



Shortlist

Medium	Title	Brand	Product/Service	Entrant Company	Country
A01 (OTC Oral Medicines)					
INTEGRATED CAMPAIGN	#SUPERSICKMONDAY	RECKITT BENCKISER	MUCINEX	MCCANN NEW YORK	USA
PR	CLAUDIA	EUROPHARMA	PERLATTE	SANTA CLARA SÃO PAULO	BRAZIL
PR	#SUPERSICKMONDAY	RECKITT BENCKISER	MUCINEX	MCCANN NEW YORK	USA
A02 (OTC Applications)					
FILM CRAFT: PRODUCTION DESIGN / ART DIRECTION	LOVE IS ORGANIC	ORALPEACE	ORALPEACE 100% NATURAL TOOTHPASTE	ASATSU-DK INC. TOKYO	JAPAN
FILM CRAFT: CINEMATOGRAPHY	LOVE IS ORGANIC	ORALPEACE	ORALPEACE 100% NATURAL TOOTHPASTE	ASATSU-DK INC. TOKYO	JAPAN
FILM CRAFT: CINEMATOGRAPHY	THE COLDEST CITY	SENSODYNE	TOOTHPASTE	GREY LONDON	UNITED KINGDOM
FILM CRAFT: CINEMATOGRAPHY	TINY DOLL	KLEENEX	FACIAL TISSUE : SKIN CARE	J. WALTER THOMPSON BANGKOK	THAILAND
BRANDED CONTENT & ENTERTAINMENT: FILM, TV AND ONLINE FILM CONTENT	THE COLDEST CITY	SENSODYNE	TOOTHPASTE	GREY LONDON	UNITED KINGDOM
BRANDED CONTENT & ENTERTAINMENT: FILM, TV AND ONLINE FILM CONTENT	TINY DOLL	KLEENEX	FACIAL TISSUE : SKIN CARE	J. WALTER THOMPSON BANGKOK	THAILAND
OUTDOOR	HANDS 1	UNILEVER	LIFEBUOY	M&C SAATCHI AEIOU SHANGHAI	CHINA
PRINT COLLATERAL	THE UNPHOTOGRAPHED ALBUM	RECKITT BENCKISER	DERMODEX	BETC/HAVAS SÃO PAULO	BRAZIL
A03 (OTC Products/Devices)					
FILM: CINEMA, TV AND DIGITAL FILM CONTENT	UMPIRE	GSK	VOLTAREN	GSK CONSUMER HEALTHCARE NYON	SWITZERLAND
INDUSTRY CRAFT: COPYWRITING	FISTBUMP	DEXCOM	G6 GLUCOSE MONITORING SYSTEM	MCCANN BIRMINGHAM	UNITED KINGDOM
INDUSTRY CRAFT: COPYWRITING	RYAN & SUZIE	DEXCOM	G6 GLUCOSE MONITORING SYSTEM	MCCANN BIRMINGHAM	UNITED KINGDOM
RADIO & AUDIO	FISTBUMP	DEXCOM	G6 GLUCOSE MONITORING SYSTEM	MCCANN BIRMINGHAM	UNITED KINGDOM
RADIO & AUDIO	MINDHOLE	DEXCOM	G6 GLUCOSE MONITORING SYSTEM	MCCANN BIRMINGHAM	UNITED KINGDOM
RADIO & AUDIO	RYAN & SUZIE	DEXCOM	G6 GLUCOSE MONITORING SYSTEM	MCCANN BIRMINGHAM	UNITED KINGDOM
PR	BLOOD NORMAL	LIBRESSE	FEMININE HYGIENE PRODUCTS	KETCHUM LONDON	UNITED KINGDOM
A04 (Nutraceuticals)					
FILM CRAFT: SCRIPT	GUTSY	P&G	METAMUCIL	MCCANN HEALTH SYDNEY	AUSTRALIA
FILM: CINEMA, TV AND DIGITAL FILM CONTENT	NEGOTIATION	BULK POWDERS	SPORTS NUTRITION	DROGA5 LONDON	UNITED KINGDOM
