

Shortlist (Promo & Activation Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency
A01 (Food & Drinks)							
A01/001	00070	BREWTROLEUM	HEINEKEN NEW ZEALAND	DB EXPORT	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
A01/016	00061	THE FAIREST NIGHT OF ALL	AB INBEV	ANDES BEER	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO SAATCHI & SAATCHI Buenos Aires
A01/018	00284	JOHNSONVILLE SAUSAGE NONNAS	JOHNSONVILLE	SAUSAGE	DROGA5 New York	USA	DROGA5 New York
A01/024	00504	CARLSBERG BEER BEAUTY	CARLSBERG	CARLSBERG BEER	CP+B SCANDINAVIA Copenhagen	DENMARK	CP+B SCANDINAVIA Copenhagen / CP+B SCANDINAVIA Gothenburg
A01/028	02501	UPSIDE DOWN CAN	ORANGINA	ORANGINA	BETC Paris	FRANCE	BETC Paris
A01/037	02865	SPARE CHAIR SUNDAY	PREMIER FOODS	BISTO BEST	McCANN LONDON	UNITED KINGDOM	McCANN LONDON
A01/045	00596	PURITY TEST	VALVIS HOLDING	AQUA CARPatica	COHNANDJANSEN J. WALTER THOMPSON Bucharest	ROMANIA	COHNANDJANSEN J. WALTER THOMPSON Bucharest
A01/063	01382	THE WORLD EXPIRATION DATE	GLOBAL EXPORT	AMERICAN GARDEN	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI
A01/068	01646	SIZZL	OSCAR MAYER	OSCAR MAYER BACON	360i New York	USA	360i New York
A01/071	03119	FINDING LIGHT IN THE DARK	COCA-COLA MIDDLE EAST	COCA-COLA	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES	MEMAC OGILVY Dubai / FP7/DXB Dubai
A01/082	02731	FRONT PAGE PACK	CIA ÇACIQUE DE CAFÉ SOLUVEL	CAFÉ PELÉ	LEW'LARA\TBWA São Paulo	BRAZIL	LEW'LARA\TBWA São Paulo
A01/093	00772	BEEBNB	TRUE FRUITS	TRUE FRUITS - SMOOTHIE SIXPACK	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin
A01/109	01634	EDIBLE SIX PACK RINGS	SALTWATER BREWERY	SALTWATER BREWERY	WE BELIEVERS New York	USA	WE BELIEVERS New York
A01/111	02571	NOT COMING SOON	REMY MARTIN	LOUIS XIII	FRED & FARID GROUP New York	USA	FRED & FARID GROUP New York
A01/117	02492	HUNT OR BE HUNTED	JAGERMEISTER	JAGERMEISTER	McCANN WORLDGROUP MADRID	SPAIN	McCANN WORLDGROUP Barcelona

A02 (Fast Moving Consumer Goods)

Shortlist (Promo & Activation Lions)

A02/009	02697	ADVICE WIPES	TOMMEE TIPPEE	TOMMEE TIPPEE ADVICE WIPES	McCANN NEW YORK New York	USA	
A02/027	03023	#DADDO	PANTENE	PANTENE HAIR CARE	GREY NEW YORK	USA	GREY NEW YORK
A02/028	02650	ONE-DROP BOTTLE	HENKEL	PRIL	TBWA\RAAD Dubai	UNITED ARAB EMIRATES	TBWA\RAAD Dubai
A02/052	02984	AVENGERS	GILLETTE	PROSHIELD	GREY NEW YORK	USA	GREY NEW YORK
A02/053	03024	GO ASK DAD	PROCTER & GAMBLE	GILLETTE RAZORS	GREY NEW YORK	USA	GREY NEW YORK

A03 (Durable Consumer Goods)

A03/019	02633	PUMA BEATBOT	PUMA	ATHLETIC WEAR	J. WALTER THOMPSON New York	USA	J. WALTER THOMPSON New York
A03/027	02741	THE BABY STROLLER TEST- RIDE BY CONTOURS	CONTOURS STROLLERS	BABY STROLLERS	FCB CHICAGO	USA	FCB CHICAGO
A03/046	00809	+ MET PROJECT	TANIZAWA SEISAKUSHO,	+ MET PROJECT (POT/LAMP)	J. WALTER THOMPSON JAPAN Tokyo	JAPAN	J. WALTER THOMPSON JAPAN Tokyo
A03/052	03013	MAKE YOU HAPPEN	PHILIPS NORELCO	PHILIPS NORELCO BRAND	OGILVY & MATHER New York	USA	OGILVY & MATHER New York
A03/053	02232	STRAIGHT OUTTA	BEATS BY DRE.	BEATS BY DRE.	R/GA HUSTLE Los Angeles	USA	R/GA HUSTLE Los Angeles

A04 (Cars & Automotive Products & Services)

A04/013	01042	THE REVERSED TRAILER	HARALD A. MØLLER/ VOLKSWAGEN NORWAY	VOLKSWAGEN TRAILER ASSIST	TRY Oslo	NORWAY	TRY Oslo
A04/019	00782	#SMARTEFFECT	MERCEDES-BENZ PORTUGAL	SMART FORTWO	BBDO PORTUGAL Lisbon	PORTUGAL	BBDO PORTUGAL Lisbon
A04/021	01537	THE NAKED UTE	VOLKSWAGEN AUSTRALIA	AMAROK	DDB Sydney	AUSTRALIA	DDB Sydney
A04/032	00674	INTELLIGENT PARKIG CHAIR	NISSAN MOTOR CO.	INTELLIGENT PARKING ASSIST	TBWA\HAKUHODO Tokyo	JAPAN	TBWA\HAKUHODO Tokyo / TYO INC Tokyo / BIRDMAN Tokyo
A04/041	02793	LANDCRUISER EMERGENCY NETWORK	TOYOTA MOTOR CORPORATION AUSTRALIA	LANDCRUISER	SAATCHI & SAATCHI Sydney	AUSTRALIA	SAATCHI & SAATCHI Sydney
A04/050	01672	AMAROK SOCIAL TEST DRIVE	VOLKSWAGEN SOUTH AFRICA	VOLKSWAGEN	OGILVY & MATHER CAPE TOWN	SOUTH AFRICA	OGILVY & MATHER CAPE TOWN

Shortlist (Promo & Activation Lions)

A04/056	02583	MISSION TO THE MOON	AUDI	AUDI	THJNK Hamburg	GERMANY	THJNK Hamburg
A04/059	02521	BAJAJ V	BAJAJ	BAJAJ AUTOMOBILES	LEO BURNETT INDIA Mumbai	INDIA	LEO BURNETT INDIA Mumbai
A04/062	03053	HIGHWAY ROBBERY	VOLVO CAR USA	2016 VOLVO XC90 T8	GREY NEW YORK	USA	GREY NEW YORK
A04/074	02165	SILVERADO "CAGES"	CHEVROLET	CHEVROLET SILVERADO-AUTOMOTIVE	COMMONWEALTH//McCANN Detroit	USA	COMMONWEALTH//McCANN Detroit

A05 (Retail, e-Commerce, Restaurants & Fast Food Chains)

