

# 2023 SHORTLIST

## Media



CANNES LIONS 70

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Media
<b>A01 (Food &amp; Drink)</b>					
COINCIDENCES	QUILMES	BEER	AB INBEV, Buenos Aires	ARGENTINA	ZENITH, Buenos Aires
FITCHIX	HONEST EGGS CO.	REGENERATIVE FARM EGGS	VMLY&R, Melbourne	AUSTRALIA	MINDSHARE, Melbourne
<b>A02 (Consumer Goods)</b>					
FLIPVERTISING	SAMSUNG	SAMSUNG GALAXY Z FLIP4	CHEP NETWORK, Sydney	AUSTRALIA	CHEP NETWORK, Sydney
#TURNYOURBACK	DOVE	DOVE	OGILVY, London / DAVID, Madrid	UNITED KINGDOM	MINDSHARE, London
<b>A03 (Healthcare)</b>					
"JUMP 'N' HEAR - A ROBLOX HEARING GAME."	AUDIBENE / HEAR.COM	AUDIBENE / HEAR.COM	GRABARZ & PARTNER, Hamburg	GERMANY	GRABARZ & PARTNER, Hamburg
DIVERSITREE	CLARITIN	CLARITIN ALLERGY MEDICINE	ENERGY BBDO, Chicago	USA	TWELVENOTE, New York
SURAKSHA KA TEEKA	MORTEIN	PRODUCT	DENTSU CREATIVE, Gurgaon	INDIA	DENTSU CREATIVE, Gurgaon
<b>A04 (Automotive)</b>					
DASHBOARD BILLBOARDS	ŠKODA	ŠKODA	NORD DDB, Stockholm	SWEDEN	
<b>A05 (Retail)</b>					
REVERSE AUCTION	SAMSUNG	SAMSUNG ELECTRONICS	CHEP NETWORK, Sydney	AUSTRALIA	CHEP NETWORK, Sydney
A PROMO NO BODY'S HEARD OF	MCDONALD'S	MCDONALD'S	LEO BURNETT PANAMA, Panama City	PANAMA	LEO BURNETT PANAMA, Panama City
TABLETOGO	MCDONALD'S	MCDONALD'S	LEO BURNETT, Milan / LEO BURNETT, Chicago	ITALY	OMD, Milan / FUSE, Milan
WORLD CUP DELIVERY	PEDIDOS YA	PEDIDOS YA APP	GUT, Buenos Aires	ARGENTINA	
<b>A06 (Travel / Leisure)</b>					
GO TO YOUR HAPPY PRICE	PRICELINE	PRICELINE	MIRIMAR, Los Angeles	USA	OCEAN MEDIA, Huntington Beach
<b>A07 (Media / Entertainment)</b>					
TWEET SCARVES	TWITTER	SOCIAL MEDIA	DAVID, Madrid	SPAIN	
THE LOYAL TEES	KAIZERS ORCHESTRA	KAIZERS ORCHESTRA	ANORAK / NoA, Oslo	NORWAY	ANORAK / NoA, Oslo / Sesong 1, Oslo
NOT-SO CLASSIC DATES	TINDER	TINDER	OGILVY PARIS, Paris	FRANCE	
THE LAST PHOTO	ITV X CALM	ITV X CALM	adam&eveDDB, London	UNITED KINGDOM	THE7STARS, London
<b>A08 (Consumer Services / Business to Business)</b>					
INSIDE JOBS	VOLKSWAGEN GROUP FRANCE	VOLKSWAGEN	DDB, Paris	FRANCE	
THE LAST PERFORMANCE	PARTNERS LIFE	LIFE INSURANCE	SPECIAL, Auckland	NEW ZEALAND	SPECIAL, Auckland
RECEIPTS TO KEEP [FIGHTING]	UNIVERSITY ZUMBI DOS PALMARES	RACISMO ZERO	GREY, Sao Paulo	BRAZIL	GREY, Sao Paulo
<b>A09 (Not-for-profit / Charity / Government )</b>					
THE LOUDEST CALL	WHITELION	THE LOUDEST CALL	OGILVY AUSTRALIA, Sydney	AUSTRALIA	
THE HOMELESS GALLERY	HINZ&KUNZT / HAMBURGER KUNSTHALLE	THE HOMELESS GALLERY	PHILIPP UND KEUNTJE, Hamburg	GERMANY	MEDIAPLUS GERMANY, Munich / STROER DIGITAL MEDIA GMBH, Hamburg
