

Shortlist (Brand Experience & Activation Lions)

Track	Cat. No	Entry No	Title	Brand	Product	Entrant Company	Entrant Country	Idea Creation	Production
<u>A01 (Food & Drink)</u>									
Experience	A01/011	00143	PROBABLY TEDX	Carlsberg Group	CARLSBERG BEER	HAPPINESS BRUSSELS, AN FCB ALLIANCE Brussels	BELGIUM	HAPPINESS BRUSSELS, AN FCB ALLIANCE Brussels	NOBODY Copenhagen
Experience	A01/014	00236	FUNNY FEET SHOE STORE	UNILEVER	FUNNY FEET	LOLA MULLENLOWE Madrid	SPAIN	LOLA MULLENLOWE Madrid	COW EVENTS Madrid
Experience	A01/015	00335	FIGHT FOR TERRITORY	LION	STEINLAGER	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland	DDB GROUP NEW ZEALAND Auckland
Experience	A01/032	01048	GENE PROJECT CASE STUDY	UNILEVER	MARMITE	adam&eveDDB London	UNITED KINGDOM	adam&eveDDB London	
Experience	A01/059	01610	THE GIF TRILOGY	SAN MIGUEL	MANILA BEER	LOLA MULLENLOWE Madrid	SPAIN	LOLA MULLENLOWE Madrid	LA JOYA PRODUCCIONES Madrid
Experience	A01/070	01846	SHARE A COKE 1,000 NAME CELEBRATION	COCA-COLA	COKE	FITZCO//McCANN Atlanta	USA	FITZCO//McCANN Atlanta	CASANOVA//McCANN New York / SCORE A SCORE Los Angeles
Experience	A01/075	01761	EXCLUSIVE THE RAINBOW	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA	DDB CHICAGO	MJZ Los Angeles / THE MILL Chicago
<u>A02 (Other FMCG)</u>									
Experience	A02/005	00441	SELFIESTIX	MARS	PEDIGREE	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland	FINCH Auckland
Experience	A02/006	00685	VANISH 'LOVE FOR LONGER'	RECKITT BENCKISER	VANISH	HAVAS LONDON	UNITED KINGDOM	HAVAS LONDON	ANGELL SOUND London / BIG BUOY London / UNIT 9 FILMS London
Experience	A02/021	01873	THE TOUGHEST BAG	GLAD	GLAD FORCEFLEX PLUS ADVANCED PROTECTION KITCHEN TRASH BAG	FCB CHICAGO	USA	FCB CHICAGO	LORD + THOMAS Chicago

A03 (Healthcare)

Shortlist (Brand Experience & Activation Lions)

Experience	A03/004	00072	THE SURVIVORS COLLECTION	BREAST CANCER FOUNDATION NEW ZEALAND	OCTOBER AWARENESS MONTH	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland	MATCH PHOTOGRAPHERS Auckland
Experience	A03/005	00459	HIGH RISK ATHLETES	PEPSI CO.	GATORADE	SANCHO BBDO Bogotá	COLOMBIA	SANCHO BBDO Bogotá	SANCHO BBDO Bogotá
Experience	A03/007	00652	REMISSION BELL	ST. LOUIS CHILDREN'S HOSPITAL	BILLBOARD WITH A BELL	J. WALTER THOMPSON CANADA Toronto	CANADA	J. WALTER THOMPSON CANADA Toronto	
Experience	A03/010	00806	GOOD MORNING PEYTON	NORD	NORD	CDM NEW YORK	USA	CDM NEW YORK	CDM NEW YORK / WASHINGTON SQUARE ARTS & FILMS New York
Experience	A03/023	01614	VR VACCINE	HERMES PARDINI	DIAGNOSIS LAB	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	SHUTTERSTOCK New York / SONIDO São Paulo / VETOR FILMES São Paulo
Experience	A03/027	01617	STORIES TO INHALE	CLIN KIDS	NEBULIZER MASKS FOR CHILDREN	NBS São Paulo	BRAZIL	NBS São Paulo	CANJA AUDIO CULTURE Curitiba / DIRTY WORK São Paulo / DOMO PRODUcoes São Paulo / LUEGO Mogi Das Cruzes / ROMEU&JULIETA ESTÚDIO Palmeira das Missões

A04 (Consumer Durables)

Experience	A04/010	00325	IKEA PEE AD	IKEA SWEDEN	IKEA CRIB	AKESTAM HOLST NOA Stockholm	SWEDEN	AKESTAM HOLST NOA Stockholm	AKESTAM HOLST NOA Stockholm
Experience	A04/026	01232	37.5 CLIFFSIDE SHOP	37.5@TECHNOLOGY	CLOTHING	WORKINPROGRESS Boulder	USA	WORKINPROGRESS Boulder	SHINE AND POLISH Denver
Experience	A04/032	02013	DUTCH MASTERJUICES	ROYAL PHILIPS BRAND SPONSORSHIP	KITCHEN APPLIANCES	OGILVY SINGAPORE	SINGAPORE	OGILVY AMSTERDAM / OGILVY SINGAPORE	DARE CREATIVE Amsterdam / OGILVY London / WEFILM Amsterdam

Shortlist (Brand Experience & Activation Lions)

Experience	A04/037	02196	DEISEL - GO WITH DIESEL THE FAKE	DIESEL	DIESEL	DIESEL Breganze	ITALY	PUBLICIS ITALY Milan / PUBLICIS New York	COSMO STREET New York / RIVAL SCHOOL PICTURES New York
Experience	A04/041	11619	TEAM IN FLIGHT	INTEL	TEST	INTEL CORPORATION Santa Clara	USA	AGENCY INSIDE Santa Clara	BEAST San Francisco / INTEL CORPORATION Santa Clara / LIME STUDIOS Santa Monica / MPC LA Culver City / PULSE FILMS Los Angeles

A05 (Automotive)

Experience	A05/006	00147	CAMELPOWER	NISSAN MIDDLE EAST	DESERT LINEUP	TBWA\RAAD Dubai	UNITED ARAB EMIRATES	TBWA\RAAD Dubai	NATIONAL GEOGRAPHIC ABU DHABI / STOKED Beirut
Experience	A05/010	00231	PAY WITH VIEWS	OPEL	OPEL CARS	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	J. WALTER THOMPSON AMSTERDAM	DOOGLE AMSTERDAM
Experience	A05/012	00474	SAFECAP	FORD MOTOR COMPANY	FORD TRUCKS	GTB BRASIL São Paulo	BRAZIL	GTB BRASIL São Paulo	BOLHA São Paulo
Experience	A05/034	01356	RECRUITING CAR	VOLVO	VOLVO S90	FAMOUSGREY BRUSSELS	BELGIUM	FAMOUSGREY BRUSSELS	FAMOUSGREY BRUSSELS
Experience	A05/038	01369	NISSAN'S FOLLOW THE BALL	NISSAN DO BRASIL	NISSAN KICKS	LEW\LARA\TBWA São Paulo	BRAZIL	LEW\LARA\TBWA São Paulo	LEW\LARA\TBWA São Paulo / MUGSHOT São Paulo
Experience	A05/067	01902	VOLVO LIVE REVIEWS	VOLVO	VOLVO XC60	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo	

A06 (Retail)

Experience	A06/002	00203	THE MOST GERMAN SUPERMARKET	EDEKA ZENTRALE AG & CO. KG	RETAIL	JUNG VON MATT Hamburg	GERMANY	JUNG VON MATT Hamburg	MARKENFILM CROSSING Hamburg
Experience	A06/005	00223	SCARY CLOWN NIGHT	BURGER KING	BURGER	LOLA MULLENLOWE Madrid	SPAIN	LOLA MULLENLOWE Madrid	F16 Madrid / ONLY 925 Madrid

Shortlist (Brand Experience & Activation Lions)

Experience	A06/006	00004	LOVING "IT"	BURGER KING DEUTSCHLAND GMBH	BURGER KING	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg	RABBICORN FILMS Hamburg / SLAUGHTERHOUSE VISUAL MANUFACTURING Hamburg
Experience	A06/015	00374	XBOX DESIGN LAB ORIGINALS: THE FANCHISE MODEL	MICROSOFT	XBOX DESIGN LAB	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	CRAFT WORLDWIDE London / FOREAL Trier / MRM//McCANN LONDON
Experience	A06/049	01732	BLACK SUPERMARKET	CARREFOUR	CARREFOUR	CARREFOUR Massy	FRANCE	MARCEL Paris	DMBM Paris / GUM Paris / ICONOCLAST Paris / NIGHTSHIFT Paris / PRODIGIOUS Paris
Experience	A06/054	01792	THE FLIP	MCDONALD'S	MCDONALD'S	WE ARE UNLIMITED Chicago	USA	WE ARE UNLIMITED Chicago	

A07 (Travel)

