

Shortlist (PR Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency
A01 (Food & Nutrition)							
A01/013	00286	WAKE UP & SMELL THE BACON	OSCAR MAYER	OSCAR MAYER BACON	OLSON ENGAGE Chicago	USA	OLSON ENGAGE Chicago / 360i Chicago
A01/020	00682	#NOTBROKEN	MONDELÉZ INTERNATIONAL	HONEY MAID	DROGA5 New York	USA	DROGA5 New York / WEBER SHANDWICK
A01/037	01757	#MYFAMILYCAN	SPC ARDMONA	SPC CANNED FRUIT AND	LEO BURNETT MELBOURNE	AUSTRALIA	LEO BURNETT MELBOURNE
A02 (Automotive and Transport)							
A02/004	00299	THE DANCING TRAFFIC LIGHT	DAIMLER AG / SMART MM	SMART	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin /
A02/017	01175	70 GUARDIANS OF WINTER	ŠKODA SPAIN	ŠKODA SCOUT 4X4	PROXIMITY BARCELONA Barcelona	SPAIN	PROXIMITY BARCELONA Barcelona
A02/029	01880	INTERCEPTION	VOLVO	AUTOMOBILES	GREY NEW YORK	USA	GREY NEW YORK /
A03 (Healthcare & Wellbeing)							
A03/008	01360	THE SALT YOU CAN SEE	FUNDACIÓN FAVALORO	FUNDACIÓN FAVALORO	GREY ARGENTINA Buenos Aires	ARGENTINA	GREY ARGENTINA Buenos Aires
A03/020	01856	THE LUCKY IRON FISH PROJECT	LUCKY IRON FISH	FORTIFIED NUTRITION PRODUCT	GEOMETRY GLOBAL Dubai	UNITED ARAB EMIRATES	GEOMETRY GLOBAL Dubai / MEMAC OGILVY Dubai
A03/022	01053	ROCCO SIFFREDI'S VOW OF CHASTITY	RECKITT BENCKISER ITALIA	DUREX	HAVAS WORLDWIDE MILAN	ITALY	HAVAS WORLDWIDE MILAN / HAVAS PR MILAN
A03/023	01491	HORSE SELLS NASAL STRIP TO HUMANS	GSK	BREATHE RIGHT NASAL STRIPS	PHD New York	USA	WEBER SHANDWICK New York
A04 (Luxury goods, Fashion & Beauty)							
A04/004	00488	CALL HER NAME	POLA	RED B.A	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo /
A04/010	01380	TRUE WETSUITS	QUIKSILVER JAPAN	WETSUITS	TBWA\HAKUHODO Tokyo	JAPAN	TBWA\HAKUHODO
A04/023	01136	CATCALLING YOUR MOM	EVERLAST	EVERLAST	INDEPENDENCIA Lima	PERU	INDEPENDENCIA Lima
A04/026	01718	CHOOSE BEAUTIFUL	DOVE	PERSONAL CARE	EDELMAN London	UNITED KINGDOM	EDELMAN London / OGILVY & MATHER
A05 (Other Consumer Products)							
A05/027	01150	KEEP THE FLAME ALIVE	DIAGEO LEBANON	JOHNNIE WALKER	LEO BURNETT BEIRUT	LEBANON	LEO BURNETT BEIRUT / LEOCOMM Beirut
A05/028	01336	COLOR FOR THE COLORBLIND	VALSPAR	PAINT	FCB CHICAGO	USA	
A05/037	01532	PRICE OF WATER	COCA-COLA	ARWA	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES	MEMAC OGILVY Dubai

Shortlist (PR Lions)

A05/042	01505	PRICELESS PETS	PURINA / QUATRO PATINHAS NGO	ANIMAL ADOPTION	NBS Rio de Janeiro	BRAZIL	NBS Rio de Janeiro
A05/045	01640	BREATHE AGAIN	XIAO ZHU	AIR PURIFIER	Y&R SHANGHAI	CHINA	Y&R SHANGHAI

A06 (Media, Arts & Entertainment)

A06/028	00888	TAM'S MUSEUM ON A TROLLEY	TAM MUSEUM	AIRCRAFT MUSEUM	WUNDERMAN BRAZIL São Paulo	BRAZIL	WUNDERMAN BRAZIL São Paulo
A06/043	01653	THE RGB NEWS	ANTENA 1 - OBSERVATOR	BLOOD DONATION	GEOMETRY GLOBAL Bucharest	ROMANIA	GEOMETRY GLOBAL Bucharest
A06/048	01658	THE HIV+ ISSUE	VANGARDIST MAGAZINE	MAGAZINE	SAATCHI & SAATCHI SWITZERLAND Geneva	SWITZERLAND	SAATCHI & SAATCHI SWITZERLAND Geneva /
A06/050	01842	BLACK CATS ON HOLIDAY	LOTO LIBANAIS	LOTO	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai

A07 (Travel, Tourism & Leisure)

A07/028	01493	SNACKHOLIDAYS	TRANSAVIA	AIRLINE COMPANY	LES GAULOIS Puteaux	FRANCE	LES GAULOIS Puteaux /
A07/041	01557	GREAT CHINESE NAMES FOR GREAT BRITAIN	VISITBRITAIN	TOURISM	OGILVY BEIJING	CHINA	OGILVY PUBLIC RELATIONS Beijing
A07/042	01748	SECURITY MOMS	SPORT CLUBE DO RECIFE	SOCCER TEAM	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo
A07/048	01862	BLIND TRIP	MINISTRY OF TRANSPORTATION AND TOURISM	PROMOTIONAL TOURISM CAMPAIGN	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil

