

Shortlist (Health and Wellness Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency	Production Company	Medium
A01 (OTC Oral Medicines)									
A01/1006	01273	BREAK UP	SAVANT	FABROGESIC	J. WALTER THOMPSON ARGENTINA Buenos Aires	ARGENTINA	J. WALTER THOMPSON ARGENTINA Buenos Aires	NUNCHAKU CINE Buenos Aires	Film: Cinema, TV and Digital Film Content
A01/1007	01274	MOVING	SAVANT	FABROGESIC	J. WALTER THOMPSON ARGENTINA Buenos Aires	ARGENTINA	J. WALTER THOMPSON ARGENTINA Buenos Aires	NUNCHAKU CINE Buenos Aires	Film: Cinema, TV and Digital Film Content
A01/1014	01167	EXCEDRIN - THE MIGRAINE EXPERIENCE	GSK CONSUMER HEALTHCARE	EXCEDRIN MIGRAINE	DDB REMEDY London	UNITED KINGDOM	DDB REMEDY London	MINDSET CONTENT GROUP New York	Film: Cinema, TV and Digital Film Content
A01/12001	01163	EXCEDRIN - THE MIGRAINE EXPERIENCE	GSK CONSUMER HEALTHCARE	EXCEDRIN MIGRAINE	DDB REMEDY London	UNITED KINGDOM	DDB REMEDY London	MINDSET CONTENT GROUP New York	Use of Technology
A01/17002	01963	DOCUSOL MAKE A NAPPY HAPPY	TYPHARM	DOCUSOL PEDIATRIC SOLUTION	McCANN HEALTH London	UNITED KINGDOM	McCANN HEALTH London		Film Craft: Use of Music / Sound Design
A01/23004	00496	THE DAMN-ADS	BOEHRINGER INGELHEIM	THOMAPYRIN	HAVAS WORLDWIDE GERMANY	GERMANY	HAVAS WORLDWIDE GERMANY		Print & Poster Craft: Copywriting
A01/28004	01162	EXCEDRIN - THE MIGRAINE EXPERIENCE	GSK CONSUMER HEALTHCARE	EXCEDRIN MIGRAINE	DDB REMEDY London	UNITED KINGDOM	DDB REMEDY London	MINDSET CONTENT GROUP New York	Branded Content: Digital
A01/28005	01961	DOCUSOL MAKE A NAPPY HAPPY	TYPHARM	DOCUSOL PEDIATRIC SOLUTION	McCANN HEALTH London	UNITED KINGDOM	McCANN HEALTH London		Branded Content: Digital
A01/35006	00964	WHO THE F*CK WANTS TO FOLLOW PEPTO ON TWITTER?	PROCTER & GAMBLE	PEPTO-BISMOL	PUBLICIS NORTH AMERICA New York	USA	PUBLICIS NORTH AMERICA New York		Digital: Social
A01/36001	01182	ZYRTEC ALLERGY IMPACT	MCNEIL CONSUMER HEALTHCARE	OTC ORAL MEDICINE	J. WALTER THOMPSON New York	USA	J. WALTER THOMPSON New York		Digital: Web Platforms
A01/40002	00109	SMOOTH TRAVEL 2	PHAPROS	ANTIMO	HAKUHODO INDONESIA Jakarta	INDONESIA	HAKUHODO INDONESIA Jakarta	ILLUSION Bangkok	Standard Outdoor
A01/42025	01045	NONSTOP HAPPENS - HAMSTER	HUA RUN SAN JIU	PHARMACY	J. WALTER THOMPSON Shanghai	CHINA	J. WALTER THOMPSON Shanghai		Standard Print
A01/43006	01166	EXCEDRIN - THE MIGRAINE EXPERIENCE	GSK CONSUMER HEALTHCARE	EXCEDRIN MIGRAINE	DDB REMEDY London	UNITED KINGDOM	DDB REMEDY London	MINDSET CONTENT GROUP New York	Digital: Online Video
A01/8003	00965	WHO THE F*CK WANTS TO FOLLOW PEPTO ON TWITTER?	PROCTER & GAMBLE	PEPTO-BISMOL	PUBLICIS NORTH AMERICA New York	USA	PUBLICIS NORTH AMERICA New York		Direct and Promo & Activation
A01/9001	01371	THE MIGRAINE EXPERIENCE PRESENTED BY EXCEDRIN	GSK CONSUMER HEALTHCARE	EXCEDRIN MIGRAINE	WEBER SHANDWICK New York	USA	WEBER SHANDWICK New York / DDB REMEDY London	WEBER SHANDWICK New York / DDB REMEDY London	PR
A02 (OTC Applications)									
A02/30001	01617	MYSTERY VOLLEYBALL	GSK	VOLTAREN	SAATCHI & SAATCHI SWITZERLAND Geneva	SWITZERLAND	SAATCHI & SAATCHI SWITZERLAND Geneva	PRODIGIOUS London	Branded Content: Live Experience
A02/35002	01855	DONT JUDGE, KISS.	UNILEVER	CLOSEUP TOOTH PASTE	F.BIZ São Paulo	BRAZIL	F.BIZ São Paulo		Digital: Social
A02/40004	01515	SKIN CANCER USA	BAYER PUERTO RICO	COPPERTONE	DDB LATINA PUERTO RICO San Juan	PUERTO RICO	DDB Guaynabo		Standard Outdoor
A02/40005	01522	SKIN CANCER WORLDWIDE	BAYER PUERTO RICO	COPPERTONE	DDB LATINA PUERTO RICO San Juan	PUERTO RICO	DDB Guaynabo		Standard Outdoor
A02/40007	01212	PENCIL	JOHNSON & JOHNSON	LISTERINE COOL MINT	J. WALTER THOMPSON London	UNITED KINGDOM	J. WALTER THOMPSON London		Standard Outdoor
A02/40012	00513	BLISTEX NAIL BEARD	DELTA PRO NATURA	BLISTEX LIP REPAIR	J. WALTER THOMPSON GROUP GERMANY Frankfurt	GERMANY	J. WALTER THOMPSON GROUP GERMANY Frankfurt		Standard Outdoor
A02/42009	01516	SKIN CANCER USA	BAYER PUERTO RICO	COPPERTONE	DDB LATINA PUERTO RICO San Juan	PUERTO RICO	DDB Guaynabo		Standard Print
A02/42010	01521	SKIN CANCER WORLDWIDE	BAYER PUERTO RICO	COPPERTONE	DDB LATINA PUERTO RICO San Juan	PUERTO RICO	DDB Guaynabo		Standard Print
A02/42017	01213	PENCIL	JOHNSON & JOHNSON	LISTERINE COOL MINT	J. WALTER THOMPSON London	UNITED KINGDOM	J. WALTER THOMPSON London		Standard Print
A02/8004	00752	THE SMILE CONVERTER	JOHNSON & JOHNSON	LISTERINE	J. WALTER THOMPSON ITALY Milan	ITALY	J. WALTER THOMPSON ITALY Milan	J. WALTER THOMPSON ITALY Milan	Direct and Promo & Activation
A03 (OTC Products/Devices)									
A03/12002	01029	NAPPY NOTES	HELLO ANGEL	BABY NAPPIES	CHEIL HONG KONG	HONG KONG	CHEIL HONG KONG		Use of Technology
A03/12004	01870	BRAINBAND	SAMSUNG AUSTRALIA	SAMSUNG BRAINBAND	LEO BURNETT SYDNEY Sydney	AUSTRALIA	LEO BURNETT SYDNEY Sydney	THE POOL COLLECTIVE Sydney / WE LOVE JAM Sydney	Use of Technology
A03/15002	00702	WITHINGS X PENN JILLETTE	WITHINGS	WITHINGS - CONNECTED OBJECTS	FIAT LUX New York	USA	FIAT LUX New York	FIAT LUX New York	Film Craft: Direction
A03/22001	01563	INVISIBLE WALL - 1ST TIME	CARE LATEX	CARE LATEX/CONDOM	Y&R MALAYSIA Kuala Lumpur	MALAYSIA	Y&R MALAYSIA Kuala Lumpur		Print & Poster Craft: Art Direction
A03/22006	01078	BEACH	HLL LIFECARE	MOODS 1500 DOTS CONDOM	REDIFFUSION Y&R Mumbai	INDIA	REDIFFUSION Y&R Mumbai		Print & Poster Craft: Art Direction
A03/24001	00419	FAT JASON	OMRON	OMRON DIGITAL SCALES	McCANN HEALTH Sao Paulo	BRAZIL	McCANN HEALTH Sao Paulo		Print & Poster Craft: Illustration
A03/24003	01564	INVISIBLE WALL - 1ST TIME	CARE LATEX	CARE LATEX/CONDOM	Y&R MALAYSIA Kuala Lumpur	MALAYSIA	Y&R MALAYSIA Kuala Lumpur		Print & Poster Craft: Illustration
A03/29001	01699	MARIAS	KIMBERLY-CLARK	INTIMUS	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo / VML BRAZIL São Paulo	PARANOID BR São Paulo / MUGSHOT São Paulo	Branded Content: Film & TV
A03/40007	01556	INVISIBLE WALL - 1ST TIME	CARE LATEX	CARE LATEX/CONDOM	Y&R MALAYSIA Kuala Lumpur	MALAYSIA	Y&R MALAYSIA Kuala Lumpur		Standard Outdoor
A03/8006	01396	FOOTBALL OR FATHER	REMEDI PHARMA	CONDOM	BBDO BELGIUM Brussels	BELGIUM	BBDO BELGIUM Brussels		Direct and Promo & Activation
A03/9002	01137	#LIKEAGIRL: GIRL EMOJIS	PROCTER & GAMBLE	ALWAYS	MSLGROUP New York	USA	LEO BURNETT CHICAGO	PULSE FILMS Los Angeles / BEAST CHICAGO Chicago / METHOD STUDIOS Chicago	PR
A04 (Nutraceuticals)									
A04/22001	01074	CHICKEN	AMWAY	AMWAY NUTRILITE FIBER	REDIFFUSION Y&R Mumbai	INDIA	REDIFFUSION Y&R Mumbai		Print & Poster Craft: Art Direction
A04/22002	01077	LAMB	AMWAY	AMWAY NUTRILITE FIBER	REDIFFUSION Y&R Mumbai	INDIA	REDIFFUSION Y&R Mumbai		Print & Poster Craft: Art Direction
A04/22003	01079	BUFFALO	AMWAY	AMWAY NUTRILITE FIBER	REDIFFUSION Y&R Mumbai	INDIA	REDIFFUSION Y&R Mumbai		Print & Poster Craft: Art Direction
A04/40001	01218	OXFORD	BAYER	BEROCCA	J. WALTER THOMPSON London	UNITED KINGDOM	J. WALTER THOMPSON London		Standard Outdoor
A04/40002	01227	MANDARIN	BAYER	BEROCCA	J. WALTER THOMPSON London	UNITED KINGDOM	J. WALTER THOMPSON London		Standard Outdoor
A04/40003	01241	SCHMOOZING	BAYER	BEROCCA	J. WALTER THOMPSON London	UNITED KINGDOM	J. WALTER THOMPSON London		Standard Outdoor
A04/40004	01242	KICKBOXING	BAYER	BEROCCA	J. WALTER THOMPSON London	UNITED KINGDOM	J. WALTER THOMPSON London		Standard Outdoor
A04/8003	01381	X-RAY CASTS	FONTERRA BRANDS NEW ZEALAND, ANCHOR	ANCHOR MILK	COLENSO BBDO Auckland	NEW ZEALAND	COLENSO BBDO Auckland		Direct and Promo & Activation
A05 (Other Products)									
A05/1004	01536	COLOR FOR THE COLORBLIND	VALSPAR / ENCHROMA	PAINT	FCB CHICAGO	USA	FCB CHICAGO	TOOL Santa Monica	Film: Cinema, TV and Digital Film Content

