

Shortlist (Film Lions)

| Cat. No | Entry No | Title | Client | Product | Entrant Company | Country | Agency | Production Company |
|---------------------------------------|----------|-------------------|------------------------------|--|---|----------------|---|---|
| A01 (Savoury Foods) | | | | | | | | |
| A01/012 | 02677 | WIENER STAMPEDE | HEINZ | HEINZ CONDIMENTS (KETCHUP VARIETY, MUSTARD, BBQ SAUCE) | DAVID Miami | USA | DAVID Miami | BISCUIT FILMWORKS Los Angeles / CUT + RUN Santa Monica / THE MILL Los Angeles |
| A01/018 | 01218 | THE RING | POT NOODLE | BRAND | LUCKY GENERALS London | UNITED KINGDOM | LUCKY GENERALS London | BLINK PRODUCTIONS London |
| A01/020 | 01675 | FOOD FOR MEN | STRYHNS | STRYHNS LIVERPATÉ | M2FILM Århus | DENMARK | ANEW Copenhagen | M2FILM Århus |
| A02 (Sweet Foods & Snacks) | | | | | | | | |
| A02/006 | 00461 | MARILYN | MARS CHOCOLATE NORTH AMERICA | SNICKERS | BBDO New York | USA | BBDO New York | O POSITIVE New York |
| A02/013 | 00484 | FIGURE DRAWING | MARS CHOCOLATE NORTH AMERICA | SNICKERS CRISPER | BBDO New York | USA | BBDO New York | SMITH AND JONES London |
| A02/014 | 00492 | CURFEW | MARS CHOCOLATE NORTH AMERICA | SNICKERS CRISPER | BBDO New York | USA | BBDO New York | SMITH AND JONES London |
| A02/015 | 00162 | ULTRASOUND | DORITOS | DORITOS | CUMMINS & PARTNERS Melbourne | AUSTRALIA | CUMMINS & PARTNERS Melbourne | MR SMITH Melbourne / METHOD STUDIOS Melbourne |
| A02/025 | 01020 | "CAFETERIA" | GRANDMA'S COOKIES | GRANDMA'S COOKIES | GOODBY SILVERSTEIN & PARTNERS San Francisco | USA | GOODBY SILVERSTEIN & PARTNERS San Francisco | HUNGRY MAN Los Angeles / HUTCHCO TECHNOLOGIES Los Angeles / ONE UNION RECORDING San Francisco |
| A02/026 | 01021 | "BREAK ROOM" | GRANDMA'S COOKIES | GRANDMA'S COOKIES | GOODBY SILVERSTEIN & PARTNERS San Francisco | USA | GOODBY SILVERSTEIN & PARTNERS San Francisco | HUNGRY MAN Los Angeles / HUTCHCO TECHNOLOGIES Los Angeles / ONE UNION RECORDING San Francisco |
| A02/036 | 02276 | UNFAMOUS | MARS CHOCOLATE NORTH AMERICA | SNICKERS BITES | BBDO New York | USA | BBDO New York | O POSITIVE New York / WORLD WAR SEVEN Los Angeles |
| A02/044 | 01050 | OJIGI | AKAGI NYUGYO CO. | ICE POPS "GARIGARIKUN" | DENTSU INC. KANSAI Osaka | JAPAN | DENTSU INC. KANSAI Osaka | HARUKIKAKU Tokyo |
| A02/047 | 02796 | PORTRAIT | WILLIAM WRIGLEY JR. COMPANY | SKITTLES | DDB CHICAGO | USA | DDB CHICAGO | BISCUIT FILMWORKS Los Angeles / WHITEHOUSE POST Chicago / MPC LA Santa Monica |
| A02/057 | 01460 | LINEUP | CON AGRA | SLIM JIM | DDB SAN FRANCISCO | USA | DDB SAN FRANCISCO | RADICAL MEDIA Santa Monica |
| A03 (Alcoholic Drinks) | | | | | | | | |
| A03/024 | 01785 | TRIP | AB INBEV | ANDES BEER | DEL CAMPO SAATCHI & SAATCHI Buenos Aires | ARGENTINA | DEL CAMPO SAATCHI & SAATCHI Buenos Aires | LANDIA Buenos Aires |
| A03/025 | 01786 | PARTY | AB INBEV | ANDES BEER | DEL CAMPO SAATCHI & SAATCHI Buenos Aires | ARGENTINA | DEL CAMPO SAATCHI & SAATCHI Buenos Aires | LANDIA Buenos Aires |
| A03/030 | 02611 | THE RIGHT PATH TV | DIAGEO | GUINNESS | AMVBBDO London | UNITED KINGDOM | AMVBBDO London | STINK London |
| A03/031 | 02598 | NEVER ALONE TV | DIAGEO | GUINNESS | AMVBBDO London | UNITED KINGDOM | AMVBBDO London | STINK London |
| A03/032 | 02383 | BUD LIGHT PARTY | ANHEUSER BUSCH INBEV | BUD LIGHT | WIEDEN+KENNEDY New York | USA | WIEDEN+KENNEDY New York | CAVIAR Los Angeles |
| A03/051 | 02468 | THE CHORUS | HEINEKEN | BEER | PUBLICIS ITALY Milan | ITALY | PUBLICIS ITALY Milan | PARTIZAN Paris |
| A04 (Non-Alcoholic Drinks) | | | | | | | | |
| A04/004 | 00462 | PUPPYMONKEYBABY | PEPSICO | MOUNTAIN DEW KICKSTART | BBDO New York | USA | BBDO New York | SMITH AND JONES London |
| A04/047 | 02860 | TELEGRAPH | DR PEPPER SNAPPLE GROUP | SNAPPLE | DEUTSCH LA | USA | DEUTSCH LA | HUNGRY MAN Los Angeles / MPC LA Santa Monica / A52 Santa Monica |
| A04/048 | 02862 | BEEES | DR PEPPER SNAPPLE GROUP | SNAPPLE | DEUTSCH LA | USA | DEUTSCH LA | HUNGRY MAN Los Angeles / MPC LA Santa Monica / A52 Santa Monica |
| A04/049 | 02865 | KING OF HEARTS | DR PEPPER SNAPPLE GROUP | SNAPPLE | DEUTSCH LA | USA | DEUTSCH LA | HUNGRY MAN Los Angeles / MPC LA Santa Monica / A52 Santa Monica |

Shortlist (Film Lions)

A05 (Cosmetics & Toiletries)

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|---------|-------|-----------------------------|-----------|-------------------|-------------------------|-----------------|-------------------------|--|
| A05/008 | 00848 | FIND YOUR MAGIC | AXE | MALE GROOMING | 72ANDSUNNY AMSTERDAM | THE NETHERLANDS | 72ANDSUNNY AMSTERDAM | DIVISION Paris |
| A05/019 | 02365 | AND SO IT BEGINS | OLD SPICE | MEN'S BODY CARE | WIEDEN+KENNEDY Portland | USA | WIEDEN+KENNEDY Portland | MJZ Los Angeles / THE MILL Los Angeles |
| A05/020 | 02367 | CHECKMATE | OLD SPICE | MEN'S BODY CARE | WIEDEN+KENNEDY Portland | USA | WIEDEN+KENNEDY Portland | MJZ Los Angeles / THE MILL Los Angeles |
| A05/021 | 02369 | TRUCE | OLD SPICE | MEN'S BODY CARE | WIEDEN+KENNEDY Portland | USA | WIEDEN+KENNEDY Portland | MJZ Los Angeles / THE MILL Los Angeles |
| A05/022 | 02366 | ROCKET CAR | OLD SPICE | MEN'S BODY CARE | WIEDEN+KENNEDY Portland | USA | WIEDEN+KENNEDY Portland | BISCUIT FILMWORKS Los Angeles / THE MILL Los Angeles / REVOLVER/WILL O'ROURKE Sydney |
| A05/023 | 02368 | WHALE | OLD SPICE | MEN'S BODY CARE | WIEDEN+KENNEDY Portland | USA | WIEDEN+KENNEDY Portland | BISCUIT FILMWORKS Los Angeles / THE MILL Los Angeles / REVOLVER/WILL O'ROURKE Sydney |
| A05/026 | 02591 | NOT JUST A PRETTY HAIRSTYLE | UNILEVER | AXE | PONCE Buenos Aires | ARGENTINA | PONCE Buenos Aires | PRIMO Buenos Aires / ICONOCLAST Paris |
| A05/029 | 02696 | #DADDO | PANTENE | PANTENE HAIR CARE | GREY NEW YORK | USA | GREY NEW YORK | COMMUNITY FILMS Culver City |

A06 (Healthcare & Pharmacy)

