

## **Shortlist (Film Lions)**

<b>Cat. No</b>	<b>Entry No</b>	<b>Title</b>	<b>Client</b>	<b>Product</b>	<b>Entrant Company</b>	<b>Entrant Country</b>	<b>Idea Creation</b>	<b>Production</b>
<b><u>A01 (Savoury Foods)</u></b>								
A01/020	02522	REVENGE	CAMPOFRÍO	SAUSAGES	McCANN MADRID	SPAIN	McCANN MADRID	PRIMO Madrid
A01/031	00903	GUESS THE PRICE OF THAT FOOD BY COLE	JOHNSONVILLE	JOHNSONVILLE SAUSAGES	DROGA5 New York	USA	DROGA5 New York / JOHNSONVILLE SAUSAGE Sheboygan Falls	ARTS & SCIENCES Los Angeles
A01/032	00901	REGULAR SPEED CHASE BY BRETT	JOHNSONVILLE	JOHNSONVILLE SAUSAGES	DROGA5 New York	USA	DROGA5 New York / JOHNSONVILLE SAUSAGE Sheboygan Falls	ARTS & SCIENCES Los Angeles
A01/033	00902	JEFF AND HIS FOREST FRIENDS BY JEFF	JOHNSONVILLE	JOHNSONVILLE SAUSAGES	DROGA5 New York	USA	DROGA5 New York / JOHNSONVILLE SAUSAGE Sheboygan Falls	ARTS & SCIENCES Los Angeles
<b><u>A02 (Sweet Foods &amp; Snacks)</u></b>								
A02/023	00635	CHASE	MARS CONFECTIONERY	GALAXY	AMVBBDO London	UNITED KINGDOM	AMVBBDO London	MJZ LONDON
A02/037	02046	RECOVERY ROOM	MARS CHOCOLATE NORTH AMERICA	SNICKERS	BBDO NEW YORK	USA	BBDO NEW YORK	O POSITIVE New York
A02/038	00634	FROM THE MIGHTY OAT	PEPSICO	QUAKER	AMVBBDO London	UNITED KINGDOM	AMVBBDO London	HLA London
<b><u>A03 (Alcoholic Drinks)</u></b>								
A03/011	00827	BORN THE HARD WAY	ANHEUSER BUSCH	BUDWEISER	ANOMALY New York	USA	ANOMALY New York	ANONYMOUS CONTENT Culver City
A03/014	00618	BRIDE	FARNHAM ALE & LAGER	BEERS	LG2 Québec	CANADA	LG2 Québec	NOVA FILM Québec
A03/026	01963	THE ANTIPINKY PINT	BARBARIAN	BARBARIAN	FAHRENHEIT DDB Lima	PERU	FAHRENHEIT DDB Lima	
A03/028	02466	JACKIE	HEINEKEN	BEER	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan	ANORAK Berlin / GRAND CENTRAL SOUND STUDIOS London / INDEPENDENT London / MPC CREATIVE London / THE PLAYROOM POST London

## **A04 (Non-Alcoholic Drinks)**

A04/002	00972	THE CORNER	POWERADE	NON-ALCOHOLIC BEVERAGE	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	ICONOCLAST Culver City / LIME STUDIOS Santa Monica / PS 260 New York / THE MILL Los Angeles
A04/003	00134	JENTLEMAN	BAI	DRINK BAI	SUPERPRIME FILMS Culver City	USA	BAI BRANDS Hamilton	SUPERPRIME FILMS Culver City
A04/004	00452	POOL BOY	COCA-COLA	COCA-COLA	SANTO Buenos Aires	ARGENTINA	SANTO Buenos Aires	LANDIA Buenos Aires
A04/032	02057	CHEW CHEW	ICHITAN GROUP PUBLIC CO., LTD.	ICHITAN CHEW CHEW	Y&R THAILAND Bangkok	THAILAND	Y&R THAILAND Bangkok	FACTORY01 Bangkok
A04/034	02365	NEVER LOSE THE LOVE   GATORADE	GATORADE	GATORADE	TBWA\CHIAT\DAY Los Angeles	USA	TBWA\CHIAT\DAY Los Angeles	740 SOUND DESIGN Los Angeles / EIGHT VFX Santa Monica / ROCK PAPER SCISSORS Los Angeles / SUPERPRIME FILMS Culver City / TBWA\CHIAT\DAY Los Angeles

#### **A05 (Cosmetics & Toiletries)**

A05/002	00235	TOMMY HUGS	UNILEVER	AXE	PONCE Buenos Aires	ARGENTINA	PONCE Buenos Aires	LANDIA Buenos Aires
A05/025	02130	FIRST BREAKUP	GEORGIA-PACIFIC	ANGEL SOFT CPG TOILET PAPER	DEUTSCH LA	USA	DEUTSCH LA	HUMBLE Los Angeles
A05/026	00973	5 YEAR PLAN	OLD SPICE	TOILETRIES	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	EXILE Santa Monica / LIME STUDIOS Santa Monica / MJZ Los Angeles / THE MILL Los Angeles / WALKER Portland
A05/027	00979	INNOCENT	OLD SPICE	TOILETRIES	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	EXILE Santa Monica / LIME STUDIOS Santa Monica / MJZ Los Angeles / THE MILL Los Angeles / WALKER Portland

#### **A06 (Healthcare & Pharmacy)**

A06/001	01346	CLEAN TALK	KOPELCO S.A	TULIPÁN	BBDO ARGENTINA Buenos Aires	ARGENTINA	BBDO ARGENTINA Buenos Aires	
A06/010	01855	CELLAR	PENNY	NASAL SPRAY "OMNIVIT"	SERVICEPLAN München	GERMANY	SERVICEPLAN München	IT'S US MEDIA Berlin
A06/013	02474	CASTING	FRENCH FEDERATION OF CARDIOLOGY	AWARENESS MESSAGE	LES GAULOIS Paris	FRANCE	LES GAULOIS Paris	MOONWALK FILMS Paris

#### **A07 (Miscellaneous)**

A07/003	00187	HARD TO IMPRESS	MARS NZ	PEDIGREE	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland	CREATURE Auckland / EXIT FILMS Auckland / FRANKLIN RD Auckland
A07/029	02048	PICK ME	MARS PETCARE	PEDIGREE	BBDO NEW YORK	USA	BBDO NEW YORK	BISCUIT FILMWORKS Los Angeles
<b>A08 (Clothing, Footwear &amp; Accessories)</b>								
A08/001	00073	ADIDAS ODDS	ADIDAS	ADIDAS SHOE	TAPROOT DENTSU Mumbai	INDIA	TAPROOT DENTSU Mumbai	TAPROOT DENTSU Mumbai
A08/002	00791	ADIDAS TALE OF TWO	ADIDAS INDIA	ADIDAS SHOE	TAPROOT DENTSU Mumbai	INDIA	TAPROOT DENTSU Mumbai	TAPROOT DENTSU Mumbai
A08/003	00631	DA DA DING	NIKE DELHI	CLOTHING, FOOTWEAR AND ACCESSORIES	WIEDEN+KENNEDY Delhi	INDIA	WIEDEN+KENNEDY Delhi	DIVISION Paris
A08/008	00111	WHAT ARE GIRLS MADE OF?	NIKE	NIKE	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	WIEDEN+KENNEDY AMSTERDAM	MASSIVEMUSIC Amsterdam / MPC CREATIVE London / RIFF RAFF London / WAVE RECORDING STUDIOS Amsterdam
A08/009	00110	WHAT WILL THEY SAY ABOUT YOU?	NIKE	NIKE	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	WIEDEN+KENNEDY AMSTERDAM	DIVISION Paris / GRAND CENTRAL SOUND STUDIOS London / STAINLESS SOUND Amsterdam / TRIM EDITING London / WOODWORK MUSIC Salford
A08/017	01572	EQUALITY	NIKE	CLOTHING / FOOTWEAR / ACCESSORIES	WIEDEN+KENNEDY Portland	USA	BARKING OWL Los Angeles / ELEVEN SOUND Santa Monica / WALKER Brooklyn / WIEDEN+KENNEDY Portland	JOINT EDITORIAL Portland / PRETTYBIRD Culver City
A08/018	01570	UNLIMITED FUTURE	NIKE	CLOTHING / FOOTWEAR / ACCESSORIES	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	BARKING OWL Los Angeles / BEACON STREET STUDIOS Los Angeles / EXILE Santa Monica / SUPERPRIME FILMS Culver City / THE MILL London

A08/019	01576	UNLIMITED COURAGE	NIKE	CLOTHING / FOOTWEAR / ACCESSORIES	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	BARKING OWL Los Angeles / LIME STUDIOS Santa Monica / PRETTYBIRD Culver City / ROCK PAPER SCISSORS Los Angeles / THE MILL Los Angeles
A08/020	01579	UNLIMITED YOUTH	NIKE	CLOTHING / FOOTWEAR / ACCESSORIES	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	BARKING OWL Los Angeles / LIME STUDIOS Santa Monica / PRETTYBIRD Culver City / ROCK PAPER SCISSORS Los Angeles / THE MILL Los Angeles
A08/021	01582	UNLIMITED WILL	NIKE	CLOTHING / FOOTWEAR / ACCESSORIES	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	BARKING OWL Los Angeles / LIME STUDIOS Santa Monica / PRETTYBIRD Culver City / ROCK PAPER SCISSORS Los Angeles / THE MILL Los Angeles
A08/022	01571	UNLIMITED YOU	NIKE	CLOTHING / FOOTWEAR / ACCESSORIES	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	LIME STUDIOS Santa Monica / PRETTYBIRD Culver City / ROCK PAPER SCISSORS Los Angeles / THE MILL Los Angeles
A08/024	02010	TIME IS PRECIOUS :30	NIKE	CLOTHING / FOOTWEAR / ACCESSORIES	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	JOINT EDITORIAL Portland
A08/025	02011	ZOMBIES	NIKE	CLOTHING / FOOTWEAR / ACCESSORIES	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	JOINT EDITORIAL Portland
A08/026	02012	CELEBRITIES	NIKE	CLOTHING / FOOTWEAR / ACCESSORIES	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	JOINT EDITORIAL Portland
A08/030	01332	MOVE	UNIQLO	CLOTHING	DROGA5 EUROPE London	UNITED KINGDOM	DROGA5 EUROPE London	FINAL CUT London / MPC London / SOMESUCH London / STRING AND TINS London
A08/031	01333	AIRISM	UNIQLO	CLOTHING	DROGA5 EUROPE London	UNITED KINGDOM	DROGA5 EUROPE London	FINAL CUT London / MPC London / SOMESUCH London / STRING AND TINS London

