PR Lions

2019 Shortlist

Title	Brand	Product/Service	Entrant Company	Country	PR Role	Country
A01 (Food & Drink)						
NEW AUSTRALIA-LAND	MEAT AND LIVESTOCK AUSTRALIA	LAMB	THE MONKEYS PART OF ACCENTURE INTERACTIVE SYDNEY	AUSTRALIA	ONE GREEN BEAN SYDNEY	AUSTRALIA
RICE KRISPIES TREATS® LOVE NOTES	KELLOGG RICE KRISPIES TREATS	RICE KRISPIES TREATS	EDELMAN CHICAGO	USA	EDELMAN CHICAGO	USA
WIND NEVER FELT BETTER	ABINBEV	BUDWEISER	DAVID MIAMI	USA	3PM AGENCY NEW YORK	USA
MIRACLE WHIP, FLORIDA	KRAFT HEINZ	MIRACLE WHIP	KRAFT HEINZ COMPANY CHICAGO	USA	□	□
GAZA BORDER BEER	ALEXANDER BREWERY	ALCOHOLIC DRINK- BEER	LEO BURNETT ISRAEL BNEI-BRAK	ISRAEL	KARVAT & WEISS TEL-AVIV	ISRAEL
THE SLOWEST PIZZA DELIVERY	SARGENTO	SARGENTO SHREDS	OGILVY CHICAGO	USA	OGILVY CHICAGO	USA
THE DRESS FOR RESPECT	COCA-COLA BRASIL	SCHWEPPES	OGILVY SÃO PAULO	BRAZIL	□	□
OCEANS WEEK	AB INBEV	CORONA X PARLEY	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	ABMC NEW YORK	USA
A02 (Other FMCG)						
THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE FEMALE COMPANY	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	SCHOLZ & FRIENDS BERLIN	GERMANY	SCHOLZ & FRIENDS BERLIN	GERMANY
LOVE LINES	CHANDO	CHINA MOTHER'S DAY CAMPAIGN	OGILVY SHANGHAI	CHINA	OGILVY SHANGHAI	CHINA
A03 (Healthcare)						
OSTENDERS	AZ DAMIAAN HOSPITAL	WORKING AS A NURSE	D-ARTAGNAN BRUGGES	BELGIUM	D-ARTAGNAN BRUGGES	BELGIUM
LIFE LOLLI	KMSZ (BONE MARROW DONATION CENTER)	LIFE LOLLI - A LOLLIPOP DESIGNED TO SAVE LIVES	BBDO DÜSSELDORF	GERMANY	KETCHUM PLEON DÜSSELDORF	GERMANY
INTERNET'S RESIDENCY EXAM	REGINA MARIA HEALTHCARE NETWORK	PRIVATE HEALTHCARE	MCCANN BUCHAREST	ROMANIA	MCCANN PR BUCHAREST	ROMANIA
POLLEN COUTURE	ZYRTEC	ZYRTEC	FLEISHMANHILLARD SYDNEY	AUSTRALIA	FLEISHMANHILLARD SYDNEY / TBWA\SYDNEY	AUSTRALIA
A04 (Consumer Durables)						
HARMLESS GUNS	DAGOMA	3D PRINTING	TBWA\PARIS	FRANCE	□	□
THE (SENIOR) GAME CHANGERS	LENOVO	COMPUTERS	EHRENSTRAHLE DDB STOCKHOLM	SWEDEN	EHRENSTRAHLE DDB STOCKHOLM	SWEDEN
BIXBY VOICE FOREVER	SAMSUNG ELECTRONICS	BIXBY VIRTUAL ASSISTANT	CHEIL INDIA GURGAON	INDIA	CHEIL INDIA GURGAON	INDIA
A05 (Automotive)						
POLO UNFAIL	VOLKSWAGEN	VOLKSWAGEN POLO	DDB SYDNEY	AUSTRALIA	□	□
TEENS PROVE THEIR STREETTREAD	MICHELIN NORTH AMERICA	TIRE MANUFACTURER	KETCHUM NEW YORK	USA	KETCHUM NEW YORK	USA
COMPETITORS' SALE	VOLVO	VOLVO	GREY BRAZIL SÃO PAULO	BRAZIL	GREY BRAZIL SÃO PAULO	BRAZIL
A06 (Retail)						
IHOB: THE DAY IHOP FLIPPED THE SCRIPT	IHOP	IHOP STEAKBURGERS	DEVRIES GLOBAL NEW YORK	USA	DEVRIES GLOBAL NEW YORK	USA
BE AN OUTSIDER AT WORK	L.L.BEAN	OUTDOOR FASHION RETAILER	JACK MORTON WORLDWIDE BOSTON	USA	WEBER SHANDWICK BOSTON	USA
THE BIGGEST SECRET DIET	ALBERT HEIJN WITH SUPPORT OF THE DUTCH DIABETES FUND	SUGAR	TBWA\NEBOKO AMSTERDAM	THE NETHERLANDS	□	□
FAMILIARISED	IKEA	IKEA	MCCANN SPAIN MADRID	SPAIN	□	□
A07 (Travel)						
IT'S A WONDERFUL LINE	VIRGIN TRAINS	VIRGIN TRAINS	THE ROMANS LONDON	UNITED KINGDOM	THE ROMANS LONDON	UNITED KINGDOM
MIND THE GAP	BERLINER VERKEHRSBETRIEBE	BVG	SERVICEPLAN GERMANY MUNICH	GERMANY	□	□
THE SOCIAL MEDIA SITTER	IBIS/ACCOR HOTELS	DIGITAL DETOX SERVICE	JUNG VON MATT/LIMMAT ZÜRICH	SWITZERLAND	KINGFLUENCERS ZURICH	SWITZERLAND
FLY WITH US	FLYBONDI	FLYBONDI	GREY ARGENTINA BUENOS AIRES	ARGENTINA	ADVERPR BUENOS AIRES	ARGENTINA
A WORLD WITHOUT BORDERS	AEROMEXICO	AEROMEXICO	OGILVY COLOMBIA BOGOTÁ	COLOMBIA	OGILVY PUBLIC RELATIONS NEW YORK	USA
CLOSED FOR MAINTAINANCE - OPEN FOR VOLUNTOURISM	VISIT FAROE ISLANDS	THE FAROE ISLANDS	MENSCH COPENHAGEN	DENMARK	EHRENBERG KOMMUNIKATION COPENHAGEN / MENSCH COPENHAGEN / MGA MEDIAGROUP KOBENHAVN K / SANSIR COPENHAGEN / TRAVEL PR LONDON	DENMARK
