

Shortlist (Media Lions)

Track	Cat. No	Entry No	Title	Brand	Product	Entrant Company	Entrant Country	Idea Creation	Production
<u>A01 (Food & Drink)</u>									
Reach	A01/002	00115	PROBABLY TEDX	Carlsberg Group	CARLSBERG BEER	HAPPINESS BRUSSELS, AN FCB ALLIANCE Brussels	BELGIUM	HAPPINESS BRUSSELS, AN FCB ALLIANCE Brussels	NOBODY Copenhagen
Reach	A01/007	00289	FIGHT FOR TERRITORY	LION	STEINLAGER	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland	DDB GROUP NEW ZEALAND Auckland
Reach	A01/033	01673	THE GIF TRILOGY	SAN MIGUEL	MANILA BEER	LOLA MULLENLOWE Madrid	SPAIN	LOLA MULLENLOWE Madrid	LA JOYA PRODUCCIONES Madrid
Reach	A01/061	02471	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	A02/004	00413	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	A02/010	01153	GILLETTE BACHELORS OF SHAVING	P&G INDIA	GILLETTE	MEDIACOM Mumbai	INDIA	MEDIACOM Mumbai	MEDIACOM Mumbai
Reach	A02/013	01311	I DON'T ROLL ON SHABBOS	PROCTER & GAMBLE	GILLETTE	MEDIACOM CONNECTIONS Tel Aviv	ISRAEL	GREY Tel Aviv / MEDIACOM CONNECTIONS Tel Aviv / STERN ARIELY Tel Aviv	
<u>A03 (Healthcare)</u>									
Reach	A03/015	01477	#SUPERSICKMON DAY	RECKITT BENCKISER	MUCINEX	McCANN NEW YORK	USA	McCANN NEW YORK	CABIN EDITING COMPANY Santa Monica / CHROMA Venice / FURLINED Los Angeles / PSYOP New York

Shortlist (Media Lions)

Reach	A03/018	02329	WRITING THE WRONGS	THE PATIENTSAFE NETWORK	PATIENT SAFETY	THE PATIENTSAFE NETWORK Sydney	AUSTRALIA	THE PATIENTSAFE NETWORK Sydney	
Reach	A03/026	02237	AMERICAN HOSPITAL - ASTIGMAT PROJECT	AMERICAN HOSPITAL HEALTH		Y&R ISTANBUL	TURKEY	Y&R ISTANBUL	

A04 (Consumer Durables)

Reach	A04/017	01143	PORTRAIT MODE COVERS	APPLE	IPHONE	TBWA\MEDIA ARTS LAB Los Angeles	USA	TBWA\MEDIA ARTS LAB Los Angeles	
Reach	A04/020	01846	LOCAL BUSINESS NEVER LOOKED SO GOOD	CANON	CANON	CANON Søborg	DENMARK	UNCLE GREY Copenhagen	UNCLE GREY Copenhagen

A05 (Automotive)

Reach	A05/020	01294	RAMMED WITH CONFIDENCE	VOLKSWAGEN	T-ROC	PHD London	UNITED KINGDOM	adam&eveDDB London / PHD London / SKY MEDIA London	
Reach	A05/022	01512	CARSALES AUTOADS	CARSALES.COM.AU	ONLINE AUTOMOTIVE, MOTORCYCLE AND MARINE CLASSIFIEDS BUSINESS	CHE PROXIMITY Melbourne	AUSTRALIA	CHE PROXIMITY Melbourne	CHE PROXIMITY Melbourne
Reach	A05/032	01383	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	A05/039	02040	VOLVO LIVE REVIEWS	VOLVO	VOLVO XC60	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo	

A06 (Retail)

Reach	A06/001	00162	THE MOST GERMAN SUPERMARKET	EDEKA ZENTRALE AG & CO. KG	RETAIL	JUNG VON MATT Hamburg	GERMANY	JUNG VON MATT Hamburg	MARKENFILM CROSSING Hamburg
Reach	A06/015	00004	LOVING "IT"	BURGER KING DEUTSCHLAND GMBH	BURGER KING	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg	RABBICORN FILMS Hamburg / SLAUGHTERHOUSE VISUAL MANUFACTURING Hamburg
Reach	A06/016	00280	IKEA PEE AD	IKEA SWEDEN	IKEA CRIB	AKESTAM HOLST NOA Stockholm	SWEDEN	AKESTAM HOLST NOA Stockholm	AKESTAM HOLST NOA Stockholm

Shortlist (Media Lions)

Reach	A06/026	00886	TURNING KFC INTO GAMERS PLAYGROUND	KFC/YUM! CHINA	RESTAURANT	MINDSHARE CHINA Shanghai CHINA	MINDSHARE CHINA Shanghai	NETEASE Beijing	
Reach	A06/027	00885	HIJACKING THE LARGEST SHOPPING FESTIVAL IN THE WORLD	UNIQLO	RETAIL	MINDSHARE CHINA Shanghai CHINA	MINDSHARE CHINA Shanghai	MINDSHARE CHINA Shanghai	
Reach	A06/029	00964	ONWARD! BACK TO SCHOOL	GAP INC.	OLD NAVY	PHD New York	USA	PHD New York	I AM OTHER Beverly Hills

A07 (Travel)

Reach	A07/005	00449	THE COLORBLIND VIEWER	TENNESSEE DEPARTMENT OF TOURIST DEVELOPMENT	THE STATE OF TENNESSEE	VML Kansas City	USA	VML Kansas City	PLAN A FILMS Ashville
Reach	A07/014	00403	CAR VS DATA	VIA RAIL CANADA	TRAIN SERVICE	TOUCHÉ! Montréal	CANADA	COSSETTE Montréal / TOUCHÉ! Montréal	COSSETTE Montréal
Reach	A07/021	01033	VIRGIN TRAINS LOVES DRIVER RAGE	VIRGIN TRAINS	VIRGIN TRAINS	MANNING GOTTLIEB OMD London	UNITED KINGDOM	MANNING GOTTLIEB OMD London	ANOMALY London
Reach	A07/024	01299	2H04	TGV	TGV	BUZZMAN Paris	FRANCE	BUZZMAN Paris	BUZZMAN Paris

A08 (Leisure)

Reach	A08/002	00264	TELENET PLAY SPORTS PREROLL FOOTBAL MATCH	TELENET	PLAY SPORTS	TBWA\BELGIUM Brussels	BELGIUM	TBWA\BELGIUM Brussels	TBWA\BELGIUM Brussels
Reach	A08/016	00729	HIGHWAY GALLERY	LOUVRE ABU DHABI	INSTITUTIONAL	TBWA\RAAD Dubai	UNITED ARAB EMIRATES	TBWA\RAAD Dubai	HERTZ RADIO Manila / RAMA INTERNATIONAL LIMITED Dubai

A09 (Media / Entertainment)

Reach	A09/004	00090	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	A09/006	00265	THE PIRATE SUBTITLES	BELGIAN ENTERTAINMENT ASSOCIATION	MOVIES & SERIES	TBWA\BELGIUM Brussels	BELGIUM	TBWA\BELGIUM Brussels	TBWA\BELGIUM Brussels

Shortlist (Media Lions)

Reach	A09/027	00984	PRE-SALE ONLY FOR GRANDPARENTS	GRAUBÜNDEN FERIEN	CHILDBOOK	GRAUBÜNDEN FERIEN Chur	SWITZERLAND	JUNG VON MATT/LIMMAT Zürich	JUNG VON MATT/LIMMAT Zürich
Reach	A09/040	02076	NEVER MISS A SECOND	TELENET PLAY SPORTS	PLAY SPORTS	TBWA\BELGIUM Brussels	BELGIUM	TBWA\BELGIUM Brussels	TBWA\BELGIUM Brussels
Reach	A09/045	02276	READ MORE. LISTEN MORE.	UNESCO, THE NEW YORK TIMES & PARTICIPATING NEWS ORGANIZATIONS	WORK CREATED FOR UNESCO FOR WORLD FREEDOM DAY ACROSS MULTIPLE NEWS PUBLICATIONS	DROGA5 New York	USA	DROGA5 New York	SECOND CHILD New York
Reach	A09/047	01556	SHOWMAX	SHOWMAX	SVOD SHOWMAX	FCB\BRIDGE2FUN Warsaw	POLAND	FCB\BRIDGE2FUN Warsaw	FILM IT Warsaw / OPUS FILM Lodz
Reach	A09/057	02041	BLIND EYE	REDETV!	REDETV!	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo	
Reach	A09/059	02323	#NOCONDITIONS PPLY SINDOOR KHELA	THE TIMES OF INDIA	THE TIMES OF INDIA NEWSPAPER	LODESTAR UM Mumbai	INDIA	FCB\BULKA Mumbai	
Reach	A09/064	01388	THE GAME THAT NEVER WAS	BLU RADIO	SPORTS RADIO STATION	GREY COLOMBIA Bogotá	COLOMBIA	GREY COLOMBIA Bogotá	GREY COLOMBIA Bogotá / LECHUGA Bogota
Reach	A09/070	11528	BREATHING LIFE INTO TRANSIT ADS	NETFLIX	ALTERED CARBON	NETFLIX Los Angeles	USA	MULLENLOWE MEDIAHUB Boston / NETFLIX Los Angeles	RAPPORT Los Angeles

A11 (Consumer Services)

Reach	A11/010	01204	FACE OF ITALY	VODAFONE ITALIA	SHAKE REMIX	GOOD Moscow	RUSSIA	GOOD Moscow	GOOD Moscow
-------	---------	-------	---------------	-----------------	-------------	-------------	--------	-------------	-------------

Reach	A11/029	02078	THE WOMAN BEHIND THE VEIL	AL RAJHI BANK	CARD	FP7/RUH Riyadh	SAUDI ARABIA	FP7/RUH Riyadh	MILLIMETER PRODUCTIONS Jeddah / PIXEL MOB Beirut
-------	---------	-------	---------------------------	---------------	------	----------------	--------------	----------------	--

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

Shortlist (Media Lions)