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| A06/011 | 02707 | ENVY | SVENSON | HAIR TREATMENT CLINIC | TAPSA Y&R Madrid | SPAIN | TAPSA Y&R Madrid | LEE FILMS Madrid |
| A06/023 | 02285 | BREAK UP | SAVANT | FABROGESIC | J. WALTER THOMPSON ARGENTINA Buenos Aires | ARGENTINA | J. WALTER THOMPSON ARGENTINA NUNCHAKU CINE Buenos Aires | Buenos Aires |
| A06/024 | 02289 | MOVING | SAVANT | FABROGESIC | J. WALTER THOMPSON ARGENTINA Buenos Aires | ARGENTINA | J. WALTER THOMPSON ARGENTINA NUNCHAKU CINE Buenos Aires | Buenos Aires |

A07 (Miscellaneous)

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|---------|-------|-----------------------------------|--------|--------|--------------------|-----|--------------------|----------------------|
| A07/002 | 01591 | BARBIE: IMAGINE THE POSSIBILITIES | MATTEL | BARBIE | BBDO SAN FRANCISCO | USA | BBDO SAN FRANCISCO | SLIM PICTURES Venice |
|---------|-------|-----------------------------------|--------|--------|--------------------|-----|--------------------|----------------------|

A08 (Clothing, Footwear & Accessories)

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| A08/002 | 00335 | I HAVE SEEN | GANT | GANT | BETC Paris | FRANCE | BETC Paris / ALTER EGO Toronto | BANDITS Paris / SAINTS EDITORIAL Toronto |
| A08/006 | 00785 | WANT IT MORE | ASICS | SPORTSWEAR | 180 AMSTERDAM Amsterdam | THE NETHERLANDS | 180 AMSTERDAM Amsterdam | |
| A08/015 | 00547 | UNDER ARMOUR FLASH | UNDER ARMOUR | UNDER ARMOUR | DROGA5 New York | USA | DROGA5 New York | |
| A08/017 | 01770 | SNOW DAY | NIKE | CLOTHING, FOOTWEAR AND ACCESSORIES | WIEDEN+KENNEDY Portland | USA | WIEDEN+KENNEDY Portland | BISCUIT FILMWORKS Los Angeles / THE MISSION Venice / JOINT EDITORIAL Portland |
| A08/020 | 02093 | TALCUM | PACIFIC BRANDS UNDERWEAR GROUP AUSTRALIA | BONDS | CLEMENGER BBDO MELBOURNE | AUSTRALIA | CLEMENGER BBDO MELBOURNE | GUILTY CONTENT Melbourne |
| A08/021 | 02094 | TRIM | PACIFIC BRANDS UNDERWEAR GROUP AUSTRALIA | BONDS | CLEMENGER BBDO MELBOURNE | AUSTRALIA | CLEMENGER BBDO MELBOURNE | GUILTY CONTENT Melbourne |
| A08/022 | 02095 | SHOWER | PACIFIC BRANDS UNDERWEAR GROUP AUSTRALIA | BONDS | CLEMENGER BBDO MELBOURNE | AUSTRALIA | CLEMENGER BBDO MELBOURNE | GUILTY CONTENT Melbourne |
| A08/023 | 02574 | FASHION TO BE FREE | DAVID DELFIN | DAVIDELFIN | DDB SPAIN Madrid | SPAIN | DDB SPAIN Madrid | GARLIC TV Madrid |
| A08/032 | 01769 | SHORT A GUY | NIKE | CLOTHING, FOOTWEAR AND ACCESSORIES | WIEDEN+KENNEDY Portland | USA | WIEDEN+KENNEDY Portland | IMPERIAL WOODPECKER Santa Monica / JOINT EDITORIAL Portland / SAINTSLA VISUAL EFFECTS Los Angeles, CA |
| A08/034 | 01792 | THE CONDUCTOR | NIKE | NIKE | ANONYMOUS CONTENT Culver City | USA | ANONYMOUS CONTENT Culver City / WIEDEN+KENNEDY Portland | ANONYMOUS CONTENT Culver City |

Shortlist (Film Lions)

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|---------|-------|------|------|------------------------------------|-------------------------|-----|-------------------------|--|
| A08/038 | 00942 | LAST | NIKE | CLOTHING, FOOTWEAR AND ACCESSORIES | WIEDEN+KENNEDY Portland | USA | WIEDEN+KENNEDY Portland | PARK PICTURES Santa Monica / A52 Santa Monica / WALKER Los Angeles |
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A09 (Household Goods, Home Appliances & Furnishings)

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| A09/003 | 00337 | THE MECHANIC | RECKITT BENCKISER/ CILLIT BANG | CILLIT BANG | BETC Paris | FRANCE | BETC Paris | PARTIZAN Paris |
| A09/017 | 01835 | FREE THE KIDS | UNILEVER | PERSIL / OMO | MULLENLOWE GROUP London | UNITED KINGDOM | MULLENLOWE GROUP London | RSA FILMS London |
| A09/020 | 02615 | MONSTER STAINS | UNILEVER | PERSIL | OGILVY & MATHER LONDON | UNITED KINGDOM | OGILVY & MATHER LONDON | AARDMAN ANIMATIONS Bristol / KODE MEDIA London |
| A09/023 | 02320 | DADS#SHARETHELOAD FILM (120 SECS) | PROCTER & GAMBLE INDIA | ARIEL MATIC | BBDO INDIA Mumbai | INDIA | BBDO INDIA Mumbai | RED ICE FILMS Mumbai |
| A09/028 | 01832 | CIRCLE | HENKEL | LOCTITE | HEIMAT Berlin | GERMANY | HEIMAT Berlin | MARKENFILM Berlin |
| A09/029 | 01833 | CONFERENCE | HENKEL | LOCTITE | HEIMAT Berlin | GERMANY | HEIMAT Berlin | MARKENFILM Berlin |
| A09/032 | 00706 | FIREFLY MAN | INDEPENDENT INCUBATOR | OCEDEL | NITTO Tokyo | JAPAN | DRILL Tokyo | GEEK PICTURES Tokyo |

A10 (Consumer Electronics & Technology)

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|---------|-------|---------------|----------------|-------------|---------------------------------|--------|---------------------------------|---|
| A10/001 | 02657 | FINGERPRINTS | GOOGLE ANDROID | ANDROID | DROGA5 New York | USA | DROGA5 New York | RESET Santa Monica / NEXUS PRODUCTIONS London |
| A10/002 | 02658 | MONOTUNE | GOOGLE ANDROID | ANDROID | DROGA5 New York | USA | DROGA5 New York | RESET Santa Monica / NEXUS PRODUCTIONS London |
| A10/007 | 00338 | THE STONE | CANAL+ | CANAL+ | BETC Paris | FRANCE | BETC Paris | PARTIZAN Paris / ROYAL POST Paris |
| A10/029 | 01772 | WATER | SAMSUNG | ELECTRONICS | WIEDEN+KENNEDY Portland | USA | WIEDEN+KENNEDY Portland | EPOCH FILMS Los Angeles, CA / ROCK PAPER SCISSORS Santa Monica / THE MILL Los Angeles |
| A10/052 | 02901 | BY HERBERT S. | APPLE | IPHONE 6 | TBWAIMEDIA ARTS LAB Los Angeles | USA | TBWAIMEDIA ARTS LAB Los Angeles | |

A11 (Cars & Automotive Products & Services)

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|---------|-------|---------------------|---------------------------|-------------------------|--|----------------|----------------------------|--|
| A11/010 | 00208 | SWEARING KIDS | DAIMLER AG, SMART MBD | SMART FORFOUR | BBDO GROUP GERMANY Berlin | GERMANY | BBDO GROUP GERMANY Berlin | ANORAK Berlin |
| A11/011 | 00209 | SHOCK | DAIMLER AG, SMART | SMART 453 FORFOUR | BBDO GROUP GERMANY Berlin | GERMANY | BBDO GROUP GERMANY Berlin | ANORAK Berlin |
| A11/050 | 01854 | "THE TEST" | ACURA | ACURA AUTOMOBILE SAFETY | MULLENLOWE U.S. El Segundo | USA | MULLENLOWE U.S. El Segundo | MULLENLOWE U.S. El Segundo / THE CORNER SHOP Santa Monica / WORK EDITORIAL Culver City |
| A11/051 | 00358 | PORTRAITS | FIAT CHRYSLER AUTOMOBILES | JEEP | IRIS New York | USA | IRIS New York | CUTTING ROOM New York / LIGHT OF DAY New York / NICE SHOES New York |
| A11/065 | 02300 | SHOULDERS OF GIANTS | NISSAN NORTH AMERICA | NISSAN TITAN | TBWA\CHIAT\DAY Los Angeles | USA | TBWA\CHIAT\DAY Los Angeles | SMUGGLER Los Angeles, CA / ROCK PAPER SCISSORS Santa Monica / A52 Santa Monica |
| A11/070 | 02755 | OPENING DOORS | VOLKSWAGEN DO BRASIL | HANDS-FREE OPEN TRUNK | ALMAPBBDO São Paulo | BRAZIL | ALMAPBBDO São Paulo | PARANOID BR São Paulo |
| A11/085 | 01154 | STEPPING | HONDA | HONDA HR-V | McGARRYBOWEN London | UNITED KINGDOM | McGARRYBOWEN London | SOMESUCH London |
| A11/096 | 01975 | CO-WORKER | DAIMLER | MERCEDES-BENZ | BBDO MEXICO | MEXICO | BBDO MEXICO | CATATONIA Mexico City |
| A11/097 | 01976 | SON'S FRIEND | DAIMLER | MERCEDES-BENZ | BBDO MEXICO | MEXICO | BBDO MEXICO | CATATONIA Mexico City |
| A11/099 | 01517 | COMMANDER | AUDI OF AMERICA | R8 | VENABLES BELL & PARTNERS San Francisco | USA | | MJZ Los Angeles / FINAL CUT Los Angeles / THE MILL Los Angeles |
| A11/106 | 01780 | THE LONGEST CHASE | TOYOTA MOTOR SALES, USA | PRIUS | SAATCHI & SAATCHI LA | USA | SAATCHI & SAATCHI LA | SAATCHI & SAATCHI LA / PARK PICTURES Santa Monica / EXILE Santa Monica |
| A11/120 | 01435 | PAPER-60 | AMERICAN HONDA MOTOR CO. | HONDA | RPA Santa Monica | USA | RPA Santa Monica | RESENT CONTENT Santa Monica / ROCK PAPER SCISSORS Santa Monica / A52 VFX Los Angeles |