A08 (Leisure)						
NO CEDAR. NO LEBANON.	LEBANESE BASKETBALL FEDERATION	SAVE OUR CEDARS	VMLY&R DUBAI	UNITED ARAB EMIRATES	□	□
A09 (Media / Entertainment)						
CODE NAME: URI	URI: THE SURGICAL STRIKE	MOTION PICTURE/ MOVIE	DENTSU WEBCHUTNEY MUMBAI	INDIA	DENTSU WEBCHUTNEY MUMBAI	INDIA
THE BLANK EDITION	AN-NAHAR	NEWSPAPER PUBLICATIONS & MEDIA	IMPACT BBDO DUBAI	UNITED ARAB EMIRATES	IMPACT PORTER NOVELLI DUBAI	UNITED ARAB EMIRATES
THE FOOLITZER PRIZES	E-FARSAS	INSTITUTIONAL	LEO BURNETT TAILOR MADE SÃO PAULO	BRAZIL	□	□
SISTER OF MAN	AN-NAHAR	BRAND IMAGE	GREY DUBAI	UNITED ARAB EMIRATES	□	□
WE SPEAK	METRO	METRO	MARURI GREY GUAYAQUIL	ECUADOR	MARURI GREY GUAYAQUIL	ECUADOR

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A10 (Consumer Services / Business to Business)						
SANS FORGETICA	RMIT UNIVERSITY	RMIT UNIVERSITY EDUCATION	NAKED COMMUNICATIONS SYDNEY	AUSTRALIA	NAKED COMMUNICATIONS SYDNEY / RMIT UNIVERSITY MELBOURNE	AUSTRALIA
KICKING DOWN BARRIERS	ANZ	BRAND	TBWA\MELBOURNE	AUSTRALIA	TBWA\MELBOURNE / THRIVE PR + COMMUNICATIONS MELBOURNE	AUSTRALIA
UCB AGROBANKING PROJECT	UCB - UCASH, SHWAPNO	MOBILE BANKING SERVICE	GREY BANGLADESH DHAKA	BANGLADESH	□	□
THE ART GAP EXHIBITION	STANDARD CHARTERED BANK	INSTITUTIONAL	TBWA\RAAD DUBAI	UNITED ARAB EMIRATES	TBWA\RAAD DUBAI	UNITED ARAB EMIRATES
A11 (Not-for-profit / Charity / Government)						
SOUND OF SEA	SEA SHEPHERD	NGO	TBWA\PARIS	FRANCE	□	□
A DAY TO REMEMBER	FONDATION POUR LA RECHERCHE MÉDICALE (FRM)	NGO	CLM BBDO PARIS	FRANCE	□	□
SLEEPING FLAGS	O.N.E.	CHARITY DONATION	ROTHCO | ACCENTURE INTERACTIVE DUBLIN	IRELAND	ROTHCO | ACCENTURE INTERACTIVE DUBLIN	IRELAND
THE PEOPLE'S SEAT	UNITED NATIONS	CLIMATE CHANGE	GREY LONDON	UNITED KINGDOM	WHALAR LONDON	UNITED KINGDOM
I DON'T WANT THIS ON MY CEVICHE / NO QUIERO ESTO EN MI CEVICHE	OCEANA	INSTITUTIONAL	MCCANN LIMA	PERU	LA ESQUINA LIMA	PERU
UNQUIET VOICES	ANAIS ASSOCIATION	DOMESTIC VIOLENCE	CENTRADE CHEIL BUCHAREST	ROMANIA	BAD UNICORN BUCHAREST	ROMANIA
ENDANGERED SYNDROME	CANADIAN DOWN SYNDROME SOCIETY	SUPPORT FOR CANADIAN DOWN SYNDROME SOCIETY	FCB CANADA TORONTO	CANADA	□	□
THE LIFE SAVING SOAP OPERAS	PERUVIAN MINISTRY OF HEALTH	PERUVIAN MINISTRY OF HEALTH	CIRCUS GREY PERU LIMA	PERU	CIRCUS GREY PERU LIMA	PERU
#BRAILLEBRICKSFORALL	DORINA NOWILL FOUNDATION FOR THE BLIND	#BRAILLEBRICKSFORALL	LEW'LARA\TBWA SÃO PAULO	BRAZIL	ADVICE COMUNICACAO CORPORATIVA SÃO PAULO / TRE ASSESSORIA SÃO PAULO	BRAZIL
THE COLOR EXPERIMENT	SOM	SAMEN ONDERWIJS MAKEN	TBWA\BELGIUM BRUSSELS	BELGIUM	TBWA\BELGIUM BRUSSELS	BELGIUM
TWINKLE TWINKLE LITTLE HEART	TINY TICKERS	CHARITY TINY TICKERS	GOLIN LONDON	UNITED KINGDOM	GOLIN LONDON	UNITED KINGDOM
TOXIC TOBY	BREEZOMETER / BRITISH LUNG FOUNDATION / WORLD HEALTH ORGANIZATION	BREEZOMETER / BRITISH LUNG FOUNDATION / WORLD HEALTH ORGANIZATION	MCCANN LONDON	UNITED KINGDOM	MCCANN LONDON	UNITED KINGDOM
SECOND CHANCES	DONATE LIFE CALIFORNIA	DONATE LIFE CALIFORNIA	CASANOVA//MCCANN COSTA MESA	USA	MCCANN NEW YORK	USA
WWF I'M AN ENDANGERED SPECIES	WWF	NON PROFIT	2012 AGENCY WARSAW	POLAND	IMAGO PUBLIC RELATIONS KATOWICE	POLAND
THE ZERO TOLERANCE RIBBON	28 TOO MANY	(FGM) FEMALE GENITAL MUTILATION	IMPACT BBDO DUBAI	UNITED ARAB EMIRATES	IMPACT PORTER NOVELLI DUBAI	UNITED ARAB EMIRATES
B02 (Social Community Building & Management)						
DISTRACTED GOALKEEPER	UBER/ UBER	YELLOW MAY	TECH AND SOUL SÃO PAULO	BRAZIL	□	□
THE PEOPLE'S SEAT	UNITED NATIONS	CLIMATE CHANGE	GREY LONDON	UNITED KINGDOM	WHALAR LONDON	UNITED KINGDOM
MILES FOR THE PEOPLE	RECLAME AQUI	RECLAME AQUI	GREY BRAZIL SÃO PAULO	BRAZIL	GREY BRAZIL SÃO PAULO	BRAZIL
