

Shortlist (Media Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency
A01 (Use of Screens)							
A01/017	00490	CHILD MARRIAGE	PLAN BELGIUM	PLAN BELGIUM	DUVAL GUILLAUME Antwerp	BELGIUM	DUVAL GUILLAUME
A01/022	00744	DUREX EXPLORE	RECKITT BENCKISER	DUREX	HAVAS WORLDWIDE London	UNITED KINGDOM	HAVAS WORLDWIDE London
A01/047	02977	SAFETY TRUCK	SAMSUNG	CORPORATE	LEO BURNETT ARGENTINA Buenos Aires	ARGENTINA	LEO BURNETT ARGENTINA Buenos Aires
A01/051	02702	THE RGB NEWS	ANTENA 1 - OBSERVATOR	BLOOD DONATION	GEOMETRY GLOBAL Bucharest	ROMANIA	GEOMETRY GLOBAL Bucharest
A01/058	02384	THE OREO ECLIPSE	MONDELEZ INTERNATIONAL	OREO	PHD London	UNITED KINGDOM	DRUM London / FCB INFERNO London
A01/062	02296	EXPERIENCE APP	CINEMARK	VOTE SA	JOE PUBLIC UNITED Johannesburg	SOUTH AFRICA	JOE PUBLIC UNITED Johannesburg
A01/071	01929	TAP TO BEAT CANCER	CANCER RESEARCH UK	CANCER RESEARCH UK	MEDIACOM London	UNITED KINGDOM	AMV BBDO London
A01/072	01930	THE WORLD'S FIRST FULLY PERSONALISED TV CAMPAIGN	COCA-COLA	COCA-COLA	MEDIACOM London	UNITED KINGDOM	
A01/078	00716	FRUIT MATCH	McDONALD'S	ICED SMOOTHIE	OMD Stockholm	SWEDEN	DDB STOCKHOLM
A01/103	03184	LOOKING FOR YOU	BATTERSEA DOGS HOME	ANIMAL RESCUE SERVICE	OGILVYONE LONDON	UNITED KINGDOM	OGILVYONE LONDON
A02 (Use of Audio Platforms)							
A02/013	00541	DROP SCIENCE	GENERAL ELECTRIC	GENERAL ELECTRIC (B2B)	THE BARBARIAN GROUP New York	USA	THE BARBARIAN GROUP New York
A02/014	00667	LYRIC COKE	COCA-COLA BEVERAGES (SHANGHAI)	COCA-COLA	ISOBAR CHINA GROUP Shanghai	CHINA	ISOBAR CHINA GROUP Shanghai
A02/030	03160	DADDYTOONS NEWS	GENERAL MOTORS, OPEL	CARS	TAPSA Y&R Madrid	SPAIN	TAPSA Y&R Madrid
A02/033	03072	BACK OFF RADIO	ROADS AND TRANSPORT AUTHORITY	PUBLIC TRANSPORT	GEOMETRY GLOBAL Dubai	UNITED ARAB EMIRATES	GEOMETRY GLOBAL Dubai / MEMAC OGILVY Dubai
A02/041	02723	HELLO PIZZA	CNA	ENGLISH SCHOOL	FCB BRASIL São Paulo	BRAZIL	FCB BRASIL São Paulo
A03 (use of Print)							
A03/028	00702	THE PERFORMER	FIAT CHRYSLER AUTOMOBILES MIDDLE EAST	CHRYSLER 300C	PUBLICIS MIDDLE EAST Dubai	UNITED ARAB EMIRATES	PUBLICIS MIDDLE EAST Dubai
A03/037	01037	OWN BOARD MAGAZINE	TAM AIRLINES	OWN BOARD MAGAZINE	FCB MILAN Milan	ITALY	FCB MILAN Milan
A03/051	02715	THE HIV+ ISSUE	VANGARDIST MAGAZINE	MAGAZINE	SAATCHI & SAATCHI SWITZERLAND Geneva	SWITZERLAND	SAATCHI & SAATCHI SWITZERLAND Geneva
A03/062	01900	SUFFOCATION	KARMA NIRVANA	KARMA NIRVANA	LEO BURNETT LONDON	UNITED KINGDOM	LEO BURNETT LONDON

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A03/065	01763	MORTEIN HIDDEN AD	RECKITT BENCKISER	MORTEIN PRO	HAVAS WORLDWIDE São Paulo	BRAZIL	HAVAS WORLDWIDE São Paulo
A03/066	01798	EYE MAKEUP REMOVER	CASA SOFIA - NÚCLEO DE DEFESA E CONVIVÊNCIA DA MULHER	INSTITUTIONAL	LEW'LARA\TBWA São Paulo	BRAZIL	LEW'LARA\TBWA São Paulo
A03/073	01084	SENSUS COMIC	NACIONAL MONTE DE PIEDAD	PAWNSHOP	HAVAS SPORTS AND ENTERTAINMENT Mexico City	MEXICO	HAVAS SPORTS AND ENTERTAINMENT Mexico City
A03/087	01932	CHANGING THE FACE OF THE BRITISH ARMY	THE BRITISH ARMY / CAPITA	ARMY RECRUITMENT	MEDIACOM London	UNITED KINGDOM	J. WALTER THOMPSON London

A04 (Use of Outdoor)

A04/049	02679	THE FACE OF LITTER	HONG KONG CLEANUP	HONG KONG CLEANUP	OGILVY & MATHER GROUP HONG KONG	HONG KONG	OGILVY & MATHER GROUP HONG KONG
A04/083	01603	KEEP A FRIENDLY DISTANCE	VOLKSWAGEN	ACC SYSTEM	DDB SPAIN Madrid	SPAIN	DDB SPAIN Madrid / CLEAR CHANNEL INTERNATIONAL Madrid
A04/090	01766	NETFLIX GIF CAMPAIGN	NETFLIX	SVOD	OGILVY PARIS	FRANCE	OGILVY PARIS
A04/094	02691	DONATION POSTERS	PUBLIC TRANSPORT VICTORIA	CHARITY	GPY&R Melbourne	AUSTRALIA	GPY&R Melbourne
A04/095	02817	ACC BUS BACK	VOLKSWAGEN DO BRASIL	ACC SYSTEMS	ALMAPBBD0 São Paulo	BRAZIL	ALMAPBBD0 São Paulo
A04/097	02931	SOUNDS OF THE CITY	THALYS TRAIN NETWORK	HIGH-SPEED RAIL TRAVEL	ROSAPARK Paris	FRANCE	ROSAPARK Paris
A04/098	03262	BETTER CALL SAUL - THE VICIOUS CAMPAIGN	NETFLIX	SVOD	OGILVY PARIS	FRANCE	OGILVY PARIS

A05 (Use of Ambient Media: Small Scale)

A05/005	00075	CHANGE THE BOTTLE CHANGE THE GAME	LION	BEER	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland
A05/007	00077	DENTERVENTION	BRYNILD GRUPPEN AS	CANDY COMPANY	McCANN OSLO	NORWAY	McCANN OSLO
A05/020	00298	I WRAP YOU	STYLINGLIFE HOLDINGS PLAZASTYLE COMPANY	I WRAP YOU	POOL Tokyo	JAPAN	POOL Tokyo
A05/035	00721	TAKING HOME HAPPINESS	THE COCA-COLA COMPANY	COCA-COLA	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI
A05/037	00819	MORNING LIKE A KING	BURGER KING	BURGER KING	CHEIL WORLDWIDE Seoul	SOUTH KOREA	CHEIL WORLDWIDE Seoul
A05/041	00755	HOME FOR HOPE	SAVE OUR STREET DOGS (SOSD)	PET ADOPTION PROGRAM	DDB GROUP SINGAPORE	SINGAPORE	DDB GROUP SINGAPORE
A05/060	01322	SHARE THE LOAD	PROCTER & GAMBLE INDIA	ARIEL MATIC	BBDO INDIA Mumbai	INDIA	BBDO INDIA Mumbai