A08/035	01951	ORIGINAL IS NEVER FINISHED	ADIDAS ORIGINALS	ORIGINALS	JOHANNES LEONARDO New York	USA	JOHANNES LEONARDO New York	BLACKSMITH New York / EGG FILMS Cape Town / EXILE New York / HUMAN New York / RSA FILMS Los Angeles
A08/037	01443	COME OUT OF NOWHERE	NIKE	NIKE	ANONYMOUS CONTENT Culver City	USA	WIEDEN+KENNEDY Portland	ANONYMOUS CONTENT Culver City

**A09 (Household Goods, Home Appliances & Furnishings)**

A09/008	01083	STICKING TOGETHER, NO MATTER WHAT	TSURUYA CO., LTD.	ROOF TILES	ASATSU-DK Tokyo	JAPAN	ASATSU-DK Tokyo	SPOON Tokyo
A09/011	00913	JUST A WALL	HUMBOLDT REDWOOD	LUMBER	BARRETTSF San Francisco	USA	BARRETTSF San Francisco	ARCADE EDIT Santa Monica / MJZ Los Angeles / ONE UNION RECORDING San Francisco / TONEFARMER New York
A09/018	01858	CAR WASH	ORKLA BRANDS	OMO WASHING POWDER	TRY Oslo	NORWAY	TRY Oslo	BACON OSLO Oslo
A09/047	02638	PROTECT LIKE A MOTHER	RECKITT BENCKISER	LYSOL	McCANN NEW YORK	USA	McCANN NEW YORK	AUDIO ENGINE New York / CUT+RUN New York / FRAMESTORE New York / HENRYBOY SOUND DESIGN New York / SCORE A SCORE Los Angeles

**A10 (Consumer Electronics & Technology)**

A10/003	00938	DIVE	APPLE	APPLE	MJZ Los Angeles	USA	APPLE Cupertino	MJZ Los Angeles
A10/007	00342	EVERYTHING IN BLACK & WHITE	LEICA GALLERY SÃO PAULO	M-MONOCHROM	F/NAZCA SAATCHI & SAATCHI São Paulo	BRAZIL	F/NAZCA SAATCHI & SAATCHI São Paulo	LOBO São Paulo / SATELITE AUDIO São Paulo
A10/020	00890	BULBS	APPLE	MACBOOK PRO	TBWA\MEDIA ARTS LAB Los Angeles	USA	TBWA\MEDIA ARTS LAB Los Angeles	MJZ Los Angeles / WHITEHOUSE POST Santa Monica
A10/026	00888	STROLL	APPLE	APPLE AIRPODS	TBWA\MEDIA ARTS LAB Los Angeles	USA	TBWA\MEDIA ARTS LAB Los Angeles	COSMO STREET Santa Monica / IMPERIAL WOODPECKER Santa Monica / LIME STUDIOS Santa Monica / THE MILL Los Angeles
A10/048	01956	YEAR IN SEARCH 2016	GOOGLE	GOOGLE	72ANDSUNNY Los Angeles	USA	72ANDSUNNY Los Angeles / GOOGLE Mountain View	HECHO EN 72 Los Angeles

**A11 (Cars & Automotive Products & Services)**

A11/001	00273	LAUGHING HORSES (TVC)	VOLKSWAGEN AG	VOLKSWAGEN TIGUAN WITH TRAILER ASSIST	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg	CZAR FILM Hamburg / STUDIO FUNK Hamburg
A11/004	00597	ALIEN	VOLKSWAGEN	VOLKSWAGEN	adam&eveDDB London	UNITED KINGDOM	adam&eveDDB London	ELECTRIC THEATRE COLLECTIVE London / SOMESUCH London / SWISS INTERNATIONAL Stockholm
A11/012	00880	HONDA "POWER OF RIDGELINE"	AMERICAN HONDA MOTOR CO. INC.	HONDA	RPA Santa Monica	USA	RPA Santa Monica	A52 Santa Monica / FACTORY London / LIME STUDIOS Santa Monica / RESET Santa Monica / UNION EDITORIAL Los Angeles
A11/013	00881	HONDA "YEARBOOKS"	AMERICAN HONDA MOTOR CO. INC.	HONDA	RPA Santa Monica	USA	RPA Santa Monica	A52 Santa Monica / ELASTIC Santa Monica / JEREMY TURNER Los Angeles / LIME STUDIOS Santa Monica / ROCK PAPER SCISSORS Los Angeles
A11/016	00547	"RUSSIAN HILL"	DAIMLER AG / SMART	SMART FORTWO / SMART FORFOUR	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin	STERNTAG FILM Hamburg
A11/017	00548	"BLACK & WHITE"	DAIMLER AG / SMART	SMART FORTWO / SMART FORFOUR	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin	STERNTAG FILM Hamburg
A11/032	00839	NOTHING	VOLKSWAGEN	VOLKSWAGEN AUTOMOBILES	DDB PARIS	FRANCE	DDB PARIS	HENRY Paris
A11/054	01971	AUDI "DUEL"	AUDI OF AMERICA	AUTOMOBILES	VENABLES BELL & PARTNERS San Francisco	USA	VENABLES BELL & PARTNERS San Francisco	RATTLING STICK Santa Monica / THE MILL Los Angeles / WOODWORK MUSIC Salford / WORK EDITORIAL Los Angeles
A11/086	00853	"HERO'S JOURNEY"	KIA MOTORS AMERICA	2017 KIA NIRO	DAVID&GOLIATH Los Angeles	USA	DAVID&GOLIATH Los Angeles	BARKING OWL Los Angeles / MARGARITA MIX Santa Monica / MILL+ Los Angeles / MJZ Los Angeles / SPINACH Los Angeles
<b>A12 (Retail &amp; e-Commerce)</b>								
A12/003	00334	LIFE'S ADVENTURE	LEROY MERLIN	LEROY MERLIN	BETC Paris	FRANCE	BETC Paris / BETC SHOPPER Paris	CHUT ON VOUS ECOUTE ! Paris / EIGHT VFX Santa Monica / LA PAC Paris
A12/040	00833	BUSTER THE BOXER	JOHN LEWIS	JOHN LEWIS	adam&eveDDB London	UNITED KINGDOM	adam&eveDDB London	BLINK PRODUCTIONS London / FINAL CUT London / MPC CREATIVE London

A12/060	01813	THE DRILL	EL CORTE INGLÉS	DEPARTMENT STORE/FATHER'S DAY	SRA. RUSHMORE Madrid	SPAIN	SRA. RUSHMORE Madrid	EL CORTE INGLÉS ESTUDIO DE CINE Y TV Madrid
A12/079	01358	EVERY OTHER WEEK	IKEA	IKEA	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm	BACON Copenhagen
A12/097	02524	DINNEROLOGY	IKEA	IKEA FOOD	McCANN MADRID	SPAIN	McCANN MADRID	LEE FILMS Madrid
<b>A13 (Restaurants &amp; Fast Food Chains)</b>								
A13/013	00792	THE MAESTRO	MCDONALD'S	MAESTRO BURGER	TBWA\NEBOKO Amsterdam	THE NETHERLANDS	TBWA\NEBOKO Amsterdam	
A13/031	02326	WE ARE PARRILLA	BURGER KING	BURGER KING	DAVID Buenos Aires	ARGENTINA	DAVID Buenos Aires	ARGENTINACINE Buenos Aires
A13/032	01655	A LOVE STORY (CINEMA CUT DOWN)	CHIPOTLE MEXICAN GRILL	CHIPOTLE MEXICAN GRILL	CREATIVE ARTISTS AGENCY Los Angeles	USA	CHIPOTLE New York / CREATIVE ARTISTS AGENCY Los Angeles	PASSION PICTURES London
<b>A14 (Travel &amp; Transport)</b>								
A14/007	00538	TRAIN	EXPEDIA	TRAVEL SERVICES	180LA Santa Monica	USA	180LA Santa Monica	STINK Los Angeles
A14/014	00206	PAUL'S JOURNEY	SJ	TRAIN OPERATOR / RAILWAYS	TBWA\STOCKHOLM	SWEDEN	TBWA\STOCKHOLM	B-REEL Stockholm / RED PIPE SOUND DESIGN Stockholm
A14/017	00033	HEATHROW COMING HOME FOR CHRISTMAS	HEATHROW AIRPORT	HEATHROW AIRPORT	HAVAS LONDON	UNITED KINGDOM	HAVAS LONDON	CURVED ARROW London / FINAL CUT London / OUTSIDER London / THE MILL London
A14/026	01363	BIKE RIDE	SCANDINAVIAN AIRLINES	SAS	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm	ADAM NORDÉN Stockholm / GIANTS & TOYS Stockholm / SWISS INTERNATIONAL Stockholm
A14/048	02117	FOR YOU	PRESIDENCIA LA NACIÓN	PRESIDENCIA LA NACIÓN	LA COMUNIDAD Buenos Aires	ARGENTINA	LA COMUNIDAD Buenos Aires	HAPPY TOGETHER MUSICA Buenos Aires / PORTA ESTUDIO Buenos Aires / PRIMO Buenos Aires / REINO Buenos Aires
<b>A15 (Entertainment &amp; Leisure)</b>								
A15/004	00589	DECEMBER 21ST	LOTERIAS Y APUESTAS DEL ESTADO	CHRISTMAS LOTTERY	LEO BURNETT Madrid	SPAIN	LEO BURNETT Madrid	LEO BURNETT Madrid / RCR FILMS Madrid

