

Creative Strategy Shortlist

| Track | Cat. No | Entry No | Title | Brand | Product | Entrant Company | Entrant Country | Idea Creation | Production | Media | PR | Additional |
|--|---------|----------|---|---|--|--|----------------------|--|---|---|--|--|
| A01 (FMCG) | | | | | | | | | | | | |
| Reach | A01016 | 00428 | LEGALADE | KRAFT HEINZ | COUNTRY TIME LEMONADE | LEO BURNETT CHICAGO | USA | LEO BURNETT CHICAGO | HARBOR PICTURE COMPANY New York | | | |
| Reach | A01019 | 00708 | THE TIME WE HAVE LEFT | PERNOD RICARD | RUAVIEWA | LEO BURNETT Madrid | SPAIN | LEO BURNETT Madrid | SERENA Madrid / TESAURO Madrid | MEDIACOM Madrid | | |
| Reach | A01039 | 00762 | GILLETTE TREO | GILLETTE | TREO RAZORS | GREY London | UNITED KINGDOM | GREY London / GREY NEW YORK | | | | |
| A02 (Healthcare) | | | | | | | | | | | | |
| Reach | A02011 | 00138 | VIVA LA VULVA | ESSITY | LIBRESSE/ BODYFORM | AMVBDO London | UNITED KINGDOM | AMVBDO London | SOMESUCH London | KETCHUM London | | 750MPH London / TIME BASED ARTS London / TRIM EDITING London |
| Reach | A02017 | 00658 | TOUCH OF CARE INDIA | P&G Vicks | VICKS | PUBLICIS SINGAPORE | SINGAPORE | PUBLICIS SINGAPORE | | | 20:20 MSL Mumbai | PROCTER & GAMBLE HEALTHCARE Singapore |
| A03 (Consumer Durables) | | | | | | | | | | | | |
| Reach | A03012 | 00404 | REFURBISHED TWEETS | BACK MARKET | BACK MARKET | BETC Paris | FRANCE | BETC Paris | GENERAL POP Paris | | | |
| Reach | A03014 | 10214 | SAMSUNG X FORTNITE THE GALAXY SKIN | SAMSUNG GLOBAL | THE GALAXY SKIN | R/GA New York | USA | R/GA New York | PUBLICIS NEW YORK / R/GA New York | STARCOM Chicago / STARCOM London | WASSERMAN New York | |
| Reach | A03018 | 00677 | HADJOTE COSTUME | DIESEL | DIESEL | PUBLICIS ITALY Milan | ITALY | PUBLICIS ITALY Milan | SIZZER AMSTERDAM / STINK STUDIOS New York | SIMPLE AGENCY Milan | | MFC LONDON / PRODIGIOUS ITALY Milan / THE MILL New York |
| A04 (Automotive) | | | | | | | | | | | | |
| Reach | A04005 | 00195 | THE E.V.A. INITIATIVE | VOLVO CARS | VOLVO CARS | FORSMAN & BODENFORS Gothenburg | SWEDEN | FORSMAN & BODENFORS Gothenburg | NEW LAND Stockholm | MINDSHARE Gothenburg | | F&B INHOUSE Gothenburg / FACTORY London / FRAMESTORE London / GOODBYE KANSAS STUDIOS Stockholm / SUPERSTUDIO Stockholm |
| A05 (Retail / Travel / Leisure) | | | | | | | | | | | | |
| Reach | A05033 | 00771 | GO BACK TO AFRICA | BLACK & BROAD | BLACK & BROAD | FCB/SIX Toronto | CANADA | FCB/SIX Toronto | GRAYSON MATTHEWS Toronto / ROOSTER POST PRODUCTION Toronto | INITIATIVE Toronto | GLOSSY Toronto | |
| Reach | A05037 | 00629 | "PARENTHOOD" REPHRASED | BABYSHOP | BABYSHOP BRAND | FP7DXB Dubai | UNITED ARAB EMIRATES | FP7DXB Dubai | | FP7DXB Dubai / INHYPE Dubai | | ATTENTION SEEKERS London / MR/McCANN London |
