

2023 SHORTLIST PR



CANNES LIONS 70

Title	Brand	Product / Service	Entrant / Idea Creation	Location	PR
A01 (Food & Drink)					
HEINZ VINTAGE DRIP	KRAFT HEINZ	HEINZ KETCHUP	RETHINK, Toronto	CANADA	ZENO GROUP, Toronto / MAGIC CIRCLE WORKSHOP & COMMON GOOD, Toronto
M&M'S - SPOKESCANDIES ON PAUSE	M&M'S	M&M'S	BDDO, New York	USA	WEBER SHANDWICK, New York
THE GOOD S#IT	MILLER LITE	MILLER LITE	ALMA DDB, Florida	USA	ICF NEXT, New York
A02 (Consumer Goods)					
THE STAIN	KOTEX	KOTEX	VALOR, Lima	PERU	PACIFIC, Lima
THE UNNOTICED FASHION SHOW	TLOVET	TLOVET	LOLA NORMAJEAN, Lisbon	PORTUGAL	LLORENTE & CUENCA, Lisbon
A03 (Healthcare)					
THE HARMACY	GERTRUDE'S CHILDREN'S HOSPITAL	DISPOSAFELY	OGLIVY AFRICA, Nairobi	KENYA	OGLIVY AFRICA, Nairobi
SEE MY SKIN	VASELINE	VASELINE	EDELMAN, New York	USA	EDELMAN, New York
A04 (Automotive)					
MEN'S ONLY EDITION	FORD	FORD EXPLORER	VMLY&R, Detroit	USA	HILL+KNOWLTON STRATEGIES, New York
A05 (Retail)					
FROM MEMES TO DREAMS	POPEYES LOUISIANA KITCHEN	CHICKEN	GUT, Miami	USA	ALISON BROD MARKETING + COMMUNICATIONS, New York
50+	POPEYES	CHICKEN POPEYES	RESTAURANT BRANDS INTERNATIONAL, Miami / GUT, Mexico City	USA	
ICELAND FOOD CLUB	ICELAND FOODS	SUPERMARKET RETAILER	KETCHUM, London	UNITED KINGDOM	KETCHUM, London
A06 (Travel / Leisure)					
HILTON ON THE GREEN	HILTON	HILTON	FUSE CREATE, Toronto	CANADA	FUSE CREATE, Toronto
OUTHORSE YOUR EMAIL	VISIT ICELAND	ICELAND	SS+K, New York / PEEL ICELAND, Reykjavik / M&C SAATCHI TALK, London	USA	M&C SAATCHI TALK, London
HOME	NIKE	NIKE	WIEDEN+KENNEDY, London	UNITED KINGDOM	WIEDEN+KENNEDY, London
A07 (Media / Entertainment)					
THE DIRTIEST CUP	LIBERO	LIBERO MAGAZINE	PS21, Madrid	SPAIN	PS21, Madrid
THE UNBURNABLE BOOK	PENGUIN BOOKS RANDOM HOUSE	PENGUIN BOOKS RANDOM HOUSE	RETHINK, Toronto	CANADA	
THE LAST PHOTO	ITV X CALM	ITV X CALM	adam&eveDDB, London	UNITED KINGDOM	HOPE & GLORY, London
A08 (Consumer Services / Business to Business)					
VOICE GIRL GAMERS	WINDTRE	DIGITAL RESPONSIBILITY	WUNDERMAN THOMPSON, Milan	ITALY	
EART4	B3 STOCK EXCHANGE & UNITED NATIONS GLOBAL COMPACT	EART4	ALMAPBDDO, Sao Paulo	BRAZIL	GIUSTI COMUNICACAO, Sao Paulo / INPRESS PORTER NOVELLI, Sao Paulo / ALMAPBDDO, Sao Paulo
A09 (Not-for-profit / Charity / Government)					
TRULY DESTROYED	DUTCH SALVATION ARMY RESHARE	DUTCH SALVATION ARMY RESHARE	CLOUDFACTORY, Amsterdam	THE NETHERLANDS	