THE REAL MACHADO	UNIVERSITY ZUMBI DOS PALMARES	CORPORATE	GREY BRAZIL SÃO PAULO	BRAZIL	GREY BRAZIL SÃO PAULO	BRAZIL
B03 (Real-time Response)						
BAGELGATE	KRAFT-HEINZ	PHILADELPHIA CREAM CHEESE	DROGA5 NEW YORK	USA	ALISON BROD MARKETING + COMMUNICATIONS NEW YORK	USA
THE ELECTRIC HELPER	CHEVROLET	BOLT EV	COMMONWEALTH//MCCANN MEXICO CITY	MEXICO	COMMONWEALTH//MCCANN MEXICO CITY	MEXICO
HAMBERDERS	BURGER KING	FAST FOOD	MULLENLOWE BOSTON	USA	MULLENLOWE BOSTON	USA
THE GRAND FINALE	HEINEKEN	HEINEKEN	PUBLICIS BRASIL SÃO PAULO	BRAZIL	PUBLICIS BRASIL SÃO PAULO	BRAZIL
BLACK SALARY FRIDAY	INSTITUTO IDENTIDADES DO BRASIL (ID_BR) - BRAZIL'S IDENTITIES INSTITUTE	INSTITUTIONAL	LEO BURNETT TAILOR MADE SÃO PAULO	BRAZIL	MÁQUINA COHN & WOLFE SAO PAULO	BRAZIL
B04 (Co-creation & User Generated Content)						
HARMLESS GUNS	DAGOMA	3D PRINTING	TBWA\PARIS	FRANCE	□	□
DISTRACTED GOALKEEPER	UBER/ UBER	YELLOW MAY	TECH AND SOUL SÃO PAULO	BRAZIL	□	□
I LOVE MY BALLS	LIGA CONTRA EL CANCER	CLINICAL CHECK-UP	WUNDERMAN THOMPSON LIMA	PERU	ORANGE 360 LIMA	PERU
THE PEOPLE'S INK	LA PRENSA	DIARIO LA PRENSA	TBWA\NICARAGUA MANAGUA	NICARAGUA	□	□
REBUILDING HISTORY	NATIONAL MUSEUM	INSTITUTIONAL	AFRICA SÃO PAULO	BRAZIL	□	□
THE PEOPLE'S SEAT	UNITED NATIONS	CLIMATE CHANGE	GREY LONDON	UNITED KINGDOM	WHALAR LONDON	UNITED KINGDOM
B05 (Innovative Use of Social Media)						
THE SOCIAL MEDIA SITTER	IBIS/ACCOR HOTELS	DIGITAL DETOX SERVICE	JUNG VON MATT/LIMMAT ZÜRICH	SWITZERLAND	KINGFLUENCERS ZURICH	SWITZERLAND
#STILLSPEAKINGUP	PROPUESTA CÍVICA AC	LEGAL SPONSORSHIP FOR THE FAMILIES OF MURDERED JOURNALISTS IN MEXICO.	PUBLICIS MEXICO MEXICO CITY	MEXICO	DAMSKY MEXICO CITY	MEXICO
B06 (Websites & Microsites)						
100 WORDS PAIN_TING	SAVE THE CHILDREN KOREA	CHILDREN'S RIGHTS	OVERMAN SEOUL	SOUTH KOREA	OVERMAN SEOUL	SOUTH KOREA
THE UNKNOWN FACE	HISTORIAL DE LA GRANDE GUERRE DE PERONNE	CENTENAIRE 14-18	FF PARIS	FRANCE	□	□

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C02 (PR Effectivesness)						
RICE KRISPIES TREATS® LOVE NOTES	KELLOGG RICE KRISPIES TREATS	RICE KRISPIES TREATS	EDELMAN CHICAGO	USA	EDELMAN CHICAGO	USA
88 YEAR OLD NEWS ANCHOR	FUNDACIÓN LAS ROSAS	FUNDACIÓN LAS ROSAS	MCCANN SANTIAGO SANTIAGO	CHILE	MCCANN SANTIAGO SANTIAGO	CHILE
I DON'T WANT THIS ON MY CEVICHE / NO QUIERO ESTO EN MI CEVICHE	OCEANA	INSTITUTIONAL	MCCANN LIMA	PERU	LA ESQUINA LIMA	PERU
LOVE LINES	CHANDO	CHINA MOTHER'S DAY CAMPAIGN	OGILVY SHANGHAI	CHINA	OGILVY SHANGHAI	CHINA
BIG MAC 50TH ANNIVERSARY	MCDONALD'S	BIG MAC	GOLIN CHICAGO	USA	GOLIN CHICAGO / MCDONALDS CHICAGO	USA
RANG-TAN	ICELAND FOODS LTD	GROCERIES	WEBER SHANDWICK MANCHESTER	UNITED KINGDOM	TAYLOR HERRING LONDON / WEBER SHANDWICK MANCHESTER	UNITED KINGDOM
D01 (Media Relations)						
THE REAL KASHMIR	ADIDAS	OFFICIAL PARTNERSHIP WITH REAL KASHMIR FC (FOOTBALL CLUB)	CHEIL INDIA GURGAON	INDIA	ADIDAS GURGAON / REAL KASHMIR FC SRINAGAR	INDIA
#COVERTHEPROGRESS	DISCOVER PUERTO RICO	TRAVEL & TOURISM	KETCHUM NEW YORK	USA	KETCHUM NEW YORK	USA
FLEMISH MASTERS VS SOCIAL MEDIA IN THE 21TH CENTURY	VISIT FLANDERS	FLEMISH MASTERS	BOWLING BRANDS ANTWERP	BELGIUM	FLRISH ANTWERP	BELGIUM
PLANET OR PLASTIC	NATIONAL GEOGRAPHIC	NATIONAL GEOGRAPHIC	MCCANN NEW YORK	USA	□	□
READ MORE. LISTEN MORE.	UNESCO, THE NEW YORK TIMES AND PARTICIPATING NEWS ORGANIZATIONS	WORLD PRESS FREEDOM DAY	DROGA5 NEW YORK	USA	□	□
RANG-TAN	ICELAND FOODS LTD	GROCERIES	WEBER SHANDWICK MANCHESTER	UNITED KINGDOM	TAYLOR HERRING LONDON / WEBER SHANDWICK MANCHESTER	UNITED KINGDOM
THE LAND OF FREE PRESS	HELSINGIN SANOMAT	HELSINGIN SANOMAT NEWSPAPER	TBWA\HELSINKI	FINLAND	SANOMA MEDIA FINLAND HELSINKI / TBWA\HELSINKI	FINLAND
D02 (Use of Events & Stunts)						