Reach	A12/003	00093	THE ORGAN DONOR PRICE TAG	BEYOND RETRO	ORGAN DONATION	ANR BBDO Stockholm	SWEDEN	ANR BBDO Stockholm	
Reach	A12/007	00372	SAVE OUR SPECIES	LACOSTE	LACOSTE	BETC Paris	FRANCE	BETC Paris	ALLSO Paris
Reach	A12/014	00576	BLIJ MET SJOERD	ALBERT HEIJN	FMCG	TBWA\NEBOKO Amsterdam	THE NETHERLANDS	ALBERT HEIJN Zaandam / TBWA\NEBOKO Amsterdam	VIDIBOKO Amsterdam
Reach	A12/015	00283	THE DAY WOMEN LEFT THE SET	LA SIRENA	BREAST CANCER AWARENESS	PAGÉS BBDO Santo Domingo	DOMINICAN REPUBLIC	PAGÉS BBDO Santo Domingo	TIMECODE FILMS Santo Domingo
Reach	A12/026	00761	HANDICAB	FORD NEDERLAND B.V.	FORD HANDICAB	OGILVY AMSTERDAM	THE NETHERLANDS	OGILVY AMSTERDAM	HIELKE PRAAGMAN Amsterdam / HOLY FOOLS Amsterdam / KAPSALON Amsterdam / OGILVY AMSTERDAM / TUSSEN KADIJKEN Amsterdam
Reach	A12/027	00864	THE PRICE OF EQUALITY	SCOTIABANK	CREDIT CARD	WUNDERMAN PHANTASIA Lima	PERU	WUNDERMAN PHANTASIA Lima	LA PEPA Lima
Reach	A12/041	01866	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	A12/059	01821	NBC + PARALYMPICS	TOYOTA MOTOR CORPORATION	TOYOTA BRAND	TOYOTA USA Plano	USA	DENTSU INC. Tokyo / SAATCHI & SAATCHI TOYOTA AGENCY Torrance	DENTSU INC. Tokyo / SAATCHI & SAATCHI TOYOTA AGENCY Torrance

A13 (Not-for-profit / Charity)

Reach	A13/001	00034	STOP DOWNLOADKILL	BUSAN METROPOLITAN POLICE AGENCY	STOP DOWNLOADKILL	CHEIL WORLDWIDE Seoul	SOUTH KOREA	CHEIL WORLDWIDE Seoul	JUNPASANG PRODUCTION Seoul
-------	---------	-------	-------------------	----------------------------------	-------------------	-----------------------	-------------	-----------------------	----------------------------

Shortlist (Media Lions)

Reach	A13/004	00130	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
Reach	A13/007	00133	I'M OUT OF OFFICE FOR EQUAL PAY.	WOMEN'S EQUALITY PARTY	EQUAL PAY	NOW London	UNITED KINGDOM	NOW London	
Reach	A13/012	00383	RE:SCAM	NETSAFE	CYBER SECURITY	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland	DDB GROUP NEW ZEALAND Auckland
Reach	A13/022	00675	PROJECT 84	CALM	CALM	adam&eveDDB London	UNITED KINGDOM	adam&eveDDB London	
Reach	A13/042	00685	AID MEDIA	OAPR	OUTDOOR	DDB Guaynabo	PUERTO RICO	DDB Guaynabo	DDB Guaynabo
Reach	A13/047	00715	IMAGINARY FRIEND SOCIETY-CAMPAIGN	PEDIATRIC BRAIN TUMOR FOUNDATION	HEALTH	RPA Santa Monica	USA	RPA Santa Monica	
Reach	A13/059	01258	DISAPPEARING PERSON ALERTS	QUEENSLAND POLICE	SNAPCHAT DISAPPEARING PERSON ALERTS	BWM DENTSU Melbourne	AUSTRALIA	BWM DENTSU Melbourne	GUILTY CONTENT Melbourne
Reach	A13/111	00822	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
Reach	A13/113	01610	HEMOJI	SANTA CASA DE MISERICÓRDIA DE SÃO PAULO	INSTITUTIONAL	Y&R BRAZIL São Paulo	BRAZIL	Y&R BRAZIL São Paulo	
Reach	A13/122	02031	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

B01 (Use of TV & Other Screens)

Shortlist (Media Lions)

Reach	B01/021	00414	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	B01/026	00650	WHERE LIFE HAPPENS	IKEA	IKEA FURNITURE	AKESTAM HOLST NOA Stockholm	SWEDEN	AKESTAM HOLST NOA Stockholm	AKESTAM HOLST NOA Stockholm / BACON FILM Stockholm / BJORN TERRING Stockholm
Reach	B01/034	00965	HEY GOOGLE, DIM THE LIGHTS	GOOGLE	GOOGLE HOME	PHD New York	USA	PHD New York	72ANDSUNNY Los Angeles
Reach	B01/044	01513	CARSALES AUTOADS	CARSALES.COM.AU	ONLINE AUTOMOTIVE, MOTORCYCLE AND MARINE CLASSIFIEDS BUSINESS	CHE PROXIMITY Melbourne	AUSTRALIA	CHE PROXIMITY Melbourne	CHE PROXIMITY Melbourne
Reach	B01/048	01851	EXTRÅA HD	HÅAGEN DAZS	ICE CREAM ON DEMAND	PROXIMITY Boulogne- Billancourt	FRANCE	PROXIMITY Boulogne- Billancourt	PROXIMITY Boulogne- Billancourt
Reach	B01/070	01904	RACING THE SUN	VOLVO CARS	VOLVO XC60	MINDSHARE USA New York	USA	GREY NEW YORK	COURAGEOUS STUDIO New York

B02 (Use of Audio Platforms)

Reach	B02/004	00186	ADOPTIFY	TIERSCHUTZVEREIN MUNICH	ADOPTIFY	SERVICEPLAN GERMANY Munich	GERMANY	SERVICEPLAN GERMANY Munich	NEVEREST München
Reach	B02/021	00730	HIGHWAY GALLERY	LOUVRE ABU DHABI	INSTITUTIONAL	TBWA\RAAD Dubai	UNITED ARAB EMIRATES	TBWA\RAAD Dubai	HERTZ RADIO Manila / RAMA INTERNATIONAL LIMITED Dubai
Reach	B02/022	01100	WHATSAPP COSTA RICA	PARTIDO ACCIÓN CIUDADANA	PRESIDENTIAL CANDIDATE CARLOS ALVARADO	MADISON San José	COSTA RICA	MADISON San José	PARTIDO ACCIÓN CIUDADANA (COMUNICATION TEAM) San José
Reach	B02/027	01017	CALL OF HOPE	CORPORACIÓN DEL TRASPLANTE	CORPORACIÓN DEL TRASPLANTE ONG	BBDO CHILE Santiago	CHILE	BBDO CHILE Santiago	BBDO CHILE Santiago

Shortlist (Media Lions)

Reach	B02/071	01390	THE GAME THAT NEVER WAS	BLU RADIO	SPORTS RADIO STATION	GREY COLOMBIA Bogotá	COLOMBIA	GREY COLOMBIA Bogotá	GREY COLOMBIA Bogotá / LECHUGA Bogota
B03 (Use of Print / Outdoor)									
Reach	B03/005	00074	THE ART OF JOURNALISM	HELSINGIN SANOMAT	NEWS MEDIA	TBWA\HELSINKI	FINLAND	TBWA\HELSINKI	
Reach	B03/014	00010	EMERGENCY COLLECTIBLES	KOBE SHIMBUN	DISASTER PREVENTION	DENTSU INC. Tokyo	JAPAN	DENTSU INC. Tokyo	ENGINE FILM Tokyo / J.C. SPARK Tokyo
Reach	B03/020	00469	#TOARTITSFREEDOM	VIENNA TOURIST BOARD	VIENNESE MODERNISM 2018	WIEN NORD Vienna	AUSTRIA	WIEN NORD Vienna	
Reach	B03/022	00281	IKEA PEE AD	IKEA SWEDEN	IKEA CRIB	AKESTAM HOLST NOA Stockholm	SWEDEN	AKESTAM HOLST NOA Stockholm	AKESTAM HOLST NOA Stockholm
Reach	B03/037	00727	THERE WILL BE ART	PACIFIC STANDARD TIME	LA/LA	TBWA\CHIAT\DAY LOS ANGELES	USA	TBWA\CHIAT\DAY LOS ANGELES	
Reach	B03/049	00680	#RIGHTMYNAME	NANDO'S	PERI-PERI CHICKEN	M&C SAATCHI ABEL Cape Town	SOUTH AFRICA	M&C SAATCHI ABEL Cape Town	M&C SAATCHI ABEL Cape Town / VML Johannesburg
Reach	B03/081	01441	BREATHING LIFE INTO TRANSIT ADS	NETFLIX	ALTERED CARBON	NETFLIX Los Angeles	USA	MULLENLOWE MEDIAHUB Boston / NETFLIX Los Angeles	RAPPORT Los Angeles
Reach	B03/088	02073	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	B03/090	02130	EARTH HOUR	NESTLE	KITKAT	J. WALTER THOMPSON London	UNITED KINGDOM	J. WALTER THOMPSON London	
Reach	B03/091	01459	VENT INSPECTION AD	PEPCO	VENT INSPECTION AD	GREY POLAND Warsaw	POLAND	GREY POLAND Warsaw	GREY POLAND Warsaw
Reach	B03/096	01728	EXPLORE THE NIGHT	PUBLIC TRANSPORT VICTORIA	PUBLIC TRANSPORT	Y&R MELBOURNE	AUSTRALIA	Y&R MELBOURNE	
Reach	B03/111	02043	VOLVO LIVE REVIEWS	VOLVO	VOLVO XC60	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo	
Reach	B03/114	02252	PROM KING	BURGER KING	FAST FOOD	MULLENLOWE Boston	USA	MULLENLOWE Boston	MULLENLOWE Boston
Reach	B03/133	02337	FRESH PRINTS	ALDI	ALDI	McCANN BARCELONA	SPAIN	McCANN SPAIN MADRID	CRAFT Barcelona / CRAFT Madrid / McCANN BARCELONA

