

Shortlist (Promo & Activation Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency
A01 (Use of Promotional Events & Stunts)							
A01/003	00019	THE NORTH FACE KOREA: NEVER STOP EXPLORING CAMPAIGN	THE NORTH FACE KOREA	APPAREL	INNORED Seoul	SOUTH KOREA	INNORED Seoul
A01/020	00168	VOTE FOR US. WE'LL VOTE FOR YOU	KAFA	WOMEN'S RIGHTS NGO	LEO BURNETT BEIRUT	LEBANON	LEO BURNETT BEIRUT
A01/021	00186	THE AIRPLANE APARTMENT	KLM ROYAL DUTCH AIRLINES, AIRBNB	THE AIRPLANE APARTMENT	DDB & TRIBAL WORLDWIDE AMSTERDAM	THE NETHERLANDS	DDB & TRIBAL WORLDWIDE
A01/057	00517	CHASING HORIZONS	CITIZEN	ECO-DRIVE SATELLITE WAVE F100	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	WIEDEN+KENNEDY AMSTERDAM / WIEDEN+KENNEDY
A01/080	00709	DONATE YOUR SHADOW	CONVERSE HQ & BRASIL	CONVERSE	THE COMMUNITY/LA COMUNIDAD Miami	USA	THE COMMUNITY/LA COMUNIDAD Miami
A01/104	01955	REVERSE APRIL FOOLS'	BMW	APRIL FOOLS' STUNT	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland
A01/109	02076	THE ICE BUCKET CHALLENGE	THE ALS ASSOCIATION	THE ALS ASSOCIATION	THE ALS ASSOCIATION Washington	USA	
A01/110	02143	LOVE HAS NO LABELS	ADCOUNCIL	LOVE HAS NO LABELS	R/GA New York	USA	R/GA New York
A01/126	01085	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
A01/131	01668	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid	SPAIN	DDB SPAIN Madrid
A01/150	01917	OCTOGRAPHER	SONY NEW ZEALAND	SONY CYBER-SHOT TX30	FCB NEW ZEALAND Auckland	NEW ZEALAND	FCB NEW ZEALAND Auckland
A01/154	02632	NIVEA DOLL	BDF NIVEA BRASIL	KIDS SUNBLOCK	FCB BRASIL São Paulo	BRAZIL	FCB BRASIL São Paulo
A01/156	00089	HUMAN ADOPTION PROGRAM	LOST DOGS HOME	PET ADOPTION	GPY&R Melbourne	AUSTRALIA	GPY&R Melbourne
A01/162	00829	THE PIZZA DELIVERY EXPERIMENT	RUTER	PUBLIC TRANSPORTATION COMPANY	McCANN OSLO	NORWAY	McCANN OSLO
A01/167	01002	SEPARATING AMATEURS FROM TRUE DIY-ENTHUSIASTS. THE HORNBACH SPRING COLLECTION.	HORNBACH	DIY HOME IMPROVEMENT SUPERSTORES	HEIMAT Berlin	GERMANY	HEIMAT Berlin

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A01/169	01023	RAISE THE PRIDE	TORONTO PFLAG	LGBTQ SUPPORT, EDUCATION, AND ADVOCACY	J. WALTER THOMPSON CANADA Toronto	CANADA	J. WALTER THOMPSON CANADA Toronto / SHANTY TOWN Toronto
A01/170	01032	PARK & DRIVE	VOLKSWAGEN POLCZYNSKA DEALERSHIP	TEST DRIVE	DDB & TRIBAL Warsaw	POLAND	DDB & TRIBAL Warsaw
A01/188	02202	A KISS IS A STAMP	POSTNL	POSTAL SERVICES	JOE PUBLIC TAKE-AWAY ADVERTISING Amsterdam	THE NETHERLANDS	JOE PUBLIC TAKE-AWAY ADVERTISING Amsterdam
A01/189	02241	THE 2 EURO T-SHIRT - A SOCIAL EXPERIMENT	FASHION REVOLUTION (NGO)	SOCIAL ACTIVATION	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin
A01/196	02879	WAVE	DECATHLON	TRIBORD IZEBER FLOTATION VESTS	ROSAPARK Paris	FRANCE	ROSAPARK Paris
A01/205	02455	SWEAT IT TO GET IT	GATORADE	GATORADE	TBWA\CHIAT\DAY Los Angeles	USA	TBWA\CHIAT\DAY Los Angeles
A01/224	03209	ESPN EYE TEST	ESPN	UEFA CHAMPIONS LEAGUE	AFRICA São Paulo	BRAZIL	AFRICA São Paulo
A01/273	02835	DONATION BADGES	ABTO (BRAZILIAN ASSOCIATION OF ORGAN TRANSPLANTATION)	INSTITUTIONAL	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo
A01/278	03228	LIFEPAIN	VOLVO UK	LIFEPAIN	GREY LONDON	UNITED KINGDOM	GREY LONDON
A01/286	02836	SOLIDARY QUEUE	CLUBE SANGUE BOM	INSTITUTIONAL	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo
A01/298	03210	TICKET BOOKS	L&PM	POCKET BOOKS	AFRICA São Paulo	BRAZIL	AFRICA São Paulo

A02 (Use of Live Shows/Concerts/Festivals)

A02/007	00390	SAMSUNG SLIDELINER	SAMSUNG AUSTRALIA	SAMSUNG CURVED TV RANGE	TRAFFIK Sydney	AUSTRALIA	TRAFFIK Sydney
A02/012	00683	EYE PLAY THE PIANO	THE UNIVERSITY OF TSUKUBA'S SPECIAL NEEDS SCHOOLS	THE UNIVERSITY OF TSUKUBA'S SPECIAL NEEDS SCHOOLS	HAKUHODO KETTLE Tokyo	JAPAN	HAKUHODO KETTLE Tokyo
A02/014	00138	ADIDAS PREDATOR INSTINCT: THE GAME	ADIDAS	ADIDAS PREDATOR	TBWA\LONDON	UNITED KINGDOM	TBWA\LONDON
A02/024	01639	SACRED GROUND	ADIDAS	SPORTING GOODS	WHYBINTBWA GROUP MELBOURNE	AUSTRALIA	WHYBINTBWA GROUP MELBOURNE
A02/042	02777	SECURITY MOMS	SPORT CLUBE DO RECIFE	SOCCER TEAM	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo

A03 (Use of Exhibitions and Installations)

A03/003	00084	THE DANCING TRAFFIC LIGHT	DAIMLER AG / SMART MM	SMART	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin
A03/007	00124	FUTURE TICKET	JAPAN SPORT COUNCIL	NATIONAL STADIUM	DENTSU INC. Tokyo	JAPAN	DENTSU INC. Tokyo / RHIZOMATIKS Tokyo