HIDDEN FLAG	FELGTB/ELDIARIO.ES	FELGTB	LOLA MULLENLOWE MADRID	SPAIN	□	□
SOUND OF LIGHT	HUAWEI	HUAWEI MATE 20 PRO	OGILVY GERMANY FRANKFURT	GERMANY	GRAYLING WIEN / OGILVY GERMANY FRANKFURT	AUSTRIA
PAVING FOR PIZZA	DOMINO'S PIZZA	DOMINO'S PIZZA	DOMINO'S PIZZA ANN ARBOR	USA	CRISPIN PORTER BOGUSKY+ BOULDER / DOMINO'S PIZZA ANN ARBOR	USA
THE HEALING HOUSE	CASEY HOUSE	HIV/AIDS AWARENESS	BENSIMON BYRNE TORONTO	CANADA	NARRATIVE TORONTO	CANADA
DISTRACTED GOALKEEPER	UBER/ UBER	YELLOW MAY	TECH AND SOUL SÃO PAULO	BRAZIL	□	□
REESE'S HALLOWEEN CANDY CONVERTER	REESE'S	REESE'S PEANUT BUTTER CUPS	ZENO GROUP NEW YORK	USA	ZENO GROUP NEW YORK	USA
THE UNBREAKABLE RAINBOW	UNILEVER - BEN&JERRY'S	CSR EVENT	180HEARTBEATS+JUNG V MATT WARSAW	POLAND	180HEARTBEATS+JUNG V MATT WARSAW	POLAND
STOP TRAFFICK CAMPAIGN	STREET GRACE	ADVOCACY AND AWARENESS CAMPAIGN	PORTER NOVELLI ATLANTA	USA	PORTER NOVELLI ATLANTA	USA
FRANCE ACCESSIBLE	APF FRANCE HANDICAP	FRANCE ACCESSIBLE	BRAND STATION PARIS	FRANCE	□	□
TWINKLE TWINKLE LITTLE HEART	TINY TICKERS	CHARITY TINY TICKERS	GOLIN LONDON	UNITED KINGDOM	GOLIN LONDON	UNITED KINGDOM
CONFISCATED TOYS	PEOPLE IN NEED	PEOPLE IN NEED	VMLY&R PRAGUE	CZECH REPUBLIC	VMLY&R PRAGUE	CZECH REPUBLIC
IKEA HE(ART) SCANNER	IKEA	IKEA ART COLLECTION	OGILVY & SOCIAL.LAB BELGIUM BRUSSELS	BELGIUM	OGILVY BRUSSELS	BELGIUM
GRAVE OF THRONES	FOXTEL	PAY TV	DDB SYDNEY	AUSTRALIA	MANGO SYDNEY	AUSTRALIA
SLEEPING FLAGS	O.N.E.	CHARITY DONATION	ROTHCO | ACCENTURE INTERACTIVE DUBLIN	IRELAND	ROTHCO | ACCENTURE INTERACTIVE DUBLIN	IRELAND
PHILIPS #SHAVETOREMEMBER	PHILIPS & THE NELSON MANDELA FOUNDATION	PHILIPS	OGILVY JOHANNESBURG	SOUTH AFRICA	OGILVY JOHANNESBURG	SOUTH AFRICA
D03 (Use of Celebrity, Influencers & Key Opinion Leaders)						
CHOOSE THE MOUSTACHE	PESCANOVA	SHRIMPS	LOLA MULLENLOWE MADRID	SPAIN	PORTER NOVELLI MADRID	SPAIN
#DEFYTHENAME	MONICA LEWINSKY	ANTI-BULLYING	BBDO NEW YORK	USA	DINI VON MUEFFLING COMMUNICATIONS NEW YORK	USA
LIFE LOLLI	KMSZ (BONE MARROW DONATION CENTER)	LIFE LOLLI - A LOLLIPOP DESIGNED TO SAVE LIVES	BBDO DÜSSELDORF	GERMANY	KETCHUM PLEON DÜSSELDORF	GERMANY
LUNA BAR EQUAL PAY CAMPAIGN	CLIF BAR & COMPANY	LUNA BAR	GOLIN LOS ANGELES	USA	GOLIN LOS ANGELES	USA
THE PEOPLE'S SEAT	UNITED NATIONS	CLIMATE CHANGE	GREY LONDON	UNITED KINGDOM	WHALAR LONDON	UNITED KINGDOM
SONRIE VENEZUELA	VENMUNDO	SONRIE VENEZUELA	MARURI GREY GUAYAQUIL	ECUADOR	MARURI GREY GUAYAQUIL	ECUADOR
INSTRUMENT OF HOPE	SHINEMSD	SHINE MSD	PUBLICIS NEW YORK	USA	JANICE & ASSOCIATES PR HAUPPAGE	USA
LIFESTREAMS	FUNDACIÓN PERUANA DE CÁNCER	FUNDACIÓN PERUANA DE CÁNCER	WUNDERMAN THOMPSON LIMA	PERU	METRICA LIMA	PERU
MY OTHER TEAM IS MEXICO	WELLS FARGO	FINANCE	BBDO SAN FRANCISCO	USA	□	□
RENT A FINN	VISIT FINLAND – THE FINNISH TOURIST BOARD	DESTINATION FINLAND	SEK | PART OF GREY HELSINKI	FINLAND	BUSINESS FINLAND HELSINKI / SEK | PART OF GREY HELSINKI	FINLAND
REFURBISHED TWEETS	BACK MARKET	BACK MARKET	BETC PARIS	FRANCE	□	□
THE GRAND FINALE	HEINEKEN	HEINEKEN	PUBLICIS BRASIL SÃO PAULO	BRAZIL	PUBLICIS BRASIL SÃO PAULO	BRAZIL
THE SENSE OF COCOA	BBVA	BBVA	LLYC MADRID	SPAIN	LLYC MADRID	SPAIN
I TOUCH MYSELF PROJECT X SERENA	BERLEI	BREAST CANCER AWARENESS	WUNDERMAN THOMPSON SYDNEY	AUSTRALIA	□	□
DEEP FRAUD	HSBC	ONLINE FRAUD AWARENESS	WEBER SHANDWICK LONDON	UNITED KINGDOM	WEBER SHANDWICK LONDON	UNITED KINGDOM

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#STOPMITHANI	HDFC BANK	HDFC BLOOD DONATION CAMPS	LEO BURNETT INDIA MUMBAI	INDIA	□	□
D04 (Launch / Re-launch)						
BLACKOUT TRACK	ASICS	GEL-KAYNO 25 RUNNING SHOES	EDELMAN LONDON	UNITED KINGDOM	EDELMAN LONDON	UNITED KINGDOM
