

Shortlist (PR Lions)

Track	Cat. No	Entry No	Title	Brand	Product	Entrant Company	Entrant Country	Idea Creation	Production
<u>A01 (Food & Drink)</u>									
Reach	A01/005	00091	PROBABLY TEDX	Carlsberg Group	CARLSBERG BEER	HAPPINESS BRUSSELS, AN FCB ALLIANCE Brussels	BELGIUM	HAPPINESS BRUSSELS, AN FCB ALLIANCE Brussels	NOBODY Copenhagen
Reach	A01/010	00496	CRICKET BREAD	FAZER	HAND BAKED BREAD MADE WITH GROUND CRICKET FLOUR	SEK Helsinki	FINLAND	SEK Helsinki	SEK Helsinki
Reach	A01/012	00521	GREENFIELD MEATLESS MONDAY	GREENFIELD NATURAL MEAT CO.	SUSTAINABLE MEAT	HAVAS TORONTO	CANADA	HAVAS TORONTO	EGGPLANT MUSIC & SOUND Toronto / NIMBLE CONTENT Toronto / STUDIO FEATHER Toronto
Reach	A01/026	00977	TURNING BEER INTO WATER	ANHEUSER-BUSCH	DISASTER RELIEF WATER DONATIONS	FLEISHMANHILLARD New York	USA	ANHEUSER-BUSCH New York / FLEISHMANHILLARD New York	ANHEUSER-BUSCH New York / FLEISHMANHILLARD New York
Reach	A01/045	01505	THIS COKE IS A FANTA	COCA-COLA	COCA-COLA	DAVID THE AGENCY São Paulo	BRAZIL	DAVID THE AGENCY São Paulo	LANDIA São Paulo / O2 FILMES São Paulo
Reach	A01/053	01331	COMPARISON ADDS PRESSURE	PEPSICO INDIA	MIRINDA	BBDO INDIA Gurgaon	INDIA	BBDO INDIA Gurgaon	RISING SUN FILMS Mumbai
Reach	A01/058	01548	CHANGE HAS A TASTE	COCA-COLA	WOMEN DRIVING	FP7/DXB Dubai	UNITED ARAB EMIRATES	FP7/BEY Beirut / FP7/DXB Dubai	McCANN SPAIN MADRID
Reach	A01/063	01745	SOCCER SONG FOR CHANGE	AB-INBEV AFRICA	CARLING BLACK LABEL - ANTI WOMEN ABUSE INITIATIVE	OGILVY CAPE TOWN	SOUTH AFRICA	OGILVY CAPE TOWN	0307 FILMS Cape Town / BLACK GINGER Cape Town / DELIVERANCE POST PRODUCTION Cape Town / THE WORKROOM Cape Town / VIDEO CARTEL Cape Town
<u>A02 (Other FMCG)</u>									
Reach	A02/005	00650	CHANGING HOUSEWORK FROM A JOB TO JOY	PROCTER & GAMBLE JAPAN K.K.	JOY	DENTSU PUBLIC RELATIONS Tokyo	JAPAN	DENTSU INC. Tokyo	DENTSU TEC Tokyo / ROBOT COMMUNICATIONS Tokyo

Shortlist (PR Lions)

Reach	A02/006	01298	INTRODUCING THE ABSOLUTELY AMAZING PREWASH2000!	P&G	FAIRY	ACW GREY TEL AVIV	ISRAEL	ACW GREY TEL AVIV / MEDIACOM CONNECTIONS Tel Aviv	GREY CONTENT Tel Aviv
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A03 (Healthcare)

Reach	A03/020	01893	THE VOICE OF VOICES	NEMO	HEALTHCARE	McCANN MILAN	ITALY	McCANN MILAN	NOHUP San Giorgio Di Nogaro / SDM INTERACTIVE PASSION Milan / THINK CATTLEYA Milan
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Reach	A03/022	01952	SAVLON HAATH SE BAAT (TALK TO YOUR GERMS)	ITC	SAVLON	OGILVY MUMBAI	INDIA	OGILVY MUMBAI
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Reach	A03/027	50474	THE NOON ASSEMBLY	KWALITY LTD.	KWALITY MILK	McCANN INDIA Mumbai	INDIA	McCANN HEALTH New Delhi / McCANN INDIA Mumbai	McCANN HEALTH New Delhi / McCANN INDIA Mumbai
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A04 (Consumer Durables)

Reach	A04/015	00500	WE ARE THE SILVER SNIPERS	LENOVO	LENOVO BRAND CAMPAIGN (LEGION GAMING EQUIPMENT FEATURED)	EHRENSTRAHLE DDB Stockholm	SWEDEN	EHRENSTRAHLE DDB Stockholm	LINKFILM Uppsala
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Reach	A04/029	01571	THE ALL-IN PROMO	NEWSAN	NOBLEX	DAVID Buenos Aires	ARGENTINA	DAVID Buenos Aires
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A05 (Automotive)

Reach	A05/007	00703	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
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Shortlist (PR Lions)

Reach	A05/020	01692	CHATTY SCHOOL BUS	HYUNDAI MOTOR GROUP	HYUNDAI MOTOR GROUP	INNOCEAN WORLDWIDE Seoul	SOUTH KOREA	HYUNDAI MOTOR COMPANY Seoul / INNOCEAN WORLDWIDE Seoul	BIRDHAND Seoul / ELIOT Seoul / HYUNDAI MOTOR COMPANY Seoul / INNOCEAN WORLDWIDE Seoul / PLANIT PRODUCTION Seoul
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Reach	A05/023	11476	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
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A06 (Retail)

Reach	A06/003	00141	THE MOST GERMAN SUPERMARKET	EDEKA ZENTRALE AG & CO. KG	RETAIL	JUNG VON MATT Hamburg	GERMANY	JUNG VON MATT Hamburg	MARKENFILM CROSSING Hamburg
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Reach	A06/027	01064	KFC 11 HERBS & SPICES	KFC	KFC	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	
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Reach	A06/041	01485	BLACK SUPERMARKET	CARREFOUR	CARREFOUR	CARREFOUR Massy	FRANCE	MARCEL Paris	DMBM Paris / GUM Paris / ICONOCLAST Paris / NIGHTSHIFT Paris / PRODIGIOUS Paris
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Reach	A06/050	01764	AUTISM CAN WORK	ANDROS	AUTISM RECRUITMENT WEBSITE	SERVICEPLAN FRANCE Paris	FRANCE	SERVICEPLAN FRANCE Paris	TRINITY FILMS Paris
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Reach	A06/053	01887	AL UMObUWAH: PUTTING "MUM" INTO "PARENTHOOD"	BABYSHOP	RETAIL	FP7/DXB Dubai	UNITED ARAB EMIRATES	FP7/DXB Dubai	FP7/DXB Dubai
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Reach	A06/055	01086	REPICTURING HOMELESS	GETTY IMAGES & FIFTYFIFTY	GETTY IMAGES	HAVAS DÜSSELDORF	GERMANY	HAVAS DÜSSELDORF	CHAMAELEON DIGITAL VISION Duesseldorf / FRANK SCHEMMANN Düsseldorf / HAVAS DÜSSELDORF / STUDIO FUNK Düsseldorf
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Reach	A06/061	02015	KFC 'FCK'	KFC	KFC GRAVY	MOTHER London	UNITED KINGDOM	MOTHER London	
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A07 (Travel)

Shortlist (PR Lions)

Reach	A07/018	00685	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
Reach	A07/032	02043	OFFICE SOUVENIRS	JETBLUE	AIRLINE	MULLENLOWE New York	USA	MULLENLOWE New York	APOSTROPHE New York

A08 (Leisure)

Reach	A08/002	00218	MUSEUM FOR RENT	MAMBO	MAMBO	DDB COLOMBIA Medellin	COLOMBIA	DDB COLOMBIA Bogota	
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A09 (Media / Entertainment)

Reach	A09/005	00264	THE PIRATE SUBTITLES	BELGIAN ENTERTAINMENT ASSOCIATION	MOVIES & SERIES	TBWA\BELGIUM Brussels	BELGIUM	TBWA\BELGIUM Brussels	TBWA\BELGIUM Brussels
Reach	A09/020	00942	MISS PERU MEASUREMENTS	LATINA	LATINA TELEVISION	LATINA MEDIA Lima	PERU	LATINA MEDIA Lima	LATINA MEDIA Lima
Reach	A09/034	01616	ASTRONAUT REALITY HELMET	NATIONAL GEOGRAPHIC	NATGEO	McCANN NEW YORK	USA	McCANN NEW YORK	FRAMESTORE New York / TOMORROW LAB New York
Reach	A09/047	00349	TRASH ISLES	PLASTIC OCEANS/LADBIBLE	PLASTIC OCEANS/LADBIBLE	AMVBBDO London	UNITED KINGDOM	AMVBBDO London	LADBIBLE London

A11 (Consumer Services)

Reach	A11/028	01322	PRIDE JERSEY	AIG	CSR	TBWA\HAKUHODO Tokyo	JAPAN	TBWA\HAKUHODO Tokyo	AOI PRO. INC. Tokyo / CUTTERS Tokyo / SAQULAI Tokyo
Reach	A11/034	01716	THE VILLAGE OF NERATOV	ERSTE BANK	CESKA SPORITELNA	Y&R PRAGUE	CZECH REPUBLIC	Y&R PRAGUE	ADWOOD Prague / BISTRO FILMS Prague
Reach	A11/037	01954	#IWILLDRIVEYOU HOME	ICICI LOMBARD	GENERAL INSURANCE	OGILVY MUMBAI	INDIA	OGILVY MUMBAI	

