

2023 SHORTLIST

Film



CANNES LIONS 70

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Production
A01 (Food & Drink)					
COINCIDENCES FILM.	QUILMES	BEER	AB INBEV, Buenos Aires / DRAFTLINE, Buenos Aires	ARGENTINA	ARGENTINACINE, Buenos Aires
COCA-COLA MASTERPIECE	THE COCA-COLA COMPANY	COCA-COLA	BLITZWORKS, Leamington Spa	UNITED KINGDOM	HEADSUP, London / ACADEMY FILMS, London / ELECTRIC THEATRE COLLECTIVE, London / RADIOAKTIVE X SHELTER, Tbilisi
FUCK YOU, BRIAN	O'SHAUGHNESSY DISTILLING CO.	KEEPER'S HEART WHISKEY	O'SHAUGHNESSY DISTILLING CO., Minneapolis / TDA BOULDER, Colorado	USA	HOBNOB, Los Angeles
MIDDLEMAN	NAKED WINES	WINE	CALLEN, Austin	USA	CALLEN, Austin / HOBBY USA, INC, El Segundo
PROHIBIDO BAJAR LOS BRAZOS	ESTRELLA GALICIA	BEER ESTRELLA GALICIA	HIJOS DE RIVERA, A Coruna / TONY LE BRAND, A Coruna	SPAIN	
JUST ANOTHER NIGHT OUT	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan / Le Pub, Sao Paolo	ITALY	ACADEMY FILMS, London
BABY SCAN	MARMITE	MARMITE	adam&eveDBB, London	UNITED KINGDOM	BISCUIT FILMWORKS, London / WORK EDITORIAL, London / KING HENRY, London
NEGACIONISTAS	PEPSICO	XTRA FLAMIN HOT	ISLA REPUBLICA, Mexico City	MEXICO	LOVSTER, Mexico City
A02 (Consumer Goods)					
THE GREATEST	APPLE	APPLE - ACCESSIBILITY	APPLE, Cupertino	USA	SOMESUCH, London
RELAX, IT'S IPHONE - R.I.P. LEON	APPLE	IPHONE 14	APPLE, Cupertino	USA	BISCUIT FILMWORKS, Los Angeles
RELAX, IT'S IPHONE - ACTION MODE	APPLE	IPHONE 14	APPLE, Cupertino	USA	BISCUIT FILMWORKS, Los Angeles
WEATHER ANYTHING	MACPAC	CLOTHING	THE MONKEYS, PART OF ACCENTURE SONG, Melbourne	AUSTRALIA	THE SWEETSHOP, Melbourne
THE ORIGINAL IMPOSSIBLE	ADIDAS	ADIDAS	OPINIONATED, Portland	USA	PRETTYBIRD, Los Angeles
50TH ANNIVERSARY	NIKE	NIKE	WIEDEN+KENNEDY, Portland	USA	40 ACRES AND A MULE FILMWORKS, New York
QUIET THE NOISE	APPLE	AIRPODS	TBWA/MEDIA ARTS LAB, Los Angeles	USA	ICONOCLAST, Los Angeles
SECOND BEST HIGH CHAIR	IKEA	CHILDREN FURNITURE	DAVID, Madrid / INGO, Hamburg	SPAIN	SAL GORDA, Madrid / THE LOBBY, Madrid / WACHO HITS, Buenos Aires
SECOND BEST STOOL	IKEA	CHILDREN FURNITURE	DAVID, Madrid / INGO, Hamburg	SPAIN	SAL GORDA, Madrid / THE LOBBY, Madrid / WACHO HITS, Buenos Aires
SECOND BEST COT	IKEA	CHILDREN FURNITURE	DAVID, Madrid / INGO, Hamburg	SPAIN	SAL GORDA, Madrid / THE LOBBY, Madrid / WACHO HITS, Buenos Aires
A03 (Healthcare)					
BOMB TEST	VISIONWORKS	EYE CARE	LEO BURNETT, Chicago	USA	CIRCLE PRODUCTIONS, Vancouver / RADICALMEDIA, New York / PXP STUDIOS, Chicago / BEACON STREET STUDIOS, Los Angeles
