

Shortlist (Radio Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country
A01 (Foods)						
A01/002	00060	COUNTRY	WRIGLEY	SKITTLES	DDB SOUTH AFRICA Johannesburg	SOUTH AFRICA
A01/003	00062	OPERA	WRIGLEY	SKITTLES	DDB SOUTH AFRICA Johannesburg	SOUTH AFRICA
A01/004	00064	DISNEY	WRIGLEY	SKITTLES	DDB SOUTH AFRICA Johannesburg	SOUTH AFRICA
A01/018	00537	ADOPTED	WRIGLEY	SKITTLES	LATINWORKS Austin	USA
A01/019	00538	EMOJI	WRIGLEY	SKITTLES	LATINWORKS Austin	USA
A01/040	01217	LIFE & DEATH IN BROAD DAYLIGHT	UNILEVER	MAGNUM	LOLA LOWE & PARTNERS Madrid	SPAIN
A01/054	01662	CLONES	MARS	SKITTLES	DDB CHICAGO	USA
A01/055	01664	TWO HEAD ED	MARS	SKITTLES	DDB CHICAGO	USA
A02 (Alcoholic Drinks)						
A02/010	00906	BIKERS	DOS EQUIS	DOS EQUIS	HAVAS WORLDWIDE NEW YORK	USA
A02/011	00907	GHOSTS	DOS EQUIS	DOS EQUIS	HAVAS WORLDWIDE NEW YORK	USA
A02/012	00908	JIU JITSU	DOS EQUIS	DOS EQUIS	HAVAS WORLDWIDE NEW YORK	USA
A03 (Non-Alcoholic Drinks)						
A03/010	00920	BLUEGRASS	PEPSICO	MOUNTAIN DEW	BBDO NEW YORK	USA
A03/023	01434	TEAM BUILDING WEEKEND	SUNTORY	LUCOZADE	OGILVY & MATHER JOHANNESBURG	SOUTH AFRICA
A03/024	01436	NIGHT BEFORE THE PROJECT	SUNTORY	LUCOZADE	OGILVY & MATHER JOHANNESBURG	SOUTH AFRICA
A03/025	01438	LACING UP YOUR HIGH TOPS	SUNTORY	LUCOZADE	OGILVY & MATHER JOHANNESBURG	SOUTH AFRICA
A04 (Household)						
A04/026	00938	LANCE THE BEDBUG	TIGER BRANDS, DOOM INSECTICIDE	DOOM INSECTICIDE	TBWA\HUNT\LASCARIS JOHANNESBURG	SOUTH AFRICA
A04/027	00940	THE O'FLANNEGAN COCKROACHES	TIGER BRANDS, DOOM INSECTICIDE	DOOM INSECTICIDE	TBWA\HUNT\LASCARIS JOHANNESBURG	SOUTH AFRICA
A04/028	00942	CHERYL THE FISHMOTH	TIGER BRANDS, DOOM INSECTICIDE	DOOM INSECTICIDE	TBWA\HUNT\LASCARIS JOHANNESBURG	SOUTH AFRICA

Shortlist (Radio Lions)

A04/032	01210	OPEN HERE	UNILEVER	OMO	LOLA LOWE & PARTNERS Madrid	SPAIN
A04/033	01211	SPOON	UNILEVER	OMO	LOLA LOWE & PARTNERS Madrid	SPAIN

A05 (Home Appliances, Furnishings, Electronics & Audio Visual)

A05/022	00175	CONTORTIONIST	ADDIS	STORAGE	PUBLICIS MACHINE Cape Town	SOUTH AFRICA
A05/023	00853	SKYPE	POPCLIK	HEADPHONES	BRAVO/Y&R MIAMI	USA
A05/024	00855	CONFERENCE ROOM	POPCLIK	HEADPHONES	BRAVO/Y&R MIAMI	USA
A05/054	01719	BABIES	PHILIPS	PHILIPS CITISCAPE HEADPHONES	OGILVY & MATHER LONDON	UNITED KINGDOM
A05/055	01722	BANGKOK	PHILIPS	PHILIPS CITISCAPE HEADPHONES	OGILVY & MATHER LONDON	UNITED KINGDOM

A06 (Cosmetics, Beauty & Toiletries)

A06/007	00613	GEORGE WASHINGTON	FARMATODO	HAND SANITIZER	WUNDERMAN COLOMBIA Bogotá	COLOMBIA
A06/008	00616	ABRAHAM LINCOLN	FARMATODO	HAND SANITIZER	WUNDERMAN COLOMBIA Bogotá	COLOMBIA
A06/009	00619	QUEEN ELIZABETH	FARMATODO	HAND SANITIZER	WUNDERMAN COLOMBIA Bogotá	COLOMBIA
A06/024	01461	A MOTHER'S BODY	UNILEVER	DOVE	OGILVY & MATHER LONDON	UNITED KINGDOM
A06/025	01483	DATE	PROCTER & GAMBLE	HEAD & SHOULDERS	SAATCHI & SAATCHI New York	USA
A06/027	01485	CEO	PROCTER & GAMBLE	HEAD & SHOULDERS	SAATCHI & SAATCHI New York	USA

A07 (Pharmacy)

A07/014	00648	BOSS	NEUROTH	HEARING AID	FCB ZÜRICH	SWITZERLAND
A07/015	00651	WIFE	NEUROTH	HEARING AID	FCB ZÜRICH	SWITZERLAND
A07/039	01475	BORN	LA FLANCE	PRESERVATIVOS MAXX	Y&R BUENOS AIRES	ARGENTINA

A09 (Miscellaneous)