A05/008	00140	THE ORGANIC EFFECT	COOP	RETAIL STORES	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg
A05/010	00647	#OPTOUTSIDE	REI	REI	VENABLES BELL & PARTNERS San Francisco	USA	VENABLES BELL & PARTNERS San Francisco
A05/044	02902	CARREFOUR BABY NIGHT	CARREFOUR	BABIES' PRODUCTS	SAATCHI & SAATCHI Milan	ITALY	
A05/047	02598	LE BON	LIDL	DISCOUNT FOOD	INGO Stockholm	SWEDEN	INGO Stockholm
A05/049	02895	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
A05/052	02942	DXP CAR	DOMINO'S	DOMINO'S PIZZA	CP+B Boulder	USA	CP+B Boulder
A05/063	02458	BACKYARD BURGER KING	BURGER KING NEW ZEALAND	WHOPPER	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
A05/075	02836	THE "ALL-YOU-CAN'T-EAT" DOGGY BAG	FOOD PASSION	BAR-B-Q PLAZA	GREYnJ UNITED Bangkok	THAILAND	GREYnJ UNITED Bangkok

A06 (Travel, Transport & Leisure)

A06/012	02600	THE SWEDISH NUMBER	SWEDISH TOURIST ASSOCIATION	TOURISM	INGO Stockholm	SWEDEN	INGO Stockholm
A06/015	01794	REACH ACROSS THE AISLE	JETBLUE	JETBLUE	MULLENLOWE Boston	USA	MULLENLOWE Boston
A06/027	01335	VAN GOGH BNB	ART INSTITUTE OF CHICAGO	VAN GOGH "BEDROOMS" EXHIBIT	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO

Shortlist (Promo & Activation Lions)

A06/045	03025	SUPER BOWL BABIES CHOIR	NATIONAL FOOTBALL LEAGUE	SUPER BOWL 50	GREY NEW YORK	USA	GREY NEW YORK
A06/072	01878	EVERY DAY A PLAY	KATONA JOZSEF THEATER	KATONA JOZSEF THEATER	Y&R BUDAPEST	HUNGARY	Y&R BUDAPEST

A07 (Media & Publications)

A07/002	00331	MTV VMA GREEN-SCREENS	MTV	2015 MTV VIDEO MUSIC AWARDS	MTV New York	USA	MTV New York
A07/003	02298	GRAMMYCAM	THE GRAMMYS	THE 58TH GRAMMY AWARDS	TBWA\CHIAT\DAY Los Angeles	USA	TBWA\CHIAT\DAY Los Angeles
A07/009	02908	ANTI-RIVAL VACCINE	BANDSPORTS	CORPORATE IMAGE	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo
A07/010	03080	HATTRICK	BEIN SPORTS	CHAMPIONS LEAGUE CHANNEL	TAPSA Y&R Madrid	SPAIN	TAPSA Y&R Madrid

A08 (Financial Products & Services)

A08/003	00087	SLOW DOWN GPS	IF INSURANCE	INSURANCE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg
A08/018	01720	SLEEP ON IT	CBC	FINANCIAL SERVICES	TBWA\BELGIUM Brussels	BELGIUM	TBWA\BELGIUM Brussels
A08/027	02261	38 YEARS LATER	TRIPLE S	TRIPLE S ADVANTAGE	J. WALTER THOMPSON PUERTO RICO San Juan	PUERTO RICO	J. WALTER THOMPSON PUERTO RICO San Juan
A08/029	02099	FAST FORWARD	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond
A08/039	01118	CLEVER KASH	ASB BANK	CLEVER KASH	SAATCHI & SAATCHI Auckland	NEW ZEALAND	SAATCHI & SAATCHI Auckland
A08/047	00756	GAYNZ	ANZ	ANZ BANK	TBWA MELBOURNE	AUSTRALIA	TBWA MELBOURNE
A08/048	00645	POCKET MONEY — EQUAL FUTURE	ANZ	ANZ BANK	TBWA MELBOURNE	AUSTRALIA	TBWA MELBOURNE

A10 (Commercial Public Services)

Shortlist (Promo & Activation Lions)

A10/007	01211	"THE MOST DANGEROUS TOWN ON THE INTERNET" ORIGINAL DOCUMENTARY SERIES	NORTON BY SYMANTEC	NORTON	GREY SAN FRANCISCO	USA	GREY SAN FRANCISCO
A10/015	03269	SEA HERO QUEST	DEUTSCHE TELEKOM	DEUTSCHE TELEKOM	SAATCHI & SAATCHI London	UNITED KINGDOM	SAATCHI & SAATCHI London
A10/016	01123	PIGEON AIR PATROL	PLUME LABS	PIGEON AIR PATROL	DIGITASLBI London	UNITED KINGDOM	DIGITASLBI London
A10/021	02861	WORDS TO WATCH	EASY WAY LANGUAGE CENTER	INSTITUTIONAL	LDC São Paulo	BRAZIL	LDC São Paulo
A10/025	02929	WHATSGERMAN	PLAN.NET GROUP	WHATSGERMAN	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich / PLAN.NET Munich

A11 (Corporate Image)

A11/001	00273	THE GENDER-FREE CHRISTMAS CATALOG	SYSTÈME U	RETAIL	TBWA\PARIS	FRANCE	TBWA\PARIS
A11/016	02981	THE FIELD TRIP TO MARS	LOCKHEED MARTIN	GENERATION BEYOND	McCANN NEW YORK New York	USA	McCANN NEW YORK New York
A11/031	02970	GREENLIGHT A VET	WALMART	N/A	SAATCHI & SAATCHI New York	USA	SAATCHI & SAATCHI New York
A11/039	02357	WHAT FAMILY MEANS	HOUAISS DICTIONARY	DICTIONARY	NBS Rio de Janeiro	BRAZIL	NBS Rio de Janeiro
A11/046	03364	TOUCHABLE INK	THAI SAMSUNG ELECTRONICS / THAI ASSOCIATION OF THE BLIND	TOUCHABLE INK	J. WALTER THOMPSON BANGKOK	THAILAND	J. WALTER THOMPSON BANGKOK
A11/066	02204	THE BULLETPEN	MINISTRY OF NATIONAL EDUCATION COLOMBIA	MINISTRY OF NATIONAL EDUCATION	McCANN COLOMBIA Bogotá	COLOMBIA	McCANN COLOMBIA Bogotá

A12 (Public Health & Safety)

A12/036	03369	STRIKING LESSONS	BRISA HIGHWAY COMPANY	INSTITUTIONAL	LEO BURNETT LISBOA	PORTUGAL	LEO BURNETT LISBOA
A12/039	02313	PEPITO	GFR MEDIA	PRIMERA HORA	McCANN San Juan	PUERTO RICO	McCANN San Juan / HAROLD JESSURUN San Juan

Shortlist (Promo & Activation Lions)

A12/041	02945	MANBOOBS	MACMA	BREAST CANCER AWARENESS	DAVID Buenos Aires	ARGENTINA	DAVID Buenos Aires
A12/053	03226	BRAINBAND	SAMSUNG AUSTRALIA	SAMSUNG BRAINBAND	LEO BURNETT SYDNEY Sydney	AUSTRALIA	LEO BURNETT SYDNEY Sydney

A13 (Public Sector & Awareness Messages)