BED TEST	VISIONWORKS	EYE CARE	LEO BURNETT, Chicago	USA	CIRCLE PRODUCTIONS, Vancouver / RADICALMEDIA, New York / PXP STUDIOS, Chicago / BEACON STREET STUDIOS, Los Angeles
A04 (Automotive)					
EVS ON SCREEN	GENERAL MOTORS, NETFLIX	GENERAL MOTORS, NETFLIX	THE COMMUNITY, Miami	USA	O POSITIVE, Santa Monica / EYELINE STUDIOS, Los Angeles
A05 (Retail)					
THE RIFT	PENNY	PENNY	SERVICEPLAN, Munich	GERMANY	ANORAK FILM GMBH, Berlin
RESTAURANT	ZEPTO	ZEPTO	LAW & KENNETH SAATCHI & SAATCHI, Mumbai	INDIA	EARLY MAN FILM PVT LTD, Mumbai
AIRPORT	ZEPTO	ZEPTO	LAW & KENNETH SAATCHI & SAATCHI, Mumbai	INDIA	EARLY MAN FILM PVT LTD, Mumbai
RAISE YOUR ARCHES	MCDONALD'S	MCDONALD'S	LEO BURNETT, London	UNITED KINGDOM	MOXIE PICTURES, London
LEGENDS NEVER DIE	LEVI'S	LEVI'S DENIM	DROGA5, PART OF ACCENTURE SONG, New York	USA	DE LA REVOLUCION, California
FAIR EXCHANGE	LEVI'S	LEVI'S DENIM	DROGA5, PART OF ACCENTURE SONG, New York	USA	DE LA REVOLUCION, California
MONDAY COMES SAILING	FINN.NO	FINN JOBS	MORGENSTERN, Oslo	NORWAY	MORGENSTERN, Oslo
THE BEGINNER	JOHN LEWIS & PARTNERS	JOHN LEWIS & PARTNERS RETAIL	adam&eveDBB, London	UNITED KINGDOM	BISCUIT FILMWORKS, London
ANYTHING FOR THE TASTE	KFC	KFC BRAND	OGILVY SOUTH AFRICA, Johannesburg	SOUTH AFRICA	ROMANCE FILMS, Cape Town
A06 (Travel / Leisure)					
ROCKY	LADBROKES	LADBROKES	LADBROKES, Gibraltar / NEVERLAND, London	GIBRALTAR	MJZ, Los Angeles
DON'T WAIT FOR LUCK TO HAPPEN	DUTCH STATE LOTTERY	NEW YEAR'S LOTTERY	TBWA/NEBOKO, Amsterdam	THE NETHERLANDS	TBWA/NEBOKO, Amsterdam
ROCKS	TRAVEL OREGON	TRAVEL OREGON	WIEDEN+KENNEDY, Portland	USA	CANADA, Barcelona
SOIL	TRAVEL OREGON	TRAVEL OREGON	WIEDEN+KENNEDY, Portland	USA	CANADA, Barcelona
SECRET ESCAPES - MEDICAL SCHOOL	SECRET ESCAPES	SECRET ESCAPES	PABLO, London	UNITED KINGDOM	PABLO, London / DROOL PRODUCTIONS, London
SECRET ESCAPES - TOBY	SECRET ESCAPES	SECRET ESCAPES	PABLO, London	UNITED KINGDOM	PABLO, London / DROOL PRODUCTIONS, London
SECRET ESCAPES - RENT	SECRET ESCAPES	SECRET ESCAPES	PABLO, London	UNITED KINGDOM	PABLO, London / DROOL PRODUCTIONS, London
A07 (Media / Entertainment)					
NYT - INDEPENDENT JOURNALISM QUESTLOVE	THE NEW YORK TIMES	NEW YORK TIMES JOURNALISM	DROGA5, PART OF ACCENTURE SONG, New York	USA	DIVISION7, New York
SNEAKERS	NEW YORK TIMES	NEW YORK TIMES JOURNALISM	DROGA5, PART OF ACCENTURE SONG, New York	USA	BONAPARTE FILMS, Berlin
WHEN THE DEBATE FALLS SILENT, VOICE YOUR WORDS	NEUE ZÜRCHER ZEITUNG	NEUE ZÜRCHER ZEITUNG	STORIES, Zürich	SWITZERLAND	STORIES, Zürich
