

## Shortlist

Title	Brand	Product/Service	Entrant Company	Country
<b>A01 (Food &amp; Drinks )</b>				
MUSIC LIBERATES MUSIC	BACARDI	BACARDI	BBDO NEW YORK	USA
DILLY DILLY	ABINBEV	BUD LIGHT	WIEDEN+KENNEDY NEW YORK	USA
SHARE A COKE 1,000 NAME CELEBRATION	COCA-COLA	COKE	FITZCO/MCCANN ATLANTA	USA
GOIKO GRILL HUNGRYFRIELD	GOIKO GRILL	RESTAURANT COMPANY	Y&R PARIS PARIS	FRANCE
EXCLUSIVE THE RAINBOW	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA
#WTFRONALDO	MARS	SNICKERS	ALMAPBDO SÃO PAULO	BRAZIL
GIFORADE	PEPSICO	GATORADE	VML KANSAS CITY	USA
<b>A03 (Healthcare)</b>				
L'EAU DE CHRIS	CAMPAIGN AGAINST LIVING MISERABLY	CALM	BMB LONDON	UNITED KINGDOM
<b>A04 (Consumer Durables)</b>				
A/R JORDAN	JORDAN BRAND	NIKE AIR JORDAN III TINKER SNEAKERS	R/GA PORTLAND	USA
LOCAL BUSINESS NEVER LOOKED SO GOOD	CANON	CANON	CANON SØBORG	DENMARK
THE ALL-IN PROMO	NEWSAN	NOBLEX	DAVID BUENOS AIRES	ARGENTINA
NOTHING BEATS A LONDONER	NIKE	NIKE	WIEDEN+KENNEDY LONDON	UNITED KINGDOM
<b>A05 (Automotive)</b>				
EVER AFTER	AUDI SPAIN	BRAND CAMPAIGN	PROXIMITY BARCELONA	SPAIN
SKI THE WORLD	AUDI	AUDI QUATTRO - CANDIDE THOVEX	CANDIDE THOVEX HAMBURG	GERMANY
<b>A06 (Retail)</b>				
THE IKEA HUMAN CATALOGUE	IKEA	IKEA	IKEA SOUTHEAST ASIA SINGAPORE	SINGAPORE
BUILT-IN PINS	THE HOME DEPOT, INC.	RETAIL	22SQUARED ATLANTA	USA
ICE CREAM HISTORY IN THE MAKING	MCDONALD'S DEUTSCHLAND LLC	MCFLURRY	OMD GERMANY DÜSSELDORF	GERMANY
THE MOST GERMAN SUPERMARKET	EDEKA ZENTRALE AG & CO. KG	RETAIL	JUNG VON MATT HAMBURG	GERMANY
TURNING THEIR TWEETS AGAINST THEM	BURGER KING	FOOD	MULLENLOWE BOSTON	USA
STORIES ORDERING	BURGER KING	BURGER	LOLA MULLENLOWE MADRID	SPAIN
<b>A07 (Travel)</b>				
FAROE ISLANDS TRANSLATE	VISIT FAROE ISLANDS & ATLANTIC AIRWAYS	THE FAROE ISLANDS	MENSCH COPENHAGEN	DENMARK
DUNDEE: THE SON OF A LEGEND RETURNS HOME	TOURISM AUSTRALIA	TOURISM AUSTRALIA	DROGA5 NEW YORK	USA
<b>A08 (Leisure)</b>				
FIFA 18 MORE THAN A GAME	EA SPORTS	FIFA 18	ADAM&EVEDDB LONDON	UNITED KINGDOM
UNIVERSAL LOVE	MGM RESORTS INTERNATIONAL	MGM RESORTS	MCCANN NEW YORK	USA
<b>A09 (Media / Entertainment)</b>				
LIVE LOOPER	DOWNTOWN RECORDS	THE ACADEMIC	BBDO NEW YORK	USA
GAME OF THRONES: SEASON 7 DIGITAL CAMPAIGN	HBO	GAME OF THRONES	HBO NEW YORK	USA
FOOTBALL DECODED	MICROSOFT	XBOX / FIFA 18	MCCANN LONDON	UNITED KINGDOM
<b>A11 (Consumer Services)</b>				
SLOW TRENDS	CONNECT	CONNECT BOUNDLESS	TBWARAAD DUBAI	UNITED ARAB EMIRATES
NEIGHBORHOOD	XFINITY	XFINITY HOME	MJZ LOS ANGELES	USA
