

Shortlist (Direct Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency
A01 (Flat Mailing)							
A01/011	00413	ANTI-BACTERIAL RED PACKET	UNILEVER CHINA	LIFEBUOY TOTAL 10 BAR SOAP	BBH CHINA Shanghai	CHINA	BBH CHINA Shanghai
A01/024	00826	THE CALLING GREETING CARD	TELEFÓNICA, O2	CALLING GREETING CARD / TELECOMMUNICATION	INTERONE BBDO Hamburg	GERMANY	INTERONE BBDO Hamburg
A01/031	01302	HOME	APAV	DOMESTIC VIOLENCE	FCB Lisbon	PORTUGAL	FCB Lisbon
A01/046	02221	THE HIV+ ISSUE	VANGARDIST MAGAZINE	MAGAZINE	SAATCHI & SAATCHI SWITZERLAND Geneva	SWITZERLAND	SAATCHI & SAATCHI SWITZERLAND Geneva
A02 (Dimensional Mailing)							
A02/008	00189	TOGETHER SWEATER	TARGET / TOMS	SWEATER, COOKIE, BOX	MOTHER NEW YORK	USA	MOTHER NEW YORK
A02/018	00390	10 HOT STORIES	GLOBAL EXPORT CO.	AMERICAN GARDEN HABANERO SAUCE	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI
A02/028	00823	THE CUBE	ATLANTIC GROUP	HEATERS	LEO BURNETT FRANCE Paris	FRANCE	LEO BURNETT FRANCE
A02/050	02076	\$HRED	BNZ	HOME LOAN	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
A02/052	02113	SOUNDLAB BOX	LEICA GALLERY SÃO PAULO	LEICA INSTITUTIONAL	F/NAZCA SAATCHI & SAATCHI São Paulo	BRAZIL	F/NAZCA SAATCHI & SAATCHI São Paulo
A02/055	02506	ASHES	CAMPOFRIO	INSTITUTIONAL. FIRE LA BUREBA FACTORY	McCANN MADRID	SPAIN	McCANN MADRID
A02/079	02761	THE CUP OF LIFE	NATIONAL MUSEUM OF MILITARY HISTORY	WORLD WAR 2 EXHIBIT	IRELAND/DAVENPORT Johannesburg	SOUTH AFRICA	IRELAND/DAVENPORT Johannesburg
A03 (Targeted Ambient Media: Small Scale)							
A03/028	00544	THE LAST PACK	CVS HEALTH	CVS HEALTH	BBDO NEW YORK	USA	BBDO NEW YORK
A03/078	01730	COLOR FOR THE COLORBLIND	VALSPAR	PAINT	FCB CHICAGO	USA	FCB CHICAGO
A03/081	01777	THE SALT YOU CAN SEE	FUNDACIÓN FAVALORO	FUNDACIÓN FAVALORO	GREY ARGENTINA Buenos Aires	ARGENTINA	GREY ARGENTINA Buenos Aires
A03/088	01792	TRUE WETSUITS	QUIKSILVER JAPAN	WETSUITS	TBWA\HAKUHODO Tokyo	JAPAN	TBWA\HAKUHODO Tokyo
A03/091	01946	SNACKHOLIDAYS	TRANSAVIA	AIRLINE COMPANY	LES GAULOIS Puteaux	FRANCE	LES GAULOIS Puteaux
A03/092	01992	PROUD WHOPPER	BURGER KING	WHOPPER	DAVID Miami	USA	DAVID Miami
A03/093	02004	DREAMS ON SWADDLES	IDFC MUTUAL FUND	MUTUAL FUND	TBWA\INDIA Mumbai	INDIA	TBWA\INDIA Mumbai
A03/095	02009	RAFA NADAL'S SEAT	IBERIA	IBERIA	OGILVYONE Madrid	SPAIN	OGILVYONE Madrid
A03/103	02152	REDUCE SPEED DIAL	VOLKSWAGEN	VOLKSWAGEN	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland

Shortlist (Direct Lions)

A03/112	02493	WAVE	DECATHLON	TRIBORD IZEBER FLOTATION VESTS	ROSAPARK Paris	FRANCE	ROSAPARK Paris
A03/115	02584	MESSAGE IN A BOTTLE	AB-INBEV	ANDES	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO SAATCHI & SAATCHI Buenos Aires
A03/116	02596	ACH2O	PANASONIC	ACH2O	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil
A03/117	02668	HANDLE ON HYGIENE	UNILEVER	LIFEBOUY	GEOMETRY GLOBAL Dubai	UNITED ARAB EMIRATES	GEOMETRY GLOBAL Dubai
A03/123	02231	NIVEA DOLL	BDF NIVEA BRASIL	NIVEA SUN KIDS	FCB BRASIL São Paulo	BRAZIL	FCB BRASIL São Paulo
A03/126	02296	THE FLOATING BOTTLES	COCA-COLA	COKE LIGHT	OGILVY GERMANY Frankfurt	GERMANY	OGILVY GERMANY Frankfurt
A03/131	02437	MEETING MURILO	KIMBERLY-CLARK	HUGGIES	MOOD\TBWA São Paulo	BRAZIL	MOOD\TBWA São Paulo
A03/140	02871	TICKET BOOKS	L&PM	POCKET BOOKS	AFRICA São Paulo	BRAZIL	AFRICA São Paulo

A04 (Targeted Ambient Media: Large Scale)

