

Shortlist (Social & Influencer Lions)

Track	Cat. No	Entry No	Title	Brand	Product	Entrant Company	Entrant Country	Idea Creation	Production
<u>A01 (Food & Drinks)</u>									
Reach	A01/003	00214	MUSIC LIBERATES MUSIC	BACARDI	BACARDI	BBDO NEW YORK	USA	BBDO NEW YORK	PHANTOSCOPIC London
Reach	A01/017	01045	DILLY DILLY	ABINBEV	BUD LIGHT	WIEDEN+KENNEDY NEW YORK	USA	WIEDEN+KENNEDY NEW YORK	O POSITIVE New York
Reach	A01/029	01603	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
Reach	A01/031	01334	GOIKO GRILL HUNGRYFIELD	GOIKO GRILL	RESTAURANT COMPANY	Y&R PARIS Paris	FRANCE	Y&R PARIS Paris	
Reach	A01/032	01505	EXCLUSIVE THE RAINBOW	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA	DDB CHICAGO	MJZ Los Angeles / THE MILL Chicago
Reach	A01/033	01663	#WTFRONALDO	MARS	SNICKERS	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	ALMAPBBDO São Paulo / RAW AUDIO São Paulo / SENTIMENTAL FILME São Paulo
Reach	A01/039	01194	GIFORADE	PEPSICO	GATORADE	VML Kansas City	USA	VML Kansas City	GIPHY New York
<u>A03 (Healthcare)</u>									
Reach	A03/001	00193	L'EAU DE CHRIS	CAMPAIGN AGAINST LIVING MISERABLY	CALM	BMB London	UNITED KINGDOM	BMB London	BMB London
<u>A04 (Consumer Durables)</u>									

Shortlist (Social & Influencer Lions)

Reach	A04/009	00968	A/R JORDAN	JORDAN BRAND	NIKE AIR JORDAN III TINKER SNEAKERS	R/GA PORTLAND	USA	R/GA PORTLAND	R/GA PORTLAND
Reach	A04/010	01489	LOCAL BUSINESS NEVER LOOKED SO GOOD	CANON	CANON	CANON Søborg	DENMARK	UNCLE GREY Copenhagen	UNCLE GREY Copenhagen
Reach	A04/011	01551	THE ALL-IN PROMO	NEWSAN	NOBLEX	DAVID Buenos Aires	ARGENTINA	DAVID Buenos Aires	
Reach	A04/017	01868	NOTHING BEATS A LONDONER	NIKE	NIKE	WIEDEN+KENNEDY London	UNITED KINGDOM	WIEDEN+KENNEDY London	750MPH London / FINAL CUT London / MR PAPE London / RIFF RAFF London
<u>A05 (Automotive)</u>									
Reach	A05/007	01086	EVER AFTER	AUDI SPAIN	BRAND CAMPAIGN	PROXIMITY BARCELONA	SPAIN	PROXIMITY BARCELONA	POST23 Barcelona / SR. ALCE Barcelona
Reach	A05/021	01787	SKI THE WORLD	AUDI	AUDI QUATTRO - CANDIDE THOVEX	CANDIDE THOVEX Hamburg	GERMANY	CANDIDE THOVEX Hamburg / THJNK Hamburg	THE PLANE Paris
<u>A06 (Retail)</u>									
Reach	A06/006	00274	THE IKEA HUMAN CATALOGUE	IKEA	IKEA	IKEA SOUTHEAST ASIA Singapore	SINGAPORE	BBH Singapore	BBH Singapore
Reach	A06/007	00292	BUILT-IN PINS	THE HOME DEPOT, INC.	RETAIL	22SQUARED Atlanta	USA	22SQUARED Atlanta	22PICTURES Atlanta / NINE MILE CIRLE Atlanta
Reach	A06/009	00323	ICE CREAM HISTORY IN THE MAKING	MCDONALD'S DEUTSCHLAND LLC	MCFLURRY	OMD GERMANY Düsseldorf	GERMANY	FUSE Munich / LEO'S THJNK TANK München / OMD GERMANY Munich	FUSE Munich / VYBE BROTHERS ENTERTAINMENT GMBH Darmstadt
Reach	A06/010	00334	THE MOST GERMAN SUPERMARKET	EDEKA ZENTRALE AG & CO. KG	RETAIL	JUNG VON MATT Hamburg	GERMANY	JUNG VON MATT Hamburg	MARKENFILM CROSSING Hamburg
Reach	A06/021	01222	TURNING THEIR TWEETS AGAINST THEM	BURGER KING	FOOD	MULLENLOWE Boston	USA	MULLENLOWE Boston	
Reach	A06/023	01359	STORIES ORDERING	BURGER KING	BURGER	LOLA MULLENLOWE Madrid	SPAIN	LOLA MULLENLOWE Madrid	LOLA MULLENLOWE Madrid

A07 (Travel)

Shortlist (Social & Influencer Lions)

Reach	A07/006	00280	FAROE ISLANDS TRANSLATE	VISIT FAROE ISLANDS & ATLANTIC AIRWAYS	THE FAROE ISLANDS	MENSCH Copenhagen	DENMARK	MENSCH Copenhagen / SANSIR Torshavn	MENSCH Copenhagen / SANSIR Torshavn
Reach	A07/010	00645	DUNDEE: THE SON OF A LEGEND RETURNS HOME	TOURISM AUSTRALIA	TOURISM AUSTRALIA	DROGA5 New York	USA	DROGA5 New York	BISCUIT FILMWORKS New York / DROGA5 New York / REVOLVER/WILL O'ROURKE Sydney / SECOND CHILD New York

A08 (Leisure)

Reach	A08/003	00422	FIFA 18 MORE THAN A GAME	EA SPORTS	FIFA 18	adam&eveDDB London	UNITED KINGDOM	adam&eveDDB London	SMUGGLER London
Reach	A08/012	01856	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

A09 (Media / Entertainment)

Reach	A09/006	00157	LIVE LOOPER	DOWNTOWN RECORDS	THE ACADEMIC	BBDO NEW YORK	USA	BBDO NEW YORK	BBDO STUDIOS New York
Reach	A09/019	00742	GAME OF THRONES: SEASON 7 DIGITAL CAMPAIGN	HBO	GAME OF THRONES	HBO New York	USA	HBO New York	HBO New York
Reach	A09/034	01526	FOOTBALL DECODED	MICROSOFT	XBOX / FIFA 18	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	CRAFT WORLDWIDE London / McCANN LONDON / SOMESUCH London / TWENTYFOUR SEVEN Madrid

A11 (Consumer Services)

