

## Shortlist (Entertainment Lions)

Track	Cat. No	Entry No	Title	Brand	Product	Entrant Company	Entrant Country	Idea Creation	Production
<b><u>A01 (Cinema &amp; Theatrical: Fiction Film)</u></b>									
Entertainment	A01/006	00657	EVER AFTER	AUDI SPAIN	BRAND CAMPAIGN	PROXIMITY BARCELONA	SPAIN	PROXIMITY BARCELONA	POST23 Barcelona / SR. ALCE Barcelona
Entertainment	A01/009	01044	QUOTA	NEWPORT BEACH FILM FESTIVAL	NEWPORT BEACH FILM FESTIVAL	GARAGE TEAM MAZDA Orange County	USA	GARAGE TEAM MAZDA Orange County / UNTITLED Santa Monica	COMPANY 3 Santa Monica / JUICE STUDIOS Santa Monica / JUMP EDITORIAL Los Angeles / UNTITLED Santa Monica / YESSIAN Los Angeles
Entertainment	A01/012	00885	CORAZÓN - GIVE YOUR HEART -	MONTEFIORE	FILM	JOHN X HANNES New York	USA	JOHN X HANNES New York	A52 Santa Monica / ACTIVE THEORY Los Angeles / BARKING OWL Los Angeles / EXILE EDITORIAL New York / SERIAL PICTURES New York
<b><u>A02 (Cinema &amp; Theatrical: Non-fiction Film)</u></b>									
Entertainment	A02/009	01106	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	A02/010	01227	TO THE WILDLANDS AND BACK	CHIEF PRODUCTIONS, STRIPE COMMUNICATIONS FOR UBISOFT	GHOST RECON WILDLANDS	CHIEF PRODUCTIONS Manchester	UNITED KINGDOM	CHIEF PRODUCTIONS Manchester / STRIPE COMMUNICATIONS London	CHIEF PRODUCTIONS Manchester
<b><u>A03 (TV &amp; VOD: Fiction)</u></b>									
Entertainment	A03/013	00375	BITE SIZED HORROR	MARS	MARS CANDY	ALL CITY, FOX NETWORKS Los Angeles	USA	FOX New York / STARCOM Chicago	ALL CITY, FOX NETWORKS Los Angeles

## **Shortlist (Entertainment Lions)**

Entertainment	A03/015	00829	PIMP THE EXTREME NINJA MASTER RUNWAY CHEF INK TANK FACTOR HAS TALENT BRASIL	OLD SPICE (P&G)	OLD SPICE DEODORANT	WIEDEN+KENNEDY São Paulo	BRAZIL	WIEDEN+KENNEDY São Paulo	ANTFOOD São Paulo / LANDIA São Paulo
Entertainment	A03/027	01005	WHO?	FOX NETWORKS GROUP LATIN AMERICA	FOX PREMIUM	PONCE Buenos Aires	ARGENTINA	PONCE Buenos Aires	AGOSTO Buenos Aires
Entertainment	A03/037	01170	TEASING JOHN MALKOVICH	CBS SPORTS	NFL PLAYOFFS	CBS CORPORATION New York	USA	CBS CORPORATION New York	CBS CORPORATION New York

## **A04 (TV & VOD: Non-fiction)**

Entertainment	A04/005	00268	HOLLAND FOR GOLD EPISODE 3	HEINEKEN	HOLLAND HEINEKEN HOUSE	NEW AMSTERDAM FILM COMPANY	THE NETHERLANDS	NEW AMSTERDAM FILM COMPANY	NEW AMSTERDAM FILM COMPANY
Entertainment	A04/006	00205	BREAKING2	NIKE	NIKE	NATIONAL GEOGRAPHIC Washington D.C.	USA	NATIONAL GEOGRAPHIC Washington D.C. / NIKE Portland	DIRTY ROBBER Los Angeles / NATIONAL GEOGRAPHIC Washington D.C.
Entertainment	A04/011	00706	NEMO'S GARDEN/HUMAN MADE STORIES	VOLVO	CAR	GREY London	UNITED KINGDOM	GREY London	GREY London
Entertainment	A04/022	01207	I'M WITH THE BANNED	SPOTIFY	SPOTIFY	SPOTIFY IN-HOUSE New York	USA	SPOTIFY IN-HOUSE New York	ANONYMOUS CONTENT New York / COMPANY 3 New York / PARALLAX LLC Laguna Hills / UNBRIDLED SOUND Los Angeles

## **A05 (Online: Fiction)**

Entertainment	A05/020	00094	STOP THE HORROR	GO GENTLE AUSTRALIA	VOLUNTARY EUTHANASIA VICTORIA, AUSTRALIA	CUMMINS & PARTNERS Sydney	AUSTRALIA	CUMMINS & PARTNERS Sydney / HISTORY WILL BE KIND Sydney	ARC EDIT Sydney / CUMMINS & PARTNERS Melbourne / CUMMINS & PARTNERS Sydney / ODD STUDIOS Sydney / REVOLVER/WILL O'ROURKE Sydney
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## Shortlist (Entertainment Lions)

