

Shortlist (Branded Content & Entertainment Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency	Production Company
A03 (Fiction: Online Series (minimum 3 episodes))								
A03/004	00042	THE ELECTRIC SAGA	EDF	ENERGY	HAVAS WORLDWIDE PARIS	FRANCE	HAVAS WORLDWIDE PARIS	QUAD PRODUCTIONS Clichy / 4 MECS EN BASKETS PARIS
A03/014	00442	3-SECOND COOKING "SHRIMP FRYING CANNON" & "SUPER FRIED DUMPLING"	NTT DOCOMO	ADVANCED LTE NETWORK	TOKYU AGENCY Tokyo	JAPAN	TOKYU AGENCY Tokyo / NTT ADVERTISING Tokyo	AOI PRO. Tokyo
A03/025	01063	WI FI DOGS	DEUTSCHE TELEKOM	TRAVEL & SURF	DDB GROUP GERMANY Berlin	GERMANY	DDB GROUP GERMANY Berlin	COMMUNITY FILM MÜNICH / PIRATES 'N PARADISE DÜSSELDORF / SMUGGLER LONDON
A03/032	01094	ABORTION TUTORIALS	MILES CORPORATION	CAMPAIGN IN SUPPORT OF THERAPEUTIC ABORTION LAW	GREY CHILE Santiago	CHILE	GREY CHILE Santiago	FUNKY FILMS Santiago
A03/043	00702	DIESEL OLD WIVES' TALES	VOLKSWAGEN	TDI@ CLEAN DIESEL	DEUTSCH LA	USA	DEUTSCH LA	LMNO PRODUCTIONS Encino
A04 (Fiction: Online (15 minutes or under in length))								
A04/001	00020	THE WAITING GAME	KATE SPADE NEW YORK	LUXURY FASHION & LIFESTYLE	KATE SPADE NEW YORK New York	USA		HELO Los Angeles
A04/004	00072	DE HUIZENPROMOTER	ABN AMRO	FINANCIAL SERVICES	RED URBAN Amsterdam	THE NETHERLANDS	RED URBAN Amsterdam / WEFILM Amsterdam	WEFILM Amsterdam
A04/005	00029	THE MONSTER-SMART LAUNCH	DAIMLER AG / SMART MM	SMART	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin	BIGFISH FILMPRODUKTION Berlin
A04/015	00354	ENHANCE YOUR LIGHTING	GE	GE	BBDO NEW YORK	USA	BBDO NEW YORK	PRETTYBIRD Culver City
A04/025	00805	STRUCK BY A RAINBOW	WRIGLEY CANADA	SKITTLES	BBDO Toronto	CANADA	BBDO Toronto	THE CORNER STORE Toronto
A04/027	00973	SAMSUNG HOLIDAY DREAMS	SAMSUNG TELECOMMUNICATIONS AMERICA	SAMSUNG	R/GA New York	USA	R/GA New York	1STAVEMACHINE New York
A04/031	00439	NINJA HIGH SCHOOL GIRL	SUNTORY BEVERAGE & FOOD	C.C.LEMON	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo / HAKUHODO KETTLE Tokyo	
A04/032	00447	BARELY LEGAL PAWN	AUDI OF AMERICA	BRAND	PMK*BNC New York City, NY	USA	PMK*BNC New York City, NY	PAULILU Los Angeles
A04/059	00614	THE RETURN OF LASSO	NBC SPORTS	BARCLAYS PREMIER LEAGUE	THE BROOKLYN BROTHERS New York	USA	THE BROOKLYN BROTHERS New York	MOXIE PICTURES New York
A04/060	00620	THE GENTLEMAN'S WAGER	JOHNNIE WALKER	BLUE LABEL	RSA FILMS Los Angeles	USA	ANOMALY New York	RSA FILMS Los Angeles

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A04/065	00831	MADDEN SEASON	EA SPORTS	MADDEN 15	HUNGRY MAN New York	USA		HUNGRY MAN New York
A04/068	00859	MORTAL TIMELINE	INTOUCH INSURANCE	MOVEMENT FOR RESPONSIBLE DRIVING	BBDO RUSSIA GROUP Moscow	RUSSIA	BBDO RUSSIA GROUP Moscow	FIBR FILM PRODUCTION Moscow

A05 (Fiction: Online (15 minutes or over in length))

