

## Shortlist (PR Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency
<b>A01 (Food &amp; Drinks )</b>							
A01/004	00415	PURITY TEST	VALVIS HOLDING	AQUA CARPATICA	COHNANDJANSEN J. WALTER THOMPSON Bucharest	ROMANIA	COHNANDJANSEN J. WALTER THOMPSON Bucharest
A01/008	00376	NO LABEL: THE WORLD'S FIRST TRANSGENDER BEER	BREWDOG	NO LABEL	THE ROMANS London	UNITED KINGDOM	THE ROMANS London
A01/046	00383	10 MINUTES NOODLE	NISSIN FOOD PRODUCTS CO.	DONBEI	DENTSU INC Tokyo	JAPAN	DENTSU INC Tokyo
A01/056	02171	EDIBLE SIX PACK RINGS	SALTWATER BREWERY	SALTWATER BREWERY	WE BELIEVERS New York	USA	WE BELIEVERS New York
<b>A02 (Fast Moving Consumer Goods )</b>							
A02/007	01794	ADVICE WIPES	TOMMEE TIPPEE	TOMMEE TIPPEE ADVICE WIPES	McCANN NEW YORK New York	USA	
<b>A03 (Durable Consumer Goods)</b>							
A03/025	01459	STRAIGHT OUTTA	BEATS BY DRE.	BEATS BY DRE.	R/GA HUSTLE Los Angeles	USA	R/GA HUSTLE Los Angeles
A03/026	02133	TOUCHABLE INK	THAI SAMSUNG ELECTRONICS / THAI ASSOCIATION OF THE BLIND	TOUCHABLE INK	J. WALTER THOMPSON BANGKOK	THAILAND	J. WALTER THOMPSON BANGKOK
<b>A04 (Healthcare &amp; Wellbeing)</b>							
A04/011	01040	ANTI-BACTERIAL RED PACKET	UNILEVER CHINA	LIFEBUOY	BBH CHINA Shanghai	CHINA	BBH CHINA Shanghai
A04/013	01807	NIVEA DOLL	BDF NIVEA BRASIL	SUNBLOCK	FCB BRASIL São Paulo	BRAZIL	FCB BRASIL São Paulo
<b>A05 (Luxury Goods &amp; Services)</b>							
A05/004	00353	SLIDE AMAZING IN MOTION	LEXUS INTERNATIONAL	LEXUS	CHI & PARTNERS London	UNITED KINGDOM	CHI & PARTNERS London
A05/009	01706	NOT COMING SOON	REMY MARTIN	LOUIS XIII	FRED & FARID New York	USA	FRED & FARID New York
<b>A06 (Cars &amp; Automotive Products &amp; Services)</b>							
A06/016	01671	BAJAJ V	BAJAJ	BAJAJ AUTOMOBILES	LEO BURNETT INDIA Mumbai	INDIA	LEO BURNETT INDIA Mumbai
<b>A07 (Retail, e-Commerce, Restaurants &amp; Fast Food Chains)</b>							
A07/001	00191	THE GENDER-FREE CHRISTMAS CATALOG	SYSTÈME U	RETAIL	TBWAIPARIS	FRANCE	TBWAIPARIS
A07/005	00119	THE ORGANIC EFFECT	COOP	RETAIL STORES	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg
A07/010	00159	HOME FOR CHRISTMAS	EDEKA ZENTRALE & CO. KG	EDEKA	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg
A07/022	01882	BEEES CAN FIND SUGAR WHERE YOU LEAST SUSPECT IT	NÁŠ GRUNT	NÁŠ GRUNT - SHOPS WITH HONEST PRODUCTS FROM NATURAL INGREDIENTS	McCANN ERICKSON PRAGUE	CZECH REPUBLIC	McCANN ERICKSON PRAGUE
A07/024	01414	SUGAR DETOX	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	MARCEL Paris

## Shortlist (PR Lions)

A07/028	02035	BITTERSWEET PIES	PAUL	RESTAURANTS	McCANN WORLDGROUP ROMANIA Bucharest	ROMANIA	McCANN WORLDGROUP ROMANIA Bucharest / MRM//McCANN Bucharest
A07/031	01352	#WHOISTHEKING	BURGER KING FRANCE	FOOD	BUZZMAN Paris	FRANCE	BUZZMAN Paris
A07/040	01661	THE GREAT SLEEP	IKEA GERMANY	IKEA	THJNK Hamburg	GERMANY	THJNK Hamburg
A07/046	01993	THE FIRST CHOIR OF REAL GARBAGE COLLECTORS	IKEA	AWARENESS CAMPAIGN	MRM//McCANN SPAIN Madrid	SPAIN	MRM//McCANN SPAIN Madrid

## A08 (Travel, Transport & Leisure)

A08/015	00944	VAN GOGH BNB	ART INSTITUTE OF CHICAGO	VAN GOGH "BEDROOMS" EXHIBIT	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO
A08/016	00027	YELLOW BACKIE	YELLOW BIKE	BIKE TOURS & RENTALS	WILMAR/MATTHIJS Amsterdam	THE NETHERLANDS	WILMAR/MATTHIJS Amsterdam
A08/017	01729	THE SWEDISH NUMBER	SWEDISH TOURIST ASSOCIATION	TOURISM	INGO Stockholm	SWEDEN	INGO Stockholm
A08/028	01724	CALL BRUSSELS	VISIT BRUSSELS	VISIT BRUSSELS	AIR Brussels	BELGIUM	AIR Brussels
A08/033	02036	PAY WITH BLOOD	UNTOLD FESTIVAL AND NATIONAL INSTITUTE FOR BLOOD DONATIONS	EVENTS	McCANN WORLDGROUP ROMANIA Bucharest	ROMANIA	McCANN WORLDGROUP ROMANIA Bucharest