A12 (Not-for-profit / Charity)

Reach	A12/001	00032	STOP DOWNLOADKILL	BUSAN METROPOLITAN POLICE AGENCY	STOP DOWNLOADKILL	CHEIL WORLDWIDE Seoul	SOUTH KOREA	CHEIL WORLDWIDE Seoul	JUNPASANG PRODUCTION Seoul
Reach	A12/005	00026	A COMEDIAN'S WORST NIGHTMARE	THE FSHD FOUNDATION.	THE MUSCLE DISEASE FSHD.	GREY AMSTERDAM	THE NETHERLANDS	GREY AMSTERDAM	CHAPTER Amsterdam

Shortlist (PR Lions)

Reach	A12/014	00190	TOUCH YOUR FOOTBALLS	LÍBERO	VALDERRAMA	LOLA MULLENLOWE Madrid	SPAIN	LOLA MULLENLOWE Madrid	LOS NOTARIOS Bogotá
Reach	A12/027	00108	TO THE LAST TREE STANDING	GREENPEACE POLAND	SAVING THE BIALOWIEZA FOREST	OGILVY POLAND Warsaw	POLAND	AMP POLAND Warsaw / OGILVY POLAND Warsaw / SHOOTME Warsaw / VISUAL ARTISTS Warsaw / SOUNDS GOOD Warsaw	AMP POLAND Warsaw / EXPRESSO POST PRODUCTION Warsaw / GAMESET Warszawa / GEOBOXERS Copenhagen / SHOOTME VISUAL ARTISTS Warsaw
Reach	A12/033	00591	PROJECT 84	CALM	CALM	adam&eveDDB London	UNITED KINGDOM	adam&eveDDB London	
Reach	A12/037	00297	STRAWLESS OCEAN: #STOPSUCKING	LONELY WHALE FOUNDATION	#STOPSUCKING	POSSIBLE Seattle	USA	POSSIBLE Seattle	
Reach	A12/058	00698	HELP A DANE	THE DANISH CANCER SOCIETY & TRYGFONDEN	THE DANISH CANCER SOCIETY & TRYGFONDEN	&CO Copenhagen	DENMARK	&CO Copenhagen	&CO Copenhagen
Reach	A12/062	00975	DON'T GET SEXTORTED, SEND A NAKED MOLE RAT	CANADIAN CENTRE FOR CHILD PROTECTION	CHARITABLE ORGANIZATION	NO FIXED ADDRESS Toronto	CANADA	NO FIXED ADDRESS Toronto	MARRIED TO GIANTS Toronto / NIMBLE CONTENT Toronto
Reach	A12/084	01133	PROJECT REVOICE	THE ALS ASSOCIATION	CHARITY	BWM DENTSU Sydney	AUSTRALIA	BWM DENTSU Sydney	FINCH Sydney / RUMBLE STUDIOS Sydney
Reach	A12/085	01152	THE DISTRESS SIGNAL	AMNESTY INTERNATIONAL	HUMAN RIGHTS	ANORAK Oslo	NORWAY	ANORAK Oslo	BACON OSLO Oslo / BÅDE Oslo / MAKING WAVES Oslo
Reach	A12/112	01127	HELLO IN ELEPHANT	DAVID SHELDRIK WILDLIFE TRUST	HELLO IN ELEPHANT	whiteGREY SYDNEY	AUSTRALIA	whiteGREY SYDNEY	whiteGREY SYDNEY
Reach	A12/122	01677	POSTS INTO LETTERS	CHANGE THE REF	POSTS INTO LETTERS	AREA 23, AN FCB HEALTH NETWORK COMPANY New York	USA	AREA 23, AN FCB HEALTH NETWORK COMPANY New York	COLLABORATION FACTORY Los Angeles / QUIET CITY MUSIC + SOUND New York
Reach	A12/134	01827	BORDEAUX 2050	AJE	ALCOHOLIC BEVERAGES	McCANN PARIS Clichy	FRANCE	McCANN PARIS Clichy	LES IMPRODUCTIBLES Paris / STUDIO GRANDE ARMEE Paris
Reach	A12/135	01914	PRICE ON OUR LIVES	MARCH FOR OUR LIVES - PARKLAND STUDENTS	MARCH FOR OUR LIVES	McCANN NEW YORK	USA	McCANN NEW YORK	

Shortlist (PR Lions)

Reach	A12/151	00809	VALUE OF NATURE	THE GREAT BARRIER REEF FOUNDATION	THE GREAT BARRIER REEF	DELOITTE AUSTRALIA Melbourne	AUSTRALIA	DELOITTE AUSTRALIA Melbourne	DELOITTE AUSTRALIA Melbourne
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Reach	A12/164	10264	ANYTHING BUT SORRY	CANADIAN DOWN SYNDROME SOCIETY	DOWN SYNDROME AWARENESS	FCB CANADA Toronto	CANADA	FCB CANADA Toronto	FCB CANADA Toronto / FORT YORK Toronto / FUEL CONTENT Toronto / GRAYSON MATTHEWS Toronto / THE VANITY Toronto
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B01 (Mobile & Apps)

Reach	B01/011	00744	SHEBOARD – RAISED BY WORDS	PLAN INTERNATIONAL FINLAND	PLAN INTERNATIONAL FINLAND	HASAN & PARTNERS Helsinki	FINLAND	HASAN & PARTNERS Helsinki	B-REEL Stockholm / HASAN & PARTNERS Helsinki / INTO DIGITAL Helsinki
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Reach	B01/012	00501	KPN SAFE LOCK	KPN	TELECOM	N=5 Amsterdam	THE NETHERLANDS	N=5 Amsterdam	CODE&CODING Amsterdam / HOLY FOOLS Amsterdam / N=5 Amsterdam
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B02 (Social Community Building & Management)

Reach	B02/007	00109	TO THE LAST TREE STANDING	GREENPEACE POLAND	SAVING THE BIALOWIEZA 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
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Shortlist (PR Lions)

Reach	B02/014	01002	BREAK BREAD SMASH STIGMA	CASEY HOUSE	JUNE'S EATERY	BENSIMON BYRNE Toronto	CANADA	BENSIMON BYRNE Toronto / NARRATIVE PR Toronto / ONEMETHOD (A DIVISION OF BENSIMON BYRNE) Toronto	BERKELEY Toronto / BUTTON FACTORY Toronto / FORT YORK Toronto / ROOSTER POST PRODUCTION Toronto / UNTITLED FILMS Toronto
Reach	B02/019	01134	PROJECT REVOICE	THE ALS ASSOCIATION	CHARITY	BWM DENTSU Sydney	AUSTRALIA	BWM DENTSU Sydney	FINCH Sydney / RUMBLE STUDIOS Sydney
Reach	B02/024	01107	THE BEDTIME STORYTELLERS	A1 SLOVENIA	A1 SLOVENIA	GREY SLOVENIA Ljubljana	SLOVENIA	GREY SLOVENIA Ljubljana	GREY SLOVENIA Ljubljana
Reach	B02/027	01447	NATURE REPRESENTED	SAMBITO	LEGAL REPRESENTATION OF THE ELEMENTS OF NATURE	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil	MARURI GREY Guayaquil
Reach	B02/028	00885	STORIES FROM THE OTHER SIDE OF THE WORLD	CARE FRANCE	ASSOCIATION	BBDO PARIS	FRANCE	BBDO PARIS	
Reach	B02/039	01159	VLOGGERS' SWAP	TELEKOM ROMANIA	TELEKOM PREPAID	TELEKOM ROMANIA Bucharest	ROMANIA	LEO BURNETT Bucharest	SAGA FILM Bucharest
Reach	B02/040	01354	HEMOJI	SANTA CASA DE MISERICORDIA DE SÃO PAULO	INSTITUTIONAL	Y&R BRAZIL São Paulo	BRAZIL	Y&R BRAZIL São Paulo	
Reach	B02/043	01915	PRICE ON OUR LIVES	MARCH FOR OUR LIVES - PARKLAND STUDENTS	MARCH FOR OUR LIVES	McCANN NEW YORK	USA	McCANN NEW YORK	
Reach	B02/048	00188	LIVE MOMENT OF SILENCE	SANDY HOOK PROMISE	SANDY HOOK PROMISE	BBDO NEW YORK	USA	BBDO NEW YORK	
Reach	B02/051	01492	ADOLF'S ONLINE STRATEGY	GESICHT ZEIGEN! AN ASSOCIATION ENCOURAGING PEOPLE TO STAND AGAINST RACISM IN GER	GESICHT ZEIGEN! AN ASSOCIATION ENCOURAGING PEOPLE TO STAND AGAINST RACISM IN GERMANY	OGILVY GERMANY Frankfurt	GERMANY	OGILVY GERMANY Frankfurt	OGILVY GERMANY Frankfurt / SINUS AV STUDIO Frankfurt
Reach	B02/052	02026	#MYGAMEMYNAM E	TELEFONICA'S VIVO/ WONDER WOMEN TECH	INSTITUTIONAL	AFRICA São Paulo	BRAZIL	AFRICA São Paulo	ANTFOOD São Paulo / ASSOCIADOS Sao Paulo / WEBCORE São Paulo