A05/003	00140	BLAH AIRLINES	VIRGIN AMERICA	AIRLINE	ELEVEN San Francisco	USA	ELEVEN San Francisco	WORLD WAR SEVEN Los Angeles
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A06 (Non-Fiction: TV & Broadcast)

A06/006	00007	MATSUKO-ROID	NATURAL EIGHT	MATSUKO DELUXE	DENTSU INC. Tokyo	JAPAN	DENTSU INC. Tokyo /	
A06/041	01204	RABBIT RACE	MEDIA MARKT	MEDIA MARKT	OGILVY GERMANY Frankfurt	GERMANY	OGILVY GERMANY Frankfurt	ENDEMOL BEYOND Cologne / MMC STUDIOS KOELN

A08 (Non-Fiction: Online Series (minumum 3 episodes))

A08/007	00094	ONE RAND MAN	SANLAM	FINANCIAL SERVICES	KING JAMES GROUP Cape Town	SOUTH AFRICA	KING JAMES GROUP Cape Town	ARCADE Cape Town
A08/025	00873	RADIANT RETURN	PZ CUSSENS	RADIANT	DDB GROUP MELBOURNE	AUSTRALIA	DDB GROUP MELBOURNE	EXIT FILMS Melbourne
A08/027	00584	TUSVIK&TØNNE CUSTOMER SERVICE	NSB	NSB ENTERTAINMENT APP	BÅDE Oslo	NORWAY	TRY Oslo	BÅDE Oslo
A08/036	01115	SWEAT IT TO GET IT	GATORADE	GATORADE	TBWA\CHIAT\DAY Los Angeles	USA	TBWA\CHIAT\DAY Los Angeles	CAVIAR Los Angeles
A08/080	01100	F1	RENAULT	AUTOMOTIVE	PUBLICIS CONSEIL Paris	FRANCE	PUBLICIS CONSEIL Paris	PRODIGIOUS SAINT-DENIS
A08/087	01328	UNBELIEVABLE CAMPAIGN	PEPSICO	PEPSI MAX	AMV BBDO London	UNITED KINGDOM	AMV BBDO London	LITTLE DOT STUDIOS London
A08/088	01353	THE SOFTTEST	UNILEVER	COMFORT PURE	OGILVY & MATHER SINGAPORE	SINGAPORE	OGILVY & MATHER SINGAPORE	HURRAH PRODUCTIONS Singapore
A08/089	01418	THE TIMES UNQUIET - FILM SERIES	NEWS UK	THE TIMES/THE SUNDAY TIMES	GREY LONDON	UNITED KINGDOM	GREY LONDON / PITCH & SYNC London	BETSY WORKS London / ENVY POST PRODUCTION London

A09 (Non-Fiction: Online (15 minutes or under in length))

A09/005	00176	ZEITGEIST 2014	ALZHEIMER NEDERLAND	FUNDRAISER	N=5 Amsterdam	THE NETHERLANDS	N=5 Amsterdam	
A09/010	00444	LIVING WITH LAG	UMEÅ ENERGI / UME.NET	FIBER BROADBAND PROVIDER	ANR BBDO Stockholm	SWEDEN	ANR BBDO Stockholm	STOPP/FAMILY Stockholm / HARD HAT Stockholm
A09/016	00758	THE SNICKERS WRITE-OFF	MARS CHOCOLATE NORTH AMERICA	SNICKERS	BBDO NEW YORK	USA	BBDO NEW YORK	
A09/024	00431	A HAIR RAISING MESSAGE	BARNCANCERFONDEN	NON PROFIT ORGANIZATION	GARBERGS Stockholm	SWEDEN	GARBERGS Stockholm	ADAMSKY Stockholm