A13/013	01210	UNFAIRY TALES INTEGRATED	UNICEF	HUMANITARIAN AID	180LA Santa Monica	USA	180LA Santa Monica
A13/018	00451	#COVERTHEATHLETE	COVERTHEATHLETE.COM	#COVERTHEATHLETE	JOHN ST. Toronto	CANADA	JOHN ST. Toronto
A13/028	00967	DON'T LOOK AWAY	USHER	INTERACTIVE MUSIC VIDEO	AKQA São Paulo	BRAZIL	AKQA São Paulo
A13/032	02047	SEARCH RACISM. FIND TRUTH.	REFUGEEES WELCOME	NPO	FCB ZÜRICH	SWITZERLAND	FCB ZÜRICH
A13/033	01512	#THEREAL10	AAUW	AAUW	RETHINK Toronto	CANADA	RETHINK Toronto / WONGDOODY Los Angeles
A13/041	03106	CHILDREN'S ELECTIONS	SAVE THE CHILDREN	AWARENESS CAMPAIGN	McCANN WORLDGROUP MADRID	SPAIN	McCANN WORLDGROUP MADRID
A13/065	03001	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
A13/068	03070	ISEA APP	MIGRANT OFFSHORE AID STATION (MOAS)	ISEA APP	GREY GROUP Singapore	SINGAPORE	GREY GROUP Singapore
A13/083	03301	REWORD	HEADSPACE	REWORD WEB APPLICATION	LEO BURNETT MELBOURNE	AUSTRALIA	LEO BURNETT MELBOURNE

A14 (Charities & Appeals)

A14/005	00031	THE UNCONVENTIONAL OVEN	KIDSAFE	PUBLIC SERVICE ANNOUNCEMENT	DDB GROUP MELBOURNE	AUSTRALIA	DDB GROUP MELBOURNE
A14/006	00298	THE VOICE OF NATURE	NOÉ	NOÉ	MARCEL Paris	FRANCE	MARCEL Paris
A14/019	01139	HOMELESS EXTRAS	DE VOLKSBOOND	DDB	DDB & TRIBAL WORLDWIDE AMSTERDAM	THE NETHERLANDS	DDB & TRIBAL WORLDWIDE AMSTERDAM

Shortlist (Promo & Activation Lions)

A14/032	02341	DONATE THE BARS	ATADOS	BLACK BARS	J. WALTER THOMPSON BRAZIL São Paulo	BRAZIL	J. WALTER THOMPSON BRAZIL São Paulo
A14/048	02460	AMNESTY INTERNATIONAL UNBLOCKER	AMNESTY INTERNATIONAL	WORLD DAY AGAINST CYBER CENSORSHIP	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
A14/053	00693	SECOND LIFE TOYS	GREEN RIBBON PROJECT COMMITTEE	ORGAN TRANSPLANT	DENTSU INC Tokyo	JAPAN	DENTSU INC Tokyo
A14/057	02412	CHOCÓ TO DANCE	JPGC FOUNDATION	SCHOLARSHIPS FUND	MULLENLOWE SSP3 Bogotá D.C.	COLOMBIA	MULLENLOWE SSP3 Bogotá D.C.
A14/087	02732	BRAILLE BRICKS	DORINA NOWILL FOUNDATION	INSTITUTIONAL	LEW'LARA\TBWA São Paulo	BRAZIL	LEW'LARA\TBWA São Paulo
A14/137	03322	BEHIND THE LEATHER	PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS	PETA ASIA	OGILVY & MATHER Bangkok	THAILAND	OGILVY & MATHER Bangkok

B01 (Guerrilla Marketing & Stunts)

B01/002	00201	UNFORGOTTEN SOLDIERS	SKY TELEVISION NEW ZEALAND	HISTORY CHANNEL	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland
B01/011	00181	WAITING LINES	RE-BORN TO BE ALIVE	ORGAN DONATION	DUVAL GUILLAUME Antwerp	BELGIUM	DUVAL GUILLAUME Antwerp
B01/012	00550	THE KICK-BAG JOURNEY	AMERICAN TOURISTER	AMERICAN TOURISTER VIVOLITE	CJ WORX Bangkok	THAILAND	CJ WORX Bangkok
B01/021	00062	THE FAIREST NIGHT OF ALL	AB INBEV	ANDES BEER	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO SAATCHI & SAATCHI Buenos Aires
B01/042	01012	E-MOBILITY - ENJOY THE SILENCE	VOLKSWAGEN	VOLKSWAGEN E-MODELS	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg
B01/044	00745	HOMELESS BED COLLECTION	MEGAMAX / MOYAI	OUTLET FURNITURE WHOLESALER / NPO	OGILVY & MATHER JAPAN Tokyo	JAPAN	OGILVY & MATHER JAPAN Tokyo
B01/053	00784	#SMARTEFFECT	MERCEDES-BENZ PORTUGAL	SMART FORTWO	BBDO PORTUGAL Lisbon	PORTUGAL	BBDO PORTUGAL Lisbon
B01/091	01976	CHAMPIONS' BOSS	HEINEKEN	UEFA CHAMPIONS LEAGUE	LEO BURNETT Madrid	SPAIN	LEO BURNETT Madrid
B01/092	02601	LE BON	LIDL	DISCOUNT FOOD	INGO Stockholm	SWEDEN	INGO Stockholm

Shortlist (Promo & Activation Lions)

B01/100	02937	THE REAL ICE COLD COCA- COLA.	COCA-COLA.	COCA-COLA	OGILVY & MATHER COLOMBIA Bogotá	COLOMBIA	OGILVY & MATHER COLOMBIA Bogotá
B01/101	02048	SEARCH RACISM. FIND TRUTH.	REFUGEES WELCOME	NPO	FCB ZÜRICH	SWITZERLAND	FCB ZÜRICH
B01/113	02744	THE BABY STROLLER TEST- RIDE BY CONTOURS	CONTOURS STROLLERS	BABY STROLLERS	FCB CHICAGO	USA	FCB CHICAGO
B01/116	01652	ACTUAL REALITY	JAGUAR LAND ROVER NEW ZEALAND	JAGUAR F-TYPE	Y&R NZ Auckland	NEW ZEALAND	Y&R NZ Auckland
B01/124	02147	MOSCOW REAL GIRLS - INSTAPOSTERS	NIKE	NIKE	INSTINCT Moscow	RUSSIA	INSTINCT Moscow
B01/125	03108	CHILDREN'S ELECTIONS	SAVE THE CHILDREN	AWARENESS CAMPAIGN	McCANN WORLDGROUP MADRID	SPAIN	McCANN WORLDGROUP MADRID
B01/134	02886	#LEBIGSWIM	HEINEKEN	KRONENBOURG 1664	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER LONDON
B01/155	03028	GUN CRAZY	STATES UNITED TO PREVENT GUN VIOLENCE	SENSIBLE GUN LAWS	GREY NEW YORK	USA	GREY NEW YORK
B01/158	00931	LEGALLY BRIDE	KAFA	WOMEN'S RIGHTS NGO	LEO BURNETT BEIRUT	LEBANON	LEO BURNETT BEIRUT
B01/168	03054	HIGHWAY ROBBERY	VOLVO CAR USA	2016 VOLVO XC90 T8	GREY NEW YORK	USA	GREY NEW YORK
B01/174	02166	SILVERADO "CAGES"	CHEVROLET	CHEVROLET SILVERADO- AUTOMOTIVE	COMMONWEALTH//McCAN N Detroit	USA	COMMONWEALTH//Mc CANN Detroit
B01/184	02689	MCWHOPPER	BURGER KING	MCWHOPPER	Y&R NZ Auckland	NEW ZEALAND	Y&R NZ Auckland / Y&R MEDIA NZ Auckland
B01/215	02161	TRIBECA FILM FESTIVAL REACTOR	TRIBECA FILM FESTIVAL	FILM FESTIVAL	J. WALTER THOMPSON New York	USA	J. WALTER THOMPSON New York