A08 (Retail & Restaurants)

A08/004	01115	#MACITBETTER	McDONALD'S	BIG MAC	DDB Sydney	AUSTRALIA	DDB Sydney
A08/011	01516	PROUD WHOPPER	BURGER KING	WHOPPER	DAVID Miami	USA	DAVID Miami / ALISON BROD PUBLIC

A09 (Financial Services)

A09/006	00218	THE CONCERT NO ONE WAS WAITING FOR	BBVA	BBVA	FAHRENHEIT DDB Lima	PERU	FAHRENHEIT DDB Lima
A09/028	01754	LIGHTNING ROD BILLBOARD	SEGUROS BOLÍVAR	SEGUROS BOLÍVAR	LEO BURNETT COLOMBIA Bogotá	COLOMBIA	LEO BURNETT COLOMBIA Bogotá / MB

A10 (Technology & Manufacturing)

A10/004	00177	CLEVER BUOY	OPTUS	OPTUS NETWORK	FUEL COMMUNICATIONS Sydney	AUSTRALIA	FUEL COMMUNICATIONS
A10/026	01229	LIFELIVE	SAMSUNG	GEAR VR	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY
A10/040	01921	PERU TE LLAMA	MOVISTAR	COMMUNICATION SERVICES	Y&R Lima	PERU	Y&R Lima
A10/053	01681	TAXI PATROL	MYTEKSI	MYTEKSI APP	OGILVY MALAYSIA Kuala Lumpur	MALAYSIA	OGILVY MALAYSIA Kuala Lumpur
A10/054	01851	SUNDAY GRANNIES	VODAFONE ROMANIA	TELECOMMUNICATIONS	McCANN ERICKSON ROMANIA Bucharest	ROMANIA	McCANN ERICKSON ROMANIA Bucharest

Shortlist (PR Lions)

A11 (Charity & not for Profit)

A11/001	00014	GUILT TRIP SUNDAY	SOS CHILDREN'S VILLAGES SWEDEN	MOTHER'S DAY	RIVER Stockholm	SWEDEN	RIVER Stockholm
A11/024	00848	MORE THAN A COSTUME	DOCTORS OF THE WORLD	DOCTORS OF THE WORLD	PUBLICIS KAPLAN THALER New York	USA	PUBLICIS KAPLAN THALER New York
A11/034	01353	LOVE HAS NO LABELS	ADCOUNCIL	LOVE HAS NO LABELS	R/GA New York	USA	R/GA New York
A11/041	00603	A HAIR RAISING MESSAGE	BARNCANCERFOND EN	NON PROFIT ORGANIZATION	GARBERGS Stockholm	SWEDEN	GARBERGS Stockholm
A11/049	00479	PROJECT AKSHAR (ALPHABETS) - GRADUATING BLUE-COLLAR TO WHITE-COLLAR	SMARTLIFE	GET SMART PROGRAM	FP7/DXB Dubai	UNITED ARAB EMIRATES	FP7/DXB Dubai
A11/058	00769	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
A11/065	01179	THE UNFORGOTTEN	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	GUN VIOLENCE EDUCATION, AWARENESS AND LOBBYING	FCB CHICAGO	USA	FCB CHICAGO / CURRENT Chicago
A11/067	01534	COME AND VOTE!	ASOCIATIA PRO DEMOCRATIA	PRO VOTING CAMPAIGN	LEO BURNETT GROUP Bucharest	ROMANIA	LEO BURNETT GROUP Bucharest / MSLGROUP
A11/070	01577	UNPAID SPOKESPERSON	LEGACY	NATIONAL PUBLIC HEALTH FOUNDATION (TOBACCO PREVENTION & CEASTION)	KETCHUM New York	USA	KETCHUM New York / 72ANDSUNNY Playa Vista
A11/092	01936	SINGING SAILOR	THE SWEDISH PEACE AND ARBITRATION SOCIETY	SUSTAINABLE PEACE AND HUMAN RIGHTS	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm
A11/103	01882	THE GUN SHOP	STATES UNITED TO PREVENT GUN VIOLENCE	ANTI-GUN VIOLENCE	GREY NEW YORK	USA	GREY NEW YORK / GREY ACTIVATION & PR New York
A11/106	01098	805 MILLION NAMES	UNITED NATIONS WORLD FOOD PROGRAMME	FIGHTING HUNGER WORLDWIDE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg
A11/114	01398	THE 2 EURO T-SHIRT - A SOCIAL EXPERIMENT	FASHION REVOLUTION (NGO)	SOCIAL ACTIVATION	KETCHUM PLEON Berlin	GERMANY	KETCHUM PLEON Berlin / BBDO GROUP GERMANY Berlin
A11/144	01897	MUMS AND MAIDS	TRANSIENT WORKERS COUNT TOO (TWC2)	TWC2	OGILVY & MATHER SINGAPORE	SINGAPORE	OGILVY & MATHER SINGAPORE

Shortlist (PR Lions)

A12 (Public Sector)