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A05/12015	01529	COLOR FOR THE COLORBLIND	VALSPAR / ENCHROMA	PAINT	FCB CHICAGO	USA	FCB CHICAGO	TOOL Santa Monica	Use of Technology
A05/13005	02031	SUGAR DETOX	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	MARCEL Paris	KUEST PROD Paris / CINQ ETOILES Paris	Integrated Campaign
A05/28003	01527	COLOR FOR THE COLORBLIND	VALSPAR / ENCHROMA	PAINT	FCB CHICAGO	USA	FCB CHICAGO	TOOL Santa Monica	Branded Content: Digital
A05/43005	01537	COLOR FOR THE COLORBLIND	VALSPAR / ENCHROMA	PAINT	FCB CHICAGO	USA	FCB CHICAGO	TOOL Santa Monica	Digital: Online Video
A05/8003	01945	TOUCHABLE INK	THAI SAMSUNG ELECTRONICS / THAI ASSOCIATION OF THE BLIND	TOUCHABLE INK	J. WALTER THOMPSON BANGKOK	THAILAND	J. WALTER THOMPSON BANGKOK	THE FILM FACTORY Bangkok	Direct and Promo & Activation
A05/8013	01528	COLOR FOR THE COLORBLIND	VALSPAR / ENCHROMA	PAINT	FCB CHICAGO	USA	FCB CHICAGO	TOOL Santa Monica	Direct and Promo & Activation
A05/8015	02030	SUGAR DETOX	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	MARCEL Paris	KUEST PROD Paris / CINQ ETOILES Paris	Direct and Promo & Activation
A05/9004	02032	SUGAR DETOX	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	MARCEL Paris	KUEST PROD Paris / CINQ ETOILES Paris	PR
B01 (Education & Awareness)									
B01/1018	01169	EXCEDRIN - THE MIGRAINE EXPERIENCE	GSK CONSUMER HEALTHCARE	EXCEDRIN MIGRAINE	DOB REMEDY London	UNITED KINGDOM	DOB REMEDY London	MINDSET CONTENT GROUP New York	Film: Cinema, TV and Digital Film Content
B01/1020	01412	PREMONITION	CRUZ ROJA ARGENTINA	FIRST AID COURSES	Y&R BUENOS AIRES	ARGENTINA	Y&R BUENOS AIRES	ORUGA CINE Buenos Aires	Film: Cinema, TV and Digital Film Content
B01/1029	00654	DANCING - PROJECT CONSENT	PROJECT CONSENT	CONSENT	JUNIPER PARK/TBWA Toronto	CANADA	JUNIPER PARK/TBWA Toronto	Topix FX Toronto / PIRATE TORONTO Toronto	Film: Cinema, TV and Digital Film Content
B01/1030	00656	LAUGHING - PROJECT CONSENT	PROJECT CONSENT	CONSENT	JUNIPER PARK/TBWA Toronto	CANADA	JUNIPER PARK/TBWA Toronto	Topix FX Toronto / PIRATE TORONTO Toronto	Film: Cinema, TV and Digital Film Content
B01/1031	00659	WHISTLING - PROJECT CONSENT	PROJECT CONSENT	CONSENT	JUNIPER PARK/TBWA Toronto	CANADA	JUNIPER PARK/TBWA Toronto	Topix FX Toronto / PIRATE TORONTO Toronto	Film: Cinema, TV and Digital Film Content
B01/1035	01539	KEEP FARTS FUNNY	MEREDITH'S MIRACLES COLON CANCER FOUNDATION / HUMANA	COLON CANCER AWARENESS / HEALTH INSURANCE	FCB CHICAGO	USA	FCB CHICAGO	LORD + THOMAS Chicago	Film: Cinema, TV and Digital Film Content
B01/12012	01165	EXCEDRIN - THE MIGRAINE EXPERIENCE	GSK CONSUMER HEALTHCARE	EXCEDRIN MIGRAINE	DOB REMEDY London	UNITED KINGDOM	DOB REMEDY London	MINDSET CONTENT GROUP New York	Use of Technology
B01/12013	01923	REWORD	HEADSPACE	REWORD WEB APPLICATION	LEO BURNETT MELBOURNE	AUSTRALIA	LEO BURNETT MELBOURNE		Use of Technology
B01/12016	01294	DONATE THE BARS	ATADOS	BLACK BARS	J. WALTER THOMPSON BRAZIL São Paulo	BRAZIL	J. WALTER THOMPSON BRAZIL São Paulo		Use of Technology
B01/12019	01874	BRAINBAND	SAMSUNG AUSTRALIA	SAMSUNG BRAINBAND	LEO BURNETT SYDNEY Sydney	AUSTRALIA	LEO BURNETT SYDNEY Sydney	THE POOL COLLECTIVE Sydney / WE LOVE JAM Sydney	Use of Technology
B01/12025	01370	SAMSUNG SAFETY SCREEN	SAMSUNG	SAMSUNG APP	LEO BURNETT DUBAI	UNITED ARAB EMIRATES	LEO BURNETT DUBAI		Use of Technology
B01/13003	01695	BEEES CAN FIND SUGAR WHERE YOU LEAST SUSPECT IT	NAS GRUNT	NAS GRUNT - SHOPS WITH HONEST PRODUCTS FROM NATURAL INGREDIENTS	McCANN ERICKSON PRAGUE	CZECH REPUBLIC	McCANN ERICKSON PRAGUE		Integrated Campaign
B01/13008	00794	PREDIABETES	AD COUNCIL	DIABETES PREVENTION	OGILVY & MATHER New York	USA	OGILVY & MATHER New York		Integrated Campaign
B01/13014	00958	OP45	OPERATION SMILE	CHARITY	Y&R SOUTH AFRICA Cape Town	SOUTH AFRICA	Y&R SOUTH AFRICA Cape Town		Integrated Campaign
B01/13019	00367	FIRST PHOTO LAST PHOTO	JOY OF LIFE	JOY OF LIFE	GREY GROUP HONG KONG	HONG KONG	GREY GROUP HONG KONG / GREY GROUP Shanghai	BREATHE PICTURES Hong Kong	Integrated Campaign
B01/13023	02034	SUGAR DETOX	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	MARCEL Paris	KUEST PROD Paris / CINQ ETOILES Paris	Integrated Campaign