A15/005	00655	EVERY SECOND COUNTS	ST KILDA FILM FESTIVAL	ST KILDA FILM FESTIVAL	FINCH Sydney	AUSTRALIA	FINCH Sydney	FINCH Sydney
A15/010	00012	DREAM	WILDLIFE CONSERVATION FILM FESTIVAL	FILM FESTIVAL	DDB NEW YORK	USA	DDB NEW YORK	MOPHONICS Culver City / ZOMBIE STUDIO São Paulo
A15/021	00640	LET'S BE BLUNT - PLEASE NOT THEM	CAMELOT	LOTTO	AMVBBDO London	UNITED KINGDOM	AMVBBDO London	BISCUIT FILMWORKS London
A15/055	02309	SLUMBER	FILM SUEZ	FILM SUEZ	LA COMUNIDAD Buenos Aires	ARGENTINA	LA COMUNIDAD Buenos Aires	ARGENTINACINE Buenos Aires / ELEFANTE RESONANTE Buenos Aires / RATIO VFX Buenos Aires
A15/056	02308	IT'S TUNA	FILM SUEZ	FILM SUEZ	LA COMUNIDAD Buenos Aires	ARGENTINA	LA COMUNIDAD Buenos Aires	ARGENTINACINE Buenos Aires / ELEFANTE RESONANTE Buenos Aires / RATIO VFX Buenos Aires
<b><u>A16 (Media &amp; Publications)</u></b>								
A16/003	00335	KITCHEN	CANAL +	CANAL +	BETC Paris	FRANCE	BETC Paris	PARTIZAN Paris / ROYAL POST Paris / SCHMOOZE Paris / UNIT IMAGE Paris
A16/014	00490	THE KING	SONY PLAYSTATION	SONY PLAYSTATION	BBH New York	USA	BBH New York	EPOCH FILMS New York / ROCK PAPER SCISSORS New York / THE MILL New York / WOODWORK MUSIC Salford
A16/019	00042	WE'RE THE SUPERHUMANS	CHANNEL 4	PARALYMPICS	BLINK PRODUCTIONS London	UNITED KINGDOM	4CREATIVE London	BLINK PRODUCTIONS London
A16/031	01312	ALL THAT WE SHARE - TVC	TV2	TV2	&CO Copenhagen	DENMARK	&CO Copenhagen	&CO Copenhagen / MOLAND FILM COMPANY Copenhagen
A16/061	01826	THE WILL	AGEA	CLARÍN	J. WALTER THOMPSON ARGENTINA Buenos Aires	ARGENTINA	J. WALTER THOMPSON ARGENTINA Buenos Aires	HACHIKO FILMS Buenos Aires
A16/072	02281	THE TRUTH IS HARD TO FIND: HICKS	THE NEW YORK TIMES	NEWS SUBSCRIPTION	DROGA5 New York	USA	DROGA5 New York / THE NEW YORK TIMES New York	BONCH Los Angeles / CHROMISTA Los Angeles
A16/073	02282	THE TRUTH IS HARD TO FIND: DENTON	THE NEW YORK TIMES	NEWS SUBSCRIPTION	DROGA5 New York	USA	DROGA5 New York / THE NEW YORK TIMES New York	BONCH Los Angeles / CHROMISTA Los Angeles
<b><u>A17 (Financial Products &amp; Services)</u></b>								
A17/043	00255	HOLLIE MCNISH	NATIONWIDE BUILDING SOCIETY	FINANCIAL	VCCP London	UNITED KINGDOM	VCCP London	750MPH London / VCCP KIN London / VCCP London



A17/044	00823	GETAWAY	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond	MACKCUT New York / RADICAL MEDIA New York / RAINMAKER STUDIOS Richmond / RUNNING WITH SCISSORS Richmond / THE MILL Los Angeles
A17/045	00819	MARCO POLO	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond	MACKCUT New York / RADICAL MEDIA New York / RAINMAKER STUDIOS Richmond / RUNNING WITH SCISSORS Richmond / THE MILL Los Angeles
A17/046	00821	ICE T	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond	MACKCUT New York / RADICAL MEDIA New York / RAINMAKER STUDIOS Richmond / RUNNING WITH SCISSORS Richmond / THE MILL Los Angeles

#### **A18 (B2B Products & Services)**

A18/001	00212	TUMBLEWEED	PEARL AND DEAN	PEARL AND DEAN	BROTHERS AND SISTERS London	UNITED KINGDOM	BROTHERS AND SISTERS London	FELT MUSIC London / PULSE CREATIVE London / TENTHREE EDITING London / TIME BASED ARTS London / WAVE STUDIOS London
A18/006	00382	GOOFY GLASSES	FEDEX	FEDEX	BBDO NEW YORK	USA	BBDO NEW YORK	O POSITIVE New York

#### **A19 (Commercial Public Services)**

A19/020	01032	MEAT	POSTNORD	POSTNORD	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	BACON FILM Stockholm / F&B FACTORY Gothenburg / GANGSTERS POST Stockholm
A19/024	01424	PIANO	BANFF CENTRE FOR ARTS AND CREATIVITY	BANFF CENTRE FOR ARTS AND CREATIVITY	COSSETTE Toronto	CANADA	BANFF CENTRE FOR ARTS AND CREATIVITY Banff / COSSETTE Toronto	FRANK CONTENT Toronto
A19/025	00262	THE MAN SITTING NEXT TO YOU	DU - EMIRATES INTEGRATED TELECOMMUNICATIO NS COMPANY	TELECOMMUNICATIO NS	LEO BURNETT DUBAI	UNITED ARAB EMIRATES	LEO BURNETT DUBAI	GOOD PEOPLE Beirut
A19/031	02494	HANG ON	ORANGE	TELECOMMUNICATIO NS	PUBLICIS CONSEIL Paris	FRANCE	PUBLICIS CONSEIL Paris	HENRY Paris

A19/058	02547	FUR COAT	VODAFONE	VODAFONE ROAMING SERVICE	Y&R TEAM RED ISTANBUL	TURKEY	Y&R TEAM RED ISTANBUL	1000VOLT DESIGN Istanbul / ASITANE Istanbul / KALA FILM Istanbul
A19/070	02374	ONE MAN BAND	COMCAST CORPORATION	XFINITY	GRUPO GALLEGOS Huntington Beach	USA	GRUPO GALLEGOS Huntington Beach	D'AVANT-GARDE MEDIA Santa Monica
A19/072	00457	BOYFRIEND	AT&T	AT&T	BBDO NEW YORK	USA	BBDO NEW YORK	ARTS & SCIENCES Los Angeles
A19/073	00458	IMPULSIVE FRIEND	AT&T	AT&T	BBDO NEW YORK	USA	BBDO NEW YORK	ARTS & SCIENCES Los Angeles
A19/074	00459	SENTIMENTAL FRIEND	AT&T	AT&T	BBDO NEW YORK	USA	BBDO NEW YORK	ARTS & SCIENCES Los Angeles
A19/086	01242	BOLT	VIRGIN MEDIA	VIRGIN MEDIA	BBH London	UNITED KINGDOM	BBH London	
<b>A20 (Corporate Image &amp; Sponsorship)</b>								
A20/003	00948	FOLLOWING	STATE FARM	STATE FARM	MJZ Los Angeles	USA	DDB CHICAGO	MJZ Los Angeles
A20/006	00628	THE CHASE	NIKE GOLF	ATHLETIC WEAR	RADICAL MEDIA New York	USA	WIEDEN+KENNEDY Portland	RADICAL MEDIA New York
A20/011	01965	WOMEN OF TODAY	PROMART HOMECENTER	PROMART HOMECENTER	FAHRENHEIT DDB Lima	PERU	FAHRENHEIT DDB Lima	
A20/021	01108	TACKLES IN THE CITY	AIG JAPAN HOLDINGS	ACTIVE CARE	TBWA\HAKUHODO Tokyo	JAPAN	TBWA\HAKUHODO Tokyo	AOI PRO. Tokyo
A20/026	01907	EAT TOGETHER	LOBLAW COMPANIES LIMITED	PRESIDENT'S CHOICE	JOHN ST. Toronto	CANADA	JOHN ST. Toronto	ALTER EGO Toronto / RADKE Toronto / ROOSTER POST PRODUCTION Toronto / VAPOR RMW Toronto
<b>A21 (Corporate Social Responsibility)</b>								
A21/001	00168	DICK THE DOG	MTV STAYING ALIVE FOUNDATION	MTV STAYING ALIVE FOUNDATION	OGILVY & MATHER HONG KONG	HONG KONG	OGILVY & MATHER HONG KONG	
A21/020	02468	WHEN YOU DRIVE NEVER DRINK	HEINEKEN	HEINEKEN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan	ANORAK Berlin / GRAND CENTRAL SOUND STUDIOS London / INDEPENDENT London / MPC CREATIVE London / THE PLAYROOM POST London