Experience	A07/003	00210	BVG X ADIDAS – THE TICKET- SHOE	BERLINER VERKEHRSBETRIEBE (BVG)	THE LIMITED EDITION BVG X ADIDAS ORIGINALS EQT 93/BERLIN, THE SNEAKER THAT'S A YEARLY TICKET.	JUNG VON MATT Hamburg	GERMANY	JUNG VON MATT Hamburg	
Experience	A07/022	00881	SWEDEN ON AIRBNB	VISIT SWEDEN	SWEDEN	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	FORSMAN & BODENFORS Gothenburg
Experience	A07/023	00809	THE 72 HOUR CABIN	VISIT SWEDEN	SWEDEN, THE COUNTRY, AS A DESTINATION FOR TRAVELERS.	PRIME WEBER SHANDWICK Stockholm	SWEDEN	PRIME WEBER SHANDWICK Stockholm	NICE ONE Stockholm
Experience	A07/026	01007	FRIENDLY PHOTOGRAPHY BAN IN BERGÜN	GRAUBÜNDEN FERIEN	HOLIDAY REGION BERGÜN	GRAUBÜNDEN FERIEN Chur	SWITZERLAND	JUNG VON MATT/LIMMAT Zürich	JUNG VON MATT/LIMMAT Zürich

A08 (Leisure)

Shortlist (Brand Experience & Activation Lions)

Experience	A08/020	01125	THE DAILY SHOW PRESENTS: THE DONALD J. TRUMP PRESIDENTIAL TWITTER LIBRARY	COMEDY CENTRAL	THE DAILY SHOW WITH TREVOR NOAH	COMEDY CENTRAL New York	USA	23 STORIES X CONDE NAST New York / COMEDY CENTRAL New York	23 STORIES X CONDE NAST New York / COMEDY CENTRAL New York
Experience	A08/022	01032	TOUCHING MASTERPIECES	NEURODIGITAL	HAPTIC GLOVES	GEOMETRY GLOBAL Prague	CZECH REPUBLIC	GEOMETRY GLOBAL Prague	GEOMETRY GLOBAL Prague
Experience	A08/028	01316	LIMITLESS	SENDA ATHLETICS	SENDA LIMITLESS	SENDA ATHLETICS Berkeley	USA	GREY ARGENTINA Buenos Aires	FIGHT FILMS Buenos Aires / PAPAMUSIC Buenos Aires / SODA PASTA Buenos Aires
Experience	A08/037	02189	UNIVERSAL LOVE	MGM RESORTS INTERNATIONAL	MGM RESORTS	McCANN NEW YORK	USA	McCANN NEW YORK	CRAIG & KARL New York / TROLLBÄCK New York / WOOL & TUSK New York
<u>A09 (Media / Entertainment)</u>									
Experience	A09/005	00109	LA FORÊT - BET ON A MURDERER	FRANCE TÉLÉVISIONS - FRANCE 3	LA FORÊT (TV SERIES)	FRANCE TÉLÉVISIONS Paris	FRANCE	PUBLICIS CONSEIL Paris	HENRY Paris / WINAMAX Paris
Experience	A09/006	00164	LIKE WHAT YOU HATE	VICE MEDIA DENMARK	LIKEWHATYOUHAT E.COM	VICE MEDIA SCANDINAVIA Copenhagen	DENMARK	VIRTUE SCANDINAVIA Copenhagen	KOALITION New York / VIRTUE SCANDINAVIA Copenhagen
Experience	A09/021	00752	ELTON JOHN LEGACY	ROCKET ENTERTAINMENT	FAREWELL YELLOW BRICK ROAD TOUR	SPINIFEX GROUP Los Angeles	USA	ROCKET ENTERTAINMENT London / SPINIFEX GROUP Los Angeles	GOOGLE Mountain View / SPINIFEX GROUP Los Angeles
Experience	A09/025	00848	BLACK FUTURE SOCIAL CLUB	NETFLIS	BLACK MIRROR SEASON 3	DUDE Milan	ITALY	DUDE Milan	DUDE Milan
Experience	A09/026	00857	FINDING FARIÑA	MADRID BOOKSELLERS	DIGITAL BOOK	DDB SPAIN Madrid	SPAIN	DDB SPAIN Madrid	THE CROWD CAVE Barcelona
Experience	A09/028	00889	GAME OF TORRENTS	MEDIAMARKT	ENTERTAINMENT (TV SERIES ON DVD & BLU-RAY)	WUNDERMAN Antwerp	BELGIUM	WUNDERMAN Antwerp	WUNDERMAN Antwerp
Experience	A09/048	01865	ASTRONAUT REALITY HELMET	NATIONAL GEOGRAPHIC	NATGEO	McCANN NEW YORK	USA	McCANN NEW YORK	FRAMESTORE New York / TOMORROW LAB New York

Shortlist (Brand Experience & Activation Lions)

Experience	A09/049	01800	STORIES OVER GRAY	AMAZON	AMAZON KINDLE	VML São Paulo	BRAZIL	VML São Paulo	AUDIOMAN São Paulo / ZEPPELIN FILMES São Paulo
Experience	A09/050	01787	FOOTBALL DECODED	MICROSOFT	XBOX / FIFA 18	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	CRAFT WORLDWIDE London / McCANN LONDON / SOMESUCH London / TWENTYFOUR SEVEN Madrid
Experience	A09/058	02184	SHEQUEL	THE WILD DECTECTIVES	RESTAURANT AND BOOKSTORE	DIESTE Dallas	USA	DIESTE Dallas	
Experience	A09/060	01492	DISCLOSURE CAPTION	CARTA CAPITAL	MEDIA	Y&R BRAZIL São Paulo	BRAZIL	Y&R BRAZIL São Paulo	
Experience	A09/065	02256	BIHOR COUTURE	BEAU MONDE STYLE	BEAU MONDE MAGAZINE	McCANN BUCHAREST	ROMANIA	McCANN BUCHAREST	

A10 (B2B)

Experience	A10/005	00633	THE ORIGINAL BRUSHES OF EDVARD MUNCH	ADOBE	ADOBE PHOTOSHOP CC	ABBY PRIEST Stockholm	SWEDEN	ABBY PRIEST Stockholm	
Experience	A10/017	02139	EMOTIONAL PULSE	SEIDOR	MANAGEMENT SOFTWARE AND IT SERVICES CONSULTING	YSLANDIA Madrid	SPAIN	YSLANDIA Madrid	YSLANDIA Madrid

A11 (Consumer Services)

Experience	A11/020	01092	UNLIMITED APOLOGIES	ENTEL	ENTEL UNLIMITED CALLS	McCANN LIMA	PERU	McCANN LIMA	
Experience	A11/027	01272	SAY IT TIKA	VODAFONE NEW ZEALAND	BRAND	FCB NEW ZEALAND Auckland	NEW ZEALAND	FCB NEW ZEALAND Auckland	FCB NEW ZEALAND Auckland
Experience	A11/038	01940	THE WOMAN BEHIND THE VEIL	AL RAJHI BANK	CARD	FP7/RUH Riyadh	SAUDI ARABIA	FP7/RUH Riyadh	MILLIMETER PRODUCTIONS Jeddah / PIXEL MOB Beirut

A12 (Corporate Social Responsibility (CSR) / Corporate Image)

Experience	A12/017	00178	UNSEEN STARS	GE	GE	BBDO NEW YORK	USA	BBDO NEW YORK	OBSCURA DIGITAL San Francisco
Experience	A12/020	00412	SAVE OUR SPECIES	LACOSTE	LACOSTE	BETC Paris	FRANCE	BETC Paris	ALLSO Paris
Experience	A12/021	00251	TOUCH YOUR FOOTBALLS	LÍBERO	VALDERRAMA	LOLA MULLENLOWE Madrid	SPAIN	LOLA MULLENLOWE Madrid	LOS NOTARIOS Bogotá

Shortlist (Brand Experience & Activation Lions)

Experience	A12/035	00719	CLOROX DROPPER FROG	CLOROX PUERTO RICO	CLOROX	PHD PUERTO RICO Guaynabo	PUERTO RICO	DDB Guaynabo	
Experience	A12/054	00824	HANDICAB	FORD NEDERLAND B.V.	FORD HANDICAB	OGILVY AMSTERDAM	THE NETHERLANDS	OGILVY AMSTERDAM	HIELKE PRAAGMAN Amsterdam / HOLY FOOLS Amsterdam / KAPSALON Amsterdam / OGILVY AMSTERDAM / TUSSEN KADIJKEN Amsterdam
Experience	A12/057	01060	UBER MOM	UBER CANADA	UBER CANADA	ZULU ALPHA KILO Toronto	CANADA	ZULU ALPHA KILO Toronto	REDLAB Toronto / ZULU ALPHA KILO Toronto / ZULUBOT Toronto
Experience	A12/073	01891	RICKY BRASIL	FORBES BRASIL	CORPORATE IMAGE	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	EVIL TWIN São Paulo / NEXO.AI São Paulo / NOTAN STUDIO São Paulo / STRATOSTORM São Paulo / TRATOR FILMES São Paulo
Experience	A12/076	01851	PROJECT FREE PERIOD	JOHNSON & JOHNSON	STAYFREE SANITARY PADS	DDB MUDRA GROUP Mumbai	INDIA	DDB MUDRA GROUP Mumbai	
Experience	A12/084	02033	AUTISM CAN WORK	ANDROS	AUTISM RECRUITMENT WEBSITE	SERVICEPLAN FRANCE Paris	FRANCE	SERVICEPLAN FRANCE Paris	TRINITY FILMS Paris
Experience	A12/099	01727	TXT 2 HELP	NY-PRESBYTERIAN HOSPITAL	CRISIS TEXT LINE	AREA 23, AN FCB HEALTH NETWORK COMPANY New York	USA	AREA 23, AN FCB HEALTH NETWORK COMPANY New York	AREA 23, AN FCB HEALTH NETWORK COMPANY New York