THE FIRST DIGITAL NATION	THE GOVERNMENT OF TUVALU	GOVERNMENT	THE MONKEYS, PART OF ACCENTURE SONG, Sydney	AUSTRALIA	THRIVE PR + COMMUNICATIONS, Sydney
THE DIAPÉR	BABY2BABY	THE DIAPÉR	MOTHER, California	USA	GOOP, Los Angeles / BABY2BABY, Los Angeles
ARE YOU PRESS WORTHY?	COLUMBIA JOURNALISM REVIEW	COLUMBIA JOURNALISM REVIEW	TBWA\CHIAT\DAY, New York City	USA	
FOLLOW THEIR LEADER	NON-VIOLENCE PROJECT FOUNDATION	NON-VIOLENCE PROJECT FOUNDATION	NORD DDB, Stockholm / NORD DDB, Copenhagen	SWEDEN	
THE PROUD MAROONS	THE ALWAN FOUNDATION	THE ALWAN FOUNDATION	THE COMMUNITY, Miami	USA	
#OPTINK	JUNGE HELDEN E.V.	ORGAN DONOR RECRUITMENT	McCANN, Paris	FRANCE	WEBER SHANDWICK, Berlin
DIRTY LAUNDRY	ABAAD RESOURCE CENTER FOR GENDER EQUALITY	ABAAD GENDER EQUALITY NGO	LEO BURNETT, Beirut	LEBANON	LEO BURNETT, Beirut
FAVELA STOCK EXCHANGE	G10 FAVELAS	G10 FAVELAS	ALMAPBDDO, Sao Paulo / BORA BRASIL, Alphaville	BRAZIL	
B01 (Social Engagement)					
THE DIAPÉR	BABY2BABY	THE DIAPÉR	MOTHER, California	USA	GOOP, Los Angeles / BABY2BABY, Los Angeles
ARE YOU PRESS WORTHY?	COLUMBIA JOURNALISM REVIEW	COLUMBIA JOURNALISM REVIEW	TBWA\CHIAT\DAY, New York City	USA	
MEN'S ONLY EDITION	FORD	FORD EXPLORER	VMLY&R, Detroit	USA	HILL+KNOWLTON STRATEGIES, New York
RUNNER 321	ADIDAS	ADIDAS	FCB TORONTO	CANADA	CURRENT STUDIOS, Toronto
B02 (Community Management)					
WHY IS THIS A SWIGGY AD?	SWIGGY	SWIGGY	TALENTED.AGENCY, Bangalore	INDIA	SWIGGY INDIA, Bangalore
THE UNSTAINABLE THOBE	HEINZ	HEINZ KETCHUP	WUNDERMAN THOMPSON, Dubai	UNITED ARAB EMIRATES	WUNDERMAN THOMPSON, Dubai
FORZA CANADA	FONZIES ITALY	FONZIES CHEESE-FLAVORED SNACKS	DENTSU CREATIVE, Milan	ITALY	DENTSU CREATIVE, Milan
WIKITRUTH	UKRAINIAN WITNESS	FACT-BASED PLATFORM THAT DOCUMENTS THE WAR IN UKRAINE	PUBLICIS GROUPE BENELUX, Amsterdam	THE NETHERLANDS	PUBLICIS GROUPE BENELUX, Amsterdam
B03 (Real-time Response)					
#FINDTHEKETCHUPBOATGUY	THE KRAFT HEINZ COMPANY	HEINZ KETCHUP	THE KITCHEN, Toronto	CANADA	ZENO GROUP, Chicago
BRING HOME THE BUD	BUDWEISER	BUDWEISER BEER	WIEDEN+KENNEDY, New York / WIEDEN+KENNEDY, Sao Paulo	USA	ALLISON+PARTNERS, New York
HAPPY BIRTHDAY FROM EARTH	HUSQVARNA	AUTOMOWER® ROBOTIC LAWN MOWERS	PRIME WEBER SHANDWICK, Stockholm	SWEDEN	PRIME WEBER SHANDWICK, Stockholm