A21/022	02310	LOVE STORY	TELEFONICA	MOVISTAR	Y&R MEXICO Mexico City	MEXICO	Y&R MEXICO Mexico City	SILENCE Mexico City / URBANO LAB Mexico City / WABI PRODUCTIONS Mexico City / Y&R MEXICO Mexico City
A21/024	00621	DON'T GIVE A DAMN	SAAQ (LA SOCIETE DE L'ASSURANCE AUTOMOBILE DU QUEBEC)	PUBLIC SAFETY	LG2 Québec	CANADA	LG2 Québec	LES ENFANTS Montréal
<b>A22 (Public Sector )</b>								
A22/006	00104	THE MOST EXPENSIVE JOINT	GENERAL TRAFFIC ADMINISTRATION - DGT	DGT	OGILVY MADRID	SPAIN	OGILVY MADRID	WARREN Madrid
A22/014	01259	EVERY SPEED HAS A CONSEQUENCE	TRANSPORT ACCIDENT COMMISSION VICTORIA	TRANSPORT ACCIDENT COMMISSION VICTORIA	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE	FINCH Melbourne
A22/025	01908	IT HAPPENS FAST	ONTARIO MINISTRY OF TRANSPORTATION	PUBLIC SERVICE: DISTRACTED DRIVING	JOHN ST. Toronto	CANADA	JOHN ST. Toronto	BOOMBOX SOUND Toronto / OPC Toronto / SAINTS EDITORIAL Toronto / THE VANITY Toronto
<b>A23 (Charities &amp; Non-profit)</b>								
A23/001	00466	HALLOWEEN - TV	BURNS & SMILES	BURN VICTIMS ORGANIZATION	TBWA\PARIS	FRANCE	TBWA\PARIS	TBWA\ELSE Boulogne- Billancourt / TBWA\PARIS
A23/003	00603	DESIGNATED DRIVER	AA	AA	adam&eveDDB London	UNITED KINGDOM	adam&eveDDB London	FRAMESTORE London / OUTSIDER London
A23/005	00760	GAY SPORTS 'FENCING'	THE CANADIAN CENTRE FOR GENDER AND SEXUAL DIVERSITY	GAY RIGHTS AWARENESS	SAATCHI & SAATCHI CANADA Toronto	CANADA	SAATCHI & SAATCHI CANADA Toronto	SAATCHI & SAATCHI CANADA Toronto
A23/006	00761	GAY SPORTS 'SWIMMING'	THE CANADIAN CENTRE FOR GENDER AND SEXUAL DIVERSITY	GAY RIGHTS AWARENESS	SAATCHI & SAATCHI CANADA Toronto	CANADA	SAATCHI & SAATCHI CANADA Toronto	SAATCHI & SAATCHI CANADA Toronto
A23/007	00602	EVERY LAST CHILD	SAVE THE CHILDREN	SAVE THE CHILDREN	adam&eveDDB London	UNITED KINGDOM	adam&eveDDB London	FREEFOLK London / HLA London
A23/013	00763	THE SWIMMER	FONDS GEHANDICAPTENSPO RT	CHARITY	TBWA\NEBOKO Amsterdam	THE NETHERLANDS	TBWA\NEBOKO Amsterdam	
A23/018	00081	LETTER TO JACK	MOVIMENTO BANDEIRAS BRANCAS	ALCOHOL AWARENESS CAMPAIGN	AVALANCHE VITORIA Vitoria	BRAZIL	AVALANCHE VITORIA Vitoria	MR. DA VINCI São Paulo
A23/026	01751	#DONOTABANDON	30 MILLIONS D'AMIS	PETS CARE	BUZZMAN Paris	FRANCE	BUZZMAN Paris	BUZZMAN Paris

A23/027	01427	SICKKIDS VS - UNDENIABLE	SICKKIDS FOUNDATION	SICKKIDS FOUNDATION	COSSETTE Toronto	CANADA	COSSETTE Toronto / SICKKIDS FOUNDATION Toronto	A52 Santa Monica / SKIN & BONES Toronto / THE MILL New York / THE VANITY Toronto
A23/028	01426	SICKKIDS VS - MOMSTRONG	SICKKIDS FOUNDATION	SICKKIDS FOUNDATION	COSSETTE Toronto	CANADA	COSSETTE Toronto / SICKKIDS FOUNDATION Toronto	SKIN & BONES Toronto / THE MILL New York / THE VANITY Toronto
A23/030	01170	DOCTOR	AMCV	INSTITUTIONAL	FUEL LISBON	PORTUGAL	FUEL LISBON	KRYPTON Lisbon
A23/033	01890	SWITCH IT OFF	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	OGILVY GERMANY Frankfurt	GERMANY	OGILVY GERMANY Frankfurt	B2Y Sofia / CAVIAR Brussels / GREGORY CARON MUSIC & SOUND DESIGN Gent
A23/048	02254	#NOTSPECIALNEE DS	COORDOWN	CHARITY FOR PEOPLE WITH DOWN SYNDROME	PUBLICIS New York	USA	PUBLICIS New York	BEACON STREET STUDIOS Los Angeles / HUNGRY MAN Los Angeles / ROCK PAPER SCISSORS New York / SHED Santa Monica
A23/052	01016	PEP TALK BY STEPHEN HAWKING	GEN-PEP	GEN-PEP	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	ANONYMOUS CONTENT Culver City / GANGSTERS POST Stockholm
A23/066	02312	PLAYING DATES	SAVE THE CHILDREN	SAVE THE CHILDREN	Y&R MEXICO Mexico City	MEXICO	Y&R MEXICO Mexico City	HOME Mexico City / Y&R MEXICO Mexico City
A23/087	02395	EQUALITY (FILM)	CEPIA	INSTITUTIONAL	Y&R BRAZIL São Paulo	BRAZIL	Y&R BRAZIL São Paulo	
<b>B01 (Food &amp; Drinks )</b>								
B01/005	00278	THE WARNING	MARS	SNICKERS	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai	GOOD PEOPLE Beirut
B01/009	00533	REJECTED	Pepsi / Burger King Argentina	PEPSI / BURGER KING	WE BELIEVERS New York	USA	WE BELIEVERS New York	CASA KIEV Buenos Aires
B01/011	00008	GO SO BIG	MONDE NISSIN (THAILAND) CO.,LTD.	PECKISH	STORYTELLER BANGKOK	THAILAND	STORYTELLER BANGKOK	
B01/020	00642	LOOK UP	MARS FOOD	DOLMIO	AMVBBDO London	UNITED KINGDOM	AMVBBDO London / CLEMENGER BBDO SYDNEY	PLAZA FILMS Sydney
B01/027	00987	EXPECTATIONS	POWERADE	NON-ALCOHOLIC BEVERAGE	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	ELECTRIC THEATRE COLLECTIVE Santa Monica / JOINT EDITORIAL Portland / RADICAL MEDIA Santa Monica / WORK EDITORIAL Los Angeles
B01/037	01246	MENTOS NARRATOR	PERFETTI VAN MELLE	MENTOS	BBH London	UNITED KINGDOM	BBH London	BBH London
B01/048	01283	KJETIL VS SARA	TINE	MILK	TRY Oslo	NORWAY	TRY Oslo	PRAVDA Oslo

B01/052	01546	NEW GUY SUCKS	HEINEKEN	DOS EQUIS MEXICAN BEER	HAVAS NEW YORK	USA	HAVAS NEW YORK	AFS PRODUCTIONS Cape Town / SOUND LOUNGE New York / STUDIO 6 New York / THE MILL New York
B01/066	01524	BOY BAND	MARS	SNICKERS & HAZELNUT	LATINWORKS Austin	USA	LATINWORKS Austin	GRAVY FILMS Los Angeles / STORY Mexico City
B01/083	02452	#RELEASETHEPRE SSURE (FILM)	PEPSICO	MIRINDA	BBDO INDIA Gurgaon	INDIA	BBDO INDIA Gurgaon	RISING SUN FILMS Mumbai
B01/086	01198	JAPANESE DANCEHALL	SMIRNOFF	SMIRNOFF	72ANDSUNNY Brooklyn	USA	72ANDSUNNY Los Angeles	72ANDSUNNY Brooklyn
B01/088	02021	SAY IT WITH STIMOROL	STIMOROL, MONDELEZ	STIMOROL	OGILVY Paris	FRANCE	OGILVY COMMONHEALTH PARIS	
B01/095	01550	SNACKTIME: CANDY CRUSH	MILK WEST	MILK	DDB CANADA Vancouver	CANADA	DDB CANADA Vancouver	WAVE PRODUCTIONS Vancouver / YETI FARM CREATIVE Kelowna
B01/096	01551	SNACKTIME: RAP BATTLE	MILK WEST	MILK	DDB CANADA Vancouver	CANADA	DDB CANADA Vancouver	WAVE PRODUCTIONS Vancouver / YETI FARM CREATIVE Kelowna
B01/097	01552	SNACKTIME: WINGMAN	MILK WEST	MILK	DDB CANADA Vancouver	CANADA	DDB CANADA Vancouver	WAVE PRODUCTIONS Vancouver / YETI FARM CREATIVE Kelowna
B01/101	02649	DRINK "OTHERS"!	UBREW	RESPONSIBLY	McCANN WORLDGROUP Milan	ITALY	McCANN MILAN / McCANN WORLDGROUP Milan / MRM/McCANN Milan	CRAFT WORLDWIDE London / DOCARTIST Milan / THINK CATTLEYA Milan
B01/102	02648	THE THANK YOU	UBREW	RESPONSIBLY	McCANN WORLDGROUP Milan	ITALY	McCANN MILAN / McCANN WORLDGROUP Milan / MRM/McCANN Milan	CRAFT WORLDWIDE London / DOCARTIST Milan / THINK CATTLEYA Milan
B01/103	02650	THE JINGLE	UBREW	RESPONSIBLY	McCANN WORLDGROUP Milan	ITALY	McCANN MILAN / McCANN WORLDGROUP Milan / MRM/McCANN Milan	CRAFT WORLDWIDE London / DOCARTIST Milan / THINK CATTLEYA Milan
<b>B02 (Fast Moving Consumer Goods )</b>								
B02/004	00053	CAPTURE	VERENA INTERNATIONAL CO., LTD.	SURE	McCANN WORLDGROUP Bangkok	THAILAND	McCANN WORLDGROUP Bangkok	
B02/011	00788	ONE BREATH	NICORETTE	NICORETTE	RSA FILMS London	UNITED KINGDOM	AMVBBDO London	RSA FILMS London
B02/017	00522	ODOR ODES	FEBREZE	FEBREZE	GREY NEW YORK	USA	GREY NEW YORK	COLOR COLLECTIVE New York / FINAL CUT New York / KNUCKLEHEAD Los Angeles / TOWNHOUSE New York
B02/027	00950	MY MUTANT BRAIN	KENZO	KENZO PARFUMS	MJZ Los Angeles	USA	BLACK FRAME New York	MJZ Los Angeles