Entertainment	A05/025	00180	THE TALK	P&G	P&G	BBDO NEW YORK	USA	BBDO NEW YORK	THE CORNER SHOP Santa Monica
Entertainment	A05/032	00380	DUNDEE: THE SON OF A LEGEND RETURNS HOME	TOURISM AUSTRALIA	TOURISM AUSTRALIA	DROGA5 New York	USA	DROGA5 New York	BISCUIT FILMWORKS New York / REVOLVER/WILL O'ROURKE Sydney
Entertainment	A05/038	00144	WHO?	FOX NETWORKS GROUP LATIN AMERICA	FOX PREMIUM	PONCE Buenos Aires	ARGENTINA	PONCE Buenos Aires	AGOSTO Buenos Aires
Entertainment	A05/044	00291	EVERT_45	KPN	TELECOM	N=5 Amsterdam	THE NETHERLANDS	N=5 Amsterdam	N=5 Amsterdam / PUPKIN FILM Amsterdam / SUPERHERO CHEESECAKE Amsterdam
Entertainment	A05/052	00539	FRIENDSHIT	KASIKORNBANK PUBLIC COMPANY LIMITED	K PLUS	GREYNJ UNITED Bangkok	THAILAND	GREYNJ UNITED Bangkok	HUB HO HIN BANGKOK
Entertainment	A05/092	00642	WELCOME HOME	APPLE	HOMEPOD	TBWAIMEDIA ARTS LAB Los Angeles	USA	TBWAIMEDIA ARTS LAB Los Angeles	MJZ Los Angeles
Entertainment	A05/094	00663	DECISIONS	INTERNATIONAL COMMITTEE OF THE RED CROSS	RAISING AWARENESS RE: GENEVA CONVENTION	SRA. RUSHMORE Madrid	SPAIN	SRA. RUSHMORE Madrid	CAVIAR MADRID / DELUXE MADRID / FRAMESTORE London / TRACKS & FIELDS Madrid

## Shortlist (Entertainment Lions)

Entertainment	A05/105	00559	2036: NEXUS DAWN	WARNER BROS/ALCON ENTERTAINMENT	BLADE RUNNER 2049	RSA FILMS Los Angeles	USA	3AM Culver City	RSA FILMS Los Angeles
Entertainment	A05/114	00904	NO MORE EMPTY DESKS	FARE X BENE ONLUS	BULLYING	DLV BBDO Milan	ITALY	DLV BBDO Milan	FILMASTER Milan
Entertainment	A05/117	00232	GENERATIONS (SHORT FILM)	VOLKSWAGEN	BEETLE	VERY AGENCY (VERY PATCHWORK) Copenhagen	DENMARK	SHOOT HAPPENS Copenhagen / VERY AGENCY (VERY PATCHWORK) Copenhagen	SHOOT HAPPENS Copenhagen
Entertainment	A05/126	00749	BREAKING BALLET	JOBURG BALLET	JOBURG BALLET COMPANY	TBWA\AFRICA Johannesburg	SOUTH AFRICA	TBWA\HUNT\ASCARIS Johannesburg	BLUE NOISE Johannesburg / DARLING FILMS Johannesburg / LEFT POST PRODUCTION Johannesburg / THE UPSTAIRS LUDUS POST PRODUCTION Johannesburg
Entertainment	A05/128	00887	CORAZÓN - GIVE YOUR HEART -	MONTEFIORE	FILM	JOHN X HANNES New York	USA	JOHN X HANNES New York	A52 Santa Monica / ACTIVE THEORY Los Angeles / BARKING OWL Los Angeles / EXILE EDITORIAL New York / SERIAL PICTURES New York
Entertainment	A05/149	01157	HEY, CHARLIE	THE CHRISTOPHER D. SMITHERS FOUNDATION	WWW.STOPTHESPI RAL.COM	HEAVY PICTURES Los Angeles	USA	HEAVY PICTURES Los Angeles / THE CHRISTOPHER D. SMITHERS FOUNDATION Mill Neck	HEAVY PICTURES Los Angeles / THE CHRISTOPHER D. SMITHERS FOUNDATION Mill Neck
Entertainment	A05/164	01124	#SHUTUPDEATH	MÉDECINS DU MONDE	MÉDECINS DU MONDE	SAIGON São Paulo	BRAZIL	DDB PARIS	FRENZY Paris / SAIGON São Paulo
Entertainment	A05/166	01033	LOVE STORY	TELEFÓNICA MOVISTAR	TELEFÓNICA MOVISTAR	YOUNG AND RUBICAM MEXICO Mexico City	MEXICO	YOUNG AND RUBICAM MEXICO Mexico City	SILENCE Mexico City / URBANO LAB Mexico City / WABI PRODUCTIONS Mexico City
Entertainment	A05/171	00764	THE TASTE OF LOVE	MONDELEZ INTERNATIONAL	LACTA	OGILVYONE WORLDWIDE ATHENS	GREECE	OGILVYONE WORLDWIDE ATHENS	FOSS PRODUCTIONS Athens
Entertainment	A05/173	01049	01.09	VOLKSWAGEN DO BRASIL	POLO	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	ALMAPBBDO São Paulo / O2 FILMES São Paulo / PUNCH AUDIO São Paulo

## **Shortlist (Entertainment Lions)**

Entertainment	A05/179	00024	CUBE MOVIE	SAMSUNG ELECTRONICS	GALAXY S8	CHEIL WORLDWIDE Seoul	SOUTH KOREA	CHEIL WORLDWIDE Seoul	617 Seoul / DOES INTERACTIVE Seoul / ELEMENT PICTURES Seoul / NOONISET Seoul / PLANIT PRODUCTION Seoul
Entertainment	A05/180	00529	THREE MINUTES	APPLE	IPHONE X	TBWA\MEDIA ARTS LAB Shanghai	CHINA	TBWA\MEDIA ARTS LAB Shanghai	
Entertainment	A05/182	01224	THE RED STAIN	FRANCIS FORD COPPOLA WINERY	FRANCIS FORD COPPOLA "DIRECTOR'S CUT" WINE	LANDIA Buenos Aires	ARGENTINA	LANDIA São Paulo	LANDIA São Paulo

