

# 2023 SHORTLIST

## Direct



CANNES LIONS 70

Title	Brand	Product / Service	Entrant / Idea Creation	Location
<b>A01 (Food &amp; Drink)</b>				
HEINZ LVII MEANZ 57	KRAFT HEINZ	HEINZ KETCHUP	RETHINK, Toronto	CANADA
HEINZ A.I. KETCHUP	KRAFT HEINZ	HEINZ KETCHUP	RETHINK, Toronto	CANADA
HEINZ KETCHUP FRAUD	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA
OREO CHEAT COOKIES	MONDELEZ EUROPE	OREO	SAATCHI & SAATCHI, Dusseldorf	GERMANY
THE OFFICE CLEANERS	HEINEKEN	HEINEKEN	PUBLICIS ITALY   LEPUB, Milan	ITALY
THE PRINGLES NPC	PRINGLES	PRINGLES	GREY, London	UNITED KINGDOM
THE TAX FREE BAGEL	PHILADELPHIA CREAM CHEESE	CREAM CHEESE	GUT, Miami	USA
BAR EXPERIENCE	HEINEKEN	HEINEKEN	PUBLICIS ITALY   LEPUB, Milan	ITALY
THE CLOSER	HEINEKEN	HEINEKEN	PUBLICIS ITALY   LEPUB, Milan	ITALY
PASSIVE COOKING	BARILLA	BARILLA	PUBLICIS ITALY   LEPUB, Milan	ITALY
OREOCODES	OREO	OREO	VMLY&R COMMERCE, New York	USA
#BRINGBACK2011	OREO INDIA	OREO COOKIE	LEO BURNETT, Mumbai	INDIA
BABY SCAN	MARMITE	MARMITE	adam&eveDDB, London	UNITED KINGDOM
HEAVEN FISH	REGAL SPRING	FARMED FISH FOR EXPORT	OGILVY HONDURAS, Tegucigalpa	HONDURAS
MAYO MCHACK	HELLMANN'S	HELLMANN'S MAYONNAISE	EDELMAN, London	UNITED KINGDOM
<b>A02 (Consumer Goods)</b>				
CERTIFIED CARE	RAID	SC JOHNSON / RAID	ENERGY BBDO, Chicago	USA
REAL VIRTUAL BEAUTY	DOVE	DOVE SOAP	LOLA MULLENLOWE, Madrid	SPAIN
<b>A03 (Healthcare)</b>				
DANIEL'S APARTMENT	VIIV HEALTHCARE	HIV STIGMA	SRA. RUSHMORE, Madrid	SPAIN
WALL STREET BALLS	TESTICULAR CANCER SOCIETY	TESTICULAR CANCER AWARENESS	FP7 McCANN, Dubai	UNITED ARAB EMIRATES
DIVERSITREE	CLARITIN	CLARITIN ALLERGY MEDICINE	ENERGY BBDO, Chicago	USA
<b>A04 (Automotive)</b>				
JIMNY HERITAGE	SUZUKI AUTOMOTIVE AUSTRALIA	SUZUKI JIMNY (MANUAL)	SUZUKI, Melbourne	AUSTRALIA
THE HOFMEISTER KINK	BMW	BMW	PERFORMANCE ART, Toronto	CANADA
<b>A05 (Retail)</b>				
THE BURGER THAT COULD NOT BE	MCDONALD'S	MCDONALD'S	TBWA\ESPAÑA, Madrid	SPAIN
WEAR 'EM OUT STORE	EBAY	EBAY SNEAKERS	EDELMAN, New York	USA
WORLD CUP DELIVERY	PEDIDOS YA	PEDIDOS YA APP	GUT, Buenos Aires	ARGENTINA
<b>A06 (Travel / Leisure)</b>				
MIDDLE SEAT LOTTERY	VIRGIN AUSTRALIA GROUP	MIDDLE SEAT LOTTERY	SPECIAL, Sydney	AUSTRALIA
KICK OF DESTINY	FANDUEL GROUP	FANDUEL SPORTSBOOK	WIEDEN+KENNEDY, New York	USA
<b>A07 (Media / Entertainment)</b>				
SUPER FAN COLLECTION	SPOTIFY	SPOTIFY	NORD DDB, Stockholm	SWEDEN
<b>A08 (Consumer Services / Business to Business)</b>				