Shortlist (Media Lions)

B04 (Use of Ambient Media: Small Scale)

Reach	B04/007	00374	SAVE OUR SPECIES	LACOSTE	LACOSTE	BETC Paris	FRANCE	BETC Paris	ALLSO Paris
Reach	B04/013	00411	PALAU PLEDGE	PALAU LEGACY PROJECT	PALAU	HOST/HAVAS Sydney	AUSTRALIA	HOST/HAVAS Sydney	SONG ZU Sydney / THE POOL COLLECTIVE Sydney / YUKFOO Melbourne
Reach	B04/023	00734	100 LB. COUPON	DICK'S SPORTING GOODS	SECOND SKIN	VML Kansas City	USA	VML Kansas City	
Reach	B04/044	01257	SANDCASTLE CEMETERY	QIMR	MELANOMA AWARENESS	QIMR Brisbane	AUSTRALIA	Y&R ANZ Brisbane	Y&R ANZ Brisbane
Reach	B04/058	01867	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	B04/080	01469	LIFE AFTER FASHION	SPLASH FASHIONS	CHARITY	THE CLASSIC PARTNERSHIP ADVERTISING Dubai	UNITED ARAB EMIRATES	THE CLASSIC PARTNERSHIP ADVERTISING Dubai	
Reach	B04/081	01730	SIP SAFE	MONASH UNIVERSITY	MONASH UNIVERSITY	Y&R MELBOURNE	AUSTRALIA	Y&R MELBOURNE	

B05 (Use of Ambient Media: Large Scale)

Reach	B05/016	00375	THE NO ESCAPE GAME	ADDICT AIDE	ADDICT AIDE	BETC Paris	FRANCE	BETC Paris	FRANCINE FRAMBOISE Paris / GUM Paris / RITA FILMS Paris
Reach	B05/017	00474	THE COLORBLIND VIEWER	TENNESSEE DEPARTMENT OF TOURIST DEVELOPMENT	THE STATE OF TENNESSEE	VML Kansas City	USA	VML Kansas City	PLAN A FILMS Ashville
Reach	B05/019	00573	THE ROOM	IKEA ITALY	VIOLENCE AGAINST WOMAN CAMPAIGN	DDB GROUP ITALY Milan	ITALY	DDB GROUP ITALY Milan	KAREN FILM Milan
Reach	B05/027	00676	PROJECT 84	CALM	CALM	adam&eveDDB London	UNITED KINGDOM	adam&eveDDB London	
Reach	B05/028	00476	ECHO ESCAPE	AMAZON	AMAZON ECHO	AKQA Portland	USA	AKQA Portland / AMAZON Seattle	UNIT9 Los Angeles

Shortlist (Media Lions)

Reach	B05/069	01350	GET FIT FOR SUMMER BILLBOARD	BASIC-FIT	FITNESS CLUBS	XXS AMSTERDAM	THE NETHERLANDS	XXS AMSTERDAM	GOED BEZIG PRODUCTIES Amsterdam / J.U.I.C.E. PROMOTIONS Amsterdam / MADE FOR DIGITAL Amsterdam
Reach	B05/076	01983	THE SHORTCUT BILLBOARDS	MINI	MINI CONNECTED	SERVICEPLAN GERMANY Munich	GERMANY	SERVICEPLAN GERMANY Munich	IT'S US MEDIA Berlin
Reach	B05/086	01944	DRIVE-THRUCK	ARCOS DORADOS COMÉRCIO DE ALIMENTOS LTDA	DRIVE-THRU	McDONALD'S Sao Paolo	BRAZIL	DPZ&T São Paulo	
Reach	B05/099	01837	BLACK SUPERMARKET	CARREFOUR	CARREFOUR	CARREFOUR Massy	FRANCE	MARCEL Paris	DMBM Paris / GUM Paris / ICONOCLAST Paris / NIGHTSHIFT Paris / PRODIGIOUS Paris
Reach	B05/105	02271	DELAYED FLIGHT BREAK MACHINE	KITKAT	KITKAT	J. WALTER THOMPSON BRAZIL São Paulo	BRAZIL	J. WALTER THOMPSON BRAZIL São Paulo	J. WALTER THOMPSON BRAZIL São Paulo
Reach	B05/115	02407	DAVID BOWIE IS HERE	SPOTIFY	SPOTIFY	SPOTIFY New York	USA	SPOTIFY New York	TRULY DESIGN Turino
Reach	B05/123	21703	THE ROUTE	JCDECAUX	MEDIA	Y&R BRAZIL São Paulo	BRAZIL	Y&R BRAZIL São Paulo	

B06 (Use of Events)

Reach	B06/001	00003	PARIS 2024 OLYMPIC DAYS	CITY OF PARIS	PARIS 2024 OLYMPIC BID	UBI BENE Paris	FRANCE	UBI BENE Paris	UBI BENE Paris
Reach	B06/015	00291	FIGHT FOR TERRITORY	LION	STEINLAGER	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland	DDB GROUP NEW ZEALAND Auckland
Reach	B06/016	00337	THE BRIDAL UNIFORM	UN WOMEN	ANTI-CHILD-MARRIAGES	BBDO PAKISTAN Lahore	PAKISTAN	BBDO PAKISTAN Lahore	THE VIDEOGRAPHERS Lahore
Reach	B06/023	00285	THE DAY WOMEN LEFT THE SET	LA SIRENA	BREAST CANCER AWARENESS	PAGÉS BBDO Santo Domingo	DOMINICAN REPUBLIC	PAGÉS BBDO Santo Domingo	TIMECODE FILMS Santo Domingo
Reach	B06/025	00415	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 / RATTILING STICK Santa Monica / THE MILL Los Angeles

Shortlist (Media Lions)

Reach	B06/082	01924	FOOTBALL DECODED	MICROSOFT	XBOX / FIFA 18	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	CRAFT WORLDWIDE London / McCANN LONDON / SOMESUCH London / TWENTYFOUR SEVEN Madrid
Reach	B06/093	01825	NBC + PARALYMPICS	TOYOTA MOTOR CORPORATION	TOYOTA BRAND	TOYOTA USA Plano	USA	DENTSU INC. Tokyo / SAATCHI & SAATCHI TOYOTA AGENCY Torrance	DENTSU INC. Tokyo / SAATCHI & SAATCHI TOYOTA AGENCY Torrance
Reach	B06/110	01666	THE BEER CHOIR	CANDELARIA BEER	CANDELARIA BEER	OGILVY PERU Lima	PERU	OGILVY PERU Lima	CHITA FILMS Lima
Reach	B06/117	00693	#HR4HR: HOME RUNS FOR HURRICANE RECOVERY	T-MOBILE	T-MOBILE TELECOM SERVICES	T-MOBILE Bellevue	USA	ENDEAVOR New York, NY / LAUNDRY SERVICE Seattle / PUBLICIS SEATTLE / T-MOBILE Bellevue	IMG LIVE Norcross

B07 (Use of Stunts)

Reach	B07/004	00006	LOVING "IT"	BURGER KING DEUTSCHLAND GMBH	BURGER KING	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg	RABBICORN FILMS Hamburg / SLAUGHTERHOUSE VISUAL MANUFACTURING Hamburg
Reach	B07/007	00117	#SPEEDTALK	OVK/PEVR (PARENTS OF ROAD VICTIMS)	ROAD SAFETY AWARENESS ORGANISATION	HAPPINESS BRUSSELS, AN FCB ALLIANCE Brussels	BELGIUM	HAPPINESS BRUSSELS, AN FCB ALLIANCE Brussels	

Shortlist (Media Lions)

Reach	B07/019	00323	SHITTY PAPER – MADE FROM HATE	GOLDEIMER	SHITTY PAPER – MADE FROM HATE	PHILIPP UND KEUNTJE Hamburg	GERMANY	PHILIPP UND KEUNTJE Hamburg	SIEMER VERPACKUNG Ronnberg
Reach	B07/033	00677	PROJECT 84	CALM	CALM	adam&eveDDB London	UNITED KINGDOM	adam&eveDDB London	
Reach	B07/051	00735	THE COLORBLIND VIEWER	TENNESSEE DEPARTMENT OF TOURIST DEVELOPMENT	THE STATE OF TENNESSEE	VML Kansas City	USA	VML Kansas City	PLAN A FILMS Ashville
Reach	B07/053	01009	DESERT ROULETTE	WESTJET	WESTJET	RETHINK Toronto	CANADA	RETHINK Toronto	STUDIO M Toronto / THE VANITY Toronto / VAPOR RMW Toronto / WESTBURY NATIONAL SHOW SYSTEMS Toronto
Reach	B07/063	01023	THE SNEAKY PILLAR	DNB	CAR INSURANCE	TRY Oslo	NORWAY	TRY Oslo	BACON OSLO Oslo
Reach	B07/068	00762	HANDICAB	FORD NEDERLAND B.V.	FORD HANDICAB	OGILVY AMSTERDAM	THE NETHERLANDS	OGILVY AMSTERDAM	HIELKE PRAAGMAN Amsterdam / HOLY FOOLS Amsterdam / KAPSALON Amsterdam / OGILVY AMSTERDAM / TUSSEN KADIJKEN Amsterdam
Reach	B07/106	01599	HOME IS NOT A BOXING RING	WOMEN AND MEN PROGRESSIVE FOUNDATION	WOMEN AND MEN PROGRESSIVE FOUNDATION	J. WALTER THOMPSON BANGKOK	THAILAND	J. WALTER THOMPSON BANGKOK	
Reach	B07/115	01932	THE FLIP	MCDONALD'S	MCDONALD'S	WE ARE UNLIMITED Chicago	USA	WE ARE UNLIMITED Chicago	
Reach	B07/119	02257	WHOPPER NEUTRALITY	BURGER KING	WHOPPER	DAVID Miami	USA	DAVID Miami	COSMO STREET Miami / HERE BE DRAGONS Los Angeles / LAVA STUDIO Miami / THE MILL Los Angeles

