

Entertainment Lions For Sport Shortlist

Track	Cat. No	Entry No	Title	Brand	Product	Entrant Country	Idea Creation	Production	Media	PR	Additional
A01 (Film)											
Entertainment	A01015	00121	AWAKEN THE PHANTOM - FILM	NIKE FOOTBALL	NIKE PHANTOM/VSN FOOTBALL BOOT	THE NETHERLANDS	WIEDEN-KENNEDY AMSTERDAM	BLACK LABEL PRODUCTIONS London / GRAND CENTRAL RECORDING STUDIOS London / MASSIVE/MUSIC Amsterdam / THE MILL London / THE QUARRY London			
Entertainment	A01023	00225	IT'S OK ONE OBSESSION	OAKLEY	BRAND CAMPAIGN	FRANCE	AKGA Paris	CHUT ON VOUS ECOUTE Paris / WANDA PRODUCTIONS Paris			
Entertainment	A01027	00395	DIVYANE WADE'S LAST SWAP	ABINBEV	BUDWEISER	USA	VAYNERMEDIA New York	CUTTERS New York / VAYNERPRODUCTIONS New York	SOCIAL CODE New York, NY / VOZEUM New York	3PM AGENCY New York	
Entertainment	A01028	00477	NIKE DREAM CRAZY	NIKE	NIKE	USA	WIEDEN-KENNEDY Portland	PARK PICTURES Santa Monica	WIEDEN-KENNEDY Portland		AS2 Santa Monica / COMPANY 3 Los Angeles / JOINT EDITORIAL Portland / LIME STUDIOS Santa Monica / PUBLICIS SAPIENT Seattle / WALKER Los Angeles
Entertainment	A01029	00476	NIKE DREAM CRAZIER	NIKE	NIKE	USA	WIEDEN-KENNEDY Portland	SOMESUCH Los Angeles	PUBLICIS SAPIENT Seattle / WIEDEN-KENNEDY Portland		AS2 Santa Monica / COMPANY 3 Los Angeles / ELEVEN SOUND Santa Monica / JOINT EDITORIAL Portland
Entertainment	A01032	00383	HEROES OF TODAY	HEROES OF TODAY PLATFORM (BERIA, CORREDO, TELEPIZZA, LALIGA, 11811, BAVIERA)	CORPORATE SOCIAL RESPONSIBILITY (CSR)	SPAIN	DOB SPAIN Madrid	EL RANCHOITO Madrid / GARLIC TV Madrid / THE OMS Madrid		OMS COMUNICACION Madrid	
Entertainment	A01032	00495	MADE DEFAMT: THE MIXTAPE	BEATS BY DR. DRE	BEATS SOLO WIRELESS	USA	BEATS BY DR. DRE Culver City	BEATS BY DR. DRE Culver City / RESET Santa Monica	BEATS BY DR. DRE Culver City	BEATS BY DR. DRE Culver City	AS2 Santa Monica / RING THE ALARM Los Angeles
A02 (Live Broadcast / Live Streaming)											
Entertainment	A02003	00190	UBER EATS AUSTRALIAN OPEN AMBUSH	UBER	UBER EATS	AUSTRALIA	SPECIAL GROUP Sydney	REVOLVERWILL OROURKE Sydney / THE GLUE SOCIETY Sydney	MEDIACOM Sydney		CHANNEL 9 Sydney / TENNIS AUSTRALIA Melbourne
A05 (Gaming)											
Entertainment	A05009	00239	#NOBUILDCHALLENGE	WWF	NGO	FRANCE	WE ARE SOCIAL Paris	WE ARE SOCIAL Paris	WE ARE SOCIAL Paris	WE ARE SOCIAL Paris	
Entertainment	A05019	00355	KEEPING FORTNITE FRESH	WENDY'S	WENDY'S COMMUNITY MANAGEMENT	USA	VMLY&R Kansas City	HUNGRY MAN New York / ROCK PAPER SCISSORS New York	MINISHARE New York	PMK'BNC New York	DIGITAS New York / VERSUS New York
