

## Shortlist (Cyber Lions)

| Cat. No   | Entry No | Title   | Client                                 | Product                              | Entrant Company                        | Country        | Agency   |
|---|----------|---|--|--------------------------------------|--|----------------|--|
| <b>A01 (Food &amp; Drinks )</b>                                     |          |   |  |                                      |  |                |  |
| A01/019   | 01891    | CHAMPIONS' BOSS                               | HEINEKEN                               | UEFA CHAMPIONS LEAGUE                | LEO BURNETT Madrid                     | SPAIN          | LEO BURNETT Madrid   |
| A01/023   | 02407    | NOT COMING SOON                               | REMY MARTIN                            | LOUIS XIII                           | FRED & FARID New York                  | USA            | FRED & FARID New York                                      |
| A01/025   | 01677    | SIZZL   | OSCAR MAYER                            | OSCAR MAYER BACON                    | 360i New York                          | USA            | 360i New York  |
| A01/028   | 02841    | PRESERVED MEMORIES                            | SPC ARDMONA                            | SPC PACKAGED FRUITS & VEGETABLES     | LEO BURNETT MELBOURNE                  | AUSTRALIA      | LEO BURNETT MELBOURNE                                      |
| A01/033   | 01314    | GIVE EXTRA, GET EXTRA                         | WRIGLEY, A SUBSIDIARY OF MARSORPORATED | EXTRA GUM                            | ENERGY BBDO Chicago                    | USA            | ENERGY BBDO Chicago  |
| <b>A02 (Fast Moving Consumer Goods )</b>                            |          |   |  |                                      |  |                |  |
| A02/008   | 01129    | THE FIRST EVER PINTEREST YARD SALE            | SHERWIN WILLIAMS                       | KRYLON                               | DEUTSCH New York                       | USA            | DEUTSCH New York   |
| <b>A03 (Durable Consumer Goods)</b>                                 |          |   |  |                                      |  |                |  |
| A03/010   | 02795    | MAGIC WORDS - THE UNWRITTEN STORIES           | HP                                     | HP                                   | ALMAPBBDO São Paulo                    | BRAZIL         | ALMAPBBDO São Paulo  |
| A03/012   | 01957    | BOSS EVERYONE                                 | ADIDAS                                 | ADIDAS ACE PURECONTROL FOOTBALL BOOT | IRIS SPORT London                      | UNITED KINGDOM | IRIS SPORT London  |
| A03/025   | 01269    | LEGO KRONKIWONGI                              | LEGO COMPANY                           | LEGO BRAND CAMPAIGN                  | FACEBOOK CREATIVE SHOP New York        | USA            | FACEBOOK CREATIVE SHOP London                              |
| <b>A04 (Cars &amp; Automotive Products &amp; Services)</b>          |          |   |  |                                      |  |                |  |
| A04/005   | 00560    | SLIDE AMAZING IN MOTION                       | LEXUS INTERNATIONAL                    | LEXUS                                | CHI & PARTNERS London                  | UNITED KINGDOM | CHI & PARTNERS London                                      |
| A04/012   | 01480    | TOYOTA FUELED BY EVERYTHING                   | TOYOTA                                 | MIRAI                                | DROGA5 New York                        | USA            | DROGA5 New York / TOYOTA MOTOR SALES Torrance              |
| A04/022   | 02063    | FAST FILM                                     | VOLKSWAGEN                             | GOLF GTI                             | DDB BUENOS AIRES                       | ARGENTINA      | DDB BUENOS AIRES   |
| A04/031   | 02934    | EYES ON GIGI                                  | BMW GROUP AND BMW OF NORTH AMERICA     | X                                    | SERVICEPLAN Munich                     | GERMANY        | SERVICEPLAN Munich / KBS+ New York                         |
| A04/034   | 02914    | VOLKSWAGEN   UNLEASH YOUR RRRR: GOLF R LAUNCH | VOLKSWAGEN GROUP OF AMERICA            | GOLF R                               | DEUTSCH LA                             | USA            | DEUTSCH LA   |
| <b>A05 (Retail, e-Commerce, Restaurants &amp; Fast Food Chains)</b> |          |   |  |                                      |  |                |  |
| A05/005   | 00677    | #OPTOUTSIDE                                   | REI                                    | REI                                  | VENABLES BELL & PARTNERS San Francisco | USA            | VENABLES BELL & PARTNERS San Francisco                     |
| A05/023   | 02478    | SOCIAL INNOVATION CAMPAIGN                    | LOWE'S                                 | LOWE'S                               | BBDO New York                          | USA            | BBDO New York  |
| A05/026   | 01641    | COLORMAPS                                     | PPG COMEX                              | COMEX                                | J. WALTER THOMPSON MEXICO Mexico City  | MEXICO         | J. WALTER THOMPSON MEXICO Mexico City / GOOGLE Mexico City |
| <b>A06 (Travel, Transport &amp; Leisure)</b>                        |          |   |  |                                      |  |                |  |
| A06/012   | 01560    | #COMEONIN                                     | THE SYDNEY OPERA HOUSE                 | THE SYDNEY OPERA HOUSE               | DDB Sydney                             | AUSTRALIA      | DDB Sydney   |

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|         |       |                    |                             |                 |                            |        |                            |
|---------|-------|--------------------|-----------------------------|-----------------|----------------------------|--------|----------------------------|
| A06/015 | 02420 | THE SWEDISH NUMBER | SWEDISH TOURIST ASSOCIATION | TOURISM         | INGO Stockholm             | SWEDEN | INGO Stockholm             |
| A06/020 | 02192 | NO BORDERS         | AIRBNB                      | AIRBNB          | TBWA\CHIAT\DAY Los Angeles | USA    | TBWA\CHIAT\DAY Los Angeles |
| A06/029 | 02961 | HOLIDAYS ON DEMAND | TRANSAVIA                   | AIRLINE COMPANY | LES GAULOIS Puteaux        | FRANCE | LES GAULOIS Puteaux        |

## A07 (Media & Publications)

|         |       |                          |                |                             |              |         |              |
|---------|-------|--------------------------|----------------|-----------------------------|--------------|---------|--------------|
| A07/001 | 00375 | MTV VMA GREEN-SCREENS    | MTV            | 2015 MTV VIDEO MUSIC AWARDS | MTV New York | USA     | MTV New York |
| A07/005 | 00984 | HOUSE OF CARDS - FU 2016 | NETFLIX        | HOUSE OF CARDS              | BBH NEW YORK | USA     | BBH NEW YORK |
| A07/009 | 01594 | STARDUST FOR BOWIE       | STUDIO BRUSSEL | STARDUST FOR BOWIE          | DDB BRUSSELS | BELGIUM | DDB BRUSSELS |

## A08 (Financial Products & Services)

|         |       |                     |           |                    |                              |                 |                              |
|---------|-------|---------------------|-----------|--------------------|------------------------------|-----------------|------------------------------|
| A08/003 | 00341 | MEET HALFWAY        | PAYPAL    | FINANCIAL SERVICE  | CP+B Boulder                 | USA             | CP+B Boulder                 |
| A08/006 | 01708 | SLEEP ON IT         | CBC       | FINANCIAL SERVICES | TBWA\BELGIUM Brussels        | BELGIUM         | TBWA\BELGIUM Brussels        |
| A08/009 | 01151 | CLEVER KASH         | ASB BANK  | CLEVER KASH        | SAATCHI & SAATCHI Auckland   | NEW ZEALAND     | SAATCHI & SAATCHI Auckland   |
| A08/017 | 02023 | THE NEXT REMBRANDT  | ING       | ING                | J. WALTER THOMPSON AMSTERDAM | THE NETHERLANDS | J. WALTER THOMPSON AMSTERDAM |
| A08/030 | 03025 | KIDSBOOK COLLECTION | ITAU BANK | INSTITUTIONAL      | AFRICA São Paulo             | BRAZIL          | AFRICA São Paulo             |

## A09 (Business Products & Services)

|         |       |                          |                       |         |                       |         |                       |
|---------|-------|--------------------------|-----------------------|---------|-----------------------|---------|-----------------------|
| A09/001 | 00352 | STABILO - "TRUE COLOURS" | STABILO INTERNATIONAL | PLUG-IN | JUNG von MATT Hamburg | GERMANY | JUNG von MATT Hamburg |
|---------|-------|--------------------------|-----------------------|---------|-----------------------|---------|-----------------------|

## A10 (Commercial Public Services)

|         |       |   |                    |                   |                                  |                 |                                  |
|---------|-------|---|--------------------|-------------------|----------------------------------|-----------------|----------------------------------|
| A10/004 | 01172 | PIGEON AIR PATROL   | PLUME LABS         | PIGEON AIR PATROL | DIGITASLBI London                | UNITED KINGDOM  | DIGITASLBI London                |
| A10/008 | 01176 | VODAFONE SMART JACKET   | VODAFONE           | MOBILE TECHNOLOGY | DDB & TRIBAL WORLDWIDE AMSTERDAM | THE NETHERLANDS | DDB & TRIBAL WORLDWIDE AMSTERDAM |
| A10/011 | 01252 | "THE MOST DANGEROUS TOWN ON THE INTERNET" ORIGINAL DOCUMENTARY SERIES | NORTON BY SYMANTEC | NORTON            | GREY SAN FRANCISCO               | USA             | GREY SAN FRANCISCO               |

## A11 (Corporate Image )

|         |       |   |              |                         |                              |                 |                              |
|---------|-------|---|--------------|-------------------------|------------------------------|-----------------|------------------------------|
| A11/006 | 00570 | GE PODCAST THEATRE PRESENTS THE MESSAGE | GE           | GE                      | BBDO New York                | USA             | BBDO New York                |
| A11/008 | 00884 | THE IMPOSSIBLE GAME                     | SNCF         | SNCF ENGINEER CHALLENGE | TBWA\PARIS                   | FRANCE          | TBWA\PARIS                   |
| A11/012 | 02104 | EYE AM UNIQUE                           | LENSCRAFTERS | LENSCRAFTERS            | MARCEL Paris                 | FRANCE          | MARCEL Paris                 |
| A11/017 | 02024 | THE NEXT REMBRANDT                      | ING          | ING                     | J. WALTER THOMPSON AMSTERDAM | THE NETHERLANDS | J. WALTER THOMPSON AMSTERDAM |
| A11/021 | 02069 | MAKE WHAT'S NEXT                        | MICROSOFT    | TECHNOLOGY              | M:UNITED//McCANN New York    | USA             | M:UNITED//McCANN New York    |