| Reach | A05043 | 00828 | VISIT XBOX | XBOX/MICROSOFT | XBOX ONE X ENHANCED | McCANN LONDON | UNITED KINGDOM | McCANN LONDON | CLOCKWORK Johannesburg / CRAFT LONDON / FIRE WITHOUT SMOKE London / McCANN LONDON / MOMENTUM WORLDWIDE London | | | |
| Reach | A05045 | 20491 | THE HEALTHY LOYALTY PROGRAM | INTERMARCHE | LOYALTY PROGRAM | ROMANCE Paris | FRANCE | ROMANCE Paris | | | | |
| A06 (Media/ Entertainment) | | | | | | | | | | | | |
| Reach | A06011 | 00906 | MONTY'S WICKET WARNINGS | FOXTEL | FOXTEL | MINDSHARE Sydney | AUSTRALIA | MINDSHARE Sydney | MINDSHARE Sydney | MINDSHARE Sydney | | GOOGLE Sydney / OOHMEDIA Sydney / ORTA SPORTS Sydney |
| A07 (Consumer Services/ Business to Business) | | | | | | | | | | | | |
| Reach | A07002 | 00040 | ADD GAMING EXPERIENCE TO YOUR CV | MANPOWER NORWAY | MANPOWER | GEELMUYDEN KIESE Oslo | NORWAY | GEELMUYDEN KIESE Oslo | GEELMUYDEN KIESE Oslo / NIKOLAI LOCKERTSEN Moss | GEELMUYDEN KIESE Oslo / MINDSHARE NORWAY Oslo | GEELMUYDEN KIESE Oslo | |
| Reach | A07016 | 00011 | SANS FORGETICA | RMIT UNIVERSITY | RMIT UNIVERSITY EDUCATION | NAKED COMMUNICATIONS Sydney | AUSTRALIA | NAKED COMMUNICATIONS Sydney | BAR/AM Sydney / NAKED COMMUNICATIONS Sydney / ORCHARD Sydney | NAKED COMMUNICATIONS Sydney / RMIT UNIVERSITY Melbourne | | |
| Reach | A07025 | 00691 | KINGO | KINGO ENERGY | KINGO PREPAID SOLAR ENERGY | OGILVY GUATEMALA Guatemala City | GUATEMALA | KINGO ENERGY Guatemala City / OGILVY COLUMBIA Bogota / OGILVY GUATEMALA Guatemala City | OGILVY COLUMBIA Bogota / OGILVY GUATEMALA Guatemala City | OGILVY GUATEMALA Guatemala City | HILL*KNOWLTON STRATEGIES Guatemala City / POWELL COMMUNICATIONS New York | |
| A08 (Not-for-profit / Charity / Government) | | | | | | | | | | | | |
| Reach | A08026 | 00034 | END FAMILY FIRE | THE BRADY CAMPAIGN | HELP STOP GUN VIOLENCE | DROGAS New York | USA | DROGAS New York | FINAL CUT New York / HEARD CITY New York / HERE BE DRAGONS New York / M&TDC STUDIOS New York / SUPERHERO CHESSECAKE Amsterdam | SUNSHINE SACHS & ASSOCIATES New York | | ADDCOUNCIL New York / COMPANY 3 New York / DUTOTONE AUDIO GROUP New York / FUTURE PERFECT New York / HERO STUDIOS New York / RESIDENCY CONTENT New York |
| Reach | A08028 | 00640 | PROJECT 84 | CAMPAIGN AGAINST LIVING | CHARITY | adam&evodDB London | UNITED KINGDOM | adam&evodDB London | CAN & ABEL London / STRONG & CO. London | THIS MORNING, ITV London | W COMMUNICATIONS London | |
| Reach | A08033 | 00569 | MY LINE | COLOMBIAN MINISTRY OF INFORMATION AND COMMUNICATIONS TECHNOLOGY | MY LINE | MULLENLOWE SSP3 Bogota | COLOMBIA | MULLENLOWE SSP3 Bogota | | | | |
| Reach | A08035 | 00644 | CANCER@WORK | CANCER@WORK | CANCER@WORK | FAMOUS GREY PARIS Paris | FRANCE | FAMOUS GREY PARIS Paris | | | | |