BRANDED CONTENT & ENTERTAINMENT: LIVE EXPERIENCE	NOON ASSEMBLY	KWALITY LTD.	KWALITY MILK	MCCANN HEALTH NEW DELHI	INDIA
A05 (Health & Wellness Tech)					
MOBILE	THE VOICE OF VOICES	NEMO	HEALTHCARE	MCCANN MILAN	ITALY
USE OF TECHNOLOGY	TOUCHING MASTERPIECES	NEURODIGITAL	HAPTIC GLOVES	GEOMETRY GLOBAL PRAGUE	CZECH REPUBLIC
USE OF TECHNOLOGY	PROJECT REVOICE	THE ALS ASSOCIATION	CHARITY	BWM DENTSU SYDNEY	AUSTRALIA
BRANDED CONTENT & ENTERTAINMENT: LIVE EXPERIENCE	TOUCHING MASTERPIECES	NEURODIGITAL	HAPTIC GLOVES	GEOMETRY GLOBAL PRAGUE	CZECH REPUBLIC
DIGITAL CRAFT: USER EXPERIENCE (UX)	TOUCHING MASTERPIECES	NEURODIGITAL	HAPTIC GLOVES	GEOMETRY GLOBAL PRAGUE	CZECH REPUBLIC
DIGITAL: SOCIAL	THE VOICE OF VOICES	NEMO	HEALTHCARE	MCCANN MILAN	ITALY
PRODUCT INNOVATION	DOT MINI. THE FIRST SMART MEDIA DEVICE FOR THE VISUALLY IMPAIRED.	DOT	DOT MINI	SERVICEPLAN GERMANY MUNICH	GERMANY
BRAND EXPERIENCE & ACTIVATION	EASYASSISTANCE	EASY TAXI /COLOMBIAN RED CROSS	TAXI SERVICE	J. WALTER THOMPSON COLOMBIA BOGOTÁ	COLOMBIA
DIRECT	EASYASSISTANCE	EASY TAXI /COLOMBIAN RED CROSS	TAXI SERVICE	J. WALTER THOMPSON COLOMBIA BOGOTÁ	COLOMBIA
PR	PROJECT REVOICE	THE ALS ASSOCIATION	CHARITY	BWM DENTSU SYDNEY	AUSTRALIA
B01 (Brand-led Education & Awareness)					
USE OF TECHNOLOGY	ECTOR THE PROTECTOR BEAR	ROCHE	AWARENESS CAMPAIGN AGAINST SMOKE	INTEGER MILAN	ITALY
USE OF TECHNOLOGY	TOUCHING MASTERPIECES	NEURODIGITAL	HAPTIC GLOVES	GEOMETRY GLOBAL PRAGUE	CZECH REPUBLIC
INTEGRATED CAMPAIGN	THE CHILD REPLACEMENT PROGRAMME.	MARS	PEDIGREE	COLENZO BBDO AUCKLAND	NEW ZEALAND
INTEGRATED CAMPAIGN	BLOODNORMAL	ESSITY	LIBRESSE/BODYFORM	AMVBBD0 LONDON	UNITED KINGDOM
INTEGRATED CAMPAIGN	DOG DATES	MARS PET	PEDIGREE	AMVBBD0 LONDON	UNITED KINGDOM
FILM CRAFT: CINEMATOGRAPHY	DOG DATES	MARS PET	PEDIGREE	AMVBBD0 LONDON	UNITED KINGDOM
INDUSTRY CRAFT: ILLUSTRATION	THE HEALTH PURSE (SEHAT KA BATUA)	MAHINDRA RISE	SELF-EXAMINATION FOR BREAST CANCER	GREY INDIA MUMBAI	INDIA
INDUSTRY CRAFT: PHOTOGRAPHY	WAR CORRESPONDENTS ON BREAST CANCER	SAMSUNG / FECMA	SAMSUNG	CHEIL WORLDWIDE MADRID	SPAIN
INDUSTRY CRAFT: TYPOGRAPHY	TYPEFACES OF THE FALLEN	WORKPLACE SAFETY & INSURANCE BOARD OF ONTARIO	AWARENESS FOR WORKPLACE SAFETY	GREY CANADA TORONTO	CANADA
