

Shortlist

Title	Brand	Product/Service	Entrant Company	Country	Production Role	Country
A01 (Food & Drink)						
EQUAL LOVE	ABSOLUT	ABSOLUT VODKA	THE ABSOLUT COMPANY STOCKHOLM	SWEDEN	BBH LONDON / FINAL CUT LONDON / MPC LONDON / SOMESUCH LONDON / STRING AND TINS LONDON	UNITED KINGDOM
#1 FANTASY	MARS CHOCOLATE NORTH AMERICA	SNICKERS	BBDO NEW YORK	USA	O POSITIVE NEW YORK	USA
FANTASY NIGHT	MARS CHOCOLATE NORTH AMERICA	SNICKERS	BBDO NEW YORK	USA	O POSITIVE NEW YORK	USA
MUM'S BIRTHDAY	CADBURY	CADBURY DAIRY MILK	VCCP LONDON	UNITED KINGDOM	ACADEMY FILMS LONDON	UNITED KINGDOM
COWBOYS	DIAGEO	GUINNESS	AMVBBDO LONDON	UNITED KINGDOM	750MPH LONDON / CARTEL SANTA MONICA / SMUGGLER LONDON	UNITED KINGDOM
GENE PROJECT 90*	UNILEVER	MARIMATE	ADAM&EVEDDB LONDON	UNITED KINGDOM	OUTSIDER LONDON	UNITED KINGDOM
ANKLES	POWERADE	POWERADE	WIEDEN+KENNEDY PORTLAND	USA	COSMO STREET SANTA MONICA / KEVIN VENICE, CA / LIME STUDIOS SANTA MONICA / SOMESUCH X ANONYMOUS CONTENT CULVER CITY / WIEDEN+KENNEDY PORTLAND	USA
VENDOR	AB-INBEV	BUD LIGHT	WIEDEN+KENNEDY NEW YORK	USA	O POSITIVE NEW YORK	USA
THE SECRET	MONDE NISSIN (THAILAND) CO., LTD.	VOIZ WAFFLE	OGILVY GROUP THAILAND BANGKOK	THAILAND	FACTORY01 BANGKOK	THAILAND
DATE	UHA MIKAKUTO	SAKERU GUMMY	TOHOKUSHINSHA FILM CORPORATION TOKYO	JAPAN	TOHOKUSHINSHA FILM CORPORATION TOKYO	JAPAN
TAXI	UHA MIKAKUTO	SAKERU GUMMY	TOHOKUSHINSHA FILM CORPORATION TOKYO	JAPAN	TOHOKUSHINSHA FILM CORPORATION TOKYO	JAPAN
BIKE COURIER	UHA MIKAKUTO	SAKERU GUMMY	TOHOKUSHINSHA FILM CORPORATION TOKYO	JAPAN	TOHOKUSHINSHA FILM CORPORATION TOKYO	JAPAN
TRUE LOVE	UHA MIKAKUTO	SAKERU GUMMY	TOHOKUSHINSHA FILM CORPORATION TOKYO	JAPAN	TOHOKUSHINSHA FILM CORPORATION TOKYO	JAPAN
LIE	UHA MIKAKUTO	SAKERU GUMMY	TOHOKUSHINSHA FILM CORPORATION TOKYO	JAPAN	TOHOKUSHINSHA FILM CORPORATION TOKYO	JAPAN
SECRET	UHA MIKAKUTO	SAKERU GUMMY	TOHOKUSHINSHA FILM CORPORATION TOKYO	JAPAN	TOHOKUSHINSHA FILM CORPORATION TOKYO	JAPAN
ZOO	UHA MIKAKUTO	SAKERU GUMMY	TOHOKUSHINSHA FILM CORPORATION TOKYO	JAPAN	TOHOKUSHINSHA FILM CORPORATION TOKYO	JAPAN
LONG LONG LIMOUSINE	UHA MIKAKUTO	SAKERU GUMMY	TOHOKUSHINSHA FILM CORPORATION TOKYO	JAPAN	TOHOKUSHINSHA FILM CORPORATION TOKYO	JAPAN
PROPOSAL	UHA MIKAKUTO	SAKERU GUMMY	TOHOKUSHINSHA FILM CORPORATION TOKYO	JAPAN	TOHOKUSHINSHA FILM CORPORATION TOKYO	JAPAN
ENTRANCE	UHA MIKAKUTO	SAKERU GUMMY	TOHOKUSHINSHA FILM CORPORATION TOKYO	JAPAN	TOHOKUSHINSHA FILM CORPORATION TOKYO	JAPAN
JEALOUSY	UHA MIKAKUTO	SAKERU GUMMY	TOHOKUSHINSHA FILM CORPORATION TOKYO	JAPAN	TOHOKUSHINSHA FILM CORPORATION TOKYO	JAPAN
PSICÓLOGO	1882	FERNET 1882	SANTO BUENOS AIRES	ARGENTINA	□	□
A02 (Other FMCG)						
IT'S ANOTHER TIDE AD	PROCTER & GAMBLE	TIDE	PROCTER & GAMBLE CINCINNATI	USA	ARCADE EDIT NEW YORK / HEARD CITY NEW YORK / PERSONAL MUSIC MIAMI / RATTLING STICK SANTA MONICA / THE MILL LOS ANGELES	USA
IT'S A TIDE AD	PROCTER & GAMBLE	TIDE	PROCTER & GAMBLE CINCINNATI	USA	ARCADE EDIT NEW YORK / HEARD CITY NEW YORK / PERSONAL MUSIC MIAMI / RATTLING STICK SANTA MONICA / THE MILL LOS ANGELES	USA
IT'S YET ANOTHER TIDE AD	PROCTER & GAMBLE	TIDE	PROCTER & GAMBLE CINCINNATI	USA	ARCADE EDIT NEW YORK / HEARD CITY NEW YORK / PERSONAL MUSIC MIAMI / RATTLING STICK SANTA MONICA / THE MILL LOS ANGELES	USA
