Kansas City	SIX COURSE Los Angeles
Entertainment	D01/047	00411	SUEDE GULLY	PUMA	PUMA SUEDE CLASSIC SHOES	DDB MUDRA GROUP Mumbai INDIA		DDB MUDRA GROUP Mumbai	BALANCING ACT Mumbai
Entertainment	D01/049	00450	I'M WITH THE BANNED	SPOTIFY	SPOTIFY	SPOTIFY New York	USA	SPOTIFY New York	ANONYMOUS CONTENT New York / COMPANY 3 New York / PARALLAX LLC Laguna Hills / UNBRIDLED SOUND Los Angeles
<u>D02 (Use of Licensed / Adapted Music)</u>									
Entertainment	D02/001	00005	ABSOLUT - #THISISOURHOUS E	ABSOLUT - PERNOD RICARD	ABSOLUT VODKA	FIRST DAY OF SPRING Amsterdam	THE NETHERLANDS	FIRST DAY OF SPRING Amsterdam	
Entertainment	D02/019	00203	LEVI'S CIRCLES	LEVI STRAUSS AND CO.	LEVI'S CLOTHING	FCB WEST San Francisco	USA	FCB WEST San Francisco	BELIEVE MEDIA Los Angeles / CARTEL Santa Monica / ONE UNION RECORDING San Francisco / THE MILL London
Entertainment	D02/030	00240	DEDICATED: THE CONOR MCGREGOR STORY	BEATS BY DR. DRE	BEATS STUDIO3 HEADPHONES	BEATS BY DR DRE Culver City	USA	BEATS BY DR DRE Culver City	DOOMSDAY ENTERTAINMNT Los Angeles

Shortlist (Entertainment Lions for Music)

Entertainment	D02/044	00355	TOUCHDOWN CELEBRATIONS TO COME	NFL	NFL	NFL New York	USA	GREY NEW YORK	ARCADE EDIT New York / BISCUIT FILMWORKS New York / COMPANY 3 New York / SOUND LOUNGE New York
Entertainment	D02/051	00443	GO WITH THE FLAW	DIESEL	FALL WINTER 2017 COLLECTION	DIESEL Breganze	ITALY	PUBLICIS ITALY Milan	DIVISION Paris / MPC London
Entertainment	D02/053	00262	WELCOME HOME	APPLE	HOMEPOD	TBWA/MEDIA ARTS LAB Los Angeles	USA	TBWA/MEDIA ARTS LAB Los Angeles	MJZ Los Angeles
Entertainment	D02/057	00390	SURVIVORS	SAVE THE CHILDREN FOUNDATION	SAVE THE CHILDREN FOUNDATION	YOUNG AND RUBICAM MEXICO Mexico City	MEXICO	YOUNG AND RUBICAM MEXICO Mexico City	JUAN B JUSTO Mexico City / LANDIA FILMS Mexico City / SILENCE Mexico City
Entertainment	D02/058	00429	FREEDOM	PROJECT EVERYONE	FREEDOM FILM	PROJECT EVERYONE London	UNITED KINGDOM	PROJECT EVERYONE London	PROJECT EVERYONE London

D03 (Artist as a Brand or Cause Ambassador)

Entertainment	D03/014	00358	ALL NIGHT LONG TRADING	TD AMERITRADE	TD AMERITRADE	HAVAS NEW YORK	USA	HAVAS NEW YORK	FURLINED Los Angeles
Entertainment	D03/015	00439	UNIVERSAL LOVE	MGM RESORTS INTERNATIONAL	MGM RESORTS	McCANN NEW YORK	USA	McCANN NEW YORK	CRAIG & KARL New York / TROLLBÄCK New York / WOOL & TUSK New York
Entertainment	D03/018	00416	IT ALL BEGINS WITH A SONG	NASHVILLE CONVENTION AND VISITORS CORPORATION	NASHVILLE, TN AND THEIR SONGWRITERS	VML Kansas City	USA	VML Kansas City	PLAN A FILMS Asheville
Entertainment	D03/021	00462	ABSOLUT ART RESISTANCE	ABSOLUT VODKA	ABSOLUT VODKA	LIVEAD São Paulo	BRAZIL	LIVEAD São Paulo	LIVEAD São Paulo

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Entertainment	D03/026	00098	1-800-273-8255	LOGIC	NATIONAL SUICIDE PREVENTION LIFELINE	LONDON ALLEY Los Angeles	USA	DEF JAM RECORDINGS New York / LONDON ALLEY Los Angeles / VISIONARY MUSIC GROUP New York	LONDON ALLEY Los Angeles
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D04 (Artist Associated Event or Stunt in Partnership with a Brand or a Cause)