FIRST RESPONDERS FIRST	VERIZON	VERIZON	MCCANN NEW YORK	USA
<b>A12 (Corporate Social Responsibility (CSR) / Corporate Image)</b>				
THE TALK	P&G	P&G	BBDO NEW YORK	USA
THE FACE OF DISTRACTED DRIVING	AT&T	IT CAN WAIT	BBDO NEW YORK	USA
SINDOOR KHELA - NO CONDITIONS APPLY	TIMES OF INDIA	TIMES OF INDIA	FCB INDIA MUMBAI	INDIA
52 MAYORS OF DANZHAI	WANDA	TBC	OGILVY BEIJING	CHINA
TRASH ISLES	PLASTIC OCEANS/LADBIBLE	PLASTIC OCEANS/LADBIBLE	AMVBDO LONDON	UNITED KINGDOM
<b>A13 (Not-for-profit / Charity)</b>				
MALI - THE CHATBOT OF THE FEDERAL FORCED ARMY	BUNDESMINISTERIUM DER VERTEIDIGUNG	FEDERAL ARMED FORCES OF GERMANY	BUNDESMINISTERIUM DER VERTEIDIGUNG BERLIN	GERMANY
TO THE LAST TREE STANDING	GREENPEACE POLAND	SAVING THE BIALOWIEZA FOREST	OGILVY POLAND WARSAW	POLAND
DON'T GET SEXTORTED, SEND A NAKED MOLE RAT	CANADIAN CENTRE FOR CHILD PROTECTION	CHARITABLE ORGANIZATION	NO FIXED ADDRESS TORONTO	CANADA
THE DISTRESS SIGNAL	AMNESTY INTERNATIONAL	HUMAN RIGHTS	ANORAK OSLO	NORWAY
THROUGH THE EYES OF A REFUGEE	AMNESTY INTERNATIONAL	UNDERSTANDING REFUGEES	TBWAINEBOKO AMSTERDAM	THE NETHERLANDS
PRICE ON OUR LIVES	MARCH FOR OUR LIVES - PARKLAND STUDENTS	MARCH FOR OUR LIVES	MCCANN NEW YORK	USA
<b>B01 (Emerging Platforms)</b>				
GOOGLE HOME OF THE WHOPPER	BURGER KING	WHOPPER	DAVID MIAMI	USA
STRANGER THINGS + SNAPCHAT'S AR PORTAL LENS	NETFLIX	STRANGER THINGS	SNAPCHAT SANTA MONICA	USA

# SOCIAL & INFLUENCER LIONS



## Shortlist

THE WENTWORTH RAT	FOXTEL	WENTWORTH	MINDSHARE SYDNEY	AUSTRALIA
UK'SHONA KWELANGA - A WHATSAPP DRAMA SERIES	SANLAM	MYCHOICE FUNERAL PLAN	KING JAMES GROUP CAPE TOWN	SOUTH AFRICA
<b>B02 (Innovative Use of Community)</b>				
TO THE LAST TREE STANDING	GREENPEACE POLAND	SAVING THE BIAŁOWIEŻA FOREST	OGILVY POLAND WARSAW	POLAND
LIVE LOOPER	DOWNTOWN RECORDS	THE ACADEMIC	BBDO NEW YORK	USA
CONVERTICALS	LOWE'S	LOWE'S	BBDO NEW YORK	USA
THE PARALYMPIC NETWORK	CANADIAN PARALYMPIC COMMITTEE	THE PYEONGCHANG 2018 PARALYMPIC WINTER GAMES	BBDO TORONTO	CANADA
KFC   11 HERBS & SPICES	KFC	KFC	WIEDEN+KENNEDY PORTLAND	USA
DISAPPEARING PERSON ALERTS	QUEENSLAND POLICE	SNAPCHAT DISAPPEARING PERSON ALERTS	BWM DENTSU MELBOURNE	AUSTRALIA
TURNING THEIR TWEETS AGAINST THEM	BURGER KING	FOOD	MULLENLOWE BOSTON	USA
STORIES ORDERING	BURGER KING	BURGER	LOLA MULLENLOWE MADRID	SPAIN
WEBEEFIN?	WENDY'S	WENDY'S COMMUNITY MANAGEMENT	VML KANSAS CITY	USA
MOST ELIGIBLE BACHELOR	OL PEJETA CONSERVANCY	ANIMAL CONSERVANCY	OGILVY AFRICA NAIROBI	KENYA
#THEDEBUT	PEPSICO	GATORADE	VML KANSAS CITY	USA