## **A06 (Online: Non-fiction)**

Entertainment	A06/018	00162	THROUGH THE EYES OF A REFUGEE	AMNESTY INTERNATIONAL	UNDERSTANDING REFUGEES	TBWA\NEBOKO Amsterdam	THE NETHERLANDS	TBWA\NEBOKO Amsterdam	HAZAZAH FILM & PHOTOGRAPHY Amsterdam
Entertainment	A06/037	00206	BREAKING2	NIKE	NIKE	NATIONAL GEOGRAPHIC Washington D.C.	USA	NATIONAL GEOGRAPHIC Washington D.C. / NIKE Portland	DIRTY ROBBER Los Angeles / NATIONAL GEOGRAPHIC Washington D.C.
Entertainment	A06/040	00541	STORIES FROM THE OTHER SIDE OF THE WORLD	CARE FRANCE	ASSOCIATION	BBDO PARIS	FRANCE	BBDO PARIS	
Entertainment	A06/070	00893	CHASING THE DRAGON	SURF SHACK - SURFING OUTREACH PROGRAMME	HEALTH MEDIUMS	Y&R SOUTH AFRICA Johannesburg	SOUTH AFRICA	Y&R SOUTH AFRICA Johannesburg	7FILMS Cape Town / BIG LEAP MUSIC & POST Cape Town
Entertainment	A06/071	00824	WAR CORRESPONDENTS ON BREAST CANCER	SAMSUNG / FECMA	SAMSUNG	CHEIL WORLDWIDE Madrid	SPAIN	CHEIL WORLDWIDE Madrid	
Entertainment	A06/089	00834	THE FACE OF DISTRACTED DRIVING - FORREST	AT&T	IT CAN WAIT	BBDO NEW YORK	USA	BBDO NEW YORK	BISCUIT FILMWORKS New York

## **Shortlist (Entertainment Lions)**

Entertainment	A06/098	01208	I'M WITH THE BANNED	SPOTIFY	SPOTIFY	SPOTIFY IN-HOUSE New York	USA	SPOTIFY IN-HOUSE New York	ANONYMOUS New York / COMPANY 3 New York / PARALLAX LLC Laguna Hills / UNBRIDLED SOUND Los Angeles
Entertainment	A06/099	01229	SKI THE WORLD	AUDI	AUDI QUATTRO - CANDIDE THOVEX	CANDIDE THOVEX Hamburg	GERMANY	CANDIDE THOVEX Hamburg / THJNK Hamburg	THE PLANE Paris
Entertainment	A06/102	01030	THE WORDS MATTER	P&G	P&G	CNN Atlanta	USA	COURAGEOUS STUDIO New York / GREAT BIG STORY New York / PROCTER & GAMBLE Cincinnati	COURAGEOUS STUDIO New York / GREAT BIG STORY New York
Entertainment	A06/103	01051	ENDLESS STORIES	GETTY IMAGES	GETTY IMAGES	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	ALMAPBBDO São Paulo

## **A07 (VR, AR & Mixed Reality)**

Entertainment	A07/005	00544	02.38 AM	SNCF	SNCF NETWORK	TBWA\PARIS	FRANCE	TBWA\PARIS	TBWA\ DAN PARIS / TBWA\ ELSE Paris
Entertainment	A07/006	00434	FOX	FOX	FOX	FOXNEXT VR STUDIO Century City	USA	FOXNEXT VR STUDIO Century City	FELIX AND PAUL Montreal / ISLE OF DOGS PRODUCTION TEAM Century City
Entertainment	A07/007	00538	THE KILLER	SPITALFIELDS CRYPT TRUST	CHARITY DONATIONS & AWARENESS	VML London	UNITED KINGDOM	VML London	IRRESISTIBLE FILMS London / SYNCBOX London
Entertainment	A07/018	01198	SILICON VALLEY: INSIDE THE HACKER HOSTEL VR	HBO	SILICON VALLEY	HBO New York	USA	BROWN HILL PRODUCTIONS Culver City / HBO New York	BROWN HILL PRODUCTIONS Culver City / HBO New York / REWIND St. Albans
Entertainment	A07/019	00677	THE LAST GOODBYE	USC SHOAH FOUNDATION	USC SHOAH FOUNDATION	HERE BE DRAGONS New York	USA	HERE BE DRAGONS New York / MPC LA Culver City / OTOY Los Angeles / Q DEPARTMENT New York / USC SHOAH FOUNDATION Los Angeles	HERE BE DRAGONS New York / MPC LA Culver City / OTOY Los Angeles / Q DEPARTMENT New York / USC SHOAH FOUNDATION Los Angeles

## **A08 (Live Broadcast / Live Streaming)**

## **Shortlist (Entertainment Lions)**

Entertainment	A08/022	00804	VOCES EXPERTAS	TRIPLE-S	TRIPLE-S ADVANTAGE	J. WALTER THOMPSON PUERTO RICO San Juan	PUERTO RICO	J. WALTER THOMPSON PUERTO RICO San Juan	ZAPATERO FILMS San Juan
Entertainment	A08/024	00788	RACING THE SUN	VOLVO CAR USA	2018 VOLVO XC60	GREY NEW YORK	USA	GREY NEW YORK	CNN Atlanta / COURAGEOUS STUDIO New York
Entertainment	A08/029	01088	SOCCER SONG FOR CHANGE	AB-INBEV AFRICA	CARLING BLACK LABEL - ANTI WOMEN ABUSE INITIATIVE	OGILVY CAPE TOWN	SOUTH AFRICA	OGILVY CAPE TOWN	0307 FILMS Cape Town / BLACK GINGER Cape Town / DELIVERANCE POST PRODUCTION Cape Town / THE WORKROOM Cape Town / VIDEO CARTEL Cape Town
Entertainment	A08/034	00580	MISS PERU MEASUREMENTS	LATINA	LATINA TELEVISION	LATINA MEDIA Lima	PERU	LATINA MEDIA Lima	LATINA MEDIA Lima
Entertainment	A08/038	00908	WE BELONG TO EACH OTHER	TELERAMA TV	MEDIA NETWORK	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil	MARURI GREY Guayaquil

