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SHORTLIST

Outdoor Lions

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 CANNES LIONS

Title	Brand	Product / Service	Entrant / Idea Creation	Location
A01 (Food & Drink)				
SERENA	MICHELOB ULTRA	MICHELOB ULTRA	GUT, Miami	USA
ALEX	MICHELOB ULTRA	MICHELOB ULTRA	GUT, Miami	USA
ANTHONY	MICHELOB ULTRA	MICHELOB ULTRA	GUT, Miami	USA
BROOKS	MICHELOB ULTRA	MICHELOB ULTRA	GUT, Miami	USA
NNEKA	MICHELOB ULTRA	MICHELOB ULTRA	GUT, Miami	USA
BETTER WITH PEPSI - MCDONALD'S	PEPSI	PEPSI	ALMA DDB, Miami / PEPSICO, Purchase	USA
BETTER WITH PEPSI - BURGER KING	PEPSI	PEPSI	ALMA DDB, Miami / PEPSICO, Purchase	USA
BETTER WITH PEPSI - WENDY'S	PEPSI	PEPSI	ALMA DDB, Miami / PEPSICO, Purchase	USA
A04 (Automotive)				
IRMA	HYUNDAI GLOBAL	HYUNDAI	JUNG VON MATT AG, Hamburg	GERMANY
HAYIAN	HYUNDAI GLOBAL	HYUNDAI	JUNG VON MATT AG, Hamburg	GERMANY
A05 (Retail)				
SPECSAVERS 'DODGY INSTALL'	SPECSAVERS	SPECSAVERS	THE AGENCY, SPECSAVERS, Guernsey / SPECSAVERS, Guernsey	UNITED KINGDOM
KFC IKEA	KFC	KFC RESTAURANTS	PS21, Madrid	SPAIN
GIRLS	BURGER KING	BURGER KING	INGO HAMBURG, / OGILVY GERMANY, DA'sseldorf	GERMANY
COUPLE	BURGER KING	BURGER KING	INGO HAMBURG, / OGILVY GERMANY, DA'sseldorf	GERMANY
MOB GUYS	BURGER KING	BURGER KING	INGO HAMBURG, / OGILVY GERMANY, DA'sseldorf	GERMANY
RON'S	BURGER KING	BURGER KING - HOME DELIVERY	PUBLICIS MONTREAL, Montreal	CANADA
FROM 7:43AM TO 7:50PM	POPEYES LOUISIANA KITCHEN	POPEYES CHICKEN	GUT, Miami	USA
RADICCHIO	BURGER KING	RESTAURANTS	DAVID, Madrid	SPAIN
RED BELL PEPPER	BURGER KING	RESTAURANTS	DAVID, Madrid	SPAIN
A07 (Media / Entertainment)				
THE ART OF STEALING	NETFLIX	LUPIN	GONG, Gliwice / NETFLIX, Amsterdam	POLAND
A09 (Not-for-profit / Charity / Government)				
MARK THE TIME	CLEAN SLATE	CLEAN SLATE	R/GA, London	USA
WALL FOR WOMEN	YWCA METRO VANCOUVER	YWCA METRO VANCOUVER	RETHINK, Toronto	CANADA
B01 (Food & Drink)				
BETTER WITH PEPSI - MCDONALD'S	PEPSI	PEPSI	ALMA DDB, Miami / PEPSICO, Purchase	USA
BETTER WITH PEPSI - BURGER KING	PEPSI	PEPSI	ALMA DDB, Miami / PEPSICO, Purchase	USA
BETTER WITH PEPSI - WENDY'S	PEPSI	PEPSI	ALMA DDB, Miami / PEPSICO, Purchase	USA
SERENA	MICHELOB ULTRA	MICHELOB ULTRA	GUT, Miami	USA
B02 (Consumer Goods)				
DUMP	IKEA	IKEA FURNITURE	TRY, Oslo	NORWAY
YARD	IKEA	IKEA FURNITURE	TRY, Oslo	NORWAY
CURB	IKEA	IKEA FURNITURE	TRY, Oslo	NORWAY
WOODS	IKEA	IKEA FURNITURE	TRY, Oslo	NORWAY