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A09/028	00794	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid	SPAIN	DDB SPAIN Madrid	GARLIC TV Madrid / LA LIVINGSTON Madrid / 20 HUNGAROS Barcelona
A09/029	00837	THE UNFORGOTTEN	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	GUN VIOLENCE EDUCATION, AWARENESS AND LOBBYING	FCB CHICAGO	USA	FCB CHICAGO	LORD + THOMAS CHICAGO
A09/030	00874	RADIANT RETURN	PZ CUSSENS	RADIANT	DDB GROUP MELBOURNE	AUSTRALIA	DDB GROUP MELBOURNE	EXIT FILMS Melbourne
A09/035	01263	MEETING MURILO	KIMBERLY-CLARK	HUGGIES	MOOD\TBWA São Paulo	BRAZIL	MOOD\TBWA São Paulo	LA CASA DE LA MADRE São Paulo
A09/046	00729	805 MILLION NAMES	UNITED NATIONS WORLD FOOD PROGRAMME	FIGHTING HUNGER WORLDWIDE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	NEW LAND Stockholm / ICONOCLAST Paris
A09/050	01197	FORTUNE MOTHER EXCHANGE	ADANI WILMAR	EDIBLE OILS AND FOODS	OGILVY & MATHER MUMBAI	INDIA	OGILVY & MATHER MUMBAI	STILL WATERS FILMS Chennai
A09/052	01349	THE GUN SHOP	STATES UNITED TO PREVENT GUN VIOLENCE	ANTI-GUN VIOLENCE	GREY NEW YORK	USA	GREY NEW YORK	RIVAL SCHOOL PICTURES New York / THE MILL New York
A09/058	00722	PEPPER HACKER	MARS FOOD AUSTRALIA	DOLMIO	CLEMENGER BBDO SYDNEY	AUSTRALIA	CLEMENGER BBDO SYDNEY	
A09/060	01080	PROUD WHOPPER	BURGER KING	WHOPPER	DAVID Miami	USA	DAVID Miami	SMUGGLER New York
A09/067	00627	SUPERPOWER FOR HIRE: RISE OF THE PRIVATE MILITARY	ACTIVISION	CALL OF DUTY: BLACKSMITH	VICE MEDIA	USA	72ANDSUNNY Playa Vista	
A09/079	00976	THE GAME BEFORE THE GAME	BEATS BY DR. DRE	BEATS SOLO2	R/GA LONDON London	UNITED KINGDOM	R/GA LONDON London	THE SWORD FIGHT Los Angeles / ROCK PAPER SCISSORS Santa Monica / BREWSTER PARSONS Los Angeles
A09/086	01233	FIRST DAYS OUT	MARS	PEDIGREE ADOPTION	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	HUNGRY MAN São Paulo
A09/090	01265	BEER TOOTH IMPLANT	CCU	CERVEZA SALTA	OGILVY & MATHER ARGENTINA Buenos Aires	ARGENTINA	OGILVY & MATHER ARGENTINA Buenos Aires	HUINCA CINE Buenos Aires
A09/106	00216	KIDS READ MEAN TWEETS	CANADIAN SAFE SCHOOL NETWORK	SERVICE	JOHN ST. Toronto	CANADA	JOHN ST. Toronto	OPC Toronto / SAINTS EDITORIAL Toronto / THE VANITY Toronto, ON
A09/107	00568	REVIVEAPHONE	REVIVEAPHONE	REVIVEAPHONE	lg2 Montréal	CANADA	lg2 Montréal	1ONE Montréal
A11 (Brand or product integration into an existing programme or platform)								
A11/004	00043	THE ELECTRIC SAGA	EDF	ENERGY	HAVAS WORLDWIDE PARIS	FRANCE	HAVAS WORLDWIDE PARIS	QUAD PRODUCTIONS Clichy / 4 MECS EN BASKETS PARIS
A11/011	00264	THE BERLIN WALL OF SOUND	SOUNDCLOUD	SOUNDCLOUD	GREY GERMANY Düsseldorf	GERMANY	GREY GERMANY Düsseldorf / GREY	

Shortlist (Branded Content & Entertainment Lions)