FOLLOW THEIR LEADER	NON-VIOLENCE PROJECT FOUNDATION	NON-VIOLENCE PROJECT FOUNDATION	NORD DDB, Stockholm / NORD DDB, Copenhagen	SWEDEN	
BREAK THROUGH MOMENTS	ITV	BROADCASTING	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM	ITV, London
THE ENDANGERED GENERATION	MONASH UNIVERSITY	MONASH UNIVERSITY	VMLY&R, Sydney / VMLY&R, Melbourne	AUSTRALIA	REPRISE DIGITAL, Melbourne
<b>B01 (Use of Screens &amp; Audio Visual Platforms)</b>					
INTERFACE INTERRUPTION	TUBI	TUBI	MISCHIEF @ NO FIXED ADDRESS, New York	USA	VAYNERMEDIA, New York
THE LAST PERFORMANCE	PARTNERS LIFE	LIFE INSURANCE	SPECIAL, Auckland	NEW ZEALAND	SPECIAL, Auckland
A PROMO NO BODY'S HEARD OF	MCDONALD'S	MCDONALD'S	LEO BURNETT PANAMA, Panama City	PANAMA	LEO BURNETT PANAMA, Panama City
DREAMCASTER	MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	USA	
<b>B02 (Use of Audio Platforms)</b>					
THE LOUDEST CALL	WHITELION	THE LOUDEST CALL	OGILVY AUSTRALIA, Sydney	AUSTRALIA	
CAROL FOR CHARITY	MINISTRY OF FOREIGN AFFAIRS OF UKRAINE, ZELENSKA FOUNDATION	CHARITY FUND	SAATCHI & SAATCHI UKRAINE, Kyiv	UKRAINE	STARCOM, Kyiv / SPARK FOUNDRY, New York / SPARK FOUNDRY, London / ZENITH, Sofia / PUBLICIS, Warsaw
SKINNY - PHONE IT IN	SKINNY	SKINNY MOBILE	PHD, Auckland	NEW ZEALAND	PHD, Auckland
FREQUENCIES OF PEACE	BABYSHOP	BABYSHOP	F77 McCANN, Dubai	UNITED ARAB EMIRATES	INITIATIVE MENA, Dubai
TORRENTS OF TRUTH	NEBO	THE TRUTH OF THE WAR IN UKRAINE	72ANDSUNNY, Amsterdam	THE NETHERLANDS	
<b>B03 (Use of Print)</b>					
OR TRAVEL ON CLEARTRIP	CLEARTRIP	CLEARTRIP	TALENTED.AGENCY, Bangalore	INDIA	CLEARTRIP PVT LTD, Bangalore
THE FOLDED NEWSPAPER	LGBT ASSOCIATION	THE ASSOCIATION FOR LGBTQ EQUALITY IN ISRAEL	BLANCO, Tel Aviv	ISRAEL	BLANCO, Tel Aviv
PLAN (A)	AFRISAM, BLACKSTUDIO	AFRISAM CEMENT	PROMISE, Johannesburg	SOUTH AFRICA	THE MEDIA SHOP, Johannesburg
DON'T THROW THE RAINBOW	MARS WRIGLEY	SKITTLES	WEBER SHANDWICK, Chicago / MARS WRIGLEY, Newark	USA	WEBER SHANDWICK, Chicago
SOLAR IMPULSE - PRÊT À VOTER	SOLAR IMPULSE	PRÊT À VOTER	PUBLICIS CONSEIL, Paris	FRANCE	PUBLICIS MEDIA CONNECT, Paris
CHECK MARK CV	EXCELDOR	HUMAN RESOURCES	LG2, Quebec	CANADA	TOUCHE!, Montreal
<b>B04 (Use of Outdoor)</b>					
BE AWARE OF THE DOGS	MUSTI GROUP	MUSTI JA MIRRI	MUSTI GROUP, Helsinki	FINLAND	WAVEMAKER, Helsinki
THE COMMUNITY SHOPKEEPER	LEAGUE OF LEGENDS	LEAGUE OF LEGENDS	MEDIA.MONKS, Sao Paulo	BRAZIL	
THE EYEBALLS HEIST	NETFLIX	NETFLIX SERIES	WUNDERMAN THOMPSON, Bangkok	THAILAND	