Reach	A11/003	00119	SLOW TRENDS	CONNECT	CONNECT BOUNDLESS	TBWA\IRAAD Dubai	UNITED ARAB EMIRATES	TBWA\IRAAD Dubai	FOCUS FILMS Beirut
Reach	A11/018	01577	NEIGHBORHOOD	XFINITY	XFINITY HOME	MJZ Los Angeles	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco	MJZ Los Angeles

Shortlist (Social & Influencer Lions)

Reach	A11/020	01858	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
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A12 (Corporate Social Responsibility (CSR) / Corporate Image)

Reach	A12/004	00215	THE TALK	P&G	P&G	BBDO NEW YORK	USA	BBDO NEW YORK	THE CORNER SHOP Santa Monica
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Reach	A12/023	01350	THE FACE OF DISTRACTED DRIVING	AT&T	IT CAN WAIT	BBDO NEW YORK	USA	BBDO NEW YORK	BISCUIT FILMWORKS New York
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Reach	A12/026	01628	SINDOOR KHELA - NO CONDITIONS APPLY	TIMES OF INDIA	TIMES OF INDIA	FCB INDIA Mumbai	INDIA	FCB INDIA Mumbai	FCB INDIA Mumbai
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Reach	A12/027	01689	52 MAYORS OF DANZHAI	WANDA	TBC	OGILVY BEIJING	CHINA	DALIAN WANDA GROUP Beijing / OGILVY BEIJING	DALIAN WANDA GROUP Beijing
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Reach	A12/038	00417	TRASH ISLES	PLASTIC OCEANS/LADBIBLE	PLASTIC OCEANS/LADBIBLE	AMVBBDO London	UNITED KINGDOM	AMVBBDO London	LADBIBLE London
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A13 (Not-for-profit / Charity)

Shortlist (Social & Influencer Lions)

Reach	A13/005	00037	MALI - THE CHATBOT OF THE FEDERAL FORCED ARMY	BUNDESMINISTERIUM DER VERTEIDIGUNG	FEDERAL ARMED FORCES OF GERMANY	BUNDESMINISTERIUM DER VERTEIDIGUNG Berlin	GERMANY	CASTENOW Düsseldorf	SPIN TV Köln
Reach	A13/007	00127	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	A13/046	00988	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	A13/057	01135	THE DISTRESS SIGNAL	AMNESTY INTERNATIONAL	HUMAN RIGHTS	ANORAK Oslo	NORWAY	ANORAK Oslo	BACON OSLO Oslo / BÅDE Oslo / MAKING WAVES Oslo
Reach	A13/066	00367	THROUGH THE EYES OF A REFUGEE	AMNESTY INTERNATIONAL	UNDERSTANDING REFUGEES	TBWAINBOKO Amsterdam	THE NETHERLANDS	TBWAINBOKO Amsterdam	HAZAZAH FILM & PHOTOGRAPHY Amsterdam
Reach	A13/089	01850	PRICE ON OUR LIVES	MARCH FOR OUR LIVES - PARKLAND STUDENTS	MARCH FOR OUR LIVES	McCANN NEW YORK	USA	McCANN NEW YORK	
<u>B01 (Emerging Platforms)</u>									
Reach	B01/005	00442	GOOGLE HOME OF THE WHOPPER	BURGER KING	WHOPPER	DAVID Miami	USA	DAVID Miami	CAVIAR TV Los Angeles / COSMO STREET Miami
Reach	B01/007	00684	STRANGER THINGS + SNAPCHAT'S AR PORTAL LENS	NETFLIX	STRANGER THINGS	SNAPCHAT Santa Monica	USA	NETFLIX Los Gato / SNAPCHAT Santa Monica	HAUS Los Angeles / SNAPCHAT Santa Monica
Reach	B01/011	01022	THE WENTWORTH RAT	FOXTEL	WENTWORTH	MINDSHARE Sydney	AUSTRALIA	MINDSHARE Sydney	MINDSHARE Sydney
Reach	B01/014	00917	UK'SHONA KWELANGA - A WHATSAPP DRAMA SERIES	SANLAM	MYCHOICE FUNERAL PLAN	KING JAMES GROUP Cape Town	SOUTH AFRICA	KING JAMES GROUP Cape Town	

Shortlist (Social & Influencer Lions)

B02 (Innovative Use of Community)

Reach	B02/007	00128	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
Reach	B02/017	00161	LIVE LOOPER	DOWNTOWN RECORDS	THE ACADEMIC	BBDO NEW YORK	USA	BBDO NEW YORK	BBDO STUDIOS New York
Reach	B02/019	00163	CONVERTICALS	LOWE'S	LOWE'S	BBDO NEW YORK	USA	BBDO NEW YORK	BBDO STUDIOS New York / VISUAL COUNTRY New York
Reach	B02/054	01035	THE PARALYMPIC NETWORK	CANADIAN PARALYMPIC COMMITTEE	THE PYEONGCHANG 2018 PARALYMPIC WINTER GAMES	BBDO TORONTO	CANADA	BBDO TORONTO	ALTER EGO Toronto / ASYMETRIC MEDIA Toronto / GRAYSON MATTHEWS Toronto / MARRIED TO GIANTS Toronto
Reach	B02/056	01064	KFC 11 HERBS & SPICES	KFC	KFC	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland	
Reach	B02/065	01123	DISAPPEARING PERSON ALERTS	QUEENSLAND POLICE	SNAPCHAT DISAPPEARING PERSON ALERTS	BWM DENTSU Melbourne	AUSTRALIA	BWM DENTSU Melbourne	GUILTY CONTENT Melbourne
Reach	B02/076	01223	TURNING THEIR TWEETS AGAINST THEM	BURGER KING	FOOD	MULLENLOWE Boston	USA	MULLENLOWE Boston	
Reach	B02/084	01360	STORIES ORDERING	BURGER KING	BURGER	LOLA MULLENLOWE Madrid	SPAIN	LOLA MULLENLOWE Madrid	LOLA MULLENLOWE Madrid
Reach	B02/092	01493	WEBEEFIN?	WENDY'S	WENDY'S COMMUNITY MANAGEMENT	VML Kansas City	USA	VML Kansas City	SIX COURSE Los Angeles
Reach	B02/095	01279	MOST ELIGIBLE BACHELOR	OL PEJETA CONSERVANCY	ANIMAL CONSERVANCY	OGILVY AFRICA Nairobi	KENYA	OGILVY AFRICA Nairobi	OGILVY AFRICA Nairobi
Reach	B02/124	01564	#THEDEBUT	PEPSICO	GATORADE	VML Kansas City	USA	VML Kansas City	INTERSPORT Chicago

Shortlist (Social & Influencer Lions)

C01 (Reach & Impact)