A09/026	01345	LOTTERY	MARS	PEDIGREE	COLENZO BBDO Auckland	NEW ZEALAND
A09/028	01349	WHACK JOB	MARS	PEDIGREE	COLENZO BBDO Auckland	NEW ZEALAND
A09/030	01626	PERSONAL TRAINER	MARS PETCARE	PEDIGREE	AMV BBDO London	UNITED KINGDOM
A09/031	01627	PUBLIC RELATIONS	MARS PETCARE	PEDIGREE	AMV BBDO London	UNITED KINGDOM
A09/032	01628	THERAPY	MARS PETCARE	PEDIGREE	AMV BBDO London	UNITED KINGDOM

Shortlist (Radio Lions)

A10 (Cars & Automotive Services)

A10/045	00574	EMERGENCY CALL	CITROEN POLSKA	CITROEN CONNECT BOX	HAVAS WORLDWIDE Warsaw	POLAND
A10/107	01030	WASP SPIDER	VOLKSWAGEN	VOLKSWAGEN E-GOLF	GRABARZ & PARTNER Hamburg	GERMANY
A10/108	01033	SNAIL	VOLKSWAGEN	VOLKSWAGEN E-GOLF	GRABARZ & PARTNER Hamburg	GERMANY
A10/109	01036	PANDA	VOLKSWAGEN	VOLKSWAGEN E-GOLF	GRABARZ & PARTNER Hamburg	GERMANY
A10/129	01020	PLANE	VOLKSWAGEN	VOLKSWAGEN LANE ASSIST	GRABARZ & PARTNER Hamburg	GERMANY
A10/130	01022	ELECTION	VOLKSWAGEN	VOLKSWAGEN LANE ASSIST	GRABARZ & PARTNER Hamburg	GERMANY
A10/131	01024	OSCAR	VOLKSWAGEN	VOLKSWAGEN LANE ASSIST	GRABARZ & PARTNER Hamburg	GERMANY
A10/148	01623	PERFECTION 2	MERCEDES-BENZ	ORIGINAL PARTS	BBDO CHILE Santiago	CHILE

A11 (Retail Stores)

A11/015	00875	WATCHES	ZIPPO	ZIPPO.COM	BRAVO/Y&R MIAMI	USA
A11/020	00963	GIRLFRIEND	AM PM	24 HOUR CONVENIENCE STORE/ FAST FOOD	TALENT São Paulo	BRAZIL
A11/021	00964	SURGERY	AM PM	24 HOUR CONVENIENCE STORE/ FAST FOOD	TALENT São Paulo	BRAZIL
A11/022	00965	SOUP	AM PM	24 HOUR CONVENIENCE STORE/ FAST FOOD	TALENT São Paulo	BRAZIL
A11/041	01583	PROCRASTINATION	BHV	FURNITURE INSTALLATION SERVICE	IMPACT BBDO Dubai	UNITED ARAB EMIRATES
A11/045	00777	THE GRAND EXPERIENCE	HEMGLASS	HEMGLASS/ICE CREAM TRUCK	VOLT Stockholm	SWEDEN
A11/046	01725	THE POST WRITER	OS ALQUIMISTAS BOOKSTORE	BOOKSTORE	DDB BRASIL São Paulo	BRAZIL
A11/047	01726	THE GOSSIPY COLUMNIST	OS ALQUIMISTAS BOOKSTORE	BOOKSTORE	DDB BRASIL São Paulo	BRAZIL

A12 (Restaurants & Fast Food Outlets)

A12/013	00413	PRETZEL BACON CHEESEBURGER - YES, YES, YES	WENDY'S	QUICK SERVICE RESTAURANT	VML Kansas City	USA
A12/019	01178	GARY 1930S GUY	GRUB HUB	RESTAURANT DELIVERY	FCB CHICAGO	USA

Shortlist (Radio Lions)

A13 (Travel, Transport & Tourism)

A13/001	00262	RUGBY WIDOWS	COMAIR	KULULA	KING JAMES GROUP Cape Town	SOUTH AFRICA
A13/013	00991	MUSIC FEST	FLIGHT CENTRE	STUDENT FLIGHTS	TBWA\HUNT\LASCARIS JOHANNESBURG	SOUTH AFRICA
A13/014	00993	BEER FEST	FLIGHT CENTRE	STUDENT FLIGHTS	TBWA\HUNT\LASCARIS JOHANNESBURG	SOUTH AFRICA

A14 (Entertainment & Leisure)

