

Shortlist (Direct Lions)

Track	Cat. No	Entry No	Title	Brand	Product	Entrant Company	Entrant Country	Idea Creation	Production
<u>A01 (Food & Drink)</u>									
Reach	A01/006	00325	FIGHT FOR TERRITORY	LION	STEINLAGER	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland	DDB GROUP NEW ZEALAND Auckland
Reach	A01/018	00874	JANE WALKER	JOHNNIE WALKER	JOHNNIE WALKER	ANOMALY New York	USA	ANOMALY New York	FORCEMAJEURE New York
Reach	A01/037	01763	EXCLUSIVE THE RAINBOW	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA	DDB CHICAGO	MJZ Los Angeles / THE MILL Chicago
Reach	A01/064	02382	TAGWORDS	AB INBEV	BUDWEISER	AFRICA São Paulo	BRAZIL	AFRICA São Paulo	EVIL TWIN São Paulo / LANDIA São Paulo / MARLA COLOR GRADING Sao Paulo / WEBCORE São Paulo
<u>A02 (Other FMCG)</u>									
Reach	A02/005	00459	IT'S A TIDE AD CAMPAIGN	PROCTER & GAMBLE	TIDE	PROCTER & GAMBLE Cincinnati	USA	SAATCHI & SAATCHI New York	ARCADE EDIT New York / HEARD CITY New York / PERSONAL MUSIC Miami / RATTLING STICK Santa Monica / THE MILL Los Angeles
<u>A03 (Healthcare)</u>									
Reach	A03/020	01414	HEARPRINT	COCHLEAR	COCHLEAR HEARING IMPLANTS	CHE PROXIMITY Melbourne	AUSTRALIA	CHE PROXIMITY Melbourne	NOISE INTERNATIONAL Sydney / REVOLVER/WILL O'ROURKE Sydney
Reach	A03/027	01368	RX PRESCRIPTION STICKERS	DUBAI HEALTH AUTHORITY	PRESCRIPTION LABEL	THE CLASSIC PARTNERSHIP ADVERTISING Dubai	UNITED ARAB EMIRATES	THE CLASSIC PARTNERSHIP ADVERTISING Dubai	

Shortlist (Direct Lions)

Reach	A03/029	01640	STUBSUGAR	ASTER CLINICS	HEALTHCARE	THE CLASSIC PARTNERSHIP ADVERTISING Dubai	UNITED ARAB EMIRATES	THE CLASSIC PARTNERSHIP ADVERTISING Dubai	THE CLASSIC PARTNERSHIP ADVERTISING Dubai
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A04 (Consumer Durables)

Reach	A04/015	00955	ALEXA LOSES HER VOICE	AMAZON	ALEXA	AMAZON Seattle	USA	AMAZON D1 Seattle / LUCKY GENERALS London	HUNGRY MAN Los Angeles / ROCK PAPER SCISSORS Santa Monica / THE MILL Los Angeles
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Reach	A04/024	02087	DUTCH MASTERJUICES	PHILIPS	PHILIPS SLOW JUICERS	OGILVY AMSTERDAM	THE NETHERLANDS	OGILVY AMSTERDAM / OGILVY SINGAPORE	DARE CREATIVE Amsterdam / OGILVY AMSTERDAM / OGILVY London / OGILVY SINGAPORE / WEFILM Amsterdam
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Reach	A04/026	02275	DEISEL - GO WITH THE FAKE	DIESEL	DIESEL	DIESEL Breganze	ITALY	PUBLICIS ITALY Milan / PUBLICIS New York	COSMO STREET New York / RIVAL SCHOOL PICTURES New York
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A05 (Automotive)

Reach	A05/022	01415	CARSALES AUTOADS	CARSALES.COM.AU	ONLINE AUTOMOTIVE, MOTORCYCLE AND MARINE CLASSIFIEDS BUSINESS	CHE PROXIMITY Melbourne	AUSTRALIA	CHE PROXIMITY Melbourne	CHE PROXIMITY Melbourne
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A06 (Retail)

Reach	A06/001	00294	THE IKEA HUMAN CATALOGUE	IKEA	IKEA	IKEA SOUTHEAST ASIA Singapore	SINGAPORE	BBH Singapore	BBH Singapore
Reach	A06/004	00189	THE MOST GERMAN SUPERMARKET	EDEKA ZENTRALE AG & CO. KG	RETAIL	JUNG VON MATT Hamburg	GERMANY	JUNG VON MATT Hamburg	MARKENFILM CROSSING Hamburg

Shortlist (Direct Lions)

Reach	A06/013	00007	LOVING "IT"	BURGER KING DEUTSCHLAND GMBH	BURGER KING	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg	RABBICORN FILMS Hamburg / SLAUGHTERHOUSE VISUAL MANUFACTURING Hamburg
Reach	A06/026	01174	EVITA, THE EQUALITY BILL.	DDL&CO	ARGENTINIAN DELY	HAVAS BUENOS AIRES	ARGENTINA	HAVAS BUENOS AIRES	
Reach	A06/036	01116	REPICTURING HOMELESS	GETTY IMAGES & FIFTYFIFTY	GETTY IMAGES	HAVAS DÜSSELDORF	GERMANY	HAVAS DÜSSELDORF	CHAMAELEON DIGITAL VISION Duesseldorf / FRANK SCHEMMANN Düsseldorf / HAVAS DÜSSELDORF / STUDIO FUNK Düsseldorf
Reach	A06/046	01714	BLACK SUPERMARKET	CARREFOUR	CARREFOUR	CARREFOUR Massy	FRANCE	MARCEL Paris	DMBM Paris / GUM Paris / ICONOCLAST Paris / NIGHTSHIFT Paris / PRODIGIOUS Paris
Reach	A06/051	02261	FRESH PRINTS	ALDI	ALDI	McCANN BARCELONA	SPAIN	McCANN SPAIN MADRID	CRAFT Barcelona / CRAFT Madrid / McCANN BARCELONA
<u>A07 (Travel)</u>									
Reach	A07/014	00455	PALAU PLEDGE	PALAU LEGACY PROJECT	PALAU	HOST/HAVAS Sydney	AUSTRALIA	HOST/HAVAS Sydney	SONG ZU Sydney / THE POOL COLLECTIVE Sydney / YUKFOO Melbourne
Reach	A07/018	00196	BVG X ADIDAS – THE TICKET- SHOE	BERLINER VERKEHRSBETRIEBE (BVG)	THE LIMITED EDITION BVG X ADIDAS ORIGINALS EQT 93/BERLIN, THE SNEAKER THAT'S A YEARLY TICKET.	JUNG VON MATT Hamburg	GERMANY	JUNG VON MATT Hamburg	
Reach	A07/040	01240	2H04	TGV	TGV	BUZZMAN Paris	FRANCE	BUZZMAN Paris	BUZZMAN Paris
<u>A08 (Leisure)</u>									
Reach	A08/003	00162	THE LAST DA VINCI	CHRISTIE'S	CHRISTIE'S	DROGA5 New York	USA	DROGA5 New York	CHELSEA PICTURES New York / SECOND CHILD New York

Shortlist (Direct Lions)

A09 (Media / Entertainment)

