

Shortlist (Media Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency
A01 (Food & Drinks)							
A01/003	00394	DENTAPPLE	MATSUMOTO APPLE ASSOCIATION	FUJI APPLE	HAKUHODO KETTLE Tokyo	JAPAN	HAKUHODO KETTLE Tokyo
A01/008	02108	WHERE IS MY OTORONGO?	BACKUS SABMILLER	SAN JUAN BEER	FCB MAYO Lima	PERU	FCB MAYO Lima
A01/010	01171	SNACK TIME CASE STUDY	MILK WEST	MILK	DDB CANADA Vancouver	CANADA	DDB CANADA Vancouver
A01/017	00037	HOW DO YOU ADVENTURE? THE WORLD'S FIRST SEAMLESS INTERACTIVE OUTDOOR ADVENTURE V	CLIF BAR	CLIF BAR	EXVERUS MEDIA Los Angeles	USA	NORTH Portland
A01/020	01655	CHAMPIONS' BOSS	HEINEKEN	UEFA CHAMPIONS LEAGUE	LEO BURNETT Madrid	SPAIN	LEO BURNETT Madrid
A01/025	02500	#LEBIGSWIM	HEINEKEN	KRONENBOURG 1664	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER LONDON
A01/028	02662	FINDING LIGHT IN THE DARK	COCA-COLA MIDDLE EAST	COCA-COLA	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES	MEMAC OGILVY Dubai / FP7/DXB Dubai
A01/034	02371	FRONT PAGE PACK	CIA ÇACIQUE DE CAFÉ SOLUVEL	CAFÉ PELÉ	LEW'LARA\TBWA São Paulo	BRAZIL	LEW'LARA\TBWA São Paulo
A01/035	02555	TATTOO CAN	COCA-COLA	COCA-COLA CLASSIC	DAVID Miami	USA	DAVID Miami
A01/045	01731	MOMENTS THAT MATTER	CAMPARI AMERICA	SPIRITS	MINDSHARE Los Angeles	USA	MINDSHARE Los Angeles
A01/055	00351	BREAKVERTISING BY ROYCO	CONTINENTAL FOODS BELGIUM	ROYCO INSTANT SOUP	THESE DAYS Antwerp	BELGIUM	THESE DAYS Antwerp
A02 (Fast Moving Consumer Goods)							
A02/022	02667	100% KOSHER HEAD & SHOULDERS	PROCTER & GAMBLE	HEAD & SHOULDERS	MEDIACOM ISRAEL Tel Aviv	ISRAEL	MEDIACOM ISRAEL Tel Aviv
A02/025	02312	ONE-DROP BOTTLE	HENKEL	PRIL	TBWA\RAAD Dubai	UNITED ARAB EMIRATES	TBWA\RAAD Dubai
A02/027	02840	BREAKING NEWS	HENKEL	LOCTITE SUPER BONDER	OGILVY GUATEMALA	GUATEMALA	OGILVY GUATEMALA
A03 (Durable Consumer Goods)							
A03/004	00275	MAKE LEGO THE STAR OF CHRISTMAS	LEGO AUSTRALIA	LEGO	UM Sydney	AUSTRALIA	UM Sydney
A03/020	01275	UNCRUSHABLE	M.J. BALE	M.J. BALE 100% MERINO WOOL SUIT	TBWA\SYDNEY	AUSTRALIA	TBWA\SYDNEY
A04 (Cars & Automotive Products & Services)							
A04/008	01148	MERCEDES-BENZ AMG GT	MERCEDES-BENZ CANADA	MERCEDES-BENZ AMG GT	OMD CANADA Toronto	CANADA	OMD CANADA Toronto / BBDO TORONTO
A04/011	01054	FEEL WIMBLEDON	JAGUAR LAND ROVER	JAGUAR	MINDSHARE London	UNITED KINGDOM	MINDSHARE London
A04/028	02471	REAL VIEWS	RENAULT	RENAULT MÉGANE	PUBLICIS BRUSSELS	BELGIUM	PUBLICIS BRUSSELS
A04/031	01575	HEARTBEAT	LEXUS AUSTRALIA	RCF	M&C SAATCHI Sydney	AUSTRALIA	M&C SAATCHI Sydney
A04/042	01453	BUSINESS BOOSTER	RENAULT ITALIA	AUTOMOTIVE	OMD Milan	ITALY	PUBLICIS ITALY Milan
A05 (Retail, e-Commerce, Restaurants & Fast Food Chains)							

Shortlist (Media Lions)

A05/001	00212	McDONALD'S - THE COMFORT POSTERS	McDONALD'S	FAST FOOD	TBWAIPARIS	FRANCE	TBWAIPARIS
A05/003	00251	POOCH TRUCK	WALMART	WALMART'S BRAND OF DOG FOOD; PURE BALANCE	J. WALTER THOMPSON CANADA Toronto	CANADA	J. WALTER THOMPSON CANADA Toronto
A05/004	00104	SHOP LIKE A JEDI	CARREFOUR	RETAIL	PUBLICIS ROMANIA Bucharest	ROMANIA	PUBLICIS ROMANIA Bucharest
A05/014	02251	LE BON	LIDL	DISCOUNT FOOD	INGO Stockholm	SWEDEN	INGO Stockholm
A05/036	02365	IKEA - BIG BROTHER UNBOXING	IKEA	IKEA HOME FURNISHINGS AND APPLIANCES	McCANN TEL AVIV	ISRAEL	McCANN TEL AVIV
A05/073	01612	SHARING THE GIFT OF READING AT CHRISTMAS	SAINSBURY'S	SAINSBURY'S	PHD London	UNITED KINGDOM	PHD London / AMVBBDO London / ANALOGFOLK London
A05/085	02849	TARGET CREATES FIRST EVER LIVE MUSIC VIDEO WITH GWEN STEFANI	TARGET	RETAIL	DEUTSCH LA	USA	DEUTSCH LA

A06 (Travel, Transport & Leisure)

A06/012	02253	THE SWEDISH NUMBER	SWEDISH TOURIST ASSOCIATION	TOURISM	INGO Stockholm	SWEDEN	INGO Stockholm
A06/021	01241	#COMEONIN	THE SYDNEY OPERA HOUSE	THE SYDNEY OPERA HOUSE	DDB Sydney	AUSTRALIA	DDB Sydney
A06/023	01068	VAN GOGH BNB	ART INSTITUTE OF CHICAGO	VAN GOGH "BEDROOMS" EXHIBIT	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO
A06/024	01656	JUSTINO	LOTERÍAS Y APUESTAS DEL ESTADO	CHRISTMAS LOTTERY	LEO BURNETT Madrid	SPAIN	LEO BURNETT Madrid
A06/048	02206	MA PLACE EST DANS LA SALLE	PRODISS	ENTERTAINMENT	FRED & FARID PARIS	FRANCE	FRED & FARID PARIS
A06/049	02887	HOLIDAYS ON DEMAND	TRANSAVIA	AIRLINE COMPANY	LES GAULOIS Puteaux	FRANCE	LES GAULOIS Puteaux

