

Shortlist (Creative Effectiveness Lions)

Track	Cat. No	Entry No	Title	Brand	Product	Entrant Company	Entrant Country	Idea Creation	Production
<u>A01 (Creative Effectiveness)</u>									
Impact	A01/002	00002	ONE-DROP BOTTLE	HENKEL	PRIL	TBWA\IRAAD Dubai	UNITED ARAB EMIRATES	TBWA\IRAAD Dubai	
Impact	A01/005	00005	HUNGERITHM	MARS CHOCOLATE AUSTRALIA	SNICKERS	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE	
Impact	A01/007	00011	MEET GRAHAM	TRANSPORT ACCIDENT COMMISSION (VICTORIA)	TRANSPORT ACCIDENT COMMISSION (VICTORIA)	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE	AIRBAG Melbourne / FLARE PRODUCTIONS BBDO Melbourne
Impact	A01/008	00003	DID YOU MEAN MAILCHIMP?	MAILCHIMP	EMAIL MARKETING SERVICE	DROGA5 New York	USA	DROGA5 New York	
Impact	A01/009	00021	THE CHILD REPLACEMENT PROGRAMME	MARS	PEDIGREE	COLENZO BBDO Auckland	NEW ZEALAND	COLENZO BBDO Auckland	
Impact	A01/013	00060	SICKKIDS VS	SICKKIDS FOUNDATION	SICKKIDS FOUNDATION	COSSETTE Toronto	CANADA	COSSETTE Toronto / SICKKIDS FOUNDATION Toronto	JAM3 Toronto / SKIN & BONES Toronto / THE MILL New York / THE VANITY Toronto / WESTSIDE STUDIO Toronto
Impact	A01/016	00037	CHEETOS MUSEUM	CHEETOS - FRITO LAY NORTH AMERICA	CHEETOS	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco	CAVIAR TV Los Angeles / COMPANY 3 Santa Monica / ONE UNION RECORDING San Francisco / WHITEHOUSE POST Santa Monica
Impact	A01/035	00073	EDIBLE SIX PACK RINGS (E6PR)	SALTWATER BREWERY	SALTWATER BREWERY	WE BELIEVERS New York	USA	WE BELIEVERS New York	CHERRY SUNDAE MEDIA Fort Lauderdale / ENTELEQUIA SUSTAINABLE DEVELOPMENT Metepec / MOVING FORWARD STUDIOS Miami / PERSONAL MUSIC Miami
Impact	A01/037	00151	SAVLON HEALTHY HANDS CHALK STICKS	ITC	SAVLON	OGILVY MUMBAI	INDIA	OGILVY MUMBAI	
Impact	A01/054	00138	GOOGLE HOME OF THE WHOPPER	BURGER KING	WHOPPER	DAVID Miami	USA	DAVID Miami	CAVIAR TV Los Angeles / COSMO STREET Miami

Shortlist (Creative Effectiveness Lions)

Impact	A01/057	00145	THE IMPACT OF FEARLESS GIRL	STATE STREET GLOBAL ADVISORS	SHE ETF	McCANN NEW YORK	USA	McCANN NEW YORK	
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A02 (Creative Effectiveness for Good)

Impact	A02/007	00067	EVAN	SANDY HOOK PROMISE	SANDY HOOK PROMISE	BBDO NEW YORK	USA	BBDO NEW YORK	SMUGGLER Los Angeles
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Impact	A02/011	00109	ONE BOOK FOR PEACE	INTERRELIGIOUS COUNCIL IN BOSNIA & HERZEGOVINA	INTERRELIGIOUS DIALOGUE	Y&R DUBAI	UNITED ARAB EMIRATES	Y&R DUBAI	
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Impact	A02/013	00023	BOOST YOUR VOICE	BOOST MOBILE	N/A	180LA	USA	180LA	180LA / CUT+RUN Santa Monica / ELEVEN SOUND Santa Monica / JAM3 Los Angeles / JOGGER VFX Los Angeles
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Impact	A02/016	00075	THE REFUGEE NATION	AMNESTY INTERNATIONAL	THE REFUGEE NATION	SQUARE PIXEL Rio De Janeiro	BRAZIL	OGILVY New York	ASTEROIDE FILMS Curitiba / CANJA AUDIO CULTURE Curitiba / PIMENTA PRINT Cotia / SQUARE PIXEL Rio De Janeiro
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Impact	A02/027	00040	QQ ALERT: REUNION AFTER YEARS	TENCENT	QQ ALERT	TENCENT Shenzhen	CHINA	TENCENT Shenzhen	TENCENT Shenzhen
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Impact	A02/033	00167	LIBÉ DES RÉFUGIÉS	LIBÉRATION	NEWSPAPERS	FF PARIS	FRANCE	FF PARIS	FF PARIS
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A03 (Single Country Creative Effectiveness)