A11/014	00107	MODERN FAMILY	TOYOTA MOTOR SALES USA	AUTOMOBILES	BRAND ARC Los Angeles, CA	USA	BRAND ARC Los Angeles, CA	
A11/024	00773	WATCH PORN, SAVE YOUR LIVE	PORNHUB NETWORK	PORNHUB	McCANN LIMA	PERU	McCANN LIMA	PATRIA Lima
A11/040	00489	THE LULLABY MATCH	FOX SPORTS	FOX SPORTS	FOX INTERNATIONAL CHANNELS LATAM Rio De Janeiro	BRAZIL		BANDITS FILMS Porto Alegre
A11/043	00776	TINNYVISION	NZ TRANSPORT AGENCY	DRUG DRIVING	CLEMENGER BBDO WELLINGTON Wellington	NEW ZEALAND	CLEMENGER BBDO WELLINGTON Wellington	CURIOUS FILM Auckland
A11/066	00730	805 MILLION NAMES	UNITED NATIONS WORLD FOOD PROGRAMME	FIGHTING HUNGER WORLDWIDE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	NEW LAND Stockholm / ICONOCLAST Paris
A11/074	01236	SOCCER FATIGUE SENSOR	VOLKSWAGEN DO BRASIL	FATIGUE SENSOR	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	
A11/076	01245	RADIO PRIDE PARADE	BILLBOARD BRASIL	BILLBOARD MAGAZNE	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	
A11/078	01315	CARTOON HELPLINE	GRAACC	CORPORATE	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	REBOLUCION Sao Paulo
A11/082	01372	DADDYTOONS NEWS	GENERAL MOTORS, OPEL	CARS	TAPSA Y&R Madrid	SPAIN	TAPSA Y&R Madrid	
A11/089	01257	COKE THIRST	COCA-COLA	COCA-COLA	J. WALTER THOMPSON São Paulo	BRAZIL	J. WALTER THOMPSON BRAZIL São Paulo	

A12 (Original User-generated content)

A12/021	00356	HORSE WITH HARDEN	FOOT LOCKER	FOOT LOCKER	BBDO NEW YORK	USA	BBDO NEW YORK	THE KITCHEN @ BBDO New York
A12/031	00942	THE ICE BUCKET CHALLENGE	THE ALS ASSOCIATION	THE ALS ASSOCIATION	THE ALS ASSOCIATION Washington	USA		
A12/037	00715	WHAT LIVES INSIDE	INTEL + DELL	DELL VENUE TABLET WITH INTEL INSIDE	PEREIRA & O'DELL San Francisco	USA	PEREIRA & O'DELL San Francisco	RSA FILMS Los Angeles / MPC Santa Monica / LAUNDRY! Los Angeles
A12/069	00618	INVERSE GOAL CELEBRATION	FUNDACIÓN LIGA DE FÚTBOL PROFESIONAL AND UNICEF	CHARITY MATCH	VCCP SPAIN Madrid	SPAIN	VCCP SPAIN Madrid	
A12/072	00877	SHINE	CANON	CANON CAMERAS	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY	BRIGHTWORKS PRODUCTION Sydney

A13 (Branded Live experience)

A13/001	00008	THE NORTH FACE KOREA: NEVER STOP EXPLORING CAMPAIGN	THE NORTH FACE KOREA	APPAREL	INNORED Seoul	SOUTH KOREA	INNORED Seoul	SPACE MONSTER CONTENTS Seoul
A13/011	00133	LIVING HISTORY AT UNION STATION	UNION STATION	NON PROFIT ORGANIZATION	VML Kansas City	USA	VML Kansas City	
A13/012	00134	WAIT-BOT-5000	COMCAST/XFINITY	COMCAST/XFINITY	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco	

Shortlist (Branded Content & Entertainment Lions)