THE BEST-SELLER CONSTITUTION	MERCADO LIBRE	MERCADO LIBRE	GUT, Sao Paulo	BRAZIL	UM WORLDWIDE, Sao Paulo
#KEEPTHEGREY	DOVE	DOVE	EDELMAN, Toronto	CANADA	EDELMAN, Toronto
WHERE TO SETTLE	MASTERCARD	WEBSITE ...	McCANN POLAND, Warsaw	POLAND	MASTERCARD POLAND, Warszawa
B04 (Content Creation & Production)					

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VOICE GIRL GAMERS	WINDTRE	DIGITAL RESPONSIBILITY	WUNDERMAN THOMPSON, Milan	ITALY	
THE CHAT	BREAST CANCER NOW	BREAST CANCER CHARITY	BMB, London	UNITED KINGDOM	W COMMUNICATIONS, London
TASTE MY FACE	APPLEBEE'S	APPLEBEE'S	GREY, New York	USA	CURRENT GLOBAL, Chicago
THE UNCOVER	FRIDA	A MAGAZINE COVER	WEBER SHANDWICK, Paris	FRANCE	WEBER SHANDWICK, Paris
FIGHTING TO REMEMBER	ZIKARON BASLON	FIGHTING TO REMEMBER	McCANN, Tel Aviv	ISRAEL	
B06 (Innovative Use of Influencers)					
DRAMATIC TRANSFORMATION	ASICS	ASICS	GOLIN, London	UNITED KINGDOM	GOLIN, London
INFLUENCERS' FRIENDS	POKER	POKER BEER	DDB COLOMBIA, Bogota	COLOMBIA	
KAMI	DOWN SYNDROME INTERNATIONAL	DOWN SYNDROME INTERNATIONAL	FORSMAN & BODENFORS, Singapore	SINGAPORE	FORSMAN & BODENFORS, Singapore
DIRTY LAUNDRY	ABAAD RESOURCE CENTER FOR GENDER EQUALITY	ABAAD RESOURCE CENTER FOR GENDER EQUALITY	LEO BURNETT, Beirut	LEBANON	LEO BURNETT, Beirut
INMYSEAT	SISTA FUND/UN WOMEN FRANCE	SISTA FUND/UN WOMEN FRANCE	BETC, Paris	FRANCE	BETC, Paris
FIGHTING TO REMEMBER	ZIKARON BASLON	FIGHTING TO REMEMBER	McCANN, Tel Aviv	ISRAEL	
C01 (Research, Data & Analytics)					
ARE YOU PRESS WORTHY?	COLUMBIA JOURNALISM REVIEW	COLUMBIA JOURNALISM REVIEW	TBWA/CHIAT/DAY, New York City	USA	
WELL-BEING INDEX (GDW)	NIKKEI INC.	WELL-BEING INDEX	DENTSU INC., Tokyo	JAPAN	DENTSU INC., Tokyo
C02 (PR Effectiveness)					
THE POSTPONED DAY	LALCEC	LALCEC	GREY ARGENTINA, Buenos Aires	ARGENTINA	GREY ARGENTINA, Buenos Aires
#STANDUPTOJEWISHHATE - BLUE SQUARE	FCAS: FOUNDATION TO COMBAT ANTISEMITISM	AWARENESS AROUND THE ALARMING RISE OF ANTISEMITISM IN AMERICA	WUNDERMAN THOMPSON, New York	USA	WEBER SHANDWICK, New York
D01 (Media Relations)					
THE POSTPONED DAY	LALCEC	LALCEC	GREY ARGENTINA, Buenos Aires	ARGENTINA	GREY ARGENTINA, Buenos Aires
JOAQUIN'S FIRST SCHOOL SHOOTING	CHANGE THE REF	GUN CONTROL	BCW, New York	USA	BCW, New York
EART4	B3 STOCK EXCHANGE & UNITED NATIONS GLOBAL COMPACT	EART4	ALMAPBDDO, Sao Paulo	BRAZIL	GIUSTI COMUNICACAO, Sao Paulo / INPRESS PORTER NOVELLI, Sao Paulo / ALMAPBDDO, Sao Paulo