## A09 (Media & Publications)

A09/015	01754	#DININGFORBRUSSELS	MEDIAFIN	DE TIJD / L'ECHO NEWSPAPER	FAMOUS BRUSSELS	BELGIUM	FAMOUS BRUSSELS
A09/019	01081	STARDUST FOR BOWIE	STUDIO BRUSSEL	STARDUST FOR BOWIE	DDB BRUSSELS	BELGIUM	DDB BRUSSELS
A09/027	01650	THE END OF SOCIETY SIMULATOR	UBISOFT	UBISOFT	BETC Paris	FRANCE	BETC Paris
A09/031	02115	X-RAY RECORDS	HURRIYET	AILE ICI SIDDETE SON	TBWA ISTANBUL	TURKEY	TBWA ISTANBUL
A09/035	01983	FREE MY VOICE	DAILY TIMES	NIL	GREY GROUP Singapore	SINGAPORE	GREY GROUP Singapore
A09/044	00774	NETFLIX HELPS PARENTS CELEBRATE NEW YEAR'S EVE ON-DEMAND	NETFLIX	NETFLIX NEW YEAR'S EVE COUNTDOWNS	ZENO GROUP Chicago	USA	ZENO GROUP Chicago
A09/047	02070	PEPITO	GFR MEDIA	PRIMERA HORA	McCANN San Juan	PUERTO RICO	McCANN San Juan / HAROLD JESSURUN San Juan

## A10 (Financial Products & Services)

A10/004	00166	DON'T DRINK AND DIVE	TRYGG-HANSA	WATER SAFETY	PRIME Stockholm	SWEDEN	PRIME Stockholm
A10/005	00189	THE GUY WHO CUT EVERYTHING IN HALF	DEUTSCHER ANWALTVEREIN	LEGAL ADVICE (GERMAN BAR ASSOCIATION)	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
A10/006	00450	POCKET MONEY — EQUAL FUTURE	ANZ	ANZ BANK	TBWA MELBOURNE	AUSTRALIA	TBWA MELBOURNE
A10/014	00528	GAYNZ	ANZ	ANZ BANK	TBWA MELBOURNE	AUSTRALIA	TBWA MELBOURNE
A10/020	01102	BIRD HOUSE ALARM	GENERALI INSURANCE	INSURANCE	OGILVY MADRID	SPAIN	OGILVY MADRID

## Shortlist (PR Lions)

A10/023	00790	CLEVER KASH	ASB BANK	CLEVER KASH	SAATCHI & SAATCHI Auckland	NEW ZEALAND	SAATCHI & SAATCHI Auckland
A10/027	01272	NB ATM	BMO (BANK OF MONTREAL)	FINANCIAL SERVICES/NBA SPONSORSHIP	FCB Toronto	CANADA	FCB Toronto

## A12 (Commercial Public Services)

A12/003	00797	VODAFONE SMART JACKET	VODAFONE	MOBILE TECHNOLOGY	DDB & TRIBAL WORLDWIDE AMSTERDAM	THE NETHERLANDS	DDB & TRIBAL WORLDWIDE AMSTERDAM
A12/014	01847	#MYFUTUREISMI NETOSAVE	FAR EASTONE TELECOMMUNICATI ONS	TELECOMMUNICAT ION COMPANY	OGILVY & MATHER Taipei	CHINESE TAIPEI	OGILVY & MATHER Taipei
A12/015	01417	PLANT LAMP	UNIVERSITY OF ENGINEERING AND TECHNOLOGY	ADMISSION 2016	FCB MAYO Lima	PERU	FCB MAYO Lima
A12/017	01351	THIS WAS LOUISE'S PHONE	VOO	VOO	AIR Brussels	BELGIUM	AIR Brussels
A12/019	01584	PAPER GLASSES	SAVE THE CHILDREN AND SANTILLANA	CHILDREN EDUCATION	GREY MEXICO Mexico City	MEXICO	GREY MEXICO Mexico City

## A13 (Public Sector)

A13/011	01164	BERNIE SPEED TEST	ARCUB FOR BUCHAREST2021	BUCHAREST2021 - EUROPEAN CAPITAL OF CULTURE CANDIDATE	PUBLICIS ROMANIA Bucharest	ROMANIA	PUBLICIS ROMANIA Bucharest
A13/013	00393	CHANGE4LIFE SUGAR SMART CAMPAIGN	PUBLIC HEALTH ENGLAND	SUGAR SMART APP	FREUDS London	UNITED KINGDOM	FREUDS London
A13/016	01992	LET US BULLY YOU - IN VIRTUAL REALITY.	UR	PRODUCT	McCANN STOCKHOLM Stockholm	SWEDEN	McCANN STOCKHOLM Stockholm
A13/029	00964	PREDIABETES	AD COUNCIL	DIABETES PREVENTION	OGILVY & MATHER New York	USA	OGILVY & MATHER New York
A13/030	01447	THE BULLETPEN	MINISTRY OF NATIONAL EDUCATION COLOMBIA	MINISTRY OF NATIONAL EDUCATION	McCANN COLOMBIA Bogotá	COLOMBIA	McCANN COLOMBIA Bogotá
A13/035	02094	REWORD	HEADSPACE	REWORD WEB APPLICATON	LEO BURNETT MELBOURNE	AUSTRALIA	LEO BURNETT MELBOURNE

## A14 (Charity & not for Profit)

A14/002	00326	#COVERTHEATH LETE	COVERTHEATHLET E.COM	#COVERTHEATHLE TE	JOHN ST. Toronto	CANADA	JOHN ST. Toronto
A14/003	00049	THE UNCONVENTION AL OVEN	KIDSAFE	PUBLIC SERVICE ANNOUNCEMENT	DDB GROUP MELBOURNE	AUSTRALIA	DDB GROUP MELBOURNE
A14/006	00150	WAITING LINES	RE-BORN TO BE ALIVE	ORGAN DONATION	DUVAL GUILLAUME Antwerp	BELGIUM	DUVAL GUILLAUME Antwerp
A14/010	00396	FIRST PHOTO LAST PHOTO	JOY OF LIFE	JOY OF LIFE	GREY GROUP HONG KONG	HONG KONG	GREY GROUP HONG KONG / GREY GROUP Shanghai
A14/022	00943	CHANGE PLEASE	CHANGE PLEASE AND THE BIG ISSUE	CHANGE PLEASE	FCB INFERNO London	UNITED KINGDOM	FCB INFERNO London
A14/030	00955	A KIDNEY ON EBAY	FRANCE ADOT	ORGAN DONATION ASSOCIATION	FCB PARIS Paris	FRANCE	FCB PARIS Paris
A14/038	01627	AMNESTY INTERNATIONAL UNBLOCKER	AMNESTY INTERNATIONAL	WORLD DAY AGAINST CYBER CENSORSHIP	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
A14/048	02009	#JOINTHEHERD	WILDAID	WILDLIFE CONSERVATION	GREY LONDON	UNITED KINGDOM	GREY LONDON