A12 (Retail & e-Commerce)

Shortlist (Film Lions)

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| A12/005 | 00594 | CLIFF | LETGO | LETGO APP | CP+B Miami | USA | CP+B Miami | BISCUIT FILMWORKS Los Angeles |
| A12/006 | 00595 | ESCAPE, | LETGO | LETGO APP | CP+B Miami | USA | CP+B Miami | BISCUIT FILMWORKS Los Angeles |
| A12/007 | 00596 | SPACE | LETGO | LETGO APP | CP+B Miami | USA | CP+B Miami | BISCUIT FILMWORKS Los Angeles |
| A12/008 | 00325 | THE MAN ON THE MOON | JOHN LEWIS | JOHN LEWIS | ADAM&EVEDDB London | UNITED KINGDOM | ADAM&EVEDDB London | SOMESUCH London |
| A12/009 | 00464 | FLY YOUR OWN WAY | FOOT LOCKER | FOOT LOCKER | BBDO New York | USA | BBDO New York | O POSITIVE New York |
| A12/015 | 21983 | SLEEPOVER | KOHL'S | KOHL'S | ANOMALY New York | USA | ANOMALY New York | PARK PICTURES New York |
| A12/022 | 00712 | A KIND DRONE (TVC) | ENIGMO | BUYMA | DENTSU INC Tokyo | JAPAN | DENTSU INC Tokyo / DRILL Tokyo | GEEK PICTURES Tokyo |
| A12/114 | 01945 | 25,915 DAYS | REEBOK | REEBOK | VENABLES BELL & PARTNERS San Francisco | USA | VENABLES BELL & PARTNERS San Francisco | EPOCH FILMS Los Angeles, CA / ROCK PAPER SCISSORS Santa Monica / THERAPY STUDIOS LOS ANGELES |
| A12/115 | 02337 | SPARE THE ACT- LAPTOP | DIXONS CARPHONE | CURRYS PC WORLD | AMVBBDO London | UNITED KINGDOM | AMVBBDO London | O POSITIVE New York |
| A12/116 | 02339 | SPARE THE ACT- NESPRESSO | DIXONS CARPHONE | CURRYS PC WORLD | AMVBBDO London | UNITED KINGDOM | AMVBBDO London | O POSITIVE New York |
| A12/117 | 02341 | SPARE THE ACT- COOKER | DIXONS CARPHONE | CURRYS PC WORLD | AMVBBDO London | UNITED KINGDOM | AMVBBDO London | O POSITIVE New York |
| A12/118 | 02342 | SPARE THE ACT- TV | DIXONS CARPHONE | CURRYS PC WORLD | AMVBBDO London | UNITED KINGDOM | AMVBBDO London | O POSITIVE New York |
| A12/119 | 02333 | SPARE THE ACT- CHROMECAST | DIXONS CARPHONE | CURRYS PC WORLD | AMVBBDO London | UNITED KINGDOM | AMVBBDO London | O POSITIVE New York |

A13 (Restaurants & Fast Food Chains)

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|---------|-------|---------------------|-------------|---|-----------------------|----------------|-----------------------|---|
| A13/014 | 00854 | RHYTHM OF THE NIGHT | McDONALD'S | WE ARE AWAKE | LEO BURNETT LONDON | UNITED KINGDOM | LEO BURNETT LONDON | |
| A13/037 | 02096 | THE MOUTH BOGGLES | DOMINO'S | DOMINO'S PIZZA | IRIS WORLDWIDE London | UNITED KINGDOM | IRIS WORLDWIDE London | BIG BUOY London / CUT + RUN London / GRAND CENTRAL SOUND STUDIOS London |
| A13/051 | 01185 | COLLISIONS | HEART IBIZA | RESTAURANT THAT JOINS GASTRONOMY, MUSIC AND ART | VCCP SPAIN Madrid | SPAIN | VCCP SPAIN Madrid | ATTIC FILMS Madrid |

A14 (Travel & Transport)

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|---------|-------|---------------------------------|---------------|--------------------------------------|--|----------------|--|--|
| A14/003 | 01087 | HIDDEN POWERS OF ARTO HSL SMEDS | | HSL | 358 Helsinki | FINLAND | 358 Helsinki | DIRECTORS GUILD Helsinki |
| A14/004 | 00868 | IN LAWS | VIRGIN TRAINS | VIRGIN TRAINS | RATTLING STICK London | UNITED KINGDOM | KROW COMMUNICATIONS London | RATTLING STICK London |
| A14/032 | 01601 | MAN | THOMAS COOK | HOLIDAY PACKAGES FOR SENIOR CITIZENS | LAW & KENNETH SAATCHI & SAATCHI Mumbai | INDIA | LAW & KENNETH SAATCHI & SAATCHI Mumbai | LAW & KENNETH SAATCHI & SAATCHI Mumbai / LIGHTBOX FILMS Mumbai |
| A14/038 | 00254 | OFFICE | KAYAK EUROPE | TRAVEL/TOURISM | JUNG von MATT Berlin | GERMANY | JUNG von MATT Hamburg | IT'S US MEDIA Berlin |
| A14/064 | 02926 | BORDERS 1 | AEROMÉXICO | AIRLINE | OGILVY & MATHER Mexico City | MEXICO | OGILVY & MATHER Mexico City | OGILVY & MATHER Mexico City |

A15 (Entertainment & Leisure)

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|---------|-------|--|--------------------------------|---|-----------------|-------------|-----------------|---|
| A15/003 | 00022 | ART MUSEUM KONSTRUKTIV «SECOND CHANCE» | ART MUSEUM KONSTRUKTIV, ZÜRICH | ART MUSEUM KONSTRUKTIV IN ZÜRICH IS THE ONLY INSTITUTION IN SWITZERLAND DEDICATED TO THE EXPLORATION OF CONCRETE ART. CONCRETE ART IS AN ART MOVEMENT WITH A STRONG EMPHASIS ON ABSTRACTION, BASED ON THE USE OF SQUARES, RECTANGLES AND CIRCLES. | RUF LANZ Zürich | SWITZERLAND | RUF LANZ Zürich | STORIES Zurich |
| A15/056 | 02697 | SUPER BOWL BABIES CHOIR | NATIONAL FOOTBALL LEAGUE | SUPER BOWL 50 | GREY NEW YORK | USA | GREY NEW YORK | TOWNHOUSE 23 New York / PARK PICTURES New York / EXILE Santa Monica |

Shortlist (Film Lions)

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|---------|-------|--------------------|--------------------------------|-------------------|-------------------------|--------|-------------------------|---|
| A15/059 | 02524 | STAPLES | NEW YORK LOTTERY | NEW YORK LOTTERY | McCANN NEW YORK | USA | McCANN NEW YORK | O POSITIVE New York / POMANN SOUND New York / MACKENZIE CUTLER New York |
| A15/060 | 02525 | WINE BATH | NEW YORK LOTTERY | NEW YORK LOTTERY | McCANN NEW YORK | USA | McCANN NEW YORK | O POSITIVE New York / POMANN SOUND New York / MACKENZIE CUTLER New York |
| A15/064 | 02068 | JUSTINO | LOTERÍAS Y APUESTAS DEL ESTADO | CHRISTMAS LOTTERY | LEO BURNETT Madrid | SPAIN | LEO BURNETT Madrid | PASSION PICTURES London / BLUR PRODUCCIONES Madrid / MILFORD FILM & ANIMATION Stockholm |
| A15/070 | 02783 | ANAGRAM CHRISTMAS | MATTEL | SCRABBLE | LOLA MULLENLOWE Madrid | SPAIN | LOLA MULLENLOWE Madrid | CANADA Barcelona |
| A15/073 | 00307 | LILY & THE SNOWMAN | CINEPLEX | CINEPLEX | ZULU ALPHA KILO Toronto | CANADA | ZULU ALPHA KILO Toronto | HORNET New York |