NIGERIA	CONVERSE	UNITY LACES	JOE PUBLIC UNITED, Johannesburg	SOUTH AFRICA
LIVING ROOM	IKEA TRADING (THAILAND) LTD.	IKEA	OGILVY, Bangkok	THAILAND
KITCHEN	IKEA TRADING (THAILAND) LTD.	IKEA	OGILVY, Bangkok	THAILAND
RESTROOM	IKEA TRADING (THAILAND) LTD.	IKEA	OGILVY, Bangkok	THAILAND
JACK	VODACOM	VODACOM	VMLY&R, Johannesburg	SOUTH AFRICA
VINCENT & JULES	VODACOM	VODACOM	VMLY&R, Johannesburg	SOUTH AFRICA
B04 (Automotive)				
DISCONNECT	JEEP	JEEP	PUBLICIS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES
OFF-GRID	JEEP	JEEP	PUBLICIS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES
EXHALE	JEEP	JEEP	PUBLICIS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES
WALKER	VOLKSWAGEN	TAOS	ALMAPBBDO, SAEo Paulo	BRAZIL
BIKE	VOLKSWAGEN	TAOS	ALMAPBBDO, SAEo Paulo	BRAZIL
COW	VOLKSWAGEN	TAOS	ALMAPBBDO, SAEo Paulo	BRAZIL
B05 (Retail)				
TO-GO-OR-NOT-AVINFANTERIA	MCDONALD'S	TO GO	DDB, Guaynabo	PUERTO RICO
TO-GO-OR-NOT-GUAYNABO	MCDONALD'S	TO GO	DDB, Guaynabo	PUERTO RICO
TO-GO-OR-NOT-LOIZA	MCDONALD'S	TO GO	DDB, Guaynabo	PUERTO RICO
FROM 7:43AM TO 7:50PM	POPEYES LOUISIANA KITCHEN	POPEYES CHICKEN	GUT, Miami	USA
FROM 9:03AM TO 8:59PM	POPEYES LOUISIANA KITCHEN	POPEYES CHICKEN	GUT, Miami	USA
FROM 8:14AM TO 8:17PM	POPEYES LOUISIANA KITCHEN	POPEYES CHICKEN	GUT, Miami	USA
A DOG'S NAME	BURGER KING	RESTAURANTS	DAVID, Madrid	SPAIN
HYDROALCOHOLIC	BURGER KING	RESTAURANTS	DAVID, Madrid	SPAIN

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THE WRONG MESSAGE	BURGER KING	RESTAURANTS	DAVID, Madrid	SPAIN
MEAT?	BURGER KING	RESTAURANTS	DAVID, Madrid	SPAIN
B08 (Consumer Services / Business to Business)				
IMPRESSIONISM	WELTI-FURRER FINE ART TRANSPORT	WELTI-FURRER FINE ART TRANSPORT	RUF LANZ, Zürich	SWITZERLAND
REALISM	WELTI-FURRER FINE ART TRANSPORT	WELTI-FURRER FINE ART TRANSPORT	RUF LANZ, Zürich	SWITZERLAND
POP ART	WELTI-FURRER FINE ART TRANSPORT	WELTI-FURRER FINE ART TRANSPORT	RUF LANZ, Zürich	SWITZERLAND
B09 (Not-for-profit / Charity / Government)				
UNCOMFORTABLE TRUTH	HUMAN RIGHTS FOUNDATION	HUMAN RIGHTS FOUNDATION	TAXI CANADA, Toronto	CANADA
THE DAY-AFTER-WOMEN'S-DAY NEWSPAPERS	RAPARIGAS DA BOLA	RAPARIGAS DA BOLA	HAVAS, Lisbon	PORTUGAL
MIKE	LAZY SNEAKERS	LAZY SNEAKERS	VMLY&R, Wellington	NEW ZEALAND
REBEKA	LAZY SNEAKERS	LAZY SNEAKERS	VMLY&R, Wellington	NEW ZEALAND
ADRIAN	LAZY SNEAKERS	LAZY SNEAKERS	VMLY&R, Wellington	NEW ZEALAND