BRANDED CONTENT & ENTERTAINMENT: FILM, TV AND ONLINE FILM CONTENT	WAR CORRESPONDENTS ON BREAST CANCER	SAMSUNG / FECMA	SAMSUNG	CHEIL WORLDWIDE MADRID	SPAIN

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BRANDED CONTENT & ENTERTAINMENT: LIVE EXPERIENCE	TOUCHING MASTERPIECES	NEURODIGITAL	HAPTIC GLOVES	GEOMETRY GLOBAL PRAGUE	CZECH REPUBLIC
BRANDED CONTENT & ENTERTAINMENT: LIVE EXPERIENCE	NOON ASSEMBLY	KWALITY LTD.	KWALITY MILK	MCCANN HEALTH NEW DELHI	INDIA
AMBIENT OUTDOOR	THE HEALTH PURSE (SEHAT KA BATUA)	MAHINDRA RISE	SELF-EXAMINATION FOR BREAST CANCER	GREY INDIA MUMBAI	INDIA
OUTDOOR	THE ROUTE	JCDECAUX	MEDIA	Y&R BRAZIL SÃO PAULO	BRAZIL
PRINT COLLATERAL	BOOK OF BROKEN SILENCE	UAB ALMA LITTERA	BOOK OF BROKEN SILENCE	MCCANN VILNIUS	LITHUANIA
PRINT & PUBLISHING	VENT INSPECTION AD	PEPCO	VENT INSPECTION AD	GREY POLAND WARSAW	POLAND
PRODUCT INNOVATION	SIP SAFE	MONASH UNIVERSITY	MONASH UNIVERSITY	Y&R MELBOURNE	AUSTRALIA
PRODUCT INNOVATION	TEACHBRUSH	GSK	SENSODYNE	GREY BRAZIL SÃO PAULO	BRAZIL
BRAND EXPERIENCE & ACTIVATION	TOUCHING MASTERPIECES	NEURODIGITAL	HAPTIC GLOVES	GEOMETRY GLOBAL PRAGUE	CZECH REPUBLIC
BRAND EXPERIENCE & ACTIVATION	SIP SAFE	MONASH UNIVERSITY	MONASH UNIVERSITY	Y&R MELBOURNE	AUSTRALIA
PR	BLACK SUPERMARKET	CARREFOUR	CARREFOUR	CARREFOUR MASSY	FRANCE
BRAND EXPERIENCE & ACTIVATION	TRADESMEN'S SUNCREAM	WICKES	WICKES	IRIS LONDON	UNITED KINGDOM
BRAND EXPERIENCE & ACTIVATION	PROJECT FREE PERIOD	JOHNSON & JOHNSON	STAYFREE SANITARY PADS	DDB MUDRA GROUP MUMBAI	INDIA
PR	WAR CORRESPONDENTS ON BREAST CANCER	SAMSUNG / FECMA	SAMSUNG	CHEIL WORLDWIDE MADRID	SPAIN
DIRECT	TOUCH YOUR FOOTBALLS	LÍBERO	VALDERRAMA	LOLA MULLENLOWE MADRID	SPAIN
DIRECT	VENT INSPECTION AD	PEPCO	VENT INSPECTION AD	GREY POLAND WARSAW	POLAND
DIRECT	THE HEALTH PURSE (SEHAT KA BATUA)	MAHINDRA RISE	SELF-EXAMINATION FOR BREAST CANCER	GREY INDIA MUMBAI	INDIA
DIRECT	SIP SAFE	MONASH UNIVERSITY	MONASH UNIVERSITY	Y&R MELBOURNE	AUSTRALIA
DIRECT	BLACK SUPERMARKET	CARREFOUR	CARREFOUR	CARREFOUR MASSY	FRANCE
DIRECT	PROJECT FREE PERIOD	JOHNSON & JOHNSON	STAYFREE SANITARY PADS	DDB MUDRA GROUP MUMBAI	INDIA
PR	BLOOD NORMAL	LIBRESSE	FEMININE HYGIENE PRODUCTS	KETCHUM LONDON	UNITED KINGDOM
B02 (Non-profit / Foundation-led Education & Awareness)					