B02 (Live Shows / Concerts / Festivals)

B02/005	02300	GRAMMYCAM	THE GRAMMYS	THE 58TH GRAMMY AWARDS	TBWA\CHIAT\DAY Los Angeles	USA	TBWA\CHIAT\DAY Los Angeles
B02/025	02363	DACIA FAMILY PROJECT	RENAULT ITALIA	AUTOMOTIVE	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan

Shortlist (Promo & Activation Lions)

B02/038	02786	THIS BIKE HAS MS	MS AUSTRALIA	MS	GREY MELBOURNE	AUSTRALIA	GREY MELBOURNE
B02/040	00896	SL BENFICA SAFETY DEMONSTRATION	SL BENFICA, EMIRATES	SL BENFICA SPONSORSHIP	O ESCRITORIO Estoril	PORTUGAL	O ESCRITORIO Estoril
B02/054	00751	THE SOUND SHIRT	JUNGE SYMPHONIKER HAMBURG	THE SOUND SHIRT	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg

B03 (Use of Exhibitions / Installations)

B03/002	00202	UNFORGOTTEN SOLDIERS	SKY TELEVISION NEW ZEALAND	HISTORY CHANNEL	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland
B03/004	00337	DREAM ADVENTURES	EXPEDIA	TRAVEL	180LA Santa Monica	USA	180LA Santa Monica
B03/018	01623	RESTING HOUSE BILLBOARD	SODIMAC HOMECENTER	SODIMAC HOMECENTER	McCANN LIMA	PERU	McCANN LIMA
B03/025	02178	MUSEUM OF FEELINGS	SC JOHNSON	GLADE	OGILVY & MATHER Chicago	USA	OGILVY & MATHER Chicago
B03/027	00866	THE LAST WISH	SAMSUNG	SAMSUNG	CHEIL WORLDWIDE Seoul	SOUTH KOREA	CHEIL WORLDWIDE Seoul
B03/029	01336	VAN GOGH BNB	ART INSTITUTE OF CHICAGO	VAN GOGH "BEDROOMS" EXHIBIT	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO
B03/030	02982	THE FIELD TRIP TO MARS	LOCKHEED MARTIN	GENERATION BEYOND	McCANN NEW YORK New York	USA	McCANN NEW YORK New York
B03/048	01653	ACTUAL REALITY	JAGUAR LAND ROVER NEW ZEALAND	JAGUAR F-TYPE	Y&R NZ Auckland	NEW ZEALAND	Y&R NZ Auckland
B03/052	02685	SMS LAST WORDS	GLOBAL ROAD SAFETY PARTENERSHIP	GLOBAL ROAD SAFETY	HAVAS WORLDWIDE SHANGHAI	CHINA	HAVAS WORLDWIDE SHANGHAI
B03/072	02986	UNKNOWNNS	CANON U.S.A	CANON EOS REBEL T6I	GREY NEW YORK	USA	GREY NEW YORK

B04 (Use of Ambient Media: Small Scale)

B04/041	00676	INTELLIGENT PARKIG CHAIR	NISSAN MOTOR CO.	INTELLIGENT PARKING ASSIST	TBWA/HAKUHODO Tokyo	JAPAN	TBWA/HAKUHODO Tokyo / TYO INC Tokyo / BIRDMAN Tokyo
B04/042	02463	MOUNTAIN DEW GOCAP	FRUCOR BEVERAGES	MOUNTAIN DEW	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland

Shortlist (Promo & Activation Lions)

B04/048	02841	STÅL KVITTO	IKEA AUSTRIA	FREE 25-YEAR SELECTED WARRANTY	DDB GROUP Hamburg	GERMANY	DDB GROUP Hamburg
B04/049	02396	PAPER GLASSES	SAVE THE CHILDREN AND SANTILLANA	CHILDREN EDUCATION	GREY MÉXICO Mexico City	MEXICO	GREY MÉXICO Mexico City
B04/058	01493	THE SAB SPIKE DETECTOR COASTER	SOUTH AFRICAN BREWRIES	DRINK RESPONSIBLY INITIATIVE	GEOMETRY GLOBAL JOHANNESBURG	SOUTH AFRICA	GEOMETRY GLOBAL JOHANNESBURG
B04/062	02896	BEES 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
B04/074	02651	ONE-DROP BOTTLE	HENKEL	PRIL	TBWA\RAAD Dubai	UNITED ARAB EMIRATES	TBWA\RAAD Dubai
B04/084	00827	LOCK IN THE GERMS	GREEN CROSS VIETNAM	GREEN CROSS HAND SANITIZER	THE STORYLAB APAC Ho Chi Minh City	VIETNAM	THE STORYLAB APAC Ho Chi Minh City / DENTSU ALPHA Ho Chi Minh City
B04/099	02153	SUGAR DETOX	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	MARCEL Paris
B04/117	01381	LIFESAVER BACKPACK	LUKI	CHILDREN FRUIT SNACK	J. WALTER THOMPSON COLOMBIA Bogotá	COLOMBIA	J. WALTER THOMPSON COLOMBIA Bogotá
B04/119	01636	EDIBLE SIX PACK RINGS	SALTWATER BREWERY	SALTWATER BREWERY	WE BELIEVERS New York	USA	WE BELIEVERS New York
B04/135	01607	SBERBANK STREETS	SBERBANK	P2P MONEY TRANSFERS VIA TEXT MESSAGES AND APP	GOOD Moscow	RUSSIA	GOOD Moscow
B04/138	02011	MCTRAX	McDONALD'S	PLACEMET	TBWA\NEBOKO Amsterdam	THE NETHERLANDS	TBWA\NEBOKO Amsterdam
B04/139	01255	RAID® "ROACH RESTAURANTS"	S.C. JOHNSON	RAID® ROACH BAITS	ENERGY BBDO Chicago	USA	ENERGY BBDO Chicago
B04/147	01057	#NARCOS BILLS	NETFLIX FRANCE	NARCOS NETFLIX ORIGINAL SHOW	DAREWIN ENTERTAINMENT AGENCY Paris	FRANCE	DAREWIN ENTERTAINMENT AGENCY Paris

B05 (Use of Ambient Media: Large Scale)

B05/001	00185	AUDIBLE STREET-ART	URAL MUSIC NIGHT	URAL MUSIC NIGHT FESTIVAL	VOSKHOD Ekaterinburg	RUSSIA	VOSKHOD Ekaterinburg
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Shortlist (Promo & Activation Lions)