JOHANNA / JOHN	CENATRA (NATIONAL TRANSPLANT CENTER)	ORGAN DONOR	VMLY&R MEXICO, Mexico City	MEXICO
EMMA / EMILY	CENATRA (NATIONAL TRANSPLANT CENTER)	ORGAN DONOR	VMLY&R MEXICO, Mexico City	MEXICO
C01 (Animated Digital Screens)				
FEARLESS NIGHT	HANSAWAY	ASSOCIATION AGAINST SEXUAL HARASSMENT	TBWA, Paris	FRANCE
MINI SKIRT	URSULA KARVEN/ FRAUEN100/ HELL & KARRER COMMUNICATIONS GMBH	PETITION C190	THJNK, Munich	GERMANY
ALL SHE NEEDS	URSULA KARVEN/ FRAUEN100/ HELL & KARRER COMMUNICATIONS GMBH	PETITION C190	THJNK, Munich	GERMANY
KIA INSPIRING BILLBOARDS	KIA CORPORATION	KIA	INNOCEAN WORLDWIDE EUROPE, Berlin	GERMANY
PERIOD	URSULA KARVEN/ FRAUEN100/ HELL & KARRER COMMUNICATIONS GMBH	PETITION C190	THJNK, Munich	GERMANY
BEWARE OF MYRIAPOD	NETFLIX	THE WITCHER	FOUNDERS, Miami	USA
PIXELESS	THE HEINEKEN COMPANY	THE HEINEKEN COMPANY PORTFOLIO IN PERU	DO AGENCIA, Buenos Aires / LIMBA SERVICES SAC (HEINEKEN PERU), Lima	PERU
NEVERENDING CHASE	AFFINITY - ULTIMA	PET FOOD	HAVAS GROUP ITALY, Milan	ITALY
THE LIFEGIVING LIGHT	HSBC BANK	HSBC BANK	WUNDERMAN THOMPSON, Toronto	CANADA
VOLVO IN CHARGE OF THE COMPETITION	VOLVO	VOLVO	GREY BRAZIL, São Paulo	BRAZIL
THE BIGGER CRASH	HYUNDAI GLOBAL	HYUNDAI	JUNG VON MATT AG, Hamburg	GERMANY
GRACE	DOVE UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM
FREYA	DOVE UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM
ISABELLE	DOVE UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM
MADELEINE	DOVE UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM
C02 (Interactive / Dynamic Digital Screens)				
FIGHT SEXISM WITH SEXISM.	URSULA KARVEN/ FRAUEN100/ HELL & KARRER COMMUNICATIONS GMBH	PETITION C190	THJNK, Munich	GERMANY
FERTILITY FINDER	BABY QUEST FOUNDATION	FERTILITY FINDER	VMLY&R, New York	USA
D01 (Displays)				
BIHAR: CHOOSING TOMORROW	BBK FOUNDATION	CLIMATE CHANGE AND SUSTAINABILITY AWARENESS	LLYC, Madrid / BBK FOUNDATION, Bilbao (bizkaia)	SPAIN
NONARTIFICIAL MEXICO	BURGER KING	BURGER KING MEXICO	WE BELIEVERS, Brooklyn	USA
MARK THE TIME	CLEAN SLATE	CLEAN SLATE	R/GA, London	USA
THE REFUGEE JATOBA	INSTITUTIONAL	ARTICULATION OF INDIGENOUS PEOPLES OF BRAZIL (APIB)	AFRICA DDB, São Paulo	BRAZIL
D02 (Promotional Items & Printed Media)				
POSTER-POSTCARD-POST IT	TENCENT YOUTH SCIENCE FESTIVAL	TENCENT YOUTH SCIENCE FESTIVAL	TENCENT, Shenzhen	CHINA
SERVING BREAKFAST & LOOKS	7-ELEVEN	7-ELEVEN BREAKFAST	Å...KESTAM HOLST, Stockholm	SWEDEN
SCRATCHBOARDS	ACTIVISION	GAMES	DAVID, Madrid	SPAIN