A13 (Not-for-profit / Charity)

Experience	A13/012	00144	#SPEEDTALK	OVK/PEVR (PARENTS OF ROAD VICTIMS)	ROAD SAFETY AWARENESS ORGANISATION	HAPPINESS BRUSSELS, AN FCB ALLIANCE Brussels	BELGIUM	HAPPINESS BRUSSELS, AN FCB ALLIANCE Brussels	
Experience	A13/027	00574	SCOUT VIEW	THE GUIDES AND SCOUTS OF SWEDEN	YOUTH ORGANISATION	GARBERGS Stockholm	SWEDEN	GARBERGS Stockholm	GARBERGS Stockholm
Experience	A13/028	00720	AID MEDIA	OAAPR	OUTDOOR	DDB Guaynabo	PUERTO RICO	DDB Guaynabo	DDB Guaynabo

Shortlist (Brand Experience & Activation Lions)

Experience	A13/032	00819	HELP A DANE	THE DANISH CANCER SOCIETY & TRYGFONDEN	THE DANISH CANCER SOCIETY & TRYGFONDEN	&CO Copenhagen	DENMARK	&CO Copenhagen	&CO Copenhagen
Experience	A13/062	01599	FORBIDDEN STORIES	FREEDOM VOICES NETWORK	THE FORBIDDEN STORIES PLATFORM	J. WALTER THOMPSON PARIS	FRANCE	J. WALTER THOMPSON PARIS	
Experience	A13/063	01522	OCEAN OF THE FUTURE	GREENPEACE	GREENPEACE	OGILVY London	UNITED KINGDOM	OGILVY London	GRAMERCY PARK STUDIOS London / HOI POLLOI London / OGILVY London / SOUNDTREE MUSIC London / UNIT London
Experience	A13/085	01642	GREGORIO REMASTERED	AYUDA EN ACCIÓN	NGO	AYUDA EN ACCION Lima	PERU	CIRCUS GREY PERU Lima	KAZOO AUDIO Lima / KUBRICK Lima
Experience	A13/086	02082	BORDEAUX 2050	AJE	ALCOHOLIC BEVERAGES	McCANN PARIS Clichy	FRANCE	McCANN PARIS Clichy	LES IMPRODUCTIBLES Paris / STUDIO GRANDE ARMEE Paris
Experience	A13/088	01924	ROBOCALLS	TEAM GLEASON	TEAM GLEASON	OGILVY Chicago	USA	OGILVY Chicago	JOINERY Culver City
Experience	A13/090	02265	BILLBOARDS BEYOND BORDERS	REPORTERS WITHOUT BORDERS SWEDEN	REPORTERS WITHOUT BORDERS SWEDEN	AKESTAM HOLST NOA Stockholm	SWEDEN	AKESTAM HOLST NOA Stockholm	AKESTAM HOLST NOA Stockholm / FROM STOCKHOLM WITH LOVE Stockholm
Experience	A13/097	20184	SKINS OF PEACE	AMNESTY INTERNATIONAL	INSTITUTIONAL	TBWAI\RAAD Dubai	UNITED ARAB EMIRATES	TBWAI\RAAD Dubai	

B01 (Social Engagement & Integration for Live Experience)

Experience	B01/005	00211	BVG X ADIDAS – THE TICKET- SHOE	BERLINER VERKEHRSBETRIEBE (BVG)	THE LIMITED EDITION BVG X ADIDAS ORIGINALS EQT 93/BERLIN, THE SNEAKER THAT'S A YEARLY TICKET.	JUNG VON MATT Hamburg	GERMANY	JUNG VON MATT Hamburg	
Experience	B01/006	00204	THE MOST GERMAN SUPERMARKET	EDEKA ZENTRALE AG & CO. KG	RETAIL	JUNG VON MATT Hamburg	GERMANY	JUNG VON MATT Hamburg	MARKENFILM CROSSING Hamburg

Shortlist (Brand Experience & Activation Lions)

Experience	B01/011	00160	TO THE LAST TREE STANDING	GREENPEACE POLAND	SAVING THE BIAŁOWIEŻA FOREST	OGILVY POLAND Warsaw	POLAND	AMP POLAND Warsaw / OGILVY POLAND Warsaw / SHOOTME VISUAL ARTISTS Warsaw / SOUNDS GOOD Warsaw	AMP POLAND Warsaw / EXPRESSO POST PRODUCTION Warsaw / GAMESET Warszawa / GEOBOXERS Copenhagen / SHOOTME VISUAL ARTISTS Warsaw
Experience	B01/014	00242	LIVE MOMENT OF SILENCE	SANDY HOOK PROMISE	SANDY HOOK PROMISE	BBDO NEW YORK	USA	BBDO NEW YORK	
Experience	B01/019	00434	FIFA 18 MORE THAN A GAME	EA SPORTS	FIFA 18	adam&eveDDB London	UNITED KINGDOM	adam&eveDDB London	SMUGGLER London
Experience	B01/033	01166	THE PARALYMPIC NETWORK	CANADIAN PARALYMPIC COMMITTEE	THE PYEONGCHANG 2018 PARALYMPIC WINTER GAMES	BBDO TORONTO	CANADA	BBDO TORONTO	ALTER EGO Toronto / ASYMMETRIC MEDIA Toronto / GRAYSON MATTHEWS Toronto / MARRIED TO GIANTS Toronto
Experience	B01/036	01011	FRIENDLY PHOTOGRAPHY BAN IN BERGÜN	GRAUBÜNDEN FERIEN	HOLIDAY REGION BERGÜN	GRAUBÜNDEN FERIEN Chur	SWITZERLAND	JUNG VON MATT/LIMMAT Zürich	JUNG VON MATT/LIMMAT Zürich
Experience	B01/060	01847	SHARE A COKE 1,000 NAME CELEBRATION	COCA-COLA	COKE	FITZCO//McCANN Atlanta	USA	FITZCO//McCANN Atlanta	CASANOVA//McCANN New York / SCORE A SCORE Los Angeles
Experience	B01/064	01762	EXCLUSIVE THE RAINBOW	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA	DDB CHICAGO	MJZ Los Angeles / THE MILL Chicago
Experience	B01/076	02253	CRASH TEST	SÉCURITÉ ROUTIÈRE	ROAD SAFETY	DDB PARIS	FRANCE	DDB PARIS	STINK STUDIOS Paris / STUDIO 5 Paris
<u>B02 (Use of Mobile & Devices)</u>									
Experience	B02/018	00397	02.38 AM	SNCF	SNCF NETWORK	TBWA\PARIS	FRANCE	TBWA\PARIS	TBWA\ DAN PARIS / TBWA\ ELSE Paris
Experience	B02/036	00583	KPN SAFE LOCK	KPN	TELECOM	N=5 Amsterdam	THE NETHERLANDS	N=5 Amsterdam	CODE&CODING Amsterdam / HOLY FOOLS Amsterdam / N=5 Amsterdam
Experience	B02/048	01213	PREDICT TO PREVENT	SAMSUNG	DEPRESSION AWARENESS CAMPAIGN	BBDO BANGKOK	THAILAND	BBDO BANGKOK	1MOBY Bangkok

Shortlist (Brand Experience & Activation Lions)

Experience	B02/050	00980	RAIN WI-FI	TELE2	RAIN-POWERED 4G-ROUTER	GEOMETRY GLOBAL Moscow	RUSSIA	GEOMETRY GLOBAL Moscow	BC COMMUNICATIONS Saint Petersburg
Experience	B02/058	01077	FEMPLEA	FUNDACIÓN MUJERES EN IGUALDAD	THE FIRST FEMALE LABOR MARKETPLACE THAT FIGHTS GENDER VIOLENCE	WUNDERMAN CATO JOHNSON Buenos Aires	ARGENTINA	WUNDERMAN CATO JOHNSON Buenos Aires	WUNDERMAN CATO JOHNSON Buenos Aires
Experience	B02/067	01269	NOT A TARGET TELEPROMPTER	UNITED NATIONS OCHA	WORLD HUMANITARIAN DAY	VML New York	USA	VML New York	JAM3 Toronto
Experience	B02/093	02001	MY LINE	MINISTRY OF COMMUNICATIONS & TECHNOLOGY	VIVE DIGITAL PROGRAM	MULLENLOWE SSP3 Bogotá	COLOMBIA	MULLENLOWE SSP3 Bogotá	
Experience	B02/109	01905	CORRUPTION DETECTOR	RECLAME AQUI	VIGIE AQUI	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo	