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A03/009	00177	LIFE TIME CLOCK	STIFTUNG FÜRS LEBEN - DEUTSCHE STIFTUNG ORGANTRANSPLANTAT ION (DSO)	FOR LIFE - FOR ORGAN-DONATIONS	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
A03/012	00236	SAFETY CROSSING FOR ELDERLY	CURITIBA CITY HALL	TRAFFIC SERVICE	OPUSMÚTIPLA Curitiba	BRAZIL	OPUSMÚTIPLA Curitiba
A03/014	00267	LIVING HISTORY AT UNION STATION	UNION STATION	NON PROFIT ORGANIZATION	VML Kansas City	USA	VML Kansas City
A03/021	00567	DRINK UP FOUNTAIN	PARTNERSHIP FOR A HEALTHIER AMERICA	NON PROFIT ORGANIZATION	VML New York	USA	VML New York / Y&R NEW YORK
A03/029	00710	DONATE YOUR SHADOW	CONVERSE HQ & BRASIL	CONVERSE	THE COMMUNITY/LA COMUNIDAD Miami	USA	THE COMMUNITY/LA COMUNIDAD Miami
A03/037	01810	CHARITY ARCADE	SWEDAVIA SWEDISH AIRPORTS	RED CROSS	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm
A03/038	01829	THE UNFORGOTTEN	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	GUN VIOLENCE EDUCATION, AWARENESS AND LOBBYING	FCB CHICAGO	USA	FCB CHICAGO / FCBX CHICAGO / CURRENT Chicago
A03/041	02066	THE ART OF WAITING	RECLAME AQUI	INSTITUTIONAL	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo
A03/047	01238	SCANDIC TO GO	SCANDIC HOTELS	HOTELS	PRIME Stockholm	SWEDEN	PRIME Stockholm
A03/050	01359	THE LAST SHOT	JORDAN BRAND	FOOTWEAR	AKQA San Francisco	USA	AKQA San Francisco
A03/058	02533	MORE THAN A SIGN	DISLIFE	DISABILITY RIGHTS AWARENESS	Y&R Moscow	RUSSIA	Y&R Moscow
A03/065	01363	BUD LIGHT COIN	AB-INBEV	BUD LIGHT	ENERGY BBDO Chicago	USA	ENERGY BBDO Chicago
A03/073	01348	ANTI-CORRUPTION SUIT	ROBERT TAILOR SHOP	SUIT	KAUSA CENTRAL CREATIVA Asuncion	PARAGUAY	KAUSA CENTRAL CREATIVA Asuncion
A03/080	03012	THE BIGGEST SPORTING GOODS IN THE WORLD	NETSHOES	E-COMMERCE	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo
A03/085	02634	HOUSES IN EXHIBITION	ZAP	ONLINE REAL STATE	FCB BRASIL São Paulo	BRAZIL	FCB BRASIL São Paulo
A03/091	03059	THE GUN SHOP	STATES UNITED TO PREVENT GUN VIOLENCE	ANTI-GUN VIOLENCE	GREY NEW YORK	USA	GREY NEW YORK / GREY ACTIVATION & PR New York
A03/095	01217	#BALCONYEXPRES S	LEROY MERLIN	RETAIL/BRICOLAGE	M&C SAATCHI Milan	ITALY	M&C SAATCHI Milan

A04 (Use of Ambient in a Promotional Campaign: Small Scale)

A04/002	00066	ZOO JEANS	KAMINE ZOOLOGICAL SUPPORT ASSOCIATION MINEKO- CLUB	KAMINE ZOO	I&S BBDO Tokyo	JAPAN	I&S BBDO Tokyo
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A04/024	00546	SPOT 4 SALE	DEPAUL UK	YOUTH HOMELESSNESS CHARITY	PUBLICIS LONDON	UNITED KINGDOM	PUBLICIS LONDON
A04/028	00792	CANTENNA	SP BREWERY	SP LAGER	GPY&R Brisbane	AUSTRALIA	GPY&R Brisbane
A04/049	02164	THE SALT YOU CAN SEE	FUNDACIÓN FAVALORO	FUNDACIÓN FAVALORO	GREY ARGENTINA Buenos Aires	ARGENTINA	GREY ARGENTINA Buenos Aires
A04/052	02564	REDUCE SPEED DIAL	VOLKSWAGEN	VOLKSWAGEN	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
A04/062	02182	TRUE WETSUITS	QUIKSILVER JAPAN	WETSUITS	TBWA\HAKUHODO Tokyo	JAPAN	TBWA\HAKUHODO Tokyo
A04/067	02444	HEART BEAT PILLOW	FARMATODO	FARMATODO DIAPERS	Y&R COLOMBIA Bogotá	COLOMBIA	Y&R COLOMBIA Bogotá
A04/074	02635	NIVEA DOLL	BDF NIVEA BRASIL	KIDS SUNBLOCK	FCB BRASIL São Paulo	BRAZIL	FCB BRASIL São Paulo
A04/089	02397	PROUD WHOPPER	BURGER KING	WHOPPER	DAVID Miami	USA	DAVID Miami
A04/098	01673	#NOMOREEVICTIONS	STOP DESAHUCIOS	AWARENESS CAMPAIGN	PROXIMITY MADRID	SPAIN	PROXIMITY MADRID
A04/105	03174	THE MOOD BLANKET	BRITISH AIRWAYS	ROUTES AND DESTINATIONS	OGILVYONE LONDON	UNITED KINGDOM	OGILVYONE LONDON
A04/127	03229	LIFEPAINT	VOLVO UK	LIFEPAINT	GREY LONDON	UNITED KINGDOM	GREY LONDON
A04/128	02901	THE BOARD OF PEACE	FIORUCCI	FIORUCCI	McCANN WORLDGROUP Milan	ITALY	McCANN WORLDGROUP Milan

A05 (Use of Ambient in a Promotional Campaign: Large Scale)

A05/004	00085	THE DANCING TRAFFIC LIGHT	DAIMLER AG / SMART MM	SMART	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin
A05/014	00391	SAMSUNG SLIDELINER	SAMSUNG AUSTRALIA	SAMSUNG CURVED TV RANGE	TRAFFIK Sydney	AUSTRALIA	TRAFFIK Sydney
A05/023	00635	THE INTERACTIVE PARKING BILLBOARD	FIAT	FIAT PARKING ASSIST	LEO BURNETT FRANKFURT	GERMANY	LEO BURNETT FRANKFURT
A05/042	01726	SHADOW WIFI	LIGA CONTRA EL CANCER	HEALTH AWARENESS ORGANISATION	HAPPINESS BRUSSELS	BELGIUM	HAPPINESS BRUSSELS
A05/044	01831	THE UNFORGOTTEN	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	GUN VIOLENCE EDUCATION, AWARENESS AND LOBBYING	FCB CHICAGO	USA	FCB CHICAGO / CURRENT Chicago
A05/051	01375	AIR ORCHARD	UNIVERSITY OF ENGINEERING AND TECHNOLOGY	ADMISSION 2015	FCB MAYO Lima	PERU	FCB MAYO Lima
A05/053	01670	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid	SPAIN	DDB SPAIN Madrid
A05/064	01847	NETFLIX GIF CAMPAIGN	NETFLIX	SVOD	OGILVY PARIS	FRANCE	OGILVY PARIS
A05/074	03025	BLIND TRIP	MINISTRY OF TRANSPORTATION AND TOURISM	PROMOTIONAL TOURISM CAMPAIGN	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil

Shortlist (Promo & Activation Lions)

A05/081	02882	SOUNDS OF THE CITY	THALYS TRAIN NETWORK	HIGH-SPEED RAIL TRAVEL	ROSAPARK Paris	FRANCE	ROSAPARK Paris
A05/082	02929	SAFETY TRUCK	SAMSUNG	CORPORATE	LEO BURNETT ARGENTINA Buenos Aires	ARGENTINA	LEO BURNETT ARGENTINA Buenos Aires
A05/086	02390	THE DREAM ISLAND	HEINEKEN	BEER	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan
A05/092	02580	BREATHE AGAIN	XIAO ZHU	AIR PURIFIER	Y&R SHANGHAI	CHINA	Y&R SHANGHAI
A05/113	02762	KINGS AND QUEENS OF THE COURT	BELL MEDIA (TSN)	US OPEN	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO
A05/119	03258	SOLIDARY QUEUE	CLUBE SANGUE BOM	INSTITUTIONAL	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo

A06 (Use of Customer in-Store Experience)

A06/012	00490	MOVE LIKE LORDE	UNIVERSAL MUSIC	LORDE "PURE HEROINE"	BBDO ARGENTINA Buenos Aires	ARGENTINA	BBDO ARGENTINA Buenos Aires
A06/046	02441	THE POSITIVE STORE	ISRAEL AIDS TASK FORCE	SECOND HAND ITEM'S FROM HIV CARRIERS	ACW GREY TEL AVIV	ISRAEL	ACW GREY TEL AVIV
A06/056	02595	THE LES PAUL SKILL CHECK	GIBSON GUITAR	EPIPHONE LES PAUL BJOERN GELOTTE SIGNATURE EDITION	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
A06/057	00815	HOME FOR HOPE	SAVE OUR STREET DOGS (SOSD)	PET ADOPTION PROGRAM	DDB GROUP SINGAPORE	SINGAPORE	DDB GROUP SINGAPORE
A06/066	02207	THE FRESHEST ORANGE JUICE BRAND	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	MARCEL Paris
A06/070	02398	PROUD WHOPPER	BURGER KING	WHOPPER	DAVID Miami	USA	DAVID Miami
A06/074	02456	SWEAT IT TO GET IT	GATORADE	GATORADE	TBWA\CHIAT\DAY Los Angeles	USA	TBWA\CHIAT\DAY Los Angeles
A06/081	02726	MAKEUP GENIUS	L'ORÉAL PARIS	MAKEUP PRODUCTS / VIRTUAL MIRROR	McCANN PARIS	FRANCE	McCANN PARIS
A06/083	03061	THE GUN SHOP	STATES UNITED TO PREVENT GUN VIOLENCE	ANTI-GUN VIOLENCE	GREY NEW YORK	USA	GREY NEW YORK / GREY ACTIVATION & PR New York
A06/095	03005	HANDLE ON HYGIENE	UNILEVER	LIFEBOUY	GEOMETRY GLOBAL Dubai	UNITED ARAB EMIRATES	GEOMETRY GLOBAL Dubai

A07 (Product Launch/re-Launch or Multi-Product Promotion)

A07/013	00252	WHERE'S MY WALLET?	COMMONWEALTH BANK	CARDLESS CASH	M&C SAATCHI Sydney	AUSTRALIA	M&C SAATCHI Sydney
A07/018	00293	BREAST CREAM	NEW ZEALAND BREAST CANCER FOUNDATION	BREAST CANCER AWARENESS	COLENSO BBDO Auckland	NEW ZEALAND	COLENSO BBDO Auckland
A07/028	00712	TREE BOOK TREE	PEQUEÑO EDITOR	TREE BOOK TREE	FCB BUENOS AIRES	ARGENTINA	FCB BUENOS AIRES

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A07/034	01050	HEARING HANDS	SAMSUNG ELECTRONICS TURKEY	DUYANELLER	LEO BURNETT ISTANBUL	TURKEY	LEO BURNETT ISTANBUL
A07/041	01925	RADIANT RETURN	PZ CUSSONS	RADIANT	DDB GROUP MELBOURNE	AUSTRALIA	DDB GROUP MELBOURNE
A07/043	01977	BED SHEET BILLBOARDS	BANCO CAJA SOCIAL	SAVINGS ACCOUNTS	J. WALTER THOMPSON COLOMBIA Bogotá	COLOMBIA	J. WALTER THOMPSON COLOMBIA Bogotá
A07/047	02166	THE SALT YOU CAN SEE	FUNDACIÓN FAVALORO	FUNDACIÓN FAVALORO	GREY ARGENTINA Buenos Aires	ARGENTINA	GREY ARGENTINA Buenos Aires
A07/048	02189	TACO BELL BLACKOUT	TACO BELL	FAST FOOD RESTAURANT	DIGITASLBI San Francisco	USA	DIGITASLBI San Francisco
A07/049	02277	BOSSE'S MILK	LIDL DISCOUNT FOOD STORE	MILK	INGO Stockholm	SWEDEN	INGO Stockholm
A07/056	00678	XPERIA UNDERWATER STORE	SONY MOBILE COMMUNICATIONS	MOBILE	FP7/DXB Dubai	UNITED ARAB EMIRATES	FP7/DXB Dubai
A07/082	03026	ACH20	PANASONIC	ACH20	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil
A07/085	02209	THE FRESHEST ORANGE JUICE BRAND	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	MARCEL Paris
A07/094	01163	I WILL WHAT I WANT	UNDER ARMOUR	WOMEN'S APPAREL	DROGA5 New York	USA	DROGA5 New York
A07/103	01820	MCBIKE	McDONALD'S	AUTOMAC	TRIBAL ARGENTINA Buenos Aires	ARGENTINA	TRIBAL ARGENTINA Buenos Aires
A07/104	02796	#MYFAMILYCAN	SPC ARDMONA	SPC CANNED FRUIT AND VEGETABLES	LEO BURNETT MELBOURNE	AUSTRALIA	LEO BURNETT MELBOURNE
A07/107	03006	THE LUCKY IRON FISH PROJECT	LUCKY IRON FISH	FORTIFIED NUTRITION PRODUCT	GEOMETRY GLOBAL Dubai	UNITED ARAB EMIRATES	GEOMETRY GLOBAL Dubai / MEMAC OGILVY Dubai
A07/113	02322	MARS BITES INTEGRATED CAMPAIGN	MARS CHOCOLATE NORTH AMERICA	MARS BITES	BBDO NEW YORK	USA	BBDO NEW YORK
A07/114	02450	VODAFONE "BETWEEN US"	VODAFONE	VODAFONE RED LIGHT APPLICATION	Y&R TEAM RED ISTANBUL	TURKEY	Y&R TEAM RED ISTANBUL

A08 (Use of Broadcast in a Promotional Campaign)

A08/007	00294	K9FM	MARS	PEDIGREE	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
A08/015	01250	INVERSE GOAL CELEBRATION	FUNDACIÓN LIGA DE FÚTBOL PROFESIONAL AND UNICEF	CHARITY MATCH	VCCP SPAIN Madrid	SPAIN	VCCP SPAIN Madrid
A08/030	02331	LOVE FROM LAND ROVER	LAND ROVER NEW ZEALAND	AUTOMOTIVE	Y&R NZ Auckland	NEW ZEALAND	Y&R NZ Auckland
A08/039	02272	EXPERIENCE APP	CINEMARK	VOTE SA	JOE PUBLIC UNITED Johannesburg	SOUTH AFRICA	JOE PUBLIC UNITED Johannesburg
A08/055	03149	DADDYTOONS NEWS	GENERAL MOTORS, OPEL	CARS	TAPSA Y&R Madrid	SPAIN	TAPSA Y&R Madrid

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A08/056	02619	THE RGB NEWS	ANTENA 1 - OBSERVATOR	BLOOD DONATION	GEOMETRY GLOBAL Bucharest	ROMANIA	GEOMETRY GLOBAL Bucharest
A08/060	02715	THE DRINKABLE TV COMMERCIAL	THE COCA-COLA COMPANY	NON-ALCOHOLIC BEVERAGES	OGILVY NEW YORK	USA	OGILVY NEW YORK
A08/065	01438	ABUSED PRESENTER	RUSTAVI 2	BROADCASTING	SAATCHI & SAATCHI Budapest	HUNGARY	SAATCHI & SAATCHI Budapest