IT'S YET ANOTHER TIDE AD, AGAIN	PROCTER & GAMBLE	TIDE	PROCTER & GAMBLE CINCINNATI	USA	ARCADE EDIT NEW YORK / HEARD CITY NEW YORK / PERSONAL MUSIC MIAMI / RATTLING STICK SANTA MONICA / THE MILL LOS ANGELES	USA
P&G LOVE OVER BIAS	P&G	THANK YOU MOM	WIEDEN+KENNEDY PORTLAND	USA	EPOCH FILMS NEW YORK	USA
MA'AM	ISSUE	ISSUE COLOR	J. WALTER THOMPSON ARGENTINA BUENOS AIRES	ARGENTINA	HACHIKO FILMS BUENOS AIRES	ARGENTINA
A04 (Consumer Durables)						
FAMILY	SCRABBLE/MATTEL	TOYS	LOLA MULLENLOWE MADRID	SPAIN	PRIMO BUENOS AIRES	ARGENTINA
FISH	MATTEL	PICTIONARY	LOLA MULLENLOWE MADRID	SPAIN	BLUR PRODUCCIONES MADRID	SPAIN
BOUNDARIES	CANON	CANON CAMERAS	VCCP LONDON	UNITED KINGDOM	FINAL CUT LONDON / RIFF RAFF LONDON / THE MILL LONDON	UNITED KINGDOM
BARBERS	APPLE INC.	IPHONE 7 PLUS	APPLE CUPERTINO	USA	FINAL CUT LOS ANGELES / FURLINED LOS ANGELES / MPC LONDON	USA
UNLOCK WITH A LOOK	APPLE INC.	IPHONE X / FACE ID	APPLE CUPERTINO	USA	FURLINED LOS ANGELES	USA
WILL FINDS A WAY	UNDER ARMOUR	UNDER ARMOUR	DROGA5 NEW YORK	USA	SUPERPRIME FILMS CULVER CITY	USA
SAMSUNG GROWING UP	SAMSUNG	GALAXY NOTE8	WIEDEN+KENNEDY PORTLAND	USA	BISCUIT FILMWORKS LOS ANGELES / LIME STUDIOS SANTA MONICA / THE MILL LOS ANGELES / WORK EDITORIAL LOS ANGELES	USA
FIRST DANCE	APPLE	IPHONE	TBWA/MEDIA ARTS LAB LOS ANGELES	USA	COLLIDER SYDNEY / THE EDITORS SYDNEY	AUSTRALIA
EARTH - SHOT ON IPHONE	APPLE	IPHONE	TBWA/MEDIA ARTS LAB LOS ANGELES	USA	NOMAD EDITING COMPANY SANTA MONICA	USA

Shortlist

CHOOSE GO	NIKE	NIKE	ANONYMOUS CONTENT CULVER CITY	USA	ANONYMOUS CONTENT CULVER CITY	USA
ORIGINAL IS NEVER FINISHED 2018	ADIDAS ORIGINALS	ADIDAS ORIGINALS	JOHANNES LEONARDO NEW YORK	USA	JOHANNES LEONARDO NEW YORK	USA
KEEP THE WORLD FLAWED	DIESEL	DIESEL	DIESEL BREGANZE	ITALY	DIVISION PARIS / MPC LONDON	FRANCE
SWAY	APPLE	AIR PODS	TBWAMEDIA ARTS LAB LOS ANGELES	USA	COSMO STREET SANTA MONICA / IMPERIAL WOODPECKER SANTA MONICA / LIME STUDIOS SANTA MONICA / THE MILL LOS ANGELES	USA
ANIMOJI: ALIEN	APPLE	ANIMOJI	TBWAMEDIA ARTS LAB LOS ANGELES	USA	WOLF & CROW LOS ANGELES	USA
HOMEWORK	APPLE INC.	IPAD	APPLE CUPERTINO	USA	SMUGGLER LOS ANGELES	USA
NOTHING BEATS A LONDONER	NIKE	NIKE	WIEDEN+KENNEDY LONDON	UNITED KINGDOM	750MPH LONDON / FINAL CUT LONDON / MR PAPE LONDON / RIFF RAFF LONDON	UNITED KINGDOM
A05 (Automotive)						
ANTI-MANIFESTO	JEEP	JEEP	ARNOLD WORLDWIDE BOSTON	USA	RADICAL MEDIA NEW YORK	USA
KID'S DREAMS	VOLKSWAGEN AG	DRIVER ASSISTANCE SYSTEMS	GRABARZ & PARTNER HAMBURG	GERMANY	ANORAK BERLIN / NHB HAMBURG / STUDIO FUNK HAMBURG / SUPREME MUSIC HAMBURG	GERMANY
CLOWNS	AUDI	AUDI	AUDI MILTON KEYNES	UNITED KINGDOM	RATTLING STICK LONDON	UNITED KINGDOM
MOMENTS	VOLVO CARS	VOLVO CARS	FORSMAN & BODENFORS GOTHENBURG	SWEDEN	CHIMNEY STOCKHOLM / CUT + RUN LONDON / NEW LAND STOCKHOLM	SWEDEN
A06 (Retail)						
GREED	LANDMARK GROUP	CENTREPOINT	IMPACT BBDO DUBAI	UNITED ARAB EMIRATES	TRUFFLE BEIRUT	LEBANON
THE CHASE	MACY'S	MACY'S	BBDO NEW YORK	USA	MJZ LOS ANGELES	USA
DAVE	ALDI AUSTRALIA	ALDI AUSTRALIA	BMF ADVERTISING SYDNEY	AUSTRALIA	ALT.VFX SYDNEY / ARC EDIT SYDNEY / LEVEL TWO MUSIC SYDNEY / RUMBLE STUDIOS SYDNEY / THE SWEET SHOP SYDNEY	AUSTRALIA
PASTA SAUCE	ALDI AUSTRALIA	ALDI AUSTRALIA	BMF ADVERTISING SYDNEY	AUSTRALIA	ALT.VFX SYDNEY / ARC EDIT SYDNEY / LEVEL TWO MUSIC SYDNEY / RUMBLE STUDIOS SYDNEY / THE SWEET SHOP SYDNEY	AUSTRALIA
KEEP IT REAL	HUNGRY JACK'S	WHOPPER BACONATOR	CLEMENGER BBDO SYDNEY	AUSTRALIA	CLEMENGER BBDO SYDNEY / FINCH MELBOURNE	AUSTRALIA