B02/036	00980	PERFECT ENDING	OLD SPICE	TOILETRIES	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	EXILE Santa Monica / MJZ Los Angeles / THE MILL Los Angeles
B02/037	00974	STAND OFF	OLD SPICE	TOILETRIES	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	EXILE Santa Monica / MJZ Los Angeles / THE MILL Los Angeles
B02/059	02049	GENERAL HOWE'S DOG	MARS PETCARE	PEDIGREE	BBDO NEW YORK	USA	BBDO NEW YORK	BISCUIT FILMWORKS Los Angeles
<b>B03 (Durable Consumer Goods)</b>								
B03/013	00056	THE WATER BAR	PUR	PUR FAUCET FILTER	HEY WONDERFUL Los Angeles	USA	ARNOLD WORLDWIDE Boston	HEY WONDERFUL Los Angeles
B03/022	00485	QUESTION MADNESS ANTHEM	THE NORTH FACE	TNF BRAND	SID LEE Montréal	CANADA	SID LEE Montréal	SID LEE Montréal
B03/023	00835	COME TOGETHER	H&M	H&M	adam&eveDDB London	UNITED KINGDOM	adam&eveDDB London	RIFF RAFF London / THE MILL London
B03/031	01687	VACUUM CLIMBING	LG ELECTRONICS	LG CORDZERO CYKING	HS AD Seoul	SOUTH KOREA	HS AD Seoul / PIXEL Seoul	HS AD Seoul / PIXEL Seoul
B03/035	01540	OSTRICH	SAMSUNG	SAMSUNG GALAXY S8/GEAR VR	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO	MJZ Los Angeles
B03/047	01019	NO LIMITS	ÄHLÉNS	ÄHLÉNS	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	ACNE Stockholm / CHIMNEY Stockholm
<b>B04 (Cars &amp; Automotive Products &amp; Services)</b>								
B04/001	00275	LAUGHING HORSES	VOLKSWAGEN AG	VOLKSWAGEN TIGUAN WITH TRAILER ASSIST	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg	CZAR FILM Hamburg / STUDIO FUNK Hamburg
B04/005	00040	AUDI - THE COMEBACK	AUDI	AUDI PILOTED DRIVING	SAPIENTRAZORFISH Berlin	GERMANY	RAZORFISH Berlin	SEHSUCHT Hamburg / STINK Berlin
B04/017	02033	THE DOLL THAT CHOSE TO DRIVE	AUDI SPAIN	CARS & AUTOMOTIVE	PROXIMITY BARCELONA	SPAIN	PROXIMITY BARCELONA	POST23 Barcelona / PROXIMITY BARCELONA
B04/020	02024	THE ENCOUNTER	MERCEDES-BENZ	MERCEDES ME	BBDO PARIS	FRANCE	BBDO PARIS	BBDO PARIS
B04/039	02618	VOLKSBIKE	VOLKSWAGEN DO BRASIL	VOLKSBIKE	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	ALMAPBBDO São Paulo
B04/045	02352	CLOWNS	TOYOTA	TOYOTA CERTIFIED USED VEHICLES	CONILL SAATCHI & SAATCHI Los Angeles	USA	CONILL SAATCHI & SAATCHI Los Angeles	LETCA FILMS Miami

**B05 (Retail, e-Commerce, Restaurants & Fast Food Chains)**

B05/015	00530	WORLD'S FASTEST DUNKIN' RUN: 60 SECOND	DUNKIN' DONUTS	ON-THE-GO ORDERING APP	DIGITASLBI Boston	USA	DIGITASLBI New York	ACCOMPLICE Boston / DIGITASLBI Boston / MR BRONX AUDIO POST New York / SEVEN TWENTY PRODUCTIONS Chamonix-Mont-Blanc
B05/020	00877	WHO IS JOHN MALKOVICH.COM?	SQUARESPACE	SQUARESPACE	SMUGGLER Los Angeles	USA	JOHN X HANNES NEW YORK / SQUARESPACE New York	NO6 New York / NO7 New York / SMUGGLER Los Angeles
B05/021	00878	CALLING JOHN MALKOVICH.COM	SQUARESPACE	SQUARESPACE	SMUGGLER Los Angeles	USA	JOHN X HANNES NEW YORK / SQUARESPACE New York	NO6 New York / NO7 New York / SMUGGLER Los Angeles

**B06 (Travel, Transport & Leisure)**

B06/002	00546	DB "THE FAN"	DB MOBILITY LOGISTICS AG	LONG-DISTANCE TRAFFIC	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin	SOUP FILMPRODUKTION Berlin
B06/026	00978	ROAD TRIP	BOOKING.COM	BOOKING.COM	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	CARTEL Los Angeles / JOINT EDITORIAL Portland / LIME STUDIOS Santa Monica / SMUGGLER Los Angeles / THE MILL Los Angeles
B06/027	00984	ROMANTIC ESCAPE	BOOKING.COM	BOOKING.COM	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	CARTEL Los Angeles / JOINT EDITORIAL Portland / LIME STUDIOS Santa Monica / SMUGGLER Los Angeles / THE MILL Los Angeles
B06/039	01212	KLM BONDING BUFFET	KLM ROYAL DUTCH AIRLINES	KLM ROYAL DUTCH AIRLINES	DDB & TRIBAL WORLDWIDE AMSTERDAM	THE NETHERLANDS	DDB & TRIBAL WORLDWIDE AMSTERDAM	WEFILM Amsterdam
B06/050	01902	FLYBABIES	JETBLUE	AIRLINE	MULLENLOWE GROUP New York	USA	MULLENLOWE GROUP New York	HEY BABY FILMS Los Angeles

**B07 (Media & Publications)**

B07/001	00397	RED DOT	UBISOFT	TOM CLANCY'S GHOST RECON WILDLANDS	DDB PARIS	FRANCE	DDB PARIS	LA PAC Paris / SCHMOOZE Paris
B07/004	00381	WIFI	YAHOO	YAHOO	BBDO NEW YORK	USA	BBDO NEW YORK	SMUGGLER New York

B07/006	00384	NAME CHANGE	YAHOO	YAHOO	BBDO NEW YORK	USA	BBDO NEW YORK	SMUGGLER New York
B07/026	01474	GRAVITY CAT	SONY INTERACTIVE ENTERTAINMENT	GRAVITY DAZE2	TOHOKUSHINSHA FILM CORPORATION Tokyo	JAPAN	HAKUHODO INC. Tokyo	TOHOKUSHINSHA FILM CORPORATION Tokyo
B07/034	02517	NO METRO	SONY PICTURES SPAIN	GHOSTBUSTERS MOVIE PREMIERE	SHACKLETON Madrid	SPAIN	SHACKLETON Madrid	SHACKLETON Madrid
<b>B08 (Financial Products &amp; Services)</b>								
B08/006	00284	PERFUME	VISA	VISA PREPAID GIFT CARDS	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai	EARDRUM Sydney
B08/025	00825	POTTERY	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond	ARTJAIL New York / CUT+RUN New York / MPC LA Culver City / PARK PICTURES New York
B08/026	00822	RACQUETBALL	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond	ARTJAIL New York / CUT+RUN New York / MPC LA Culver City / PARK PICTURES New York
B08/027	00820	BAGPIPES	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond	ARTJAIL New York / CUT+RUN New York / MPC LA Culver City / PARK PICTURES New York
B08/028	00826	MASSAGE	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond	ARTJAIL New York / CUT+RUN New York / MPC LA Culver City / PARK PICTURES New York
B08/029	00824	GROCERY	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond	ARTJAIL New York / CUT+RUN New York / MPC LA Culver City / PARK PICTURES New York
B08/032	01145	ANZ #HOLDTIGHT	ANZ	ANZ BANK	TBWA\MELBOURNE	AUSTRALIA	TBWA\MELBOURNE	LEVEL TWO MUSIC Melbourne / REVOLVER/ WILL O'ROURKE Sydney / THE GLUE SOCIETY Sydney
<b>B09 (B2B Products &amp; Services)</b>								
B09/005	00171	EIGHT: BUSINESS CARDS	SANSAN, INC.	EIGHT	MORI Tokyo	JAPAN	DELTR0 Tokyo / DRILL Tokyo / MORI Tokyo	DELTR0 Tokyo / MORIMORI Tokyo
B09/019	02622	JACK	GETTY IMAGES	GETTY IMAGES	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	ALMAPBBDO São Paulo



**B10 (Commercial Public Services)**

B10/025	02357	HOW TO WRITE A POEM	CLARK STREET BRIDGE	WRITING SCHOOL	FCB CHICAGO	USA	FCB CHICAGO	LORD + THOMAS Chicago
B10/030	02567	NEON LAMPS	ESMOG PROTECT	CONSULTING IN ELECTROMAGNETIC EMISSION	PUBLICIS COMMUNICATIONS SCHWEIZ Zürich	SWITZERLAND	PUBLICIS COMMUNICATIONS SCHWEIZ Zürich	CZAR Berlin
B10/032	00803	THE MAGIC ADVENT CALENDER	TELEKOM DEUTSCHLAND GMBH	BRAND	DDB GERMANY HAMBURG	GERMANY	adam&eveDDB London / DDB GERMANY HAMBURG	HASTINGS MUSIC Hamburg / MOKOH MUSIC Berlin / THE MILL London / TONY PETERSEN FILM Hamburg / UNIT9 London

**B11 (Corporate Image & Sponsorship)**

B11/003	00297	2017 SHEEP STREET	HAVAS PARIS	GREETING CARD	HAVAS GROUP Paris	FRANCE	HAVAS GROUP Paris	HERCULE Paris / JUNGLER Paris / MONKEY EGGS ANIMATION Paris
B11/027	02144	SHACKLETON'S RETURN	HYUNDAI MOTOR COMPANY	HYUNDAI MOTOR AUTOMOBILE	INNOCEAN WORLDWIDE Seoul	SOUTH KOREA	INNOCEAN WORLDWIDE Seoul	ASAP Seoul / EDITIN Seoul / LOVE AND MONEY Seoul / PLANIT PRODUCTION Seoul / VIXEN STUDIO Seoul
B11/037	01756	THE SOUND OF GOLD	THE HARTFORD	INSURANCE SPONSORSHIP	RODGERS TOWNSEND St. Louis	USA	RODGERS TOWNSEND St. Louis	COOLFIRE STUDIOS Saint Louis / RODGERS TOWNSEND St. Louis
B11/041	02510	SAMSUNG RETHINK ROLE MODELS	SAMSUNG AUSTRALIA	SAMSUNG ELECTRONICS	IRIS WORLDWIDE Sydney	AUSTRALIA	IRIS WORLDWIDE Sydney	EXIT FILMS Sydney / NYLON STUDIOS Sydney / THE EDITORS Sydney
B11/046	00756	THE ANTHEM	SAMSUNG	SAMSUNG GALAXY S7	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT CHICAGO / LEO BURNETT SYDNEY	A52 Santa Monica / CARTEL Los Angeles / HUMAN Los Angeles