A09 (Use of Print or Standard Outdoor in a Promotional Campaign)

A09/013	00553	MARCIA GETS HUNGRY	MARS CHOCOLATE NORTH AMERICA	SNICKERS	BBDO NEW YORK	USA	BBDO NEW YORK
A09/029	01459	JCDECAUX PERSONAL BILLBOARDS	JC DECAUX BELGIUM	OUTDOOR MEDIA	BBDO BELGIUM Brussels	BELGIUM	BBDO BELGIUM Brussels
A09/036	02596	THE LES PAUL SKILL CHECK	GIBSON GUITAR	EPIPHONE LES PAUL BJOERN GELOTTE SIGNATURE EDITION	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
A09/038	02638	PRINT FOR HELP	HEWLETT-PACKARD BRASIL	HP PRINTERS	FCB BRASIL São Paulo	BRAZIL	FCB BRASIL São Paulo
A09/051	02780	THE HIV POSITIVE POSTER	GIV (LIFE SUPPORT GROUP)	CORPORATE	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo
A09/061	02770	ASSEMBLY FAIL	IKEA GERMANY	IKEA ASSEMBLY SERVICE	THJNK Hamburg	GERMANY	THJNK Hamburg

A10 (Use of Competitions & Promotional Games)

A10/015	01727	SELL THE JOBLESS	ASSOCIATION OF COMMUNICATION COMPANIES BELGIUM	MASTERCLASS COPYWRITING	HAPPINESS BRUSSELS	BELGIUM	HAPPINESS BRUSSELS
A10/017	02010	HORSE WITH HARDEN	FOOT LOCKER	FOOT LOCKER	BBDO NEW YORK	USA	BBDO NEW YORK
A10/027	01800	PHOTOPROMO	DE LIJN	COMMERCIAL PUBLIC SERVICES	FAMOUS BRUSSELS	BELGIUM	FAMOUS BRUSSELS
A10/040	03064	INTERCEPTION	VOLVO	AUTOMOBILES	GREY NEW YORK	USA	GREY NEW YORK
A10/047	03074	THE SOFTTEST	UNILEVER	COMFORT PURE	OGILVY & MATHER SINGAPORE	SINGAPORE	OGILVY & MATHER SINGAPORE

A11 (Sponsorship or Partnership Campaigns)

A11/010	00392	SAMSUNG SLIDELINER	SAMSUNG AUSTRALIA	SAMSUNG CURVED TV RANGE	TRAFFIK Sydney	AUSTRALIA	TRAFFIK Sydney
A11/012	00508	OK GO: I WON'T LET YOU DOWN	OK GO	HUNGRY GHOST (OK GO ALBUM)	MORI Tokyo	JAPAN	MORI Tokyo / DRILL Tokyo / DENTSU INC. Tokyo
A11/022	01184	ANIMAL COPYRIGHTS	WWF/LATINSTOCK	ANIMAL COPYRIGHTS (THE FIRST IMAGE BANK FOR WWF)	CHEIL SPAIN Madrid	SPAIN	CHEIL SPAIN Madrid

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A11/031	01709	WOLKSWAGEN	VOLKSWAGEN	VOLKSWAGEN BRAND PARTNERSHIP FRENCH FOOTBALL (FFF)	DDB PARIS	FRANCE	DDB PARIS
A11/032	01890	FLAMENGO TREE	ADIDAS	FOOTBALL	LEW'LARA\TBWA São Paulo	BRAZIL	LEW'LARA\TBWA São Paulo
A11/035	02223	FOOTBALL VS. ALZHEIMER	LIBERO	FOOTBALL MAGAZINE	LOLA LOWE & PARTNERS Madrid	SPAIN	LOLA LOWE & PARTNERS Madrid
A11/041	01823	70 GUARDIANS OF WINTER	ŠKODA SPAIN	ŠKODA SCOUT 4X4	PROXIMITY BARCELONA Barcelona	SPAIN	PROXIMITY BARCELONA Barcelona
A11/044	02352	THE MATCH	SKY DEUTSCHLAND FERNSEHEN	SKY FOOTBALL BUNDESLIGA PACKAGE	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
A11/059	03098	DELTA INNOVATION CLASS	DELTA AIR LINES	DELTA AIR LINES	WIEDEN+KENNEDY New York	USA	WIEDEN+KENNEDY New York
A11/060	01966	SUFFOCATION	KARMA NIRVANA	KARMA NIRVANA	LEO BURNETT LONDON	UNITED KINGDOM	LEO BURNETT LONDON
A11/063	02665	MOVE THE LUNCH	HEINEKEN	HEINEKEN	CHICO LATAM Bogota	COLOMBIA	CHICO LATAM Bogota
A11/064	02391	DACIA SPONSOR DAY - THE SPLIT	RENAULT ITALIA	DACIA	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan
A11/073	02711	LANGUAGES	AGEA	OLÉ	Y&R BUENOS AIRES	ARGENTINA	Y&R BUENOS AIRES
A11/076	00913	REFEREE FANS	CERVECIAS BARU PANAMA (HEINEKEN)	CERVEZA PANAMA	PISA/HAVAS Panama	PANAMA	PISA/HAVAS Panama
A11/086	02827	BEER TOOTH IMPLANT	CCU	CERVEZA SALTA	OGILVY & MATHER ARGENTINA Buenos Aires	ARGENTINA	OGILVY & MATHER ARGENTINA Buenos Aires

B01 (Use of Digital Advertising in a Promotional Campaign)

B01/020	00372	OK GO: I WON'T LET YOU DOWN	OK GO	HUNGRY GHOST (OK GO ALBUM)	MORI Tokyo	JAPAN	MORI Tokyo / DRILL Tokyo / DENTSU INC. Tokyo
B01/044	00965	CORRIDOR TARGETING	GERMANWINGS	GERMANWINGS	GREY GERMANY Düsseldorf	GERMANY	GREY GERMANY Düsseldorf
B01/045	00419	UNSKIPPABLE	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond
B01/049	00811	PHOTOS FOR LIFE - A CHARITY PHOTO STOCK	RAK'N'ROLL WIN YOUR LIFE FOUNDATION	PHOTOS FOR LIFE	ISOBAR POLAND Warsaw	POLAND	ISOBAR POLAND Warsaw
B01/074	01811	THE SWEDISH SNOW RESCUERS	AUDI	AUDI QUATTRO	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm
B01/078	02120	SOS SMS	MEXICAN RED CROSS	ONLINE EMERGENCY SERVICE	GREY MÉXICO Mexico City	MEXICO	GREY MÉXICO Mexico City
B01/098	02353	THE MATCH	SKY DEUTSCHLAND FERNSEHEN	SKY FOOTBALL BUNDESLIGA PACKAGE	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
B01/111	02105	JOE BOXER INACTIVITY TRACKER	KMART / JOE BOXER	JOE BOXER INACTIVITY TRACKER	FCB CHICAGO	USA	FCB CHICAGO

Shortlist (Promo & Activation Lions)