NIKE VAPORMAX "AIR"	NIKE	VAPORMAX	WIEDEN+KENNEDY PORTLAND	USA	ANONYMOUS CONTENT CULVER CITY / JOINT EDITORIAL PORTLAND / THE MILL LOS ANGELES / WE ARE WALKER SANTA MONICA	USA
TIMELESS	LACOSTE	LACOSTE	BETC PARIS	FRANCE	ACADEMY FILMS LONDON / GREEN UNITED MUSIC PARIS / MIKROS IMAGE PARIS / WANDA PRODUCTIONS PARIS / WHITEHOUSE POST LONDON	FRANCE
LEVI'S CIRCLES	LEVI STRAUSS AND CO.	LEVI'S CLOTHING	FCB WEST SAN FRANCISCO	USA	BELIEVE MEDIA LOS ANGELES / CARTEL SANTA MONICA / ONE UNION RECORDING SAN FRANCISCO / THE MILL LONDON	USA
THE WORST SONG IN THE WORLD TV VERSION	MONOPRIX	MONOPRIX	ROSAPARK PARIS	FRANCE	FIRM STUDIO PARIS / SCHMOOZE PARIS / STINK STUDIOS PARIS	FRANCE
WEB OF FRIES	TACO BELL	NACHO FRIES	DEUTSCH LA	USA	ALT.VFX CULVER CITY / LIME STUDIOS SANTA MONICA / MOTIVE MUSIC SANTA MONICA / RESET CONTENT SANTA MONICA / UNION EDITORIAL LOS ANGELES	USA
GWTF POEM	DIESEL	DIESEL	DIESEL BREGANZE	ITALY	DIVISION PARIS / MPC LONDON	FRANCE
A07 (Travel)						
AMERICA. JUST LIKE THE MOVIES.	NORWEGIAN AIR SHUTTLE	FLIGHTS FROM EUROPE TO THE US	TRY OSLO	NORWAY	BACON OSLO OSLO	NORWAY
TRAVEL OREGON ONLY SLIGHTLY EXAGGERATED	TRAVEL OREGON	OREGON	WIEDEN+KENNEDY PORTLAND	USA	PSYOP LOS ANGELES / SUN CREATURE COPENHAGEN	USA
BOXES	UBER APACX	UNBER APACX	FORSMAN & BODENFORS GOTHENBURG	SWEDEN	INDIO STOCKHOLM / REDPIPE STOCKHOLM / SWISS INTERNATIONAL STOCKHOLM	SWEDEN
RUNWAYS	DELTA AIR LINES	DELTA AIR LINES	WIEDEN+KENNEDY NEW YORK	USA	ICONOCLAST CULVER CITY	USA
A08 (Leisure)						
ARMoured TRUCK	LOTTO NEW ZEALAND	POWERBALL	DDB GROUP NEW ZEALAND AUCKLAND	NEW ZEALAND	SCOUNDREL FILMS SYDNEY	AUSTRALIA
WE ARE ALL ONE	ON RUNNING	A.R.T. ATHLETE REFUGEE TEAM	THE BAY 13 INSTITUTE MELBOURNE	AUSTRALIA	HUNGRY MAN LONDON	UNITED KINGDOM
FIFA 18 MORE THAN A GAME	EA SPORTS	FIFA 18	ADAM&EVEDDB LONDON	UNITED KINGDOM	SMUGGLER LONDON	UNITED KINGDOM
KITCHEN	PORTUGUESE FILM ACADEMY	4 HANDS FILM FESTIVAL	FCB LISBON	PORTUGAL	BRO LISBON	PORTUGAL
OVERLOOK HOTEL	ACADEMY OF MOTION PICTURE ARTS AND SCIENCES	ACADEMY MUSEUM	WIEDEN+KENNEDY PORTLAND	USA	BISCUIT FILMWORKS LOS ANGELES / EXTREME MUSIC SANTA MONICA / JOINT EDITORIAL PORTLAND / KEVIN VENICE, CA	USA
CURIOSIDAD (CURIOSITY)	TEDXRÍODELAPLATA	TEDXRÍODELAPLATA	THE JUJU BUENOS AIRES	ARGENTINA	□	□
A09 (Media / Entertainment)						
PERFECT DAY	BBC THREE	BBC THREE	BBC CREATIVE LONDON	UNITED KINGDOM	□	□
THE SUPPORTING ACT	BBC	BBC ONE	BBC CREATIVE LONDON	UNITED KINGDOM	BLINKINK LONDON	UNITED KINGDOM
THE GREAT ROBBERY	REVISTA ALZAS Y BAJAS/MERCADO - PUBLICITARIA DEL SUR SA	REVISTA ALZAS Y BAJAS / MERCADO	J. WALTER THOMPSON ARGENTINA BUENOS AIRES	ARGENTINA	ARGENTINACINE BUENOS AIRES	ARGENTINA

Shortlist

A11 (Consumer Services)						
HOSPITAL (LONGER VERSION)	BARCLAYS	FRAUD PROTECTION	OUTSIDER LONDON	UNITED KINGDOM	OUTSIDER LONDON	UNITED KINGDOM
MONEYSUPERMARKET.COM 'EPIC ACTION MAN'	MONEYSUPERMARKET	INSURANCE COMPARISON	MOTHER LONDON	UNITED KINGDOM	MJZ LONDON / MJZ LOS ANGELES	USA
HEAD BANG	AT&T	DIRECTV	BBDO NEW YORK	USA	SMITH AND JONES FILMS LOS ANGELES	USA
ALWAYS ON MY MIND	TALKMORE	TALKMORE	TRY OSLO	NORWAY	FANTEFILM OSLO	NORWAY
THE LOCKER ROOM	TALKMORE	TALKMORE MOBILE OPERATOR	TRY OSLO	NORWAY	FANTEFILM OSLO	NORWAY
THE SNEAKY PILLAR	DNB	CAR INSURANCE	TRY OSLO	NORWAY	BACON OSLO OSLO	NORWAY