| A09 (Corporate Social Responsibility (CSR) / Corporate Image) | | | | | | | | | | | | |
| Reach | A09015 | 00128 | HARMLESS GUNS | DAGOMA | 3D PRINTING | TBWA/PARIS | FRANCE | TBWA/PARIS | TBWA/ELISE Paris | | | |
| Reach | A09017 | 00367 | THE LAST EVER ISSUE | GAZETA.PL / MASTERCARD / BNP PARIBAS | GAZETA.PL (A NEWS PORTAL) | VILYAR POLAND Warsaw | POLAND | VILYAR POLAND Warsaw | PAPAYA FILMS Warsaw | WAVEMAKER Warsaw | | FUNDACJA SUKCESU PISANIEGO SZANKA Warsaw / VILYAR POLAND Warsaw / WAVEMAKER Warsaw |
| Reach | A09027 | 00474 | UNFORGETTABLE BAG | TESCO | UNFORGETTABLE BAG | GREY MALAYSIA Petaling Jaya | MALAYSIA | GREY MALAYSIA Petaling Jaya | 2AM MUSIC STUDIOS Kuala Lumpur / MOTION ROOM Petaling Jaya / RAWR STUDIOS Kuala Lumpur | | | |
| Reach | A09041 | 00767 | NATURE REPRESENTED | Sambilo | AI | GREY London | UNITED KINGDOM | GREY London | | | | |
| B01 (Data & Analytics) | | | | | | | | | | | | |
| Reach | B01005 | 00196 | THE E.V.A. INITIATIVE | VOLVO CARS | VOLVO CARS | FORSMAN & BODENFORS Gothenburg | SWEDEN | FORSMAN & BODENFORS Gothenburg | NEW LAND Stockholm | MINDSHARE Gothenburg | | F&B INHOUSE Gothenburg / FACTORY London / FRAMESTORE London / GOODBYE KANSAS STUDIOS Stockholm / SUPERSTUDIO Stockholm |
| Reach | B01007 | 00432 | SAFETY HUB | NRMA | HOME INSURANCE | CHE PROXIMITY Melbourne | AUSTRALIA | CHE PROXIMITY Melbourne | CHE PROXIMITY Melbourne | CHE PROXIMITY Melbourne | | |
| Reach | B01010 | 00708 | THE TIME WE HAVE LEFT | PERNOD RICARD | RUAVIEWA | LEO BURNETT Madrid | SPAIN | LEO BURNETT Madrid | SERENA Madrid / TESAURO Madrid | MEDIACOM Madrid | | |
| B02 (Audience Insight) | | | | | | | | | | | | |
| Reach | B02004 | 00044 | FIREVASE | SAMSUNG FIRE & MARINE INSURANCE | FIREVASE | CHEIL WORLDWIDE Seoul | SOUTH KOREA | CHEIL WORLDWIDE Seoul | BOUNCE CREATIVE Seoul / JUNPASANG PRODUCTION Seoul | CHEIL WORLDWIDE Seoul | CHEIL WORLDWIDE Seoul | |
| Reach | B02005 | 00041 | ADD GAMING EXPERIENCE TO YOUR CV | MANPOWER NORWAY | MANPOWER | GEELMUYDEN KIESE Oslo | NORWAY | GEELMUYDEN KIESE Oslo | GEELMUYDEN KIESE Oslo / NIKOLAI LOCKERTSEN Moss | GEELMUYDEN KIESE Oslo / MINDSHARE NORWAY Oslo | GEELMUYDEN KIESE Oslo | |
| Reach | B02032 | 00433 | SAFETY HUB | NRMA | HOME INSURANCE | CHE PROXIMITY Melbourne | AUSTRALIA | CHE PROXIMITY Melbourne | CHE PROXIMITY Melbourne | CHE PROXIMITY Melbourne | | |
| Reach | B02045 | 00477 | TOMMY HILFIGER ADAPTIVE | TOMMY HILFIGER | TOMMY HILFIGER ADAPTIVE ADAPTIVE CLOTHING FOR PEOPLE WITH DISABILITIES | WUNDERMAN THOMPSON New York | USA | POSSIBLE NEW YORK / WUNDERMAN New York | HUMBLE New York | | | |
| Reach | B02059 | 00843 | THISABLES | IKEA | IKEA THISABLES | McCANN Tel Aviv | ISRAEL | McCANN Tel Aviv | CRAFT LONDON / McCANN Tel Aviv | UM Tel Aviv | McCANN Tel Aviv | |