A07 (Media & Publications)

A07/003	00022	GREEN NEWSPAPER	THE MAINICHI NEWSPAPERS	THE MAINICHI NEWSPAPERS	DENTSU INC Tokyo	JAPAN	DENTSU INC Tokyo
A07/013	02486	SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	McCANN LONDON
A07/016	00255	MTV VMA GREEN-SCREENS	MTV	2015 MTV VIDEO MUSIC AWARDS	MTV New York	USA	MTV New York
A07/030	01262	STARDUST FOR BOWIE	STUDIO BRUSSEL	STARDUST FOR BOWIE	DDB BRUSSELS	BELGIUM	DDB BRUSSELS
A07/035	01293	HUMANS	CHANNEL 4	HUMANS	OMD UK London	UNITED KINGDOM	OMD UK London

A08 (Financial Products & Services)

A08/003	00787	YOUNG AGAIN	DNB	DNB YOUNG	TRY Oslo	NORWAY	TRY Oslo
A08/021	00565	GAYNZ	ANZ	ANZ BANK	TBWA MELBOURNE	AUSTRALIA	TBWA MELBOURNE
A08/022	00566	SMART GIRLS — EQUAL FUTURE	ANZ	ANZ BANK	TBWA MELBOURNE	AUSTRALIA	TBWA MELBOURNE
A08/023	01637	#TAKEPAUSE	BMO	BANK OF MONTREAL	MAXUS GLOBAL London	UNITED KINGDOM	MAXUS GLOBAL London
A08/030	01053	MAKING THE UK ROADS SAFER	AVIVA	AVIVA DRIVE	ZENITHOPTIMEDIA London	UNITED KINGDOM	ZENITHOPTIMEDIA London

A09 (Business Products & Services)

Shortlist (Media Lions)

A09/003	01870	THE PUZZLE	BAE SYSTEMS	BAE SYSTEMS	OGILVY PUBLIC RELATIONS WORLDWIDE Chicago	USA	OGILVY PUBLIC RELATIONS WORLDWIDE Chicago
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A10 (Commercial Public Services)

A10/019	01940	38 YEARS LATER	TRIPLE S	TRIPLE S ADVANTAGE	J. WALTER THOMPSON PUERTO RICO San Juan	PUERTO RICO	J. WALTER THOMPSON PUERTO RICO San Juan
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A11 (Corporate Image)

A11/010	02321	#OFF4ADAY	SAMSUNG ELECTRONICS ITALIA SPA	SAMSUNG CONSUMER ELECTRONICS	LEO BURNETT ITALY Milan	ITALY	LEO BURNETT ITALY Milan
A11/030	01672	THE DILEMMA	HEINEKEN	BEER	STARCOM MEDIAVEST GROUP Milan	ITALY	PUBLICIS ITALY Milan
A11/037	02007	NO BORDERS	AIRBNB	AIRBNB	STARCOM MEDIAVEST GROUP Chicago	USA	STARCOM MEDIAVEST GROUP Chicago / TBWA\CHIAT\DAY Los Angeles

A12 (Public Health & Safety)

A12/005	02426	VULTURES WARN	USAID PERU	USAID PERU	FCB MAYO Lima	PERU	FCB MAYO Lima
A12/009	01980	SAVING HANDS	LALCEC	LALCEC	J. WALTER THOMPSON ARGENTINA Buenos Aires	ARGENTINA	J. WALTER THOMPSON ARGENTINA Buenos Aires
A12/012	01498	CANCER UNCENSORED	GOLLO	GOLLO	McCANN SAN JOSE San Jose	COSTA RICA	McCANN SAN JOSE San Jose
A12/018	01403	LIFE SAVING STICKERS	AUSTRALIAN ROAD SAFETY FOUNDATION	AUSTRALIAN ROAD SAFETY FOUNDATION	GPY&R Brisbane	AUSTRALIA	GPY&R Brisbane
A12/019	02783	SNAPCHAT FROM THE CLOSET	OOGACHAGA	LGBT COUNSELLING / NON-PROFIT	OGILVY & MATHER SINGAPORE	SINGAPORE	OGILVY & MATHER SINGAPORE
A12/025	01680	DIPPER CONDOMS	TATA MOTORS	DIPPER CONDOMS	REDIFFUSION Y&R Mumbai	INDIA	REDIFFUSION Y&R Mumbai
A12/046	02339	SMS LAST WORDS	GLOBAL ROAD SAFETY PARTENERSHIP	GLOBAL ROAD SAFETY	HAVAS WORLDWIDE SHANGHAI	CHINA	HAVAS WORLDWIDE SHANGHAI

A13 (Public Sector & Awareness Messages)

A13/006	01163	THE SECOND SCOREBOARD	TELETICA, INAMU, FEDEFUTBOL	DOMESTIC VIOLENCE	J. WALTER THOMPSON COSTA RICA San José	COSTA RICA	J. WALTER THOMPSON COSTA RICA San José
A13/014	02440	THE TALKING WONDERS	FAI - FONDO AMBIENTE ITALIANO	FAI MARATHON	McCANN WORLDGROUP Milan	ITALY	McCANN WORLDGROUP Milan
A13/025	00804	END THE SILENCE	LA SIRENA	LA SIRENA	PAGÉS BBDO Santo Domingo	DOMINICAN REPUBLIC	PAGÉS BBDO Santo Domingo
A13/031	01768	SEARCH RACISM. FIND TRUTH.	REFUGEES WELCOME	NPO	FCB ZÜRICH	SWITZERLAND	FCB ZÜRICH
A13/032	02264	CAR WATCH	NATIONAL TRANSIT POLICE	EYE SURVEILLANCE APP	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil
A13/037	02578	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
A13/039	02730	MIRRORS OF RACISM	NGO CRIOLA	NGO	W3HAUS São Paulo	BRAZIL	W3HAUS São Paulo

Shortlist (Media Lions)

A13/042	02589	GUN CRAZY	STATES UNITED TO PREVENT GUN VIOLENCE	SENSIBLE GUN LAWS	GREY NEW YORK	USA	GREY NEW YORK
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A14 (Charities & Appeals)