B05/002	00204	UNFORGOTTEN SOLDIERS	SKY TELEVISION NEW ZEALAND	HISTORY CHANNEL	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland
B05/006	00239	LIVE VINES	LOWE'S	LOWE'S	BBDO New York	USA	BBDO New York
B05/015	01044	THE REVERSED TRAILER	HARALD A. MØLLER/ VOLKSWAGEN NORWAY	VOLKSWAGEN TRAILER ASSIST	TRY Oslo	NORWAY	TRY Oslo
B05/033	00198	LAY'S MAXX SUPERCLÁSICO	PEPSICO FOOD	LAY'S MAXX	BBDO ARGENTINA Buenos Aires	ARGENTINA	BBDO ARGENTINA Buenos Aires
B05/037	02589	CALL BRUSSELS	VISIT BRUSSELS	VISIT BRUSSELS	AIR Brussels	BELGIUM	AIR Brussels
B05/045	02746	THE BABY STROLLER TEST- RIDE BY CONTOURS	CONTOURS STROLLERS	BABY STROLLERS	FCB CHICAGO	USA	FCB CHICAGO
B05/068	03055	HIGHWAY ROBBERY	VOLVO CAR USA	2016 VOLVO XC90 T8	GREY NEW YORK	USA	GREY NEW YORK

B06 (Use of Customer in-Store Experience)

B06/010	00558	THE BLOQUET	MINOR DKL FOOD GROUP	RIBS AND RUMPS	Y&R GROUP BRISBANE Fortitude Valley	AUSTRALIA	Y&R GROUP BRISBANE Fortitude Valley
B06/042	02747	THE BABY STROLLER TEST- RIDE BY CONTOURS	CONTOURS STROLLERS	BABY STROLLERS	FCB CHICAGO	USA	FCB CHICAGO
B06/043	01560	IKEA KÜSS	IKEA	CATALOGUE	DDB BRUSSELS	BELGIUM	DDB BRUSSELS
B06/044	02652	ONE-DROP BOTTLE	HENKEL	PRIL	TBWA\RAAD Dubai	UNITED ARAB EMIRATES	TBWA\RAAD Dubai
B06/046	02154	SUGAR DETOX	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	MARCEL Paris
B06/048	02978	WHOPPER SIGN	BURGER KING	FAST FOOD RESTAURANT	DAVID Miami	USA	DAVID Miami
B06/057	02733	FRONT PAGE PACK	CIA CACIQUE DE CAFÉ SOLUVEL	CAFÉ PELÉ	LEW\LARA\TBWA São Paulo	BRAZIL	LEW\LARA\TBWA São Paulo
B06/076	03200	BITTERSWEET PIES	PAUL	RESTAURANTS	McCANN WORLDGROUP ROMANIA Bucharest	ROMANIA	McCANN WORLDGROUP ROMANIA Bucharest / MRM//McCANN Bucharest
B06/087	02012	MCTRAX	McDONALD'S	PLACEMET	TBWA\NEBOKO Amsterdam	THE NETHERLANDS	TBWA\NEBOKO Amsterdam
B06/096	00759	GAYNZ	ANZ	ANZ BANK	TBWA MELBOURNE	AUSTRALIA	TBWA MELBOURNE

Shortlist (Promo & Activation Lions)

B07 (Use of Competitions & Promotional Games)

B07/008	00856	DESIGN YOUR TIME	SAMSUNG	SAMSUNG GEAR S2	LEO BURNETT FRANKFURT	GERMANY	LEO BURNETT FRANKFURT
B07/014	00778	MOST OPEN TEST DRIVE	DAIMLER AG, SMART	SMART FORTWO CABRIO 453	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin
B07/029	01667	THE SHITTIEST CAMPAIGN OF THE YEAR	HELLY HANSEN WORKWEAR CENTER	OUTERWEAR	ADVICO Y&R Zürich	SWITZERLAND	ADVICO Y&R Zürich

B08 (Use of Broadcast)

B08/010	00996	HOUSE OF CARDS - FU 2016	NETFLIX	HOUSE OF CARDS	BBH NEW YORK	USA	BBH NEW YORK
B08/020	01925	WE WERE THE REFUGEES ONCE CAMPAIGN	UNHCR PRAGUE	UNHCR	Y&R PRAGUE	CZECH REPUBLIC	Y&R PRAGUE
B08/021	00339	VIRGIN AMERICA BLAH AIRLINES	VIRGIN AMERICA	TRAVEL & TRANSPORT	ELEVEN San Francisco	USA	ELEVEN San Francisco
B08/032	02273	PERISCOPE SIGN LANGUAGE		KÖLBI	PUBLIMARK LOWE San José	COSTA RICA	PUBLIMARK LOWE San José
B08/036	03030	#DADDO	PANTENE	PANTENE HAIR CARE	GREY NEW YORK	USA	GREY NEW YORK
B08/042	03031	SUPER BOWL BABIES CHOIR	NATIONAL FOOTBALL LEAGUE	SUPER BOWL 50	GREY NEW YORK	USA	GREY NEW YORK
B08/059	03202	GO MONO	RADIO XXI	RADIO STATION	McCANN WORLDGROUP ROMANIA Bucharest	ROMANIA	McCANN WORLDGROUP ROMANIA Bucharest
B08/069	03415	TRUTH DETECTOR	89 FM	89 FM	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo
B08/070	02992	#DONATEFORPRI SCILA	CLUBE SANGUE BOM	INSTITUTIONAL	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo
B08/076	03443	HOLIDAYS ON DEMAND	TRANSAVIA	AIRLINE COMPANY	LES GAULOIS Puteaux	FRANCE	LES GAULOIS Puteaux

B09 (Use of Print or Standard Outdoor)

B09/008	01627	RESTING HOUSE BILLBOARD	SODIMAC HOMECENTER	SODIMAC HOMECENTER	McCANN LIMA	PERU	McCANN LIMA
B09/015	02871	SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	McCANN LONDON

Shortlist (Promo & Activation Lions)

B09/028	00170	THE TEAR-OFF-POSTERS FOR "MEIN KAMPF - AGAINST RACISM"	GESICHT ZEIGEN! AN ASSOCIATION ENCOURAGING PEOPLE TO STAND AGAINST RACISM IN GER	MEIN KAMPF – AGAINST RACISM	OGILVY GERMANY Frankfurt	GERMANY	OGILVY GERMANY Frankfurt
B09/039	00889	SHOWROOM HOME DELIVERY	AUDI JAPAN KK	AUDI A3	DENTSU INC Tokyo	JAPAN	DENTSU INC Tokyo
B09/046	02314	PEPITO	GFR MEDIA	PRIMERA HORA	McCANN San Juan	PUERTO RICO	McCANN San Juan / HAROLD JESSURUN San Juan

C01 (Use of Digital Platforms)

C01/003	00130	ACR STREET VIEW TEST	ACR (THE AUTOMOBILE CLUB OF ROMANIA)	DRIVING SCHOOL	PUBLICIS ROMANIA Bucharest	ROMANIA	PUBLICIS ROMANIA Bucharest
C01/011	02602	THE SWEDISH NUMBER	SWEDISH TOURIST ASSOCIATION	TOURISM	INGO Stockholm	SWEDEN	INGO Stockholm
C01/018	00340	THE BANNER THAT MAKES YOU LIKE BANNERS	3M	POST-IT® STICKY NOTES	BBDO RUSSIA GROUP Moscow	RUSSIA	BBDO RUSSIA GROUP Moscow
C01/035	02464	AMNESTY INTERNATIONAL UNBLOCKER	AMNESTY INTERNATIONAL	WORLD DAY AGAINST CYBER CENSORSHIP	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
C01/041	00968	DON'T LOOK AWAY	USHER	INTERACTIVE MUSIC VIDEO	AKQA São Paulo	BRAZIL	AKQA São Paulo
C01/043	01725	SLEEP ON IT	CBC	FINANCIAL SERVICES	TBWA\BELGIUM Brussels	BELGIUM	TBWA\BELGIUM Brussels
C01/047	02212	ANTI-DIARY: VR + VIDEO EXPERIENCE	SAMSUNG	SAMSUNG	R/GA New York	USA	R/GA New York
C01/048	01561	STARDUST FOR BOWIE	STUDIO BRUSSEL	STARDUST FOR BOWIE	DDB BRUSSELS	BELGIUM	DDB BRUSSELS
C01/060	02862	WORDS TO WATCH	EASY WAY LANGUAGE CENTER	INSTITUTIONAL	LDC São Paulo	BRAZIL	LDC São Paulo
C01/065	01944	GIFT BUDDY	ZALORA	ZALORA ONLINE RETAIL PORTAL	GREY GROUP Singapore	SINGAPORE	GREY GROUP Singapore
C01/087	03173	THE BIG DATA TAKEDOWN	ACTIONEARTH.ORG	ORGANIZATION	CIRCUS GREY Lima	PERU	CIRCUS GREY Lima