INSIDEJOBS	VOLKSWAGEN GROUP FRANCE	VOLKSWAGEN	DDB, Paris	FRANCE
OTHER MC'S	HEINZ	HEINZ PICKLES KETCHUP	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL
RECEIPTS TO KEEP [ FIGHTING ]	UNIVERSITY ZUMBI DOS PALMARES	RACISMO ZERO	GREY, Sao Paulo	BRAZIL
WHERE TO SETTLE	MASTERCARD	WEBSITE ...	McCANN POLAND, Warsaw	POLAND
ONE STAR COOKBOOK	DELIVEROO	DELIVERY QUALITY GUARANTEED	... AND US, Dubai	UNITED ARAB EMIRATES
<b>A09 (Not-for-profit / Charity / Government )</b>				
KNOCK KNOCK	KOREAN NATIONAL POLICE AGENCY	A SILENT EMERGENCY CALL	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
#OPTINK	JUNGE HELDEN E.V.	ORGAN DONOR RECRUITMENT	McCANN, Paris	FRANCE
SOLAR IMPULSE - PRÊT À VOTER	SOLAR IMPULSE	PRÊT À VOTER	PUBLICIS CONSEIL, Paris	FRANCE
THE POSTPONED DAY	LALCEC	LALCEC	GREY ARGENTINA, Buenos Aires	ARGENTINA
THE UNDENIABLE STREET VIEW	UNITED24, NOVA UKRAINE, VOICES OF CHILDREN, БОЦТОК СОС	THE UNDENIABLE STREET VIEW	... AND US, Dubai	UNITED ARAB EMIRATES
SAVED MEMORIES	TRANSLAR E.V / TRANS-IDENT E.V / ROSA STRIPPE	AWARENESS FOR TRANSGENDER	SERVICEPLAN, Munich	GERMANY
<b>B01 (Mailing / Programmatic Mail)</b>				
WORLD CUP DELIVERY	PEDIDOS YA	PEDIDOS YA APP	GUT, Buenos Aires	ARGENTINA
<b>B02 (Use of Ambient Media: Small Scale)</b>				
COLORS OF LOVE	PANTONE	PANTONE	TBWA\ Paris, Paris	FRANCE
INSIDEJOBS	VOLKSWAGEN GROUP FRANCE	VOLKSWAGEN	DDB, Paris	FRANCE
THE COST OF GOLD	URIHI YANOMAMI ASSOCIAÇÃO	URIHI YANOMAMI	DM9, Sao Paulo	BRAZIL
THE CLOSER	HEINEKEN	HEINEKEN	PUBLICIS ITALY   LEPUB, Milan	ITALY
SOLAR IMPULSE - PRÊT À VOTER	SOLAR IMPULSE	PRÊT À VOTER	PUBLICIS CONSEIL, Paris	FRANCE
<b>B03 (Use of Ambient Media: Large Scale)</b>				

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THE COPENHAGEN BENCH	TV 2 DENMARK	PUBLIC SERVICE	TV 2 CREATIVE, Copenhagen	DENMARK
RECREATION	CAMELEON ASSOCIATION	ONLINE SAFETY FOR CHILDREN	LIBRE MULLENLOWE, Paris	FRANCE
CHEETLE IN CHEADLE	CHEETOS	CHEETOS	CITIZEN RELATIONS, Toronto	CANADA
FURPHY, WHAT THE TRUCK?!	FURPHY	FURPHY	THINKERBELL, Melbourne	AUSTRALIA
IKEA WINDOW SHOPPING	IKEA	IKEA	RETHINK, Toronto	CANADA
NRA CHILDREN'S MUSEUM	CHANGE THE REF	CHANGE THE REF	OGLVY, Chicago	USA
THE CLOSER	HEINEKEN	HEINEKEN	PUBLICIS ITALY   LEPUB, Milan	ITALY
<b>B04 (Use of Broadcast)</b>				
INTERFACE INTERRUPTION	TUBI	TUBI	MISCHIEF @ NO FIXED ADDRESS, New York	USA
THE HIGH STAKES BEER AD	BLUE MOON	COORS LIGHT, MILLER LITE & BLUE MOON	DROGA5, PART OF ACCENTURE SONG, New York	USA