B01/14005	00270	THINKING OF... (*)(*)	LIFETIME LATIN AMERICA	BREAST CANCER AWARENESS	TOTUMA COMMUNICATIONS & DESIGN Bay Harbor Islands	USA	TOTUMA COMMUNICATIONS & DESIGN Bay Harbor Islands	TOTUMA COMMUNICATIONS & DESIGN Bay Harbor Islands / PARARRAYOS Studios Orlando	Film Craft: Production Design / Art Direction
B01/15003	01091	PARKINSON'S NSW- THE LUCKY ONES	PARKINSON'S NSW	PARKINSON'S DISEASE	J. WALTER THOMPSON Sydney	AUSTRALIA	J. WALTER THOMPSON Sydney	WE ARE CONTENT Sydney	Film Craft: Direction
B01/15004	20033	LEARN IT YOUNG	SCOUTS SOUTH AFRICA	SCOUTS SA	VELOCITY FILMS Johannesburg	SOUTH AFRICA	NOT NORM Cape Town	VELOCITY FILMS Johannesburg	Film Craft: Direction
B01/16002	01092	PARKINSON'S NSW- THE LUCKY ONES	PARKINSON'S NSW	PARKINSON'S DISEASE	J. WALTER THOMPSON Sydney	AUSTRALIA	J. WALTER THOMPSON Sydney	WE ARE CONTENT Sydney	Film Craft: Script
B01/18001	00142	THE WORLD OF AUTISM	AUTISM SPEAKS	AUTISM SPEAKS	BBDO New York	USA	BBDO New York	LOBO São Paulo	Film Craft: Animation / Visual Effects
B01/19001	00143	THE WORLD OF AUTISM	AUTISM SPEAKS	AUTISM SPEAKS	BBDO New York	USA	BBDO New York	LOBO São Paulo	Film Craft: Cinematography
B01/24001	00147	EYE CONTACT	AUTISM SPEAKS	AUTISM SPEAKS	BBDO New York	USA	BBDO New York	LOBO São Paulo	Print & Poster Craft: Illustration
B01/24009	01467	OLD AGE	THE SAMARITANS	THE SAMARITANS	Y&R SHANGHAI	CHINA	Y&R SHANGHAI		Print & Poster Craft: Illustration
B01/24010	01469	SCHOOL BULLY	THE SAMARITANS	THE SAMARITANS	Y&R SHANGHAI	CHINA	Y&R SHANGHAI		Print & Poster Craft: Illustration
B01/24011	01473	STUDY STRESS	THE SAMARITANS	THE SAMARITANS	Y&R SHANGHAI	CHINA	Y&R SHANGHAI		Print & Poster Craft: Illustration
B01/24012	01475	TRANSGENDER	THE SAMARITANS	THE SAMARITANS	Y&R SHANGHAI	CHINA	Y&R SHANGHAI		Print & Poster Craft: Illustration
B01/24013	01477	RAT HOME	THE SAMARITANS	THE SAMARITANS	Y&R SHANGHAI	CHINA	Y&R SHANGHAI		Print & Poster Craft: Illustration
B01/28020	30566	MANBOOBS	MACMA	BREAST CANCER AWARENESS	DAVID Buenos Aires	ARGENTINA	DAVID Buenos Aires	LANDIA Buenos Aires	Branded Content: Digital
B01/29004	00917	FREE THE KIDS	UNILEVER	PERSIL / OMO	MULLENLOWE GROUP London	UNITED KINGDOM	MULLENLOWE GROUP London	RSA FILMS London	Branded Content: Film & TV
B01/30002	00823	LIFE AFTER DEATH	POLISH RED CROSS	FIRST-AID COURSES	GREY WORLDWIDE WARSAW	POLAND	GREY WORLDWIDE WARSAW	SHOOTME WARSAW Warsaw	Branded Content: Live Experience
B01/3015	00331	AUCTIONEER	TOBACCO FREE FLORIDA	ANTI-TOBACCO	ALMA DOB Miami	USA	ALMA DOB Miami		Radio
B01/3016	01876	FOOTBALL MEMORIES FM	LIBERO	FOOTBALL MAGAZINE	LOLA MULLENLOWE Madrid	SPAIN	LOLA MULLENLOWE Madrid	DESEIF Madrid	Radio
B01/32001	01921	REWORD	HEADSPACE	REWORD WEB APPLICATION	LEO BURNETT MELBOURNE	AUSTRALIA	LEO BURNETT MELBOURNE		Digital Craft: User Experience (UX)
B01/34005	01920	REWORD	HEADSPACE	REWORD WEB APPLICATION	LEO BURNETT MELBOURNE	AUSTRALIA	LEO BURNETT MELBOURNE		Digital: Other Digital Platforms
B01/35002	00753	CENSORSHIP FOR CANCER	FONDAZIONE ANT ITALIA ONLUS	FONDAZIONE ANT ITALIA ONLUS	J. WALTER THOMPSON ITALY Milan	ITALY	J. WALTER THOMPSON ITALY Milan	J. WALTER THOMPSON ITALY Milan	Digital: Social
B01/35014	00960	OP45	OPERATION SMILE	CHARITY	Y&R SOUTH AFRICA Cape Town	SOUTH AFRICA	Y&R SOUTH AFRICA Cape Town		Digital: Social
B01/37007	01922	REWORD	HEADSPACE	REWORD WEB APPLICATION	LEO BURNETT MELBOURNE	AUSTRALIA	LEO BURNETT MELBOURNE		Integrated Digital Campaign
B01/39002	01585	THIS BIKE HAS MS	MS AUSTRALIA	MS	GREY MELBOURNE	AUSTRALIA	GREY MELBOURNE	GREY MELBOURNE / GLASSCASE PRODUCTIONS Melbourne / RISK SOUND Melbourne	Integrated Outdoor Campaign
B01/42052	00023	PARADISE HILL	IT'S NOT OK	DOMESTIC VIOLENCE AWARENESS	FCB NEW ZEALAND Auckland	NEW ZEALAND	FCB NEW ZEALAND Auckland		Standard Print
B01/43013	01450	LAST WORDS	INDIAN ASSOCIATION OF PALLIATIVE CARE (IAPC)	PALLIATIVE CARE (END-OF-LIFE CARE)	MEDULLA COMMUNICATIONS Mumbai	INDIA	MEDULLA COMMUNICATIONS Mumbai	A NINETEEN FILMS Mumbai	Digital: Online Video
B01/43015	01057	DARRYL	CANSA (CANCER ASSOCIATION OF SOUTH AFRICA)	CANSA (CANCER ASSOCIATION OF SOUTH AFRICA)	FCB CAPE TOWN	SOUTH AFRICA	FCB CAPE TOWN / HELLOCOMPUTER Cape Town	BIOSCOPE FILMS Cape Town	Digital: Online Video
B01/43016	01058	JABU	CANSA (CANCER ASSOCIATION OF SOUTH AFRICA)	CANSA (CANCER ASSOCIATION OF SOUTH AFRICA)	FCB CAPE TOWN	SOUTH AFRICA	FCB CAPE TOWN / HELLOCOMPUTER Cape Town	BIOSCOPE FILMS Cape Town	Digital: Online Video