Reach	C01/008	00429	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	C01/013	00647	DUNDEE: THE SON OF A LEGEND RETURNS HOME	TOURISM AUSTRALIA	TOURISM AUSTRALIA	DROGA5 New York	USA	DROGA5 New York	BISCUIT FILMWORKS New York / DROGA5 New York / REVOLVER/WILL O'ROURKE Sydney / SECOND CHILD New York
Reach	C01/052	01851	PRICE ON OUR LIVES	MARCH FOR OUR LIVES - PARKLAND STUDENTS	MARCH FOR OUR LIVES	McCANN NEW YORK	USA	McCANN NEW YORK	
Reach	C01/059	01494	WEBEEFIN?	WENDY'S	WENDY'S COMMUNITY MANAGEMENT	VML Kansas City	USA	VML Kansas City	SIX COURSE Los Angeles

C02 (Partnerships)

Reach	C02/002	00275	THE IKEA HUMAN CATALOGUE	IKEA	IKEA	IKEA SOUTHEAST ASIA Singapore	SINGAPORE	BBH Singapore	BBH Singapore
Reach	C02/009	00220	MUSIC LIBERATES MUSIC	BACARDI	BACARDI	BBDO NEW YORK	USA	BBDO NEW YORK	PHANTOSCOPIC London
Reach	C02/010	00221	SNAPCHAT MUSIC VIDEO	BACARDI	BACARDI	BBDO NEW YORK	USA	BBDO NEW YORK	NORTH KINGDOM Stockholm
Reach	C02/019	00386	#TOOLATERGRAM	WWF	ORGANIZATION IN WILDLIFE CONSERVATION	TBWA\PARIS	FRANCE	TBWA\PARIS	TBWA\IDAN PARIS

Shortlist (Social & Influencer Lions)

Reach	C02/030	00330	ADIDAS 'CREATIVITY GETS YOU NOTICED'	ADIDAS	ADIDAS FOOTBALL	72ANDSUNNY AMSTERDAM	THE NETHERLANDS	72ANDSUNNY AMSTERDAM	ICONOCLAST London
Reach	C02/074	00970	VERIZON - WHAT YOU MISSED	VERIZON	VERIZON WIRELESS	R/GA NEW YORK	USA	R/GA NEW YORK	R/GA NEW YORK
Reach	C02/080	01329	DADDY YANKEE VS. BREAST CANCER	SUSAN G. KOMEN	RACE FOR THE CURE	J. WALTER THOMPSON PUERTO RICO San Juan	PUERTO RICO	J. WALTER THOMPSON PUERTO RICO San Juan	ZAPATERO FILMS San Juan
Reach	C02/086	01196	GIFORADE	PEPSICO	GATORADE	VML Kansas City	USA	VML Kansas City	GIPHY New York
Reach	C02/094	01474	@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	C02/099	01666	#WTFRONALDO	MARS	SNICKERS	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo	ALMAPBBDO São Paulo / RAW AUDIO São Paulo / SENTIMENTAL FILME São Paulo
Reach	C02/100	01665	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	C02/106	01527	FOOTBALL DECODED	MICROSOFT	XBOX / FIFA 18	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	CRAFT WORLDWIDE London / McCANN LONDON / SOMESUCH London / TWENTYFOUR SEVEN Madrid
Reach	C02/123	01338	GOIKO GRILL HUNGRYFRIELD	GOIKO GRILL	RESTAURANT COMPANY	Y&R PARIS Paris	FRANCE	Y&R PARIS Paris	

Shortlist (Social & Influencer Lions)

C03 (Content Creation)

Reach	C03/015	00525	OBSESSION FOR SMOOTHNESS	DOUBLE A	DOUBLE A	SIX INC. Tokyo	JAPAN	SIX INC. Tokyo / SPA-HAKUHODO CO. LTD. Bangkok	AOI PRO. INC. Tokyo
Reach	C03/048	01219	DREAM ON	ABINBEV	BUDWEISER	MOSAIC Chicago	USA	JAY-Z New York / MOSAIC Chicago	JAY-Z New York / MARK ROMANEK Los Angeles / ROC NATION New York
Reach	C03/051	01330	DADDY YANKEE VS. BREAST CANCER	SUSAN G. KOMEN	RACE FOR THE CURE	J. WALTER THOMPSON PUERTO RICO San Juan	PUERTO RICO	J. WALTER THOMPSON PUERTO RICO San Juan	ZAPATERO FILMS San Juan
Reach	C03/052	01361	THE GIF TRILOGY	SAN MIGUEL	MANILA BEER	LOLA MULLENLOWE Madrid	SPAIN	LOLA MULLENLOWE Madrid	LA JOYA PRODUCCIONES Madrid
Reach	C03/060	01691	HOUSE OF EMOTIONS	INTEL	TBC	OGILVY BEIJING	CHINA	INTEL CORPORATION Santa Clara / OGILVY BEIJING	INTEL CORPORATION Santa Clara / RADICAL MEDIA New York / THE MISSION STUDIO Los Angeles
Reach	C03/067	01656	ABSOLUT ONE SOURCE LIVE	PERNOD RICARD	ALCOHOLIC BEVERAGES	VML Cape Town	SOUTH AFRICA	VML Cape Town	EGG FILMS Cape Town
Reach	C03/080	01788	SKI THE WORLD	AUDI	AUDI QUATTRO - CANDIDE THOVEX	CANDIDE THOVEX Hamburg	GERMANY	CANDIDE THOVEX Hamburg / THJNK Hamburg	THE PLANE Paris
Reach	C03/089	30160	LIVE LOOPER	DOWNTOWN RECORDS	THE ACADEMIC	BBDO NEW YORK	USA	BBDO NEW YORK	BBDO STUDIOS New York

C04 (Content Placement)

Reach	C04/003	00169	LIVE LOOPER	DOWNTOWN RECORDS	THE ACADEMIC	BBDO NEW YORK	USA	BBDO NEW YORK	BBDO STUDIOS New York
Reach	C04/007	00168	CONVERTICALS	LOWE'S	LOWE'S	BBDO NEW YORK	USA	BBDO NEW YORK	BBDO STUDIOS New York / VISUAL COUNTRY New York

Shortlist (Social & Influencer Lions)

Reach	C04/045	00129	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
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Reach	C04/046	11843	HITLER HASHTAG	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 BERLIN	GERMANY	OGILVY BERLIN	H&O FRANKFURT / KARSTEN WEGENER PHOTOGRAPHY Berlin
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C05 (Social Video)

Reach	C05/021	00149	IN REAL LIFE	MONICA LEWINSKY	MONICA LEWINSKY / ANTI-BULLYING	BBDO NEW YORK	USA	BBDO NEW YORK	BBDO STUDIOS New York
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Reach	C05/022	00222	SNAPCHAT MUSIC VIDEO	BACARDI	BACARDI	BBDO NEW YORK	USA	BBDO NEW YORK	NORTH KINGDOM Stockholm
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Shortlist (Social & Influencer Lions)