B03 (Real-time Response)

Shortlist (PR Lions)

Reach	B03/036	01667	ONE CHICAGO	CITY OF CHICAGO	CITY OF CHICAGO	OGILVY Chicago	USA	OGILVY Chicago	CUTTERS Chicago / DICTIONARY FILMS Chicago / EARHOLE STUDIOS Chicago / FLAVOR CHICAGO / Ricky Rhodes Photography Cleveland
Reach	B03/037	01694	CAR CURLING	HYUNDAI MOTORS	HYUNDAI MOTORS	INNOCEAN WORLDWIDE Seoul	SOUTH KOREA	HYUNDAI MOTOR COMPANY Seoul / INNOCEAN WORLDWIDE Seoul / MOG COMMUNICATIONS Seoul	ALLEYSQUARE SEOUL / AUDIOLAB Seoul / INNOCEAN WORLDWIDE Seoul / MOG COMMUNICATIONS Seoul / VIXEN STUDIO Seoul
Reach	B03/040	01916	PRICE ON OUR LIVES	MARCH FOR OUR LIVES - PARKLAND STUDENTS	MARCH FOR OUR LIVES	McCANN NEW YORK	USA	McCANN NEW YORK	
Reach	B03/045	00787	CROCK-POT KILLED JACK	NEWELL BRANDS AND EDELMAN	CROCK-POT	EDELMAN Atlanta	USA	EDELMAN Atlanta / NEWELL BRANDS Atlanta	

B04 (Co-creation & User Generated Content)

Reach	B04/004	00256	FAROE ISLANDS TRANSLATE	VISIT FAROE ISLANDS & ATLANTIC AIRWAYS	THE FAROE ISLANDS	MENSCH Copenhagen	DENMARK	MENSCH Copenhagen / SANSIR Torshavn	MENSCH Copenhagen / SANSIR Torshavn
Reach	B04/005	00282	REMAKE THE BOXER	PEPSICO	STING	BBDO PAKISTAN Lahore	PAKISTAN	BBDO PAKISTAN Lahore	LASHARI FILMS Lahore
Reach	B04/006	00354	RE:SCAM	NETSAFE	CYBER SECURITY	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland	DDB GROUP NEW ZEALAND Auckland
Reach	B04/037	01894	THE VOICE OF VOICES	NEMO	HEALTHCARE	McCANN MILAN	ITALY	McCANN MILAN	NOHUP San Giorgio Di Nogaro / SDM INTERACTIVE PASSION Milan / THINK CATTLEA Milan

B05 (Innovative Use of Social Media)

Shortlist (PR Lions)

Reach	B05/007	00133	LIVE LOOPER	DOWNTOWN RECORDS	THE ACADEMIC	BBDO NEW YORK	USA	BBDO NEW YORK	BBDO STUDIOS New York
Reach	B05/009	00239	THE IKEA HUMAN CATALOGUE	IKEA	IKEA	IKEA SOUTHEAST ASIA Singapore	SINGAPORE	BBH Singapore	BBH Singapore
Reach	B05/011	00554	THE MOST WELL REVIEWED CITY ON AMAZON	KANSAS CITY ECONOMIC DEVELOPMENT	CITY OF KANSAS CITY	BARKLEY Kansas City	USA	BARKLEY Kansas City	
Reach	B05/016	00754	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
Reach	B05/036	01678	POSTS INTO LETTERS	CHANGE THE REF	POSTS INTO LETTERS	AREA 23, AN FCB HEALTH NETWORK COMPANY New York	USA	AREA 23, AN FCB HEALTH NETWORK COMPANY New York	COLLABORATION FACTORY Los Angeles / QUIET CITY MUSIC + SOUND New York
Reach	B05/038	01714	PAY WITH VIEWS	OPEL	OPEL CARS	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	J. WALTER THOMPSON AMSTERDAM	DOOGLE AMSTERDAM / EBOOST Amsterdam

B06 (Websites & Microsites)

Reach	B06/002	00174	THE ROTTEN APPLES	ZAMBEZI	PUBLIC SERVICE	ZAMBEZI Los Angeles	USA	ZAMBEZI Los Angeles	ZAMBEZI Los Angeles
Reach	B06/005	00274	#POWERLESSQUEEN	PROJECT NANHI KALI	WOMEN EMPOWERMENT	WATCONSULT Mumbai	INDIA	WATCONSULT Mumbai	WATCONSULT Mumbai
Reach	B06/014	01087	REPICTURING HOMELESS	GETTY IMAGES & FIFTYFIFTY	GETTY IMAGES	HAVAS DÜSSELDORF	GERMANY	HAVAS DÜSSELDORF	CHAMAELEON DIGITAL VISION Duesseldorf / FRANK SCHEMMANN Düsseldorf / HAVAS DÜSSELDORF / STUDIO FUNK Düsseldorf
Reach	B06/016	01729	HUMANITY TEST	UN WOMEN NC UK	UN WOMEN NC UK	J. WALTER THOMPSON London	UNITED KINGDOM	J. WALTER THOMPSON London	J. WALTER THOMPSON London
Reach	B06/020	01128	HELLO IN ELEPHANT	DAVID SHELDRIK WILDLIFE TRUST	HELLO IN ELEPHANT	whiteGREY SYDNEY	AUSTRALIA	whiteGREY SYDNEY	whiteGREY SYDNEY

C01 (Research, Data Analytics & Insight Generation)

Shortlist (PR Lions)

Reach	C01/021	01828	BORDEAUX 2050	AJE	ALCOHOLIC BEVERAGES	McCANN PARIS Clichy	FRANCE	McCANN PARIS Clichy	LES IMPRODUCTIBLES Paris / STUDIO GRANDE ARMEE Paris
Reach	C01/023	01928	FIRST RESPONDERS FIRST	VERIZON	Verizon	McCANN NEW YORK	USA	McCANN NEW YORK	CHELSEA PICTURES New York / HUMAN New York / ROCK PAPER SCISSORS New York / SONIC UNION New York

C02 (PR Excellence in Effectiveness)

Reach	C02/001	00340	SAVE OUR SPECIES	LACOSTE	LACOSTE	BETC Paris	FRANCE	BETC Paris	ALLSO Paris
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D01 (Media Relations)

Reach	D01/004	00197	TOMORROW'S NEWS	SANDY HOOK PROMISE	SANDY HOOK PROMISE	BBDO NEW YORK	USA	BBDO NEW YORK	SMUGGLER Los Angeles
Reach	D01/014	00805	THE NEW GERBER BABY	GERBER	GERBER	EDIBLE (A DANIEL J. EDELMAN AGENCY Atlanta	USA	EDIBLE (A DANIEL J. EDELMAN AGENCY Atlanta / GERBER Florham Park	
Reach	D01/017	00897	FRIENDLY PHOTOGRAPHY BAN IN BERGÜN	GRAUBÜNDEN FERIEN	HOLIDAY REGION BERGÜN	GRAUBÜNDEN FERIEN Chur	SWITZERLAND	JUNG VON MATT/LIMMAT Zürich	JUNG VON MATT/LIMMAT Zürich
Reach	D01/026	01391	FORBIDDEN STORIES	FREEDOM VOICES NETWORK	THE FORBIDDEN STORIES PLATFORM	J. WALTER THOMPSON PARIS	FRANCE	J. WALTER THOMPSON PARIS	
Reach	D01/032	00555	THE MOST WELL REVIEWED CITY ON AMAZON	KANSAS CITY ECONOMIC DEVELOPMENT	CITY OF KANSAS CITY	BARKLEY Kansas City	USA	BARKLEY Kansas City	
Reach	D01/044	02044	OFFICE SOUVENIRS	JETBLUE	AIRLINE	MULLENLOWE New York	USA	MULLENLOWE New York	APOSTROPHE New York

D02 (Use of Events & Stunts)

Reach	D02/008	00143	THE MOST GERMAN SUPERMARKET	EDEKA ZENTRALE AG & CO. KG	RETAIL	JUNG VON MATT Hamburg	GERMANY	JUNG VON MATT Hamburg	MARKENFILM CROSSING Hamburg
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Shortlist (PR Lions)