LIFE LOLLI	KMSZ (BONE MARROW DONATION CENTER)	LIFE LOLLI - A LOLLIPOP DESIGNED TO SAVE LIVES	BBDO DÜSSELDORF	GERMANY	KETCHUM PLEON DÜSSELDORF	GERMANY
SEARCHING FOR THE SPECIAL COLOUR OF SEVILLE	DIAGEO	TANQUERAY FLOR DE SEVILLA	PS21 MADRID	SPAIN	LA MAS CHULA MADRID	SPAIN
LEGAL-ADE	KRAFT HEINZ	COUNTRY TIME LEMONADE	LEO BURNETT CHICAGO	USA	□	□
AN UNREPEATABLE PHOTOGRAPH?	TRAPA CHOCOLATES	TRAPA - PALM OIL FREE CHOCOLATES	FCB&FIRE MADRID	SPAIN	□	□
D05 (Brand Voice & Strategic Storytelling)						
MY SPECIAL AFLAC DUCK	AFLAC	MY SPECIAL AFLAC DUCK	AFLAC COLUMBUS	USA	FLEISHMANHILLARD ATLANTA / KWI COMMUNICATIONS ATLANTA / MARINA MAHER COMMUNICATIONS NEW YORK	USA
PETAL PAINT	JAT HOLDING	JAT PAINTS PETAL PAINT	LEO BURNETT TORONTO	CANADA	□	□
ALL TOGETHER CEREAL	KELLOGG'S	KELLOGG'S CEREAL	LEO BURNETT CHICAGO	USA	□	□
KRAFT NOW PAY LATER	KRAFT HEINZ	KRAFT HEINZ	LEO BURNETT CHICAGO	USA	□	□
COLA TRUCE	PEPSI	BRAND PEPSI	TRACYLOCKE WILTON	USA	ACCELERATION NEW YORK	USA
A UNIQUE BOND	BOEHRINGER INGELHEIM	PHARMA COMPANY	BURSON COHN & WOLFE LONDON	UNITED KINGDOM	BURSON COHN & WOLFE LONDON	UNITED KINGDOM
CHANGING THE GAME	MICROSOFT	XBOX	MCCANN NEW YORK	USA	WAGGENER EDSTROM SEATTLE	USA
WE BELIEVE	GILLETTE	GROOMING - BLADES AND RAZORS	MMK+ NEW YORK	USA	MMK+ NEW YORK	USA
REFRAMING HONG KONG	HONG KONG TOURISM BOARD	TOURISM	GREY HONG KONG	HONG KONG	HONG KONG TOURISM BOARD	HONG KONG
02.38 AM	SNCF	SNCF RESEAU	TBWA\PARIS	FRANCE	□	□
THE WRONG ANTHEM	LEBANESE BASKETBALL FEDERATION	SAVE OUR CEDARS	VMLY&R DUBAI	UNITED ARAB EMIRATES	□	□
THE REMARKABLE HEDY	STABILO INTERNATIONAL GMBH	STABILO BOSS HIGHLIGHTER PEN	DDB DÜSSELDORF	GERMANY	DDB DÜSSELDORF	GERMANY
D06 (Content-led Engagement & Marketing)						
100 WORDS PAIN_TING	SAVE THE CHILDREN KOREA	CHILDREN'S RIGHTS	OVERMAN SEOUL	SOUTH KOREA	OVERMAN SEOUL	SOUTH KOREA
AUSTRALIA'S WORST SERIAL KILLER	HEART FOUNDATION AUSTRALIA	HEART DISEASE AWARENESS AND ADVOCACY	NEWS CORP AUSTRALIA SYDNEY	AUSTRALIA	NEWS CORP AUSTRALIA SYDNEY / THE HEART FOUNDATION OF AUSTRALIA SYDNEY	AUSTRALIA
TRUCK ART CHILDFINDER	BERGER PAINTS	BERGER PAINTS	BBDO PAKISTAN LAHORE	PAKISTAN	BBDO PAKISTAN LAHORE	PAKISTAN
RAILROAD TIES	ANCESTRY	HISTORICAL RECORDS/ DATABASE	WEBER SHANDWICK NEW YORK	USA	WEBER SHANDWICK NEW YORK	USA
WE BELIEVE	GILLETTE	GROOMING - BLADES AND RAZORS	MMK+ NEW YORK	USA	MMK+ NEW YORK	USA
D07 (Use of Technology)						
THE GENDERLESS VOICE	COPENHAGEN PRIDE	Q, THE GENDERLESS VOICE	VIRTUE COPENHAGEN	DENMARK	VIRTUE COPENHAGEN	DENMARK
MY SPECIAL AFLAC DUCK	AFLAC	MY SPECIAL AFLAC DUCK	AFLAC COLUMBUS	USA	FLEISHMANHILLARD ATLANTA / KWI COMMUNICATIONS ATLANTA / MARINA MAHER COMMUNICATIONS NEW YORK	USA
THE UNKNOWN FACE	HISTORIAL DE LA GRANDE GUERRE DE PERONNE	CENTENAIRE 14-18	FF PARIS	FRANCE	□	□
ART AGAINST BREAST CANCER	JUDIT VIRAG GALLERY	JUDIT VIRAG GALLERY	DDB BUDAPEST	HUNGARY	□	□
02.38 AM	SNCF	SNCF RESEAU	TBWA\PARIS	FRANCE	□	□
E01 (Corporate Image, Communication & Reputation Management)						
MY SPECIAL AFLAC DUCK	AFLAC	MY SPECIAL AFLAC DUCK	AFLAC COLUMBUS	USA	FLEISHMANHILLARD ATLANTA / KWI COMMUNICATIONS ATLANTA / MARINA MAHER COMMUNICATIONS NEW YORK	USA
WNBA: TAKE A SEAT, TAKE A STAND	WNBA	WNBA	EDELMAN NEW YORK	USA	EDELMAN NEW YORK	USA
OLD MILK	COOP	COOP	EDELMAN LONDON	UNITED KINGDOM	EDELMAN LONDON	UNITED KINGDOM
THE INDOOR GENERATION	VELUX	VELUX	&CO COPENHAGEN	DENMARK	WEBER SHANDWICK EDINBURGH	UNITED KINGDOM
STORIES FROM THE STATION	GOOGLE	RAILWIRE	GOOGLE INDIA GURGAON	INDIA	6° BCW NEW DELHI	INDIA
A WORLD WITHOUT BORDERS	AEROMEXICO	AEROMEXICO	OGILVY COLOMBIA BOGOTÁ	COLOMBIA	OGILVY PUBLIC RELATIONS NEW YORK	USA
CORAL PIPES	ECOPETROL	ECOPETROL	ECOPETROL BOGOTÁ	COLOMBIA	□	□
DELIVERING HOPE	UNITED STATES POSTAL SERVICE	OPERATION SANTA	MRM//MCCANN NEW YORK	USA	□	□