A14/007	02122	AMNESTY INTERNATIONAL UNBLOCKER	AMNESTY INTERNATIONAL	WORLD DAY AGAINST CYBER CENSORSHIP	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
A14/016	02130	I CAN TEACH YOU TOO	DUBAI CARES	CHARITY ORGANISATION	J. WALTER THOMPSON DUBAI	UNITED ARAB EMIRATES	J. WALTER THOMPSON DUBAI
A14/019	00128	HOW CHARITIES BECAME DONORS	FREE A GIRL	CHARITY	TBWAINEBOKO Amsterdam	THE NETHERLANDS	TBWAINEBOKO Amsterdam
A14/022	01093	FACEBOOK PHOTOBOMB	DARG	FACEBOOK PHOTOBOMB	VML Cape Town	SOUTH AFRICA	VML Cape Town
A14/039	01074	A GROUND-BREAKING PARTNERSHIP TO COMBAT LONELINESS.	AGE UK	AGE UK	MANNING GOTTLIEB OMD London	UNITED KINGDOM	MANNING GOTTLIEB OMD London
A14/044	00712	LEGALLY BRIDE	KAFA	WOMEN'S RIGHTS NGO	LEO BURNETT BEIRUT	LEBANON	LEO BURNETT BEIRUT

B01 (Use of Screens)

B01/001	00105	SHOP LIKE A JEDI	CARREFOUR	RETAIL	PUBLICIS ROMANIA Bucharest	ROMANIA	PUBLICIS ROMANIA Bucharest
B01/002	00261	DREAM ADVENTURES	EXPEDIA	TRAVEL	180LA Santa Monica	USA	180LA Santa Monica
B01/006	00588	THE GREAT ESCAPE	GRAUBUENDEN FERIEEN	GRAUBUENDEN FERIEEN	JUNG von MATT/LIMMAT Zürich	SWITZERLAND	JUNG von MATT/LIMMAT Zürich
B01/022	01499	CANCER UNCENSORED	GOLLO	GOLLO	McCANN SAN JOSE San Jose	COSTA RICA	McCANN SAN JOSE San Jose
B01/023	01982	SAVING HANDS	LALCEC	LALCEC	J. WALTER THOMPSON ARGENTINA Buenos Aires	ARGENTINA	J. WALTER THOMPSON ARGENTINA Buenos Aires
B01/035	01290	ANIMAL DETECTING BILLBOARDS	BMW AUSTRIA	BMW NIGHT VISION SYSTEM	DEMNER, MERLICEK & BERGMANN Vienna	AUSTRIA	DEMNER, MERLICEK & BERGMANN Vienna
B01/055	02707	DOG CHANNEL	MARS PET	PEDIGREE	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
B01/062	02590	GUN CRAZY	STATES UNITED TO PREVENT GUN VIOLENCE	SENSIBLE GUN LAWS	GREY NEW YORK	USA	GREY NEW YORK
B01/077	00230	HYUNDAI MOTOR GROUP - GOING HOME	HYUNDAI MOTOR GROUP	AUTOMOTIVE	PLAYGROUND Seoul	SOUTH KOREA	PLAYGROUND Seoul

B02 (Use of Audio Platforms)

B02/002	00116	ABANDONED LIVES	38SMILES	NON PROFIT ANIMAL RESCUE GROUP	MULLENLOWE MENA Dubai	UNITED ARAB EMIRATES	MULLENLOWE MENA Dubai
B02/005	00111	SLOW DOWN GPS	IF INSURANCE	INSURANCE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg
B02/030	02409	SONGS OF VIOLENCE	ESTADAO DIGITAL	ESTADAO DIGITAL	FCB BRASIL São Paulo	BRAZIL	FCB BRASIL São Paulo
B02/031	00299	TEACHER AM	INDONESIA MENGAJAR	NON-GOVERNMENTAL ORGANIZATION	J. WALTER THOMPSON JAKARTA	INDONESIA	J. WALTER THOMPSON JAKARTA
B02/049	02247	THE LOST CHILDREN	SHANTI HOUSE	THESE WHO LIVING IN THE STREET	ACW GREY TEL AVIV	ISRAEL	ACW GREY TEL AVIV
B02/050	02380	TELL ME MY TALE	CRISOL	BOOKSTORE	OGILVY & MATHER PERU Lima	PERU	OGILVY & MATHER PERU Lima

Shortlist (Media Lions)

B02/083	02917	TRUTH DETECTOR	89 FM	89 FM	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo
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B03 (Use of Print)

B03/003	00023	GREEN NEWSPAPER	THE MAINICHI NEWSPAPERS	THE MAINICHI NEWSPAPERS	DENTSU INC Tokyo	JAPAN	DENTSU INC Tokyo
B03/006	02640	HOPE FOR SALE	FUNDACIÓN INTHEOS	FUNDACIÓN INTHEOS	TAPSA Y&R Madrid	SPAIN	TAPSA Y&R Madrid
B03/016	00680	SHOWROOM HOME DELIVERY	AUDI JAPAN KK	AUDI A3	DENTSU INC Tokyo	JAPAN	DENTSU INC Tokyo
B03/017	01756	WHY PEOPLE FLEE.	JOHANNITER ÖSTERREICH SERVICE GEMEINNÜTZIGE	SOCIAL SERVICES	OGILVY & MATHER VIENNA	AUSTRIA	OGILVY & MATHER VIENNA
B03/023	02308	CHAMPIONS HIJACK	GO SPORT	GO SPORT	TBWA\RAAD Dubai	UNITED ARAB EMIRATES	TBWA\RAAD Dubai
B03/027	02372	FRONT PAGE PACK	CIA ÇACIQUE DE CAFÉ SOLUVEL	CAFÉ PELÉ	LEW\LARA\TBWA São Paulo	BRAZIL	LEW\LARA\TBWA São Paulo
B03/051	02004	PEPITO	GFR MEDIA	PRIMERA HORA	McCANN San Juan	PUERTO RICO	McCANN San Juan / HAROLD JESSURUN San Juan

B04 (Use of Outdoor)

B04/021	00354	KEEP HOPE ALIVE	CHILD FOCUS	CENTER FOR MISSING AND SEXUALLY EXPLOITED CHILDREN	THESE DAYS Antwerp	BELGIUM	THESE DAYS Antwerp
B04/027	02490	SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM	McCANN LONDON
B04/031	02249	CALL BRUSSELS	VISIT BRUSSELS	VISIT BRUSSELS	AIR Brussels	BELGIUM	AIR Brussels
B04/056	01355	PHOTO COACH	CANON	CANON LENSES	360i New York	USA	360i New York
B04/057	02731	MIRRORS OF RACISM	NGO CRIOLA	NGO	W3HAUS São Paulo	BRAZIL	W3HAUS São Paulo
B04/078	01780	NOW WE ARE ALL BELIEBERS	UNIVERSAL MUSIC GROUP	ALBUM LAUNCH	MEDIACOM London	UNITED KINGDOM	MEDIACOM London