A04/006	00052	FIELD OF JEANS	LEVI STRAUSS & CO.	LEVI'S DENIM	LEVI STRAUSS & CO San Francisco	USA	FLEISHMANHILLARD San Francisco
A04/007	00079	THE DANCING TRAFFIC LIGHT	DAIMLER AG / SMART MM	SMART	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin
A04/010	00113	FUTURE TICKET	JAPAN SPORT COUNCIL	NATIONAL STADIUM	DENTSU INC. Tokyo	JAPAN	DENTSU INC. Tokyo / RHIZOMATIKS Tokyo
A04/014	00131	THE S5 PULSE CHALLENGE	SWISSCOM (SCHWEIZ)	TELECOMMUNICATIO N	HEIMAT Berlin	GERMANY	HEIMAT Berlin
A04/016	00164	LIFE TIME CLOCK	STIFTUNG FÜRS LEBEN - DEUTSCHE STIFTUNG ORGANTRANSPLANTAT ION (DSO)	FOR LIFE - FOR ORGAN-DONATIONS	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
A04/025	00325	STAY WITH PRIDE	AIRBNB	TRAVEL & ACCOMMODATION	WHYBIN\TBWA GROUP SYDNEY	AUSTRALIA	WHYBIN\TBWA GROUP SYDNEY
A04/029	00378	PLAY THE BRIDGE	2DEGREES MOBILE	PLAY THE BRIDGE	SPECIAL GROUP Auckland	NEW ZEALAND	SPECIAL GROUP Auckland
A04/038	00507	XPERIA UNDERWATER STORE	SONY MOBILE COMMUNICATIONS	MOBILE	FP7/DXB Dubai	UNITED ARAB EMIRATES	FP7/DXB Dubai
A04/044	00613	PANICOUPON	TSUTAYA	PANICOUPON	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo
A04/045	00681	THE OVERWEIGHT BAGGAGE DROP	FRETEX AS	SECOND HAND STORES	KITCHEN LEO BURNETT Oslo	NORWAY	KITCHEN LEO BURNETT Oslo
A04/053	00793	HEARING HANDS	SAMSUNG ELECTRONICS TURKEY	SAMSUNG	LEO BURNETT ISTANBUL	TURKEY	LEO BURNETT ISTANBUL
A04/055	00832	NAZIS AGAINST NAZIS – GERMANY'S MOST INVOLUNTARY CHARITY WALK	ZDK GESELLSCHAFT DEMOKRATISCHE KULTUR	EXIT DEUTSCHLAND	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg / GGH LOWE Hamburg
A04/074	01235	GONE BUSINESSES	AXA	AXA	HAVAS WORLDWIDE MEXICO Mexico City	MEXICO	HAVAS WORLDWIDE MEXICO Mexico City

Shortlist (Direct Lions)

A04/079	01307	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid	SPAIN	DDB SPAIN Madrid
A04/080	00922	#BALCONYEXPRES S	FASTWEB	INTERNET - OPTICAL FIBER	M&C SAATCHI Milan	ITALY	M&C SAATCHI Milan
A04/095	01464	SUN LIFEGUARDS	LALCEC	LALCEC	J. WALTER THOMPSON ARGENTINA Buenos Aires	ARGENTINA	J. WALTER THOMPSON ARGENTINA Buenos Aires
A04/096	01468	THE UNFORGOTTEN	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	GUN VIOLENCE EDUCATION, AWARENESS AND LOBBYING	FCB CHICAGO	USA	FCB CHICAGO / CURRENT Chicago
A04/107	01645	A DISCOUNT TO YOUR MISFORTUNE	ISLAZUL	ISLAZUL	DEL CAMPO SAATCHI & SAATCHI MADRID Madrid	SPAIN	DEL CAMPO SAATCHI & SAATCHI MADRID Madrid
A04/112	01765	LOVE HAS NO LABELS	ADCOUNCIL	LOVE HAS NO LABELS	R/GA New York	USA	R/GA New York
A04/132	02122	MORE THAN A SIGN	DISLIFE	DISABILITY RIGHTS AWARENESS	Y&R Moscow	RUSSIA	Y&R Moscow
A04/135	02164	TALK CUSHION	LIFE CRISIS INTERRUPT	SUICIDE PREVENTION HELPLINE	Y&R SHANGHAI	CHINA	Y&R SHANGHAI
A04/151	02599	BLIND TRIP	MINISTRY OF TRANSPORTATION AND TOURISM	PROMOTIONAL TOURISM CAMPAIGN	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil
A04/154	02817	LOOKING FOR YOU	BATTERSEA DOGS HOME	ANIMAL RESCUE SERVICE	OGILVYONE LONDON	UNITED KINGDOM	OGILVYONE LONDON
A04/169	02359	INSPIRATION BOXES	IKEA	IKEA	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO
A04/170	02386	SECURITY MOMS	SPORT CLUBE DO RECIFE	SOCCER TEAM	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo
A04/183	02205	THE TEST DRIVE BILLBOARD	LAND ROVER	LAND ROVER	Y&R SINGAPORE	SINGAPORE	Y&R SINGAPORE / THE CAMPAIGN PALACE
A04/203	02719	THE SHAPE OF IMAGINATION	LEGO	TOYS	OGILVY & MATHER SINGAPORE	SINGAPORE	OGILVY & MATHER SINGAPORE
A04/211	02450	THE ROCKSTAR NEXT DOOR	GUITAR PLAYER	INSTITUTIONAL	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo

A05 (Direct response broadcast: TV, radio & infomercials)

A05/003	00236	BETTER TOMORROWS CAMPAIGN	THE HOSPITAL FOR SICK CHILDREN	THE HOSPITAL FOR SICK CHILDREN	J. WALTER THOMPSON CANADA Toronto	CANADA	J. WALTER THOMPSON CANADA Toronto
A05/012	00943	INVERSE GOAL CELEBRATION	CHAMPIONS FOR LIFE	CHARITY MATCH	VCCP SPAIN Madrid	SPAIN	VCCP SPAIN Madrid
A05/032	02078	K9FM	MARS	PEDIGREE	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland /
A05/059	02709	LISTEN	NATIONAL FOOTBALL LEAGUE	PUBLIC SERVICE ANNOUCEMENT	GREY NEW YORK	USA	GREY NEW YORK

A06 (Direct Response Print or Standard Outdoor (incl.Inserts))

Shortlist (Direct Lions)

A06/016	01089	JCDECAUX PERSONAL BILLBOARDS	JC DECAUX BELGIUM	OUTDOOR MEDIA	BBDO BELGIUM Brussels	BELGIUM	BBDO BELGIUM Brussels
A06/028	01658	THE NEXT PHOTO	CHILDHOOD EYE CANCER TRUST	FLASH PHOTO POSTER CAMPAIGN	WUNDERMAN London	UNITED KINGDOM	WUNDERMAN London
A06/031	01876	THE UNWANTED	SITUATION STOCKHOLM - A MAGAZINE SOLD BY HOMELESS PEOPLE	A MAGAZINE SOLD BY HOMELESS PEOPLE	INGO Stockholm	SWEDEN	INGO Stockholm
A06/036	02187	THE LES PAUL SKILL CHECK	GIBSON GUITAR	EPIPHONE LES PAUL BJOERN GELOTTE SIGNATURE EDITION	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
A06/043	02383	THE BEER FREEZE AD	BRASIL KIRIN	GLACIAL	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo
A06/052	02779	MASP LOSERS FREE PASS	MASP MUSEUM	INSTITUCIONAL	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo
A06/055	02199	DONATION POSTERS	PUBLIC TRANSPORT VICTORIA	CHARITY	GPY&R Melbourne	AUSTRALIA	GPY&R Melbourne
A06/056	02223	THE HIV+ ISSUE	VANGARDIST MAGAZINE	MAGAZINE	SAATCHI & SAATCHI SWITZERLAND Geneva	SWITZERLAND	SAATCHI & SAATCHI SWITZERLAND Geneva

