

# 2023 SHORTLIST

## Social & Influencer



CANNES LIONS 70

Title	Brand	Product / Service	Entrant / Idea Creation	Location	Production
<b>A01 (Food &amp; Drink)</b>					
MICHELOB GUY	MICHELOB ULTRA	MICHELOB ULTRA	MICHELOB ULTRA, New York	USA	WIEDEN+KENNEDY, New York / DRAFTLINE, New York
HEINZ A.I. KETCHUP	KRAFT HEINZ	HEINZ KETCHUP	RETHINK, Toronto	CANADA	RETHINK, Toronto
THE MAMMOTH MEATBALL	VOW	CULTURED MEAT	WUNDERMAN THOMPSON BENELUX, Antwerp	BELGIUM	WEFILM CREATIVE AGENCY, Amsterdam / WUNDERMAN THOMPSON, Sydney / AMBASSADORS, Amsterdam / AMP AMSTERDAM // THE SONIC BRANDING COMPANY, Amsterdam / MONWEST, Amsterdam
<b>A02 (Consumer Goods)</b>					
MATCH STIX SNATCH	FENTY BEAUTY	FENTY MATCH STIX	@GRACEMCHOI, New York / FENTY BEAUTY, San Francisco	USA	@GRACEMCHOI, New York
THE COST OF BEAUTY	DOVE MASTERBRAND	DOVE	Ogilvy, London / Ogilvy, Toronto	UNITED KINGDOM	SMUGGLER, London
<b>A03 (Healthcare)</b>					
DRAMATIC TRANSFORMATION	ASICS	ASICS	GOLIN, London	UNITED KINGDOM	GOLIN, London
<b>A04 (Automotive)</b>					
UNHASHTAGGED PLACES	RENAULT	ALASKAN OUTSIDER	PUBLICIS, Buenos Aires	ARGENTINA	TRESBIENI, Martinez
<b>A05 (Retail)</b>					
WHY IS THIS A SWIGGY AD?	SWIGGY	SWIGGY	TALENTED.AGENCY, Bangalore	INDIA	ROOTED FILMS, Mumbai / THOUGHTLINE DESIGN STUDIO, Mumbai
WORLD CUP DELIVERY	PEDIDOS YA	PEDIDOS YA APP	GUT, Buenos Aires	ARGENTINA	GUT, Buenos Aires / PAISANOS.IO, Buenos Aires
MISSION: WHOPPER	BURGER KING	WHOPPER	DAVID, Sao Paulo / DAVID, Buenos Aires	BRAZIL	
<b>A06 (Travel / Leisure)</b>					
AIRPLANE CELEBRATION	TRANSAVIA	FLIGHTS / AIRLINE TICKETS	MARCEL, Paris	FRANCE	MARCEL, Paris
<b>A07 (Media / Entertainment)</b>					
SING IT RIGHT WITH SPOTIFY LYRICS	SPOTIFY	SPOTIFY	JUICE SINGAPORE / UM SINGAPORE, Singapore	SINGAPORE	SIXTOES TV, Singapore / CHAMNIS EYES, Bangkok / INDIE.GO MEDIA, Manila / NEOBUNGLOM STUDIO, Jakarta
WEDNESDAY HATES MARKETING	NETFLIX	WEDNESDAY ON NETFLIX	NETFLIX MARKETING PARTNERSHIPS, Los Angeles / TRAILER PARK, New York / ART MACHINE, Los Angeles	USA	TRAILER PARK, New York / ART MACHINE, Los Angeles / HUSTLE LA, Los Angeles
QUE MIRA BOBOT	NETFLIX	NETFLIX ENTERTAINMENT	ISLA REPUBLICA, Buenos Aires	ARGENTINA	LANDIA, Buenos Aires
CALL ME, WITH TIMOTHEE CHALAMET	APPLE	APPLE TV+	TBWAMEDIA ARTS LAB, Los Angeles	USA	MJZ, Los Angeles