## Shortlist (PR Lions)

A14/052	00480	DONAIL	WWF JAPAN	WWF JAPAN	ADK Tokyo	JAPAN	ADK Tokyo
A14/054	00665	LEGALLY BRIDE	KAFA	WOMEN'S RIGHTS NGO	LEO BURNETT BEIRUT	LEBANON	LEO BURNETT BEIRUT
A14/063	01538	THE GOOD NOTE	BOU KHALIL SUPERMARCHÉ	THE GOOD NOTE	J. WALTER THOMPSON BEIRUT	LEBANON	J. WALTER THOMPSON BEIRUT
A14/102	01376	#H2OFILTER	UNICEF	FUND	PUBLICIS CONSEIL Paris	FRANCE	PUBLICIS CONSEIL Paris
A14/103	00750	A JEWEL FOR A REFUGEE	NORWEGIAN ORGANIZATION FOR ASYLUM SEEKERS (NOAS) / NORSK ORGANISASJON FOR ASYLSØ	REFUGEES	GOOD MORNING Oslo	NORWAY	GOOD MORNING Oslo
A14/106	01070	THE LAST WORD	WWF HONG KONG	SAVING THE AFRICAN ELEPHANT	GEOMETRY GLOBAL Hong Kong	HONG KONG	GEOMETRY GLOBAL Hong Kong
A14/115	02087	BEAUTY TIPS BY RESHMA	MAKE LOVE NOT SCARS	ACID ATTACK	OGILVY & MATHER MUMBAI	INDIA	OGILVY & MATHER MUMBAI
A14/124	01952	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
A14/148	01915	MANBOOBS	MACMA	BREAST CANCER AWARENESS	DAVID Buenos Aires	ARGENTINA	DAVID Buenos Aires

## B01 (Corporate Communication & Reputation Management)

B01/001	00192	THE GENDER-FREE CHRISTMAS CATALOG	SYSTÈME U	RETAIL	TBWAIPARIS	FRANCE	TBWAIPARIS
B01/013	00874	KNOCK KNOCK CATS PROJECT	NISSAN MOTOR CO.	COMPANY INITIATIVE	TBWA\HAKUHODO Tokyo	JAPAN	TBWA\HAKUHODO Tokyo
B01/018	01440	EYE AM UNIQUE	LENSCRAFTERS	LENSCRAFTERS	MARCEL Paris	FRANCE	MARCEL Paris
B01/022	01580	THE REAL TRIX RABBIT	GENERAL MILLS	TRIX	McCANN NEW YORK New York	USA	McCANN NEW YORK New York
B01/028	01870	BREATHLESS CHOIR	PHILIPS	SIMPLYGO MINI	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER LONDON
B01/032	01968	SUPER BOWL BABIES CHOIR	NATIONAL FOOTBALL LEAGUE	SUPER BOWL 50	GREY NEW YORK	USA	GREY NEW YORK
B01/046	02024	THE PAYBACK DINNER	RECLAME AQUI	RECLAME AQUI	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo
B01/061	10183	VALENTINE'S GAY	O BOTICÁRIO	O BOTICÁRIO	ALMAPBDO São Paulo	BRAZIL	ALMAPBDO São Paulo

## B02 (Public Affairs & Lobbying)

B02/013	01013	WIN A BREAST RECONSTRUCTION	BENETIET	BENETIET	LDV UNITED Antwerp	BELGIUM	LDV UNITED Antwerp
B02/017	00610	FIRST PRESIDENTIAL DEBATE	ARGENTINA DEBATE	FIRST PRESIDENTIAL DEBATE	MUCHNIK Buenos Aires	ARGENTINA	BBDO ARGENTINA Buenos Aires
B02/018	02116	GAY TURTLE	AMNESTY INTERNATIONAL TURKEY	NON-GOVERNMENTAL ORGANISATION	TBWA\ISTANBUL	TURKEY	TBWA\ISTANBUL
B02/037	01058	#THEREAL10	AAUW	AAUW	RETHINK Toronto	CANADA	RETHINK Toronto / WONGDOODY Los Angeles
B02/039	00815	DIGGERS AGAINST INJUSTICE	EL FARO	ELFARO.NET DIGITAL NEWSPAPER	PUBLICIDAD COMERCIAL LOWE EL SALVADOR Antiguo Cuscatlán	EL SALVADOR	PUBLICIDAD COMERCIAL LOWE EL SALVADOR Antiguo Cuscatlán

## Shortlist (PR Lions)

B02/040	01088	I'M NOT ASKING TO BE A FIREFIGHTER	FOUNDATION INTEGRATION	RECRUITMENT SERVICE FOR PEOPLE WITH DISABILITIES	WALK Warsaw	POLAND	WALK Warsaw
---------	-------	------------------------------------	------------------------	--	-------------	--------	-------------

### B03 (Crisis Communications & Issue Management)

B03/004	01692	MA PLACE EST DANS LA SALLE	PRODISS	ENTERTAINMENT	FRED & FARID PARIS	FRANCE	FRED & FARID PARIS
B03/005	01469	DAUGHTERS OF MOTHER INDIA	RESPONSIBLE FILMS	DOCUMENTARY FILM	WEBER SHANDWICK Mumbai	INDIA	WEBER SHANDWICK Mumbai / RESPONSIBLE FILMS Mumbai
B03/008	01354	#WHOISTHEKING	BURGER KING FRANCE	FOOD	BUZZMAN Paris	FRANCE	BUZZMAN Paris
B03/011	01198	THE BLACKOUT BUS	BRUSSELS AIRLINES	AIRLINE SERVICES	TBWA/BELGIUM Brussels	BELGIUM	TBWA/BELGIUM Brussels
B03/018	01193	THE BEST MILK CANNOT BE BOUGHT	ALMARAI	CORPORATE COMMUNICATION	LEO BURNETT Riyadh	SAUDI ARABIA	LEO BURNETT Riyadh