<b>C01 (Reach &amp; Impact)</b>				
DORITOS BLAZE VS. MTN DEW ICE	DORITOS/MOUNTAIN DEW ICE	DORITOS BLAZE / MOUNTAIN DEW ICE	GOODBY SILVERSTEIN & PARTNERS SAN FRANCISCO	USA
DUNDEE: THE SON OF A LEGEND RETURNS HOME	TOURISM AUSTRALIA	TOURISM AUSTRALIA	DROGA5 NEW YORK	USA
PRICE ON OUR LIVES	MARCH FOR OUR LIVES - PARKLAND STUDENTS	MARCH FOR OUR LIVES	MCCANN NEW YORK	USA
WEBEEFIN?	WENDY'S	WENDY'S COMMUNITY MANAGEMENT	VML KANSAS CITY	USA
<b>C02 (Partnerships )</b>				
THE IKEA HUMAN CATALOGUE	IKEA	IKEA	IKEA SOUTHEAST ASIA SINGAPORE	SINGAPORE
MUSIC LIBERATES MUSIC	BACARDI	BACARDI	BBDO NEW YORK	USA
SNAPCHAT MUSIC VIDEO	BACARDI	BACARDI	BBDO NEW YORK	USA
#TOOLATERGRAM	WWF	ORGANIZATION IN WILDLIFE CONSERVATION	TBWA/PARIS	FRANCE
ADIDAS 'CREATIVITY GETS YOU NOTICED'	ADIDAS	ADIDAS FOOTBALL	72ANDSUNNY AMSTERDAM	THE NETHERLANDS
VERIZON - WHAT YOU MISSED	VERIZON	VERIZON WIRELESS	R/GA NEW YORK	USA
DADDY YANKEE VS. BREAST CANCER	SUSAN G. KOMEN	RACE FOR THE CURE	J. WALTER THOMPSON PUERTO RICO SAN JUAN	PUERTO RICO
GIFORADE	PEPSICO	GATORADE	VML KANSAS CITY	USA
@SEELIKEMENNA	TOYOTA MOTOR CORPORATION	TOYOTA BRAND	TOYOTA USA PLANO	USA
#WTFRONALDO	MARS	SNICKERS	ALMAPBDO SÃO PAULO	BRAZIL
THE NEYMARLESS SPONSORSHIP	GOL LINHAS AEREAS	GOL LINHAS AEREAS	ALMAPBDO SÃO PAULO	BRAZIL
FOOTBALL DECODED	MICROSOFT	XBOX / FIFA 18	MCCANN LONDON	UNITED KINGDOM
GOIKO GRILL HUNGRYFIELD	GOIKO GRILL	RESTAURANT COMPANY	Y&R PARIS PARIS	FRANCE
<b>C03 (Content Creation)</b>				
OBSESSION FOR SMOOTHNESS	DOUBLE A	DOUBLE A	SIX INC. TOKYO	JAPAN
DREAM ON	ABINBEV	BUDWEISER	MOAIC CHICAGO	USA
DADDY YANKEE VS. BREAST CANCER	SUSAN G. KOMEN	RACE FOR THE CURE	J. WALTER THOMPSON PUERTO RICO SAN JUAN	PUERTO RICO
THE GIF TRILOGY	SAN MIGUEL	MANILA BEER	LOLA MULLENLOWE MADRID	SPAIN
HOUSE OF EMOTIONS	INTEL	TBC	OGILVY BEIJING	CHINA
ABSOLUT ONE SOURCE LIVE	PERNOD RICARD	ALCOHOLIC BEVERAGES	VML CAPE TOWN	SOUTH AFRICA
SKI THE WORLD	AUDI	AUDI QUATTRO - CANDIDE THOVEX	CANDIDE THOVEX HAMBURG	GERMANY
LIVE LOOPER	DOWNTOWN RECORDS	THE ACADEMIC	BBDO NEW YORK	USA
<b>C04 (Content Placement)</b>				
LIVE LOOPER	DOWNTOWN RECORDS	THE ACADEMIC	BBDO NEW YORK	USA
CONVERTICALS	LOWE'S	LOWE'S	BBDO NEW YORK	USA
TO THE LAST TREE STANDING	GREENPEACE POLAND	SAVING THE BIAŁOWIEŻA FOREST	OGILVY POLAND WARSAW	POLAND
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
<b>C05 (Social Video)</b>				
IN REAL LIFE	MONICA LEWINSKY	MONICA LEWINSKY / ANTI-BULLYING	BBDO NEW YORK	USA
SNAPCHAT MUSIC VIDEO	BACARDI	BACARDI	BBDO NEW YORK	USA
THE TALK	P&G	P&G	BBDO NEW YORK	USA