A12/003	00107	THE SAD BUS	THE CENTER FOR INFORMATION TECHNOLOGY AT THE MINISTRY OF THE INTERIOR	BEZPIECZNYAUTO BUS.GOV.PL	K2 Warsaw	POLAND	K2 Warsaw
A12/011	00830	ANTI-ROBBERY COURSE	NATIONAL POLICE	NATIONAL POLICE	McCANN WORLDGROUP COLOMBIA Bogotá	COLOMBIA	McCANN WORLDGROUP

B01 (Corporate Reputation & Communication)

B01/006	00178	CLEVER BUOY	OPTUS	OPTUS NETWORK	FUEL COMMUNICATIONS Sydney	AUSTRALIA	FUEL COMMUNICATIONS
B01/026	00927	THE DAVOS CHALLENGE: WALK FOR EDUCATION	UBS	CORPORATE SOCIAL RESPONSIBILITY	PUBLICIS PIXELPARK Berlin	GERMANY	PUBLICIS HAMBURG
B01/031	01362	TUVALU	LG ELECTRONICS	SMART TV	GREY ARGENTINA Buenos Aires	ARGENTINA	GREY ARGENTINA Buenos Aires
B01/032	01381	TRUE WETSUITS	QUIKSILVER JAPAN	WETSUITS	TBWA\HAKUHODO Tokyo	JAPAN	TBWA\HAKUHODO
B01/042	01494	SNACKHOLIDAYS	TRANSAVIA	AIRLINE COMPANY	LES GAULOIS Puteaux	FRANCE	LES GAULOIS Puteaux /
B01/045	01657	TINY POWER PLANT	SIXNINE CO.	FOOTWEAR	DENTSU YOUNG & RUBICAM Bangkok	THAILAND	DENTSU YOUNG & RUBICAM Bangkok
B01/059	01274	INFREQUENT FLYERS CLUB	TIGERAIR	INFREQUENT FLYERS CLUB	McCANN MELBOURNE	AUSTRALIA	McCANN MELBOURNE
B01/064	01922	PERU TE LLAMA	MOVISTAR	COMMUNICATION SERVICES	Y&R Lima	PERU	Y&R Lima
B01/071	01392	RELOCKLOVE	ORANGE	ORANGE FRANCE	MARCEL Paris	FRANCE	MARCEL Paris
B01/090	01314	THE ART OF WAITING	RECLAME AQUI	INSTITUTIONAL	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo
B01/092	01682	TAXI PATROL	MYTEKSI	MYTEKSI APP	OGILVY MALAYSIA Kuala Lumpur	MALAYSIA	OGILVY MALAYSIA Kuala Lumpur

B02 (Public Affairs & Lobbying)

B02/003	00124	VOTE FOR US. WE'LL VOTE FOR YOU	KAFA	WOMEN'S RIGHTS NGO	LEO BURNETT BEIRUT	LEBANON	LEO BURNETT BEIRUT / LEOCOMM Beirut
B02/016	00999	GROCERIES NOT GUNS	MOMS DEMAND ACTION FOR GUN SENSE IN AMERICA	PUBLIC AWARENESS - GUN CONTROL	GREY CANADA Toronto	CANADA	GREY CANADA Toronto
B02/018	01121	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid	SPAIN	DDB SPAIN Madrid

Shortlist (PR Lions)

B02/020	00770	NAZIS AGAINST NAZIS – GERMANY'S MOST INVOLUNTARY CHARITY WALK	ZDK GESELLSCHAFT DEMOKRATISCHE KULTUR	EXIT-DEUTSCHLAND	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg / GGH LOWE Hamburg
B02/022	00994	TOYS IN MOURNING	UNICEF	INSTITUTIONAL	ONIRIA/TBWA Asuncion	PARAGUAY	ONIRIA/TBWA Asuncion / VIENTO SUR/URBAN
B02/032	01885	THE GUN SHOP	STATES UNITED TO PREVENT GUN VIOLENCE	ANTI-GUN VIOLENCE	GREY NEW YORK	USA	GREY NEW YORK / GREY ACTIVATION & PR New York

B03 (Crisis Communications & Issue Management)

B03/002	00325	#TECHNOLOGY ANDSTUFF: RAPID INTEGRATION TURNS PR CRISIS INTO SOCIAL CURRENCY	GENERAL MOTORS	CHEVROLET TRUCKS	FLEISHMANHILLARD St. Louis	USA	FLEISHMAN-HILLARD DALLAS
B03/016	01541	SHRED OF DECENCY	DAINTREE PAPER	MARRIAGE EQUALITY	ROTHCO Dublin	IRELAND	ROTHCO Dublin

B04 (Corporate Responsibility)

B04/010	01020	LIFE SAVING DOT	TALWAR BINDI	BINDI	GREY GROUP Singapore	SINGAPORE	GREY GROUP Singapore
B04/018	00980	TOUCH THE PICKLE	PROCTER & GAMBLE INDIA	WHISPER SANITARY NAPKINS	BBDO INDIA Mumbai	INDIA	BBDO INDIA Mumbai
B04/023	01517	PROUD WHOPPER	BURGER KING	WHOPPER	DAVID Miami	USA	DAVID Miami / ALISON BROD PUBLIC
B04/024	01623	MARCH OF TOYS	KASPERLE	KASPERLE	BBDO GUATEMALA	GUATEMALA	BBDO GUATEMALA
B04/035	00637	THE RAMP LESSON	DRIVER'S SCHOOL	DRIVING SCHOOL	VML México	MEXICO	VML México
B04/036	00893	SIDE BY SIDE	SPORT CLUB INTERNACIONAL	GRENAL	SPORT CLUB INTERNACIONAL Porto Alegre	BRAZIL	
B04/045	01934	COFFEE VS GANGS	MONDELÉZ	KENCO	J. WALTER THOMPSON London	UNITED KINGDOM	J. WALTER THOMPSON London
B04/062	01316	THE WORLD'S FIRST BILLBED	MOLTYFOAM	MATTRESSES	BBDO PAKISTAN Lahore	PAKISTAN	BBDO PAKISTAN Lahore