TOUCH CARD	MASTERCARD	TOUCH CARD	McCANN, New York	USA
BABY SCAN	MARMITE	MARMITE	adam&eveDDB, London	UNITED KINGDOM
CHANGE THE ANGLE	LUX	LUX	WUNDERMAN THOMPSON, Singapore	SINGAPORE
<b>B05 (Use of Print / Outdoor)</b>				
OR TRAVEL ON CLEARTRIP	CLEARTRIP	CLEARTRIP	TALENTED.AGENCY, Bangalore	INDIA
PHONE IT IN	SKINNY	TELECOMMUNICATION COMPANY	COLENZO BBDO, Auckland	NEW ZEALAND
JUST DATE A FARMER	KRAFT HEINZ - JUST CRACK AN EGG	JUST CRACK AN EGG	RETHINK, Toronto	CANADA
THE BEST-SELLER CONSTITUTION	MERCADO LIBRE	MERCADO LIBRE	GUT, Sao Paulo	BRAZIL
SOLAR IMPULSE - PRÊT À VOTER	SOLAR IMPULSE	PRÊT À VOTER	PUBLICIS CONSEIL, Paris	FRANCE
NEWSPAPERS INSIDE THE NEWSPAPER EDITION	ANNAHAR NEWSPAPER	ANNAHAR NEWSPAPER	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
<b>C01 (Data-Driven Direct Strategy)</b>				
FLIPVERTISING	SAMSUNG	SAMSUNG GALAXY Z FLIP4	CHEP NETWORK, Sydney	AUSTRALIA
ARE YOU PRESS WORTHY?	COLUMBIA JOURNALISM REVIEW	COLUMBIA JOURNALISM REVIEW	TBWA CHIAT DAY, New York City	USA
CORRECT THE INTERNET	TEAM HEROINE	CORRECT THE INTERNET	DDB NEW ZEALAND, Auckland	NEW ZEALAND
THE POSTPONED DAY	LALCEC	LALCEC	GREY ARGENTINA, Buenos Aires	ARGENTINA
<b>C02 (Data-driven Targeting)</b>				
SUPER FAN COLLECTION	SPOTIFY	SPOTIFY	NORD DDB, Stockholm	SWEDEN
<b>C03 (Use of Real-time Data)</b>				
OFFSET MODE	TREE CANADA	TREE CANADA	RETHINK, Toronto	CANADA
CONFESSIONS OF A PREDATOR	CHILD RESCUE COALITION	CHILD PROTECTION SYSTEM (CPS) TECHNOLOGY	DAVID&GOLIATH, Los Angeles	USA
INFLATION COOKBOOK	SKIP THE DISHES	SKIP EXPRESS LANE	DENTSU CREATIVE, Toronto	CANADA
TRANSPARENCY CARD	CONGRESSO EM FOCO	TRANSPARENCY CARD	AKQA, Sao Paulo	BRAZIL
<b>C04 (Metaverse, New Realities &amp; Emerging Tech)</b>				
EXHIBIT A-1	MAURICE BLACKBURN SOCIAL JUSTICE	N/A	HOWATSON+COMPANY, Sydney	AUSTRALIA
CORRUPTION CITY	PUBLIMETRO	PUBLIMETRO	GREY COLOMBIA, Bogotá	COLOMBIA
THE SMART LEGACY	IFTHEN. INC	THE SMART LEGACY	DDB CENTRO, Guatemala City / EL TAIER DDB, Guatemala	GUATEMALA
<b>C05 (Gaming )</b>				
MINDCRAFT	PUISSANCE DYS	PUISSANCE DYS	BETC, Paris	FRANCE
PHOTOMODE - OUT THERE IN GAME	UBISOFT	UBISOFT'S GAMES	MNSTR, Paris	FRANCE
DORITOS CRUNCH CANCELLATION	PEPSICO	DORITOS	TBWA ESPAÑA, Madrid	SPAIN
ADOPT A MOD	LA SPA	CATS FOR ADOPTION	HAVAS PLAY, Paris	FRANCE
UNBRANDED MENU	MCDONALD'S	MCDONALD'S	LEO BURNETT, Manila	THE PHILIPPINES
OREO CHEAT COOKIES	MONDELEZ EUROPE	OREO	SAATCHI & SAATCHI, Dusseldorf	GERMANY