A16 (Media & Publications)

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|---------|-------|----------------------------|--------------------------------|---------------------------------------|---|-----------|---|---|
| A16/005 | 00340 | THE FAN | CANAL+ | CANAL+ | BETC Paris | FRANCE | BETC Paris | CONTROL FILMS Paris / LGM Paris |
| A16/046 | 00412 | LANG LANG PLAYS THE F.A.Z. | FRANKFURTER ALLGEMEINE ZEITUNG | FR | SCHOLZ & FRIENDS Berlin | GERMANY | SCHOLZ & FRIENDS Berlin | BIGFISH FILMPRODUKTION Berlin |
| A16/047 | 02286 | LOVER | AGEA | IECO | J. WALTER THOMPSON ARGENTINA Buenos Aires | ARGENTINA | J. WALTER THOMPSON ARGENTINA Buenos Aires | ARGENTINACINE Buenos Aires |
| A16/048 | 02290 | CLOSET | AGEA | IECO | J. WALTER THOMPSON ARGENTINA Buenos Aires | ARGENTINA | J. WALTER THOMPSON ARGENTINA Buenos Aires | ARGENTINACINE Buenos Aires |
| A16/051 | 02732 | SWIMMING POOL | VIACOM | PARAMOUNT CHANNEL | GREY ARGENTINA Buenos Aires | ARGENTINA | GREY ARGENTINA Buenos Aires | ARGENTINA CINE Buenos Aires |
| A16/052 | 02730 | ACTORS | VIACOM | PARAMOUNT CHANNEL | GREY ARGENTINA Buenos Aires | ARGENTINA | GREY ARGENTINA Buenos Aires | ARGENTINACINE Buenos Aires |
| A16/075 | 02785 | SPRAY | LIBERO | FOOTBALL MAGAZINE | LOLA MULLENLOWE Madrid | SPAIN | LOLA MULLENLOWE Madrid | TESAURO Madrid / HIJOS Madrid / SERENA Madrid |
| A16/100 | 02629 | TRUMP | TYC SPORTS | TYC SPORTS / AMERICAN CUP | MERCADO MCCANN Buenos Aires | ARGENTINA | MERCADO MCCANN Buenos Aires | |
| A16/136 | 01097 | THE STAKEOUT | CANAL DIGITAL | CANAL DIGITAL – SATELLITE TV PROVIDER | TBWA/STOCKHOLM | SWEDEN | TBWA/STOCKHOLM | BACON FILM Stockholm |
| A16/137 | 01098 | THE BOYSCOUTS | CANAL DIGITAL | CANAL DIGITAL – SATELLITE TV PROVIDER | TBWA/STOCKHOLM | SWEDEN | TBWA/STOCKHOLM | BACON FILM Stockholm |

A17 (Financial Products & Services)

| | | | | | | | | |
|---------|-------|-----------------------------|----------------------|-------------------------------|----------------------------|----------------|----------------------------|---|
| A17/011 | 00326 | TINY DANCER | JOHN LEWIS INSURANCE | PREMIER HOME INSURANCE | ADAM&EVEDDB London | UNITED KINGDOM | ADAM&EVEDDB London | BLINK PRODUCTIONS London |
| A17/012 | 00943 | NEVER A SELLOUT | TURBOTAX | FINANCIAL PRODUCT | WIEDEN+KENNEDY Portland | USA | WIEDEN+KENNEDY Portland | BISCUIT FILMWORKS Los Angeles |
| A17/050 | 02345 | THE SWIM | KLARNA | FINANCIAL PRODUCTS & SERVICES | DDB STOCKHOLM | SWEDEN | DDB STOCKHOLM | |
| A17/051 | 02346 | THE FISH | KLARNA | FINANCIAL PRODUCTS & SERVICES | DDB STOCKHOLM | SWEDEN | DDB STOCKHOLM | |
| A17/058 | 01027 | POCKET MONEY — EQUAL FUTURE | ANZ | ANZ BANK | TBWA MELBOURNE | AUSTRALIA | TBWA MELBOURNE | TBWA MELBOURNE |
| A17/073 | 02624 | LIFT | HSBC | COMMERCIAL BANKING | GREY LONDON | UNITED KINGDOM | GREY LONDON | INDEPENDENT London / THE MILL London / 750MPH London |
| A17/077 | 01310 | CHECK | GEICO | GEICO AUTO INSURANCE | HUNGRY MAN Los Angeles | USA | THE MARTIN AGENCY Richmond | HUNGRY MAN Los Angeles |
| A17/078 | 01311 | REUNION | GEICO | GEICO AUTO INSURANCE | HUNGRY MAN Los Angeles | USA | THE MARTIN AGENCY Richmond | HUNGRY MAN Los Angeles |
| A17/079 | 01312 | FISHERMAN | GEICO | GEICO AUTO INSURANCE | HUNGRY MAN Los Angeles | USA | THE MARTIN AGENCY Richmond | HUNGRY MAN Los Angeles |
| A17/080 | 01313 | DIRECTIONS | GEICO | GEICO AUTO INSURANCE | HUNGRY MAN Los Angeles | USA | THE MARTIN AGENCY Richmond | HUNGRY MAN Los Angeles |
| A17/091 | 02121 | WHISPER | GEICO | INSURANCE | THE MARTIN AGENCY Richmond | USA | THE MARTIN AGENCY New York | HUNGRY MAN New York / ROCK PAPER SCISSORS New York / MPC New York |
| A17/092 | 02125 | SPY | GEICO | INSURANCE | THE MARTIN AGENCY Richmond | USA | THE MARTIN AGENCY New York | HUNGRY MAN New York / ROCK PAPER SCISSORS New York / MPC New York |
| A17/093 | 02129 | COUNTDOWN | GEICO | INSURANCE | THE MARTIN AGENCY Richmond | USA | THE MARTIN AGENCY New York | HUNGRY MAN New York / ROCK PAPER SCISSORS New York / MPC New York |

Shortlist (Film Lions)

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|---------|-------|-------------|-----------------|---------------|----------------------------------|-----------------|----------------------------------|---|
| A17/103 | 02500 | CBA RAPPER | CENTRAAL BEHEER | INSURANCE | DDB & TRIBAL WORLDWIDE AMSTERDAM | THE NETHERLANDS | DDB & TRIBAL WORLDWIDE AMSTERDAM | IN CASE OF FIRE Amsterdam |
| A17/116 | 02117 | FLEXTACULAR | GEICO | INSURANCE | THE MARTIN AGENCY Richmond | USA | THE MARTIN AGENCY Richmond | DUMMY. Venice / ARCADE EDIT Santa Monica / RUNNING WITH SCISSORS Richmond |
| A17/124 | 00702 | FLEXTACULAR | GEICO | CAR INSURANCE | DUMMY FILMS Los Angeles | USA | THE MARTIN AGENCY Richmond | |

A18 (Business Products & Services)

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|---------|-------|-----------------|---------|-----------------|--------------------------------|-----------|--------------------------------|--|
| A18/009 | 01879 | A GIANT'S STORY | AMBUJA | AMBUJA CEMENT | PUBLICIS COMMUNICATIONS Mumbai | INDIA | PUBLICIS COMMUNICATIONS Mumbai | |
| A18/035 | 02669 | CALM ATTACK | STAPLES | OFFICE SUPPLIES | DAVID Buenos Aires | ARGENTINA | DAVID Buenos Aires | REBOLUCION Buenos Aires / MYM Buenos Aires |

A19 (Commercial Public Services)

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|---------|-------|------------------------|------------------------------|--------------------|-----------------------|----------------------|----------------------------|----------------------------------|
| A19/021 | 01363 | OUTSIDE MAN | ARENALINGUA | ARENALINGUA | JUNG von MATT Hamburg | GERMANY | JUNG von MATT Hamburg | ELEMENT E FILMPRODUKTION Hamburg |
| A19/025 | 00438 | VERISIMILITUDE AT NOON | DU TELECOM | TELECOMMUNICATIONS | LEO BURNETT DUBAI | UNITED ARAB EMIRATES | LEO BURNETT DUBAI | GOOD PEOPLE Beirut |
| A19/027 | 01105 | DENG ADUT | UNIVERSITY OF WESTERN SYDNEY | EDUCATION | FINCH Sydney | AUSTRALIA | VCD + WE.COLLECTIVE Sydney | FINCH Sydney |
| A19/046 | 02592 | CONVERSATION | TELECOM PERSONAL | PERSONAL | PONCE Buenos Aires | ARGENTINA | PONCE Buenos Aires | LA DOBLE A Buenos Aires |