B05 (Use of Ambient Media: Small Scale)

B05/004	00080	AIR MAX 95 COLLECTABLES	NIKE HONG KONG	NIKE	OGILVY & MATHER GROUP HONG KONG	HONG KONG	OGILVY & MATHER GROUP HONG KONG
B05/013	00387	LEGOLAND DOLLARS	LEGOLAND FLORIDA RESORT	ENTERTAINMENT/T RAVEL & LEISURE	VML New York	USA	VML New York
B05/017	02513	WE FEED THE PLANET - THE SMALLEST PROTEST EVER	SLOWFOOD	TERRA MADRE GIOVANI	SAATCHI & SAATCHI Milan	ITALY	
B05/020	01116	COOL WITHOUT SMOKING	THE DANISH CANCER SOCIETY	ANTI-SMOKING	DDB COPENHAGEN	DENMARK	DDB COPENHAGEN
B05/048	00598	CLOVER DROUGHT PACK	CLOVER SA	CLOVER FRESH MILK	JOE PUBLIC Johannesburg	SOUTH AFRICA	JOE PUBLIC Johannesburg
B05/049	00963	BRAIN BUILDING CASE STUDY	VROOM	VROOM	JOHANNES LEONARDO New York	USA	JOHANNES LEONARDO New York
B05/055	02658	LOST MEMORIES	FUNDACIÓN ALZHEIMER ESPAÑA	AWARENESS CAMPAIGN	McCANN Madrid	SPAIN	McCANN Madrid
B05/057	02073	DONATE YOUR SIGNATURE	UNESCO JAPAN	UNWRITABLE RECEIPT	BEACON/LEO BURNETT Tokyo	JAPAN	BEACON/LEO BURNETT Tokyo
B05/061	01582	FORWARD THE CURE	UHPANG HOSPITAL FOUNDATION	UHPANG HOSPITAL FOUNDATION	THE LEO BURNETT GROUP THAILAND Bangkok	THAILAND	THE LEO BURNETT GROUP THAILAND Bangkok
B05/066	01404	LIFE SAVING STICKERS	AUSTRALIAN ROAD SAFETY FOUNDATION	AUSTRALIAN ROAD SAFETY FOUNDATION	GPY&R Brisbane	AUSTRALIA	GPY&R Brisbane

Shortlist (Media Lions)

B05/077	00542	YOUNG MASSEUSE	COMMUNITY DEVELOPMENT AUTHORITY, DUBAI	CHILD ABUSE HELPLINE	SPARK* PUBLINET Dubai	UNITED ARAB EMIRATES	SPARK* PUBLINET Dubai
B05/080	02123	X-RAY CASTS	FONTERRA BRANDS NEW ZEALAND, ANCHOR	ANCHOR MILK	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
B05/088	01587	#BETHEIREYES	SAMSUNG	CSM	CHEIL HONG KONG	HONG KONG	CHEIL HONG KONG
B05/093	02718	PAY WITH BLOOD	UNTOLD FESTIVAL AND NATIONAL INSTITUTE FOR BLOOD DONATIONS	EVENTS	McCANN WORLDGROUP ROMANIA Bucharest	ROMANIA	McCANN WORLDGROUP ROMANIA Bucharest
B05/106	02204	BREAST MILK	BREAST CANCER CURE	BREAST MILK	Y&R NZ Auckland	NEW ZEALAND	Y&R NZ Auckland
B05/148	02193	THE PINK BRA	PINK RIBBON	THE PINK BRA - BREAST CANCER AWARENESS	TONIC INTERNATIONAL Dubai	UNITED ARAB EMIRATES	TONIC INTERNATIONAL Dubai
B05/155	02717	BITTERSWEET PIES	PAUL	RESTAURANTS	McCANN WORLDGROUP ROMANIA Bucharest	ROMANIA	McCANN WORLDGROUP ROMANIA Bucharest / MRM//McCANN Bucharest
B05/157	00749	HUNTED	CHANNEL 4	ENTERTAINMENT	OMD UK London	UNITED KINGDOM	4creative London

B06 (Use of Ambient Media: Large Scale)

B06/003	00173	UNFORGOTTEN SOLDIERS	SKY TELEVISION NEW ZEALAND	HISTORY CHANNEL	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland
B06/015	01874	MUSEUM OF FEELINGS	SC JOHNSON	GLADE	OGILVY & MATHER Chicago	USA	OGILVY & MATHER Chicago
B06/025	00321	GAME OF THRONES TERRITORY	TOURISM IRELAND	TOURISM	PUBLICIS LONDON	UNITED KINGDOM	PUBLICIS LONDON
B06/041	01238	IQ TRASHCANS	CHINA ENVIRONMENTAL PROTECTION FOUNDATION	PUBLIC SERVICE	J. WALTER THOMPSON Shanghai	CHINA	J. WALTER THOMPSON Shanghai
B06/046	02836	THE SEA CEMETERY	SUPPORT TO LIFE / HAYATA DESTEK DERNEGI	INTERNATIONAL HUMANITATION AID	TBWA ISTANBUL	TURKEY	TBWA ISTANBUL
B06/063	02558	WHOPPER SIGN	BURGER KING	FAST FOOD RESTAURANT	DAVID Miami	USA	DAVID Miami
B06/065	01861	TRIBECA FILM FESTIVAL REACTOR	TRIBECA FILM FESTIVAL	FILM FESTIVAL	J. WALTER THOMPSON New York	USA	J. WALTER THOMPSON New York
B06/068	02562	UNKNOWNNS	CANON U.S.A	CANON EOS REBEL T6I	GREY NEW YORK	USA	GREY NEW YORK
B06/069	02609	HIGHWAY ROBBERY	VOLVO CAR USA	2016 VOLVO XC90 T8	GREY NEW YORK	USA	GREY NEW YORK
B06/080	02387	THE BABY STROLLER TEST- RIDE BY CONTOURS	CONTOURS STROLLERS	BABY STROLLERS	FCB CHICAGO	USA	FCB CHICAGO
B06/084	02838	BEHIND THE LEATHER	PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS	PETA ASIA	OGILVY & MATHER Bangkok	THAILAND	OGILVY & MATHER Bangkok
B06/100	02202	ALZHEIMER ATM	BANCO SANTA FE	BANCO SANTA FE	DHÉLET Y&R LATAM Buenos Aires	ARGENTINA	DHÉLET Y&R LATAM Buenos Aires

B07 (Use of Events)

B07/003	01944	A SPECIAL ATHLETE	PEPSICO	GATORADE	J. WALTER THOMPSON PUERTO RICO San Juan	PUERTO RICO	J. WALTER THOMPSON PUERTO RICO San Juan
B07/014	02255	LE BON	LIDL	DISCOUNT FOOD	INGO Stockholm	SWEDEN	INGO Stockholm