COUNTERSTRIKE OF THE FREE PRESS	HELSINGIN SANOMAT	HELSINGIN SANOMAT NEWS MEDIA	MILTON, Helsinki	FINLAND
<b>D01 (Use of Digital Platforms)</b>				
VOICE GIRL GAMERS	WINDTRE	DIGITAL RESPONSIBILITY	WUNDERMAN THOMPSON, Milan	ITALY
SOMETHING TO OFFEND EVERYONE	BROOKLYN FILM FESTIVAL	BROOKLYN FILM FESTIVAL	MULLENLOWE U.S., New York	USA
FLIPVERTISING	SAMSUNG	SAMSUNG GALAXY Z FLIP4	CHEP NETWORK, Sydney	AUSTRALIA
BUNDY MIXER	BUNDABERG	BUNDABERG RUM	LEO BURNETT, Sydney	AUSTRALIA
SELF-CHECK OUT	K-LYNN	K-LYNN	LEO BURNETT, Dubai	UNITED ARAB EMIRATES
ARE YOU PRESS WORTHY?	COLUMBIA JOURNALISM REVIEW	COLUMBIA JOURNALISM REVIEW	TBWA CHIAT DAY, New York City	USA
DEALS STUCK IN TIME	MCDONALD'S	MCDONALD'S	NORD DDB, Stockholm	SWEDEN
JUST DATE A FARMER	KRAFT HEINZ - JUST CRACK AN EGG	JUST CRACK AN EGG	RETHINK, Toronto	CANADA
OREO CHEAT COOKIES	MONDELEZ EUROPE	OREO	SAATCHI & SAATCHI, Dusseldorf	GERMANY
CORRECT THE INTERNET	TEAM HEROINE	CORRECT THE INTERNET	DDB NEW ZEALAND, Auckland	NEW ZEALAND
<b>D02 (Use of Mobile)</b>				
KNOCK KNOCK	KOREAN NATIONAL POLICE AGENCY	A SILENT EMERGENCY CALL	CHEIL WORLDWIDE, Seoul	SOUTH KOREA
THE OFFICE CLEANERS	HEINEKEN	HEINEKEN	PUBLICIS ITALY   LEPUB, Milan	ITALY
HAPPY BIRTHDAY FROM EARTH	HUSQVARNA	AUTOMOWER® ROBOTIC LAWN MOWERS	PRIME WEBER SHANDWICK, Stockholm	SWEDEN
SPA - THERE IS A PET FOR THAT	SPA	THERE IS A PET FOR THAT	PUBLICIS CONSEIL, Paris	FRANCE

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OREOCODES	OREO	OREO	VMLY&R COMMERCE, New York	USA
INFLATION COOKBOOK	SKIP THE DISHES	SKIP EXPRESS LANE	DENTSU CREATIVE, Toronto	CANADA
<b>D03 (Use of Social Platforms)</b>				
H.A.N.S. - THE HATEFUL AUDIO NOTIFICATION SERVICE	LAUT GEGEN NAZIS	H.A.N.S. - THE HATEFUL AUDIO NOTIFICATION SERVICE	PHILIPP UND KEUNTJE, Hamburg	GERMANY
FIXED IT	KFC	KFC	COURAGE, Toronto	CANADA
FOLLOW THEIR LEADER	NON-VIOLENCE PROJECT FOUNDATION	NON-VIOLENCE PROJECT FOUNDATION	NORD DDB, Stockholm / NORD DDB, Copenhagen	SWEDEN
HEINZ KETCHUP FRAUD	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA
MESSAGE FROM THE OTHER FRONT	THE SALVATION ARMY	RECRUITMENT	VMLY&R, Paris	FRANCE
INFLUENCERS' FRIENDS	POKER	POKER BEER	DDB COLOMBIA, Bogota	COLOMBIA
CASPER SLEEPERS	CASPER SLEEP LLC.	CASPER MATTRESSES	VAYNERMEDIA, New York	USA
RUNNER 321	ADIDAS	ADIDAS	FCB TORONTO	CANADA
<b>D04 (Real-time Response)</b>				
MICHELOB GUY	MICHELOB ULTRA	MICHELOB ULTRA	MICHELOB ULTRA, New York	USA