B01 (Use of Digital Marketing)

B01/009	00349	UNSKIPPABLE	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond
B01/011	00361	GAMER MASTERPIECE	SONY	PLAYSTATION	BBH NEW YORK	USA	BBH NEW YORK
B01/015	00425	SPOT 4 SALE	DEPAUL UK	YOUTH HOMELESSNESS CHARITY	PUBLICIS LONDON	UNITED KINGDOM	PUBLICIS LONDON
B01/024	00723	DON'T GOOGLE IT	CEBAM	HEALTH & SCIENCE	DDB BRUSSELS	BELGIUM	DDB BRUSSELS
B01/025	00735	CORRIDOR TARGETING	GERMANWINGS	GERMANWINGS	GREY GERMANY Düsseldorf	GERMANY	GREY GERMANY Düsseldorf
B01/028	00888	GETTING EBOLA FIGHTERS ON THE COVER OF TIME	DOCTORS OF THE WORLD	DOCTORS OF THE WORLD	PUBLICIS KAPLAN THALER New York	USA	PUBLICIS KAPLAN THALER New York
B01/043	00909	ANIMAL COPYRIGHTS	WWF/LATINSTOCK	ANIMAL COPYRIGHTS (THE FIRST IMAGE BANK FOR WWF)	CHEIL SPAIN Madrid	SPAIN	CHEIL SPAIN Madrid
B01/052	01458	WEATHER REPORT EMAILS	AUDI SPAIN	A3 CABRIO	PROXIMITY BARCELONA Barcelona	SPAIN	PROXIMITY BARCELONA Barcelona
B01/058	01638	INFREQUENT FLYERS CLUB	TIGERAIR	INFREQUENT FLYERS CLUB	McCANN MELBOURNE	AUSTRALIA	McCANN MELBOURNE
B01/063	01811	RELOCKLOVE	ORANGE	ORANGE FRANCE	MARCEL Paris	FRANCE	MARCEL Paris
B01/068	01766	LOVE HAS NO LABELS	ADCOUNCIL	LOVE HAS NO LABELS	R/GA New York	USA	R/GA New York
B01/084	02528	ASSASSIN'S CREED UNITY	UBISOFT	VIDEO GAME	SID LEE Paris	FRANCE	SID LEE Paris

Shortlist (Direct Lions)

B01/093	01960	THE INTERACTIVE FORM	CANAL+	CANAL+	BETC Paris	FRANCE	BETC Paris / BETC DIGITAL Paris
B01/121	01955	#HANDSOFF	MARC DORCEL	MARC DORCEL	MARCEL Paris	FRANCE	MARCEL Paris
B01/123	02308	TASTE THE TRANSLATION	ELAN	TRANSLATOR	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	J. WALTER THOMPSON AMSTERDAM
B01/125	02545	SKIP AD FESTIVAL	SONY ENTERTAINMENT TELEVISION	THE VOICE TV SHOW	PUBLICIS BRASIL São Paulo	BRAZIL	PUBLICIS BRASIL São Paulo
B01/127	01958	THE AD FILTER	D&AD	D&AD	BETC Paris	FRANCE	BETC Paris / BETC DIGITAL

B02 (Use of Mobile Marketing)

B02/003	00114	FUTURE TICKET	JAPAN SPORT COUNCIL	NATIONAL STADIUM	DENTSU INC. Tokyo	JAPAN	DENTSU INC. Tokyo / RHIZOMATIKS Tokyo
B02/010	00230	YOUR YEAR. DIRECTED BY NIKE+	NIKE	NIKE+ APP	AKQA Portland	USA	AKQA Portland
B02/022	00393	THE BACKUP MEMORY	SAMSUNG TUNISIA	SERVICE	3SG-BBDO Ariana	TUNISIA	3SG-BBDO Ariana
B02/037	01087	SANTAPP	SHACKLETON	ADVERTISING AGENCY	SHACKLETON Madrid	SPAIN	SHACKLETON Madrid
B02/046	00633	4G4GOOD	STARHUB	4G	DDB GROUP SINGAPORE	SINGAPORE	DDB GROUP SINGAPORE
B02/054	01449	THE SWEDISH SNOW RESCUERS	AUDI	AUDI QUATTRO	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm
B02/062	01728	JOE BOXER INACTIVITY TRACKER	KMART / JOE BOXER	JOE BOXER INACTIVITY TRACKER	FCB CHICAGO	USA	FCB CHICAGO
B02/073	01879	BACKMEAPP	PROCTER & GAMBLE	ALWAYS FEMININE CARE	LEO BURNETT ITALY Milan	ITALY	LEO BURNETT ITALY Milan
B02/075	01934	THE MATCH	SKY DEUTSCHLAND FERNSEHEN	SKY FOOTBALL BUNDESLIGA PACKAGE	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
B02/086	01741	SOS SMS	MEXICAN RED CROSS	ONLINE EMERGENCY SERVICE	GREY MEXICO Mexico City	MEXICO	GREY MEXICO Mexico City
B02/092	02840	THE UPGRADE CHALLENGE	AIR FRANCE	THE NEW AIR FRANCE BUSINESS CABINS	FRED & FARID SHANGHAI	CHINA	FRED & FARID SHANGHAI
B02/096	02044	Vodafone "Between Us"	VODAFONE	VODAFONE RED LIGHT APPLICATION	Y&R TEAM RED ISTANBUL	TURKEY	Y&R TEAM RED ISTANBUL
B02/102	02336	MAKEUP GENIUS	L'ORÉAL PARIS	MAKEUP PRODUCTS / VIRTUAL MIRROR	McCANN PARIS	FRANCE	McCANN PARIS
B02/107	02455	SAFETY WI-FI	FIAT	INSTITUTIONAL	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo
B02/127	02326	DRINKABLE ADVERTISING	THE COCA-COLA COMPANY	NON-ALCOHOLIC BEVERAGES	OGILVY NEW YORK	USA	OGILVY NEW YORK
B02/129	02603	TTYL (TALK TO YOU LATER)	CHEVROLET	CHEVROLET	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil

Shortlist (Direct Lions)

B03 (Use of New Technology in a Direct Marketing Campaign)