Reach	C05/024	00223	THE TALK	P&G	P&G	BBDO NEW YORK	USA	BBDO NEW YORK	THE CORNER SHOP Santa Monica
Reach	C05/029	00170	LIVE LOOPER	DOWNTOWN RECORDS	THE ACADEMIC	BBDO NEW YORK	USA	BBDO NEW YORK	BBDO STUDIOS New York
Reach	C05/033	00336	THE MOST GERMAN SUPERMARKET	EDEKA ZENTRALE AG & CO. KG	RETAIL	JUNG VON MATT Hamburg	GERMANY	JUNG VON MATT Hamburg	MARKENFILM CROSSING Hamburg
Reach	C05/034	00648	DUNDEE: THE SON OF A LEGEND RETURNS HOME	TOURISM AUSTRALIA	TOURISM AUSTRALIA	DROGA5 New York	USA	DROGA5 New York	BISCUIT FILMWORKS New York / DROGA5 New York / REVOLVER/WILL O'ROURKE Sydney / SECOND CHILD New York
Reach	C05/036	00266	LITTLE CASANOVA	YOTI	YOTI	JUNGLE CREATIONS London	UNITED KINGDOM	JUNGLE CREATIONS London	JUNGLE CREATIONS London
Reach	C05/044	00526	OBSESSION FOR SMOOTHNESS	DOUBLE A	DOUBLE A	SIX INC. Tokyo	JAPAN	SIX INC. Tokyo / SPA- HAKUHODO CO. LTD. Bangkok	AOI PRO. INC. Tokyo
Reach	C05/049	00505	A VERY MERRY MISTAKE	AIR NEW ZEALAND	AIR NEW ZEALAND	HOST/HAVAS Sydney	AUSTRALIA	HOST/HAVAS Sydney	ARC EDIT Sydney / FINCH Sydney / HOST/HAVAS Sydney / LOUIS & CO Sydney / SONG ZU Sydney
Reach	C05/061	00963	NOWTHIS X SAMSUNG UNFRAMED	SAMSUNG	SAMSUNG GEAR 360	R/GA NEW YORK	USA	NOWTHIS New York / R/GA NEW YORK	NOWTHIS New York / R/GA NEW YORK

Shortlist (Social & Influencer Lions)

Reach	C05/079	01331	DADDY YANKEE VS. BREAST CANCER	SUSAN G. KOMEN	RACE FOR THE CURE	J. WALTER THOMPSON PUERTO RICO San Juan	PUERTO RICO	J. WALTER THOMPSON PUERTO RICO San Juan	ZAPATERO FILMS San Juan
Reach	C05/085	00371	THROUGH THE EYES OF A REFUGEE	AMNESTY INTERNATIONAL	UNDERSTANDING REFUGEES	TBWAINEBOKO Amsterdam	THE NETHERLANDS	TBWAINEBOKO Amsterdam	HAZAZAH FILM & PHOTOGRAPHY Amsterdam
Reach	C05/087	01594	RUN IT	NIKE	NIKE REACT	WIEDEN+KENNEDY TOKYO	JAPAN	WIEDEN+KENNEDY TOKYO	DUROO Los Angeles / ICONOCLAST Culver City / STINK STUDIOS London / THE MILL Los Angeles / WHITEHOUSE POST London
Reach	C05/088	01206	BUDWEISER: ONE LAST RIDE	ABINBEV	BUDWEISER	AB INBEV New York	USA	VAYNERMEDIA New York	CUTTERS New York / VAYNER PRODUCTIONS Long Island City
Reach	C05/090	01383	FINDING FRIENDSHIP	HASBRO/ MY LITTLE PONY	HASBRO/ MY LITTLE PONY	GREY NEW YORK	USA	GREY NEW YORK	TOOL Los Angeles / TOWNHOUSE New York / WORK EDITORIAL New York
Reach	C05/093	01508	EXCLUSIVE THE RAINBOW	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA	DDB CHICAGO	MJZ Los Angeles / THE MILL Chicago
Reach	C05/102	01515	THE WORST SONG IN THE WORLD	MONOPRIX	MONOPRIX DELIVERY SERVICES	ROSAPARK Paris	FRANCE	ROSAPARK Paris	FIRM STUDIO Paris / SCHMOOZE Paris / STINK STUDIOS Paris

Shortlist (Social & Influencer Lions)

Reach	C05/103	01585	NEIGHBORHOOD	XFINITY	XFINITY HOME	MJZ Los Angeles	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco	MJZ Los Angeles
Reach	C05/117	01789	SKI THE WORLD	AUDI	AUDI QUATTRO - CANDIDE THOVEX	CANDIDE THOVEX Hamburg	GERMANY	CANDIDE THOVEX Hamburg / THJNK Hamburg	THE PLANE Paris

C06 (Co-creation & User Generated Content)

Reach	C06/012	00225	MUSIC LIBERATES MUSIC	BACARDI	BACARDI	BBDO NEW YORK	USA	BBDO NEW YORK	PHANTOSCOPIC London
Reach	C06/013	00224	SNAPCHAT MUSIC VIDEO	BACARDI	BACARDI	BBDO NEW YORK	USA	BBDO NEW YORK	NORTH KINGDOM Stockholm
Reach	C06/043	00827	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
Reach	C06/050	01057	WELCOME TO @APPLE	APPLE	INSTAGRAM	TBWA/MEDIA ARTS LAB Los Angeles	USA	TBWA/MEDIA ARTS LAB Los Angeles	
Reach	C06/052	01225	TURNING THEIR TWEETS AGAINST THEM	BURGER KING	FOOD	MULLENLOWE Boston	USA	MULLENLOWE Boston	

D01 (Community Building & Management)

Reach	D01/004	00131	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 Warszawa / GAMESET Warszawa / GEOBOXERS Copenhagen / SHOOTME VISUAL ARTISTS Warsaw
Reach	D01/012	00420	TRASH ISLES	PLASTIC OCEANS/LADBIBLE	PLASTIC OCEANS/LADBIBLE	AMVBBDO London	UNITED KINGDOM	AMVBBDO London	LADBIBLE London

Shortlist (Social & Influencer Lions)

Reach	D01/016	00672	GUILTY PARTY: A MULTI-PLATFORM MYSTERY SERIES THAT REDEFINES THE NARRATIVE MODEL	AT&T HELLO LAB	AT&T	FULLSCREEN Los Angeles	USA	FULLSCREEN Los Angeles	FULLSCREEN Los Angeles
Reach	D01/036	01144	#MERRYCHRISTMAS ASSULLY	BURGER KING	BURGER KING	BUZZMAN Paris	FRANCE	BUZZMAN Paris	BUZZMAN Paris
Reach	D01/043	01753	TALK SOCIAL TO ME	WENDY'S	WENDY'S SOCIAL MEDIA/COMMUNITY MANAGEMENT STRATEGY	VML Kansas City	USA	VML Kansas City	
Reach	D01/047	01509	EXCLUSIVE THE RAINBOW	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA	DDB CHICAGO	MJZ Los Angeles / THE MILL Chicago
Reach	D01/066	10854	COCA COLA FAN FEAT	COCA COLA	INSTITUCIONAL	J. WALTER THOMPSON BRAZIL São Paulo	BRAZIL	J. WALTER THOMPSON BRAZIL São Paulo	J. WALTER THOMPSON BRAZIL São Paulo