A14/017	00298	COPS	CANADIAN FILM FEST	CANADIAN FILM FEST	J. WALTER THOMPSON CANADA Toronto	CANADA
A14/018	00299	ROMCOM	CANADIAN FILM FEST	CANADIAN FILM FEST	J. WALTER THOMPSON CANADA Toronto	CANADA
A14/019	00300	SLASHER	CANADIAN FILM FEST	CANADIAN FILM FEST	J. WALTER THOMPSON CANADA Toronto	CANADA
A14/020	00301	SCIFI	CANADIAN FILM FEST	CANADIAN FILM FEST	J. WALTER THOMPSON CANADA Toronto	CANADA
A14/072	01416	FIDEL CASTRO'S INAUGURATION	PT. HERO INTIPUTRA	BOARD GAMES	OGILVY INDONESIA Jakarta	INDONESIA
A14/073	01420	HITLER'S BATTLE OF GERMANY SPEECH	PT. HERO INTIPUTRA	BOARD GAMES	OGILVY INDONESIA Jakarta	INDONESIA
A14/074	01424	SADDAM'S CAPTURE OF GEORGE BUSH	PT. HERO INTIPUTRA	BOARD GAMES	OGILVY INDONESIA Jakarta	INDONESIA
A14/075	01353	MONDAY	NEW ZEALAND BOOK COUNCIL	AUCKLAND WRITERS FESTIVAL	COLENZO BBDO Auckland	NEW ZEALAND
A14/076	01355	TUESDAY	NEW ZEALAND BOOK COUNCIL	AUCKLAND WRITERS FESTIVAL	COLENZO BBDO Auckland	NEW ZEALAND
A14/077	01357	WEDNESDAY	NEW ZEALAND BOOK COUNCIL	AUCKLAND WRITERS FESTIVAL	COLENZO BBDO Auckland	NEW ZEALAND
A14/078	01359	THURSDAY	NEW ZEALAND BOOK COUNCIL	AUCKLAND WRITERS FESTIVAL	COLENZO BBDO Auckland	NEW ZEALAND
A14/079	01360	FRIDAY	NEW ZEALAND BOOK COUNCIL	AUCKLAND WRITERS FESTIVAL	COLENZO BBDO Auckland	NEW ZEALAND
A14/091	01685	FACEBOOK	FANTASTIC FILM FESTIVAL OF UNIVERSITY OF MALAGA	FANCINE	TAPSA Y&R Madrid	SPAIN
A14/093	01689	HISTORY	FANTASTIC FILM FESTIVAL OF UNIVERSITY OF MALAGA	FANCINE	TAPSA Y&R Madrid	SPAIN
A14/097	01746	WALKOUT	SPORTSBET	CASHOUT	BMF ADVERTISING Sydney	AUSTRALIA
A14/098	01747	SECURITY DOORS	SPORTSBET	CASHOUT	BMF ADVERTISING Sydney	AUSTRALIA

Shortlist (Radio Lions)

A14/099	01748	COUPLES SCIENTIST	SPORTSBET	CASHOUT	BMF ADVERTISING Sydney	AUSTRALIA
A14/100	01749	BIG CATS	SPORTSBET	CASHOUT	BMF ADVERTISING Sydney	AUSTRALIA

A15 (Publications & Media)

A15/015	00291	CHRISTMAS CAROLS - THE BIG BANG THEORY	NETFLIX	ONLINE VOD	OGILVY PARIS	FRANCE
A15/016	00293	CHRISTMAS CAROLS - KILL BILL	NETFLIX	ONLINE VOD	OGILVY PARIS	FRANCE
A15/017	00295	CHRISTMAS CAROLS - SUITS	NETFLIX	ONLINE VOD	OGILVY PARIS	FRANCE
A15/025	00893	YOGHURT	SBS BELGIUM	VIER	BBDO BELGIUM Brussels	BELGIUM
A15/026	00894	SOFTENER	SBS BELGIUM	VIER	BBDO BELGIUM Brussels	BELGIUM
A15/027	00895	SANITARY PADS	SBS BELGIUM	VIER	BBDO BELGIUM Brussels	BELGIUM
A15/057	01697	GUNS AND ROSES	RADIO MARISKAL ROCK	ONLINE RADIO	TAPSA Y&R Madrid	SPAIN
A15/058	01699	RED HOT CHILI PEPPERS	RADIO MARISKAL ROCK	ONLINE RADIO	TAPSA Y&R Madrid	SPAIN
A15/059	01701	NIRVANA	RADIO MARISKAL ROCK	ONLINE RADIO	TAPSA Y&R Madrid	SPAIN

A16 (Banking, Investment & Insurance)

A16/021	01229	A LIFETIME IN A MINUTE: DAD	DIALDIRECT	DIALDIRECT INSURANCE	JOE PUBLIC UNITED Johannesburg	SOUTH AFRICA
A16/028	00180	BOB	VHV VERSICHERUNGEN	VHV CAR INSURANCE	SCHOLZ & FRIENDS Hamburg	GERMANY
A16/029	00181	JACK	VHV VERSICHERUNGEN	VHV CAR INSURANCE	SCHOLZ & FRIENDS Hamburg	GERMANY
A16/030	00182	JANICE	VHV VERSICHERUNGEN	VHV CAR INSURANCE	SCHOLZ & FRIENDS Hamburg	GERMANY

A18 (Commercial Public Services)

A18/008	00305	ROBOT	FEDEX	FEDEX PACK PLUS	BBDO NEW YORK	USA
A18/046	01294	BOYGROUP	POPAKADEMIE BADEN- WÜRTTEMBERG	POPAKADEMIE	DDB GROUP DÜSSELDORF	GERMANY
A18/047	01297	RAP	POPAKADEMIE BADEN- WÜRTTEMBERG	POPAKADEMIE	DDB GROUP DÜSSELDORF	GERMANY

Shortlist (Radio Lions)

A18/048	01300	PUNK	POPAKADEMIE BADEN- WÜRTTEMBERG	POPAKADEMIE	DDB GROUP DÜSSELDORF	GERMANY
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A18/068	01636	MOM	DIRECTV	SUBSCRIPTION TELEVISION SERVICE	GREY NEW YORK	USA
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A19 (Corporate Image & Communication)

A19/033	01678	DADDYTOONS NEWS	GENERAL MOTORS, OPEL	CARS	TAPSA Y&R Madrid	SPAIN
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A20 (Public Health & Safety)

A20/005	00258	GANDHI	SOCIÉTÉ DE L'ASSURANCE AUTOMOBILE DU QUÉBEC	ROAD SAFETY	Ig2 Québec	CANADA
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A20/034	01394	BLACKSPOT BEACONS	TRANSPORT FOR NEW SOUTH WALES	GOVERNMENT	VML Sydney	AUSTRALIA
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A21 (Public Awareness Messages)