B05 (Environmental (incl. Sustainability))

B05/004	00179	CLEVER BUOY	OPTUS	OPTUS NETWORK	FUEL COMMUNICATIONS Sydney	AUSTRALIA	FUEL COMMUNICATIONS
B05/021	00501	TREE BOOK TREE	PEQUEÑO EDITOR	TREE BOOK TREE	FCB BUENOS AIRES	ARGENTINA	FCB BUENOS AIRES /

B06 (Internal Communications (incl. employee Engagement))

B06/003	00314	THE VERY GOOD WISHES	PUBLICIS GROUPE	PUBLICIS 2015 ANNUAL WISHES	DIGITASLBI FRANCE Paris	FRANCE	DIGITASLBI FRANCE Paris
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Shortlist (PR Lions)

B06/009	01802	ASHES	CAMPOFRIO	INSTITUTIONAL. FIRE LA BUREBA FACTORY.	McCANN MADRID	SPAIN	McCANN MADRID
B07 (Media Relations)							
B07/018	00468	THE 30TH ANNIVERSARY OF THE UK'S FIRST MOBILE PHONE CALL	VODAFONE	30TH ANNIVERSARY OF THE UK'S FIRST MOBILE CALL, THE FIRST EVER CALL ON THE VODAFONE NETWORK	VODAFONE GROUP London	UNITED KINGDOM	GOLDEN GOOSE PR London
B07/053	01061	THE WORLD'S TOUGHEST JOB	AMERICAN GREETINGS	CARDSTORE.COM	MULLEN Boston	USA	MULLEN Boston
B07/054	01198	VITTEL COUCH CONVERTER SERVICE	VITTEL - NESTLÉ WATERS	MINERAL WATER	OGILVY PARIS	FRANCE	OGILVY PARIS / C'EST DIT, C'EST ÉCRIT Paris
B08 (Events & Experiential (incl. stunts))							
B08/025	00300	THE DANCING TRAFFIC LIGHT	DAIMLER AG / SMART MM	SMART	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin /
B08/043	00278	LICHTGRENZE	THE CITY OF BERLIN (KULTURPROJEKTE BERLIN)	CITY WIDE MEMORIAL LIGHT INSTALLATION AND LIVE EVENT	WHITEVOID Berlin	GERMANY	WHITEVOID Berlin
B08/044	00297	STAY WITH PRIDE	AIRBNB	TRAVEL & ACCOMMODATION	WHYBIN/TBWA GROUP SYDNEY	AUSTRALIA	WHYBIN/TBWA GROUP SYDNEY / N2N
B08/052	00732	HEARING HANDS	SAMSUNG ELECTRONICS TURKEY	SAMSUNG	LEO BURNETT ISTANBUL	TURKEY	LEO BURNETT ISTANBUL
B08/061	01354	LOVE HAS NO LABELS	ADCOUNCIL	LOVE HAS NO LABELS	R/GA New York	USA	R/GA New York
B08/092	01122	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid	SPAIN	DDB SPAIN Madrid
B08/093	01192	THE MARATHON WALKER	WATER FOR AFRICA	CHARITY	OGILVY PARIS	FRANCE	OGILVY PARIS
B08/122	01591	PAY PER LOVE	TEATRENEU	PAY PER LOVE	THE CYRANOS//McCANN Barcelona	SPAIN	THE CYRANOS//McCANN
B08/137	00771	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
B08/139	00824	THE HEARING TEST CONCERT	NEUROTH	HEARING AID	FCB ZÜRICH	SWITZERLAND	FCB ZÜRICH
B08/146	00754	THE RAMP LESSON	DRIVER'S SCHOOL	DRIVING SCHOOL	VML México	MEXICO	VML México

Shortlist (PR Lions)

B08/166	01889	THE GUN SHOP	STATES UNITED TO PREVENT GUN VIOLENCE	ANTI-GUN VIOLENCE	GREY NEW YORK	USA	GREY NEW YORK / GREY ACTIVATION & PR New York
B08/174	01390	A KISS IS A STAMP	POSTNL	POSTAL SERVICES	JOE PUBLIC TAKE-AWAY ADVERTISING Amsterdam	THE NETHERLANDS	JOE PUBLIC TAKE-AWAY ADVERTISING
B08/175	01650	THE BILLBOARD WITH NOTHING TO HIDE	FARM PRIDE FOODS	FREE RANGE EGGS	GPY&R Melbourne	AUSTRALIA	GPY&R Melbourne / PPR SYDNEY Sydney
B08/179	01752	SECURITY MOMS	SPORT CLUBE DO RECIFE	SOCCER TEAM	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo
B08/182	01399	THE 2 EURO T-SHIRT - A SOCIAL EXPERIMENT	FASHION REVOLUTION (NGO)	SOCIAL ACTIVATION	KETCHUM PLEON Berlin	GERMANY	KETCHUM PLEON Berlin / BBDO GROUP GERMANY Berlin
B08/191	00834	ZOOLANDER RETURNS TO THE RUNWAY	PARAMOUNT PICTURES	ZOOLANDER 2	WME IMG New York	USA	CATALYST PUBLIC RELATIONS New York
B08/199	01869	BLIND TRIP	MINISTRY OF TRANSPORTATION AND TOURISM	PROMOTIONAL TOURISM CAMPAIGN	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil
B08/204	00996	TOYS IN MOURNING	UNICEF	INSTITUTIONAL	ONIRIA/TBWA Asuncion	PARAGUAY	ONIRIA/TBWA Asuncion / VIENTO SUR URBAN
B08/205	01124	THE VALENTINE EXPERIMENT	ANTHON BERG	ANTHON BERG CHOCOLATE	ROBERT/BOISEN & LIKE-MINDED Copenhagen	DENMARK	ROBERT/BOISEN & LIKE-MINDED
B08/209	01608	MORE THAN A SIGN	DISLIFE	DISABILITY RIGHTS AWARENESS	Y&R Moscow	RUSSIA	Y&R Moscow / PROSTOR PR AND