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A05/100	02433	PROUD WHOPPER	BURGER KING	WHOPPER	DAVID Miami	USA	DAVID Miami
A05/105	02404	SNACKHOLIDAYS	TRANSAVIA	AIRLINE COMPANY	LES GAULOIS Puteaux	FRANCE	LES GAULOIS Puteaux
A05/149	01767	THE MARATHON WALKER	WATER FOR AFRICA	CHARITY	OGILVY PARIS	FRANCE	OGILVY PARIS
A05/152	02311	BOSSE'S MILK	LIDL DISCOUNT FOOD STORE	MILK	INGO Stockholm	SWEDEN	INGO Stockholm
A05/160	02932	WAVE	DECATHLON	TRIBORD IZEBER FLOTATION VESTS	ROSAPARK Paris	FRANCE	ROSAPARK Paris
A05/164	03225	TICKET BOOKS	L&PM	POCKET BOOKS	AFRICA São Paulo	BRAZIL	AFRICA São Paulo
A05/165	03226	UNFORGETTABLE SHOTS	SHOPPING SP MARKET/CAMINHO DE VOLTA PROJECT	INSTITUTIONAL	AFRICA São Paulo	BRAZIL	AFRICA São Paulo
A05/169	01614	SOAP BUS TICKET	ASIRI GROUP OF HOSPITALS	ANTISEPTIC	LEO BURNETT SOLUTIONS Colombo	SRI LANKA	LEO BURNETT SOLUTIONS Colombo
A05/176	01590	#MACITBETTER	McDONALD'S	BIG MAC	DDB Sydney	AUSTRALIA	DDB Sydney

A06 (Use of Ambient Media: Large Scale)

A06/003	00085	THE DANCING TRAFFIC LIGHT	DAIMLER AG / SMART MM	SMART	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin
A06/025	00496	SPOT 4 SALE	DEPAUL UK	YOUTH HOMELESSNESS CHARITY	PUBLICIS LONDON	UNITED KINGDOM	PUBLICIS LONDON
A06/033	00601	THINK MACHINE	VOLKSWAGEN GROUP RUS	VOLKSWAGEN THINK BLUE. ECO PROGRAM	NAVIGATOR DDB Moscow	RUSSIA	NAVIGATOR DDB Moscow
A06/036	00641	DONATE YOUR SHADOW	CONVERSE HQ & BRASIL	CONVERSE	THE COMMUNITY/LA COMUNIDAD Miami	USA	THE COMMUNITY/LA COMUNIDAD Miami
A06/041	00851	THE RAMP LESSON	DRIVER'S SCHOOL	DRIVER'S SCHOOL	VML México	MEXICO	VML México
A06/057	01229	ST. PAULI PEEBACK	IG ST. PAULI	PUBLIC AWARENESS	PUBLICIS PIXELPARK Berlin	GERMANY	PUBLICIS HAMBURG
A06/063	01350	TOYS IN MOURNING	UNICEF	INSTITUTIONAL	ONIRIA/TBWA Asuncion	PARAGUAY	ONIRIA/TBWA Asuncion / VIENTO SUR/URBAN
A06/080	02652	BLACKSPOT BEACONS	TRANSPORT FOR NEW SOUTH WALES	GOVERNMENT	VML Sydney	AUSTRALIA	VML Sydney
A06/097	01747	SUN LIFEGUARDS	LALCEC	LALCEC	J. WALTER THOMPSON ARGENTINA Buenos Aires	ARGENTINA	J. WALTER THOMPSON ARGENTINA Buenos
A06/098	01816	THE FRESHEST BILLBOARDS	3M THAILAND	3M ZIPPER BAGS	CREATIVE JUICE/BANGKOK Bangkok	THAILAND	CREATIVE JUICE/BANGKOK
A06/104	01211	SCANDIC TO GO	SCANDIC HOTELS	HOTELS	PRIME Stockholm	SWEDEN	PRIME Stockholm
A06/114	01604	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid	SPAIN	DDB SPAIN Madrid
A06/128	02562	POWERADE RUNNERS	POWERADE	POWERADE	THE CYRANOS//McCANN Barcelona	SPAIN	THE CYRANOS//McCANN

A07 (Use of Events & Stunts)

Shortlist (Media Lions)

A07/009	00092	NZDRONIE	TOURISM NEW ZEALAND	SKI	WHYBINTBWA GROUP SYDNEY	AUSTRALIA	WHYBINTBWA GROUP SYDNEY
A07/012	00132	ADIDAS PREDATOR INSTINCT: THE GAME	ADIDAS	ADIDAS PREDATOR	TBWA\LONDON	UNITED KINGDOM	TBWA\LONDON
A07/013	00133	THE LITTLE MARKET	LIDL UK	RETAIL, FOOD & DRINK	TBWA\LONDON	UNITED KINGDOM	TBWA\LONDON
A07/017	00169	LEBANON4SALE	SAKKER EL DEKKENE (STOP THE SHOP)	ANTI-CORRUPTION ORGANIZATION	LEO BURNETT BEIRUT	LEBANON	LEO BURNETT BEIRUT
A07/027	00294	PARKING WHEELCHAIRS	BANK OF GEORGIA	TREE OF LIFE	J. WALTER THOMPSON METRO Tbilisi	REPUBLIC OF GEORGIA	J. WALTER THOMPSON METRO Tbilisi
A07/086	01041	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
A07/106	01310	CLASICLAXONS	RADIO FILARMONÍA	RADIO FILARMONÍA	FCB MAYO Lima	PERU	FCB MAYO Lima
A07/109	01368	ABUSED PRESENTER	RUSTAVI 2	BROADCASTING	SAATCHI & SAATCHI Budapest	HUNGARY	SAATCHI & SAATCHI Budapest
A07/114	01518	805 MILLION NAMES	UNITED NATIONS WORLD FOOD PROGRAMME	FIGHTING HUNGER WORLDWIDE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg
A07/120	03111	THE GUN SHOP	STATES UNITED TO PREVENT GUN VIOLENCE	ANTI-GUN VIOLENCE	GREY NEW YORK	USA	GREY NEW YORK / GREY ACTIVATION & PR New York
A07/121	03119	SHARE A WHITE CHRISTMAS	THE COCA-COLA COMPANY	COCA-COLA	OGILVY & MATHER SINGAPORE	SINGAPORE	OGILVY & MATHER SINGAPORE
A07/123	02896	DONATION BADGES	ABTO (BRAZILIAN ASSOCIATION OF ORGAN TRANSPLANTATION)	INSTITUTIONAL	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo
A07/130	02802	WIFIPENDENCE DAY	OTE	OTE MY WIFE- A SERVICE FOR CREATING PUBLIC WIFE SPOTS	BOLD OGILVY & MATHER Athens	GREECE	BOLD OGILVY & MATHER Athens
A07/158	02176	LOVE HAS NO LABELS	ADCOUNCIL	LOVE HAS NO LABELS	R/GA New York	USA	R/GA New York
A07/167	01769	THE MARATHON WALKER	WATER FOR AFRICA	CHARITY	OGILVY PARIS	FRANCE	OGILVY PARIS
A07/182	00223	BOOST YOUR BUSINESS	BNP PARIBAS FORTIS	BANK	PUBLICIS BRUSSELS	BELGIUM	PUBLICIS BRUSSELS
A07/191	00939	NOT THERE	THE CLINTON FOUNDATION	NO CEILINGS REPORT	DROGA5 New York	USA	DROGA5 New York
A07/194	01441	HOCKEY HEAVEN	MOLSON CANADIAN	MOLSON CANADIAN	RETHINK Toronto	CANADA	RETHINK Toronto
A07/198	01504	MUSTANG - THE ROAD AWAITS	FORD OF EUROPE	NEW FORD MUSTANG	BLUE HIVE London	UNITED KINGDOM	BLUE HIVE London