A13/014	00148	THE CONCERT NO ONE WAS WAITING FOR	BBVA	BBVA	FAHRENHEIT DDB Lima	PERU	FAHRENHEIT DDB Lima	PATRIA Lima
A13/015	00031	THE DANCING TRAFFIC LIGHT	DAIMLER AG / SMART MM	SMART	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin	BIGFISH FILMPRODUKTION Berlin / MINIVEGAS Amsterdam
A13/021	00197	SAMSUNG SLIDELINER	SAMSUNG AUSTRALIA	SAMSUNG CURVED TV RANGE	TRAFFIK Sydney	AUSTRALIA	TRAFFIK Sydney	ANTONYM Sydney
A13/022	00057	ADIDAS PREDATOR INSTINCT: THE GAME	ADIDAS	ADIDAS PREDATOR	TBWA\LONDON	UNITED KINGDOM	TBWA\LONDON	
A13/026	00069	LEBANON4SALE	SAKKER EL DEKKENE (STOP THE SHOP)	ANTI-CORRUPTION ORGANIZATION	LEO BURNETT BEIRUT	LEBANON	LEO BURNETT BEIRUT	
A13/048	00122	HOUSE OF MAMBA	NIKE	NIKE BASKETBALL CHINA	AKQA London	UNITED KINGDOM	AKQA London / AKQA Shanghai	
A13/055	00317	BIGGEST ASSEMBLY EVER	PROCTER & GAMBLE SECRET	DEODORANT / ANTI-PERSPIRANT	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO	ABSOLUTE LIVE PRODUCTIONS Burbank
A13/058	00421	BUMPER CAR	VOLKSWAGEN NORWAY	VOLKSWAGEN CITY EMERGENCY BRAKES	TRY Oslo	NORWAY	TRY Oslo / APT Oslo	
A13/064	00580	DRINK UP FOUNTAIN	PARTNERSHIP FOR A HEALTHIER AMERICA	NON PROFIT ORGANIZATION	VML New York	USA	VML New York / Y&R NEW YORK	
A13/071	00273	THE SELF-LESS MIRROR	HEINEKEN BROUWERIJEN B.V. TAIWAN BRANCH	HEINEKEN	LEO BURNETT TAIWAN Taipei	CHINESE TAIPEI	LEO BURNETT TAIWAN Taipei	BLUE MOON FILMS Taipei
A13/080	00690	BUD LIGHT WHATEVER, USA LAUNCH 2014	AB-INBEV	BUD LIGHT	ENERGY BBDO Chicago	USA	ENERGY BBDO Chicago / MOSAIC Chicago, IL	CAVIAR DIGITAL Los Angeles
A13/095	01106	CANON GIG APP	CANON	CANON DSLR	UNCLE GREY Copenhagen	DENMARK	UNCLE GREY Copenhagen	MEDIAMONKS Amsterdam
A13/107	00527	NAZIS AGAINST NAZIS – GERMANY'S MOST INVOLUNTARY CHARITY WALK	ZDK GESELLSCHAFT DEMOKRATISCHE KULTUR	EXIT-DEUTSCHLAND	GGH LOWE Hamburg	GERMANY	GGH LOWE Hamburg / GRABARZ & PARTNER Hamburg	27 KILOMETER ENTERTAINMENT Hamburg / HARVEST DIGITAL AGRICULTURE Hamburg
A13/109	00683	THE LAST SHOT	JORDAN BRAND	FOOTWEAR	AKQA San Francisco	USA	AKQA San Francisco	LOS YORK Santa Monica
A13/113	00336	XPERIA UNDERWATER STORE	SONY MOBILE COMMUNICATIONS	MOBILE	FP7/DXB Dubai	UNITED ARAB EMIRATES	FP7/DXB Dubai	
A13/115	00795	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid	SPAIN	DDB SPAIN Madrid	GARLIC TV Madrid / LA LIVINGSTON Madrid / 20 HUNGAROS Barcelona
A13/116	00838	THE UNFORGOTTEN	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	GUN VIOLENCE EDUCATION, AWARENESS AND LOBBYING	FCB CHICAGO	USA	FCB CHICAGO	LORD + THOMAS CHICAGO

Shortlist (Branded Content & Entertainment Lions)

A13/117	00848	THE MARATHON WALKER	WATER FOR AFRICA	CHARITY	OGILVY PARIS	FRANCE	OGILVY PARIS	GANG FILMS Paris
A13/118	00981	LOVE HAS NO LABELS	ADCOUNCIL	LOVE HAS NO LABELS	R/GA New York	USA	R/GA New York	PERSUADE & INFLUENCE Los Angeles / BREWSTER PARSONS Los Angeles
A13/149	00335	PROJECT AKSHAR (ALPHABETS) - GRADUATING BLUE-COLLAR TO WHITE-COLLAR	SMARTLIFE	GET SMART PROGRAM	FP7/DXB Dubai	UNITED ARAB EMIRATES	FP7/DXB Dubai	MINT MENA Dubai
A13/166	01013	THE 2 EURO T-SHIRT - A SOCIAL EXPERIMENT	FASHION REVOLUTION (NGO)	SOCIAL ACTIVATION	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin	UNIT9 Berlin
A13/177	01316	SECURITY MOMS	SPORT CLUBE DO RECIFE	SOCCER TEAM	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	ACADEMIA DE FILMES São Paulo
A13/179	01351	THE GUN SHOP	STATES UNITED TO PREVENT GUN VIOLENCE	ANTI-GUN VIOLENCE	GREY NEW YORK	USA	GREY NEW YORK	RIVAL SCHOOL PICTURES New York / THE MILL New York
A13/190	00732	805 MILLION NAMES	UNITED NATIONS WORLD FOOD PROGRAMME	FIGHTING HUNGER WORLDWIDE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	NEW LAND Stockholm / ICONOCLAST Paris
A13/202	00571	ZOOLANDER RETURNS TO THE RUNWAY	PARAMOUNT PICTURES	ZOOLANDER 2	WME IMG New York	USA	CATALYST PUBLIC RELATIONS New York	RED HOUR Los Angeles
A13/221	01322	BLIND TRIP	MINISTRY OF TRANSPORTATION AND TOURISM	PROMOTIONAL TOURISM CAMPAIGN	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil	MARURI PRODUCTIONS Guayaquil

