

Shortlist (Digital Craft Lions)

Track	Cat. No	Entry No	Title	Brand	Product	Entrant Company	Entrant Country	Idea Creation	Production
<u>A01 (UI)</u>									
Craft	A01/012	00230	SILICON VALLEY: INSIDE THE HACKER HOSTEL VR	HBO	SILICON VALLEY	HBO New York	USA	BROWN HILL PRODUCTIONS Culver City / HBO New York	BROWN HILL PRODUCTIONS Culver City / HBO New York / REWIND St. Albans
Craft	A01/019	00392	NEXT	BRANCO BANCO	NEXT APP	R/GA SÃO PAULO	BRAZIL	R/GA SÃO PAULO	R/GA SÃO PAULO
<u>A02 (Digital Illustration)</u>									
Craft	A02/009	00229	WHY WE DRIVE	PORSCHE	PORSCHE	ATLANTIC RE:THINK New York	USA	ATLANTIC RE:THINK New York / PORSCHE CARS NORTH AMERICA, INC. Atlanta	EVEN/ODD FILMS San Francisco
Craft	A02/015	00263	41 STEPS	GATORADE	GATORADE	TBWA\CHIAT\DAY LOS ANGELES	USA	TBWA\CHIAT\DAY LOS ANGELES	BEWILDER Cape Town / ILOVEDUST London
Craft	A02/021	00499	UPAY VIRTUAL BANKNOTES	UCBL	SERVICE	UNITED COMMERCIAL BANK LTD. Dhaka	BANGLADESH	GREY BANGLADESH Dhaka	
<u>A03 (Video / Moving Image)</u>									
Craft	A03/008	00023	YOUARETHESTYL ST.COM	VENTE-PRIVEE	THE FASHION CATEGORY IN VENTE-PRIVEE	VENTE PRIVEE Saint Denis	FRANCE	FROM PARIS AGENCY Courbevoie / IDEAS FOR MUSIC Paris / VENTE PRIVEE Saint Denis	FROM PARIS AGENCY Courbevoie / IDEAS FOR MUSIC Paris / IMMERSIVE GRADEN Paris / WOOW YOUR LIFE Paris
Craft	A03/011	00061	LIVE LOOPER	DOWNTOWN RECORDS	THE ACADEMIC	BBDO NEW YORK	USA	BBDO NEW YORK	BBDO STUDIOS New York
Craft	A03/015	00179	DISNEY PIXAR COCO VR	DISNEY PIXAR	COCO VR	THE WALT DISNEY COMPANY Burbank	USA	DISNEY/PIXAR Emeryville	DISNEY/PIXAR Emeryville / MAGNOPUS Los Angeles / THE WALT DISNEY STUDIOS Burbank
Craft	A03/016	00189	OBSESSION FOR SMOOTHNESS	DOUBLE A	DOUBLE A	SIX INC. Tokyo	JAPAN	SIX INC. Tokyo / SPA-HAKUHODO CO. LTD. Bangkok	AOI PRO. INC. Tokyo
Craft	A03/020	00231	SILICON VALLEY: INSIDE THE HACKER HOSTEL VR	HBO	SILICON VALLEY	HBO New York	USA	BROWN HILL PRODUCTIONS Culver City / HBO New York	BROWN HILL PRODUCTIONS Culver City / HBO New York / REWIND St. Albans

Shortlist (Digital Craft Lions)

Craft	A03/022	00441	DISPATCH	OCULUS	OCULUS	HERE BE DRAGONS Los Angeles	USA	HERE BE DRAGONS Los Angeles	HERE BE DRAGONS Los Angeles
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A04 (Motion Graphics Design & Animation)

Craft	A04/012	00167	SONARIA	GOOGLE SPOTLIGHT STORIES	GOOGLE SPOTLIGHT STORIES	GOOGLE SPOTLIGHT STORIES Mountain View	USA	GOOGLE SPOTLIGHT STORIES Mountain View	GOOGLE SPOTLIGHT STORIES Mountain View
Craft	A04/013	00187	OBSESSION FOR SMOOTHNESS	DOUBLE A	DOUBLE A	SIX INC. Tokyo	JAPAN	SIX INC. Tokyo / SPA-HAKUHODO CO. LTD. Bangkok	AOI PRO. INC. Tokyo
Craft	A04/030	00395	NIKE HBL	NIKE	NIKE	R/GA SHANGHAI	CHINA	R/GA SHANGHAI	LE CUBE Buenos Aires
Craft	A04/035	00469	NIKE REACT GAME OF GO	NIKE	NIKE REACT GAME OF GO	MEDIAMONKS Amsterdam	THE NETHERLANDS	WIEDEN+KENNEDY Portland	MEDIAMONKS Amsterdam