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Title	Brand	Product / Service	Entrant / Idea Creation	Location	Media
DONATE SIREN	THE MEXICAN RED CROSS	THE MEXICAN RED CROSS	VMLY&R COMMERCE, Mexico City	MEXICO	
THE INFECTED BILLBOARD	HBO MAX	THE LAST OF US SERIES	DENTSU CREATIVE, Mexico City	MEXICO	MINDSHARE, Mexico City
SOLAR BILLBOARDS	HEINEKEN	HEINEKEN	Le Pub, Sao Paolo	BRAZIL	IPROSPECT, Sao Paulo
GUARDED BUS STOP	ELETROMIDIA	ELETROMIDIA	ALMAPBDO, Sao Paulo	BRAZIL	ELETROMIDIA, Sao Paulo
<b>B05 (Use of Ambient Media: Small Scale)</b>					
INSIDE JOBS	VOLKSWAGEN GROUP FRANCE	VOLKSWAGEN	DDB, Paris	FRANCE	
TIP FOR HEINZ	THE KRAFT HEINZ COMPANY	HEINZ	MISCHIEF @ NO FIXED ADDRESS, New York	USA	STARCOM, Chicago
HUNGRY FOR CULTURE	BENNET	BENNET	DDB, Milan	ITALY	
SAKERHET	IKEA	IKEA	DDB, Milan	ITALY	
EMPTY PLATES	UAE GOVERNMENT MEDIA OFFICE	NON-PROFIT / CHARITY	SAATCHI & SAATCHI ME, Dubai	UNITED ARAB EMIRATES	SAATCHI & SAATCHI ME, Dubai
CRASHED GLASS	JUPLER	JUPLER	ANHEUSER-BUSCH INBEV, Leuven / BBDO BELGIUM, Brussels	BELGIUM	CLEAR CHANNEL, Vilvoorde
THE OFFICE CLEANERS	HEINEKEN	HEINEKEN	PUBLICIS ITALY   LEPUB, Milan	ITALY	AMPLIFY, Buenos Aires
SURAKSHA KA TEEKA	MORTEIN	PRODUCT	DENTSU CREATIVE, Gurgaon	INDIA	DENTSU CREATIVE, Gurgaon
CORONA EXTRA LIME	CORONA	CORONA EXTRA LIME	DRAFTLINE, Shanghai / DAVID, Bogotá / DAVID, New York / DRAFTLINE, Shanghai		
<b>B06 (Use of Ambient Media: Large Scale)</b>					
MISSING STUDENTS	UNICEF BRAZIL	SCHOOL DROPOUT	ARTPLAN COMUNICACAO S/A, Rio De Janeiro	BRAZIL	
STRANGER THINGS GLOBAL RIFT TAKEOVER	NETFLIX	STRANGER THINGS SEASON 4	NETFLIX, Los Angeles / GIANT SPOON, New York	USA	GIANT SPOON, New York
SUICIDE OR FEMICIDE?	BIRGUN NEWSPAPER	NEWSPAPER	TBWA ISTANBUL, Istanbul	TURKEY	
DASHBOARD BILLBOARDS	ŠKODA	ŠKODA	NORD DDB, Stockholm	SWEDEN	
IKEA WINDOW SHOPPING	IKEA	IKEA	RETHINK, Toronto	CANADA	CARAT, Toronto
ABILITY SIGNS	DECATHLON CANADA	DECATHLON	RETHINK, Toronto	CANADA	
ANNE DE GAULLE	FONDATION ANNE DE GAULLE	ASSOCIATION	HAVAS PARIS	FRANCE	
<b>B07 (Use of Events &amp; Stunts)</b>					
MISSING STUDENTS	UNICEF BRAZIL	SCHOOL DROPOUT	ARTPLAN COMUNICACAO S/A, Rio De Janeiro	BRAZIL	
A HAND BALL THAT COULD SAVE YOUR LIFE.	BORUSSIA DORTMUND	BORUSSIA DORTMUND	ACCENTURE SONG, Hamburg	GERMANY	ACCENTURE SONG, Hamburg
PEOPLE-POWERED LOGO	JAPANESE PARA POWERLIFTING FEDERATION	JAPANESE PARA POWERLIFTING FEDERATION'S TEAM APPAREL	DENTSU DIGITAL INC., Tokyo	JAPAN	DENTSU DIGITAL INC., Tokyo
BLOOD TYPE JERSEY	EFS + RC LENS + PLAYERS FOR SOCIETY	BLOOD DONATION AWARENESS	SID LEE, Paris	FRANCE	