B03/037	00737	CORRIDOR TARGETING	GERMANWINGS	GERMANWINGS	GREY GERMANY Düsseldorf	GERMANY	GREY GERMANY Düsseldorf
B03/045	01308	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid	SPAIN	DDB SPAIN Madrid
B03/065	01150	UBER SAFE	UBER	UBER	RETHINK Toronto	CANADA	RETHINK Toronto
B03/082	01576	LIFELIVE	SAMSUNG	GEAR VR	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY
B03/089	02236	PRINT FOR HELP	HEWLETT-PACKARD BRASIL	HP PRINTERS	FCB BRASIL São Paulo	BRAZIL	FCB BRASIL São Paulo
B03/091	02337	MAKEUP GENIUS	L'ORÉAL PARIS	MAKEUP PRODUCTS / VIRTUAL MIRROR	McCANN PARIS	FRANCE	McCANN PARIS
B03/097	02892	LIFEPAIN	VOLVO UK	VOLVO BRAND	GREY LONDON	UNITED KINGDOM	GREY LONDON

B05 (Response/Real-Time Activity)

B05/020	00551	HORSE WITH HARDEN	FOOT LOCKER	FOOT LOCKER	BBDO NEW YORK	USA	BBDO NEW YORK
B05/027	00890	GETTING EBOLA FIGHTERS ON THE COVER OF TIME	DOCTORS OF THE WORLD	DOCTORS OF THE WORLD	PUBLICIS KAPLAN THALER New York	USA	PUBLICIS KAPLAN THALER New York
B05/048	01814	#THANKSFORBEING LATE	EDITIONS POINTS	EPOINTS.FR	MARCEL Paris	FRANCE	MARCEL Paris
B05/075	02433	THE TWEETING POTHOLE	MEDCOM	PUBLICATIONS AND MEDIA	P4 OGILVY&MATHER Panama City	PANAMA	P4 OGILVY&MATHER Panama City
B05/087	02710	INTERCEPTION	VOLVO	AUTOMOBILES	GREY NEW YORK	USA	GREY NEW YORK
B05/093	02548	SKIP AD FESTIVAL	SONY ENTERTAINMENT TELEVISION	THE VOICE TV SHOW	PUBLICIS BRASIL São Paulo	BRAZIL	PUBLICIS BRASIL São Paulo

B06 (Use of Social Audience in a Direct Marketing Campaign)

B06/007	00137	SPECIAL OLYMPICS KEVIN DE BRUYNE	SPECIAL OLYMPICS BELGIUM	SPECIAL OLYMPICS SUMMER GAMES ANTWERP 2014	LDV UNITED Antwerp	BELGIUM	LDV UNITED Antwerp
B06/025	00555	HORSE WITH HARDEN	FOOT LOCKER	FOOT LOCKER	BBDO NEW YORK	USA	BBDO NEW YORK
B06/026	00556	TWIX BITES #TBT CAMPAIGN	MARS CHOCOLATE NORTH AMERICA	TWIX BITES	BBDO NEW YORK	USA	BBDO NEW YORK
B06/037	00787	THROWN BACK THURSDAYS	EXPEDIA	ONLINE TRAVEL	180LA Santa Monica	USA	180LA Santa Monica
B06/040	00894	GISELE BÜNDCHEN - I WILL WHAT I WANT	UNDER ARMOUR	WOMEN'S APPAREL	DROGA5 New York	USA	DROGA5 New York
B06/047	01060	GROCERIES NOT GUNS	MOMS DEMAND ACTION FOR GUN SENSE IN AMERICA	PUBLIC AWARENESS - GUN CONTROL	GREY CANADA Toronto	CANADA	GREY CANADA Toronto
B06/057	01295	#MACITBETTER	McDONALD'S	BIG MAC	DDB Sydney	AUSTRALIA	DDB Sydney

Shortlist (Direct Lions)

B06/071	01708	THE ICE BUCKET CHALLENGE	THE ALS ASSOCIATION	THE ALS ASSOCIATION	THE ALS ASSOCIATION Washington	USA	
B06/073	01731	COLOR FOR THE COLORBLIND	VALSPAR	PAINT	FCB CHICAGO	USA	FCB CHICAGO
B06/095	01718	SOCIAL SAVVY BURGLAR	ALLSTATE INSURANCE COMPANY	HOME INSURANCE	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO
B06/097	02562	#LIKEAGIRL	PROCTER & GAMBLE	ALWAYS	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO
B06/098	02725	MUMS AND MAIDS	TRANSIENT WORKERS COUNT TOO (TWC2)	TWC2	OGILVY & MATHER SINGAPORE	SINGAPORE	OGILVY & MATHER SINGAPORE
B06/108	02225	CHOOSE BEAUTIFUL	UNILEVER	DOVE	OGILVY & MATHER Chicago	USA	OGILVY & MATHER Chicago / HAVAS HELIA
B06/133	02711	INTERCEPTION	VOLVO	AUTOMOBILES	GREY NEW YORK	USA	GREY NEW YORK
B06/139	01956	#HANDSOFF	MARC DORCEL	MARC DORCEL	MARCEL Paris	FRANCE	MARCEL Paris
B06/141	02024	COME AND VOTE!	ASOCIATIA PRO DEMOCRATIA	PRO VOTING CAMPAIGN	LEO BURNETT GROUP Bucharest	ROMANIA	LEO BURNETT GROUP Bucharest
B06/142	02058	GREAT CHINESE NAMES FOR GREAT BRITAIN	VISITBRITAIN	TOURISM	OGILVY BEIJING	CHINA	OGILVY BEIJING
B06/146	02630	GIVE MOM BACK HER NAME	UN WOMEN	UN WOMEN	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai
B06/156	02348	FIRST DAYS OUT	MARS	PEDIGREE ADOPTION	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
B06/159	02434	THE TWEETING POTHOLE	MEDCOM	PUBLICATIONS AND MEDIA	P4 OGILVY&MATHER Panama City	PANAMA	P4 OGILVY&MATHER Panama City
B06/160	02700	DELTA INNOVATION CLASS	DELTA AIR LINES	DELTA AIR LINES	WIEDEN+KENNEDY New York	USA	WIEDEN+KENNEDY New York

C01 (Acquisitions)