Reach	A09/004	00105	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
Reach	A09/008	00334	MAKE IT METAL	SONY MUSIC LABELS (JAPAN) INC.	CROSSFAITH (MUSIC ARTISTS)	OGILVY JAPAN Tokyo	JAPAN	OGILVY JAPAN Tokyo	
Reach	A09/012	00372	XBOX DESIGN LAB ORIGINALS: THE FANCHISE MODEL	MICROSOFT	XBOX DESIGN LAB	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	CRAFT WORLDWIDE London / FOREAL Trier / MRM//McCANN LONDON
Reach	A09/013	20211	GIRLS BREAK UP ICE CREAM	SKY TELEVISION NEW ZEALAND	NEON	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland	DDB GROUP NEW ZEALAND Auckland
Reach	A09/023	00765	BLACK FUTURE SOCIAL CLUB	NETFLIX	BLACK MIRROR SEASON 3	DUDE Milan	ITALY	DUDE Milan	DUDE Milan
Reach	A09/039	01946	RICKY BRASIL	FORBES BRASIL	CORPORATE IMAGE	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	EVIL TWIN São Paulo / NEXO.AI São Paulo / NOTAN STUDIO São Paulo / STRATOSTORM São Paulo / TRATOR FILMES São Paulo

A10 (B2B)

Reach	A10/017	00603	THE ORIGINAL BRUSHES OF EDVARD MUNCH	ADOBE	ADOBE PHOTOSHOP CC	ABBY PRIEST Stockholm	SWEDEN	ABBY PRIEST Stockholm	
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A11 (Consumer Services)

Reach	A11/027	01190	SAY IT TIKI	VODAFONE NEW ZEALAND	BRAND	FCB NEW ZEALAND Auckland	NEW ZEALAND	FCB NEW ZEALAND Auckland	FCB NEW ZEALAND Auckland
Reach	A11/030	01507	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
Reach	A11/053	11064	MAILLOT 45	LIBERTY SEGUROS	GÉNESIS SEGUROS	VCCP SPAIN Madrid	SPAIN	VCCP SPAIN Madrid	

Shortlist (Direct Lions)

A12 (Corporate Social Responsibility (CSR) / Corporate Image)

Reach	A12/009	00418	SAVE OUR SPECIES	LACOSTE	LACOSTE	BETC Paris	FRANCE	BETC Paris	ALLSO Paris
Reach	A12/017	00662	CLOROX DROPPER FROG	CLOROX PUERTO RICO	CLOROX	PHD PUERTO RICO Guaynabo	PUERTO RICO	DDB Guaynabo	
Reach	A12/046	00986	THE FINANCIAL HACK	TARJETA CENCOSUD	TARJETA CENCOSUD	WUNDERMAN CATO JOHNSON Buenos Aires	ARGENTINA	WUNDERMAN CATO JOHNSON Buenos Aires	WUNDERMAN CATO JOHNSON Buenos Aires
Reach	A12/056	01469	PRIDE JERSEY	AIG	CSR	TBWA\HAKUHODO Tokyo	JAPAN	TBWA\HAKUHODO Tokyo	AOI PRO. INC. Tokyo / CUTTERS Tokyo / SAQULAI Tokyo
Reach	A12/060	01917	WATERMARKS FOR WATER	GETTY IMAGES	GETTY IMAGES	FCB CHICAGO	USA	FCB CHICAGO	CUTTERS New York
Reach	A12/065	01527	WAR CORRESPONDENTS ON BREAST CANCER	SAMSUNG / FECMA	SAMSUNG	CHEIL WORLDWIDE Madrid	SPAIN	CHEIL WORLDWIDE Madrid	
Reach	A12/069	01682	NATURE REPRESENTED	SAMBITO	LEGAL REPRESENTATION OF THE ELEMENTS OF NATURE	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil	MARURI GREY Guayaquil
Reach	A12/079	01449	LIFE AFTER FASHION	SPLASH FASHIONS	CHARITY	THE CLASSIC PARTNERSHIP ADVERTISING Dubai	UNITED ARAB EMIRATES	THE CLASSIC PARTNERSHIP ADVERTISING Dubai	
Reach	A12/106	00254	TOUCH YOUR FOOTBALLS	LÍBERO	VALDERRAMA	LOLA MULLENLOWE Madrid	SPAIN	LOLA MULLENLOWE Madrid	LOS NOTARIOS Bogotá
Reach	A12/108	01954	CORRUPTION DETECTOR	RECLAME AQUI	VIGIE AQUI	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo	
Reach	A12/113	02194	BULLY JR.	BURGER KING	WHOPPER	DAVID Miami	USA	DAVID Miami	APACHE COLOR Santa Monica / BRICKYARD VFX Los Angeles, CA / COSMO STREET Miami / SMUGGLER Los Angeles
Reach	A12/122	02290	VODAFONE SAKHI	VODAFONE INDIA	VODAFONE SAKHI	OGILVY MUMBAI	INDIA	OGILVY MUMBAI	
Reach	A12/131	00433	TRASH ISLES	PLASTIC OCEANS/LADBIBLE	PLASTIC OCEANS/LADBIBLE	AMVBBDO London	UNITED KINGDOM	AMVBBDO London	LADBIBLE London

A13 (Not-for-profit / Charity)

Shortlist (Direct Lions)

Reach	A13/009	00139	I'M OUT OF OFFICE FOR EQUAL PAY.	WOMEN'S EQUALITY PARTY	EQUAL PAY	NOW London	UNITED KINGDOM	NOW London	
Reach	A13/011	00227	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
Reach	A13/014	00197	THE GENDER SALARY EXPERIMENT	TERRE DES FEMMES E.V.	AWARENESS TO THE GENDER PAY GAP.	JUNG VON MATT Hamburg	GERMANY	JUNG VON MATT Hamburg	E+P FILMS Munich / KAEPTN POSTPRODUKTION Hamburg
Reach	A13/026	00324	50 SHADES OF NO	50 SHADES OF NO	50 SHADES OF NO	THE OTTO EMPIRE Melbourne	AUSTRALIA	THE OTTO EMPIRE Melbourne	THE OTTO EMPIRE Melbourne
Reach	A13/040	00741	HELP A DANE	THE DANISH CANCER SOCIETY & TRYGFONDEN	THE DANISH CANCER SOCIETY & TRYGFONDEN	&CO Copenhagen	DENMARK	&CO Copenhagen	&CO Copenhagen
Reach	A13/079	01693	DESTINATION PRIDE	PFLAG CANADA	PFLAG CANADA	FCB/SIX Toronto	CANADA	FCB/SIX Toronto	ALTER EGO Toronto / GRAYSON MATTHEWS Toronto / JIGSAW CASTING Toronto
Reach	A13/087	01203	PROJECT REVOICE	THE ALS ASSOCIATION	CHARITY	BWM DENTSU Sydney	AUSTRALIA	BWM DENTSU Sydney	FINCH Sydney / RUMBLE STUDIOS Sydney
Reach	A13/095	01219	INVISIBLE FRIENDS	MISSING PERSONS ADVOCACY NETWORK	MISSING PERSONS ADVOCACY NETWORK	whiteGREY MELBOURNE	AUSTRALIA	whiteGREY MELBOURNE	whiteGREY MELBOURNE
Reach	A13/103	01997	POSTS INTO LETTERS	CHANGE THE REF	POSTS INTO LETTERS	AREA 23, AN FCB HEALTH NETWORK COMPANY New York	USA	AREA 23, AN FCB HEALTH NETWORK COMPANY New York	COLLABORATION FACTORY Los Angeles / QUIET CITY MUSIC + SOUND New York
Reach	A13/109	01787	THE INSIDERS	AMNESTY	AMNESTY THE INSIDER	AMNESTY TURKEY Istanbul	TURKEY	4129GREY Istanbul	4129GREY Istanbul
Reach	A13/111	00777	"HELP FOR HELP"	STIFTUNG MENSCHEN FÜR MENSCHEN	ETHIOPIAN AID	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin	LOVESTONE FILM Berlin
Reach	A13/114	01687	FINES FOR CONSCIENCE.	MUNICIPALIDAD DE LAS CONDES	INSTITUTIONAL	PROLAM Y&R Santiago	CHILE	PROLAM Y&R Santiago	