D02 (Use of Events & Stunts)					
THE FIRST DIGITAL NATION	THE GOVERNMENT OF TUVALU	GOVERNMENT	THE MONKEYS, PART OF ACCENTURE SONG, Sydney	AUSTRALIA	THRIVE PR + COMMUNICATIONS, Sydney
A HAND BALL THAT COULD SAVE YOUR LIFE.	BORUSSIA DORTMUND	BORUSSIA DORTMUND	ACCENTURE SONG, Hamburg	GERMANY	ACCENTURE SONG, Hamburg
BLIND SEATS	MUSIC VIBE & FUN TICKET	SEATS FOR ALL (ASIENTOS PARA TODOS).	MULLENLOWE SSP3, Mexico City	MEXICO	
THE COST OF GOLD	URIHI YANOMAMI ASSOCIAÇÃO	URIHI YANOMAMI	DM9, Sao Paulo	BRAZIL	CDN, Sao Paulo
NRA CHILDREN'S MUSEUM	CHANGE THE REF	CHANGE THE REF	OGILVY, Chicago	USA	TUSK STRATEGIES, Washington DC
GOLDEN DATES	AMP ASSOCIATION FOR THE ELDERLY	AMP ASSOCIATION FOR THE ELDERLY	LEO BURNETT LISBOA	PORTUGAL	
THE TAX FREE BAGEL	PHILADELPHIA CREAM CHEESE	CREAM CHEESE	GUT, Miami	USA	ZENO GROUP, Chicago
THE MAMMOTH MEATBALL	VOW	CULTURED MEAT	WUNDERMAN THOMPSON BENELUX, Antwerp	BELGIUM	WUNDERMAN THOMPSON BENELUX, Antwerp / FOR THE RIGHT REASONS, Amsterdam / BCW, New York
RUNNER 321	ADIDAS	ADIDAS	FCB TORONTO	CANADA	CURRENT STUDIOS, Toronto
WE MISS LEBANON	LBCI	LBCI	IMPACT BBDO, Beirut / IMPACT BBDO, Dubai	LEBANON	IMPACT BBDO, Beirut
AIRTEL 175 REPLAYED	AIIRTEL	AIRTEL TELECOMMUNICATIONS	LEO BURNETT, Mumbai	INDIA	
MAYO MCHACK	HELLMANN'S	HELLMANN'S MAYONNAISE	EDELMAN, London	UNITED KINGDOM	EDELMAN, London
THE LAST PHOTO	ITV X CALM	ITV X CALM	adam&eveDDB, London	UNITED KINGDOM	HOPE & GLORY, London
D03 (Launch / Re-launch)					
CHERNIGIVSKE - THE BEER WITH A UKRAINIAN HEART	CHERNIGIVSKE	CHERNIGIVSKE	ANHEUSER-BUSCH INBEV, Leuven / DRAFTLINE EUROPE, London	BELGIUM	WEBER SHANDWICK, London
WE LOVE NYC	WE LOVE NYC	NEW YORK CITY	FOUNDERS, Miami	USA	EDELMAN, New York
THE MAMMOTH MEATBALL	VOW	CULTURED MEAT	WUNDERMAN THOMPSON BENELUX, Antwerp	BELGIUM	WUNDERMAN THOMPSON BENELUX, Antwerp / FOR THE RIGHT REASONS, Amsterdam / BCW, New York
THE HARMACY	GERTRUDE'S CHILDREN'S HOSPITAL	DISPOSASELY	OGILVY AFRICA, Nairobi	KENYA	OGILVY AFRICA, Nairobi
#BRINGBACK2011	OREO INDIA	OREO COOKIE	LEO BURNETT, Mumbai	INDIA	
APOLOGIZE THE RAINBOW	SKITTLES	SKITTLES	DDB, Chicago	USA	WEBER SHANDWICK, Chicago
D04 (Brand Voice & Strategic Storytelling)					
DESIGNED IN BANGLADESH. MADE IN EUROPE.	EKN FOOTWEAR	EKN FOOTWEAR	ACCENTURE SONG, Hamburg	GERMANY	FOR THE RIGHT REASONS, Amsterdam