ANSWERING THE CALL	VERIZON	VERIZON	MCCANN NEW YORK	USA	CHELSEA PICTURES NEW YORK / HUMAN NEW YORK / ROCK PAPER SCISSORS NEW YORK / SONIC UNION NEW YORK	USA
TOGETHER FOREVER	ANCESTRYDNA	TBC	DROGA5 LONDON	UNITED KINGDOM	BISCUIT FILMWORKS LONDON	UNITED KINGDOM
CINEMA	ORANGE INTERNATIONAL	TELECOMMUNICATION	ORANGE PARIS	FRANCE	ICONOCLAST PARIS	FRANCE
MOTORCYCLE	BANCO SANTA FE	BANCO SANTA FE LOANS	DHÉLET Y&R BUENOS AIRES	ARGENTINA	LA DOBLE A BUENOS AIRES	ARGENTINA
NOW OR NEVER	ORANGE	TELECOMMUNICATIONS	FP7/CAI CAIRO	EGYPT	GOOD PEOPLE FILMS CAIRO	EGYPT
A12 (Corporate Social Responsibility (CSR) / Corporate Image)						
DYLAN	LOTTO NEW ZEALAND	COMMUNITY SUPPORT	DDB GROUP NEW ZEALAND AUCKLAND	NEW ZEALAND	THE SWEETSHOP AUCKLAND	NEW ZEALAND
AS I REALLY AM	TOYOTA MOTOR ITALY	TOYOTA	THE&PARTNERSHIP ITALY ROME	ITALY	FILMMASTER MILAN / THE&PARTNERSHIP ITALY ROME	ITALY
THE TALK	P&G	P&G	BBDO NEW YORK	USA	THE CORNER SHOP SANTA MONICA	USA
SHAVING	LA SOCIÉTÉ DE L'ASSURANCE AUTOMOBILE DU QUÉBEC	DON'T TEXT AND DRIVE	LG2 QUÉBEC	CANADA	LES ENFANTS MONTRÉAL	CANADA
START THE DANCE	SAMSUNG	UNITED AGAINST ALS + SAMSUNG GALAXY S9+	DDB SPAIN MADRID	SPAIN	CHELSEA 22 MADRID / SAL GORDA MADRID / SOUND GARDEN MADRID / THE CROWD CAVE BARCELONA	SPAIN
RUNNER	TOYOTA MOTOR CORPORATION	TOYOTA BRAND	TOYOTA USA PLANO	USA	DENTSU INC. TOKYO / FINAL CUT LOS ANGELES / LIME STUDIOS SANTA MONICA / SAATCHI & SAATCHI TOYOTA AGENCY TORRANCE / SOMESUCH X ANONYMOUS CONTENT CULVER CITY	USA
A13 (Not-for-profit / Charity)						
BOREDOM	JACCEDE.COM	ASSOCIATION FOR DISABLED PERSONS	TBWA/PARIS	FRANCE	BIRTH PARIS / TBWA/ELSE PARIS	FRANCE
NZ POLICE RECRUITMENT FILM	NEW ZEALAND POLICE	RECRUITMENT	OGILVY NEW ZEALAND AUCKLAND	NEW ZEALAND	OGILVY NEW ZEALAND AUCKLAND / THE SWEETSHOP AUCKLAND	NEW ZEALAND
EVER PARENTS WORST NIGHTMARE	RED CROSS	RED CROSS	ADAM&EVEDDB LONDON	UNITED KINGDOM	HLA LONDON	UNITED KINGDOM
TRUE COLORS	GRUPO GAY DA BAHIA	INSTITUTIONAL	PROPEG SALVADOR	BRAZIL	□	□
DISGUSTING STORIES	BAHAY TULUYAN	PUBLIC SERVICE	TBWA/SANTIAGO MANGADA PUNO MAKATI CITY	THE PHILIPPINES	HOW'S EVERYTHING MAKATI CITY / SOUNDESIGN MANILA MAKATI CITY	THE PHILIPPINES
HELP - CLIFF	ATHOSGLS	MEDIA	Y&R BRAZIL SÃO PAULO	BRAZIL	□	□
HOPE	INTERNATIONAL COMMITTEE OF THE RED CROSS	RAISING AWARENESS RE: TARGETTING OF HEALTHCARE WORKERS	SRA. RUSHMORE MADRID	SPAIN	BLUR PRODUCCIONES MADRID / FREELANCEFOR MADRID	SPAIN
B01 (Food & Drink)						
PERSONALISED CANS FOR FATHER'S DAY	JOHN SMITH'S	JOHN SMITH'S EXTRA SMOOTH	ADAM&EVEDDB LONDON	UNITED KINGDOM	ADAM&EVEDDB LONDON	UNITED KINGDOM
PUPPET	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA	MJZ LOS ANGELES / THE MILL CHICAGO	USA
SANDWICH	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA	MJZ LOS ANGELES / THE MILL CHICAGO	USA
GLOWING	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA	MJZ LOS ANGELES / THE MILL CHICAGO	USA
FLOATING	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA	MJZ LOS ANGELES / THE MILL CHICAGO	USA
ANNOUNCE	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA	MJZ LOS ANGELES / THE MILL CHICAGO	USA
OUTRO	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA	MJZ LOS ANGELES / THE MILL CHICAGO	USA
B02 (Other FMCG)						
FOREVER	ELE THAILAND CO.,LTD	COSMETIC	LOBSTER & CO COMPANY.,LTD. BANGKOK	THAILAND	□	□
"A MAN LIKE YOU"	HARRY'S	HARRY'S RAZORS	HARRY'S NEW YORK	USA	SLIM PICTURES LOS ANGELES	USA