D03 (Design for Promotional Items)				
SERVING BREAKFAST & LOOKS	7-ELEVEN	7-ELEVEN BREAKFAST	Å...KESTAM HOLST, Stockholm	SWEDEN
SEA LEVEL RE-BOOT	TRETORN	RAIN BOOT	FORSMAN & BODENFORS, Gothenburg	SWEDEN
OREO THINS PROTECTION PROGRAM	OREO	OREO THINS	THE COMMUNITY, Miami	USA
THE PONCHO POSTER	BRUSSELS MOBILITY	BIKE FOR BRUSSELS	MORTIERBRIGADE, Brussels	BELGIUM
D04 (Special Build)				
LIQUID BILLBOARD	ADIDAS	SWIMWEAR	HAVAS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES
CITY LIFE BILLBOARD	HINZ&KUNZT	LIFE SAVING BILLBOARD	PHILIPP UND KEUNTJE, Hamburg	GERMANY
GIVE 'EM SHIT!	LAUT GEGEN NAZIS E.V.	PIGEONS AGAINST THE FAR-RIGHT	PHILIPP UND KEUNTJE, Hamburg	GERMANY
DISCOVERY BILLBOARD	TERRE DES HOMMES	TERRE DES HOMMES	ACNE, Milano	ITALY
CATCH OF THE DAY 2050	SEA SHEPHERD	CATCH OF THE DAY 2050	OGILVY SOCIAL LAB, Amsterdam	THE NETHERLANDS
LA FALLA DE PAPEL	NETFLIX	TV SERIE	DAVID, Madrid	SPAIN
THE REFUGEE JATOBA	INSTITUTIONAL	ARTICULATION OF INDIGENOUS PEOPLES OF BRAZIL (APIB)	AFRICA DDB, São Paulo	BRAZIL
HIDDEN OUTDOORS	BOTTEGA VENETA	BOTTEGA VENETA	PUBLICIS ITALY, Milan	ITALY
NATURAL BAR: THE BAR THAT LEAVES NO TRACE	ABINBEV	CORONA	DAVID, Madrid	COLOMBIA
D05 (Live Advertising and Events)				
LIQUID BILLBOARD	ADIDAS	SWIMWEAR	HAVAS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES
PLASTIC FISHING TOURNAMENT	AB INBEV / CORONA	CORONA BEER	WE BELIEVERS, Brooklyn	USA

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THE UNWEARABLE COLLECTION	BOEHRINGER INGELHEIM	DISEASE AWARENESS	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	USA
LIFE, SCRIPTED: A SERIES OF SCREENPLAYS WRITTEN IN REAL-TIME	CHICAGO INTERNATIONAL FILM FESTIVAL	CHICAGO INTERNATIONAL FILM FESTIVAL	OGILVY, Chicago	USA
THE ART OF SELF EXAMINTION	MACMA	BREAST CANCER PREVENTION	DAVID, Buenos Aires	ARGENTINA
SINK THIS ISLAND	UN GLOBAL COMPACT	INSTITUTIONAL	ALMAPBBDO, SAEo Paulo	BRAZIL
D06 (Interactive Experiences)				
CITY LIFE BILLBOARD	HINZ&KUNZT	LIFE SAVING BILLBOARD	PHILIPP UND KEUNTJE, Hamburg	GERMANY
LIQUID BILLBOARD	ADIDAS	SWIMWEAR	HAVAS MIDDLE EAST, Dubai / RED HAVAS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES
STARAOKE	PRIME VIDEO	PRIME VIDEO	OGILVY, Milan	ITALY
D07 (Transit)				
WILMORE FUNERAL HOME	STARMED HEALTHCARE	STARMED HEALTHCARE	BOONEOAKLEY, Charlotte / STARMED HEALTHCARE, Charlotte	USA
X MAS TRUCK SAVER	AB INBEV	MODELO BEER	WE BELIEVERS, Brooklyn	USA