Shortlist (Media Lions)

Reach	B07/139	01838	BLACK SUPERMARKET	CARREFOUR	CARREFOUR	CARREFOUR Massy	FRANCE	MARCEL Paris	DMBM Paris / GUM Paris / ICONOCLAST Paris / NIGHTSHIFT Paris / PRODIGIOUS Paris
Reach	B07/141	02201	BULLY A PLANT	IKEA DUBAI	IKEA PLANT	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES	MEMAC OGILVY Dubai	
Reach	B07/167	12025	KEEP MY VOICE	TEAM GLEASON	TEAM GLEASON	OGILVY Chicago	USA	OGILVY Chicago	JOINERY Culver City

B08 (Use of Digital Platforms)

Reach	B08/017	00342	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	B08/055	01168	MAKING THE LIST	LEGO AUSTRALIA	LEGO	CHE PROXIMITY Melbourne	AUSTRALIA	CHE PROXIMITY Melbourne	YELL DESIGN Fitzroy
Reach	B08/056	01167	THE BILLION POINT GIVEAWAY	VELOCITY FREQUENT FLYER	FREQUENT FLYER PROGRAM	CHE PROXIMITY Melbourne	AUSTRALIA	CHE PROXIMITY Melbourne	GOODOIL FILMS Sydney
Reach	B08/057	01514	CARSALES AUTOADS	CARSALES.COM.AU	ONLINE AUTOMOTIVE, MOTORCYCLE AND MARINE CLASSIFIEDS BUSINESS	CHE PROXIMITY Melbourne	AUSTRALIA	CHE PROXIMITY Melbourne	CHE PROXIMITY Melbourne
Reach	B08/068	01250	THE NIGHTLIGHT PROJECT	RONALD MCDONALD HOUSE CHARITY	RONALD MCDONALD HOUSE	VML Sydney	AUSTRALIA	VML Sydney	VML Sydney
Reach	B08/077	01874	LUCKY FACE	LA LIBANAISE DES JEUX	LOTTO LIBANAISE	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai	
Reach	B08/111	02473	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

B09 (Use of Mobile)

Reach	B09/001	00011	EXPERIMENT FOR THE SMART	TENCENT	TENCENT SECURITY PLATFORM	TENCENT Shenzhen	CHINA	TENCENT Shenzhen / ZHENG&CO. Guangzhou	FEATURE WORKS Shanghai / MAGIC PAINT ADVERTISING Guangzhou
-------	---------	-------	--------------------------	---------	---------------------------	------------------	-------	--	--

Shortlist (Media Lions)

Reach	B09/012	00641	THE FORGOTTEN DAY OF FREEDOM	O2 SLOVAKIA	O2	TRIAD ADVERTISING Bratislava	SLOVAK REPUBLIC	TRIAD ADVERTISING Bratislava	TRIAD ADVERTISING Bratislava
Reach	B09/025	01259	DISAPPEARING PERSON ALERTS	QUEENSLAND POLICE	SNAPCHAT DISAPPEARING PERSON ALERTS	BWM DENTSU Melbourne	AUSTRALIA	BWM DENTSU Melbourne	GUILTY CONTENT Melbourne
Reach	B09/026	01148	THE ROCK X SIRI: DOMINATE THE DAY	APPLE	SIRI	TBWA\IMEDIA ARTS LAB Los Angeles	USA	TBWA\IMEDIA ARTS LAB Los Angeles	EXILE Santa Monica / HUNGRY MAN Los Angeles / LIME STUDIOS Santa Monica / STIMMUNG Santa Monica / THE MILL Los Angeles
Reach	B09/029	01421	BOT FRIENDS "POWERED" BY WHATSAPP	ABINBEV	POKER BEER	ABINBEV Bogotá	COLOMBIA	DDB COLOMBIA Bogota	
Reach	B09/054	02080	THE WOMAN BEHIND THE VEIL	AL RAJHI BANK	CARD	FP7/RUH Riyadh	SAUDI ARABIA	FP7/RUH Riyadh	MILLIMETER PRODUCTIONS Jeddah / PIXEL MOB Beirut
Reach	B09/056	01694	DATA INTO DOLLARS	XFINITY	XFINITY MOBILE	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco	ALL VALLEY YACHT CLUB Los Angeles / APACHE COLOR Santa Monica / ARSENAL FX Santa Monica / ELEVEL FILMS San Francisco / THINKING MACHINE Los Angeles
Reach	B09/071	02440	RACE A NATION	VODAFONE	TELECOMMUNICATIONS	McCANN BUCHAREST	ROMANIA	McCANN BUCHAREST	
Reach	B09/072	02439	SEEN	COCA-COLA SERVICES S.A.	COCA COLA	McCANN BUCHAREST	ROMANIA	McCANN BUCHAREST / MRM//MCCANN BUCHAREST	

B10 (Use of Social Platforms)

Reach	B10/001	00014	A MEME GALLERY	TENCENT	TENCENT CHARITY	TENCENT Shenzhen	CHINA	TENCENT Shenzhen	TENCENT Shenzhen
Reach	B10/002	00017	#1917LIVE: WHAT IF TWITTER EXISTED 100 YEARS AGO?	RT	#1917LIVE PROJECT	RT Moscow	RUSSIA	RT Moscow	RT Moscow

Shortlist (Media Lions)

Reach	B10/004	00108	FESTIVOLHOUDER	STUDIO BRUSSEL	FESTIVALS	DDB BRUSSELS	BELGIUM	DDB BRUSSELS	
Reach	B10/007	00040	AUSSIE NEWS TODAY	TOURISM AUSTRALIA	AUSTRALIA	CLEMENGER BBDO SYDNEY	AUSTRALIA	CLEMENGER BBDO SYDNEY	CLEMENGER BBDO SYDNEY
Reach	B10/012	00131	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
Reach	B10/015	00048	COOLEST SUIT ON THE PLANET	M.J. BALE	M.J. BALE	TBWA SYDNEY	AUSTRALIA	TBWA SYDNEY	
Reach	B10/023	00216	LIVE MOMENT OF SILENCE	SANDY HOOK PROMISE	SANDY HOOK PROMISE	BBDO NEW YORK	USA	BBDO NEW YORK	
Reach	B10/026	00153	M&M'S AND FRIENDS	MARS CHOCOLATE NORTH AMERICA	M&M'S	BBDO NEW YORK	USA	BBDO NEW YORK	
Reach	B10/033	00256	FANTAXYOU	COCA-COLA	FANTA	UM London	UNITED KINGDOM	McCANN SPAIN MADRID / MOVEMENT London / UM London	McCANN SPAIN MADRID / MOVEMENT London
Reach	B10/034	00314	ABSOLUT VODKA - NEVER GONNA GIF YOU UP	ABSOLUT VODKA	ABSOLUT VODKA	SEBTON/CO Stockholm	SWEDEN	SEBTON/CO Stockholm	SEBTON/CO Stockholm
Reach	B10/049	00634	THE BELT 24/7	S GROUP	PRISMA	S-GROUP Helsinki	FINLAND	INSANO Helsinki / SANOMA MEDIA FINLAND Helsinki / S-GROUP Helsinki	CRAFT FINLAND Helsinki / SOURCE CREATIVE Helsinki
Reach	B10/065	00739	THE PREGNANCY PAUSE	THE PREGNANCY PAUSE	THE PREGNANCY PAUSE	MOTHER USA New York	USA	MOTHER USA New York	MOTHER USA New York
Reach	B10/091	01283	THE DISTRESS SIGNAL	AMNESTY INTERNATIONAL	HUMAN RIGHTS	ANORAK Oslo	NORWAY	ANORAK Oslo	BACON OSLO Oslo / BÅDE Oslo / MAKING WAVES Oslo
Reach	B10/100	01078	VERIZON - WHAT YOU MISSED	VERIZON	VERIZON WIRELESS	R/GA NEW YORK	USA	R/GA NEW YORK	R/GA NEW YORK
Reach	B10/115	01338	DOGS FOR DOGS	PEDIGREE	CHARITY	BBDO PARIS	FRANCE	BBDO PARIS	

Shortlist (Media Lions)

Reach	B10/117	01395	GIFORADE	PEPSICO	GATORADE	VML Kansas City	USA	VML Kansas City	GIPHY New York
Reach	B10/125	01443	TURNING THEIR TWEETS AGAINST THEM	BURGER KING	FOOD	MULLENLOWE Boston	USA	MULLENLOWE Boston	
Reach	B10/141	02074	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	B10/145	00836	CLOSER THAN YOU THINK	CHILD FOCUS	CHILD FOCUS – BELGIAN CENTER FOR MISSING AND SEXUALLY EXPLOITED CHILDREN	WUNDERMAN Antwerp	BELGIUM	WUNDERMAN Antwerp	STATIC FILMS Antwerp
Reach	B10/186	01105	FILTER YOUR FEED	BRITA	BRITA WATER FILTERS	mcgarrybowen Chicago	USA	mcgarrybowen Chicago	
Reach	B10/207	02449	LEGO PLAYSTORIES	LEGO	LEGO SETS	ISOBAR BRAZIL São Paulo	BRAZIL	ISOBAR BRAZIL São Paulo	
Reach	B10/221	12220	FORMULA SONGS	SPRITE	SPRITE	J. WALTER THOMPSON BRAZIL São Paulo	BRAZIL	J. WALTER THOMPSON BRAZIL São Paulo	J. WALTER THOMPSON BRAZIL São Paulo

B11 (Use of Technology)

Reach	B11/007	00454	THE COLORBLIND VIEWER	TENNESSEE DEPARTMENT OF TOURIST DEVELOPMENT	THE STATE OF TENNESSEE	VML Kansas City	USA	VML Kansas City	PLAN A FILMS Asheville
Reach	B11/030	01307	THE WORLD'S FIRST ALEXA-POWERED AD	AMAZON	AMAZON ECHO	INITIATIVE London	UNITED KINGDOM	INITIATIVE London	
Reach	B11/032	10323	3D SELFIE PROJECT	NTT DOCOMO, INC.	3D SELFIE FOR THE BLIND PEOPLE	DENTSU INC. Tokyo	JAPAN	DENTSU INC. Tokyo	21INCORPORATION Tokyo
Reach	B11/036	01739	INTEL RE-IMAGINES THE 2018 PYEONGCHANG OLYMPICS	INTEL	INTEL	OMD USA New York	USA	INTEL CORPORATION Santa Clara / OMD USA New York	

