

Shortlist

Title	Brand	Product/Service	Entrant Company	Country
A01 (Food & Drink)				
FIGHT FOR TERRITORY	LION	STEINLAGER	DDB GROUP NEW ZEALAND AUCKLAND	NEW ZEALAND
JANE WALKER	JOHNNIE WALKER	JOHNNIE WALKER	ANOMALY NEW YORK	USA
EXCLUSIVE THE RAINBOW	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA
TAGWORDS	AB INBEV	BUDWEISER	AFRICA SÃO PAULO	BRAZIL
A02 (Other FMCG)				
IT'S A TIDE AD CAMPAIGN	PROCTER & GAMBLE	TIDE	PROCTER & GAMBLE CINCINNATI	USA
A03 (Healthcare)				
HEARPRINT	COCHLEAR	COCHLEAR HEARING IMPLANTS	CHE PROXIMITY MELBOURNE	AUSTRALIA
RX PRESCRIPTION STICKERS	DUBAI HEALTH AUTHORITY	PRESCRIPTION LABEL	THE CLASSIC PARTNERSHIP ADVERTISING DUBAI	UNITED ARAB EMIRATES
STUBSUGAR	ASTER CLINICS	HEALTHCARE	THE CLASSIC PARTNERSHIP ADVERTISING DUBAI	UNITED ARAB EMIRATES
A04 (Consumer Durables)				
ALEXA LOSES HER VOICE	AMAZON	ALEXA	AMAZON SEATTLE	USA
DUTCH MASTER JUICES	PHILIPS	PHILIPS SLOW JUICERS	OGILVY AMSTERDAM	THE NETHERLANDS
DEISEL - GO WITH THE FAKE	DIESEL	DIESEL	DIESEL BREGANZE	ITALY
A05 (Automotive)				
CARSALES AUTOADS	CARSALES.COM.AU	ONLINE AUTOMOTIVE, MOTORCYCLE AND MARINE CLASSIFIEDS BUSINESS	CHE PROXIMITY MELBOURNE	AUSTRALIA
A06 (Retail)				
THE IKEA HUMAN CATALOGUE	IKEA	IKEA	IKEA SOUTHEAST ASIA SINGAPORE	SINGAPORE
THE MOST GERMAN SUPERMARKET	EDEKA ZENTRALE AG & CO. KG	RETAIL	JUNG VON MATT HAMBURG	GERMANY
LOVING "IT"	BURGER KING DEUTSCHLAND GMBH	BURGER KING	GRABARZ & PARTNER HAMBURG	GERMANY
EVITA, THE EQUALITY BILL.	DDL&CO	ARGENTINIAN DELY	HAVAS BUENOS AIRES	ARGENTINA
REPICTURING HOMELESS	GETTY IMAGES & FIFTYFIFTY	GETTY IMAGES	HAVAS DÜSSELDORF	GERMANY
BLACK SUPERMARKET	CARREFOUR	CARREFOUR	CARREFOUR MASSY	FRANCE
FRESH PRINTS	ALDI	ALDI	MCCANN BARCELONA	SPAIN
A07 (Travel)				
PALAU PLEDGE	PALAU LEGACY PROJECT	PALAU	HOST/HAVAS SYDNEY	AUSTRALIA
BVG X ADIDAS – THE TICKET-SHOE	BERLINER VERKEHRSBETRIEBE (BVG)	THE LIMITED EDITION BVG X ADIDAS ORIGINALS EQT 93/BERLIN, THE SNEAKER THAT'S A YEARLY TICKET.	JUNG VON MATT HAMBURG	GERMANY
2H04	TGV	TGV	BUZZMAN PARIS	FRANCE
A08 (Leisure)				
THE LAST DA VINCI	CHRISTIE'S	CHRISTIE'S	DROGA5 NEW YORK	USA
A09 (Media / Entertainment)				
LA FORÊT - BET ON A MURDERER	FRANCE TÉLÉVISIONS - FRANCE 3	LA FORÊT (TV SERIES)	FRANCE TÉLÉVISIONS PARIS	FRANCE
MAKE IT METAL	SONY MUSIC LABELS (JAPAN) INC.	CROSSFAITH (MUSIC ARTISTS)	OGILVY JAPAN TOKYO	JAPAN
XBOX DESIGN LAB ORIGINALS: THE FANCHISE MODEL	MICROSOFT	XBOX DESIGN LAB	MCCANN LONDON	UNITED KINGDOM
GIRLS BREAK UP ICE CREAM	SKY TELEVISION NEW ZEALAND	NEON	DDB GROUP NEW ZEALAND AUCKLAND	NEW ZEALAND