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B01/43024	01730	MANBOOBS	MACMA	BREAST CANCER AWARENESS	DAVID Buenos Aires	ARGENTINA	DAVID Buenos Aires	LANDIA Buenos Aires	Digital: Online Video
B01/43038	01956	A VISIT FROM AUNT FLO	KIMBERLY-CLARK	UBYKOTEX AND POISE	SHEKNOWS MEDIA New York	USA	SHEKNOWS MEDIA New York / OPC Toronto	OPC Toronto	Digital: Online Video
B01/43040	31538	KEEP PARTS FUNNY	MEREDITH'S MIRACLES COLON CANCER FOUNDATION / HUMANA	COLON CANCER AWARENESS / HEALTH INSURANCE	FCB CHICAGO	USA	FCB CHICAGO	LORD + THOMAS Chicago	Digital: Online Video
B01/8001	00813	COOL WITHOUT SMOKING	THE DANISH CANCER SOCIETY	ANTI-SMOKING	DDB COPENHAGEN	DENMARK	DDB COPENHAGEN		Direct and Promo & Activation
B01/8003	00022	PARADISE HILL	IT'S NOT OK	DOMESTIC VIOLENCE AWARENESS	FCB NEW ZEALAND Auckland	NEW ZEALAND	FCB NEW ZEALAND Auckland		Direct and Promo & Activation
B01/8005	00305	CONNECT PEN & NOTEBOOK	OTSUKA PHARMACEUTICAL CO.	EDUCATION OF CRANIAL NERVE DISEASE	TOPPAN PRINTING Tokyo	JAPAN	TOPPAN PRINTING Tokyo		Direct and Promo & Activation
B01/8009	01895	SNAPCHAT FROM THE CLOSET	OOGACHAGA	LGBT COUNSELLING / NON-PROFIT	OGILVY & MATHER SINGAPORE	SINGAPORE	OGILVY & MATHER SINGAPORE	FREEFLOW PRODUCTIONS SINGAPORE / H&O Singapore	Direct and Promo & Activation
B01/8032	01482	YOU'RE ACCEPTED	MINUS 18	LGBT YOUTH SUPPORT	GPY&R Melbourne	AUSTRALIA	GPY&R Melbourne		Direct and Promo & Activation
B01/8039	00797	LIFESAVER BACKPACK	LUKI	CHILDREN FRUIT SNACK	J. WALTER THOMPSON COLOMBIA Bogotá	COLOMBIA	J. WALTER THOMPSON COLOMBIA Bogotá		Direct and Promo & Activation
B01/8046	01924	REWORD	HEADSPACE	REWORD WEB APPLICATON	LEO BURNETT MELBOURNE	AUSTRALIA	LEO BURNETT MELBOURNE		Direct and Promo & Activation
B01/8049	00734	BRAIN BUILDING CASE STUDY	VROOM	VROOM	JOHANNES LEONARDO New York	USA	JOHANNES LEONARDO New York		Direct and Promo & Activation
B01/8059	01324	DONT TREAT YOURSELF TO ANTIBIOTICS	NATIONAL HEALTH INSURANCE COMPANY - DAMAN	AWARENESS AGAINST ANTIBIOTICS SELF-PRESCRIPTION	FP7/DXB Dubai	UNITED ARAB EMIRATES	FP7/DXB Dubai		Direct and Promo & Activation
B01/8074	01073	DIPPER CONDOMS	TATA MOTORS	DIPPER CONDOMS	REDIFFUSION Y&R Mumbai	INDIA	REDIFFUSION Y&R Mumbai		Direct and Promo & Activation
B01/8083	02033	SUGAR DETOX	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	MARCEL Paris	KUEST PROD Paris / CINQ ETOILES Paris	Direct and Promo & Activation
B01/9001	00799	ONE TRY, ONE LIFE	THE END ALS ASSOCIATION	END ALS	McCANN ERICKSON JAPAN Tokyo	JAPAN	McCANN ERICKSON JAPAN Tokyo / DENTSU INC Tokyo / HAKUHODO Tokyo	AOI PRO Tokyo	PR
B01/9007	00755	CENSORSHIP FOR CANCER	FONDAZIONE ANT ITALIA ONLUS	FONDAZIONE ANT ITALIA ONLUS	J. WALTER THOMPSON ITALY Milan	ITALY	J. WALTER THOMPSON ITALY Milan		PR
B01/9009	00691	PIGEON AIR PATROL	PLUME LABS	PIGEON AIR PATROL	DIGITASLBI London	UNITED KINGDOM	DIGITASLBI London		PR