Reach	D02/010	00063	DEAD WHALE	GREENPEACE PHILIPPINES	GREENPEACE	DENTSU JAYME SYFU Makati City	THE PHILIPPINES	DENTSU JAYME SYFU Makati City	ETNIKOLOR Makati
Reach	D02/017	00114	#BODYCANTWAIT	HANDICAP INTERNATIONAL	HANDICAP INTERNATIONAL	HEREZIE Paris	FRANCE	HEREZIE Paris	LA PAC Paris
Reach	D02/022	00202	BROKEN CRAYONS	AMIGOS FOR KIDS	AMIGOS FOR KIDS	REPUBLICA Miami	USA	REPUBLICA Miami	REPUBLICA Miami / SONIDO ANTRO Miami / TRATOR FILMES São Paulo
Reach	D02/031	00134	LIVE LOOPER	DOWNTOWN RECORDS	THE ACADEMIC	BBDO NEW YORK	USA	BBDO NEW YORK	BBDO STUDIOS New York
Reach	D02/037	00304	THE BRIDAL UNIFORM	UN WOMEN	ANTI-CHILD-MARRIAGES	BBDO PAKISTAN Lahore	PAKISTAN	BBDO PAKISTAN Lahore	THE VIDEOGRAPHERS Lahore
Reach	D02/041	00325	HELLO REAL PEOPLE	MOTOROLA	MOBILE	OGILVY New York	USA	OGILVY New York	BIG PICTURE COMPANY New York
Reach	D02/048	00592	PROJECT 84	CALM	CALM	adam&eveDDB London	UNITED KINGDOM	adam&eveDDB London	
Reach	D02/063	00456	FUTURE CUISINE RESTAURANT IBUKI	JAXA (JAPAN AEROSPACE EXPLORATION AGENCY)	ARTIFICIAL SATELLITE "IBUKI"	ASATSU-DK INC. Tokyo	JAPAN	ASATSU-DK INC. Tokyo	
Reach	D02/076	01003	BREAK BREAD SMASH STIGMA	CASEY HOUSE	JUNE'S EATERY	BENSIMON BYRNE Toronto	CANADA	BENSIMON BYRNE Toronto / NARRATIVE PR Toronto / ONEMETHOD (A DIVISION OF BENSIMON BYRNE) Toronto	BERKELEY Toronto / BUTTON FACTORY Toronto / FORT YORK Toronto / ROOSTER POST PRODUCTION Toronto / UNTITLED FILMS Toronto
Reach	D02/090	00704	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
Reach	D02/107	00943	MISS PERU MEASUREMENTS	LATINA	LATINA TELEVISION	LATINA MEDIA Lima	PERU	LATINA MEDIA Lima	LATINA MEDIA Lima

Shortlist (PR Lions)

Reach	D02/132	01358	PRESCRIBED TO DEATH	NATIONAL SAFETY COUNCIL	OPIOID ADDICTION AWARENESS & PREVENTION CAMPAIGN	KETCHUM New York	USA	ENERGY BBDO Chicago	FLARE BBDO Chicago / M SS NG P ECES New York / THE MILL Chicago
Reach	D02/137	01413	SPOTTED	KEY BISCAYNE	KEY BISCAYNE	J. WALTER THOMPSON ARGENTINA Buenos Aires	ARGENTINA	J. WALTER THOMPSON ARGENTINA Buenos Aires	LA DOBLE A Buenos Aires
Reach	D02/143	01560	THE FLIP	MCDONALD'S	MCDONALD'S	WE ARE UNLIMITED Chicago	USA	WE ARE UNLIMITED Chicago	
Reach	D02/154	01486	BLACK SUPERMARKET	CARREFOUR	CARREFOUR	CARREFOUR Massy	FRANCE	MARCEL Paris	DMBM Paris / GUM Paris / ICONOCLAST Paris / NIGHTSHIFT Paris / PRODIGIOUS Paris
Reach	D02/158	01739	DUTCH MASTERJUICES	PHILIPS	PHILIPS SLOW JUICERS	OGILVY AMSTERDAM	THE NETHERLANDS	OGILVY AMSTERDAM / OGILVY SINGAPORE	DARE CREATIVE Amsterdam / OGILVY AMSTERDAM / OGILVY London / OGILVY SINGAPORE / WEFILM Amsterdam
Reach	D02/161	01794	BULLY A PLANT	IKEA DUBAI	IKEA PLANT	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES	MEMAC OGILVY Dubai	
Reach	D02/165	01249	#SUPERSICKMON DAY	RECKITT BENCKISER	MUCINEX	McCANN NEW YORK	USA	McCANN NEW YORK	CABIN EDITING COMPANY Santa Monica / CHROMA Venice / FURLINED Los Angeles / PSYOP New York
Reach	D02/190	01935	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
Reach	D02/205	01423	C21	NATIONAL DOWN SYNDROME SOCIETY	DOWN SYNDROME AWARENESS	NATIONAL DOWN SYNDROME SOCIETY New York	USA	SAATCHI & SAATCHI New York	SAATCHI & SAATCHI New York

Shortlist (PR Lions)

Reach	D02/216	00151	THE GENDER SALARY EXPERIMENT	TERRE DES FEMMES E.V.	AWARENESS TO THE GENDER PAY GAP.	JUNG VON MATT Hamburg	GERMANY	JUNG VON MATT Hamburg	E+P FILMS Munich / KAEPTN POSTPRODUKTION Hamburg
Reach	D02/219	02046	GET PACKING!	JETBLUE	AIRLINE	MULLENLOWE New York	USA	MULLENLOWE New York	ARCADE EDIT New York / RADICAL MEDIA New York
D03 (Use of Celebrity, Influencers & Key Opinion Leaders)									
Reach	D03/001	00041	GIVE NOTHING TO RACISM	NEW ZEALAND HUMAN RIGHTS COMMISSION	NEW ZEALAND HUMAN RIGHTS COMMISSION	CLEMENGER BBDO TOUCHCAST Wellington	NEW ZEALAND	CLEMENGER BBDO TOUCHCAST Wellington	CURIOUS FILM Auckland
Reach	D03/005	00028	A COMEDIAN'S WORST NIGHTMARE	THE FSHD FOUNDATION.	THE MUSCLE DISEASE FSHD.	GREY AMSTERDAM	THE NETHERLANDS	GREY AMSTERDAM	CHAPTER Amsterdam
Reach	D03/019	00331	#TOOLATERGRAM	WWF	ORGANIZATION IN WILDLIFE CONSERVATION	TBWA\PARIS	FRANCE	TBWA\PARIS	TBWA\ DAN PARIS
Reach	D03/054	00775	CLOSER THAN YOU THINK	CHILD FOCUS	CHILD FOCUS – BELGIAN CENTER FOR MISSING AND SEXUALLY EXPLOITED CHILDREN	WUNDERMAN Antwerp	BELGIUM	WUNDERMAN Antwerp	STATIC FILMS Antwerp
Reach	D03/064	00831	TRUE REPRESENTATION	MATTEL	BARBIE	WEBER SHANDWICK New York	USA	WEBER SHANDWICK New York	
Reach	D03/071	01171	2MINUTESHOWER SONGS	SANLAM	SANLAM	KING JAMES GROUP Cape Town	SOUTH AFRICA	KING JAMES GROUP Cape Town	THE GRAND KIDS COLLECTIVE Cape Town / WE LOVE JAM Cape Town
Reach	D03/072	01179	TAKE A SEAT	MAGICMAKERS NGO	MAGIC HOME - A SHELTER FOR PARENTS WITH SICK CHILDREN	JAZZ COMMUNICATION Bucharest	ROMANIA	JAZZ COMMUNICATION Bucharest / MAGICAMP NGO Bucharest	SAGA FILM Bucharest
Reach	D03/076	01301	SHANTI HOUSE - WHAT IF IT WAS YOUR CHILD?	SHANTI HOUSE	SHANTI HOUSE	ACW GREY TEL AVIV	ISRAEL	ACW GREY TEL AVIV	ACW GREY TEL AVIV

Shortlist (PR Lions)

Reach	D03/086	01476	@SEELIKEMENNA	TOYOTA MOTOR CORPORATION	TOYOTA BRAND	TOYOTA USA Plano	USA	DENTSU INC. Tokyo / SAATCHI & SAATCHI TOYOTA AGENCY Torrance	ARCHER'S MARK London / DENTSU INC. Tokyo / SAATCHI & SAATCHI TOYOTA AGENCY Torrance
Reach	D03/091	01573	THE CURSE OF TILCARA	COCA-COLA	TROPHY TOUR	DAVID Buenos Aires	ARGENTINA	DAVID Buenos Aires	REBOLUCION Buenos Aires
Reach	D03/106	01725	THE BLESSED EMOJI	PRECIDENCY OF COLOMBIA	GOVERNMENT	MULLENLOWE SSP3 Bogotá	COLOMBIA	MULLENLOWE SSP3 Bogotá	
Reach	D03/111	01162	VLOGGERS' SWAP	TELEKOM ROMANIA	TELEKOM PREPAID	TELEKOM ROMANIA Bucharest	ROMANIA	LEO BURNETT Bucharest	SAGA FILM Bucharest
Reach	D03/114	01668	#TRAININGFOR2032	KIMBERLY-CLARK	HUGGIES LITTLE SWIMMERS	OGILVY Chicago	USA	OGILVY Chicago	ANOTHER COUNTRY Chicago / CUTTERS Chicago / JOINERY Culver City

D04 (Launch / Re-launch)