Entertainment	A05020	00647	FOOTBALL DECODED	MICROSOFT	XBOX / FIFA 18	UNITED KINGDOM	MCCANN LONDON	CRAFT LONDON / SOMESUCH London / TWENTYFOUR SEVEN Madrid	CARAT London		
B01 (Sports Live Experience)											
Entertainment	B01015	00240	#NOBUILDCHALLENGE	WWF	NGO	FRANCE	WE ARE SOCIAL Paris	WE ARE SOCIAL Paris	WE ARE SOCIAL Paris	WE ARE SOCIAL Paris	
Entertainment	B01023	00339	BILLIE JEAN KING YOUR SHOES	ADIDAS	ADIDAS	USA	TBWA\CHAT'DAY New York	REBEL AND ROGUE New York			ADIDAS Herzogenaurach / DESIGN BY DISRUPTION New York
Entertainment	B01033	00424	NO CEDAR, NO LEBANON	LEBANESE BASKETBALL FEDERATION	SAVE OUR CEDARS	UNITED ARAB EMIRATES	VMLY&R Dubai				
Entertainment	B01044	00572	VICTORY FRIDGE	AB INBEV	BUD LIGHT	USA	3PM AGENCY New York	FUSION Saint Louis, MO / WIEDEN-KENNEDY NEW YORK		3PM AGENCY New York	CLEVELAND BROWNS Berea / ENDEAVOR New York, NY / HOUSE OF LAROSE Breckville
B02 (360 Integrated Brand Experience)											
Entertainment	B02020	00626	THE BEER BEHIND SPORTS	AB INBEV	BUDWEISER	BRAZIL	AFRICA São Paulo	LANDIA São Paulo / LUCHA LIBRE AUDIO São Paulo			
Entertainment	B02023	00425	JERSEY ASSURANCE	AMERICAN EXPRESS	JERSEY ASSURANCE	USA	MOMENTUM WORLDWIDE New York	HUNGRY MAN New York / ROCK PAPER SCISSORS New York	MINISHARE New York	PMK'BNC New York	DIGITAS New York / VERSUS New York
Entertainment	B02024	21153	GLORY	ANHEUSER-BUSCH INBEV	BUDWEISER	BRAZIL	ISOBAR BRAZIL São Paulo				
C01 (Fan Engagement)											
Entertainment	C01008	00048	YOU SEEING THIS?	ESPN X NBA	ESPN X NBA	USA	R/GA New York	R/GA New York	STARCOM Chicago		
Entertainment	C01018	00165	PERUSSIAN PRICES	PLAZA VEA	RUSIA	PERU	FAHRENHEIT DOB Lima				
Entertainment	C01053	00416	JERSEY ASSURANCE	AMERICAN EXPRESS	JERSEY ASSURANCE	USA	MOMENTUM WORLDWIDE New York	HUNGRY MAN New York / ROCK PAPER SCISSORS New York	MINISHARE New York	PMK'BNC New York	DIGITAS New York / VERSUS New York
Entertainment	C01058	00354	KEEPING FORTNITE FRESH	WENDY'S	WENDY'S COMMUNITY MANAGEMENT	USA	VMLY&R Kansas City		SPARK FOUNDRY New York	KETCHUM New York	
Entertainment	C01068	00573	VICTORY FRIDGE	AB INBEV	BUD LIGHT	USA	3PM AGENCY New York	FUSION Saint Louis, MO / WIEDEN-KENNEDY NEW YORK		3PM AGENCY New York	CLEVELAND BROWNS Berea / ENDEAVOR New York, NY / HOUSE OF LAROSE Breckville
C02 (Influencer & Co-creation)											
Entertainment	C02009	00241	#NOBUILDCHALLENGE	WWF	NGO	FRANCE	WE ARE SOCIAL Paris	WE ARE SOCIAL Paris	WE ARE SOCIAL Paris	WE ARE SOCIAL Paris	
Entertainment	C02026	00351	NIKE BELIEVE HAPPEN	MICROSOFT	SURFACE	USA	CMD Portland / WASSERMAN Los Angeles	CMD Portland / WASSERMAN Los Angeles	WASSERMAN Los Angeles	WASSERMAN Los Angeles	