LIVE LOOPER	DOWNTOWN RECORDS	THE ACADEMIC	BBDO NEW YORK	USA
THE MOST GERMAN SUPERMARKET	EDEKA ZENTRALE AG & CO. KG	RETAIL	JUNG VON MATT HAMBURG	GERMANY
DUNDEE: THE SON OF A LEGEND RETURNS HOME	TOURISM AUSTRALIA	TOURISM AUSTRALIA	DROGA5 NEW YORK	USA
LITTLE CASANOVA	YOTI	YOTI	JUNGLE CREATIONS LONDON	UNITED KINGDOM
OBSESSION FOR SMOOTHNESS	DOUBLE A	DOUBLE A	SIX INC. TOKYO	JAPAN

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A VERY MERRY MISTAKE	AIR NEW ZEALAND	AIR NEW ZEALAND	HOST/HAVAS SYDNEY	AUSTRALIA
NOWTHIS X SAMSUNG UNFRAMED	SAMSUNG	SAMSUNG GEAR 360	R/GA NEW YORK	USA
DADDY YANKEE VS. BREAST CANCER	SUSAN G. KOMEN	RACE FOR THE CURE	J. WALTER THOMPSON PUERTO RICO SAN JUAN	PUERTO RICO
THROUGH THE EYES OF A REFUGEE	AMNESTY INTERNATIONAL	UNDERSTANDING REFUGEES	TBWAINEBOKO AMSTERDAM	THE NETHERLANDS
RUN IT	NIKE	NIKE REACT	WIEDEN+KENNEDY TOKYO	JAPAN
BUDWEISER: ONE LAST RIDE	ABINBEV	BUDWEISER	AB INBEV NEW YORK	USA
FINDING FRIENDSHIP	HASBRO/ MY LITTLE PONY	HASBRO/ MY LITTLE PONY	GREY NEW YORK	USA
EXCLUSIVE THE RAINBOW	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA
THE WORST SONG IN THE WORLD	MONOPRIX	MONOPRIX DELIVERY SERVICES	ROSAPARK PARIS	FRANCE
NEIGHBORHOOD	XFINITY	XFINITY HOME	MJZ LOS ANGELES	USA
SKI THE WORLD	AUDI	AUDI QUATTRO - CANDIDE THOVEX	CANDIDE THOVEX HAMBURG	GERMANY
<b>C06 (Co-creation &amp; User Generated Content)</b>				
MUSIC LIBERATES MUSIC	BACARDI	BACARDI	BBDO NEW YORK	USA
SNAPCHAT MUSIC VIDEO	BACARDI	BACARDI	BBDO NEW YORK	USA
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
<b>D01 (Community Building &amp; Management)</b>				
TO THE LAST TREE STANDING	GREENPEACE POLAND	SAVING THE BIAŁOWIEŻA FOREST	OGILVY POLAND WARSAW	POLAND
TRASH ISLES	PLASTIC OCEANS/LADBIBLE	PLASTIC OCEANS/LADBIBLE	AMVBBDO LONDON	UNITED KINGDOM
GUILTY PARTY: A MULTI-PLATFORM MYSTERY SERIES THAT REDEFINES THE NARRATIVE MODEL	AT&T HELLO LAB	AT&T	FULLSCREEN LOS ANGELES	USA
#MERRYCHRISTMASSULLY	BURGER KING	BURGER KING	BUZZMAN PARIS	FRANCE
TALK SOCIAL TO ME	WENDY'S	WENDY'S SOCIAL MEDIA/COMMUNITY MANAGEMENT STRATEGY	VML KANSAS CITY	USA
EXCLUSIVE THE RAINBOW	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA
COCA COLA FAN FEAT	COCA COLA	INSTITUCIONAL	J. WALTER THOMPSON BRAZIL SÃO PAULO	BRAZIL
<b>D02 (Audience Targeting / Engagement Strategies)</b>				
BUILT-IN PINS	THE HOME DEPOT, INC.	RETAIL	22SQUARED ATLANTA	USA
LOSERS' PARADISE	AIR NEW ZEALAND	AIR NEW ZEALAND	HOST/HAVAS SYDNEY	AUSTRALIA