MTV BOTHARD	MTV	MUSIC TELEVISION	DDB MUDRA GROUP, Mumbai	INDIA	KRDS SOFTWARE DEVELOPMENT PVT LTD, Chennai
<b>A08 (Consumer Services / Business to Business)</b>					
NXT LVL	BANK OF MONTREAL	BANK OF MONTREAL	FCB TORONTO	CANADA	UNIFIED CONTENT, Toronto
<b>A09 (Not-for-profit / Charity / Government)</b>					
THE RELUCTANT SHANTY	AUSTRALIANS FOR UNHCR	UNHCR	BMF, Sydney	AUSTRALIA	FINCH, Sydney
I'M NEALE DANIHER	FIGHTMND	FIGHTMND	CLEMENGER BBDO, Sydney	AUSTRALIA	FINCH, Sydney
<b>B01 (Community Management)</b>					
WORLD CUP DELIVERY	PEDIDOS YA	PEDIDOS YA APP	GUT, Buenos Aires	ARGENTINA	GUT, Buenos Aires / PAISANOS.IO, Buenos Aires
<b>B02 (Audience Targeting / Engagement Strategies)</b>					
THAT'S NOT MY NAME	DOVE	DOVE	OLIVER, Sao Paulo	BRAZIL	PLAY IT AGAIN, São Paulo
WEDNESDAY HATES MARKETING	NETFLIX	WEDNESDAY ON NETFLIX	NETFLIX MARKETING PARTNERSHIPS, Los Angeles / TRAILER PARK, New York / ART MACHINE, Los Angeles	USA	TRAILER PARK, New York / ART MACHINE, Los Angeles / HUSTLE LA, Los Angeles
FLIPVERTISING	SAMSUNG	SAMSUNG GALAXY Z FLIP4	CHEP NETWORK, Sydney	AUSTRALIA	THE SWEETSHOP, Sydney
OREO CHEAT COOKIES	MONDELEZ EUROPE	OREO	SAATCHI & SAATCHI, Dusseldorf	GERMANY	ICONOCLAST, Berlin
ECYCLELAND	INTEL	INTEL	VMLY&R, Kansas City	USA	
BAR EXPERIENCE	HEINEKEN	HEINEKEN	PUBLICIS ITALY   LEPUB, Milan	ITALY	C41, Amsterdam
RUNNER 321	ADIDAS	ADIDAS	FCB TORONTO	CANADA	456 STUDIOS, Toronto
KITKAT RAMADAN IFTAR BAR	NESTLÉ CANADA	KITKAT	RETHINK, Toronto	CANADA	WESTSIDE, Toronto
READY PLAYER MOM	ENTEROGERMINA	ENTEROGERMINA	MRM, Madrid	SPAIN	SAILOR STUDIO, Sao Paulo
<b>B03 (Real-time Response)</b>					
THE MOST VALUABLE TWEET	FIAT	FIAT	LEO BURNETT TAILOR MADE, Sao Paulo	BRAZIL	LEO BURNETT TAILOR MADE, Sao Paulo
PHILADELPHIA SCHMEAR SOCKS	KRAFT HEINZ - PHILADELPHIA CREAM CHEESE	PHILADELPHIA CREAM CHEESE	RETHINK, Toronto	CANADA	
FOLLOW THEIR LEADER	NON-VIOLENCE PROJECT FOUNDATION	NON-VIOLENCE PROJECT FOUNDATION	NORD DDB, Stockholm / NORD DDB, Copenhagen	SWEDEN	
#KEEPTHEGREY	DOVE	DOVE	EDELMAN, Toronto	CANADA	EDELMAN, Toronto
#TURNYOURBACK	DOVE	DOVE	Ogilvy, London / DAVID, Madrid	UNITED KINGDOM	DAVID, Sao Paulo
ADOPT A STRAY	FRESH STEP	FRESH STEP	FCB CHICAGO	USA	
<b>B04 (Social Data &amp; Insight)</b>					
TRENDING 2 TABLE	VOILÁ BY SOBEYS	VOILÁ	FCB TORONTO	CANADA	456 STUDIOS, Toronto