UNCOMFORTABLE FOOD	STELLA ARTOIS	STELLA ARTOIS	SOKO, Sao Paulo	BRAZIL	H+K IDEAL, São Paulo
SELF LOVE BOUQUET	DOORDASH	DOORDASH	GUT, Los Angeles	USA	
EQUINOX - WE DON'T SPEAK JANUARY	EQUINOX GROUP	EQUINOX GROUP	COLLINS, New York	USA	
SOLAR IMPULSE - PRÊT À VOTER	SOLAR IMPULSE	PRÊT À VOTER	PUBLICIS CONSEIL, Paris	FRANCE	PUBLICIS CONSEIL, Paris
THE POSTPONED DAY	LALCEC	LALCEC	GREY ARGENTINA, Buenos Aires	ARGENTINA	GREY ARGENTINA, Buenos Aires
THE LAST PHOTO	ITV X CALM	ITV X CALM	adam&eveDDB, London	UNITED KINGDOM	HOPE & GLORY, London
D05 (Use of Technology)					
MONEY BLOCKER	CONGRESO EM FOCO, SLEEPING GIANT	MEDIA ORGANIZATION	PUBLICIS CANADA, Toronto	CANADA	PUBLICIS CANADA, Toronto
THE CLOSER	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY	EDELMAN, London / FAST HORSE, Minneapolis
THE UNDENIABLE STREET VIEW	UNITED24, NOVA UKRAINE, VOICES OF CHILDREN, BOCTOK SOS	THE UNDENIABLE STREET VIEW	_ AND US, Dubai	UNITED ARAB EMIRATES	_ AND US, Dubai
E01 (Corporate Image, Communication & Reputation Management)					
POLLUTION PENCILS	HALEON	OTRIVIN	WUNDERMAN THOMPSON, Singapore	SINGAPORE	HILL+KNOWLTON STRATEGIES, London

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CREATING A TIDAL WAVE OF CHANGE FOR AMERICANS LIVING WITH DIABETES	ELI LILLY AND COMPANY	INSULIN AFFORDABILITY	MSL, New York	USA	MSL, New York
50+	POPEYES	CHICKEN POPEYES	RESTAURANT BRANDS INTERNATIONAL, Miami / GUT, Mexico City	USA	
E02 (Public Affairs & Lobbying)					
GET F*CKED BY THE GOVERNMENT	DAME	DAME	MISCHIEF @ NO FIXED ADDRESS, New York	USA	MOXIE COMMUNICATIONS GROUP, New York
THE FIRST DIGITAL NATION	THE GOVERNMENT OF TUVALU	GOVERNMENT	THE MONKEYS, PART OF ACCENTURE SONG, Sydney	AUSTRALIA	THRIVE PR + COMMUNICATIONS, Sydney
MY FIRST POISON	CLOVIN	BRAND CAMPAIGN	FCB & THEMILKMAN, Warsaw	POLAND	FCB & THEMILKMAN, Warsaw
THE RIGHT TO POWER: 47 SECONDS	LOGI ENERGY	ENERGY CRISIS INITIATIVE	SAATCHI & SAATCHI ME, Dubai	UNITED ARAB EMIRATES	SAATCHI & SAATCHI ME, Dubai / STARCOM, Dubai
THE CURRENCY OF CORRUPTION	TRANSPARENCY INTERNATIONAL LEBANON - NO CORRUPTION (TI-LB)	ANTI-CORRUPTION NGO	LEO BURNETT, Beirut / LEO BURNETT, Jeddah	LEBANON	LEO BURNETT, Beirut
E03 (Crisis Communications & Issue Management)					
BE BRAVE LIKE UKRAINE. USING NATIONAL BRANDING TO RESIST MILITARY AGGRESSION	UKRAINE	UKRAINIAN BRAVERY	BANDA AGENCY, Kyiv	UKRAINE	