## **A09 (Audio Content)**

Entertainment	A09/001	00091	THE VOICE OF CHANGE	EUROPRIDE 2018	EUROPRIDE 2018	AKESTAM HOLST NOA Stockholm	SWEDEN	AKESTAM HOLST NOA Stockholm	FLICKORNA LARSSON Stockholm
Entertainment	A09/025	00701	THE GAME THAT NEVER WAS	BLU RADIO	SPORTS RADIO STATION	GREY COLOMBIA Bogotá	COLOMBIA	GREY COLOMBIA Bogotá	GREY COLOMBIA Bogotá / LECHUGA Bogota
Entertainment	A09/028	00923	WEBEEFIN?	WENDY'S	WENDY'S COMMUNITY MANAGEMENT	VML Kansas City	USA	VML Kansas City	SIX COURSE Los Angeles
Entertainment	A09/029	01202	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

## **A10 (Excellence in Brand Integration & Sponsorships / Partnerships for Branded Content)**

Entertainment	A10/001	00027	BOLT RATE	PEPSICO	GATORADE	TBWAISYDNEY	AUSTRALIA	TBWAISYDNEY	PLAZA FILMS Sydney
Entertainment	A10/003	00048	LA FORÊT - BET ON A MURDERER	FRANCE TÉLÉVISIONS - FRANCE 3	LA FORÊT (TV SERIES)	FRANCE TÉLÉVISIONS Paris	FRANCE	PUBLICIS CONSEIL Paris	HENRY Paris / WINAMAX Paris
Entertainment	A10/006	00081	STRANGER BROADCAST	NETFLIX	STRANGER THINGS	AKQA São Paulo	BRAZIL	AKQA São Paulo	BANDO São Paulo

## Shortlist (Entertainment Lions)

Entertainment	A10/008	00099	SNAPCHAT MUSIC VIDEO	BACARDI	BACARDI	BBDO NEW YORK	USA	BBDO NEW YORK	NORTH KINGDOM Stockholm
Entertainment	A10/050	00961	FOOTBALL DECODED	MICROSOFT	XBOX / FIFA 18	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	CRAFT WORLDWIDE London / McCANN LONDON / SOMESUCH London / TWENTYFOUR SEVEN Madrid
Entertainment	A10/055	01019	THE TALK	P&G	MY BLACK IS BEAUTIFUL	HEARTS & SCIENCE New York	USA	BBDO NEW YORK	
Entertainment	A10/061	01153	"I'M JUST TRYING TO WATCH THE GAME" – SPIDER-MAN: HOMECOMING & THE NBA FINALS	SONY PICTURES ENTERTAINMENT	SPIDER-MAN: HOMECOMING	UM Los Angeles, CA	USA	IGNITION CREATIVE Santa Monica / UM Los Angeles, CA	ESPN Bristol / METHOD STUDIOS Santa Monica / NATIONAL BASKETBALL ASSOCIATION New York / PARK PICTURES Santa Monica
Entertainment	A10/067	00943	BITE SIZED HORROR	MARS	MARS CANDY	ALL CITY, FOX NETWORKS Los Angeles	USA	FOX New York / STARCOM Chicago	ALL CITY, FOX NETWORKS Los Angeles

## A11 (Excellence in Audience Engagement or Distribution Strategy for Branded Content)

Entertainment	A11/002	00066	PROBABLY TEDX	Carlsberg Group	CARLSBERG BEER	HAPPINESS BRUSSELS, AN FCB ALLIANCE Brussels	BELGIUM	HAPPINESS BRUSSELS, AN FCB ALLIANCE Brussels	NOBODY Copenhagen
Entertainment	A11/004	00049	LA FORÊT - BET ON A MURDERER	FRANCE TÉLÉVISIONS - FRANCE 3	LA FORÊT (TV SERIES)	FRANCE TÉLÉVISIONS Paris	FRANCE	PUBLICIS CONSEIL Paris	HENRY Paris / WINAMAX Paris
Entertainment	A11/006	00082	STRANGER BROADCAST	NETFLIX	STRANGER THINGS	AKQA São Paulo	BRAZIL	AKQA São Paulo	BANDO São Paulo
Entertainment	A11/012	00381	DUNDEE: THE SON OF A LEGEND RETURNS HOME	TOURISM AUSTRALIA	TOURISM AUSTRALIA	DROGA5 New York	USA	DROGA5 New York	BISCUIT FILMWORKS New York / REVOLVER/WILL O'ROURKE Sydney
Entertainment	A11/018	00235	720 HOURS OF YOUTH	Y!MOBILE	MOBILE CARRIER	HAKUHODO KETTLE INC Tokyo	JAPAN	HAKUHODO INC. Tokyo / HAKUHODO KETTLE INC Tokyo	AID-DCC Osaka / AOI PRO. INC. Tokyo / BABEL LABEL Tokyo / TOW Tokyo
Entertainment	A11/051	00937	EXCLUSIVE THE RAINBOW	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA	DDB CHICAGO	MJZ Los Angeles / THE MILL Chicago



## **Shortlist (Entertainment Lions)**

Entertainment	A11/061	00765	THE TASTE OF LOVE	MONDELEZ INTERNATIONAL	LACTA	OGILVYONE WORLDWIDE ATHENS	GREECE	OGILVYONE WORLDWIDE ATHENS	FOSS PRODUCTIONS Athens
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### **B01 (Talent: Film, Series & Audio)**