| Reach | B02062 | 00590 | IM DRINKING IT FOR YOU | DB BREWERIES | DB BREWERIES | COLENSO BBDO Auckland | NEW ZEALAND | COLENSO BBDO Auckland | COLENSO BBDO Auckland / LIQUID STUDIOS Auckland / SWEETSHOP Auckland / THE MACHINE ROOM Auckland / WORLDPEACE FYI Auckland | CARAT Auckland | DRUM Auckland | LIQUID STUDIOS Auckland / THE MACHINE ROOM Auckland / WORLDPACE FYI Auckland |
| Reach | B02075 | 00529 | A WORLD WITHOUT BORDERS | AEROMEXICO | AEROMEXICO | OGILVY COLOMBIA Bogota | COLOMBIA | OGILVY COLOMBIA Bogota / OGILVY Mexico City | DIREKTOR FILMS Bogota | OGILVY PUBLIC RELATIONS New York | DAVID STUDIO Bogota / OGILVY Mexico City | |
| Reach | B02094 | 00762 | GILLETTE TREO | GILLETTE | TREO RAZORS | GREY London | UNITED KINGDOM | GREY London / GREY NEW YORK | | | | |
| Reach | B02096 | 11983 | THE TIME WE HAVE LEFT | PERNOD RICARD | RUAVIEWA | LEO BURNETT Madrid | SPAIN | LEO BURNETT Madrid | SERENA Madrid / TESAURO Madrid | MEDIACOM Madrid | | |
| C01 (Challenger Brand Strategy) | | | | | | | | | | | | |
| Reach | C01020 | 00360 | I AM TRASH, LES FLEURS DU DECHET | ETAT LIBRE D'ORANGE | PERFUME - I AM TRASH, LES FLEURS DU DECHET | OGILVY Paris | FRANCE | OGILVY Paris | OGILVY Paris / TOO-YOUNG Paris | | OGILVY Paris | |
| Reach | C01021 | 00334 | PEPSI'S OK | PEPSI | PEPSI | GOODY SILVERSTEIN & PARTNERS San Francisco | USA | GOODY SILVERSTEIN & PARTNERS San Francisco | CABIN EDITING COMPANY Santa Monica / FURLINED Santa Monica | OMD NEW YORK | THE ACCELERATION Los Angeles | COMPANY 3 Los Angeles / LIME STUDIOS Santa Monica / MOTIVE New York / OMD USA Los Angeles / THE MILL New York / TRACTLORE New York / UNIVERMEDIA New York |
| Reach | C01033 | 00139 | VIVA LA VULVA | ESSITY | LIBRESSE/ BODYFORM | AMVBDO London | UNITED KINGDOM | AMVBDO London | SOMESUCH London | KETCHUM London | | 750MPH London / TIME BASED ARTS London / TRIM EDITING London |
| Reach | C01034 | 00465 | REFURBISHED TWEETS | BACK MARKET | BACK MARKET | BETC Paris | FRANCE | BETC Paris | GENERAL POP Paris | | | |
| Reach | C01050 | 00383 | WHERE YOU BELONG | UTAIR | UTAIR PASSENGER AIRLINES | FRIENDS Moscow | RUSSIA | FRIENDS Moscow | BAKEHOUSE Moscow / PARAGON RETOUCH Saint Petersburg | FRIENDS Moscow | IPSOS COMCON Moscow | |
| Reach | C01057 | 00686 | FLY WITH US | FLYBONDI | FLYBONDI | GREY ARGENTINA Buenos Aires | ARGENTINA | GREY ARGENTINA Buenos Aires | | GLOBAL MIND Buenos Aires | ADVERPR Buenos Aires | |
| C02 (Breakthrough on a Budget) | | | | | | | | | | | | |
| Reach | C02006 | 00023 | CATAPULT AIR - NON-STOP TO SYLT | SYLT MARKETING | THE ISLAND OF SYLT | PHILIPP UND KEUNTJE Hamburg | GERMANY | PHILIPP UND KEUNTJE Hamburg | PHILIPP UND KEUNTJE Hamburg | | | |
| Reach | C02012 | 00130 | HARMLESS GUNS | DAGOMA | 3D PRINTING | TBWA/PARIS | FRANCE | TBWA/PARIS | TBWA/ELISE Paris | | | |
