

2023 SHORTLIST

Outdoor



CANNES LIONS 70

Title	Brand	Product / Service	Entrant / Idea Creation	Location
A01 (Food & Drink)				
KITCHEN	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA
QSR	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA
DINER	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA
SOLAR BILLBOARDS	HEINEKEN	HENEIKEN	Le Pub, Sao Paolo	BRAZIL
DOCK	AB INBEV	CORONA	DAVID, Bogotá	COLOMBIA
KITCHEN	AB INBEV	CORONA	DAVID, Bogotá	COLOMBIA
RUNNER 1	MICHELOB ULTRA	MICHELOB ULTRA	AB INBEV, Mexico City / DAVID, Buenos Aires	MEXICO
RUNNER 3	MICHELOB ULTRA	MICHELOB ULTRA	AB INBEV, Mexico City / DAVID, Buenos Aires	MEXICO
RUNNER 4	MICHELOB ULTRA	MICHELOB ULTRA	AB INBEV, Mexico City / DAVID, Buenos Aires	MEXICO
A02 (Consumer Goods)				
SECOND BEST HIGH CHAIR	IKEA	CHILDREN FURNITURE	DAVID, Madrid / INGO, Hamburg	SPAIN
SECOND BEST COT	IKEA	CHILDREN FURNITURE	DAVID, Madrid / INGO, Hamburg	SPAIN
SECOND BEST STOOL	IKEA	CHILDREN FURNITURE	DAVID, Madrid / INGO, Hamburg	SPAIN
A04 (Automotive)				
FOREVER KIDS - TWINGO	RENAULT	THE ORIGINALS	PUBLICIS CONSEIL, Paris	FRANCE
FOREVER KIDS - R5 TURBO	RENAULT	THE ORIGINALS	PUBLICIS CONSEIL, Paris	FRANCE
FOREVER KIDS - R12 GORDINI	RENAULT	THE ORIGINALS	PUBLICIS CONSEIL, Paris	FRANCE
A05 (Retail)				
KIDS	MCDELIVERY	DELIVERY FOOD SERVICE	DDB COLOMBIA, Bogota	COLOMBIA
OFFICE	MCDELIVERY	DELIVERY FOOD SERVICE	DDB COLOMBIA, Bogota	COLOMBIA
LATE NIGHT	MCDELIVERY	DELIVERY FOOD SERVICE	DDB COLOMBIA, Bogota	COLOMBIA
MOVING	MCDELIVERY	DELIVERY FOOD SERVICE	DDB COLOMBIA, Bogota	COLOMBIA
06:17 BREAKFAST	BURGER KING	BURGER KING	DAVID, New York	USA
BUCKET HAT	LACOSTE	LACOSTE	BETC, Paris	FRANCE
PINK POLO	LACOSTE	LACOSTE	BETC, Paris	FRANCE
SOCKS AND SANDALS	LACOSTE	LACOSTE	BETC, Paris	FRANCE
TENNIS COURT	LACOSTE	LACOSTE	BETC, Paris	FRANCE
A06 (Travel / Leisure)				
A BRITISH ORIGINAL	BRITISH AIRWAYS	TRAVEL	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM
A BRITISH ORIGINAL TWO	BRITISH AIRWAYS	TRANSPORT	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM
A07 (Media / Entertainment)				
TED LASSO PUBLIC DISPLAYS OF ENCOURAGEMENT	APPLE	ATV+	TBWA/MEDIA ARTS LAB, Los Angeles	USA
TED LASSO PUBLIC DISPLAYS OF ENCOURAGEMENT #2.1	APPLE	APPLETV+	TBWA/MEDIA ARTS LAB, Los Angeles	USA
A08 (Consumer Services / Business to Business)				