B03 (Use of AR, VR & Mixed Reality)

Experience	B03/006	00399	02.38 AM	SNCF	SNCF NETWORK	TBWA\PARIS	FRANCE	TBWA\PARIS	TBWA\ DAN PARIS / TBWA\ ELSE Paris
Experience	B03/019	00728	PLAY THE CITY	THE GRAMMY AWARDS/THE RECORDING ACADEMY	THE GRAMMY AWARDS	TBWA\CHIAT\DAY LOS ANGELES	USA	TBWA\CHIAT\DAY LOS ANGELES	EG+ WORLDWIDE Long Beach / LIME STUDIOS Santa Monica / SHED Santa Monica / TOOL Los Angeles
Experience	B03/027	00753	ELTON JOHN LEGACY	ROCKET ENTERTAINMENT	FAREWELL YELLOW BRICK ROAD TOUR	SPINIFEX GROUP Los Angeles	USA	ROCKET ENTERTAINMENT London / SPINIFEX GROUP Los Angeles	GOOGLE Mountain View / SPINIFEX GROUP Los Angeles
Experience	B03/044	01115	A/R JORDAN	JORDAN BRAND	NIKE AIR JORDAN III TINKER SNEAKERS	R/GA PORTLAND	USA	R/GA PORTLAND	R/GA PORTLAND
Experience	B03/045	01615	VR VACCINE	HERMES PARDINI	DIAGNOSIS LAB	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	SHUTTERSTOCK New York / SONIDO São Paulo / VETOR FILMES São Paulo
Experience	B03/057	01866	ASTRONAUT REALITY HELMET	NATIONAL GEOGRAPHIC	NATGEO	McCANN NEW YORK	USA	McCANN NEW YORK	FRAMESTORE New York / TOMORROW LAB New York

Shortlist (Brand Experience & Activation Lions)

B04 (Digital Installations)

Experience	B04/010	00531	NIKE-REACTLAND	NIKE CHINA	NIKE EPIC REACT	NIKE CHINA Shanghai	CHINA	WIEDEN+KENNEDY SHANGHAI	AQUAL Shanghai / UNIT9 London
Experience	B04/017	00648	CONNECTING SEATS	KLM ROYAL DUTCH AIRLINES	AIRPLANE	DDB & TRIBAL AMSTERDAM	THE NETHERLANDS	DDB & TRIBAL AMSTERDAM	FROLIC STUDIO Amsterdam / IN CASE OF FIRE Amsterdam
Experience	B04/021	00754	ELTON JOHN LEGACY	ROCKET ENTERTAINMENT	FAREWELL YELLOW BRICK ROAD TOUR	SPINIFEX GROUP Los Angeles	USA	ROCKET ENTERTAINMENT London / SPINIFEX GROUP Los Angeles	GOOGLE Mountain View / SPINIFEX GROUP Los Angeles
Experience	B04/032	01227	HUMAN MONUMENTS	THALYS	THALYS	ROSAPARK Paris	FRANCE	ROSAPARK Paris	FIRM STUDIO Paris / ORBIS PARIS / SOVAGE Paris

B05 (Tangible & Spatial Technology)

Experience	B05/005	00336	FIGHT FOR TERRITORY	LION	STEINLAGER	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland	DDB GROUP NEW ZEALAND Auckland
Experience	B05/023	01300	SHOT REVERSE SHOT	HUAWEI	HUAWEI	BUZZMAN Paris	FRANCE	BUZZMAN Paris	BUZZMAN Paris
Experience	B05/037	01313	LOW COST ZONE	SKY AIRLINE	TRANSPORT AIRCRAFT	GREY CHILE Santiago	CHILE	GREY CHILE Santiago	GREY CHILE Santiago

B06 (Touchpoint Technology)

Experience	B06/008	00860	FINDING FARIÑA	MADRID BOOKSELLERS	DIGITAL BOOK	DDB SPAIN Madrid	SPAIN	DDB SPAIN Madrid	THE CROWD CAVE Barcelona
Experience	B06/012	01214	PREDICT TO PREVENT	SAMSUNG	DEPRESSION AWARENESS CAMPAIGN	BBDO BANGKOK	THAILAND	BBDO BANGKOK	1MOBY Bangkok
Experience	B06/021	10277	THE VOICE OF ART	IBM	IBM CLOUD	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	BANDA SONORA São Paulo / BANDO São Paulo
Experience	B06/022	01892	RICKY BRASIL	FORBES BRASIL	CORPORATE IMAGE	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	EVIL TWIN São Paulo / NEXO.AI São Paulo / NOTAN STUDIO São Paulo / STRATOSTORM São Paulo / TRATOR FILMES São Paulo
Experience	B06/026	01841	DESKTOP ESCAPE	KAYAK	KAYAK	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	CRAFT WORLDWIDE London / McCANN LONDON

Shortlist (Brand Experience & Activation Lions)

B07 (Interactive Brand or Product Video)

Experience	B07/006	00110	LA FORÊT - BET ON A MURDERER	FRANCE TÉLÉVISIONS - FRANCE 3	LA FORÊT (TV SERIES)	FRANCE TÉLÉVISIONS Paris	FRANCE	PUBLICIS CONSEIL Paris	HENRY Paris / WINAMAX Paris
Experience	B07/007	00327	IRRESISTIBLY POINTLESS TRUEVIEW ADS	IKEA	IKEA FURNITURE	AKESTAM HOLST NOA Stockholm	SWEDEN	AKESTAM HOLST NOA Stockholm	AKESTAM HOLST NOA Stockholm / BACON FILM Stockholm
Experience	B07/019	00933	ADOBE MAKE THE CUT	ADOBE	ADOBE	EDELMAN San Francisco	USA	EDELMAN San Francisco / UNITED ENTERTAINMENT GROUP New York	EDELMAN San Francisco / UNITED ENTERTAINMENT GROUP New York
Experience	B07/024	01408	PERSPECTIVES	MOVISTAR	CYBERBULLYING CAMPAIGN	WUNDERMAN CATO JOHNSON Buenos Aires	ARGENTINA	WUNDERMAN CATO JOHNSON Buenos Aires	WUNDERMAN CATO JOHNSON Buenos Aires

B08 (Tech-led Brand Experience)

Experience	B08/025	00190	LIVE LOOPER	DOWNTOWN RECORDS	THE ACADEMIC	BBDO NEW YORK	USA	BBDO NEW YORK	BBDO STUDIOS New York
Experience	B08/033	00477	SAFECAP	FORD MOTOR COMPANY	FORD TRUCKS	GTB BRASIL São Paulo	BRAZIL	GTB BRASIL São Paulo	BOLHA São Paulo
Experience	B08/070	01040	TOUCHING MASTERPIECES	NEURODIGITAL	HAPTIC GLOVES	GEOMETRY GLOBAL Prague	CZECH REPUBLIC	GEOMETRY GLOBAL Prague	GEOMETRY GLOBAL Prague
Experience	B08/073	01049	GENE PROJECT CASE STUDY	UNILEVER	MARMITE	adam&eveDDB London	UNITED KINGDOM	adam&eveDDB London	
Experience	B08/096	01414	INTEL DRONE LIGHT SHOW AT THE OLYMPICS	INTEL	INTEL DRONE LIGHT SHOW	INTEL CORPORATION Santa Clara	USA	INTEL CORPORATION Santa Clara	INTEL CORPORATION Santa Clara
Experience	B08/097	01616	VR VACCINE	HERMES PARDINI	DIAGNOSIS LAB	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	SHUTTERSTOCK New York / SONIDO São Paulo / VETOR FILMES São Paulo
Experience	B08/099	01358	RECRUITING CAR	VOLVO	VOLVO S90	FAMOUSGREY BRUSSELS	BELGIUM	FAMOUSGREY BRUSSELS	FAMOUSGREY BRUSSELS
Experience	B08/113	01483	CARSALES AUTOADS	CARSALES.COM.AU	ONLINE AUTOMOTIVE, MOTORCYCLE AND MARINE CLASSIFIEDS BUSINESS	CHE PROXIMITY Melbourne	AUSTRALIA	CHE PROXIMITY Melbourne	CHE PROXIMITY Melbourne

Shortlist (Brand Experience & Activation Lions)

Experience	B08/137	02002	MY LINE	MINISTRY OF COMMUNICATIONS & TECHNOLOGY	VIVE DIGITAL PROGRAM	MULLENLOWE SSP3 Bogotá	COLOMBIA	MULLENLOWE SSP3 Bogotá	
Experience	B08/145	01493	DISCLOSURE CAPTION	CARTA CAPITAL	MEDIA	Y&R BRAZIL São Paulo	BRAZIL	Y&R BRAZIL São Paulo	
Experience	B08/147	02266	BILLBOARDS BEYOND BORDERS	REPORTERS WITHOUT BORDERS SWEDEN	REPORTERS WITHOUT BORDERS SWEDEN	AKESTAM HOLST NOA Stockholm	SWEDEN	AKESTAM HOLST NOA Stockholm	AKESTAM HOLST NOA Stockholm / FROM STOCKHOLM WITH LOVE Stockholm