### B04 (Business Citizenship / Corporate Responsibility)

B04/002	00225	ALIVE MEMORY	GOOGLE RUSSIA	COMMUNICATION CAMPAIGN	KETCHUM MASLOV Moscow	RUSSIA	FRIENDS Moscow
B04/004	00167	DON'T DRINK AND DIVE	TRYGG-HANSA	WATER SAFETY	PRIME Stockholm	SWEDEN	PRIME Stockholm
B04/008	00451	POCKET MONEY — EQUAL FUTURE	ANZ	ANZ BANK	TBWA MELBOURNE	AUSTRALIA	TBWA MELBOURNE
B04/015	01348	MARRIAGE MARKET TAKEOVER	SK-II	SKINCARE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg
B04/034	02134	TOUCHABLE INK	THAI SAMSUNG ELECTRONICS / THAI ASSOCIATION OF THE BLIND	TOUCHABLE INK	J. WALTER THOMPSON BANGKOK	THAILAND	J. WALTER THOMPSON BANGKOK
B04/036	00746	END THE SILENCE	LA SIRENA	LA SIRENA	PAGÉS BBDO Santo Domingo	DOMINICAN REPUBLIC	PAGES BBDO Santo Domingo
B04/050	02141	STRIKING LESSONS	BRISA HIGHWAY COMPANY	INSTITUTIONAL	LEO BURNETT LISBOA	PORTUGAL	LEO BURNETT LISBOA
B04/051	02017	LET GIRLS BE GIRLS	PROCTER & GAMBLE	COVERGIRL	GREY ARGENTINA Buenos Aires	ARGENTINA	GREY ARGENTINA Buenos Aires / GREY MELBOURNE
B04/052	01789	MCWHOPPER	BURGER KING	MCWHOPPER	Y&R NZ Auckland	NEW ZEALAND	Y&R NZ Auckland / Y&R MEDIA NZ Auckland / DAVID Miami
B04/071	01525	IT CAN WAIT	AT&T	AT&T	BBDO New York	USA	BBDO New York
B04/073	01500	PUP SYNDROME	PEDIGREE	SOCIAL AWARENESS MESSAGE	BBDO RUSSIA GROUP Moscow	RUSSIA	BBDO RUSSIA GROUP Moscow

### B05 (Business Citizenship / Environmental)

B05/002	00122	THE ORGANIC EFFECT	COOP	RETAIL STORES	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg
B05/008	01841	VULTURES WARN	USAID PERU	USAID PERU	FCB MAYO Lima	PERU	FCB MAYO Lima
B05/028	02172	EDIBLE SIX PACK RINGS	SALTWATER BREWERY	SALTWATER BREWERY	WE BELIEVERS New York	USA	WE BELIEVERS New York

### B06 (Internal Communications & Employee Engagement)

B06/008	01392	GRILLED DOGS: THE WHOPPER OF HOT DOGS	BURGER KING CORPORATION	GRILLED DOGS	CODE AND THEORY New York	USA	CODE AND THEORY New York
---------	-------	---------------------------------------	-------------------------	--------------	--------------------------	-----	--------------------------

## Shortlist (PR Lions)

B06/012	01217	MERRY LITTLE CARS	FORD	FORD	BLUE HIVE London	UNITED KINGDOM	BLUE HIVE London
B06/014	01311	ALMIRALL	ALMIRALL	PHARMA	SHACKLETON Madrid	SPAIN	SHACKLETON Madrid

## B07 (Media Relations)

B07/004	00291	MISSING TYPE	NHS BLOOD AND TRANSPLANT	NATIONAL BLOOD WEEK	ENGINE London	UNITED KINGDOM	ENGINE London
B07/014	01640	REMEMBER. CORRECTING MEMORY ERRORS.	AUSCHWITZ-BIRKENAU MEMORIAL AND MUSEUM	AUSCHWITZ-BIRKENAU MEMORIAL AND MUSEUM	FCB WARSAW Warsaw	POLAND	FCB WARSAW Warsaw
B07/019	01871	BREATHLESS CHOIR	PHILIPS	SIMPLYGO MINI	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER LONDON
B07/031	01186	SAVING AFRICA'S LAST WILD RHINOS, BY POISONING THEM.	RHINO RESCUE PROJECT	WILDLIFE CONSERVATION	OGILVY & MATHER VIETNAM Ho Chi Minh City	VIETNAM	OGILVY & MATHER VIETNAM Ho Chi Minh City / RHINO RESCUE PROJECT Gauteng
B07/035	01905	UNDER ARMOUR PHELPS	UNDER ARMOUR	UNDER ARMOUR	DROGA5 New York	USA	DROGA5 New York
B07/053	00852	REI #OPTOUTSIDE	REI	#OPTOUTSIDE	EDELMAN Seattle	USA	VENABLES BELL & PARTNERS San Francisco / REI Kent

## B08 (Events & Stunts)

B08/001	00156	UNFORGOTTEN SOLDIERS	SKY TELEVISION NEW ZEALAND	HISTORY CHANNEL	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland
B08/004	00051	THE UNCONVENTIONAL OVEN	KIDSAFE	PUBLIC SERVICE ANNOUNCEMENT	DDB GROUP MELBOURNE	AUSTRALIA	DDB GROUP MELBOURNE
B08/010	00397	FIRST PHOTO LAST PHOTO	JOY OF LIFE	JOY OF LIFE	GREY GROUP HONG KONG	HONG KONG	GREY GROUP HONG KONG / GREY GROUP Shanghai
B08/017	00740	THE REVERSED TRAILER	HARALD A. MØLLER/ VOLKSWAGEN NORWAY	VOLKSWAGEN TRAILER ASSIST	TRY Oslo	NORWAY	TRY Oslo
B08/018	00850	COMING SOON	RAISING THE ROOF	RAISING THE ROOF	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO
B08/038	00945	VAN GOGH BNB	ART INSTITUTE OF CHICAGO	VAN GOGH "BEDROOMS" EXHIBIT	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO
B08/058	01944	UNKNOWNNS	CANON U.S.A	CANON EOS REBEL T6I	GREY NEW YORK	USA	GREY NEW YORK
B08/061	01941	THE FIELD TRIP TO MARS	LOCKHEED MARTIN	GENERATION BEYOND	McCANN NEW YORK New York	USA	McCANN NEW YORK New York
B08/063	01564	THE DILEMMA	HEINEKEN	HEINEKEN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan
B08/068	00666	LEGALLY BRIDE	KAFA	WOMEN'S RIGHTS NGO	LEO BURNETT BEIRUT	LEBANON	LEO BURNETT BEIRUT
B08/073	00471	SURGEON TRYOUTS	KURASHIKI CENTRAL HOSPITAL	RECRUITMENT	TBWAHAKUHODO Tokyo	JAPAN	TBWAHAKUHODO Tokyo / HAKUHODO Tokyo
B08/082	00627	SL BENFICA SAFETY DEMONSTRATION	SL BENFICA, EMIRATES	SL BENFICA SPONSORSHIP	O ESCRITORIO Estoril	PORTUGAL	O ESCRITORIO Estoril
B08/088	00599	#BEFEARLESS	SAMSUNG ELECTRONICS	SAMSUNG ELECTRONICS	CHEIL WORLDWIDE Seoul	SOUTH KOREA	CHEIL WORLDWIDE Seoul / CHEIL GERMANY Schwalbach / CHEIL WORLDWIDE Dubai
B08/090	01723	THE LOST CHILDREN	SHANTI HOUSE	THESE WHO LIVING IN THE STREET	ACW GREY TEL AVIV	ISRAEL	ACW GREY TEL AVIV
B08/101	01575	DACIA FAMILY PROJECT	RENAULT ITALIA	AUTOMOTIVE	MSLGROUP-PUBLICIS CONSULTANTS ITALIA Milan	ITALY	PUBLICIS ITALY Milan