THE BEST-SELLER CONSTITUTION	MERCADO LIBRE	MERCADO LIBRE	GUT, Sao Paulo	BRAZIL
WORLD CUP DELIVERY	PEDIDOS YA	PEDIDOS YA APP	GUT, Buenos Aires	ARGENTINA
WHERE TO SETTLE	MASTERCARD	WEBSITE ...	McCANN POLAND, Warsaw	POLAND
TRANSPARENCY CARD	CONGRESSO EM FOCO	TRANSPARENCY CARD	AKQA, Sao Paulo	BRAZIL
<b>D05 (Co-creation &amp; User Generated Content)</b>				
PHOTOMODE - OUT THERE IN GAME	UBISOFT	UBISOFT'S GAMES	MNSTR, Paris	FRANCE
DUBBING FACTORY	PRIME VIDEO	PRIME VIDEO	HEREZIE, Paris	FRANCE
UNBRANDED MENU	MCDONALD'S	MCDONALD'S	LEO BURNETT, Manila	THE PHILIPPINES
HEINZ A.I. KETCHUP	KRAFT HEINZ	HEINZ KETCHUP	RETHINK, Toronto	CANADA
CORRECT THE INTERNET	TEAM HEROINE	CORRECT THE INTERNET	DDB NEW ZEALAND, Auckland	NEW ZEALAND
MAYO MCHACK	HELLMANN'S	HELLMANN'S MAYONNAISE	EDELMAN, London	UNITED KINGDOM
<b>E01 (Copywriting)</b>				
THE BEAUTIFUL FAIL	HONDA MOTO FRANCE	HONDA MOTO FRANCE	DDB, Paris	FRANCE
PHONE IT IN	SKINNY	TELECOMMUNICATION COMPANY	COLENZO BBDO, Auckland	NEW ZEALAND
THE HORNICULTURAL SOCIETY	RELATE	RELATIONSHIP CHARITY	OGILVY, London	UNITED KINGDOM
<b>E02 (Art Direction / Design )</b>				
THE BEAUTIFUL FAIL	HONDA MOTO FRANCE	HONDA MOTO FRANCE	DDB, Paris	FRANCE
MY JAPAN RAILWAY	JR GROUP	JAPAN RAILWAY 150TH ANNIVERSARY CAMPAIGN	DENTSU INC., Tokyo	JAPAN
<b>E03 (Experience Design )</b>				
LALIGA KICK OFF	LALIGA	UNBOXING	OGILVY, Madrid	SPAIN
THE UNDENIABLE STREET VIEW	UNITED24, NOVA UKRAINE, VOICES OF CHILDREN, BOCTOK 505	THE UNDENIABLE STREET VIEW	... AND US, Dubai	UNITED ARAB EMIRATES
<b>E04 (Launch / Re-launch)</b>				
THE DESK SNATCH PRE-ROLLS	SMS EVOKO	KLEEO DESK MANAGER	ANIMAL, Stockholm	SWEDEN
TOUCH CARD	MASTERCARD	TOUCH CARD	McCANN, New York	USA
#OPTINK	JUNGE HELDEN E.V.	ORGAN DONOR RECRUITMENT	McCANN, Paris	FRANCE
HEAVEN FISH	REGAL SPRING	FARMED FISH FOR EXPORT	OGILVY HONDURAS, Tegucigalpa	HONDURAS
<b>E05 (Personalised Campaigns)</b>				
FREEDOM COMES IN ALL SIZES.	MERCADO LIBRE	MERCADO LIBRE	GUT, Buenos Aires	ARGENTINA
<b>F01 (Local Brand )</b>				
BLOCKBUSTER: UNTIL THE BITTER END	BLOCKBUSTER	BLOCKBUSTER VIDEO	ATLANTIC, New York	USA
NEWSPAPERS INSIDE THE NEWSPAPER EDITION	ANNAHAR NEWSPAPER	ANNAHAR NEWSPAPER	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
HOPELINE RADIO	FRONTLINE19	HOPELINE RADIO	adam&eveDDB, London	UNITED KINGDOM
UNOFFICIAL GOALS	AGUILA	AGUILA BEER	DAVID, Bogotá	COLOMBIA
<b>F02 (Challenger Brand)</b>				
REVIEW HACKING	SKODA	SKODA	DDB, Paris	FRANCE