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A07/201	01605	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid	SPAIN	DDB SPAIN Madrid
A07/207	01736	DEPEND, DROP YOU PANTS FOR UNDERWARENES S	KIMBERLY-CLARK	DEPEND	MINDSHARE Chicago	USA	OGILVY & MATHER New York
A07/213	02036	SOCIAL SAVVY BURGLAR	ALLSTATE INSURANCE COMPANY	HOME INSURANCE	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO
A07/217	02077	PAY WITH LOVIN'	McDONALD'S	McDONALD'S	OMD New York	USA	LEO BURNETT
A07/226	02295	CASA BATLLÓ	AIRBNB	AIRBNB / RENTAL HOUSING AND HOSTING ONLINE	TBWA\ESPAÑA Madrid	SPAIN	TBWA\ESPAÑA Madrid
A07/244	02850	SECURITY MOMS	SPORT CLUBE DO RECIFE	SOCCER TEAM	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo
A07/246	02933	WAVE	DECATHLON	TRIBORD IZEBER FLOTATION VESTS	ROSAPARK Paris	FRANCE	ROSAPARK Paris
A07/252	03186	LOOKING FOR YOU	BATTERSEA DOGS HOME	ANIMAL RESCUE SERVICE	OGILVYONE LONDON	UNITED KINGDOM	OGILVYONE LONDON
A07/260	01897	NIKE LIGHT OF SPEED	NIKE	NIKE ZOOM	MINDSHARE CHINA Shanghai	CHINA	
A07/261	01935	SKY CYCLING	SKY & TEAM SKY	SKY RIDE AND TEAM SKY	MEDIACOM London	UNITED KINGDOM	
A07/262	01990	THE XBOX LOOPHOLE	MICROSOFT	XBOX	McCANN LONDON	UNITED KINGDOM	McCANN LONDON
A07/263	01010	THE ANTI-ABUSE SOUNDCHECK	FOUNDATION FOR WOMEN	FOUNDATION FOR WOMEN	DENTSU PLUS Bangkok	THAILAND	DENTSU PLUS Bangkok
A07/267	01934	LUCOZADE SPORT CONDITIONS ZONE	LUCOZADE RIBENA SUNTORY	LUCOZADE SPORT	MEDIACOM London	UNITED KINGDOM	GREY LONDON
A07/276	02878	THE MISUNDERSTOOD SCOREBOARD	ZEE MEDIA CORPORATION	ZEE NEWS	DDB MUDRA GROUP Mumbai	INDIA	DDB MUDRA GROUP Mumbai

A08 (Use of Branded Content & Sponsorship)

A08/029	00808	PHOTOS FOR LIFE - A CHARITY PHOTO STOCK	RAK'N'ROLL WIN YOUR LIFE FOUNDATION	PHOTOS FOR LIFE	ISOBAR POLAND Warsaw	POLAND	ISOBAR POLAND Warsaw
A08/031	00885	FLY WITH US	AVINOR	THE NORWEGIAN STATE-OWNED AIRPORT OPERATOR	CREUNA Oslo	NORWAY	CREUNA Oslo
A08/037	01025	TASTE NEEDS NO EYES	THAIRATH TV	THAIRATH TV	BBDO PROXIMITY THAILAND Bangkok	THAILAND	BBDO PROXIMITY THAILAND Bangkok
A08/038	01038	OWN BOARD MAGAZINE	TAM AIRLINES	OWN BOARD MAGAZINE	FCB MILAN Milan	ITALY	FCB MILAN Milan
A08/068	02729	TRIP BOOK SMILES	SMILES	MILEAGE PROGRAM	FCB BRASIL São Paulo	BRAZIL	FCB BRASIL São Paulo

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A08/074	02512	SWEAT IT TO GET IT	GATORADE	GATORADE	TBWA\CHIAT\DAY Angeles	USA	TBWA\CHIAT\DAY Angeles
A08/075	02360	LOVE FROM LAND ROVER	LAND ROVER NEW ZEALAND	AUTOMOTIVE	Y&R NZ Auckland	NEW ZEALAND	Y&R NZ Auckland
A08/117	01725	DEFROST DINNERS	GDF SUEZ	ELECTRABEL	FAMOUS BRUSSELS	BELGIUM	FAMOUS BRUSSELS
A08/133	02783	RABBIT RACE	MEDIA MARKT	MEDIA MARKT	OGILVY GERMANY Frankfurt	GERMANY	OGILVY GERMANY
A08/137	02969	SKIP AD FESTIVAL	SONY ENTERTAINMENT TELEVISION	THE VOICE TV SHOW	PUBLICIS BRASIL São Paulo	BRAZIL	PUBLICIS BRASIL São Paulo
A08/141	01910	RADIO'S FIRST FEATURE FILM	HINDUSTAN UNILEVER	CLINIC PLUS	MINDSHARE Mumbai	INDIA	MINDSHARE Mumbai
A08/147	02004	JOHNNIE WALKER BLUE LABEL - THE GENTLEMAN'S WAGER	DIAGEO	JOHNNIE WALKER BLUE LABEL	PHD SINGAPORE	SINGAPORE	ANOMALY New York
A08/150	03083	PLAY WITH YOURSELF	THE BLUE BALL FOUNDATION	TESTICULAR CANCER AWARENESS	M&C SAATCHI Sydney	AUSTRALIA	M&C SAATCHI Sydney / BANG PR Sydney
A08/155	01136	GISELE BÜNDCHEN - I WILL WHAT I WANT	UNDER ARMOUR	WOMEN'S APPAREL	DROGA5 New York	USA	DROGA5 New York
A08/160	01756	THANK-YOU PARCELS	PRIMA POLAND	PRIMA FINEZJA	FCB WARSAW Warsaw	POLAND	FCB WARSAW Warsaw

B01 (Use of Social Platforms)