## Shortlist (PR Lions)

B08/105	01899	EXCHANGE PROGRAMS	UNICEF - UNITED NATIONS CHILDREN'S FUND	CORPORATE IMAGE	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo
B08/106	01808	NIVEA DOLL	BDF NIVEA BRASIL	SUNBLOCK	FCB BRASIL São Paulo	BRAZIL	FCB BRASIL São Paulo
B08/111	02142	STRIKING LESSONS	BRISA HIGHWAY COMPANY	INSTITUTIONAL	LEO BURNETT LISBOA	PORTUGAL	LEO BURNETT LISBOA

## B09 (Live Shows / Concerts / Festivals)

B09/009	01264	ANALOG	AMERICAN GREETINGS	AMERICAN GREETINGS	MULLENLOWE Boston	USA	MULLENLOWE Boston
B09/019	00628	SL BENFICA SAFETY DEMONSTRATION	SL BENFICA, EMIRATES	SL BENFICA SPONSORSHIP	O ESCRITORIO Estoril	PORTUGAL	O ESCRITORIO Estoril
B09/025	02039	PAY WITH BLOOD	UNTOLD FESTIVAL AND NATIONAL INSTITUTE FOR BLOOD DONATIONS	EVENTS	McCANN WORLDGROUP ROMANIA Bucharest	ROMANIA	McCANN WORLDGROUP ROMANIA Bucharest

## B10 (Celebrity Endorsement)

B10/011	00213	BVG - IS' MIR EGAL	BERLINER VERKEHRSBETRIEB E (BVG)	IMAGEFILM	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg
B10/024	01141	THE LAST MASK	NATALIA PONCE DE LEON FOUNDATION	NATALIA PONCE DE LEON FOUNDATION	J. WALTER THOMPSON COLOMBIA Bogotá	COLOMBIA	J. WALTER THOMPSON COLOMBIA Bogotá
B10/027	01873	#LEBIGSWIM	HEINEKEN	KRONENBOURG 1664	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER LONDON
B10/029	00747	END THE SILENCE	LA SIRENA	LA SIRENA	PAGÉS BBDO Santo Domingo	DOMINICAN REPUBLIC	PAGÉS BBDO Santo Domingo
B10/035	01973	#DADDO	PANTENE	PANTENE HAIR CARE	GREY NEW YORK	USA	GREY NEW YORK
B10/040	02040	BRAVE CUT	FUNDATIA RENASTEREA	HEALTH	McCANN WORLDGROUP ROMANIA Bucharest	ROMANIA	McCANN WORLDGROUP ROMANIA Bucharest

## B11 (Sponsorship & Partnership)

B11/015	01565	THE DILEMMA	HEINEKEN	HEINEKEN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan
B11/018	00468	SWITCHING SADDLES - VICTORIA PENDLETON	BETFAIR	BETFAIR BETTING EXCHANGE	PITCH London	UNITED KINGDOM	PITCH London
B11/026	02136	TOUCHABLE INK	THAI SAMSUNG ELECTRONICS / THAI ASSOCIATION OF THE BLIND	TOUCHABLE INK	J. WALTER THOMPSON BANGKOK	THAILAND	J. WALTER THOMPSON BANGKOK
B11/037	01688	BREAST MILK	BREAST CANCER CURE	BREAST MILK	Y&R NZ Auckland	NEW ZEALAND	Y&R NZ Auckland
B11/057	01588	PAPER GLASSES	SAVE THE CHILDREN AND SANTILLANA	CHILDREN EDUCATION	GREY MEXICO Mexico City	MEXICO	GREY MEXICO Mexico City
B11/061	00678	KRYLON SPRAY PAINT PRESENTS THE "WORLD'S LONGEST YARD SALE" CAMPAIGN	KRYLON	KRYLON SPRAY PAINT	DEVRIES GLOBAL New York City	USA	DEVRIES GLOBAL New York City

## B12 (Launch / Re-launch)

B12/001	00100	LITERARY CRITIC REVIEWS IKEA CATALOGUE	IKEA SCHWEIZ	FURNITURE	WIRZ BBDO SWITZERLAND Zürich	SWITZERLAND	WIRZ BBDO SWITZERLAND Zürich
---------	-------	--	--------------	-----------	------------------------------	-------------	------------------------------

## Shortlist (PR Lions)

B12/025	00681	100% REAL VIRTUAL REALITY	NATAKHTARI BREWERY (EFES GEORGIA)	OLD IRISH	LEAVINGSTONE Tbilisi	REPUBLIC OF GEORGIA	LEAVINGSTONE Tbilisi
B12/033	01416	SUGAR DETOX	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	MARCEL Paris
B12/036	01393	GRILLED DOGS: THE WHOPPER OF HOT DOGS	BURGER KING CORPORATION	GRILLED DOGS	CODE AND THEORY New York	USA	CODE AND THEORY New York
B12/063	02173	EDIBLE SIX PACK RINGS	SALTWATER BREWERY	SALTWATER BREWERY	WE BELIEVERS New York	USA	WE BELIEVERS New York