**B12 (Corporate Social Responsibility)**

B12/002	00176	FIAT 500 - MISSING PARTS	FIAT CHRYSLER AUTOMOBILES (FCA)	AUTOMOTIVE	LEO BURNETT ITALY Milan	ITALY	LEO BURNETT ITALY Milan	FARGO FILM Milan
B12/005	00339	WAR	LIDER INSURANCE	INSURANCE	MASTER Curitiba	BRAZIL	MASTER Curitiba	JAMUTE AUDIO Curitiba / THE YOUTH Curitiba
B12/010	00623	A TAILOR-MADE DAD	VALIN CONFECTION	CLOTHES	LG2 Québec	CANADA	LG2 Québec	1ONE Montréal
B12/011	00019	THE JOURNEY	84 LUMBER	84 LUMBER	BRUNNER Pittsburgh	USA	BRUNNER Pittsburgh	FIXER PARTNERS Maplewood / SANCTUARY Los Angeles
B12/024	02448	VALENSTEIN & FATT	VALENSTEIN & FATT	RE-BRAND	VALENSTEIN & FATT London	UNITED KINGDOM	VALENSTEIN & FATT London	VALENSTEIN & FATT London

B12/035	00376	THE UNSEEN	AT&T	AT&T	BBDO NEW YORK	USA	BBDO NEW YORK	ANONYMOUS CONTENT Culver City
<b>B13 (Public Sector)</b>								
B13/001	00258	SPEED BLINDS YOU	THAI HEALTH PROMOTION FOUNDATION	ROAD SAFETY CAMPAIGN	BBDO BANGKOK	THAILAND	BBDO BANGKOK	
B13/025	02611	TOYS VS GUNS	COLOMBIA NATIONAL MINISTRY OF DEFENSE	CHILD RECRUITMENT PREVENTION PROGRAM	MULLENLOWE SSP3 Bogotá	COLOMBIA	MULLENLOWE SSP3 Bogotá	
<b>B14 (Charities &amp; Non-profit)</b>								
B14/003	00388	THE SHARED STORY OF HARRY AND AHMED	UNICEF	SUPPORT CHILD REFUGEES	180 AMSTERDAM Amsterdam	THE NETHERLANDS	180 AMSTERDAM Amsterdam	MPC CREATIVE London / SMUGGLER London / TRIM EDITING London / WAVE RECORDING STUDIOS Amsterdam
B14/005	00377	EVAN	SANDY HOOK PROMISE	SANDY HOOK PROMISE	BBDO NEW YORK	USA	BBDO NEW YORK	SMUGGLER New York
B14/022	00256	LET US ALL UNITE	AMNISTIA INTERNACIONAL	AMNISTIA INTERNACIONAL	HAVAS PORTUGAL Lisbon	PORTUGAL	HAVAS PORTUGAL Lisbon	KRYPTON Lisbon
B14/028	01788	PARKINSON'S	FIRST CALL	NON-PROFIT ORGANIZATION	VML Kansas City	USA	VML Kansas City	PLAN A FILMS Ashville
B14/033	02089	THE BEAST	FLAC - FEDERATION OF LEAGUES AGAINST CORRIDAS	FLAC - FEDERATION OF LEAGUES AGAINST CORRIDAS	BETC Paris	FRANCE	BETC Paris	UNIT IMAGE Paris / YELLOW CAB STUDIOS Paris
B14/038	00818	THE WORLD'S BIGGEST ASSHOLE	DONATE LIFE	ORGAN DONATION	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond	CUT + RUN Santa Monica / DUOTONE AUDIO GROUP New York / FURLINED Los Angeles / LIME STUDIOS Santa Monica / THE MILL Los Angeles
B14/055	02405	SOUNDS OF TRAUMA	DAVID LYNCH FOUNDATION	DAVID LYNCH FOUNDATION	HEREZIE Paris	FRANCE	HEREZIE Paris	APOLLO STUDIOS Toronto / MORRISON FILMS Toronto
B14/063	02328	EVERYBODY LOVES BOOBS	MACMA	BREAST CANCER AWARENESS AND FUNDRAISING	DAVID Buenos Aires	ARGENTINA	DAVID Buenos Aires	LANDIA Buenos Aires

B14/068	00799	DANCING ROMANCE	FONDATION VISIO	TOM POUCE ELECTRONIC CANE	ALTMANN + PACREAU Paris	FRANCE	ALTMANN + PACREAU Paris	
B14/088	02584	TEDDY GUN	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ANTI-GUN VIOLENCE EDUCATION, AWARENESS AND LOBBYING IN ILLINOIS	FCB CHICAGO	USA	FCB CHICAGO	DUCK POND CREATIVE Los Angeles / LORD + THOMAS Chicago
<b>C01 (Viral Film)</b>								
C01/009	00665	PATRIA-HOMELAND	SALON ERÓTICO DE BARCELONA	BARCELONA EROTIC SHOW 2017	VIMEMA PRODUCTIONS Barcelona	SPAIN	VIMEMA PRODUCTIONS Barcelona	VIMEMA PRODUCTIONS Barcelona
C01/014	00155	SUMMER WONDERLAND	AIR NEW ZEALAND	TRAVEL/TRANSPORT	HOST SYDNEY	AUSTRALIA	HOST SYDNEY	JUNGLE Sydney
C01/016	00006	GOOD ENERGY	ORBANA	GOOD ENERGY SUPPLEMENT	ORBANA London	UNITED KINGDOM	RACHID AHOUYIEK London	RACHID AHOUYIEK London
C01/018	01314	ALL THAT WE SHARE	TV2	TV2	&CO Copenhagen	DENMARK	&CO Copenhagen	&CO Copenhagen / MOLAND FILM COMPANY Copenhagen
C01/023	01189	LET'S RELAX	IKEA	YEARLY THEME, LIFE IN THE KITCHEN	ACNE Stockholm	SWEDEN	ACNE Stockholm	ACNE Stockholm
C01/025	00796	ODE TO LESVOS	JOHNNIE WALKER	JOHNNIE WALKER	ANOMALY Amsterdam	THE NETHERLANDS	ANOMALY Amsterdam	JOUZOUR PRODUCTIONS Berlin
C01/050	01602	IT CAN WAIT: A SOCIAL EXPERIMENT DESIGNED TO BE SHARED AND SAVE LIVES	AT&T	AT&T	FULLSCREEN BRANDWORKS Los Angeles	USA	FULLSCREEN BRANDWORKS Los Angeles	FULLSCREEN BRANDWORKS Los Angeles
C01/052	02520	THE LINE UP SONG	COCA COLA	COKE RED FMCG	FP7/CAI Cairo	EGYPT	FP7/CAI Cairo	BIG FOOT FILMS Cairo
C01/059	02343	THE ONE MOMENT	MORTON SALT	MORTON SALT	OGILVY & MATHER Chicago	USA	OGILVY & MATHER Chicago	ARTJAIL New York / PARK PICTURES London
C01/068	02112	BORDERS	AEROMEXICO	AEROMEXICO	OGILVY & MATHER Mexico City	MEXICO	OGILVY & MATHER Mexico City	OGILVY & MATHER Mexico City
C01/071	02674	WORLDS APART	HEINEKEN	HEINEKEN BEER	PUBLICIS LONDON	UNITED KINGDOM	PUBLICIS LONDON	RSA FILMS London
C01/073	01380	PALACE REEBOK CLASSICS 'JONAH HILL'	PALACE	PALACE REEBOK CLASSICS	MPC CREATIVE London	UNITED KINGDOM	PALACE SKATEBOARDS London	MPC CREATIVE London
<b>D01 (Public Screens &amp; Events)</b>								
D01/008	00925	THE HEIST	ADOBE	ADOBE EXPERIENCE CLOUD	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco	BISCUIT FILMWORKS Los Angeles / FINAL CUT Los Angeles / LIME STUDIOS Santa Monica / THE MILL New York / WOODWORK MUSIC Salford