A20 (Corporate Image & Sponsorship)

| | | | | | | | | |
|---------|-------|-----------------|------------------|--------------------|----------------------------|--------|----------------------------|--|
| A20/013 | 02671 | DEAR PEYTON | GATORADE | GATORADE | TBWA\CHIAT\DAY Los Angeles | USA | TBWA\CHIAT\DAY Los Angeles | SMUGGLER Los Angeles, CA |
| A20/025 | 02362 | STRONG | PROCTER & GAMBLE | HOUSEHOLD PRODUCTS | WIEDEN+KENNEDY Portland | USA | WIEDEN+KENNEDY Portland | RATTLING STICK Santa Monica |
| A20/027 | 02572 | I AM YOUR FAN | SPECIAL OLYMPICS | SPECIAL OLYMPICS | Y&R MEXICO Mexico City | MEXICO | Y&R MEXICO Mexico City | CENTRAL FILMS Mexico City / APOLLO STUDIOS Montréal / CLUSTER STUDIO Mexico City |
| A20/031 | 02687 | 600 POUNDS | SPECIAL OLYMPICS | NON-PROFIT | GREY CANADA Toronto | CANADA | GREY CANADA Toronto | UNTITLED FILMS Toronto |
| A20/046 | 02109 | ATM DAD | CCTV.COM | PUBLIC AWARENESS | CHEIL Beijing | CHINA | CHEIL Beijing | |
| A20/052 | 02504 | GENDER VIOLENCE | HEINEKEN MEXICO | TECATE BEER | NOMADES Mexico City | MEXICO | NOMADES Mexico City | CENTRAL FILMS Mexico City |

A21 (Public Health & Safety)

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|---------|-------|-------------------------------------|--|--|-------------------------------|----------------|-------------------------------|--|
| A21/005 | 00909 | BREATHE | SCOTTISH FIRE & RESCUE SERVICE | FIRE SAFETY | THE UNION Edinburgh | UNITED KINGDOM | THE UNION Edinburgh | M2 FILMS Edinburgh |
| A21/011 | 00440 | SHOCKWAVE (ONDE DE CHOC) | DÉLÉGATION À LA SÉCURITÉ ET À LA CIRCULATION ROUTIÈRES | FRENCH ROAD SAFETY | LA CHOSE Paris | FRANCE | LA CHOSE Paris | QUAD PRODUCTIONS Clichy |
| A21/012 | 00441 | LOSS OF CONTROL (PERTE DE CONTRÔLE) | DÉLÉGATION À LA SÉCURITÉ ET À LA CIRCULATION ROUTIÈRES | FRENCH ROAD SAFETY | LA CHOSE Paris | FRANCE | LA CHOSE Paris | QUAD PRODUCTIONS Clichy |
| A21/024 | 02090 | THERE'S NO ONE SOMEONE WON'T MISS | TRANSPORT ACCIDENT COMMISSION VICTORIA | TRANSPORT ACCIDENT COMMISSION VICTORIA | CLEMENGER BBDO MELBOURNE | AUSTRALIA | CLEMENGER BBDO MELBOURNE | REVOLVER/WILL O'ROURKE Sydney / THE BUTCHERY Melbourne / FLAGSTAFF STUDIOS Melbourne |
| A21/030 | 02340 | #UNPOPULAR BUT ALIVE BRENDAN | DEPARTMENT FOR TRANSPORT | THINK! DRINK DRIVE | AMVBBDO London | UNITED KINGDOM | AMVBBDO London | SMUGGLER London |
| A21/035 | 02457 | PREMONITION | CRUZ ROJA ARGENTINA | FIRST AID COURSES | DHÉLET Y&R LATAM Buenos Aires | ARGENTINA | DHÉLET Y&R LATAM Buenos Aires | ORUGA CINE Buenos Aires |

A22 (Public Sector & Awareness Messages)

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|---------|-------|---------------------|-----------------------------------|-------------------------|----------------------------|-------------|----------------------------|----------------------------|
| A22/019 | 02106 | DOMESTIC VIOLENCE | FRANCE 5 | MEDIA | PUBLICIS CONSEIL Paris | FRANCE | PUBLICIS CONSEIL Paris | |
| A22/022 | 01995 | UNFAIR NEWS PAY GAP | AAUW | PAY GAP | Y&R San Juan | PUERTO RICO | Y&R San Juan | PARANA FILMS Los Angeles |
| A22/039 | 01651 | DEVICES | UNITED COMMUNITIES OF SAN ANTONIO | CYBERBULLYING AWARENESS | SHOOTERS FILMS San Antonio | USA | SHOOTERS FILMS San Antonio | SHOOTERS FILMS San Antonio |

Shortlist (Film Lions)

A23 (Charities & Appeals)

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|---------|-------|-----------------------|--|----------------------|---------------------|-----------|---------------------|---|
| A23/018 | 02418 | #THEMANWHODIEDTHEMOST | AGENCE DE LA BIOMÉDECINE | ORGAN DONATION | DDB PARIS | FRANCE | DDB PARIS | WANDA PRODUCTIONS Saint-Denis La Plaine Cedex / THE Paris |
| A23/019 | 02419 | #MAKEACHILDCRY | DOCTORS OF THE WORLD | DOCTORS OF THE WORLD | DDB PARIS | FRANCE | DDB PARIS | MAGALI FILMS Paris / STUDIO 5 Paris |
| A23/046 | 02417 | #NOEXCUSES | DOCTORS OF THE WORLD | DOCTORS OF THE WORLD | DDB PARIS | FRANCE | DDB PARIS | STINKDIGITAL Paris / STUDIO 5 Paris |
| A23/047 | 02242 | THE RESCUE | FUNDACION ARGENTINA DE TRASPLANTE HEPATICO | FOUNDATION | DDB BUENOS AIRES | ARGENTINA | DDB BUENOS AIRES | SALADO Buenos Aires |
| A23/050 | 01419 | THE MISSION | FUNDACIÓN PERUANA DE CÁNCER | COLECTA ANUAL | FAHRENHEIT DDB Lima | PERU | FAHRENHEIT DDB Lima | |

B01 (Food & Drinks)

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|---------|-------|---|------------------------------|---------------|--|----------------|--|--|
| B01/014 | 00503 | MUSIC VIDEO | MARS CHOCOLATE NORTH AMERICA | TWIX | BBDO New York | USA | BBDO New York | VANISHING ANGLE Los Angeles / DECOR New York |
| B01/018 | 01415 | THE 92ND FLOOR: CRYSTAL PEPSI RETURNS | PEPSICO. | CRYSTAL PEPSI | THE BARBARIAN GROUP New York | USA | THE BARBARIAN GROUP New York | HUNGRY MAN New York |
| B01/019 | 00179 | THE FAIREST NIGHT OF ALL | AB INBEV | ANDES BEER | DEL CAMPO SAATCHI & SAATCHI Buenos Aires | ARGENTINA | DEL CAMPO SAATCHI & SAATCHI Buenos Aires | AGOSTO BUENOS AIRES / CHE REVOLUTION POST Buenos Aires |
| B01/037 | 00385 | MENTORS | PERFETTI VAN MELLE | MENTOS | BBH London | UNITED KINGDOM | BBH London | THE MILL London |
| B01/041 | 01074 | SHUCHU REGAIN: THE EXTREME MINUET WORLD'S FASTEST ORCHESTRA | SUNTORY | SHUCHU REGAIN | PARTY Tokyo | JAPAN | PARTY Tokyo | KICHI Tokyo / TAIYOKIKAKU Tokyo / P.I.C.S Tokyo |
| B01/053 | 01742 | SHOCK TOP - BIG GAME AD REVIEW WITH T.J. MILLER: A PERFECTLY UNFILTERED PAIRING | AB INBEV | SHOCK TOP | ANOMALY Toronto, ON | CANADA | ANOMALY Toronto, ON | ANONYMOUS CONTENT Culver City / SCHOOL EDITING Toronto |
| B01/075 | 02467 | NOT COMING SOON | REMY MARTIN | LOUIS XIII | FRED & FARID New York | USA | FRED & FARID New York | FRED & FARID New York |
| B01/078 | 02303 | UNMATCHED | GATORADE | GATORADE | TBWA\CHIAT\DAY Los Angeles | USA | TBWA\CHIAT\DAY Los Angeles / VML Kansas City | MANDALAY SPORTS MEDIA Studio City / VENICE BEACH EDITORIAL Los Angeles / MPC LA Santa Monica |

B02 (Fast Moving Consumer Goods)