B01/012	00210	APT CB2	CB2	INTERACTIVE APARTMENT	MOTHER NEW YORK	USA	MOTHER NEW YORK
B01/031	00427	#HAPPYTOHELP	KLM ROYAL DUTCH AIRLINES	#HAPPYTOHELP	DDB & TRIBAL WORLDWIDE AMSTERDAM	NETHERLANDS	DDB & TRIBAL WORLDWIDE
B01/048	00655	TAP THRU	LOWE'S	LOWE'S	BBDO NEW YORK	USA	BBDO NEW YORK
B01/065	00920	CORRIDOR TARGETING	GERMANWINGS	GERMANWINGS	GREY GERMANY Düsseldorf	GERMANY	GREY GERMANY Düsseldorf
B01/079	01251	#SENBADLUCK	ALLSTATE	ALLSTATE INSURANCE	LAPIZ Chicago	USA	LAPIZ Chicago / LEO BURNETT CHICAGO
B01/091	01496	SOCIAL FEED	PENINSULA SCHOOL FEEDING ASSOCIATION	MEDIA PLATFORM	HELLOCOMPUTER Cape Town	SOUTH AFRICA	HELLOCOMPUTER Cape Town / FCB CAPE TOWN
B01/101	03033	SPEAK BEAUTIFUL	UNILEVER	DOVE	MINDSHARE New York	USA	
B01/102	03045	#LITTLEMONEYBIGFUN	KFC	RESTAURANT CHAIN	McCANN ERICKSON ROMANIA Bucharest	ROMANIA	McCANN ERICKSON ROMANIA Bucharest /
B01/105	02882	THE TWEETING POTHOLES	MEDCOM	PUBLICATIONS AND MEDIA	P4 OGILVY&MATHER Panama City	PANAMA	P4 OGILVY&MATHER Panama City
B01/113	02579	RE-EMPLOYMENT	FIFTH THIRD BANK	FINANCIAL SERVICES	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO
B01/117	02346	#LIKEAGIRL	PROCTER & GAMBLE	ALWAYS	STARCOM MEDIAVEST GROUP Chicago	USA	LEO BURNETT TORONTO / LEO

Shortlist (Media Lions)

B01/118	02364	THE MOST RIDICULOUSLY HONEST SOCIAL MEDIA CAMPAIGN EVER	UKTV	DAVE GORMAN - MODERN LIFE IS GOODISH	PHD ROCKET London	UNITED KINGDOM	WIEDEN+KENNEDY London
B01/119	02366	#CHAMPIONTHEM ATCH	HEINEKEN	HEINEKEN	STARCOM MEDIAVEST GROUP Amsterdam	THE NETHERLANDS	DDB & TRIBAL WORLDWIDE
B01/120	02367	HEINEKEN@WHE RENEKT	HEINEKEN	HEINEKEN	STARCOM MEDIAVEST GROUP Amsterdam	THE NETHERLANDS	R/GA LONDON London
B01/126	02229	TACO BELL BLACKOUT	TACO BELL	FAST FOOD RESTAURANT	DIGITASLBI San Francisco	USA	DIGITASLBI San Francisco
B01/127	02239	#THANKSFORBEI NGLATE	EDITIONS POINTS	EPOINTS.FR	MARCEL Paris	FRANCE	MARCEL Paris
B01/131	02136	READY, SET, GOOOOLF!	VOLKSWAGEN	VW GOLF GTI	MEDIACOM New York	USA	DEUTSCH LA / EDELMAN Los Angeles
B01/132	02161	#BOSTONBLIZZARDCHALLENGE WARMS UP	COMMONWEALTH OF PR	PRTC	J. WALTER THOMPSON PUERTO RICO San Juan	PUERTO RICO	J. WALTER THOMPSON PUERTO RICO San Juan
B01/141	02030	FRYFUTBOL	McDONALD'S	WORLD CUP SPONSORSHIP	FACEBOOK CREATIVE SHOP Menlo Park	USA	FACEBOOK CREATIVE SHOP Menlo Park / ARC
B01/151	01479	DONOR 18	MINISTRY OF HEALTH	ORGAN DONOR REGISTRATION	ROORDA RECLAMEBUREAU Amsterdam	THE NETHERLANDS	ROORDA RECLAMEBUREAU Amsterdam
B01/174	01550	#SPEAKFORTHESAVE THE CHILDREN	SAVE THE CHILDREN	CAMPAIGN AGAINST CHILD ABUSE	McCANN LIMA	PERU	McCANN LIMA
B01/180	01652	MIKADO STICK	MONDELEZ	MIKADO	ROMANCE Paris	FRANCE	ROMANCE Paris
B01/200	02718	CHOOSE BEAUTIFUL	UNILEVER	DOVE	OGILVY & MATHER Chicago	USA	OGILVY & MATHER Chicago / HAVAS HELIA
B01/212	03258	I'M NOT RACIST, BUT...	HAND IN HAND	HAND IN HAND	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels
B01/213	03263	SNAPPER HERO	AT&T	AT&T	FULLSCREEN Los Angeles	USA	
B01/220	02090	BLUEBIRD	McDONALD'S	McDONALD'S	OMD New York	USA	DDB CHICAGO / LEO
B01/222	03112	INTERCEPTION	VOLVO	AUTOMOBILES	GREY NEW YORK	USA	GREY NEW YORK
B01/229	02031	THE ICE BUCKET CHALLENGE	THE ALS ASSOCIATION	THE ALS ASSOCIATION	THE ALS ASSOCIATION Washington	USA	
B01/230	02521	GREAT CHINESE NAMES FOR GREAT BRITAIN	VISITBRITAIN	TOURISM	OGILVY BEIJING	CHINA	OGILVY BEIJING

B02 (Use of Mobile Devices)

B02/028	00710	#COLOURYOURSUMMER	COCA-COLA SOUTH PACIFIC	COCA-COLA	UM Sydney	AUSTRALIA	OGILVY & MATHER Sdney
B02/039	00856	I-PHONE5 CHARGING STATION	PT SAMSUNG ELECTRONICS INDONESIA	SAMSUNG S5	LEO BURNETT Jakarta	INDONESIA	LEO BURNETT INDONESIA Jakarta
B02/068	03034	KEEP OUR BEACHES CLEAN	TUNISIE TELECOM	3G INTERNET MOBILE	MINDSHARE Tunis	TUNISIA	

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B02/074	02999	LGBT AVATARS	PRAGUE PRIDE	PRAGUE PRIDE	GEOMETRY GLOBAL Prague	CZECH REPUBLIC	GEOMETRY GLOBAL Prague / OGILVY & SERVICEPLAN Munich
B02/081	02676	SKY SSCREENING	SKY DEUTSCHLAND FERNSEHEN	SKY GO	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
B02/108	02315	BACKMEAPP	PROCTER & GAMBLE	ALWAYS FEMININE CARE	LEO BURNETT ITALY Milan	ITALY	LEO BURNETT ITALY Milan
B02/109	02334	MOVE YOUR APP	ZURÜCK ZUM URSPRUNG	APP	OGILVY & MATHER VIENNA	AUSTRIA	OGILVY & MATHER VIENNA / HOGARTH- GREY MEXICO Mexico City
B02/110	02126	SOS SMS	MEXICAN RED CROSS	ONLINE EMERGENCY SERVICE	GREY MEXICO Mexico City	MEXICO	GREY MEXICO Mexico City
B02/115	01881	MELANOMA LIKES ME	MELANOMA PATIENTS AUSTRALIA	MELANOMA PREVENTION	GPY&R Brisbane	AUSTRALIA	GPY&R Brisbane
B02/117	02064	JOE BOXER INACTIVITY TRACKER	KMART / JOE BOXER	JOE BOXER INACTIVITY TRACKER	FCB CHICAGO	USA	FCB CHICAGO
B02/127	01730	THE SWEDISH SNOW RESCUERS	AUDI	AUDI QUATTRO	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm
B02/139	01394	VISUAL DICTIONARY	BRITISH COUNCIL	PRIVATE EDUCATION	GREY GROUP Singapore	SINGAPORE	GREY GROUP Singapore
B02/153	01678	DRIVE TO THE UNEXPECTED	GENERAL MOTORS	CADILLAC; AUTOMOTIVE	OLABUENAGA CHEMISTRI Mexico City	MEXICO	OLABUENAGA CHEMISTRI Mexico City
B02/175	01969	THE NEXT PHOTO	CHILDHOOD EYE CANCER TRUST	FLASH PHOTO POSTER CAMPAIGN	WUNDERMAN London	UNITED KINGDOM	WUNDERMAN London
B02/180	02219	SEARCH FOR FREE WIFI SEARCH FOR MISSING CHILDREN	BAOBEIHUIJIA	BAOBEIHUIJIA	TBWA/BEING shanghai	CHINA	TBWA/BEING shanghai
B02/181	03060	TTYL (TALK TO YOU LATER)	CHEVROLET	CHEVROLET	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil

B03 (Use of Other Digital Platforms)

B03/002	00049	#SHARETHEBATH ROOM	IKEA CANADA	RETAIL	JUNGLE MEDIA Toronto	CANADA	LEO BURNETT TORONTO
B03/007	00240	CLEVER BUOY	OPTUS	OPTUS NETWORK	M&C SAATCHI Sydney	AUSTRALIA	M&C SAATCHI Sydney
B03/015	00470	ATM	FNB	ATM	GLOO@OGILVY Cape Town	SOUTH AFRICA	GLOO@OGILVY Cape
B03/022	00606	UNITED TRANSLATORS OF SYDSVENSKAN	SYDSVENSKAN DAILY NEWS	PUBLICATIONS & MEDIA	THE FAN CLUB Malmö	SWEDEN	THE FAN CLUB Malmö
B03/033	00921	CORRIDOR TARGETING	GERMANWINGS	GERMANWINGS	GREY GERMANY Düsseldorf	GERMANY	GREY GERMANY Düsseldorf
B03/035	01145	SAVING REAL LIVES IN REAL TIME	FIA: FEDERATION FOR INTERNET ALERTS	GEO-TARGET EMERGENCY	CONVERSANT MEDIA Chicago	USA	CONVERSANT MEDIA Chicago

Shortlist (Media Lions)

B03/038	01178	UNDER CONSTRUCTION SITES	MATRACAT	CONSTRUCTION MACHINERY AND EQUIPMENT COMPANY	OMD San Jose	COSTA RICA	GARNIERBBDO San José
B03/042	01286	SKY TIP	SKY	PAY TV	ISOBAR BRAZIL Sao Paulo	BRAZIL	ISOBAR BRAZIL Sao
B03/062	02591	TWIN SOULS	CHARITABLE FOUNDATION "CHANGE ONE LIFE"	ADOPTION AWARENESS	Y&R Moscow	RUSSIA	Y&R Moscow
B03/066	02415	THE INTERACTIVE AID TO CART	CANAL+	CANAL+	BETC Paris	FRANCE	BETC Paris
B03/072	02336	AID TO CART	EXITO GROUP / FOOD BANK	EXITO FOUNDATION	SANCHO BBDO Bogotá	COLOMBIA	SANCHO BBDO Bogotá
B03/083	01785	THE BANNER THAT MAKES YOU LIKE BANNERS	3M	POST-IT® STICKY NOTES	BBDO RUSSIA GROUP Moscow	RUSSIA	BBDO RUSSIA GROUP Moscow / PROXIMITY RUSSIA Moscow
B03/138	01137	GISELE BÜNDCHEN - I WILL WHAT I WANT	UNDER ARMOUR	WOMEN'S APPAREL	DROGA5 New York	USA	DROGA5 New York

B04 (Use of Digital Content)

B04/006	00048	PRESS PLAY TO GIVE	UNICEF SWEDEN AND ABBA THE MUSEUM	NGO	EDELMAN DEPORTIVO Stockholm	SWEDEN	EDELMAN DEPORTIVO Stockholm
B04/012	00163	MONTY'S CHRISTMAS	JOHN LEWIS PARTNERSHIP	CHRISTMAS	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London
B04/017	00221	ADOPTABLE TRENDS	DPA	PET ADOPTION	DIESTE Dallas	USA	DIESTE Dallas
B04/095	01523	JUST DANCE NOW WITH COCA-COLA AND LES TWINS!	COCA-COLA	FMCG	HAVAS SPORTS & ENTERTAINMENT Puteaux	FRANCE	HAVAS SPORTS & ENTERTAINMENT Puteaux
B04/107	02549	REVENGE OF THE DELL (IT) NERDS		DELL	MEDIACOM AGENTUR FÜR MEDIENBERATUNG Düsseldorf	GERMANY	
B04/112	02347	#LIKEAGIRL	PROCTER & GAMBLE	ALWAYS	STARCOM MEDIAVEST GROUP Chicago	USA	LEO BURNETT TORONTO / LEO
B04/121	02286	CONTENT EXTINGT	WWF DENMARK	WWF DENMARK	GEOMETRY GLOBAL Copenhagen	DENMARK	GEOMETRY GLOBAL Copenhagen
B04/133	01953	THE WEATHER CHALLENGE	TOYOTA MOTOR EUROPE	AYGO	DEL CAMPO SAATCHI & SAATCHI MADRID Madrid	SPAIN	DEL CAMPO SAATCHI & SAATCHI MADRID
B04/135	02037	SOCIAL SAVVY BURGLAR	ALLSTATE INSURANCE COMPANY	HOME INSURANCE	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO
B04/162	01529	#PROJECT360	MAMMUT SPORTS GROUP	MAMMUT	HEYE Munich	GERMANY	HEYE Munich
B04/183	02395	HIMINITIATIVE	PHILIPS INDIA	BREAST CANCER AWARENESS	OGILVY & MATHER INDIA Gurgaon	INDIA	OGILVY & MATHER INDIA Gurgaon

Shortlist (Media Lions)

B04/186	02441	NATURE ADVENTURE	OLD SPICE	PERSONAL CARE	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland
B04/195	02954	THE EMOTISONGS	COCA-COLA	COCA-COLA	McCANN WORLDGROUP Milan	ITALY	McCANN WORLDGROUP Milan
B04/209	01856	SHINE	CANON	CANON CAMERAS	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY
B04/224	03136	LOVIN' THE SUPER BOWL	McDONALD'S	McDONALD'S	DDB CHICAGO	USA	DDB CHICAGO
B04/230	03269	TOGETHER AGAINST LEAKS	PROCTER & GAMBLE	ALWAYS	LEO BURNETT TAILOR MADE São Paulo	BRAZIL	LEO BURNETT TAILOR MADE São Paulo
B04/241	02440	RISK EVERYTHING	NIKE	NIKE	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland

C01 (Fast Moving Consumer Goods)