Shortlist (Media Lions)

B07/038	01422	THE LIVE TUBE	HEINEKEN	BEER	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan
B07/050	00806	END THE SILENCE	LA SIRENA	LA SIRENA	PAGÉS BBDO Santo Domingo	DOMINICAN REPUBLIC	PAGÉS BBDO Santo Domingo
B07/057	02719	PAY WITH BLOOD	UNTOLD FESTIVAL AND NATIONAL INSTITUTE FOR BLOOD DONATIONS	EVENTS	McCANN WORLDGROUP ROMANIA Bucharest	ROMANIA	McCANN WORLDGROUP ROMANIA Bucharest
B07/077	02681	THE IVORY BURN	WILDAID	WILDLIFE CONSERVATION	GREY LONDON	UNITED KINGDOM	GREY LONDON
B07/101	01673	THE DILEMMA	HEINEKEN	BEER	STARCOM MEDIAVEST GROUP Milan	ITALY	PUBLICIS ITALY Milan
B07/102	00729	KRYLON SPRAY PAINT PRESENTS THE "WORLD'S LONGEST YARD SALE" CAMPAIGN	KRYLON	KRYLON SPRAY PAINT	DEVRIES GLOBAL New York City	USA	DEUTSCH New York

B08 (Use of Stunts)

B08/004	00174	UNFORGOTTEN SOLDIERS	SKY TELEVISION NEW ZEALAND	HISTORY CHANNEL	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland
B08/005	00041	THE UNCONVENTIONAL OVEN	KIDSAFE	PUBLIC SERVICE ANNOUNCEMENT	DDB GROUP MELBOURNE	AUSTRALIA	DDB GROUP MELBOURNE
B08/007	00151	WAITING LINES	RE-BORN TO BE ALIVE	ORGAN DONATION	DUVAL GUILLAUME Antwerp	BELGIUM	DUVAL GUILLAUME Antwerp
B08/016	02519	BEHIND THE T-SHIRT	IBCC	CORPORATE IMAGE	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo
B08/026	01762	UNTOUCHABLE CARS	MOUNTAIN RIDERS	MOUNTAIN RIDERS	J. WALTER THOMPSON PARIS Neuilly sur Seine	FRANCE	J. WALTER THOMPSON PARIS Neuilly sur Seine
B08/027	01669	THE INTERVIEW	PUBBLICITÀ E PROGRESSO	NO PROFIT	Y&R ITALIA Milan	ITALY	Y&R ITALIA Milan
B08/052	01070	VAN GOGH BNB	ART INSTITUTE OF CHICAGO	VAN GOGH "BEDROOMS" EXHIBIT	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO
B08/064	00716	LEGALLY BRIDE	KAFA	WOMEN'S RIGHTS NGO	LEO BURNETT BEIRUT	LEBANON	LEO BURNETT BEIRUT
B08/068	00921	TESTIMONIES	FUNDACIÓN HUÉSPED	INSTITUTIONAL FUNDRAISING	WUNDERMAN BUENOS AIRES	ARGENTINA	WUNDERMAN BUENOS AIRES
B08/080	00466	SKITTLES HOLIDAY PAWN SHOP	WRIGLEY CANADA	SKITTLES	MEDIACOM Toronto	CANADA	BBDO TORONTO
B08/102	02230	GOODBYE BAD LUCK	LA LIBANAISE DES JEUX	LOTO LIBANAIS	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai
B08/106	02864	THE REFUGEE COLLECTION	REFUGEES INTERNATIONAL JAPAN	NPO	OGILVY & MATHER JAPAN Tokyo	JAPAN	OGILVY & MATHER JAPAN Tokyo
B08/111	02610	HIGHWAY ROBBERY	VOLVO CAR USA	2016 VOLVO XC90 T8	GREY NEW YORK	USA	GREY NEW YORK
B08/112	01276	UNCRUSHABLE	M.J. BALE	M.J. BALE 100% MERINO WOOL SUIT	TBWA SYDNEY	AUSTRALIA	TBWA SYDNEY
B08/115	02414	THIS BIKE HAS MS	MS AUSTRALIA	MS	GREY MELBOURNE	AUSTRALIA	GREY MELBOURNE
B08/119	02811	DISTRICT SIX TRAVELLING SUITCASES	DISTRICT SIX MUSEUM	DISTRICT SIX MUSEUM	OGILVY & MATHER CAPE TOWN	SOUTH AFRICA	OGILVY & MATHER CAPE TOWN
B08/128	02591	GUN CRAZY	STATES UNITED TO PREVENT GUN VIOLENCE	SENSIBLE GUN LAWS	GREY NEW YORK	USA	GREY NEW YORK

Shortlist (Media Lions)

B08/142	02839	BEHIND THE LEATHER	PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS	PETA ASIA	OGILVY & MATHER Bangkok	THAILAND	OGILVY & MATHER Bangkok
B08/152	00726	REDRAW	INSPIRE THE FUTURE	INTERNATIONAL WOMEN'S DAY	MULLENLOWE GROUP London	UNITED KINGDOM	MULLENLOWE GROUP London
B08/155	02051	BREW TROLEUM	DB BREWERIES	DB EXPORT	PHD Auckland	NEW ZEALAND	COLENZO BBDO Auckland
B08/178	02560	THE FIELD TRIP TO MARS	LOCKHEED MARTIN	GENERATION BEYOND	McCANN NEW YORK New York	USA	McCANN NEW YORK New York

C01 (Use of Digital Platforms)