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|---------|-------|-----------------------|------------------------------|---------------------|--------------------------|----------------|---|--|
| B02/013 | 01342 | THE STORY OF PHILIPPE | REMED PHARMA | CONDOM | BBDO BELGIUM Brussels | BELGIUM | BBDO BELGIUM Brussels | BBDO BELGIUM Brussels |
| B02/017 | 01818 | ACT OF LOVE | SAGAMI RUBBER INDUSTRIES CO. | SAGAMI ORIGINAL | PROJECTOR New York | USA | PROJECTOR Tokyo / ROCK'N ROLL JAPAN Tokyo | ROCK'N ROLL JAPAN Tokyo / STINK London |
| B02/019 | 02091 | HEARTS ALIGNED | MARS PETCARE AUSTRALIA | PEDIGREE | CLEMENGER BBDO MELBOURNE | AUSTRALIA | CLEMENGER BBDO MELBOURNE | FINCH Melbourne |
| B02/028 | 02510 | BLOOD | SCA | LIBRESSE/ BODY FORM | AMVBBDO London | UNITED KINGDOM | AMVBBDO London | STINK London |

B03 (Durable Consumer Goods)

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|---------|-------|------------------------------------|--|--------------|--------------------------|----------------|--------------------------|--|
| B03/001 | 00144 | THE BOYS 'IMPACT' | PACIFIC BRANDS UNDERWEAR GROUP AUSTRALIA | BONDS | CLEMENGER BBDO MELBOURNE | AUSTRALIA | CLEMENGER BBDO MELBOURNE | GUILTY CONTENT Melbourne |
| B03/005 | 00328 | THE MIRACLE OF MULBERRY | MULBERRY | MULBERRY | ADAM&EVEDDB London | UNITED KINGDOM | ADAM&EVEDDB London | OUTSIDER London |
| B03/038 | 01560 | THE RUNDEAD | BROOKS SPORTS | FOOTWEAR | LEO BURNETT CHICAGO | USA | LEO BURNETT CHICAGO | FURLINED Santa Monica / HUMAN Santa Monica |
| B03/060 | 02653 | UNDER ARMOUR USA WOMENS GYMNASTICS | UNDER ARMOUR | UNDER ARMOUR | DROGA5 New York | USA | DROGA5 New York | EPOCH FILMS New York |
| B03/061 | 02654 | UNDER ARMOUR PHELPS | UNDER ARMOUR | UNDER ARMOUR | DROGA5 New York | USA | DROGA5 New York | EPOCH FILMS New York |

B04 (Cars & Automotive Products & Services)

Shortlist (Film Lions)

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|---------|-------|----------------------|--|------------------------------|---------------------------|----------|---------------------------|--|
| B04/004 | 01377 | THE REVERSED TRAILER | HARALD A. MØLLER/ VOLKSWAGEN NORWAY | VOLKSWAGEN TRAILER ASSIST | TRY Oslo | NORWAY | TRY Oslo | BACON OSL Oslo |
| B04/007 | 01140 | MOST OPEN TEST DRIVE | DAIMLER AG, SMART | SMART FORTWO CABRIO 453 | BBDO GROUP GERMANY Berlin | GERMANY | BBDO GROUP GERMANY Berlin | MARKENFILM CROSSING Hamburg |
| B04/010 | 01141 | #SMARTEFFECT | MERCEDES-BENZ PORTUGAL | SMART FORTWO | BBDO PORTUGAL Lisbon | PORTUGAL | BBDO PORTUGAL Lisbon | JACK THE MAKER Lisbon / WONDR Lisbon / PIX MIX Lisbon |
| B04/071 | 00586 | PAPER | AMERICAN HONDA MOTOR CO. | HONDA | RPA Santa Monica | USA | RPA Santa Monica | RESET Santa Monica / ROCK PAPER SCISSORS Santa Monica / A52 Santa Monica |

B05 (Retail, e-Commerce, Restaurants & Fast Food Chains)

| | | | | | | | | |
|---------|-------|----------------------------|-----------------|------------------------------------|--------------------|----------------|--------------------|---|
| B05/003 | 00320 | ESSENTIALS FOR EVERYONE | H&M | H&M | ADAM&EVEDDB London | UNITED KINGDOM | ADAM&EVEDDB London | SONNY London |
| B05/004 | 00329 | SHOPLIFTERS | HARVEY NICHOLS | LOYALTY APP | ADAM&EVEDDB London | UNITED KINGDOM | ADAM&EVEDDB London | BLINK PRODUCTIONS London / CAIN & ABEL London / THE MILL London |
| B05/032 | 02336 | MOG'S CALAMITY | SAINSBURY'S | SUPERMARKET | AMVBBDO London | UNITED KINGDOM | AMVBBDO London | OUTSIDER London |
| B05/034 | 02678 | WHOPPER SIGN | BURGER KING | FAST FOOD RESTAURANT | DAVID Miami | USA | DAVID Miami | BULLITT Los Angeles |
| B05/036 | 01091 | GIFT FACE | HARVEY NICHOLS | HARVEY NICHOLS DEPARTMENT STORE | SCOUNDREL Sydney | AUSTRALIA | ADAM&EVEDDB London | BLINK PRODUCTIONS London / WHITEHOUSE POST London / MPC London |
| B05/043 | 02335 | SPARE THE ACT- LAPTOP | DIXONS CARPHONE | CURRYS PC WORLD | AMVBBDO London | UNITED KINGDOM | AMVBBDO London | O POSITIVE New York |

B06 (Travel, Transport & Leisure)

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|---------|-------|-------------------------------------|-----------------------|--------------------------------------|--------------------|-----|--------------------|---|
| B06/025 | 02244 | DOPPELGÄNGER TOURISTS | MEXICAN TOURISM BOARD | MEXICO AS A TOURISTIC DESTINATION | LAPIZ Chicago | USA | LAPIZ Chicago | |
| B06/031 | 02698 | SUPER BOWL BABIES CHOIR LONGFORM | NFL | NFL | GREY NEW YORK | USA | GREY NEW YORK | TOWNHOUSE 23 New York / PARK PICTURES New York / EXILE Santa Monica |
| B06/038 | 00654 | DREAM ADVENTURES FILM | EXPEDIA | TRAVEL | 180LA Santa Monica | USA | 180LA Santa Monica | WAYS & MEANS Los Angeles |

B07 (Media & Publications)

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|---------|-------|------------------|--------------------|--------------------------------|----------------------------|-----|----------------------------|---|
| B07/044 | 02299 | THE RAT | NETFLIX | NETFLIX | TBWA\CHIAT\DAY Los Angeles | USA | TBWA\CHIAT\DAY Los Angeles | FURLINED Santa Monica / CUT + RUN Santa Monica / FRAMESTORE Los Angeles |
| B07/049 | 02260 | THE DISPLACED | THE NEW YORK TIMES | NYT VR | VRSE.WORKS Los Angeles | USA | VRSE.WORKS Los Angeles | VRSE.WORKS Los Angeles |
| B07/050 | 02261 | WALKING NEW YORK | THE NEW YORK TIMES | THE NEW YORK TIMES MAGAZINE | VRSE.WORKS Los Angeles | USA | VRSE.WORKS Los Angeles | VRSE.WORKS Los Angeles |

B08 (Financial Products & Services)

| | | | | | | | | |
|---------|-------|----------|-------|-----------|----------------------------|-----|----------------------------|--|
| B08/050 | 02122 | LAKE | GEICO | INSURANCE | THE MARTIN AGENCY Richmond | USA | THE MARTIN AGENCY Richmond | FURLINED New York / CUT+RUN New York / MPC New York |
| B08/051 | 02126 | HIKE | GEICO | INSURANCE | THE MARTIN AGENCY Richmond | USA | THE MARTIN AGENCY Richmond | FURLINED New York / CUT+RUN New York / MPC New York |
| B08/052 | 02130 | FOREST | GEICO | INSURANCE | THE MARTIN AGENCY Richmond | USA | THE MARTIN AGENCY Richmond | FURLINED New York / CUT+RUN New York / MPC New York |
| B08/053 | 02134 | GOING UP | GEICO | INSURANCE | THE MARTIN AGENCY Richmond | USA | THE MARTIN AGENCY Richmond | FURLINED New York / CUT+RUN New York / MPC New York |

B09 (Business Products & Services)

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|---------|-------|-----------------------|--------------|--------------|---------------------|--------|---------------------|----------------------|
| B09/042 | 02750 | ENDLESS POSSIBILITIES | GETTY IMAGES | GETTY IMAGES | ALMAPBBDO São Paulo | BRAZIL | ALMAPBBDO São Paulo | VETOR ZERO São Paulo |
|---------|-------|-----------------------|--------------|--------------|---------------------|--------|---------------------|----------------------|

B11 (Corporate Image & Sponsorship)

Shortlist (Film Lions)

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|---------|-------|----------------|------|----------------------------------|--------------------------------|--------|---------------|-------------------------------|
| B11/003 | 00291 | CLOSE THE LOOP | H&M | CLOTHING, FOOTWEAR & ACCESSORIES | FORSMAN & BODENFORS Gothenburg | SWEDEN | H&M Stockholm | CALLBOY Stockholm |
| B11/004 | 00474 | CLOSE TO HOME | AT&T | AT&T | BBDO New York | USA | BBDO New York | ANONYMOUS CONTENT Culver City |