Shortlist (Media Lions)

Reach	B11/040	02017	ASTRONAUT REALITY HELMET	NATIONAL GEOGRAPHIC	NATGEO	McCANN NEW YORK	USA	McCANN NEW YORK	FRAMESTORE New York / TOMORROW LAB New York
Reach	B11/046	01375	RECRUITING CAR	VOLVO	VOLVO S90	FAMOUSGREY BRUSSELS	BELGIUM	FAMOUSGREY BRUSSELS	FAMOUSGREY BRUSSELS
Reach	B11/047	01634	SAMSUNG LAND OF EMOJIS	SAMSUNG	SAMSUNG MOBILE	CHEIL WORLDWIDE Frankfurt	GERMANY	CHEIL WORLDWIDE Frankfurt	CHEIL WORLDWIDE Frankfurt
Reach	B11/055	02125	MY LINE POWERED BY GOOGLE	MINISTRY OF COMMUNICATIONS & TECHNOLOGY	VIVE DIGITAL PROGRAM	MULLENLOWE SSP3 Bogotá	COLOMBIA	MULLENLOWE SSP3 Bogotá	
Reach	B11/066	02032	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

C01 (Use of Data-driven Insight)

Reach	C01/004	00327	80 DAYS OF ARGOS	ARGOS	ARGOS	THE&PARTNERSHIP London	UNITED KINGDOM	THE&PARTNERSHIP London	BIG BUOY London / CUT + RUN London / FRIEND London
Reach	C01/021	01169	MAKING THE LIST	LEGO AUSTRALIA	LEGO	CHE PROXIMITY Melbourne	AUSTRALIA	CHE PROXIMITY Melbourne	YELL DESIGN Fitzroy
Reach	C01/045	02475	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

C02 (Use of Real-time Data)

Reach	C02/001	00067	FOLLOW THE PLAN	LUFTHANSA	LUFTHANSA	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg	WALLDECAUX Berlin
Reach	C02/019	00799	THE LUNCH GAP SEARCHER	Fotawa	Food Delivery Service	GREY SPAIN Madrid	SPAIN	GREY SPAIN Madrid	RSB MEDIA Barcelona
Reach	C02/046	02272	DELAYED FLIGHT BREAK MACHINE	KITKAT	KITKAT	J. WALTER THOMPSON BRAZIL São Paulo	BRAZIL	J. WALTER THOMPSON BRAZIL São Paulo	J. WALTER THOMPSON BRAZIL São Paulo
Reach	C02/051	21706	THE ROUTE	JCDECAUX	MEDIA	Y&R BRAZIL São Paulo	BRAZIL	Y&R BRAZIL São Paulo	

C03 (Data-driven Targeting)

Reach	C03/005	00448	IN THE MOMENT	GSK CANADA	THRIVE	PHD Toronto	CANADA	PHD Toronto	
-------	---------	-------	---------------	------------	--------	-------------	--------	-------------	--

Shortlist (Media Lions)

Reach	C03/008	01019	UNITED AIRLINES EWR REAL TIME DATA TAXI TOP CAMPAIGN	UNITED AIRLINES	UNITED REAL TIME DATA TO NEWARK INTERNATIONAL AIRPORT	mcgarrybowen New York	USA	mcgarrybowen New York	
Reach	C03/013	01008	THE MOST EXCLUSIVE COLLECTION	YOOX	YOOX	STINK STUDIOS London	UNITED KINGDOM	GOOGLE Milan / STINK STUDIOS London	STINK STUDIOS London
Reach	C03/027	01697	DATA INTO DOLLARS	XFINITY	XFINITY MOBILE	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco	ALL VALLEY YACHT CLUB Los Angeles / APACHE COLOR Santa Monica / ARSENAL FX Santa Monica / ELEVEL FILMS San Francisco / THINKING MACHINE Los Angeles
Reach	C03/028	01646	RETHINK	VIVO	INSTITUTIONAL	Y&R BRAZIL São Paulo	BRAZIL	Y&R BRAZIL São Paulo	
<u>D01 (Use of Brand or Product Integration into a Programme or Platform)</u>									
Reach	D01/009	00144	STRANGER BROADCAST	NETFLIX	STRANGER THINGS	AKQA São Paulo	BRAZIL	AKQA São Paulo	BANDO São Paulo
Reach	D01/021	00350	APPIE TODAY	ALBERT HEIJN	FMCG	TBWA\NEBOKO Amsterdam	THE NETHERLANDS	TBWA\NEBOKO Amsterdam	APPIE TODAY PRODUCTION TEAM Zaandam / BIG SHOTS Amsterdam / TOWEL MEDIA Amsterdam / VICE MEDIA BENELUX Amsterdam / VIDIBOKO Amsterdam
Reach	D01/030	00998	Levi's Music Project Europe	LEVI'S	LEVI'S	OMD UK London	UNITED KINGDOM	LEVI STRAUSS & CO Diegem / OMD UK London	BOILER ROOM London / CANADA Barcelona / CONVEX PRODUCTIONS Surrey / R2 AGENCE DIGITALE Paris / WARNER MUSIC Paris
Reach	D01/038	00903	THE POWER OF CLEAN WATER	PROCTER & GAMBLE	P&G PURIFIER OF WATER PACKET	PROCTER & GAMBLE Cincinnati	USA	FOX INTERNATIONAL CHANNELS LATIN AMERICA Coral Gables	PLATAFORMA LLC Key Biscayne

Shortlist (Media Lions)

Reach	D01/040	00863	THE WORST SOAP OPERA	UNICEF	THE WORST SOAP OPERA (CHANGING THE LAW ON CHILD MARRIAGE)	PAGÉS BBDO Santo Domingo	DOMINICAN REPUBLIC	PAGÉS BBDO Santo Domingo	
Reach	D01/045	01068	UNFRAMED BY SAMSUNG	SAMSUNG	SAMSUNG GEAR 360	R/GA NEW YORK	USA	R/GA NEW YORK	BUZZFEED New York / DIGITAL DOMAIN Los Angeles / NOWTHIS New York / R/GA NEW YORK / VANTAGE.TV Los Angeles
Reach	D01/049	01520	GEOFF	HEINZ BEANZ AUSTRALIA	HEINZ BEANZ	Y&R ANZ Auckland	NEW ZEALAND	Y&R ANZ Auckland	ASSEMBLY Auckland / FRANKLIN RD Auckland / Y&R ANZ Auckland
Reach	D01/050	01519	APOCALYPSE STEVE HANSEN	ARNOTT'S	BISCUITS	Y&R ANZ Auckland	NEW ZEALAND	Y&R ANZ Auckland	CURIOUS FILM Auckland / LIQUID STUDIOS Auckland / Y&R ANZ Auckland
Reach	D01/053	01852	EXTRAA HD	HÄAGEN DAZS	ICE CREAM ON DEMAND	PROXIMITY Boulogne-Billancourt	FRANCE	PROXIMITY Boulogne-Billancourt	PROXIMITY Boulogne-Billancourt
Reach	D01/054	01869	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	D01/069	01888	EXCLUSIVE THE RAINBOW	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA	DDB CHICAGO	MJZ Los Angeles / THE MILL Chicago
Reach	D01/074	01925	FOOTBALL DECODED	MICROSOFT	XBOX / FIFA 18	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	CRAFT WORLDWIDE London / McCANN LONDON / SOMESUCH London / TWENTYFOUR SEVEN Madrid
Reach	D01/081	01653	FORBIDDEN STORIES	FREEDOM VOICES NETWORK	THE FORBIDDEN STORIES PLATFORM	J. WALTER THOMPSON PARIS	FRANCE	J. WALTER THOMPSON PARIS	

D02 (Use of Branded Content created for Digital or Social)

Reach	D02/002	00018	#1917LIVE: WHAT IF TWITTER EXISTED 100 YEARS AGO?	RT	#1917LIVE PROJECT	RT Moscow	RUSSIA	RT Moscow	RT Moscow
-------	---------	-------	---	----	-------------------	-----------	--------	-----------	-----------

Shortlist (Media Lions)

Reach	D02/005	00041	AUSSIE NEWS TODAY	TOURISM AUSTRALIA	AUSTRALIA	CLEMENGER BBDO SYDNEY	AUSTRALIA	CLEMENGER BBDO SYDNEY	CLEMENGER BBDO SYDNEY
Reach	D02/007	00114	#LIFEINHEL	FINAVIA	HELSINKI AIRPORT	TBWA/HELSINKI	FINLAND	TBWA/HELSINKI	KLOK HELSINKI Helsinki / TBWA/HELSINKI
Reach	D02/008	00165	THE MOST GERMAN SUPERMARKET	EDEKA ZENTRALE AG & CO. KG	RETAIL	JUNG VON MATT Hamburg	GERMANY	JUNG VON MATT Hamburg	MARKENFILM CROSSING Hamburg
Reach	D02/010	00007	LOVING "IT"	BURGER KING DEUTSCHLAND GMBH	BURGER KING	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg	RABBICORN FILMS Hamburg / SLAUGHTERHOUSE VISUAL MANUFACTURING Hamburg
Reach	D02/017	00132	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
Reach	D02/019	00220	SNAPCHAT MUSIC VIDEO	BACARDI	BACARDI	BBDO NEW YORK	USA	BBDO NEW YORK	NORTH KINGDOM Stockholm
Reach	D02/021	00385	RE:SCAM	NETSAFE	CYBER SECURITY	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland	DDB GROUP NEW ZEALAND Auckland
Reach	D02/024	00156	LIVE LOOPER	DOWNTOWN RECORDS	THE ACADEMIC	BBDO NEW YORK	USA	BBDO NEW YORK	BBDO STUDIOS New York
Reach	D02/026	00125	ASSASSIN'S CREED – EXPLORE ANCIENT EGYPT	UBISOFT CANADA	VIDEO GAME	BLEUBLANCROUGE Montreal	CANADA	BLEUBLANCROUGE Montreal	BLEUBLANCROUGE Montreal
Reach	D02/035	00563	EVERT_45	KPN	TELECOM	N=5 Amsterdam	THE NETHERLANDS	N=5 Amsterdam	N=5 Amsterdam / PUPKIN FILM Amsterdam / SUPERHERO CHEESECAKE Amsterdam