D02 (Audience Targeting / Engagement Strategies)

Reach	D02/015	00293	BUILT-IN PINS	THE HOME DEPOT, INC.	RETAIL	22SQUARED Atlanta	USA	22SQUARED Atlanta	22PICTURES Atlanta / NINE MILE CIRCLE Atlanta
Reach	D02/036	00447	LOSERS' PARADISE	AIR NEW ZEALAND	AIR NEW ZEALAND	HOST/HAVAS Sydney	AUSTRALIA	HOST/HAVAS Sydney	RED DOG PRODUCTIONS Sydney
Reach	D02/051	01124	DISAPPEARING PERSON ALERTS	QUEENSLAND POLICE	SNAPCHAT DISAPPEARING PERSON ALERTS	BWM DENTSU Melbourne	AUSTRALIA	BWM DENTSU Melbourne	GUILTY CONTENT Melbourne
Reach	D02/052	00852	POWER TO THE QUEENS	MAYBELLINE/L'ORÉAL	LIPTICK	MINDSHARE CHINA Shanghai	CHINA	MINDSHARE CHINA Shanghai	MINDSHARE CHINA Shanghai
Reach	D02/061	01226	TURNING THEIR TWEETS AGAINST THEM	BURGER KING	FOOD	MULLENLOWE Boston	USA	MULLENLOWE Boston	
Reach	D02/076	01728	NIKE - NOTHING BEATS A LONDONER	NIKE	NIKE BRAND	MINDSHARE London	UNITED KINGDOM	WIEDEN+KENNEDY London	RIFF RAFF London
Reach	D02/081	01280	MOST ELIGIBLE BACHELOR	OL PEJETA CONSERVANCY	ANIMAL CONSERVANCY	OGILVY AFRICA Nairobi	KENYA	OGILVY AFRICA Nairobi	OGILVY AFRICA Nairobi

Shortlist (Social & Influencer Lions)

Reach	D02/101	01758	TV DOCTORS OF AMERICA - SEASON 2	CIGNA	CIGNA	McCANN NEW YORK	USA	McCANN NEW YORK	CUT+RUN New York / JSM MUSIC New York / MRM//McCANN New York / UNTITLED Santa Monica
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D03 (Real-time Response)

Reach	D03/033	01039	THE PARALYMPIC NETWORK	CANADIAN PARALYMPIC COMMITTEE	THE PYEONGCHANG 2018 PARALYMPIC WINTER GAMES	BBDO TORONTO	CANADA	BBDO TORONTO	ALTER EGO Toronto / ASYMETRIC MEDIA Toronto / GRAYSON MATTHEWS Toronto / MARRIED TO GIANTS Toronto
Reach	D03/049	00974	VERIZON - WHAT YOU MISSED	VERIZON	VERIZON WIRELESS	R/GA NEW YORK	USA	R/GA NEW YORK	R/GA NEW YORK
Reach	D03/065	01754	TALK SOCIAL TO ME	WENDY'S	WENDY'S SOCIAL MEDIA/COMMUNITY MANAGEMENT STRATEGY	VML Kansas City	USA	VML Kansas City	
Reach	D03/069	01316	BUYING GREENIE	CARMAX	CAR SALES	MCKINNEY Durham	USA	MCKINNEY Durham	MCKINNEY Durham

D04 (Social Data & Insight)

Reach	D04/025	01684	H&M SOCIAL STYLIST	H&M	SOCIAL INTELLIGENCE	OGILVY SHANGHAI	CHINA	OGILVY SHANGHAI	
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D06 (Brand Storytelling)

Reach	D06/004	00112	#LIFEINHEL	FINAVIA	HELSINKI AIRPORT	TBWA\HELSINKI	FINLAND	TBWA\HELSINKI	KLOK HELSINKI Helsinki / TBWA\HELSINKI
Reach	D06/007	00153	SNEAKY PEAK	BBC TWO	PEAKY BLINDERS	BBC CREATIVE London	UNITED KINGDOM	BBC CREATIVE London	BBC CREATIVE London

Shortlist (Social & Influencer Lions)

Reach	D06/009	00227	THE TALK	P&G	P&G	BBDO NEW YORK	USA	BBDO NEW YORK	THE CORNER SHOP Santa Monica
Reach	D06/043	01087	EVER AFTER	AUDI SPAIN	BRAND CAMPAIGN	PROXIMITY BARCELONA	SPAIN	PROXIMITY BARCELONA	POST23 Barcelona / SR. ALCE Barcelona
Reach	D06/051	00918	UK'SHONA KWELANGA - A WHATSAPP DRAMA SERIES	SANLAM	MYCHOICE FUNERAL PLAN	KING JAMES GROUP Cape Town	SOUTH AFRICA	KING JAMES GROUP Cape Town	
Reach	D06/056	00335	THE MOST GERMAN SUPERMARKET	EDEKA ZENTRALE AG & CO. KG	RETAIL	JUNG VON MATT Hamburg	GERMANY	JUNG VON MATT Hamburg	MARKENFILM CROSSING Hamburg
Reach	D06/076	01571	SURVIVING THE BADLANDS	AMC	INTO THE BADLANDS SEASON 3	VML New York	USA	VML New York	VML New York
Reach	D06/084	01512	EXCLUSIVE THE RAINBOW	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA	DDB CHICAGO	MJZ Los Angeles / THE MILL Chicago
Reach	D06/099	01860	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	D06/105	01923	#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
Reach	D06/114	01729	NIKE - NOTHING BEATS A LONDONER	NIKE	NIKE BRAND	MINDSHARE London	UNITED KINGDOM	WIEDEN+KENNEDY London	RIFF RAFF London

Shortlist (Social & Influencer Lions)

E01 (Multi-platform Social Campaign)