E05 (Sponsorship & Brand Partnership)					
HIGH VALYRIAN LESSONS	DUOLINGO	DUOLINGO	DUOLINGO, Pittsburgh	USA	DUOLINGO, Pittsburgh
JUST DATE A FARMER	KRAFT HEINZ - JUST CRACK AN EGG	JUST CRACK AN EGG	RETHINK, Toronto	CANADA	ABMC, New York
ABSOLUTELY HEINZ	KRAFT HEINZ	HEINZ PASTA SAUCE + ABSOLUT VODKA	WUNDERMAN THOMPSON, Barcelona	SPAIN	
EVS ON SCREEN	GENERAL MOTORS, NETFLIX	GENERAL MOTORS, NETFLIX	THE COMMUNITY, Miami	USA	FLEISHMAN HILLARD, New York
OREO CHEAT COOKIES	MONDELEZ EUROPE	OREO	SAATCHI & SAATCHI, Dusseldorf	GERMANY	
EMILY IN PARIS X MCBAGUETTE	MCDONALD'S	MCBAGUETTE	STARCOM, Paris	FRANCE	
WHERE TO SETTLE	MASTERCARD	WEBSITE ...	McCANN POLAND, Warsaw	POLAND	MASTERCARD POLAND, Warszawa
F01 (Local Brand)					
AZIYA	EMIRATES NBD	EMIRATES NBD	LEO BURNETT, Dubai	UNITED ARAB EMIRATES	LEO BURNETT, Dubai
CHANGE THE CHANTS	DANUBIO	DANUBIO	WUNDERMAN THOMPSON MONTEVIDEO	URUGUAY	
#UNEXAMINABLE	THE VIF NETWORK	NGO WOMEN RIGHTS	DOB ROMANIA, Bucharest	ROMANIA	
TRAIN TO VICTORY	UKRAINIAN RAILWAYS	TRAIN TO VICTORY	GRES TODORCHUK, Kyiv	UKRAINE	GRES TODORCHUK, Kyiv
RECLAIM YOUR DNA	TROPHY STOUT	TROPHY STOUT	DENTSU CREATIVE, Cape Town	SOUTH AFRICA	
NEWSPAPERS INSIDE THE NEWSPAPER EDITION	ANNAHAR NEWSPAPER	ANNAHAR NEWSPAPER	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	IMPACT BBDO, Beirut
F02 (Challenger Brand)					
IC	HEETCH	HEETCH	BETC, Paris	FRANCE	BETC, Paris
DAILY STAR - LETTUCE LIZ	DAILY STAR	NEWS BRAND	REACH PLC, London	UNITED KINGDOM	REACH PLC, London
F03 (Single-market Campaign)					
THE MIGROS BEER	MIGROS	MIGROS BEER NON	WIRZ GROUP, Zurich	SWITZERLAND	WIRZ GROUP, Zurich / MIGROS GENOSSENSCHAFTS BUND, Zurich
THE COST OF GOLD	URIHI YANOMAMI ASSOCIAÇÃO	URIHI YANOMAMI	DM9, Sao Paulo	BRAZIL	CDN, Sao Paulo
HEINEKICKS	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan / BBH, Singapore	ITALY	
FEEL WHAT WE FEEL	RAZOM	HUMANITARIAN AID FUNDRAISING	TANK WORLDWIDE, Montreal / GREY CANADA, Toronto	CANADA	HILL+KNOWLTON STRATEGIES, Montreal
IS THAT HEINZ?	HEINZ	HEINZ TOMATO KETCHUP	WUNDERMAN THOMPSON TURKEY, Istanbul	TURKEY	
ILLITERATE ADS	PEPCO	PEPCO BACK TO SCHOOL	VMLY&R, Bucharest	ROMANIA	VMLY&R, Bucharest
ICELAND FOOD CLUB	ICELAND FOODS	SUPERMARKET RETAILER	KETCHUM, London	UNITED KINGDOM	KETCHUM, London