MAGRITTE «THE SON OF MAN»	WELTI-FURRER FINE ART TRANSPORT	FINE ART TRANSPORT	RUF LANZ, Zurich	SWITZERLAND
OOH - 1	UNIVERSITY ZUMBI DOS PALMARES	RACISMO ZERO	GREY, Sao Paulo	BRAZIL
OOH - 2	UNIVERSITY ZUMBI DOS PALMARES	RACISMO ZERO	GREY, Sao Paulo	BRAZIL
OOH - 3	UNIVERSITY ZUMBI DOS PALMARES	RACISMO ZERO	GREY, Sao Paulo	BRAZIL
A09 (Not-for-profit / Charity / Government)				
BALLOTS AGAINST BULLETS - SURVIVORS (MARCO RUBIO)	CHANGE THE REF	SERVICE	ALMA DDB, Florida	USA
BALLOTS AGAINST BULLETS - SURVIVORS (RON DESANTIS)	CHANGE THE REF	SERVICE	ALMA DDB, Florida	USA
BALLOTS AGAINST BULLETS - SURVIVORS (BRIAN KEMP)	CHANGE THE REF	SERVICE	ALMA DDB, Florida	USA
B01 (Food & Drink)				
KITCHEN	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA
QSR	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA
DINER	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA
HEINZ A.I. KETCHUP	KRAFT HEINZ	HEINZ KETCHUP	RETHINK, Toronto	CANADA
SPACE	HEINZ KETCHUP	KRAFT HEINZ	RETHINK, Toronto	CANADA
SYNTHWAVE	HEINZ KETCHUP	KRAFT HEINZ	RETHINK, Toronto	CANADA
NOTHING FILLS A HOLE LIKE POT NOODLE (POT HOLE)	POT NOODLE	POT NOODLE	adam&eveDDB, London	UNITED KINGDOM
NOTHING FILLS A HOLE LIKE POT NOODLE (POSTBOX)	POT NOODLE	POT NOODLE	adam&eveDDB, London	UNITED KINGDOM
NOTHING FILLS A HOLE (SNOOKER)	POT NOODLE	POT NOODLE	adam&eveDDB, London	UNITED KINGDOM
B02 (Consumer Goods)				
SECOND BEST HIGH CHAIR	IKEA	CHILDREN FURNITURE	DAVID, Madrid / INGO, Hamburg	SPAIN
SECOND BEST COT	IKEA	CHILDREN FURNITURE	DAVID, Madrid / INGO, Hamburg	SPAIN
SECOND BEST STOOL	IKEA	CHILDREN FURNITURE	DAVID, Madrid / INGO, Hamburg	SPAIN

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B03 (Healthcare)				
FAINTED	HEALTHYWOMEN	WOMEN'S HEALTH AND WELLNESS	McCANN HEALTH, New York	USA
NAUSEA	HEALTHYWOMEN	WOMEN'S HEALTH AND WELLNESS	McCANN HEALTH, New York	USA
B04 (Automotive)				
FOREVER KIDS - R12 GORDINI	RENAULT	THE ORIGINALS	PUBLICIS CONSEIL, Paris	FRANCE
CHARGING PORSCHE	VOLVO CARS BRASIL	VOLVO CHARGING STATIONS	GREY, Sao Paulo	BRAZIL
CHARGING BMW	VOLVO CARS BRASIL	VOLVO CHARGING STATIONS	GREY, Sao Paulo	BRAZIL
CHARGING MERCEDES (AUDI)	VOLVO CARS BRASIL	VOLVO CHARGING STATIONS	GREY, Sao Paulo	BRAZIL
B05 (Retail)				
STRANDMON	IKEA	IKEA FURNITURES	INGO, Hamburg / INGO, Stockholm	GERMANY
LATE NIGHT	MCDELIVERY	DELIVERY FOOD SERVICE	DDB COLOMBIA, Bogota	COLOMBIA