FILM: CINEMA, TV AND DIGITAL FILM CONTENT	BOREDOM	JACCEDE.COM	ASSOCIATION FOR DISABLED PERSONS	TBWAIPARIS	FRANCE
FILM: CINEMA, TV AND DIGITAL FILM CONTENT	BREAK THE TABOO	SOCIEDAD ARGENTINA DE UROLOGÍA (SAU)	INSTITUTIONAL	SOCIEDAD ARGENTINA DE UROLOGÍA BUENOS AIRES	ARGENTINA
MOBILE	#SHARETHELOVE	AIDES	NGO	TBWAIPARIS	FRANCE
MOBILE	IMAGINARY FRIEND SOCIETY MOBILE APP	PEDIATRIC BRAIN TUMOR FOUNDATION	HEALTH	RPA SANTA MONICA	USA
INTEGRATED CAMPAIGN	IMAGINARY FRIEND SOCIETY "INTEGRATED CAMPAIGN"	PEDIATRIC BRAIN TUMOR FOUNDATION	HEALTH	RPA SANTA MONICA	USA
FILM CRAFT: DIRECTION	2050	BREAST CANCER NOW	BREAST CANCER NOW	GREAT GUNS LONDON	UNITED KINGDOM
FILM CRAFT: ANIMATION & VISUAL EFFECTS	IMAGINARY FRIEND SOCIETY "WHAT IS AN MRI"	PEDIATRIC BRAIN TUMOR FOUNDATION	HEALTH	RPA SANTA MONICA	USA
FILM CRAFT: ANIMATION & VISUAL EFFECTS	TOGETHER AGAIN	DEMENTIA UK	ADMIRAL NURSES	ARTHUR LONDON	UNITED KINGDOM
INDUSTRY CRAFT: TYPOGRAPHY	THE FADING FONT	ALZHEIMER'S DISEASE CHINESE	ALZHEIMER'S DISEASE AWARENESS COMMUNICATION	MCGARRYBOWEN SHANGHAI	CHINA
BRANDED CONTENT & ENTERTAINMENT: DIGITAL & SOCIAL	IMAGINARY FRIEND SOCIETY MOBILE APP	PEDIATRIC BRAIN TUMOR FOUNDATION	HEALTH	RPA SANTA MONICA	USA
BRANDED CONTENT & ENTERTAINMENT: FILM, TV AND ONLINE FILM CONTENT	IMAGINARY FRIEND SOCIETY- CAMPAIGN	PEDIATRIC BRAIN TUMOR FOUNDATION	HEALTH	RPA SANTA MONICA	USA
BRANDED CONTENT & ENTERTAINMENT: FILM, TV AND ONLINE FILM CONTENT	FAIL	NORWEGIAN RED CROSS	FIRST AID	TRY OSLO	NORWAY
BRANDED CONTENT & ENTERTAINMENT: FILM, TV AND ONLINE FILM CONTENT	WHAT IS A MRI?	PEDIATRIC BRAIN TUMOR FOUNDATION	HEALTH	RPA SANTA MONICA	USA
BRANDED CONTENT & ENTERTAINMENT: FILM, TV AND ONLINE FILM CONTENT	BLOOD TRANSFUSIONS	PEDIATRIC BRAIN TUMOR FOUNDATION	HEALTH	RPA SANTA MONICA	USA
BRANDED CONTENT & ENTERTAINMENT: FILM, TV AND ONLINE FILM CONTENT	FEELING SAD	PEDIATRIC BRAIN TUMOR FOUNDATION	HEALTH	RPA SANTA MONICA	USA
BRANDED CONTENT & ENTERTAINMENT: LIVE EXPERIENCE	NATIONAL SAFETY COUNCIL "PRESCRIBED TO DEATH"	NATIONAL SAFETY COUNCIL	NATIONAL SAFETY COUNCIL	ENERGY BBDO CHICAGO	USA
BRANDED CONTENT & ENTERTAINMENT: LIVE EXPERIENCE	IN REAL LIFE	MONICA LEWNISKY	MONICA LEWINSKY / ANTI-BULLYING	BBDO NEW YORK	USA