C03 (Social)											
Entertainment	C03011	00242	#NOBUILDCHALLENGE	WWF	NGO	FRANCE	WE ARE SOCIAL Paris	WE ARE SOCIAL Paris	WE ARE SOCIAL Paris	WE ARE SOCIAL Paris	
Entertainment	C03024	00363	KEEPING FORTNITE FRESH	WENDY'S	WENDY'S COMMUNITY MANAGEMENT	USA	VMLY&R Kansas City		SPARK FOUNDRY New York	KETCHUM New York	
Entertainment	C03025	00532	AWAKEN THE PHANTOM	NIKE FOOTBALL	NIKE PHANTOM/VSN FOOTBALL BOOT	THE NETHERLANDS	WIEDEN-KENNEDY AMSTERDAM	BLACK LABEL PRODUCTIONS London / GRAND CENTRAL RECORDING STUDIOS London / MASSIVE/MUSIC Amsterdam / THE MILL London / THE QUARRY London			GLASSWORKS Amsterdam / SMILE FILMS Barcelona / WAVE RECORDING STUDIOS Amsterdam
Entertainment	C03032	11272	NIKE DREAM CRAZY	NIKE	NIKE	USA	WIEDEN-KENNEDY Portland	PARK PICTURES Santa Monica	WIEDEN-KENNEDY Portland		AS2 Santa Monica / COMPANY 3 Los Angeles / JOINT EDITORIAL Portland / LIME STUDIOS Santa Monica / PUBLICIS SAPIENT Seattle / WALKER Los Angeles
D01 (Innovative Use of Tech & Platforms for Sport)											
Entertainment	D01005	00124	ATTACK MODE	FORMULA E	FIA FORMULA E CHAMPIONSHIP	UNITED KINGDOM	IRIS London	FORMULA E London			
Entertainment	D01016	00348	HEY GOOGLE, ASK NIKE	NIKE	NIKE	USA	R/GA New York	R/GA New York / RAIN New York			
Entertainment	D01017	00191	UBER EATS AUSTRALIAN OPEN AMBUSH	UBER	UBER EATS	AUSTRALIA	SPECIAL GROUP Sydney	REVOLVERWILL OROURKE Sydney / THE GLUE SOCIETY Sydney	MEDIACOM Sydney		CHANNEL 9 Sydney / TENNIS AUSTRALIA Melbourne
Entertainment	D01028	00651	FOOTBALL DECODED	MICROSOFT	XBOX / FIFA 18	UNITED KINGDOM	MCCANN LONDON	CRAFT LONDON / SOMESUCH London / TWENTYFOUR SEVEN Madrid	CARAT London		
Entertainment	D01034	00688	SOUNDTRACKING THE NBA	NBA	UM	USA	NBA ENTERTAINMENT New York / UNTERMASTERS New York	NBA ENTERTAINMENT New York			
D02 (Innovation in Branded Products for Sport)											
Entertainment	D02009	00457	CONTINENTAL GRIP LINE	CONTINENTAL	CONTINENTAL PAINT	ITALY	FCB MILAN			ELETTA PR Milano	
Entertainment	D02017	00426	JERSEY ASSURANCE	AMERICAN EXPRESS	JERSEY ASSURANCE	USA	MOMENTUM WORLDWIDE New York	HUNGRY MAN New York / ROCK PAPER SCISSORS New York	MINISHARE New York	PMK'BNC New York	DIGITAS New York / VERSUS New York
E01 (Excellence in Brand Integration & Sponsorships)											
Entertainment	E01015	00243	#NOBUILDCHALLENGE	WWF	NGO	FRANCE	WE ARE SOCIAL Paris	WE ARE SOCIAL Paris	WE ARE SOCIAL Paris	WE ARE SOCIAL Paris	
Entertainment	E01023	00349	HEY GOOGLE, ASK NIKE	NIKE	NIKE	USA	R/GA New York	R/GA New York / RAIN New York			