| Reach | C02021 | 00013 | SANS FORGETICA | RMIT UNIVERSITY | RMIT UNIVERSITY EDUCATION | NAKED COMMUNICATIONS Sydney | AUSTRALIA | NAKED COMMUNICATIONS Sydney | BAR/AM Sydney / NAKED COMMUNICATIONS Sydney / ORCHARD Sydney | NAKED COMMUNICATIONS Sydney / RMIT UNIVERSITY Melbourne | | |
| Reach | C02030 | 00642 | PROJECT 84 | CAMPAIGN AGAINST LIVING | CHARITY | adam&evodDB London | UNITED KINGDOM | adam&evodDB London | CAN & ABEL London / STRONG & CO. London | THIS MORNING, ITV London | W COMMUNICATIONS London | |
| Reach | C02031 | 00466 | REFURBISHED TWEETS | BACK MARKET | BACK MARKET | BETC Paris | FRANCE | BETC Paris | GENERAL POP Paris | | | |
| Reach | C02042 | 00723 | PAY IT FORWARD | THE BIG ISSUE | THE BIG ISSUE | FCB INFERN0 London | UNITED KINGDOM | FCB INFERN0 London | ARCHER'S MARK London | | | |
| Reach | C02058 | 00530 | A WORLD WITHOUT BORDERS | AEROMEXICO | AEROMEXICO | OGILVY COLOMBIA Bogota | COLOMBIA | OGILVY COLOMBIA Bogota / OGILVY Mexico City | DIREKTOR FILMS Bogota | OGILVY PUBLIC RELATIONS New York | DAVID STUDIO Bogota / OGILVY Mexico City | |
| C04 (Long-term Strategy) | | | | | | | | | | | | |
| Reach | C04002 | 00081 | FEED THE GOOD | MARS PETCARE | PEDGREE | BBDO NEW YORK | USA | BBDO NEW YORK | BISCUIT FILMWORKS Los Angeles / BUREAU PARADISE Moscow / FINCH Auckland / FRANKLIN RD Auckland | MEDIAACOM Moscow / MMT Moscow / WAVE/MAKER Auckland | IMPACT PR Auckland | 750MPH London / ALMAPBBDO Sao Paulo / AMBBDO London / BARRING ONIL Los Angeles / BBDO Moscow / BLOCHHEAD VFX Auckland / CLEMENGER BBDO Melbourne / COLENSO BBDO Auckland / COMPANY 3 New York / CREATURE Auckland / CUT + RUN London / DEPARTMENT OF POST Auckland / EXIT FILMS Auckland / FREER/CIA London / HEARD CITY New York / SCREENSOUND ALLIANCE Brighton / STINK STUDIOS London / THE MILL New York / WORK EDITORIAL New York |
| Reach | C04004 | 00178 | THE MASSIVE HIT THAT IMPROVES YOU A BIT | V ENERGY | V ENERGY, ENERGY DRINK | CLEMENGER BBDO SYDNEY | AUSTRALIA | CLEMENGER BBDO SYDNEY | CLEMENGER BBDO SYDNEY | OMD SYDNEY | | |
| Reach | C04006 | 00202 | ART FUND - REFRAMING A CHARTY | ART FUND | THE NATIONAL ART FUNDS | MULLENLOWE LONDON | UNITED KINGDOM | MULLENLOWE LONDON | | | | |
| Reach | C04016 | 00627 | LIFEBODY #HELPACHILDREA CHS | UNLEVER | LIFEBODY | LOWE LINTAS Mumbai | INDIA | LOWE LINTAS Mumbai / MULLENLOWE SINGAPORE / MULLENLOWE SSP3 Bogota | | | | |
| Reach | C04017 | 00502 | ENDANGERED SYNDROME | CANADIAN DOWN SYNDROME SOCIETY | SUPPORT FOR CANADIAN DOWN SYNDROME SOCIETY | FCB CANADA Toronto | CANADA | FCB CANADA Toronto | FCB CANADA Toronto / HAPPINESS SAIGON / AN FCB (LANCE HUGHES) Mtn City / SAINTS EDITORIAL Toronto / SILENT JOE Toronto / THE VANITY Toronto | UM CANADA Toronto | | |