Shortlist (Media Lions)

Reach	D02/037	00635	THE BELT 24/7	S GROUP	PRISMA	S-GROUP Helsinki	FINLAND	INSANO Helsinki / SANOMA MEDIA FINLAND Helsinki / S-GROUP Helsinki	CRAFT FINLAND Helsinki / SOURCE CREATIVE Helsinki
Reach	D02/039	00819	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
Reach	D02/041	01097	THE DAILY SHOW PRESENTS: THE DONALD J. TRUMP PRESIDENTIAL TWITTER LIBRARY	COMEDY CENTRAL	THE DAILY SHOW WITH TREVOR NOAH	COMEDY CENTRAL New York	USA	23 STORIES X CONDE NAST New York / COMEDY CENTRAL New York	23 STORIES X CONDE NAST New York / COMEDY CENTRAL New York
Reach	D02/042	01121	THE WENTWORTH RAT	FOXTEL	WENTWORTH	MINDSHARE Sydney	AUSTRALIA	MINDSHARE Sydney	MINDSHARE Sydney
Reach	D02/050	00408	A ROOM WITH MANY VIEWS	ALLIANCE TOURISTIQUE DE L'INDUSTRIE DU QUÉBEC	QUEBEC TOURISM	TOUCHÉ! Montréal	CANADA	LG2 Montréal / TOUCHÉ! Montréal	LG2 Montréal
Reach	D02/051	00574	THE KILLER CHATBOT	TBA STUDIOS	SMALLER AND SMALLER CIRCLES	MULLENLOWE PHILIPPINES Makati City	THE PHILIPPINES	MULLENLOWE PHILIPPINES Makati City	MULLENLOWE PHILIPPINES Makati City
Reach	D02/052	00673	ALIVE AD BOARD	FUJI TELEVISION NETWORK	VARIETY SHOW "VS ARASHI"	DENTSU INC. Tokyo	JAPAN	DENTSU INC. Tokyo	
Reach	D02/056	01000	UK'SHONA KWELANGA - A WHATSAPP DRAMA SERIES	SANLAM	MYCHOICE FUNERAL PLAN	KING JAMES GROUP Cape Town	SOUTH AFRICA	KING JAMES GROUP Cape Town	
Reach	D02/058	01221	1ST GRRRADE	MARS LLC	PEDIGREE®	BBDO RUSSIA GROUP Moscow	RUSSIA	BBDO RUSSIA GROUP Moscow	BBDO RUSSIA GROUP Moscow
Reach	D02/059	01303	#MERRYCHRISTM ASSULLY	BURGER KING	BURGER KING	BUZZMAN Paris	FRANCE	BUZZMAN Paris	BUZZMAN Paris
Reach	D02/060	01424	BOT FRIENDS "POWERED" BY WHATSAPP	ABINBEV	POKER BEER	ABINBEV Bogotá	COLOMBIA	DDB COLOMBIA Bogota	

Shortlist (Media Lions)

Reach	D02/061	01296	IS IT OK FOR GUYS...?	UNILEVER	LYNX	PHD London	UNITED KINGDOM	72ANDSUNNY AMSTERDAM / GOOGLE London / PHD London	72ANDSUNNY AMSTERDAM
Reach	D02/068	10063	BATTLE TO THE BEEHIVE	VICE NEW ZEALAND	ENGAGING VOTERS	J. WALTER THOMPSON NEW ZEALAND Auckland	NEW ZEALAND	J. WALTER THOMPSON NEW ZEALAND Auckland	J. WALTER THOMPSON NEW ZEALAND Auckland
Reach	D02/073	01172	THE BILLION POINT GIVEAWAY	VELOCITY FREQUENT FLYER	FREQUENT FLYER PROGRAM	CHE PROXIMITY Melbourne	AUSTRALIA	CHE PROXIMITY Melbourne	GOODOIL FILMS Sydney
Reach	D02/077	01771	THE WORLD'S FIRST BABY MARATHON	KIMBERLY-CLARK	HUGGIES	OGILVY JOHANNESBURG	SOUTH AFRICA	OGILVY JOHANNESBURG	
Reach	D02/081	01396	GIFORADE	PEPSICO	GATORADE	VML Kansas City	USA	VML Kansas City	GIPHY New York
Reach	D02/083	01989	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	D02/084	02009	ELECTION IN THE DARK	YAHOO JAPAN CORPORATION	WEB SERVICE	DENTSU INC. Tokyo	JAPAN	DENTSU INC. Tokyo	BIRDMAN Tokyo
Reach	D02/088	02018	ASTRONAUT REALITY HELMET	NATIONAL GEOGRAPHIC	NATGEO	McCANN NEW YORK	USA	McCANN NEW YORK	FRAMESTORE New York / TOMORROW LAB New York
Reach	D02/089	02039	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	D02/095	01889	EXCLUSIVE THE RAINBOW	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA	DDB CHICAGO	MJZ Los Angeles / THE MILL Chicago

Shortlist (Media Lions)

Reach	D02/105	01779	ŠKODA X HANDSOME DANCER "COINCIDANCE"	ŠKODA	ŠKODA	PHD TAIWAN Taipei	CHINESE TAIPEI	REDBIT PICTURES Taipei City / SKODA TAIWAN Taipei City	REDBIT PICTURES Taipei City
Reach	D02/113	01502	THE TASTE OF LOVE	MONDELEZ INTERNATIONAL	LACTA	OGILVYONE WORLDWIDE ATHENS	GREECE	OGILVYONE WORLDWIDE ATHENS	FOSS PRODUCTIONS Athens
Reach	D02/117	02100	CAR CURLING	HYUNDAI MOTORS	HYUNDAI MOTORS	INNOCEAN WORLDWIDE Seoul	SOUTH KOREA	HYUNDAI MOTOR COMPANY Seoul / INNOCEAN WORLDWIDE Seoul / MOG COMMUNICATIONS Seoul	ALLEYSQUARE SEOUL / AUDIOLAB Seoul / INNOCEAN WORLDWIDE Seoul / MOG COMMUNICATIONS Seoul / VIXEN STUDIO Seoul
Reach	D02/129	00063	KIND WORDS RINGBACK TONE	GS CALTEX	GS CALTEX PR	ADQUA INTERACTIVE Seoul	SOUTH KOREA	ADQUA INTERACTIVE Seoul	KISS FM Seoul / OASIS Seoul / UNFRAME Seoul
Reach	D02/138	02433	CRASH TEST	SÉCURITÉ ROUTIÈRE	ROAD SAFETY	DDB PARIS	FRANCE	DDB PARIS	STINK STUDIOS Paris / STUDIO 5 Paris
Reach	D02/140	02102	SAY IT WITH SKY	SKY GERMANY	SKY TV	SERVICEPLAN GERMANY Munich	GERMANY	SERVICEPLAN GERMANY Munich	TRO Düsseldorf
Reach	D02/142	10892	DUNDEE	TOURISM AUSTRALIA	TOURISM AUSTRALIA	UM Sydney	AUSTRALIA	UM Sydney	
<u>E01 (Excellence in Media Insights & Strategy)</u>									
Reach	E01/023	00756	HELP A DANE	THE DANISH CANCER SOCIETY & TRYGFONDEN	THE DANISH CANCER SOCIETY & TRYGFONDEN	&CO Copenhagen	DENMARK	&CO Copenhagen	&CO Copenhagen
Reach	E01/027	00619	THE LUCKIEST MEDIA CAMPAIGN EVER	LOTO-QUÉBEC	LOTTO 649	SID LEE MEDIA Montréal	CANADA	SID LEE MEDIA Montréal / SID LEE Montréal	SID LEE Montréal

Shortlist (Media Lions)

Reach	E01/035	00913	DUNDEE	TOURISM AUSTRALIA	TOURISM AUSTRALIA	UM Sydney	AUSTRALIA	UM Sydney
Reach	E01/038	01128	HEAD AND SHOULDERS HELMET HIJACK	P&G	HEAD AND SHOULDERS	MEDIACOM Ho Chi Minh City	VIETNAM	MEDIACOM Ho Chi Minh City
Reach	E01/044	01320	I DON'T ROLL ON SHABBOS	PROCTER & GAMBLE	GILLETTE	MEDIACOM CONNECTIONS Tel Aviv	ISRAEL	GREY Tel Aviv / MEDIACOM CONNECTIONS Tel Aviv / STERN ARIELY Tel Aviv
Reach	E01/060	02189	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	E01/077	01467	GILLETTE BABYFACE	P&G	GILLETTE	MEDIACOM CONNECTIONS Tel Aviv	ISRAEL	ACW GREY TEL AVIV / MEDIACOM CONNECTIONS Tel Aviv TANVAS Chicago
Reach	E01/078	01466	INTRODUCING THE ABSOLUTELY AMAZING PREWASH2000!	P&G	FAIRY	MEDIACOM CONNECTIONS Tel Aviv	ISRAEL	ACW GREY TEL AVIV / MEDIACOM CONNECTIONS Tel Aviv GREY CONTENT Tel Aviv

E02 (Excellence in Media Planning)