C01/004	00501	WESTPAC CHOPPER APPEAL	WESTPAC	CHOPPER APPEAL MONTH	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland
C01/008	01752	THE HUMAN TEST	TRANSPORT ACCIDENT COMMISSION VICTORIA	TRANSPORT ACCIDENT COMMISSION VICTORIA	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE
C01/009	02124	AMNESTY INTERNATIONAL UNBLOCKER	AMNESTY INTERNATIONAL	WORLD DAY AGAINST CYBER CENSORSHIP	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
C01/016	00758	DON'T LOOK AWAY	USHER	INTERACTIVE MUSIC VIDEO	AKQA São Paulo	BRAZIL	AKQA São Paulo
C01/033	01834	DONATION ICONS	OXFAM	DONATION ICONS	RKCR/Y&R London	UNITED KINGDOM	RKCR/Y&R London
C01/072	02805	MEMORIES FOR LIFE	HDFC	HDFC BANK	LEO BURNETT INDIA Mumbai	INDIA	LEO BURNETT INDIA Mumbai
C01/091	01617	GIFT BUDDY	ZALORA	ZALORA ONLINE RETAIL PORTAL	GREY GROUP Singapore	SINGAPORE	GREY GROUP Singapore
C01/093	02699	THE BIG DATA TAKEDOWN	ACTIONEARTH.ORG	ORGANIZATION	CIRCUS GREY Lima	PERU	CIRCUS GREY Lima
C01/096	02593	GHOST VOTE	STATES UNITED TO PREVENT GUN VIOLENCE	PROMOTING SMART GUN LAWS	GREY NEW YORK	USA	GREY NEW YORK
C01/102	02850	VOLKSWAGEN UNLEASH YOUR RRRR: GOLF R LAUNCH	VOLKSWAGEN GROUP OF AMERICA	GOLF R	DEUTSCH LA	USA	DEUTSCH LA
C01/107	02344	MCWHOPPER	BURGER KING	MCWHOPPER	Y&R NZ Auckland	NEW ZEALAND	Y&R NZ Auckland / Y&R MEDIA NZ Auckland / DAVID Miami
C01/108	02568	VIGILANT WALLPAPERS	JEEP	INSTITUTIONAL	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo
C01/128	01809	UNFORGETTABLE COSTA RICA	PANIAMOR	GOVERNMENT ORGANIZATION	OMD San Jose	COSTA RICA	GARNIER BBDO COMUNIDAD San José

C02 (Use of Mobile)

C02/003	00242	ANYWARE	DOMINO'S	DOMINO'S PIZZA	CP+B Boulder	USA	CP+B Boulder
C02/005	00112	SLOW DOWN GPS	IF INSURANCE	INSURANCE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg
C02/011	00505	GIGA SELFIE	TOURISM AUSTRALIA	SIGHTSEEING	TBWA HAKUHODO Tokyo	JAPAN	TBWA HAKUHODO Tokyo
C02/012	01445	#SPONSOREDBY GATORADE	PEPSICO	GATORADE	DLV BBDO Milan	ITALY	DLV BBDO Milan
C02/023	00425	STUFFIES	SUNCORP	SUNCORP INSURANCE	GPY&R Brisbane	AUSTRALIA	GPY&R Brisbane
C02/035	01815	HCD RINK BINGO	HOCKEY CLUB DAVOS	HCD MERCHANDISE	FCB ZÜRICH	SWITZERLAND	FCB ZÜRICH
C02/038	01242	#COMEONIN	THE SYDNEY OPERA HOUSE	THE SYDNEY OPERA HOUSE	DDB Sydney	AUSTRALIA	DDB Sydney
C02/043	01247	CELEBRITY TANTRUM	SAMSUNG AUSTRALIAN=	SAMSUNG TAB S2	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY

Shortlist (Media Lions)

C02/102	01608	LO KAR LO BAAT	HINDUSTAN UNILEVER	ACTIVE WHEEL DETERGENT	PHD INDIA Mumbai	INDIA	PHD INDIA Mumbai
C02/128	02627	ISEA APP	MIGRANT OFFSHORE AID STATION (MOAS)	ISEA APP	GREY GROUP Singapore	SINGAPORE	GREY GROUP Singapore
C03 (Use of Social Platforms)							
C03/012	00384	THE SUPER BOWL DUNK	GATORADE	GATORADE	VML Kansas City	USA	VML Kansas City
C03/016	01931	STRAIGHT OUTTA	BEATS BY DRE.	BEATS BY DRE.	R/GA HUSTLE Los Angeles	USA	R/GA HUSTLE Los Angeles
C03/046	02131	I CAN TEACH YOU TOO	DUBAI CARES	CHARITY ORGANISATION	J. WALTER THOMPSON DUBAI	UNITED ARAB EMIRATES	J. WALTER THOMPSON DUBAI
C03/054	01351	WESTPAC GET CASH TUTORIALS	WESTPAC BANKING CORPORATION	WESTPAC TRANSACTIONAL BANKING	DDB GROUP MELBOURNE	AUSTRALIA	DDB GROUP MELBOURNE
C03/057	02352	YOU'RE ACCEPTED	MINUS 18	LGBT YOUTH SUPPORT	GPY&R Melbourne	AUSTRALIA	GPY&R Melbourne
C03/063	00475	RAINBOWS	DORITOS	DORITOS	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco
C03/072	00182	HOME FOR CHRISTMAS	EDEKA ZENTRALE & CO. KG	EDEKA	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg
C03/087	01071	VAN GOGH BNB	ART INSTITUTE OF CHICAGO	VAN GOGH "BEDROOMS" EXHIBIT	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO
C03/099	00408	CANON INSTAZOOM	CANON SINGAPORE.	CANON POWERSHOT SX60 HS	DENTSU SINGAPORE	SINGAPORE	DENTSU SINGAPORE
C03/101	02789	SNAPCHAT FROM THE CLOSET	OOGACHAGA	LGBT COUNSELLING / NON-PROFIT	OGILVY & MATHER SINGAPORE	SINGAPORE	OGILVY & MATHER SINGAPORE
C03/113	01893	GIRL EMOJIS	PROCTER & GAMBLE	ALWAYS	STARCOM MEDIAVEST GROUP Chicago	USA	STARCOM MEDIAVEST GROUP Chicago
C03/117	01480	TWITTER REFUGEES	PASSOP	AWARENESS MESSAGE	VML Cape Town	SOUTH AFRICA	VML Cape Town
C03/122	02197	SHARE HUMANITY	UNITED NATIONS OFFICE FOR COORDINATION OF HUMANITARIAN AID (UNOCHA)	NON PROFIT	OGILVYONE NEW YORK	USA	OGILVYONE NEW YORK
C03/133	01844	MISSING TAG	MISSING CHILDREN	HELPING FAMILIES FIND THEIR MISSING CHILDREN	OMD ARGENTINA Buenos Aires	ARGENTINA	OMD ARGENTINA Buenos Aires / TRIBAL ARGENTINA Buenos Aires
C03/147	02885	MASHIMACHINE	4PELAGATOS.COM	ONLINE JOURNAL	LEO BURNETT MÉXICO	MEXICO	LEO BURNETT MÉXICO
C03/155	01128	I, AIDS.	AIDES	FIGHT AGAINST AIDS	WNP Paris	FRANCE	WNP Paris
C03/158	02579	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
C03/167	01644	#TAKEPAUSE	BMO	BANK OF MONTREAL	MAXUS GLOBAL London	UNITED KINGDOM	MAXUS GLOBAL London
C03/176	02777	GIF	ARRELS FUNDACIÓ	ARRELS FUNDACIÓ	THE CYRANOS//McCANN Barcelona	SPAIN	THE CYRANOS//McCANN Barcelona
C03/180	02594	GHOST VOTE	STATES UNITED TO PREVENT GUN VIOLENCE	PROMOTING SMART GUN LAWS	GREY NEW YORK	USA	GREY NEW YORK