Reach	D04/008	00358	DORITOS BLAZE VS. MTN DEW ICE	DORITOS/MOUNTAIN DEW ICE	DORITOS BLAZE / MOUNTAIN DEW ICE	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco	COMPANY 3 Santa Monica / LIME STUDIOS Santa Monica / RESET CONTENT Santa Monica / ROCK PAPER SCISSORS Santa Monica / THE MILL Los Angeles
Reach	D04/011	00383	NEVER BEFORE BARBIE	BARBIE	BARBIE	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE	
Reach	D04/031	01155	WHOPPER GATE	BURGER KING BELGIUM	BURGER KING BELGIUM	BUZZMAN Paris	FRANCE	BUZZMAN Paris	BUZZMAN Paris
Reach	D04/034	01184	RECRUITING CAR	VOLVO	VOLVO S90	FAMOUSGREY BRUSSELS	BELGIUM	FAMOUSGREY BRUSSELS	FAMOUSGREY BRUSSELS
Reach	D04/039	01730	THE COFFEE LINE	SHELL	SHELL	J. WALTER THOMPSON London	UNITED KINGDOM	J. WALTER THOMPSON London	J. WALTER THOMPSON London
Reach	D04/052	01715	PAY WITH VIEWS	OPEL	OPEL CARS	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS	J. WALTER THOMPSON AMSTERDAM	DOOGLE AMSTERDAM / EBOOST Amsterdam

Shortlist (PR Lions)

D05 (Brand Voice & Strategic Storytelling)

Reach	D05/002	00042	GIVE NOTHING TO RACISM	NEW ZEALAND HUMAN RIGHTS COMMISSION	NEW ZEALAND HUMAN RIGHTS COMMISSION	CLEMENGER BBDO TOUCHCAST Wellington	NEW ZEALAND	CLEMENGER BBDO TOUCHCAST Wellington	CURIOUS FILM Auckland
Reach	D05/007	00013	LOVING "IT"	BURGER KING DEUTSCHLAND GMBH	BURGER KING	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg	RABBICORN FILMS Hamburg / SLAUGHTERHOUSE VISUAL MANUFACTURING Hamburg
Reach	D05/013	00341	SAVE OUR SPECIES	LACOSTE	LACOSTE	BETC Paris	FRANCE	BETC Paris	ALLSO Paris
Reach	D05/019	00387	TRUST RACE	AUDI ITALY	AUDI INTELLIGENT ASSISTANCE	VERBA (DDB GROUP ITALY) Milan	ITALY	VERBA (DDB GROUP ITALY) Milan	KAREN FILM Milan
Reach	D05/020	30004	A COMEDIAN'S WORST NIGHTMARE	THE FSHD FOUNDATION.	THE MUSCLE DISEASE FSHD.	GREY AMSTERDAM	THE NETHERLANDS	GREY AMSTERDAM	CHAPTER Amsterdam
Reach	D05/023	00559	TELE2 FLYING HOUSE	TELE2 LITHUANIA	TELE2 OPEN INTERNET	ADELL TAIVAS OGILVY Vilnius	LITHUANIA	ADELL TAIVAS OGILVY Vilnius	NONSENSE Vilnius / WIDE WINGS Vilnius
Reach	D05/031	00767	UBER RIDE TO REMEMBER	UBER	UBER	UBER HQ San Francisco	USA	UBER HQ San Francisco	
Reach	D05/048	00806	THE NEW GERBER BABY	GERBER	GERBER	EDIBLE (A DANIEL J. EDELMAN AGENCY Atlanta	USA	EDIBLE (A DANIEL J. EDELMAN AGENCY Atlanta / GERBER Florham Park	
Reach	D05/056	10422	PHONE-LIFE BALANCE	MOTOROLA	MOBILE	OGILVY New York	USA	OGILVY New York	ARS THANEA Warsaw / BIG PICTURE COMPANY New York
Reach	D05/071	01561	THE FLIP	MCDONALD'S	MCDONALD'S	WE ARE UNLIMITED Chicago	USA	WE ARE UNLIMITED Chicago	
Reach	D05/088	01795	BULLY A PLANT	IKEA DUBAI	IKEA PLANT	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES	MEMAC OGILVY Dubai	
Reach	D05/090	01843	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
Reach	D05/101	01842	STAND BY YOU	BUDWEISER	BUDWEISER	DAVID Miami	USA	DAVID Miami	BLACK HOLE Joinville / COMPANY 3 Santa Monica / HEARD CITY New York / LOST PLANET Santa Monica / SMUGGLER Los Angeles

Shortlist (PR Lions)

Reach	D05/130	02005	BIHOR COUTURE	BEAU MONDE STYLE	BEAU MONDE MAGAZINE	McCANN BUCHAREST	ROMANIA	McCANN BUCHAREST	
Reach	D05/133	11470	START YOUR IMPOSSIBLE	TOYOTA MOTOR CORPORATION	TOYOTA BRAND	TOYOTA USA Plano	USA	DENTSU INC. Tokyo / SAATCHI & SAATCHI TOYOTA AGENCY Torrance	DENTSU INC. Tokyo / SAATCHI & SAATCHI TOYOTA AGENCY Torrance
Reach	D05/135	20602	ADOLF'S ONLINE STRATEGY	GESICHT ZEIGEN! AN ASSOCIATION ENCOURAGING PEOPLE TO STAND AGAINST RACISM IN GER	GESICHT ZEIGEN! AN ASSOCIATION ENCOURAGING PEOPLE TO STAND AGAINST RACISM IN GERMANY	OGILVY GERMANY Frankfurt	GERMANY	OGILVY GERMANY Frankfurt	OGILVY GERMANY Frankfurt / SINUS AV STUDIO Frankfurt
<u>D06 (Content-led Engagement & Marketing)</u>									
Reach	D06/010	00111	TO THE LAST TREE STANDING	GREENPEACE POLAND	SAVING THE BIALOWIEZA 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
Reach	D06/014	00756	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
Reach	D06/031	01537	THE INSIDERS	AMNESTY	AMNESTY THE INSIDER	AMNESTY TURKEY Istanbul	TURKEY	4129GREY Istanbul	4129GREY Istanbul
Reach	D06/032	01584	WORLD'S MOST SUCCESSFUL RECRUITMENT VIDEO	NEW ZEALAND POLICE	RECRUITMENT	OGILVY NEW ZEALAND Auckland	NEW ZEALAND	THE SWEETSHOP Auckland	THE SWEETSHOP Auckland
Reach	D06/040	01618	ASTRONAUT REALITY HELMET	NATIONAL GEOGRAPHIC	NATGEO	McCANN NEW YORK	USA	McCANN NEW YORK	FRAMESTORE New York / TOMORROW LAB New York
Reach	D06/051	10682	ROBOCALLS	TEAM GLEASON	TEAM GLEASON	OGILVY Chicago	USA	OGILVY Chicago	JOINERY Culver City

Shortlist (PR Lions)

D07 (Use of Technology)

Reach	D07/009	00347	GAME CHANGERS	UNICEF	UNICEF	BETC Paris	FRANCE	BETC Paris	GENERAL POP Pantin / MAKE ME PULSE Paris
Reach	D07/010	00418	THE COLORBLIND VIEWER	TENNESSEE DEPARTMENT OF TOURIST DEVELOPMENT	THE STATE OF TENNESSEE	VML Kansas City	USA	VML Kansas City	PLAN A FILMS Ashville
Reach	D07/012	00479	SAMSUNG SMARTSUIT	SAMSUNG BENELUX B.V.	SMARTPHONE	SAMSUNG ELECTRONICS BENELUX Amsterdam	THE NETHERLANDS	CHEIL WORLDWIDE Amsterdam	EYEFORCE Amsterdam / MARIO PIEPENBRINK Alkmaar / PIRKE PRODUCTIONS Amstredam / WOODWORK Amsterdam
Reach	D07/022	00502	KPN SAFE LOCK	KPN	TELECOM	N=5 Amsterdam	THE NETHERLANDS	N=5 Amsterdam	CODE&CODING Amsterdam / HOLY FOOLS Amsterdam / N=5 Amsterdam
Reach	D07/035	01136	PROJECT REVOICE	THE ALS ASSOCIATION	CHARITY	BWM DENTSU Sydney	AUSTRALIA	BWM DENTSU Sydney	FINCH Sydney / RUMBLE STUDIOS Sydney
Reach	D07/051	01695	CHATTY SCHOOL BUS	HYUNDAI MOTOR GROUP	HYUNDAI MOTOR GROUP	INNOCEAN WORLDWIDE Seoul	SOUTH KOREA	HYUNDAI MOTOR COMPANY Seoul / INNOCEAN WORLDWIDE Seoul	BIRDHAND Seoul / ELIOT Seoul / HYUNDAI MOTOR COMPANY Seoul / INNOCEAN WORLDWIDE Seoul / PLANIT PRODUCTION Seoul

E01 (Corporate Image, Communication & Reputation Management)

Reach	E01/017	00564	BEYOND THE CAPITALS	GOOGLE RUSSIA	GOOGLE SEARCH, GOOGLE MAPS	KETCHUM MOSCOW	RUSSIA	SLAVA Moscow	
Reach	E01/018	00741	SERVE YOUR COUNTRY	MCDONALD'S	BRAND CAMPAIGN	PRIME WEBER SHANDWICK Stockholm	SWEDEN	NORD DDB Stockholm / PRIME WEBER SHANDWICK Stockholm	BACON FILM Stockholm / BLECK Stockholm / NORD DDB Stockholm / PRIME WEBER SHANDWICK Stockholm

Shortlist (PR Lions)