Reach	E02/012	01362	TESCO'S FOOD LOVE STORIES	TESCO	TESCO STORES	MEDIACOM London	UNITED KINGDOM	BBH LONDON / MEDIACOM London	FACEBOOK London / GLOBAL RADIO London / ITV CREATIVE London / JCDECAUX London
Reach	E02/019	00845	THE BUILDER	SUPERCELL	CLASH OF CLANS	BARTON F. GRAF New York	USA	BARTON F. GRAF New York	ATOMIC PROPS & EFFECTS Oakdale / BUTTER MUSIC + SOUND DESIGN New York / HEARD CITY New York / PSYOP Los Angeles

E03 (Excellence in Media Execution)

Reach	E03/006	00292	FIGHT FOR TERRITORY	LION	STEINLAGER	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland	DDB GROUP NEW ZEALAND Auckland
-------	---------	-------	---------------------	------	------------	--------------------------------	-------------	--------------------------------	--------------------------------

Shortlist (Media Lions)

Reach	E03/008	00328	80 DAYS OF ARGOS	ARGOS	ARGOS	THE&PARTNERSHIP London	UNITED KINGDOM	THE&PARTNERSHIP London	BIG BUOY London / CUT + RUN London / FRIEND London
Reach	E03/015	00416	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	E03/017	00556	O2 OOPS	O2	FREE BROKEN SCREEN REPLACEMENT (WITH TARIFF OR HANDSET UPGRADE)	HAVAS MEDIA London	UNITED KINGDOM	HAVAS MEDIA London	
Reach	E03/028	01102	GAME OF THRONES SEASON 7 CAMPAIGN	HOME BOX OFFICE INC.	GAME OF THRONES SEASON 7	HBO New York	USA	HBO New York	
Reach	E03/059	02047	VOLVO LIVE REVIEWS	VOLVO	VOLVO XC60	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo	

E04 (Use of Integrated Media)

Reach	E04/004	00175	NETTO - EASTER SURPRISE	NETTO MARKEN-DISCOUNT AG & CO. KG	IMAGESPOT	JUNG VON MATT Hamburg	GERMANY	JUNG VON MATT Hamburg	2WEI MUSIC Hamburg / THE MILL London
Reach	E04/017	00412	PALAU PLEDGE	PALAU LEGACY PROJECT	PALAU	HOST/HAVAS Sydney	AUSTRALIA	HOST/HAVAS Sydney	SONG ZU Sydney / THE POOL COLLECTIVE Sydney / YUKFOO Melbourne
Reach	E04/031	00914	DUNDEE	TOURISM AUSTRALIA	TOURISM AUSTRALIA	UM Sydney	AUSTRALIA	UM Sydney	
Reach	E04/044	01106	FILTER YOUR FEED	BRITA	BRITA WATER FILTERS	mcgarrybowen Chicago	USA	mcgarrybowen Chicago	
Reach	E04/054	01304	2H04	TGV	TGV	BUZZMAN Paris	FRANCE	BUZZMAN Paris	BUZZMAN Paris
Reach	E04/087	01468	GILLETTE BABYFACE	P&G	GILLETTE	MEDIACOM CONNECTIONS Tel Aviv	ISRAEL	ACW GREY TEL AVIV / MEDIACOM CONNECTIONS Tel Aviv	TANVAS Chicago

Total Entries:

259

Media **PR** **Additional**

APN OUTDOOR DDB GROUP NEW LION Auckland
Auckland ZEALAND Auckland

FREE YOUR MIND
Madrid

HEARTS & MARINA MAHER MKTG Cincinnati /
SCIENCE New York COMMUNICATIONS PLATINUM RYE
New York / TAYLOR ENTERTAINMENT
New York Chicago /
PROCTER &
GAMBLE Cincinnati

MEDIACOM
Mumbai

MEDIACOM STERN ARIELY Tel
CONNECTIONS Tel Aviv
Aviv

AEGIS INNOV8 DEVRIES GLOBAL RECKITT
New York New York BENCKISER
Parsippany

HOST/HAVAS
Sydney

OMD USA Los
Angeles

UNCLE GREY
Copenhagen

PHD London

TALON London

CARSALES.COM.A CHE PROXIMITY
U Melbourne / CHE Melbourne
PROXIMITY
Melbourne

LEW'LARA/TBWA
São Paulo

GREY BRAZIL São
Paulo

VIZEUM EMANATE München BURGER KING
DEUTSCHLAND DEUTSCHLAND
Hamburg GMBH Hannover

CARAT Stockholm AKESTAM HOLST
NOA Stockholm

MINDSHARE
CHINA Shanghai

MINDSHARE
CHINA Shanghai

PHD New York

VML Kansas City

ENCHROMA
Berkeley, CA /
FLYTEVU Nashville

TOUCHÉ! Montréal

MANNING
GOTTLIEB OMD
London

ADMEDIA London /
GLOBAL RADIO
London / TALON
London

BUZZMAN Paris BUZZMAN Paris

PHD MEDIA
Brussels

ABU DHABI MEDIA
COMPANY Abu
Dhabi

PUBLICIS PUBLICIS CONSEIL
CONSEIL Paris Paris

TBWA\BELGIUM
Brussels

JUNG VON MATT/LIMMAT Zürich	JUNG VON MATT/LIMMAT Zürich
TBWA/BELGIUM Brussels	TBWA/BELGIUM Brussels

PHD Warsaw

LODESTAR UM
Mumbai

BLU RADIO Bogota BLU RADIO Bogota

MULLENLOWE
MEDIAHUB Boston

WAVEMAKER Milan

FILMASTER
Milan / GOOD
DATA NEW YORK
/ J. WALTER
THOMPSON ITALY
Milan / LSD PHOTO
Milan /
SAPIENTRAZORFI
SH Milan / Y&R
ITALIA Milan /
ZOOMPA Milan

FP7/RUH Riyadh FP7/RUH Riyadh

ANR BBDO
Stockholm

ALBERT HEIJN
Zaandam /
WAVEMAKER
Amsterdam

OMD DOMINICANA PAGÉS BBDO Santo
Santo Domingo Domingo

MINDSHARE OGILVY
Amsterdam AMSTERDAM

PHD CAUSAMEDIA LLORENTE &
Lima CUENCA Lima

JAMUTE São Paulo
/ MYND8 Sao Paulo

DENTSU INC. DENTSU INC. Tokyo
Tokyo / SAATCHI & / SAATCHI &
SAATCHI TOYOTA SAATCHI TOYOTA
AGENCY Torrance AGENCY Torrance

CHEIL CHEIL
WORLDWIDE WORLDWIDE Seoul
Seoul

GAMESET GREENPEACE
Warszawa / POLAND Warsaw /
LIFETUBE Warsaw OGILVY POLAND
/ NEW AGE MEDIA Warsaw
Warsaw / OGILVY
POLAND Warsaw

DDB GROUP NEW
ZEALAND Auckland

W
COMMUNICATIONS
London

DDB Guaynabo DDB Guaynabo

VIZEUM Sydney COX INALL
CHANGE Melbourne

TENGO
Tegucigalpa

HEARTS & MARINA MAHER MKTG Cincinnati /
SCIENCE New York COMMUNICATIONS PLATINUM RYE
New York / TAYLOR ENTERTAINMENT
New York Chicago /
PROCTER &
GAMBLE Cincinnati

CARAT Stockholm AKESTAM HOLST
NOA Stockholm

PHD New York

CARSALES.COM.A CHE PROXIMITY
U Melbourne / CHE Melbourne
PROXIMITY
Melbourne

MINDSHARE USA CNN Atlanta / GREY
New York NEW YORK

PLAN.NET Munich DATAMINTS
Penzberg /
PLAN.NET Munich /
SPOTIFY Hamburg

ABU DHABI MEDIA
COMPANY Abu
Dhabi

CAMEDIA
CENTRAL San José

BBDO CHILE
Santiago

BLU RADIO Bogota BLU RADIO Bogota

DENTSU INC.
Tokyo

WIEN NORD Vienna

CARAT Stockholm AKESTAM HOLST
NOA Stockholm

OMD USA Los
Angeles

THE MEDIA SHOP EPIC MSL GROUP
Johannesburg Johannesburg

MULLENLOWE
MEDIAHUB Boston

J. WALTER
THOMPSON
London

GREY POLAND GREY POLAND
Warsaw Warsaw

MEDIACOM
AUSTRALIA
Melbourne

GREY BRAZIL São
Paulo

MULLENLOWE ALISON BROD
Boston MARKETING AND
COMMUNICATIONS
New York

HAVAS MEDIA McCANN
Barcelona BARCELONA

RED AGENCY
Sydney

HAWORTH MEDIA Minneapolis	ENDEAVOR New York, NY	KANSAS CASTING Belle Plaine
------------------------------	--------------------------	--------------------------------

QIMR Brisbane / Y&R
ANZ Brisbane

JAMUTE São Paulo
/ MYND8 Sao Paulo

TEAM SQUARE
ADVERTISING
Ajman

VML Kansas City

ENCHROMA
Berkeley, CA /
FLYTEVU Nashville

INITIATIVE Milan IKEA ITALY Carugate

W
COMMUNICATIONS
London

WE ARE FIRST
Amsterdam

J. WALTER J. WALTER
THOMPSON THOMPSON BRAZIL
BRAZIL São Paulo São Paulo

LEISURE INC
Brooklyn

UBI BENE Paris UBI BENE Paris

APN OUTDOOR DDB GROUP NEW LION Auckland
Auckland ZEALAND Auckland

MINT PR AND
IMAGE
CONSULTANCY
Lahore

OMD DOMINICANA PAGÉS BBDO Santo
Santo Domingo Domingo

HEARTS & MARINA MAHER MKTG Cincinnati /
SCIENCE New York COMMUNICATIONS PLATINUM RYE
New York / TAYLOR ENTERTAINMENT
New York Chicago /
PROCTER &
GAMBLE Cincinnati

CARAT London

MICROSOFT
CORPORATION
Reading

DENTSU INC. DENTSU INC. Tokyo
Tokyo / SAATCHI & / SAATCHI &
SAATCHI TOYOTA SAATCHI TOYOTA
AGENCY Torrance AGENCY Torrance