MILES FOR THE PEOPLE	RECLAME AQUI	RECLAME AQUI	GREY BRAZIL SÃO PAULO	BRAZIL	GREY BRAZIL SÃO PAULO	BRAZIL
MISS AMERICA 2.0	MISS AMERICA ORGANIZATION	MISS AMERICA 2.0 REBRAND CAMPAIGN	VMLY&R NEW YORK	USA	Y&R NEW YORK	USA
YOUR LOGO HERE	AMBEV	GUARANÁ ANTARCTICA	ALMAPBBDO SÃO PAULO	BRAZIL	ALMAPBBDO SÃO PAULO	BRAZIL
WHY ARE THERE NO WOMEN ON OUR BANKNOTES?	BGZ BNP PARIBAS	BGZ BNP PARIBAS	PUBLICIS WARSAW	POLAND	□	□
SONOS NASDAQ BELL	SONOS	SONOS	EDELMAN LOS ANGELES	USA	EDELMAN LOS ANGELES	USA

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E02 (Public Affairs & Lobbying)						
HUNGRY PUFFS	FOODBANK WA	HUNGRY PUFFS	THE BRAND AGENCY PERTH	AUSTRALIA	THE BRAND AGENCY PERTH	AUSTRALIA
THE BLANK EDITION	AN-NAHAR	NEWSPAPER PUBLICATIONS & MEDIA	IMPACT BBDO DUBAI	UNITED ARAB EMIRATES	IMPACT PORTER NOVELLI DUBAI	UNITED ARAB EMIRATES
BULLETPROOF WORDS	ARTICLE 19	BULLETPROOF VEST	LA DOBLEVIDA MEXICO CITY	MEXICO	LA DOBLEVIDA MEXICO CITY	MEXICO
A TEAM OF ONE	TENCENT FOUNDATION, CHINA ORGAN DONATION ADMINISTRATIVE CENTER	ORGAN DONATION	LOONG BEIJING	CHINA	TENCENT MARKETING SOLUTION SHENZHEN	CHINA
E03 (Crisis Communications & Issue Management)						
#COVERTHEPROGRESS	DISCOVER PUERTO RICO	TRAVEL & TOURISM	KETCHUM NEW YORK	USA	KETCHUM NEW YORK	USA
CLOSED FOR MAINTAINANCE - OPEN FOR VOLUNTOURISM	VISIT FAROE ISLANDS	THE FAROE ISLANDS	MENSCH COPENHAGEN	DENMARK	EHRENBERG KOMMUNIKATION COPENHAGEN / MENSCH COPENHAGEN / MGA MEDIAGROUP KOBENHAVN K / SANSIR COPENHAGEN / TRAVEL PR LONDON	DENMARK
E04 (Corporate Social Responsibility)						
CART WHEELCHAIR	EK-CHAI DISTRIBUTION SYSTEM CO. LTD	TESCO LOTUS SUPERMARKET	KZY AGENCY BANGKOK	THAILAND	□	□
THE LAND OF FREE PRESS	HELSINGIN SANOMAT	HELSINGIN SANOMAT NEWSPAPER	TBWA\HELSINKI	FINLAND	SANOMA MEDIA FINLAND HELSINKI / TBWA\HELSINKI	FINLAND
BUDWEISER RECUP ARENA	AB INBEV	BUDWEISER	BOOTLEG MOSCOW	RUSSIA	PROMO AGE MOSCOW	RUSSIA
THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE FEMALE COMPANY	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	SCHOLZ & FRIENDS BERLIN	GERMANY	SCHOLZ & FRIENDS BERLIN	GERMANY
LIVING SEAWALL	VOLVO CAR AUSTRALIA	VOLVO	WHITEGREY SYDNEY	AUSTRALIA	WHITEGREY SYDNEY	AUSTRALIA
UCB AGROBANKING	UCB - UCASH, SHWAPNO	MOBILE BANKING SERVICE	GREY BANGLADESH DHAKA	BANGLADESH	□	□
THE SHOWER	HINDUSTAN UNILEVER LIMITED	WATER CONSERVATION AND EDUCATION	OGILVY MUMBAI	INDIA	□	□
THISABLES	IKEA	IKEA THISABLES	MCCANN TEL AVIV	ISRAEL	MCCANN TEL AVIV	ISRAEL
S.H.E.	P&G	PANTENE	GREY WEST LOS ANGELES	USA	MMK+ NEW YORK	USA
OCEANS WEEK	AB INBEV	CORONA X PARLEY	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	ABMC NEW YORK	USA
E05 (Internal Communications & Employee Engagement)						
LENDLEASE MUMS FOR SAFETY	LENDLEASE	PROPERTY	LENDLEASE SYDNEY	AUSTRALIA	□	□
E06 (Sponsorship & Brand Partnership)						
PAVING FOR PIZZA	DOMINO'S PIZZA	DOMINO'S PIZZA	DOMINO'S PIZZA ANN ARBOR	USA	CRISPIN PORTER BOGUSKY+ BOULDER / DOMINO'S PIZZA ANN ARBOR	USA
A DAY TO REMEMBER	FONDATION POUR LA RECHERCHE MÉDICALE (FRM)	NGO	CLM BBDO PARIS	FRANCE	□	□
STEP UP TO THE PLATE	UBER	MEALS ON WHEELS - PROVIDING ASSISTANCE AND MEALS TO SENIORS	UBER SAN FRANCISCO	USA	UBER SAN FRANCISCO	USA
VICTORY FRIDGE	AB INBEV	BUD LIGHT	3PM AGENCY NEW YORK	USA	3PM AGENCY NEW YORK	USA
ART AGAINST BREAST CANCER	JUDIT VIRAG GALLERY	JUDIT VIRAG GALLERY	DDB BUDAPEST	HUNGARY	□	□
E07 (Multi-market Campaign)						
BIG MAC 50TH ANNIVERSARY	MCDONALD'S	BIG MAC	GOLIN CHICAGO	USA	GOLIN CHICAGO / MCDONALDS CHICAGO	USA
F01 (Local Brand)						
CATAPULT AIR – NON-STOP TO SYLT.	SYLT MARKETING	THE ISLAND OF SYLT	PHILIPP UND KEUNTJE HAMBURG	GERMANY	□	□