Reach	E01/038	01088	REPICTURING HOMELESS	GETTY IMAGES & FIFTYFIFTY	GETTY IMAGES	HAVAS DÜSSELDORF	GERMANY	HAVAS DÜSSELDORF	CHAMAELEON DIGITAL VISION Duesseldorf / FRANK SCHEMMANN Düsseldorf / HAVAS DÜSSELDORF / STUDIO FUNK Düsseldorf
Reach	E01/050	01487	BLACK SUPERMARKET	CARREFOUR	CARREFOUR	CARREFOUR Massy	FRANCE	MARCEL Paris	DMBM Paris / GUM Paris / ICONOCLAST Paris / NIGHTSHIFT Paris / PRODIGIOUS Paris
Reach	E01/059	01670	ONE CHICAGO	CITY OF CHICAGO	CITY OF CHICAGO	OGILVY Chicago	USA	OGILVY Chicago	CUTTERS Chicago / DICTIONARY FILMS Chicago / EARHOLE STUDIOS Chicago / FLAVOR CHICAGO / Ricky Rhodes Photography Cleveland
Reach	E01/061	01888	AL UMOBUWAH: PUTTING "MUM" INTO "PARENTHOOD"	BABYSHOP	RETAIL	FP7/DXB Dubai	UNITED ARAB EMIRATES	FP7/DXB Dubai	FP7/DXB Dubai
Reach	E01/062	01930	FIRST RESPONDERS FIRST	VERIZON	Verizon	McCANN NEW YORK	USA	McCANN NEW YORK	CHELSEA PICTURES New York / HUMAN New York / ROCK PAPER SCISSORS New York / SONIC UNION New York
Reach	E01/064	02016	KFC 'FCK'	KFC	KFC GRAVY	MOTHER London	UNITED KINGDOM	MOTHER London	
<u>E02 (Public Affairs & Lobbying)</u>									
Reach	E02/001	00036	STOP DOWNLOADKILL	BUSAN METROPOLITAN POLICE AGENCY	STOP DOWNLOADKILL	CHEIL WORLDWIDE Seoul	SOUTH KOREA	CHEIL WORLDWIDE Seoul	JUNPASANG PRODUCTION Seoul
Reach	E02/006	00352	TRASH ISLES	PLASTIC OCEANS/LADBIBLE	PLASTIC OCEANS/LADBIBLE	AMVBBDO London	UNITED KINGDOM	AMVBBDO London	LADBIBLE London
Reach	E02/020	01361	PRESCRIBED TO DEATH	NATIONAL SAFETY COUNCIL	OPIOID ADDICTION AWARENESS & PREVENTION CAMPAIGN	KETCHUM New York	USA	ENERGY BBDO Chicago	FLARE BBDO Chicago / M S S N G P ECES New York / THE MILL Chicago

Shortlist (PR Lions)

Reach	E02/024	01488	BLACK SUPERMARKET	CARREFOUR	CARREFOUR	CARREFOUR Massy	FRANCE	MARCEL Paris	DMBM Paris / GUM Paris / ICONOCLAST Paris / NIGHTSHIFT Paris / PRODIGIOUS Paris
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Reach	E02/034	01917	PRICE ON OUR LIVES	MARCH FOR OUR LIVES - PARKLAND STUDENTS	MARCH FOR OUR LIVES	McCANN NEW YORK	USA	McCANN NEW YORK
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E03 (Crisis Communications & Issue Management)

Reach	E03/014	02017	KFC 'FCK'	KFC	KFC GRAVY	MOTHER London	UNITED KINGDOM	MOTHER London
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E04 (Corporate Social Responsibility)

Reach	E04/004	00144	THE MOST GERMAN SUPERMARKET	EDEKA ZENTRALE AG & CO. KG	RETAIL	JUNG VON MATT Hamburg	GERMANY	JUNG VON MATT Hamburg	MARKENFILM CROSSING Hamburg
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Reach	E04/008	00095	#SHEDRIVES	NISSAN SAUDI ARABIA	INSTITUTIONAL	TBWA\RAAD Dubai	UNITED ARAB EMIRATES	TBWA\RAAD Dubai	MADE IN SAUDI FILMS Jeddah
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Reach	E04/016	00342	SAVE OUR SPECIES	LACOSTE	LACOSTE	BETC Paris	FRANCE	BETC Paris	ALLSO Paris
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Reach	E04/017	00514	THE ROOM	IKEA ITALY	VIOLENCE AGAINST WOMAN CAMPAIGN	DDB GROUP ITALY Milan	ITALY	DDB GROUP ITALY Milan	KAREN FILM Milan
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Reach	E04/031	00522	GREENFIELD MEATLESS MONDAY	GREENFIELD NATURAL MEAT CO.	SUSTAINABLE MEAT	HAVAS TORONTO	CANADA	HAVAS TORONTO	EGGPLANT MUSIC & SOUND Toronto / NIMBLE CONTENT Toronto / STUDIO FEATHER Toronto
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Reach	E04/053	00784	TINDER #REPRESENTLOVE	TINDER	INTERRACIAL COUPLE EMOJI PROJECT	TINDER Los Angeles	USA	MARCEL SYDNEY	DIGART AGENCY Warriewood / HECKLER Sydney
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Reach	E04/057	00055	KIND WORDS RINGBACK TONE	GS CALTEX	GS CALTEX PR	ADQUA INTERACTIVE Seoul	SOUTH KOREA	ADQUA INTERACTIVE Seoul	KISS FM Seoul / OASIS Seoul / UNFRAME Seoul
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Reach	E04/064	01056	USPS OPERATION SANTA	US POSTAL SERVICE	SHIPPING & MAILING	MRM//McCANN New York	USA	MRM//McCANN New York
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Shortlist (PR Lions)

Reach	E04/099	01448	NATURE REPRESENTED	SAMBITO	LEGAL REPRESENTATION OF THE ELEMENTS OF NATURE	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil	MARURI GREY Guayaquil
Reach	E04/104	01562	THE FLIP	MCDONALD'S	MCDONALD'S	WE ARE UNLIMITED Chicago	USA	WE ARE UNLIMITED Chicago	
Reach	E04/106	00929	THE REAL-LIFE ESCAPE ROOM	UNICEF SLOVENIA IN PARTNERSHIP WITH ASSOCIATION AGAINST SEXUAL ABUSE	CHILD PROTECTION AND INCLUSION	AGENCIJA 101 Ljubljana	SLOVENIA	AGENCIJA 101 Ljubljana	PERFO PRODUCTION Ljubljana
Reach	E04/109	01393	FORBIDDEN STORIES	FREEDOM VOICES NETWORK	THE FORBIDDEN STORIES PLATFORM	J. WALTER THOMPSON PARIS	FRANCE	J. WALTER THOMPSON PARIS	
Reach	E04/111	01612	SINDOOR KHELA - NO CONDITIONS APPLY	TIMES OF INDIA	TIMES OF INDIA	FCB INDIA Mumbai	INDIA	FCB INDIA Mumbai	FCB INDIA Mumbai
Reach	E04/116	01717	THE VILLAGE OF NERATOV	ERSTE BANK	CESKA SPORITELNA	Y&R PRAGUE	CZECH REPUBLIC	Y&R PRAGUE	ADWOOD Prague / BISTRO FILMS Prague
Reach	E04/124	01847	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
Reach	E04/145	01747	SOCCER SONG FOR CHANGE	AB-INBEV AFRICA	CARLING BLACK LABEL - ANTI WOMEN ABUSE INITIATIVE	OGILVY CAPE TOWN	SOUTH AFRICA	OGILVY CAPE TOWN	0307 FILMS Cape Town / BLACK GINGER Cape Town / DELIVERANCE POST PRODUCTION Cape Town / THE WORKROOM Cape Town / VIDEO CARTEL Cape Town

E05 (Internal Communications & Employee Engagement)

Reach	E05/006	00996	TURNING BEER INTO WATER	ANHEUSER-BUSCH	DISASTER RELIEF WATER DONATIONS	FLEISHMANHILLARD New York	USA	ANHEUSER-BUSCH New York / FLEISHMANHILLARD New York	ANHEUSER-BUSCH New York / FLEISHMANHILLARD New York
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Shortlist (PR Lions)

E06 (Sponsorship & Brand Partnership)

Reach	E06/005	00275	THE LIONESS CREST	NIKE	NIKE WOMENS	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	NIKE Hilversum / WIEDEN+KENNEDY AMSTERDAM	NEW AMSTERDAM FILM COMPANY
Reach	E06/006	00269	FIGHT FOR TERRITORY	LION	STEINLAGER	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland	DDB GROUP NEW ZEALAND Auckland
Reach	E06/025	01125	SAY IT TIKA	VODAFONE NEW ZEALAND	BRAND	FCB NEW ZEALAND Auckland	NEW ZEALAND	FCB NEW ZEALAND Auckland	FCB NEW ZEALAND Auckland
Reach	E06/053	11946	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
Reach	E06/056	01948	GAME OF THRONES "TAPESTRY"	TOURISM IRELAND	TOURISM IRELAND	TOURISM IRELAND Coleraine	UNITED KINGDOM	PUBLICIS LONDON	SPACE66 London

E07 (Low Budget / High Impact Campaign)