A05 (Music / Sound Design)

Craft	A05/012	00063	LIVE LOOPER	DOWNTOWN RECORDS	THE ACADEMIC	BBDO NEW YORK	USA	BBDO NEW YORK	BBDO STUDIOS New York
Craft	A05/019	00313	THE UNCENSORED PLAYLIST	REPORTERS WITHOUT BORDERS	SONGS WITH CENSORED ARTICLES	DDB GROUP GERMANY Berlin	GERMANY	DDB GROUP GERMANY Berlin	DAHOUSE AUDIO São Paulo / LE TOUR DU MONDE São Paulo / MEDIAMONKS Amsterdam
Craft	A05/024	00418	JFKUNSILENCED	THE TIMES/NEWS UK & IRELAND	THE TIMES/NEWS UK & IRELAND	ROTHCO ACCENTURE INTERACTIVE Dublin	IRELAND	ROTHCO ACCENTURE INTERACTIVE Dublin	ROTHCO ACCENTURE INTERACTIVE Dublin / SCREEN SCENE Dublin

A06 (Digital Image Design)

Craft	A06/016	00654	ENDLESS STORIES	GETTY IMAGES	GETTY IMAGES	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	ALMAPBBDO São Paulo
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A07 (Overall Aesthetic Design)

Craft	A07/010	00161	BE INTERNET AWESOME	GOOGLE	INTERNET SAFETY TRAINING	GOOGLE BRAND STUDIO San Francisco	USA	GOOGLE BRAND STUDIO San Francisco / NORTH KINGDOM Stockholm	GOOGLE BRAND STUDIO San Francisco / LONELY LEAP Brooklyn / NORTH KINGDOM Stockholm / PORTAL A San Francisco
Craft	A07/038	00620	THE GALLERY OF EMERGING SPECIES	HASBRO	PLAY-DOH	DDB PARIS	FRANCE	DDB PARIS	MERCI-MICHEL Paris / STUDIO 5 Paris

Shortlist (Digital Craft Lions)

B01 (UX & Journey Design)

Craft	B01/024	00358	A TOUCH OF HISTORY	SAMSUNG ELECTRONICS	APP	JUNG VON MATT/LIMMAT Zürich	SWITZERLAND	JUNG VON MATT/LIMMAT Zürich	JUNG VON MATT/LIMMAT Zürich / KAIGAN GAMES Kuala Lumpur / PFEFFERMIND Berlin / TONSTUDIOS Z Zürich
Craft	B01/026	10227	UBER SIGN LANGUAGE	UBER	UBER	UBER HQ San Francisco	USA	UBER HQ San Francisco	
Craft	B01/030	00530	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

B02 (Native & Built-in Feature Integration)

Craft	B02/007	00367	ALEXA LOSES HER VOICE	AMAZON	ALEXA	AMAZON Seattle	USA	AMAZON D1 Seattle / LUCKY GENERALS London	HUNGRY MAN Los Angeles / ROCK PAPER SCISSORS Santa Monica / THE MILL Los Angeles
Craft	B02/009	00478	RECRUITING CAR	VOLVO	VOLVO S90	FAMOUSGREY BRUSSELS	BELGIUM	FAMOUSGREY BRUSSELS	FAMOUSGREY BRUSSELS

B03 (Experience Design: Multi-platform)

Craft	B03/014	00411	THE VOID AND ILMXLAB'S STAR WARS: SECRETS OF THE EMPIRE	THE VOID	LOCATION BASED VR EXPERIENCE	PMK*BNC Los Angeles	USA	ILMLAB San Francisco / THE VOID London	ILMLAB San Francisco / THE VOID London
Craft	B03/019	00203	MR. ROBOT: ECOIN	USA NETWORK	MR. ROBOT	USA NETWORK New York	USA	BBQ FILMS Jackson Heights / CIVIC ENTERTAINMENT GROUP New York / HUDSONGRAY New York / RALPH & CO New York / USA NETWORK New York	BBQ FILMS Jackson Heights / CIVIC ENTERTAINMENT GROUP New York / HUDSONGRAY New York / RALPH & CO New York