ELECTRON - THE POWERFUL JOURNEY	HYDRO-QUÉBEC	ELECTRICITY	LG2 MONTRÉAL	CANADA	□	□
THE HEALING HOUSE	CASEY HOUSE	HIV/AIDS AWARENESS	BENSIMON BYRNE TORONTO	CANADA	NARRATIVE TORONTO	CANADA
THE TIME WE HAVE LEFT - CASE	PERNOD RICHARD	RUAVIEJA	LEO BURNETT MADRID	SPAIN	LEO BURNETT MADRID	SPAIN
GERMAN FEDERAL ASSOCIATION OF FUNERAL DIRECTORS "MY PERSONAL COFFIN"	GERMAN FEDERAL ASSOCIATION OF FUNERAL DIRECTORS	FUNERALS/COUNSELLING/COFFIN CONSULTATION AND SELECTION	HEIMAT BERLIN	GERMANY	HEIMAT BERLIN	GERMANY
F02 (Challenger Brand)						
ENDANGERED SYNDROME	CANADIAN DOWN SYNDROME SOCIETY	SUPPORT FOR CANADIAN DOWN SYNDROME SOCIETY	FCB CANADA TORONTO	CANADA	□	□
THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE FEMALE COMPANY	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	SCHOLZ & FRIENDS BERLIN	GERMANY	SCHOLZ & FRIENDS BERLIN	GERMANY
I AM TRASH, LES FLEURS DU DÉCHET	ETAT LIBRE D'ORANGE	PERFUME - I AM TRASH, LES FLEURS DU DÉCHET	OGILVY PARIS	FRANCE	OGILVY PARIS	FRANCE
F03 (Single-market Campaign)						
CASTLE #LOSETHELABEL	ABINBEV	CASTLE LAGER	OGILVY JOHANNESBURG	SOUTH AFRICA	□	□
PHILIPS #SHAVETOREMEMBER	PHILIPS & THE NELSON MANDELA FOUNDATION	PHILIPS	OGILVY JOHANNESBURG	SOUTH AFRICA	OGILVY JOHANNESBURG	SOUTH AFRICA
CATAPULT AIR – NON-STOP TO SYLT.	SYLT MARKETING	THE ISLAND OF SYLT	PHILIPP UND KEUNTJE HAMBURG	GERMANY	□	□
WORK FROM HAWAII: A RESIDENCY PROGRAM	HAWAII VISITORS & CONVENTION BUREAU	HAWAII VISITORS & CONVENTION BUREAU	EDELMAN NEW YORK	USA	EDELMAN NEW YORK	USA

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AUSTRALIA'S WORST SERIAL KILLER	HEART FOUNDATION AUSTRALIA	HEART DISEASE AWARENESS AND ADVOCACY	NEWS CORP AUSTRALIA SYDNEY	AUSTRALIA	NEWS CORP AUSTRALIA SYDNEY / THE HEART FOUNDATION OF AUSTRALIA SYDNEY	AUSTRALIA
THE TOXIC FLAG	WASTE MANAGEMENT COALITION	WASTE MANAGEMENT	IMPACT BBDO DUBAI	UNITED ARAB EMIRATES	□	□
THE BLANK EDITION	AN-NAHAR	NEWSPAPER PUBLICATIONS & MEDIA	IMPACT BBDO DUBAI	UNITED ARAB EMIRATES	IMPACT PORTER NOVELLI DUBAI	UNITED ARAB EMIRATES
BLANK WHOPPER	BURGER KING	BURGER KING	DAVID SÃO PAULO SÃO PAULO	BRAZIL	DAVID SÃO PAULO SÃO PAULO / LOURES COMMUNICATION SAO PAULO	BRAZIL
SEARCHING FOR THE SPECIAL COLOUR OF SEVILLE	DIAGEO	TANQUERAY FLOR DE SEVILLA	PS21 MADRID	SPAIN	LA MAS CHULA MADRID	SPAIN
COLA TRUCE	PEPSI	BRAND PEPSI	TRACYLOCKE WILTON	USA	ACCELERATION NEW YORK	USA
GENERATION LOCKDOWN	MARCH FOR OUR LIVES	MARCH FOR OUR LIVES	MCCANN NEW YORK	USA	PRECISION STRATEGIES NEW YORK	USA
THE ZERO TOLERANCE RIBBON	28 TOO MANY	(FGM) FEMALE GENITAL MUTILATION	IMPACT BBDO DUBAI	UNITED ARAB EMIRATES	IMPACT PORTER NOVELLI DUBAI	UNITED ARAB EMIRATES
HACKED WEDDING BILLBOARD	YO QUIERO YO PUEDO	YO QUIERO YO PUEDO	VMLY&R MEXICO MEXICO CITY	MEXICO	BURSON COHN & WOLFE MEXICO CITY	MEXICO
F04 (Social Behaviour & Cultural Insight)						
READ MORE. LISTEN MORE.	UNESCO, THE NEW YORK TIMES AND PARTICIPATING NEWS ORGANIZATIONS	WORLD PRESS FREEDOM DAY	DROGA5 NEW YORK	USA	□	□
#SHAMEONWHO	ABAAD RESOURCE CENTER FOR GENDER EQUALITY	GENDER EQUALITY NGO	LEO BURNETT BEIRUT	LEBANON	LEO BURNETT BEIRUT / MSL BEIRUT	LEBANON
#TEACHERKIDS	HANDICAP INTERNATIONAL	HANDICAP INTERNATIONAL	HEREZIE GROUP PARIS	FRANCE	□	□
REESE'S HALLOWEEN CANDY CONVERTER	REESE'S	REESE'S PEANUT BUTTER CUPS	ZENO GROUP NEW YORK	USA	ZENO GROUP NEW YORK	USA
THE UNBREAKABLE RAINBOW	UNILEVER - BEN&JERRY'S	CSR EVENT	180HEARTBEATS+JUNG V MATT WARSAW	POLAND	180HEARTBEATS+JUNG V MATT WARSAW	POLAND
JEWEL STOOL	BUFFALO WILD WINGS	FOOD	THE MARTIN AGENCY RICHMOND	USA	ZENO GROUP NEW YORK	USA
PERUSSIAN PRICES	PLAZA VEA	RUSIA	FAHRENHEIT DDB LIMA	PERU	□	□