Shortlist (Direct Lions)

Reach	A13/128	02165	BORDEAUX 2050	AJE	ALCOHOLIC BEVERAGES	McCANN PARIS Clichy	FRANCE	McCANN PARIS Clichy	LES IMPRODUCTIBLES Paris / STUDIO GRANDE ARMEE Paris
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B01 (Mailing)

Reach	B01/025	00971	GENE PROJECT 90"	UNILEVER	MARMITE	adam&eveDDB London	UNITED KINGDOM	adam&eveDDB London	OUTSIDER London
Reach	B01/035	01528	WAR CORRESPONDENTS ON BREAST CANCER	SAMSUNG / FECMA	SAMSUNG	CHEIL WORLDWIDE Madrid	SPAIN	CHEIL WORLDWIDE Madrid	
Reach	B01/037	01998	POSTS INTO LETTERS	CHANGE THE REF	POSTS INTO LETTERS	AREA 23, AN FCB HEALTH NETWORK COMPANY New York	USA	AREA 23, AN FCB HEALTH NETWORK COMPANY New York	COLLABORATION FACTORY Los Angeles / QUIET CITY MUSIC + SOUND New York
Reach	B01/040	00434	TRASH ISLES	PLASTIC OCEANS/LADBIBLE	PLASTIC OCEANS/LADBIBLE	AMVBBDO London	UNITED KINGDOM	AMVBBDO London	LADBIBLE London
Reach	B01/046	01745	THIS COKE IS A FANTA	COCA-COLA	COCA-COLA	DAVID THE AGENCY São Paulo	BRAZIL	DAVID THE AGENCY São Paulo	LANDIA São Paulo / O2 FILMES São Paulo
Reach	B01/065	00709	NEVER UNSANITARY PADS	ONE SCHOOL AT A TIME	ONE SCHOOL AT A TIME	JOE PUBLIC UNITED Johannesburg	SOUTH AFRICA	JOE PUBLIC UNITED Johannesburg	JOE PUBLIC UNITED Johannesburg

B02 (Use of Ambient Media: Small Scale)

Reach	B02/006	00420	SAVE OUR SPECIES	LACOSTE	LACOSTE	BETC Paris	FRANCE	BETC Paris	ALLSO Paris
Reach	B02/023	00357	SHITTY PAPER – MADE FROM HATE	GOLDEIMER	SHITTY PAPER – MADE FROM HATE	PHILIPP UND KEUNTJE Hamburg	GERMANY	PHILIPP UND KEUNTJE Hamburg	SIEMER VERPACKUNG Ronnenberg
Reach	B02/026	00719	100 LB. COUPON	DICK'S SPORTING GOODS	SECOND SKIN	VML Kansas City	USA	VML Kansas City	
Reach	B02/049	00443	SELFIESTIX	MARS	PEDIGREE	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland	FINCH Auckland

Shortlist (Direct Lions)

Reach	B02/051	01241	MYSTERY BURGER	BURGER KING	BURGER KING	BUZZMAN Paris	FRANCE	BUZZMAN Paris	BUZZMAN Paris
Reach	B02/068	01592	STREETGUARD	TRACKING SYSTEM DE MÉXICO	CAR ALARMS	TRACKING SYSTEMS DE MÉXICO SA DE CV Naucalpan	MEXICO	OGILVY Mexico City	OGILVY Mexico City
Reach	B02/085	02088	DUTCH MASTERJUICES	PHILIPS	PHILIPS SLOW JUICERS	OGILVY AMSTERDAM	THE NETHERLANDS	OGILVY AMSTERDAM / OGILVY SINGAPORE	DARE CREATIVE Amsterdam / OGILVY AMSTERDAM / OGILVY London / OGILVY SINGAPORE / WEFILM Amsterdam
Reach	B02/098	01892	MAMMA BEER	MAMMA HELP	MAMMA HELP	Y&R PRAGUE	CZECH REPUBLIC	Y&R PRAGUE	
Reach	B02/118	02271	PRICE ON OUR LIVES	MARCH FOR OUR LIVES - PARKLAND STUDENTS	MARCH FOR OUR LIVES	McCANN NEW YORK	USA	McCANN NEW YORK	
<u>B03 (Use of Ambient Media: Large Scale)</u>									
Reach	B03/013	00190	THE MOST GERMAN SUPERMARKET	EDEKA ZENTRALE AG & CO. KG	RETAIL	JUNG VON MATT Hamburg	GERMANY	JUNG VON MATT Hamburg	MARKENFILM CROSSING Hamburg
Reach	B03/027	00218	SCARY CLOWN NIGHT	BURGER KING	BURGER	LOLA MULLENLOWE Madrid	SPAIN	LOLA MULLENLOWE Madrid	F16 Madrid / ONLY 925 Madrid
Reach	B03/083	01542	BLIZZARD STORE	DAIRY QUEEN	BLIZZARD	P4 OGILVY Panama City	PANAMA	P4 OGILVY Panama City	CONTEXTO PANAMA Panama / GEOMETRY PANAMA / VFX Panama
Reach	B03/088	01715	BLACK SUPERMARKET	CARREFOUR	CARREFOUR	CARREFOUR Massy	FRANCE	MARCEL Paris	DMBM Paris / GUM Paris / ICONOCLAST Paris / NIGHTSHIFT Paris / PRODIGIOUS Paris

Shortlist (Direct Lions)

Reach	B03/091	02115	MCDELIVERY SHELTER	MCDONALDS	MCDELIVERY	MCDONALD'S ITALY Assago (MI)	ITALY	LEO BURNETT ITALY Milan	SMALLFISH Milan
Reach	B03/101	02278	DEISEL - GO WITH THE FAKE	DIESEL	DIESEL	DIESEL Breganze	ITALY	PUBLICIS ITALY Milan / PUBLICIS New York	COSMO STREET New York / RIVAL SCHOOL PICTURES New York
Reach	B03/104	01040	BREAK BREAD SMASH STIGMA	CASEY HOUSE	JUNE'S EATERY	BENSIMON BYRNE Toronto	CANADA	BENSIMON BYRNE Toronto / NARRATIVE PR Toronto / ONEMETHOD (A DIVISION OF BENSIMON BYRNE) Toronto	BERKELEY Toronto / BUTTON FACTORY Toronto / FORT YORK Toronto / ROOSTER POST PRODUCTION Toronto / UNTITLED FILMS Toronto
Reach	B03/114	02162	DACIA THE AUCTION	RENAULT	DACIA	OMD Rome	ITALY	PUBLICIS ITALY Milan	FILMMASTER Milan / MANDALA CREATIVE PRODUCTION Milan

B04 (Use of Broadcast)

Reach	B04/010	00460	IT'S A TIDE AD CAMPAIGN	PROCTER & GAMBLE	TIDE	PROCTER & GAMBLE Cincinnati	USA	SAATCHI & SAATCHI New York	ARCADE EDIT New York / HEARD CITY New York / PERSONAL MUSIC Miami / RATTLING STICK Santa Monica / THE MILL Los Angeles
Reach	B04/026	01881	SHARE A COKE 1,000 NAME CELEBRATION	COCA-COLA	COKE	FITZCO//McCANN Atlanta	USA	FITZCO//McCANN Atlanta	CASANOVA//McCANN New York / SCORE A SCORE Los Angeles
Reach	B04/036	01800	FOOTBALL DECODED	MICROSOFT	XBOX / FIFA 18	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	CRAFT WORLDWIDE London / McCANN LONDON / SOMESUCH London / TWENTYFOUR SEVEN Madrid
Reach	B04/043	02096	FRENCH FILM FESTIVAL IN FORT WORTH	ALLIANCE FRANÇAISE DE SINGAPOUR	AF CINE-CLUB	OGILVY SINGAPORE	SINGAPORE	OGILVY SINGAPORE	JOINERY Culver City