C01/024	00739	DIAPER CHANGING STATION	KAO	MERRIES	DENTSU INDONESIA Jakarta	INDONESIA	DENTSU INDONESIA Jakarta
C01/038	01325	SHARE THE LOAD	PROCTER & GAMBLE INDIA	ARIEL MATIC	BBDO INDIA Mumbai	INDIA	BBDO INDIA Mumbai
C01/051	03074	HANDLE ON HYGIENE	UNILEVER	LIFEBOUY	GEOMETRY GLOBAL Dubai	UNITED ARAB EMIRATES	GEOMETRY GLOBAL Dubai
C01/055	03012	MESSAGE IN A BOTTLE	AB-INBEV	ANDES	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO SAATCHI & SAATCHI Buenos Aires
C01/063	02634	HIDDEN SUGAR RECEIPT	COLGATE- PALMOLIVE	SUGAR ACID NEUTRALIZER TOOTHPASTE	RED FUSE COMMUNICATIONS Hong Kong	HONG KONG	RED FUSE COMMUNICATIONS Hong Kong / Y&R Hong Kong
C01/085	02388	THE OREO ECLIPSE	MONDELÉZ INTERNATIONAL	OREO	PHD London	UNITED KINGDOM	DRUM London / FCB INFERNO London
C01/103	01786	THE BANNER THAT MAKES YOU LIKE BANNERS	3M	POST-IT® STICKY NOTES	BBDO RUSSIA GROUP Moscow	RUSSIA	BBDO RUSSIA GROUP Moscow / PROXIMITY RUSSIA Moscow
C01/134	02054	NEWCASTLE BROWN ALE: BAND OF BRANDS	HEINEKEN USA	NEWCASTLE BROWN ALE	STARCOM MEDIAVEST GROUP New York	USA	DROGA5 New York / GEOMETRY GLOBAL New York
C01/138	02551	WHAT WOMEN WANT...	PROCTER & GAMBLE	GILLETTE	MEDIACOM Mumbai	INDIA	BBDO INDIA Gurgaon
C01/142	02814	DRINKABLE ADVERTISING	THE COCA-COLA COMPANY	NON-ALCOHOLIC BEVERAGES	OGILVY NEW YORK	USA	OGILVY NEW YORK
C01/144	02944	FATHER'S DAY	NAVIDUL	HAM	McCANN MADRID	SPAIN	McCANN MADRID
C01/158	01653	MIKADO STICK	MONDELÉZ	MIKADO	ROMANCE Paris	FRANCE	ROMANCE Paris
C01/161	02348	#LIKEAGIRL	PROCTER & GAMBLE	ALWAYS	STARCOM MEDIAVEST GROUP Chicago	USA	LEO BURNETT TORONTO / LEO
C01/163	01980	THE FORGOTTEN 49	TATA TEA	TEA	MAXUS GLOBAL London	UNITED KINGDOM	LOWE LINTAS AND PARTNERS Bangalore

C02 (Cars & Automotive Services)

Shortlist (Media Lions)

C02/030	02465	THE STREET CHARGING PROJECT	VOLKSWAGEN	VW ELECTRIC CARS	DDB GROUP GERMANY Berlin	GERMANY	DDB GROUP GERMANY Berlin
C02/048	01608	CINEMA PEDESTRIAN DETECTION	VOLKSWAGEN	NUEVO VOLKSWAGEN PASSAT	DDB SPAIN Madrid	SPAIN	DDB SPAIN Madrid
C02/051	01679	DRIVE TO THE UNEXPECTED	GENERAL MOTORS	CADILLAC; AUTOMOTIVE	OLABUENAGA CHEMISTRI Mexico City	MEXICO	OLABUENAGA CHEMISTRI Mexico City
C02/052	02042	BLACKOUT	GENERAL MOTORS-CHEVROLET	CARS	COMMONWEALTH/McCAN N Detroit	USA	COMMONWEALTH/McCAN ANN Detroit
C02/053	02043	TECHNOLOGY & STUFF	GENERAL MOTORS-CHEVROLET	CARS	COMMONWEALTH/McCAN N Detroit	USA	COMMONWEALTH/McCAN ANN Detroit /

C03 (Other Consumer Products (including Durable Goods))

C03/002	00355	ADIDAS ORIGINALS #THIS IS ME#	ADIDAS	ORIGINALS	CARAT CHINA Shanghai	CHINA	TBWA\SHANGHAI
C03/003	00433	THE MODERN ART OF COFFEE	NESCAFÉ DOLCE GUSTO/NESTLÉ	COFFEE POD MACHINE SYSTEMS & COFFEE	MEDIACOM Copenhagen	DENMARK	MEDIACOM BEYOND ADVERTISING Copenhagen
C03/006	00501	APPLES THROUGH PEARS	TELENET	IPHONE 6 LAUNCH	THESE DAYS Y&R Antwerp	BELGIUM	THESE DAYS Y&R Antwerp
C03/007	00519	HP VINE TV AD	HEWLETT-PACKARD	PAVILION X360	180LA Santa Monica	USA	180LA Santa Monica
C03/025	01516	SONY MOBILE Z3	SONY MOBILE	SMARTPHONE	MEDIACOM MENA Dubai	UNITED ARAB EMIRATES	
C03/030	02552	BETTER CONTENT	BOSE CORPORATION	SOUNDTRUE HEADPHONES	MEDIACOM London	UNITED KINGDOM	
C03/037	02065	JOE BOXER INACTIVITY TRACKER	KMART / JOE BOXER	JOE BOXER INACTIVITY TRACKER	FCB CHICAGO	USA	FCB CHICAGO
C03/053	01827	SONY SIDELINE CHALLENGE	SONY NZ	SONY a6000 CAMERA	FCB NEW ZEALAND Auckland	NEW ZEALAND	FCB NEW ZEALAND Auckland

C04 (Financial Products & Services)

C04/010	00781	THE 24 HOUR AD BREAK	DNB	24 HOUR CUSTOMER SERVICE	TRY Oslo	NORWAY	TRY Oslo
C04/015	02874	VISA_ THE VOICE	VISA INFORMATION SYSTEM (SHANGHAI)	CREDIT CARD	BBDO CHINA Shanghai	CHINA	BBDO CHINA Shanghai / PROXIMITY CHINA
C04/021	02580	RE-EMPLOYMENT	FIFTH THIRD BANK	FINANCIAL SERVICES	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO

C05 (Commercial Public Services incl. Healthcare & Medical)

C05/007	00706	PENNY THE PIRATE	LUXOTTICA	OPSM	OMD SYDNEY	AUSTRALIA	SAATCHI & SAATCHI Svdnev
C05/008	00732	THE LIFE SAVING TV PROJECT	KT	OLLEH TV	KOREA TELECOM Seoul	SOUTH KOREA	

Shortlist (Media Lions)

C05/020	02507	VODAFONE RED LIGHT APPLICATION // BETWEEN US	VODAFONE	VODAFONE RED LIGHT APPLICATION	Y&R TEAM RED ISTANBUL	TURKEY	Y&R TEAM RED ISTANBUL
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C06 (Travel, Entertainment & Leisure)

C06/009	00268	BLAH AIRLINES	VIRGIN AMERICA	AIRLINE	ELEVEN San Francisco	USA	ELEVEN San Francisco
C06/011	00345	LIVE NEWSFLASH BANNERS	NIPPON TELEVISION NETWORK CORPORATION	HAKONE EKIDEN	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo
C06/014	00428	#HAPPYTOHELP	KLM ROYAL DUTCH AIRLINES	#HAPPYTOHELP	DDB & TRIBAL WORLDWIDE AMSTERDAM	THE NETHERLANDS	DDB & TRIBAL WORLDWIDE
C06/019	00786	THE PIZZA DELIVERY EXPERIMENT	RUTER	PUBLIC TRANSPORTATION COMPANY	McCANN OSLO	NORWAY	McCANN OSLO
C06/026	01253	SNOW GRAFFITI	MEXICO TOURISM BOARD	MEXICO	LAPIZ Chicago	USA	LAPIZ Chicago
C06/031	02735	TRIP BOOK SMILES	SMILES	MILEAGE PROGRAM	FCB BRASIL São Paulo	BRAZIL	FCB BRASIL São Paulo
C06/037	02405	SNACKHOLIDAYS	TRANSAVIA	AIRLINE COMPANY	LES GAULOIS Puteaux	FRANCE	LES GAULOIS Puteaux
C06/049	01022	IMAGINATION MACHINE	S7 AIRLINES	S7 AIRLINES	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	WIEDEN+KENNEDY AMSTERDAM
C06/061	02289	SAS ESCALATOR	SCANDINAVIAN AIRLINES	SAS	LOS & CO Oslo	NORWAY	LOS & CO Oslo
C06/066	01966	A WORLD FIRST ON THE WORLD'S LARGEST SHIP	ROYAL CARIBBEAN UK & IRELAND	ALLURE OF THE SEAS	OMD UK London	UNITED KINGDOM	