Shortlist (Media Lions)

C03/181	00905	ADOBE #PSMYSTERY	ADOBE	ADOBE PHOTOSHOP	EDELMAN San Francisco	USA	EDELMAN San Francisco
C03/187	02682	#JOINTHEHERD	WILDAID	WILDLIFE CONSERVATION	GREY LONDON	UNITED KINGDOM	GREY LONDON
C03/200	02540	MANBOOBS	MACMA	BREAST CANCER AWARENESS	DAVID Buenos Aires	ARGENTINA	DAVID Buenos Aires
C03/211	00969	GIVE EXTRA, GET EXTRA	WRIGLEY, A SUBSIDIARY OF MARSORPORATED	EXTRA GUM	ENERGY BBDO Chicago	USA	ENERGY BBDO Chicago
C03/229	00798	#BIKEMYTIGHTS	PIERRE ROBERT ORKLA	PIERRE ROBERT HOSIERY	OMD Stockholm	SWEDEN	OMD Stockholm
C03/258	02934	KIDSBOK COLLECTION	ITAU BANK	INSTITUTIONAL	AFRICA São Paulo	BRAZIL	AFRICA São Paulo

C04 (Use of New Technology)

C04/003	00388	THE SUPER BOWL DUNK	GATORADE	GATORADE	VML Kansas City	USA	VML Kansas City
C04/018	01059	FEEL WIMBLEDON	JAGUAR LAND ROVER	JAGUAR	MINDSHARE London	UNITED KINGDOM	MINDSHARE London
C04/033	00732	100% REAL VIRTUAL REALITY	NATAKHTARI BREWERY (EFES GEORGIA)	OLD IRISH	LEAVINGSTONE Tbilisi	REPUBLIC OF GEORGIA	LEAVINGSTONE Tbilisi
C04/039	01709	INTEL WINTER X GAMES 2016	INTEL	INTEL CURIE TECHNOLOGY	OMD New York	USA	OMD New York
C04/044	00481	LUCY THE ROBOT	DOUBLE ROBOTICS	DOUBLE TELEPRESENCE ROBOT	ATOMIC 212 GROUP Sydney	AUSTRALIA	ATOMIC 212 GROUP Sydney
C04/045	02633	HEARTBEAT	LEXUS AUSTRALIA	RCF	M&C SAATCHI Sydney	AUSTRALIA	M&C SAATCHI Sydney
C04/046	01730	MCTRAX	McDONALD'S	PLACEMET	TBWAINEBOKO Amsterdam	THE NETHERLANDS	TBWAINEBOKO Amsterdam
C04/057	00815	GRAB A SEAT, IT'S PIMM'S O'CLOCK	DIAGEO	PIMM'S	CARAT London	UNITED KINGDOM	CARAT London
C04/075	02064	HEINEKEN BOND SPECTRE 2015	HEINEKEN	BEER	STARCOM MEDIAVEST GROUP Amsterdam	THE NETHERLANDS	WIEDEN+KENNEDY AMSTERDAM / HEINEKEN INTERNATIONAL Amsterdam / JACK MORTON WORLDWIDE London

D01 (Use of Data)

D01/007	01766	FASHION INTELLIGENCE INDEX	HANG LUNG PROPERTIES	FASHION WALK	McCANN & SPENCER Hong Kong	HONG KONG	McCANN & SPENCER Hong Kong
D01/014	01878	MUSEUM OF FEELINGS	SC JOHNSON	GLADE	OGILVY & MATHER Chicago	USA	OGILVY & MATHER Chicago
D01/032	02411	SONGS OF VIOLENCE	ESTADAO DIGITAL	ESTADAO DIGITAL	FCB BRASIL São Paulo	BRAZIL	FCB BRASIL São Paulo
D01/035	00189	THE HOUSE OF CLICKS	HEMNET	COMMERCIAL RESIDENCE	PRIME Stockholm	SWEDEN	PRIME Stockholm
D01/037	01104	NRG SOLAR FORECAST	NRG	ENERGY	DROGA5 New York	USA	DROGA5 New York / NRG ENERGY Princeton, NJ
D01/040	01904	EYE AM UNIQUE	LENSCRAFTERS	LENSCRAFTERS	MARCEL Paris	FRANCE	MARCEL Paris
D01/054	01296	THE FOMOMETER	NETFLIX	NETFLIX	MEC UK London	UNITED KINGDOM	MEC UK London
D01/069	00917	ROMEO REBOOT	AXE	AXE	CUBOCC São Paulo	BRAZIL	CUBOCC São Paulo

E01 (Use of Brand or Product Integration into a Programme or Platform)

E01/013	01166	THE SECOND SCOREBOARD	TELETICA, INAMU, FEDEFUTBOL	DOMESTIC VIOLENCE	J. WALTER THOMPSON COSTA RICA San José	COSTA RICA	J. WALTER THOMPSON COSTA RICA San José
E01/029	01424	THE LIVE TUBE	HEINEKEN	BEER	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan

Shortlist (Media Lions)

E01/031	02370	IKEA - BIG BROTHER UNBOXING	IKEA	IKEA HOME FURNISHINGS AND APPLIANCES	McCANN TEL AVIV	ISRAEL	McCANN TEL AVIV
E01/039	02200	SHARE HUMANITY	UNITED NATIONS OFFICE FOR COORDINATION OF HUMANITARIAN AID (UNOCHA)	NON PROFIT	OGILVYONE NEW YORK	USA	OGILVYONE NEW YORK
E01/050	01712	INTEL AND THE GRAMMYS PRESENT "THE LADY GAGA EXPERIENCE"	INTEL	INTELINMUSIC CURIE	OMD New York	USA	INTEL CORPORATION Santa Clara
E01/057	01674	THE DILEMMA	HEINEKEN	BEER	STARCOM MEDIAVEST GROUP Milan	ITALY	PUBLICIS ITALY Milan
E01/059	02259	LE BON TV HIJACK	LIDL - DISCOUNT FOOD TORE	DISCOUNT FOOD	INGO Stockholm	SWEDEN	INGO Stockholm
E01/079	02572	#DONATEFORPASCILA	CLUBE SANGUE BOM	INSTITUTIONAL	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo
E01/096	02853	TARGET CREATES FIRST EVER LIVE MUSIC VIDEO WITH GWEN STEFANI	TARGET	RETAIL	DEUTSCH LA	USA	DEUTSCH LA
E01/105	02415	THIS BIKE HAS MS	MS AUSTRALIA	MS	GREY MELBOURNE	AUSTRALIA	GREY MELBOURNE