B09 (Connected Experience)

Experience	B09/005	00161	TO THE LAST TREE STANDING	GREENPEACE POLAND	SAVING THE BIAŁOWIEŻA FOREST	OGILVY POLAND Warsaw	POLAND	AMP POLAND Warsaw / OGILVY POLAND Warsaw / SHOOTME VISUAL ARTISTS Warsaw / SOUNDS GOOD Warsaw	AMP POLAND Warsaw / EXPRESSO POST PRODUCTION Warsaw / GAMESET Warszawa / GEOBOXERS Copenhagen / SHOOTME VISUAL ARTISTS Warsaw
Experience	B09/044	02259	RACE A NATION	VODAFONE	TELECOMMUNICATIONS	McCANN BUCHAREST	ROMANIA	McCANN BUCHAREST	

C01 (Customer Retail / In-store Experience)

Experience	C01/004	00205	THE MOST GERMAN SUPERMARKET	EDEKA ZENTRALE AG & CO. KG	RETAIL	JUNG VON MATT Hamburg	GERMANY	JUNG VON MATT Hamburg	MARKENFILM CROSSING Hamburg
Experience	C01/015	00430	TODAY AT APPLE	APPLE INC.	APPLE RETAIL STORES	APPLE Cupertino	USA	APPLE Cupertino	APPLE Cupertino
Experience	C01/016	00532	NIKE-REACTLAND	NIKE CHINA	NIKE EPIC REACT	NIKE CHINA Shanghai	CHINA	WIEDEN+KENNEDY SHANGHAI	AQUAL Shanghai / UNIT9 London
Experience	C01/064	01733	BLACK SUPERMARKET	CARREFOUR	CARREFOUR	CARREFOUR Massy	FRANCE	MARCEL Paris	DMBM Paris / GUM Paris / ICONOCLAST Paris / NIGHTSHIFT Paris / PRODIGIOUS Paris

Shortlist (Brand Experience & Activation Lions)

Experience	C01/070	02113	BULLY JR.	BURGER KING	WHOPPER	DAVID Miami	USA	DAVID Miami	APACHE COLOR Santa Monica / BRICKYARD VFX Los Angeles, CA / COSMO STREET Miami / SMUGGLER Los Angeles
Experience	C01/071	02112	WHOPPER NEUTRALITY	BURGER KING	WHOPPER	DAVID Miami	USA	DAVID Miami	COSMO STREET Miami / HERE BE DRAGONS Los Angeles / LAVA STUDIO Miami / THE MILL Los Angeles
Experience	C01/074	01793	THE FLIP	MCDONALD'S	MCDONALD'S	WE ARE UNLIMITED Chicago	USA	WE ARE UNLIMITED Chicago	
Experience	C01/082	02198	DEISEL - GO WITH THE FAKE	DIESEL	DIESEL	DIESEL Breganze	ITALY	PUBLICIS ITALY Milan / PUBLICIS New York	COSMO STREET New York / RIVAL SCHOOL PICTURES New York

C02 (Retail Promotions & Competitions)

Experience	C02/008	00005	LOVING "IT"	BURGER KING DEUTSCHLAND GMBH	BURGER KING	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg	RABBICORN FILMS Hamburg / SLAUGHTERHOUSE VISUAL MANUFACTURING Hamburg
Experience	C02/010	00328	IKEA PEE AD	IKEA SWEDEN	IKEA CRIB	AKESTAM HOLST NOA Stockholm	SWEDEN	AKESTAM HOLST NOA Stockholm	AKESTAM HOLST NOA Stockholm
Experience	C02/019	00375	XBOX DESIGN LAB ORIGINALS: THE FANCHISE MODEL	MICROSOFT	XBOX DESIGN LAB	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	CRAFT WORLDWIDE London / FOREAL Trier / MRM//McCANN LONDON
Experience	C02/021	00443	SELFIESTIX	MARS	PEDIGREE	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland	FINCH Auckland
Experience	C02/033	01250	EVITA, THE EQUALITY BILL.	DDL&CO	ARGENTINIAN DELY	HAVAS BUENOS AIRES	ARGENTINA	HAVAS BUENOS AIRES	

C03 (360° Customer Journey)

Shortlist (Brand Experience & Activation Lions)

Experience	C03/015	01174	USPS OPERATION SANTA	US POSTAL SERVICE	SHIPPING & MAILING	MRM//McCANN New York	USA	MRM//McCANN New York	
D01 (Live B2C Brand Experience or Activation)									
Experience	D01/006	00206	THE MOST GERMAN SUPERMARKET	EDEKA ZENTRALE AG & CO. KG	RETAIL	JUNG VON MATT Hamburg	GERMANY	JUNG VON MATT Hamburg	MARKENFILM CROSSING Hamburg
Experience	D01/008	00272	A DAY WITHOUT WHOPPER	BURGER KING	WHOPPER	DAVID Buenos Aires	ARGENTINA	DAVID Buenos Aires	LANDIA Buenos Aires / PAPAMUSIC Buenos Aires
Experience	D01/014	00146	PROBABLY TEDX	Carlsberg Group	CARLSBERG BEER	HAPPINESS BRUSSELS, AN FCB ALLIANCE Brussels	BELGIUM	HAPPINESS BRUSSELS, AN FCB ALLIANCE Brussels	NOBODY Copenhagen
Experience	D01/015	00006	LOVING "IT"	BURGER KING DEUTSCHLAND GMBH	BURGER KING	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg	RABBICORN FILMS Hamburg / SLAUGHTERHOUSE VISUAL MANUFACTURING Hamburg
Experience	D01/019	00245	LIVE MOMENT OF SILENCE	SANDY HOOK PROMISE	SANDY HOOK PROMISE	BBDO NEW YORK	USA	BBDO NEW YORK	
Experience	D01/030	00379	THROUGH THE EYES OF A REFUGEE	AMNESTY INTERNATIONAL	UNDERSTANDING REFUGEES	TBWA\NEBOKO Amsterdam	THE NETHERLANDS	TBWA\NEBOKO Amsterdam	HAZAZAH FILM & PHOTOGRAPHY Amsterdam
Experience	D01/045	00619	SWAP MY SEAT ALS	ALS	FUNDRAISING FOR ALS RESEARCH	ALS LEAGUE Leuven	BELGIUM	PUBLICIS BRUSSELS	
Experience	D01/085	01419	SENSORIAL TOURS	MINISTERIO DE TURISMO	TOURIST CIRCUIT WITH ROUTES FOR THE VISUALLY AND HEARING IMPAIRED	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil	MARURI GREY Guayaquil
Experience	D01/115	01644	THE HONEST PROPOSAL	FLORA TRISTAN	NGO AGAINST GENDER VIOLENCE	FLORA TRISTAN Lima	PERU	CIRCUS GREY PERU Lima	SANGRE Lima / SIN ANESTESIA Lima

Shortlist (Brand Experience & Activation Lions)

Experience	D01/120	02025	DUTCH MASTERJUICES	ROYAL PHILIPS BRAND SPONSORSHIP	KITCHEN APPLIANCES	OGILVY SINGAPORE	SINGAPORE	OGILVY AMSTERDAM / OGILVY SINGAPORE	DARE CREATIVE Amsterdam / OGILVY London / WEFILM Amsterdam
Experience	D01/127	02156	#HONDANEXTDO OR	HONDA	CR-V & HR-V	SID LEE Paris	FRANCE	SID LEE Paris	MILES Paris
Experience	D01/131	01789	FOOTBALL DECODED	MICROSOFT	XBOX / FIFA 18	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	CRAFT WORLDWIDE London / McCANN LONDON / SOMESUCH London / TWENTYFOUR SEVEN Madrid
Experience	D01/133	01763	EXCLUSIVE THE RAINBOW	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA	DDB CHICAGO	MJZ Los Angeles / THE MILL Chicago
Experience	D01/134	01795	THE FLIP	MCDONALD'S	MCDONALD'S	WE ARE UNLIMITED Chicago	USA	WE ARE UNLIMITED Chicago	
Experience	D01/149	01906	VOLVO LIVE REVIEWS	VOLVO	VOLVO XC60	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo	
Experience	D01/163	02031	ADOPT PROTECTION	NEW YORK SECOND CHANCE RESCUE	NEW YORK SECOND CHANCE RESCUE	RED FUSE COMMUNICATIONS New York	USA	RED FUSE COMMUNICATIONS New York	ABACATEIRO FILMS São Paulo / RED FUSE COMMUNICATIONS New York / RITMIKA AUDIO ARTS São Paulo / STORY DEVELOPING New York / Y&R NEW YORK
Experience	D01/166	31614	TEAM IN FLIGHT	INTEL	TEST	INTEL CORPORATION Santa Clara	USA	AGENCY INSIDE Santa Clara	BEAST San Francisco / INTEL CORPORATION Santa Clara / LIME STUDIOS Santa Monica / MPC LA Culver City / PULSE FILMS Los Angeles