C01/007	00351	UNSKIPPABLE	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond
C01/040	01442	THE BILLABLE SALES TALK	DELTA LLOYD LIFE	FINANCE	FAMOUS BRUSSELS	BELGIUM	FAMOUS BRUSSELS
C01/043	01459	70 GUARDIANS OF WINTER	ŠKODA SPAIN	ŠKODA SCOUT 4X4	PROXIMITY BARCELONA Barcelona	SPAIN	PROXIMITY BARCELONA Barcelona
C01/048	01649	MUSICAL CITY	TOYOTA MOTOR EUROPE	YARIS HYBRID	DEL CAMPO SAATCHI & SAATCHI MADRID Madrid	SPAIN	DEL CAMPO SAATCHI & SAATCHI MADRID Madrid
C01/058	01947	SNACKHOLIDAYS	TRANSAVIA	AIRLINE COMPANY	LES GAULOIS Puteaux	FRANCE	LES GAULOIS Puteaux
C01/061	02190	THE LES PAUL SKILL CHECK	GIBSON GUITAR	EPIPHONE LES PAUL BJOERN GELOTTE SIGNATURE EDITION	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
C01/065	02605	AIRPLANE BELLY	LAN AIRLINES	LAN AIRLINES	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil
C01/068	02754	GET ME A SPONSOR	CHELSEA FOOTBALL CLUB	SHIRT/BRAND SPONSHORSHIP	SAATCHI & SAATCHI London	UNITED KINGDOM	SAATCHI & SAATCHI London

Shortlist (Direct Lions)

C01/072	01962	THE INTERACTIVE FORM	CANAL+	CANAL+	BETC Paris	FRANCE	BETC Paris / BETC DIGITAL Paris
C01/079	00648	PHOTOS FOR LIFE - A CHARITY PHOTO STOCK	RAK'N'ROLL WIN YOUR LIFE FOUNDATION	PHOTOS FOR LIFE	ISOBAR POLAND Warsaw	POLAND	ISOBAR POLAND Warsaw
C01/090	01957	#HANDSOFF	MARC DORCEL	MARC DORCEL	MARCEL Paris	FRANCE	MARCEL Paris
C01/098	02310	TASTE THE TRANSLATION	ELAN	TRANSLATOR	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	J. WALTER THOMPSON AMSTERDAM

C02 (Retention)

C02/009	00257	THE CONCERT NO ONE WAS WAITING FOR	BBVA	BBVA	FAHRENHEIT DDB Lima	PERU	FAHRENHEIT DDB Lima
C02/023	00828	THE CALLING GREETING CARD	TELEFÓNICA, O2	CALLING GREETING CARD / TELECOMMUNICATION	INTERONE BBDO Hamburg	GERMANY	INTERONE BBDO Hamburg
C02/030	01872	BOSSE'S MILK	LIDL DISCOUNT FOOD STORE	MILK	INGO Stockholm	SWEDEN	INGO Stockholm
C02/040	02604	TTYL (TALK TO YOU LATER)	CHEVROLET	CHEVROLET	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil
C02/049	02330	WISHES DELIVERED	UPS	LOGISTICS	OGILVY NEW YORK	USA	OGILVY NEW YORK

C03 (Product Launch/Re-launch)

C03/010	00253	BREAST CREAM	NEW ZEALAND BREAST CANCER FOUNDATION	BREAST CANCER AWARENESS	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
C03/027	00634	4G4GOOD	STARHUB	4G	DDB GROUP SINGAPORE	SINGAPORE	DDB GROUP SINGAPORE
C03/035	01563	NOT BEERSIES - INTEGRATED	HPA - HEALTH PROMOTION AGENCY	NOT BEERSIES	FCB NEW ZEALAND Auckland	NEW ZEALAND	FCB NEW ZEALAND Auckland
C03/037	01572	RADIANT RETURN	PZ CUSSENS	RADIANT	DDB GROUP MELBOURNE	AUSTRALIA	DDB GROUP MELBOURNE
C03/045	01819	THE FRESHEST ORANGE JUICE BRAND	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	MARCEL Paris
C03/053	01793	TRUE WETSUITS	QUIKSILVER JAPAN	WETSUITS	TBWA\HAKUHODO Tokyo	JAPAN	TBWA\HAKUHODO Tokyo
C03/063	02609	ACH2O	PANASONIC	ACH2O	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil

D01 (Fast Moving Consumer Goods)

D01/008	00381	INSTAGRAM YOUR FRIDGE	LION	SMIRNOFF	SPECIAL GROUP Auckland	NEW ZEALAND	SPECIAL GROUP Auckland
D01/043	01474	THANK-YOU PARCELS	PRIMA POLAND	PRIMA FINEZJA	FCB WARSAW Warsaw	POLAND	FCB WARSAW Warsaw
D01/054	01882	BACKMEAPP	PROCTER & GAMBLE	ALWAYS FEMININE CARE	LEO BURNETT ITALY Milan	ITALY	LEO BURNETT ITALY Milan

Shortlist (Direct Lions)

D01/060	02105	POWERADE RUNNERS	POWERADE	POWERADE	THE CYRANOS//McCANN Barcelona	SPAIN	THE CYRANOS//McCANN Barcelona
D01/072	02563	#LIKEAGIRL	PROCTER & GAMBLE	ALWAYS	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO
D01/078	02637	#COLOURYOURSU MMR	COCA-COLA SOUTH PACIFIC	COCA-COLA	OGILVY & MATHER Sydney	AUSTRALIA	OGILVY & MATHER Sydney
D01/086	02244	NIVEA DOLL	BDF NIVEA BRASIL	NIVEA SUN KIDS	FCB BRASIL São Paulo	BRAZIL	FCB BRASIL São Paulo
D01/090	02312	GIVE HOLLAND A BREAK	NESTLÉ	KITKAT	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	J. WALTER THOMPSON AMSTERDAM
D01/091	02338	MAKEUP GENIUS	L'ORÉAL PARIS	MAKEUP PRODUCTS / VIRTUAL MIRROR	McCANN PARIS	FRANCE	McCANN PARIS
D01/099	01366	MIKADO STICKS	MONDELÉZ	MIKADO	ROMANCE Paris	FRANCE	ROMANCE Paris
D01/112	02611	LIVER SONGS	NATURES GARDEN	HEPALIVE	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil
D01/113	02620	HAVING A GOOD MEMORY HAS BENEFITS	NATURES GARDEN	MULTICEBRINA	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil
D01/115	02331	DRINKABLE ADVERTISING	THE COCA-COLA COMPANY	NON-ALCOHOLIC BEVERAGES	OGILVY NEW YORK	USA	OGILVY NEW YORK

D02 (Cars & Automotive Services)

D02/001	00082	THE MONSTER-SMART LAUNCH	DAIMLER AG / SMART MM	SMART	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin
D02/011	00837	THE VOLVO HIJACKING CAR SERVICE	VOLVO NORTH MIAMI	VOLVO	WE BELIEVERS New York	USA	WE BELIEVERS New York
D02/035	01989	DACIA SPONSOR DAY - THE SPLIT	RENAULT ITALIA	DACIA	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan
D02/039	02153	REDUCE SPEED DIAL	VOLKSWAGEN	VOLKSWAGEN	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
D02/047	02894	LIFEPAIN	VOLVO UK	VOLVO BRAND	GREY LONDON	UNITED KINGDOM	GREY LONDON
D02/056	02736	A MESSAGE TO SPACE	HYUNDAI MOTOR COMPANY	BRAND CAMPAIGN	INNOCEAN WORLDWIDE Seoul	SOUTH KOREA	INNOCEAN WORLDWIDE Seoul

