

Entertainment Lions for Music Shortlist

Track	Cat. No	Entry No	Title	Brand	Product	Entrant Country	Idea Creation	Production	Media	PR	Additional
A01 (Excellence in Music Video)											
Entertainment	A01/004	00046	BLUESMAN	BACO EXU DO BLUES	BLUESMAN	BRAZIL	AKQA São Paulo / BACO EXU DO BLUES São Paulo / STINK FILMS São Paulo	STINK FILMS São Paulo		AKQA São Paulo	
Entertainment	A01/008	00062	OH BABY	LCD SOUNDSYSTEM	LCD SOUNDSYSTEM	USA	CAVIAR TV Los Angeles	CAVIAR TV Los Angeles			
Entertainment	A01/014	00099	QUEENS	THE BLAZE	MUSIC VIDEO	FRANCE	ICONOCLAST Paris	ICONOCLAST Paris			
Entertainment	A01/027	00154	I FOUND YOU / NILDA'S STORY	BENNY BLANCO	MUSIC VIDEO	USA	PARK PICTURES New York	PARK PICTURES New York			
Entertainment	A01/048	00285	THIS IS AMERICA	CHILDISH GAMBINO	MUSIC VIDEO	BRAZIL	DOOMSDAY ENTERTAINMENT Los Angeles	DOOMSDAY ENTERTAINMENT Los Angeles			DH, LO Recife
Entertainment	A01/053	00350	THE MOST VICIOUS CYCLE	MARCH FOR OUR LIVES	MARCH FOR OUR LIVES	USA	McCANN NEW YORK	SOUND LOUNGE New York / THE MILL New York			VECTOR MANAGEMENT New York / WOOL & TUSK New York
Entertainment	A01/063	00391	APESHIT	THE CARTERS	THE CARTERS MUSIC VIDEO	USA	ICONOCLAST Culver City	ICONOCLAST Culver City			
A02 (Excellence in Interactive Music Video)											
Entertainment	A02/003	00375	PHAROS AR BY CHILDISH GAMBINO	CHILDISH GAMBINO	ALGORITHM AR	THE NETHERLANDS	GOOGLE San Francisco / AMSTERDAM / UNITY TECHNOLOGIES San Francisco	MEDIAMONKS Amsterdam / UNITY TECHNOLOGIES San Francisco			
A03 (Brand or Product Integration into Music Content)											
Entertainment	A03/003	00059	IKEA VS ARKANO	IKEA	CATALOGUE IKEA	SPAIN	YMEDIA Madrid		YMEDIA Madrid		
Entertainment	A03/017	00275	SHARE YOUR GIFTS	APPLE	HOLIDAY	USA	TBWA/MEDIA ARTS LAB Los Angeles	BUCK Los Angeles	OMD USA Los Angeles		FORMOSA Los Angeles / STIMMUNG Santa Monica
Entertainment	A03/039	00378	DESPERTA	UNIVERSAL MUSIC BRASIL	STICKER	BRAZIL	HAVAS HEALTH & YOU Sao Paulo	HAVAS HEALTH & YOU Sao Paulo	HAVAS HEALTH & YOU Sao Paulo		
B01 (Music Live Experience)											
Entertainment	B01/006	00123	THE DYSTOPIA EXPERIENCE	SONY MUSIC ENTERTAINMENT	AMAZARASHI	JAPAN	HAKUHODO INC. Tokyo / HAKUHODO KETTLE INC Tokyo / SIX Tokyo	EPOCH Tokyo / FUTUREK Tokyo			
Entertainment	B01/012	00195	DRAKE'S WORLD TOUR	DRAKE	MUSIC TOUR	RUSSIA	SILA SVETA STUDIO Moscow / WILLO PERRON & ASSOCIATES Los Angeles	SILA SVETA STUDIO Moscow			
B02 (Fan Engagement / Community Building)											
Entertainment	B02/001	00077	THE LEGENDARY TOUR	PIAS	CHANCE	BELGIUM	MORTIERBRIGADE Brussels	RAYGUN Brussels		MORTIERBRIGADE Brussels	PIAS Brussels
Entertainment	B02/006	00009	EXTRA SUPPORT ACTS	WRIGLEY'S	WRIGLEY'S EXTRA	AUSTRALIA	CLEMENGER BBDO SYDNEY	BRING Sydney / MILK/MONEY Sydney	MEDIAACOM Sydney		
Entertainment	B02/018	00294	GIVING SONGS	GIVING TUESDAY	NON PROFIT ORGANIZATION	PUERTO RICO	DE LA CRUZ & ASSOCIATES Guaynabo	DE LA CRUZ & ASSOCIATES Guaynabo	DE LA CRUZ & ASSOCIATES Guaynabo	DE LA CRUZ & ASSOCIATES Guaynabo	