SCROLLING THERAPY	EUROFARMA	EUROFARMA	DENTSU CREATIVE, Buenos Aires / DENTSU CREATIVE, New York / DENTSU CREATIVE, Chicago	ARGENTINA	FRIENDS AND FAMILY, Los Angeles / THE YOUTH, Curitiba
<b>B05 (Brand Storytelling)</b>					
THE NAME	PROCTER & GAMBLE	PROCTER & GAMBLE	R/GA, New York	USA	SANCTUARY CONTENT, Los Angeles

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THE RELUCTANT SHANTY	AUSTRALIANS FOR UNHCR	UNHCR	BMF, Sydney	AUSTRALIA	FINCH, Sydney
MICHELOB GUY	MICHELOB ULTRA	MICHELOB ULTRA	MICHELOB ULTRA, New York	USA	WIEDEN+KENNEDY, New York / DRAFTLINE, New York
RIDICULOUS EXCUSES NOT TO BE INCLUSIVE	COORDOWN	WORLD DOWN SYNDROME DAY 2023	INDIANA PRODUCTION COMPANY, Milan / SMALL, New York	ITALY	INDIANA PRODUCTION COMPANY, Milan / TINYGIANT, New York
FIGHTING TO REMEMBER	ZIKARON BASLON	FIGHTING TO REMEMBER	McCANN, Tel Aviv	ISRAEL	
CALL ME, WITH TIMOTHEE CHALAMET	APPLE	APPLE TV+	TBWAMEDIA ARTS LAB, Los Angeles	USA	MJZ, Los Angeles
#BLACKHAIRISPROFESSIONAL	DOVE MASTERBRAND	DOVE	Ogilvy, London / Ogilvy, New York / Ogilvy, Washington	UNITED KINGDOM	
<b>B06 (Innovative Use of Community)</b>					
WHY IS THIS A SWIGGY AD?	SWIGGY	SWIGGY	TALENTED.AGENCY, Bangalore	INDIA	ROOTED FILMS, Mumbai / THOUGHTLINE DESIGN STUDIO, Mumbai
ILLITERATE ADS	PEPCO	PEPCO BACK TO SCHOOL	VML&R, Bucharest	ROMANIA	LOOPS PRODUCTION, Bucharest
THE SYSTEMIC RACISM PIN	AMNISTIE INTERNATIONALE CANADA FRANCOPHONE	HELPING PROTECT HUMAN RIGHTS	TAXI, Montreal	CANADA	ROMEO & FILS, Montreal
INMYSEAT	SISTA FUND/UN WOMEN FRANCE	SISTA FUND/UN WOMEN FRANCE	BETC, Paris	FRANCE	GENERAL POP, Paris
MISSION: WHOPPER	BURGER KING	WHOPPER	DAVID, Sao Paulo / DAVID, Buenos Aires	BRAZIL	
<b>B07 (Metaverse, New Realities &amp; Emerging Tech)</b>					
HEINZ A.I. KETCHUP	KRAFT HEINZ	HEINZ KETCHUP	RETHINK, Toronto	CANADA	RETHINK, Toronto
SAVED MEMORIES	TRANSLAR E.V / TRANS-IDENT E.V / ROSA STRIPPE	AWARENESS FOR TRANSGENDER	SERVICEPLAN, Munich	GERMANY	CREAMLABS AI, Munich
<b>C01 (Organic Reach &amp; Influence)</b>					
HAMSTREAMERS	KFC & GREFUSA	KFC FLAVORED SUNFLOWER SEEDS	PS21, Madrid	SPAIN	JUPITER FILMS, Madrid
CHEETLE IN CHEADLE	CHEETOS	CHEETOS	CITIZEN RELATIONS, Toronto	CANADA	
RAISE YOUR ARCHES	MCDONALD'S	MCDONALD'S	LEO BURNETT, London	UNITED KINGDOM	MOXIE PICTURES, London