A21/001	00044	DOCTOR	EPER	MENTORAT EMPLOI MIGRATION	M&C SAATCHI Geneva	SWITZERLAND
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A21/003	00247	THAT'S NO JOKE	YWCA	NOT-FOR-PROFIT	JUNIPER PARK Toronto	CANADA
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A21/004	00248	NOT A GAME	YWCA	NOT-FOR-PROFIT	JUNIPER PARK Toronto	CANADA
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A21/005	00249	CHANGE THE TUNE	YWCA	NOT-FOR-PROFIT	JUNIPER PARK Toronto	CANADA
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A21/006	00283	POODLE	MOMS DEMAND ACTION FOR GUN SENSE IN AMERICA	PUBLIC AWARENESS - GUN CONTROL	GREY CANADA Toronto	CANADA
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A21/007	00284	SCOOTER	MOMS DEMAND ACTION FOR GUN SENSE IN AMERICA	PUBLIC AWARENESS - GUN CONTROL	GREY CANADA Toronto	CANADA
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A21/008	00285	SUPER SOAKER	MOMS DEMAND ACTION FOR GUN SENSE IN AMERICA	PUBLIC AWARENESS - GUN CONTROL	GREY CANADA Toronto	CANADA
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A21/025	00795	MARTIN	UNICEF	UNICEF	PROLAM Y&R Santiago	CHILE
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A21/039	01090	GAY FREQUENCY	MIX BRASIL	INSTITUTIONAL	LEW'LARA\TBWA São Paulo	BRAZIL
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A22 (Fundraising, Donations & Appeals)

A22/022	00980	DONATED VOICES	THE NATIONAL UNIVERSITY CENTRE FOR ORGAN TRANSPLANTATION	ORGAN DONATION ADVOCACY	LOWE SINGAPORE	SINGAPORE
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Shortlist (Radio Lions)

A22/023	00985	LITTLE GIRL	RED CROSS	FOODAID	LOWE SINGAPORE	SINGAPORE
A22/024	00986	TINY LITTLE BOY	RED CROSS	FOODAID	LOWE SINGAPORE	SINGAPORE
A22/034	00467	EMMA-ALEX	REBORN TO BE ALIVE	ORGAN DONATION	DUVAL GUILLAUME Antwerp	BELGIUM
A22/035	00468	JULIE-ISABEL	REBORN TO BE ALIVE	ORGAN DONATION	DUVAL GUILLAUME Antwerp	BELGIUM
A22/051	01578	GASOLINE	BOMBEROS VOLUNTARIOS DE GUATEMALA	BOMBEROS VOLUNTARIOS	OGILVY GUATEMALA	GUATEMALA
A22/052	01579	EQUIPMENT	BOMBEROS VOLUNTARIOS DE GUATEMALA	BOMBEROS VOLUNTARIOS	OGILVY GUATEMALA	GUATEMALA

B01 (Use of Music)

B01/002	00092	MEN LIKE US LIKE BRAVE	DIAGEO	BUNDABERG RUM	LEO BURNETT SYDNEY	AUSTRALIA
B01/003	00096	MEN LIKE US LIKE POLAR BEAR	DIAGEO	BUNDABERG RUM	LEO BURNETT SYDNEY	AUSTRALIA
B01/004	00100	MEN LIKE US LIKE TASTING	DIAGEO	BUNDABERG RUM	LEO BURNETT SYDNEY	AUSTRALIA
B01/013	00320	DADSONG	OLD SPICE	PERSONAL CARE	WIEDEN+KENNEDY Portland	USA
B01/015	00416	PRETZEL BACON CHEESEBURGER - YES, YES, YES	WENDY'S	QUICK SERVICE RESTAURANT	VML Kansas City	USA
B01/029	00856	CONFERENCE ROOM	POPCLIK	HEADPHONES	BRAVO/Y&R MIAMI	USA
B01/066	00778	THE GRAND EXPERIENCE	HEMGLASS	HEMGLASS/ICE CREAM TRUCK	VOLT Stockholm	SWEDEN
B01/070	01698	GUNS AND ROSES	RADIO MARISKAL ROCK	ONLINE RADIO	TAPSA Y&R Madrid	SPAIN

B02 (Use of Sound Design)

B02/011	00596	LETTERS OF GALLIPOLI 1	LEGACY	CHARITY	GPY&R Melbourne	AUSTRALIA
B02/012	00601	LETTERS OF GALLIPOLI 2	LEGACY	CHARITY	GPY&R Melbourne	AUSTRALIA
B02/013	00606	LETTERS OF GALLIPOLI 3	LEGACY	CHARITY	GPY&R Melbourne	AUSTRALIA
B02/031	00981	DONATED VOICES	THE NATIONAL UNIVERSITY CENTRE FOR ORGAN TRANSPLANTATION	ORGAN DONATION ADVOCACY	LOWE SINGAPORE	SINGAPORE

Shortlist (Radio Lions)

B02/052	00639	THE BERLIN WALL OF SOUND - THE MOST UNBEARABLE RADIO AD	SOUNDCLOUD	SOUNDCLOUD	GREY GERMANY Düsseldorf	GERMANY
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B03 (Scriptwriting)