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|---------|-------|---------------------|--|------------------------------|-------------------------|----------------|----------------------------|
| A11/022 | 02563 | RE:SHAKESPEAR<br>E  | SAMSUNG<br>ELECTRONICS, THE<br>ROYAL<br>SHAKESPEARE<br>COMPANY | THE<br>RE:SHAKESPEARE<br>APP | CHEIL UK London         | UNITED KINGDOM | CHEIL UK London            |
| A11/027 | 02754 | DONATE YOUR<br>DATA | WAOO   | FIBRE<br>BROADBAND           | UNCLE GREY Copenhagen   | DENMARK        | UNCLE GREY<br>Copenhagen   |
| A11/030 | 01273 | SAY NO TO SPEC      | ZULU ALPHA KILO  | ZULU ALPHA KILO              | ZULU ALPHA KILO Toronto | CANADA         | ZULU ALPHA KILO<br>Toronto |

## A12 (Public Health & Safety, Public Sector & Awareness Messages)

|         |       |   |                               |                                    |                                |                |                                |
|---------|-------|---|-------------------------------|------------------------------------|--------------------------------|----------------|--------------------------------|
| A12/005 | 01389 | PROJECT<br>LITERACY   | PEARSON                       | PROJECT<br>LITERACY                | FCB INFERNO London             | UNITED KINGDOM | FCB INFERNO London             |
| A12/006 | 02314 | #IMMIGRANT  | REFUGEES UNITED<br>(REFUNITE) | INSTITUTIONAL                      | LDC São Paulo                  | BRAZIL         | LDC São Paulo                  |
| A12/016 | 02668 | CHECK IT<br>BEFORE IT'S<br>REMOVED:<br>NAKED BREASTS<br>ON FACEBOOK<br>AGAINST<br>BREAST<br>CANCER. | PINK RIBBON<br>GERMANY        | BREAST CANCER<br>AWARENESS         | DDB GROUP GERMANY<br>Berlin    | GERMANY        | DDB GROUP<br>GERMANY Berlin    |
| A12/033 | 01144 | #WOMENNOTOBJ<br>ECTS  | BADGER &<br>WINTERS           | ADVERTISING<br>INDUSTRY<br>MESSAGE | BADGER AND WINTERS<br>New York | USA            | BADGER AND<br>WINTERS New York |

## A13 (Charities & Appeals)

|         |       |  |   |                                   |                            |         |                            |
|---------|-------|--|---|-----------------------------------|----------------------------|---------|----------------------------|
| A13/042 | 01616 | SHARETHEMEAL<br>- THE WORLD'S<br>FIRST APP<br>AGAINST<br>GLOBAL HUNGER | UNITED NATIONS<br>WORLD FOOD<br>PROGRAMME (WFP) | SHARETHEMEAL<br>APP               | ICONMOBILE GROUP<br>Berlin | GERMANY | ICONMOBILE GROUP<br>Berlin |
| A13/051 | 02862 | BEAUTY TIPS BY<br>RESHMA   | MAKE LOVE NOT<br>SCARS                          | ACID ATTACK                       | OGILVY & MATHER<br>MUMBAI  | INDIA   | OGILVY & MATHER<br>MUMBAI  |
| A13/053 | 01784 | BEDSTOCK   | MMRX  | NON-PROFIT                        | ANOMALY New York           | USA     | ANOMALY New York           |
| A13/055 | 00910 | SOUND OF<br>CHANGE –<br>SUPPORTING<br>BUSKERS<br>BEYOND THE<br>STREETS | SOUND OF CHANGE                                 | MUSIC LABEL<br>SOUND OF<br>CHANGE | POSSIBLE Seattle           | USA     | POSSIBLE Seattle           |

## B01 (Website)

|         |       |                        |   |                             |                     |        |                        |
|---------|-------|------------------------|---|-----------------------------|---------------------|--------|------------------------|
| B01/008 | 01284 | PRINTED BY<br>SOMERSET | PRINTED BY<br>SOMERSET                      | PRINTED BY<br>SOMERSET      | LEO BURNETT TORONTO | CANADA | LEO BURNETT<br>TORONTO |
| B01/019 | 02690 | GHOST VOTE             | STATES UNITED TO<br>PREVENT GUN<br>VIOLENCE | PROMOTING<br>SMART GUN LAWS | GREY NEW YORK       | USA    | GREY NEW YORK          |

## B02 (Microsite)

|         |       |                          |               |                            |                                 |        |                                 |
|---------|-------|--------------------------|---------------|----------------------------|---------------------------------|--------|---------------------------------|
| B02/005 | 00055 | COCAINENOMICS            | NETFLIX       | NARCOS                     | WSJ. CUSTOM STUDIOS<br>New York | USA    | WSJ. CUSTOM<br>STUDIOS New York |
| B02/010 | 00121 | ALIVE MEMORY             | GOOGLE RUSSIA | GOOGLE                     | FRIENDS Moscow                  | RUSSIA | FRIENDS Moscow                  |
| B02/018 | 00342 | MEET HALFWAY             | PAYPAL        | FINANCIAL<br>SERVICE       | CP+B Boulder                    | USA    | CP+B Boulder                    |
| B02/020 | 00961 | DON'T LOOK<br>AWAY       | USHER         | INTERACTIVE<br>MUSIC VIDEO | AKQA São Paulo                  | BRAZIL | AKQA São Paulo                  |
| B02/029 | 01527 | MADE BY<br>PROFESSIONALS | PAGESJAUNES   | PAGESJAUNES                | SID LEE Paris                   | FRANCE | SID LEE Paris                   |

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|         |       |                               |                                |                                  |                              |                 |   |
|---------|-------|-------------------------------|--------------------------------|----------------------------------|------------------------------|-----------------|---|
| B02/038 | 01606 | ACT OF LOVE                   | SAGAMI RUBBER INDUSTRIES CO.   | SAGAMI ORIGINAL                  | PROJECTOR New York           | USA             | PROJECTOR Tokyo / ROCK'N ROLL JAPAN Tokyo |
| B02/044 | 02105 | EYE AM UNIQUE                 | LENSCRAFTERS                   | LENSCRAFTERS                     | MARCEL Paris                 | FRANCE          | MARCEL Paris                              |
| B02/047 | 02208 | BOB DYLAN: STUDIO A REVISITED | LEGACY RECORDINGS / SONY MUSIC | BOB DYLAN THE CUTTING EDGE ALBUM | HAVAS WORLDWIDE NEW YORK     | USA             | HAVAS WORLDWIDE NEW YORK                  |
| B02/065 | 02681 | TYPEVOICE                     | THE WEBBY AWARDS               | AWARDS                           | OGILVYONE NEW YORK           | USA             | OGILVYONE NEW YORK                        |
| B02/067 | 02025 | THE NEXT REMBRANDT            | ING                            | ING                              | J. WALTER THOMPSON AMSTERDAM | THE NETHERLANDS | J. WALTER THOMPSON AMSTERDAM              |
| B02/075 | 02651 | GOLDIVOX                      | VOCAL ID                       | VOCAL ID                         | SAATCHI & SAATCHI New York   | USA             | SAATCHI & SAATCHI New York                |
| B02/106 | 02350 | BECAUSE RECOLLECTION          | BECAUSE MUSIC                  | BECAUSE MUSIC                    | 84.PARIS                     | FRANCE          | 84.PARIS                                  |

## B03 (Web Service / Apps)

|         |       |                    |                         |                           |                                     |             |   |
|---------|-------|--------------------|-------------------------|---------------------------|-------------------------------------|-------------|---|
| B03/010 | 01099 | MINI FAST FORWARD  | MINI                    | MINI COOPER S             | DPZ&T São Paulo                     | BRAZIL      | DPZ&T São Paulo                               |
| B03/012 | 01152 | CLEVER KASH        | ASB BANK                | CLEVER KASH               | SAATCHI & SAATCHI Auckland          | NEW ZEALAND | SAATCHI & SAATCHI Auckland                    |
| B03/033 | 01279 | CHOOSE YOUR SIDE   | GOOGLE                  | GOOGLE                    | 72ANDSUNNY Playa Vista              | USA         | 72ANDSUNNY Playa Vista / GOOGLE Mountain View |
| B03/035 | 02239 | DONATE THE BARS    | ATADOS                  | BLACK BARS                | J. WALTER THOMPSON BRAZIL São Paulo | BRAZIL      | J. WALTER THOMPSON BRAZIL São Paulo           |
| B03/041 | 02756 | DONATE YOUR DATA   | WAOO                    | FIBRE BROADBAND           | UNCLE GREY Copenhagen               | DENMARK     | UNCLE GREY Copenhagen                         |
| B03/061 | 02770 | EMERGENCY PIN CODE | SEKRON SECURITY SYSTEMS | SEKRON DIGITAL PROTECTION | GREY BRAZIL São Paulo               | BRAZIL      | GREY BRAZIL São Paulo                         |

## C01 (Web Banner)

|         |       |               |            |               |                  |                |                  |
|---------|-------|---------------|------------|---------------|------------------|----------------|------------------|
| C01/008 | 00247 | THE CURSOR    | RENO-DEPOT | HOME HARDWARE | SID LEE Montreal | CANADA         | SID LEE Montreal |
| C01/020 | 00947 | IKEA PASSPORT | IKEA       | PASSPORT      | MOTHER London    | UNITED KINGDOM | MOTHER London    |