Entertainment	B02/022	00343	BLUESMAN	BACO EXU DO BLUES	ALBUM	BRAZIL	AKQA São Paulo	COALA FESTIVAL São Paulo / SATELITE AUDIO São Paulo / STINK FILMS São Paulo			
C02 (Use of Music Technology or Innovation)											
Entertainment	C02/004	00066	SOUND-FREE CONCERT	JAPAN PHILHARMONIC	CLASSIC MUSIC	JAPAN	HAKUHODO INC. Tokyo / TBWA/HAKUHODO INC. Tokyo				
Entertainment	C02/013	00389	SEE THE MUSIC	OSESP	OSESP	BRAZIL	TALENT MARCEL São Paulo	TALENT MARCEL São Paulo	TALENT MARCEL São Paulo	TALENT MARCEL São Paulo	
Entertainment	C02/016	00376	PHAROS AR BY CHILDISH GAMBINO	CHILDISH GAMBINO	ALGORITHM AR	THE NETHERLANDS	GOOGLE San Francisco / AMSTERDAM / UNITY TECHNOLOGIES San Francisco	MEDIAMONKS Amsterdam / UNITY TECHNOLOGIES San Francisco			
Entertainment	C02/019	00227	#GOODBYECIBERBULLYING	CANAL 13, FUNDACION SUMMER	Original Composition Created With A.I	CHILE	LA FAMILIA Santiago	ATOMICA Santiago / EL LIVING Santiago			SUMMER FOUNDATION Santiago
D01 (Use of Original Composition)											
Entertainment	D01/002	00108	EXPENSIFY THIS	EXPENSIFY	MOBILE APP EXPENSIFY	USA	JOHNKHANNES NEW YORK	BISCUIT FILMWORKS Los Angeles			ARCADE EDIT Santa Monica / AUGENBLICK STUDIOS New York / EXPENSIFY Portland / KEVIN Venice / KOVERT New York / OMD USA Los Angeles / WILD Vienna
Entertainment	D01/009	00137	IT'S OK ONE OBSESSION	OAKLEY	BRAND CAMPAIGN	FRANCE	AKQA Paris	CHUT ON VOUS ECOUTE Paris / WANDA PRODUCTIONS Paris			
Entertainment	D01/018	00278	SHARE YOUR GIFTS	APPLE	HOLIDAY	USA	TBWA/MEDIA ARTS LAB Los Angeles	BUCK Los Angeles	OMD USA Los Angeles		FORMOSA Los Angeles / STIMMUNG Santa Monica
Entertainment	D01/026	00351	THE MOST VICIOUS CYCLE	MARCH FOR OUR LIVES	MARCH FOR OUR LIVES	USA	McCANN NEW YORK	SOUND LOUNGE New York / THE MILL New York			VECTOR MANAGEMENT New York / WOOL & TUSK New York
Entertainment	D01/032	00083	MISTAKEN LOVE SONG	FEDERAL GOVERNMENT OF BRAZIL	VIOLENCE AGAINST WOMEN	BRAZIL	ARTPLAN Brasilia	EUREKA FILMES Porto Alegre / MUSICA & MIDIA Rio de Janeiro	ARTPLAN Brasilia	MUSICKERIA São Paulo	
D02 (Use of Licensed / Adapted Music)											
Entertainment	D02/001	00045	MAMA SAID KNOCK YOU OUT	JPMORGAN CHASE & CO	CHASE / RETAIL	USA	DROGA5 New York	EPOCH FILMS Los Angeles / EXILE EDITORIAL New York / METHOD STUDIOS New York / Q DEPARTMENT New York / SECONDD CHILD New York		DROGA5 New York	
Entertainment	D02/008	00163	FREESTYLER: THE REBIRTH	TELENET	YUGO	BELGIUM	TBWA/BELGIUM Brussels	BOZON CONTENT Antwerpen	PHD MEDIA Brussels	OONA BENELUX Antwerp	
Entertainment	D02/010	00104	THE BEST IN YOU	WEHKAMP	RETAIL	THE NETHERLANDS	ACHTUNG/mcgarrybown Amsterdam	SIZZER AMSTERDAM			
Entertainment	D02/022	00267	THE BOY AND THE PIANO	JOHN LEWIS & PARTNERS	CHRISTMAS	UNITED KINGDOM	adam&eve/DB London	ACADEMY FILMS London / ASSEMBLY ROOMS London / MPC LONDON	MANNING GOTTLIEB OMD London		
Entertainment	D02/023	00268	BOHEMIAN RHAPSODY	JOHN LEWIS & PARTNERS + WAITROSE & PARTNERS	RETAIL	UNITED KINGDOM	adam&eve/DB London	BLINK London / FACTORY London / FINAL CUT London / MPC LONDON	MANNING GOTTLIEB OMD London		