D03 (Other Consumer Products (including Durable Goods))

D03/003	00110	LOOK AT ME	SAMSUNG ELECTRONICS	SAMSUNG ELECTRONICS	CHEIL WORLDWIDE Seoul	SOUTH KOREA	CHEIL WORLDWIDE Seoul
D03/006	00362	GAMER MASTERPIECE	SONY	PLAYSTATION	BBH NEW YORK	USA	BBH NEW YORK
D03/028	01671	THE XBOX LOOPHOLE	MICROSOFT	XBOX	McCANN LONDON	UNITED KINGDOM	McCANN LONDON
D03/030	01784	TUVALU	LG ELECTRONICS	SMART TV	GREY ARGENTINA Buenos Aires	ARGENTINA	GREY ARGENTINA Buenos Aires
D03/032	01794	TRUE WETSUITS	QUIKSILVER JAPAN	WETSUITS	TBWA\HAKUHODO Tokyo	JAPAN	TBWA\HAKUHODO Tokyo
D03/041	02612	ACH2O	PANASONIC	ACH2O	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil
D03/043	01581	LIFELIVE	SAMSUNG	GEAR VR	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY
D03/053	02392	\$14.99 EXTREME MAKEOVER	PHILIPS	PHILIPS LIGHTING	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo

Shortlist (Direct Lions)

D04 (Financial Products & Services)

D04/002	00059	UNFORGETTABLE ACCOUNT	BANPLUS	ALZHEIMER'S CARE	FCB MAYO Lima	PERU	FCB RG2 Caracas
D04/005	00258	THE CONCERT NO ONE WAS WAITING FOR	BBVA	BBVA	FAHRENHEIT DDB Lima	PERU	FAHRENHEIT DDB Lima
D04/006	00352	UNSKIPABLE	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond
D04/008	00511	HEY FUTURE ME...	EMIRATES NBD	CHILDREN'S SAVINGS PLANS	FP7/DXB Dubai	UNITED ARAB EMIRATES	FP7/DXB Dubai
D04/031	02082	\$HRED	BNZ	HOME LOAN	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland
D04/037	02860	ADVENTURES OF PENNY	ITAÚ BANK	INSTUTUCIONAL	DDB BRASIL São Paulo	BRAZIL	DDB BRASIL São Paulo

D05 (Commercial Public Services, incl. Healthcare & Medical)

D05/013	01785	THE SALT YOU CAN SEE	FUNDACIÓN FAVALORO	FUNDACIÓN FAVALORO	GREY ARGENTINA Buenos Aires	ARGENTINA	GREY ARGENTINA Buenos Aires
D05/014	01820	RELOCKLOVE	ORANGE	ORANGE FRANCE	MARCEL Paris	FRANCE	MARCEL Paris
D05/021	01808	A KISS IS A STAMP	POSTNL	POSTAL SERVICES	JOE PUBLIC TAKE-AWAY ADVERTISING Amsterdam	THE NETHERLANDS	JOE PUBLIC TAKE-AWAY ADVERTISING Amsterdam
D05/035	02313	TASTE THE TRANSLATION	ELAN	TRANSLATOR	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	J. WALTER THOMPSON AMSTERDAM

D06 (Travel, Entertainment & Leisure)

D06/011	00375	#HAPPYTOHELP	KLM ROYAL DUTCH AIRLINES	#HAPPYTOHELP	DDB & TRIBAL WORLDWIDE AMSTERDAM	THE NETHERLANDS	DDB & TRIBAL WORLDWIDE
D06/056	02614	BLIND TRIP	MINISTRY OF TRANSPORTATION AND TOURISM	PROMOTIONAL TOURISM CAMPAIGN	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil
D06/070	02059	GREAT CHINESE NAMES FOR GREAT BRITAIN	VISITBRITAIN	TOURISM	OGILVY BEIJING	CHINA	OGILVY BEIJING
D06/075	02632	GOODBYE BAD LUCK	LOTO LIBANAIS	LOTO	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai
D06/076	02762	THE CUP OF LIFE	NATIONAL MUSEUM OF MILITARY HISTORY	WORLD WAR 2 EXHIBIT	IRELAND/DAVENPORT Johannesburg	SOUTH AFRICA	IRELAND/DAVENPORT Johannesburg

D07 (Retail & E-Commerce, including Restaurants)

D07/011	00547	HORSE WITH HARDEN	FOOT LOCKER	FOOT LOCKER	BBDO NEW YORK	USA	BBDO NEW YORK
D07/017	00972	PAY WITH LOVIN'	McDONALD'S USA	McDONALD'S	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO
D07/025	01297	#MACITBETTER	McDONALD'S	BIG MAC	DDB Sydney	AUSTRALIA	DDB Sydney
D07/030	01379	MINI FASHION BAR	PIMKIE INTERNATIONAL	CLOTHING RETAILER	HAPPINESS BRUSSELS	BELGIUM	HAPPINESS BRUSSELS

Shortlist (Direct Lions)

D07/034	01821	THE FRESHEST ORANGE JUICE BRAND	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	MARCEL Paris
D07/035	01873	BOSSE'S MILK	LIDL DISCOUNT FOOD STORE	MILK	INGO Stockholm	SWEDEN	INGO Stockholm
D07/036	00764	SEPARATING AMATEURS FROM TRUE DIY-ENTHUSIASTS. THE HORNBACK SPRING COLLECTION.	HORNBACK	DIY HOME IMPROVEMENT SUPERSTORES	HEIMAT Berlin	GERMANY	HEIMAT Berlin
D07/039	01806	YOU WISH FISH	BCF	BCF	GPY&R Brisbane	AUSTRALIA	GPY&R Brisbane
D07/042	01994	PROUD WHOPPER	BURGER KING	WHOPPER	DAVID Miami	USA	DAVID Miami
D07/045	02074	THE FIGHT OF THE CENTURY	FOOT LOCKER	FOOT LOCKER	BBDO NEW YORK	USA	BBDO NEW YORK
D07/057	02304	RABBIT RACE	MEDIA MARKT	MEDIA MARKT	OGILVY GERMANY Frankfurt	GERMANY	OGILVY GERMANY
D07/073	02657	#LITTLEMONEYBIG UN	KFC	RESTAURANT CHAIN	McCANN ERICKSON ROMANIA Bucharest	ROMANIA	McCANN ERICKSON ROMANIA Bucharest /