THE REFUGEE JATOBA	INSTITUTIONAL	ARTICULATION OF INDIGENOUS PEOPLES OF BRAZIL (APIB)	AFRICA DDB, SAEo Paulo	BRAZIL
SIGNS FROM BEYOND	GENERAL MOTORS / CHEVROLET	GENERAL MOTORS / CHEVROLET	COMMONWEALTH MCCANN, Mexico City	MEXICO
D08 (Immersive Experiences)				
BERLIN'S HEART STANDS STILL.	BERLINER VERKEHRSBETRIEBE (BVG) - AA-R	BVG	JUNG VON MATT AG, Hamburg	GERMANY
JEEP CODE	STELLANTIS	JEEP	PUBLICIS CANADA, Toronto	CANADA
E01 (Standard Sites)				
CITY LIFE BILLBOARD	HINZ&KUNZT	LIFE SAVING BILLBOARD	PHILIPP UND KEUNTJE, Hamburg	GERMANY
TAKE AWAY YOUR TAKE AWAY	MCDONALD'S	ICONIC TRASH	NORD DDB, Oslo	NORWAY
THE REFUGEE JATOBA	INSTITUTIONAL	ARTICULATION OF INDIGENOUS PEOPLES OF BRAZIL (APIB)	AFRICA DDB, SAEo Paulo	BRAZIL
THE TRUTH IS OUT THERE	NETFLIX	TV SERIES	DAVID, Madrid	SPAIN
ORELSAN'S RAP JOURNEY	PRIME VIDEO	ENTERTAINMENT	MARCEL, Paris	FRANCE
CHICAGO NOT IN CHICAGO	CITY OF CHICAGO	CHICAGO TOURISM	ENERGY BBDO, Chicago	USA
E02 (Ambient Outdoor)				
LIQUID BILLBOARD	ADIDAS	SWIMWEAR	HAVAS MIDDLE EAST, Dubai / RED HAVAS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES
BIHAR: CHOOSING TOMORROW	BBK FOUNDATION	CLIMATE CHANGE AND SUSTAINABILITY AWARENESS	LLYC, Madrid / BBK FOUNDATION, Bilbao (bizkaia)	SPAIN
HOPE REEF	MARS PETCARE	SHEBA PET	AMV BBDO, London	UNITED KINGDOM
THE REFUGEE JATOBA	INSTITUTIONAL	ARTICULATION OF INDIGENOUS PEOPLES OF BRAZIL (APIB)	AFRICA DDB, SAEo Paulo	BRAZIL
THOUGHTS & PRAYERS	CAUSE-RELATED CAMPAIGN	MARCH FOR OUR LIVES	MCCANN, New York	USA
HACK MARKET	BACK MARKET	MARKETPLACE FOR REFURBISHED ELECTRONIC GOODS	MARCEL, Paris	FRANCE
SINK THIS ISLAND	UN GLOBAL COMPACT	INSTITUTIONAL	ALMAPBBDO, SAEo Paulo	BRAZIL
CHILLBOARDS	COORS LIGHT	COORS LIGHT	DDB, Chicago / NORD DDB, Copenhagen / ADAM&EVEDDB, London	USA
E03 (Technology)				
HIGH FASHIONÆ™S FORAY INTO THE METAVERSE	EPIC GAMES/FORTNITE & BALENCIAGA	FORTNITE & BALENCIAGA	EPIC GAMES, INC., Cary / BALENCIAGA, Paris	USA
F01 (Local Brand)				
VISIBLE	ARRELS FUNDACIÀ	CARING FOR THE HOMELESS	SHERPA, Barcelona	SPAIN
THE ELECTIONS EDITION	ANNAHAR NEWSPAPER	ANNAHAR NEWSPAPER	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
THE ART OF SELF EXAMINTION	MACMA	BREAST CANCER PREVENTION	DAVID, Buenos Aires	ARGENTINA
F02 (Challenger Brand)				
BETTER WITH PEPSI	PEPSI	PEPSI	ALMA DDB, Miami / PEPSICO, Purchase	USA
THE REAL PROBLEM	ATHOS	LGBTQ+ NEWS	VMLY&R, SAEo Paulo	BRAZIL
F03 (Single-market Campaign)				