DIGITAL: SOCIAL	THE FADING FONT	ALZHEIMER'S DISEASE CHINESE	ALZHEIMER'S DISEASE AWARENESS COMMUNICATION	MCGARRYBOWEN SHANGHAI	CHINA
DIGITAL: SOCIAL	#SHARETHELOVE	AIDES	NGO	TBWAIPARIS	FRANCE
DIGITAL: SOCIAL	ESCALATING GIFS	EUROPEAN ANTI-BULLYING NETWORK (EAN)	EUROPEAN ANTI-BULLYING NETWORK (EAN)	OGILVY GERMANY FRANKFURT	GERMANY
AMBIENT OUTDOOR	#BODYCANTWAIT	HANDICAP INTERNATIONAL	HANDICAP INTERNATIONAL	HEREZIE PARIS	FRANCE
OUTDOOR	PROJECT 84	CALM	CALM	ADAM&EVEDDB LONDON	UNITED KINGDOM
PRINT COLLATERAL	I RESCUE	AMBLYOPIA WORLD CAMPAIGN	AMBLYOPIA WORLD CAMPAIGN	VML BOGOTÁ	COLOMBIA
DIRECT	I RESCUE	AMBLYOPIA WORLD CAMPAIGN	AMBLYOPIA WORLD CAMPAIGN	VML BOGOTÁ	COLOMBIA
DIRECT	DISSOLVING POSTERS	ASSOCIAÇÃO INTERNACIONAL HABITAT PARA A HUMANIDADE	ANTI MOSQUITO POSTERS	BETC/HAVAS SÃO PAULO	BRAZIL

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DIRECT	EVERY HALF COUNTS	UNICEF	UNICEF	J. WALTER THOMPSON INDIA GURGAON	INDIA
PRINT COLLATERAL	IMAGINARY FRIEND SOCIETY	PEDIATRIC BRAIN TUMOR FOUNDATION	HEALTH	RPA SANTA MONICA	USA
INDUSTRY CRAFT: ART DIRECTION	IMAGINARY FRIEND SOCIETY - "FILM SERIES"	PEDIATRIC BRAIN TUMOR FOUNDATION	HEALTH	RPA SANTA MONICA	USA
CREATIVE DATA: CREATIVE DATA ENHANCEMENT	NATIONAL SAFETY COUNCIL "PRESCRIBED TO DEATH"	NATIONAL SAFETY COUNCIL	NATIONAL SAFETY COUNCIL	ENERGY BBDO CHICAGO	USA
CREATIVE DATA: DATA VISUALISATION	PROJECT 84	CALM	CALM	ADAM&EVEDDB LONDON	UNITED KINGDOM
CREATIVE DATA: DATA VISUALISATION	NATIONAL SAFETY COUNCIL "PRESCRIBED TO DEATH"	NATIONAL SAFETY COUNCIL	NATIONAL SAFETY COUNCIL	ENERGY BBDO CHICAGO	USA
CREATIVE DATA: CREATIVE DATA COLLECTION & RESEARCH	THE VOICE OF VOICES	NEMO	HEALTHCARE	MCCANN MILAN	ITALY
BRAND EXPERIENCE & ACTIVATION	DISSOLVING POSTERS	ASSOCIAÇÃO INTERNACIONAL HABITAT PARA A HUMANIDADE	ANTI MOSQUITO POSTERS	BETC/HAVAS SÃO PAULO	BRAZIL
DIRECT	IMAGINARY FRIEND SOCIETY- CAMPAIGN	PEDIATRIC BRAIN TUMOR FOUNDATION	HEALTH	RPA SANTA MONICA	USA
DIRECT	HELP A DANE	THE DANISH CANCER SOCIETY & TRYGFONDEN	THE DANISH CANCER SOCIETY & TRYGFONDEN	&CO COPENHAGEN	DENMARK
PR	#BODYCANTWAIT	HANDICAP INTERNATIONAL	HANDICAP INTERNATIONAL	HEREZIE PARIS	FRANCE