## C02 (Innovative Online Ad Solution )

|         |       |                                 |                       |                                    |                            |             |                            |
|---------|-------|---------------------------------|-----------------------|------------------------------------|----------------------------|-------------|----------------------------|
| C02/014 | 02004 | FAST FORWARD, HIKE              | GEICO                 | INSURANCE                          | THE MARTIN AGENCY Richmond | USA         | THE MARTIN AGENCY Richmond |
| C02/015 | 02005 | FAST FORWARD, FOREST            | GEICO                 | INSURANCE                          | THE MARTIN AGENCY Richmond | USA         | THE MARTIN AGENCY Richmond |
| C02/016 | 02003 | FAST FORWARD, LAKE              | GEICO                 | INSURANCE                          | THE MARTIN AGENCY Richmond | USA         | THE MARTIN AGENCY Richmond |
| C02/035 | 02006 | FAST FORWARD, GOING UP          | GEICO                 | INSURANCE                          | THE MARTIN AGENCY Richmond | USA         | THE MARTIN AGENCY Richmond |
| C02/057 | 02321 | AMNESTY INTERNATIONAL UNBLOCKER | AMNESTY INTERNATIONAL | WORLD DAY AGAINST CYBER CENSORSHIP | COLENZO BBDO Auckland      | NEW ZEALAND | COLENZO BBDO Auckland      |

## C03 (Native Advertising)

|         |       |                     |                                      |               |                  |        |                  |
|---------|-------|---------------------|--------------------------------------|---------------|------------------|--------|------------------|
| C03/003 | 00256 | SWITCHEROO          | MARS CHOCOLATE NORTH AMERICA         | SNICKERS      | BBDO New York    | USA    | BBDO New York    |
| C03/007 | 00573 | THE SUPER BOWL DUNK | GATORADE                             | GATORADE      | VML Kansas City  | USA    | VML Kansas City  |
| C03/056 | 03026 | YOUNSG              | HARMONICANTO - MUSIC AND CITIZENSHIP | INSTITUTIONAL | AFRICA São Paulo | BRAZIL | AFRICA São Paulo |

## D01 (Social Video)

|         |       |                          |               |              |                        |                |                        |
|---------|-------|--------------------------|---------------|--------------|------------------------|----------------|------------------------|
| D01/008 | 00504 | BALLANTINE'S SPACE GLASS | PERNOD RICARD | BALLANTINE'S | HAVAS WORLDWIDE London | UNITED KINGDOM | HAVAS WORLDWIDE London |
|---------|-------|--------------------------|---------------|--------------|------------------------|----------------|------------------------|

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|         |       |  |                                    |   |                                     |                |   |
|---------|-------|--|------------------------------------|---|-------------------------------------|----------------|---|
| D01/032 | 00434 | FACEBOOK:<br>YOUR STORY OF<br>FRIENDSHIP | FACEBOOK                           | FACEBOOK  | FACEBOOK Menlo Park                 | USA            | THE FACTORY AT<br>FACEBOOK Menlo Park           |
| D01/044 | 01395 | PROJECT<br>LITERACY                      | PEARSON                            | PROJECT<br>LITERACY                                     | FCB INFERNO London                  | UNITED KINGDOM | FCB INFERNO London                              |
| D01/050 | 00564 | SLIDE AMAZING<br>IN MOTION               | LEXUS<br>INTERNATIONAL             | LEXUS   | CHI & PARTNERS London               | UNITED KINGDOM | CHI & PARTNERS<br>London                        |
| D01/053 | 00056 | LOOK WHO'S<br>DRIVING                    | VOLVO TRUCKS                       | VOLVO FMX   | FORSMAN & BODENFORS<br>Gothenburg   | SWEDEN         | FORSMAN &<br>BODENFORS<br>Gothenburg            |
| D01/056 | 00390 | DREAM<br>ADVENTURES<br>FILM              | EXPEDIA                            | TRAVEL  | 180LA Santa Monica                  | USA            | 180LA Santa Monica                              |
| D01/057 | 00165 | SHOPLIFTERS                              | HARVEY NICHOLS                     | LOYALTY APP   | ADAM&EVEDDB London                  | UNITED KINGDOM | ADAM&EVEDDB<br>London                           |
| D01/058 | 00126 | YASKAWA<br>BUSHIDO<br>PROJECT            | YASKAWA<br>ELECTRIC<br>CORPORATION | THE 100TH<br>ANNIVERSARY OF<br>ESTABLISHMENT<br>PROJECT | DENTSU INC Tokyo                    | JAPAN          | DENTSU INC Tokyo                                |
| D01/060 | 00326 | THE VOICE OF<br>NATURE                   | NOÉ                                | NOÉ   | MARCEL Paris                        | FRANCE         | MARCEL Paris                                    |
| D01/065 | 00881 | GRANDMA'S CAR                            | NAPA AUTO PARTS                    | NAPA AUTO PARTS   | VML Kansas City                     | USA            | VML Kansas City                                 |
| D01/066 | 00879 | THE TINY<br>BEATER                       | NAPA AUTO PARTS                    | NAPA AUTO PARTS   | VML Kansas City                     | USA            | VML Kansas City                                 |
| D01/067 | 00880 | THE POWER<br>COMMUTER                    | NAPA AUTO PARTS                    | NAPA AUTO PARTS   | VML Kansas City                     | USA            | VML Kansas City                                 |
| D01/100 | 01607 | ACT OF LOVE                              | SAGAMI RUBBER<br>INDUSTRIES CO.    | SAGAMI ORIGINAL   | PROJECTOR New York                  | USA            | PROJECTOR Tokyo /<br>ROCK'N ROLL JAPAN<br>Tokyo |
| D01/113 | 01430 | PIANO                                    | HOTELS.COM                         | HOTELS.COM  | CP+B Boulder                        | USA            | CP+B Boulder                                    |
| D01/146 | 00925 | WHAT WOMEN<br>CAN DO                     | PROCTER &<br>GAMBLE                | ALWAYS FEMININE<br>PADS                                 | LEO BURNETT BEIRUT                  | LEBANON        | LEO BURNETT BEIRUT                              |
| D01/150 | 02224 | DARK TO LIGHT                            | MARS PETCARE                       | PEDIGREE  | BBDO New York                       | USA            | BBDO New York                                   |
| D01/152 | 01339 | IMAGINE THE<br>POSSIBILITIES             | MATTEL                             | BARBIE  | BBDO SAN FRANCISCO<br>San Francisco | USA            | BBDO SAN<br>FRANCISCO San<br>Francisco          |
| D01/169 | 01821 | DECOY                                    | CANON AUSTRALIA                    | CANON CAMERA  | LEO BURNETT SYDNEY                  | AUSTRALIA      | LEO BURNETT<br>SYDNEY                           |
| D01/173 | 00211 | OK GO — UPSIDE<br>DOWN & INSIDE<br>OUT   | S7 AIRLINES                        | S7 AIRLINES   | TUTKOVBUKOV<br>Volgograd            | RUSSIA         | TUTKOVBUKOV<br>Volgograd                        |
| D01/176 | 01782 | #WEIGHTHIS                               | NESTLÉ LEAN<br>CUISINE             | LEAN CUISINE  | 360i New York                       | USA            | 360i New York                                   |
| D01/219 | 01204 | HELLO                                    | NZ TRANSPORT<br>AGENCY             | ROAD SAFETY   | CLEMENGER BBDO                      | NEW ZEALAND    | CLEMENGER BBDO                                  |
| D01/225 | 02657 | WHOPPER SIGN                             | BURGER KING                        | FAST FOOD<br>RESTAURANT                                 | DAVID Miami                         | USA            | DAVID Miami                                     |
| D01/231 | 02237 | DADS#SHARETH<br>ELOAD                    | PROCTER &<br>GAMBLE INDIA          | ARIEL MATIC   | BBDO INDIA Mumbai                   | INDIA          | BBDO INDIA Mumbai                               |
| D01/244 | 02261 | THE DILEMMA                              | HEINEKEN                           | HEINEKEN  | PUBLICIS ITALY Milan                | ITALY          | PUBLICIS ITALY Milan                            |
| D01/245 | 01913 | MARRIAGE<br>MARKET<br>TAKEOVER           | SK-II                              | SKINCARE  | FORSMAN & BODENFORS<br>Gothenburg   | SWEDEN         | FORSMAN &<br>BODENFORS<br>Gothenburg            |
| D01/248 | 01243 | NATIVE MOBILE<br>MUSIC VIDEO             | KING RECORDS                       | LYRICAL SCHOOL  | TBWAHAKUHODO Tokyo                  | JAPAN          | TBWAHAKUHODO<br>Tokyo                           |
| D01/313 | 00924 | LEGALLY BRIDE                            | KAFA                               | WOMEN'S RIGHTS<br>NGO                                   | LEO BURNETT BEIRUT                  | LEBANON        | LEO BURNETT BEIRUT                              |
| D01/315 | 02867 | HOW TO GET<br>PERFECT RED<br>LIPS        | MAKE LOVE NOT<br>SCARS             | ACID ATTACK   | OGILVY & MATHER<br>MUMBAI           | INDIA          | OGILVY & MATHER<br>MUMBAI                       |
| D01/316 | 02868 | HOW TO APPLY<br>EYELINER                 | MAKE LOVE NOT<br>SCARS             | ACID ATTACK   | OGILVY & MATHER<br>MUMBAI           | INDIA          | OGILVY & MATHER<br>MUMBAI                       |