Reach	E07/006	00014	LOVING "IT"	BURGER KING DEUTSCHLAND GMBH	BURGER KING	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg	RABBICORN FILMS Hamburg / SLAUGHTERHOUSE VISUAL MANUFACTURING Hamburg
Reach	E07/058	01070	KFC 11 HERBS & SPICES	KFC	KFC	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	
Reach	E07/077	01406	LOVE AGAIN	PETZ	CORPORATE IMAGE	OGILVY BRASIL São Paulo	BRAZIL	OGILVY BRASIL São Paulo	SHUFFLE AUDIO São Paulo / SPRAY FILMES São Paulo
Reach	E07/080	01567	STORIES OVER GRAY	AMAZON	AMAZON KINDLE	VML São Paulo	BRAZIL	VML São Paulo	AUDIOMAN São Paulo / ZEPPELIN FILMES São Paulo
Reach	E07/081	01512	THIS COKE IS A FANTA	COCA-COLA	COCA-COLA	DAVID THE AGENCY São Paulo	BRAZIL	DAVID THE AGENCY São Paulo	LANDIA São Paulo / O2 FILMES São Paulo
Reach	E07/106	02006	BIHOR COUTURE	BEAU MONDE STYLE	BEAU MONDE MAGAZINE	McCANN BUCHAREST	ROMANIA	McCANN BUCHAREST	
Reach	E07/107	00392	THE COLORBLIND VIEWER	TENNESSEE DEPARTMENT OF TOURIST DEVELOPMENT	THE STATE OF TENNESSEE	VML Kansas City	USA	VML Kansas City	PLAN A FILMS Asheville

Shortlist (PR Lions)

E08 (Multi-country Campaign)

Reach	E08/005	00702	HELP A DANE	THE DANISH CANCER SOCIETY & TRYGFONDEN	THE DANISH CANCER SOCIETY & TRYGFONDEN	&CO Copenhagen	DENMARK	&CO Copenhagen	&CO Copenhagen
Reach	E08/008	00786	TINDER #REPRESENTLOVE	TINDER	INTERRACIAL COUPLE EMOJI PROJECT	TINDER Los Angeles	USA	MARCEL SYDNEY	DIGART AGENCY Warriewood / HECKLER Sydney

E09 (Single Country Campaign)

Reach	E09/012	00593	PROJECT 84	CALM	CALM	adam&eveDDB London	UNITED KINGDOM	adam&eveDDB London	
Reach	E09/019	10397	THE BRIDAL UNIFORM	UN WOMEN	ANTI-CHILD- MARRIAGES	BBDO PAKISTAN Lahore	PAKISTAN	BBDO PAKISTAN Lahore	THE VIDEOGRAPHERS Lahore
Reach	E09/046	01141	VODKA RING	CAMPARI	SKYY VODKA	ELEVEN Sydney	AUSTRALIA	ELEVEN Sydney / TBWA\SYDNEY	
Reach	E09/061	01568	STORIES OVER GRAY	AMAZON	AMAZON KINDLE	VML São Paulo	BRAZIL	VML São Paulo	AUDIOMAN São Paulo / ZEPPELIN FILMES São Paulo
Reach	E09/062	01514	THIS COKE IS A FANTA	COCA-COLA	COCA-COLA	DAVID THE AGENCY São Paulo	BRAZIL	DAVID THE AGENCY São Paulo	LANDIA São Paulo / O2 FILMES São Paulo
Reach	E09/073	01680	POSTS INTO LETTERS	CHANGE THE REF	POSTS INTO LETTERS	AREA 23, AN FCB HEALTH NETWORK COMPANY New York	USA	AREA 23, AN FCB HEALTH NETWORK COMPANY New York	COLLABORATION FACTORY Los Angeles / QUIET CITY MUSIC + SOUND New York
Reach	E09/085	01748	SOCCER SONG FOR CHANGE	AB-INBEV AFRICA	CARLING BLACK LABEL - ANTI WOMEN ABUSE INITIATIVE	OGILVY CAPE TOWN	SOUTH AFRICA	OGILVY CAPE TOWN	0307 FILMS Cape Town / BLACK GINGER Cape Town / DELIVERANCE POST PRODUCTION Cape Town / THE WORKROOM Cape Town / VIDEO CARTEL Cape Town

Total Entries:

215

Media	PR	Additional
	SEK Helsinki	DIGIPEOPLE STUDIO Helsinki
HAVAS TORONTO / MAPLE LEAF FOODS Mississauga	EDELMAN Toronto / MAPLE LEAF FOODS Mississauga	
ANHEUSER- BUSCH New York / FLEISHMANHILLA RD New York	ANHEUSER-BUSCH New York / FLEISHMANHILLAR D New York	
		JAMUTE São Paulo / MYND8 Sao Paulo
MINDSHARE Gurgaon	EDELMAN INDIA Gurgaon	
	AB-INBEV AFRICA Johannesburg / OGILVY CAPE TOWN	AUDIO MILITIA Johannesburg
CARAT Tokyo	DENTSU PUBLIC RELATIONS Tokyo	DIGITAL GARDEN Tokyo

MEDIACOM
CONNECTIONS Tel Aviv
ACW GREY TEL
AVIV / GREY
CONTENT Tel Aviv /
MEDIACOM
CONNECTIONS Tel
Aviv

FONDAZIONE
SERENA ONLUS,
CENTRO CLINICO
NEMO Milan /
MRM/McCANN
Milan

SAVLON PR TEAM
Kolkata

McCANN HEALTH
New Delhi /
McCANN INDIA
Mumbai
McCANN HEALTH
New Delhi / McCANN
NEW DELHI

TOTAL MEDIA
London
EHRENSTRAHLE
DDB Stockholm /
TEXT 100 Stockholm
LENOVO Kista

CLUSTER MUSIC
Buenos Aires

MINDSHARE
Amsterdam
OGILVY
AMSTERDAM

INNOCEAN
WORLDWIDE
Seoul

HYUNDAI MOTOR
COMPANY Seoul /
INNOCEAN
WORLDWIDE Seoul

LEW*LARA\TBWA
São Paulo

EDELMAN Dallas

SERVICEPLAN
FRANCE Paris

FP7/DXB Dubai /
INHYPE Dubai

FP7/BEY Beirut /
FP7/CAI Cairo /
FP7/DXB Dubai /
INHYPE Dubai /
INITIATIVE MENA
Cairo

HAVAS
DÜSSELDORF

HAVAS
DÜSSELDORF

BLUE 449 London

FREUDS London

PRIME WEBER
SHANDWICK
Stockholm

PRIME WEBER
SHANDWICK
Stockholm

TURISTRÅDET
VÄSTSVERIGE
Göteborg / VISIT
SWEDEN
Stockholm

MULLENLOWE
New York

MULLENLOWE New
York

TBWA\BELGIUM
Brussels

LATINA MEDIA
Lima

LATINA MEDIA Lima

LADBIBLE London

LADBIBLE London

TBWA\HAKUHODO
Tokyo

TBWA\HAKUHODO
Tokyo

ERSTE BANK
Prague / Y&R
PRAGUE

ERSTE BANK
Prague / Y&R
PRAGUE

CHEIL
WORLDWIDE
Seoul

CHEIL
WORLDWIDE Seoul

ELIS LIMITADA Rio
de Janeiro

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

W
COMMUNICATIONS
London

OATH Copenhagen

TRUE MEDIA Toronto	NEAT AGENCY Toronto	CANADIAN CENTRE FOR CHILD PROTECTION Winnipeg
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HAYSTAC Sydney

ANORAK Oslo	OATH Copenhagen / SLAGER Oslo
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whiteGREY SYDNEY	whiteGREY SYDNEY
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WEBER SHANDWICK Paris	M STORIES Clichy
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DELOITTE AUSTRALIA Melbourne	DELOITTE AUSTRALIA Melbourne	GREAT BARRIER REEF FOUNDATION Brisbane
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GLOSSY Toronto	CANADIAN DOWN SYNDROME SOCIETY Calgary / JIGSAW CASTING Toronto / ROOSTER POST PRODUCTION Toronto
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OSG COMMUNICATIONS Turku / THE HONEY PARTNERSHIP London	PLAN INTERNATIONAL FINLAND Helsinki / SAMSUNG ELECTRONICS NORDIC Stockholm
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A BIGGER CIRCLE Amsterdam / MAAK Amsterdam / MINDSHARE Amsterdam	KOOLHOVEN & PARTNERS Amsterdam	ALPHA.ONE Rotterdam / MAKE EM SAY Amsterdam / MONALYSE Rotterdam
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GAMESET Warszawa / LIFETUBE Warsaw / NEW AGE MEDIA Warsaw / OGILVY POLAND Warsaw	GREENPEACE POLAND Warsaw / OGILVY POLAND Warsaw
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BENSIMON BYRNE NARRATIVE PR
Toronto Toronto

HAYSTAC Sydney

GREY SLOVENIA TAKTIK Ljubljana
Ljubljana

MARURI GREY MARURI GREY
Guayaquil Guayaquil

GESICHT ZEIGEN!
Berlin

ANOTHER
COUNTRY Chicago

INNOCEAN WORLDWIDE Seoul	HYUNDAI MOTOR COMPANY Seoul / INNOCEAN WORLDWIDE Seoul / MOG COMMUNICATIONS Seoul
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EDELMAN Atlanta / NEWELL BRANDS Atlanta	EDELMAN Atlanta / NEWELL BRANDS Atlanta	COHN & WOLFE New York / OMD USA New York / PHD New York
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MENSCH Copenhagen	MENSCH Copenhagen / SANSIR Torshavn
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BBDO PAKISTAN Lahore / MINDSHARE Lahore	MINT PR AND IMAGE CONSULTANCY Lahore
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DDB GROUP NEW ZEALAND Auckland