BLACK FUTURE SOCIAL CLUB	NETFLIX	BLACK MIRROR SEASON 3	DUDE MILAN	ITALY
RICKY BRASIL	FORBES BRASIL	CORPORATE IMAGE	OGILVY BRASIL SÃO PAULO	BRAZIL
A10 (B2B)				
THE ORIGINAL BRUSHES OF EDVARD MUNCH	ADOBE	ADOBE PHOTOSHOP CC	ABBY PRIEST STOCKHOLM	SWEDEN
A11 (Consumer Services)				
SAY IT TIKI	VODAFONE NEW ZEALAND	BRAND	FCB NEW ZEALAND AUCKLAND	NEW ZEALAND
VOCES EXPERTAS	TRIPLE-S	TRIPLE-S ADVANTAGE	J. WALTER THOMPSON PUERTO RICO SAN JUAN	PUERTO RICO
MAILLOT 45	LIBERTY SEGUROS	GÉNESIS SEGUROS	VCCP SPAIN MADRID	SPAIN
A12 (Corporate Social Responsibility (CSR) / Corporate Image)				
SAVE OUR SPECIES	LACOSTE	LACOSTE	BETC PARIS	FRANCE
CLOROX DROPPER FROG	CLOROX PUERTO RICO	CLOROX	PHD PUERTO RICO GUAYNABO	PUERTO RICO
THE FINANCIAL HACK	TARJETA CENCOSUD	TARJETA CENCOSUD	WUNDERMAN CATO JOHNSON BUENOS AIRES	ARGENTINA
PRIDE JERSEY	AIG	CSR	TBWAHAKUHODO TOKYO	JAPAN
WATERMARKS FOR WATER	GETTY IMAGES	GETTY IMAGES	FCB CHICAGO	USA
WAR CORRESPONDENTS ON BREAST CANCER	SAMSUNG / FECMA	SAMSUNG	CHEIL WORLDWIDE MADRID	SPAIN
NATURE REPRESENTED	SAMBITO	LEGAL REPRESENTATION OF THE ELEMENTS OF NATURE	MARURI GREY GUAYAQUIL	ECUADOR

Shortlist

LIFE AFTER FASHION	SPLASH FASHIONS	CHARITY	THE CLASSIC PARTNERSHIP ADVERTISING DUBAI	UNITED ARAB EMIRATES
TOUCH YOUR FOOTBALLS	LÍBERO	VALDERRAMA	LOLA MULLENLOWE MADRID	SPAIN
CORRUPTION DETECTOR	RECLAME AQUI	VIGIE AQUI	GREY BRAZIL SÃO PAULO	BRAZIL
BULLY JR.	BURGER KING	WHOPPER	DAVID MIAMI	USA
VODAFONE SAKHI	VODAFONE INDIA	VODAFONE SAKHI	OGILVY MUMBAI	INDIA
TRASH ISLES	PLASTIC OCEANS/LADBIBLE	PLASTIC OCEANS/LADBIBLE	AMVBBDO LONDON	UNITED KINGDOM
A13 (Not-for-profit / Charity)				
I'M OUT OF OFFICE FOR EQUAL PAY.	WOMEN'S EQUALITY PARTY	EQUAL PAY	NOW LONDON	UNITED KINGDOM
STOP THE HORROR	GO GENTLE AUSTRALIA	VOLUNTARY EUTHANASIA VICTORIA, AUSTRALIA	CUMMINS & PARTNERS SYDNEY	AUSTRALIA
THE GENDER SALARY EXPERIMENT	TERRE DES FEMMES E.V.	AWARENESS TO THE GENDER PAY GAP.	JUNG VON MATT HAMBURG	GERMANY
50 SHADES OF NO	50 SHADES OF NO	50 SHADES OF NO	THE OTTO EMPIRE MELBOURNE	AUSTRALIA
HELP A DANE	THE DANISH CANCER SOCIETY & TRYGFONDEN	THE DANISH CANCER SOCIETY & TRYGFONDEN	&CO COPENHAGEN	DENMARK
DESTINATION PRIDE	PFLAG CANADA	PFLAG CANADA	FCB/SIX TORONTO	CANADA
PROJECT REVOICE	THE ALS ASSOCIATION	CHARITY	BWM DENTSU SYDNEY	AUSTRALIA
INVISIBLE FRIENDS	MISSING PERSONS ADVOCACY NETWORK	MISSING PERSONS ADVOCACY NETWORK	WHITEGREY MELBOURNE	AUSTRALIA
POSTS INTO LETTERS	CHANGE THE REF	POSTS INTO LETTERS	AREA 23. AN FCB HEALTH NETWORK COMPANY NEW YORK	USA
THE INSIDERS	AMNESTY	AMNESTY THE INSIDER	AMNESTY TURKEY ISTANBUL	TURKEY