C01 (Rich Media)

Shortlist (Digital Craft Lions)

Craft	C01/001	00029	WASTELAND WITH A V	FRUCOR SUNTORY	V ENERGY	TKT SYDNEY	AUSTRALIA	TKT SYDNEY	TKT SYDNEY
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C02 (Cross-channel Storytelling)

Craft	C02/001	00011	#1917LIVE: WHAT IF TWITTER EXISTED 100 YEARS AGO?	RT	#1917LIVE PROJECT	RT Moscow	RUSSIA	RT Moscow	RT Moscow
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Craft	C02/009	00332	FEEL SOMETHING AGAIN- REVERSE	KIA MOTORS AMERICA	KIA MOTORS AMERICA	DAVID&GOLIATH Los Angeles	USA	DAVID&GOLIATH Los Angeles	DAVID&GOLIATH Los Angeles
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Craft	C02/010	00204	MR. ROBOT: ECOIN	USA NETWORK	MR. ROBOT	USA NETWORK New York	USA	BBQ FILMS Jackson Heights / CIVIC ENTERTAINMENT GROUP New York / HUDSONGRAY New York / RALPH & CO New York / USA NETWORK New York	BBQ FILMS Jackson Heights / CIVIC ENTERTAINMENT GROUP New York / HUDSONGRAY New York / RALPH & CO New York
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Craft	C02/015	00641	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
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Craft	C02/018	00604	SZECHUAN RETURNS	MCDOALD'S	SZECHUAN SAUCE	McDONALD'S Oak Brook	USA	GOLIN Chicago / WE ARE UNLIMITED Chicago
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D01 (Curation of Data)

Craft	D01/012	00645	THE CANCELLER	RECLAME AQUI	RECLAME AQUI	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo
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Craft	D01/013	00687	#WHATMAKESGR EAT	IBM	INFORMATION & TECHNOLOGY	OGILVYONE LONDON	UNITED KINGDOM	OGILVY London
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D02 (Data Storytelling)

Craft	D02/003	00130	Searching for Syria	UNHCR	SEARCHING FOR SYRIA	R/GA LONDON	UNITED KINGDOM	GOOGLE BRAND STUDIO London / R/GA LONDON	GOOGLE BRAND STUDIO London / R/GA LONDON
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Shortlist (Digital Craft Lions)

Craft	D02/027	00642	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
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D03 (Data Visualisation)

Craft	D03/014	00580	DESTINATION PRIDE	PFLAG CANADA	PFLAG CANADA	FCB/SIX Toronto	CANADA	FCB/SIX Toronto	ALTER EGO Toronto / GRAYSON MATTHEWS Toronto / JIGSAW CASTING Toronto
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E01 (AR, VR & Mixed Reality)

Craft	E01/026	00371	TOUCHING MASTERPIECES	NEURODIGITAL	HAPTIC GLOVES	GEOMETRY GLOBAL Prague	CZECH REPUBLIC	GEOMETRY GLOBAL Prague	GEOMETRY GLOBAL Prague
Craft	E01/029	00232	SILICON VALLEY: INSIDE THE HACKER HOSTEL VR	HBO	SILICON VALLEY	HBO New York	USA	BROWN HILL PRODUCTIONS Culver City / HBO New York	BROWN HILL PRODUCTIONS Culver City / HBO New York / REWIND St. Albans
Craft	E01/036	00412	THE VOID AND ILMXLAB'S STAR WARS: SECRETS OF THE EMPIRE	THE VOID	LOCATION BASED VR EXPERIENCE	PMK*BNC Los Angeles	USA	ILMXLAB San Francisco / THE VOID London	ILMXLAB San Francisco / THE VOID London
Craft	E01/054	00547	BEAT THE BLITZ	GATORADE	GATORADE	OMD USA New York	USA	VML New York	THE MILL New York
Craft	E01/055	00531	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
Craft	E01/056	00324	AERONAUT VR	WILLIAM PATRICK CORGAN	AERONAUT MUSIC EXPERIENCE	ISOBAR New York	USA	ISOBAR New York / VIACOM New York	ISOBAR New York / VIACOM New York

E02 (Innovative Use of Technology)