D08 (Publications & Media)

D08/006	00190	SELF-DESTRUCTING BOOK	JAMES PATTERSON	SELF-DESTRUCTING BOOK	MOTHER NEW YORK	USA	MOTHER NEW YORK
D08/021	01385	BEING THE BEAR	CANAL+	CANAL+	BETC Paris	FRANCE	BETC Paris
D08/027	01101	STALKER VIEWED YOUR PROFILE	SBS BELGIUM	VIER	BBDO BELGIUM Brussels	BELGIUM	BBDO BELGIUM Brussels
D08/031	01936	THE MATCH	SKY DEUTSCHLAND FERNSEHEN	SKY FOOTBALL BUNDESLIGA PACKAGE	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
D08/036	02435	THE TWEETING POTHOLE	MEDCOM	PUBLICATIONS AND MEDIA	P4 OGILVY&MATHER Panama City	PANAMA	P4 OGILVY&MATHER Panama City
D08/047	02551	SKIP AD FESTIVAL	SONY ENTERTAINMENT TELEVISION	THE VOICE TV SHOW	PUBLICIS BRASIL São Paulo	BRAZIL	PUBLICIS BRASIL São Paulo
D08/048	02222	THE HIV+ ISSUE	VANGARDIST MAGAZINE	MAGAZINE	SAATCHI & SAATCHI SWITZERLAND Geneva	SWITZERLAND	SAATCHI & SAATCHI SWITZERLAND Geneva

D09 (Business Products & Services)

D09/015	01102	JCDECAUX PERSONAL BILLBOARDS	JC DECAUX BELGIUM	OUTDOOR MEDIA	BBDO BELGIUM Brussels	BELGIUM	BBDO BELGIUM Brussels
D09/028	02395	IBM BITCOIN RAIN	IBM BRASIL	IBM BLUEMIX / CLOUD COMPUTING	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo

D10 (Corporate Image & Communication)

Shortlist (Direct Lions)

D10/035	01732	COLOR FOR THE COLORBLIND	VALSPAR	PAINT	FCB CHICAGO	USA	FCB CHICAGO
D10/046	01698	THE ART OF WAITING	RECLAME AQUI	INSTITUTIONAL	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo
D10/050	02758	GET ME A SPONSOR	CHELSEA FOOTBALL CLUB	SHIRT/BRAND SPONSHORSHIP	SAATCHI & SAATCHI London	UNITED KINGDOM	SAATCHI & SAATCHI London
D10/065	02713	LISTEN	NATIONAL FOOTBALL LEAGUE	PUBLIC SERVICE ANNOUCEMENT	GREY NEW YORK	USA	GREY NEW YORK
D10/067	01964	THE AD FILTER	D&AD	D&AD	BETC Paris	FRANCE	BETC Paris / BETC DIGITAL

D11 (Charities (incl. Fundraising, Donations & Appeals))

D11/006	00088	THANKVERTISING	WORLDWIDE FUND FOR NATURE (WWF)	DONATION CAMPAIGN	BBDO GROUP GERMANY Dusseldorf	GERMANY	BBDO GROUP GERMANY Dusseldorf
D11/013	00426	SPOT 4 SALE	DEPAUL UK	YOUTH HOMELESSNESS CHARITY	PUBLICIS LONDON	UNITED KINGDOM	PUBLICIS LONDON
D11/018	00522	EYE PLAY THE PIANO	THE UNIVERSITY OF TSUKUBA'S SPECIAL NEEDS SCHOOLS	THE UNIVERSITY OF TSUKUBA'S SPECIAL NEEDS SCHOOLS	HAKUHODO KETTLE Tokyo	JAPAN	HAKUHODO KETTLE Tokyo
D11/025	00833	NAZIS AGAINST NAZIS – GERMANY'S MOST INVOLUNTARY CHARITY WALK	ZDK GESELLSCHAFT DEMOKRATISCHE KULTUR	EXIT DEUTSCHLAND	GGH LOWE Hamburg	GERMANY	GGH LOWE Hamburg / GRABARZ & PARTNER Hamburg
D11/038	00910	ANIMAL COPYRIGHTS	WWF/LATINSTOCK	ANIMAL COPYRIGHTS (THE FIRST IMAGE BANK FOR WWF)	CHEIL SPAIN Madrid	SPAIN	CHEIL SPAIN Madrid
D11/039	00605	NOW IT IS OUR TURN TO WALK	NORWEGIAN CHURCH AID	WATER PROJECT	POL Oslo	NORWAY	POL Oslo
D11/069	01901	AID TO CART	EXITO GROUP / FOOD BANK	EXITO FOUNDATION	SANCHO BBDO Bogotá	COLOMBIA	SANCHO BBDO Bogotá
D11/083	01616	SUFFOCATION	KARMA NIRVANA	KARMA NIRVANA	LEO BURNETT LONDON	UNITED KINGDOM	LEO BURNETT LONDON

D12 (Public Health & Safety, Public Awareness Messages)

D12/034	01108	LIFE SAVING DOT	TALWAR BINDI	BINDI	GREY GROUP Singapore	SINGAPORE	GREY GROUP Singapore
D12/042	01309	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid	SPAIN	DDB SPAIN Madrid
D12/077	01774	LOVE HAS NO LABELS	ADCOUNCIL	LOVE HAS NO LABELS	R/GA New York	USA	R/GA New York
D12/100	01744	SOS SMS	MEXICAN RED CROSS	ONLINE EMERGENCY SERVICE	GREY MEXICO Mexico City	MEXICO	GREY MEXICO Mexico City
D12/136	01314	#NOMOREEVICTIONS	STOP DESAHUCIOS	AWARENESS CAMPAIGN	PROXIMITY MADRID	SPAIN	PROXIMITY MADRID

E01 (Integrated Campaign Led by Direct Marketing)

Shortlist (Direct Lions)