Entertainment	E01024	00192	UBER EATS AUSTRALIAN OPEN AMBUSH	UBER	UBER EATS	AUSTRALIA	SPECIAL GROUP Sydney	REVOLVERWILL OROURKE Sydney / THE GLUE SOCIETY Sydney	MEDIACOM Sydney		CHANNEL 9 Sydney / TENNIS AUSTRALIA Melbourne
Entertainment	E01040	00678	THE TEAM THAT WOULDN'T BE HERE	VERIZON	VERIZON	USA	MCCANN NEW YORK	FILM FORTIES Los Angeles	VMT New York	WEBER SHANDWICK New York	ARCADE EDIT New York / COMPANY 3 New York / DDCD-PARTNERS New York / JSM MUSIC New York / MOMENTUM WORLDWIDE New York / R/GA New York / SM New York / SONS UNION New York / THE MILL Los Angeles / VERIZON New York
Entertainment	E01041	00652	FOOTBALL DECODED	MICROSOFT	XBOX / FIFA 18	UNITED KINGDOM	MCCANN LONDON	CRAFT LONDON / SOMESUCH London / TWENTYFOUR SEVEN Madrid	CARAT London		
Entertainment	E01047	00574	VICTORY FRIDGE	AB INBEV	BUD LIGHT	USA	3PM AGENCY New York	FUSION Saint Louis, MO / WIEDEN-KENNEDY NEW YORK		3PM AGENCY New York	CLEVELAND BROWNS Berea / ENDEAVOR New York, NY / HOUSE OF LAROSE Breckville
E02 (Excellence in Brand Storytelling)											
Entertainment	E02026	00408	THE 100-YEAR GAME	NATIONAL FOOTBALL LEAGUE	NFL	USA	72ANDSUNNY Los Angeles	COMPANY 3 Los Angeles / FILM7 Los Angeles / LIME STUDIOS Santa Monica / THE MILL Los Angeles / WORK EDITORIAL New York			NATIONAL FOOTBALL LEAGUE New York
Entertainment	E02035	00679	THE TEAM THAT WOULDN'T BE HERE	VERIZON	VERIZON	USA	MCCANN NEW YORK	FILM FORTIES Los Angeles	VMT New York	WEBER SHANDWICK New York	ARCADE EDIT New York / COMPANY 3 New York / DDCD-PARTNERS New York / JSM MUSIC New York / MOMENTUM WORLDWIDE New York / R/GA New York / SM New York / SONS UNION New York / THE MILL Los Angeles / VERIZON New York
Entertainment	E02045	11275	NIKE DREAM CRAZY	NIKE	NIKE	USA	WIEDEN-KENNEDY Portland	PARK PICTURES Santa Monica	WIEDEN-KENNEDY Portland		AS2 Santa Monica / COMPANY 3 Los Angeles / JOINT EDITORIAL Portland / LIME STUDIOS Santa Monica / PUBLICIS SAPIENT Seattle / WALKER Los Angeles
E03 (Excellence in Audience Targeting or Distribution Strategy)											
Entertainment	E03001	00049	YOU SEEING THIS?	ESPN X NBA	ESPN X NBA	USA	R/GA New York	R/GA New York	STARCOM Chicago		
Entertainment	E03014	00548	THE RUNAWAY PUB	NEW BALANCE	RETAIL	USA	VMLY&R New York	MEDIAWORKS New York / MONDOUSE AGENCY London	MEDIACOM NORTH Manchester	GLUNG HO London	BRIDGE & TUNNEL London
E04 (Excellence in Partnerships with Sports Talent)											
Entertainment	E04002	00039	MAMA SAID KNOCK YOU OUT	3P/MORGAN CHASE & CO	CHASE / RETAIL	USA	DROGAS New York	EPOCH FILMS Los Angeles / EXILE EDITORIAL New York / METHOD STUDIOS New York / O DEPARTMENT New York / SECOND CHILD New York			DROGAS New York