| Reach | C04019 | 00770 | LIKE BRANDS | ALDI UK | ALDI SUPERMARKET | McCANN MANCHESTER | UNITED KINGDOM | McCANN MANCHESTER | CRAFT Creative | McCANN MANCHESTER | | |
| Reach | C04020 | 00488 | REA THE WONDERFUL EVERYDAY | IKEA | IKEA | MOTHER London | UNITED KINGDOM | MOTHER London | | | VIZUUM London | |
| Reach | C04027 | 00778 | REDEFINING WHAT IT MEANS TO BE A BEER BRAND | AB INBEV | MICHEL08 ULTRA | FCB CHICAGO | USA | FCB CHICAGO | | | | |
| D01 (Brave Brands) | | | | | | | | | | | | |
| Reach | D01020 | 00620 | WE BELIEVE, THE BEST MEN CAN BE | GILLETTE | GROOMING - BLADES & RAZORS | GREY NEW YORK | USA | GREY NEW YORK | COSMO STREET New York / IMC New York / SOMESUCH Los Angeles / TOWNHOUSE New York | CARAT New York | MMK+ New York | FUTURE PERFECT New York |
| Reach | D01021 | 00488 | NIKE DREAM CRAZY | NIKE | NIKE | WIEDEN-KENNEDY Portland | 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 |
| Reach | D01023 | 00460 | CES BILLBOARD | APPLE | PRIVACY | TBWA/MEDIA ARTS LAB Los Angeles | USA | TBWA/MEDIA ARTS LAB Los Angeles | | | OMD USA Los Angeles | |
| Reach | D01075 | 00712 | VIVA LA VULVA | ESSITY | LIBRESSE/ BODYFORM | AMVBDO London | UNITED KINGDOM | AMVBDO London | SOMESUCH London | KETCHUM London | | 750MPH London / TIME BASED ARTS London / TRIM EDITING London |
| Reach | D01083 | 00531 | A WORLD WITHOUT BORDERS | AEROMEXICO | AEROMEXICO | OGILVY COLOMBIA Bogota | COLOMBIA | OGILVY COLOMBIA Bogota / OGILVY Mexico City | DIREKTOR FILMS Bogota | OGILVY PUBLIC RELATIONS New York | DAVID STUDIO Bogota / OGILVY Mexico City | |
| D02 (Collaboration) | | | | | | | | | | | | |
| Reach | D02001 | 00037 | READ MORE, LISTEN MORE. | UNESCO, THE NEW YORK TIMES AND PARTICIPATING NEWS ORGANIZATIONS | WORLD PRESS FREEDOM DAY | DROGAS New York | USA | DROGAS New York | SECOND CHILD New York | HEARTS & SCIENCE New York / THE NEW YORK TIMES New York | | |
| Reach | D02024 | 00475 | UNFORGETTABLE BAG | TESCO | UNFORGETTABLE BAG | GREY MALAYSIA Petaling Jaya | MALAYSIA | GREY MALAYSIA Petaling Jaya | 2AM MUSIC STUDIOS Kuala Lumpur / MOTION ROOM Petaling Jaya / RAWR STUDIOS Kuala Lumpur | | | |
| Reach | D02026 | 00478 | TOMMY HILFIGER ADAPTIVE | TOMMY HILFIGER | TOMMY HILFIGER ADAPTIVE ADAPTIVE CLOTHING FOR PEOPLE WITH DISABILITIES | WUNDERMAN THOMPSON New York | USA | POSSIBLE NEW YORK / WUNDERMAN New York | HUMBLE New York | | | |
| Reach | D02031 | 00692 | KINGO | KINGO ENERGY | KINGO PREPAID SOLAR ENERGY | OGILVY GUATEMALA Guatemala City | GUATEMALA | KINGO ENERGY Guatemala City / OGILVY COLUMBIA Bogota / OGILVY GUATEMALA Guatemala City | OGILVY COLOMBIA Bogota / OGILVY GUATEMALA Guatemala City | OGILVY GUATEMALA Guatemala City | HILL*KNOWLTON STRATEGIES Guatemala City / POWELL COMMUNICATIONS New York | |