UNORIGINALS	ALDI UK	BRANDED MERCHANDISE	McCANN, Prestbury	UNITED KINGDOM	CRAFT, Macclesfield
MCDRIP	MCDONALD'S	MCDONALD'S	NORD DDB, Helsinki	FINLAND	NORD DDB, Helsinki
THE COST OF GOLD	URIHI YANOMAMI ASSOCIAÇÃO	URIHI YANOMAMI	DM9, Sao Paulo	BRAZIL	
#KEEPTHEGREY	DOVE	DOVE	EDELMAN, Toronto	CANADA	EDELMAN, Toronto
#OPTINK	JUNGE HELDEN E.V.	ORGAN DONOR RECRUITMENT	McCANN, Paris	FRANCE	
ORANGE - SAFE ZONE	ORANGE	SAFE ZONE	PUBLICIS CONSEIL, Paris	FRANCE	BEM.BUILDERS, Paris
#TURNYOURBACK	DOVE	DOVE	Ogilvy, London / DAVID, Madrid	UNITED KINGDOM	DAVID, Sao Paulo
<b>C02 (Partnerships)</b>					
CHAMPIONS LEAGUE CRASHERS	PEPSICO PURCHASE	LAY'S	SLAP GLOBAL, New York	USA	WASHINGTON SQUARE FILMS, New York / UNITS, London
GOLDFISH HAND DISH	CAMPBELL'S SNACK COMPANY	GOLDFISH	SAATCHI & SAATCHI, New York	USA	STINK FILMS, Los Angeles / ZING + HOW DESIGN, Chicago / GENTLE GIANT STUDIOS, Burbank
THE DIAPER	BABYZBABY	THE DIAPER	MOTHER, California	USA	MOTHER, California
HEINZ VIINTAGE DRIP	KRAFT HEINZ	HEINZ KETCHUP	RETHINK, Toronto	CANADA	UNDIVIDED CREATIVE INC., Toronto
MCDRIP	MCDONALD'S	MCDONALD'S	NORD DDB, Helsinki	FINLAND	NORD DDB, Helsinki
DON'T MISS A THING	INTERPOLIS	REDUCING THE NUMBER OF ROAD FATALITIES DUE TO MOBILE PHONE USE IN TRAFFIC	WFFILM CREATIVE AGENCY, Amsterdam / INTERPOLIS, Tilburg / WFFILM CREATIVE AGENCY, Amsterdam	THE NETHERLANDS	WFFILM CREATIVE AGENCY, Amsterdam / AMP.AMSTERDAM // THE SONIC BRANDING COMPANY, Amsterdam / LASER BY SONY MUSIC, Amsterdam
<b>C03 (Innovative Use of Influencers)</b>					
INFLUENCERS' FRIENDS	POKER	POKER BEER	DDB COLOMBIA, Bogota	COLOMBIA	LO'S NOTARIOS, Bogota
THE HEARTBURN FACE	ENO	ENO ANTIACID	PUBLICIS LEON, Sao Paulo	BRAZIL	SURREAL HOTEL ARTS, Sao Paulo / JAMUTE, Sao Paulo
FILES OF FREEDOM	MERCADO LIBRE	MERCADO LIBRE	GUT, Sao Paulo	BRAZIL	DOGS CAN FLY, Sao Paulo / DLKTSN, Sao Paulo / PINGADO AUDIO, Sao Paulo
THE ZÉ THEORY	ZÉ DELIVERY	ZÉ DELIVERY   BEER DELIVERY APP	GUT, Sao Paulo	BRAZIL	AMBEV, Sao Paulo / DLKTSN, Sao Paulo / EVIL TWIN, Sao Paulo / BLACK MADRE, Sao Paulo / STUDIO PAULO BARROS, Sao Paulo
THE FANCY CHEESE TAKEDOWN	KRAFT SINGLES	CHEESE	JOHANNES LEONARDO, New York	USA	RAP OFF NFT, LLC, Los Angeles / LOOGAROO, Miramichi
#BRINGBACK2011	OREO INDIA	OREO COOKIE	LEO BURNETT, Mumbai	INDIA	