DISAPPEARING PERSON ALERTS	QUEENSLAND POLICE	SNAPCHAT DISAPPEARING PERSON ALERTS	BWM DENTSU MELBOURNE	AUSTRALIA
POWER TO THE QUEENS	MAYBELLINE/L'ORÉAL	LIPTICK	MINDSHARE CHINA SHANGHAI	CHINA
TURNING THEIR TWEETS AGAINST THEM	BURGER KING	FOOD	MULLENLOWE BOSTON	USA
NIKE - NOTHING BEATS A LONDONER	NIKE	NIKE BRAND	MINDSHARE LONDON	UNITED KINGDOM
MOST ELIGIBLE BACHELOR	OL PEJETA CONSERVANCY	ANIMAL CONSERVANCY	OGILVY AFRICA NAIROBI	KENYA
TV DOCTORS OF AMERICA - SEASON 2	CIGNA	CIGNA	MCCANN NEW YORK	USA
<b>D03 (Real-time Response)</b>				
THE PARALYMPIC NETWORK	CANADIAN PARALYMPIC COMMITTEE	THE PYEONGCHANG 2018 PARALYMPIC WINTER GAMES	BBDO TORONTO	CANADA
VERIZON - WHAT YOU MISSED	VERIZON	VERIZON WIRELESS	R/GA NEW YORK	USA
TALK SOCIAL TO ME	WENDY'S	WENDY'S SOCIAL MEDIA/COMMUNITY MANAGEMENT STRATEGY	VML KANSAS CITY	USA
BUYING GREENIE	CARMAX	CAR SALES	MCKINNEY DURHAM	USA
<b>D04 (Social Data &amp; Insight)</b>				
H&M SOCIAL STYLIST	H&M	SOCIAL INTELLIGENCE	OGILVY SHANGHAI	CHINA
<b>D06 (Brand Storytelling)</b>				
#LIFEINHEL	FINAVIA	HELSINKI AIRPORT	TBWA/HELSINKI	FINLAND
SNEAKY PEAK	BBC TWO	PEAKY BLINDERS	BBC CREATIVE LONDON	UNITED KINGDOM
THE TALK	P&G	P&G	BBDO NEW YORK	USA
EVER AFTER	AUDI SPAIN	BRAND CAMPAIGN	PROXIMITY BARCELONA	SPAIN
UK'SHONA KWELANGA - A WHATSAPP DRAMA SERIES	SANLAM	MYCHOICE FUNERAL PLAN	KING JAMES GROUP CAPE TOWN	SOUTH AFRICA
THE MOST GERMAN SUPERMARKET	EDEKA ZENTRALE AG & CO. KG	RETAIL	JUNG VON MATT HAMBURG	GERMANY
SURVIVING THE BADLANDS	AMC	INTO THE BADLANDS SEASON 3	VML NEW YORK	USA
EXCLUSIVE THE RAINBOW	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA
FIRST RESPONDERS FIRST	VERIZON	VERIZON	MCCANN NEW YORK	USA
#MYGAMENAME	TELEFONICA'S VIVO/ WONDER WOMEN TECH	INSTITUTIONAL	AFRICA SÃO PAULO	BRAZIL
NIKE - NOTHING BEATS A LONDONER	NIKE	NIKE BRAND	MINDSHARE LONDON	UNITED KINGDOM
<b>E01 (Multi-platform Social Campaign)</b>				
#LIFEINHEL	FINAVIA	HELSINKI AIRPORT	TBWA/HELSINKI	FINLAND
DUNDEE: THE SON OF A LEGEND RETURNS HOME	TOURISM AUSTRALIA	TOURISM AUSTRALIA	DROGA5 NEW YORK	USA

## Shortlist

FIFA 18 MORE THAN A GAME	EA SPORTS	FIFA 18	ADAM&EVEDDB LONDON	UNITED KINGDOM
720 HOURS OF YOUTH	YIMOBILE	MOBILE CARRIER	HAKUHODO KETTLE INC TOKYO	JAPAN
WESTWORLD SEASON 2: A DIGITAL-FIRST STORY WITH EPIC PAY-OFFS	HBO	WESTWORLD	HBO NEW YORK	USA
THE ROCK X SIRI: DOMINATE THE DAY	APPLE	SIRI	TBWA/MEDIA ARTS LAB LOS ANGELES	USA
TOGETHER #WEPLAYSTRONG	UEFA	WOMEN'S FOOTBALL	FCB INFERNO LONDON	UNITED KINGDOM
GIFORADE	PEPSICO	GATORADE	VML KANSAS CITY	USA