Reach	E01/003	00113	#LIFEINHEL	FINAVIA	HELSINKI AIRPORT	TBWA\HELSINKI	FINLAND	TBWA\HELSINKI	KLOK HELSINKI Helsinki / TBWA\HELSINKI
Reach	E01/010	00649	DUNDEE: THE SON OF A LEGEND RETURNS HOME	TOURISM AUSTRALIA	TOURISM AUSTRALIA	DROGA5 New York	USA	DROGA5 New York	BISCUIT FILMWORKS New York / DROGA5 New York / REVOLVER/WILL O'ROURKE Sydney / SECOND CHILD New York
Reach	E01/018	00426	FIFA 18 MORE THAN A GAME	EA SPORTS	FIFA 18	adam&eveDDB London	UNITED KINGDOM	adam&eveDDB London	SMUGGLER London
Reach	E01/027	00487	720 HOURS OF YOUTH	Y!MOBILE	MOBILE CARRIER	HAKUHODO KETTLE INC Tokyo	JAPAN	HAKUHODO INC. Tokyo / HAKUHODO KETTLE INC Tokyo	AID-DCC Osaka / AOI PRO. INC. Tokyo / BABEL LABEL Tokyo / TOW Tokyo
Reach	E01/030	00756	WESTWORLD SEASON 2: A DIGITAL-FIRST STORY WITH EPIC PAY-OFFS	HBO	WESTWORLD	HBO New York	USA	DIGITAL KITCHEN Los Angeles / GIANT SPOON New York / HBO New York / SNAP Los Angeles	DIGITAL KITCHEN Los Angeles / GIANT SPOON New York / HBO New York / REAKTOR Helsinki / REHAB San Francisco
Reach	E01/038	01059	THE ROCK X SIRI: DOMINATE THE DAY	APPLE	SIRI	TBWA\MEDIA ARTS LAB Los Angeles	USA	TBWA\MEDIA ARTS LAB Los Angeles	EXILE Santa Monica / HUNGRY MAN Los Angeles / LIME STUDIOS Santa Monica / STIMMUNG Santa Monica / THE MILL Los Angeles
Reach	E01/039	01133	TOGETHER #WEPLAYSTRONG	UEFA	WOMEN'S FOOTBALL	FCB INFERNO London	UNITED KINGDOM	FCB INFERNO London	FACTORY FIFTEEN London / LELAND MUSIC London / Nexus Studios London / TIME BASED ARTS London / UNIT London
Reach	E01/048	01198	GIFORADE	PEPSICO	GATORADE	VML Kansas City	USA	VML Kansas City	GIPHY New York

Shortlist (Social & Influencer Lions)

Reach	E01/052	01513	EXCLUSIVE THE RAINBOW	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA	DDB CHICAGO	MJZ Los Angeles / THE MILL Chicago
Reach	E01/059	01759	TV DOCTORS OF AMERICA - SEASON 2	CIGNA	CIGNA	McCANN NEW YORK	USA	McCANN NEW YORK	CUT+RUN New York / JSM MUSIC New York / MRM//McCANN New York / UNTITLED Santa Monica
Reach	E01/067	01869	NOTHING BEATS A LONDONER	NIKE	NIKE	WIEDEN+KENNEDY London	UNITED KINGDOM	WIEDEN+KENNEDY London	750MPH London / FINAL CUT London / MR PAPE London / RIFF RAFF London

E02 (Sponsorship & Brand Partnership)

Reach	E02/008	00228	MUSIC LIBERATES MUSIC	BACARDI	BACARDI	BBDO NEW YORK	USA	BBDO NEW YORK	PHANTOSCOPIC London
Reach	E02/009	00229	SNAPCHAT MUSIC VIDEO	BACARDI	BACARDI	BBDO NEW YORK	USA	BBDO NEW YORK	NORTH KINGDOM Stockholm
Reach	E02/034	01221	DREAM ON	ABINBEV	BUDWEISER	MOSAIC Chicago	USA	JAY-Z New York / MOSAIC Chicago	JAY-Z New York / MARK ROMANEK Los Angeles / ROC NATION New York
Reach	E02/040	01479	@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	E02/045	01528	FOOTBALL DECODED	MICROSOFT	XBOX / FIFA 18	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	CRAFT WORLDWIDE London / McCANN LONDON / SOMESUCH London / TWENTYFOUR SEVEN Madrid

Shortlist (Social & Influencer Lions)

E03 (Low Budget / High Impact Campaign)

Reach	E03/008	00133	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
Reach	E03/015	00150	IN REAL LIFE	MONICA LEWINSKY	MONICA LEWINSKY / ANTI-BULLYING	BBDO NEW YORK	USA	BBDO NEW YORK	BBDO STUDIOS New York
Reach	E03/016	00230	LIVE MOMENT OF SILENCE	SANDY HOOK PROMISE	SANDY HOOK PROMISE	BBDO NEW YORK	USA	BBDO NEW YORK	
Reach	E03/019	00182	LIVE LOOPER	DOWNTOWN RECORDS	THE ACADEMIC	BBDO NEW YORK	USA	BBDO NEW YORK	BBDO STUDIOS New York
Reach	E03/024	00529	TRASH ISLES	PLASTIC OCEANS/LADBIBLE	PLASTIC OCEANS/LADBIBLE	AMVBBDO London	UNITED KINGDOM	AMVBBDO London	LADBIBLE London
Reach	E03/096	01344	GOIKO GRILL HUNGRYFIELD	GOIKO GRILL	RESTAURANT COMPANY	Y&R PARIS Paris	FRANCE	Y&R PARIS Paris	
Reach	E03/111	01525	SAMSUNG PUTS TROLLS UNDER THE MICROSCOPE	SAMSUNG	GALAXY S8	EDELMAN New York	USA	EDELMAN New York / SAMSUNG ELECTRONICS AMERICA Ridgefield Park	EDELMAN New York / SAMSUNG ELECTRONICS AMERICA Ridgefield Park
Reach	E03/115	01794	PROM KING	BURGER KING	FAST FOOD	MULLENLOWE Boston	USA	MULLENLOWE Boston	MULLENLOWE Boston

E04 (Social Purpose)

Reach	E04/008	00134	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
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Shortlist (Social & Influencer Lions)

Reach	E04/017	00232	THE TALK	P&G	P&G	BBDO NEW YORK	USA	BBDO NEW YORK	THE CORNER SHOP Santa Monica
Reach	E04/024	00339	THE MOST GERMAN SUPERMARKET	EDEKA ZENTRALE AG & CO. KG	RETAIL	JUNG VON MATT Hamburg	GERMANY	JUNG VON MATT Hamburg	MARKENFILM CROSSING Hamburg
Reach	E04/067	00990	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	E04/072	01042	THE PARALYMPIC NETWORK	CANADIAN PARALYMPIC COMMITTEE	THE PYEONGCHANG 2018 PARALYMPIC WINTER GAMES	BBDO TORONTO	CANADA	BBDO TORONTO	ALTER EGO Toronto / ASYMETRIC MEDIA Toronto / GRAYSON MATTHEWS Toronto / MARRIED TO GIANTS Toronto
Reach	E04/121	01488	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	E04/130	01282	MOST ELIGIBLE BACHELOR	OL PEJETA CONSERVANCY	ANIMAL CONSERVANCY	OGILVY AFRICA Nairobi	KENYA	OGILVY AFRICA Nairobi	OGILVY AFRICA Nairobi
Reach	E04/147	01824	TRASH ISLES	PLASTIC OCEANS/LADBIBLE	PLASTIC OCEANS/LADBIBLE	AMVBBDO London	UNITED KINGDOM	AMVBBDO London	LADBIBLE London