MOVING	MCDELIVERY	DELIVERY FOOD SERVICE	DDB COLOMBIA, Bogota	COLOMBIA
KIDS	MCDELIVERY	DELIVERY FOOD SERVICE	DDB COLOMBIA, Bogota	COLOMBIA
OFFICE	MCDELIVERY	DELIVERY FOOD SERVICE	DDB COLOMBIA, Bogota	COLOMBIA
MCDONALD'S JINGLE BOARD	MCDONALD'S	MCDONALD'S	SCHOLZ & FRIENDS, Berlin	GERMANY
B06 (Travel / Leisure)				
A BRITISH ORIGINAL	BRITISH AIRWAYS	TRAVEL	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM
A BRITISH ORIGINAL ONE	BRITISH AIRWAYS	TRANSPORT	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM
B07 (Media / Entertainment)				
THE FUTURE IS BLACK	RAÇA MAGAZINE	RAÇA 25 YEARS	FCB BRASIL, Sao Paulo	BRAZIL
ELON	CNN	CNN	ALMAPBDO, Sao Paulo	BRAZIL
BORIS	CNN	CNN	ALMAPBDO, Sao Paulo	BRAZIL
B08 (Consumer Services / Business to Business)				
MAGRITTE «THE SON OF MAN»	WELTI-FURRER FINE ART TRANSPORT	FINE ART TRANSPORT	RUF LANZ, Zurich	SWITZERLAND
VERMEER «GIRL WITH A PEARL EARRING»	WELTI-FURRER FINE ART TRANSPORT	FINE ART TRANSPORT	RUF LANZ, Zurich	SWITZERLAND
VAN GOGH «SELF-PORTRAIT WITH BANDAGED EAR»	WELTI-FURRER FINE ART TRANSPORT	FINE ART TRANSPORT	RUF LANZ, Zurich	SWITZERLAND
B09 (Not-for-profit / Charity / Government)				
THE UNSHOWABLE - WAR	VISION DU MONDE	VISION DU MONDE CALL FOR DONATIONS	STEVE, PARIS	FRANCE
THE UNSHOWABLE - WEDDING	VISION DU MONDE	VISION DU MONDE CALL FOR DONATIONS	STEVE, PARIS	FRANCE
THE UNSHOWABLE - HUNGER	VISION DU MONDE	VISION DU MONDE CALL FOR DONATIONS	STEVE, PARIS	FRANCE
ROOKIE	CHANGE THE REF	CHANGE THE REF	ENERGY BBDO, Chicago	USA
GRUNT	CHANGE THE REF	CHANGE THE REF	ENERGY BBDO, Chicago	USA
JARHEADS	CHANGE THE REF	CHANGE THE REF	ENERGY BBDO, Chicago	USA
C01 (Animated Digital Screens)				
VAN GOGH	WWF GERMANY	WWF GERMANY	LEO BURNETT, Frankfurt	GERMANY
MONET	WWF GERMANY	WWF GERMANY	LEO BURNETT, Frankfurt	GERMANY
GAUGIN	WWF GERMANY	WWF GERMANY	LEO BURNETT, Frankfurt	GERMANY
LIGUE 1 SYMPHONY	PRIME	LIGUE 1 BROADCAST	MARCEL, Paris	FRANCE
C02 (Interactive / Dynamic Digital Screens)				
3DRINKABLE BILLBOARD	COCA-COLA	COCA COLA	DAVID, Miami	USA
D01 (Displays)				
CHEETLE IN CHEADLE	CHEETOS	CHEETOS	CITIZEN RELATIONS, Toronto	CANADA
THE NEW RECRUITS	CHANGE THE REF	CHANGE THE REF	ENERGY BBDO, Chicago	USA
NEST DOMES	BANANA BOAT	SOLAR PROTECTOR	WUNDERMAN THOMPSON COLOMBIA, Bogota	COLOMBIA
CLIMATE REALISM	WWF GERMANY	WWF GERMANY	LEO BURNETT, Frankfurt	GERMANY