B02 (Clinics, Hospitals, Retail & Facilities)

B02/1001	00222	DREAM ADVENTURES FILM	EXPEDIA	TRAVEL	180LA Santa Monica	USA	180LA Santa Monica	WAYS & MEANS Los Angeles	Film: Cinema, TV and Digital Film Content
B02/1005	01782	ENVY	SVENSON	HAIR TREATMENT CLINIC	TAPSA Y&R Madrid	SPAIN	TAPSA Y&R Madrid	LEE FILMS Madrid	Film: Cinema, TV and Digital Film Content
B02/11001	00550	HOW IS YOUR BODY PERFORMING	BUPA	HEALTH TEST	WCRS London	UNITED KINGDOM	WCRS London	AGILE FILMS London	Mobile
B02/12001	00219	DREAM ADVENTURES	EXPEDIA	TRAVEL	180LA Santa Monica	USA	180LA Santa Monica	WAYS & MEANS Los Angeles	Use of Technology
B02/25002	00491	SURGEON TRYOUTS - TEST 3 CREATE SUSHI FROM A SINGLE GRAIN OF RICE	KURASHIKI CENTRAL HOSPITAL	RECRUITMENT	TBWA HAKUHODO Tokyo	JAPAN	TBWA HAKUHODO Tokyo / HAKUHODO Tokyo	TYO MONSTER Tokyo	Print & Poster Craft: Photography
B02/25003	01800	SURGEON TRYOUTS - TEST 1 FOLD A 5MM ORIGAMI CRANE.	KURASHIKI CENTRAL HOSPITAL	RECRUITMENT	TBWA HAKUHODO Tokyo	JAPAN	TBWA HAKUHODO Tokyo / HAKUHODO Tokyo	TYO MONSTER Tokyo	Print & Poster Craft: Photography
B02/25004	01801	SURGEON TRYOUTS - TEST 2 REASSEMBLE AN INSECT.	KURASHIKI CENTRAL HOSPITAL	RECRUITMENT	TBWA HAKUHODO Tokyo	JAPAN	TBWA HAKUHODO Tokyo / HAKUHODO Tokyo	TYO MONSTER Tokyo	Print & Poster Craft: Photography
B02/30001	00218	DREAM ADVENTURES	EXPEDIA	TRAVEL	180LA Santa Monica	USA	180LA Santa Monica	WAYS & MEANS Los Angeles	Branded Content: Live Experience
B02/43007	00194	UNMASKING A KILLER.	NEWYORK-PRESBYTERIAN	CANCER CARE	SEIDEN ADVERTISING New York	USA	SEIDEN ADVERTISING New York	DUTCH UNCLE New York	Digital: Online Video
B02/8003	00487	SURGEON TRYOUTS	KURASHIKI CENTRAL HOSPITAL	RECRUITMENT	TBWA HAKUHODO Tokyo	JAPAN	TBWA HAKUHODO Tokyo / HAKUHODO Tokyo	TYO MONSTER Tokyo	Direct and Promo & Activation
B02/9002	00488	SURGEON TRYOUTS	KURASHIKI CENTRAL HOSPITAL	RECRUITMENT	TBWA HAKUHODO Tokyo	JAPAN	TBWA HAKUHODO Tokyo / HAKUHODO Tokyo	TYO MONSTER Tokyo	PR

B03 (Insurance)