THE PRIDE FLIGHT	VIRGIN ATLANTIC & VIRGIN HOLIDAYS	SCHEDULED FLIGHT	ONE GREEN BEAN LONDON	UNITED KINGDOM	ONE GREEN BEAN LONDON	UNITED KINGDOM
TRUCK ART CHILDFINDER	BERGER PAINTS	BERGER PAINTS	BBDO PAKISTAN LAHORE	PAKISTAN	BBDO PAKISTAN LAHORE	PAKISTAN
"PARENTHOOD": REPHRASED	BABYSHOP	BABYSHOP BRAND	FP7/DXB DUBAI	UNITED ARAB EMIRATES	FP7/DXB DUBAI / INHYPE DUBAI	UNITED ARAB EMIRATES
CHINA ICONS	AB INBEV	HARBIN BEER	SHANGHAI XIONGSHIDA CULTURE COMMUNICATIONS CO. SHANGHAI	CHINA	SHANGHAI XIONGSHIDA CULTURE COMMUNICATIONS CO. SHANGHAI	CHINA
RENT A FINN	VISIT FINLAND – THE FINNISH TOURIST BOARD	DESTINATION FINLAND	SEK | PART OF GREY HELSINKI	FINLAND	BUSINESS FINLAND HELSINKI / SEK | PART OF GREY HELSINKI	FINLAND
NARCOS: THE CENSOR'S CUT	NETFLIX	NETFLIX	WUNDERMAN THOMPSON BANGKOK	THAILAND	VERVE BANGKOK	THAILAND
ENDANGERED SYNDROME	CANADIAN DOWN SYNDROME SOCIETY	SUPPORT FOR CANADIAN DOWN SYNDROME SOCIETY	FCB CANADA TORONTO	CANADA	□	□
THE LIFE SAVING SOAP OPERAS	PERUVIAN MINISTRY OF HEALTH	PERUVIAN MINISTRY OF HEALTH	CIRCUS GREY PERU LIMA	PERU	CIRCUS GREY PERU LIMA	PERU
YOUNG BRIDE	RDFL	RDFL	WUNDERMAN THOMPSON BEIRUT	LEBANON	J. WALTER THOMPSON BEIRUT	LEBANON
FACING A HATER CASE	COCA COLA	SPRITE	SANTO BUENOS AIRES	ARGENTINA	□	□
KOSHOGO	KLOOP	MEDIA & PUBLICATIONS	LEO BURNETT MOSCOW	RUSSIA	□	□
THE DRESS FOR RESPECT	COCA-COLA BRASIL	SCHWEPPES	OGILVY SÃO PAULO	BRAZIL	□	□
VICTORY FRIDGE	AB INBEV	BUD LIGHT	3PM AGENCY NEW YORK	USA	3PM AGENCY NEW YORK	USA
THE PHONETIC CAN	THE COCA-COLA COMPANY	COCA-COLA	FCB AFRICA JOHANNESBURG	SOUTH AFRICA	PLAYMAKERS JOHANNESBURG	SOUTH AFRICA
FENERBAHCE SK - BLACKOUT	FENERBAHCE SK	FENERBAHCE SPORTS CLUB	4129GREY ISTANBUL	TURKEY	□	□
THE LAST EVER ISSUE	GAZETA.PL / MASTERCARD / BNP PARIBAS	GAZETA.PL (A NEWS PORTAL)	VMLY&R POLAND WARSAW	POLAND	FUNDACJA SUKCESU PISANEGO SZMINKA WARSAW / VMLY&R POLAND WARSAW / WAVEMAKER WARSAW	POLAND
WITHOUT A RAMP, A SIDEWALK IS A WALL	MOVIMENTO SUPERAÇÃO	ACESSIBILITY	Z+HAVAS SÃO PAULO	BRAZIL	GIUSTI COMUNICAÇÃO INTEGRADA SÃO PAULO	BRAZIL
THE NON-ISSUE	L'ORÉAL PARIS	AGE PERFECT	MCCANN PARIS	FRANCE	□	□
LIFEBOAT - THE EXPERIMENT	SEAWATCH	RECONNAISSANCE	SERVICEPLAN GERMANY MUNICH	GERMANY	ACHTUNG! HAMBURG	GERMANY
SUBSTITUTE WORKERS	LAIVE	LAIVE	SIN ANESTESIA LIMA	PERU	SR. BURNS LIMA	PERU
HIDDEN FLAG	FELGTB/ELDIARIO.ES	FELGTB	LOLA MULLENLOWE MADRID	SPAIN	□	□
FLOWER OF LIFE	HERMES PARDINI	DIAGNOSIS LAB	OGILVY SÃO PAULO	BRAZIL	OGILVY SÃO PAULO	BRAZIL
02.38 AM	SNCF	SNCF RESEAU	TBWA\PARIS	FRANCE	□	□
THE ZERO TOLERANCE RIBBON	28 TOO MANY	(FGM) FEMALE GENITAL MUTILATION	IMPACT BBDO DUBAI	UNITED ARAB EMIRATES	IMPACT PORTER NOVELLI DUBAI	UNITED ARAB EMIRATES
F05 (Breakthrough on a Budget)						
HARMLESS GUNS	DAGOMA	3D PRINTING	TBWA\PARIS	FRANCE	□	□
IKEA + OBAMA	IKEA NORWAY	IKEA NORWAY	SMFB OSLO	NORWAY	TRIGGER OSLO	NORWAY
THE LAND OF FREE PRESS	HELSINGIN SANOMAT	HELSINGIN SANOMAT NEWSPAPER	TBWA\HELSINKI	FINLAND	SANOMA MEDIA FINLAND HELSINKI / TBWA\HELSINKI	FINLAND
THE NICEST CHRISTMAS EVER	AIR NEW ZEALAND	AIR NEW ZEALAND	HOST/HAVAS SYDNEY	AUSTRALIA	□	□

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THE NOT SO BEAUTIFUL GAME	NATIONAL CENTRE FOR DOMESTIC VIOLENCE	NCDV	WUNDERMAN THOMPSON LONDON	UNITED KINGDOM	J. WALTER THOMPSON LONDON	UNITED KINGDOM
THE LAST COLUMN	COMMITTEE TO PROTECT JOURNALISTS	THE LAST COLUMN BOOK	FF NEW YORK	USA	□	□
UNQUIET VOICES	ANAIS ASSOCIATION	DOMESTIC VIOLENCE	CENTRADE CHEIL BUCHAREST	ROMANIA	BAD UNICORN BUCHAREST	ROMANIA
INSTA NOVELS	THE NEW YORK PUBLIC LIBRARY	LITERATURE	MOTHER NEW YORK	USA	□	□
SLEEPING FLAGS	O.N.E.	CHARITY DONATION	ROTHCO | ACCENTURE INTERACTIVE DUBLIN	IRELAND	ROTHCO | ACCENTURE INTERACTIVE DUBLIN	IRELAND