Impact	A03/003	00006	HUNGERITHM	MARS CHOCOLATE AUSTRALIA	SNICKERS	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE	
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Impact	A03/005	00014	MEET GRAHAM	TRANSPORT ACCIDENT COMMISSION (VICTORIA)	TRANSPORT ACCIDENT COMMISSION (VICTORIA)	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE	AIRBAG Melbourne / FLARE PRODUCTIONS BBDO Melbourne
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Impact	A03/006	00015	LABEL OF LOVE	MONOPRIX	MONOPRIX	ROSAPARK Paris	FRANCE	ROSAPARK Paris	INSURRECTION Paris / MATHEMATIC Paris / SCHMOOZE Paris
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Shortlist (Creative Effectiveness Lions)

Impact	A03/007	00017	NEW YORK TIMES - THE TRUTH IS HARD TO FIND	NEW YORK TIMES	NEW YORK TIMES	DROGA5 New York	USA	DROGA5 New York	BARKING OWL Los Angeles / BEYOND MUSIC New York / SECOND CHILD New York / SONIC UNION New York / THE MILL New York
Impact	A03/009	00024	BOOST YOUR VOICE	BOOST MOBILE	N/A	180LA	USA	180LA	180LA / CUT+RUN Santa Monica / ELEVEN SOUND Santa Monica / JAM3 Los Angeles / JOGGER VFX Los Angeles
Impact	A03/031	00041	QQ ALERT: REUNION AFTER YEARS	TENCENT	QQ ALERT	TENCENT Shenzhen	CHINA	TENCENT Shenzhen	TENCENT Shenzhen
Impact	A03/033	00074	EDIBLE SIX PACK RINGS (E6PR)	SALTWATER BREWERY	SALTWATER BREWERY	WE BELIEVERS New York	USA	WE BELIEVERS New York	CHERRY SUNDAE MEDIA Fort Lauderdale / ENTELEQUIA SUSTAINABLE DEVELOPMENT Metepec / MOVING FORWARD STUDIOS Miami / PERSONAL MUSIC Miami
Impact	A03/034	00152	SAVLON HEALTHY HANDS CHALK STICKS	ITC	SAVLON	OGILVY MUMBAI	INDIA	OGILVY MUMBAI	
Impact	A03/050	00139	GOOGLE HOME OF THE WHOPPER	BURGER KING	WHOPPER	DAVID Miami	USA	DAVID Miami	CAVIAR TV Los Angeles / COSMO STREET Miami
Impact	A03/051	00150	THE IMPACT OF FEARLESS GIRL	STATE STREET GLOBAL ADVISORS	SHE ETF	McCANN NEW YORK	USA	McCANN NEW YORK	

A04 (Multi-country Creative Effectiveness)

Impact	A04/004	00114	ORIGINAL IS NEVER FINISHED	ADIDAS ORIGINALS	ADIDAS ORIGINALS	JOHANNES LEONARDO New York	USA	JOHANNES LEONARDO New York	
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A05 (Long-term Creative Effectiveness)

Shortlist (Creative Effectiveness Lions)

Impact	A05/008	00033	BUSTER THE BOXER, JOHN LEWIS' BEST CHRISTMAS EVER	JOHN LEWIS	JOHN LEWIS CRISTMAS	adam&eveDDB London	UNITED KINGDOM	adam&eveDDB London
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Total Entries: 29

Media	PR	Additional
	CLEMINGER BBDO MELBOURNE	
CLEMINGER BBDO MELBOURNE	CLEMINGER BBDO MELBOURNE	TRANSPORT ACCIDENT COMMISSION Geelong
PHD New York		
STARCOM Auckland	IMPACT PR Auckland	STARCOM Auckland
OMD CANADA Toronto	COSSETTE Toronto	
OMD USA New York	KETCHUM San Francisco / THE MARKETING ARM Los Angeles	
		BURGER KING Miami

BETA PETROL New
York / HEARD CITY
New York / NO6
New York

NEW MOMENT
NEW IDEAS
COMPANY Belgrade

Boost Mobile Irvine

TENCENT
Shenzhen

TENCENT Shenzhen

FF PARIS

FF PARIS

LIBERATION Paris

CLEMENGER BBDO
MELBOURNE

CLEMENGER
BBDO
MELBOURNE

CLEMENGER BBDO
MELBOURNE

TRANSPORT
ACCIDENT
COMMISSION
Geelong

Boost Mobile Irvine

TENCENT TENCENT Shenzhen
Shenzhen

BURGER KING
Miami