"HELP FOR HELP"	STIFTUNG MENSCHEN FÜR MENSCHEN	ETHIOPIAN AID	BBDO GROUP GERMANY BERLIN	GERMANY
FINES FOR CONSCIENCE.	MUNICIPALIDAD DE LAS CONDES	INSTITUTIONAL	PROLAM Y&R SANTIAGO	CHILE
BORDEAUX 2050	AJE	ALCOHOLIC BEVERAGES	MCCANN PARIS CLICHY	FRANCE
B01 (Mailing)				
GENE PROJECT 90*	UNILEVER	MARMITE	ADAM&EVEDDB LONDON	UNITED KINGDOM
WAR CORRESPONDENTS ON BREAST CANCER	SAMSUNG / FECMA	SAMSUNG	CHEIL WORLDWIDE MADRID	SPAIN
POSTS INTO LETTERS	CHANGE THE REF	POSTS INTO LETTERS	AREA 23. AN FCB HEALTH NETWORK COMPANY NEW YORK	USA
TRASH ISLES	PLASTIC OCEANS/LADBIBLE	PLASTIC OCEANS/LADBIBLE	AMVBBDO LONDON	UNITED KINGDOM
THIS COKE IS A FANTA	COCA-COLA	COCA-COLA	DAVID THE AGENCY SÃO PAULO	BRAZIL
NEVER UNSANITARY PADS	ONE SCHOOL AT A TIME	ONE SCHOOL AT A TIME	JOE PUBLIC UNITED JOHANNESBURG	SOUTH AFRICA
B02 (Use of Ambient Media: Small Scale)				
SAVE OUR SPECIES	LACOSTE	LACOSTE	BETC PARIS	FRANCE
SHITTY PAPER – MADE FROM HATE	GOLDEIMER	SHITTY PAPER – MADE FROM HATE	PHILIPP UND KEUNTJE HAMBURG	GERMANY
100 LB. COUPON	DICK'S SPORTING GOODS	SECOND SKIN	VML KANSAS CITY	USA
SELFIESTIX	MARS	PEDIGREE	COLENSO BBDO AUCKLAND	NEW ZEALAND
MYSTERY BURGER	BURGER KING	BURGER KING	BUZZMAN PARIS	FRANCE
STREETGUARD	TRACKING SYSTEM DE MÉXICO	CAR ALARMS	TRACKING SYSTEMS DE MÉXICO SA DE CV NAUCALPAN	MEXICO
DUTCH MASTERJUICES	PHILIPS	PHILIPS SLOW JUICERS	OGILVY AMSTERDAM	THE NETHERLANDS
MAMMA BEER	MAMMA HELP	MAMMA HELP	Y&R PRAGUE	CZECH REPUBLIC
PRICE ON OUR LIVES	MARCH FOR OUR LIVES - PARKLAND STUDENTS	MARCH FOR OUR LIVES	MCCANN NEW YORK	USA
B03 (Use of Ambient Media: Large Scale)				
THE MOST GERMAN SUPERMARKET	EDEKA ZENTRALE AG & CO. KG	RETAIL	JUNG VON MATT HAMBURG	GERMANY
SCARY CLOWN NIGHT	BURGER KING	BURGER	LOLA MULLENLOWE MADRID	SPAIN
BLIZZARD STORE	DAIRY QUEEN	BLIZZARD	P4 OGILVY PANAMA CITY	PANAMA
BLACK SUPERMARKET	CARREFOUR	CARREFOUR	CARREFOUR MASSY	FRANCE
MCDELIVERY SHELTER	MCDONALDS	MCDELIVERY	MCDONALD'S ITALY ASSAGO (MI)	ITALY
DEISEL - GO WITH THE FAKE	DIESEL	DIESEL	DIESEL BREGANZE	ITALY
BREAK BREAD SMASH STIGMA	CASEY HOUSE	JUNE'S EATERY	BENSIMON BYRNE TORONTO	CANADA
DACIA THE AUCTION	RENAULT	DACIA	OMD ROME	ITALY
B04 (Use of Broadcast)				
IT'S A TIDE AD CAMPAIGN	PROCTER & GAMBLE	TIDE	PROCTER & GAMBLE CINCINNATI	USA
SHARE A COKE 1,000 NAME CELEBRATION	COCA-COLA	COKE	FITZCO/MCCANN ATLANTA	USA
FOOTBALL DECODED	MICROSOFT	XBOX / FIFA 18	MCCANN LONDON	UNITED KINGDOM
FRENCH FILM FESTIVAL IN FORT WORTH	ALLIANCE FRANÇAISE DE SINGAPOUR	AF CINE-CLUB	OGILVY SINGAPORE	SINGAPORE