A14 (Original Use of Music)

A14/003	00139	PRETZEL BACON CHEESEBURGER - YES, YES, YES	WENDY'S	QUICK SERVICE RESTAURANT	VML Kansas City	USA	VML Kansas City / KETCHUM New York	LIQUID 9 Kansas City
A14/019	00263	THE BERLIN WALL OF SOUND	SOUNDCLOUD	SOUNDCLOUD	GREY GERMANY Düsseldorf	GERMANY	GREY GERMANY Düsseldorf / GREY	
A14/027	00760	MADDEN SEASON	EA SPORTS	MADDEN NFL 15	HEAT San Francisco	USA	HEAT San Francisco	HUNGRY MAN Los Angeles
A14/034	01136	SEASTARS	WWF THE NETHERLANDS	THE OCEANS	OGILVY & MATHER AMSTERDAM	THE NETHERLANDS	OGILVY & MATHER AMSTERDAM	NOT TO SCALE AMSTERDAM / MEDIAMONKS Amsterdam
A14/037	00490	THE LULLABY MATCH	FOX SPORTS	FOX SPORTS	FOX INTERNATIONAL CHANNELS LATAM Rio De Janeiro	BRAZIL		BANDITS FILMS Porto Alegre
A14/050	00932	TRUTH - LEFT SWIPE DAT	AMERICAN LEGACY FOUNDATION	TRUTH	72ANDSUNNY Playa Vista	USA	72ANDSUNNY Playa Vista	DNA FILMS Los Angeles

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A14/051	01304	SKIP AD FESTIVAL	SONY ENTERTAINMENT TELEVISION	THE VOICE TV SHOW	PUBLICIS BRASIL São Paulo	BRAZIL	PUBLICIS BRASIL São Paulo	
A14/065	01318	VROOM RING BOOM	CLARO	CORPORATE	OGILVY GUATEMALA	GUATEMALA	OGILVY GUATEMALA	16MM Guatemala / VISUAL Guatemala
A14/067	01346	JEFF BRIDGES SLEEPING TAPES	SQUARESPACE	SQUARESPACE	WIEDEN+KENNEDY New York	USA	WIEDEN+KENNEDY New York	ANONYMOUS CONTENT Culver City
A14/072	01017	SOUNDS FROM TORTURE	AMNESTY INTERNATIONAL PORTUGAL	STOP TORTURE	LEO BURNETT LISBOA	PORTUGAL	LEO BURNETT LISBOA	
A14/100	01258	COKE THIRST	COCA-COLA	COCA-COLA	J. WALTER THOMPSON SÃO PAULO	BRAZIL	J. WALTER THOMPSON BRAZIL São Paulo	

A15 (Original Printed Content)

A15/020	01011	MY FUTURE FOOTBALL STAR	LIBERO	FOOTBALL MAGAZINE	LOLA LOWE & PARTNERS Madrid	SPAIN	LOLA LOWE & PARTNERS Madrid	
A15/026	00337	PROJECT AKSHAR (ALPHABETS) - GRADUATING BLUE-COLLAR TO WHITE-COLLAR	SMARTLIFE	GET SMART PROGRAM	FP7/DXB Dubai	UNITED ARAB EMIRATES	FP7/DXB Dubai	MINT MENA Dubai
A15/037	01119	DON'T DIE FOR ME	NGO VIDA MUJER	ORGANIZATION	CIRCUS GREY Lima	PERU	CIRCUS GREY Lima	REBECA Lima
A15/046	01364	THE EVEREADY BOOK OF PLAY	ENERGIZER MALAYSIA	BATTERY AND TORCHLIGHTS	TBWA GROUP KUALA LUMPUR	MALAYSIA	TBWA GROUP KUALA LUMPUR	RESERVOIR WORLD SDN BHD Kuala Lumpur / CANANG STUDIO Petaling Jaya
A15/049	01430	THE HIV+ ISSUE	VANGARDIST MAGAZINE	MAGAZINE	SAATCHI & SAATCHI SWITZERLAND Geneva	SWITZERLAND	SAATCHI & SAATCHI SWITZERLAND Geneva	PULSE FILMS London