MIDDLE SEAT LOTTERY	VIRGIN AUSTRALIA GROUP	MIDDLE SEAT LOTTERY	SPECIAL, Sydney	AUSTRALIA	PHD, Sydney
THE COST OF GOLD	URIHI YANOMAMI ASSOCIAÇÃO	URIHI YANOMAMI	DM9, Sao Paulo	BRAZIL	
THE CURRENCY OF CORRUPTION	TRANSPARENCY INTERNATIONAL LEBANON - NO CORRUPTION (TI-LB)	ANTI-CORRUPTION NGO	LEO BURNETT, Beirut / LEO BURNETT, Jeddah	LEBANON	
FIRST SPRING	HOEGAARDEN	BEER	McCANN, Shanghai		
CASHBACK FOR YOUR JERSEY'S BACK	FLASH	FLASH CORPORATE CARD	FCB BRASIL, Sao Paulo	BRAZIL	
LINE FOR CHANGE	COLGATE	COLGATE	VMLY&R, Paris	FRANCE	WAVEMAKER, London / CHANNEL 4, London
THE TAX FREE BAGEL	PHILADELPHIA CREAM CHEESE	CREAM CHEESE	GUT, Miami	USA	STARCOM, Chicago
THE 13 MINUTES NATIONAL DELAY DAY	CZECH INSURANCE ASSOCIATION	CZECH INSURANCE ASSOCIATION	McCANN, Prague	CZECH REPUBLIC	MEDIABRANDS CZ, Prague
THE LAST PHOTO	ITV X CALM	ITV X CALM	adam&eveDDB, London	UNITED KINGDOM	THE7STARS, London
CHANGE THE ANGLE	LUX	LUX	WUNDERMAN THOMPSON, Singapore	SINGAPORE	
BREAD OF THE NATION	AB INBEV SA	CASTLE LAGER	OGILVY SOUTH AFRICA, Cape Town	SOUTH AFRICA	M-SPORTS MARKETING, Randburg
FIGHTING TO REMEMBER	ZIKARON BASLON	FIGHTING TO REMEMBER	McCANN, Tel Aviv	ISRAEL	
<b>B08 (Use of Digital Platforms)</b>					
CASHBACK FOR YOUR JERSEY'S BACK	FLASH	FLASH CORPORATE CARD	FCB BRASIL, Sao Paulo	BRAZIL	
NOT-SO CLASSIC DATES	TINDER	TINDER	OGILVY PARIS, Paris	FRANCE	
SPA - THERE IS A PET FOR THAT	SPA	THERE IS A PET FOR THAT	PUBLICIS CONSEIL, Paris	FRANCE	PERFORMICS, Paris
THE MASTERS REMASTERED	IBM	IBM	OGILVY, New York / IBM CONSULTING, Armonk	USA	EIGHTBAR, New York
<b>B09 (Use of Mobile)</b>					
ARTISM EXHIBITION	SPOTIFY	SPOTIFY	DENTSU CREATIVE, Jakarta	INDONESIA	DENTSU CREATIVE, Jakarta
THE CHAT	BREAST CANCER NOW	BREAST CANCER CHARITY	BMB, London	UNITED KINGDOM	
THE OFFICE CLEANERS	HEINEKEN	HEINEKEN	PUBLICIS ITALY   LEPUB, Milan	ITALY	AMPLIFY, Buenos Aires
WORLD CUP DELIVERY	PEDIDOS YA	PEDIDOS YA APP	GUT, Buenos Aires	ARGENTINA	
<b>B10 (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	
THE IMPOSSIBLE BILLBOARD	ADIDAS	IMPOSSIBLE IS NOTHING	TBWA WEBOKO, Amsterdam	THE NETHERLANDS	
RAIL RITUAL	KIWIRAIL	RAIL SAFETY	DDB NEW ZEALAND, Auckland	NEW ZEALAND	OMD NEW ZEALAND, Auckland
AUDI 0.03 SECONDS COMMERCIAL — THE FASTEST COMMERCIAL IN HISTORY	AUDI	AUDI Q5 E-TRON	SAIC AUDI, Shanghai		
TRENDING 2 TABLE	VOILÁ BY SOBEYS	VOILÁ	FCB TORONTO	CANADA	
DEPZMAN - LIFE CUT SHORT	THE JOSHUA RIBERA FOUNDATION	THE JOSHUA RIBERA FOUNDATION	McCANN, London	UNITED KINGDOM	SBTV, London