B05 (Use of Print / Outdoor)				
MUSEUM FOR RENT	MAMBO	MAMBO	DBB COLOMBIA MEDELLIN	COLOMBIA
FIGHT FOR TERRITORY	LION	STEINLAGER	DBB GROUP NEW ZEALAND AUCKLAND	NEW ZEALAND

Shortlist

STRANGER THINGS HAWKINS LAB	NETFLIX	STRANGER THINGS SEASON 2	NETFLIX LOS ANGELES	USA
THE RAPE TAX	NATIONAL ORGANIZATION FOR VICTIM ASSISTANCE	VICTIM ADVOCACY	AREA 23. AN FCB HEALTH NETWORK COMPANY NEW YORK	USA
TAGWORDS	AB INBEV	BUDWEISER	AFRICA SÃO PAULO	BRAZIL
LOVE FIRE "FIREWORKS"	BURGER KING DEUTSCHLAND GMBH	BURGER KING DEUTSCHLAND GMBH	GRABARZ & PARTNER HAMBURG	GERMANY
B06 (Use of Technology)				
RE:SCAM	NETSAFE	CYBER SECURITY	DDB GROUP NEW ZEALAND AUCKLAND	NEW ZEALAND
LUCY	PRINCE OF WALES HOSPITAL	HEALTHCARE	DELOITTE AUSTRALIA MELBOURNE	AUSTRALIA
PROJECT REVOICE	THE ALS ASSOCIATION	CHARITY	BWM DENTSU SYDNEY	AUSTRALIA
STREETGUARD	TRACKING SYSTEM DE MÉXICO	CAR ALARMS	TRACKING SYSTEMS DE MÉXICO SA DE CV NAUCALPAN	MEXICO
NISSAN'S FOLLOW THE BALL	NISSAN DO BRASIL	NISSAN KICKS	LEW'LARAITBWA SÃO PAULO	BRAZIL
ASISTIR	HONDURAN EDUCATION DEPARTMENT AND THE PRESIDENTIAL SCHOLARSHIP PROGRAM 20/20	PUBLIC EDUCATION	SECRETARIA DE EDUCACIÓN DE HONDURAS TEGUCIGALPA	HONDURAS
MY LINE	MINISTRY OF COMMUNICATIONS & TECHNOLOGY	VIVE DIGITAL PROGRAM	MULLENLOWE SSP3 BOGOTÁ	COLOMBIA
THE CANCELLER	RECLAME AQUI	RECLAME AQUI	GREY BRAZIL SÃO PAULO	BRAZIL
C01 (Data Strategy)				
THE BIOGRAPHY OF TOMORROW	GOOGLE CLOUD FRANCE	GOOGLE CLOUD SERVICES	HEREZIE PARIS	FRANCE
DESTINATION PRIDE	PFLAG CANADA	PFLAG CANADA	FCB/SIX TORONTO	CANADA
RICKY BRASIL	FORBES BRASIL	CORPORATE IMAGE	OGLIVY BRASIL SÃO PAULO	BRAZIL
CORRUPTION DETECTOR	RECLAME AQUI	VIGIE AQUI	GREY BRAZIL SÃO PAULO	BRAZIL
TAGWORDS	AB INBEV	BUDWEISER	AFRICA SÃO PAULO	BRAZIL
C02 (Data-Driven Targeting)				
GO IMAGES	TRANSAVIA	AIRLINES	HUMANSEVEN PARIS	FRANCE
THE BILLION POINT GIVEAWAY	VELOCITY FREQUENT FLYER	FREQUENT FLYER PROGRAM	CHE PROXIMITY MELBOURNE	AUSTRALIA
COVERAGE COALITION	GET AMERICA COVERED	COVERAGE COALITION	BARTON F. GRAF NEW YORK	USA
SMARTPARK	HYUNDAI MOTOR AMERICA	HYUNDAI SMARTPARK	INNOCEAN USA HUNTINGTON BEACH	USA
C03 (Use of Real-time Data)				
MUSIC LIBERATES MUSIC	BACARDI	BACARDI	BBDO NEW YORK	USA
MAILLOT 45	LIBERTY SEGUROS	GÉNESIS SEGUROS	VCCP SPAIN MADRID	SPAIN
MY LINE POWERED BY GOOGLE	MINISTRY OF COMMUNICATIONS & TECHNOLOGY	VIVE DIGITAL PROGRAM	MULLENLOWE SSP3 BOGOTÁ	COLOMBIA
D01 (Use of Digital Platforms)				
LA FORÊT - BET ON A MURDERER	FRANCE TÉLÉVISIONS - FRANCE 3	LA FORÊT (TV SERIES)	FRANCE TÉLÉVISIONS PARIS	FRANCE