WHAT IT MEANS TO LOVE	AMERICAN GREETINGS	GREETING CARDS	MULLENLOWE BOSTON	USA	PARK PICTURES NEW YORK	USA
THE HAIR TALK	SUNSIK / UNILEVER	SHAMPOO	J. WALTER THOMPSON BANGKOK	THAILAND	JUMP FILM BANGKOK / MELLOW TUNES BANGKOK / SO GOOD HOUSE BANGKOK	THAILAND
B03 (Healthcare)						
GEREMY	TOBACCO FREE FLORIDA	TOBACCO PREVENTION	ALMA DDB MIAMI	USA	2150 MIAMI / ALMA DDB MIAMI / TOOL LOS ANGELES	USA
FIRST TIME	FITBIT	FITBIT CHARGE 2	GREY NEW YORK	USA	HUMAN NEW YORK / THE MILL NEW YORK / TOOL LOS ANGELES / TOWNHOUSE NEW YORK / UPPERCUT NEW YORK	USA
THE NUTSHOT	DIAGNÓSTICO CIENTÍFICO INTEGRAL	TESTICULAR CANCER STUDY	DHÉLET Y&R BUENOS AIRES	ARGENTINA	□	□

Shortlist

B04 (Consumer Durables)						
FOR MISTY, BY SAUL WILLIAMS	UNDER ARMOUR	UNDER ARMOUR WOMEN	DROGA5 NEW YORK	USA	AGILE FILMS LONDON	UNITED KINGDOM
FOR NATASHA, BY DOMINIQUE CHRISTINA	UNDER ARMOUR	UNDER ARMOUR WOMEN	DROGA5 NEW YORK	USA	AGILE FILMS LONDON	UNITED KINGDOM
FOR ZOE, BY ARISTOPHANES	UNDER ARMOUR	UNDER ARMOUR WOMEN	DROGA5 NEW YORK	USA	AGILE FILMS LONDON	UNITED KINGDOM
WHAT MATTERS IS INSIDE	DELSEY	DELSEY	BUZZMAN PARIS	FRANCE	BUZZMAN PARIS	FRANCE
WELCOME HOME	APPLE	HOMEPOD	TBWA/MEDIA ARTS LAB LOS ANGELES	USA	MJZ LOS ANGELES	USA
HP LITTLE MOMENTS	HP	SPROCKET PRINTER	GIANT SPOON LOS ANGELES	USA	HUMBLE LOS ANGELES / POSTAL LOS ANGELES	USA
GAMING	DURACELL	DURACELL BATTERIES	MJZ LOS ANGELES	USA	MJZ LOS ANGELES	USA
B05 (Automotive)						
PARKING LOT	AUDI OF AMERICA	AUDI	VENABLES BELL & PARTNERS SAN FRANCISCO	USA	BARKING OWL LOS ANGELES / BISCUIT FILMWORKS LOS ANGELES / CO3 SANTA MONICA / ELECTRIC THEATRE COLLECTIVE SANTA MONICA / EXILE SANTA MONICA	USA
THE DRAGON CHALLENGE DOCUMENTARY	JAGUAR LAND ROVER	RANGE ROVER SPORT	SPARK44 LONDON	UNITED KINGDOM	SPARK44 LONDON	UNITED KINGDOM
BORN ADVENTUROUS	JAGUAR LAND ROVER	LAND ROVER 70TH ANNIVERSARY	SPARK44 LONDON	UNITED KINGDOM	SPARK44 LONDON	UNITED KINGDOM
DREAM MAKERS	HONDA	HONDA	WIEDEN+KENNEDY LONDON	UNITED KINGDOM	TIME BASED ARTS LONDON	UNITED KINGDOM
SKI THE WORLD	AUDI	AUDI QUATTRO - CANDIDE THOVEX	CANDIDE THOVEX HAMBURG	GERMANY	THE PLANE PARIS	FRANCE
THE FAITH OF A FEW	BMW GROUP MINI BRAND MANAGEMENT	MINI JOHN COOPER WORKS	JUNG VON MATT HAMBURG	GERMANY	ANORAK BERLIN / BEATWORMS LOS ANGELES	GERMANY
B06 (Retail)						
LIGHTHOUSE	MACY'S	MACY'S	BBDO NEW YORK	USA	MJZ LOS ANGELES	USA
IKEA - THE BLUE BAG	IKEA	THE FRAKTA BAG	ACNE STOCKHOLM	SWEDEN	ACNE STOCKHOLM	SWEDEN
GO WITH THE FLAW	DIESEL	CLOTHES	DIVISION PARIS	FRANCE	DIVISION PARIS	FRANCE
A MAGICAL HOLIDAY	H&M	H&M	FORSMAN & BODENFORS GOTHENBURG	SWEDEN	MPC LONDON / ROCKSON STOCKHOLM	SWEDEN
BRING THEM IN	LVMH	CLOS19	MJZ LOS ANGELES	USA	MJZ LOS ANGELES	USA
THE RACE	BRF	SADIA	KILLERS SÃO PAULO	BRAZIL	KILLERS SÃO PAULO / TESIS SÃO PAULO	BRAZIL
B07 (Travel)						
DUNDEE: FULL CAST TRAILER	TOURISM AUSTRALIA	TOURISM AUSTRALIA	DROGA5 NEW YORK	USA	BISCUIT FILMWORKS NEW YORK / REVOLVER/WILL O'ROURKE NEW YORK	USA
DUNDEE: OFFICIAL SUPER BOWL TRAILER	TOURISM AUSTRALIA	TOURISM AUSTRALIA	DROGA5 NEW YORK	USA	BISCUIT FILMWORKS NEW YORK / REVOLVER/WILL O'ROURKE NEW YORK	USA
THE MOST FERTILE DAY OF THE YEAR	DEUTSCHE BAHN (GERMAN RAIL)	DEUTSCHE BAHN (GERMAN RAIL)	OGILVY GERMANY FRANKFURT	GERMANY	ACHT FRANKFURT FRANKFURT / EXTREME MUSIK BERLIN / OGILVY GERMANY FRANKFURT / SINUS AV STUDIO FRANKFURT	GERMANY