INMYSEAT	SISTA FUND/UN WOMEN FRANCE	SISTA FUND/UN WOMEN FRANCE	BETC, Paris	FRANCE	BETC, Paris
<b>B11 (Innovative Use of Influencers)</b>					
THE DIAPÉR	BABY2BABY	THE DIAPÉR	MOTHER, California	USA	

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STAIN NOT SHAME	ZEVA FASHION	ZEVA FASHION	SCANAD, Nairobi	KENYA	
THE UNBURNABLE BOOK	PENGUIN BOOKS RANDOM HOUSE	PENGUIN BOOKS RANDOM HOUSE	RETHINK, Toronto	CANADA	
I'M POSSIBLE BILLBOARDS	ADIDAS	ADIDAS	HAVAS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES	MEDIACOM MENA, Dubai
CLOSE TO US	VISIT PORTUGAL	TOURISM	DENTSU CREATIVE, Lisbon	PORTUGAL	
DEPZMAN - LIFE CUT SHORT	THE JOSHUA RIBERA FOUNDATION	THE JOSHUA RIBERA FOUNDATION	McCANN, London	UNITED KINGDOM	SBTV, London
FIGHTING TO REMEMBER	ZIKARON BASLON	FIGHTING TO REMEMBER	McCANN, Tel Aviv	ISRAEL	
UNFILTER MEXICO	CORONA	CORONA	GUT, Mexico City	MEXICO	ZENITH, México City
<b>B12 (Metaverse, New Realities &amp; Emerging Tech)</b>					
THE IMPOSSIBLE PARADE	CAMPAIGN AGAINST HOMOPHOBIA (KPH)	THE FIRST METAVERSE/OVR PRIDE PARADE IN LGBT-FREE ZONES IN POLAND	180HEARTBEATS+JUNG V MATT, Warsaw	POLAND	
THE HOMELESS GALLERY	HINZ&KUNZT / HAMBURGER KUNSTHALLE	THE HOMELESS GALLERY	PHILIPP UND KEUNTJE, Hamburg	GERMANY	MEDIAPLUS GERMANY, Munich / STROER DIGITAL MEDIA GMBH, Hamburg
HOLLYOAKS: MAXINE'S LONG WALK HOME	CHANNEL 4	HOLLYOAKS	OMD WORLDWIDE, London	UNITED KINGDOM	OMD WORLDWIDE, London
BUY MY CANCER	ALVIA CANCER FOUNDATION	FUNDRAISING MODEL	OGILVY POLAND, Warsaw	POLAND	OGILVY POLAND, Warsaw
AS FAR AS THE EYE CAN SEE	OPTIC 2000	OPTIC 2000	AUSTRALIE.GAD, Paris	FRANCE	
THE GALLERY OF LIES	ANIMAL POLÍTICO	VERIFICHAT / EL SABUESO	McCANN, Mexico City	MEXICO	MOMENTUM, Mexico City
<b>C01 (Audience Insights)</b>					
INSIDE JOBS	VOLKSWAGEN GROUP FRANCE	VOLKSWAGEN	DDB, Paris	FRANCE	
INTERFACE INTERRUPTION	TUBI	TUBI	MISCHIEF @ NO FIXED ADDRESS, New York	USA	VAYNERMEDIA, New York
HEINEKICKS	HEINEKEN	HEINEKEN	PUBLICIS ITALY   LEPUB, Milan / BBH, Singapore	ITALY	
CRASHED GLASS	JUPLIER	JUPLIER	ANHEUSER-BUSCH INBEV, Leuven / BBDO BELGIUM, Brussels	BELGIUM	CLEAR CHANNEL, Vilvoorde
THE OFFICE CLEANERS	HEINEKEN	HEINEKEN	PUBLICIS ITALY   LEPUB, Milan	ITALY	AMPLIFY, Buenos Aires
ORANGE - SAFE ZONE	ORANGE	SAFE ZONE	PUBLICIS CONSEIL, Paris	FRANCE	PUBLICIS CONSEIL, Paris
IMPOSSIBLE TO IGNORE	CRISIS	CRISIS	adam&eveDDB, London	UNITED KINGDOM	THE KITE FACTORY, London
#TURNYOURBACK	DOVE	DOVE	OGILVY, London / DAVID, Madrid	UNITED KINGDOM	MINDSHARE, London
<b>C02 (Use of Brand or Product Integration into a Programme or Platform)</b>					