B03/1003	00192	DELIVERY	UNITEDHEALTHCARE	HEALTH INSURANCE/CLAIM APP	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO	MJZ Los Angeles	Film: Cinema, TV and Digital Film Content
B03/13001	00441	WAYS IN CAMPAIGN	UNITEDHEALTHCARE	UNITEDHEALTHCARE BRAND	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO	FURLINED Santa Monica / MJZ Los Angeles	Integrated Campaign
B03/29001	01082	GO KNOW TAKE CONTROL CONTENT INTEGRATION	CIGNA	CIGNA BRAND	OMD New York	USA	MRM New York		Branded Content: Film & TV
B03/8003	01952	CIGNA JOB SWAP	CIGNA	HEALTH INSURANCE	McCANN NEW YORK New York	USA	McCANN NEW YORK New York	OMD New York	Direct and Promo & Activation

B04 (Fundraising & Advocacy)

B04/11001	01724	_FORWATER	WAVES FOR WATER	INSTITUTIONAL	LDC São Paulo	BRAZIL	LDC São Paulo		Mobile
B04/12002	00520	VIRTUAL PELOTON	STEVE WAUGH FOUNDATION	RARE DISEASE AWARENESS	HAVAS WORLDWIDE AUSTRALIA Sydney	AUSTRALIA	HAVAS WORLDWIDE AUSTRALIA Sydney		Use of Technology
B04/12006	01295	DONATE THE BARS	ATADOS	BLACK BARS	J. WALTER THOMPSON BRAZIL São Paulo	BRAZIL	J. WALTER THOMPSON BRAZIL São Paulo		Use of Technology
B04/13003	00774	PROJECT LITERACY	PEARSON	PROJECT LITERACY	FCB INFERNO London	UNITED KINGDOM	FCB INFERNO London	1STAVEMACHINE London	Integrated Campaign
B04/13005	01751	LADYBALLS	OVARIAN CANCER CANADA	PUBLIC AWARENESS - OVARIAN CANCER	GREY CANADA Toronto	CANADA	GREY CANADA Toronto	UNTITLED FILMS Toronto	Integrated Campaign
B04/14001	00777	PROJECT LITERACY	PEARSON	PROJECT LITERACY	FCB INFERNO London	UNITED KINGDOM	FCB INFERNO London	1STAVEMACHINE London	Film Craft: Production Design / Art Direction
B04/18001	00776	PROJECT LITERACY	PEARSON	PROJECT LITERACY	FCB INFERNO London	UNITED KINGDOM	FCB INFERNO London	1STAVEMACHINE London	Film Craft: Animation / Visual Effects
B04/22001	00152	HAVENT GOT MUCH TIME	AMERICAN RED CROSS	AMERICAN RED CROSS	BBDO New York	USA	BBDO New York		Print & Poster Craft: Art Direction
B04/22010	01486	ELIZABETH WILLIAMS	DONATE LIFE AMERICA	ORGAN DONATION REGISTRATION	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO		Print & Poster Craft: Art Direction
B04/22011	01489	FREDERICK JONES	DONATE LIFE AMERICA	ORGAN DONATION REGISTRATION	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO		Print & Poster Craft: Art Direction
B04/28001	00087	NHS - BETTER LEFT UNSAID	NHS BLOOD AND TRANSPLANT	NHS ORGAN DONOR	AESOP AGENCY London	UNITED KINGDOM	AESOP AGENCY London		Branded Content: Digital
B04/28002	00021	SA HEALTH HANDS OFF OUR AMBOS	SA HEALTH	SOUTH AUSTRALIAN AMBULANCE OFFICERS	SHOWPONY ADVERTISING Adelaide	AUSTRALIA	SHOWPONY ADVERTISING Adelaide	SAM WARK Adelaide	Branded Content: Digital
B04/28006	02006	LUIS' DREAM	DORMIMUNDO / APEC	MATTRESS / THE ASSOCIATION TO AVOID BLINDNESS IN MEXICO	OGILVY & MATHER Mexico City	MEXICO	OGILVY & MATHER Mexico City	OXIGENO Mexico City	Film: Cinema, TV and Digital Film Content
B04/29004	02007	LUIS' DREAM	DORMIMUNDO / APEC	MATTRESS / THE ASSOCIATION TO AVOID BLINDNESS IN MEXICO	OGILVY & MATHER Mexico City	MEXICO	OGILVY & MATHER Mexico City	OXIGENO Mexico City	Branded Content: Film & TV
B04/35001	00276	MISSING TYPE	NHS BLOOD AND TRANSPLANT	NATIONAL BLOOD WEEK	ENGINE London	UNITED KINGDOM	ENGINE London		Digital: Social
B04/35015	01318	CAMPAIGN "CLEARTHEPITCH"	DANCHURCHAID	DCA MINE ACTION	GREY GROUP Singapore	SINGAPORE	GREY GROUP Singapore	GREAT GUNS London / CUTTERS Tokyo / YESSIAN MUSIC Detroit	Digital: Social
B04/36002	01723	_FORWATER	WAVES FOR WATER	INSTITUTIONAL	LDC São Paulo	BRAZIL	LDC São Paulo		Digital: Web Platforms

Shortlist (Health and Wellness Lions)