E02 (Use of Co-Creation & User Generated Content)

E02/007	02260	THE SWEDISH NUMBER	SWEDISH TOURIST ASSOCIATION	TOURISM	INGO Stockholm	SWEDEN	INGO Stockholm
E02/019	02189	REUNTING MEMORIES FROM 1947	OLX	E-COMMERCE WEBSITE FOR USED GOODS	LEO BURNETT INDIA Mumbai	INDIA	LEO BURNETT INDIA Mumbai
E02/027	01249	FUEL THE FIRE	GIO INSURANCE AUSTRALIA	GIO INSURANCE	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY
E02/046	02886	MASHIMACHINE	4PELAGATOS.COM	ONLINE JOURNAL	LEO BURNETT MÉXICO	MEXICO	LEO BURNETT MÉXICO
E02/056	02285	STALLONE BAX	HEINEKEN MEXICO	TECATE BEER	NOMADES Mexico City	MEXICO	NOMADES Mexico City
E02/057	02421	4000 STOPS	RUTER - PUBLIC TRANSPORTATION IN OSLO	PUBLIC TRANSPORTATION	McCANN OSLO	NORWAY	McCANN OSLO
E02/061	02345	MCWHOPPER	BURGER KING	MCWHOPPER	Y&R NZ Auckland	NEW ZEALAND	Y&R NZ Auckland / Y&R MEDIA NZ Auckland / DAVID Miami
E02/064	01019	PIZZA LEGENDS	DOMINO'S	FAST FOOD, PIZZA	ARENA MEDIA London	UNITED KINGDOM	IRIS WORLDWIDE London
E02/069	01933	STRAIGHT OUTTA	BEATS BY DRE.	BEATS BY DRE.	R/GA HUSTLE Los Angeles	USA	R/GA HUSTLE Los Angeles
E02/076	02723	BRAVE CUT	FUNDATIA RENASTEREA	HEALTH	McCANN WORLDGROUP ROMANIA Bucharest	ROMANIA	McCANN WORLDGROUP ROMANIA Bucharest

E03 (Use of Branded Content created for Digital or Social Media)

E03/002	00079	LITTLE KITCHEN	FOODSTUFFS	NEW WORLD LITTLE KITCHEN	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
E03/005	00790	YOUNG AGAIN	DNB	DNB YOUNG	TRY Oslo	NORWAY	TRY Oslo
E03/008	02525	THE MINDCHANGER WORKOUT	RIO 2016	PARALYMPIC GAMES	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo
E03/017	00940	UNFAIRY TALES INTEGRATED	UNICEF	HUMANITARIAN AID	180LA Santa Monica	USA	180LA Santa Monica
E03/018	00759	DON'T LOOK AWAY	USHER	INTERACTIVE MUSIC VIDEO	AKQA São Paulo	BRAZIL	AKQA São Paulo

Shortlist (Media Lions)

E03/063	02106	MARC OR NOTHING	MARC DORCEL	MARC DORCEL	MARCEL Paris	FRANCE	MARCEL Paris
E03/066	02191	BAJAJ V	BAJAJ	BAJAJ AUTOMOBILES	LEO BURNETT INDIA Mumbai	INDIA	LEO BURNETT INDIA Mumbai
E03/090	02173	1ST BRANDED ONLINE ENTERTAINMENT HUB	SAUDI TELECOM COMPANY - STC	BROADBAND	J. WALTER THOMPSON RIYADH	SAUDI ARABIA	J. WALTER THOMPSON RIYADH
E03/124	01743	KLEENEX. SOMEONE NEEDS ONE.	KIMBERLY-CLARK	KLEENEX	MINDSHARE Chicago	USA	MINDSHARE Chicago
E03/129	02542	MANBOOBS	MACMA	BREAST CANCER AWARENESS	DAVID Buenos Aires	ARGENTINA	DAVID Buenos Aires
E03/130	00145	DONATE THE HATE - THE INVOLUNTARY ONLINE DONATION	ZDK - GESELLSCHAFT DEMOKRATISCHE KULTUR GGMBH	EXIT DEUTSCHLAND	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg
E03/157	01161	THE SUMMERBIBLE	PEPSICO	DORITOS	THE LAD BIBLE GROUP Manchester	UNITED KINGDOM	THE LAD BIBLE GROUP Manchester / OMD UK London
E03/164	02062	THE DILEMMA	HEINEKEN	HEINEKEN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan

F01 (Use of Integrated Media)

F01/003	00229	HOUSE OF LITTLE MOMENTS	UNI PRESIDENTS	UNI NOODLE	ADK TAIWAN	CHINESE TAIPEI	ADK TAIWAN
F01/020	00129	HOW CHARITIES BECAME DONORS	FREE A GIRL	CHARITY	TBWAINEBOKO Amsterdam	THE NETHERLANDS	TBWAINEBOKO Amsterdam
F01/050	02833	CAPTAIN OBVIOUS RUNS FOR PRESIDENT	HOTELS.COM	TRAVEL	CP+B Boulder	USA	CP+B Boulder
F01/052	00592	THE-REALLY-BIG-AND-FAR-REACHING-ADVERTISING-CAMPAIGN-THEY-NEVER-REALLY-WANTED-YO	AMNESTY INTERNATIONAL	DEFENCE AND SECURITY EQUIPMENT INTERNATIONAL (DSEI) EVENT	VCCP London	UNITED KINGDOM	VCCP London
F01/053	02795	BEAUTY TIPS BY RESHMA	MAKE LOVE NOT SCARS	ACID ATTACK	OGILVY & MATHER MUMBAI	INDIA	OGILVY & MATHER MUMBAI
F01/066	02597	#DADDO	PANTENE	PANTENE HAIR CARE	GREY NEW YORK	USA	GREY NEW YORK
F01/069	01294	HUMANS	CHANNEL 4	HUMANS	OMD UK London	UNITED KINGDOM	OMD UK London
F01/098	02346	MCWHOPPER	BURGER KING	MCWHOPPER	Y&R NZ Auckland	NEW ZEALAND	Y&R NZ Auckland / Y&R MEDIA NZ Auckland / DAVID Miami
F01/108	01613	SHARING THE GIFT OF READING AT CHRISTMAS	SAINSBURY'S	SAINSBURY'S	PHD London	UNITED KINGDOM	PHD London / AMVBBDO London / ANALOGFOLK London
F01/126	10124	A GROUND-BREAKING CAMPAIGN TO COMBAT LONELINESS.	JOHN LEWIS	JOHN LEWIS	MANNING GOTTLIEB OMD London	UNITED KINGDOM	MANNING GOTTLIEB OMD London / ADAM&EVEDDB London

Total Entries:

267