D01/018	02578	HOLLYWOOD REJECTS FRENCH FILMS	ALLIANCE FRANÇAISE DE SINGAPOUR	CINÉ-CLUB	OGILVY & MATHER SINGAPORE	SINGAPORE	OGILVY & MATHER SINGAPORE	OGILVY & MATHER SINGAPORE
D01/022	02220	EYES OF ALEPPO	DEUTSCHES KOMITEE FÜR UNICEF	UNICEF	GREY GERMANY Düsseldorf	GERMANY	GREY GERMANY Düsseldorf	E+P FILMS Hamburg
<b>D02 (Private Screens &amp; Events)</b>								
D02/018	01419	PSYCHOGENIC FUGUE	DAVID LYNCH FOUNDATION	DAVID LYNCH FOUNDATION	SANDRO FILMS Chicago	USA	MINOAN MUSIC Fort Collins / SANDRO FILMS Chicago	SANDRO FILMS Chicago
D02/020	02288	NEWS OF HOPE	LIVEONNY	RECOVERY OF ORGANS FOR TRANSPLANT	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	BIG FOOTE São Paulo / CENTRAL FILMS NORTH Los Angeles / WHITEHOUSE POST Chicago
<b>D03 (Personal Screens)</b>								
D03/001	00484	SPREADING THE WORD	VICE	MEN'S HEALTH PSA	J. WALTER THOMPSON NEW YORK	USA	J. WALTER THOMPSON NEW YORK	YACHT CLUB New York
<b>D04 (Micro-Film)</b>								
D04/002	00379	LUMBERJACK	MARS CHOCOLATE NORTH AMERICA	SNICKERS	BBDO NEW YORK	USA	BBDO NEW YORK	BACKYARD PRODUCTIONS Los Angeles
<b>D05 (360° &amp; VR Film)</b>								
D05/009	01649	SMART STRETCH 360	YAHOO! JAPAN	YAHOO! JAPAN 20TH ANNIVERSARY	HAKUHODO KETTLE Tokyo	JAPAN	HAKUHODO KETTLE Tokyo	AMANA Tokyo / TOKYO Tokyo
D05/018	01995	MR. ROBOT VIRTUAL REALITY EXPERIENCE	NBC UNIVERSAL	MR. ROBOT	HERE BE DRAGONS New York	USA	HERE BE DRAGONS New York / USA NETWORK New York	HERE BE DRAGONS New York
D05/019	01997	SAMSUNG: 24 LEGACY	SAMSUNG	"24" TELEVISION SERIES	HERE BE DRAGONS New York	USA	HERE BE DRAGONS New York	HERE BE DRAGONS New York
<b>E01 (Short Non-Fiction Film (under 10 minutes) )</b>								
E01/007	00245	CLUB 99.7	LE FIX	LE FIX CLOTHES	MORE AMOUR STUDIOS Copenhagen	DENMARK	MORE AMOUR STUDIOS Copenhagen	MORE AMOUR STUDIOS Copenhagen

E01/010	00529	WORLD'S FASTEST DUNKIN' RUN: BEHIND THE SCENES	DUNKIN' DONUTS	ON-THE-GO ORDERING APP	DIGITASLBI New York	USA	DIGITASLBI New York	DIGITASLBI New York / SEVEN TWENTY PRODUCTIONS Chamonix-Mont-Blanc / SOUNDTRACK Boston
E01/018	01310	THE DNA JOURNEY	MOMONDO	MOMONDO TRAVEL SEARCH ENGINE	&CO Copenhagen	DENMARK	&CO Copenhagen	BACON Copenhagen
E01/021	01588	OFF THE STREET CLUB "THE TOUGHEST LETTER"	OFF THE STREET CLUB	NON-PROFIT	ENERGY BBDO Chicago	USA	ENERGY BBDO Chicago	FLARE BBDO Chicago
E01/024	01748	HANDLE WITH CARE	PROCTER & GAMBLE	GILLETTE	GREY NEW YORK	USA	GREY NEW YORK / PROCTER & GAMBLE Boston	HUMBLE New York / POSSIBLE CINCINNATI / THE MILL New York / TOWNHOUSE New York
E01/039	02230	THE SLOW MO MARATHON	PARAMOUNT PICTURES	BAYWATCH	DROGA5 EUROPE London	UNITED KINGDOM	DROGA5 EUROPE London	ELECTRIC THEATRE COLLECTIVE Santa Monica / LIME STUDIOS Santa Monica / ROCK PAPER SCISSORS Los Angeles / SMUGGLER London
<b><u>E02 (Long Non-Fiction Film (over 10 minutes) )</u></b>								
E02/010	02338	IN THE HEAD OF A HACKER	HP CANADA	PRINT SECURITY	EDELMAN Toronto	CANADA	EDELMAN Toronto	UNTITLED FILMS Toronto
E02/025	01491	LO & BEHOLD	NETSCOUT	APPLICATION AND NETWORK PERFORMANCE MANAGEMENT	PEREIRA & O'DELL New York	USA	PEREIRA & O'DELL New York	
E02/027	00794	ODE TO LESVOS - LONGFORM	JOHNNIE WALKER	JOHNNIE WALKER	ANOMALY Amsterdam	THE NETHERLANDS	ANOMALY Amsterdam	JOUZOUR PRODUCTIONS Berlin
<b><u>E03 (Non-Fiction Series )</u></b>								
E03/005	01229	MEN IN PROGRESS	LYNX	LYNX	TMW UNLIMITED London	UNITED KINGDOM	TMW UNLIMITED London	DARK ENERGY FILMS London / TMW UNLIMITED London
E03/010	01318	THE DNA JOURNEY	MOMONDO	MOMONDO TRAVEL SEARCH ENGINE	&CO Copenhagen	DENMARK	&CO Copenhagen	BACON Copenhagen
E03/024	02579	PITCHING FRENCH FILMS TO HOLLYWOOD	ALLIANCE FRANÇAISE DE SINGAPOUR	CINÉ CLUB	OGILVY & MATHER SINGAPORE	SINGAPORE	OGILVY & MATHER SINGAPORE	OGILVY & MATHER SINGAPORE
<b><u>E04 (Short Fiction Film (under 10 minutes) )</u></b>								

E04/001	00463	HALLOWEEN	BURNS & SMILES	BURN VICTIMS ORGANIZATION	TBWA\PARIS	FRANCE	TBWA\PARIS	TBWA\ELSE Boulogne-Billancourt
E04/013	00483	NETFLIX VISTA	NETFLIX	BLACK MIRROR SEASON 3	AKQA London	UNITED KINGDOM	AKQA London	ANTFOOD São Paulo / FULLFRAME Rio De Janeiro / ZOHAR São Paulo
E04/018	00447	THE SWITCH	NIKE FOOTBALL	NIKE FOOTBALL	RATTLING STICK Santa Monica	USA	WIEDEN+KENNEDY Portland	RATTLING STICK Santa Monica / THE MILL Los Angeles / WORK EDITORIAL Los Angeles
E04/022	00051	LA MADRE BUENA (THE GOOD MOTHER)	MADREFOCA	MADREFOCA FILM SERVICES	MADRE FOCA Mexico City	MEXICO	CLEVER MULE London / MADRE FOCA Mexico City	MADRE FOCA Mexico City
E04/029	02032	THE DOLL THAT CHOSE TO DRIVE (150 SECONDS)	AUDI SPAIN	AUDI	PROXIMITY BARCELONA	SPAIN	PROXIMITY BARCELONA	POST23 Barcelona / PROXIMITY BARCELONA
E04/030	02022	B.E.N	SOCIETY OF SAINT VINCENT DE PAUL	CHARITY	CLM BBDO Boulogne-Billancourt	FRANCE	CLM BBDO Boulogne-Billancourt	LA PAC Paris / THE Paris
E04/035	02408	LABEL OF LOVE	MONOPRIX	MONOPRIX - 85 YEARS OF THE BRAND	ROSAPARK Paris	FRANCE	ROSAPARK Paris	INSURRECTION Paris / MATHEMATIC Paris / SCHMOOZE Paris
E04/053	01422	MAMON	Aparato	SHORT FILM	ARBOL CINE Mexico City	MEXICO	APARATO Montevideo / ARBOL CINE Mexico City	APARATO Montevideo / ARBOL CINE Mexico City

#### **E05 (Long Fiction Film (over 10 minutes))**

E05/006	02573	BEYOND MONEY	SANTANDER BANK	1 2 3 SMART ACCOUNT	MRM//McCANN SPAIN Madrid	SPAIN	MRM//McCANN SPAIN Madrid	OXIGENO Barcelona
E05/008	01442	THE ESCAPE	BMW	BMW 5 SERIES	ANONYMOUS CONTENT Culver City	USA	GEISEL PRODUCTIONS New York	ANONYMOUS CONTENT Culver City / GEISEL PRODUCTIONS New York

#### **E06 (Fiction Film Series)**

E06/008	02186	GROW UP	DAIMLER AG	MERCEDES-BENZ COMPACT CARS	ANTONI Berlin	GERMANY	ANTONI Berlin	ICONOCLAST Berlin / ICONOCLAST Paris / NHB Berlin / RECOM ART Berlin
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#### **E07 (Music Video)**

E07/004	00625	THE GREATEST	SIA/RCA	MUSIC VIDEO	RADICAL MEDIA New York	USA	RADICAL MEDIA New York	RADICAL MEDIA New York
E07/017	01459	HILLTOPS HOODS - "THROUGH THE DARK"	GOOGLE	GOOGLE PLAY	R/GA SYDNEY	AUSTRALIA	R/GA SYDNEY	EXIT FILMS Sydney / XYZ STUDIOS Melbourne
E07/019	01405	DJ SHADOW FT. RUN THE JEWELS 'NOBODY SPEAK'	DJ SHADOW	DJ SHADOW FT. RUN THE JEWELS	PULSE FILMS London	UNITED KINGDOM	PULSE FILMS London	PULSE FILMS London

E07/028	02537	GOSH	JAMIE XX	MUSIC VIDEO FOR SONG "GOSH"	ICONOCLAST Culver City	USA	YOUNG TURKS Los Angeles	ICONOCLAST Culver City
<b>F01 (Use of TV/Cinema Film)</b>								
F01/017	02219	EYES OF ALEPPO CINEMA 3D EVENT	DEUTSCHES KOMITEE FÜR UNICEF	UNICEF	GREY GERMANY Düsseldorf	GERMANY	GREY GERMANY Düsseldorf	E+P FILMS Hamburg
F01/022	01948	BRADSHAW STAIN	P&G	TIDE	SAATCHI & SAATCHI New York	USA	SAATCHI & SAATCHI New York	ARCADE EDIT New York / COMPANY 3 New York / NYLON STUDIOS New York / RATTLING STICK Santa Monica / THE MILL Los Angeles
<b>F02 (Use of Online Film)</b>								
F02/005	00838	A WORLD WITH NO HEROES	UBISOFT	TOM CLANCY'S GHOST RECON WILDLANDS	DDB PARIS	FRANCE	DDB PARIS	MAKE ME PULSE Paris
F02/013	01726	CADBURY PRE-JOY	MONDELEZ	CADBURY BUBBLY	OGILVY & MATHER JOHANNESBURG	SOUTH AFRICA	OGILVY & MATHER JOHANNESBURG	BOMB FILMS Johannesburg
F02/022	02162	ESCALATING GIFS	EUROPEAN ANTI-BULLYING NETWORK (EAN)	EUROPEAN ANTI-BULLYING NETWORK (EAN)	OGILVY GERMANY Frankfurt	GERMANY	OGILVY GERMANY Frankfurt	NHB Berlin / RABBITCORN FILMS Berlin / STORZ & ESCHERICH Berlin / STUDIO FUNK Berlin
F02/033	02701	STOP THE HUNGER.	MARS	SNICKERS	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai	
<b>Total Entries:</b>			<b>271</b>					