GRAVITY	NEW YORK TIMES	NEW YORK TIMES JOURNALISM	DROGA5, PART OF ACCENTURE SONG, New York	USA	BONAPARTE FILMS, Berlin
THE LAST PHOTO	ITV X CALM	ITV X CALM	adam&eveDBB, London	UNITED KINGDOM	CAIN & ABEL, London
A08 (Consumer Services / Business to Business)					
THE SINGULARITY	SQUARESPACE	SQUARESPACE	SQUARESPACE, New York	USA	SMUGGLER, Los Angeles
UPWORK: THIS IS HOW WE WORK NOW	UPWORK	UPWORK	ALTO NEW YORK, New York	USA	SMUGGLER, New York
COWBOY	UBER EATS	UBER EATS	MOTHER, London	UNITED KINGDOM	BISCUIT FILMWORKS, London

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NAILS	UBER EATS	UBER EATS	MOTHER, London	UNITED KINGDOM	BISCUIT FILMWORKS, London
PARROTT	UBER EATS	UBER EATS	MOTHER, London	UNITED KINGDOM	BISCUIT FILMWORKS, London
ASAHI INDIA GLASS - ROBBERY	ASAHI INDIA GLASS LTD	SYSTEM WINDOWS	ENORMOUS BRANDS, Mumbai	INDIA	VANILLA FILMS, Mumbai
SHOUT	TELEFÓNICA	MOVISTAR	VMLY&R MEXICO, Mexico City	MEXICO	REBOLUCION, Mexico City
A09 (Not-for-profit / Charity / Government)					
IT'S HANDY TO HAVE A DICK	EQUAL PAY DAY	EQUAL PAY DAY	MORTIERBRIGADE, Brussels	BELGIUM	CZAR, Brussels
"WORLD'S BEST ANIMAL WELFARE"	DJURENS RÄTT (ANIMAL RIGHTS SWEDEN)	ANIMAL WELFARE	NAIVE, Stockholm	SWEDEN	NAIVE, Stockholm
THE ULTIMATE VOW	ALZHEIMER'S SOCIETY	ALZHEIMER'S SOCIETY (CHARITY)	NEW COMMERCIAL ARTS, London	UNITED KINGDOM	BISCUIT FILMWORKS, London
LLUVIA (RAIN)	SAVE THE CHILDREN	SAVE THE CHILDREN	GREY, Mexico City	MEXICO	ORIENTAL FILMS, Mexico City
B01 (Food & Drink)					
THE EYE	VOIZ	VOIZ WAFFLE CHOCO CRISPY	O GILVY, Bangkok	THAILAND	FACTORY01, Bangkok
LEFT AND RIGHT	VOIZ	VOIZ WAFER SALTED CARAMEL	O GILVY, Bangkok	THAILAND	FACTORY01, Bangkok
THE BATTLE	VOIZ	VOIZ WAFFLE CRISP	O GILVY, Bangkok	THAILAND	FACTORY01, Bangkok
SHE	J&B	J&B RARE	EL RUSO DE ROCKY, Madrid	SPAIN	AGOSTO, Barcelona
OCEAN SPRAY - POWER YOUR HOLIDAY	OCEAN SPRAY	OCEAN SPRAY JELLIED CRANBERRY SAUCE	ORCHARD, New York	USA	OPC PRODUCTION, Toronto
LA CHINGADA	PEPSICO FLAMIN HOT	XTRA FLAMIN HOT	ISLA REPUBLICA, Mexico City	MEXICO	PRIMO CONTENT, Mexico City
NORMALIZE IT!	OATLY	OATLY (OAT DRINK)	OATLY, Malmo	SWEDEN	B-REEL FILMS, Stockholm / PAPA FILMS, Warsaw / POM PICTURES, Gothenburg
BABY SCAN	MARMITE	MARMITE	adam&eveDDB, London	UNITED KINGDOM	BISCUIT FILMWORKS, London / WORK EDITORIAL, London / KING HENRY, London
NOTHING FILLS A HOLE LIKE POT NOODLE	POT NOODLE	POT NOODLE	adam&eveDDB, London	UNITED KINGDOM	ACADEMY FILMS, London / adam&eveDDB, London
MUSTACHE	TWIX	TWIX	DDB, Chicago	USA	BISCUIT FILMWORKS, Los Angeles