DIVERSITREE	CLARITIN	CLARITIN ALLERGY MEDICINE	ENERGY BBDO, Chicago	USA
THE CLOSER	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY
INJECTABLE BILLBOARD	DOVE	DOVE	OGILVY, Toronto / DAVID, Miami / OGILVY, Toronto	CANADA
SMILES EVERYWHERE	COLGATE	COLGATE	VMLY&R, Sao Paulo	BRAZIL
LIFE EXTENDING STICKERS	MAKRO	MAKRO SUPERMARKETS	GREY COLOMBIA, Bogotá	COLOMBIA
D02 (Promotional Items & Printed Media)				
HEINEKICKS	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan / BBH, Singapore	ITALY
THE FORGOTTEN TEAM	MEO	FOOTBALL JERSEY	DENTSU CREATIVE, Lisbon	PORTUGAL
FITCHIX	HONEST EGGS CO.	REGENERATIVE FARM EGGS	VMLY&R, Melbourne	AUSTRALIA
D03 (Design for Promotional Items)				
COLORS OF LOVE	PANTONE	PANTONE	TBWA\ Paris, Paris	FRANCE
A SEAT IN THE SUN	DOVE	DOVE	SOKO, Sao Paulo	BRAZIL
TABLETOGO	MCDONALD'S	MCDONALD'S	LEO BURNETT, Milan / LEO BURNETT, Chicago	ITALY
THE CLOSER	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY

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FITCHIX	HONEST EGGS CO.	REGENERATIVE FARM EGGS	VMLY&R, Melbourne	AUSTRALIA
SURAKSHA KA TEEKA	MORTEIN	PRODUCT	DENTSU CREATIVE, Gurgaon	INDIA
D04 (Special Build)				
INSIDE JOBS	VOLKSWAGEN GROUP FRANCE	VOLKSWAGEN	DDB, Paris	FRANCE
MISSING STUDENTS	UNICEF BRAZIL	SCHOOL DROPOUT	ARTPLAN COMUNICACAO S/A, Rio De Janeiro	BRAZIL
THE COPENHAGEN BENCH	TV 2 DENMARK	PUBLIC SERVICE	TV 2 CREATIVE, Copenhagen	DENMARK
CHEETLE IN CHEADLE	CHEETOS	CHEETOS	CITIZEN RELATIONS, Toronto	CANADA
BED-VERTS	10:PM	10:PM MATTRESSES	HOWATSON+COMPANY, Sydney	AUSTRALIA
IKEA WINDOW SHOPPING	IKEA	IKEA	RETHINK, Toronto	CANADA
VANSVANS	VANS OFF THE WALL	VANS MTE SHOES	GUT, Los Angeles	USA
TIME TO READ	KINOKUNIYA	KINOKUNIYA BOOKSTORE	SAATCHI & SAATCHI ME, Dubai	UNITED ARAB EMIRATES
BOTTLE TILES	AREQUIPEÑA - AB INBEV	AREQUIPEÑA BEER	BACKUS - AB INBEV, Lima	PERU
TURNSTILE TURBINES	IBERDROLA	SUBWAY TURNSTILE	WEBER SHANDWICK, Paris	FRANCE
D05 (Live Advertising and Events)				
THE HEINZJACK	HEINZ	HEINZ KETCHUP	FP7 McCANN, Dubai	UNITED ARAB EMIRATES
THE NEW RECRUITS	CHANGE THE REF	CHANGE THE REF	ENERGY BBDO, Chicago	USA
CLIMATE REALISM	WWF GERMANY	WWF GERMANY	LEO BURNETT, Frankfurt	GERMANY
NRA CHILDREN'S MUSEUM	CHANGE THE REF	CHANGE THE REF	OGILVY, Chicago	USA
THE CLOSER	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY
THE LAST PHOTO	ITV X CALM	ITV X CALM	adam&eveDDB, London	UNITED KINGDOM
BRAHMA MEDICAL DEPARTMENT	BRAHMA	BRAHMA BEER	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL
THE EXILED TEAM	BRAHMA BEER	INSTITUTIONAL	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL
BABY SCAN	MARMITE	MARMITE	adam&eveDDB, London	UNITED KINGDOM
UNOFFICIAL GOALS	AGUILA	AGUILA BEER	DAVID, Bogotá	COLOMBIA
D06 (Interactive Experiences)				
THE LOUDEST CALL	WHITELION	THE LOUDEST CALL	OGILVY AUSTRALIA, Sydney	AUSTRALIA
THE HEINZJACK	HEINZ	HEINZ KETCHUP	FP7 McCANN, Dubai	UNITED ARAB EMIRATES
WEAR 'EM OUT STORE	EBAY	EBAY SNEAKERS	EDELMAN, New York	USA
THE ARTOIS PROBABILITY	STELLA ARTOIS	STELLA ARTOIS	GUT, Buenos Aires	ARGENTINA
D07 (Transit)				
INSIDE JOBS	VOLKSWAGEN GROUP FRANCE	VOLKSWAGEN	DDB, Paris	FRANCE
BOTTLE TILES	AREQUIPEÑA - AB INBEV	AREQUIPEÑA BEER	BACKUS - AB INBEV, Lima	PERU
0.0 BARRIERS	HEINEKEN	HEINEKEN 0.0. ALCOHOL	Le Pub, Sao Paolo	BRAZIL
FUEL STATION	NETFLIX	NETFLIX	THE GIGIL ADVERTISING GROUP, Taguig	THE PHILIPPINES
THE LOST RIDE	CER	CER	BETC, Paris	FRANCE
D08 (Immersive Experiences)				
CORONA ISLAND	CORONA	CORONA BEER	DDB COLOMBIA, Bogota	COLOMBIA
DIVERSTREE	CLARITIN	CLARITIN ALLERGY MEDICINE	ENERGY BBDO, Chicago	USA
THE STICKER DEAL	BURGER KING	BURGER KING	DAVID, Sao Paulo	BRAZIL
E01 (Standard Sites)				
THE GOOGLE APP - TRENDING BILLBOARDS	GOOGLE	GOOGLE APP	GOOGLE, Mountain View / BBH, New York	USA
PHONE IT IN	SKINNY	TELECOMMUNICATION COMPANY	COLENZO BBDO, Auckland	NEW ZEALAND
HAPPY RAMADAN	MCDONALD'S	MCDONALD'S	SCHOLZ & FRIENDS, Hamburg	GERMANY
SOLAR BILLBOARDS	HEINEKEN	HEINEKEN	Le Pub, Sao Paolo	BRAZIL
GUARDED BUS STOP	ELETROMIDIA	ELETROMIDIA	ALMAPBBDO, Sao Paulo	BRAZIL
E02 (Ambient Outdoor)				
INSIDE JOBS	VOLKSWAGEN GROUP FRANCE	VOLKSWAGEN	DDB, Paris	FRANCE
THE COPENHAGEN BENCH	TV 2 DENMARK	PUBLIC SERVICE	TV 2 CREATIVE, Copenhagen	DENMARK
THE HEINZJACK	HEINZ	HEINZ KETCHUP	FP7 McCANN, Dubai	UNITED ARAB EMIRATES
MIDEA 90 MINUTES OF AIR CONDITIONING	MIDEA	MIDEA U AIR CONDITIONER	PEREIRA O'DELL, San Francisco	USA
IKEA WINDOW SHOPPING	IKEA	IKEA	RETHINK, Toronto	CANADA
TURNSTILE TURBINES	IBERDROLA	SUBWAY TURNSTILE	WEBER SHANDWICK, Paris	FRANCE
TABLETOGO	MCDONALD'S	MCDONALD'S	LEO BURNETT, Milan / LEO BURNETT, Chicago	ITALY
THE CLOSER	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY
SOLAR IMPULSE - PRÊT À VOTER	SOLAR IMPULSE	PRÊT À VOTER	PUBLICIS CONSEIL, Paris	FRANCE
FITCHIX	HONEST EGGS CO.	REGENERATIVE FARM EGGS	VMLY&R, Melbourne	AUSTRALIA
SMILES EVERYWHERE	COLGATE	COLGATE	VMLY&R, Sao Paulo	BRAZIL
THE BLIND SPOT	VOLKSWAGEN SOUTH AFRICA	VOLKSWAGEN SERVICE	OGILVY SOUTH AFRICA, Cape Town	SOUTH AFRICA
E03 (Technology)				

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HEINZ A.I. KETCHUP	KRAFT HEINZ	HEINZ KETCHUP	RETHINK, Toronto	CANADA
DASHBOARD BILLBOARDS	ŠKODA	ŠKODA	NORD DDB, Stockholm	SWEDEN
TURNSTILE TURBINES	IBERDROLA	SUBWAY TURNSTILE	WEBER SHANDWICK, Paris	FRANCE
F01 (Local Brand)				
FURPHY, WHAT THE TRUCK?!	FURPHY	FURPHY	THINKERBELL, Melbourne	AUSTRALIA
BALLOTS AGAINST BULLETS - SURVIVORS	CHANGE THE REF	SERVICE	ALMA DDB, Florida	USA
TRAIN TO VICTORY	UKRAINIAN RAILWAYS	TRAIN TO VICTORY	GRES TODORCHUK, Kyiv	UKRAINE
NOTHING FILLS A HOLE LIKE POT NOODLE	POT NOODLE	POT NOODLE	adam&eveDDB, London	UNITED KINGDOM
F02 (Challenger Brand)				
DASHBOARD BILLBOARDS	ŠKODA	ŠKODA	NORD DDB, Stockholm	SWEDEN
WE DIDN'T WRITE THIS CAMPAIGN	NOTMILK	NOTMILK	MRM WORLDWIDE, Santiago	CHILE
F03 (Single-market Campaign)				
INSIDE JOBS	VOLKSWAGEN GROUP FRANCE	VOLKSWAGEN	DDB, Paris	FRANCE
NEST DOMES	BANANA BOAT	SOLAR PROTECTOR	WUNDERMAN THOMPSON COLOMBIA, Bogota	COLOMBIA
LIGUE 1 SYMPHONY	PRIME	LIGUE 1 BROADCAST	MARCEL, Paris	FRANCE
CRY FOR THE LAW	TETA & TETA SPAIN	TETA	LOLA MULLENLOWE, Madrid	SPAIN
THE LAUNDRY SCREEN	PRIME VIDEO	PRIME VIDEO	PUBLICIS ITALY LEPUB, Milan	ITALY
GEORGINA'S BILLBOARD COLLECTION	NETFLIX	GEORGINA NETFLIX ORIGINAL	DAVID, Madrid	SPAIN
LIFE EXTENDING STICKERS	MAKRO	MAKRO SUPERMARKETS	GREY COLOMBIA, Bogotá	COLOMBIA
F04 (Social Behaviour)				
BULLYING OUT OF HOME	FRIENDS	ANTI-BULLYING ORGANISATION	PERFECT FOOLS, Stockholm	SWEDEN
HEINZ KETCHUP FRAUD	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA
A SECOND OF HAPPINESS	MCDELIVERY	DELIVERY FOOD SERVICE	DDB COLOMBIA, Bogota	COLOMBIA
LIFE EXTENDING STICKERS	MAKRO	MAKRO SUPERMARKETS	GREY COLOMBIA, Bogotá	COLOMBIA
F05 (Cultural Insight)				
MARADONA POINT OF VIEW	QUILMES	BEER	AB INBEV, Buenos Aires	ARGENTINA
WOMEN'S AID - HE'S COMING HOME	WOMEN'S AID	CHARITY SERVICES	HOUSE 337, London	UNITED KINGDOM
BE BRAVE LIKE UKRAINE. THE LARGEST OUTDOOR CAMPAIGN IN THE HISTORY OF UKRAINE	UKRAINE	UKRAINIAN BRAVERY	BANDA AGENCY, Kyiv	UKRAINE