LIKE WHAT YOU HATE	VICE MEDIA DENMARK	LIKEWHATYOUHATE.COM	VICE MEDIA SCANDINAVIA COPENHAGEN	DENMARK
RE:SCAM	NETSAFE	CYBER SECURITY	DDB GROUP NEW ZEALAND AUCKLAND	NEW ZEALAND
FINDING FARIÑA	MADRID BOOKSELLERS	DIGITAL BOOK	DDB SPAIN MADRID	SPAIN
UNSILENCED	LA PAROLE AUX SOURDS	LA PAROLE AUX SOURDS	BETC PARIS	FRANCE
THE BILLION POINT GIVEAWAY	VELOCITY FREQUENT FLYER	FREQUENT FLYER PROGRAM	CHE PROXIMITY MELBOURNE	AUSTRALIA
CARSALES AUTOADS	CARSALES.COM.AU	ONLINE AUTOMOTIVE, MOTORCYCLE AND MARINE CLASSIFIEDS BUSINESS	CHE PROXIMITY MELBOURNE	AUSTRALIA
NATURE REPRESENTED	SAMBITO	LEGAL REPRESENTATION OF THE ELEMENTS OF NATURE	MARURI GREY GUAYAQUIL	ECUADOR
PRICE ON OUR LIVES	MARCH FOR OUR LIVES - PARKLAND STUDENTS	MARCH FOR OUR LIVES	MCCANN NEW YORK	USA
TAGWORDS	AB INBEV	BUDWEISER	AFRICA SÃO PAULO	BRAZIL
D02 (Use of Mobile)				
DESTINATION PRIDE	PFLAG CANADA	PFLAG CANADA	FCB/SIX TORONTO	CANADA
DISAPPEARING PERSON ALERTS	QUEENSLAND POLICE	SNAPCHAT DISAPPEARING PERSON ALERTS	BWM DENTSU MELBOURNE	AUSTRALIA
FLY LIKE A PRESIDENT	DESTINATIONS TRAVEL AGENCY	DESTINATIONS TRAVEL AGENCY	MCCANN SAN JOSE	COSTA RICA
MY LINE POWERED BY GOOGLE	MINISTRY OF COMMUNICATIONS & TECHNOLOGY	VIVE DIGITAL PROGRAM	MULLENLOWE SSP3 BOGOTÁ	COLOMBIA
CORRUPTION DETECTOR	RECLAME AQUI	VIGIE AQUI	GREY BRAZIL SÃO PAULO	BRAZIL
JOB ON THE SHELF	WALMART	RETAIL	DM9DDB SÃO PAULO	BRAZIL
LOW COST ZONE	SKY AIRLINE	TRANSPORT AIRCRAFT	GREY CHILE SANTIAGO	CHILE
D03 (Use of Social Platforms)				
BVG X ADIDAS - THE TICKET-SHOE	BERLINER VERKEHRSBETRIEBE (BVG)	THE LIMITED EDITION BVG X ADIDAS ORIGINALS EQT 93/BERLIN, THE SNEAKER THAT'S A YEARLY TICKET.	JUNG VON MATT HAMBURG	GERMANY
THE IKEA HUMAN CATALOGUE	IKEA	IKEA	IKEA SOUTHEAST ASIA SINGAPORE	SINGAPORE
TRASH ISLES	PLASTIC OCEANS/LADBIBLE	PLASTIC OCEANS/LADBIBLE	AMVBDDO LONDON	UNITED KINGDOM
IT'S A TIDE AD CAMPAIGN	PROCTER & GAMBLE	TIDE	PROCTER & GAMBLE CINCINNATI	USA
NATIONAL SAFETY COUNCIL "PRESCRIBED TO DEATH"	NATIONAL SAFETY COUNCIL	NATIONAL SAFETY COUNCIL	ENERGY BBDO CHICAGO	USA

Shortlist

THE PREGNANCY PAUSE	THE PREGNANCY PAUSE	THE PREGNANCY PAUSE	MOTHER USA NEW YORK	USA
#SHARETHELOVE	AIDES	NGO	TBWA/PARIS	FRANCE
THE MOST EXCLUSIVE COLLECTION	YOOX	YOOX	STINK STUDIOS LONDON	UNITED KINGDOM
NOT A TARGET TELEPROMPTER	UNITED NATIONS OCHA	WORLD HUMANITARIAN DAY	VML NEW YORK	USA
DISAPPEARING PERSON ALERTS	QUEENSLAND POLICE	SNAPCHAT DISAPPEARING PERSON ALERTS	BWM DENTSU MELBOURNE	AUSTRALIA
POSTS INTO LETTERS	CHANGE THE REF	POSTS INTO LETTERS	AREA 23. AN FCB HEALTH NETWORK COMPANY NEW YORK	USA
ALEXA LOSES HER VOICE	AMAZON	ALEXA	AMAZON SEATTLE	USA
