

2020/2021 SHORTLIST

Glass: The Lion for Change

In Partnership with



Title	Brand	Product/Service	Entrant Company	Country
A01 (Glass)				
GLASS CEILING BREAKER	CHIEF AND NATIONAL WOMEN'S HISTORY MUSEUM	CHIEF	BBH NEW YORK	USA
PLEASE ARREST ME	RIT FOUNDATION	NGO	OGILVY SINGAPORE	SINGAPORE
GIVE HER A BREAK	GIVE HER A BREAK	FEMALE DIRECTED FILMS	MOJO SUPERMARKET NEW YORK	USA
IN SOMEONE ELSE'S SHOES	SANTANDER BANK	SANTANDER BANK	STUDIO TESIS SAO PAULO	BRAZIL
WOMANIKIN: DESIGNED TO SAVE WOMEN'S LIVES	WOMANIKIN/UNITED STATE OF WOMEN	WOMANIKIN	JOAN CREATIVE NEW YORK	USA
FOR YOUR CONSIDERATION	WOMEN IN FILM	WOMEN IN FILM	SAATCHI & SAATCHI NEW YORK	USA
OFFSIDE MUSEUM	GOOGLE	GOOGLE	AKQA SAO PAULO	BRAZIL
BLAME NO MORE	HYPE MAGAZINE	RAPE VICTIM BLAMING	TBWA/HUNT/LASCARIS JOHANNESBURG	SOUTH AFRICA
16DAYSOF FLIGHT	FIRST FOR WOMEN	FOR-WOMEN	FOXP2 JOHANNESBURG	SOUTH AFRICA
THE CALL	EMPOWHER NY	WOMEN EQUALITY	THE BLOC NEW YORK	USA
HAIR LOVE	UNILEVER	DOVE	EDELMAN CHICAGO	USA
I AM	STARBUCKS	COFFEE SERVICES	VMLY&R BRAZIL SAO PAULO	BRAZIL
INVISIBLE PETITIONS	WE WILL STOP FEMICIDE PLATFORM	NON-PROFIT	TBWA/ISTANBUL ISTANBUL	TURKEY
THE TOUGHEST ATHLETES	NIKE	NIKE MATERNITY	WIEDEN+KENNEDY LONDON	UNITED KINGDOM
FUTURE OFFICIAL SPONSORS	ABINBEV	BUDWEISER	VAYNERMEDIA NEW YORK	USA
THE NAKED THREAT	REFUGE	REFUGE FOR WOMEN & CHILDREN AGAINST DOMESTIC VIOLENCE	AMV BBDO LONDON	UNITED KINGDOM
TRUE NAME	MASTERCARD	MASTERCARD	MCCANN NEW YORK	USA
IT'S ON US	DOVE/UNILEVER	DOVE/BEAUTY	LOLA MULLENLOWE MADRID	SPAIN
THE DESIGN FOR EVERYONE CAMPAIGN	ROYAL NATIONAL INSTITUTE OF BLIND PEOPLE (RNIB)	PREGNANCY TEST	THE&PARTNERSHIP LONDON	UNITED KINGDOM
#WOMBPAINSTORIES	ESSITY	BODYFORM/LIBRESSE	AMV BBDO LONDON	UNITED KINGDOM