SWING THE COPYCAT	GRAND FRAIS	C TO C	ROSA, Paris	FRANCE
<b>F03 (Single-market Campaign)</b>				
INSIDEJOBS	VOLKSWAGEN GROUP FRANCE	VOLKSWAGEN	DDB, Paris	FRANCE
THE OFFICE CLEANERS	HEINEKEN	HEINEKEN	PUBLICIS ITALY   LEPUB, Milan	ITALY
SOLAR IMPULSE - PRÊT À VOTER	SOLAR IMPULSE	PRÊT À VOTER	PUBLICIS CONSEIL, Paris	FRANCE
THE POSTPONED DAY	LALCEC	LALCEC	GREY ARGENTINA, Buenos Aires	ARGENTINA
THE CAST-AWAY	UN GLOBAL COMPACT	UN GLOBAL COMPACT	ALMAPBBDO, Sao Paulo	BRAZIL
WHERE TO SETTLE	MASTERCARD	WEBSITE ...	McCANN POLAND, Warsaw	POLAND
MAYO MCHACK	HELLMANN'S	HELLMANN'S MAYONNAISE	EDELMAN, London	UNITED KINGDOM
<b>F04 (Social Behaviour)</b>				

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OREO CHEAT COOKIES	MONDELEZ EUROPE	OREO	SAATCHI & SAATCHI, Dusseldorf	GERMANY
AVEENO BABY ECZEMA EQUALITY CAMPAIGN	AVEENO BABY	AVEENO BABY ECZEMA THERAPY LINE	DONER, Southfield / KENVUE, Skillman, NJ	USA
RIDICULOUS EXCUSES NOT TO BE INCLUSIVE	COORDOWN	WORLD DOWN SYNDROME DAY 2023	INDIANA PRODUCTION COMPANY, Milan / SMALL, New York	ITALY
THE PEOPLE'S TREASURY	RON FINLEY PROJECT	RON FINLEY PROJECT	BBDO LOS ANGELES	USA
A PROMO NO BODY'S HEARD OF	MCDONALD'S	MCDONALD'S	LEO BURNETT PANAMA, Panama City	PANAMA
NOT ANOTHER SECOND	WATERMARK RETIREMENT COMMUNITIES	WATERMARK RETIREMENT COMMUNITIES	RXM CREATIVE, New York	USA
THE UNCOVER	FRIDA	A MAGAZINE COVER	WEBER SHANDWICK, Paris	FRANCE
THE MAMMOTH MEATBALL	VOW	CULTURED MEAT	WUNDERMAN THOMPSON BENELUX, Antwerp	BELGIUM
BABY SCAN	MARMITE	MARMITE	adam&eveDDB, London	UNITED KINGDOM
JOAQUIN'S FIRST SCHOOL SHOOTING	CHANGE THE REF	GUN CONTROL	BCW, New York	USA
BECK'S 70+	BECK'S	BECK'S 70+	AKQA, Sao Paulo	BRAZIL
<b>F05 (Cultural Insight)</b>				
WHITE NOISE CREDIT CARD BILLBOARD	NETFLIX	DOOH	MEDIA.MONKS, Los Angeles	USA
SELF-CHECK OUT	K-LYNN	K-LYNN	LEO BURNETT, Dubai	UNITED ARAB EMIRATES
THE DICTATION	AMNESTY INTERNATIONAL CANADA	AMNESTY INTERNATIONAL PROTECTING HUMAN RIGHTS	COSSETTE, Montreal	CANADA
ANNE DE GAULLE	FONDATION ANNE DE GAULLE	ASSOCIATION	HAVAS PARIS	FRANCE
THE RESOLUTION	HEINEKEN	HEINEKEN 0.0. ALCOHOL	Le Pub, Sao Paolo	BRAZIL
EXTRA SEATS	BETCLIC	ENTERTAINMENT	MARCEL, Paris	FRANCE
UNFILTER MEXICO	CORONA	CORONA	GUT, Mexico City	MEXICO
THE BRAKE ROOM	CHICK-FIL-A	CHICK-FIL-A	McCANN, New York	USA
MAYO MCHACK	HELLMANN'S	HELLMANN'S MAYONNAISE	EDELMAN, London	UNITED KINGDOM
<b>F06 (Breakthrough on a Budget)</b>				