Craft	E02/009	00105	THE HOMELESS WEBSHOP	SOLIDARITÉ GRANDS FROIDS	SOLIDARITÉ GRANDS FROIDS	TBWA\BELGIUM Brussels	BELGIUM	TBWA\BELGIUM Brussels	TBWA\BELGIUM Brussels
Craft	E02/015	00088	DESTINY 2 GHOST SKILL	ACTIVISION	DESTINY 2	AKQA San Francisco	USA	AKQA San Francisco	AKQA San Francisco
Craft	E02/019	00066	LIVE LOOPER	DOWNTOWN RECORDS	THE ACADEMIC	BBDO NEW YORK	USA	BBDO NEW YORK	BBDO STUDIOS New York

Shortlist (Digital Craft Lions)

Craft	E02/021	00133	DIGISEQ	DIGISEQ	DIGISEQ	R/GA LONDON	UNITED KINGDOM	DIGISEQ Ickenham / R/GA LONDON	R/GA LONDON
Craft	E02/023	00143	RE:SCAM	NETSAFE	CYBER SECURITY	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland	DDB GROUP NEW ZEALAND Auckland
Craft	E02/037	00372	TOUCHING MASTERPIECES	NEURODIGITAL	HAPTIC GLOVES	GEOMETRY GLOBAL Prague	CZECH REPUBLIC	GEOMETRY GLOBAL Prague	GEOMETRY GLOBAL Prague
Craft	E02/050	00368	ALEXA LOSES HER VOICE	AMAZON	ALEXA	AMAZON Seattle	USA	AMAZON D1 Seattle / LUCKY GENERALS London	HUNGRY MAN Los Angeles / ROCK PAPER SCISSORS Santa Monica / THE MILL Los Angeles
Craft	E02/059	00419	JFKUNSILENCED	THE TIMES/NEWS UK & IRELAND	THE TIMES/NEWS UK & IRELAND	ROTHCO ACCENTURE INTERACTIVE Dublin	IRELAND	ROTHCO ACCENTURE INTERACTIVE Dublin	ROTHCO ACCENTURE INTERACTIVE Dublin / SCREEN SCENE Dublin
Craft	E02/089	00563	THE FIRST AD IN THE BLOCKCHAIN	TD AMERITRADE	TD AMERITRADE	HAVAS NEW YORK	USA	HAVAS NEW YORK	
Craft	E02/094	00643	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
Craft	E02/111	00646	THE CANCELLER	RECLAME AQUI	RECLAME AQUI	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo	

E03 (Technological Achievement in Digital Craft)

Craft	E03/007	00109	BBC EARTH: LIFE IN VR - CALIFORNIA COAST	BBC EARTH	BBC EARTH: LIFE IN VR - CALIFORNIA COAST	BBC WORLDWIDE London	UNITED KINGDOM	BBC CREATIVE London / BBC WORLDWIDE London / PRELOADED London	PRELOADED London
Craft	E03/017	00373	TOUCHING MASTERPIECES	NEURODIGITAL	HAPTIC GLOVES	GEOMETRY GLOBAL Prague	CZECH REPUBLIC	GEOMETRY GLOBAL Prague	GEOMETRY GLOBAL Prague
Craft	E03/023	00420	JFKUNSILENCED	THE TIMES/NEWS UK & IRELAND	THE TIMES/NEWS UK & IRELAND	ROTHCO ACCENTURE INTERACTIVE Dublin	IRELAND	ROTHCO ACCENTURE INTERACTIVE Dublin	ROTHCO ACCENTURE INTERACTIVE Dublin / SCREEN SCENE Dublin
Craft	E03/041	20536	THE INVISIBLE CAR	GENERAL MOTORS	CHEVROLET	COMMONWEALTH//McCANN Detroit	USA	COMMONWEALTH//McCANN Detroit / THE MILL New York	THE MILL New York

Shortlist (Digital Craft Lions)

E04 (360° Videos)

Craft	E04/001	00050	NIKE WOMEN : ZHOU DONGYU : BELIEVE IN MORE	NIKE WOMEN	NIKE WOMEN	AKQA Shanghai	CHINA	AKQA Shanghai	AKQA Shanghai
Craft	E04/012	00524	RACING THE SUN	VOLVO CAR USA	2018 VOLVO XC60	GREY NEW YORK	USA	GREY NEW YORK	CNN Atlanta / COURAGEOUS STUDIO New York

E05 (Advanced Learning Technologies)