HEMOJI	SANTA CASA DE MISERICÓRDIA DE SÃO PAULO	INSTITUTIONAL	Y&R BRAZIL SÃO PAULO	BRAZIL
PAY WITH VIEWS	OPEL	OPEL CARS	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS
INSTAGRAM MENU	MCDONALD'S	STORE MENU BOARD EXPERIENCE	DM9DDB SÃO PAULO	BRAZIL
GET PACKING!	JETBLUE	AIRLINE	MULLENLOWE NEW YORK	USA
D04 (Real-time Response)				
FIGHT FOR TERRITORY	LION	STEINLAGER	DDB GROUP NEW ZEALAND AUCKLAND	NEW ZEALAND
WINTER IS COMING	IKEA	IKEA BRAND	SMFB OSLO	NORWAY
BOT FRIENDS "POWERED" BY WHATSAPP	ABINBEV	POKER BEER	ABINBEV BOGOTÁ	COLOMBIA
THE ALL-IN PROMO	NEWSAN	NOBLEX	DAVID BUENOS AIRES	ARGENTINA
#THEDEBUT	PEPSICO	GATORADE	VML KANSAS CITY	USA
SHARE A COKE 1,000 NAME CELEBRATION	COCA-COLA	COKE	FITZCO/MCCANN ATLANTA	USA
D05 (Co-creation & User Generated Content)				
SUPER BOWL ADS FOR ALL	TOSTITOS	TOSTITOS	GOODBY SILVERSTEIN & PARTNERS SAN FRANCISCO	USA
XBOX DESIGN LAB ORIGINALS: THE FANCHISE MODEL	MICROSOFT	XBOX DESIGN LAB	MCCANN LONDON	UNITED KINGDOM
FIFA 18 MORE THAN A GAME	EA SPORTS	FIFA 18	ADAM&EVEDDB LONDON	UNITED KINGDOM
IT'S A TIDE AD CAMPAIGN	PROCTER & GAMBLE	TIDE	PROCTER & GAMBLE CINCINNATI	USA
THE PARALYMPIC NETWORK	CANADIAN PARALYMPIC COMMITTEE	THE PYEONGCHANG 2018 PARALYMPIC WINTER GAMES	BDDO TORONTO	CANADA
#SHARETHELOVE	AIDES	NGO	TBWA/PARIS	FRANCE
ADOBE MAKE THE CUT	ADOBE	ADOBE	EDELMAN SAN FRANCISCO	USA
WELCOME TO @APPLE	APPLE	INSTAGRAM	TBWA/MEDIA ARTS LAB LOS ANGELES	USA
TURNING THEIR TWEETS AGAINST THEM	BURGER KING	FOOD	MULLENLOWE BOSTON	USA
FIGHTING CANCER	CANCER@WORK	CANCER@WORK	FAMOUSGREY PARIS	FRANCE
LOCAL BUSINESS NEVER LOOKED SO GOOD	CANON	CANON	CANON SØBORG	DENMARK
TAKE A SEAT	MAGICMAKERS NGO	MAGIC HOME - A SHELTER FOR PARENTS WITH SICK CHILDREN	JAZZ COMMUNICATION BUCHAREST	ROMANIA
PAY WITH VIEWS	OPEL	OPEL CARS	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS
THE VOICE OF VOICES	NEMO	HEALTHCARE	MCCANN MILAN	ITALY
SPECIMENS MONOLOGUES	THE FIELD MUSEUM	"SPECIMENS: UNLOCKING THE SECRETS OF LIFE" EXHIBITION	ENGAGE & RESONATE CHICAGO	USA
TO THE LAST TREE STANDING	GREENPEACE POLAND	SAVING THE BIALOWIEZA FOREST	OGILVY POLAND WARSAW	POLAND
E01 (Copywriting)				
2'45" WITHOUT BREATHING	BBVA COLOMBIA	BBVA BANK	DDB COLOMBIA BOGOTA	COLOMBIA
EXCLUSIVE THE RAINBOW	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA
E02 (Art Direction / Design)				
MICRO MEALS	MISEREOR	MISEREOR	KOLLE REBBE HAMBURG	GERMANY
TRASH ISLES	PLASTIC OCEANS/LADBIBLE	PLASTIC OCEANS/LADBIBLE	AMVBDDO LONDON	UNITED KINGDOM
FOLLOW THE ARCHES	MCDONALD'S RESTAURANTS OF CANADA LIMITED	MCDONALD'S RESTAURANTS OF CANADA LIMITED	COSSETTE TORONTO	CANADA