B03/017	00093	MEN LIKE US LIKE BRAVE	DIAGEO	BUNDABERG RUM	LEO BURNETT SYDNEY	AUSTRALIA
B03/018	00097	MEN LIKE US LIKE POLAR BEAR	DIAGEO	BUNDABERG RUM	LEO BURNETT SYDNEY	AUSTRALIA
B03/019	00101	MEN LIKE US LIKE TASTING	DIAGEO	BUNDABERG RUM	LEO BURNETT SYDNEY	AUSTRALIA
B03/056	00484	THAT'S NO JOKE	YWCA	NOT-FOR-PROFIT	JUNIPER PARK Toronto	CANADA
B03/081	00530	26.2 REASONS TO RUN	BMO HARRIS BANK	BANKING	Y&R CHICAGO Chicago, IL	USA
B03/082	00533	26.2 REASONS YOU'LL KNOW	BMO HARRIS BANK	BANKING	Y&R CHICAGO Chicago, IL	USA
B03/093	01147	FIRST LOVE	AUDI SOUTH AFRICA	AUDI	OGILVY & MATHER CAPE TOWN	SOUTH AFRICA
B03/095	01153	JUDGY MOM	AUDI SOUTH AFRICA	AUDI	OGILVY & MATHER CAPE TOWN	SOUTH AFRICA
B03/110	00766	DEAD END	CHILDREN FOR TOMORROW - STIFTUNG DES BÜRGERLICHEN RECHTS	AID TO REFUGEES - WWW.CHILDREN-FOR- TOMORROW.COM	PUBLICIS PIXELPARK Munich	GERMANY
B03/115	00939	LANCE THE BEDBUG	TIGER BRANDS, DOOM INSECTICIDE	DOOM INSECTICIDE	TBWA\HUNT\LASCARIS JOHANNESBURG	SOUTH AFRICA
B03/116	00941	THE O'FLANNEGAN COCKROACHES	TIGER BRANDS, DOOM INSECTICIDE	DOOM INSECTICIDE	TBWA\HUNT\LASCARIS JOHANNESBURG	SOUTH AFRICA
B03/117	00943	CHERYL THE FISHMOTH	TIGER BRANDS, DOOM INSECTICIDE	DOOM INSECTICIDE	TBWA\HUNT\LASCARIS JOHANNESBURG	SOUTH AFRICA
B03/123	00990	BEACH PARTY	FLIGHT CENTRE	STUDENT FLIGHTS	TBWA\HUNT\LASCARIS JOHANNESBURG	SOUTH AFRICA
B03/124	00992	MUSIC FESTIVAL	FLIGHT CENTRE	STUDENT FLIGHTS	TBWA\HUNT\LASCARIS JOHANNESBURG	SOUTH AFRICA
B03/125	00994	BEER FEST	FLIGHT CENTRE	STUDENT FLIGHTS	TBWA\HUNT\LASCARIS JOHANNESBURG	SOUTH AFRICA
B03/142	01032	WASP SPIDER	VOLKSWAGEN	VOLKSWAGEN E- GOLF	GRABARZ & PARTNER Hamburg	GERMANY
B03/143	01035	SNAIL	VOLKSWAGEN	VOLKSWAGEN E- GOLF	GRABARZ & PARTNER Hamburg	GERMANY
B03/144	01038	PANDA	VOLKSWAGEN	VOLKSWAGEN E- GOLF	GRABARZ & PARTNER Hamburg	GERMANY

Shortlist (Radio Lions)

B03/150	00373	NEW YORK	FRANKFURTER ALLGEMEINE ZEITUNG	F.A.Z. E-PAPER	SCHOLZ & FRIENDS Hamburg	GERMANY
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B03/152	00377	TOKYO	FRANKFURTER ALLGEMEINE ZEITUNG	F.A.Z. E-PAPER	SCHOLZ & FRIENDS Hamburg	GERMANY
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B03/163	01296	BOYGROUP	POPAKADEMIE BADEN- WÜRTTEMBERG	POPAKADEMIE	DDB GROUP DÜSSELDORF	GERMANY
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B03/192	01435	TEAM BUILDING WEEKEND	SUNTORY	LUCOZADE	OGILVY & MATHER JOHANNESBURG	SOUTH AFRICA
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B03/193	01437	LACING UP YOUR HIGH TOPS	SUNTORY	LUCOZADE	OGILVY & MATHER JOHANNESBURG	SOUTH AFRICA
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B04 (Performance)

B04/004	00061	COUNTRY	WRIGLEY	SKITTLES	DDB SOUTH AFRICA Johannesburg	SOUTH AFRICA
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B04/005	00063	OPERA	WRIGLEY	SKITTLES	DDB SOUTH AFRICA Johannesburg	SOUTH AFRICA
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B04/006	00065	DISNEY	WRIGLEY	SKITTLES	DDB SOUTH AFRICA Johannesburg	SOUTH AFRICA
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B04/008	00094	MEN LIKE US LIKE BRAVE	DIAGEO	BUNDABERG RUM	LEO BURNETT SYDNEY	AUSTRALIA
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B04/009	00098	MEN LIKE US LIKE POLAR BEAR	DIAGEO	BUNDABERG RUM	LEO BURNETT SYDNEY	AUSTRALIA
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B04/010	00102	MEN LIKE US LIKE TASTING	DIAGEO	BUNDABERG RUM	LEO BURNETT SYDNEY	AUSTRALIA
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B04/071	01419	FIDEL CASTRO'S INAUGURATION	PT. HERO INTIPUTRA	BOARD GAMES	OGILVY INDONESIA Jakarta	INDONESIA
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B04/072	01423	HITLER'S BATTLE OF GERMANY SPEECH	PT. HERO INTIPUTRA	BOARD GAMES	OGILVY INDONESIA Jakarta	INDONESIA
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B04/073	01427	SADDAM'S CAPTURE OF GEORGE BUSH	PT. HERO INTIPUTRA	BOARD GAMES	OGILVY INDONESIA Jakarta	INDONESIA
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B04/077	01368	MY LAST DAY	AMNESTY INTERNATIONAL THE NETHERLANDS	DEATH PENALTY	OGILVY & MATHER AMSTERDAM	THE NETHERLANDS
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B04/084	01587	PROCRASTINATION	BHV	FURNITURE INSTALLATION SERVICE	IMPACT BBDO Dubai	UNITED ARAB EMIRATES
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C01 (Use of Radio as a Medium)

C01/002	00173	X-MEN FM	20TH CENTURY FOX	X-MEN : DAYS OF FUTURE PAST	GLOBAL London	UNITED KINGDOM
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Shortlist (Radio Lions)