B01/112	02306	AID TO CART	EXITO GROUP / FOOD BANK	EXITO FOUNDATION	SANCHO BBDO Bogotá	COLOMBIA	SANCHO BBDO Bogotá
B01/113	02598	SKY SCREENING	SKY DEUTSCHLAND FERNSEHEN	SKY GO	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
B01/191	02698	GIVE HOLLAND A BREAK	NESTLÉ	KITKAT	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	J. WALTER THOMPSON AMSTERDAM
B01/193	02781	IBM BITCOIN RAIN	IBM BRASIL	IBM BLUEMIX / CLOUD COMPUTING	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo
B01/195	02986	THERE IS NO BIGGER PRICE THAN SHARING	LOTERIAS Y APUESTAS DEL ESTADO	LOTERIA DE NAVIDAD	LEO BURNETT MADRID Madrid	SPAIN	LEO BURNETT MADRID Madrid

B02 (Use of New Technology in a Promotional Campaign)

B02/001	00007	MATSUKO-ROID	NATURAL EIGHT	MATSUKO DELUXE	DENTSU INC. Tokyo	JAPAN	DENTSU INC. Tokyo /
B02/016	00269	HOUSE OF MAMBA	NIKE	NIKE BASKETBALL CHINA	AKQA London	UNITED KINGDOM	AKQA London / AKQA Shanghai
B02/058	02227	MISSING N	MATTEL	SCRABBLE	LOLA LOWE & PARTNERS Madrid	SPAIN	LOLA LOWE & PARTNERS Madrid
B02/086	02107	JOE BOXER INACTIVITY TRACKER	KMART / JOE BOXER	JOE BOXER INACTIVITY TRACKER	FCB CHICAGO	USA	FCB CHICAGO
B02/110	02930	SAFETY TRUCK	SAMSUNG	CORPORATE	LEO BURNETT ARGENTINA Buenos Aires	ARGENTINA	LEO BURNETT ARGENTINA Buenos Aires
B02/127	03175	LOOKING FOR YOU	BATTERSEA DOGS HOME	ANIMAL RESCUE SERVICE	OGILVYONE LONDON	UNITED KINGDOM	OGILVYONE LONDON

B03 (Use of Social Platform(s) in a Promotional Campaign)

B03/008	00150	SPECIAL OLYMPICS - KEVIN DE BRUYNE	SPECIAL OLYMPICS BELGIUM	SPECIAL OLYMPICS SUMMER GAMES ANTWERP 2014	LDV UNITED Antwerp	BELGIUM	LDV UNITED Antwerp
B03/094	00939	EVERY MAN REMEMBERED	ROYAL BRITISH LEGION	ROYAL BRITISH LEGION	RKCR/Y&R London	UNITED KINGDOM	RKCR/Y&R London
B03/095	01016	FACEBOOK CLONES	PATHÉ FILMS	UN ILLUSTRE INCONNU	DAREWIN Paris	FRANCE	DAREWIN Paris
B03/116	02264	CONTENT EXTINCT	WWF	WWF	GEOMETRY GLOBAL Copenhagen	DENMARK	GEOMETRY GLOBAL Copenhagen
B03/120	02824	MEETING MURILO	KIMBERLY-CLARK	HUGGIES	MOOD\TBWA São Paulo	BRAZIL	MOOD\TBWA São Paulo
B03/140	03214	MUTANT FONT	AMNESTY INTERNATIONAL	PUBLIC AWARENESS NGO	AFRICA São Paulo	BRAZIL	AFRICA São Paulo
B03/141	03215	INSTAPLANE	RIO EU AMO EU CUIDO MOVEMENT	CITY CARE NGO	AFRICA São Paulo	BRAZIL	AFRICA São Paulo
B03/143	03223	BUILD A GLA ON INSTAGRAM	MERCEDES-BENZ USA	GLA-CLASS SUV	RAZORFISH New York	USA	RAZORFISH New York
B03/151	02830	BEER TOOTH IMPLANT	CCU	CERVEZA SALTA	OGILVY & MATHER ARGENTINA Buenos Aires	ARGENTINA	OGILVY & MATHER ARGENTINA Buenos Aires
B03/154	02935	#LIKEAGIRL	PROCTER & GAMBLE	ALWAYS	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO

Shortlist (Promo & Activation Lions)

B03/155	02976	MISERABLE IN PUERTO RICO	COMMONWEALTH OF PUERTO RICO	PUERTO RICO TOURISM COMPANY	J. WALTER THOMPSON PUERTO RICO San Juan	PUERTO RICO	J. WALTER THOMPSON PUERTO RICO San Juan
B03/157	03017	PLAY WITH YOURSELF	THE BLUE BALL FOUNDATION	TESTICULAR CANCER AWARENESS	M&C SAATCHI Sydney	AUSTRALIA	M&C SAATCHI Sydney / BANG PR Sydney
B03/158	03105	LOVIN' THE SUPER BOWL	McDONALD'S	McDONALD'S	DDB CHICAGO	USA	DDB CHICAGO
B03/162	02627	CHOOSE BEAUTIFUL	UNILEVER	DOVE	OGILVY & MATHER Chicago	USA	OGILVY & MATHER Chicago / HAVAS HELIA
B03/167	03000	SUNDAY GRANNIES	VODAFONE ROMANIA	TELECOMMUNICATIO NS	McCANN ERICKSON ROMANIA Bucharest	ROMANIA	McCANN ERICKSON ROMANIA Bucharest

B04 (Use of Social Audience in a Promotional Campaign)

B04/005	00108	#SEATBELTB00BING	THE AUTOMOBILE CLUB OF ROMANIA	THE AUTOMOBILE CLUB OF ROMANIA	PUBLICIS ROMANIA Bucharest	ROMANIA	PUBLICIS ROMANIA Bucharest
B04/009	00170	KEEP THE FLAME ALIVE	DIAGEO LEBANON	JOHNNIE WALKER	LEO BURNETT BEIRUT	LEBANON	LEO BURNETT BEIRUT
B04/024	00557	HOPE.LY	AMERICAN RED CROSS & BITLY	AMERICAN RED CROSS & BITLY	BBDO NEW YORK	USA	BBDO NEW YORK
B04/031	00616	BIGGEST ASSEMBLY EVER	PROCTER & GAMBLE SECRET	DEODORANT / ANTI- PERSPIRANT	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO
B04/037	01051	HEARING HANDS	SAMSUNG ELECTRONICS TURKEY	DUYANELLER	LEO BURNETT ISTANBUL	TURKEY	LEO BURNETT ISTANBUL
B04/039	01165	GISELE BÜNDCHEN - I WILL WHAT I WANT	UNDER ARMOUR	WOMEN'S APPAREL	DROGA5 New York	USA	DROGA5 New York / CATALYST PUBLIC RELATIONS New York
B04/056	01641	SACRED GROUND	ADIDAS	SPORTING GOODS	WHYBIN\TBWA GROUP MELBOURNE	AUSTRALIA	WHYBIN\TBWA GROUP MELBOURNE
B04/058	01730	SELL THE JOBLESS	ASSOCIATION OF COMMUNICATION COMPANIES BELGIUM	MASTERCLASS COPYWRITING	HAPPINESS BRUSSELS	BELGIUM	HAPPINESS BRUSSELS
B04/061	01952	MELANOMA LIKES ME	MELANOMA PATIENTS AUSTRALIA	MELANOMA PREVENTION	GPY&R Brisbane	AUSTRALIA	GPY&R Brisbane
B04/062	02013	HORSE WITH HARDEN	FOOT LOCKER	FOOT LOCKER	BBDO NEW YORK	USA	BBDO NEW YORK
B04/063	02078	THE ICE BUCKET CHALLENGE	THE ALS ASSOCIATION	THE ALS ASSOCIATION	THE ALS ASSOCIATION Washington	USA	
B04/069	00334	FOO FIGHTERS RVA	THE BRANCHING	THE BRANCHING	THE BRANCHING Richmond	USA	
B04/076	01661	#MACITBETTER	McDONALD'S	BIG MAC	DDB Sydney	AUSTRALIA	DDB Sydney
B04/094	01399	WHAT LIVES INSIDE	INTEL + DELL	DELL VENUE TABLET WITH INTEL INSIDE	PEREIRA & O'DELL San Francisco	USA	PEREIRA & O'DELL San Francisco
B04/115	01503	HOCKEY HEAVEN	MOLSON CANADIAN	MOLSON CANADIAN	RETHINK Toronto	CANADA	RETHINK Toronto
B04/123	02097	AFTERLIFE POSTS	LIFELINK	ORGAN DONATION	Y&R PUERTO RICO San Juan	PUERTO RICO	Y&R PUERTO RICO San
B04/131	02268	SOCIAL TRAILERS	NETFLIX	NETFLIX	CIRCUS Mexico City	MEXICO	CIRCUS Mexico City