THE ADOPTABLE PLAYLIST	PEDIGREE	PEDIGREE	BBDO, New York	USA	ESSENCEMEDIACOM, New York
DREAMCASTER	MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	USA	
SCHOOLGIRL NEWSCASTERS	EBM	GIRLS' EDUCATION	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	M6 & PARTNERS, Karachi
COVERED MOUTHS	COLGATE	SALADIX	VMLY&R, Buenos Aires	ARGENTINA	
<b>C03 (Data-driven Targeting)</b>					
GENESIS AUTO ACCELERATOR PROGRAM	GENESIS	GENESIS	GENESIS MOTOR AMERICA, Los Angeles / CHALICE, New York	USA	CANVAS WORLDWIDE, Los Angeles
FREEDOM COMES IN ALL SIZES.	MERCADO LIBRE	MERCADO LIBRE	GUT, Buenos Aires	ARGENTINA	
IMPACT INDEX	TYSON	TYSON	MINDSHARE, New York	USA	MINDSHARE, New York
<b>C04 (Use of Branded Content Created for Digital or Social)</b>					
OREO CHEAT COOKIES	MONDELEZ EUROPE	OREO	SAATCHI & SAATCHI, Dusseldorf	GERMANY	
UNBANNED ARMBAND	ALL OUT	ALL OUT	ALMAPBBDO, Sao Paulo	BRAZIL	
ORANGE - SAFE ZONE	ORANGE	SAFE ZONE	PUBLICIS CONSEIL, Paris	FRANCE	PUBLICIS CONSEIL, Paris
<b>C06 (Co-creation of Branded IP)</b>					
DREAMCASTER	MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	USA	
<b>D01 (Local Brand )</b>					
BOTTLE TILES	AREQUIPEÑA - AB INBEV	AREQUIPEÑA BEER	BACKUS - AB INBEV, Lima	PERU	ZENITH, Lima
#NOPRESSUREDELIVERY	RALCO	AUTOMOTIVE	BBDO INDIA, Mumbai	INDIA	BBDO INDIA, Mumbai
<b>D02 (Challenger Brand)</b>					
INTERFACE INTERRUPTION	TUBI	TUBI	MISCHIEF @ NO FIXED ADDRESS, New York	USA	VAYNERMEDIA, New York
DASHBOARD BILLBOARDS	ŠKODA	ŠKODA	NORD DDB, Stockholm	SWEDEN	
THE ULTIMATE RICKROLL	CSAA INSURANCE GROUP	AAA AUTO & HOME INSURANCE (INSURAAANCE)	DELOTTE DIGITAL, New York	USA	MEDIASMITH, Oakland
<b>D03 (Single-market Campaign)</b>					
INSIDE JOBS	VOLKSWAGEN GROUP FRANCE	VOLKSWAGEN	DDB, Paris	FRANCE	
REBREAKING NEWS	NETFLIX	AGAINST THE ICE	ORBIT RED, Copenhagen	DENMARK	WAVEMAKER, Copenhagen
RESILIENCE ROAD	SUNCORP	HOME INSURANCE	LEO BURNETT, Sydney	AUSTRALIA	OMD, Sydney
TIME TO READ	KINOKUNIYA	KINOKUNIYA BOOKSTORE	SAATCHI & SAATCHI ME, Dubai	UNITED ARAB EMIRATES	SAATCHI & SAATCHI ME, Dubai
THE COST OF GOLD	URIHI YANOMAMI ASSOCIAÇÃO	URIHI YANOMAMI	DM9, Sao Paulo	BRAZIL	
TORRENTS OF TRUTH	NEBO	THE TRUTH OF THE WAR IN UKRAINE	72ANDSUNNY, Amsterdam	THE NETHERLANDS	
BUSCAPÉ. BACK TO THE CITY OF GOD.	TELFÓNICA VIVO & MOTOROLA	MOTOROLA EDGE 30 ULTRA 5G	VMLY&R, Sao Paulo	BRAZIL	VMLY&R, Sao Paulo
<b>D04 (Social Behaviour &amp; Cultural Insight)</b>					
ACCEPT REAL COOKIES	PIRAQUÉ	COOKIES PIRAQUÉ	LEW'LARA(TBWA, São Paulo	BRAZIL	LEW'LARA(TBWA, São Paulo / UOL, Sao Paulo