NEGACIONISTAS	PEPSICO	XTRA FLAMIN HOT	ISLA REPUBLICA, Mexico City	MEXICO	LOVSTER, Mexico City
APOLOGIZE THE RAINBOW	SKITTLES	SKITTLES	DDB, Chicago	USA	PICROW, Los Angeles
B02 (Consumer Goods)					
THE GREATEST	APPLE	APPLE - ACCESSIBILITY	APPLE, Cupertino	USA	SOMESUCH, London
APPLE WATCH: "DEAR APPLE"	APPLE	APPLE WATCH	APPLE, Cupertino	USA	PRETTYBIRD, Los Angeles
TRAFFIC STOP	NATIVE	NATIVE	M/H, San Francisco	USA	O POSITIVE, Santa Monica
PRIVACY ON IPHONE - DATA AUCTION	APPLE	IPHONE	TBWA/MEDIA ARTS LAB, Los Angeles	USA	SMUGGLER, Los Angeles
JOIN THE FLIP SIDE	SAMSUNG	SAMSUNG GALAXY Z FLIP4	WIEDEN+KENNEDY, Amsterdam	THE NETHERLANDS	BACON X, Copenhagen
QUIET THE NOISE	APPLE	AIRPODS	TBWA/MEDIA ARTS LAB, Los Angeles	USA	ICONOCLAST, Los Angeles
B03 (Healthcare)					
#PERIODOSMNIA	BODYFORM/LIBRESSE	BODYFORM/LIBRESSE	AMV BBDO, London	UNITED KINGDOM	SOMESUCH, Los Angeles
B04 (Automotive)					
VOLVO - FAMILY BOND	VOLVO	VOLVO CARS	NEW-LAND, Stockholm	SWEDEN	NEW-LAND, Stockholm / XO AB, Stockholm
A CLUB OF MIRACLES	VOLVO	VOLVO SAVED MY LIFE CLUB	AMBER CHINA, Shanghai		BIGV MEDIA, Beijing
B05 (Retail)					
RAISE YOUR ARCHES	MCDONALD'S	MCDONALD'S	LEO BURNETT, London	UNITED KINGDOM	MOXIE PICTURES, London
TACHE	AMAZON PRIME	AMAZON PRIME	WIEDEN+KENNEDY, London	UNITED KINGDOM	ANONYMOUS CONTENT, Los Angeles
A SECOND CHANCE	EBAY	EBAY MOTORS	McCANN, Dusseldorf	GERMANY	ANORAK FILM GMBH, Berlin
ANYTHING FOR THE TASTE	KFC	KFC BRAND	O GILVY SOUTH AFRICA, Johannesburg	SOUTH AFRICA	ROMANCE FILMS, Cape Town
IT'S ALL A LITTLE CONFUSING	BURGER KING	PLANT-BASED WHOPPER JR.	DAVID, Madrid	SPAIN	PICKLE MUSIC, Madrid / BLUR FILMS, Madrid / SICARIO S, Sao Paulo
PET LIES	PETLOVE	PETLOVE	DAVID, Sao Paulo	BRAZIL	BUSSOLA POST, Sao Paulo
B06 (Travel / Leisure)					
FU CK	GERMAN RAIL	GERMAN RAIL	O GILVY GERMANY, Frankfurt	GERMANY	
RESPECT	STIB/MIVB	BRUSSELS PUBLIC TRANSPORT	MORTIERBRIGADE, Brussels	BELGIUM	PRODUCTIEBRIGADE, Brussels
OUTHORSE YOUR EMAIL	VISIT ICELAND	ICELAND	SS+K, New York / PEEL ICELAND, Reykjavik / M&C SAATCHI TALK, London / M&C SAATCHI, London	USA	REPUBLIK, Reykjavik
A CHRISTMAS LOVE STORY	CAMELOT	THE NATIONAL LOTTERY	adam&eveDDB, London	UNITED KINGDOM	SMUGGLER, London
B07 (Media / Entertainment)					
CALL ME, WITH TIMOTHEE CHALAMET	APPLE	APPLE TV+	TBWA/MEDIA ARTS LAB, Los Angeles	USA	MJZ, Los Angeles
TVNZ+ "WRONG RIDE"	TVNZ	TVNZ+	DENTSU CREATIVE, Auckland	NEW ZEALAND	SWEETSHOP, Auckland
PAPA	CANAL+	CANAL+	BETC, Paris	FRANCE	BLUE PARIS / MOPART, Paris / HERCULES, Paris / CALESON, Paris