PR	HELP A DANE	THE DANISH CANCER SOCIETY & TRYGFONDEN	THE DANISH CANCER SOCIETY & TRYGFONDEN	&CO COPENHAGEN	DENMARK
PR	PROJECT 84	CALM	CALM	ADAM&EVEDDB LONDON	UNITED KINGDOM
PR	LOCOMO CHALLENGE	LOCOMO CHALLENGE COUNCIL	LOCOMOTIVE SYNDROME (A NEW HEALTHCARE CONCEPT)	HAKUHODO INC. TOKYO	JAPAN
PR	NATIONAL SAFETY COUNCIL "PRESCRIBED TO DEATH"	NATIONAL SAFETY COUNCIL	NATIONAL SAFETY COUNCIL	ENERGY BBDO CHICAGO	USA
PR	IN REAL LIFE	MONICA LEWNISKY	MONICA LEWINSKY / ANTI-BULLYING	BBDO NEW YORK	USA
PR	THE VOICE OF VOICES	NEMO	HEALTHCARE	MCCANN MILAN	ITALY
B03 (Fundraising & Advocacy)					
FILM: CINEMA, TV AND DIGITAL FILM CONTENT	ZWEMMER	FONDOS GEHANDICAPTESPORT	CHARITY	TBWAINEBOKO AMSTERDAM	THE NETHERLANDS
FILM: CINEMA, TV AND DIGITAL FILM CONTENT	SICKKIDS VS - ALL IN	SICKKIDS FOUNDATION	SICKKIDS FOUNDATION	COSSETTE TORONTO	CANADA
FILM: CINEMA, TV AND DIGITAL FILM CONTENT	SICKKIDS VS - DADSTRONG	SICKKIDS FOUNDATION	SICKKIDS FOUNDATION	COSSETTE TORONTO	CANADA
INTEGRATED CAMPAIGN	SICKKIDS VS - ALL IN	SICKKIDS FOUNDATION	SICKKIDS FOUNDATION	COSSETTE TORONTO	CANADA
INTEGRATED CAMPAIGN	16 & UNDER	HEART AND STROKE FOUNDATION OF ONTARIO	TBD	JOHN ST. TORONTO	CANADA
FILM CRAFT: DIRECTION	SICKKIDS VS - ALL IN	SICKKIDS FOUNDATION	SICKKIDS FOUNDATION	COSSETTE TORONTO	CANADA
FILM CRAFT: USE OF MUSIC / SOUND DESIGN	SICKKIDS VS - DADSTRONG	SICKKIDS FOUNDATION	SICKKIDS FOUNDATION	COSSETTE TORONTO	CANADA
FILM CRAFT: CINEMATOGRAPHY	SICKKIDS VS - ALL IN	SICKKIDS FOUNDATION	SICKKIDS FOUNDATION	COSSETTE TORONTO	CANADA
DIGITAL: SOCIAL	HEMOJI	SANTA CASA DE MISERICÓRDIA DE SÃO PAULO	INSTITUTIONAL	Y&R BRAZIL SÃO PAULO	BRAZIL
DIGITAL: SOCIAL	THE TINIEST LISTING	COOK COUNTRY HOSPITAL	AIRBNBABY	OGILVY & MATHER CHICAGO	USA
AMBIENT OUTDOOR	TAKE A SEAT	MAGICMAKERS NGO	MAGIC HOME - A SHELTER FOR PARENTS WITH SICK CHILDREN	JAZZ COMMUNICATION BUCHAREST	ROMANIA
BRAND EXPERIENCE & ACTIVATION	SWAP MY SEAT ALS	ALS	FUNDRAISING FOR ALS RESEARCH	ALS LEAGUE LEUVEN	BELGIUM
BRAND EXPERIENCE & ACTIVATION	TAKE A SEAT	MAGICMAKERS NGO	MAGIC HOME - A SHELTER FOR PARENTS WITH SICK CHILDREN	JAZZ COMMUNICATION BUCHAREST	ROMANIA
BRAND EXPERIENCE & ACTIVATION	C21	NATIONAL DOWN SYNDROME SOCIETY	DOWN SYNDROME AWARENESS	NATIONAL DOWN SYNDROME SOCIETY NEW YORK	USA