Entertainment	D02/037	00362	THE BARBERSHOP GIRLS: SHAVING STEREOTYPES	P&G	GILLETTE	INDIA	GREY INDIA Mumbai	TOWNHOUSE PRODUCTIONS Mumbai	AUTUMN GREY Mumbai / GENESIS BURSON COHN & WOLFE Mumbai	AUTUMN GREY Mumbai	ENCOMPASS Mumbai
D03 (Artist as a Brand or Cause Ambassador)											
Entertainment	D03/001	00084	MISTAKEN LOVE SONG	FEDERAL GOVERNMENT OF BRAZIL	VIOLENCE AGAINST WOMEN	BRAZIL	ARTPLAN Brasilia	EUREKA FILMES Porto Alegre / MUSICA & MIDIA Rio de Janeiro	ARTPLAN Brasilia	MUSICKERIA São Paulo	
Entertainment	D03/006	00168	GIVING SONGS	GIVING TUESDAY	NON PROFIT ORGANIZATION	PUERTO RICO	DE LA CRUZ & ASSOCIATES Guaynabo	DE LA CRUZ & ASSOCIATES Guaynabo	DE LA CRUZ & ASSOCIATES Guaynabo	DE LA CRUZ & ASSOCIATES Guaynabo	
D04 (Artist Associated Event or Stunt in Partnership with a Brand or a Cause)											
Entertainment	D04/011	00359	THE BREAST MOVE	SANTA CASA DE MISERICORDIA DE SÃO PAULO	INSTITUTIONAL	BRAZIL	VMLY&R BRAZIL São Paulo	VMLY&R BRAZIL São Paulo	VMLY&R BRAZIL São Paulo	VMLY&R BRAZIL São Paulo	
Entertainment	D04/014	00295	GIVING SONGS	GIVING TUESDAY	NON PROFIT ORGANIZATION	PUERTO RICO	DE LA CRUZ & ASSOCIATES Guaynabo	DE LA CRUZ & ASSOCIATES Guaynabo	DE LA CRUZ & ASSOCIATES Guaynabo	DE LA CRUZ & ASSOCIATES Guaynabo	
D05 (Production of Exclusive Artist Content in Partnership with a Brand or a Cause)											
Entertainment	D05/001	00085	MISTAKEN LOVE SONG	FEDERAL GOVERNMENT OF BRAZIL	VIOLENCE AGAINST WOMEN	BRAZIL	ARTPLAN Brasilia	EUREKA FILMES Porto Alegre / MUSICA & MIDIA Rio de Janeiro	ARTPLAN Brasilia	MUSICKERIA São Paulo	
Entertainment	D05/003	00109	EXPENSIFY THIS	EXPENSIFY	MOBILE APP EXPENSIFY	USA	JOHNKHANNES NEW YORK	BISCUIT FILMWORKS Los Angeles			ARCADE EDIT Santa Monica / AUGENBLICK STUDIOS New York / EXPENSIFY Portland / KEVIN Venice / KOVERT New York / OMD USA Los Angeles / WILD Vienna
Entertainment	D05/021	00239	NO MORE	TELUS	#ENDBULLYING	CANADA	ENTI Marketing Toronto / THE&PARTNERSHIP Toronto		COSSETTE MEDIA Toronto		TELUS Toronto
Entertainment	D05/038	00379	DESPERTA	UNIVERSAL MUSIC BRASIL	STICKER	BRAZIL	HAVAS HEALTH & YOU Sao Paulo	HAVAS HEALTH & YOU Sao Paulo	HAVAS HEALTH & YOU Sao Paulo		
D06 (Excellence in Music / Brand Partnership)											
Entertainment	D06/002	00110	EXPENSIFY THIS	EXPENSIFY	MOBILE APP EXPENSIFY	USA	JOHNKHANNES NEW YORK	BISCUIT FILMWORKS Los Angeles			ARCADE EDIT Santa Monica / AUGENBLICK STUDIOS New York / EXPENSIFY Portland / KEVIN Venice / KOVERT New York / OMD USA Los Angeles / WILD Vienna
Entertainment	D06/004	00044	MUSIC LIBERATES MUSIC 2.0	BACARDI	BACARDI	USA	BBDO NEW YORK	ADULT ART CLUB Birmingham / BBDO STUDIOS New York		HARRISON & SHRIFFMAN New York	CUT+RUN New York
Entertainment	D06/013	00216	CHANGE IT	MONASH UNIVERSITY	MONASH UNIVERSITY	AUSTRALIA	Y&R ANZ Melbourne				
D07 (Brand Endorsement / Partnership for Artist Breakthrough)											
Entertainment	D07/010	00266	MADE BY MUSIC	THREE IRELAND	THREE MOBILE PHONES	IRELAND	BOYS AND GIRLS Dublin	ANTIDOTE FILMS Dublin			LOS YORK New York City / WHITEHOUSE POST London / WINDMILL LANE Dublin