A16 (Original Game/Gaming)

A16/007	00170	PROJECT ARCHITEUTHIS	U.S. NAVY	RECRUITMENT	LOWE CAMPBELL EWALD Detroit, MI	USA	LOWE CAMPBELL EWALD Detroit, MI	
A16/009	00482	FANHANSA BORED TO BRAZIL	DEUTSCHE LUFTHANSA	LUFTHANSA	KOLLE REBBE Hamburg	GERMANY	KOLLE REBBE Hamburg	MARKENFILM CROSSING Hamburg
A16/015	00904	DUMB WAYS TO DIE: THE GAMES	METRO TRAINS MELBOURNE	PUBLIC TRANSPORTATION	McCANN MELBOURNE	AUSTRALIA	McCANN MELBOURNE	
A16/025	00819	FIRST PERSON LOVER	BJÖRN BORG	SPORTSWEAR	GARBERGS Stockholm	SWEDEN	GARBERGS Stockholm	

A17 (Original Branded Digital or Social Media)

A17/004	00025	FAVOURITE CHILD DETECTOR	PRIME TV	TELEVISION PROGRAMME ADVERTISING	FCB NEW ZEALAND Auckland	NEW ZEALAND	FCB NEW ZEALAND Auckland	
A17/008	00105	ADOPABLE TRENDS	DPA	PET ADOPTION	DIESTE Dallas	USA	DIESTE Dallas	

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A17/015	00147	PRETZEL BACON CHEESEBURGER - YES, YES, YES	WENDY'S	QUICK SERVICE RESTAURANT	VML Kansas City	USA	VML Kansas City / KETCHUM New York	LIQUID 9 Kansas City
A17/022	00171	PROJECT ARCHITEUTHIS	U.S. NAVY	RECRUITMENT	LOWE CAMPBELL EWALD Detroit, MI	USA	LOWE CAMPBELL EWALD Detroit, MI	
A17/025	00265	THE BERLIN WALL OF SOUND	SOUNDCLOUD	SOUNDCLOUD	GREY GERMANY Düsseldorf	GERMANY	GREY GERMANY Düsseldorf / GREY	
A17/040	00577	GISELE BÜNDCHEN - I WILL WHAT I WANT	UNDER ARMOUR	WOMEN'S APPAREL	DROGA5 New York	USA	DROGA5 New York	SMUGGLER New York
A17/045	00468	EVERY MAN REMEMBERED	ROYAL BRITISH LEGION	ROYAL BRITISH LEGION	RKCR/Y&R London	UNITED KINGDOM	RKCR/Y&R London	
A17/069	00944	THE ICE BUCKET CHALLENGE	THE ALS ASSOCIATION	THE ALS ASSOCIATION	THE ALS ASSOCIATION Washington	USA		
A17/073	00261	TAP THRU	LOWE'S	LOWE'S	BBDO NEW YORK	USA	BBDO NEW YORK	JAKE MILLS PRODUCTIONS New York
A17/098	01004	#THANKSFORBEING LATE	EDITIONS POINTS	EPOINTS.FR	MARCEL Paris	FRANCE	MARCEL Paris	
A17/110	01228	MAKEUP GENIUS	L'ORÉAL PARIS	MAKEUP PRODUCTS / VIRTUAL MIRROR	McCANN PARIS	FRANCE	McCANN PARIS	
A17/158	01005	RELOCKLOVE	ORANGE	ORANGE FRANCE	MARCEL Paris	FRANCE	MARCEL Paris	TROUBLEMAKERS.TV Paris
A17/166	00225	UNSKIPABLE	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond	PARK PICTURES New York
A17/183	01150	YOUTUBE ARRELS	ARRELS FUNDACIÓ	NGO	THE CYRANOS//McCANN Barcelona	SPAIN	THE CYRANOS//McCANN Barcelona	OXIGENO Barcelona
A17/189	01308	#LIKEAGIRL	PROCTER & GAMBLE	ALWAYS	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO / LEO BURNETT CHICAGO	CHELSEA PICTURES Los Angeles
A17/193	01358	THE SOFTTEST	UNILEVER	COMFORT PURE	OGILVY & MATHER SINGAPORE	SINGAPORE	OGILVY & MATHER SINGAPORE	HURRAH PRODUCTIONS Singapore
A17/199	01412	EVOLUTION OF VERSE	GOOGLE	GOOGLE CARDBOARD	VRSE.WORKS Los Angeles	USA		VRSE.WORKS Los Angeles
A17/201	01414	CLOUDS OVER SIDRA	UNITED NATIONS	UN MILLENIUM PROJECT	VRSE.WORKS Los Angeles	USA		VRSE.WORKS Los Angeles