DIRECT	CALL OF HOPE	CORPORACIÓN DEL TRASPLANTE	CORPORACIÓN DEL TRASPLANTE ONG	BBDO CHILE SANTIAGO	CHILE
DIRECT	THE TINIEST LISTING	COOK COUNTRY HOSPITAL	AIRBNBABY	OGILVY & MATHER CHICAGO	USA
PR	NATIONAL SAFETY COUNCIL "PRESCRIBED TO DEATH"	NATIONAL SAFETY COUNCIL	NATIONAL SAFETY COUNCIL	ENERGY BBDO CHICAGO	USA
C01 (Corporate Image & Communication)					
INTEGRATED CAMPAIGN	THE RAPE TAX	NATIONAL ORGANIZATION FOR VICTIM ASSISTANCE	VICTIM ADVOCACY	AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK	USA
INTEGRATED CAMPAIGN	TV DOCTORS OF AMERICA - SEASON 2	CIGNA	CIGNA	MCCANN NEW YORK	USA
FILM CRAFT: CINEMATOGRAPHY	THE LEAP OF FAITH	LEAPS BY BAYER	HEALTHCARE	BEARS CALLING BERLIN	GERMANY
BRANDED CONTENT & ENTERTAINMENT: DIGITAL & SOCIAL	TV DOCTORS OF AMERICA - SEASON 2	CIGNA	CIGNA	MCCANN NEW YORK	USA
BRANDED CONTENT & ENTERTAINMENT: FILM, TV AND ONLINE FILM CONTENT	WAR CORRESPONDENTS ON BREAST CANCER	SAMSUNG / FECMA	SAMSUNG	CHEIL WORLDWIDE MADRID	SPAIN
BRANDED CONTENT & ENTERTAINMENT: LIVE EXPERIENCE	NOON ASSEMBLY	KWALITY LTD.	KWALITY MILK	MCCANN HEALTH NEW DELHI	INDIA
RADIO & AUDIO	BUDGET EPICS - "THE GREAT SANDSTORM"	RITEMED PHILIPPINES, INC.	GENERIC MEDICINES	MCCANN MANILA	THE PHILIPPINES
RADIO & AUDIO	BUDGET EPICS - "HIMALAYAN SHOWDOWN"	RITEMED PHILIPPINES, INC.	GENERIC MEDICINES	MCCANN MANILA	THE PHILIPPINES
PRODUCT INNOVATION	MAMMA BEER	MAMMA HELP	MAMMA HELP	Y&R PRAGUE	CZECH REPUBLIC
BRAND EXPERIENCE & ACTIVATION	PROJECT FREE PERIOD	JOHNSON & JOHNSON	STAYFREE SANITARY PADS	DDB MUDRA GROUP MUMBAI	INDIA

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PR	WAR CORRESPONDENTS ON BREAST CANCER	SAMSUNG / FECMA	SAMSUNG	CHEIL WORLDWIDE MADRID	SPAIN
PR	TV DOCTORS OF AMERICA - SEASON 2	CIGNA	CIGNA	MCCANN NEW YORK	USA
C02 (Health Services & Facilities)					
FILM: CINEMA, TV AND DIGITAL FILM CONTENT	THE FALL	HOSPITAL DE AMOR	INSTITUTIONAL	WMCCANN SÃO PAULO	BRAZIL
MOBILE	TXT 2 HELP	NY-PRESBYTERIAN HOSPITAL	CRISIS TEXT LINE	AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK	USA
INTEGRATED CAMPAIGN	LIVING PROOF	ALLEGHENY HEALTH NETWORK	HEALTH CENTER	DONER SOUTHFIELD	USA
INTEGRATED CAMPAIGN	CORAZÓN - GIVE YOUR HEART	MONTEFIORE	FILM, APP, OUTDOOR INSTALLATIONS, AND BILLBOARDS	JOHN X HANNES NEW YORK	USA