C07 (Retail, E-Commerce & Restaurants)

C07/012	00823	MORNING LIKE A KING	BURGER KING	BURGER KING	CHEIL WORLDWIDE Seoul	SOUTH KOREA	CHEIL WORLDWIDE Seoul
C07/020	01445	MCTOLLBOOTH	GOLDEN ARCHES DEVELOPMENT CORPORATION	McDONALD'S	LEO BURNETT GROUP MANILA	THE PHILIPPINES	LEO BURNETT GROUP MANILA
C07/027	03000	THE AD THAT RAN	INTERSPORT	RETAIL	GEOMETRY GLOBAL Prague	CZECH REPUBLIC	GEOMETRY GLOBAL Prague / OGILVY &
C07/032	02736	HOUSES IN EXHIBITION	ZAP	ONLINE REAL STATE	FCB BRASIL São Paulo	BRAZIL	FCB BRASIL São Paulo
C07/034	02359	THE BLIND TASTE	McDONALD'S DEVELOPMENT ITALY	BACON CLUBHOUSE	TBWA/ITALIA Milan	ITALY	TBWA/ITALIA Milan
C07/036	02243	THE FRESHEST ORANGE JUICE BRAND	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE	MARCEL Paris
C07/052	02434	PROUD WHOPPER	BURGER KING	WHOPPER	DAVID Miami	USA	DAVID Miami

C08 (Publications & Media)

Shortlist (Media Lions)

C08/016	00968	THE LULLABY MATCH	FOX SPORTS	FOX SPORTS	FOX INTERNATIONAL CHANNELS LATAM Rio De Janeiro	BRAZIL	
C08/022	01312	CLASICLAXONS	RADIO FILARMONÍA	RADIO FILARMONÍA	FCB MAYO Lima	PERU	FCB MAYO Lima
C08/028	02678	SKY SQRREENING	SKY DEUTSCHLAND FERNSEHEN	SKY GO	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
C08/052	01774	NETFLIX GIF CAMPAIGN	NETFLIX	SVOD	OGILVY PARIS	FRANCE	OGILVY PARIS
C08/058	02883	THE TWEETING POTHOLE	MEDCOM	PUBLICATIONS AND MEDIA	P4 OGILVY&MATHER Panama City	PANAMA	P4 OGILVY&MATHER Panama City
C08/061	02974	SKIP AD FESTIVAL	SONY ENTERTAINMENT TELEVISION	THE VOICE TV SHOW	PUBLICIS BRASIL São Paulo	BRAZIL	PUBLICIS BRASIL São Paulo

C09 (Business Products & Services)

C09/010	02554	REVENGE OF THE DELL (IT) NERDS		DELL	MEDIACOM AGENTUR FÜR MEDIENBERATUNG Düsseldorf	GERMANY	
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C10 (Corporate Image & Communication)

C10/006	00152	AIA SPACE TO PRAY AD	AIA INSURANCE	INSURANCE	TBWA\SRI LANKA Colombo	SRI LANKA	TBWA\SRI LANKA Colombo
C10/031	02555	POWER OF SPORT: #MAKETHEFUTURE	SHELL	SHELL	MEDIACOM London	UNITED KINGDOM	J. WALTER THOMPSON London
C10/032	02607	SHINY LESSONS	GRUPO COBAN	ZAPATERIAS COBAN	OMD GUATEMALA	GUATEMALA	BBDO GUATEMALA
C10/036	01775	UNITED FOR HEALTHIER KIDS - MEXICO	NESTLÉ	FOOD	OGILVY PARIS	FRANCE	OGILVY PARIS / 5.5 DESIGN STUDIOS Paris
C10/048	02069	THE LETTER	HEINEKEN	TECATE	NOMADES Mexico City	MEXICO	NOMADES Mexico City
C10/064	02659	BREATHE AGAIN	XIAO ZHU	AIR PURIFIER	Y&R SHANGHAI	CHINA	Y&R SHANGHAI

C11 (Charities (incl. Fundraising, Donations & Appeals))

C11/026	00810	PHOTOS FOR LIFE - A CHARITY PHOTO STOCK	RAK'N'ROLL WIN YOUR LIFE FOUNDATION	PHOTOS FOR LIFE	ISOBAR POLAND Warsaw	POLAND	ISOBAR POLAND Warsaw
C11/040	01164	ANIMAL COPYRIGHTS	WWF/LATINSTOCK	ANIMAL COPYRIGHTS (THE FIRST IMAGE BANK FOR WWF)	CHEIL SPAIN Madrid	SPAIN	CHEIL SPAIN Madrid
C11/059	02471	H2O FILTER	UNICEF	CHARITY	PUBLICIS CONSEIL Paris	FRANCE	PUBLICIS CONSEIL
C11/072	02200	THE SALT YOU CAN SEE	FUNDACIÓN FAVALORO	FUNDACIÓN FAVALORO	GREY ARGENTINA Buenos Aires	ARGENTINA	GREY ARGENTINA Buenos Aires
C11/074	01892	DON'T TRADE ME	PAW JUSTICE	ANTI AUCTIONS	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland
C11/075	01904	SUFFOCATION	KARMA NIRVANA	KARMA NIRVANA	LEO BURNETT LONDON	UNITED KINGDOM	LEO BURNETT LONDON

Shortlist (Media Lions)

C11/077	01777	THE MARATHON WALKER	WATER FOR AFRICA CHARITY		OGILVY PARIS	FRANCE	OGILVY PARIS
C11/081	01719	DEAR MR. TERRY SAVAGE	INDIAN CONFEDERATION OF NGOS (ICONGO)	APPEAL	BBDO INDIA Gurgaon	INDIA	BBDO INDIA Gurgaon
C11/084	00938	NOT THERE	THE CLINTON FOUNDATION	NO CEILINGS REPORT	DROGA5 New York	USA	DROGA5 New York
C11/098	02330	PRICELESS PETS	PURINA / QUATRO PATINHAS NGO	ANIMAL ADOPTION	NBS Rio de Janeiro	BRAZIL	NBS Rio de Janeiro
C11/102	02697	DONATION POSTERS	PUBLIC TRANSPORT VICTORIA	CHARITY	GPY&R Melbourne	AUSTRALIA	GPY&R Melbourne
C11/103	02992	SOCIAL BLOOD APP	RED CROSS	BANK OF BLOOD	PUBLICITAS/SAATCHI & SAATCHI Guavaquil	ECUADOR	PUBLICITAS/SAATCHI & SAATCHI Guavaquil
C11/105	03188	LOOKING FOR YOU	BATTERSEA DOGS HOME	ANIMAL RESCUE SERVICE	OGILVYONE LONDON	UNITED KINGDOM	OGILVYONE LONDON
C11/106	03234	FIRST STEP PROJECT	KANUI	SPORTING GOODS E-COMMERCE	AFRICA São Paulo	BRAZIL	AFRICA São Paulo
C11/107	01815	MT. FUJI RUBBISH BILLBOARDS	THE FUJISAN CLUB	NPO	OGILVY & MATHER JAPAN Tokyo	JAPAN	OGILVY & MATHER JAPAN Tokyo