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|         |       |  |  |                         |   |           |   |
|---------|-------|--|--|-------------------------|---|-----------|---|
| D01/317 | 02869 | HOW TO GET RID OF DARK SPOTS NATURALLY                     | MAKE LOVE NOT SCARS                    | ACID ATTACK             | OGILVY & MATHER MUMBAI                      | INDIA     | OGILVY & MATHER MUMBAI                      |
| D01/318 | 01644 | MS. ROBERT'S UNACCEPTABLE ACCEPTANCE LETTER                | THE HUNTING GROUND                     | THE HUNTING GROUND      | GOODBY SILVERSTEIN & PARTNERS San Francisco | USA       | GOODBY SILVERSTEIN & PARTNERS San Francisco |
| D01/319 | 01645 | MS. KARTHER'S UNACCEPTABLE ACCEPTANCE LETTER               | THE HUNTING GROUND                     | THE HUNTING GROUND      | GOODBY SILVERSTEIN & PARTNERS San Francisco | USA       | GOODBY SILVERSTEIN & PARTNERS San Francisco |
| D01/320 | 01646 | MS. ARCHER'S UNACCEPTABLE ACCEPTANCE LETTER                | THE HUNTING GROUND                     | THE HUNTING GROUND      | GOODBY SILVERSTEIN & PARTNERS San Francisco | USA       | GOODBY SILVERSTEIN & PARTNERS San Francisco |
| D01/331 | 02644 | MANBOOBS   | MACMA                                  | BREAST CANCER AWARENESS | DAVID Buenos Aires                          | ARGENTINA | DAVID Buenos Aires                          |
| D01/334 | 01274 | LILY & THE SNOWMAN   | CINEPLEX                               | CINEPLEX                | ZULU ALPHA KILO Toronto                     | CANADA    | ZULU ALPHA KILO Toronto                     |
| D01/335 | 01275 | SAY NO TO SPEC   | ZULU ALPHA KILO                        | ZULU ALPHA KILO         | ZULU ALPHA KILO Toronto                     | CANADA    | ZULU ALPHA KILO Toronto                     |
| D01/343 | 01267 | UNIVERSAL RIDE ALONG 2/CONAN REMOTE                        | UNIVERSAL STUDIOS                      | RIDE ALONG 2            | TURNER BROADCASTING New York                | USA       | CONACO Burbank                              |
| D01/347 | 01319 | EXTRA GUM "SARAH & JUAN"                                   | WRIGLEY, A SUBSIDIARY OF MARSORPORATED | EXTRA GUM               | ENERGY BBDO Chicago                         | USA       | ENERGY BBDO Chicago                         |
| D01/369 | 02526 | #MORETHANMEAN 'FACES' ONLINE HARASSMENT OF WOMEN IN SPORTS | JUST NOT SPORTS                        | GENDER EQUALITY         | JUST NOT SPORTS Palatine                    | USA       | JUST NOT SPORTS Palatine                    |

## D02 (Interactive Video)

|         |       |                     |                 |                         |   |        |  |
|---------|-------|---------------------|-----------------|-------------------------|---|--------|--|
| D02/007 | 00962 | DON'T LOOK AWAY     | USHER           | INTERACTIVE MUSIC VIDEO | AKQA São Paulo                              | BRAZIL | AKQA São Paulo                                   |
| D02/011 | 00769 | THE SUPER BOWL DUNK | GATORADE        | GATORADE                | VML Kansas City                             | USA    | VML Kansas City                                  |
| D02/018 | 02015 | LAKE                | GEICO           | INSURANCE               | THE MARTIN AGENCY Richmond                  | USA    | THE MARTIN AGENCY Richmond                       |
| D02/019 | 02017 | HIKE                | GEICO           | INSURANCE               | THE MARTIN AGENCY Richmond                  | USA    | THE MARTIN AGENCY Richmond                       |
| D02/020 | 02019 | FOREST              | GEICO           | INSURANCE               | THE MARTIN AGENCY Richmond                  | USA    | THE MARTIN AGENCY Richmond                       |
| D02/021 | 02021 | GOING UP            | GEICO           | INSURANCE               | THE MARTIN AGENCY Richmond                  | USA    | THE MARTIN AGENCY Richmond                       |
| D02/023 | 02288 | MUSCLE SURPRISE     | OLD SPICE       | MEN'S BODY CARE         | WIEDEN+KENNEDY Portland                     | USA    | WIEDEN+KENNEDY Portland                          |
| D02/029 | 00351 | DREAMS OF DALÍ      | THE DALÍ MUSEUM | THE DALÍ MUSEUM         | GOODBY SILVERSTEIN & PARTNERS San Francisco | USA    | GOODBY SILVERSTEIN & PARTNERS San Francisco      |
| D02/042 | 02511 | PLAY WITH POP       | CLINIQUE        | CLINIQUE                | WIEDEN+KENNEDY New York                     | USA    | WIEDEN+KENNEDY New York                          |
| D02/050 | 01346 | OUT THERE           | CANADA GOOSE    | OUTDOOR APPAREL         | CAA MARKETING LOS ANGELES                   | USA    | CAA MARKETING LOS ANGELES / CANADA GOOSE Toronto |

## D03 (Webisodes / Series)

|         |       |                       |        |                  |                    |     |   |
|---------|-------|-----------------------|--------|------------------|--------------------|-----|---|
| D03/008 | 00522 | LIGHTNING IN A BOTTLE | GE     | GE               | BBDO New York      | USA | BBDO New York                                 |
| D03/043 | 01487 | FUELED BY THE FUTURE  | TOYOTA | MIRAI            | DROGA5 New York    | USA | DROGA5 New York / TOYOTA MOTOR SALES Torrance |
| D03/044 | 01249 | MALAK AND THE BOAT    | UNICEF | HUMANITARIAN AID | 180LA Santa Monica | USA | 180LA Santa Monica                            |

## Shortlist (Cyber Lions)

|         |       |                            |                 |                                    |                         |           |                         |
|---------|-------|----------------------------|-----------------|------------------------------------|-------------------------|-----------|-------------------------|
| D03/045 | 01250 | IVINE AND PILLOW           | UNICEF          | HUMANITARIAN AID                   | 180LA Santa Monica      | USA       | 180LA Santa Monica      |
| D03/046 | 01251 | MUSTAFA GOES FOR A WALK    | UNICEF          | HUMANITARIAN AID                   | 180LA Santa Monica      | USA       | 180LA Santa Monica      |
| D03/102 | 02289 | NIKEWOMEN : MARGOT VS LILY | NIKE            | CLOTHING, FOOTWEAR AND ACCESSORIES | WIEDEN+KENNEDY Portland | USA       | WIEDEN+KENNEDY Portland |
| D03/103 | 02964 | EPISODE 2: BEGINNERS       | NIKE            | CLOTHING, FOOTWEAR AND ACCESSORIES | WIEDEN+KENNEDY Portland | USA       | WIEDEN+KENNEDY Portland |
| D03/104 | 02965 | EPISODE 3: DANCER          | NIKE            | CLOTHING, FOOTWEAR AND ACCESSORIES | WIEDEN+KENNEDY Portland | USA       | WIEDEN+KENNEDY Portland |
| D03/105 | 02966 | EPISODE 4: TROLLS          | NIKE            | CLOTHING, FOOTWEAR AND ACCESSORIES | WIEDEN+KENNEDY Portland | USA       | WIEDEN+KENNEDY Portland |
| D03/106 | 02967 | EPISODE 5: BREAKTHROUGHS   | NIKE            | CLOTHING, FOOTWEAR AND ACCESSORIES | WIEDEN+KENNEDY Portland | USA       | WIEDEN+KENNEDY Portland |
| D03/107 | 02968 | EPISODE 6: GAMES           | NIKE            | CLOTHING, FOOTWEAR AND ACCESSORIES | WIEDEN+KENNEDY Portland | USA       | WIEDEN+KENNEDY Portland |
| D03/108 | 02969 | EPISODE 7: FAVORITES       | NIKE            | CLOTHING, FOOTWEAR AND ACCESSORIES | WIEDEN+KENNEDY Portland | USA       | WIEDEN+KENNEDY Portland |
| D03/109 | 02970 | EPISODE 8: WINNERS         | NIKE            | CLOTHING, FOOTWEAR AND ACCESSORIES | WIEDEN+KENNEDY Portland | USA       | WIEDEN+KENNEDY Portland |
| D03/113 | 02392 | DECOY                      | CANON AUSTRALIA | CANON CAMERA                       | LEO BURNETT SYDNEY      | AUSTRALIA | LEO BURNETT SYDNEY      |

## D04 (Other Video)

|         |       |                                   |                              |                             |                              |                 |                              |
|---------|-------|-----------------------------------|------------------------------|-----------------------------|------------------------------|-----------------|------------------------------|
| D04/045 | 02030 | THE NEXT REMBRANDT                | ING                          | ING                         | J. WALTER THOMPSON AMSTERDAM | THE NETHERLANDS | J. WALTER THOMPSON AMSTERDAM |
| D04/047 | 01822 | DECOY                             | CANON AUSTRALIA              | CANON CAMERA                | LEO BURNETT SYDNEY           | AUSTRALIA       | LEO BURNETT SYDNEY           |
| D04/051 | 02119 | ANTIIDIARY: VR + VIDEO EXPERIENCE | SAMSUNG                      | SAMSUNG                     | R/GA New York                | USA             | R/GA New York                |
| D04/066 | 01125 | IBM CLOUD HERO: RUNKEEPER         | IBM                          | IBM CLOUD                   | THE BARBARIAN GROUP New York | USA             | THE BARBARIAN GROUP New York |
| D04/070 | 02066 | FAST FILM                         | VOLKSWAGEN                   | GOLF GTI                    | DDB BUENOS AIRES             | ARGENTINA       | DDB BUENOS AIRES             |
| D04/071 | 02807 | VOICES OF LIFE                    | SAMSUNG CONSUMER ELECTRONICS | MOBILE APP & SPEAKER SYSTEM | LEO BURNETT CHICAGO          | USA             | LEO BURNETT CHICAGO          |
| D04/074 | 00840 | INTRODUCING: IKEA CINEMAGRÄF      | IKEA                         | A DIGITAL MEDIA FORMAT      | HJALTELIN STAHL Copenhagen   | DENMARK         | HJALTELIN STAHL Copenhagen   |
| D04/088 | 02595 | BREATHLESS CHOIR                  | PHILIPS                      | SIMPLYGO MINI               | OGILVY & MATHER LONDON       | UNITED KINGDOM  | OGILVY & MATHER LONDON       |
| D04/095 | 02348 | BECOMING BECKHAM                  | H&M                          | H&M                         | ADAM&EVEDDB London           | UNITED KINGDOM  | ADAM&EVEDDB London           |
| D04/115 | 02707 | HIGHWAY ROBBERY                   | VOLVO CAR USA                | 2016 VOLVO XC90 T8          | GREY NEW YORK                | USA             | GREY NEW YORK                |
| D04/122 | 02645 | MANBOOBS                          | MACMA                        | BREAST CANCER AWARENESS     | DAVID Buenos Aires           | ARGENTINA       | DAVID Buenos Aires           |
| D04/125 | 01276 | LILY & THE SNOWMAN                | CINEPLEX                     | CINEPLEX                    | ZULU ALPHA KILO Toronto      | CANADA          | ZULU ALPHA KILO Toronto      |