Entertainment	B01/005	00060	#LIFEINHEL	FINAVIA	HELSINKI AIRPORT	TBWA\HELSINKI	FINLAND	TBWA\HELSINKI	KLOK HELSINKI Helsinki / TBWA\HELSINKI
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Entertainment	B01/011	00382	DUNDEE: THE SON OF A LEGEND RETURNS HOME	TOURISM AUSTRALIA	TOURISM AUSTRALIA	DROGA5 New York	USA	DROGA5 New York	BISCUIT FILMWORKS New York / REVOLVER/WILL O'ROURKE Sydney
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Entertainment	B01/016	00540	FRIENDSHIT	KASIKORNBANK PUBLIC COMPANY LIMITED	K PLUS	GREYNJ UNITED Bangkok	THAILAND	GREYNJ UNITED Bangkok	HUB HO HIN BANGKOK
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Entertainment	B01/023	00479	ALEXA LOSES HER VOICE	AMAZON	AMAZON ECHO	HUNGRY MAN Los Angeles	USA	LUCKY GENERALS London	HUNGRY MAN Los Angeles / ROCK PAPER SCISSORS Santa Monica / THE MILL Los Angeles
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Entertainment	B01/048	01003	WELCOME HOME	APPLE	HOMEPOD	MJZ Los Angeles	USA	TBWA\CHIAT\DAY NEW YORK	MJZ Los Angeles
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Entertainment	B01/052	01179	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
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### **B02 (Talent: Live Experience)**

Entertainment	B02/002	00015	A COMEDIAN'S WORST NIGHTMARE	THE FSHD FOUNDATION.	THE MUSCLE DISEASE FSHD.	GREY AMSTERDAM	THE NETHERLANDS	GREY AMSTERDAM	CHAPTER Amsterdam
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Entertainment	B02/005	00510	ECLIPSING THE ECLIPSE	ROYAL CARIBBEAN INTERNATIONAL	Royal Caribbean Cruises	WEBER SHANDWICK New York	USA	WEBER SHANDWICK New York	OVERABOVE Essex
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## Shortlist (Entertainment Lions)

Entertainment	B02/027	01156	SPECIMENS MONOLOGUES	THE FIELD MUSEUM	"SPECIMENS: UNLOCKING THE SECRETS OF LIFE" EXHIBITION	ENGAGE & RESONATE Chicago	USA	LEO BURNETT CHICAGO	ENGAGE & RESONATE Chicago
<b>B03 (Talent: Digital &amp; Social)</b>									
Entertainment	B03/001	00125	THE IKEA HUMAN CATALOGUE	IKEA	IKEA	IKEA SOUTHEAST ASIA Singapore	SINGAPORE	BBH Singapore	BBH Singapore
Entertainment	B03/002	00111	BEATS "1 OF 1"	BEATS	BEATS STUDIO3 WIRELESS	AKQA San Francisco	USA	AKQA San Francisco / BEATS ELECTRONICS Santa Monica	AKQA San Francisco / BEATS ELECTRONICS Santa Monica
Entertainment	B03/005	00100	SNAPCHAT MUSIC VIDEO	BACARDI	BACARDI	BBDO NEW YORK	USA	BBDO NEW YORK	NORTH KINGDOM Stockholm
Entertainment	B03/006	00071	TO THE LAST TREE STANDING	GREENPEACE POLAND	SAVING THE BIALOWIEZA FOREST	OGILVY POLAND Warsaw	POLAND	AMP POLAND Warsaw / OGILVY POLAND Warsaw / SHOOTME VISUAL ARTISTS Warsaw / SOUNDS GOOD Warsaw	AMP POLAND Warsaw / EXPRESSO POST PRODUCTION Warsaw / GAMESET Warszawa / GEOBOXERS Copenhagen / SHOOTME VISUAL ARTISTS Warsaw
Entertainment	B03/008	00159	#GAMEON: FINDING NATURAL-BORN POKER PLAYERS	POKERSTARS	POKERSTARS	GRAVITY ROAD London	UNITED KINGDOM	GRAVITY ROAD London	GRAVITY ROAD London
Entertainment	B03/009	00307	BLIJ MET SJOERD	ALBERT HEIJN	FMCG	TBWA\NEBOKO Amsterdam	THE NETHERLANDS	ALBERT HEIJN Zaandam / TBWA\NEBOKO Amsterdam	VIDIBOKO Amsterdam
Entertainment	B03/030	00750	BREAKING BALLET	JOBURG BALLET	JOBURG BALLET COMPANY	TBWA\AFRICA Johannesburg	SOUTH AFRICA	TBWA\HUNT\LASCARIS Johannesburg	BLUE NOISE Johannesburg / DARLING FILMS Johannesburg / LEFT POST PRODUCTION Johannesburg / THE UPSTAIRS LUDUS POST PRODUCTION Johannesburg

## **Shortlist (Entertainment Lions)**

Entertainment	B03/047	01159	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	B03/048	01056	MINIVARSKY	DIRECTV	DIRECTV MUNDIAL	OGILVY ARGENTINA Buenos Aires	ARGENTINA	OGILVY ARGENTINA Buenos Aires	ORUGA CINE Buenos Aires
Entertainment	B03/058	31386	ALEXA'S VOICE	AMAZON	AMAZON ECHO	AMAZON Seattle	USA	AMAZON D1 Seattle / LUCKY GENERALS London	HUNGRY MAN Los Angeles / ROCK PAPER SCISSORS Santa Monica / THE MILL Los Angeles