DUMPSTER DELI	FUTURE IN OUR HANDS	NEW FOOD WASTE LAW	PUBLICIS KITCHEN, OSLO	NORWAY
FIXED IT	KFC	KFC	COURAGE, Toronto	CANADA
THE WHOPPER STICKER	BURGER KING	WHOPPER SERRANO	WE BELIEVERS, New York	USA
INFLUENCERS' FRIENDS	POKER	POKER BEER	DDB COLOMBIA, Bogota	COLOMBIA
EXTRA SEATS	BETCLIC	ENTERTAINMENT	MARCEL, Paris	FRANCE
CONFESSIONS OF A PREDATOR	CHILD RESCUE COALITION	CHILD PROTECTION SYSTEM (CPS) TECHNOLOGY	DAVID&GOILIATH, Los Angeles	USA
THE HORNICULTURAL SOCIETY	RELATE	RELATIONSHIP CHARITY	OGILVY, London	UNITED KINGDOM
<b>F07 (Corporate Purpose &amp; Social Responsibility)</b>				
COLORS OF LOVE	PANTONE	PANTONE	TBWA\ Paris, Paris	FRANCE
SUN WARNING FLAG	GERMAN CANCER AID	SUN WARNING FLAG	HEIMAT, Berlin	GERMANY
THE COPENHAGEN BENCH	TV 2 DENMARK	PUBLIC SERVICE	TV 2 CREATIVE, Copenhagen	DENMARK
EXHIBIT A-1	MAURICE BLACKBURN SOCIAL JUSTICE	N/A	HOWATSON+COMPANY, Sydney	AUSTRALIA
ARE YOU PRESS WORTHY?	COLUMBIA JOURNALISM REVIEW	COLUMBIA JOURNALISM REVIEW	TBWA\CHIAT\DAY, New York City	USA
URBAN MINER	ELKJØP	ELKJØP	NORD DDB, Oslo / NORD DDB, Stockholm	NORWAY
VETERUNS	CALL OF DUTY ENDOWMENT	ENDOWMENT	GUT, Los Angeles	USA
NRA CHILDREN'S MUSEUM	CHANGE THE REF	CHANGE THE REF	OGILVY, Chicago	USA
MEN'S ONLY EDITION	FORD	FORD EXPLORER	VMLY&R, Detroit	USA
REAL VIRTUAL BEAUTY	DOVE	DOVE SOAP	LOLA MULLENLOWE, Madrid	SPAIN
PASSIVE COOKING	BARILLA	BARILLA	PUBLICIS ITALY   LEPUB, Milan	ITALY
#STANDUPTOJEWISHHATE - BLUE SQUARE	FCAS: FOUNDATION TO COMBAT ANTISEMITISM	AWARENESS AROUND THE ALARMING RISE OF ANTISEMITISM IN AMERICA	WUNDERMAN THOMPSON, New York	USA
TRUCSS	TRUCSS	INSTITUTIONAL	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL
ORANGE - CULTURAL AVATARS	ORANGE	CULTURAL AVATARS	PUBLICIS CONSEIL, Paris	FRANCE
RUNNER 321	ADIDAS	ADIDAS	FCB TORONTO	CANADA
THE BRAKE ROOM	CHICK-FIL-A	CHICK-FIL-A	McCANN, New York	USA
#TURNYOURBACK	DOVE	DOVE	OGILVY, London / DAVID, Madrid	UNITED KINGDOM
SMART JARS	HELLMANN'S	SMART JARS	OGILVY, London	UNITED KINGDOM
COUNTERSTRIKE OF THE FREE PRESS	HELSINGIN SANOMAT	HELSINGIN SANOMAT NEWS MEDIA	MILITON, Helsinki	FINLAND
<b>F08 (Market Disruption)</b>				
THE FORGOTTEN TEAM	MEO	FOOTBALL JERSEY	DENTSU CREATIVE, Lisbon	PORTUGAL
THE MAMMOTH MEATBALL	VOW	CULTURED MEAT	WUNDERMAN THOMPSON BENELUX, Antwerp	BELGIUM
RENAULT - TIME-FIGHTERS PROGRAM	RENAULT	HUMAN FIRST PROGRAM	PUBLICIS CONSEIL, Paris	FRANCE
INFLATION COOKBOOK	SKIP THE DISHES	SKIP EXPRESS LANE	DENTSU CREATIVE, Toronto	CANADA