## E01 (Web )

|         |       |                     |      |                         |            |        |            |
|---------|-------|---------------------|------|-------------------------|------------|--------|------------|
| E01/003 | 00888 | THE IMPOSSIBLE GAME | SNCF | SNCF ENGINEER CHALLENGE | TBWA/PARIS | FRANCE | TBWA/PARIS |
|---------|-------|---------------------|------|-------------------------|------------|--------|------------|

## Shortlist (Cyber Lions)

|                              |       |   |  |                                  |   |                |   |
|------------------------------|-------|---|--|----------------------------------|---|----------------|---|
| E01/007                      | 01280 | LIGHTSABER ESCAPE: A CHROME EXPERIMENT            | GOOGLE, DISNEY, INDUSTRIAL LIGHT & MAGIC, LUCAS FILM | GOOGLE CHROME                    | 72ANDSUNNY Playa Vista                      | USA            | 72ANDSUNNY Playa Vista / GOOGLE Mountain View |
| E01/016                      | 02830 | CRYPTARIS MISSION STATUS                          | US ARMY  | US ARMY                          | McCANN WORLDGROUP New York                  | USA            | McCANN WORLDGROUP New York / McCANN NEW YORK  |
| <b>E03 (Live Digital )</b>   |       |   |  |                                  |   |                |   |
| E03/007                      | 01994 | HCD RINK BINGO                                    | HOCKEY CLUB DAVOS                                    | HCD MERCHANDISE                  | FCB ZÜRICH                                  | SWITZERLAND    | FCB ZÜRICH                                    |
| E03/008                      | 02581 | SURVIVAL BILLBOARD                                | MICROSOFT  | XBOX / TOMB RAIDER               | McCANN LONDON                               | UNITED KINGDOM | McCANN LONDON                                 |
| E03/012                      | 02658 | THE FIELD TRIP TO MARS                            | LOCKHEED MARTIN                                      | GENERATION BEYOND                | McCANN NEW YORK                             | USA            | McCANN NEW YORK                               |
| <b>F01 (Social Business)</b> |       |   |  |                                  |   |                |   |
| F01/002                      | 00467 | MISSING TYPE                                      | NHS BLOOD AND TRANSPLANT                             | NATIONAL BLOOD WEEK              | ENGINE London                               | UNITED KINGDOM | ENGINE London                                 |
| F01/011                      | 00763 | SMART SOCIAL LEASING                              | DAIMLER AG, SMART MM                                 | SMART FORTWO, SMART FORFOUR      | BBDO GROUP GERMANY Berlin                   | GERMANY        | BBDO GROUP GERMANY Berlin                     |
| F01/015                      | 00556 | LOVE YOUR CURLS' EMOJIS                           | DOVE HAIR  | BEAUTY/COSMETICS                 | OGILVY & MATHER Paris                       | FRANCE         | OGILVY & MATHER Paris                         |
| F01/022                      | 02142 | STRAIGHT OUTTA                                    | BEATS BY DRE.  | BEATS BY DRE.                    | R/GA HUSTLE Los Angeles                     | USA            | R/GA HUSTLE Los Angeles                       |
| F01/048                      | 02194 | NO BORDERS  | AIRBNB   | AIRBNB                           | TBWA\CHIAT\DAY Los Angeles                  | USA            | TBWA\CHIAT\DAY Los Angeles                    |
| F01/051                      | 01775 | CRACKER CUTTER                                    | MONDELÉZ INTERNATIONAL                               | RITZ CRACKERS                    | FCB Toronto                                 | CANADA         | FCB Toronto                                   |
| F01/056                      | 02919 | TACOBOT   | TACO BELL  | TACOBOT                          | DEUTSCH LA                                  | USA            | DEUTSCH LA                                    |
| F01/064                      | 03008 | PINLIST   | TOK&STOK   | FURNITURE STORE                  | DDB BRASIL São Paulo                        | BRAZIL         | DDB BRASIL São Paulo                          |
| <b>F02 (Social Purpose)</b>  |       |   |  |                                  |   |                |   |
| F02/004                      | 00468 | MISSING TYPE                                      | NHS BLOOD AND TRANSPLANT                             | NATIONAL BLOOD WEEK              | ENGINE London                               | UNITED KINGDOM | ENGINE London                                 |
| F02/007                      | 00678 | #OPTOUTSIDE                                       | REI  | REI                              | VENABLES BELL & PARTNERS San Francisco      | USA            | VENABLES BELL & PARTNERS San Francisco        |
| F02/014                      | 00187 | DONATE THE HATE - THE INVOLUNTARY ONLINE DONATION | ZDK - GESELLSCHAFT DEMOKRATISCHE KULTUR GGMBH        | EXIT DEUTSCHLAND                 | GRABARZ & PARTNER Hamburg                   | GERMANY        | GRABARZ & PARTNER Hamburg                     |
| F02/015                      | 01391 | PROJECT LITERACY                                  | PEARSON  | PROJECT LITERACY                 | FCB INFERNO London                          | UNITED KINGDOM | FCB INFERNO London                            |
| F02/022                      | 00153 | CLOSE THE LOOP                                    | H&M  | CLOTHING, FOOTWEAR & ACCESSORIES | FORSMAN & BODENFORS Gothenburg              | SWEDEN         | H&M Stockholm                                 |
| F02/028                      | 01173 | PIGEON AIR PATROL                                 | PLUME LABS   | PIGEON AIR PATROL                | DIGITASLBI London                           | UNITED KINGDOM | DIGITASLBI London                             |
| F02/047                      | 00660 | RAINBOWS  | DORITOS  | DORITOS                          | GOODBY SILVERSTEIN & PARTNERS San Francisco | USA            | GOODBY SILVERSTEIN & PARTNERS San Francisco   |
| F02/048                      | 00348 | I AM A WITNESS                                    | AD COUNCIL   | EMOJI                            | GOODBY SILVERSTEIN & PARTNERS San Francisco | USA            | GOODBY SILVERSTEIN & PARTNERS San Francisco   |



## Shortlist (Cyber Lions)

|         |       |  |                                       |                                  |   |                |   |
|---------|-------|--|---------------------------------------|----------------------------------|---|----------------|---|
| F02/071 | 02669 | CHECK IT BEFORE IT'S REMOVED: NAKED BREASTS ON FACEBOOK AGAINST BREAST CANCER. | PINK RIBBON GERMANY                   | BREAST CANCER AWARENESS          | DDB GROUP GERMANY Berlin                    | GERMANY        | DDB GROUP GERMANY Berlin                    |
| F02/088 | 02241 | DONATE THE BARS  | ATADOS                                | BLACK BARS                       | J. WALTER THOMPSON BRAZIL São Paulo         | BRAZIL         | J. WALTER THOMPSON BRAZIL São Paulo         |
| F02/089 | 02234 | DADS#SHARETH ELOAD (CASE STUDY)  | PROCTER & GAMBLE INDIA                | ARIEL MATIC                      | BBDO INDIA Mumbai                           | INDIA          | BBDO INDIA Mumbai                           |
| F02/090 | 01496 | HELP KENYA NOT KANYE   | CROWDRISE                             | FUNDRAISING FOR KENYAN CHARITIES | ALMA DDB Miami                              | USA            | ALMA DDB Miami                              |
| F02/093 | 02072 | MAKE WHAT'S NEXT   | MICROSOFT                             | TECHNOLOGY                       | M:UNITED//McCANN New York                   | USA            | M:UNITED//McCANN New York                   |
| F02/095 | 01203 | HELLO  | NZ TRANSPORT AGENCY                   | ROAD SAFETY                      | CLEMENGER BBDO                              | NEW ZEALAND    | CLEMENGER BBDO                              |
| F02/104 | 02847 | SEA HERO QUEST   | DEUTSCHE TELEKOM                      | DEUTSCHE TELEKOM                 | SAATCHI & SAATCHI London                    | UNITED KINGDOM | SAATCHI & SAATCHI London                    |
| F02/116 | 02692 | GHOST VOTE   | STATES UNITED TO PREVENT GUN VIOLENCE | PROMOTING SMART GUN LAWS         | GREY NEW YORK                               | USA            | GREY NEW YORK                               |
| F02/148 | 02619 | ADAPTOYS   | CHRISTOPHER & DANA REEVE FOUNDATION   | ADAPTOYS                         | 360i New York                               | USA            | 360i New York                               |
| F02/157 | 02863 | BEAUTY TIPS BY RESHMA  | MAKE LOVE NOT SCARS                   | ACID ATTACK                      | OGILVY & MATHER MUMBAI                      | INDIA          | OGILVY & MATHER MUMBAI                      |
| F02/161 | 02640 | MANBOOBS   | MACMA                                 | BREAST CANCER AWARENESS          | DAVID Buenos Aires                          | ARGENTINA      | DAVID Buenos Aires                          |
| F02/164 | 01405 | IMAGINE THE POSSIBILITIES CAMPAIGN   | MATTEL                                | BARBIE                           | BBDO SAN FRANCISCO San Francisco            | USA            | BBDO SAN FRANCISCO San Francisco            |
| F02/172 | 01647 | UNACCEPTABLE ACCEPTANCE LETTERS  | THE HUNTING GROUND                    | THE HUNTING GROUND               | GOODBY SILVERSTEIN & PARTNERS San Francisco | USA            | GOODBY SILVERSTEIN & PARTNERS San Francisco |