THE GREAT CELEBRITY HACK	BURGER KING	FAST FOOD RESTAURANT	LEO BURNETT, Mumbai	INDIA	
FIGHTING TO REMEMBER	ZIKARON BASLON	FIGHTING TO REMEMBER	McCANN, Tel Aviv	ISRAEL	
LOVE SQUAD	WAOO	WAOO	UNCLE GREY, Copenhagen	DENMARK	UNCLE GREY, Copenhagen / FOREVR, Copenhagen
NEVER DONE EVOLVING FEAT SERENA	NIKE	NIKE	AKQA, Sao Paulo / AKQA, Portland / AKQA, Melbourne	BRAZIL	HEFTY, Sao Paulo
<b>D01 (Content Placement)</b>					
SAUCE QUEST	MCDONALD'S	MCDONALD'S MCNUGGET SAUCES	DDB, Sydney	AUSTRALIA	THE POOL COLLECTIVE, Sydney
ESCAPE THE LOOP	THE INTERNATIONAL OCD FOUNDATION	THE INTERNATIONAL OCD FOUNDATION	Ogilvy, Copenhagen	DENMARK	GREY HEALTH & WELLNESS EMEA, Copenhagen
<b>D02 (Social Film)</b>					
WHO - A THREAD MOVIE	PRIME VIDEO	PRIME VIDEO	HEREZIE, Paris	FRANCE	UNFOLD PRODUCTION, PARIS
THE ULTIMATE RICKROLL	CSAA INSURANCE GROUP	AAA AUTO & HOME INSURANCE (INSURAAANCE)	DELOITTE DIGITAL, New York	USA	SUPPLY & DEMAND, Los Angeles / AWESOME, Tel Aviv / BARKING OWL, Los Angeles
THE AD YOU STAY IN	HILTON	HILTON	TBWA/CHIATDAY, New York City	USA	ISTAVEMACHINE, New York / INFLUENTIAL, Las Vegas
THE MOVIES THAT MADE (FROM) US	FIVE STAR	FIVE STAR CHICKEN	BDDO BANGKOK, Bangkok	THAILAND	BDDO BANGKOK, Bangkok / SUNETA HOUSE, Bangkok
RIDICULOUS EXCUSES NOT TO BE INCLUSIVE	COORDOWN	WORLD DOWN SYNDROME DAY 2023	INDIANA PRODUCTION COMPANY, Milan / SMALL, New York	ITALY	INDIANA PRODUCTION COMPANY, Milan / TINYGIANT, New York
#UNEXAMINABLE	THE VIF NETWORK	NGO WOMEN RIGHTS	DDB ROMANIA, Bucharest	ROMANIA	ABIS STUDIO, Bucharest
DIANA FLORES SUPER BOWL COMMERCIAL SURPRISE	NFL	NFL	NATIONAL FOOTBALL LEAGUE, Los Angeles	USA	NATIONAL FOOTBALL LEAGUE, Los Angeles
THE TIRED THUMBS	TIKTOK	SCREEN TIME FEATURE	FCB BRASIL, Sao Paulo	BRAZIL	FCB BRASIL, Sao Paulo / COOLMAN MEDIA, Los Angeles

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THE COST OF BEAUTY	DOVE MASTERBRAND	DOVE	OGILVY, London / OGILVY, Toronto	UNITED KINGDOM	SMUGGLER, London
SAVE THE FAVELA	KONZILLA RECORDS	A MOVEMENT OF THE MUSIC INDUSTRY AGAINST POLICE VIOLENCE	BETC HAVAS, Sao Paulo	BRAZIL	KONZILLA, Sao Paulo / SANTERIA, Sao Paulo / MAINSTREET RECORDS, Rio De Janeiro / CABARET, Sao Paulo
<b>D03 (Social Film Series)</b>					
THE INNOCENT EYES	VOIZ	VOIZ	OGILVY, Bangkok	THAILAND	FACTORY01, Bangkok