C01/018	01076	PLEDGE RADIO	AT&T	TELECOMMUNICATIO NS	RODGERS TOWNSEND St Louis	USA
C01/022	01074	MISSING DIVAS	SCA	SABA	McCANN SAN JOSE San Jose	COSTA RICA
C01/039	01396	BLACKSPOT BEACONS	TRANSPORT FOR NEW SOUTH WALES	GOVERNMENT	VML Sydney	AUSTRALIA
C01/044	01179	PANDORA THUMB MOMENTS: RADIO PROMOTION FOR THE DIGITAL RADIO AGE	PANDORA	PANDORA RADIO	TWOFIFTEENMCCANN San Francisco	USA
C01/047	01682	DADDYTOONS NEWS	GENERAL MOTORS, OPEL	CARS	TAPSA Y&R Madrid	SPAIN
C01/066	01240	LEARNING ON THE WAY	ADN	NEWS PAPER	SANCHO BBDO Bogotá	COLOMBIA

C02 (Use of Audio Technology)

C02/013	01055	RADIO FINGER	GRUPO PETRÓPOLIS	INSTITUTIONAL	Y&R SÃO PAULO	BRAZIL
C02/019	01209	XMAS DLIGHTS	KISS FM	RADIO	LOLA LOWE & PARTNERS Madrid	SPAIN
C02/021	00640	THE BERLIN WALL OF SOUND - THE MOST UNBEARABLE RADIO AD	SOUNDCLOUD	SOUNDCLOUD	GREY GERMANY Düsseldorf	GERMANY
C02/022	01397	BLACKSPOT BEACONS	TRANSPORT FOR NEW SOUTH WALES	GOVERNMENT	VML Sydney	AUSTRALIA
C02/028	01736	PARKING RADIO	FMA BRASIL INSURANCE	CAR INSURANCE COMPANY	AFRICA São Paulo	BRAZIL

C03 (Use of Branded Content / Programming)

C03/002	00174	X-MEN FM	20TH CENTURY FOX	X-MEN : DAYS OF FUTURE PAST	GLOBAL London	UNITED KINGDOM
C03/007	00599	LETTERS OF GALLIPOLI 1	LEGACY	CHARITY	GPY&R Melbourne	AUSTRALIA
C03/008	00604	LETTERS OF GALLIPOLI 2	LEGACY	CHARITY	GPY&R Melbourne	AUSTRALIA
C03/009	00609	LETTERS OF GALLIPOLI 3	LEGACY	CHARITY	GPY&R Melbourne	AUSTRALIA
C03/014	00641	THE BERLIN WALL OF SOUND - THE MOST UNBEARABLE RADIO AD	SOUNDCLOUD	SOUNDCLOUD	GREY GERMANY Düsseldorf	GERMANY

Total Entries: 179

Agency	Production Company
DDB SOUTH AFRICA Johannesburg	ROBROY MUSIC Johannesburg
DDB SOUTH AFRICA Johannesburg	ROBROY MUSIC Johannesburg
DDB SOUTH AFRICA Johannesburg	ROBROY MUSIC Johannesburg
LATINWORKS Austin	PERSONAL MUSIC Miami
LATINWORKS Austin	PERSONAL MUSIC Miami
LOLA LOWE & PARTNERS Madrid	HIJOS Madrid
DDB CHICAGO	THE STUDIO Chicago
DDB CHICAGO	THE STUDIO Chicago
HAVAS WORLDWIDE NEW YORK	@RADICAL.MEDIA New York
HAVAS WORLDWIDE NEW YORK	@RADICAL.MEDIA New York
HAVAS WORLDWIDE NEW YORK	@RADICAL.MEDIA New York
BBDO NEW YORK	HUMAN New York
OGILVY & MATHER JOHANNESBURG	PRODUCE SOUND - PRODUCE MUSIC Johannesburg
OGILVY & MATHER JOHANNESBURG	PRODUCE SOUND - PRODUCE MUSIC Johannesburg
OGILVY & MATHER JOHANNESBURG	PRODUCE SOUND - PRODUCE MUSIC Johannesburg
TBWA\HUNT\LASCARIS JOHANNESBURG	STERLING SOUND Johannesburg
TBWA\HUNT\LASCARIS JOHANNESBURG	STERLING SOUND Johannesburg
TBWA\HUNT\LASCARIS JOHANNESBURG	STERLING SOUND Johannesburg