Media	PR	Additional
MEDIACOM London		
		HEARD CITY New York / MACKENZIE CUTLER New York / METHOD STUDIOS Santa Monica
OMD London		
STARCOM Amsterdam		



FAST HORSE  
Minneapolis

POWERADE, THE  
COCA-COLA  
COMPANY New York

ICHITAN GROUP  
PUBLIC Bangkok

THE MILL Los  
Angeles

ZENITH Atlanta

GEORGIA-PACIFIC  
Atlanta

PHD ARGENTINA  
Buenos Aires

MEDIAPLUS  
München

PENNY Cologne

HRCLS Paris

STARCOM NZ Auckland	IMPACT PR Auckland
MEDIACOM New York	BARKING OWL Los Angeles / COMPANY 3 New York / HEARD CITY New York / SCREENSOUND ALLIANCE Irvington / THE MILL New York / WORK EDITORIAL New York
	TAPROOT DENTSU Mumbai
	TAPROOT DENTSU Mumbai
MINDSHARE New Delhi	
	GLASSWORKS Amsterdam
	LIME STUDIOS Santa Monica

RAZORFISH  
Portland /  
WIEDEN+KENNEDY  
Portland

RAZORFISH  
Portland /  
WIEDEN+KENNEDY  
Portland

RAZORFISH  
Portland /  
WIEDEN+KENNEDY  
Portland

JOHANNES  
LEONARDO New York ORIGINAL MUSIC  
BY HUMAN Santa  
Monica / Q  
DEPARTMENT New  
York / SONIC UNION  
New York

ASATSU-DK Tokyo

HUMBOLDT  
REDWOOD Santa  
Rosa

OMD USA Los  
Angeles

OMD USA Los  
Angeles

MEDIACOM Düsseldorf	VOLKSWAGEN Wolfsburg
	750MPH London / FINAL CUT London / SOUNDTREE MUSIC London
MEDIACOM Los Angeles	
HAVAS MEDIA Paris	
MANNING GOTTLIEB OMD London	CAIN & ABEL London / FACTORY London / KING HENRY London / LELAND MUSIC London

MRM/McCANN  
SPAIN Madrid

BURGER KING  
ARGENTINA Buenos  
Aires / ELEFANTE  
RESONANTE  
Buenos Aires /  
PAPAMUSIC Buenos  
Aires

LEO BURNETT  
Madrid

MEDIACOM New  
York

AGEA / BITT  
ANIMATION + VFX  
Buenos Aires / LA  
CASA POST Buenos  
Aires

HAVAS MEDIA  
London

GEICO Chevy Chase

GEICO Chevy Chase

GEICO Chevy Chase

MACKENZIE  
CUTLER New York /  
METHOD STUDIOS  
Santa Monica

OMD London

KOMPANI LANDE  
CASTING AGENCY  
Stockholm

COSSETTE MEDIA  
Toronto

STARCOM Dubai

PUBLICIS CONSEIL  
Paris



MINDSHARE  
Istanbul

ARCADE EDIT New  
York / SONIC UNION  
New York /  
SPONTANEOUS  
New York

ARCADE EDIT New  
York / SONIC UNION  
New York /  
SPONTANEOUS  
New York

ARCADE EDIT New  
York / SONIC UNION  
New York /  
SPONTANEOUS  
New York

STARCOM  
Amsterdam

TOUCHÉ! Montréal

PHD Toronto

CARAT London

750MPH London /  
WORK EDITORIAL  
London

SAATCHI &  
SAATCHI CANADA  
Toronto

SAATCHI &  
SAATCHI CANADA  
Toronto

THE7STARS London

FACTORY London /  
THE PLAYROOM  
POST London

MR. DA VINCI São  
Paulo

MR. DA VINCI São  
Paulo

BUZZMAN Paris

MINDSHARE Zürich		AMNESTY INTERNATIONAL Bern / MONTAGEWINKEL Brussels
		LEGACY EFFECTS San Francisco
BE ON Copenhagen	FORSMAN & BODENFORS Gothenburg	
		LIZARD VFX Cairo / SOUNDSTRUCK STUDIOS Dubai
	WE BELIEVERS New York	NOTDEAF SOUND DESIGN Buenos Aires / PAPAMUSIC Buenos Aires
MEDIACOM London		
UM New York	FAST HORSE Minneapolis	POWERADE, THE COCA-COLA COMPANY New York

MEDIAVEST SPARK New York	EDELMAN New York	COMPANY 3 New York
		A52 Santa Monica / ROCK PAPER SCISSORS New York
	OGILVY Paris	
RAPPORT ITALY Milan / UM Milan	PERSUASION PR Gateshead	UBREW London
RAPPORT ITALY Milan / UM Milan	PERSUASION PR Gateshead	UBREW London
RAPPORT ITALY Milan / UM Milan	PERSUASION PR Gateshead	UBREW London
		CATCH & RELEASE New York / P&G Cincinnati

MEDIACOM New York		BARKING OWL Los Angeles / COMPANY 3 New York / HEARD CITY New York / SCREENSOUND ALLIANCE Irvington / THE MILL New York / WORK EDITORIAL New York
ARNOLD WORLDWIDE Boston	ARNOLD WORLDWIDE Boston	
		FACTORY London / FINAL CUT London
HS AD Seoul		
STARCOM Chicago		MPC LA Culver City / WORK EDITORIAL Los Angeles
MINDSHARE Gothenburg	FORSMAN & BODENFORS Gothenburg	
MEDIACOM Düsseldorf		
PROXIMITY BARCELONA	PROXIMITY BARCELONA	
BBDO PARIS		
ALMAPBBDO São Paulo		
CONILL SAATCHI & SAATCHI Los Angeles		

JOHN X HANNES NEW YORK / SQUARESPACE New York	JOHN X HANNES NEW YORK / SQUARESPACE New York
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JOHN X HANNES NEW YORK / SQUARESPACE New York	JOHN X HANNES NEW YORK / SQUARESPACE New York
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DEUTSCHE BAHN Berlin
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MINDSHARE USA New York	HARRISON & SHRIFTMAN New York
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MINDSHARE USA New York	HARRISON & SHRIFTMAN New York
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MULLENLOWE GROUP New York	MULLENLOWE GROUP New York	PS 260 New York
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COMPANY 3 New York / HEARD CITY New York / NO6 New York
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COMPANY 3 New York / HEARD CITY New York / NO6 New York	
SHACKLETON Madrid	
GEICO Chevy Chase	
GEICO Chevy Chase	
GEICO Chevy Chase	
GEICO Chevy Chase	
GEICO Chevy Chase	
PHD Melbourne	ELEVEN PR Melbourne
ALMAPBDO São Paulo	

MEDIACOM  
Düsseldorf

FACTORY London /  
SONNY London

STARCOM Sydney    EDELMAN Sydney

BRUNNER  
Pittsburgh

BRUNNER Pittsburgh

LA CASA FILMS  
Roma Sur

VALENSTEIN & FATT  
London



		HEARD CITY New York / THE MILL New York / WORK EDITORIAL New York
	DINI VON MUEFFLING COMMUNICATIONS New York	BETA PETROL New York / HEARD CITY New York / NO6 New York
VML Kansas City	VML Kansas City	19 BELOW Kansas City / GENUINE MUSIC Winnetka / SKY RECORDING Kansas City
THE MARTIN AGENCY Richmond	THE MARTIN AGENCY Richmond	DONATE LIFE AMERICA Richmond
	URBAN GRUPO DE COMUNICACION Buenos Aires	MACMA Buenos Aires / MOBILE Buenos Aires

CURRENT MARKETING Chicago		HERO SOLUTIONS Chicago
MEC INTERNATIONAL Los Angeles	MPRM COMMUNICATIONS Los Angeles	AT&T Atlanta
UM MENA Giza	INFLUENCE Cairo	
MEDIAVEST SPARK London	EDELMAN London	

OGILVY & MATHER SINGAPORE	OGILVY & MATHER SINGAPORE	
GREY MEDIA GERMANY Düsseldorf		
SQUARESPACE New York	SQUARESPACE New York	DAVID LYNCH FOUNDATION New York / UTOPIC Chicago  LIVEONNY New York
MEDIACOM New York		BEAST EDITORIAL New York / METHOD STUDIOS Santa Monica
USA NETWORK New York	USA NETWORK New York	
FOX NETWORKS Los Angeles / SAMSUNG New York		

BE ON Copenhagen RADIUS  
KOMMUNIKATION  
Copenhagen

KETCHUM New York

EDELMAN Toronto

MINDSHARE London W COMMUNICATIONS CRUSH London  
London

BE ON Copenhagen RADIUS  
KOMMUNIKATION  
Copenhagen

OGILVY & MATHER OGILVY & MATHER  
SINGAPORE SINGAPORE

PROXIMITY  
BARCELONA

PROXIMITY  
BARCELONA

CLM BBDO Boulogne-  
Billancourt

APARATO  
Montevideo / ARBOL  
CINE Mexico City

APARATO Montevideo  
/ ARBOL CINE Mexico  
City

ESSENCE DIGITAL  
Sydney

POEM GROUP  
Sydney

YOUNG TURKS Los Angeles	YOUNG TURKS Los Angeles	BEGGARS GROUP Los Angeles / MATHEMATIC Paris
GREY MEDIA GERMANY Düsseldorf		
HEARTS & SCIENCE New York	MMK New York / TAYLOR New York	HEARD CITY New York / MKTG New York
STARCOM WORLDWIDE Johannesburg		
	OGILVY GERMANY Frankfurt	EUROPEAN ANTI-BULLYING NETWORK Athens