THE CURIOUS CAT BOOK	MARS PET	WHISKAS	ALMAPBDDO SÃO PAULO	BRAZIL
THE 2017 YELLOW TEAPOT	RENAULT	AUTOMOTIVE	RENAULT PARIS	FRANCE
THE MOST EXCLUSIVE COLLECTION	YOOX	YOOX	STINK STUDIOS LONDON	UNITED KINGDOM
31BULLETS	THE CHICAGO SUN-TIMES	NEWSPAPER	OGILVY CHICAGO	USA
INEQUALITY BALLS	ESPNW	INSTITUTIONAL	AFRICA SÃO PAULO	BRAZIL
BMW TRANSFORMATION OF A LANDMARK	BMW AG	BMW	JUNG VON MATT HAMBURG	GERMANY
TUTORIAL COMICS	TRAMONTINA	TRAMONTINA	J. WALTER THOMPSON BRAZIL SÃO PAULO	BRAZIL
E03 (Experience Design)				
THE FRAME GALLERY	SAMSUNG ELECTRONICS	THE FRAME	CHEIL WORLDWIDE SEOUL	SOUTH KOREA
THE MOST GERMAN SUPERMARKET	EDEKA ZENTRALE AG & CO. KG	RETAIL	JUNG VON MATT HAMBURG	GERMANY
SAVE OUR SPECIES	LACOSTE	LACOSTE	BETC PARIS	FRANCE
THE MUD SOLDIER	VISIT FLANDERS	FLANDERS FIELDS	OGILVY & SOCIAL.LAB BELGIUM BRUSSELS	BELGIUM

Shortlist

DESTINATION PRIDE	PFLAG CANADA	PFLAG CANADA	FCB/SIX TORONTO	CANADA
EXCLUSIVE THE RAINBOW	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA
DOODLE MATS	RENAULT ROMANIA	DOODLE MATS	RENAULT ROMANIA BUCHAREST	ROMANIA
BULLY JR.	BURGER KING	WHOPPER	DAVID MIAMI	USA
SCARY CLOWN NIGHT	BURGER KING	BURGER	LOLA MULLENLOWE MADRID	SPAIN
E04 (Acquisition & Retention)				
XBOX DESIGN LAB ORIGINALS: THE FANCHISE MODEL	MICROSOFT	XBOX DESIGN LAB	MCCANN LONDON	UNITED KINGDOM
THE ALL-IN PROMO	NEWSAN	NOBLEX	DAVID BUENOS AIRES	ARGENTINA
BLACK SUPERMARKET	CARREFOUR	CARREFOUR	CARREFOUR MASSY	FRANCE
WHOPPER NO-SHOW	BURGER KING	WHOPPER MENU	BURGER KING MIAMI	USA
SCARY CLOWN NIGHT	BURGER KING	BURGER	LOLA MULLENLOWE MADRID	SPAIN
MY FIRST PAD	JOHNSON & JOHNSON	STAYFREE	DM9DDB SÃO PAULO	BRAZIL
YOUR 2017 WRAPPED	SPOTIFY	SPOTIFY	SPOTIFY NEW YORK	USA
E05 (Launch / Re-launch)				
BVG X ADIDAS – THE TICKET-SHOE	BERLINER VERKEHRSBETRIEBE (BVG)	THE LIMITED EDITION BVG X ADIDAS ORIGINALS EQT 93/BERLIN, THE SNEAKER THAT'S A YEARLY TICKET.	JUNG VON MATT HAMBURG	GERMANY
LA FORÊT - BET ON A MURDERER	FRANCE TÉLÉVISIONS - FRANCE 3	LA FORÊT (TV SERIES)	FRANCE TÉLÉVISIONS PARIS	FRANCE
XBOX DESIGN LAB ORIGINALS: THE FANCHISE MODEL	MICROSOFT	XBOX DESIGN LAB	MCCANN LONDON	UNITED KINGDOM
GENE PROJECT CASE STUDY	UNILEVER	MARMITE	ADAM&EVEDDB LONDON	UNITED KINGDOM
WHOPPER GATE	BURGER KING BELGIUM	BURGER KING BELGIUM	BUZZMAN PARIS	FRANCE
FORBIDDEN STORIES	FREEDOM VOICES NETWORK	THE FORBIDDEN STORIES PLATFORM	J. WALTER THOMPSON PARIS	FRANCE
BLACK SUPERMARKET	CARREFOUR	CARREFOUR	CARREFOUR MASSY	FRANCE
BORDEAUX 2050	AJE	ALCOHOLIC BEVERAGES	MCCANN PARIS CLICHY	FRANCE