SPACE TO CREATE	MAYOR'S FUND FOR LOS ANGELES	LA ORIGINAL	72ANDSUNNY LOS ANGELES	USA	HECHO EN 72 LOS ANGELES	USA
BHEKI THE MBHACO MAKER	SOUTH AFRICAN TOURISM	SOUTH AFRICAN TOURISM GLOBAL	FCB AFRICA JOHANNESBURG	SOUTH AFRICA	BOMB COMMERCIALS JOHANNESBURG / POST MODERN JOHANNESBURG / THE UPSTAIRS LUDUS POST PRODUCTION JOHANNESBURG	SOUTH AFRICA
LITTLE TICKETS	JETBLUE	AIRLINE	MULLENLOWE NEW YORK	USA	HUNGRY MAN NEW YORK	USA
AN AMSTERDAM BICYCLE STORY	VELORETTI	VELORETTI	LEMON SCENTED TEA AMSTERDAM	THE NETHERLANDS	AUDENTITY AMSTERDAM / DPPLR AMSTERDAM	THE NETHERLANDS
B08 (Leisure)						
ANTHROPOPHAGY	PINACOTECA DO ESTADO DE SÃO PAULO	INSTITUTIONAL	BARRY COMPANY SÃO PAULO	BRAZIL	BARRY COMPANY SÃO PAULO / QUIET CITY MUSIC + SOUND SÃO PAULO	BRAZIL
THE GREATEST NIGHT OF OUR TERRIBLE LIVES	THE BROOKLYN FILM FESTIVAL	FILM FESTIVAL	TBWA/CHIATDAY NEW YORK	USA	BISCUIT FILMWORKS NEW YORK	USA
FATHER & SON	KWIFF	BETTING APP	DROGA5 LONDON	UNITED KINGDOM	BISCUIT FILMWORKS LONDON	UNITED KINGDOM
RIVALRY	PLAYSTATION	PLAYSTATION 4	JSM MUSIC NEW YORK	USA	HUNGRY MAN LOS ANGELES	USA
THE UNKNOWN IS STRANGE	GRAN TEATRE DEL LICEU	GRAN TEATRE DEL LICEU	MCCANN BARCELONA	SPAIN	CRAFT BARCELONA	SPAIN
LIESEL	BETHESDA SOFTWARE	WOLFENSTEIN II: THE NEW COLOSSUS	RESET CONTENT SANTA MONICA	USA	RESET CONTENT SANTA MONICA	USA
I AM	UBISOFT	ASSASSIN'S CREED	DDB PARIS	FRANCE	INSURRECTION PARIS / MIKROS MPC ADVERTISING PARIS / THE MILL LONDON / THE PARIS	FRANCE
THE BAPTISM	UBISOFT	FAR CRY 5	DDB PARIS	FRANCE	BALLAD COPENHAGEN / HENRY PARIS / MIKROS MPC ADVERTISING PARIS / MPC LONDON / SCHMOOZE PARIS	FRANCE
B09 (Media / Entertainment)						
VALDERRAMA'S BALLS	LIBERO	FOOTBALL MAGAZINE	LOLA MULLENLOWE MADRID	SPAIN	LOS NOTARIOS BOGOTÁ	COLOMBIA
NETFLIX IS A JOKE.	NETFLIX	NETFLIX STREAMING PLATFORM	NETFLIX LOS ANGELES	USA	CAVIAR TV LOS ANGELES	USA
WHO?	FOX NETWORKS GROUP LATIN AMERICA	FOX PREMIUM	PONCE BUENOS AIRES	ARGENTINA	AGOSTO BUENOS AIRES	ARGENTINA
B10 (B2B)						
AKE DEMO	SUNETA HOUSE	NEW DIRECTOR SHOWREEL	SUNETA HOUSE BANGKOK	THAILAND	SUNETA HOUSE BANGKOK	THAILAND

Shortlist

"THE HUNT CONTINUES"	HP	SECURITY-ENABLED PRINTERS	GIANT SPOON LOS ANGELES	USA	EXILE SANTA MONICA / PARK PICTURES SANTA MONICA	USA
ENDLESS STORIES	GETTY IMAGES	GETTY IMAGES	ALMAPBDDO SÃO PAULO	BRAZIL	ALMAPBDDO SÃO PAULO	BRAZIL
B11 (Consumer Services)						
LATEX	ADAC	ADAC WHATSAPP LINE	RCKT BERLIN	GERMANY	BIGFISH FILMPRODUKTION BERLIN	GERMANY
POTTERY	ADAC	ADAC WHATSAPP LINE	RCKT BERLIN	GERMANY	BIGFISH FILMPRODUKTION BERLIN	GERMANY
FRIENDSHIT	KASIKORN BANK PUBLIC COMPANY LIMITED	K PLUS	GREYNU UNITED BANGKOK	THAILAND	HUB HO HIN BANGKOK	THAILAND
SAVED BY MONSTER	MONSTER.COM	MONSTER.COM	KBS NEW YORK	USA	MJZ LOS ANGELES / THE MILL NEW YORK	□
LOVE IT	DU	TELECOM	GOOD PEOPLE CONTENT CAIRO	EGYPT	GOOD PEOPLE FILMS CAIRO / LEO BURNETT DUBAI	EGYPT
CEDRIKA	VERIZON	VERIZON	MCCANN NEW YORK	USA	CHELSEA PICTURES NEW YORK / HUMAN NEW YORK / ROCK PAPER SCISSORS NEW YORK / SONIC UNION NEW YORK	USA
ABBY	VERIZON	VERIZON	MCCANN NEW YORK	USA	CHELSEA PICTURES NEW YORK / HUMAN NEW YORK / ROCK PAPER SCISSORS NEW YORK / SONIC UNION NEW YORK	USA
JOE	VERIZON	VERIZON	MCCANN NEW YORK	USA	CHELSEA PICTURES NEW YORK / HUMAN NEW YORK / ROCK PAPER SCISSORS NEW YORK / SONIC UNION NEW YORK	USA