B05 (Use of Print / Outdoor)

Reach	B05/007	00277	MUSEUM FOR RENT	MAMBO	MAMBO	DDB COLOMBIA Medellin	COLOMBIA	DDB COLOMBIA Bogota	
Reach	B05/010	00326	FIGHT FOR TERRITORY	LION	STEINLAGER	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland	DDB GROUP NEW ZEALAND Auckland

Shortlist (Direct Lions)

Reach	B05/034	01351	STRANGER THINGS HAWKINS LAB	NETFLIX	STRANGER THINGS SEASON 2	NETFLIX Los Angeles	USA	DONER Los Angeles	
Reach	B05/042	01935	THE RAPE TAX	NATIONAL ORGANIZATION FOR VICTIM ASSISTANCE	VICTIM ADVOCACY	AREA 23, AN FCB HEALTH NETWORK COMPANY New York	USA	AREA 23, AN FCB HEALTH NETWORK COMPANY New York	
Reach	B05/071	02385	TAGWORDS	AB INBEV	BUDWEISER	AFRICA São Paulo	BRAZIL	AFRICA São Paulo	EVIL TWIN São Paulo / LANDIA São Paulo / MARLA COLOR GRADING Sao Paulo / WEBCORE São Paulo
Reach	B05/077	10225	LOVE FIRE "FIREWORKS"	BURGER KING DEUTSCHLAND GMBH	BURGER KING DEUTSCHLAND GMBH	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg	

B06 (Use of Technology)

Reach	B06/023	00515	RE:SCAM	NETSAFE	CYBER SECURITY	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland	DDB GROUP NEW ZEALAND Auckland
Reach	B06/036	00835	LUCY	PRINCE OF WALES HOSPITAL	HEALTHCARE	DELOITTE AUSTRALIA Melbourne	AUSTRALIA	DELOITTE AUSTRALIA Melbourne	DELOITTE AUSTRALIA Melbourne
Reach	B06/061	01206	PROJECT REVOICE	THE ALS ASSOCIATION	CHARITY	BWM DENTSU Sydney	AUSTRALIA	BWM DENTSU Sydney	FINCH Sydney / RUMBLE STUDIOS Sydney
Reach	B06/062	01593	STREETGUARD	TRACKING SYSTEM DE MÉXICO	CAR ALARMS	TRACKING SYSTEMS DE MÉXICO SA DE CV Naucalpan	MEXICO	OGILVY Mexico City	OGILVY Mexico City
Reach	B06/067	01311	NISSAN'S FOLLOW THE BALL	NISSAN DO BRASIL	NISSAN KICKS	LEW'LARA\TBWA São Paulo	BRAZIL	LEW'LARA\TBWA São Paulo	LEW'LARA\TBWA São Paulo / MUGSHOT São Paulo
Reach	B06/078	01931	ASISTIR	HONDURAN EDUCATION DEPARTMENT AND THE PRESIDENTIAL SCHOLARSHIP PROGRAM 20/20	PUBLIC EDUCATION	SECRETARIA DE EDUCACIÓN DE HONDURAS tegucigalpa	HONDURAS	OGILVY HONDURAS Tegucigalpa	14 AL CENTRO LATAM Tegucigalpa / INDIGO MUSIC DESIGN Buenos Aires
Reach	B06/085	02072	MY LINE	MINISTRY OF COMMUNICATIONS & TECHNOLOGY	VIVE DIGITAL PROGRAM	MULLENLOWE SSP3 Bogotá	COLOMBIA	MULLENLOWE SSP3 Bogotá	

Shortlist (Direct Lions)

Reach	B06/090	01958	THE CANCELLER	RECLAME AQUI	RECLAME AQUI	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo	
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<u>C01 (Data Strategy)</u>									
Reach	C01/007	01145	THE BIOGRAPHY OF TOMORROW	GOOGLE CLOUD FRANCE	GOOGLE CLOUD SERVICES	HEREZIE Paris	FRANCE	HEREZIE Paris	LE CHERCHE MIDI Paris / THE CABS Marne La Vallee
Reach	C01/012	01694	DESTINATION PRIDE	PFLAG CANADA	PFLAG CANADA	FCB/SIX Toronto	CANADA	FCB/SIX Toronto	ALTER EGO Toronto / GRAYSON MATTHEWS Toronto / JIGSAW CASTING Toronto
Reach	C01/018	01949	RICKY BRASIL	FORBES BRASIL	CORPORATE IMAGE	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	EVIL TWIN São Paulo / NEXO.AI São Paulo / NOTAN STUDIO São Paulo / STRATOSTORM São Paulo / TRATOR FILMES São Paulo
Reach	C01/026	01960	CORRUPTION DETECTOR	RECLAME AQUI	VIGIE AQUI	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo	
Reach	C01/029	02386	TAGWORDS	AB INBEV	BUDWEISER	AFRICA São Paulo	BRAZIL	AFRICA São Paulo	EVIL TWIN São Paulo / LANDIA São Paulo / MARLA COLOR GRADING Sao Paulo / WEBCORE São Paulo
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<u>C02 (Data-Driven Targeting)</u>									
Reach	C02/008	00964	GO IMAGES	TRANSAVIA	AIRLINES	HUMANSEVEN Paris	FRANCE	HUMANSEVEN Paris	
Reach	C02/014	01096	THE BILLION POINT GIVEAWAY	VELOCITY FREQUENT FLYER	FREQUENT FLYER PROGRAM	CHE PROXIMITY Melbourne	AUSTRALIA	CHE PROXIMITY Melbourne	GOODOIL FILMS Sydney
Reach	C02/027	00802	COVERAGE COALITION	GET AMERICA COVERED	COVERAGE COALITION	BARTON F. GRAF New York	USA	BARTON F. GRAF New York	BUTTER MUSIC + SOUND DESIGN New York / HEARD CITY New York / MACKCUT New York / PARK PICTURES New York / THE MILL New York

Shortlist (Direct Lions)

Reach	C02/032	02079	SMARTPARK	HYUNDAI MOTOR AMERICA	HYUNDAI SMARTPARK	INNOCEAN USA Huntington Beach	USA	INNOCEAN USA Huntington Beach	MADE FOR DIGITAL Los Angeles / MEDIAMONKS Los Angeles / MIKE TV Burbank / SIN ANESTESIA Lima
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C03 (Use of Real-time Data)

Reach	C03/005	00249	MUSIC LIBERATES MUSIC	BACARDI	BACARDI	BBDO NEW YORK	USA	BBDO NEW YORK	PHANTOSCOPIC London
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Reach	C03/016	00958	MAILLOT 45	LIBERTY SEGUROS	GÉNESIS SEGUROS	VCCP SPAIN Madrid	SPAIN	VCCP SPAIN Madrid
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Reach	C03/033	02073	MY LINE POWERED BY GOOGLE	MINISTRY OF COMMUNICATIONS & TECHNOLOGY	VIVE DIGITAL PROGRAM	MULLENLOWE SSP3 Bogotá	COLOMBIA	MULLENLOWE SSP3 Bogotá
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D01 (Use of Digital Platforms)