APPLE MUSIC SUPER BOWL HALFTIME SHOW - RIHANNA	APPLE MUSIC	APPLE MUSIC	APPLE, Los Angeles	USA	APPLE, Los Angeles
HEINZ KETCHUP FRAUD	HEINZ KETCHUP	HEINZ KETCHUP	RETHINK, Toronto	CANADA	WOLF CREDO PRODUCTIONS CO., Buenos Aires
<b>D04 (Co-Creation &amp; User Generated Content )</b>					
WHY IS THIS A SWIGGY AD?	SWIGGY	SWIGGY	TALENTED.AGENCY, Bangalore	INDIA	ROOTED FILMS, Mumbai / THOUGHTLINE DESIGN STUDIO, Mumbai
I'M NEALE DANIHER	FIGHTMND	FIGHTMND	CLEMENGER BBDO, Sydney	AUSTRALIA	FINCH, Sydney
RAISE YOUR ARCHES	MCDONALD'S	MCDONALD'S	LEO BURNETT, London	UNITED KINGDOM	MOXIE PICTURES, London
UNBRANDED MENU	MCDONALD'S	MCDONALD'S	LEO BURNETT, Manila	THE PHILIPPINES	
FILES OF FREEDOM	MERCADO LIBRE	MERCADO LIBRE	GUT, Sao Paulo	BRAZIL	DOGS CAN FLY, Sao Paulo / DLKTSN, Sao Paulo / PINGADO AUDIO, Sao Paulo
<b>D05 (Social Commerce)</b>					
GO TO YOUR HAPPY PRICE	PRICELINE	PRICELINE	MIRIMAR, Los Angeles	USA	EPOCH FILMS, New York
GALLERY OF MEME	ARTRADE LATAM	ART ECOMMERCE	DDB COLOMBIA, Bogota	COLOMBIA	LA OCTAVA, Bogota
<b>E01 (Multi-platform Social Campaign )</b>					
APPLE MUSIC SUPER BOWL HALFTIME SHOW - RIHANNA #BRINGBACK2011	APPLE MUSIC	APPLE MUSIC	APPLE, Los Angeles	USA	APPLE, Los Angeles
	OREO INDIA	OREO COOKIE	LEO BURNETT, Mumbai	INDIA	
<b>E02 (Sponsorship &amp; Brand Partnership)</b>					
APPLE MUSIC SUPER BOWL HALFTIME SHOW - RIHANNA	APPLE MUSIC	APPLE MUSIC	APPLE, Los Angeles	USA	APPLE, Los Angeles
TIDE LUCKY JERSEY	TIDE	TIDE HYGIENIC CLEAN POWER PODS	SAATCHI & SAATCHI, New York	USA	DIVISION7, Los Angeles
CASHBACK FOR YOUR JERSEY'S BACK	FLASH	FLASH CORPORATE CARD	FCB BRASIL, Sao Paulo	BRAZIL	FCB BRASIL, Sao Paulo
EMILY IN PARIS X MCBAGUETTE	MCDONALD'S	MCBAGUETTE	STARCOM, Paris	FRANCE	TBWA  Paris, Paris
EBAY PRE-LOVED ISLAND	EBAY UK	EBAY	McCANN, London	UNITED KINGDOM	CRAFT, London / DEPT, London / FEED, London
OTHER MC'S	HEINZ	HEINZ PICKLES KETCHUP	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	MOSAICO FILMES, Sao Paulo / ANTFOOD, Sao Paulo / HALLEY SOUND, Sao Paulo
<b>E03 (Social Purpose)</b>					
THE DIAPÉR	BABY2BABY	THE DIAPÉR	MOTHER, California	USA	MOTHER, California
THROUGH THEIR EYES	MAYBELLINE NEW YORK	MAYBELLINE NEW YORK	HERO, Melbourne	AUSTRALIA	TRUCE FILMS, Melbourne
EMPTY PLATES	UAE GOVERNMENT MEDIA OFFICE	NON-PROFIT / CHARITY	SAATCHI & SAATCHI ME, Dubai	UNITED ARAB EMIRATES	PRODIGIOUS, Dubai / VOX HAUS, Porto Alegre