Entertainment	E04018	00320	FACE YOUR RIDE	UBISOFT	THE CREW 2	FRANCE	CLM BBDO Paris				
Entertainment	E04023	00401	DIVYANE WADE'S LAST SWAP	ABINBEV	BUDWEISER	USA	VAYNERMEDIA New York	CUTTERS New York / VAYNERPRODUCTIONS New York	SOCIAL CODE New York, NY / VOZEUM New York	3PM AGENCY New York	
Entertainment	E04025	00342	BILLIE JEAN KING YOUR SHOES	ADIDAS	ADIDAS	USA	TBWA\CHAT'DAY New York	REBEL AND ROGUE New York			ADIDAS Herzogenaurach / DESIGN BY DISRUPTION New York
Entertainment	E04026	00478	NIKE DREAM CRAZY	NIKE	NIKE	USA	WIEDEN-KENNEDY Portland	PARK PICTURES Santa Monica	WIEDEN-KENNEDY Portland		AS2 Santa Monica / COMPANY 3 Los Angeles / JOINT EDITORIAL Portland / LIME STUDIOS Santa Monica / PUBLICIS SAPIENT Seattle / WALKER Los Angeles
Entertainment	E04030	00557	NBA BELLOUTS	HULU	HULU NBA LIVE	USA	DEUTSCH LA	HUNGRY MAN Los Angeles / UNION EDITORIAL Los Angeles	DEUTSCH LA		HULU Santa Monica
E05 (Sports for Good)											
Entertainment	E05001	00054	BLIND PASSION	FLAMENGO	INSTITUTIONAL	BRAZIL	NBS Rio De Janeiro				BRUNO RODRIGUES CINEMA Rio De Janeiro / SOUNDZILLA São Paulo
Entertainment	E05005	00022	DISTRACTED GOALKEEPER	UBER/UBER	YELLOW MAY	BRAZIL	TECH AND SOUL São Paulo				Uber São Paulo
Entertainment	E05009	00055	HOPE'S LINEUP	FLAMENGO	FOUNDATION FOR CHILDREN AND ADOLSCENTS	BRAZIL	NBS Rio De Janeiro				
Entertainment	E05014	00244	#NOBUILDCHALLENGE	WWF	NGO	FRANCE	WE ARE SOCIAL Paris	WE ARE SOCIAL Paris	WE ARE SOCIAL Paris	WE ARE SOCIAL Paris	
Entertainment	E05017	00249	RUN FOR THE OCEANS	ADIDAS	THE FIGHT AGAINST OCEAN PLASTIC	THE NETHERLANDS	TBWA\NEBOKO Amsterdam	CAKE FILMS Amsterdam / CAPTCHA Amsterdam / GOLDEN WOLF London / PSYOP New York / SNOWBEACH Los Angeles			
Entertainment	E05028	00479	NIKE DREAM CRAZY	NIKE	NIKE	USA	WIEDEN-KENNEDY Portland	PARK PICTURES Santa Monica	WIEDEN-KENNEDY Portland		AS2 Santa Monica / COMPANY 3 Los Angeles / JOINT EDITORIAL Portland / LIME STUDIOS Santa Monica / PUBLICIS SAPIENT Seattle / WALKER Los Angeles
Entertainment	E05029	00480	NIKE DREAM CRAZIER	NIKE	NIKE	USA	WIEDEN-KENNEDY Portland	SOMESUCH Los Angeles	PUBLICIS SAPIENT Seattle / WIEDEN-KENNEDY Portland		AS2 Santa Monica / COMPANY 3 Los Angeles / ELEVEN SOUND Santa Monica / JOINT EDITORIAL Portland
Entertainment	E05030	00518	THE NOT SO BEAUTIFUL GAME	NATIONAL CENTRE FOR DOMESTIC VIOLENCE	NCVJ	UNITED KINGDOM	J. WALTER THOMPSON London			J. WALTER THOMPSON London	