Reach	D01/002	00106	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
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Reach	D01/005	00144	LIKE WHAT YOU HATE	VICE MEDIA DENMARK	LIKEWHATYOUHAT E.COM	VICE MEDIA SCANDINAVIA Copenhagen	DENMARK	VIRTUE SCANDINAVIA Copenhagen	KOALITION New York / VIRTUE SCANDINAVIA Copenhagen
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Reach	D01/011	00438	RE:SCAM	NETSAFE	CYBER SECURITY	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland	DDB GROUP NEW ZEALAND Auckland
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Reach	D01/022	00773	FINDING FARIÑA	MADRID BOOKSELLERS	DIGITAL BOOK	DDB SPAIN Madrid	SPAIN	DDB SPAIN Madrid	THE CROWD CAVE Barcelona
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Reach	D01/038	01216	UNSILENCED	LA PAROLE AUX SOURDS	LA PAROLE AUX SOURDS	BETC Paris	FRANCE	BETC Paris	BETC Paris / GREEN UNITED MUSIC Paris / INSURRECTION Paris / MATHEMATIC Paris
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Shortlist (Direct Lions)

Reach	D01/045	01099	THE BILLION POINT GIVEAWAY	VELOCITY FREQUENT FLYER	FREQUENT FLYER PROGRAM	CHE PROXIMITY Melbourne	AUSTRALIA	CHE PROXIMITY Melbourne	GOODOIL FILMS Sydney
Reach	D01/046	01418	CARSALES AUTOADS	CARSALES.COM.AU	ONLINE AUTOMOTIVE, MOTORCYCLE AND MARINE CLASSIFIEDS BUSINESS	CHE PROXIMITY Melbourne	AUSTRALIA	CHE PROXIMITY Melbourne	CHE PROXIMITY Melbourne
Reach	D01/067	01683	NATURE REPRESENTED	SAMBITO	LEGAL REPRESENTATION OF THE ELEMENTS OF NATURE	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil	MARURI GREY Guayaquil
Reach	D01/098	02272	PRICE ON OUR LIVES	MARCH FOR OUR LIVES - PARKLAND STUDENTS	MARCH FOR OUR LIVES	McCANN NEW YORK	USA	McCANN NEW YORK	
Reach	D01/105	02387	TAGWORDS	AB INBEV	BUDWEISER	AFRICA São Paulo	BRAZIL	AFRICA São Paulo	EVIL TWIN São Paulo / LANDIA São Paulo / MARLA COLOR GRADING Sao Paulo / WEBCORE São Paulo

D02 (Use of Mobile)

Reach	D02/034	01695	DESTINATION PRIDE	PFLAG CANADA	PFLAG CANADA	FCB/SIX Toronto	CANADA	FCB/SIX Toronto	ALTER EGO Toronto / GRAYSON MATTHEWS Toronto / JIGSAW CASTING Toronto
Reach	D02/043	01209	DISAPPEARING PERSON ALERTS	QUEENSLAND POLICE	SNAPCHAT DISAPPEARING PERSON ALERTS	BWM DENTSU Melbourne	AUSTRALIA	BWM DENTSU Melbourne	GUILTY CONTENT Melbourne
Reach	D02/056	02250	FLY LIKE A PRESIDENT	DESTINATIONS TRAVEL AGENCY	DESTINATIONS TRAVEL AGENCY	McCANN SAN JOSE	COSTA RICA	McCANN SAN JOSE	McCANN SAN JOSE
Reach	D02/064	02074	MY LINE POWERED BY GOOGLE	MINISTRY OF COMMUNICATIONS & TECHNOLOGY	VIVE DIGITAL PROGRAM	MULLENLOWE SSP3 Bogotá	COLOMBIA	MULLENLOWE SSP3 Bogotá	
Reach	D02/073	01963	CORRUPTION DETECTOR	RECLAME AQUI	VIGIE AQUI	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo	
Reach	D02/074	02052	JOB ON THE SHELF	WALMART	RETAIL	DM9DDB São Paulo	BRAZIL	DM9DDB São Paulo	
Reach	D02/079	01255	LOW COST ZONE	SKY AIRLINE	TRANSPORT AIRCRAFT	GREY CHILE Santiago	CHILE	GREY CHILE Santiago	GREY CHILE Santiago

Shortlist (Direct Lions)

D03 (Use of Social Platforms)

Reach	D03/004	00201	BVG X ADIDAS – THE TICKET-SHOE	BERLINER VERKEHRSBETRIEBE (BVG)	THE LIMITED EDITION BVG X ADIDAS ORIGINALS EQT 93/BERLIN, THE SNEAKER THAT'S A YEARLY TICKET.	JUNG VON MATT Hamburg	GERMANY	JUNG VON MATT Hamburg	
Reach	D03/010	00295	THE IKEA HUMAN CATALOGUE	IKEA	IKEA	IKEA SOUTHEAST ASIA Singapore	SINGAPORE	BBH Singapore	BBH Singapore
Reach	D03/032	00435	TRASH ISLES	PLASTIC OCEANS/LADBIBLE	PLASTIC OCEANS/LADBIBLE	AMVBBDO London	UNITED KINGDOM	AMVBBDO London	LADBIBLE London
Reach	D03/047	00461	IT'S A TIDE AD CAMPAIGN	PROCTER & GAMBLE	TIDE	PROCTER & GAMBLE Cincinnati	USA	SAATCHI & SAATCHI New York	ARCADE EDIT New York / HEARD CITY New York / PERSONAL MUSIC Miami / RATTLING STICK Santa Monica / THE MILL Los Angeles
Reach	D03/049	00685	NATIONAL SAFETY COUNCIL "PRESCRIBED TO DEATH"	NATIONAL SAFETY COUNCIL	NATIONAL SAFETY COUNCIL	ENERGY BBDO Chicago	USA	ENERGY BBDO Chicago	M SS NG P ECES New York
Reach	D03/053	00725	THE PREGNANCY PAUSE	THE PREGNANCY PAUSE	THE PREGNANCY PAUSE	MOTHER USA New York	USA	MOTHER USA New York	MOTHER USA New York
Reach	D03/055	00649	#SHARETHELOVE	AIDES	NGO	TBWA\PARIS	FRANCE	TBWA\PARIS	TBWA\ DAN PARIS
Reach	D03/063	00960	THE MOST EXCLUSIVE COLLECTION	YOOX	YOOX	STINK STUDIOS London	UNITED KINGDOM	GOOGLE Milan / STINK STUDIOS London	STINK STUDIOS London
Reach	D03/093	01187	NOT A TARGET TELEPROMPTER	UNITED NATIONS OCHA	WORLD HUMANITARIAN DAY	VML New York	USA	VML New York	JAM3 Toronto
Reach	D03/098	01210	DISAPPEARING PERSON ALERTS	QUEENSLAND POLICE	SNAPCHAT DISAPPEARING PERSON ALERTS	BWM DENTSU Melbourne	AUSTRALIA	BWM DENTSU Melbourne	GUILTY CONTENT Melbourne
Reach	D03/117	01999	POSTS INTO LETTERS	CHANGE THE REF	POSTS INTO LETTERS	AREA 23, AN FCB HEALTH NETWORK COMPANY New York	USA	AREA 23, AN FCB HEALTH NETWORK COMPANY New York	COLLABORATION FACTORY Los Angeles / QUIET CITY MUSIC + SOUND New York

Shortlist (Direct Lions)