VOTENITE!	POLITIZE!	POLITIZE!	DRUID CREATIVE GAMING, Sao Paulo	BRAZIL	PIXEL HUNTERS, Sao Paulo
ILLITERATE ADS	PEPCO	PEPCO BACK TO SCHOOL	VMLY&R, Bucharest	ROMANIA	LOOPS PRODUCTION, Bucharest
THE SYSTEMIC RACISM PIN	AMNISTIE INTERNATIONALE CANADA FRANCOPHONE	HELPING PROTECT HUMAN RIGHTS	TAXI, Montreal	CANADA	ROMEO & FILS, Montreal
#KEEPTHEGREY	DOVE	DOVE	EDELMAN, Toronto	CANADA	EDELMAN, Toronto
#OPTINK	JUNGE HELDEN E.V.	ORGAN DONOR RECRUITMENT	McCANN, Paris	FRANCE	
RUNNER 321	ADIDAS	ADIDAS	FCB TORONTO	CANADA	456 STUDIOS, Toronto
SCROLLING THERAPY	EUROFARMA	EUROFARMA	DENTSU CREATIVE, Buenos Aires / DENTSU CREATIVE, New York / DENTSU CREATIVE, Chicago	ARGENTINA	FRIENDS AND FAMILY, Los Angeles / THE YOUTH, Curitiba
<b>F01 (Local Brand )</b>					
TKS FOR THE AD	GOL AIRLINES	GOL AIRLINES	ALMAPBDO, Sao Paulo	BRAZIL	ALMAPBDO, Sao Paulo / SATELITE AUDIO, Sao Paulo
<b>F02 (Challenger Brand)</b>					
REVIEW HACKING	SKODA	SKODA	DDB, Paris	FRANCE	
UNORIGINALS	ALDI UK	BRANDED MERCHANDISE	McCANN, Prestbury	UNITED KINGDOM	CRAFT, Macclesfield
AIRPLANE CELEBRATION	TRANSAVIA	FLIGHTS / AIRLINE TICKETS	MARCEL, Paris	FRANCE	MARCEL, Paris
<b>F03 (Single-market Campaign)</b>					
THE UNSTAINABLE THOBE	HEINZ	HEINZ KETCHUP	WUNDERMAN THOMPSON, Dubai	UNITED ARAB EMIRATES	
CHEETLE IN CHADLE	CHEETOS	CHEETOS	CITIZEN RELATIONS, Toronto	CANADA	
MCDRIP	MCDONALD'S	MCDONALD'S	NORD DDB, Helsinki	FINLAND	NORD DDB, Helsinki
<b>F04 (Social Behaviour)</b>					
DRAMATIC TRANSFORMATION	ASICS	ASICS	GOLIN, London	UNITED KINGDOM	GOLIN, London
FIAMA TALKING MEMES	FIAMA	NA	BRAND DAVID COMMUNICATIONS, Mumbai	INDIA	HUNGRY FILMS, Mumbai
NXT LVL	BANK OF MONTREAL	BANK OF MONTREAL	FCB TORONTO	CANADA	UNIFIED CONTENT, Toronto
THE COST OF BEAUTY	DOVE MASTERBRAND	DOVE	OGILVY, London / OGILVY, Toronto	UNITED KINGDOM	SMUGGLER, London
ESCAPE THE LOOP	THE INTERNATIONAL OCD FOUNDATION	THE INTERNATIONAL OCD FOUNDATION	OGILVY, Copenhagen	DENMARK	GREY HEALTH & WELLNESS EMEA, Copenhagen
SCROLLING THERAPY	EUROFARMA	EUROFARMA	DENTSU CREATIVE, Buenos Aires / DENTSU CREATIVE, New York / DENTSU CREATIVE, Chicago	ARGENTINA	FRIENDS AND FAMILY, Los Angeles / THE YOUTH, Curitiba
<b>F05 (Cultural Insight)</b>					
STAIN NOT SHAME	ZEVA FASHION	ZEVA FASHION	SCANAD, Nairobi	KENYA	