## F03 (Response / Real-time Activity)

|         |       |   |   |                        |                           |                |                                       |
|---------|-------|---|---|------------------------|---------------------------|----------------|---------------------------------------|
| F03/004 | 00399 | CELEBRATE PRIDE TOOL BY FACEBOOK                  | FACEBOOK                                      | FACEBOOK               | FACEBOOK Menlo Park       | USA            | FACEBOOK Menlo Park                   |
| F03/007 | 00188 | DONATE THE HATE - THE INVOLUNTARY ONLINE DONATION | ZDK - GESELLSCHAFT DEMOKRATISCHE KULTUR GGMBH | EXIT DEUTSCHLAND       | GRABARZ & PARTNER Hamburg | GERMANY        | GRABARZ & PARTNER Hamburg             |
| F03/011 | 01174 | PIGEON AIR PATROL                                 | PLUME LABS                                    | PIGEON AIR PATROL      | DIGITASLBI London         | UNITED KINGDOM | DIGITASLBI London                     |
| F03/016 | 00987 | HOUSE OF CARDS - FU 2016                          | NETFLIX                                       | HOUSE OF CARDS         | BBH NEW YORK              | USA            | BBH NEW YORK                          |
| F03/026 | 02212 | ADIOS AMIGO                                       | HEINEKEN                                      | DOS EQUIS              | HAVAS WORLDWIDE NEW YORK  | USA            | HAVAS WORLDWIDE NEW YORK              |
| F03/031 | 02086 | MUSEUM OF FEELINGS                                | SC JOHNSON                                    | GLADE                  | OGILVY & MATHER Chicago   | USA            | OGILVY & MATHER Chicago               |
| F03/037 | 01995 | HCD RINK BINGO                                    | HOCKEY CLUB DAVOS                             | HCD MERCHANDISE        | FCB ZÜRICH                | SWITZERLAND    | FCB ZÜRICH                            |
| F03/042 | 01561 | #COMEONIN   | THE SYDNEY OPERA HOUSE                        | THE SYDNEY OPERA HOUSE | DDB Sydney                | AUSTRALIA      | DDB Sydney                            |
| F03/045 | 00283 | MR. ROBOT DEBT DELETION                           | NBCUNIVERSAL                                  | MR. ROBOT              | ISL Washington            | USA            | ISL Washington / USA NETWORK New York |
| F03/062 | 01596 | STARDUST FOR BOWIE                                | STUDIO BRUSSEL                                | STARDUST FOR BOWIE     | DDB BRUSSELS              | BELGIUM        | DDB BRUSSELS                          |

## Shortlist (Cyber Lions)

|         |       |                  |                    |        |                            |        |                            |
|---------|-------|------------------|--------------------|--------|----------------------------|--------|----------------------------|
| F03/076 | 02195 | NO BORDERS       | AIRBNB             | AIRBNB | TBWA\CHIAT\DAY Los Angeles | USA    | TBWA\CHIAT\DAY Los Angeles |
| F03/082 | 01919 | #WHOISTHEKING    | BURGER KING FRANCE | FOOD   | BUZZMAN Paris              | FRANCE | BUZZMAN Paris              |
| F03/084 | 02196 | #LIVEINTHEMOVIES | AIRBNB             | AIRBNB | TBWA\CHIAT\DAY Los Angeles | USA    | TBWA\CHIAT\DAY Los Angeles |

## F04 (Co-Creation & User Generated Content)

|         |       |                            |                                       |                                      |  |                |   |
|---------|-------|----------------------------|---------------------------------------|--------------------------------------|--|----------------|---|
| F04/009 | 00376 | MTV VMA GREEN-SCREENS      | MTV                                   | 2015 MTV VIDEO MUSIC AWARDS          | MTV New York                           | USA            | MTV New York  |
| F04/010 | 00679 | #OPTOUTSIDE                | REI                                   | REI                                  | VENABLES BELL & PARTNERS San Francisco | USA            | VENABLES BELL & PARTNERS San Francisco                |
| F04/013 | 00245 | THE HOUSE OF CLICKS        | HEMNET                                | COMMERCIAL RESIDENCE                 | PRIME Stockholm                        | SWEDEN         | PRIME Stockholm                                       |
| F04/018 | 00834 | DESIGN YOUR TIME           | SAMSUNG                               | SAMSUNG GEAR S2                      | LEO BURNETT FRANKFURT                  | GERMANY        | LEO BURNETT FRANKFURT                                 |
| F04/024 | 00875 | THE SUPER BOWL DUNK        | GATORADE                              | GATORADE                             | VML Kansas City                        | USA            | VML Kansas City                                       |
| F04/029 | 01542 | VERIZON IN MINECRAFT       | VERIZON                               | CONSUMER ELECTRONICS                 | WIEDEN+KENNEDY Portland                | USA            | WIEDEN+KENNEDY Portland                               |
| F04/040 | 02144 | STRAIGHT OUTTA             | BEATS BY DRE.                         | BEATS BY DRE.                        | R/GA HUSTLE Los Angeles                | USA            | R/GA HUSTLE Los Angeles                               |
| F04/041 | 02128 | DATA DUNK                  | VERIZON                               | VERIZON                              | R/GA New York                          | USA            | R/GA New York   |
| F04/042 | 02551 | 4000 STOPS                 | RUTER - PUBLIC TRANSPORTATION IN OSLO | PUBLIC TRANSPORTATION                | McCANN OSLO                            | NORWAY         | McCANN OSLO   |
| F04/050 | 01562 | #COMEONIN                  | THE SYDNEY OPERA HOUSE                | THE SYDNEY OPERA HOUSE               | DDB Sydney                             | AUSTRALIA      | DDB Sydney  |
| F04/055 | 01334 | OPEN ROAD PROJECT          | TOYOTA                                | TOYOTA I-ROAD                        | DENTSU INC Tokyo                       | JAPAN          | DENTSU INC Tokyo                                      |
| F04/059 | 02856 | AMATEUR REPLAY             | ALLIANZ                               | INSURANCE                            | OGILVY & MATHER SINGAPORE              | SINGAPORE      | OGILVY & MATHER SINGAPORE                             |
| F04/062 | 01959 | BOSS EVERYONE              | ADIDAS                                | ADIDAS ACE PURECONTROL FOOTBALL BOOT | IRIS SPORT London                      | UNITED KINGDOM | IRIS SPORT London                                     |
| F04/070 | 02242 | DONATE THE BARS            | ATADOS                                | BLACK BARS                           | J. WALTER THOMPSON BRAZIL São Paulo    | BRAZIL         | J. WALTER THOMPSON BRAZIL São Paulo                   |
| F04/094 | 01272 | LEGO KRONKIWONGI           | LEGO COMPANY                          | LEGO BRAND CAMPAIGN                  | FACEBOOK CREATIVE SHOP New York        | USA            | FACEBOOK CREATIVE SHOP London                         |
| F04/099 | 02882 | REWORD                     | HEADSPACE                             | REWORD WEB APPLICATION               | LEO BURNETT MELBOURNE                  | AUSTRALIA      | LEO BURNETT MELBOURNE                                 |
| F04/103 | 01763 | GOOGLE ANDROID LEAP SECOND | GOOGLE ANDROID                        | ANDROID                              | DROGA5 New York                        | USA            | DROGA5 New York                                       |
| F04/109 | 02483 | MCWHOPPER                  | BURGER KING                           | MCWHOPPER                            | Y&R NZ Auckland                        | NEW ZEALAND    | Y&R NZ Auckland / Y&R MEDIA NZ Auckland / DAVID Miami |

## F05 (Influencer / Talent)

|         |       |                          |                              |                             |                     |     |   |
|---------|-------|--------------------------|------------------------------|-----------------------------|---------------------|-----|---|
| F05/005 | 00377 | MTV VMA GREEN-SCREENS    | MTV                          | 2015 MTV VIDEO MUSIC AWARDS | MTV New York        | USA | MTV New York                            |
| F05/008 | 00444 | STEAL THE SHOW           | NIKE                         | NIKE COURT                  | AKQA New York       | USA | AKQA New York                           |
| F05/010 | 00257 | SWITCHEROO               | MARS CHOCOLATE NORTH AMERICA | SNICKERS                    | BBDO New York       | USA | BBDO New York                           |
| F05/020 | 00988 | HOUSE OF CARDS - FU 2016 | NETFLIX                      | HOUSE OF CARDS              | BBH NEW YORK        | USA | BBH NEW YORK                            |
| F05/023 | 01399 | GIRL EMOJIS              | PROCTER & GAMBLE             | ALWAYS                      | LEO BURNETT CHICAGO | USA | LEO BURNETT CHICAGO                     |
| F05/025 | 00304 | OUR GREATEST ADVENTURE   | 20TH CENTURY FOX             | THE MARTIAN                 | 3AM New York        | USA | 3AM Culver City / RSA FILMS Los Angeles |

## Shortlist (Cyber Lions)

|         |       |                         |  |                         |                             |           |   |
|---------|-------|-------------------------|--|-------------------------|-----------------------------|-----------|---|
| F05/029 | 01581 | CELEBRITY TANTRUM       | SAMSUNG AUSTRALIAN=  | SAMSUNG TAB S2          | LEO BURNETT SYDNEY          | AUSTRALIA | LEO BURNETT SYDNEY                          |
| F05/042 | 02408 | NOT COMING SOON         | REMY MARTIN  | LOUIS XIII              | FRED & FARID New York       | USA       | FRED & FARID New York                       |
| F05/046 | 02182 | MY FIRST WOMEN'S DAY    | L'ORÉAL PARIS BRASIL   | L'ORÉAL PARIS           | WMcCANN Rio De Janeiro      | BRAZIL    | WMcCANN Rio De Janeiro                      |
| F05/053 | 02199 | COMPTON                 | THE GRAMMYS  | THE 58TH GRAMMY AWARDS  | TBWA\CHIAT\DAY Los Angeles  | USA       | TBWA\CHIAT\DAY Los Angeles                  |
| F05/062 | 01296 | ANTIDIARY               | SAMSUNG  | SAMSUNG MOBILE          | EDELMAN New York            | USA       | SAMSUNG ELECTRONICS AMERICA Ridgefield Park |
| F05/064 | 01776 | THE SHELTER PET PROJECT | AD COUNCIL, MADDIE'S FUND, THE HUMANE SOCIETY OF THE UNITED STATES | THE SHELTER PET PROJECT | J. WALTER THOMPSON New York | USA       | J. WALTER THOMPSON New York                 |
| F05/069 | 01787 | BEDSTOCK                | MMRX   | NON-PROFIT              | ANOMALY New York            | USA       | ANOMALY New York                            |