Craft	E05/002	00144	RE:SCAM	NETSAFE	CYBER SECURITY	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland	DDB GROUP NEW ZEALAND Auckland
Craft	E05/004	00276	KNOW WHAT YOUR DATA KNOWS	GOOGLE	GOOGLE CLOUD	ELEVEN San Francisco	USA	ELEVEN San Francisco	CLONELESS Portland / GENTLEMAN SCHOLAR Los Angeles
Craft	E05/005	00369	ALEXA LOSES HER VOICE	AMAZON	ALEXA	AMAZON Seattle	USA	AMAZON D1 Seattle / LUCKY GENERALS London	HUNGRY MAN Los Angeles / ROCK PAPER SCISSORS Santa Monica / THE MILL Los Angeles
Craft	E05/014	00421	JFKUNSILENCED	THE TIMES/NEWS UK & IRELAND	THE TIMES/NEWS UK & IRELAND	ROTHCO ACCENTURE INTERACTIVE Dublin	IRELAND	ROTHCO ACCENTURE INTERACTIVE Dublin	ROTHCO ACCENTURE INTERACTIVE Dublin / SCREEN SCENE Dublin
Craft	E05/018	00644	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
Craft	E05/023	00537	CHEETOS VISION	CHEETOS - FRITO LAY NORTH AMERICA	CHEETOS	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco	GOODBY SILVERSTEIN & PARTNERS San Francisco
Craft	E05/024	00647	THE CANCELLER	RECLAME AQUI	RECLAME AQUI	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo	

Total Entries:

69

Media

PR

Additional

PHD New York

OMD USA Chicago

VENTE PRIVEE
Saint Denis

SHORE FIRE
Brooklyn

THE WALT DISNEY OCULUS Menlo Park
STUDIOS Burbank

SIX INC. Tokyo

SIX INC. Tokyo

SHORE FIRE
Brooklyn

DDB GROUP FINCHFACTOR
GERMANY Berlin Amsterdam

THE TIMES London THE TIMES London CEREPROC
Edinburgh

ALMAPBBDO São
Paulo

JUNG VON
MATT/LIMMAT
Zürich

JUNG VON
MATT/LIMMAT
Zürich

SAMSUNG
ELECTRONICS
SWITZERLAND
Zurich /
UNIVERSITY OF
TEACHER
EDUCATION

OGILVY BRASIL São Paulo
HERMES PARDINI
São Paulo

INITIATIVE Los Angeles

ALL AWARDS
Lisbon

FAMOUS
RELATIONS
Brussels

PMK*BNC Los Angeles

RT Moscow

RT Moscow

DAVID&GOLIATH

DAVID&GOLIATH

Los Angeles

Los Angeles

OGILVY BRASIL

OGILVY BRASIL São

FORBES BRASIL

São Paulo

Paulo

São Paulo

GOLIN Chicago

R/GA LONDON

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

INITIATIVE Toronto
GLOSSY Toronto

GEOMETRY
GLOBAL Prague

PMK*BNC Los Angeles

OMD USA New York
FLEISHMANHILLAR
D Chicago

OGILVY BRASIL São Paulo
HERMES PARDINI São Paulo

TBWA\BELGIUM Brussels
TBWA\BELGIUM Brussels

ACTIVISION Santa Monica

SHORE FIRE
Brooklyn

DIGISEQ Ickenham
/ R/GA LONDON

DDB GROUP NEW
ZEALAND Auckland

GEOMETRY
GLOBAL Prague

INITIATIVE Los
Angeles

ALL AWARDS
Lisbon

THE TIMES London THE TIMES London CEREPROC
Edinburgh

HAVAS FORMULA
New York

OGILVY BRASIL
São Paulo

OGILVY BRASIL São Paulo

FORBES BRASIL
São Paulo

GEOMETRY
GLOBAL Prague

THE TIMES London THE TIMES London CEREPROC
Edinburgh

MINDSHARE USA New York	VOLVO CARS USA Rockleigh
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DDB GROUP NEW
ZEALAND Auckland

OPTIMUM SPORTS
New York / PHD
New York

INITIATIVE Los Angeles	ALL AWARDS Lisbon
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THE TIMES London	THE TIMES London	CEREPROC Edinburgh
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OGILVY BRASIL São Paulo	OGILVY BRASIL São Paulo	FORBES BRASIL São Paulo
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GOODBY SILVERSTEIN & PARTNERS San Francisco	GOODBY SILVERSTEIN & PARTNERS San Francisco
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