C12 (Public Health & Safety & Public Awareness Messages)

C12/007	00193	THE VETIVER PROJECT	PEERLESS LION CORPORATION	SHOKUBUTSU HANA	TBWA\SANTIAGO MANGADA PUNO Makati City	THE PHILIPPINES	TBWA\SANTIAGO MANGADA PUNO Makati City
C12/020	00372	KIDS READ MEAN TWEETS	CANADIAN SAFE SCHOOL NETWORK	SERVICE	JOHN ST. Toronto	CANADA	JOHN ST. Toronto
C12/021	00375	#THEDRESS	SALVATION ARMY	CHARITY	IRELAND/DAVENPORT Johannesburg	SOUTH AFRICA	IRELAND/DAVENPORT Johannesburg
C12/024	00467	BACKUP MEMORY	SAMSUNG TUNISIA	MOBILE	3SG-BBDO Ariana	TUNISIA	3SG-BBDO Ariana
C12/040	01102	SENSUS COMIC	NACIONAL MONTE DE PIEDAD	PAWNSHOP	HAVAS SPORTS AND ENTERTAINMENT Mexico City	MEXICO	HAVAS SPORTS AND ENTERTAINMENT Mexico City
C12/041	01123	THE DAY WOMEN DISAPPEARED	LA SIRENA	LA SIRENA	PAGÉS BBDO Santo Domingo	DOMINICAN REPUBLIC	PAGÉS BBDO Santo Domingo
C12/045	01230	ST. PAULI PEEBACK	IG ST. PAULI	PUBLIC AWARENESS	PUBLICIS PIXELPARK Berlin	GERMANY	PUBLICIS HAMBURG
C12/048	01351	TOYS IN MOURNING	UNICEF	INSTITUTIONAL	ONIRIA/TBWA Asuncion	PARAGUAY	ONIRIA/TBWA Asuncion / VIENTO SUR\URBAN
C12/052	03145	TAKING THE COLOUR OUT OF BRITAIN	OPERATION BLACK VOTE	OPERATION BLACK VOTE	SAATCHI & SAATCHI London	UNITED KINGDOM	SAATCHI & SAATCHI London
C12/056	03076	BACK OFF RADIO	ROADS AND TRANSPORT AUTHORITY	PUBLIC TRANSPORT	GEOMETRY GLOBAL Dubai	UNITED ARAB EMIRATES	GEOMETRY GLOBAL Dubai / MEMAC OGILVY Dubai
C12/061	02757	'MISSING CHILD' LOCK SCREENS	SAVE THE CHILDREN	SAVE THE CHILDREN	CHEIL HONG KONG	HONG KONG	CHEIL HONG KONG
C12/064	02706	THE RGB NEWS	ANTENA 1 - OBSERVATOR	BLOOD DONATION	GEOMETRY GLOBAL Bucharest	ROMANIA	GEOMETRY GLOBAL Bucharest

Shortlist (Media Lions)

C12/070	02594	MORE THAN A SIGN	DISLIFE	DISABILITY RIGHTS AWARENESS	Y&R Moscow	RUSSIA	Y&R Moscow
C12/077	02193	LOVE HAS NO LABELS	ADCOUNCIL	LOVE HAS NO LABELS	R/GA New York	USA	R/GA New York
C12/105	01609	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid	SPAIN	DDB SPAIN Madrid
C12/143	02221	SEARCH FOR FREE WIFI SEARCH FOR MISSING CHILDREN	BAOBEIHUIJIA	BAOBEIHUIJIA	TBWA/BEING shanghai	CHINA	TBWA/BEING shanghai
C12/148	03063	TTYL (TALK TO YOU LATER)	CHEVROLET	CHEVROLET	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil

D01 (Use of Integrated Media)

D01/007	00134	ADIDAS PREDATOR INSTINCT: THE GAME	ADIDAS	ADIDAS PREDATOR	TBWA/LONDON	UNITED KINGDOM	TBWA/LONDON
D01/026	00405	GAMER MASTERPIECE	SONY	PLAYSTATION	BBH NEW YORK	USA	BBH NEW YORK
D01/049	00712	#COLOURYOURS UMMER	COCA-COLA SOUTH PACIFIC	COCA-COLA	UM Sydney	AUSTRALIA	OGILVY & MATHER Sydney
D01/052	00787	THE PIZZA DELIVERY EXPERIMENT	RUTER	PUBLIC TRANSPORTATION COMPANY	McCANN OSLO	NORWAY	McCANN OSLO
D01/056	00886	FLY WITH US	AVINOR	THE NORWEGIAN STATE-OWNED AIRPORT OPERATOR	CREUNA Oslo	NORWAY	CREUNA Oslo
D01/075	01327	TOUCH THE PICKLE	PROCTER & GAMBLE INDIA	WHISPER SANITARY NAPKINS	BBDO INDIA Mumbai	INDIA	BBDO INDIA Mumbai
D01/076	01345	A SMALL HEAVEN	MISSION 21	MISSION 21	WALKER Zürich	SWITZERLAND	WALKER Zürich
D01/078	01433	COLOR IS THE UNIVERSAL LANGUAGE	OPI	NAIL LACQUER	DAN PARIS Boulogne-Billancourt	FRANCE	DAN PARIS Boulogne-Billancourt
D01/093	02508	VODAFONE RED LIGHT APPLICATION // BETWEEN US	VODAFONE	VODAFONE RED LIGHT APPLICATION	Y&R TEAM RED ISTANBUL	TURKEY	Y&R TEAM RED ISTANBUL
D01/095	02406	SNACKHOLIDAYS	TRANSAVIA	AIRLINE COMPANY	LES GAULOIS Puteaux	FRANCE	LES GAULOIS Puteaux
D01/106	01734	THE SWEDISH SNOW RESCUERS	AUDI	AUDI QUATTRO	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm
D01/114	00789	WAKE UP YOUR SMILE	McDONALD'S	BREAKFAST	OMD SPAIN Madrid	SPAIN	TBWA\ESPAÑA Madrid
D01/119	00940	NOT THERE	THE CLINTON FOUNDATION	NO CEILINGS REPORT	DROGA5 New York	USA	DROGA5 New York

Shortlist (Media Lions)

D01/152	02957	THE EMOTISONGS	COCA-COLA	COCA-COLA	McCANN WORLDGROUP Milan	ITALY	McCANN WORLDGROUP Milan
D01/154	01862	SHINE	CANON	CANON CAMERAS	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY
D01/162	01138	I WILL WHAT I WANT	UNDER ARMOUR	WOMEN'S APPAREL	DROGA5 New York	USA	DROGA5 New York
D01/182	02600	LIVING MEMORIES	BRAKE	ROAD SAFETY	Y&R NZ Auckland	NEW ZEALAND	Y&R NZ Auckland

Total Entries: 294