| Reach | D02048 | 00326 | #FORTHETHRONE | HBO | GAME OF THRONES | DROGAS New York | USA | 360 NEW YORK / DROGAS New York / GIANT SPOON New York | GIANT SPOON New York | | | HBO New York |
| E01 (Products / Propositions) | | | | | | | | | | | | |
| Reach | E01001 | 00045 | FIREVASE | SAMSUNG FIRE & MARINE INSURANCE | FIREVASE | CHEIL WORLDWIDE Seoul | SOUTH KOREA | CHEIL WORLDWIDE Seoul | BOUNCE CREATIVE Seoul / JUNPASANG PRODUCTION Seoul | CHEIL WORLDWIDE Seoul | CHEIL WORLDWIDE Seoul | |
| Reach | E01016 | 00362 | I AM TRASH, LES FLEURS DU DECHET | ETAT LIBRE D'ORANGE | PERFUME - I AM TRASH, LES FLEURS DU DECHET | OGILVY Paris | FRANCE | OGILVY Paris | OGILVY Paris / TOO-YOUNG Paris | | OGILVY Paris | |
| Reach | E01023 | 00476 | UNFORGETTABLE BAG | TESCO | UNFORGETTABLE BAG | GREY MALAYSIA Petaling Jaya | MALAYSIA | GREY MALAYSIA Petaling Jaya | 2AM MUSIC STUDIOS Kuala Lumpur / MOTION ROOM Petaling Jaya / RAWR STUDIOS Kuala Lumpur | | | |
| Reach | E01035 | 00693 | KINGO | KINGO ENERGY | KINGO PREPAID SOLAR ENERGY | OGILVY GUATEMALA Guatemala City | GUATEMALA | KINGO ENERGY Guatemala City / OGILVY COLUMBIA Bogota / OGILVY GUATEMALA Guatemala City | OGILVY COLOMBIA Bogota / OGILVY GUATEMALA Guatemala City | OGILVY GUATEMALA Guatemala City | HILL*KNOWLTON STRATEGIES Guatemala City / POWELL COMMUNICATIONS New York | |
| Reach | E01036 | 00844 | THISABLES | IKEA | IKEA THISABLES | McCANN Tel Aviv | ISRAEL | McCANN Tel Aviv | CRAFT LONDON / McCANN Tel Aviv | UM Tel Aviv | McCANN Tel Aviv | |
| Reach | E01042 | 00628 | DO BLACK - THE CARBON LIMIT CREDIT CARD | DOCONOMY | DO BLACK | RBK COMMUNICATION Stockholm | SWEDEN | RBK COMMUNICATION Stockholm | MAKING WAVES Stockholm | | | HILL*KNOWLTON STRATEGIES Stockholm |
| Reach | E01048 | 00765 | GILLETTE TREO | GILLETTE | TREO RAZORS | GREY London | UNITED KINGDOM | GREY London / GREY NEW YORK | | | | |
| E02 (Business Transformation) | | | | | | | | | | | | |
| Reach | E02005 | 00434 | SAFETY HUB | NRMA | HOME INSURANCE | CHE PROXIMITY Melbourne | AUSTRALIA | CHE PROXIMITY Melbourne | CHE PROXIMITY Melbourne | CHE PROXIMITY Melbourne | | |
| E03 (Brand Strategy) | | | | | | | | | | | | |
| Reach | E03015 | 00622 | WE BELIEVE, THE BEST MEN CAN BE | GILLETTE | GROOMING - BLADES & RAZORS | GREY NEW YORK | USA | GREY NEW YORK | COSMO STREET New York / IMC New York / SOMESUCH Los Angeles / TOWNHOUSE New York | CARAT New York | MMK+ New York | FUTURE PERFECT New York |
| Reach | E03025 | 00286 | DOLLAR SHAVE CLUB - WELCOME TO THE CLUB | DOLLAR SHAVE CLUB | DOLLAR SHAVE CLUB PRODUCT PORTFOLIO | THE SOUND New York City | USA | DOLLAR SHAVE CLUB Los Angeles / THE SOUND New York City | | | | |
| Reach | E03050 | 00713 | VIVA LA VULVA | ESSITY | LIBRESSE/ BODYFORM | | | | | | | |