Shortlist (Promo & Activation Lions)

C01/101	02045	COLORMAPS	PPG COMEX	COMEX	J. WALTER THOMPSON MEXICO Mexico City	MEXICO	J. WALTER THOMPSON MEXICO Mexico City / GOOGLE THE ZOO Mexico City
C01/104	03444	HOLIDAYS ON DEMAND	TRANSAVIA	AIRLINE COMPANY	LES GAULOIS Puteaux	FRANCE	LES GAULOIS Puteaux
C02 (Use of Mobile)							
C02/039	01826	THE SUPER BOWL DUNK	GATORADE	GATORADE	VML Kansas City	USA	VML Kansas City
C02/072	02794	LANDCRUISER EMERGENCY NETWORK	TOYOTA MOTOR CORPORATION AUSTRALIA	LANDCRUISER	SAATCHI & SAATCHI Sydney	AUSTRALIA	SAATCHI & SAATCHI Sydney
C02/074	03271	SEA HERO QUEST	DEUTSCHE TELEKOM	DEUTSCHE TELEKOM	SAATCHI & SAATCHI London	UNITED KINGDOM	SAATCHI & SAATCHI London
C02/082	01648	SIZZL	OSCAR MAYER	OSCAR MAYER BACON	360i New York	USA	360i New York
C02/115	02436	SAMSUNG SAFETY SCREEN	SAMSUNG	SAMSUNG APP	LEO BURNETT DUBAI	UNITED ARAB EMIRATES	LEO BURNETT DUBAI
C02/127	02077	WHO ART YOU	ALIBABA/ALIPAY	ONLINE AND MOBILE COMMERCE	DDB SHANGHAI	CHINA	DDB SHANGHAI
C02/128	03071	ISEA APP	MIGRANT OFFSHORE AID STATION (MOAS)	ISEA APP	GREY GROUP Singapore	SINGAPORE	GREY GROUP Singapore
C02/130	03112	THE COLOR ALPHABET	COLORADD	-	McCANN WORLDGROUP MADRID	SPAIN	McCANN WORLDGROUP MADRID
C02/140	01054	MAGIC HOUR POP-UP SHOPS	PEAK PERFORMANCE	PEAK PERFORMANCE SS-15 COLLECTION	PERFECT FOOLS Stockholm	SWEDEN	PERFECT FOOLS Stockholm
C02/146	01614	SIGNEMOJI	CHINA ASSOCIATION OF THE DEAF AND HARD OF HEARING	CHINA ASSOCIATION OF THE DEAF AND HARD OF HEARING	TBWA/SHANGHAI	CHINA	TBWA/SHANGHAI
C02/151	02546	CELEBRITY TANTRUM	SAMSUNG AUSTRALIAN=	SAMSUNG TAB S2	LEO BURNETT SYDNEY Sydney	AUSTRALIA	LEO BURNETT SYDNEY Sydney
C02/152	02071	CALL CENTER	ANHEUSER-BUSCH INBEV MEXICO	VICTORIA BEER	J. WALTER THOMPSON MEXICO Mexico City	MEXICO	J. WALTER THOMPSON MEXICO Mexico City
C02/164	02994	VIGILANT WALLPAPERS	JEEP	INSTITUTIONAL	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo

Shortlist (Promo & Activation Lions)

C03 (Use of Social Platforms)

C03/021	00269	THE GUY WHO CUT EVERYTHING IN HALF	DEUTSCHER ANWALTVEREIN	LEGAL ADVICE (GERMAN BAR ASSOCIATION)	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
C03/082	01337	VAN GOGH BNB	ART INSTITUTE OF CHICAGO	VAN GOGH "BEDROOMS" EXHIBIT	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO
C03/086	01827	THE SUPER BOWL DUNK	GATORADE	GATORADE	VML Kansas City	USA	VML Kansas City
C03/098	02318	IN-A-SNAP	LOWE'S	LOWE'S	BBDO New York	USA	BBDO New York
C03/101	00626	RAINBOWS	DORITOS	DORITOS	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco
C03/107	02706	YOU'RE ACCEPTED	MINUS 18	LGBT YOUTH SUPPORT	GPY&R Melbourne	AUSTRALIA	GPY&R Melbourne
C03/121	02972	HOW DO YOU SEE ME	COORDOWN	COORDOWN	SAATCHI & SAATCHI New York	USA	SAATCHI & SAATCHI New York
C03/136	02885	#LEBIGSWIM	HEINEKEN	KRONENBOURG 1664	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER LONDON
C03/143	02101	FAST FORWARD	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond
C03/150	03289	THE POPCORN STORY	BREAKTHROUGH	BREAKTHROUGH	OGILVY & MATHER MUMBAI	INDIA	OGILVY & MATHER MUMBAI
C03/154	03034	GHOST VOTE	STATES UNITED TO PREVENT GUN VIOLENCE	PROMOTING SMART GUN LAWS	GREY NEW YORK	USA	GREY NEW YORK
C03/156	02540	SHARE HUMANITY	UNITED NATIONS OFFICE FOR COORDINATION OF HUMANITARIAN AID (UNOCHA)	NON PROFIT	OGILVYONE NEW YORK	USA	OGILVYONE NEW YORK
C03/157	02541	FREEDOM VOICES	AMNESTY INTERNATIONAL	FREEDOM OF EXPRESSION	OGILVY & MATHER New York	USA	OGILVY & MATHER New York
C03/178	03335	POLICE VS DELIVERIES	JÓVENES CONTRA LA VIOLENCIA	AWARENESS MESSAGES	OGILVY GUATEMALA	GUATEMALA	OGILVY GUATEMALA

Shortlist (Promo & Activation Lions)

C03/183	03002	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
C03/190	02949	MANBOOBS	MACMA	BREAST CANCER AWARENESS	DAVID Buenos Aires	ARGENTINA	DAVID Buenos Aires
C03/213	01366	#SQUARESHAKE S	SONIC DRIVE-IN	SONIC DRIVE-IN	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco
C03/217	00646	POCKET MONEY — EQUAL FUTURE	ANZ	ANZ BANK	TBWA MELBOURNE	AUSTRALIA	TBWA MELBOURNE
C03/220	02995	SAMSUNG GALAXY SURFBOARD	SAMSUNG	INSTITUTIONAL	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo
C03/225	03361	HEARTS ALIGNED	MARS PETCARE AUSTRALIA	PEDIGREE	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE

C04 (Co-Creation & User Generated Content)

C04/002	00089	SLOW DOWN GPS	IF INSURANCE	INSURANCE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg
C04/003	00243	PLAY MY TWEET	FOOT LOCKER	FOOT LOCKER	BBDO New York	USA	BBDO New York
C04/010	00332	MTV VMA GREEN-SCREENS	MTV	2015 MTV VIDEO MUSIC AWARDS	MTV New York	USA	MTV New York
C04/012	00857	DESIGN YOUR TIME	SAMSUNG	SAMSUNG GEAR S2	LEO BURNETT FRANKFURT	GERMANY	LEO BURNETT FRANKFURT
C04/015	02025	THE LAZIEST COMPETITION EVER	CARLTON UNITED BREWERIES	LAZY YAK PALE ALE	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE
C04/036	01828	THE SUPER BOWL DUNK	GATORADE	GATORADE	VML Kansas City	USA	VML Kansas City
C04/049	01732	THE LIVE TUBE	HEINEKEN	BEER	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan
C04/053	03272	SEA HERO QUEST	DEUTSCHE TELEKOM	DEUTSCHE TELEKOM	SAATCHI & SAATCHI London	UNITED KINGDOM	SAATCHI & SAATCHI London
C04/054	01545	FUEL THE FIRE	GIO INSURANCE AUSTRALIA	GIO INSURANCE	LEO BURNETT SYDNEY Sydney	AUSTRALIA	LEO BURNETT SYDNEY Sydney

Shortlist (Promo & Activation Lions)

C04/060	01339	GIRL EMOJIS	PROCTER & GAMBLE	ALWAYS	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO
C04/068	02361	WHAT FAMILY MEANS	HOUAISS DICTIONARY	DICTIONARY	NBS Rio de Janeiro	BRAZIL	NBS Rio de Janeiro
C04/081	03388	MASHIMACHINE	4PELAGATOS.COM	ONLINE JOURNAL	LEO BURNETT MÉXICO	MEXICO	LEO BURNETT MÉXICO
C04/090	02690	MCWHOPPER	BURGER KING	MCWHOPPER	Y&R NZ Auckland	NEW ZEALAND	Y&R NZ Auckland / Y&R MEDIA NZ Auckland
C04/094	02242	STRAIGHT OUTTA	BEATS BY DRE.	BEATS BY DRE.	R/GA HUSTLE Los Angeles	USA	R/GA HUSTLE Los Angeles
C04/095	03072	ISEA APP	MIGRANT OFFSHORE AID STATION (MOAS)	ISEA APP	GREY GROUP Singapore	SINGAPORE	GREY GROUP Singapore
C04/097	02950	SNAP KING	BURGER KING ARGENTINA	GRILL HERITAGE	DAVID Buenos Aires	ARGENTINA	DAVID Buenos Aires
C04/104	02596	EPICGRAM	B CLASSIC	APP	DDB BRUSSELS	BELGIUM	DDB BRUSSELS
C04/119	03302	REWORD	HEADSPACE	REWORD WEB APPLICATON	LEO BURNETT MELBOURNE	AUSTRALIA	LEO BURNETT MELBOURNE

C05 (Response / Real-time Activity)

C05/013	02604	THE SWEDISH NUMBER	SWEDISH TOURIST ASSOCIATION	TOURISM	INGO Stockholm	SWEDEN	INGO Stockholm
C05/014	00998	HOUSE OF CARDS - FU 2016	NETFLIX	HOUSE OF CARDS	BBH NEW YORK	USA	BBH NEW YORK
C05/019	01541	#COMEONIN	THE SYDNEY OPERA HOUSE	THE SYDNEY OPERA HOUSE	DDB Sydney	AUSTRALIA	DDB Sydney
C05/033	00452	#COVERTHEATHLETE	COVERTHEATHLETE.COM	#COVERTHEATHLETE	JOHN ST. Toronto	CANADA	JOHN ST. Toronto
C05/043	02050	SEARCH RACISM. FIND TRUTH.	REFUGEEES WELCOME	NPO	FCB ZÜRICH	SWITZERLAND	FCB ZÜRICH
C05/048	01562	STARDUST FOR BOWIE	STUDIO BRUSSEL	STARDUST FOR BOWIE	DDB BRUSSELS	BELGIUM	DDB BRUSSELS
C05/053	01340	GIRL EMOJIS	PROCTER & GAMBLE	ALWAYS	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO
C05/064	02001	#WHOISTHEKING	BURGER KING FRANCE	FOOD	BUZZMAN Paris	FRANCE	BUZZMAN Paris
C05/070	01439	HELP KENYA NOT KANYE	CROWDRISE	FUNDRAISING FOR KENYAN CHARITIES	ALMA DDB Miami	USA	ALMA DDB Miami
C05/082	01425	WIN A BREAST RECONSTRUCTION	BENETIET	BENETIET	LDV UNITED Antwerp	BELGIUM	LDV UNITED Antwerp

Shortlist (Promo & Activation Lions)

C05/083	02934	CURRY MVP ACTIVATION	UNDER ARMOUR	BASKETBALL	DROGA5 New York	USA	DROGA5 New York
C05/088	01825	REAL TALK	SQUARESPACE	SQUARESPACE WEBSITES	ANOMALY New York	USA	ANOMALY New York
C06 (Use of New Technology)							
C06/019	02983	THE FIELD TRIP TO MARS	LOCKHEED MARTIN	GENERATION BEYOND	McCANN NEW YORK New York	USA	McCANN NEW YORK New York
C06/028	02634	PUMA BEATBOT	PUMA	ATHLETIC WEAR	J. WALTER THOMPSON New York	USA	J. WALTER THOMPSON New York
C06/034	02795	LANDCRUISER EMERGENCY NETWORK	TOYOTA MOTOR CORPORATION AUSTRALIA	LANDCRUISER	SAATCHI & SAATCHI Sydney	AUSTRALIA	SAATCHI & SAATCHI Sydney
C06/049	02851	REAL VIEWS	RENAULT	RENAULT MÉGANE	PUBLICIS BRUSSELS	BELGIUM	PUBLICIS BRUSSELS
C06/060	03073	ISEA APP	MIGRANT OFFSHORE AID STATION (MOAS)	ISEA APP	GREY GROUP Singapore	SINGAPORE	GREY GROUP Singapore
C06/078	03227	BRAINBAND	SAMSUNG AUSTRALIA	SAMSUNG BRAINBAND	LEO BURNETT SYDNEY Sydney	AUSTRALIA	LEO BURNETT SYDNEY Sydney
D01 (Launch / Re-launch)							
D01/001	00078	BREWTROLEUM	HEINEKEN NEW ZEALAND	DB EXPORT	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
D01/013	01065	THE DIADORA DELIVERY	DIADORA SPORT	DIADORA RUNNING SHOES AND APPAREL	SMFB Oslo	NORWAY	SMFB Oslo
D01/016	00999	HOUSE OF CARDS - FU 2016	NETFLIX	HOUSE OF CARDS	BBH NEW YORK	USA	BBH NEW YORK
D01/020	00159	SHOPLIFTERS	HARVEY NICHOLS	LOYALTY APP	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London
D01/026	00506	CARLSBERG BEER BEAUTY	CARLSBERG	CARLSBERG BEER	CP+B SCANDINAVIA Copenhagen	DENMARK	CP+B SCANDINAVIA Copenhagen / CP+B SCANDINAVIA Gothenburg
D01/054	00627	RAINBOWS	DORITOS	DORITOS	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco
D01/064	02796	LANDCRUISER EMERGENCY NETWORK	TOYOTA MOTOR CORPORATION AUSTRALIA	LANDCRUISER	SAATCHI & SAATCHI Sydney	AUSTRALIA	SAATCHI & SAATCHI Sydney
D01/070	02155	SUGAR DETOX	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	MARCEL Paris
D01/091	00910	MAX 67	McDONALD'S	FAST FOOD	COSSETTE Montreal	CANADA	COSSETTE Montreal