SMART JARS	HELLMANN'S	SMART JARS	OGILVY, London	UNITED KINGDOM	OGILVY, London
F04 (Social Behaviour)					
VOICE GIRL GAMERS	WINDTRE	DIGITAL RESPONSIBILITY	WUNDERMAN THOMPSON, Milan	ITALY	
STAIN NOT SHAME	ZEVA FASHION	ZEVA FASHION	SCANAD, Nairobi	KENYA	HILL+KNOWLTON STRATEGIES, Nairobi
ARE YOU PRESS WORTHY?	COLUMBIA JOURNALISM REVIEW	COLUMBIA JOURNALISM REVIEW	TBWA\CHIATDAY, New York City	USA	
HEINZ VINTAGE DRIP	KRAFT HEINZ	HEINZ KETCHUP	RETHINK, Toronto	CANADA	ZENO GROUP, Toronto / MAGIC CIRCLE WORKSHOP & COMMON GOOD, Toronto
COINCIDENCES	QUILMES	BEER	AB INBEV, Buenos Aires	ARGENTINA	BALLERO, Buenos Aires
CORRECT THE INTERNET	TEAM HEROINE	CORRECT THE INTERNET	DDB NEW ZEALAND, Auckland	NEW ZEALAND	DDB NEW ZEALAND, Auckland
F05 (Cultural Insight)					
PORTUGUESE (RE)CONSTITUTION	PENGUIN RANDOM HOUSE	PENGUIN BOOKS	FCB LISBON	PORTUGAL	
RECLAIMYOURNAME.DIC	ELIMINHATE	MICROSOFT WORD	CITIZEN RELATIONS, Toronto	CANADA	CITIZEN RELATIONS, Toronto
HE'S COMING HOME	WOMEN'S AID	WOMEN'S AID	MISCHIEF PR, London	UNITED KINGDOM	MISCHIEF PR, London
HOME	NIKE	NIKE	WIEDEN+KENNEDY, London	UNITED KINGDOM	WIEDEN+KENNEDY, London
WEAR 'EM OUT STORE	EBAY	EBAY SNEAKERS	EDELMAN, New York	USA	EDELMAN, New York
MISSING MATOAKA	MUSKRAT MAGAZINE	ONLINE MAGAZINE	BBDO, Toronto	CANADA	GLOSSY PR, Toronto / HYPE PR, Toronto
TR FOR TEACHER	NAVNEET	NAVNEET	FCB INTERFACE, Mumbai / FCB BRASIL, INDIA Sao Paulo		
GOLDEN DATES	AMP ASSOCIATION FOR THE ELDERLY	AMP ASSOCIATION FOR THE ELDERLY	LEO BURNETT LISBOA	PORTUGAL	
CRY FOR THE LAW	TETA & TETA SPAIN	TETA	LOLA MULLENLOWE, Madrid	SPAIN	LOLA MULLENLOWE, Madrid
SUPERSTAR RAVI	ADIDAS	ADIDAS ORIGINALS	HAVAS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES	RED HAVAS MIDDLE EAST, Dubai
#KEEPTHEGREY	DOVE	DOVE	EDELMAN, Toronto	CANADA	EDELMAN, Toronto
THE HORNICULTURAL SOCIETY	RELATE	RELATIONSHIP CHARITY	OGILVY, London	UNITED KINGDOM	OGILVY, London
F06 (Breakthrough on a Budget)					

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THE DIAPER	BABY2BABY	THE DIAPER	MOTHER, California	USA	GOOP, Los Angeles / BABY2BABY, Los Angeles
#FINDTHEKETCHUPBOATGUY	THE KRAFT HEINZ COMPANY	HEINZ KETCHUP	THE KITCHEN, Toronto	CANADA	ZENO GROUP, Chicago
THE WATER OF JUSTICE	LTDH, TUNISIAN LEAGUE FOR THE DEFENSE OF HUMAN RIGHTS	THE WATER OF JUSTICE	3SG, Tunis	TUNISIA	3SG, Tunis