Shortlist (Social & Influencer Lions)

Reach	E04/165	01862	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
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E05 (Single Country Campaign)

Reach	E05/013	00517	BOYS REACT TO TAMPONS	NETT	Tampons	ISOBAR Courbevoie	FRANCE	ISOBAR Courbevoie	NEMA PRODUCTION Saint-Denis
Reach	E05/041	01563	WORLD'S MOST SUCCESSFUL RECRUITMENT VIDEO	NEW ZEALAND POLICE	RECRUITMENT	OGILVY NEW ZEALAND Auckland	NEW ZEALAND	THE SWEETSHOP Auckland	THE SWEETSHOP Auckland
Reach	E05/046	01730	NIKE - NOTHING BEATS A LONDONER	NIKE	NIKE BRAND	MINDSHARE London	UNITED KINGDOM	WIEDEN+KENNEDY London	RIFF RAFF London
Reach	E05/050	01672	THE NEYMARLESS SPONSORSHIP	GOL LINHAS AEREAS	GOL LINHAS AEREAS	ALMAPBDO São Paulo	BRAZIL	ALMAPBDO São Paulo	ALMAPBDO São Paulo / SAIGON São Paulo / SATELITE AUDIO São Paulo
Reach	E05/065	01744	SUEDE GULLY	PUMA	PUMA SUEDE CLASSIC SHOES	DDB MUDRA GROUP Mumbai	INDIA	DDB MUDRA GROUP Mumbai	BALANCING ACT Mumbai

Total Entries: 178

Media	PR	Additional
OMD USA New York	HARRISON & SHRIFTMAN New York	BBDO STUDIOS New York / DIRTY LOOKS London / EG+ WORLDWIDE New York / MARMOSET MUSIC Portland / THE MILL New York
LAUNDRY SERVICE New York	3PM AGENCY New York	
		FORTYFOUR Atlanta
MEDIACOM Chicago / STARCOM Chicago	OLSON ENGAGE Chicago	
ALMAPBBDO São Paulo	ALMAPBBDO São Paulo	
OMD USA Chicago		HQG STUDIOS Dubuque / NATIV.LY San Francisco / RESOLUTION MEDIA Chicago
HAVAS MEDIA London	W COMMUNICATIONS London	

R/GA PORTLAND /
SNAPCHAT LENSE
TEAM New York

DARKSTORE San
Francisco /
SHOPIFY San
Francisco

UNCLE GREY
Copenhagen

CLUSTER MUSIC
Buenos Aires

MINDSHARE
London

PHD Barcelona

BBH Singapore

22SQUARED
Atlanta

FUSE Munich /
OMD GERMANY
Munich

HORIZON MEDIA ALISON BROD
New York / MARKETING AND
MULLENLOWE COMMUNICATIONS
Boston New York

MENSCH
Copenhagen

MENSCH
Copenhagen /
SANSIR Torshavn

UM New York / UM DROGA5 New York / EXILE EDITORIAL
Sydney KOVERT CREATIVE New York
Santa Monica

SUNSHINE SACHS
& ASSOCIATES New
York / YOUR
MAJESTY
Amsterdam

SHORE FIRE
Brooklyn

CARAT London

MICROSOFT
CORPORATION
Reading

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

HEARTS & EGAMI
SCIENCE New York CONSULTING
GROUP New York
BAREFOOT
PROXIMITY
Cincinnati /
BURRELL
COMMUNICATION
S Chicago /
COMPANY 3 New
York / HEARD CITY
New York / PULSE
MUSIC New York /
THE MILL New York
/ TRINITE
STUDIOS New York
/ WORK
EDITORIAL New
York

FLEISHMANHILLAR EXILE EDITORIAL
D New York New York / HUMAN
New York / PHOJOE
Clarkson / THE MILL
New York

FCB INDIA Mumbai

OGILVY BEIJING

LADBIBLE London LADBIBLE London

CROSSMEDIA
Düsseldorf

SPECTRM
Falkensee / TACSY
Berlin

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

GREENPEACE
POLAND Warsaw /
OGILVY POLAND
Warsaw

TRUE MEDIA
Toronto

NEAT AGENCY
Toronto

CANADIAN
CENTRE FOR
CHILD
PROTECTION
Winnipeg

ANORAK Oslo

OATH Copenhagen /
SLAGER Oslo

HILL+KNOWLTON
STRATEGIES
AMSTERDAM
Amsterdam

BURGER KING
Miami

MULLENLOWE
Boston

MINDSHARE
Sydney

MINDSHARE Sydney

KING JAMES
GROUP Cape Town

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

SHORE FIRE
Brooklyn

EDELMAN Dallas

VIZEUM Sydney COX INALL
CHANGE Melbourne

HORIZON MEDIA ALISON BROD
New York / MARKETING AND
MULLENLOWE COMMUNICATIONS
Boston New York

SPARK FOUNDRY KETCHUM New York
New York

OGILVY AFRICA OGILVY AFRICA
Nairobi Nairobi

RESOLUTION FLEISHMANHILLAR HUNT + CAPTURE
MEDIA Chicago D Chicago Minneapolis /
TWITTER San
Francisco

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

UM New York / UM DROGA5 New York / EXILE EDITORIAL
Sydney KOVERT CREATIVE New York
Santa Monica

SPARK FOUNDRY KETCHUM New York
New York

BBH Singapore

OMD USA New York HARRISON & BBDO STUDIOS
SHRIFTMAN New York / DIRTY
York LOOKS London /
EG+ WORLDWIDE
New York /
MARMOSET
MUSIC Portland /
THE MILL New York

OMD USA New York HARRISON &
SHRIFTMAN New
York

R/GA NEW YORK

J. WALTER
THOMPSON
PUERTO RICO San
Juan

DADDY YANKEE
San Juan / EDY
LAN San Juan /
PAUL "ECHO"
IRIZARRY San Juan
/ THE PUERTO
RICO SYMPHONY
ORCHESTRA San
Juan