Shortlist (Brand Experience & Activation Lions)

D02 (Live B2B Brand Experience or Activation)

Experience	D02/013	01360	RECRUITING CAR	VOLVO	VOLVO S90	FAMOUSGREY BRUSSELS	BELGIUM	FAMOUSGREY BRUSSELS	FAMOUSGREY BRUSSELS
Experience	D02/019	02083	BORDEAUX 2050	AJE	ALCOHOLIC BEVERAGES	McCANN PARIS Clichy	FRANCE	McCANN PARIS Clichy	LES IMPRODUCTIBLES Paris / STUDIO GRANDE ARMEE Paris

D03 (Brand-owned Experiences)

Experience	D03/023	00416	THE NO ESCAPE GAME	ADDICT AIDE	ADDICT AIDE	BETC Paris	FRANCE	BETC Paris	FRANCINE FRAMBOISE Paris / GUM Paris / RITA FILMS Paris
Experience	D03/055	00847	BMW TRANSFORMATION OF A LANDMARK	BMW AG	BMW	JUNG VON MATT Hamburg	GERMANY	JUNG VON MATT Hamburg	SIMON & PAUL Hamburg
Experience	D03/062	00773	HIGHWAY GALLERY	LOUVRE ABU DHABI	INSTITUTIONAL	TBWA\RAAD Dubai	UNITED ARAB EMIRATES	TBWA\RAAD Dubai	HERTZ RADIO Manila / RAMA INTERNATIONAL LIMITED Dubai
Experience	D03/072	01233	37.5 CLIFFSIDE SHOP	37.5@TECHNOLOGY	CLOTHING	WORKINPROGRESS Boulder	USA	WORKINPROGRESS Boulder	SHINE AND POLISH Denver
Experience	D03/088	01327	#SPEEDTALK	OVK/PEVR (PARENTS OF ROAD VICTIMS)	ROAD SAFETY AWARENESS ORGANISATION	HAPPINESS BRUSSELS, AN FCB ALLIANCE Brussels	BELGIUM	HAPPINESS BRUSSELS, AN FCB ALLIANCE Brussels	
Experience	D03/105	02028	DUTCH MASTERJUICES	ROYAL PHILIPS BRAND SPONSORSHIP	KITCHEN APPLIANCES	OGILVY SINGAPORE	SINGAPORE	OGILVY AMSTERDAM / OGILVY SINGAPORE	DARE CREATIVE Amsterdam / OGILVY London / WEFILM Amsterdam
Experience	D03/108	01734	BLACK SUPERMARKET	CARREFOUR	CARREFOUR	CARREFOUR Massy	FRANCE	MARCEL Paris	DMBM Paris / GUM Paris / ICONOCLAST Paris / NIGHTSHIFT Paris / PRODIGIOUS Paris

Shortlist (Brand Experience & Activation Lions)

Experience	D03/109	02062	TEST KITCHEN BY TACO BELL	TACO BELL	TACO BELL	DEUTSCH LA	USA	DEUTSCH LA	
Experience	D03/115	01764	EXCLUSIVE THE RAINBOW	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA	DDB CHICAGO	MJZ Los Angeles / THE MILL Chicago
Experience	D03/121	02190	UNIVERSAL LOVE	MGM RESORTS INTERNATIONAL	MGM RESORTS	McCANN NEW YORK	USA	McCANN NEW YORK	CRAIG & KARL New York / TROLLBÄCK New York / WOOL & TUSK New York
Experience	D03/122	02200	DEISEL - GO WITH THE FAKE	DIESEL	DIESEL	DIESEL Breganze	ITALY	PUBLICIS ITALY Milan / PUBLICIS New York	COSMO STREET New York / RIVAL SCHOOL PICTURES New York
Experience	D03/123	01593	BLIZZARD STORE	DAIRY QUEEN	BLIZZARD	P4 OGILVY Panama City	PANAMA	P4 OGILVY Panama City	CONTEXTO PANAMA Panama / GEOMETRY PANAMA / VFX Panama
Experience	D03/127	02208	GAME OF THRONES "TAPESTRY"	TOURISM IRELAND	TOURISM IRELAND	TOURISM IRELAND Coleraine	UNITED KINGDOM	PUBLICIS LONDON	SPACE66 London
Experience	D03/136	02260	RACE A NATION	VODAFONE	TELECOMMUNICATIONS	McCANN BUCHAREST	ROMANIA	McCANN BUCHAREST	
Experience	D03/138	02250	SPEED BUMP	JAGUAR LAND ROVER	RANGE ROVER EVOQUE	SPARK44 London	UNITED KINGDOM	SPARK44 London	SPARK44 London

D04 (Sponsorship & Brand Partnership)

Experience	D04/010	00111	LA FORÊT - BET ON A MURDERER	FRANCE TÉLÉVISIONS - FRANCE 3	LA FORÊT (TV SERIES)	FRANCE TÉLÉVISIONS Paris	FRANCE	PUBLICIS CONSEIL Paris	HENRY Paris / WINAMAX Paris
Experience	D04/015	00337	FIGHT FOR TERRITORY	LION	STEINLAGER	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland	DDB GROUP NEW ZEALAND Auckland
Experience	D04/018	00353	THE LIONESS CREST	NIKE	NIKE WOMENS	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	NIKE Hilversum / WIEDEN+KENNEDY AMSTERDAM	NEW AMSTERDAM FILM COMPANY
Experience	D04/037	01136	MAKING FUGLY COOL	CROCS	CROCS SHOES	FLEISHMANHILLARD FISHBURN London	UNITED KINGDOM	FLEISHMANHILLARD FISHBURN London	

Shortlist (Brand Experience & Activation Lions)

Experience	D04/057	01600	FORBIDDEN STORIES	FREEDOM VOICES NETWORK	THE FORBIDDEN STORIES PLATFORM	J. WALTER THOMPSON PARIS	FRANCE	J. WALTER THOMPSON PARIS	
Experience	D04/061	01852	PROJECT FREE PERIOD	JOHNSON & JOHNSON	STAYFREE SANITARY PADS	DDB MUDRA GROUP Mumbai	INDIA	DDB MUDRA GROUP Mumbai	
Experience	D04/068	02030	DUTCH MASTERJUICES	ROYAL PHILIPS BRAND SPONSORSHIP	KITCHEN APPLIANCES	OGILVY SINGAPORE	SINGAPORE	OGILVY AMSTERDAM / OGILVY SINGAPORE	DARE CREATIVE Amsterdam / OGILVY London / WEFILM Amsterdam
Experience	D04/073	01809	THE ALL-IN PROMO	NEWSAN	NOBLEX	DAVID Buenos Aires	ARGENTINA	DAVID Buenos Aires	
Experience	D04/074	01810	THE CURSE OF TILCARA	COCA-COLA	TROPHY TOUR	DAVID Buenos Aires	ARGENTINA	DAVID Buenos Aires	REBOLUCION Buenos Aires
Experience	D04/075	01790	FOOTBALL DECODED	MICROSOFT	XBOX / FIFA 18	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	CRAFT WORLDWIDE London / McCANN LONDON / SOMESUCH London / TWENTYFOUR SEVEN Madrid
Experience	D04/082	01952	THE NEYMARLESS SPONSORSHIP	GOL LINHAS AEREAS	GOL LINHAS AEREAS	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	ALMAPBBDO São Paulo / SAIGON São Paulo / SATELITE AUDIO São Paulo
<u>D05 (Launch / Re-launch)</u>									
Experience	D05/008	00112	LA FORÊT - BET ON A MURDERER	FRANCE TÉLÉVISIONS - FRANCE 3	LA FORÊT (TV SERIES)	FRANCE TÉLÉVISIONS Paris	FRANCE	PUBLICIS CONSEIL Paris	HENRY Paris / WINAMAX Paris
Experience	D05/011	00386	THE JOB INTERVIEW	CNBC	THE JOB INTERVIEW	DROGA5 New York	USA	DROGA5 New York	RAUCOUS CONTENT Los Angeles
Experience	D05/015	00417	SAVE OUR SPECIES	LACOSTE	LACOSTE	BETC Paris	FRANCE	BETC Paris	ALLSO Paris

Shortlist (Brand Experience & Activation Lions)