B08 (Consumer Services / Business to Business)					
THE SINGULARITY	SQUARESPACE	SQUARESPACE	SQUARESPACE, New York	USA	SMUGGLER, Los Angeles
LEFT-HANDED MANGO CHUTNEY	ZULU ALPHA KILO	ZULU ALPHA KILO	ZULU ALPHA KILO, Toronto	CANADA	ZULUBOT, Toronto
THE SINGULARITY: BTS	SQUARESPACE	SQUARESPACE	SQUARESPACE, New York	USA	SMUGGLER, Los Angeles
UNTIL THEN - DUJEL	NRMA INSURANCE	NRMA INSURANCE	BEAR MEETS EAGLE ON FIRE, Sydney	AUSTRALIA	REVOLVER, Sydney
UPWORK: THIS IS HOW WE WORK NOW	UPWORK	UPWORK	ALTO NEW YORK, New York	USA	SMUGGLER, New York
1000 SLIDES	GLOBANT	GLOBANT CONSULTANCY	GUT, Buenos Aires	ARGENTINA	REBOLUCION, Buenos Aires
SHOUT	TELEFÓNICA	MOVISTAR	VMLY&R MEXICO, Mexico City	MEXICO	REBOLUCION, Mexico City

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B09 (Not-for-profit / Charity / Government)					
IT'S HANDY TO HAVE A DICK	EQUAL PAY DAY	EQUAL PAY DAY	MORTIERBRIGADE, Brussels	BELGIUM	CZAR, Brussels
PETA - RED RIVER FARM	PETA	ANIMAL SKINS	HOUSE 337, London	UNITED KINGDOM	HOUSE 337, London / BLINKINK, London
THE HIDDEN RELATIONSHIP	MAKE MY MONEY MATTER	MAKE MY MONEY MATTER	BISCUIT FILMWORKS, London / MOTHER, London	UNITED KINGDOM	BISCUIT FILMWORKS, London
CARL SAGAN'S MESSAGE	UN GLOBAL COMPACT	UN GLOBAL COMPACT	ALMAPBDDO, Sao Paulo / BOILER FILMES, Sao Paulo	BRAZIL	BOILER FILMES, Sao Paulo / A9 AUDIO, Sao Paulo
WAR STORIES	BRADY	GUN VIOLENCE PREVENTION	BCW, New York	USA	BURN STUDIO, New York
#UNEXAMINABLE	THE VIF NETWORK	NGO WOMEN RIGHTS	DDB ROMANIA, Bucharest	ROMANIA	ABIS STUDIO, Bucharest
MOSHE& MR.SHIBOLET	ZIKARON BASALON	MOSHE& MR.SHIBOLET	MUD PRODUCTION, Tel Aviv / McCANN, ISRAEL	ISRAEL	MUD PRODUCTION, Tel Aviv
C01 (Viral Film)					
I DON'T KNOW WHAT TO CHOOSE	FASHION DAYS	ONLINE FASHION RETAIL	HUMAN, Sofia	BULGARIA	HUMAN, Sofia
WOMEN'S AID - HE'S COMING HOME	WOMEN'S AID	CHARITY SERVICES	HOUSE 337, London	UNITED KINGDOM	HOUSE 337, London / THE CORNER SHOP, London
POPCORNERS BREAK INTO SOMETHING GOOD	PEPSICO PURCHASE	POPCORNERS	PEPSICO, New York / D3, Texas	USA	INTERROGATE, Los Angeles
D01 (Screens & Events)					
BUSCAPE. BACK TO THE CITY OF GOD.	TELEFÓNICA VIVO & MOTOROLA	MOTOROLA EDGE 30 ULTRA 5G	VMLY&R, Sao Paulo	BRAZIL	O2 FILMES, Sao Paulo / SUPERSONICA, Sao Paulo
THE CHASE FOR CARRERA	TAG HEUER	CARRERA	DDB, Paris	FRANCE	COLLIDER, Sydney / STUDIO 5, Paris
D02 (Micro-film)					
ESCAPE	GERMAN RAIL	GERMAN RAIL	OGILVY GERMANY, Frankfurt	GERMANY	
PROUDLY SECOND BEST	IKEA	CHILDREN FURNITURE	DAVID, Madrid / INGO, Hamburg	SPAIN	SAL GORDA, Madrid / THE LOBBY, Madrid / GRADEPUNK COLOR GRADING, Madrid / WACHO HTS, Buenos Aires