PORTER NOVELLI
WORLDWIDE Lima

BLUE 449 New York ACCESS EMINATE CONILL SAATCHI
New York / PORTER & SAATCHI Los
NOVELLI New York Angeles / FOX
SPORTS
MARKETING Los
Angeles /
GENESCO Dallas /
MLB ADVANCED
MEDIA New York /
TEAM RUBICON
Los Angeles /
TWITTER San
Francisco

VIZEUM EMANATE München BURGER KING
DEUTSCHLAND DEUTSCHLAND
Hamburg GMBH Hannover

AUFSTEHEN
GEGEN
RASSISMUS! Berlin
/ DELIKATESSEN
Hamburg /
SUXEEDO Berlin /
SWAT.IO Vienna

W
COMMUNICATIONS
London

VML Kansas City

ENCHROMA
Berkeley, CA /
FLYTEVU Nashville

RETHINK Toronto

EDELMAN Toronto

VIZEUM Oslo

MINDSHARE
Amsterdam

OGILVY
AMSTERDAM

J. WALTER
THOMPSON
BANGKOK

VERVE Bangkok

OMD USA Chicago

RESOLUTION
MEDIA Chicago

BURGER KING
Miami

TEAM GLEASON
New Orleans

McCANN LONDON AYZENBERG
Seattle /
HELLOWORLD
New York /
MICROSOFT XBOX
Redmond

CHE PROXIMITY
Melbourne

CARSALES.COM.A CHE PROXIMITY
U Melbourne / CHE Melbourne
PROXIMITY
Melbourne

VML Sydney

SIN ANESTESIA
Lima

TENCENT TENCENT Shenzhen CP+B BEIJING
Shenzhen

TRIAD FLEISHMANHILLAR
ADVERTISING D Prague /
Bratislava SEESAME Bratislava

VIZEUM Sydney COX INALL
CHANGE Melbourne

OMD USA Los
Angeles

DDB COLOMBIA FTI Bogotá
Bogota

FP7/RUH Riyadh FP7/RUH Riyadh

GOOGLE New York
/ SPARK FOUNDRY
New York

WAVEMAKER
ROMANIA
Bucharest

UM BUCHAREST McCANN PR
Bucharest

TENCENT TENCENT Shenzhen POSTERSCOPE
Shenzhen CHINA Shanghai
RT Moscow RT Moscow

UM Sydney	ONE GREEN BEAN SYDNEY
-----------	--------------------------

GAMESET Warszawa /	GREENPEACE POLAND Warsaw /
LIFETUBE Warsaw / NEW AGE MEDIA Warsaw / OGILVY POLAND Warsaw	OGILVY POLAND Warsaw

ELEVEN Sydney

UM London

SEBTON/CO
Stockholm

CARAT Helsinki	S-GROUP Helsinki	HOK-ELANTO LIIKETOIMINTA Helsinki / MTV Helsinki / TBWA\HELSINKI
----------------	------------------	--

MOTHER USA New York	MOTHER USA New York	ANORAK Oslo	OATH Copenhagen / SLAGER Oslo
------------------------	------------------------	-------------	----------------------------------

R/GA NEW YORK

OMD USA Chicago

HQG STUDIOS
Dubuque /
NATIV.LY San
Francisco /
RESOLUTION
MEDIA Chicago

HORIZON MEDIA New York / MULLENLOWE Boston	ALISON BROD MARKETING AND COMMUNICATIONS New York
---	--

MEDIACOM
Brussels

J. WALTER THOMPSON BRAZIL São Paulo	J. WALTER THOMPSON BRAZIL São Paulo
---	---

VML Kansas City

ENCHROMA
Berkeley, CA /
FLYTEVU Nashville

INITIATIVE London

MUBALOO London

OMD USA New York

FAMOUS
RELATIONS
Brussels

TENGO
Tegucigalpa

MINDSHARE
London

GREY SPAIN
Madrid

J. WALTER THOMPSON BRAZIL São Paulo	J. WALTER THOMPSON BRAZIL São Paulo
---	---

PHD Toronto

WAVEMAKER New
York

CURB MOBILITY
New York / KINETIC
WORLDWIDE New
York / mcgarrybowen
New York

GOOGLE Milan

YOOX Milan

GOOGLE New York
/ SPARK FOUNDRY
New York

VML São Paulo

WAVEMAKER
Amsterdam

OMD Barcelona /
OMD FRANCE
Paris / OMD
Hamburg / OMD UK
London

EXPOSURE London

GOOD GUYS
ENTERTAINMENT
Berlin /
ZENTRALRAT
MITTE Berlin

FOX
INTERNATIONAL
CHANNELS LATIN
AMERICA Coral
Gables

HILL+KNOWLTON
STRATEGIES New
York

OMD DOMINICANA PAGÉS BBDO Santo
Santo Domingo Domingo

PUBLICIS New York
/ STARCOM New
York

SPARK FOUNDRY
Melbourne

KRAFT HEINZ
Melbourne

Y&R ANZ Auckland

CAMPBELL
ARNOTT'S North
Strathfield

JAMUTE São Paulo
/ MYND8 Sao Paulo

MEDIACOM OLSON ENGAGE
Chicago / Chicago
STARCOM Chicago

CARAT London

MICROSOFT
CORPORATION
Reading

RT Moscow

RT Moscow

UM Sydney ONE GREEN BEAN
SYDNEY

DAGMAR Helsinki TBWA/HELSINKI

VIZEUM EMANATE München BURGER KING
DEUTSCHLAND DEUTSCHLAND
Hamburg GMBH Hannover

GAMESET GREENPEACE
Warszawa / POLAND Warsaw /
LIFETUBE Warsaw OGILVY POLAND
/ NEW AGE MEDIA Warsaw
Warsaw / OGILVY
POLAND Warsaw

OMD USA New York HARRISON &
SHRIFTMAN New
York

DDB GROUP NEW
ZEALAND Auckland

SHORE FIRE
Brooklyn

UBISOFT CANADA
Montréal

A BIGGER CIRCLE HILL+KNOWLTON AMBASSADORS
Amsterdam / MAAK STRATEGIES Amsterdam / BIG
Amsterdam / AMSTERDAM ORANGE
MINDSHARE Amsterdam Amsterdam /
Amsterdam SOUNDCIRCUS
Amsterdam

CARAT Helsinki S-GROUP Helsinki HOK-ELANTO
LIKETOIMINTA
Helsinki / MTV
Helsinki /
TBWA\HELSINKI

DDB GROUP FINCHFACTOR
GERMANY Berlin Amsterdam

COMEDY COMEDY CENTRAL
CENTRAL New York New York

MINDSHARE MINDSHARE Sydney
Sydney

TOUCHÉ! Montréal

MULLENLOWE
PHILIPPINES
Makati City

DENTSU INC.
Tokyo

KING JAMES
GROUP Cape Town

MEDIACOM BBDO RUSSIA
Moscow / GROUP Moscow
STARCOM Moscow

BUZZMAN Paris BUZZMAN Paris

DDB COLOMBIA FTI Bogotá
Bogota

MULLENLOWE
SALT London / PHD
London

EDELMAN London /
MINDSHARE
London /
MULLENLOWE
SALT London /
TMWI Stratford-
upon-Avon

CHE PROXIMITY
Melbourne

OMD USA Chicago

HQG STUDIOS
Dubuque /
NATIV.LY San
Francisco /
RESOLUTION
MEDIA Chicago

FORTYFOUR
Atlanta

YAHOO JAPAN
CORPORATION
Tokyo

DENTSU PUBLIC
RELATIONS Tokyo

DIALOG IN THE
DARK JAPAN
Tokyo

OGILVY BRASIL
São Paulo

OGILVY BRASIL São
Paulo

FORBES BRASIL
São Paulo

MEDIACOM
Chicago /
STARCOM Chicago

OLSON ENGAGE
Chicago

PHD TAIWAN
Taipei

PHD TAIWAN Taipei

ERIC'S SPORTS
MARKETING Taipei
/ PUBLICIS Taipei /
TAIWAN STREET
DANCE ART
ORGANIZATION
Taipei City /
TEAMRED Taipei
City

CARAT
INTERNATIONAL
HELLAS Athens

BOLD OGILVY
Athens / GOOGLE
Milan

INNOCEAN
WORLDWIDE
Seoul

HYUNDAI MOTOR
COMPANY Seoul /
INNOCEAN
WORLDWIDE Seoul
/ MOG
COMMUNICATIONS
Seoul

MEDIAPLUS
München

DESIGNSTUBE
Hamburg /
HASTINGS MUSIC
Hamburg / HMMH
MULTIMEDIAHAUS
Bremen / UPLJFT
Hamburg

UM Sydney

OATH Copenhagen

SID LEE MEDIA
Montréal

UM Sydney

MEDIACOM Ho Chi
Minh City

MEDIACOM STERN ARIELY Tel
CONNECTIONS Tel Aviv
Aviv

PUBLICIS PUBLICIS CONSEIL
CONSEIL Paris Paris

GREY CONTENT STERN ARIELY Tel
Tel Aviv / Aviv
MEDIACOM
CONNECTIONS Tel
Aviv

MEDIACOM GREY CONTENT Tel
CONNECTIONS Tel Aviv
Aviv

MEDIACOM London

APN OUTDOOR DDB GROUP NEW LION Auckland
Auckland ZEALAND Auckland

MINDSHARE
London

HEARTS & SCIENCE New York	MARINA MAHER COMMUNICATIONS New York / TAYLOR New York	MKTG Cincinnati / PLATINUM RYE ENTERTAINMENT Chicago / PROCTER & GAMBLE Cincinnati
------------------------------	---	---

HAVAS MEDIA
London

MERKLE New York / PHD New York	HBO New York	360i New York / CAA SPORTS New York
-----------------------------------	--------------	---

GREY BRAZIL São
Paulo

RED AGENCY
Sydney

UM Sydney

BUZZMAN Paris	BUZZMAN Paris
GREY CONTENT Tel Aviv /	STERN ARIELY Tel Aviv
MEDIACOM CONNECTIONS Tel Aviv	