Reach	D03/135	11029	ALEXA LOSES HER VOICE	AMAZON	ALEXA	AMAZON Seattle	USA	AMAZON D1 Seattle / LUCKY GENERALS London	HUNGRY MAN Los Angeles / ROCK PAPER SCISSORS Santa Monica / THE MILL Los Angeles
Reach	D03/143	01503	HEMOJI	SANTA CASA DE MISERICÓRDIA DE SÃO PAULO	INSTITUTIONAL	Y&R BRAZIL São Paulo	BRAZIL	Y&R BRAZIL São Paulo	
Reach	D03/148	02038	PAY WITH VIEWS	OPEL	OPEL CARS	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	J. WALTER THOMPSON AMSTERDAM	DOOGLE AMSTERDAM / EBOOST Amsterdam
Reach	D03/149	02053	INSTAGRAM MENU	MCDONALD'S	STORE MENU BOARD EXPERIENCE	DM9DDB São Paulo	BRAZIL	DM9DDB São Paulo	
Reach	D03/168	10151	GET PACKING!	JETBLUE	AIRLINE	MULLENLOWE New York	USA	MULLENLOWE New York	ARCADE EDIT New York / RADICAL MEDIA New York

D04 (Real-time Response)

Reach	D04/005	00327	FIGHT FOR TERRITORY	LION	STEINLAGER	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland	DDB GROUP NEW ZEALAND Auckland
Reach	D04/029	00919	WINTER IS COMING	IKEA	IKEA BRAND	SMFB Oslo	NORWAY	SMFB Oslo	SMFB Oslo
Reach	D04/034	01338	BOT FRIENDS "POWERED" BY WHATSAPP	ABINBEV	POKER BEER	ABINBEV Bogotá	COLOMBIA	DDB COLOMBIA Bogota	
Reach	D04/038	01827	THE ALL-IN PROMO	NEWSAN	NOBLEX	DAVID Buenos Aires	ARGENTINA	DAVID Buenos Aires	
Reach	D04/039	01850	#THEDEBUT	PEPSICO	GATORADE	VML Kansas City	USA	VML Kansas City	INTERSPORT Chicago
Reach	D04/040	01883	SHARE A COKE 1,000 NAME CELEBRATION	COCA-COLA	COKE	FITZCO//McCANN Atlanta	USA	FITZCO//McCANN Atlanta	CASANOVA//McCANN New York / SCORE A SCORE Los Angeles

D05 (Co-creation & User Generated Content)

Shortlist (Direct Lions)

Reach	D05/005	00245	SUPER BOWL ADS FOR ALL	TOSTITOS	TOSTITOS	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco	BUTTER MUSIC & SOUND Los Angeles / IMPOSIUM Halifax / LIME STUDIOS Santa Monica / SHED Santa Monica / TOOL Los Angeles
Reach	D05/016	00373	XBOX DESIGN LAB ORIGINALS: THE FANCHISE MODEL	MICROSOFT	XBOX DESIGN LAB	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	CRAFT WORLDWIDE London / FOREAL Trier / MRM//McCANN LONDON
Reach	D05/018	00440	FIFA 18 MORE THAN A GAME	EA SPORTS	FIFA 18	adam&eveDDB London	UNITED KINGDOM	adam&eveDDB London	SMUGGLER London
Reach	D05/019	00462	IT'S A TIDE AD CAMPAIGN	PROCTER & GAMBLE	TIDE	PROCTER & GAMBLE Cincinnati	USA	SAATCHI & SAATCHI New York	ARCADE EDIT New York / HEARD CITY New York / PERSONAL MUSIC Miami / RATTLING STICK Santa Monica / THE MILL Los Angeles
Reach	D05/021	01069	THE PARALYMPIC NETWORK	CANADIAN PARALYMPIC COMMITTEE	THE PYEONGCHANG 2018 PARALYMPIC WINTER GAMES	BBDO TORONTO	CANADA	BBDO TORONTO	ALTER EGO Toronto / ASYMETRIC MEDIA Toronto / GRAYSON MATTHEWS Toronto / MARRIED TO GIANTS Toronto
Reach	D05/024	00650	#SHARETHELOVE	AIDES	NGO	TBWA\PARIS	FRANCE	TBWA\PARIS	TBWA\ DAN PARIS
Reach	D05/029	00838	ADOBE MAKE THE CUT	ADOBE	ADOBE	EDELMAN San Francisco	USA	EDELMAN San Francisco / UNITED ENTERTAINMENT GROUP New York	EDELMAN San Francisco / UNITED ENTERTAINMENT GROUP New York
Reach	D05/031	01079	WELCOME TO @APPLE	APPLE	INSTAGRAM	TBWA\ MEDIA ARTS LAB Los Angeles	USA	TBWA\ MEDIA ARTS LAB Los Angeles	
Reach	D05/032	01359	TURNING THEIR TWEETS AGAINST THEM	BURGER KING	FOOD	MULLENLOWE Boston	USA	MULLENLOWE Boston	
Reach	D05/034	01159	FIGHTING CANCER	CANCER@WORK	CANCER@WORK	FAMOUSGREY PARIS	FRANCE	FAMOUSGREY PARIS	LES MERCENAIRES Paris / MA JOIE Paris

Shortlist (Direct Lions)

Reach	D05/043	01724	LOCAL BUSINESS NEVER LOOKED SO GOOD	CANON	CANON	CANON Søborg	DENMARK	UNCLE GREY Copenhagen	UNCLE GREY Copenhagen
Reach	D05/047	01283	TAKE A SEAT	MAGICMAKERS NGO	MAGIC HOME - A SHELTER FOR PARENTS WITH SICK CHILDREN	JAZZ COMMUNICATION Bucharest	ROMANIA	JAZZ COMMUNICATION Bucharest / MAGICCAMP NGO Bucharest	SAGA FILM Bucharest
Reach	D05/053	00226	PAY WITH VIEWS	OPEL	OPEL CARS	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	J. WALTER THOMPSON AMSTERDAM	DOOGLE AMSTERDAM
Reach	D05/058	02256	THE VOICE OF VOICES	NEMO	HEALTHCARE	McCANN MILAN	ITALY	McCANN MILAN	NOHUP San Giorgio Di Nogaro / SDM INTERACTIVE PASSION Milan / THINK CATTLEYA Milan
Reach	D05/059	02270	SPECIMENS MONOLOGUES	THE FIELD MUSEUM	"SPECIMENS: UNLOCKING THE SECRETS OF LIFE" EXHIBITION	ENGAGE & RESONATE Chicago	USA	LEO BURNETT CHICAGO	ENGAGE & RESONATE Chicago
Reach	D05/069	00137	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

E01 (Copywriting)

Reach	E01/005	00280	2'45" WITHOUT BREATHING	BBVA COLOMBIA	BBVA BANK	DDB COLOMBIA Bogota	COLOMBIA	DDB COLOMBIA Bogota	
Reach	E01/026	01765	EXCLUSIVE THE RAINBOW	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA	DDB CHICAGO	MJZ Los Angeles / THE MILL Chicago

E02 (Art Direction / Design)

Reach	E02/001	00086	MICRO MEALS	MISEREOR	MISEREOR	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg	MARKENFILM Hamburg
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Shortlist (Direct Lions)