B09 (Celebrity Endorsement)

B09/007	00371	PRETZEL BACON CHEESEBURGER - YES, YES, YES	WENDY'S	QUICK SERVICE RESTAURANT	VML Kansas City	USA	VML Kansas City / KETCHUM New York
B09/014	01282	THE WEATHER CHALLENGE	TOYOTA MOTOR EUROPE	AYGO	DEL CAMPO SAATCHI & SAATCHI MADRID Madrid	SPAIN	DEL CAMPO SAATCHI & SAATCHI MADRID
B09/021	01187	WAKE UP TO EGGS WITH BACON	AMERICAN EGG BOARD	EGGS	EDELMAN Chicago	USA	EDELMAN Chicago / GREY NEW YORK
B09/029	00931	SUPPORTING GREATNESS WITH JOCKEY MADBUM UNDERWEAR	JOCKEY	APPAREL	JOCKEY INTERNATIONAL Kenosha	USA	ZENO GROUP New York
B09/038	01716	CELIBACY CHALLENGE	GLAAD, GAY MEN'S HEALTH CRISIS	PUBLIC SERVICE	SAATCHI & SAATCHI New York	USA	SAATCHI & SAATCHI New York /
B09/040	01099	805 MILLION NAMES	UNITED NATIONS WORLD FOOD PROGRAMME	FIGHTING HUNGER WORLDWIDE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg

B10 (Sponsorship)

B10/005	00298	STAY WITH PRIDE AIRBNB		TRAVEL & ACCOMMODATION	WHYBIN\TBWA GROUP SYDNEY	AUSTRALIA	WHYBIN\TBWA GROUP SYDNEY / N2N
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Shortlist (PR Lions)

B10/012	00941	MINERS	BANCO DE CHILE	BANCO DE CHILE	PROLAM Y&R Santiago	CHILE	PROLAM Y&R Santiago
B10/024	01725	RUNWAY HAIR, YOU CAN WEAR	TRESEMMÉ	HAIRCARE	EDELMAN London	UNITED KINGDOM	EDELMAN London
B10/033	01563	DACIA SPONSOR DAY - THE SPLIT	RENAULT ITALIA	DACIA	PUBLICIS CONSULTANTS ITALIA Milan	ITALY	PUBLICIS CONSULTANTS ITALIA

B11 (Launch or Re-launch)

B11/003	00081	TWINGO STILETTO	RENAULT	FOOTWEAR	PUBLICIS Lisbon	PORTUGAL	PUBLICIS Lisbon
B11/004	00108	THE SAD BUS	THE CENTER FOR INFORMATION TECHNOLOGY AT THE MINISTRY OF THE INTERIOR	BEZPIECZNYAUTO BUS.GOV.PL	K2 Warsaw	POLAND	K2 Warsaw
B11/011	00213	180 MAKEUP LINE	AVON COMPANY	COSMETICS	NEWSTYLE São Paulo	BRAZIL	NEWSTYLE São Paulo /
B11/012	00302	BOOKBOOK	IKANO RETAIL ASIA	IKEA CATALOGUE	BBH ASIA PACIFIC Singapore	SINGAPORE	BBH ASIA PACIFIC Singapore
B11/022	00444	CINEMA DELIVERY	CIRKO FILM	FOR SOME INEXPLICABLE REASON	Y&R BUDAPEST	HUNGARY	Y&R BUDAPEST
B11/030	01169	IS THIS THE NEXT?	SAMSUNG	GALAXY S6	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM / WENDERFALCK
B11/031	01382	TRUE WETSUITS	QUIKSILVER JAPAN	WETSUITS	TBWA\HAKUHODO Tokyo	JAPAN	TBWA\HAKUHODO
B11/032	01495	SNACKHOLIDAYS	TRANSAVIA	AIRLINE COMPANY	LES GAULOIS Puteaux	FRANCE	LES GAULOIS Puteaux /
B11/037	00642	STATUE JUST FOR LOVING BEER	BREWERY NATAKHTARI (EFES GEORGIA)	34	LEAVINGSTONE Tbilisi	REPUBLIC OF GEORGIA	LEAVINGSTONE Tbilisi
B11/052	01394	THE FRESHEST ORANGE JUICE BRAND	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	MARCEL Paris

B12 (Brand voice (incl. strategic storytelling))