SAKERHET	IKEA	IKEA	DDB, Milan	ITALY	
THE BILLBOARD IS YOURS TO TAKE	BUDWEISER	BUDWEISER	FCB NEW YORK	USA	
BUY MY CANCER	ALVIA CANCER FOUNDATION	FUNDRAISING MODEL	OGILVY POLAND, Warsaw	POLAND	OGILVY POLAND, Warsaw
THE UNCOVER	FRIDA	A MAGAZINE COVER	WEBER SHANDWICK, Paris	FRANCE	MEDIABRANDS, Neuilly-Sur-Seine

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Title	Brand	Product / Service	Entrant / Idea Creation	Location	Media
AVATAR INTERVIEW	MCDONALD'S COLOMBIA	WORK WITH US	DDB COLOMBIA, Bogota	COLOMBIA	
LINE FOR CHANGE	COLGATE	COLGATE	VMLY&R, Paris	FRANCE	WAVEMAKER, London / CHANNEL 4, London
#OPTINK	JUNGE HELDEN E.V.	ORGAN DONOR RECRUITMENT	McCANN, Paris	FRANCE	
BUSCAPÉ. BACK TO THE CITY OF GOD.	TELFÓNICA VIVO & MOTOROLA	MOTOROLA EDGE 30 ULTRA 5G	VMLY&R, Sao Paulo	BRAZIL	VMLY&R, Sao Paulo
SURAKSHA KA TEEKA	MORTEIN	PRODUCT	DENTSU CREATIVE, Gurgaon	INDIA	DENTSU CREATIVE, Gurgaon
DATA TIENDA	GAHR WECPITAL	DATA TIENDA	DDB MEXICO, Mexico City	MEXICO	
RECEIPTS TO KEEP [FIGHTING]	UNIVERSITY ZUMBI DOS PALMARES	RACISMO ZERO	GREY, Sao Paulo	BRAZIL	GREY, Sao Paulo
<b>D05 (Breakthrough on a Budget)</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	
BLOCKBUSTER: UNTIL THE BITTER END	BLOCKBUSTER	BLOCKBUSTER VIDEO	ATLANTIC, New York	USA	
BEHIND CLOSED CURTAINS	FOUNTAIN HOUSE	FOUNTAIN HOUSE	ANORAK / NoA, Oslo	NORWAY	ANORAK / NoA, Oslo
INMYSEAT	SISTA FUND/JUN WOMEN FRANCE	SISTA FUND/JUN WOMEN FRANCE	BETC, Paris	FRANCE	BETC, Paris
CHECK MARK CV	EXCELDOR	HUMAN RESOURCES	LG2, Quebec	CANADA	TOUCHEI, Montreal
<b>D06 (Corporate Purpose &amp; Social Responsibility)</b>					
BE AWARE OF THE DOGS	MUSTI GROUP	MUSTI JA MIRRI	MUSTI GROUP, Helsinki	FINLAND	WAVEMAKER, Helsinki
SUN WARNING FLAG	GERMAN CANCER AID	SUN WARNING FLAG	HEIMAT, Berlin	GERMANY	HEIMAT, Berlin
THE COPENHAGEN BENCH	TV 2 DENMARK	PUBLIC SERVICE	TV 2 CREATIVE, Copenhagen	DENMARK	TV 2 CREATIVE, Copenhagen
R PLATES	MYCAR TYRE & AUTO	MYCAR TYRE & AUTO	TBWA/SYDNEY	AUSTRALIA	HEARTS & SCIENCE, Sydney
EAT ME IF U DARE	KNORR	KNORR	MULLENLOWE SINGAPORE, Singapore / MULLENLOWE UK, London / UNILEVER, Rotterdam	SINGAPORE	MULLENLOWE SINGAPORE, Singapore / MULLENLOWE UK, London / UNILEVER, Rotterdam / MINDSHARE, London
THE REAL SELF CHECKOUT	ASDA	ASDA, BREAST CANCER NOW, COPPA FEEL!	HAVAS, London	UNITED KINGDOM	SPARK FOUNDRY, London
SAKERHET	IKEA	IKEA	DBB, Milan	ITALY	
CERTIFIED CARE	RAID	SC JOHNSON / RAID	ENERGY BBDO, Chicago	USA	PHD, Chicago
DREAMCASTER	MICHELOB ULTRA	MICHELOB ULTRA	FCB NEW YORK	USA	