Experience	D05/018	00435	FIFA 18 MORE THAN A GAME	EA SPORTS	FIFA 18	adam&eveDDB London	UNITED KINGDOM	adam&eveDDB London	SMUGGLER London
Experience	D05/019	00377	XBOX DESIGN LAB ORIGINALS: THE FANCHISE MODEL	MICROSOFT	XBOX DESIGN LAB	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	CRAFT WORLDWIDE London / FOREAL Trier / MRM/McCANN LONDON
Experience	D05/040	00978	PALAU PLEDGE	PALAU LEGACY PROJECT	PALAU	HOST/HAVAS Sydney	AUSTRALIA	HOST/HAVAS Sydney	SONG ZU Sydney / THE POOL COLLECTIVE Sydney / YUKFOO Melbourne
Experience	D05/054	01601	FORBIDDEN STORIES	FREEDOM VOICES NETWORK	THE FORBIDDEN STORIES PLATFORM	J. WALTER THOMPSON PARIS	FRANCE	J. WALTER THOMPSON PARIS	
Experience	D05/063	01735	BLACK SUPERMARKET	CARREFOUR	CARREFOUR	CARREFOUR Massy	FRANCE	MARCEL Paris	DMBM Paris / GUM Paris / ICONOCLAST Paris / NIGHTSHIFT Paris / PRODIGIOUS Paris
Experience	D05/077	02191	UNIVERSAL LOVE	MGM RESORTS INTERNATIONAL	MGM RESORTS	McCANN NEW YORK	USA	McCANN NEW YORK	CRAIG & KARL New York / TROLLBÄCK New York / WOOL & TUSK New York
Experience	D05/079	01907	VOLVO LIVE REVIEWS	VOLVO	VOLVO XC60	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo	
Experience	D05/081	02084	BORDEAUX 2050	AJE	ALCOHOLIC BEVERAGES	McCANN PARIS Clichy	FRANCE	McCANN PARIS Clichy	LES IMPRODUCTIBLES Paris / STUDIO GRANDE ARMEE Paris
Experience	D05/083	11207	DEISEL - GO WITH THE FAKE	DIESEL	DIESEL	DIESEL Breganze	ITALY	PUBLICIS ITALY Milan / PUBLICIS New York	COSMO STREET New York / RIVAL SCHOOL PICTURES New York
Experience	D05/090	02231	CORUJA LIFT OFF	SUPER BOCK	CERVEJA CORUJA	SUPER BOCK Porto	PORTUGAL	SOLID DOGMA Lisbon	
<u>D06 (Low Budget / High Impact Campaign)</u>									
Experience	D06/011	00252	ETERNAL CALDERON	LÍBERO	MAGAZINE	LOLA MULLENLOWE Madrid	SPAIN	LOLA MULLENLOWE Madrid	PRIMO Buenos Aires

Shortlist (Brand Experience & Activation Lions)

Experience	D06/015	00007	LOVING "IT"	BURGER KING DEUTSCHLAND GMBH	BURGER KING	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg	RABBICORN FILMS Hamburg / SLAUGHTERHOUSE VISUAL MANUFACTURING Hamburg
Experience	D06/018	00174	IN REAL LIFE	MONICA LEWINSKY	MONICA LEWINSKY / ANTI-BULLYING	BBDO NEW YORK	USA	BBDO NEW YORK	BBDO STUDIOS New York
Experience	D06/046	00863	FINDING FARIÑA	MADRID BOOKSELLERS	DIGITAL BOOK	DDB SPAIN Madrid	SPAIN	DDB SPAIN Madrid	THE CROWD CAVE Barcelona
Experience	D06/057	01021	FRIENDLY PHOTOGRAPHY BAN IN BERGÜN	GRAUBÜNDEN FERIEN	HOLIDAY REGION BERGÜN	GRAUBÜNDEN FERIEN Chur	SWITZERLAND	JUNG VON MATT/LIMMAT Zürich	JUNG VON MATT/LIMMAT Zürich
Experience	D06/078	01602	FORBIDDEN STORIES	FREEDOM VOICES NETWORK	THE FORBIDDEN STORIES PLATFORM	J. WALTER THOMPSON PARIS	FRANCE	J. WALTER THOMPSON PARIS	
Experience	D06/110	01909	CORRUPTION DETECTOR	RECLAME AQUI	VIGIE AQUI	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo	

D07 (Single Country Campaign)

Experience	D07/019	20428	CLOROX DROPPER FROG	CLOROX PUERTO RICO	CLOROX	PHD PUERTO RICO Guaynabo	PUERTO RICO	DDB Guaynabo	
Experience	D07/027	01128	THE DAILY SHOW PRESENTS: THE DONALD J. TRUMP PRESIDENTIAL TWITTER LIBRARY	COMEDY CENTRAL	THE DAILY SHOW WITH TREVOR NOAH	COMEDY CENTRAL New York	USA	23 STORIES X CONDE NAST New York / COMEDY CENTRAL New York	23 STORIES X CONDE NAST New York / COMEDY CENTRAL New York
Experience	D07/029	00945	THE PRICE OF EQUALITY	SCOTIABANK	CREDIT CARD	WUNDERMAN PHANTASIA Lima	PERU	WUNDERMAN PHANTASIA Lima	LA PEPA Lima

Shortlist (Brand Experience & Activation Lions)

Experience	D07/052	10202	BVG X ADIDAS – THE TICKET- SHOE	BERLINER VERKEHRSBETRIEBE (BVG)	THE LIMITED EDITION BVG X ADIDAS ORIGINALS EQT 93/BERLIN, THE SNEAKER THAT'S A YEARLY TICKET.	JUNG VON MATT Hamburg	GERMANY	JUNG VON MATT Hamburg	
Experience	D07/062	01872	SINDOOR KHELA - NO CONDITIONS APPLY	TIMES OF INDIA	TIMES OF INDIA	FCB INDIA Mumbai	INDIA	FCB INDIA Mumbai	FCB INDIA Mumbai
Experience	D07/089	02217	VODAFONE SAKHI	VODAFONE INDIA	VODAFONE SAKHI	OGILVY MUMBAI	INDIA	OGILVY MUMBAI	
Experience	D07/097	10657	THE GIF TRILOGY	SAN MIGUEL	MANILA BEER	LOLA MULLENLOWE Madrid	SPAIN	LOLA MULLENLOWE Madrid	LA JOYA PRODUCCIONES Madrid

Total Entries: 218

Media	PR	Additional
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APN OUTDOOR Auckland	DDB GROUP NEW ZEALAND Auckland	LION Auckland
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		FREE YOUR MIND Madrid
		FORTYFOUR Atlanta
MEDIACOM Chicago / STARCOM Chicago	OLSON ENGAGE Chicago	
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WAVEMAKER Auckland		BLOCKHEAD Auckland / DEPARTMENT OF POST Auckland
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ZENITH London		
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STARCOM
Auckland

SIXTY FOUR
Auckland

SANCHO BBDO
Bogotá

OUTFRONT MEDIA
St. Louis

OGILVY BRASIL São Paulo HERMES PARDINI
São Paulo

NBS São Paulo NBS São Paulo CASA
LOCOMOTIVA São
Paulo / DOGS CAN
FLY São Paulo /
P+E GALERIA
DIGITAL São Paulo

CARAT Stockholm AKESTAM HOLST
NOA Stockholm

SHINE AND POLISH
Denver

FLEISHMANHILLAR COMPOUND
D Dublin Amsterdam /
HOGARTH
WORLDWIDE
Singapore / JELIER
EN SCHAAF
Diemen / MACLOUD
AMSTERDAM /
MASSIVE MUSIC
Amsterdam

PARK PICTURES
New York

OMD Dubai

CARAT Amsterdam

GTB BRASIL São
Paulo

FAMOUS
RELATIONS
Brussels

LEW'LARAITBWA
São Paulo

GREY BRAZIL São
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MARKETING AND
COMMUNICATIONS
New York / WEBER
SHANDWICK
London

VIZEUM
DEUTSCHLAND
Hamburg

EMANATE München

BURGER KING
DEUTSCHLAND
GMBH Hannover

McCANN LONDON

AYZENBERG
Seattle /
HELLOWORLD
New York /
MICROSOFT XBOX
Redmond

OMD USA Chicago

RESOLUTION
MEDIA Chicago

ACHTUNG! Hamburg

GUD.BERLIN /
MARKENFILM
CROSSING
Hamburg / VIRUS
Hamburg

FORSMAN &
BODENFORS
Gothenburg

AIRBNB San
Francisco / SMFB
ENGINE Oslo

PRIME WEBER
SHANDWICK
Stockholm

PRIME WEBER
SHANDWICK
Stockholm

TURISTRÅDET
VäSTSVERIGE
Göteborg / VISIT
SWEDEN
Stockholm

JUNG VON
MATT/LIMMAT
Zürich

JUNG VON
MATT/LIMMAT
Zürich

COMEDY CENTRAL New York
COMEDY CENTRAL New York

GEOMETRY
GLOBAL Prague

SUNSHINE SACHS
& ASSOCIATES New
York / YOUR
MAJESTY
Amsterdam

PUBLICIS CONSEIL Paris
PUBLICIS CONSEIL Paris

VIRTUE SCANDINAVIA
SCANDINAVIA
Copenhagen Copenhagen

ROGERS & COWAN AEG PRESENTS
New York New York

QMS
COMUNICACION
Madrid

MONSTER FILMS
São Paulo

CARAT London

MICROSOFT
CORPORATION
Reading

UM BUCHAREST

MRM//MCCANN
BUCHAREST

ABBY PRIEST
Stockholm

FCB NEW ZEALAND
Auckland

FP7/RUH Riyadh

FP7/RUH Riyadh

SMALL GIRLS PR
New York

ELIS LIMITADA Rio
de Janeiro

PHD PUERTO
RICO Guaynabo

PHD PUERTO
RICO Guaynabo

MINDSHARE
Amsterdam

OGILVY
AMSTERDAM

UBER Toronto

OGILVY BRASIL
São Paulo

OGILVY BRASIL São
Paulo

FORBES BRASIL
São Paulo

MOTHERSHIP
PRODUCTIONS
Mumbai / PRERANA
ANTI-
TRAFFICKING
Mumbai

SERVICEPLAN
FRANCE Paris

AREA 23, AN FCB
HEALTH
NETWORK
COMPANY New
York

DDB Guaynabo

DDB Guaynabo

OATH Copenhagen

KINETIC
WORLDWIDE
London / OCEAN
OUTDOOR London

CIRCUS GREY	CIRCUS GREY
PERU Lima	PERU Lima
	WEBER M STORIES Clichy
	SHANDWICK Paris