B12/012	00214	180 MAKEUP LINE	AVON COMPANY	COSMETICS	NEWSTYLE São Paulo	BRAZIL	NEWSTYLE São Paulo /
B12/016	01012	PEPPER HACKER	MARS FOOD AUSTRALIA	DOLMIO	CLEMENGER BBDO SYDNEY	AUSTRALIA	CLEMENGER BBDO SYDNEY / OGILVY
B12/017	01334	FISHER-PRICE: WISHES FOR BABY	FISHER-PRICE	TOYS & BABY GEAR	WEBER SHANDWICK New York	USA	WEBER SHANDWICK New York
B12/044	01680	FORTUNE MOTHER EXCHANGE	ADANI WILMAR	EDIBLE OILS AND FOODS	OGILVY & MATHER MUMBAI	INDIA	
B12/050	01806	INSPIRING SPIRIT	SCOOT AIRLINES	AIRLINE	SAATCHI & SAATCHI Singapore	SINGAPORE	SAATCHI & SAATCHI Singapore /
B12/062	01906	A MESSAGE TO SPACE	HYUNDAI MOTOR COMPANY	BRAND CAMPAIGN	INNOCEAN WORLDWIDE Seoul	SOUTH KOREA	INNOCEAN WORLDWIDE Seoul

Shortlist (PR Lions)

B12/071	01788	DONATION BADGES	ABTO (BRAZILIAN ASSOCIATION OF ORGAN TRANSPLANTATION)	INSTITUTIONAL	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo
B12/076	01485	ALWAYS #LIKEAGIRL: TURNING AN INSULT INTO A CONFIDENCE MOVEMENT	PROCTER & GAMBLE	FEMCARE PRODUCT	MSLGROUP New York	USA	MSLGROUP New York / LEO BURNETT TORONTO
B12/080	01826	INTIMATE WORDS	PROCTER & GAMBLE	ALWAYS	LEO BURNETT MEXICO	MEXICO	LEO BURNETT MEXICO

B13 (Research, Data Analytics & Insight Generation)

B13/004	00490	CALL HER NAME	POLA	RED B.A	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo /
B13/009	01004	NOU-IKUMIN	PROCTER & GAMBLE	PAMPERS	BLUECURRENT JAPAN Tokyo	JAPAN	BLUECURRENT JAPAN Tokyo
B13/019	01978	LUCOZADE SPORT CONDITIONS ZONE	LUCOZADE RIBENA SUNTORY	LUCOZADE SPORT	GREY LONDON	UNITED KINGDOM	GREY LONDON / SPEED COMMUNICATIONS London

C01 (Use of digital Platforms)

C01/012	00087	LOOK AT ME	SAMSUNG ELECTRONICS	SAMSUNG ELECTRONICS	CHEIL WORLDWIDE Seoul	SOUTH KOREA	CHEIL WORLDWIDE Seoul
C01/023	01013	CATSTACAM	MARS PETCARE AUSTRALIA	WHISKAS	CLEMENGER BBDO SYDNEY	AUSTRALIA	CLEMENGER BBDO SYDNEY / PORTER
C01/036	00635	STREET VIEW TEST	THE AUTOMOBILE CLUB OF ROMANIA	THEORY TESTS	PUBLICIS ROMANIA Bucharest	ROMANIA	PUBLICIS ROMANIA Bucharest
C01/037	00639	'LEAVE IT TO US' REQUEST SYSTEM	AIR NEW ZEALAND	AIR NEW ZEALAND	ASATSU-DK Tokyo	JAPAN	ASATSU-DK Tokyo
C01/041	00913	WORLD WIDE VAC	ELECTROLUX	HOME APPLIANCES (VACUUM CLEANERS)	PRIME Stockholm	SWEDEN	PRIME Stockholm
C01/052	01170	IS THIS THE NEXT?	SAMSUNG	GALAXY S6	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM / WENDERFALCK
C01/062	00716	TINDER SEX TRAFFICKING AWARENESS CAMPAIGN	IMMIGRANT COUNCIL OF IRELAND	SEX TRAFFICKING AWARENESS	EIGHTYTWENTY Dublin	IRELAND	EIGHTYTWENTY Dublin
C01/065	00799	RUN4TIGER	WWF RUSSIA	TIGER CONSERVATION	POSSIBLE HUNGRY BOYS Moscow	RUSSIA	POSSIBLE HUNGRY BOYS Moscow
C01/082	01396	RELOCKLOVE	ORANGE	ORANGE FRANCE	MARCEL Paris	FRANCE	MARCEL Paris
C01/095	01559	GREAT CHINESE NAMES FOR GREAT BRITAIN	VISITBRITAIN	TOURISM	OGILVY BEIJING	CHINA	OGILVY BEIJING / OGILVY PUBLIC RELATIONS Beijing

Shortlist (PR Lions)

C02 (Community Building/Management)