A18 (Integrated Campaign led by Content Platform)

A18/004	00066	MONTY'S CHRISTMAS	JOHN LEWIS PARTNERSHIP	CHRISTMAS	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London	BLINK PRODUCTIONS London
A18/007	00186	GRAN TURISMO 6 LAUNCH CAMPAIGN	SONY COMPUTER ENTERTAINMENT AMERICA	PLAYSTATION, GRAN TURISMO 6	SPY FILMS Toronto	CANADA		SPY FILMS Toronto
A18/021	00097	ONE RAND MAN	SANLAM	FINANCIAL SERVICES	KING JAMES GROUP Cape Town	SOUTH AFRICA	KING JAMES GROUP Cape Town	ARCADE Cape Town
A18/037	00578	GISELE BÜNDCHEN - I WILL WHAT I WANT	UNDER ARMOUR	WOMEN'S APPAREL	DROGA5 New York	USA	DROGA5 New York	SMUGGLER New York

Shortlist (Branded Content & Entertainment Lions)

A18/048	00896	LIVE DIVE	LION	BEER	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland	YAPTONE MEDIA Hollywood / ROBBER'S DOG Auckland
A18/061	00528	NAZIS AGAINST NAZIS – GERMANY'S MOST INVOLUNTARY CHARITY WALK	ZDK GESELLSCHAFT DEMOKRATISCHE KULTUR	EXIT	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg / GGH LOWE Hamburg	27 KILOMETER ENTERTAINMENT Hamburg / HARVEST DIGITAL AGRICULTURE Hamburg
A18/071	00957	HALO 5 GUARDIANS INTEGRATED CAMPAIGN	MICROSOFT/XBOX	HALO 5 GUARDIANS	TWOFIFTEENMcCANN San Francisco	USA	TWOFIFTEENMcCANN San Francisco	MJZ Los Angeles
A18/088	00338	PROJECT AKSHAR (ALPHABETS) - GRADUATING BLUE- COLLAR TO WHITE- COLLAR	SMARTLIFE	GET SMART PROGRAM	FP7/DXB Dubai	UNITED ARAB EMIRATES	FP7/DXB Dubai	MINT MENA Dubai
A18/092	00695	RISK EVERYTHING	NIKE	NIKE	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	PASSION PICTURES London / RESET Santa Monica / RATTLING STICK London
A18/130	00108	JASMINE	TV5	TELEVISION ENTERTAINMENT	ACE SAATCHI & SAATCHI Manila	THE PHILIPPINES	ACE SAATCHI & SAATCHI Manila	UNITEL PRODUCTIONS Makati City
A18/147	00974	THE GAME BEFORE THE GAME	BEATS BY DR. DRE	BEATS SOLO2	R/GA LONDON London	UNITED KINGDOM	R/GA LONDON London	THE SWORD FIGHT Los Angeles / ROCK PAPER SCISSORS Santa Monica / BREWSTER PARSONS Los Angeles
A18/155	01205	RABBIT RACE	MEDIA MARKT	MEDIA MARKT	OGILVY GERMANY Frankfurt	GERMANY	OGILVY GERMANY Frankfurt	ENDEMOL BEYOND Cologne / MMC STUDIOS KOELN

Total Entries: 143