B04/38004	01272	DONOR CAR	CUCAIBA	CUCAIBA	J. WALTER THOMPSON ARGENTINA Buenos Aires	ARGENTINA	J. WALTER THOMPSON ARGENTINA Buenos Aires	PALERMO FILMS Buenos Aires	Ambient Outdoor
B04/38006	01411	ALZHEIMER ATM	BANCO SANTA FE	BANCO SANTA FE	Y&R BUENOS AIRES	ARGENTINA	Y&R BUENOS AIRES	ORUGA CINE Buenos Aires	Ambient Outdoor
B04/38008	00211	HERO GENE	BE THE MATCH	NATIONAL BONE MARROW DATABASE	AREA 23 AN FCB HEALTH COMPANY New York	USA	AREA 23 AN FCB HEALTH COMPANY New York		Ambient Outdoor
B04/39001	01586	THIS BIKE HAS MS	MS AUSTRALIA	MS	GREY MELBOURNE	AUSTRALIA	GREY MELBOURNE	GREY MELBOURNE / GLASSCASE PRODUCTIONS Melbourne / RISK SOUND Melbourne	Integrated Outdoor Campaign
B04/42002	00151	HAVEN'T GOT MUCH TIME	AMERICAN RED CROSS	AMERICAN RED CROSS	BBDO New York	USA	BBDO New York		Standard Print
B04/42008	01485	ELIZABETH WILLIAMS	DONATE LIFE AMERICA	ORGAN DONATION REGISTRATION	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO		Standard Print
B04/42009	01488	FREDERICK JONES	DONATE LIFE AMERICA	ORGAN DONATION REGISTRATION	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO		Standard Print
B04/43001	00775	PROJECT LITERACY	PEARSON	PROJECT LITERACY	FCB INFERNO London	UNITED KINGDOM	FCB INFERNO London	1STAVEMACHINE London	Digital: Online Video
B04/43007	01740	HOW DO YOU SEE ME	COORDOWN	COORDOWN	SAATCHI & SAATCHI New York	USA	SAATCHI & SAATCHI New York	SAATCHI & SAATCHI New York / PULSE FILMS Los Angeles	Digital: Online Video
B04/43008	01731	MANBOOBS	MACMA	BREAST CANCER AWARENESS	DAVID Buenos Aires	ARGENTINA	DAVID Buenos Aires	LANDIA Buenos Aires	Digital: Online Video
B04/43012	02012	LUIS' DREAM	DORMIMUNDO / APEC	MATTRESS / THE ASSOCIATION TO AVOID BLINDNESS IN MEXICO	OGILVY & MATHER Mexico City	MEXICO	OGILVY & MATHER Mexico City	OXIGENO Mexico City	Digital: Online Video
B04/8013	00706	TESTIMONIES	FUNDACIÓN HUESPED	INSTITUTIONAL FUNDRAISING	WUNDERMAN BUENOS AIRES	ARGENTINA	WUNDERMAN BUENOS AIRES		Direct and Promo & Activation
B04/8024	01739	HOW DO YOU SEE ME	COORDOWN	COORDOWN	SAATCHI & SAATCHI New York	USA	SAATCHI & SAATCHI New York	SAATCHI & SAATCHI New York / PULSE FILMS Los Angeles	Direct and Promo & Activation
B04/8040	01399	FIGHTING THE VIRUS WITH CLICKS	DOTHIV GEMEINUTZIGER	COORDOWN	THUNK Hamburg	GERMANY	THUNK Hamburg	LIGA_01 COMPUTER FILM HAMBURG / THE SHACK Hamburg	Direct and Promo & Activation
B04/9001	00780	A KIDNEY ON EBAY	FRANCE ADOT	ORGAN DONATION ASSOCIATION	FCB PARIS Paris	FRANCE	FCB PARIS Paris		PR
B04/9005	00934	THE LAST MASK	NATALIA PONCE DE LEON FOUNDATION	NATALIA PONCE DE LEON FOUNDATION	J. WALTER THOMPSON COLOMBIA Bogotá	COLOMBIA	J. WALTER THOMPSON COLOMBIA Bogotá		PR
B04/9007	01704	BEHIND THE T-SHIRT	IBCC	CORPORATE IMAGE	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	CONSPIRAÇÃO FILMES São Paulo / JAMUTE AUDIO Curitiba	PR
B04/9010	01752	LADYBALLS	OVARIAN CANCER CANADA	PUBLIC AWARENESS - OVARIAN CANCER	GREY CANADA Toronto	CANADA	GREY CANADA Toronto	UNTITLED FILMS Toronto	PR
B04/9016	00929	MY TWITTER PASSWORD IS 060114	INSTITUTO DE LA MEMORIA & APEAD	INSTITUTO DE LA MEMORIA & APEAD	McCANN LIMA	PERU	McCANN LIMA		PR
B04/9025	01587	THIS BIKE HAS MS	MS AUSTRALIA	MS	GREY MELBOURNE	AUSTRALIA	GREY MELBOURNE	GREY MELBOURNE / GLASSCASE PRODUCTIONS Melbourne / RISK SOUND Melbourne	PR

B05 (Other)

B05/12003	01940	DOT. THE FIRST BRAILLE SMARTWATCH.	DOT INCORPORATION	DOT. THE FIRST BRAILLE SMARTWATCH.	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich / SERVICEPLAN KOREA Seoul / DOT INCORPORATION Seoul	COMMONDEER Los Angeles / CORE-A STUDIOS Seoul	Use of Technology
B05/8005	21912	SEA HERO QUEST	DEUTSCHE TELEKOM	DEUTSCHE TELEKOM	SAATCHI & SAATCHI London	UNITED KINGDOM	SAATCHI & SAATCHI London	BUF Paris / GRAND CENTRAL SOUND STUDIOS London / UNIT MEDIA London	Mobile
B05/8007	00859	THE WATER SAVERS	COLGATE-PALMOLIVE	INSTITUTIONAL	RED FUSE COMMUNICATIONS New York	USA	RED FUSE COMMUNICATIONS New York / Y&R NEW YORK		Direct and Promo & Activation

C01 (Animal Health)

C01/1009	01988	SOFA	SPECIAL DOG	DOG FOOD	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo	BOSSA NOVA FILMS São Paulo	Film: Cinema, TV and Digital Film Content
C01/1010	01998	WIDOW	SPECIAL DOG	DOG FOOD	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo	BOSSA NOVA FILMS São Paulo	Film: Cinema, TV and Digital Film Content
C01/1011	02002	BONDAGE	SPECIAL DOG	DOG FOOD	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo	BOSSA NOVA FILMS São Paulo	Film: Cinema, TV and Digital Film Content
C01/37002	00986	THE SHELTER PET PROJECT	AD COUNCIL, MADDIE'S FUND, THE HUMANE SOCIETY OF THE UNITED STATES	THE SHELTER PET PROJECT	J. WALTER THOMPSON New York	USA	J. WALTER THOMPSON New York		Integrated Digital Campaign
C01/40001	01546	BACON	THE J.M. SMUCKER COMPANY	MILK-BONE PILL POUCHES	FCB CHICAGO	USA	FCB CHICAGO		Standard Outdoor
C01/40002	01549	CHICKEN	THE J.M. SMUCKER COMPANY	MILK-BONE PILL POUCHES	FCB CHICAGO	USA	FCB CHICAGO		Standard Outdoor
C01/8004	00759	ADOPTABLE TRENDS	DPA	PET ADOPTION	DIESTE Dallas	USA	DIESTE Dallas	LETCA FILMS Miami / PERSONAL MUSIC Miami	Direct and Promo & Activation
C01/8013	00709	#LEYDEMIERDA (#SHITLAW)	TERRITORIO DE ZAGUATES	ANIMAL SHELTER	GARNIER BBDO COMUNIDAD San José	COSTA RICA	GARNIER BBDO COMUNIDAD San José		Direct and Promo & Activation

D01 (Corporate Image & Communication)