C02/004	00393	PHOTOSHOP MURDER MYSTERY	ADOBE	PHOTOSHOP	EDELMAN San Francisco	USA	EDELMAN San Francisco
C02/008	01014	CATSTACAM	MARS PETCARE AUSTRALIA	WHISKAS	CLEMENGER BBDO SYDNEY	AUSTRALIA	CLEMENGER BBDO SYDNEY / PORTER
C02/026	01673	MOVE THE LUNCH	HEINEKEN	HEINEKEN	CHICO LATAM Bogotá	COLOMBIA	CHICO LATAM Bogotá / COLECTIVO Bogotá
C02/027	01709	#THATSONGWHE N	SPOTIFY	STREAMING MUSIC SERVICE	OGILVY NEW YORK	USA	OGILVY NEW YORK
C02/031	01662	SPEAKING EXCHANGE	CNA	LANGUAGE SCHOOL	FCB BRASIL São Paulo	BRAZIL	FCB BRASIL São Paulo
C02/036	01954	THE MOST ECO- FRIENDLY CAMPAIGN EVER	BIOCOOP	ORGANIC PRODUCTS RETAIL	FRED & FARID PARIS	FRANCE	FRED & FARID GROUP Paris

C03 (Audience Targeting/Engagement (incl. social listening and conversational insight))

C03/005	00357	#HAPPYTOHELP	KLM ROYAL DUTCH AIRLINES	#HAPPYTOHELP	DDB & TRIBAL WORLDWIDE AMSTERDAM	THE NETHERLANDS	DDB & TRIBAL WORLDWIDE
C03/006	00374	PRETZEL BACON CHEESEBURGER - YES. YES. YES	WENDY'S	QUICK SERVICE RESTAURANT	VML Kansas City	USA	VML Kansas City / KETCHUM New York
C03/023	01745	MAS QUE UN AUTO	TOYOTA	BRAND LOYALTY	CONILL SAATCHI & SAATCHI Miami	USA	CONILL SAATCHI & SAATCHI Miami

C04 (Influencer Communications)

C04/010	00181	LOS CABOS RESELFIES	MEXICO BOARD OF TOURISM	LOS CABOS, MEXICO	LAPIZ Chicago	USA	LAPIZ Chicago
C04/013	01085	#SPEAKFORTHEM	SAVE THE CHILDREN	CAMPAIGN AGAINST CHILD ABUSE	McCANN LIMA	PERU	McCANN LIMA

C05 (Response/Real-Time Activity (including crowdsourcing))

C05/003	00230	#APEARFORANAP PLE	SAMSUNG ELECTRONICS BELGIUM	CONSUMER ELECTRONICS	KETCHUM Brussels	BELGIUM	KETCHUM Brussels / CONTENT COWBOYS Antwerp
C05/004	00326	#TECHNOLOGYA NDSTUFF: RAPID INTEGRATION TURNS PR CRISIS INTO SOCIAL CURRENCY	GENERAL MOTORS	CHEVROLET TRUCKS	FLEISHMANHILLARD St. Louis	USA	FLEISHMAN-HILLARD DALLAS
C05/010	00850	MORE THAN A COSTUME	DOCTORS OF THE WORLD	DOCTORS OF THE WORLD	PUBLICIS KAPLAN THALER New York	USA	PUBLICIS KAPLAN THALER New York
C05/022	00497	THE JERSEY SELFIE	L'EQUIPE	SPORTS NEWSPAPER	HAVAS MEDIA Puteaux	FRANCE	
C05/023	00887	DOWNLOADED WITH #FASTWEB	FASTWEB	INTERNET - OPTICAL FIBER	M&C SAATCHI Milan	ITALY	M&C SAATCHI Milan / ISOBAR Milan

Shortlist (PR Lions)

C05/033	00697	AUDI LED SCOREBOARD	AUDI	LED LIGHT TECHNOLOGY	RAZORFISH Berlin	GERMANY	RAZORFISH Berlin
C05/056	01892	INTERCEPTION	VOLVO	AUTOMOBILES	GREY NEW YORK	USA	GREY NEW YORK /

C06 (Use of Co-Creation & User Generated Content)

C06/007	00125	VOTE FOR US. WE'LL VOTE FOR YOU	KAFA	WOMEN'S RIGHTS NGO	LEO BURNETT BEIRUT	LEBANON	LEO BURNETT BEIRUT / LEOCOMM Beirut
C06/013	01086	#SPEAKFORTHEM	SAVE THE CHILDREN	CAMPAIGN AGAINST CHILD ABUSE	McCANN LIMA	PERU	McCANN LIMA
C06/029	01317	THE ICE BUCKET CHALLENGE	THE ALS ASSOCIATION	THE ALS ASSOCIATION	THE ALS ASSOCIATION Washington	USA	PORTER NOVELLI New York
C06/047	01814	ASSASSIN'S CREED UNITY	UBISOFT	VIDEO GAME	SID LEE Paris	FRANCE	SID LEE Paris
C06/049	01853	#LITTLEONEYBI GFUN	KFC	RESTAURANT CHAIN	McCANN ERICKSON ROMANIA Bucharest	ROMANIA	McCANN ERICKSON ROMANIA Bucharest /
C06/050	01558	GREAT CHINESE NAMES FOR GREAT BRITAIN	VISITBRITAIN	TOURISM	OGILVY BEIJING	CHINA	OGILVY PUBLIC RELATIONS Beijing

C07 (Innovative Use of Social or Community)

C07/006	00397	PHOTOSHOP MURDER MYSTERY	ADOBE	PHOTOSHOP	EDELMAN San Francisco	USA	EDELMAN San Francisco
C07/013	01255	DON'T TRADE ME	PAW JUSTICE	ANIMAL WELFARE ORGANISATION	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland /
C07/038	01974	HIDDEN MESSAGES	INSTITUTO MARIA DA PENHA	VIOLENCE AGAINST WOMEN	AFRICA São Paulo	BRAZIL	AFRICA São Paulo
C07/046	00827	THE VOICE DONOR 2.0	TENCENT	WECHAT	PUBLICIS GUANGZHOU	CHINA	PUBLICIS GUANGZHOU
C07/052	01854	SUNDAY GRANNIES	VODAFONE ROMANIA	TELECOMMUNICATI ONS	McCANN ERICKSON ROMANIA Bucharest	ROMANIA	McCANN ERICKSON ROMANIA Bucharest

D01 (Multi-Markets Campaigns)

D01/022	01734	CHOOSE BEAUTIFUL	DOVE	PERSONAL CARE	EDELMAN London	UNITED KINGDOM	EDELMAN London / OGILVY & MATHER
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D02 (Territory Marketing & Communication (incl. city/region/country branding, etc.))