Shortlist (Promo & Activation Lions)

B04/133	02801	THE 4389 KM CAMPAIGN	NIKE	NIKE+	PUBLICIS IMPETU Montevideo	URUGUAY	PUBLICIS IMPETU Montevideo
B04/151	03065	INTERCEPTION	VOLVO	AUTOMOBILES	GREY NEW YORK	USA	GREY NEW YORK
B04/152	03079	MUMS AND MAIDS	TRANSIENT WORKERS COUNT TOO (TWC2)	TWC2	OGILVY & MATHER SINGAPORE	SINGAPORE	OGILVY & MATHER SINGAPORE
B04/155	03170	ANGRY TWEETS	BURGER KING	FAST FOOD	BUZZMAN Paris	FRANCE	BUZZMAN Paris
B04/166	02742	FIRST DAYS OUT	MARS BRASIL	PEDIGREE ADOPTION	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
B04/168	02797	#MYFAMILYCAN	SPC ARDMONA	SPC CANNED FRUIT AND VEGETABLES	LEO BURNETT MELBOURNE	AUSTRALIA	LEO BURNETT MELBOURNE
B04/169	02936	#LIKEAGIRL	PROCTER & GAMBLE	ALWAYS	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO
B04/177	02108	COLOR FOR THE COLORBLIND	VALSPAR	PAINT	FCB CHICAGO	USA	FCB CHICAGO

C01 (Food & Drinks (incl. Alcoholic Drinks))

C01/008	00360	HUMAN CLAW MACHINE	PEPSICO FOODS TAIWAN	LAY'S	J. WALTER THOMPSON TAIWAN Taipei	CHINESE TAIPEI	J. WALTER THOMPSON TAIWAN Taipei
C01/009	00397	ECOSPONGE	BIMBO GROUP	FARGO WHITE BREAD	FCB BUENOS AIRES	ARGENTINA	FCB BUENOS AIRES
C01/013	00476	INSTAGRAM YOUR FRIDGE	LION	SMIRNOFF	SPECIAL GROUP Auckland	NEW ZEALAND	SPECIAL GROUP Auckland
C01/027	00991	WORKOUT BILLBOARDS	COCA-COLA	POWERADE	OGILVY GERMANY Frankfurt	GERMANY	OGILVY GERMANY Frankfurt
C01/051	02229	MOVIE KISS	UNILEVER	CORNETTO	LOLA LOWE & PARTNERS Madrid	SPAIN	LOLA LOWE & PARTNERS Madrid
C01/058	01892	THE CONTAGIOUS BILLBOARD	CIA CACIQUE DE CAFÉ SOLÚVEL	CAFÉ PELÉ	LEW*LARA\TBWA São Paulo	BRAZIL	LEW*LARA\TBWA São Paulo
C01/107	02457	SWEAT IT TO GET IT	GATORADE	GATORADE	TBWA\CHIAT\DAY Los Angeles	USA	TBWA\CHIAT\DAY Los Angeles
C01/132	02717	DRINKABLE ADVERTISING	THE COCA-COLA COMPANY	NON-ALCOHOLIC BEVERAGES	OGILVY NEW YORK	USA	OGILVY NEW YORK
C01/133	02798	#MYFAMILYCAN	SPC ARDMONA	SPC CANNED FRUIT AND VEGETABLES	LEO BURNETT MELBOURNE	AUSTRALIA	LEO BURNETT MELBOURNE

C02 (Fast Moving Consumer Goods (not including Food & Drinks))

C02/003	00295	K9FM	MARS	PEDIGREE	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
C02/015	02554	CLOROX UV	THE CLOROX COMPANY	CLORO GEL	DDB LATINA PUERTO RICO San Juan	PUERTO RICO	DDB LATINA PUERTO RICO San Juan
C02/019	02644	NIVEA DOLL	BDF NIVEA BRASIL	KIDS SUNBLOCK	FCB BRASIL São Paulo	BRAZIL	FCB BRASIL São Paulo
C02/026	01570	DIAPER FOR EQUALITY	ZAIMELLA	POMPIS	McCANN ECUADOR Quito	ECUADOR	McCANN ECUADOR Quito
C02/032	02728	MAKEUP GENIUS	L'ORÉAL PARIS	MAKEUP PRODUCTS / VIRTUAL MIRROR	McCANN PARIS	FRANCE	McCANN PARIS
C02/036	01471	THE KINETIC ENERGY SHOE	GREEN CROSS	HAND SANITIZERS/HYGENE PRODUCTS	DDB GROUP VIETNAM Ho Chi Minh City	VIETNAM	DDB GROUP VIETNAM Ho Chi Minh City

Shortlist (Promo & Activation Lions)

C02/039	02937	#LIKEAGIRL	PROCTER & GAMBLE	ALWAYS	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO
C02/041	03008	HANDLE ON HYGIENE	UNILEVER	LIFEBOUY	GEOMETRY GLOBAL Dubai	UNITED ARAB EMIRATES	GEOMETRY GLOBAL Dubai

C03 (Cars & Automotive Services)

C03/019	01089	THE VOLVO HIJACKING CAR SERVICE	VOLVO NORTH MIAMI	VOLVO	WE BELIEVERS New York	USA	WE BELIEVERS New York
C03/026	01959	REVERSE APRIL FOOLS'	BMW	APRIL FOOLS' STUNT	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland
C03/027	01999	THE WEATHER CHALLENGE	TOYOTA MOTOR EUROPE	AYGO	DEL CAMPO SAATCHI & SAATCHI MADRID Madrid	SPAIN	DEL CAMPO SAATCHI & SAATCHI MADRID Madrid
C03/033	02565	REDUCE SPEED DIAL	VOLKSWAGEN	VOLKSWAGEN	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
C03/066	03231	LIFEPAIN	VOLVO UK	LIFEPAIN	GREY LONDON	UNITED KINGDOM	GREY LONDON

C04 (Other Consumer Products (incl. durable goods))