## B13 (Brand Voice & Strategic Storytelling)

B13/001	00195	THE GENDER-FREE CHRISTMAS CATALOG	SYSTÈME U	RETAIL	TBWAIPARIS	FRANCE	TBWAIPARIS
B13/004	00301	BEAUTY - SKIN DEEP	UNILEVER	VASELINE	IN PRESS PORTER NOVELLI São Paulo	BRAZIL	IN PRESS PORTER NOVELLI São Paulo
B13/019	01096	PRIDE IN DIVERSITY	DAVID JONES	RETAIL/FASHION	TBWAISYDNEY	AUSTRALIA	TBWAISYDNEY / MAUD Surry Hills
B13/020	01095	IT'S IN YOU	DAVID JONES	RETAIL/FASHION	TBWAISYDNEY	AUSTRALIA	TBWAISYDNEY / MAUD Surry Hills
B13/022	01731	THE SWEDISH NUMBER	SWEDISH TOURIST ASSOCIATION	TOURISM	INGO Stockholm	SWEDEN	INGO Stockholm
B13/026	01796	ADVICE WIPES	TOMMEE TIPPEE	TOMMEE TIPPEE ADVICE WIPES	McCANN NEW YORK New York	USA	
B13/028	01573	DONATE YOUR SIGNATURE	UNESCO JAPAN	UNWRITABLE RECEIPT	BEACON/LEO BURNETT Tokyo	JAPAN	BEACON/LEO BURNETT Tokyo
B13/048	01215	HAPPY TEARS	SCA	TEMPO	PROXIMITY ITALIA Milan	ITALY	PROXIMITY ITALIA Milan

## B14 (Content-led Engagement & Marketing)

B14/002	00124	THE ORGANIC EFFECT	COOP	RETAIL STORES	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg
B14/004	00168	DON'T DRINK AND DIVE	TRYGG-HANSA	WATER SAFETY	PRIME Stockholm	SWEDEN	PRIME Stockholm
B14/006	00537	KEYS OF HOPE	DEUTSCHER CARITASVERBAND / CARITAS INTERNATIONAL	WORLDWIDE HELP FOR PEOPLE ON THE RUN	BBDO GROUP GERMANY Dusseldorf	GERMANY	BBDO GROUP GERMANY Dusseldorf
B14/008	00452	POCKET MONEY — EQUAL FUTURE	ANZ	ANZ BANK	TBWA MELBOURNE	AUSTRALIA	TBWA MELBOURNE
B14/023	01863	SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	McCANN LONDON
B14/025	01902	THE MINDCHANGER WORKOUT	RIO 2016	PARALYMPIC GAMES	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo
B14/026	01566	THE DILEMMA	HEINEKEN	HEINEKEN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan
B14/036	01303	EVERY DAY A PLAY	KATONA JOZSEF THEATER	KATONA JOZSEF THEATER	Y&R BUDAPEST	HUNGARY	Y&R BUDAPEST
B14/074	01918	MANBOOBS	MACMA	BREAST CANCER AWARENESS	DAVID Buenos Aires	ARGENTINA	DAVID Buenos Aires

## C01 (Use of Web Platforms & Apps)

C01/003	00089	SLOW DOWN GPS	IF INSURANCE	INSURANCE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg
C01/008	00169	THE HOUSE OF CLICKS	HEMNET	COMMERCIAL RESIDENCE	PRIME Stockholm	SWEDEN	PRIME Stockholm
C01/016	00873	OPEN ROAD PROJECT	TOYOTA	TOYOTA I-ROAD	DENTSU INC Tokyo	JAPAN	DENTSU INC Tokyo



## Shortlist (PR Lions)

C01/022	01641	REMEMBER. CORRECTING MEMORY ERRORS.	AUSCHWITZ-BIRKENAU MEMORIAL AND MUSEUM	AUSCHWITZ-BIRKENAU MEMORIAL AND MUSEUM	FCB WARSAW Warsaw	POLAND	FCB WARSAW Warsaw
C01/027	01428	ZERO MINUTES OF FAME	THE BRADY CAMPAIGN	THE BRADY CAMPAIGN	OGILVY & MATHER Chicago	USA	OGILVY & MATHER Chicago
C01/033	01316	SAFE & SOUND MUSIC PLAYER	LMG INSURANCE PUBLIC COMPANY	ROAD SAFETY AWARENESS CAMPAIGN	BBDO BANGKOK	THAILAND	BBDO BANGKOK
C01/045	01653	THE END OF SOCIETY SIMULATOR	UBISOFT	UBISOFT	BETC Paris	FRANCE	BETC Paris
C01/046	01961	RECLAIMING HISTORY	UNESCO	DIGITAL MUSEUM	OGILVY & MATHER New York	USA	OGILVY & MATHER New York

## C02 (Social Community Building / Management)

C02/001	00125	THE ORGANIC EFFECT	COOP	RETAIL STORES	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg
C02/018	01958	LADYBALLS	OVARIAN CANCER CANADA	PUBLIC AWARENESS - OVARIAN CANCER	GREY CANADA Toronto	CANADA	GREY CANADA Toronto
C02/019	02011	#JOINTHEHERD	WILDAID	WILDLIFE CONSERVATION	GREY LONDON	UNITED KINGDOM	GREY LONDON
C02/027	02118	GAY TURTLE	AMNESTY INTERNATIONAL TURKEY	NON-GOVERNMENTAL ORGANISATION	TBWAISTANBUL	TURKEY	TBWAISTANBUL
C02/044	01919	MANBOOBS	MACMA	BREAST CANCER AWARENESS	DAVID Buenos Aires	ARGENTINA	DAVID Buenos Aires
C02/047	00853	REI #OPTOUTSIDE	REI	#OPTOUTSIDE	EDELMAN Seattle	USA	VENABLES BELL & PARTNERS San Francisco / REI Kent

## C03 (Audience Targeting / Engagement Strategies)

C03/014	00143	DONATE THE HATE - THE INVOLUNTARY ONLINE DONATION	ZDK - GESELLSCHAFT DEMOKRATISCHE KULTUR GGMBH	EXIT DEUTSCHLAND	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg
C03/030	10205	THE MINDCHANGER WORKOUT	RIO 2016	PARALYMPIC GAMES	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo

## C04 (Influencer Communication & Social Amplification)

C04/017	01097	IT'S IN YOU	DAVID JONES	RETAIL/FASHION	TBWAISYDNEY	AUSTRALIA	TBWAISYDNEY / MAUD Surry Hills
C04/018	01349	MARRIAGE MARKET TAKEOVER	SK-II	SKINCARE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg
C04/028	01142	THE LAST MASK	NATALIA PONCE DE LEON FOUNDATION	NATALIA PONCE DE LEON FOUNDATION	J. WALTER THOMPSON COLOMBIA Bogotá	COLOMBIA	J. WALTER THOMPSON COLOMBIA Bogotá
C04/037	00657	MESSAGE FROM BARRACK	ACTION AGAINST HUNGER	CHARITY	TBWAIPARIS	FRANCE	TBWAIPARIS
C04/048	01130	MY TWITTER PASSWORD IS 060114	INSTITUTO DE LA MEMORIA & APEAD	INSTITUTO DE LA MEMORIA & APEAD	McCANN LIMA	PERU	McCANN LIMA
C04/058	00216	DEUTSCHES KINDERHILFSWE RK - "THE NAME CHANGER"	DEUTSCHES KINDERHILFSWERK	CHARITY EVENT	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg

## C05 (Response / Real-time Activity)

## Shortlist (PR Lions)

C05/002	00220	#ALLTREESAREBEAUTIFUL	REESE'S	REESE'S PEANUT BUTTER CUPS	ARNOLD WORLDWIDE New York	USA	ARNOLD WORLDWIDE New York / HAVAS WORLDWIDE NEW YORK
C05/010	01027	THE SECOND SCOREBOARD	TELETICA, INAMU, FEDEFUTBOL	DOMESTIC VIOLENCE	J. WALTER THOMPSON COSTA RICA San José	COSTA RICA	J. WALTER THOMPSON COSTA RICA San José
C05/017	01165	BERNIE SPEED TEST	ARCUB FOR BUCHAREST2021	BUCHAREST2021 - EUROPEAN CAPITAL OF CULTURE CANDIDATE	PUBLICIS ROMANIA Bucharest	ROMANIA	PUBLICIS ROMANIA Bucharest
C05/023	01014	WIN A BREAST RECONSTRUCTION	BENETIET	BENETIET	LDV UNITED Antwerp	BELGIUM	LDV UNITED Antwerp
C05/029	01519	NO BORDERS	AIRBNB	AIRBNB	TBWA\CHIAT\DAY Los Angeles	USA	TBWA\CHIAT\DAY Los Angeles
C05/041	01356	#WHOISTHEKING	BURGER KING FRANCE	FOOD	BUZZMAN Paris	FRANCE	BUZZMAN Paris
C05/043	02012	THE IVORY BURN	WILDAID	WILDLIFE CONSERVATION	GREY LONDON	UNITED KINGDOM	GREY LONDON
C05/068	00136	HOW CHARITIES BECAME DONORS	FREE A GIRL	CHARITY	TBWA\NEBOKO Amsterdam	THE NETHERLANDS	TBWA\NEBOKO Amsterdam

## C06 (Co-Creation & User Generated Content )

C06/007	00170	THE HOUSE OF CLICKS	HEMNET	COMMERCIAL RESIDENCE	PRIME Stockholm	SWEDEN	PRIME Stockholm
C06/028	01582	THE REAL TRIX RABBIT	GENERAL MILLS	TRIX	McCANN NEW YORK New York	USA	McCANN NEW YORK New York
C06/050	01790	MCWHOPPER	BURGER KING	MCWHOPPER	Y&R NZ Auckland	NEW ZEALAND	Y&R NZ Auckland / Y&R MEDIA NZ Auckland / DAVID Miami
C06/054	01732	THE SWEDISH NUMBER	SWEDISH TOURIST ASSOCIATION	TOURISM	INGO Stockholm	SWEDEN	INGO Stockholm

## C07 (Innovative Use of Social Media )

C07/007	00292	MISSING TYPE	NHS BLOOD AND TRANSPLANT	NATIONAL BLOOD WEEK	ENGINE London	UNITED KINGDOM	ENGINE London
C07/010	00821	HACK IN BLACK	ACTIVSION	CALL OF DUTY : BLACK OPS 3	EDELMAN Los Angeles	USA	EDELMAN Los Angeles
C07/012	01028	THE SECOND SCOREBOARD	TELETICA, INAMU, FEDEFUTBOL	DOMESTIC VIOLENCE	J. WALTER THOMPSON COSTA RICA San José	COSTA RICA	J. WALTER THOMPSON COSTA RICA San José
C07/017	00946	VAN GOGH BNB	ART INSTITUTE OF CHICAGO	VAN GOGH "BEDROOMS" EXHIBIT	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO
C07/044	00779	THE FIRST EVER PINTEREST YARD SALE	SHERWIN WILLIAMS	KRYLON	DEUTSCH New York	USA	DEUTSCH New York
C07/050	01920	MANBOOBS	MACMA	BREAST CANCER AWARENESS	DAVID Buenos Aires	ARGENTINA	DAVID Buenos Aires

## C08 (Use of New Technology)

C08/013	01942	THE FIELD TRIP TO MARS	LOCKHEED MARTIN	GENERATION BEYOND	McCANN NEW YORK New York	USA	McCANN NEW YORK New York
C08/022	02086	AMATEUR REPLAY	ALLIANZ	INSURANCE	OGILVY & MATHER SINGAPORE	SINGAPORE	OGILVY & MATHER SINGAPORE
C08/027	00791	CLEVER KASH	ASB BANK	CLEVER KASH	SAATCHI & SAATCHI Auckland	NEW ZEALAND	SAATCHI & SAATCHI Auckland
C08/031	01717	HAPPY GOGGLES	McDONALD'S	HAPPY MEAL BOX	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM

## D01 (Research, Data Analytics & Insight Generation)

## Shortlist (PR Lions)

D01/004	00171	THE HOUSE OF CLICKS	HEMNET	COMMERCIAL RESIDENCE	PRIME Stockholm	SWEDEN	PRIME Stockholm
D01/016	02049	MIRRORS OF RACISM	NGO CRIOLA	NGO	W3HAUS São Paulo	BRAZIL	W3HAUS São Paulo