D02/004	00279	LICHTGRENZE	THE CITY OF BERLIN (KULTURPROJEKTE BERLIN)	CITY WIDE MEMORIAL LIGHT INSTALLATION AND LIVE EVENT	WHITEVOID Berlin	GERMANY	WHITEVOID Berlin
D02/015	01315	ARUBA IMAGE BANK	ARUBA	ARUBA TOURISM	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo

E01 (Integrated Campaign led by PR)

Shortlist (PR Lions)

E01/005	00126	VOTE FOR US. WE'LL VOTE FOR YOU	KAFA	WOMEN'S RIGHTS NGO	LEO BURNETT BEIRUT	LEBANON	LEO BURNETT BEIRUT / LEOCOMM Beirut
E01/013	00206	CHEETAU	FRITO-LAY	CHEETOS	KETCHUM San Francisco	USA	KETCHUM San
E01/019	01335	BUDWEISER: MAKE OPENING DAY A NATIONAL HOLIDAY	AB-INBEV	BEER	WEBER SHANDWICK New York	USA	WEBER SHANDWICK New York
E01/021	00159	ONE RAND MAN	SANLAM	SANLAM	KING JAMES GROUP Cape Town	SOUTH AFRICA	KING JAMES GROUP Cape Town /
E01/030	00954	DOVE #SPEAKBEAUTIF UL	DOVE	PUBLIC MESSAGE	EDELMAN New York	USA	EDELMAN New York
E01/031	00983	SHARE THE LOAD	PROCTER & GAMBLE INDIA	ARIEL MATIC	BBDO INDIA Mumbai	INDIA	BBDO INDIA Mumbai
E01/062	01369	MISSION 22: WAR AT HOME	ELDER HEART	MISSION 22	CP+B Miami	USA	CP+B Miami
E01/063	01674	MOVE THE LUNCH	HEINEKEN	HEINEKEN	CHICO LATAM Bogotá	COLOMBIA	CHICO LATAM Bogotá / COLECTIVO Bogotá
E01/068	00775	NEWCASTLE BROWN ALE'S "BAND OF BRANDS"	HEINEKEN USA	NEWCASTLE BROWN ALE	FAST HORSE Minneapolis	USA	FAST HORSE Minneapolis / DROGA5 New York
E01/079	01487	ALWAYS #LIKEAGIRL: TURNING AN INSULT INTO A CONFIDENCE MOVEMENT	PROCTER & GAMBLE	FEMCARE PRODUCT	MSLGROUP New York	USA	MSLGROUP New York / LEO BURNETT TORONTO

E02 (Costs/Creative Performance PR Campaign)

E02/005	00079	#SEATBELTB00BI NG	THE AUTOMOBILE CLUB OF ROMANIA	PUBLIC AWARENESS	PUBLICIS ROMANIA Bucharest	ROMANIA	PUBLICIS ROMANIA Bucharest
E02/006	00109	THE SAD BUS	THE CENTER FOR INFORMATION TECHNOLOGY AT THE MINISTRY OF THE INTERIOR	BEZPIECZNYAUTO BUS.GOV.PL	K2 Warsaw	POLAND	K2 Warsaw
E02/007	00262	3 PREGNANT DADS	THE BOOK OF EVERYONE	PERSONALISED BOOKS	THE BOOK OF EVERYONE London	UNITED KINGDOM	LITTLE BIRD PR Bournemouth
E02/013	00733	HEARING HANDS	SAMSUNG ELECTRONICS TURKEY	VIDEO CALL CENTRE	LEO BURNETT ISTANBUL	TURKEY	LEO BURNETT ISTANBUL
E02/029	01632	EMOTICOKE	THE COCA-COLA COMPANY	COCA-COLA	DDB EJE San Juan	PUERTO RICO	DDB EJE San Juan
E02/035	00819	BLINDFOLD RIDE	HIRAKATA PARK	AMUSEMENT PARK	HAKUHODO PRODUCTS Tokyo	JAPAN	HAKUHODO Tokyo
E02/049	00868	ESCORT MEN	FC ZÜRICH WOMEN	CHAMPIONS LEAGUE CAMPAIGN	FREUNDLICHE GRÜSSE Zürich	SWITZERLAND	FREUNDLICHE GRÜSSE Zürich

Shortlist (PR Lions)

E02/050	01148	RED PHONE	TELMA TV	CORPORATE	NEW MOMENT NEW IDEAS COMPANY Skopje	MACEDONIA	NEW MOMENT NEW IDEAS COMPANY
E02/051	01199	THE MARATHON WALKER	WATER FOR AFRICA	CHARITY	OGILVY PARIS	FRANCE	OGILVY PARIS

Total Entries: 200