C04/008	00518	CHASING HORIZONS	CITIZEN	ECO-DRIVE SATELLITE WAVE F100	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	WIEDEN+KENNEDY AMSTERDAM / WIEDEN+KENNEDY
C04/035	02437	CANON GIG APP	CANON	CANON DSLR	UNCLE GREY Copenhagen	DENMARK	UNCLE GREY Copenhagen
C04/042	02184	TRUE WETSUITS	QUIKSILVER JAPAN	WETSUITS	TBWA\HAKUHODO Tokyo	JAPAN	TBWA\HAKUHODO Tokyo
C04/047	02109	JOE BOXER INACTIVITY TRACKER	KMART / JOE BOXER	JOE BOXER INACTIVITY TRACKER	FCB CHICAGO	USA	FCB CHICAGO

C05 (Financial Products & Services)

C05/013	00423	UNSKIPPABLE	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond
C05/018	01589	ONLY GAYTM IN THE VILLAGE	ANZ	ANZ BANK	WHYBIN\TBWA GROUP MELBOURNE	AUSTRALIA	WHYBIN\TBWA GROUP MELBOURNE
C05/020	01981	BED SHEET BILLBOARDS	BANCO CAJA SOCIAL	SAVINGS ACCOUNTS	J. WALTER THOMPSON COLOMBIA Bogotá	COLOMBIA	J. WALTER THOMPSON COLOMBIA Bogotá
C05/044	00303	THE CONCERT NO ONE WAS WAITING FOR	BBVA	BBVA	FAHRENHEIT DDB Lima	PERU	FAHRENHEIT DDB Lima

C06 (Commercial Public Services, including Healthcare & Medical)

C06/015	02172	THE SALT YOU CAN SEE	FUNDACIÓN FAVALORO	FUNDACIÓN FAVALORO	GREY ARGENTINA Buenos Aires	ARGENTINA	GREY ARGENTINA Buenos Aires
C06/017	00833	THE LIFE SAVING TV KT PROJECT		OLLEH TV	KOREA TELECOM Seoul	SOUTH KOREA	
C06/020	00818	4G4GOOD	STARHUB	4G	DDB GROUP SINGAPORE	SINGAPORE	DDB GROUP SINGAPORE
C06/026	02204	A KISS IS A STAMP	POSTNL	POSTAL SERVICES	JOE PUBLIC TAKE-AWAY ADVERTISING Amsterdam	THE NETHERLANDS	JOE PUBLIC TAKE-AWAY ADVERTISING Amsterdam

Shortlist (Promo & Activation Lions)

C06/040	02451	VODAFONE "BETWEEN US"	VODAFONE	VODAFONE RED LIGHT APPLICATION	Y&R TEAM RED ISTANBUL	TURKEY	Y&R TEAM RED ISTANBUL
C06/042	03001	SUNDAY GRANNIES	VODAFONE ROMANIA	TELECOMMUNICATIO NS	McCANN ERICKSON ROMANIA Bucharest	ROMANIA	McCANN ERICKSON ROMANIA Bucharest

C07 (Travel, Entertainment & Leisure)

C07/002	00008	MATSUKO-ROID	NATURAL EIGHT	MATSUKO DELUXE	DENTSU INC. Tokyo	JAPAN	DENTSU INC. Tokyo /
C07/015	00601	GIFORMANCES	KATONA JÓZSEF THEATER	KATONA JÓZSEF THEATER	Y&R BUDAPEST	HUNGARY	Y&R BUDAPEST
C07/019	00967	CORRIDOR TARGETING	GERMANWINGS	GERMANWINGS	GREY GERMANY Düsseldorf	GERMANY	GREY GERMANY Düsseldorf
C07/041	01769	NIGHT TOUR	JOHANNESBURG ZOO	ZOO	Y&R SOUTH AFRICA Cape Town	SOUTH AFRICA	Y&R SOUTH AFRICA Cape Town
C07/075	02786	SECURITY MOMS	SPORT CLUBE DO RECIFE	SOCCER TEAM	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo
C07/077	02888	SOUNDS OF THE CITY	THALYS TRAIN NETWORK	HIGH-SPEED RAIL TRAVEL	ROSAPARK Paris	FRANCE	ROSAPARK Paris
C07/079	02979	#BOSTONBLIZZARD CHALLENGE WARMS UP	COMMONWEALTH OF PR	PRTC	J. WALTER THOMPSON PUERTO RICO San Juan	PUERTO RICO	J. WALTER THOMPSON PUERTO RICO San Juan
C07/080	03144	MASP LOSERS FREE PASS	MASP MUSEUM	INSTITUCIONAL	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo
C07/096	03101	DELTA INNOVATION CLASS	DELTA AIR LINES	DELTA AIR LINES	WIEDEN+KENNEDY New York	USA	WIEDEN+KENNEDY New York

C08 (Retail, e-Commerce & Restaurants)

C08/002	00163	COULD I BE ANY CLEARER	HARVEY NICHOLS	CHRISTMAS	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London
C08/053	01607	TRAY TYPER	KFC GERMANY	TRAY TYPER	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich /
C08/068	02215	THE FRESHEST ORANGE JUICE BRAND	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	MARCEL Paris
C08/070	02399	PROUD WHOPPER	BURGER KING	WHOPPER	DAVID Miami	USA	DAVID Miami
C08/082	02604	BLOCKBUSTER BOX	PIZZA HUT	PIZZA HUT DELIVERY	OGILVY & MATHER GROUP HONG KONG	HONG KONG	OGILVY & MATHER GROUP HONG KONG
C08/083	02690	RABBIT RACE	MEDIA MARKT	MEDIA MARKT	OGILVY GERMANY Frankfurt	GERMANY	OGILVY GERMANY

C09 (Publications & Media)

C09/005	00214	SELF- DESTRUCTING BOOK	JAMES PATTERSON	SELF-DESTRUCTING BOOK	MOTHER NEW YORK	USA	MOTHER NEW YORK
C09/009	00602	CINEMA DELIVERY	CIRKO FILM	FOR SOME INEXPLICABLE REASON	Y&R BUDAPEST	HUNGARY	Y&R BUDAPEST
C09/016	01737	BEING THE BEAR	CANAL+	CANAL+	BETC Paris	FRANCE	BETC Paris

Shortlist (Promo & Activation Lions)

C09/021	01012	THE LULLABY MATCH	FOX SPORTS	FOX SPORTS	FOX INTERNATIONAL CHANNELS LATAM Rio De Janeiro	BRAZIL	
C09/022	01860	NETFLIX GIF CAMPAIGN	NETFLIX	SVOD	OGILVY PARIS	FRANCE	OGILVY PARIS
C09/023	02216	#THANKSFORBEING LATE	EDITIONS POINTS	EPOINTS.FR	MARCEL Paris	FRANCE	MARCEL Paris
C09/025	02354	THE MATCH	SKY DEUTSCHLAND FERNSEHEN	SKY FOOTBALL BUNDESLIGA PACKAGE	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
C09/028	02600	SKY SSCREENING	SKY DEUTSCHLAND FERNSEHEN	SKY GO	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
C09/041	02923	SKIP AD FESTIVAL	SONY ENTERTAINMENT TELEVISION	THE VOICE TV SHOW	PUBLICIS BRASIL São Paulo	BRAZIL	PUBLICIS BRASIL São Paulo
C09/045	02626	THE HIV+ ISSUE	VANGARDIST MAGAZINE	VANGARDIST MAGAZINE	SAATCHI & SAATCHI SWITZERLAND Geneva	SWITZERLAND	SAATCHI & SAATCHI SWITZERLAND Geneva
C09/055	02846	THE ROCKSTAR NEXT DOOR	GUITAR PLAYER	INSTITUTIONAL	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo
C09/059	03243	THE PEANUT EXPERIMENT	RADIO 1	RADIO STATION	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels

C10 (Business Products & Services)

C10/021	01256	WILLIAM. THE MAN WITH TWO MOUTHS	MADRID FUSIÓN	GASTRONOMY CONGRESS	VCCP SPAIN Madrid	SPAIN	VCCP SPAIN Madrid
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C11 (Corporate Image & Communication)

C11/016	02317	THE BIGGEST ART GALLERY IN THE WORLD	ARABIAN CONTRACTING SERVICES (AL ARABIA)	CORPORATE	J. WALTER THOMPSON RIYADH	SAUDI ARABIA	J. WALTER THOMPSON RIYADH
C11/029	02287	SAMSUNG SMART PLAY-BOARD	SAMSUNG ELECTRONICS ITALY	THE FIRST SMART-DEVICE FOR DEVELOPING THE FULL POTENTIAL OF EVERY CHILD.	LEO BURNETT ITALY Milan	ITALY	LEO BURNETT ITALY Milan
C11/037	02648	PRINT FOR HELP	HEWLETT-PACKARD BRASIL	HP PRINTERS	FCB BRASIL São Paulo	BRAZIL	FCB BRASIL São Paulo
C11/051	03035	ACH2O	PANASONIC	ACH2O	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil
C11/064	02720	US OPEN SESSIONS	IBM	TECHNOLOGY & CONSULTING	OGILVY NEW YORK	USA	OGILVY NEW YORK
C11/071	02629	CHOOSE BEAUTIFUL	UNILEVER	DOVE	OGILVY & MATHER Chicago	USA	OGILVY & MATHER Chicago

C12 (Charities (incl. Fundraising, Donations & Appeals))

Shortlist (Promo & Activation Lions)

C12/032	00813	PHOTOS FOR LIFE - A CHARITY PHOTO STOCK	RAK'N'ROLL WIN YOUR LIFE FOUNDATION	PHOTOS FOR LIFE	ISOBAR POLAND Warsaw	POLAND	ISOBAR POLAND Warsaw
C12/047	02081	THE ICE BUCKET CHALLENGE	THE ALS ASSOCIATION	THE ALS ASSOCIATION	THE ALS ASSOCIATION Washington	USA	
C12/052	01086	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
C12/068	00838	#STOPTHEWEDDING	PLAN NORWAY	NON-PROFIT ORGANIZATION/CHARITY	TRIGGER Oslo	NORWAY	TRIGGER Oslo
C12/075	01706	CATCALLING YOUR MOM	EVERLAST	EVERLAST	INDEPENDENCIA Lima	PERU	INDEPENDENCIA Lima
C12/100	01944	805 MILLION NAMES	UNITED NATIONS WORLD FOOD PROGRAMME	FIGHTING HUNGER WORLDWIDE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg
C12/106	03082	MUMS AND MAIDS	TRANSIENT WORKERS COUNT TOO (TWC2)	TWC2	OGILVY & MATHER SINGAPORE	SINGAPORE	OGILVY & MATHER SINGAPORE
C12/115	02769	THE MSSNG PROJECT	AUTISM SPEAKS	AUTISM SPEAKS	BBDO NEW YORK	USA	BBDO NEW YORK
C12/120	02847	DONATION BADGES	ABTO (BRAZILIAN ASSOCIATION OF ORGAN TRANSPLANTATION)	INSTITUTIONAL	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo

C13 (Public Health & Safety & Public Awareness Messages)

C13/010	00210	ONE RAND MAN	SANLAM	SANLAM	KING JAMES GROUP Cape Town	SOUTH AFRICA	KING JAMES GROUP Cape Town
C13/015	00298	BREAST CREAM	NEW ZEALAND BREAST CANCER FOUNDATION	BREAST CANCER AWARENESS	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
C13/041	01421	GROCERIES NOT GUNS	MOMS DEMAND ACTION FOR GUN SENSE IN AMERICA	PUBLIC AWARENESS - GUN CONTROL	GREY CANADA Toronto	CANADA	GREY CANADA Toronto
C13/052	01832	THE UNFORGOTTEN	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	GUN VIOLENCE EDUCATION, AWARENESS AND LOBBYING	FCB CHICAGO	USA	FCB CHICAGO / FCBX CHICAGO / CURRENT Chicago
C13/057	01954	MELANOMA LIKES ME	MELANOMA PATIENTS AUSTRALIA	MELANOMA PREVENTION	GPY&R Brisbane	AUSTRALIA	GPY&R Brisbane
C13/061	02163	LOVE HAS NO LABELS	ADCOUNCIL	LOVE HAS NO LABELS	R/GA New York	USA	R/GA New York
C13/067	01672	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid	SPAIN	DDB SPAIN Madrid

Shortlist (Promo & Activation Lions)

C13/068	01697	THE SPECIAL PROPOSAL	COORDOWN	WORLD DOWN SYNDROME DAY	SAATCHI & SAATCHI Milan	ITALY	SAATCHI & SAATCHI Milan
C13/108	02341	LEGO: EVERYTHING IS NOT AWESOME	GREENPEACE	SAVE THE ARCTIC	DON'T PANIC London	UNITED KINGDOM	DON'T PANIC London
C13/115	02931	SAFETY TRUCK	SAMSUNG	CORPORATE	LEO BURNETT ARGENTINA Buenos Aires	ARGENTINA	LEO BURNETT ARGENTINA Buenos Aires
C13/140	02956	CARTOON HELPLINE	GRAACC	CORPORATE	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo
C13/141	03067	THE GUN SHOP	STATES UNITED TO PREVENT GUN VIOLENCE	ANTI-GUN VIOLENCE	GREY NEW YORK	USA	GREY NEW YORK / GREY ACTIVATION & PR New York
C13/158	03018	PLAY WITH YOURSELF	THE BLUE BALL FOUNDATION	TESTICULAR CANCER AWARENESS	M&C SAATCHI Sydney	AUSTRALIA	M&C SAATCHI Sydney / BANG PR Sydney

D01 (Integrated Campaign Led by Promotion and Activation)

D01/012	00444	GAMER MASTERPIECE	SONY	PLAYSTATION	BBH NEW YORK	USA	BBH NEW YORK
D01/022	00908	THIS CALLS FOR A COCKTAIL	SCHWEPPE AUSTRALIA	SCHWEPPE MIXERS	GPY&R Melbourne	AUSTRALIA	GPY&R Melbourne
D01/023	00143	ADIDAS PREDATOR INSTINCT: THE GAME	ADIDAS	ADIDAS PREDATOR	TBWALONDON	UNITED KINGDOM	TBWALONDON
D01/036	00335	FOO FIGHTERS RVA	THE BRANCHING	THE BRANCHING	THE BRANCHING Richmond	USA	
D01/042	01664	#MACITBETTER	McDONALD'S	BIG MAC	DDB Sydney	AUSTRALIA	DDB Sydney
D01/046	02087	SOCIAL SAVVY BURGLAR	ALLSTATE INSURANCE COMPANY	HOME INSURANCE	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO
D01/049	02433	COME AND VOTE!	ASOCIATIA PRO DEMOCRATIA	PRO VOTING CAMPAIGN	LEO BURNETT GROUP Bucharest	ROMANIA	LEO BURNETT GROUP Bucharest
D01/062	00820	4G4GOOD	STARHUB	4G	DDB GROUP SINGAPORE	SINGAPORE	DDB GROUP SINGAPORE
D01/102	01087	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

Total Entries: 300