Reach	E02/011	00436	TRASH ISLES	PLASTIC OCEANS/LADBIBLE	PLASTIC OCEANS/LADBIBLE	AMVBBDO London	UNITED KINGDOM	AMVBBDO London	LADBIBLE London
Reach	E02/029	00868	FOLLOW THE ARCHES	MCDONALD'S RESTAURANTS OF CANADA LIMITED	MCDONALD'S RESTAURANTS OF CANADA LIMITED	COSSETTE Toronto	CANADA	COSSETTE Toronto / MCDONALD'S Toronto	COSSETTE Toronto / NOVUS MEDIA CANADA Toronto
Reach	E02/039	02010	THE CURIOUS CAT BOOK	MARS PET	WHISKAS	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	ALMAPBBDO São Paulo / PUNCH AUDIO São Paulo / SENTIMENTAL FILME São Paulo
Reach	E02/047	02243	THE 2017 YELLOW TEAPOT	RENAULT	AUTOMOTIVE	RENAULT Paris	FRANCE	PUBLICIS CONSEIL Paris	
Reach	E02/050	00961	THE MOST EXCLUSIVE COLLECTION	YOOX	YOOX	STINK STUDIOS London	UNITED KINGDOM	GOOGLE Milan / STINK STUDIOS London	STINK STUDIOS London
Reach	E02/055	01987	31BULLETS	THE CHICAGO SUN-TIMES	NEWSPAPER	OGILVY Chicago	USA	OGILVY Chicago	OGILVY Chicago / TheBridge.co Los Angeles
Reach	E02/058	02389	INEQUALITY BALLS	ESPNW	INSTITUTIONAL	AFRICA São Paulo	BRAZIL	AFRICA São Paulo	PBA CINEMA São Paulo / QUIET CITY MUSIC + SOUND São Paulo / Walkin Pictures Sao Paulo / WARRIORS VFX Sao Paulo
Reach	E02/065	20719	BMW TRANSFORMATION OF A LANDMARK	BMW AG	BMW	JUNG VON MATT Hamburg	GERMANY	JUNG VON MATT Hamburg	SIMON & PAUL Hamburg
Reach	E02/066	21531	TUTORIAL COMICS	TRAMONTINA	TRAMONTINA	J. WALTER THOMPSON BRAZIL São Paulo	BRAZIL	J. WALTER THOMPSON BRAZIL São Paulo	J. WALTER THOMPSON BRAZIL São Paulo

E03 (Experience Design)

Reach	E03/005	00047	THE FRAME GALLERY	SAMSUNG ELECTRONICS	THE FRAME	CHEIL WORLDWIDE Seoul	SOUTH KOREA	CHEIL WORLDWIDE Seoul	ALOHA PRODUCTION Seoul / DAAMDAAMSAMUSO Seoul / SHAKESPEARE AND COMPANY Seoul
Reach	E03/006	00191	THE MOST GERMAN SUPERMARKET	EDEKA ZENTRALE AG & CO. KG	RETAIL	JUNG VON MATT Hamburg	GERMANY	JUNG VON MATT Hamburg	MARKENFILM CROSSING Hamburg
Reach	E03/009	00425	SAVE OUR SPECIES	LACOSTE	LACOSTE	BETC Paris	FRANCE	BETC Paris	ALLSO Paris

Shortlist (Direct Lions)

Reach	E03/022	00600	THE MUD SOLDIER	VISIT FLANDERS	FLANDERS FIELDS	OGILVY & SOCIAL.LAB BELGIUM Brussels	BELGIUM	OGILVY & SOCIAL.LAB BELGIUM Brussels	SCULPTURE EVENTS EUROPE Beerzel
Reach	E03/043	01696	DESTINATION PRIDE	PFLAG CANADA	PFLAG CANADA	FCB/SIX Toronto	CANADA	FCB/SIX Toronto	ALTER EGO Toronto / GRAYSON MATTHEWS Toronto / JIGSAW CASTING Toronto
Reach	E03/048	01766	EXCLUSIVE THE RAINBOW	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA	DDB CHICAGO	MJZ Los Angeles / THE MILL Chicago
Reach	E03/063	02314	DOODLE MATS	RENAULT ROMANIA	DOODLE MATS	RENAULT ROMANIA Bucharest	ROMANIA	PUBLICIS ROMANIA Bucharest	STUDIOSET Bucharest
Reach	E03/069	02206	BULLY JR.	BURGER KING	WHOPPER	DAVID Miami	USA	DAVID Miami	APACHE COLOR Santa Monica / BRICKYARD VFX Los Angeles, CA / COSMO STREET Miami / SMUGGLER Los Angeles
Reach	E03/080	10172	SCARY CLOWN NIGHT	BURGER KING	BURGER	LOLA MULLENLOWE Madrid	SPAIN	LOLA MULLENLOWE Madrid	F16 Madrid / ONLY 925 Madrid

E04 (Acquisition & Retention)

Reach	E04/003	00374	XBOX DESIGN LAB ORIGINALS: THE FANCHISE MODEL	MICROSOFT	XBOX DESIGN LAB	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	CRAFT WORLDWIDE London / FOREAL Trier / MRM//McCANN LONDON
Reach	E04/027	01828	THE ALL-IN PROMO	NEWSAN	NOBLEX	DAVID Buenos Aires	ARGENTINA	DAVID Buenos Aires	
Reach	E04/039	01716	BLACK SUPERMARKET	CARREFOUR	CARREFOUR	CARREFOUR Massy	FRANCE	MARCEL Paris	DMBM Paris / GUM Paris / ICONOCLAST Paris / NIGHTSHIFT Paris / PRODIGIOUS Paris

Shortlist (Direct Lions)

Reach	E04/047	02316	WHOPPER NO-SHOW	BURGER KING	WHOPPER MENU	BURGER KING Miami	USA	PUBLICIS ROMANIA Bucharest	SAGA FILM Bucharest
Reach	E04/048	01573	SCARY CLOWN NIGHT	BURGER KING	BURGER	LOLA MULLENLOWE Madrid	SPAIN	LOLA MULLENLOWE Madrid	F16 Madrid / ONLY 925 Madrid
Reach	E04/053	02058	MY FIRST PAD	JOHNSON & JOHNSON	STAYFREE	DM9DDB São Paulo	BRAZIL	DM9DDB São Paulo	
Reach	E04/060	12409	YOUR 2017 WRAPPED	SPOTIFY	SPOTIFY	SPOTIFY New York	USA	SPOTIFY New York	ACTIVE THEORY Los Angeles

E05 (Launch / Re-launch)

Reach	E05/004	00204	BVG X ADIDAS – THE TICKET-SHOE	BERLINER VERKEHRSBETRIEBE (BVG)	THE LIMITED EDITION BVG X ADIDAS ORIGINALS EQT 93/BERLIN, THE SNEAKER THAT'S A YEARLY TICKET.	JUNG VON MATT Hamburg	GERMANY	JUNG VON MATT Hamburg	
Reach	E05/006	00107	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
Reach	E05/013	00375	XBOX DESIGN LAB ORIGINALS: THE FANCHISE MODEL	MICROSOFT	XBOX DESIGN LAB	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	CRAFT WORLDWIDE London / FOREAL Trier / MRM/McCANN LONDON
Reach	E05/022	00973	GENE PROJECT CASE STUDY	UNILEVER	MARMITE	adam&eveDDB London	UNITED KINGDOM	adam&eveDDB London	
Reach	E05/031	01247	WHOPPER GATE	BURGER KING BELGIUM	BURGER KING BELGIUM	BUZZMAN Paris	FRANCE	BUZZMAN Paris	BUZZMAN Paris
Reach	E05/045	01552	FORBIDDEN STORIES	FREEDOM VOICES NETWORK	THE FORBIDDEN STORIES PLATFORM	J. WALTER THOMPSON PARIS	FRANCE	J. WALTER THOMPSON PARIS	
Reach	E05/048	01717	BLACK SUPERMARKET	CARREFOUR	CARREFOUR	CARREFOUR Massy	FRANCE	MARCEL Paris	DMBM Paris / GUM Paris / ICONOCLAST Paris / NIGHTSHIFT Paris / PRODIGIOUS Paris

Shortlist (Direct Lions)