Entertainment	D04/012	00452	RAPCAVIAR PANTHEON	SPOTIFY	RAPCAVIAR	SPOTIFY New York	USA	SPOTIFY New York	BARKING OWL Los Angeles / M SS NG P ECES New York / SPECIALGUEST New York / WAX/THE QUARRY New York
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D05 (Production of Exclusive Artist Content in Partnership with a Brand or a Cause)

Entertainment	D05/027	00440	UNIVERSAL LOVE	MGM RESORTS INTERNATIONAL	MGM RESORTS	McCANN NEW YORK	USA	McCANN NEW YORK	CRAIG & KARL New York / TROLLBÄCK New York / WOOL & TUSK New York
Entertainment	D05/028	00336	DADDY YANKEE VS. BREAST CANCER	SUSAN G. KOMEN	RACE FOR THE CURE	J. WALTER THOMPSON PUERTO RICO San Juan	PUERTO RICO	J. WALTER THOMPSON PUERTO RICO San Juan	ZAPATERO FILMS San Juan

Entertainment	D05/041	00479	ELTON JOHN: THE CUT	ROCKET ENTERTAINMENT	YOUTUBE	GOOGLE London	UNITED KINGDOM	AKQA London / ROCKET ENTERTAINMENT London	PULSE FILMS London
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D06 (Excellence in Music / Brand Partnership)

Entertainment	D06/006	00118	OBSESSION FOR SMOOTHNESS	DOUBLE A	DOUBLE A	SIX INC. Tokyo	JAPAN	SIX INC. Tokyo / SPA-HAKUHODO CO. LTD. Bangkok	AOI PRO. INC. Tokyo
Entertainment	D06/038	00453	DAVID BOWIE IS HERE	SPOTIFY	SPOTIFY	SPOTIFY New York	USA	SPOTIFY New York	TRULY DESIGN Turino

Shortlist (Entertainment Lions for Music)

D07 (Brand Endorsement / Partnership for Artist Breakthrough)

Entertainment	D07/014	00412	SUEDE GULLY	PUMA	PUMA SUEDE CLASSIC SHOES	DDB MUDRA GROUP Mumbai INDIA	DDB MUDRA GROUP Mumbai	BALANCING ACT Mumbai
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Total Entries: 45

Media

PR

Additional

DIKTATOR TV Los
Angeles

OMD USA Los
Angeles

FINAL CUT Los
Angeles /
FRAMESTORE Los
Angeles

SIX INC. Tokyo

OMD USA Los
Angeles

FINAL CUT Los
Angeles /
FRAMESTORE Los
Angeles

SPARK FOUNDRY KETCHUM New York
New York

VML Kansas City

OMD USA New York HARRISON &
SHRIFTMAN New
York

SHORE FIRE
Brooklyn

DDB GROUP FINCHFACTOR
GERMANY Berlin Amsterdam

OMD USA New York HARRISON &
SHRIFTMAN New
York

DDB GROUP FINCHFACTOR
GERMANY Berlin Amsterdam

VAYNERMEDIA
New York

J. WALTER
THOMPSON
PUERTO RICO San
Juan

DADDY YANKEE
San Juan / EDY
LAN San Juan /
PAUL "ECHO"
IRIZARRY San Juan
/ THE PUERTO
RICO SYMPHONY
ORCHESTRA San
Juan

SPARK FOUNDRY KETCHUM New York
New York

DDB MUDRA DDB MUDRA
GROUP Mumbai GROUP Mumbai
UM New York

OMD San Francisco

BEATS BY DR DRE BEATS BY DR DRE
Culver City Culver City

GREY NEW YORK

OMD USA Los Angeles	FINAL CUT Los Angeles / FRAMESTORE Los Angeles
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PROJECT EVERYONE London	PROJECT EVERYONE London
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HAVAS Chicago	ARCADE EDIT New York / SOUND LOUNGE New York / THE MILL New York
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SUNSHINE SACHS & ASSOCIATES New York / YOUR MAJESTY Amsterdam

VML Kansas City

LIVEAD São Paulo	PRESS PASS PRODUÇÕES CULTURAIS E ARTÍSTICAS São Paulo / SOKO São Paulo
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UM New York

SUNSHINE SACHS
& ASSOCIATES New
York / YOUR
MAJESTY
Amsterdam

J. WALTER
THOMPSON
PUERTO RICO San
Juan

DADDY YANKEE
San Juan / EDY
LAN San Juan /
PAUL "ECHO"
IRIZARRY San Juan
/ THE PUERTO
RICO SYMPHONY
ORCHESTRA San
Juan

ROGERS & COWAN
London

SIX INC. Tokyo

LEISURE INC
Brooklyn

DDB MUDRA DDB MUDRA
GROUP Mumbai GROUP Mumbai