VOTENITE!	POLITIZE!	POLITIZE!	DRUID CREATIVE GAMING, Sao Paulo	BRAZIL	PIXEL HUNTERS, Sao Paulo

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#OPTINK	JUNGE HELDEN E.V.	ORGAN DONOR RECRUITMENT	McCANN, Paris	FRANCE	
ATURA O BAILE (PUT UP WITH THE DANCE)	BUDWEISER	INSTITUTIONAL	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	KONDZILLA, Sao Paulo / CANJA AUDIO CULTURE, Curitiba
COINCIDENCES	QUILMES	BEER	AB INBEV, Buenos Aires	ARGENTINA	ARGENTINACINE, Buenos Aires
<b>F06 (Breakthrough on a Budget)</b>					
IC	HEETCH	HEETCH	BETC, Paris	FRANCE	GUM, Paris
I'M NEALE DANIHER	FIGHTMND	FIGHTMND	CLEMENGER BBDO, Sydney	AUSTRALIA	FINCH, Sydney
HARDWEAR STYLE	EL LAGAR	HARDWARE STORE	GARNIER BBDO, San José	COSTA RICA	KAJU, San Jose
MICHELOB GUY	MICHELOB ULTRA	MICHELOB ULTRA	MICHELOB ULTRA, New York	USA	WIEDEN+KENNEDY, New York / DRAFTLINE, New York
UNBRANDED MENU	MCDONALD'S	MCDONALD'S	LEO BURNETT, Manila	THE PHILIPPINES	
CHIPOTLE - IT'S CORN	CHIPOTLE	CHIPOTLE CORN SALSA	DAY ONE AGENCY, New York / CHIPOTLE MEXICAN GRILL, Newport Beach	USA	DAY ONE AGENCY, New York / CHIPOTLE MEXICAN GRILL, Newport Beach
BILL IT TO BEZOS	JANE/FINCH COMMUNITY CENTRE	JANE/FINCH COMMUNITY CENTRE	Angry Butterfly, Toronto	CANADA	Angry Butterfly, Toronto
WELL THIS IS AWKWARD	BUDWEISER	BUDWEISER	COPA90, London / BUDWEISER - ANHEUSER-BUSCH COMPANIES, New York / DRAFTLINE EUROPE, London	UNITED KINGDOM	BUDWEISER - ANHEUSER-BUSCH COMPANIES, New York
VOICE OF THE CHECKOUT	TESCO	TESCO RETAILER	BBH, London	UNITED KINGDOM	
<b>F07 (Corporate Purpose &amp; Social Responsibility)</b>					
THE RISE	GROWNEY	SUSTAINABLE ETFS FROM GROWNEY	PHILIPP UND KEUNTJE, Hamburg	GERMANY	PHILIPP UND KEUNTJE, Hamburg
HEARING CHALLENGE	VODACOM	HEARINGZA APP	VMLY&R, Johannesburg	SOUTH AFRICA	VMLY&R, Johannesburg / SLIKORNLIFE, Sandton
THE BEST-SELLER CONSTITUTION	MERCADO LIBRE	MERCADO LIBRE	GUT, Sao Paulo	BRAZIL	HEFTY, Sao Paulo
THE EXILED TEAM	BRAHMA BEER	INSTITUTIONAL	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	MOONHEIST, Sao Paulo / SATELITE AUDIO, Sao Paulo
<b>F08 (Market Disruption)</b>					
OTHER MC'S	HEINZ	HEINZ PICKLES KETCHUP	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL	MOSAICO FILMES, Sao Paulo / ANTFOOD, Sao Paulo / HALLEY SOUND, Sao Paulo