FONDAZIONE SERENA ONLUS, CENTRO CLINICO NEMO Milan / MRM/McCANN Milan
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SHORE FIRE
Brooklyn

BBH Singapore

DDB GROUP FINCHFACTOR
GERMANY Berlin Amsterdam

CARAT Amsterdam

ISOBAR
Amsterdam /
SHARPEN
Amsterdam

ZAMBEZI Los
Angeles

WATCONSULT
Mumbai

HAVAS HAVAS
DÜSSELDORF DÜSSELDORF

J. WALTER
THOMPSON
London

whiteGREY whiteGREY SYDNEY
SYDNEY

WEBER M STORIES Clichy
SHANDWICK Paris

ZENITH New York WEBER CRAFT
SHANDWICK New WORLDWIDE New
York York /
MAX RICHTER
Berlin / R/GA NEW
YORK

DINI VON BLACKSMITH New
MUEFFLING York / COMPANY 3
COMMUNICATIONS New York / HEARD
New York CITY New York /
WORK EDITORIAL
New York

EDIBLE (A DANIEL EDIBLE (A DANIEL
J. EDELMAN J. EDELMAN
AGENCY Atlanta AGENCY Atlanta

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

MULLENLOWE MULLENLOWE New
New York York

DENTSU X Makati

GREENROOM INC.
Manila / HIT
PRODUCTIONS
Makati City /
IPROSPECT Makati
/ UPPRGRND
Makati

REPUBLICA Miami

SHORE FIRE
Brooklyn

MINT PR AND
IMAGE
CONSULTANCY
Lahore

ZENO GROUP New
York

W
COMMUNICATIONS
London

ASATSU-DK INC.
Tokyo / MATERIAL
Tokyo

BENSIMON BYRNE NARRATIVE PR
Toronto Toronto

MINDSHARE OGILVY
Amsterdam AMSTERDAM

LATINA MEDIA LATINA MEDIA Lima
Lima

PHD Chicago	KETCHUM New York / NATIONAL SAFETY COUNCIL Itasca	HYPHEN-LABS New York
<hr/>		CLUSTER MUSIC Buenos Aires
OMD USA Chicago	<hr/>	
<hr/>		RESOLUTION MEDIA Chicago

<hr/>		FLEISHMANHILLAR D Dublin	COMPOUND Amsterdam / HOGARTH WORLDWIDE Singapore / JELIER EN SCHAAF Diemen / MACLOUD AMSTERDAM / MASSIVE MUSIC Amsterdam
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AEGIS INNOV8 New York	DEVRIES GLOBAL New York	RECKITT BENCKISER Parsippany
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<hr/>		PARK PICTURES New York
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SPARK FOUNDRY New York	JONES PR Oklahoma City / MSL New York / POWELL COMMUNICATIONS New York	
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ACHTUNG! Hamburg

MULLENLOWE New York	MULLENLOWE New York
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MEDIACOM
Brussels

WEBER SHANDWICK New York	HL GROUP New York / WEBER SHANDWICK New York	CONDE NAST New York
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KING JAMES
GROUP Cape Town

ROGALSKI
DAMASCHIN
PUBLIC RELATIONS
Bucharest

ACW GREY TEL
AVIV

DENTSU INC. DENTSU INC. Tokyo
Tokyo / SAATCHI & / SAATCHI &
SAATCHI TOYOTA SAATCHI TOYOTA
AGENCY Torrance AGENCY Torrance

PORTAESTUDIO
Buenos Aires

EDELMAN Chicago EDELMAN Chicago
/ MINDSHARE
Chicago

OMD USA New York GOLIN Chicago /
/ RESOLUTION KETCHUM New York
MEDIA Chicago

CARAT Melbourne CLEMENGER BBDO MATTEL
MELBOURNE AUSTRALIA/NEW
ZEALAND
Richmond

BUZZMAN Paris BUZZMAN Paris

FAMOUS
RELATIONS
Brussels

MEDIACOM London HILL+KNOWLTON COLLOQUIAL
STRATEGIES London
London

CARAT Amsterdam ISOBAR
Amsterdam /
SHARPEN
Amsterdam

VIZEUM DEUTSCHLAND Hamburg	EMANATE München	BURGER KING DEUTSCHLAND GMBH Hannover
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PHD Milan	PHD Milan
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EDIBLE (A DANIEL J. EDELMAN AGENCY Atlanta	EDIBLE (A DANIEL J. EDELMAN AGENCY Atlanta
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ZENO GROUP New York	IPSOS New York
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OMD USA Chicago	RESOLUTION MEDIA Chicago
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BURGER KING Miami

3PM AGENCY New York	AB INBEV New York
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UM BUCHAREST

MRM/MCCANN
BUCHAREST

DENTSU INC. DENTSU INC. Tokyo
Tokyo / SAATCHI & / SAATCHI &
SAATCHI TOYOTA SAATCHI TOYOTA
AGENCY Torrance AGENCY Torrance

GESICHT ZEIGEN!
Berlin

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

DDB GROUP FINCHFACTOR
GERMANY Berlin Amsterdam

AMNESTY TURKEY 4129GREY Istanbul /
Istanbul AMNESTY TURKEY
Istanbul

OGILVY NEW OGILVY NEW
ZEALAND Auckland ZEALAND Auckland

TEAM GLEASON
New Orleans

VML Kansas City	ENCHROMA Berkeley, CA / FLYTEVU Nashville
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STARCOM Amsterdam	GLASNOST Amsterdam
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A BIGGER CIRCLE Amsterdam / MAAK Amsterdam / MINDSHARE Amsterdam	KOOLHOVEN & PARTNERS Amsterdam	ALPHA.ONE Rotterdam / MAKE EM SAY Amsterdam / MONALYSE Rotterdam
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HAYSTAC Sydney

INNOCEAN WORLDWIDE Seoul	HYUNDAI MOTOR COMPANY Seoul / INNOCEAN WORLDWIDE Seoul
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OMD Moscow	KETCHUM MOSCOW	GRAN Moscow / JAMI Moscow
OMD Stockholm	PRIME WEBER SHANDWICK Stockholm	MCDONALD'S SWEDEN Vårby

HAVAS
DÜSSELDORF

HAVAS
DÜSSELDORF

ANOTHER
COUNTRY Chicago

FP7/DXB Dubai /
INHYPE Dubai

FP7/BEY Beirut /
FP7/CAI Cairo /
FP7/DXB Dubai /
INHYPE Dubai /
INITIATIVE MENA
Cairo

ZENITH New York

WEBER
SHANDWICK New
York

CRAFT
WORLDWIDE New
York /
MAX RICHTER
Berlin / R/GA NEW
YORK

BLUE 449 London

FREUDS London

CHEIL
WORLDWIDE
Seoul

CHEIL
WORLDWIDE Seoul

LADBIBLE London

LADBIBLE London

PHD Chicago

KETCHUM New York
/ NATIONAL
SAFETY COUNCIL
Itasca

HYPHEN-LABS
New York

MARURI GREY
Guayaquil

MARURI GREY
Guayaquil

OMD USA Chicago	RESOLUTION MEDIA Chicago
UNICEF SLOVENIA Ljubljana	ASSOCIATION AGAINST SEXUAL ABUSE Ljubljana

FCB INDIA Mumbai

ERSTE BANK Prague / Y&R PRAGUE	ERSTE BANK Prague / Y&R PRAGUE	BURGER KING Miami
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AB-INBEV AFRICA Johannesburg / OGILVY CAPE TOWN	AUDIO MILITIA Johannesburg
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ANHEUSER- BUSCH New York / FLEISHMANHILLA RD New York	ANHEUSER-BUSCH New York / FLEISHMANHILLAR D New York
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MINDSHARE Amsterdam	NIKE Hilversum / WIEDEN+KENNEDY AMSTERDAM	
APN OUTDOOR Auckland	DDB GROUP NEW ZEALAND Auckland	LION Auckland
	FCB NEW ZEALAND Auckland	
ALMAPBBDO São Paulo	ALMAPBBDO São Paulo	
CARAT London		
VIZEUM DEUTSCHLAND Hamburg	EMANATE München	BURGER KING DEUTSCHLAND GMBH Hannover
	EDELMAN Dallas	
		PETZ São Paulo
		MONSTER FILMS São Paulo
		JAMUTE São Paulo / MYND8 Sao Paulo
UM BUCHAREST	MRM/MCCANN BUCHAREST	
VML Kansas City	ENCHROMA Berkeley, CA / FLYTEVU Nashville	

OATH Copenhagen

KEMMLER M BOOTH New York
KEMMLER Berlin / / PIABO PR Berlin /
MASTERPLAN THE AUDIENCE
MEDIA Hamburg / AGENCY Paddington
TINDER Los
Angeles

W
COMMUNICATIONS
London

MINT PR AND
IMAGE
CONSULTANCY
Lahore

ELEVEN Sydney

MONSTER FILMS
São Paulo

JAMUTE São Paulo
/ MYND8 Sao Paulo

AB-INBEV AFRICA AUDIO MILITIA
Johannesburg / Johannesburg
OGILVY CAPE
TOWN