THE GHOSTED BAR	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY	THE USUAL SUSPECTS, Marietta
E01 (TV / Cinema Film)					
THE NOTIFICATIONS	PATHÉ	THE CINEMA EXPERIENCE	FRED & FARID, Paris	FRANCE	
STRANGER THINGS, SEASON 4 - MORSE CODE TRAILER	STRANGER THINGS	STRANGER THINGS SEASON 4	DROGA5, PART OF ACCENTURE SONG, New York / DROGA5, PART OF ACCENTURE SONG, Sao Paulo	USA	LANDIA, Sao Paulo
THE HIGH STAKES BEER AD	BLUE MOON	COORS LIGHT, MILLER LITE & BLUE MOON	DROGA5, PART OF ACCENTURE SONG, New York	USA	PRODCO, Los Angeles
E02 (Online & Viral Film)					
THE FIRST DIGITAL NATION	THE GOVERNMENT OF TUVALU	GOVERNMENT	THE MONKEYS, PART OF ACCENTURE SONG, Sydney	AUSTRALIA	COLLIDER, Sydney
NIKE FC PRESENTS THE FOOTBALLVERSE	NIKE	NIKE	WIEDEN+KENNEDY, Portland	USA	ICONOCLAST, Los Angeles
SHIMON & STATIC	ZIKARON BASALON	SHIMON & STATIC	MUD PRODUCTION, Tel Aviv / McCANN, ISRAEL	ISRAEL	MUD PRODUCTION, Tel Aviv
E03 (Screens & Events)					
THE FIRST DIGITAL NATION	THE GOVERNMENT OF TUVALU	GOVERNMENT	THE MONKEYS, PART OF ACCENTURE SONG, Sydney	AUSTRALIA	COLLIDER, Sydney
F01 (Local Brand)					
COINCIDENCES	QUILMES	BEER	AB INBEV, Buenos Aires / DRAFTLINE, Buenos Aires	ARGENTINA	ARGENTINACINE, Buenos Aires
OSMOSIS	ART CAKE GALLERY	ART INSTITUTION	GENTLE COWBOYS, New York	USA	GENTLE COWBOYS, New York
UN-AUSTRALIA	MEAT & LIVESTOCK AUSTRALIA	LAMB	THE MONKEYS, PART OF ACCENTURE SONG, Sydney	AUSTRALIA	MOFA, Sydney
A TRAIN OF MEMORIES	SOTETSU	SOTETSU	SIX INC., Tokyo / GOOD DESIGN COMPANY, Tokyo / HAKUHO DO KETTLE INC., Tokyo	JAPAN	SPOON., Tokyo
ILUSION	TYC	SPORTS CHANNEL	MERCADO McCANN, Buenos Aires	ARGENTINA	ARGENTINACINE, Buenos Aires
WE ARE LIVING OFFERINGS	VICTORIA	VICTORIA CEMPASUCHIL	OGILVY, Mexico City	MEXICO	ICONOCLAST, Mexico City
THE MOVIES THAT MADE (FROM) US	FIVE STAR	FIVE STAR CHICKEN	BBDO BANGKOK, Bangkok	THAILAND	BBDO BANGKOK, Bangkok / SUNETA HOUSE, Bangkok
FOR ALL LIFE'S MOMENTS	JOHN LEWIS	JOHN LEWIS	adam&eveDDB, London	UNITED KINGDOM	MJZ, Los Angeles
F02 (Challenger Brand)					
"EL INTERCAMBIO" THE EXCHANGE	PUERTO RICO QUEER FILMFEST	PUERTO RICO QUEER FILM FESTIVAL	DDB, Guaynabo	PUERTO RICO	DDB, Guaynabo / METROPOLIS FILMS, Montevideo
THE NOTIFICATIONS	PATHÉ	THE CINEMA EXPERIENCE	FRED & FARID, Paris	FRANCE	
NORMALIZE IT!	OATLY	OATLY (OAT DRINK)	OATLY, Malmo	SWEDEN	B-REEL FILMS, Stockholm / PAPAYA FILMS, Warsaw / POM PICTURES, Gothenburg
F03 (Single-market Campaign)					