DUMPSTER DELI	FUTURE IN OUR HANDS	NEW FOOD WASTE LAW	PUBICIS KITCHEN, OSLO	NORWAY	
MICHELOB GUY	MICHELOB ULTRA	MICHELOB ULTRA	MICHELOB ULTRA, New York	USA	WIEDEN+KENNEDY, New York / DRAFTLINE, New York
F07 (Corporate Purpose & Social Responsibility)					
PORTUGUESE (RE)CONSTITUTION	PENGUIN RANDOM HOUSE	PENGUIN BOOKS	FCB LISBON	PORTUGAL	
POLLUTION PENCILS	HALEON	OTRIVIN	WUNDERMAN THOMPSON, Singapore	SINGAPORE	HILL+KNOWLTON STRATEGIES, London
R PLATES	MYCAR TYRE & AUTO	MYCAR TYRE & AUTO	TBWA/SYDNEY	AUSTRALIA	ELEVEN, Sydney / FLEISHMANHILLARD, Sydney
TRULY DESTROYED	DUTCH SALVATION ARMY RESHARE	DUTCH SALVATION ARMY RESHARE	CLOUDFACTORY, Amsterdam	THE NETHERLANDS	
CERTIFIED CARE	RAID	SC JOHNSON / RAID	ENERGY BBDO, Chicago	USA	ZENO GROUP, Chicago
STAGE ZERO COLLECTION	LOVE & NUDES	LOVE & NUDES	McCANN, Toronto	CANADA	WEBER SHANDWICK, Toronto
CORRECT THE INTERNET	TEAM HEROINE	CORRECT THE INTERNET	DDB NEW ZEALAND, Auckland	NEW ZEALAND	DDB NEW ZEALAND, Auckland
WELL-BEING INDEX (GDW)	NIKKEI INC.	WELL-BEING INDEX	DENTSU INC., Tokyo	JAPAN	DENTSU INC., Tokyo
WORKING WITH CANCER	MEMORIAL SLOAN KETTERING CANCER CENTER (MSK)	WORKING WITH CANCER PLEDGE	LA FOUNDATION PUBLICIS, Chicago / PUBLICIS CONSEIL, Paris / LE TRUC, New York / PUBLICIS GROUPE UK, London	USA	PUBLICIS CONSULTANTS, Paris / MSL, New York
RUNNER 321	ADIDAS	ADIDAS	FCB TORONTO	CANADA	CURRENT STUDIOS, Toronto
ICELAND FOOD CLUB	ICELAND FOODS	SUPERMARKET RETAILER	KETCHUM, London	UNITED KINGDOM	KETCHUM, London
900 MINUTES FOR EQUALITY	CORONA	CORONA	WE BELIEVERS, New York	USA	
LET HER GROW	DOVE	DOVE BRAND	EDELMAN, Bangkok	THAILAND	EDELMAN, Bangkok
THE LAST PHOTO	ITV X CALM	ITV X CALM	adam&eveDDB, London	UNITED KINGDOM	HOPE & GLORY, London
F08 (Market Disruption)					
THE UNBURNABLE BOOK	PENGUIN BOOKS RANDOM HOUSE	PENGUIN BOOKS RANDOM HOUSE	RETHINK, Toronto	CANADA	
BRING HOME THE BUD	BUDWEISER	BUDWEISER BEER	WIEDEN+KENNEDY, New York / WIEDEN+KENNEDY, Sao Paulo	USA	ALLISON+PARTNERS, New York
THE CLOSER	HEINEKEN	HEINEKEN	PUBLICIS ITALY LEPUB, Milan	ITALY	EDELMAN, London / FAST HORSE, Minneapolis
THE MAMMOTH MEATBALL	VOW	CULTURED MEAT	WUNDERMAN THOMPSON BENELUX, Antwerp	BELGIUM	WUNDERMAN THOMPSON BENELUX, Antwerp / FOR THE RIGHT REASONS, Amsterdam / BCW, New York
ICELAND FOOD CLUB	ICELAND FOODS	SUPERMARKET RETAILER	KETCHUM, London	UNITED KINGDOM	KETCHUM, London