FILM CRAFT: USE OF MUSIC / SOUND DESIGN	THE FALL	HOSPITAL DE AMOR	INSTITUTIONAL	WMCCANN SÃO PAULO	BRAZIL
FILM CRAFT: ANIMATION & VISUAL EFFECTS	THE FALL	HOSPITAL DE AMOR	INSTITUTIONAL	WMCCANN SÃO PAULO	BRAZIL
INDUSTRY CRAFT: ILLUSTRATION	"AROUND THE CORNER - FIREWORKS"	UMD URGENT CARE	INSTITUTIONAL	AREA 23, AN FCB HEALTH NETWORK COMPANY NEW YORK	USA
BRANDED CONTENT & ENTERTAINMENT: FILM, TV AND ONLINE FILM CONTENT	CORAZÓN - GIVE YOUR HEART	MONTEFIORE	FILM, APP, OUTDOOR INSTALLATIONS, AND BILLBOARDS	JOHN X HANNES NEW YORK	USA
DIGITAL CRAFT: USER EXPERIENCE (UX)	LUCY	PRINCE OF WALES HOSPITAL	HEALTHCARE	DELOITTE AUSTRALIA MELBOURNE	AUSTRALIA
DIGITAL: SOCIAL	THE TINIEST LISTING	COOK COUNTRY HOSPITAL	AIRBNBABY	OGILVY & MATHER CHICAGO	USA
BRAND EXPERIENCE & ACTIVATION	CORAZÓN - GIVE YOUR HEART	MONTEFIORE	FILM, APP, OUTDOOR INSTALLATIONS, AND BILLBOARDS	JOHN X HANNES NEW YORK	USA
PR	THE TINIEST LISTING	COOK COUNTRY HOSPITAL	AIRBNBABY	OGILVY & MATHER CHICAGO	USA
C03 (Insurance)					
USE OF TECHNOLOGY	AAMI SMARTPLATES	SUNCORP	AAMI	OGILVY AUSTRALIA MELBOURNE	AUSTRALIA
INTEGRATED CAMPAIGN	TV DOCTORS OF AMERICA - SEASON 2	CIGNA	CIGNA	MCCANN NEW YORK	USA
DIGITAL: PLATFORMS	AAMI SMARTPLATES	SUNCORP	AAMI	OGILVY AUSTRALIA MELBOURNE	AUSTRALIA
PR	TV DOCTORS OF AMERICA - SEASON 2	CIGNA	CIGNA	MCCANN NEW YORK	USA
D01 (Animal Health)					
MOBILE	THE NEST ADDRESS	ENEL ROMANIA	-	ENEL ROMANIA BUCHAREST	ROMANIA
INTEGRATED CAMPAIGN	THE CHILD REPLACEMENT PROGRAMME	MARS	PEDIGREE	COLENZO BBDO AUCKLAND	NEW ZEALAND
INDUSTRY CRAFT: ART DIRECTION	THE CURIOUS CAT BOOK	MARS PET	WHISKAS	ALMAPBBDO SÃO PAULO	BRAZIL
BRANDED CONTENT & ENTERTAINMENT: FILM, TV AND ONLINE FILM CONTENT	THE 8 MONTH WALK	SERESTO	FLEA AND TICK PROTECTION FOR PETS	BBDO PARIS	FRANCE
DIGITAL: SOCIAL	DOGS FOR DOGS	PEDIGREE	CHARITY	BBDO PARIS	FRANCE
PRINT COLLATERAL	BEE SAVING PAPER	CITY BEES	BEE SAVING PAPER	CITY BEES WARSAW	POLAND
PRINT COLLATERAL	THE CURIOUS CAT BOOK	MARS PET	WHISKAS	ALMAPBBDO SÃO PAULO	BRAZIL
CREATIVE DATA: USE OF REAL-TIME DATA	THE NEST ADDRESS	ENEL ROMANIA	-	ENEL ROMANIA BUCHAREST	ROMANIA
DIRECT	THE NEST ADDRESS	ENEL ROMANIA	-	ENEL ROMANIA BUCHAREST	ROMANIA