## F06 (Innovative Use of Social or Community)

|         |       |   |   |                             |                                     |                |                                     |
|---------|-------|---|---|-----------------------------|-------------------------------------|----------------|-------------------------------------|
| F06/002 | 00060 | CURIOSITY SAVES                                   | DISQUE DENUNCIA - ANONYMOUS TIP HOTLINE       | ANONYMOUS TIP HOTLINE       | AGÊNCIA3 Rio de Janeiro             | BRAZIL         | AGÊNCIA3 Rio de Janeiro             |
| F06/013 | 00700 | WESTPAC CHOPPER APPEAL                            | WESTPAC                                       | CHOPPER APPEAL MONTH        | DDB GROUP NEW ZEALAND Auckland      | NEW ZEALAND    | DDB GROUP NEW ZEALAND Auckland      |
| F06/020 | 00189 | DONATE THE HATE - THE INVOLUNTARY ONLINE DONATION | ZDK - GESELLSCHAFT DEMOKRATISCHE KULTUR GGMBH | EXIT DEUTSCHLAND            | GRABARZ & PARTNER Hamburg           | GERMANY        | GRABARZ & PARTNER Hamburg           |
| F06/025 | 00567 | THE SUPER BOWL DUNK                               | GATORADE                                      | GATORADE                    | VML Kansas City                     | USA            | VML Kansas City                     |
| F06/032 | 00764 | SMART SOCIAL LEASING                              | DAIMLER AG, SMART MM                          | SMART FORTWO, SMART FORFOUR | BBDO GROUP GERMANY Berlin           | GERMANY        | BBDO GROUP GERMANY Berlin           |
| F06/037 | 01543 | VERIZON IN MINECRAFT                              | VERIZON                                       | CONSUMER ELECTRONICS        | WIEDEN+KENNEDY Portland             | USA            | WIEDEN+KENNEDY Portland             |
| F06/048 | 01866 | PLAYLISTS FOR LIFE                                | DOCTORS WITHOUT BORDERS                       | DOCTORS WITHOUT BORDERS     | Y&R PRAGUE                          | CZECH REPUBLIC | Y&R PRAGUE                          |
| F06/067 | 03011 | TRUTH DETECTOR                                    | 89 FM   | 89 FM                       | DDB BRASIL São Paulo                | BRAZIL         | DDB BRASIL São Paulo                |
| F06/073 | 01134 | THE FIRST EVER PINTEREST YARD SALE                | SHERWIN WILLIAMS                              | KRYLON                      | DEUTSCH New York                    | USA            | DEUTSCH New York                    |
| F06/083 | 01599 | DATA AUCTION                                      | VIRGIN MOBILE                                 | VIRGIN MOBILE               | TBWA\SYDNEY                         | AUSTRALIA      | TBWA\SYDNEY                         |
| F06/107 | 02243 | DONATE THE BARS                                   | ATADOS  | BLACK BARS                  | J. WALTER THOMPSON BRAZIL São Paulo | BRAZIL         | J. WALTER THOMPSON BRAZIL São Paulo |
| F06/115 | 02848 | SEA HERO QUEST                                    | DEUTSCHE TELEKOM                              | DEUTSCHE TELEKOM            | SAATCHI & SAATCHI London            | UNITED KINGDOM | SAATCHI & SAATCHI London            |
| F06/123 | 02490 | YOU'RE ACCEPTED                                   | MINUS 18                                      | LGBT YOUTH SUPPORT          | GPY&R Melbourne                     | AUSTRALIA      | GPY&R Melbourne                     |
| F06/133 | 02562 | SNAP COUNSELLORS                                  | LOVEDOCTOR.IN                                 | SNAP COUNSELLORS            | TBWA\INDIA Mumbai                   | INDIA          | TBWA\INDIA Mumbai                   |
| F06/148 | 02642 | MANBOOBS  | MACMA   | BREAST CANCER AWARENESS     | DAVID Buenos Aires                  | ARGENTINA      | DAVID Buenos Aires                  |
| F06/174 | 01965 | SEARCH RACISM. FIND TRUTH.                        | REFUGEEES WELCOME                             | NPO                         | FCB ZÜRICH                          | SWITZERLAND    | FCB ZÜRICH                          |

## F07 (Content Placement)

|         |       |            |        |        |               |     |               |
|---------|-------|------------|--------|--------|---------------|-----|---------------|
| F07/004 | 00511 | #HYPERMADE | LOWE'S | LOWE'S | BBDO New York | USA | BBDO New York |
|---------|-------|------------|--------|--------|---------------|-----|---------------|

## Shortlist (Cyber Lions)

|         |       |                                    |                                |                             |                         |           |                         |
|---------|-------|------------------------------------|--------------------------------|-----------------------------|-------------------------|-----------|-------------------------|
| F07/009 | 01544 | VERIZON IN MINECRAFT               | VERIZON                        | CONSUMER ELECTRONICS        | WIEDEN+KENNEDY Portland | USA       | WIEDEN+KENNEDY Portland |
| F07/019 | 02223 | FLIPSIDE                           | LOWE'S                         | LOWE'S                      | BBDO New York           | USA       | BBDO New York           |
| F07/022 | 01135 | THE FIRST EVER PINTEREST YARD SALE | SHERWIN WILLIAMS               | KRYLON                      | DEUTSCH New York        | USA       | DEUTSCH New York        |
| F07/023 | 01584 | CELEBRITY TANTRUM                  | SAMSUNG AUSTRALIAN=            | SAMSUNG TAB S2              | LEO BURNETT SYDNEY      | AUSTRALIA | LEO BURNETT SYDNEY      |
| F07/026 | 01894 | JUSTINO                            | LOTERÍAS Y APUESTAS DEL ESTADO | CHRISTMAS LOTTERY           | LEO BURNETT Madrid      | SPAIN     | LEO BURNETT Madrid      |
| F07/029 | 01400 | VAN GOGH BNB                       | ART INSTITUTE OF CHICAGO       | VAN GOGH "BEDROOMS" EXHIBIT | LEO BURNETT CHICAGO     | USA       | LEO BURNETT CHICAGO     |

## F08 (Community Building / Management )

|         |       |                                    |                                       |                          |                            |           |   |
|---------|-------|------------------------------------|---------------------------------------|--------------------------|----------------------------|-----------|---|
| F08/023 | 01949 | FANSHAKE                           | NATIONAL AUSTRALIA BANK               | NATIONAL AUSTRALIA BANK  | CLEMENGER BBDO MELBOURNE   | AUSTRALIA | CLEMENGER BBDO MELBOURNE                    |
| F08/040 | 01064 | CLASH OF CLANS INTEGRATED CAMPAIGN | SUPERCELL                             | CLASH OF CLANS           | BARTON F. GRAF New York    | USA       | BARTON F. GRAF New York                     |
| F08/047 | 02695 | GHOST VOTE                         | STATES UNITED TO PREVENT GUN VIOLENCE | PROMOTING SMART GUN LAWS | GREY NEW YORK              | USA       | GREY NEW YORK                               |
| F08/053 | 01298 | ANTIDIARY                          | SAMSUNG                               | SAMSUNG MOBILE           | EDELMAN New York           | USA       | SAMSUNG ELECTRONICS AMERICA Ridgefield Park |
| F08/054 | 02202 | #LIVEINTHEMOVIES                   | AIRBNB                                | AIRBNB                   | TBWA\CHIAT\DAY Los Angeles | USA       | TBWA\CHIAT\DAY Los Angeles                  |
| F08/059 | 02479 | SOCIAL INNOVATION CAMPAIGN         | LOWE'S                                | LOWE'S                   | BBDO New York              | USA       | BBDO New York                               |

## F09 (Use of Social Data & Insight)

|         |       |                        |            |   |                            |           |  |
|---------|-------|------------------------|------------|---|----------------------------|-----------|--|
| F09/027 | 02203 | LOVE THIS? LIVE THERE. | AIRBNB     | AIRBNB  | TBWA\CHIAT\DAY Los Angeles | USA       | TBWA\CHIAT\DAY Los Angeles                         |
| F09/038 | 02806 | MIRRORS OF RACISM      | NGO CRIOLA | NGO   | W3HAUS São Paulo           | BRAZIL    | W3HAUS São Paulo                                   |
| F09/040 | 01615 | WORDDEBT               | HEALRWORLD | GREEK FINANCIAL CRISIS                                | GEOMETRY GLOBAL Hong Kong  | HONG KONG | GEOMETRY GLOBAL Hong Kong / GEOMETRY GLOBAL Moscow |
| F09/052 | 03065 | SPOTIFY SINGLES        | SPOTIFY    | SINGLES (FOUND THEM FIRST, TASTE REWIND, MIXTUP, ...) | RAZORFISH New York         | USA       | RAZORFISH New York / SPOTIFY New York              |

## F10 (Apps / Tools)

|         |       |                 |            |                    |   |           |   |
|---------|-------|-----------------|------------|--------------------|---|-----------|---|
| F10/005 | 00349 | I AM A WITNESS  | AD COUNCIL | EMOJI              | GOODBY SILVERSTEIN & PARTNERS San Francisco | USA       | GOODBY SILVERSTEIN & PARTNERS San Francisco |
| F10/007 | 02491 | YOU'RE ACCEPTED | MINUS 18   | LGBT YOUTH SUPPORT | GPY&R Melbourne                             | AUSTRALIA | GPY&R Melbourne                             |

## F11 (Social Currency & Commerce)

|         |       |                                    |                      |                             |                           |         |                           |
|---------|-------|------------------------------------|----------------------|-----------------------------|---------------------------|---------|---------------------------|
| F11/004 | 00765 | SMART SOCIAL LEASING               | DAIMLER AG, SMART MM | SMART FORTWO, SMART FORFOUR | BBDO GROUP GERMANY Berlin | GERMANY | BBDO GROUP GERMANY Berlin |
| F11/008 | 01136 | THE FIRST EVER PINTEREST YARD SALE | SHERWIN WILLIAMS     | KRYLON                      | DEUTSCH New York          | USA     | DEUTSCH New York          |