Entertainment	E05038	00384	HEROES OF TODAY	HEROES OF TODAY PLATFORM (BERIA, CORREDO, TELEPIZZA, LALIGA, 11811, BAVIERA)	CORPORATE SOCIAL RESPONSIBILITY (CSR)	SPAIN	DOB SPAIN Madrid	EL RANCHOITO Madrid / GARLIC TV Madrid / THE OMS Madrid		OMS COMUNICACION Madrid	
E06 (Diversity & Inclusion in Sport)											
Entertainment	E06001	00056	BLIND PASSION	FLAMENGO	INSTITUTIONAL	BRAZIL	NBS Rio De Janeiro				BRUNO RODRIGUES CINEMA Rio De Janeiro / SOUNDZILLA São Paulo
Entertainment	E06005	00040	MAMA SAID KNOCK YOU OUT	3P/MORGAN CHASE & CO	CHASE / RETAIL	USA	DROGAS New York	EPOCH FILMS Los Angeles / EXILE EDITORIAL New York / METHOD STUDIOS New York / O DEPARTMENT New York / SECOND CHILD New York			DROGAS New York
Entertainment	E06015	00301	START YOUR IMPOSSIBLE	TOYOTA MOTOR CORPORATION	TOYOTA BRAND	USA	DENTSU INC. Tokyo / SAATCHI & SAATCHI LA	DENTSU INC. Tokyo / SAATCHI & SAATCHI LA	DENTSU INC. Tokyo / SAATCHI & SAATCHI LA	DENTSU INC. Tokyo / SAATCHI & SAATCHI LA	
Entertainment	E06027	00344	BILLIE JEAN KING YOUR SHOES	ADIDAS	ADIDAS	USA	TBWA\CHAT'DAY New York	REBEL AND ROGUE New York			ADIDAS Herzogenaurach / DESIGN BY DISRUPTION New York
Entertainment	E06029	00482	NIKE DREAM CRAZY	NIKE	NIKE	USA	WIEDEN-KENNEDY Portland	PARK PICTURES Santa Monica	WIEDEN-KENNEDY Portland		AS2 Santa Monica / COMPANY 3 Los Angeles / JOINT EDITORIAL Portland / LIME STUDIOS Santa Monica / PUBLICIS SAPIENT Seattle / WALKER Los Angeles
Entertainment	E06030	00481	NIKE DREAM CRAZIER	NIKE	NIKE	USA	WIEDEN-KENNEDY Portland	SOMESUCH Los Angeles	PUBLICIS SAPIENT Seattle / WIEDEN-KENNEDY Portland		AS2 Santa Monica / COMPANY 3 Los Angeles / ELEVEN SOUND Santa Monica / JOINT EDITORIAL Portland
Entertainment	E06035	00385	HEROES OF TODAY	HEROES OF TODAY PLATFORM (BERIA, CORREDO, TELEPIZZA, LALIGA, 11811, BAVIERA)	CORPORATE SOCIAL RESPONSIBILITY (CSR)	SPAIN	DOB SPAIN Madrid	EL RANCHOITO Madrid / GARLIC TV Madrid / THE OMS Madrid		OMS COMUNICACION Madrid	
Entertainment	E06039	00640	TOUR DES FEMMES	SKODA	SKODA	UNITED KINGDOM	FALLON LONDON	EXELL London			
Entertainment	E06046	00660	YOUR LOGO HERE	AMBEV	GUARANA ANTARTICA	BRAZIL	ALMAPBBDO São Paulo	CINE CINEMATOGRAFICA São Paulo / RAW AUDIO São Paulo			ALMAPBBDO São Paulo
Entertainment	E06051	00663	E-QUALITY	VIVO - TELEFONICA BRASIL S.A.	TELECOMUNICATIO NS	BRAZIL	VMLY&R BRAZIL São Paulo	VMLY&R BRAZIL São Paulo	VMLY&R BRAZIL São Paulo	VMLY&R BRAZIL São Paulo	
E07 (Self-promotion in Sport)											
Entertainment	E07002	00409	THE 100-YEAR GAME	NATIONAL FOOTBALL LEAGUE	NFL	USA	72ANDSUNNY Los Angeles	COMPANY 3 Los Angeles / FILM7 Los Angeles / LIME STUDIOS Santa Monica / THE MILL Los Angeles / WORK EDITORIAL New York			NATIONAL FOOTBALL LEAGUE New York