RAGLANDS	VERIZON	VERIZON	MCCANN NEW YORK	USA	CHELSEA PICTURES NEW YORK / HUMAN NEW YORK / ROCK PAPER SCISSORS NEW YORK / SONIC UNION NEW YORK	USA
B12 (Corporate Social Responsibility (CSR) / Corporate Image)						
DERGIN TOKMAK	TOYOTA	MOBILITY	REJELL HAMBURG	GERMANY	REJELL HAMBURG	GERMANY
AN EYE FIT FOR LIBERTY	GOOGLE	GOOGLE	GOOGLE BRAND STUDIO SAN FRANCISCO	USA	ALREADY ALIVE BROOKLYN / EPIC DIGITAL LOS ANGELES / GOOGLE BRAND STUDIO SAN FRANCISCO / GRAIN MEDIA LONDON / GRUMPY SAILOR SYDNEY	USA
BENEATH THE CANOPY	GOOGLE	GOOGLE	GOOGLE BRAND STUDIO SAN FRANCISCO	USA	ALREADY ALIVE BROOKLYN / EPIC DIGITAL LOS ANGELES / GOOGLE BRAND STUDIO SAN FRANCISCO / GRAIN MEDIA LONDON / GRUMPY SAILOR SYDNEY	USA
THE TALK	P&G	P&G	BBDO NEW YORK	USA	THE CORNER SHOP SANTA MONICA	USA
FIND YOURSELF	MIINTO	MIINTO.DK	&CO COPENHAGEN	DENMARK	&CO COPENHAGEN	DENMARK
YUSRA MARDINI	UNDER ARMOUR	ACTIVEWEAR	SMUGGLER LONDON	UNITED KINGDOM	SMUGGLER LONDON	UNITED KINGDOM
GUNS 101	THE CHICAGO SUN-TIMES	NEWSPAPER	OGILVY CHICAGO	USA	OGILVY CHICAGO / THEBRIDGE.CO LOS ANGELES	USA
THE WORDS MATTER	P&G	P&G	CNN ATLANTA	USA	COURAGEOUS STUDIO NEW YORK / GREAT BIG STORY NEW YORK	USA
B13 (Not-for-profit / Charity)						
BEHIND THE POST	ONE LOVE FOUNDATION	ONE LOVE FOUNDATION / BEHIND THE POST	MALFOR GOOD LOS ANGELES	USA	TOOL LOS ANGELES	USA
TOMORROW'S NEWS	SANDY HOOK PROMISE	SANDY HOOK PROMISE	BBDO NEW YORK	USA	SMUGGLER LOS ANGELES	USA
LET THEM SEE LOVE AGAIN	THAI REDCROSS ORGAN DONATION CENTRE, CHAROENPOKPHAND GROUP, TRUECORP. PUBLIC CO.LTD	THE THAI RED CROSS ORGAN DONATION CENTRE	CHOOJAI AND FRIENDS BANGKOK	THAILAND	BUZZINEZZ BANGKOK / CINE DIGITAL SOUND BANGKOK / POSITIVE4 BANGKOK / RENEGADE POST BANGKOK	THAILAND
BE KIND, REWIND	ABBÉ PIERRE FOUNDATION	GREATS CAUSES	ALTMANN + PACREAU PARIS	FRANCE	SOLAB PARIS	FRANCE
MEDICALLY SPEAKING	IGNITE NATIONAL	IGNITE NATIONAL	PEREIRA & O'DELL SAN FRANCISCO	USA	BARRELHOUSE PRODUCTIONS SAN FRANCISCO / COMPANY 3 SANTA MONICA / PRETTYBIRD CULVER CITY / SUPERSONICA SÃO PAULO	USA
LISTEN TO ME	IGNITE NATIONAL	IGNITE NATIONAL	PEREIRA & O'DELL SAN FRANCISCO	USA	BARRELHOUSE PRODUCTIONS SAN FRANCISCO / COMPANY 3 SANTA MONICA / PRETTYBIRD CULVER CITY / SUPERSONICA SÃO PAULO	USA
RAT'S TALE - 60"	NZ TRANSPORT AGENCY	NZ TRANSPORT AGENCY	CLEMENGER BBDO TOUCHCAST WELLINGTON	NEW ZEALAND	FINCH SYDNEY	AUSTRALIA
SOFT SKILLS CAN COME THE HARD WAY - QUTAYBA	SOCIAL-BEE	SOCIAL-BEE	JUNG VON MATT HAMBURG	GERMANY	HARVEST DIGITAL AGRICULTURE HAMBURG / JUNG VON MATT HAMBURG / MILCHSTRASSE BERLIN / WANDA GERMANY HAMBURG	GERMANY
DECISIONS	INTERNATIONAL COMMITTEE OF THE RED CROSS	RAISING AWARENESS RE: GENEVA CONVENTION	SRA. RUSHMORE MADRID	SPAIN	CAVIAR MADRID / DELUXE MADRID / FRAMESTORE LONDON / TRACKS & FIELDS MADRID	SPAIN
DUCK, DODGE & ROLL	YOUTH AMBASSADORS	YOUTH AMBASSADORS PROGRAM	VML KANSAS CITY	USA	STATION FILM LOS ANGELES	USA
OVERDOSE	YOUTH AMBASSADORS	YOUTH AMBASSADORS PROGRAM	VML KANSAS CITY	USA	STATION FILM LOS ANGELES	USA
DEAD FISH EYES	SURF SHACK - SURFING OUTREACH PROGRAMME	HEALTH MEDIUMS	Y&R SOUTH AFRICA JOHANNESBURG	SOUTH AFRICA	7FILMS CAPE TOWN / BIG LEAP MUSIC & POST CAPE TOWN	SOUTH AFRICA
EVERY PERSON MATTERS	EMERGENCY	NOT FOR PROFIT - HUMAN RIGHTS	OGILVY MILAN	ITALY	MERCURIO CINEMATOGRAFICA MILAN / SPRINT PRODUCTION MILAN	ITALY