B12 (Public Health & Safety)

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|---------|-------|-------------------------|--|-----------------------------------|--|-----------|--|--------------------------------|
| B12/009 | 01954 | TEXTING VS. DRIVING | CLIENT | NATIONAL DISTRACTED DRIVING MONTH | MULLENLOWE Boston | USA | MULLENLOWE Boston | STATION FILM New York City, NY |
| B12/013 | 00724 | QUAND L'AMOUR SERA MORT | DÉLÉGATION À LA SÉCURITÉ ROUTIÈRE (DSCR) | ROAD SAFETY | MLS GROUP - PUBLICIS CONSULTANTS Paris | FRANCE | MLS GROUP - PUBLICIS CONSULTANTS Paris / OBVIOUS | OBVIOUS Paris |
| B12/017 | 02667 | MANBOOBS | MACMA | BREAST CANCER AWARENESS | DAVID Buenos Aires | ARGENTINA | DAVID Buenos Aires | LANDIA Buenos Aires |

B13 (Public Sector & Awareness Messages)

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|---------|-------|---|--------------------|-----------------------------|---|--------|---|--|
| B13/005 | 00388 | THE REAL 10 | AAUW | AAUW / | RETHINK Toronto | CANADA | RETHINK Toronto | |
| B13/007 | 00021 | DEARDADDY | CARE NORWAY | DOMESTIC VIOLENCE AWARENESS | SCHJAERVEN REKLAMEBYRÅ Oslo | NORWAY | SCHJAERVEN REKLAMEBYRÅ Oslo | TANGRYSTAN Oslo |
| B13/034 | 01837 | THE UNACCEPTABLE ACCEPTANCE LETTERS | THE HUNTING GROUND | THE HUNTING GROUND | GOODBY SILVERSTEIN & PARTNERS San Francisco | USA | GOODBY SILVERSTEIN & PARTNERS San Francisco | PRETTYBIRD Culver City / CUT + RUN San Francisco / SPY San Francisco |
| B13/035 | 01838 | MS. ROBERT'S UNACCEPTABLE ACCEPTANCE LETTER | THE HUNTING GROUND | THE HUNTING GROUND | GOODBY SILVERSTEIN & PARTNERS San Francisco | USA | GOODBY SILVERSTEIN & PARTNERS San Francisco | PRETTYBIRD Culver City / CUT + RUN San Francisco / SPY San Francisco |
| B13/039 | 02520 | GIRLS CAN'T CODE | GIRLS WHO CODE | NON-PROFIT | McCANN NEW YORK | USA | | TOOL New York City, NY |
| B13/046 | 02263 | WAVES OF GRACE | THE UNITED NATIONS | THE UNITED NATIONS | VRSE.WORKS Los Angeles | USA | VRSE.WORKS Los Angeles | VRSE.WORKS Los Angeles |

B14 (Charities & Appeals)

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|---------|-------|-----------------------------|-------------------------------------|----------------------------|-----------------------------------|----------------|-----------------------------------|--|
| B14/003 | 00364 | WAITING LINES | RE-BORN TO BE ALIVE | ORGAN DONATION | DUVAL GUILLAUME Antwerp | BELGIUM | DUVAL GUILLAUME Antwerp | GERONIMO Antwerp / ASP FILM PRODUCTIONS Hofstade |
| B14/034 | 00897 | JUST ANOTHER DAY | SICK KIDS | HEALTH | J. WALTER THOMPSON CANADA Toronto | CANADA | J. WALTER THOMPSON CANADA Toronto | |
| B14/055 | 02820 | HOW TO GET PERFECT RED LIPS | MAKE LOVE NOT SCARS | ACID ATTACK | OGILVY & MATHER MUMBAI | INDIA | OGILVY & MATHER MUMBAI | OGILVY & MATHER MUMBAI |
| B14/056 | 02821 | HOW TO APPLY EYELINER | MAKE LOVE NOT SCARS | ACID ATTACK | OGILVY & MATHER MUMBAI | INDIA | OGILVY & MATHER MUMBAI | OGILVY & MATHER MUMBAI |
| B14/059 | 01378 | THE LANGUAGE BARRIER | RØDE KORS (THE NORWEGIAN RED CROSS) | CHARITY | TRY Oslo | NORWAY | TRY Oslo | FANTEFILM Oslo |
| B14/066 | 02884 | DUTY OF CARE | WAR CHILD | PROTECTING CHILDREN IN WAR | OGILVYONE LONDON | UNITED KINGDOM | TOAD London / OGILVYONE LONDON | H&O London |

C01 (Viral Film)

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|---------|-------|---------------------------|-------------------------|--|--------------------------------|---------|---|--|
| C01/005 | 00872 | #COVERTHEATHLETE | COVERTHEATHLETE.COM | #COVERTHEATHLETE | JOHN ST. Toronto | CANADA | JOHN ST. Toronto | RELISH EDITING Toronto / TENDRIL DESIGN + ANIMATION Toronto / GRAYSON MATTHEWS Toronto |
| C01/010 | 00097 | LOOK WHO'S DRIVING | VOLVO TRUCKS | VOLVO FMX | FORSMAN & BODENFORS Gothenburg | SWEDEN | FORSMAN & BODENFORS Gothenburg | NEW LAND Stockholm |
| C01/018 | 01592 | IMAGINE THE POSSIBILITIES | MATTEL | BARBIE | BBDO SAN FRANCISCO | USA | BBDO SAN FRANCISCO | SLIM PICTURES Venice |
| C01/034 | 00428 | HOME FOR CHRISTMAS | EDEKA ZENTRALE & CO. KG | EDEKA | JUNG von MATT Hamburg | GERMANY | JUNG von MATT Hamburg | TEMPOMEDIA Hamburg |
| C01/051 | 00248 | HIGH SCHOOL GIRL? | SHISEIDO CO., | SHISEIDO'S PRODUCTS (MAJOLICA MAJORCA / INTEGRATE) | WATTS OF TOKYO | JAPAN | WATTS OF TOKYO / SHISEIDO CO., LTD. Tokyo | WATTS OF TOKYO |
| C01/084 | 02347 | THE DILEMMA | HEINEKEN | HEINEKEN | PUBLICIS ITALY Milan | ITALY | PUBLICIS ITALY Milan | BEDESCHI FILM Milan |
| C01/096 | 02873 | ACTORS | UVK | MOVIE THEATERS | Y&R Lima | PERU | Y&R Lima | REBECA Lima |
| C01/101 | 01516 | MADDEN: THE MOVIE | EA SPORTS | MADDEN NFL 16 | HEAT San Francisco | USA | | HUNGRY MAN Los Angeles |

Shortlist (Film Lions)

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|---------|-------|---|-------------------|--------------|------------------------------|-----|----------------|----------------|
| C01/113 | 01536 | UNIVERSAL RIDE ALONG 2/ CONAN REMOTE | UNIVERSAL STUDIOS | RIDE ALONG 2 | TURNER BROADCASTING New York | USA | CONACO Burbank | CONACO Burbank |
|---------|-------|---|-------------------|--------------|------------------------------|-----|----------------|----------------|

D02 (Private Screens & Events)

| | | | | | | | | |
|---------|-------|----------|----------|----------|------------------|--------|------------------|---|
| D02/002 | 00873 | JANE ST. | JOHN ST. | JOHN ST. | JOHN ST. Toronto | CANADA | JOHN ST. Toronto | SOFT CITIZEN Toronto / AIRCASLE PRODUCTION Toronto / RELISH EDITING Toronto |
|---------|-------|----------|----------|----------|------------------|--------|------------------|---|

D03 (Personal Screens)

| | | | | | | | | |
|---------|-------|-------------------|---------------------|----------------|--------------------|-----------|--------------------|---|
| D03/004 | 01800 | CELEBRITY TANTRUM | SAMSUNG AUSTRALIAN= | SAMSUNG TAB S2 | LEO BURNETT SYDNEY | AUSTRALIA | LEO BURNETT SYDNEY | MINDS EYE London / FILAMENT POST PRODUCTION London |
|---------|-------|-------------------|---------------------|----------------|--------------------|-----------|--------------------|---|

D04 (Micro-Film)

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|---------|-------|--|------|---------------|------------------------|-----|---|------------------------|
| D04/042 | 01847 | NIKE - SMALL SIDED - NIKE FOOTBALL VINE | NIKE | NIKE FOOTBALL | ICONOCLAST Culver City | USA | ICONOCLAST Culver City / WIEDEN+KENNEDY Portland | ICONOCLAST Culver City |
|---------|-------|--|------|---------------|------------------------|-----|---|------------------------|

E01 (Short Non-Fiction Film (under 10 minutes))