## **B04 (Excellence in Partnerships with Talent)**

Entertainment	B04/007	00150	REMAKE THE BOXER	PEPSICO	STING	BBDO PAKISTAN Lahore	PAKISTAN	BBDO PAKISTAN Lahore	LASHARI FILMS Lahore
Entertainment	B04/010	00197	DORITOS BLAZE VS. MTN DEW ICE	DORITOS/MOUNTAIN DEW ICE	DORITOS BLAZE / MOUNTAIN DEW ICE	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco	COMPANY 3 Santa Monica / LIME STUDIOS Santa Monica / RESET CONTENT Santa Monica / ROCK PAPER SCISSORS Santa Monica / THE MILL Los Angeles
Entertainment	B04/012	00511	ECLIPSING THE ECLIPSE	ROYAL CARIBBEAN INTERNATIONAL	Royal Caribbean Cruises	WEBER SHANDWICK New York	USA	WEBER SHANDWICK New York	OVERABOVE Essex
Entertainment	B04/018	00571	CAN'T JUDGE A BOOK	MASTERCARD	MASTERCARD	McCANN NEW YORK	USA	McCANN NEW YORK	BELIEVE MEDIA New York / COMPANY 3 New York / CUT+RUN New York / HEARD CITY New York / WALKER Brooklyn
Entertainment	B04/025	00583	UNLIMITED APOLOGIES	ENTEL	ENTEL UNLIMITED CALLS	McCANN LIMA	PERU	McCANN LIMA	

## **Shortlist (Entertainment Lions)**

Entertainment	B04/051	01041	ABSOLUT ONE SOURCE LIVE	PERNOD RICARD	ALCOHOLIC BEVERAGES	VML Cape Town	SOUTH AFRICA	VML Cape Town	EGG FILMS Cape Town
Entertainment	B04/065	01053	THE NEYMARLESS SPONSORSHIP	GOL LINHAS AEREAS	GOL LINHAS AEREAS	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	ALMAPBBDO São Paulo / SAIGON São Paulo / SATELITE AUDIO São Paulo

## **C01 (Live Experience Games)**

Entertainment	C01/006	00551	BEAT THE BLITZ	PEPSICO	GATORADE	VML Kansas City	USA	VML Kansas City	THE MILL New York
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## **C02 (Digital & Mobile Games)**

Entertainment	C02/009	00649	TRAVEL OREGON    TRAVEL OREGON: THE GAME	TRAVEL OREGON	OREGON	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	HINGE Portland
Entertainment	C02/016	01097	LA FORÊT - BET ON A MURDERER	FRANCE TÉLÉVISIONS - FRANCE 3	LA FORÊT (TV SERIES)	FRANCE TÉLÉVISIONS Paris	FRANCE	PUBLICIS CONSEIL Paris	HENRY Paris / WINAMAX Paris

## **C03 (Excellence in Brand Integration & Promotional Content for Games)**

Entertainment	C03/003	00072	TO THE LAST TREE STANDING	GREENPEACE POLAND	SAVING THE BIALOWIEZA FOREST	OGILVY POLAND Warsaw	POLAND	AMP POLAND Warsaw / OGILVY POLAND Warsaw / SHOOTME VISUAL ARTISTS Warsaw / SOUNDS GOOD Warsaw	AMP POLAND Warsaw / EXPRESSO POST PRODUCTION Warsaw / GAMESET Warszawa / GEOBOXERS Copenhagen / SHOOTME VISUAL ARTISTS Warsaw
Entertainment	C03/004	00023	WASTELAND WITH A V	FRUCOR SUNTORY	V ENERGY	TKT SYDNEY	AUSTRALIA	TKT SYDNEY	TKT SYDNEY
Entertainment	C03/006	00193	FIFA 18 MORE THAN A GAME	EA SPORTS	FIFA 18	adam&eveDDB London	UNITED KINGDOM	adam&eveDDB London	SMUGGLER London

## **C04 (Use of Emerging Tech for Games)**

## **Shortlist (Entertainment Lions)**

Entertainment	C04/001	00240	ECHO ESCAPE	AMAZON	AMAZON ECHO	AKQA Portland	USA	AKQA Portland / AMAZON Seattle	UNIT9 Los Angeles
Entertainment	C04/003	00290	MR. ROBOT: DAILY FIVE/NINE	USA NETWORK	MR. ROBOT	USA NETWORK New York	USA	USA NETWORK New York	EARPLAY Chestnut Hill
Entertainment	C04/007	00687	A MOON FOR ALL MANKIND	SAMSUNG	MOBILE PHONE	IRIS London	UNITED KINGDOM	IRIS London	FRAMESTORE London

## **D01 (Sports: Film, Series & Audio)**

Entertainment	D01/012	00208	BREAKING2	NIKE	NIKE	NATIONAL GEOGRAPHIC Washington D.C.	USA	NATIONAL GEOGRAPHIC Washington D.C. / NIKE Portland	DIRTY ROBBER Los Angeles / NATIONAL GEOGRAPHIC Washington D.C.
Entertainment	D01/035	00725	BUDWEISER: THIS BUD'S FOR TWO	ABINBEV	BUDWEISER	AB INBEV New York	USA	VAYNERMEDIA New York	VAYNER PRODUCTIONS Long Island City
Entertainment	D01/040	01130	SKI THE WORLD	AUDI	AUDI QUATTRO - CANDIDE THOVEX	CANDIDE THOVEX Hamburg	GERMANY	CANDIDE THOVEX Hamburg / THJNK Hamburg	THE PLANE Paris
Entertainment	D01/045	01087	HOLLAND FOR GOLD EPISODE 3/3	HEINEKEN	HOLLAND HEINEKEN HOUSE	NEW AMSTERDAM FILM COMPANY	THE NETHERLANDS	NEW AMSTERDAM FILM COMPANY	NEW AMSTERDAM FILM COMPANY
Entertainment	D01/048	00703	THE GAME THAT NEVER WAS	BLU RADIO	SPORTS RADIO STATION	GREY COLOMBIA Bogotá	COLOMBIA	GREY COLOMBIA Bogotá	GREY COLOMBIA Bogotá / LECHUGA Bogota