E01/001	00078	WHY? WHY NOT?	CLIMATE REALITY PROJECT	CLIMATE CHANGE	GPY&R Sydney	AUSTRALIA	GPY&R Sydney
E01/013	00516	HEY FUTURE ME...	EMIRATES NBD	CHILDREN'S SAVINGS PLANS	FP7/DXB Dubai	UNITED ARAB EMIRATES	FP7/DXB Dubai
E01/015	00865	ANTI-ROBBERY COURSE	NATIONAL POLICE	NATIONAL POLICE	McCANN WORLDGROUP COLOMBIA Bogotá	COLOMBIA	McCANN WORLDGROUP COLOMBIA Bogotá
E01/019	01062	GROCERIES NOT GUNS	MOMS DEMAND ACTION FOR GUN SENSE IN AMERICA	PUBLIC AWARENESS - GUN CONTROL	GREY CANADA Toronto	CANADA	GREY CANADA Toronto
E01/025	00646	THE PIZZA DELIVERY EXPERIMENT	RUTER	PUBLIC TRANSPORTATION COMPANY	McCANN OSLO	NORWAY	McCANN OSLO
E01/031	01641	INFREQUENT FLYERS CLUB	TIGERAIR	INFREQUENT FLYERS CLUB	McCANN MELBOURNE	AUSTRALIA	McCANN MELBOURNE
E01/032	01822	THE FRESHEST ORANGE JUICE BRAND	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	MARCEL Paris
E01/033	01874	BOSSE'S MILK	LIDL DISCOUNT FOOD STORE	MILK	INGO Stockholm	SWEDEN	INGO Stockholm
E01/040	02537	I WILL WHAT I WANT	UNDER ARMOUR	WOMEN'S APPAREL	DROGA5 New York	USA	DROGA5 New York
E01/042	01995	PROUD WHOPPER	BURGER KING	WHOPPER	DAVID Miami	USA	DAVID Miami
E01/045	02226	CHOOSE BEAUTIFUL	UNILEVER	DOVE	OGILVY & MATHER Chicago	USA	OGILVY & MATHER Chicago
E01/047	02378	MAS QUE UN AUTO	TOYOTA	BRAND LOYALTY	CONILL SAATCHI & SAATCHI Miami	USA	CONILL SAATCHI & SAATCHI Miami
E01/053	01585	SHINE	CANON	CANON CAMERAS	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY
E01/055	02406	#MYFAMILYCAN	SPC ARDMONA	SPC CANNED FRUIT AND VEGETABLES	LEO BURNETT MELBOURNE	AUSTRALIA	LEO BURNETT MELBOURNE
E01/058	02530	ASSASSIN'S CREED UNITY	UBISOFT	VIDEO GAME	SID LEE Paris	FRANCE	SID LEE Paris
E01/059	02398	SECURITY MOMS	SPORT CLUBE DO RECIFE	SOCCER TEAM	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo
E01/062	02927	LIGHTS ON THE STREETS	ADOT.COM	NPO	OGILVY & MATHER JAPAN Tokyo	JAPAN	OGILVY & MATHER JAPAN Tokyo

E02 (Costs/Creative Performance Direct Campaign)

E02/009	00427	SPOT 4 SALE	DEPAUL UK	YOUTH HOMELESSNESS CHARITY	PUBLICIS LONDON	UNITED KINGDOM	PUBLICIS LONDON
E02/019	00834	NAZIS AGAINST NAZIS – GERMANY'S MOST INVOLUNTARY CHARITY WALK	ZDK GESELLSCHAFT DEMOKRATISCHE KULTUR	EXIT DEUTSCHLAND	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg / GGH LOWE Hamburg
E02/025	01109	HELP FIND ME	MPAN	NON-PROFIT ORGANISATION	GREY GROUP Singapore	SINGAPORE	GREY GROUP Singapore

Shortlist (Direct Lions)

E02/051	01315	#NOMOREEVICTIONS	STOP DESAHUCIOS	AWARENESS CAMPAIGN	PROXIMITY MADRID	SPAIN	PROXIMITY MADRID
E02/053	02716	THE GUN SHOP	STATES UNITED TO PREVENT GUN VIOLENCE	ANTI-GUN VIOLENCE	GREY NEW YORK	USA	GREY NEW YORK
E02/060	01306	#TOUGHDECISIONS	MÉDECINS SANS FRONTIÈRES	AWARENESS / DONATIONS	TBWA\HUNT\LASCARIS JOHANNESBURG	SOUTH AFRICA	TBWA\HUNT\LASCARIS JOHANNESBURG

F01 (Writing for Direct)

F01/022	01463	THE BAD NEWS	VILEDIA IBÉRICA	MOP	PROXIMITY BARCELONA Barcelona	SPAIN	PROXIMITY BARCELONA Barcelona
F01/031	02564	#LIKEAGIRL	PROCTER & GAMBLE	ALWAYS	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO
F01/041	01677	I WISH MY SON WAS A DOG	HARRISON'S FUND	HARRISON'S FUND	AIS LONDON	UNITED KINGDOM	AIS LONDON

F02 (Art Direction/Design for Direct)

F02/004	00162	KEEP THE FLAME ALIVE	DIAGEO LEBANON	JOHNNIE WALKER	LEO BURNETT BEIRUT	LEBANON	LEO BURNETT BEIRUT
F02/006	00191	TOGETHER SWEATER	TARGET / TOMS	SWEATER, COOKIE, BOX,	MOTHER NEW YORK	USA	MOTHER NEW YORK
F02/008	00232	YOUR YEAR. DIRECTED BY NIKE+	NIKE	NIKE+ APP	AKQA Portland	USA	AKQA Portland
F02/011	00392	10 HOT STORIES	GLOBAL EXPORT CO.	AMERICAN GARDEN HABANERO SAUCE	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI
F02/052	02116	SOUNDLAB BOX	LEICA GALLERY SÃO PAULO	LEICA INSTITUTIONAL	F/NAZCA SAATCHI & SAATCHI São Paulo	BRAZIL	F/NAZCA SAATCHI & SAATCHI São Paulo
F02/070	02365	KINGS AND QUEENS OF THE COURT	BELL MEDIA (TSN)	US OPEN	LEO BURNETT TORONTO	CANADA	LEO BURNETT TORONTO

F03 (Customer Journey)

F03/006	00128	ADIDAS PREDATOR INSTINCT: THE GAME	ADIDAS	ADIDAS PREDATOR	TBWA\LONDON	UNITED KINGDOM	TBWA\LONDON
F03/027	01471	THE UNFORGOTTEN	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	GUN VIOLENCE EDUCATION, AWARENESS AND LOBBYING	FCB CHICAGO	USA	FCB CHICAGO / CURRENT Chicago
F03/041	02618	BLIND TRIP	MINISTRY OF TRANSPORTATION AND TOURISM	PROMOTIONAL TOURISM CAMPAIGN	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil
F03/042	02823	LOOKING FOR YOU	BATTERSEA DOGS HOME	ANIMAL RESCUE SERVICE	OGILVYONE LONDON	UNITED KINGDOM	OGILVYONE LONDON
F03/045	01968	THE INTERACTIVE FORM	CANAL+	CANAL+	BETC Paris	FRANCE	BETC Paris / BETC DIGITAL Paris

Shortlist (Direct Lions)

Total Entries: 277