THE RIFT	PENNY	PENNY	SERVICEPLAN, Munich	GERMANY	ANORAK FILM GMBH, Berlin
THE GENTLE GIANT	AD COUNCIL, LOVE HAS NO LABELS	LOVE HAS NO LABELS	R/GA, New York	USA	SMUGGLER, New York
THE GHOSTED BAR	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY	THE USUAL SUSPECTS, Marietta
BUSCAPE. BACK TO THE CITY OF GOD.	TELEFÓNICA VIVO & MOTOROLA	MOTOROLA EDGE 30 ULTRA 5G	VMLY&R, Sao Paulo	BRAZIL	O2 FILMES, Sao Paulo / SUPERSONICA, Sao Paulo
BABY SCAN	MARMITE	MARMITE	adam&eveDDB, London	UNITED KINGDOM	BISCUIT FILMWORKS, London / WORK EDITORIAL, London / KING HENRY, London
TVNZ+ 'IT'S FREE, BUT IT COULD COST YOU'	TVNZ	TVNZ+	DENTSU CREATIVE, Auckland	NEW ZEALAND	SWEETSHOP, Auckland
F04 (Social Behaviour)					
OTHERS	CASEY HOUSE	CASEY HOUSE	BENSIMON BYRNE, Toronto / NARRATIVE, Toronto	CANADA	OPC PRODUCTION, Toronto / BERKELEY, Toronto
RIDICULOUS EXCUSES NOT TO BE INCLUSIVE	COORDOWN	WORLD DOWN SYNDROME DAY	SMALL, New York	USA	INDIANA PRODUCTION COMPANY, Milan / TINYGIANT, New York
RESPECT	STIB/MIVB	BRUSSELS PUBLIC TRANSPORT	MORTIERBRIGADE, Brussels	BELGIUM	PRODUCTIEBRIGADE, Brussels
RINA & HAMARTEF	ZIKARON BASALON	RINA & HAMARTEF	MUD PRODUCTION, Tel Aviv / McCANN, ISRAEL	ISRAEL	MUD PRODUCTION, Tel Aviv
SHOUT	TELEFÓNICA	MOVISTAR	VMLY&R MEXICO, Mexico City	MEXICO	REBOLUCION, Mexico City
APOLOGIZE THE RAINBOW	SKITTLES	SKITTLES	DDB, Chicago	USA	PICROW, Los Angeles

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WELCOME TO NIKE JUKU	NIKE JAPAN	NIKE JUKU	AOI PRO. INC., Tokyo / WIEDEN+KENNEDY, Tokyo	JAPAN	AOI PRO. INC., Tokyo
F05 (Cultural Insight)					
SHE	J&B	J&B RARE	EL RUSO DE ROCKY, Madrid	SPAIN	AGOSTO, Barcelona
COINCIDENCES	QUILMES	BEER	AB INBEV, Buenos Aires / DRAFTLINE, Buenos Aires	ARGENTINA	ARGENTINACINE, Buenos Aires
OCEAN SPRAY - POWER YOUR HOLIDAY	OCEAN SPRAY	OCEAN SPRAY JELLIED CRANBERRY SAUCE	ORCHARD, New York	USA	OPC PRODUCTION, Toronto
UN-AUSTRALIA	MEAT & LIVESTOCK AUSTRALIA	LAMB	THE MONKEYS, PART OF ACCENTURE SONG, Sydney	AUSTRALIA	MOFA, Sydney
NIKE JUKU	NIKE	NIKE	WIEDEN+KENNEDY, Tokyo	JAPAN	JAPAN, Tokyo
THE MYTH	WIEDEN+KENNEDY PORTLAND	PSA	WIEDEN+KENNEDY, Portland	USA	BISCUIT FILMWORKS, Los Angeles
A BLOODY NIGHTMARE	AMERICAN RED CROSS	BLOOD DONATION	BBDO, New York	USA	DIVISION7, Los Angeles
#UNEXAMINABLE	THE VIF NETWORK	NGO WOMEN RIGHTS	DDB ROMANIA, Bucharest	ROMANIA	ABIS STUDIO, Bucharest
BUSCAPÉ. BACK TO THE CITY OF GOD.	TELEFÓNICA VIVO & MOTOROLA	MOTOROLA EDGE 30 ULTRA 5G	VMLY&R, Sao Paulo	BRAZIL	O2 FILMES, Sao Paulo / SUPERSONICA, Sao Paulo