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|---------|-------|--|-----------------|------------------------|----------------|----------------|-------------------|-----------------------------|
| E01/007 | 00475 | PLAY MY TWEET | FOOT LOCKER | FOOT LOCKER | BBDO New York | USA | BBDO New York | THE KITCHEN @ BBDO New York |
| E01/016 | 00066 | EUROPEAN BIKE STEALING CHAMPIONSHIP 2015 | ŠKODA AUTO A.S. | WE LOVE CYCLING | MUSTARD Prague | CZECH REPUBLIC | MUSTARD Prague | MUSTARD Prague |
| E01/045 | 01414 | DRONE 100 | INTEL | INTEL DRONE TECHNOLOGY | VIMBY Van Nuys | USA | INTEL Santa Clara | VIMBY Van Nuys |
| E01/056 | 02599 | NEVER ALONE | DIAGEO | GUINNESS | AMVBDDO London | UNITED KINGDOM | AMVBDDO London | TUBBY BROTHER London |

E02 (Long Non-Fiction Film (over 10 minutes))

| | | | | | | | | |
|---------|-------|-----------------|--|-----------------------|------------------------------|-------|------------------------------|------------------------------|
| E02/004 | 00095 | COCAINENOMICS | NETFLIX | NARCOS | WSJ. CUSTOM STUDIOS New York | USA | WSJ. CUSTOM STUDIOS New York | WSJ. CUSTOM STUDIOS New York |
| E02/011 | 02455 | SONS OF VIKRANT | BAJAJ | BAJAJ AUTOMOBILES | LEO BURNETT INDIA Mumbai | INDIA | LEO BURNETT INDIA Mumbai | |
| E02/019 | 02554 | UNFORGOTTEN | ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE | ANTI HANDGUN VIOLENCE | FCB CHICAGO | USA | FCB CHICAGO | LORD + THOMAS Chicago |

E03 (Non-Fiction Series)

| | | | | | | | | |
|---------|-------|--|--------------------------|------------------|---------------------------|-----|------------------------------|---|
| E03/005 | 00646 | LEVI'S® PRESENTS THE 501® JEAN: STORIES OF AN ORIGINAL | LEVI'S | LEVI'S 501® JEAN | WAYS & MEANS Los Angeles | USA | IMPRINT PROJECTS Los Angeles | WAYS & MEANS Los Angeles |
| E03/017 | 01530 | UNFAIRY TALES SERIES | UNICEF | HUMANITARIAN AID | 180LA Santa Monica | USA | 180LA Santa Monica | HOUSE OF COLORS Sao Paulo / CONSULADO São Paolo / BUBBA'S CHOP SHOP Burbank |
| E03/025 | 01534 | UNCHARTED: THE POWER OF DREAMS | AMERICAN HONDA MOTOR CO. | HONDA STAGE | WOVEN DIGITAL Culver City | USA | WOVEN DIGITAL Culver City | WOVEN DIGITAL Culver City |

E04 (Short Fiction Film (under 10 minutes))

| | | | | | | | | |
|---------|-------|--|------------------------|-------------|--------------------|----------------|--|--|
| E04/002 | 00321 | BECOMING BECKHAM | H&M | H&M | ADAM&EVEDDB London | UNITED KINGDOM | ADAM&EVEDDB London | SONNY London |
| E04/007 | 00545 | THE RIGHT STUFF | 20TH CENTURY FOX | THE MARTIAN | 3AM New York | USA | 3AM Culver City / RSA FILMS Los Angeles | 3AM Culver City / RSA FILMS Los Angeles |
| E04/028 | 02321 | DADS #SHARETHELOAD (60 SECS) | PROCTER & GAMBLE INDIA | ARIEL MATIC | BBDO INDIA Mumbai | INDIA | BBDO INDIA Mumbai | RED ICE FILMS Mumbai |
| E04/039 | 02656 | TOYOTA FUELED BY EVERYTHING (BACK TO THE FUTURE) | TOYOTA | MIRAI | DROGA5 New York | USA | DROGA5 New York | CAVIAR Los Angeles |

E05 (Long Fiction Film (over 10 minutes))

Shortlist (Film Lions)

| | | | | | | | | |
|---------|-------|----------------------|-------------------------|---------------------------|-----------------------|-----|--------------------------------------|-----------------------|
| E05/006 | 01994 | GENTLEMAN'S WAGER II | JOHNNIE WALKER - DIAGEO | JOHNNIE WALKER BLUE LABEL | RSA FILMS Los Angeles | USA | ANOMALY New York / ANOMALY Amsterdam | RSA FILMS Los Angeles |
|---------|-------|----------------------|-------------------------|---------------------------|-----------------------|-----|--------------------------------------|-----------------------|

E06 (Fiction Film Series)

| | | | | | | | | |
|---------|-------|---------------------------------|----------------------|------------------------------------|-------------------------|-----------|-------------------------|---|
| E06/006 | 01722 | SNACK TIME CASE STUDY | MILK WEST | MILK | DDB CANADA Vancouver | CANADA | DDB CANADA Vancouver | WAVE PRODUCTIONS Vancouver / YETI FARM CREATIVE Kelowna |
| E06/007 | 01794 | THE TOUGH SELL | VOLKSWAGEN AUSTRALIA | GOLF | DDB Sydney | AUSTRALIA | DDB Sydney | ROBBER'S DOG Sydney / THE EDITORS Sydney |
| E06/009 | 02361 | NIKEWOMEN : MARGOT VS NIKE LILY | | CLOTHING, FOOTWEAR AND ACCESSORIES | WIEDEN+KENNEDY Portland | USA | WIEDEN+KENNEDY Portland | |

E07 (Music Video)

| | | | | | | | | |
|---------|-------|--|--------------------|----------------------------------|------------------------|----------------|------------------------|--|
| E07/015 | 00404 | OK GO — UPSIDE DOWN & INSIDE OUT | S7 AIRLINES | S7 AIRLINES | TUTKOVBUĐKOV Volgograd | RUSSIA | TUTKOVBUĐKOV Volgograd | BOB INDUSTRIES Santa Monica / PROFILM Moscow |
| E07/018 | 02530 | VOODOO IN MY BLOOD | VIGIN RECORDS | MASSIVE ATTACK FT. YOUNG FATHERS | RATTLING STICK London | UNITED KINGDOM | RATTLING STICK London | RATTLING STICK London |
| E07/024 | 02858 | TARGET CREATES FIRST EVER LIVE MUSIC VIDEO WITH GWEN STEFANI | TARGET | RETAIL | DEUTSCH LA | USA | DEUTSCH LA | WONDROS Los Angeles |
| E07/026 | 01273 | WIDE OPEN | VIRGIN EMI RECORDS | THE CHEMICAL BROTHERS | OUTSIDER London | UNITED KINGDOM | OUTSIDER London | OUTSIDER London |

F01 (Use of TV/Cinema Film)

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|---------|-------|--------------------------|---------------------------------------|-------------------|---------------|-----|---------------|---|
| F01/012 | 02694 | GUN CRAZY | STATES UNITED TO PREVENT GUN VIOLENCE | SENSIBLE GUN LAWS | GREY NEW YORK | USA | GREY NEW YORK | SUPPLY & DEMAND New York / UPPERCUT New York |
| F01/020 | 01332 | HOUSE OF CARDS - FU 2016 | NETFLIX | HOUSE OF CARDS | BBH NEW YORK | USA | BBH NEW YORK | RESET Santa Monica / THE MILL New York / EXILE Santa Monica |

F02 (Use of Online Film)

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|---------|-------|---|------------------|-----------------------------|-------------------------|-------------|-------------------------|-----------------|
| F02/002 | 00452 | PREROLL PETITIONS | PUBLICIS CANADA | PREROLL PETITION | PUBLICIS CANADA Toronto | CANADA | PUBLICIS CANADA Toronto | |
| F02/018 | 02099 | SEARCH RACISM. FIND TRUTH. | REFUGEES WELCOME | NPO | FCB ZÜRICH | SWITZERLAND | FCB ZÜRICH | FCB ZÜRICH |
| F02/029 | 01324 | DON'T LOOK AWAY | USHER | INTERACTIVE MUSIC VIDEO | AKQA São Paulo | BRAZIL | AKQA São Paulo | |
| F02/031 | 01269 | SOUND OF CHANGE – SUPPORTING BUSKERS BEYOND THE STREETS | SOUND OF CHANGE | MUSIC LABEL SOUND OF CHANGE | POSSIBLE Seattle | USA | POSSIBLE Seattle | |
| F02/041 | 01340 | THE FASTEST SOAP | PROXIMUS | MOBILE NETWORK | BBDO BELGIUM Brussels | BELGIUM | BBDO BELGIUM Brussels | CAVIAR Brussels |

F03 (Use of Other Film Content)

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|---------|-------|-----------|--------|--------|---------------|-----|---------------|-----------------|
| F03/005 | 02308 | IN-A-SNAP | LOWE'S | LOWE'S | BBDO New York | USA | BBDO New York | HUMBLE New York |
|---------|-------|-----------|--------|--------|---------------|-----|---------------|-----------------|

Total Entries: 247