D01/1004	01670	BREATHLESS CHOIR	PHILIPS	SIMPLYGO MINI	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER LONDON	TOOL Santa Monica / UNIVERSAL PRODUCTION PARTNERS Prague	Film: Cinema, TV and Digital Film Content
D01/1017	01784	ENVY	SVENSON	HAIR TREATMENT CLINIC	TAPSA Y&R Madrid	SPAIN	TAPSA Y&R Madrid	LEE FILMS Madrid	Film: Cinema, TV and Digital Film Content
D01/1018	02014	LUIS' DREAM	DORMIMUNDO / APEC	THE ASSOCIATION TO AVOID BLINDNESS IN MEXICO	OGILVY & MATHER Mexico City	MEXICO	OGILVY & MATHER Mexico City	OXIGENO Mexico City	Film: Cinema, TV and Digital Film Content
D01/12014	01535	COLOR FOR THE COLORBLIND	VALSPAR / ENCHROMA	PAINT	FCB CHICAGO	USA	FCB CHICAGO	TOOL Santa Monica	Use of Technology
D01/15001	01671	BREATHLESS CHOIR	PHILIPS	SIMPLYGO MINI	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER LONDON	TOOL Santa Monica / UNIVERSAL PRODUCTION PARTNERS Prague	Film Craft: Direction
D01/17001	01672	BREATHLESS CHOIR	PHILIPS	SIMPLYGO MINI	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER LONDON	TOOL Santa Monica / UNIVERSAL PRODUCTION PARTNERS Prague	Film Craft: Use of Music / Sound Design
D01/25002	00492	SURGEON TRYOUTS - TEST 3 CREATE SUSHI FROM A SINGLE GRAIN OF RICE	KURASHIKI CENTRAL HOSPITAL	RECRUITMENT	TBWAHAKUHODO Tokyo	JAPAN	TBWAHAKUHODO Tokyo / HAKUHODO Tokyo	TYO MONSTER Tokyo	Print & Poster Craft: Photography
D01/25003	01803	SURGEON TRYOUTS - TEST 1 FOLD A 5MM ORIGAMI CRANE.	KURASHIKI CENTRAL HOSPITAL	RECRUITMENT	TBWAHAKUHODO Tokyo	JAPAN	TBWAHAKUHODO Tokyo / HAKUHODO Tokyo	TYO MONSTER Tokyo	Print & Poster Craft: Photography
D01/25004	01802	SURGEON TRYOUTS - TEST 2 REASSEMBLE AN INSECT.	KURASHIKI CENTRAL HOSPITAL	RECRUITMENT	TBWAHAKUHODO Tokyo	JAPAN	TBWAHAKUHODO Tokyo / HAKUHODO Tokyo	TYO MONSTER Tokyo	Print & Poster Craft: Photography
D01/28003	01667	BREATHLESS CHOIR	PHILIPS	SIMPLYGO MINI	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER LONDON	TOOL Santa Monica / UNIVERSAL PRODUCTION PARTNERS Prague	Branded Content: Digital
D01/28005	00341	GE PODCAST THEATRE PRESENTS THE MESSAGE	GE	GE	BBDO New York	USA	BBDO New York	PANOPLY MEDIA New York	Branded Content: Digital
D01/28009	01533	COLOR FOR THE COLORBLIND	VALSPAR / ENCHROMA	PAINT	FCB CHICAGO	USA	FCB CHICAGO	TOOL Santa Monica	Branded Content: Digital
D01/28011	02008	LUIS' DREAM	DORMIMUNDO / APEC	THE ASSOCIATION TO AVOID BLINDNESS IN MEXICO	OGILVY & MATHER Mexico City	MEXICO	OGILVY & MATHER Mexico City	OXIGENO Mexico City	Branded Content: Digital

Shortlist (Health and Wellness Lions)

D01/29004	02009	LUIS' DREAM	DORMIMUNDO / APEC	THE ASSOCIATION TO AVOID BLINDNESS IN MEXICO	OGILVY & MATHER Mexico City	MEXICO	OGILVY & MATHER Mexico City	OXIGENO Mexico City	Branded Content: Film & TV
D01/3001	01651	TONGUE	UNILEVER	DOVE	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER LONDON		Radio
D01/35003	01552	#7MINUTES1REPORT	ESTADAO	ESTADAO DIGITAL	FCB BRASIL São Paulo	BRAZIL	FCB BRASIL São Paulo		Digital: Social
D01/38006	01133	THE LIVE OSTEOPOROSIS	AMMOM: ASOCIACIÓN MEXICANA DE METABOLISMO ÓSEO Y MINERAL	AMMOM: ASOCIACIÓN MEXICANA DE METABOLISMO ÓSEO Y MINERAL	J. WALTER THOMPSON MEXICO Mexico City	MEXICO	J. WALTER THOMPSON MEXICO Mexico City		Ambient Outdoor
D01/43002	01669	BREATHLESS CHOIR	PHILIPS	SIMPLYGO MINI	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER LONDON	TOOL Santa Monica / UNIVERSAL PRODUCTION PARTNERS Prague	Digital: Online Video
D01/43013	01543	COLOR FOR THE COLORBLIND	VALSPAR / ENCHROMA	PAINT	FCB CHICAGO	USA	FCB CHICAGO	TOOL Santa Monica	Digital: Online Video
D01/8004	01706	BEHIND THE T-SHIRT	IBCC	CORPORATE IMAGE	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	CONSPIRAÇÃO FILMES São Paulo / JAMUTE AUDIO Curitiba	Direct and Promo & Activation
D01/8008	00489	SURGEON TRYOUTS	KURASHIKI CENTRAL HOSPITAL	RECRUITMENT	TBWAHAKUHODO Tokyo	JAPAN	TBWAHAKUHODO Tokyo / HAKUHODO Tokyo	TYO MONSTER Tokyo	Direct and Promo & Activation
D01/9003	01707	BEHIND THE T-SHIRT	IBCC	CORPORATE IMAGE	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	CONSPIRAÇÃO FILMES São Paulo / JAMUTE AUDIO Curitiba	PR
D01/9004	01668	BREATHLESS CHOIR	PHILIPS	SIMPLYGO MINI	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER LONDON	TOOL Santa Monica / UNIVERSAL PRODUCTION PARTNERS Prague	PR
D01/9007	00490	SURGEON TRYOUTS	KURASHIKI CENTRAL HOSPITAL	RECRUITMENT	TBWAHAKUHODO Tokyo	JAPAN	TBWAHAKUHODO Tokyo / HAKUHODO Tokyo	TYO MONSTER Tokyo	PR
D01/9021	01541	COLOR FOR THE COLORBLIND	VALSPAR / ENCHROMA	PAINT	FCB CHICAGO	USA	FCB CHICAGO	TOOL Santa Monica	PR

Total Entries: 201