LOLA LOWE & PARTNERS SIRENA Madrid
Madrid

LOLA LOWE & PARTNERS SIRENA Madrid
Madrid

PUBLICIS MACHINE Cape Town
Town

BRAVO/Y&R MIAMI BIG FOOTE MUSIC New
York

BRAVO/Y&R MIAMI BIG FOOTE MUSIC New
York

OGILVY & MATHER
LONDON

OGILVY & MATHER
LONDON

WUNDERMAN COLOMBIA MACHINA Bogotá
Bogotá / Y&R COLOMBIA

WUNDERMAN COLOMBIA MACHINA Bogotá
Bogotá / Y&R COLOMBIA

WUNDERMAN COLOMBIA MACHINA Bogotá
Bogotá / Y&R COLOMBIA

OGILVY & MATHER JUNGLE STUDIOS London
LONDON

SAATCHI & SAATCHI New PRODIGIOUS

SAATCHI & SAATCHI New PRODIGIOUS

FCB ZÜRICH TONSTUDIOS Z Zurich

FCB ZÜRICH TONSTUDIOS Z Zurich

Y&R BUENOS AIRES BIG SOUND ESTUDIO
Buenos Aires

COLENZO BBDO Auckland FRANKLIN ROAD Auckland

COLENZO BBDO Auckland FRANKLIN ROAD Auckland

AMV BBDO London JUNGLE STUDIOS London

AMV BBDO London JUNGLE STUDIOS London

AMV BBDO London JUNGLE STUDIOS London

HAVAS WORLDWIDE Warsaw	DREAM STUDIOS Warsaw
GRABARZ & PARTNER Hamburg	STUDIO FUNK Hamburg
GRABARZ & PARTNER Hamburg	STUDIO FUNK Hamburg
GRABARZ & PARTNER Hamburg	STUDIO FUNK Hamburg
GRABARZ & PARTNER Hamburg	STUDIO FUNK Hamburg
GRABARZ & PARTNER Hamburg	STUDIO FUNK Hamburg
GRABARZ & PARTNER Hamburg	STUDIO FUNK Hamburg
BBDO CHILE Santiago	CLIO EXPRESS Santiago

BRAVO/Y&R MIAMI	THE GOOD SOUND Coconut Grove
TALENT São Paulo	AUDIO BOUTIQUE São Paulo
TALENT São Paulo	AUDIO BOUTIQUE São Paulo
TALENT São Paulo	AUDIO BOUTIQUE São Paulo
IMPACT BBDO Dubai	EARDRUM AUSTRALIA Sydney
VOLT Stockholm	FLICKORNA LARSSON Stockholm
DDB BRASIL São Paulo	MARROQUINO MUSIC Rio de Janeiro
DDB BRASIL São Paulo	MARROQUINO MUSIC Rio de Janeiro

VML Kansas City / KETCHUM New York	LIQUID 9 Kansas City
FCB CHICAGO	LORD + THOMAS CHICAGO

KING JAMES GROUP Cape Town WE LOVE JAM Cape Town
Town

TBWA\HUNTLASCARIS JOHANNESBURG	PRODUCE SOUND Johannesburg
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TBWA\HUNTLASCARIS JOHANNESBURG	PRODUCE SOUND Johannesburg
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J. WALTER THOMPSON CANADA Toronto	GRAYSON MATTHEWS Toronto
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J. WALTER THOMPSON CANADA Toronto	GRAYSON MATTHEWS Toronto
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J. WALTER THOMPSON CANADA Toronto	GRAYSON MATTHEWS Toronto
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J. WALTER THOMPSON CANADA Toronto	GRAYSON MATTHEWS Toronto
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OGILVY INDONESIA Jakarta	EARDRUM AUSTRALIA Sydney
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OGILVY INDONESIA Jakarta	EARDRUM AUSTRALIA Sydney
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OGILVY INDONESIA Jakarta	EARDRUM AUSTRALIA Sydney
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COLENSO BBDO Auckland	SALE STREET STUDIOS Auckland
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COLENSO BBDO Auckland	SALE STREET STUDIOS Auckland
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COLENSO BBDO Auckland	SALE STREET STUDIOS Auckland
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COLENSO BBDO Auckland	SALE STREET STUDIOS Auckland
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COLENSO BBDO Auckland	SALE STREET STUDIOS Auckland
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TAPSA Y&R Madrid	NO PROBLEM Madrid
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TAPSA Y&R Madrid	NO PROBLEM Madrid
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BMF ADVERTISING Sydney	RUMBLE STUDIOS Sydney
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BMF ADVERTISING Sydney	RUMBLE STUDIOS Sydney
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BMF ADVERTISING Sydney RUMBLE STUDIOS Sydney

BMF ADVERTISING Sydney RUMBLE STUDIOS Sydney

OGILVY PARIS

OGILVY PARIS

OGILVY PARIS

BBDO BELGIUM Brussels HET GELUIDSHUIS
Antwerp

BBDO BELGIUM Brussels HET GELUIDSHUIS
Antwerp

BBDO BELGIUM Brussels HET GELUIDSHUIS
Antwerp

TAPSA | Y&R Madrid NO PROBLEM Madrid

TAPSA | Y&R Madrid NO PROBLEM Madrid

TAPSA | Y&R Madrid NO PROBLEM Madrid

JOE PUBLIC UNITED PRODUCE SOUND -
Johannesburg PRODUCE MUSIC
Johannesburg

SCHOLZ & FRIENDS HASTINGS AUDIO
Hamburg NETWORK Hamburg

SCHOLZ & FRIENDS HASTINGS AUDIO
Hamburg NETWORK Hamburg

SCHOLZ & FRIENDS HASTINGS AUDIO
Hamburg NETWORK Hamburg

BBDO NEW YORK BAR1 New York

DDB GROUP MOKOH MUSIC Berlin
DÜSSELDORF

DDB GROUP MOKOH MUSIC Berlin
DÜSSELDORF

DDB GROUP DÜSSELDORF	MOKOH MUSIC Berlin
GREY NEW YORK	MJZ Los Angeles / MACKENZIE CUTLER New York
TAPSA Y&R Madrid	HIJOS Madrid / THE BLACK LIST Madrid
Ig2 Québec	BLVD Montreal
VML Sydney	STUDIO 35 Sydney
M&C SAATCHI Geneva	APOLLO STUDIOS Montréal
JUNIPER PARK Toronto	PIRATE TORONTO Toronto
JUNIPER PARK Toronto	PIRATE TORONTO Toronto
JUNIPER PARK Toronto	PIRATE TORONTO Toronto
GREY CANADA Toronto	THE EGGPLANT COLLECTIVE Toronto
GREY CANADA Toronto	THE EGGPLANT COLLECTIVE Toronto
GREY CANADA Toronto	THE EGGPLANT COLLECTIVE Toronto
PROLAM Y&R Santiago	CLIO EXPRESS Santiago
LEW'LARA\TBWA São Paulo	FULANO FILMES São Paulo
LOWE SINGAPORE	THE WORKROOM Cape Town