SURVIVORS	SAVE THE CHILDREN FOUNDATION	SAVE THE CHILDREN FOUNDATION	YOUNG AND RUBICAM MEXICO MEXICO CITY	MEXICO	JUAN B. JUSTO MEXICO CITY / LANDIA FILMS MEXICO CITY / SILENCE MEXICO CITY	MEXICO
GOING GONE GONE	IFAW	IFAW	J. WALTER THOMPSON LONDON	UNITED KINGDOM	J. WALTER THOMPSON LONDON	UNITED KINGDOM
CURSING PARROTS	UNICEF	UNICEF	UNICEF NEW YORK	USA	CATCH AND RELEASE OAKLAND CA / TOWNHOUSE NEW YORK	USA

Shortlist

NO MORE EMPTY DESKS	FARE X BENE ONLUS	BULLYING	DLV BBDO MILAN	ITALY	FILMMASTER MILAN	ITALY
ASTRONAUTS 45"	CEPIA	INSTITUTIONAL	Y&R BRAZIL SÃO PAULO	BRAZIL	☐	☐
C01 (Viral Film)						
EVERYONE'S WELCOME	BBC	CBEBEBIES	KARMARAMA ACCENTURE INTERACTIVE LONDON	UNITED KINGDOM	SMUGGLER LONDON	UNITED KINGDOM
BOYS REACT TO TAMPONS	NETT	TAMPONS	ISOBAR COURBEVOIE	FRANCE	NEMA PRODUCTION SAINT-DENIS	FRANCE
THREE MINUTES	APPLE	IPHONE X	TBWA/MEDIA ARTS LAB SHANGHAI	CHINA	☐	☐
D01 (Screens & Events)						
COMIC RELIEF SAFETY VIDEO	BRITISH AIRWAYS	COMIC RELIEF SAFETY VIDEO / FLYING START	2AM FILMS LONDON	UNITED KINGDOM	2AM FILMS LONDON	UNITED KINGDOM
MEANINGFUL MEANINGS	OMNILIFE	OMNILIFE	BRANDCORP ZAPOPAN	MEXICO	UNLIMITED FILMS GUADALAJARA	MEXICO
APPOCALYPSE	APPLE	APP STORE	TBWA/MEDIA ARTS LAB LOS ANGELES	USA	MJZ LOS ANGELES / THE MILL LOS ANGELES	USA
INVISIBLE MAN SCREEN FILM	VOLKSWAGEN GROUP ESPAÑA DISTRIBUCIÓN, S.A.-AUDI	AUDI PILOTED DRIVING	DDB SPAIN MADRID	SPAIN	AGOSTO BARCELONA	SPAIN
FRENCH FILM FESTIVAL IN FORT WORTH	ALLIANCE FRANÇAISE DE SINGAPOUR	AF CINE-CLUB	OGILVY SINGAPORE	SINGAPORE	JOINERY CULVER CITY	USA
WHY	CRUZ ROJA ARGENTINA	CRUZ ROJA ARGENTINA VOLUNTEER PROGRAM	DHÉLET Y&R BUENOS AIRES	ARGENTINA	HUINCA CINE BUENOS AIRES	ARGENTINA
EQUAL PAY	IBWOMEN	SOCIAL WAGE GAP CAMPAIGN	MCCANN SPAIN MADRID	SPAIN	LEE FILMS MADRID	SPAIN
GOOD MORNING PEYTON	NORD	NORD	CDM NEW YORK	USA	CDM NEW YORK / WASHINGTON SQUARE ARTS & FILMS NEW YORK	USA
D03 (360° & VR Film)						
FOX	FOX	FOX	FOXNEXT VR STUDIO CENTURY CITY	USA	FELIX AND PAUL MONTREAL / ISLE OF DOGS PRODUCTION TEAM CENTURY CITY	CANADA
VIRTUAL EQUALITY	QUEERAZ	SOCIAL NETWORK	J. WALTER THOMPSON SYDNEY	AUSTRALIA	LUSCIOUS INTERNATIONAL SYDNEY	AUSTRALIA
THE LAST GOODBYE	USC SHOAH FOUNDATION	USC SHOAH FOUNDATION	HERE BE DRAGONS NEW YORK	USA	HERE BE DRAGONS NEW YORK / MPC LA CULVER CITY / OTOY LOS ANGELES / Q DEPARTMENT NEW YORK / USC SHOAH FOUNDATION LOS ANGELES	USA
THE PROTECTORS: WALK IN THE RANGER'S SHOES	NATIONAL GEOGRAPHIC CHANNEL	NATIONAL GEOGRAPHIC CHANNEL	HERE BE DRAGONS LOS ANGELES	USA	HERE BE DRAGONS LOS ANGELES	USA
E01 (Use of TV / Cinema Film)						
PLAY LESS NICE 1	NIKE	NIKE	STINK LOS ANGELES	USA	STINK LOS ANGELES	USA
PLAY LESS NICE 9	NIKE	NIKE	STINK LOS ANGELES	USA	STINK LOS ANGELES	USA
TOMORROW'S NEWS	SANDY HOOK PROMISE	SANDY HOOK PROMISE	BBDO NEW YORK	USA	SMUGGLER LOS ANGELES	USA
NIKE JDI CANADA	NIKE	NIKE	WIEDEN+KENNEDY PORTLAND	USA	A52 SANTA MONICA / JOINT EDITORIAL PORTLAND / STINK LOS ANGELES	USA
E02 (Use of Online Film)						
STOP THE HORROR	GO GENTLE AUSTRALIA	VOLUNTARY EUTHANASIA VICTORIA, AUSTRALIA	CUMMINS & PARTNERS SYDNEY	AUSTRALIA	ARC EDIT SYDNEY / CUMMINS & PARTNERS MELBOURNE / CUMMINS & PARTNERS SYDNEY / ODD STUDIOS SYDNEY / REVOLVER/WILL O'ROURKE SYDNEY	AUSTRALIA
E03 (Use of Other Film Content)						
THE PIRATE SUBTITLES	BELGIAN ENTERTAINMENT ASSOCIATION	MOVIES & SERIES	TBWA/BELGIUM BRUSSELS	BELGIUM	TBWA/BELGIUM BRUSSELS	BELGIUM