EXCLUSIVE THE RAINBOW	MARS WRIGLEY CONFECTIONERY	SKITTLES	DDB CHICAGO	USA
TV DOCTORS OF AMERICA - SEASON 2	CIGNA	CIGNA	MCCANN NEW YORK	USA
NOTHING BEATS A LONDONER	NIKE	NIKE	WIEDEN+KENNEDY LONDON	UNITED KINGDOM
<b>E02 (Sponsorship &amp; Brand Partnership)</b>				
MUSIC LIBERATES MUSIC	BACARDI	BACARDI	BBDO NEW YORK	USA
SNAPCHAT MUSIC VIDEO	BACARDI	BACARDI	BBDO NEW YORK	USA
DREAM ON	ABINBEV	BUDWEISER	MOSAIC CHICAGO	USA
@SEELIKEMENNA	TOYOTA MOTOR CORPORATION	TOYOTA BRAND	TOYOTA USA PLANO	USA
FOOTBALL DECODED	MICROSOFT	XBOX / FIFA 18	MCCANN LONDON	UNITED KINGDOM
<b>E03 (Low Budget / High Impact Campaign)</b>				
TO THE LAST TREE STANDING	GREENPEACE POLAND	SAVING THE BIAŁOWIEŻA FOREST	OGILVY POLAND WARSAW	POLAND
IN REAL LIFE	MONICA LEWINSKY	MONICA LEWINSKY / ANTI-BULLYING	BBDO NEW YORK	USA
LIVE MOMENT OF SILENCE	SANDY HOOK PROMISE	SANDY HOOK PROMISE	BBDO NEW YORK	USA
LIVE LOOPER	DOWNTOWN RECORDS	THE ACADEMIC	BBDO NEW YORK	USA
TRASH ISLES	PLASTIC OCEANS/LADBIBLE	PLASTIC OCEANS/LADBIBLE	AMVBBDO LONDON	UNITED KINGDOM
GOIKO GRILL HUNGRYFRIELD	GOIKO GRILL	RESTAURANT COMPANY	Y&R PARIS PARIS	FRANCE
SAMSUNG PUTS TROLLS UNDER THE MICROSCOPE	SAMSUNG	GALAXY S8	EDELMAN NEW YORK	USA
PROM KING	BURGER KING	FAST FOOD	MULLENLOWE BOSTON	USA
<b>E04 (Social Purpose)</b>				
TO THE LAST TREE STANDING	GREENPEACE POLAND	SAVING THE BIAŁOWIEŻA FOREST	OGILVY POLAND WARSAW	POLAND
THE TALK	P&G	P&G	BBDO NEW YORK	USA
THE MOST GERMAN SUPERMARKET	EDEKA ZENTRALE AG & CO. KG	RETAIL	JUNG VON MATT HAMBURG	GERMANY
DON'T GET SEXTORTED, SEND A NAKED MOLE RAT	CANADIAN CENTRE FOR CHILD PROTECTION	CHARITABLE ORGANIZATION	NO FIXED ADDRESS TORONTO	CANADA
THE PARALYMPIC NETWORK	CANADIAN PARALYMPIC COMMITTEE	THE PYEONGCHANG 2018 PARALYMPIC WINTER GAMES	BBDO TORONTO	CANADA
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
MOST ELIGIBLE BACHELOR	OL PEJETA CONSERVANCY	ANIMAL CONSERVANCY	OGILVY AFRICA NAIROBI	KENYA
TRASH ISLES	PLASTIC OCEANS/LADBIBLE	PLASTIC OCEANS/LADBIBLE	AMVBBDO LONDON	UNITED KINGDOM
FIRST RESPONDERS FIRST	VERIZON	VERIZON	MCCANN NEW YORK	USA
<b>E05 (Single Country Campaign)</b>				
BOYS REACT TO TAMPONS	NETT	TAMPONS	ISOBAR COURBEVOIE	FRANCE
WORLD'S MOST SUCCESSFUL RECRUITMENT VIDEO	NEW ZEALAND POLICE	RECRUITMENT	OGILVY NEW ZEALAND AUCKLAND	NEW ZEALAND
NIKE - NOTHING BEATS A LONDONER	NIKE	NIKE BRAND	MINDSHARE LONDON	UNITED KINGDOM
THE NEYMARLESS SPONSORSHIP	GOL LINHAS AEREAS	GOL LINHAS AEREAS	ALMAPBBDO SÃO PAULO	BRAZIL
SUEDE GULLY	PUMA	PUMA SUEDE CLASSIC SHOES	DDB MUDRA GROUP MUMBAI	INDIA