## D02 (PR Excellence in Effectiveness)

D02/002	01630	BREWTROLEUM	HEINEKEN NEW ZEALAND	DB EXPORT	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
D02/003	00804	BRING BACK THE BEES	GENERAL MILLS CANADA	HONEY NUT CHEERIOS	COSSETTE Toronto	CANADA	COSSETTE Toronto / GENERAL MILLS CANADA Mississauga
D02/004	01520	NO BORDERS	AIRBNB	AIRBNB	TBWA/CHIAT/DAY Los Angeles	USA	TBWA/CHIAT/DAY Los Angeles
D02/016	02154	THE LIGHT BAG	SALAAM BAALAK TRUST	NGO	CHEIL WORLDWIDE Gurgaon	INDIA	CHEIL WORLDWIDE Gurgaon
D02/023	01791	MCWHOPPER	BURGER KING	MCWHOPPER	Y&R NZ Auckland	NEW ZEALAND	Y&R NZ Auckland / Y&R MEDIA NZ Auckland / DAVID Miami

## E01 (Multi-Markets Campaigns)

E01/001	01179	METSÄ WOOD PLAN B	METSÄ WOOD	METSÄ WOOD	HASAN & PARTNERS Helsinki	FINLAND	HASAN & PARTNERS Helsinki
E01/015	00639	THE GLOBAL GOALS CAMPAIGN	PROJECT EVERYONE	SUSTAINABLE DEVELOPMENT GOALS	FREUDS London	UNITED KINGDOM	FREUDS London
E01/017	01235	NETFLIX EVERYWHERE	NETFLIX	NETFLIX	MSLGROUP New York	USA	MSLGROUP New York

## E02 (Territory Marketing & Communication)

E02/006	00382	NOODLE CRADLE	KAGAWA PREFECTURE	IMMIGRATION PROMOTION	DENTSU INC Tokyo	JAPAN	DENTSU INC Tokyo
E02/009	01695	MA PLACE EST DANS LA SALLE	PRODISS	ENTERTAINMENT	FRED & FARID PARIS	FRANCE	FRED & FARID PARIS
E02/011	01726	CALL BRUSSELS	VISIT BRUSSELS	VISIT BRUSSELS	AIR Brussels	BELGIUM	AIR Brussels
E02/019	01600	CHOCÓ TO DANCE	JPGC FOUNDATION	SCHOLARSHIPS FUND	MULLENLOWE SSP3 Bogotá D.C.	COLOMBIA	MULLENLOWE SSP3 Bogotá D.C.
E02/035	01450	THE BULLETPEN	MINISTRY OF NATIONAL EDUCATION COLOMBIA	MINISTRY OF NATIONAL EDUCATION	McCANN COLOMBIA Bogotá	COLOMBIA	McCANN COLOMBIA Bogotá

## G01 (Integrated Campaign led by PR)

G01/007	00293	MISSING TYPE	NHS BLOOD AND TRANSPLANT	NATIONAL BLOOD WEEK	ENGINE London	UNITED KINGDOM	ENGINE London
G01/011	00715	HOUSE OF CARDS - FU 2016	NETFLIX	HOUSE OF CARDS	BBH NEW YORK	USA	BBH NEW YORK
G01/018	01696	MA PLACE EST DANS LA SALLE	PRODISS	ENTERTAINMENT	FRED & FARID PARIS	FRANCE	FRED & FARID PARIS
G01/019	00670	LEGALLY BRIDE	KAFA	WOMEN'S RIGHTS NGO	LEO BURNETT BEIRUT	LEBANON	LEO BURNETT BEIRUT
G01/028	01143	THE LAST MASK	NATALIA PONCE DE LEON FOUNDATION	NATALIA PONCE DE LEON FOUNDATION	J. WALTER THOMPSON COLOMBIA Bogotá	COLOMBIA	J. WALTER THOMPSON COLOMBIA Bogotá
G01/035	01577	DACIA FAMILY PROJECT	RENAULT ITALIA	AUTOMOTIVE	MSLGROUP-PUBLICIS CONSULTANTS ITALIA Milan	ITALY	PUBLICIS ITALIA Milan
G01/037	02006	FINDING LIGHT IN THE DARK	COCA-COLA MIDDLE EAST	COCA-COLA	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES	MEMAC OGILVY Dubai / FP7/DXB Dubai
G01/038	01932	GREENLIGHT A VET	WALMART	N/A	SAATCHI & SAATCHI New York	USA	SAATCHI & SAATCHI New York
G01/055	00661	#OPTOUTSIDE	REI	#OPTOUTSIDE	VENABLES BELL & PARTNERS San Francisco	USA	VENABLES BELL & PARTNERS San Francisco

## Shortlist (PR Lions)

### G02 (Costs / Creative Performance PR Campaign)

G02/004	00302	BEAUTY - SKIN DEEP	UNILEVER	VASELINE	IN PRESS PORTER NOVELLI São Paulo	BRAZIL	IN PRESS PORTER NOVELLI São Paulo
G02/005	01166	BERNIE SPEED TEST	ARCUB FOR BUCHAREST2021	BUCHAREST2021 - EUROPEAN CAPITAL OF CULTURE CANDIDATE	PUBLICIS ROMANIA Bucharest	ROMANIA	PUBLICIS ROMANIA Bucharest
G02/015	00947	VAN GOGH BNB	ART INSTITUTE OF CHICAGO	VAN GOGH "BEDROOMS" EXHIBIT	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO
G02/033	00635	DAD DANCING AT THORPE PARK ISLAND BEATS	THORPE PARK RESORT	THE 'ISLAND BEATS' MUSIC FESTIVAL	TAYLOR HERRING London	UNITED KINGDOM	TAYLOR HERRING London
G02/055	01057	PINEDO	NETFLIX	HOUSE OF CARDS	CIRCUS Mexico City	MEXICO	CIRCUS BA Buenos Aires
G02/070	02174	EDIBLE SIX PACK RINGS	SALTWATER BREWERY	SALTWATER BREWERY	WE BELIEVERS New York	USA	WE BELIEVERS New York

**Total Entries:** 239