ANNE DE GAULLE	FONDATION ANNE DE GAULLE	ASSOCIATION	HAVAS PARIS	FRANCE
THE BILLBOARD IS YOURS TO TAKE	BUDWEISER	BUDWEISER	FCB NEW YORK	USA
HAPPY RAMADAN	MCDONALD'S	MCDONALD'S	SCHOLZ & FRIENDS, Hamburg	GERMANY
A BRITISH ORIGINAL	BRITISH AIRWAYS	TRAVEL	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM
NOBODY WATCHES WOMEN FOOTBALL	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY
F06 (Breakthrough on a Budget)				
DUMPSTER DELI	FUTURE IN OUR HANDS	NEW FOOD WASTE LAW	PUBLICIS KITCHEN, OSLO	NORWAY
THE HEINZJACK	HEINZ	HEINZ KETCHUP	FP7 McCANN, Dubai	UNITED ARAB EMIRATES
PHONE IT IN	SKINNY	TELECOMMUNICATION COMPANY	COLENZO BBDO, Auckland	NEW ZEALAND
THE NEW RECRUITS	CHANGE THE REF	CHANGE THE REF	ENERGY BBDO, Chicago	USA
F07 (Corporate Purpose & Social Responsibility)				
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
IKEA - THE LIFE COLLECTION 2022	IKEA	FURNITURE	TRY AS, Oslo	NORWAY
NEWSPAPER COURTS	ARIYADIYAH NEWSPAPER	ARIYADIYAH NEWSPAPER	SRMG LABS, Riyadh	SAUDI ARABIA
LETTERS FOR A LAW	EL HERBÓLOGO	EL HERBÓLOGO	BBDO CHILE, Santiago De Chile	CHILE
CORONA ISLAND	CORONA	CORONA BEER	DDB COLOMBIA, Bogota	COLOMBIA
MAKE IT VISIBLE	FORD	COMMERCIAL VEHICLES	VMLY&R, London	UNITED KINGDOM
NEST DOMES	BANANA BOAT	SOLAR PROTECTOR	WUNDERMAN THOMPSON COLOMBIA, Bogota	COLOMBIA
THE BILLBOARD IS YOURS TO TAKE	BUDWEISER	BUDWEISER	FCB NEW YORK	USA
BOTTLE TILES	AREQUIPEÑA - AB INBEV	AREQUIPEÑA BEER	BACKUS - AB INBEV, Lima	PERU
NRA CHILDREN'S MUSEUM	CHANGE THE REF	CHANGE THE REF	OGLVY, Chicago	USA
RAINBOW DEPOSITS	BANK OF MONTREAL	BANK OF MONTREAL	FCB TORONTO	CANADA
LET'S WASH AWAY THE TABOO	PERSIL	PERSIL	LOLA MULLENLOWE, Madrid / MULLENLOWE UK, SPAIN London	SPAIN
MALNUTRITION LABELS: NUTRITIONAL INK	DOLE SUNSHINE COMPANY	TBC	DOLE SUNSHINE COMPANY, Singapore / ST LUKE'S, London	SINGAPORE
SOLAR IMPULSE - PRÊT À VOTER	SOLAR IMPULSE	PRÊT À VOTER	PUBLICIS CONSEIL, Paris	FRANCE
THE LAST PHOTO	ITV X CALM	ITV X CALM	adam&eveDDB, London	UNITED KINGDOM
BREAD OF THE NATION	AB INBEV SA	CASTLE LAGER	OGLVY SOUTH AFRICA, Cape Town	SOUTH AFRICA
F08 (Market Disruption)				
HEINEKICKS	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan / BBH, Singapore	ITALY
THE FORGOTTEN TEAM	MEO	FOOTBALL JERSEY	DENTSU CREATIVE, Lisbon	PORTUGAL
FITCHIX	HONEST EGGS CO.	REGENERATIVE FARM EGGS	VMLY&R, Melbourne	AUSTRALIA