DEISEL - GO WITH THE FAKE	DIESEL	DIESEL	DIESEL BREGANZE	ITALY
PAY WITH VIEWS	OPEL	OPEL CARS	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS
SMART ELECTRIC DRIVE CARSINO	DAIMLER AG / SMART	SMART ELECTRIC DRIVE	BBDO GROUP GERMANY BERLIN	GERMANY
E06 (Low Budget / High Impact Campaign)				
INCONVENIENCE STORES	SWANN INSURANCE	INSURANCE	CHE PROXIMITY MELBOURNE	AUSTRALIA
IN REAL LIFE	MONICA LEWINSKY	MONICA LEWINSKY / ANTI-BULLYING	BBDO NEW YORK	USA
THE BRIDAL UNIFORM	UN WOMEN	ANTI-CHILD-MARRIAGES	BBDO PAKISTAN LAHORE	PAKISTAN
IKEA PEE AD	IKEA SWEDEN	IKEA CRIB	AKESTAM HOLST NOA STOCKHOLM	SWEDEN
FACEBLOOD	COLOMBIAN RED CROSS	BLOOD DONATION	SANCHO BBDO BOGOTÁ	COLOMBIA
TURNING THEIR TWEETS AGAINST THEM	BURGER KING	FOOD	MULLENLOWE BOSTON	USA
MAKING THE LIST	LEGO AUSTRALIA	LEGO	CHE PROXIMITY MELBOURNE	AUSTRALIA
THIS COKE IS A FANTA	COCA-COLA	COCA-COLA	DAVID THE AGENCY SÃO PAULO	BRAZIL
SINDOOR KHELIA - NO CONDITIONS APPLY	TIMES OF INDIA	TIMES OF INDIA	FCB INDIA MUMBAI	INDIA
TAKE A SEAT	MAGICMAKERS NGO	MAGIC HOME - A SHELTER FOR PARENTS WITH SICK CHILDREN	JAZZ COMMUNICATION BUCHAREST	ROMANIA
#HONDANEXTDOOR	HONDA	CR-V & HR-V	SID LEE PARIS	FRANCE
TOUCH YOUR FOOTBALLS	LÍBERO	VALDERRAMA	LOLA MULLENLOWE MADRID	SPAIN
BIHOR COUTURE	BEAU MONDE STYLE	BEAU MONDE MAGAZINE	MCCANN BUCHAREST	ROMANIA
EDIBLE CHOPSTICKS	ELEME	FOOD DELIVERY	FF SHANGHAI	CHINA
E07 (Single Country Campaign)				
FIGHT FOR TERRITORY	LION	STEINLAGER	DDB GROUP NEW ZEALAND AUCKLAND	NEW ZEALAND
LOVING "IT"	BURGER KING DEUTSCHLAND GMBH	BURGER KING	GRABARZ & PARTNER HAMBURG	GERMANY
IKEA PEE AD	IKEA SWEDEN	IKEA CRIB	AKESTAM HOLST NOA STOCKHOLM	SWEDEN
IRRESISTIBLY POINTLESS TRUEVIEW ADS	IKEA	IKEA FURNITURE	AKESTAM HOLST NOA STOCKHOLM	SWEDEN
GENE PROJECT CASE STUDY	UNILEVER	MARMITE	ADAM&EVEDDB LONDON	UNITED KINGDOM
1ST GRRRADE	MARS LLC	PEDIGREE®	BBDO RUSSIA GROUP MOSCOW	RUSSIA
THE BILLION POINT GIVEAWAY	VELOCITY FREQUENT FLYER	FREQUENT FLYER PROGRAM	CHE PROXIMITY MELBOURNE	AUSTRALIA
CARSALLES AUTOADS	CARSALLES.COM.AU	ONLINE AUTOMOTIVE, MOTORCYCLE AND MARINE CLASSIFIEDS BUSINESS	CHE PROXIMITY MELBOURNE	AUSTRALIA
THIS COKE IS A FANTA	COCA-COLA	COCA-COLA	DAVID THE AGENCY SÃO PAULO	BRAZIL
SINDOOR KHELIA - NO CONDITIONS APPLY	TIMES OF INDIA	TIMES OF INDIA	FCB INDIA MUMBAI	INDIA
DEISEL - GO WITH THE FAKE	DIESEL	DIESEL	DIESEL BREGANZE	ITALY
PRICE ON OUR LIVES	MARCH FOR OUR LIVES - PARKLAND STUDENTS	MARCH FOR OUR LIVES	MCCANN NEW YORK	USA
GET PACKING!	JETBLUE	AIRLINE	MULLENLOWE NEW YORK	USA
KEEP MY VOICE	TEAM GLEASON	TEAM GLEASON	OGLIVY CHICAGO	USA