## Shortlist (Cyber Lions)

### G01 (Tangible Tech )

|         |       |                           |  |                                |  |             |  |
|---------|-------|---------------------------|--|--------------------------------|--|-------------|--|
| G01/002 | 01882 | HELPMET                   | THAI HEALTH PROMOTION FOUNDATION         | THAIHEALTH ROAD SAFETY PROJECT | BBDO BANGKOK   | THAILAND    | BBDO BANGKOK   |
| G01/005 | 00133 | F21 THREAD SCREEN         | FOREVER 21                               | FOREVER 21                     | BREAKFAST New York                                   | USA         | BREAKFAST New York   |
| G01/006 | 00387 | DREAM ADVENTURES          | EXPEDIA                                  | TRAVEL                         | 180LA Santa Monica                                   | USA         | 180LA Santa Monica   |
| G01/010 | 00711 | GIGA SELFIE               | TOURISM AUSTRALIA                        | SIGHTSEEING                    | TBWA\HAKUHODO Tokyo                                  | JAPAN       | TBWA\HAKUHODO Tokyo  |
| G01/017 | 03013 | PINLIST                   | TOK&STOK                                 | FURNITURE STORE                | DDB BRASIL São Paulo                                 | BRAZIL      | DDB BRASIL São Paulo   |
| G01/018 | 01153 | CLEVER KASH               | ASB BANK                                 | CLEVER KASH                    | SAATCHI & SAATCHI Auckland                           | NEW ZEALAND | SAATCHI & SAATCHI Auckland   |
| G01/031 | 02447 | PUMA BEATBOT              | PUMA                                     | ATHLETIC WEAR                  | J. WALTER THOMPSON New York                          | USA         | J. WALTER THOMPSON New York  |
| G01/079 | 02626 | THE MARTIAN VR EXPERIENCE | TWENTIETH CENTURY FOX HOME ENTERTAINMENT | THE MARTIAN VR EXPERIENCE      | TWENTIETH CENTURY FOX HOME ENTERTAINMENT Los Angeles | USA         | TWENTIETH CENTURY FOX HOME ENTERTAINMENT Los Angeles / RSA FILMS Los Angeles / THE VIRTUAL REALITY COMPANY Los Angeles |

### G02 (Spatial Tech )

|         |       |                               |                                    |  |                              |                 |                              |
|---------|-------|-------------------------------|------------------------------------|--|------------------------------|-----------------|------------------------------|
| G02/008 | 00796 | EXPLORE STOCKHOLM             | TAXI STOCKHOLM                     | EXPLORE STOCKHOLM - SIGHTSEEING REINVENTED | WE ARE YOURS Stockholm       | SWEDEN          | WE ARE YOURS Stockholm       |
| G02/014 | 02089 | MUSEUM OF FEELINGS            | SC JOHNSON                         | GLADE                                      | OGILVY & MATHER Chicago      | USA             | OGILVY & MATHER Chicago      |
| G02/018 | 02026 | THE NEXT REMBRANDT            | ING                                | ING  | J. WALTER THOMPSON AMSTERDAM | THE NETHERLANDS | J. WALTER THOMPSON AMSTERDAM |
| G02/033 | 02659 | THE FIELD TRIP TO MARS        | LOCKHEED MARTIN                    | GENERATION BEYOND                          | McCANN NEW YORK              | USA             | McCANN NEW YORK              |
| G02/039 | 02705 | HIGHWAY ROBBERY               | VOLVO CAR USA                      | 2016 VOLVO XC90 T8                         | GREY NEW YORK                | USA             | GREY NEW YORK                |
| G02/040 | 02078 | TRIBECA FILM FESTIVAL REACTOR | TRIBECA FILM FESTIVAL              | FILM FESTIVAL                              | J. WALTER THOMPSON New York  | USA             | J. WALTER THOMPSON New York  |
| G02/049 | 02549 | LANDCRUISER EMERGENCY NETWORK | TOYOTA MOTOR CORPORATION AUSTRALIA | LANDCRUISER                                | SAATCHI & SAATCHI Sydney     | AUSTRALIA       | SAATCHI & SAATCHI Sydney     |

### G03 (Digital Billboard)

|         |       |                    |  |                               |                          |           |                          |
|---------|-------|--------------------|--|-------------------------------|--------------------------|-----------|--------------------------|
| G03/004 | 01951 | THE BOYS           | PACIFIC BRANDS UNDERWEAR GROUP AUSTRALIA | BONDS                         | CLEMENGER BBDO MELBOURNE | AUSTRALIA | CLEMENGER BBDO MELBOURNE |
| G03/007 | 01680 | PHOTO COACH        | CANON                                    | CANON LENSES                  | 360i New York            | USA       | 360i New York            |
| G03/009 | 02334 | SOUNDS OF THE CITY | THALYS TRAIN NETWORK                     | THALYS HIGH-SPEED RAIL TRAVEL | ROSAPARK Paris           | FRANCE    | ROSAPARK Paris           |

### H01 (Integrated Multi-Platform Campaign (Online & Offline))

|         |       |                          |                |  |                        |                |                        |
|---------|-------|--------------------------|----------------|--|------------------------|----------------|------------------------|
| H01/003 | 00503 | BALLANTINE'S SPACE GLASS | PERNOD RICARD  | BALLANTINE'S                               | HAVAS WORLDWIDE London | UNITED KINGDOM | HAVAS WORLDWIDE London |
| H01/020 | 01393 | PROJECT LITERACY         | PEARSON        | PROJECT LITERACY                           | FCB INFERNO London     | UNITED KINGDOM | FCB INFERNO London     |
| H01/034 | 00797 | EXPLORE STOCKHOLM        | TAXI STOCKHOLM | EXPLORE STOCKHOLM - SIGHTSEEING REINVENTED | WE ARE YOURS Stockholm | SWEDEN         | WE ARE YOURS Stockholm |

## Shortlist (Cyber Lions)

|         |       |   |  |                                      |                                       |                 |  |
|---------|-------|---|--|--------------------------------------|---------------------------------------|-----------------|--|
| H01/037 | 00990 | HOUSE OF CARDS - FU 2016  | NETFLIX                                | HOUSE OF CARDS                       | BBH NEW YORK                          | USA             | BBH NEW YORK                             |
| H01/040 | 01053 | THE DIADORA DELIVERY  | DIADORA SPORT                          | DIADORA RUNNING SHOES AND APPAREL    | SMFB Oslo                             | NORWAY          | SMFB Oslo                                |
| H01/042 | 01247 | UNFAIRY TALES INTEGRATED  | UNICEF                                 | HUMANITARIAN AID                     | 180LA Santa Monica                    | USA             | 180LA Santa Monica                       |
| H01/058 | 02585 | SQUADVERTISER   | MICROSOFT                              | XBOX / HALO                          | McCANN LONDON                         | UNITED KINGDOM  | McCANN LONDON                            |
| H01/063 | 02027 | THE NEXT REMBRANDT  | ING                                    | ING                                  | J. WALTER THOMPSON AMSTERDAM          | THE NETHERLANDS | J. WALTER THOMPSON AMSTERDAM             |
| H01/069 | 02797 | MAGIC WORDS - THE UNWRITTEN STORIES                                   | HP                                     | HP                                   | ALMAPBBDO São Paulo                   | BRAZIL          | ALMAPBBDO São Paulo                      |
| H01/072 | 01895 | JUSTINO   | LOTERÍAS Y APUESTAS DEL ESTADO         | CHRISTMAS LOTTERY                    | LEO BURNETT Madrid                    | SPAIN           | LEO BURNETT Madrid                       |
| H01/079 | 02236 | DADS#SHARETH ELOAD (INTEGRATED)                                       | PROCTER & GAMBLE INDIA                 | ARIEL MATIC                          | BBDO INDIA Mumbai                     | INDIA           | BBDO INDIA Mumbai                        |
| H01/097 | 02204 | NO BORDERS  | AIRBNB                                 | AIRBNB                               | TBWA\CHIAT\DAY Los Angeles            | USA             | TBWA\CHIAT\DAY Los Angeles               |
| H01/102 | 00970 | THE NEW YORK TIMES VIRTUAL REALITY LAUNCH CAMPAIGN (NYT VR)           | THE NEW YORK TIMES                     | NYT VR APP AND CORRESPONDING CONTENT | THE NEW YORK TIMES New York           | USA             | THE NEW YORK TIMES New York              |
| H01/116 | 01952 | RATE MY ROOF  | ORGIN ENERGY                           | ORIGIN ENERGY                        | CLEMENGER BBDO MELBOURNE              | AUSTRALIA       | CLEMENGER BBDO MELBOURNE                 |
| H01/118 | 01674 | YEAR IN MUSIC 2015  | SPOTIFY                                | SPOTIFY                              | STINKDIGITAL New York                 | USA             | STINKDIGITAL New York / SPOTIFY New York |
| H01/119 | 02480 | SOCIAL INNOVATION CAMPAIGN  | LOWE'S                                 | LOWE'S                               | BBDO New York                         | USA             | BBDO New York                            |
| H01/121 | 02865 | BEAUTY TIPS BY RESHMA   | MAKE LOVE NOT SCARS                    | ACID ATTACK                          | OGILVY & MATHER MUMBAI                | INDIA           | OGILVY & MATHER MUMBAI                   |
| H01/130 | 01157 | INTUIT QUICKBOOKS SMALL BUSINESS BIG GAME                             | INTUIT QUICKBOOKS                      | QUICKBOOKS                           | RPA Santa Monica                      | USA             | RPA Santa Monica / INTUIT Mountain View  |
| H01/132 | 01318 | GIVE EXTRA, GET EXTRA   | WRIGLEY, A SUBSIDIARY OF MARSORPORATED | EXTRA GUM                            | ENERGY BBDO Chicago                   | USA             | ENERGY BBDO Chicago                      |
| H01/142 | 01982 | COLOR MAPS  | COMEX                                  | COLOR CATALOG                        | J. WALTER THOMPSON MEXICO Mexico City | MEXICO          | J. WALTER THOMPSON MEXICO Mexico City    |
| H01/153 | 01253 | "THE MOST DANGEROUS TOWN ON THE INTERNET" ORIGINAL DOCUMENTARY SERIES | NORTON BY SYMANTEC                     | NORTON                               | GREY SAN FRANCISCO                    | USA             | GREY SAN FRANCISCO                       |

Total Entries:

309