OMD USA Chicago

HQG STUDIOS
Dubuque /
NATIV.LY San
Francisco /
RESOLUTION
MEDIA Chicago

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

ALMAPBBDO São
Paulo

ALMAPBBDO São
Paulo

ALMAPBBDO São
Paulo

ALMAPBBDO São
Paulo

CARAT London

MICROSOFT
CORPORATION
Reading

SIX INC. Tokyo

VAYNERMEDIA
New York

J. WALTER
THOMPSON
PUERTO RICO San
Juan

DADDY YANKEE
San Juan / EDY
LAN San Juan /
PAUL "ECHO"
IRIZARRY San Juan
/ THE PUERTO
RICO SYMPHONY
ORCHESTRA San
Juan

FREE YOUR MIND
Madrid

YELLOW STONE
MEDIA Beijing

OGILVY BEIJING /
YELLOW STONE
MEDIA Beijing

INTEL
CORPORATION
Santa Clara

VIZEUM CAPE
TOWN

TOTAL EXPOSURE
Johannesburg

VWV GROUP
Johannesburg

SHORE FIRE
Brooklyn

SHORE FIRE
Brooklyn

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

KINETIC OGILVY Düsseldorf GESICHT ZEIGEN!
WORLDWIDE Berlin
Frankfurt

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

OMD USA New York HARRISON &
SHRIFTMAN New
York

HEARTS &
SCIENCE New York

BAREFOOT
PROXIMITY
Cincinnati /
BURRELL
COMMUNICATION
S Chicago /
COMPANY 3 New
York / EGAMI
CONSULTING
GROUP New York /
HEARD CITY New
York / PULSE
MUSIC New York /
THE MILL New York
/ TRINITE
STUDIOS New York
/ WORK
EDITORIAL New
York

SHORE FIRE
Brooklyn

UM New York / UM DROGA5 New York / EXILE EDITORIAL
Sydney KOVERT CREATIVE New York
Santa Monica

JUNGLE JUNGLE
CREATIONS CREATIONS London
London

SIX INC. Tokyo

CARAT Auckland

NOWTHIS New
York / STARC
COM
New York

J. WALTER
THOMPSON
PUERTO RICO San
Juan

DADDY YANKEE
San Juan / EDY
LAN San Juan /
PAUL "ECHO"
IRIZARRY San Juan
/ THE PUERTO
RICO SYMPHONY
ORCHESTRA San
Juan

HILL+KNOWLTON
STRATEGIES
AMSTERDAM
Amsterdam

INNOCEAN
WORLDWIDE
Seoul

VAYNERMEDIA
New York

Beth Melsky Casting
New York / DARKO
SARIC New York /
HASBRO
Pawtucket, RI /
NICE SHOES New
York / SOUND
LOUNGE New York
/ VITAMIN
ENRICHED New
York

MEDIACOM OLSON ENGAGE
Chicago / Chicago
STARCOM Chicago

BLUE 449 Paris

OMD USA New York HARRISON &
SHRIFTMAN New
York

BBDO STUDIOS
New York / DIRTY
LOOKS London /
EG+ WORLDWIDE
New York /
MARMOSET
MUSIC Portland /
THE MILL New York

OMD USA New York HARRISON &
SHRIFTMAN New
York

EDELMAN San Francisco EDELMAN San
Francisco

ADOBE San Jose /
INTERSCOPE
RECORDS Los
Angeles

OMD USA Los
Angeles

HORIZON MEDIA ALISON BROD
New York / MARKETING AND
MULLENLOWE COMMUNICATIONS
Boston New York

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

LADBIBLE London

LADBIBLE London

OMD USA New York EDELMAN New York NETHRAM
Sunnyvale, CA /
TWILIO New York

R/GA NEW YORK

SPARK FOUNDRY KETCHUM New York SIX COURSE Los
New York Angeles

HORIZON MEDIA
New York

DAGMAR Helsinki TBWA/HELSINKI

BBC CREATIVE BBC CREATIVE
London London

HEARTS &
SCIENCE New York

EGAMI
CONSULTING
GROUP New York

BAREFOOT
PROXIMITY
Cincinnati /
BURRELL
COMMUNICATION
S Chicago /
COMPANY 3 New
York / HEARD CITY
New York / PULSE
MUSIC New York /
THE MILL New York
/ TRINITE
STUDIOS New York
/ WORK
EDITORIAL New
York

PHD Barcelona

KING JAMES
GROUP Cape Town

RESOLUTION
MEDIA New York

MEDIACOM
Chicago /
STARCOM Chicago

OLSON ENGAGE
Chicago

ZENITH New York

WEBER
SHANDWICK New
York

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

MINDSHARE
London

DAGMAR Helsinki TBWAHELKINKI

UM New York / UM DROGA5 New York / EXILE EDITORIAL
Sydney KOVERT CREATIVE New York
Santa Monica

HAKUHODO INC. MATERIAL Tokyo
Tokyo

MEDIAMONKS
Amsterdam

OMD USA Los
Angeles

OMD USA Chicago HQG STUDIOS
Dubuque /
NATIV.LY San
Francisco /
RESOLUTION
MEDIA Chicago

MEDIACOM
Chicago /
STARCOM Chicago

OLSON ENGAGE
Chicago

OMD USA New York EDELMAN New York NETHRAM
Sunnyvale, CA /
TWILIO New York

MINDSHARE
London

OMD USA New York HARRISON & BBDO STUDIOS
SHRIFTMAN New York / DIRTY
York LOOKS London /
EG+ WORLDWIDE
New York /
MARMOSET
MUSIC Portland /
THE MILL New York

OMD USA New York HARRISON &
SHRIFTMAN New
York

VAYNERMEDIA
New York

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

CARAT London MICROSOFT
CORPORATION
Reading

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

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

SHORE FIRE
Brooklyn

LADBIBLE London LADBIBLE London

EDELMAN New	EDELMAN New York
York / SAMSUNG	/ SAMSUNG
ELECTRONICS	ELECTRONICS
AMERICA Ridgefield	AMERICA Ridgefield
Park	Park

MULLENLOWE	ALISON BROD
Boston	MARKETING AND
	COMMUNICATIONS
	New York

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

HEARTS &
SCIENCE New York

EGAMI
CONSULTING
GROUP New York

BAREFOOT
PROXIMITY
Cincinnati /
BURRELL
COMMUNICATION
S Chicago /
COMPANY 3 New
York / HEARD CITY
New York / PULSE
MUSIC New York /
THE MILL New York
/ TRINITE
STUDIOS New York
/ WORK
EDITORIAL New
York

TRUE MEDIA
Toronto

NEAT AGENCY
Toronto

CANADIAN
CENTRE FOR
CHILD
PROTECTION
Winnipeg

GESICHT ZEIGEN!
Berlin

OGILVY AFRICA
Nairobi

OGILVY AFRICA
Nairobi

LADBIBLE London

LADBIBLE London

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

MINDSHARE
London

ALMAPBBDO São Paulo	ALMAPBBDO São Paulo
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DDB MUDRA GROUP Mumbai	DDB MUDRA GROUP Mumbai
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