MOSHE& MR. SHIBOLET	ZIKARON BASALON	MOSHE& MR. SHIBOLET	MUD PRODUCTION, Tel Aviv / McCANN, Tel Aviv	ISRAEL	MUD PRODUCTION, Tel Aviv
100% HUMAN - GIL'S GRILLS	BROOKLYN FILM FESTIVAL	CINEMA	HAVAS, New York / BROOKLYN FILM FESTIVAL, New York / HAVAS, New York	USA	KIN FILMS, Los Angeles
SHOUT	TELEFÓNICA	MOVISTAR	VMLY&R MEXICO, Mexico City	MEXICO	REBOLUCION, Mexico City
THE LAST PHOTO	ITV X CALM	ITV X CALM	adam&eveDDB, London	UNITED KINGDOM	CAIN & ABEL, London
LLUVIA (RAIN)	SAVE THE CHILDREN	SAVE THE CHILDREN	GREY, Mexico City	MEXICO	ORIENTAL FILMS, Mexico City
F06 (Breakthrough on a Budget)					
BLOCKBUSTER: UNTIL THE BITTER END	BLOCKBUSTER	BLOCKBUSTER VIDEO	ATLANTIC, New York	USA	HAVING CHANGED PRODUCTION, New York / DWECK PRODUCTIONS, New York
STRANGER THINGS, SEASON 4 - MORSE CODE TRAILER	STRANGER THINGS	STRANGER THINGS SEASON 4	DROGA5, PART OF ACCENTURE SONG, New York / DROGA5, PART OF ACCENTURE SONG, Sao Paulo	USA	LANDIA, Sao Paulo
THE NOTIFICATIONS	PATHÉ	THE CINEMA EXPERIENCE	FRED & FARID, Paris	FRANCE	
HIJACKING THE MASTERS	HARRY ROSEN	HARRY ROSEN	ZULU ALPHA KILO, Toronto	CANADA	BEACH LIONS STUDIOS, Parrish
ESCAPE	GERMAN RAIL	GERMAN RAIL	O GILVY GERMANY, Frankfurt	GERMANY	
THE LAST PHOTO	ITV X CALM	ITV X CALM	adam&eveDDB, London	UNITED KINGDOM	CAIN & ABEL, London
F07 (Corporate Purpose & Social Responsibility)					
THE GREATEST	APPLE	APPLE - ACCESSIBILITY	APPLE, Cupertino	USA	SOMESUCH, London
SHE	J&B	J&B RARE	EL RUSO DE ROCKY, Madrid	SPAIN	AGOSTO, Barcelona
THE NAME	PROCTER & GAMBLE	PROCTER & GAMBLE	R/GA, New York	USA	SANCTUARY CONTENT, Los Angeles
THE RIGHT TO POWER: 47 SECONDS	LOGI ENERGY	ENERGY CRISIS INITIATIVE	SAATCHI & SAATCHI ME, Dubai	UNITED ARAB EMIRATES	PRODIGIOUS, Dubai
IRAN-E MAN	PAIRI DAEZA	PAIRI DAEZA SCARVES	NEW-LAND, Copenhagen	DENMARK	NEW-LAND, Copenhagen
EVS ON SCREEN	GENERAL MOTORS, NETFLIX	GENERAL MOTORS, NETFLIX	THE COMMUNITY, Miami	USA	O POSITIVE, Santa Monica / EYELINE STUDIOS, Los Angeles
THE LAST PHOTO	ITV X CALM	ITV X CALM	adam&eveDDB, London	UNITED KINGDOM	CAIN & ABEL, London
THE COST OF BEAUTY	DOVE MASTERBRAND	DOVE	O GILVY, London / O GILVY, Toronto	UNITED KINGDOM	SMUGGLER, London
AMANI IN MEMORY	META	META	CABIN EDITING COMPANY, Los Angeles / META CREATIVE AGENCY, Lisboa	USA	LOVE SONG, Los Angeles
F08 (Market Disruption)					
THE CHEAP DRIVER	ST1	UNMANNED FILLING STATIONS	GARBERGS KOMMUNIKATION, Stockholm	SWEDEN	BLECK, Stockholm
EVS ON SCREEN	GENERAL MOTORS, NETFLIX	GENERAL MOTORS, NETFLIX	THE COMMUNITY, Miami	USA	O POSITIVE, Santa Monica / EYELINE STUDIOS, Los Angeles