## **D02 (Sports: Live Experience)**

Entertainment	D02/009	00424	THE HACKING JERSEY	CRISTAL	ALCOHOLIC DRINK	CRISTAL Lima	PERU	HOUDINI Lima	APAGAINCENDIOS Lima
Entertainment	D02/013	00957	NIKE BREAKING2	NIKE	N/A	NIKE Portland	USA	NIKE Portland / WIEDEN+KENNEDY Portland	DIRTY ROBBER Los Angeles / UNCLE TOAD'S MEDIA GROUP San Clemente, CA
Entertainment	D02/027	01090	SOCCER SONG FOR CHANGE	AB-INBEV AFRICA	CARLING BLACK LABEL - ANTI WOMEN ABUSE INITIATIVE	OGILVY CAPE TOWN	SOUTH AFRICA	OGILVY CAPE TOWN	0307 FILMS Cape Town / BLACK GINGER Cape Town / DELIVERANCE POST PRODUCTION Cape Town / THE WORKROOM Cape Town / VIDEO CARTEL Cape Town

## **D03 (Sports: Digital & Social)**

## **Shortlist (Entertainment Lions)**

Entertainment	D03/001	00136	TELENET PLAY SPORTS PREROLL FOOTBAL MATCH	TELENET	PLAY SPORTS	TBWA\BELGIUM Brussels	BELGIUM	TBWA\BELGIUM Brussels	TBWA\BELGIUM Brussels
Entertainment	D03/005	00123	STILL KD: THROUGH THE NOISE	NIKE	KEVIN DURANT - KD	AVOCADOS & COCONUTS San Francisco	USA	MUST BE SOMETHING Portland / NIKE Portland	AVOCADOS & COCONUTS San Francisco
Entertainment	D03/008	00365	CHEETOS: TEACH ME HOW TO CURL	FRITO-LAY NORTH AMERICA	CHEETOS	FRITO-LAY Plano	USA	THE MARKETING ARM Dallas	EVOLVE STUDIO Franklin / JINGLE PUNKS Santa Monica / THE MARKETING ARM Dallas
Entertainment	D03/010	00200	LOSERS' PARADISE	AIR NEW ZEALAND	AIR NEW ZEALAND	HOST/HAVAS Sydney	AUSTRALIA	HOST/HAVAS Sydney	RED DOG PRODUCTIONS Sydney
Entertainment	D03/028	00881	THE YEAR OF CELEBRATIONS	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	D03/038	01057	MINIVARSKY	DIRECTV	DIRECTV MUNDIAL	OGILVY ARGENTINA Buenos Aires	ARGENTINA	OGILVY ARGENTINA Buenos Aires	ORUGA CINE Buenos Aires

## **D04 (Use of Emerging Tech for Sports)**

Entertainment	D04/006	00555	BEAT THE BLITZ	PEPSICO	GATORADE	VML Kansas City	USA	VML Kansas City	THE MILL New York
Entertainment	D04/008	00413	EXPERIENCE THE MOMENT	INTEL	OLYMPICS	mcgarrybowen SAN FRANCISCO	USA	mcgarrybowen SAN FRANCISCO	M SS NG P ECES New York / P260 New York / THE MILL Los Angeles

## **D05 (Excellence in Brand Integration & Sponsorships / Partnerships for Sports Entertainment)**

Entertainment	D05/003	00029	BOLT RATE	PEPSICO	GATORADE	TBWA\SYDNEY	AUSTRALIA	TBWA\SYDNEY	PLAZA FILMS Sydney
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## **Shortlist (Entertainment Lions)**

Entertainment	D05/008	00279	SAMSUNG SMARTSUIT	SAMSUNG BENELUX B.V.	SMARTPHONE	SAMSUNG ELECTRONICS BENELUX Amsterdam	THE NETHERLANDS	CHEIL WORLDWIDE Amsterdam	EYEFORCE Amsterdam / MARIO PIEPENBRINK Alkmaar / PIRKE PRODUCTIONS Amstredam / WOODWORK Amsterdam
Entertainment	D05/021	00414	EXPERIENCE THE MOMENT	INTEL	OLYMPICS	mcgarrybowen SAN FRANCISCO	USA	mcgarrybowen SAN FRANCISCO	M SS NG P ECES New York / P260 New York / THE MILL Los Angeles
Entertainment	D05/026	00736	INTEL AT THE OLYMPICS	INTEL	N/A	INTEL CORPORATION Santa Clara	USA	INTEL CORPORATION Santa Clara	INTEL CORPORATION Santa Clara

## **D06 (Excellence in Audience Engagement or Distribution Strategy for Sports Entertainment)**

Entertainment	D06/006	00194	FIFA 18 MORE THAN A GAME	EA SPORTS	FIFA 18	adam&eveDDB London	UNITED KINGDOM	adam&eveDDB London	SMUGGLER London
Entertainment	D06/007	00433	RUNTOScroll	ADIDAS	ALPHABOUNCE RUNNING SHOES	FRIENDS Moscow	RUSSIA	FRIENDS Moscow	BAKEHOUSE (VIDEOPRODUCTION) Moscow
Entertainment	D06/012	00714	GIFORADE	PEPSICO	GATORADE	VML Kansas City	USA	VML Kansas City	GIPHY New York
Entertainment	D06/015	00966	FOOTBALL DECODED	MICROSOFT	XBOX / FIFA 18	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	CRAFT WORLDWIDE London / McCANN LONDON / SOMESUCH London / TWENTYFOUR SEVEN Madrid
Entertainment	D06/021	00985	#THEDEBUT	PEPSICO	GATORADE	VML Kansas City	USA	VML Kansas City	INTERSPORT Chicago

## **D07 (Sports for Good)**

Entertainment	D07/025	00323	VALDERRAMA'S BALLS	LIBERO	FOOTBALL MAGAZINE	LOLA MULLENLOWE Madrid	SPAIN	LOLA MULLENLOWE Madrid	LOS NOTARIOS Bogotá
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## **Shortlist (Entertainment Lions)**