TEAM GLEASON
New Orleans

OMD Dubai	FACEBOOK DUBAI
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ACHTUNG! Hamburg GUD.BERLIN /
MARKENFILM
CROSSING
Hamburg / VIRUS
Hamburg

GAMESET GREENPEACE
Warszawa / POLAND Warsaw /
LIFETUBE Warsaw OGILVY POLAND
/ NEW AGE MEDIA Warsaw
Warsaw / OGILVY
POLAND Warsaw

JUNG VON JUNG VON
MATT/LIMMAT MATT/LIMMAT
Zürich Zürich

FORTYFOUR
Atlanta

MEDIACOM OLSON ENGAGE
Chicago / Chicago
STARCOM Chicago

A BIGGER CIRCLE KOOLHOVEN & ALPHA.ONE
Amsterdam / MAAK PARTNERS Rotterdam / MAKE
Amsterdam / Amsterdam EM SAY Amsterdam
MINDSHARE / MONALYSE
Amsterdam Rotterdam

MARIA SHAKHOVA STUDIO 2.35
PR AGENCY Saint Moscow
Petersburg

VML New York COHN & WOLFE FACEBOOK New
New York New York York

ROGERS & COWAN AEG PRESENTS
New York New York

R/GA PORTLAND / DARKSTORE San
SNAPCHAT LENSE Francisco /
TEAM New York SHOPIFY San
Francisco

OGILVY BRASIL São HERMES PARDINI
Paulo São Paulo

WIEDEN+KENNEDY
SHANGHAI

ROGERS & COWAN AEG PRESENTS
New York New York

ZENITH Paris

APN OUTDOOR DDB GROUP NEW LION Auckland
Auckland ZEALAND Auckland

BUZZMAN Paris BUZZMAN Paris

GREY CHILE SKY AIRLINE
Santiago Santiago

QMS
COMUNICACION
Madrid

IN PRESS PORTER IBM BRASIL São
NOVELLI São Paulo Paulo

OGILVY BRASIL OGILVY BRASIL São FORBES BRASIL
São Paulo Paulo São Paulo

McCANN LONDON KAYAK London

PUBLICIS
CONSEIL Paris

PUBLICIS CONSEIL
Paris

CARAT Stockholm

AKESTAM HOLST
NOA Stockholm

EDELMAN San
Francisco

EDELMAN San
Francisco

ADOBE San Jose /
INTERSCOPE
RECORDS Los
Angeles

SHORE FIRE
Brooklyn

GTB BRASIL São
Paulo

GEOMETRY
GLOBAL Prague

INTEL
CORPORATION
Santa Clara

INTEL
CORPORATION
Santa Clara

OGILVY BRASIL São
Paulo

HERMES PARDINI
São Paulo

FAMOUS
RELATIONS
Brussels

CARSALES.COM.A
U Melbourne / CHE
PROXIMITY
Melbourne

CHE PROXIMITY
Melbourne

GAMESET GREENPEACE
Warszawa / POLAND Warsaw /
LIFETUBE Warsaw OGILVY POLAND
/ NEW AGE MEDIA Warsaw
Warsaw / OGILVY
POLAND Warsaw

WAVEMAKER
ROMANIA
Bucharest

APPLE Cupertino APPLE Cupertino

WIEDEN+KENNEDY
SHANGHAI

BURGER KING
Miami

BURGER KING
Miami

OMD USA Chicago

RESOLUTION
MEDIA Chicago

PARK PICTURES
New York

VIZEUM
DEUTSCHLAND
Hamburg

EMANATE München

BURGER KING
DEUTSCHLAND
GMBH Hannover

CARAT Stockholm

AKESTAM HOLST
NOA Stockholm

McCANN LONDON

AYZENBERG
Seattle /
HELLOWORLD
New York /
MICROSOFT XBOX
Redmond

WAVEMAKER
Auckland

BLOCKHEAD
Auckland /
DEPARTMENT OF
POST Auckland

VIZEUM DEUTSCHLAND Hamburg	EMANATE München	BURGER KING DEUTSCHLAND GMBH Hannover
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HILL+KNOWLTON STRATEGIES AMSTERDAM Amsterdam

PUBLICIS BRUSSELS

MARURI GREY Guayaquil	MARURI GREY Guayaquil	REDTAE C.A. OPERADORES Y CONSULTORES Baños
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CIRCUS GREY PERU Lima	CIRCUS GREY PERU Lima
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FLEISHMANHILLAR COMPOUND
D Dublin Amsterdam /
HOGARTH
WORLDWIDE
Singapore / JELIER
EN SCHAAF
Diemen / MACLOUD
AMSTERDAM /
MASSIVE MUSIC
Amsterdam

CARAT London MICROSOFT
CORPORATION
Reading

MEDIACOM OLSON ENGAGE
Chicago / Chicago
STARCOM Chicago

OMD USA Chicago RESOLUTION
MEDIA Chicago

GREY BRAZIL São
Paulo

RED FUSE Y&R NEW YORK
COMMUNICATION
S New York

FAMOUS
RELATIONS
Brussels

WEBER M STORIES Clichy
SHANDWICK Paris

ABU DHABI MEDIA
COMPANY Abu
Dhabi

SHINE AND POLISH
Denver

FLEISHMANHILLAR COMPOUND
D Dublin Amsterdam /
HOGARTH
WORLDWIDE
Singapore / JELIER
EN SCHAAF
Diemen / MACLOUD
AMSTERDAM /
MASSIVE MUSIC
Amsterdam

EDELMAN Los Angeles
OPENTABLE San Francisco / TACO BELL Irvine

MEDIACOM Chicago / STARCOM Chicago
OLSON ENGAGE Chicago

SUNSHINE SACHS & ASSOCIATES New York / YOUR MAJESTY Amsterdam

PARK PICTURES New York

LA TRIBU PERFORMANCE Panama city

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WAVEMAKER ROMANIA Bucharest

PUBLICIS CONSEIL Paris
PUBLICIS CONSEIL Paris

APN OUTDOOR Auckland
DDB GROUP NEW ZEALAND Auckland
LION Auckland

MINDSHARE Amsterdam
NIKE Hilversum / WIEDEN+KENNEDY AMSTERDAM

FLEISHMANHILLAR CHRISTOPHER D FISHBURN London
KANE Bristol / CROCS Amsterdam

MOTHERSHIP
PRODUCTIONS
Mumbai / PRERANA
ANTI-
TRAFFICKING
Mumbai

FLEISHMANHILLAR D Dublin
COMPOUND
Amsterdam /
HOGARTH
WORLDWIDE
Singapore / JELIER
EN SCHAAF
Diemen / MACLOUD
AMSTERDAM /
MASSIVE MUSIC
Amsterdam

CLUSTER MUSIC
Buenos Aires

PORTAESTUDIO
Buenos Aires

CARAT London
MICROSOFT
CORPORATION
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ALMAPBBDO São Paulo
ALMAPBBDO São Paulo

PUBLICIS
CONSEIL Paris
PUBLICIS CONSEIL
Paris

COSMO STREET
New York

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Seattle /
HELLOWORLD
New York /
MICROSOFT XBOX
Redmond

RED AGENCY
Sydney

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& ASSOCIATES New
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SHANDWICK Paris

PARK PICTURES
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DEUTSCHLAND DEUTSCHLAND
Hamburg GMBH Hannover

DINI VON HEARD CITY New
MUEFFLING York / HUMAN New
COMMUNICATIONS York / THE MILL
New York New York / WORK
EDITORIAL New
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Madrid

JUNG VON JUNG VON
MATT/LIMMAT MATT/LIMMAT
Zürich Zürich

PHD PUERTO PHD PUERTO
RICO Guaynabo RICO Guaynabo

COMEDY COMEDY CENTRAL
CENTRAL New York New York

PHD CAUSAMEDIA LLORENTE &
Lima CUENCA Lima

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