Reach	E05/055	02167	BORDEAUX 2050	AJE	ALCOHOLIC BEVERAGES	McCANN PARIS Clichy	FRANCE	McCANN PARIS Clichy	LES IMPRODUCTIBLES Paris / STUDIO GRANDE ARMEE Paris
Reach	E05/056	02282	DEISEL - GO WITH THE FAKE	DIESEL	DIESEL	DIESEL Breganze	ITALY	PUBLICIS ITALY Milan / PUBLICIS New York	COSMO STREET New York / RIVAL SCHOOL PICTURES New York
Reach	E05/064	02039	PAY WITH VIEWS	OPEL	OPEL CARS	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	J. WALTER THOMPSON AMSTERDAM	DOOGLE AMSTERDAM / EBOOST Amsterdam
Reach	E05/068	30136	SMART ELECTRIC DRIVE CARSINO	DAIMLER AG / SMART	SMART ELECTRIC DRIVE	BBDO GROUP Berlin	GERMANY	BBDO GROUP GERMANY Berlin	COBBLESTONE FILMPRODUCTION Hamburg

E06 (Low Budget / High Impact Campaign)

Reach	E06/004	00079	INCONVENIENCE STORES	SWANN INSURANCE	INSURANCE	CHE PROXIMITY Melbourne	AUSTRALIA	CHE PROXIMITY Melbourne	CHE PROXIMITY Melbourne
Reach	E06/013	00159	IN REAL LIFE	MONICA LEWINSKY	MONICA LEWINSKY / ANTI-BULLYING	BBDO NEW YORK	USA	BBDO NEW YORK	BBDO STUDIOS New York
Reach	E06/018	00371	THE BRIDAL UNIFORM	UN WOMEN	ANTI-CHILD-MARRIAGES	BBDO PAKISTAN Lahore	PAKISTAN	BBDO PAKISTAN Lahore	THE VIDEOGRAPHERS Lahore
Reach	E06/021	00313	IKEA PEE AD	IKEA SWEDEN	IKEA CRIB	AKESTAM HOLST NOA Stockholm	SWEDEN	AKESTAM HOLST NOA Stockholm	AKESTAM HOLST NOA Stockholm
Reach	E06/025	00464	FACEBLOOD	COLOMBIAN RED CROSS	BLOOD DONATION	SANCHO BBDO Bogotá	COLOMBIA	SANCHO BBDO Bogotá	SANCHO BBDO Bogotá
Reach	E06/059	01361	TURNING THEIR TWEETS AGAINST THEM	BURGER KING	FOOD	MULLENLOWE Boston	USA	MULLENLOWE Boston	
Reach	E06/063	01100	MAKING THE LIST	LEGO AUSTRALIA	LEGO	CHE PROXIMITY Melbourne	AUSTRALIA	CHE PROXIMITY Melbourne	YELL DESIGN Fitzroy
Reach	E06/066	01746	THIS COKE IS A FANTA	COCA-COLA	COCA-COLA	DAVID THE AGENCY São Paulo	BRAZIL	DAVID THE AGENCY São Paulo	LANDIA São Paulo / O2 FILMES São Paulo
Reach	E06/068	01909	SINDOOR KHELA - NO CONDITIONS APPLY	TIMES OF INDIA	TIMES OF INDIA	FCB INDIA Mumbai	INDIA	FCB INDIA Mumbai	FCB INDIA Mumbai

Shortlist (Direct Lions)

Reach	E06/075	01284	TAKE A SEAT	MAGICMAKERS NGO	MAGIC HOME - A SHELTER FOR PARENTS WITH SICK CHILDREN	JAZZ COMMUNICATION Bucharest	ROMANIA	JAZZ COMMUNICATION Bucharest / MAGICAMP NGO Bucharest	SAGA FILM Bucharest
Reach	E06/108	02248	#HONDANEXTDO OR	HONDA	CR-V & HR-V	SID LEE Paris	FRANCE	SID LEE Paris	MILES Paris
Reach	E06/124	01575	TOUCH YOUR FOOTBALLS	LÍBERO	VALDERRAMA	LOLA MULLENLOWE Madrid	SPAIN	LOLA MULLENLOWE Madrid	LOS NOTARIOS Bogotá
Reach	E06/136	02351	BIHOR COUTURE	BEAU MONDE STYLE	BEAU MONDE MAGAZINE	McCANN BUCHAREST	ROMANIA	McCANN BUCHAREST	
Reach	E06/142	02408	EDIBLE CHOPSTICKS	ELEME	FOOD DELIVERY	FF SHANGHAI	CHINA	FF SHANGHAI	FF SHANGHAI

E07 (Single Country Campaign)

Reach	E07/013	00328	FIGHT FOR TERRITORY	LION	STEINLAGER	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland	DDB GROUP NEW ZEALAND Auckland
Reach	E07/015	00010	LOVING "IT"	BURGER KING DEUTSCHLAND GMBH	BURGER KING	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg	RABBICORN FILMS Hamburg / SLAUGHTERHOUSE VISUAL MANUFACTURING Hamburg
Reach	E07/016	00316	IKEA PEE AD	IKEA SWEDEN	IKEA CRIB	AKESTAM HOLST NOA Stockholm	SWEDEN	AKESTAM HOLST NOA Stockholm	AKESTAM HOLST NOA Stockholm
Reach	E07/017	00315	IRRESISTIBLY POINTLESS TRUEVIEW ADS	IKEA	IKEA FURNITURE	AKESTAM HOLST NOA Stockholm	SWEDEN	AKESTAM HOLST NOA Stockholm	AKESTAM HOLST NOA Stockholm / BACON FILM Stockholm
Reach	E07/024	00974	GENE PROJECT CASE STUDY	UNILEVER	MARMITE	adam&eveDDB London	UNITED KINGDOM	adam&eveDDB London	
Reach	E07/035	01165	1ST GRRRADE	MARS LLC	PEDIGREE®	BBDO RUSSIA GROUP Moscow	RUSSIA	BBDO RUSSIA GROUP Moscow	BBDO RUSSIA GROUP Moscow
Reach	E07/043	01101	THE BILLION POINT GIVEAWAY	VELOCITY FREQUENT FLYER	FREQUENT FLYER PROGRAM	CHE PROXIMITY Melbourne	AUSTRALIA	CHE PROXIMITY Melbourne	GOODOIL FILMS Sydney

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Reach	E07/048	01747	THIS COKE IS A FANTA	COCA-COLA	COCA-COLA	DAVID THE AGENCY São Paulo	BRAZIL	DAVID THE AGENCY São Paulo	LANDIA São Paulo / O2 FILMES São Paulo
Reach	E07/050	01910	SINDOOR KHELA - NO CONDITIONS APPLY	TIMES OF INDIA	TIMES OF INDIA	FCB INDIA Mumbai	INDIA	FCB INDIA Mumbai	FCB INDIA Mumbai
Reach	E07/090	02283	DEISEL - GO WITH THE FAKE	DIESEL	DIESEL	DIESEL Breganze	ITALY	PUBLICIS ITALY Milan / PUBLICIS New York	COSMO STREET New York / RIVAL SCHOOL PICTURES New York
Reach	E07/101	02274	PRICE ON OUR LIVES	MARCH FOR OUR LIVES - PARKLAND STUDENTS	MARCH FOR OUR LIVES	McCANN NEW YORK	USA	McCANN NEW YORK	
Reach	E07/120	10148	GET PACKING!	JETBLUE	AIRLINE	MULLENLOWE New York	USA	MULLENLOWE New York	ARCADE EDIT New York / RADICAL MEDIA New York
Reach	E07/121	11647	KEEP MY VOICE	TEAM GLEASON	TEAM GLEASON	OGILVY Chicago	USA	OGILVY Chicago	JOINERY Culver City

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