LOWE SINGAPORE WE LOVE JAM Cape Town

LOWE SINGAPORE WE LOVE JAM Cape Town

DUVAL GUILLAUME RAYGUN Brussels

DUVAL GUILLAUME RAYGUN Brussels

OGILVY GUATEMALA 30 SEGUNDOS Guatemala
City

OGILVY GUATEMALA 30 SEGUNDOS Guatemala
City

LEO BURNETT SYDNEY SONG ZU Sydney

LEO BURNETT SYDNEY SONG ZU Sydney

LEO BURNETT SYDNEY SONG ZU Sydney

WIEDEN+KENNEDY BISCUIT FILMWORKS Los
Portland Angeles

VML Kansas City / LIQUID 9 Kansas City
KETCHUM New York

BRAVO/Y&R MIAMI BIG FOOTE MUSIC New
York

VOLT Stockholm FLICKORNA LARSSON
Stockholm

TAPSA | Y&R Madrid NO PROBLEM Madrid

GPY&R Melbourne FLAGSTAFF STUDIOS
Melbourne

GPY&R Melbourne FLAGSTAFF STUDIOS
Melbourne

GPY&R Melbourne FLAGSTAFF STUDIOS
Melbourne

LOWE SINGAPORE THE WORKROOM Cape
Town

GREY GERMANY Düsseldorf / GREY GERMANY Berlin	MOKOH MUSIC Berlin / STUDIO 206 Berlin
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LEO BURNETT SYDNEY	SONG ZU Sydney
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LEO BURNETT SYDNEY	SONG ZU Sydney
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LEO BURNETT SYDNEY	SONG ZU Sydney
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JUNIPER PARK Toronto	PIRATE TORONTO Toronto
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Y&R CHICAGO Chicago, IL	ANOTHER COUNTRY Chicago
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Y&R CHICAGO Chicago, IL	ANOTHER COUNTRY Chicago
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OGILVY & MATHER CAPE TOWN	FREQ'NCY Cape Town
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OGILVY & MATHER CAPE TOWN	FREQ'NCY Cape Town
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PUBLICIS PIXELPARK Munich	MOKOH MUSIC Berlin / STUDIO FUNK Berlin
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TBWA\HUNTLASCARIS JOHANNESBURG	STERLING SOUND Johannesburg
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TBWA\HUNTLASCARIS JOHANNESBURG	STERLING SOUND Johannesburg
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TBWA\HUNTLASCARIS JOHANNESBURG	STERLING SOUND Johannesburg
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TBWA\HUNTLASCARIS JOHANNESBURG	PRODUCE SOUND Johannesburg
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TBWA\HUNTLASCARIS JOHANNESBURG	PRODUCE SOUND Johannesburg
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TBWA\HUNTLASCARIS JOHANNESBURG	PRODUCE SOUND Johannesburg
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GRABARZ & PARTNER Hamburg	STUDIO FUNK Hamburg
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GRABARZ & PARTNER Hamburg	STUDIO FUNK Hamburg
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GRABARZ & PARTNER Hamburg	STUDIO FUNK Hamburg
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SCHOLZ & FRIENDS HASTINGS AUDIO
Hamburg NETWORK Hamburg

SCHOLZ & FRIENDS HASTINGS AUDIO
Hamburg NETWORK Hamburg

DDB GROUP MOKOH MUSIC Berlin
DÜSSELDORF

OGILVY & MATHER PRODUCE SOUND -
JOHANNESBURG PRODUCE MUSIC
Johannesburg

OGILVY & MATHER PRODUCE SOUND -
JOHANNESBURG PRODUCE MUSIC
Johannesburg

DDB SOUTH AFRICA ROBROY MUSIC
Johannesburg Johannesburg

DDB SOUTH AFRICA ROBROY MUSIC
Johannesburg Johannesburg

DDB SOUTH AFRICA ROBROY MUSIC
Johannesburg Johannesburg

LEO BURNETT SYDNEY SONG ZU Sydney

LEO BURNETT SYDNEY SONG ZU Sydney

LEO BURNETT SYDNEY SONG ZU Sydney

OGILVY INDONESIA Jakarta EARDRUM AUSTRALIA
Sydney

OGILVY INDONESIA Jakarta EARDRUM AUSTRALIA
Sydney

OGILVY INDONESIA Jakarta EARDRUM AUSTRALIA
Sydney

OGILVY & MATHER DPPLR Amsterdam
AMSTERDAM

IMPACT BBDO Dubai EARDRUM AUSTRALIA
Sydney

GLOBAL London

RODGERS TOWNSEND St

Louis

McCANN SAN JOSE San José

OK!RADIO 105.5FM San José

VML Sydney STUDIO 35 Sydney

TWOFIFTEENMCCANN

San Francisco

TAPSA | Y&R Madrid HIJOS Madrid / THE BLACK LIST Madrid

SANCHO BBDO Bogotá

Y&R SÃO PAULO

LOLA LOWE & PARTNERS STORY WE PRODUCE
Madrid Barcelona

GREY GERMANY MOKOH MUSIC Berlin /
Düsseldorf / GREY STUDIO 206 Berlin
GERMANY Berlin

VML Sydney STUDIO 35 Sydney

AFRICA São Paulo TRATOR FILMES São Paulo

GLOBAL London

GPY&R Melbourne FLAGSTAFF STUDIOS
Melbourne

GPY&R Melbourne FLAGSTAFF STUDIOS
Melbourne

GPY&R Melbourne FLAGSTAFF STUDIOS
Melbourne

GREY GERMANY MOKOH MUSIC Berlin /
Düsseldorf / GREY STUDIO 206 Berlin
GERMANY Berlin