THE 13 MINUTES NATIONAL DELAY DAY	CZECH INSURANCE ASSOCIATION	CZECH INSURANCE ASSOCIATION	McCANN, Prague	CZECH REPUBLIC	MEDIABRANDS CZ, Prague
CERTIFIED HUMAN	INTEL	INTEL	DENTSU CREATIVE, Chicago	USA	CARAT, New York
THE EVERYTHING BOOK	VEDANTU	E-LEARNING	DENTSU CREATIVE, Gurgaon	INDIA	DENTSU CREATIVE, Gurgaon
#TURNYOURBACK	DOVE	DOVE	OGILVY, London / DAVID, Madrid	UNITED KINGDOM	MINDSHARE, London
<b>D07 (Market Disruption)</b>					
UNPLUG DENMARK	NORLYS & DANISH RED CROSS	ENERGY	ACCENTURE SONG, Copenhagen	DENMARK	ORCHESTRA, Copenhagen
THE UNBURNABLE BOOK	PENGUIN BOOKS RANDOM HOUSE	PENGUIN BOOKS RANDOM HOUSE	RETHINK, Toronto	CANADA	
FITCHIX	HONEST EGGS CO.	REGENERATIVE FARM EGGS	VMLY&R, Melbourne	AUSTRALIA	MINDSHARE, Melbourne
CORONA EXTRA LIME	CORONA	CORONA EXTRA LIME	DRAFTLINE, Shanghai / DAVID, Bogotá / DAVID, New York / DRAFTLINE, Shanghai		
<b>E01 (Media Insights &amp; Strategy)</b>					
AMEX GOLD 'UNSIGNED'	AMERICAN EXPRESS GOLD CARD	CREDIT CARD	UM LONDON / MEDIABRANDS CONTENT STUDIO, London	UNITED KINGDOM	UM LONDON
THE MISSING CHAPTER	WHISPER	WOMEN'S HEALTH	ESSENCE/MEDIACOM, Mumbai / LEO BURNETT, Gurgaon	INDIA	MEDIACOM, Mumbai
TRIXY CINEGAME, BRINGING ALIVE 3 LAYERS OF FUN	KWALITY WALLS	TRIXY	MINDSHARE INDIA, Mumbai	INDIA	MINDSHARE INDIA, Mumbai
<b>E02 (Media Planning)</b>					
#STANDUPTOJEWISHHATE - BLUE SQUARE	FOUNDATION TO COMBAT ANTISEMITISM	NON-PROFIT ORG	MINDSHARE, New York	USA	MINDSHARE, New York
<b>E03 (Media Execution)</b>					
HEART STOPPING	BRITISH HEART FOUNDATION	BRITISH HEART FOUNDATION	PHD WORLDWIDE, London	UNITED KINGDOM	PHD WORLDWIDE, London
<b>E04 (Use of Channel Integration)</b>					
TIP FOR HEINZ	HEINZ KETCHUP	HEINZ KETCHUP	STARCOM, Chicago / MISCHIEF @ NO FIXED ADDRESS, New York	USA	STARCOM, Chicago
SKINNY - PHONE IT IN	SKINNY	SKINNY MOBILE	PHD, Auckland	NEW ZEALAND	PHD, Auckland
WALKERS: WINNING BACK LUNCH	WALKERS	WALKERS CRISPS	OMD WORLDWIDE, London / PEPSICO, Reading / VCCP, London	UNITED KINGDOM	OMD WORLDWIDE, London
PADVERTISING: NOT A LUXURY .PERIOD	NOSOTRAS: WOMEN CONNECTING	MENSTRUAL JUSTICE LAW	phd costa rica, San Jose	COSTA RICA	phd costa rica, San Jose
DORITOS TRIANGLE TRACKER	DORITOS	DORITOS	OMD, New York / GOODBY SILVERSTEIN USA & PARTNERS, San Francisco	USA	OMD, New York / KAP MEDIA, New York
<b>E05 (Use of Data &amp; Analytics)</b>					
THUMBSTOPPING BEAUTY BIASES	DOVE	DOVE BRAND PURPOSE	MINDSHARE INDIA, Mumbai	INDIA	MINDSHARE INDIA, Mumbai
FITCHIX	HONEST EGGS CO.	REGENERATIVE FARM EGGS	MINDSHARE, Sydney / VMLY&R, Melbourne	AUSTRALIA	MINDSHARE, Sydney