Entertainment	D07/029	00898	CHASING THE DRAGON	SURF SHACK - SURFING OUTREACH PROGRAMME	HEALTH MEDIUMS	Y&R SOUTH AFRICA Johannesburg	SOUTH AFRICA	Y&R SOUTH AFRICA Johannesburg	7FILMS Cape Town / BIG LEAP MUSIC & POST Cape Town
Entertainment	D07/033	00842	BLIND PASSION	FLAMENGO	SOCCER CLUB	NBS Rio De Janeiro	BRAZIL	NBS Rio De Janeiro	BRCINEMA Rio de Janeiro / SOUNDZILLA São Paulo
Entertainment	D07/037	00337	ROLLING WITH THE CHAMPION	UBER	RIDE SHARE APP	UNINTERRUPTED Los Angeles	USA	UBER HQ San Francisco / UNINTERRUPTED Los Angeles	UBER HQ San Francisco / UNINTERRUPTED Los Angeles
Entertainment	D07/046	00704	THE GAME THAT NEVER WAS	BLU RADIO	SPORTS RADIO STATION	GREY COLOMBIA Bogotá	COLOMBIA	GREY COLOMBIA Bogotá	GREY COLOMBIA Bogotá / LECHUGA Bogota

## **E01 (Innovation in Branded Content)**

Entertainment	E01/007	00139	IRRESISTIBLY POINTLESS TRUEVIEW ADS	IKEA	IKEA FURNITURE	AKESTAM HOLST NOA Stockholm	SWEDEN	AKESTAM HOLST NOA Stockholm	AKESTAM HOLST NOA Stockholm / BACON FILM Stockholm
Entertainment	E01/020	00190	DISJOINTED: RUTH'S ALTERNATIVE CARING & THE NETFLIX COLLECTION	NETFLIX	DISJOINTED - SEASON 1	VIRTUE WORLDWIDE New York	USA	VIRTUE WORLDWIDE New York	VIRTUE WORLDWIDE New York
Entertainment	E01/022	00293	EVERT_45	KPN	TELECOM	N=5 Amsterdam	THE NETHERLANDS	N=5 Amsterdam	N=5 Amsterdam / PUPKIN FILM Amsterdam / SUPERHERO CHEESECAKE Amsterdam
Entertainment	E01/045	00548	UK'SHONA KWELANGA - A WHATSAPP DRAMA SERIES	SANLAM	MYCHOICE FUNERAL PLAN	KING JAMES GROUP Cape Town	SOUTH AFRICA	KING JAMES GROUP Cape Town	
Entertainment	E01/047	00575	COLDPLAY UNFRAMED	SAMSUNG	GEAR VIRTUAL REALITY HEADSET	LIVE NATION ENTERTAINMENT New York	USA	LIVE NATION ENTERTAINMENT New York / R/GA NEW YORK	LIVE NATION ENTERTAINMENT New York



## Shortlist (Entertainment Lions)

Entertainment	E01/051	00751	BREAKING BALLET	JOBURG BALLET	JOBURG BALLET COMPANY	TBWAVAFRICA Johannesburg	SOUTH AFRICA	TBWAVHUNT/LASCARIS Johannesburg	BLUE NOISE Johannesburg / DARLING FILMS Johannesburg / LEFT POST PRODUCTION Johannesburg / THE UPSTAIRS LUDUS POST PRODUCTION Johannesburg
Entertainment	E01/053	00737	INTEL DRONE LIGHT SHOW AT THE OLYMPICS	INTEL	INTEL DRONE LIGHT SHOW	INTEL CORPORATION Santa Clara	USA	INTEL CORPORATION Santa Clara	INTEL CORPORATION Santa Clara
Entertainment	E01/054	00641	HBO'S SXSWESTWORLD	HBO	WESTWORLD TELEVISION SHOW	HBO New York	USA	GIANT SPOON New York	
Entertainment	E01/067	01073	52 MAYORS OF DANZHAI	WANDA	TBC	OGILVY BEIJING	CHINA	DALIAN WANDA GROUP Beijing / OGILVY BEIJING	DALIAN WANDA GROUP Beijing
Entertainment	E01/075	00888	CORAZÓN - GIVE YOUR HEART -	MONTEFIORE	FILM	JOHN X HANNES New York	USA	JOHN X HANNES New York	A52 Santa Monica / ACTIVE THEORY Los Angeles / BARKING OWL Los Angeles / EXILE EDITORIAL New York / SERIAL PICTURES New York

Total Entries:

148

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**PR**

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VML Kansas City

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London

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Y São Paulo São Paulo

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CORPORATION  
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UM New York

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CUMMINS & PARTNERS Sydney

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SCIENCE New York

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COMMUNICATION  
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York / EGAMI  
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HEARD CITY New  
York / PULSE  
MUSIC New York /  
THE MILL New York  
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VML London      VML London

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AB-INBEV AFRICA Johannesburg / OGILVY CAPE TOWN	AUDIO MILITIA Johannesburg
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LATINA MEDIA Lima	LATINA MEDIA Lima
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MARURI GREY Guayaquil	MARURI GREY Guayaquil
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BLU RADIO Bogota	BLU RADIO Bogota
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Sydney KOVERT CREATIVE New York /  
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Warszawa / POLAND Warsaw /  
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/ NEW AGE MEDIA Warsaw  
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SHANDWICK New York	SHANDWICK New York	
CARAT New York	KETCHUM New York	BMF MEDIA New York / FRUKT New York / JOGGER STUDIOS New York / MASTERCARD WORLDWIDE New York / OCTAGON Stamford

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NBS Rio De Janeiro	NBS Rio De Janeiro
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KING JAMES GROUP Cape Town
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