Shortlist (Promo & Activation Lions)

D01/100	03058	HIGHWAY ROBBERY	VOLVO CAR USA	2016 VOLVO XC90 T8	GREY NEW YORK	USA	GREY NEW YORK
D01/106	02572	NOT COMING SOON	REMY MARTIN	LOUIS XIII	FRED & FARID GROUP New York	USA	FRED & FARID GROUP New York

D02 (Sponsorship & Partnership)

D02/001	00206	UNFORGOTTEN SOLDIERS	SKY TELEVISION NEW ZEALAND	HISTORY CHANNEL	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland
D02/020	00761	SEABAY	AUSTRALIAN VOLUNTEER COAST GUARD	VOLUNTEER RESCUE SERVICE	TBWA MELBOURNE	AUSTRALIA	TBWA MELBOURNE
D02/023	02729	IKEA - BIG BROTHER UNBOXING	IKEA	IKEA HOME FURNISHINGS AND APPLIANCES	McCANN TEL AVIV	ISRAEL	McCANN TEL AVIV
D02/027	02373	THE DILEMMA	HEINEKEN	HEINEKEN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan
D02/034	03038	#DADDO	PANTENE	PANTENE HAIR CARE	GREY NEW YORK	USA	GREY NEW YORK
D02/036	02111	THE NEXT REMBRANDT	ING	ING	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	J. WALTER THOMPSON AMSTERDAM
D02/039	03037	SUPER BOWL BABIES CHOIR	NATIONAL FOOTBALL LEAGUE	SUPER BOWL 50	GREY NEW YORK	USA	GREY NEW YORK
D02/044	02787	THIS BIKE HAS MS	MS AUSTRALIA	MS	GREY MELBOURNE	AUSTRALIA	GREY MELBOURNE
D02/058	02550	BREAST MILK	BREAST CANCER CURE	BREAST MILK	Y&R NZ Auckland	NEW ZEALAND	Y&R NZ Auckland
D02/062	02989	AVENGERS	GILLETTE	PROSHIELD	GREY NEW YORK	USA	GREY NEW YORK

E01 (Integrated Campaign led by Promo & Activation)

E01/003	00079	BREWTROLEUM	HEINEKEN NEW ZEALAND	DB EXPORT	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
E01/009	00649	#OPTOUTSIDE	REI	REI	VENABLES BELL & PARTNERS San Francisco	USA	VENABLES BELL & PARTNERS San Francisco
E01/023	01000	HOUSE OF CARDS - FU 2016	NETFLIX	HOUSE OF CARDS	BBH NEW YORK	USA	BBH NEW YORK
E01/065	03041	#DADDO	PANTENE	PANTENE HAIR CARE	GREY NEW YORK	USA	GREY NEW YORK
E01/074	02980	WHOPPER SIGN	BURGER KING	FAST FOOD RESTAURANT	DAVID Miami	USA	DAVID Miami
E01/087	03293	THE LUCK OF BEING CHILEAN	POLLA CHILENA DE BENEFICIENCIA	POLLA CHILENA DE BENEFICIENCIA	PROLAM Y&R Santiago	CHILE	PROLAM Y&R Santiago

Shortlist (Promo & Activation Lions)

E01/095	02530	BAJAJ V	BAJAJ	BAJAJ AUTOMOBILES	LEO BURNETT INDIA Mumbai	INDIA	LEO BURNETT INDIA Mumbai
E01/103	02573	NOT COMING SOON	REMY MARTIN	LOUIS XIII	FRED & FARID GROUP New York	USA	FRED & FARID GROUP New York
E01/107	02719	DIY MAYHEM	ALLSTATE INSURANCE COMPANY	HOME INSURANCE	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO
E01/108	02692	MCWHOPPER	BURGER KING	MCWHOPPER	Y&R NZ Auckland	NEW ZEALAND	Y&R NZ Auckland / Y&R MEDIA NZ Auckland
E01/109	01176	SAMSUNG "ANTIDIARY"	SAMSUNG ELECTRONICS AMERICA	GALAXY S6	72ANDSUNNY New York	USA	72ANDSUNNY New York / PUNCHDRUNK London

E02 (Low Budget Campaign)

E02/073	01893	HUNTSMAN CONDOMS - PETA PRANKS HUNTERS	PETA	PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS (PETA)	MULLENLOWE SINGAPORE	SINGAPORE	MULLENLOWE SINGAPORE
E02/108	00831	ONEMI RADIO	CHILE'S MINISTRY OF INTERNAL AFFAIRS	GOVERNMENT	SHACKLETON Madrid	SPAIN	SHACKLETON Madrid
E02/113	02551	BREAST MILK	BREAST CANCER CURE	BREAST MILK	Y&R NZ Auckland	NEW ZEALAND	Y&R NZ Auckland
E02/115	03207	BITTERSWEET PIES	PAUL	RESTAURANTS	McCANN WORLDGROUP ROMANIA Bucharest	ROMANIA	McCANN WORLDGROUP ROMANIA Bucharest / MRM//McCANN Bucharest
E02/117	01440	HELP KENYA NOT KANYE	CROWDRISE	FUNDRAISING FOR KENYAN CHARITIES	ALMA DDB Miami	USA	ALMA DDB Miami
E02/118	02556	MA PLACE EST DANS LA SALLE	PRODISS	ENTERTAINMENT	FRED & FARID PARIS	FRANCE	FRED & FARID PARIS
E02/125	03003	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
E02/134	02952	SNAP KING	BURGER KING ARGENTINA	GRILL HERITAGE	DAVID Buenos Aires	ARGENTINA	DAVID Buenos Aires

Shortlist (Promo & Activation Lions)

E02/137	02205	THE BULLETPEN	MINISTRY OF NATIONAL EDUCATION COLOMBIA	MINISTRY OF NATIONAL EDUCATION	McCANN COLOMBIA Bogotá	COLOMBIA	McCANN COLOMBIA Bogotá
E02/144	01876	TO RUSSIA WITH LOVE	MELBOURNE QUEER FILM FESTIVAL	MELBOURNE QUEER FILM FESTIVAL	J. WALTER THOMPSON Melbourne	AUSTRALIA	MELBOURNE QUEER FILM FESTIVAL / J. WALTER THOMPSON Melbourne
E02/157	00610	#JESSEPRICED OUT	JESSE'S DELI	DELI	DCX GROWTH ACCELERATOR New York	USA	DCX GROWTH ACCELERATOR New York
E02/166	00361	VIRGIN AMERICA BLAH AIRLINES	VIRGIN AMERICA	TRAVEL & TRANSPORT	ELEVEN San Francisco	USA	ELEVEN San Francisco

Total Entries: 306