OUTLAW RUNNERS	DISTANCE	DISTANCE	BETC, Paris	FRANCE
THE ART OF STEALING	NETFLIX	LUPIN	GONG, Gliwice / NETFLIX, Amsterdam	POLAND
NONARTIFICIAL MEXICO	BURGER KING	BURGER KING MEXICO	WE BELIEVERS, Brooklyn	USA
NYC SAYS GAY	NEW YORK OFFICE OF THE MAYOR	GAY RIGHTS	VMLY&R, New York	USA
THE GENDERLESS BILLBOARD	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan	ITALY
RECOLOUR THE RAINBOW	SKITTLES	SKITTLES	ADAM&EVEDDB, London / DDB, Chicago	UNITED KINGDOM
SINK THIS ISLAND	UN GLOBAL COMPACT	INSTITUTIONAL	ALMAPBBDO, SAEo Paulo	BRAZIL
CHILLBOARDS	COORS LIGHT	COORS LIGHT	DDB, Chicago / NORD DDB, Copenhagen / ADAM&EVEDDB, London	USA
BRIDE ARMOUR	ABINBEV	CARLING BLACK LABEL	OGILVY SOUTH AFRICA, Johannesburg	SOUTH AFRICA
LIQUID BILLBOARD	ADIDAS	SWIMWEAR	HAVAS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES
F04 (Social Behaviour)				
OUTLAW RUNNERS	DISTANCE	DISTANCE	BETC, Paris	FRANCE
NOT FOR SALE, NOT FOR RENT	BANCO CAJA SOCIAL	BANCO CAJA SOCIAL FUNDATION	THE JUJU, Bogota	COLOMBIA
MCDONALD'S - REQRUITMENT	MCDONALD'S	REQRUITMENT	PUBLICIS CONSEIL, Paris	FRANCE
THE TRUTH IS OUT THERE	NETFLIX	TV SERIES	DAVID, Madrid	SPAIN
REVERSE SELFIE	DOVE UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM
BEYOND THE SURFACE	ADIDAS	SWIMWEAR	HAVAS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES

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Title	Brand	Product / Service	Entrant / Idea Creation	Location
F05 (Cultural Insight)				
LIQUID BILLBOARD	ADIDAS	SWIMWEAR	HAVAS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES
THE TRASH COLLECTION 2021	IKEA	IKEA FURNITURE	TRY, Oslo	NORWAY
YOU HAVE TO SEE IT	TIKTOK	TIKTOK	SAATCHI & SAATCHI, New York / LE TRUC, New York	USA
BEHIND THE MOST IMPORTANT JOB	NAVENT	ZONAJOB	TOGETHERWITH, Buenos Aires	ARGENTINA
THE ART OF STEALING	NETFLIX	LUPIN	GONG, Gliwice / NETFLIX, Amsterdam	POLAND
THE REALITY FLAG	HUMAN RIGHTS CAMPAIGN	EQUALITY ACT	VMLY&R, Chicago	USA
NONARTIFICIAL MEXICO	BURGER KING	BURGER KING MEXICO	WE BELIEVERS, Brooklyn	USA
THE ELECTIONS EDITION	ANNAHAR NEWSPAPER	ANNAHAR NEWSPAPER	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
F06 (Breakthrough on a Budget)				
WILMORE FUNERAL HOME	STARMED HEALTHCARE	STARMED HEALTHCARE	BOONEOAKLEY, Charlotte / STARMED HEALTHCARE, Charlotte	USA
OUTLAW RUNNERS	DISTANCE	DISTANCE	BETC, Paris	FRANCE
F07 (Corporate Purpose & Social Responsibility)				
LIQUID BILLBOARD	ADIDAS	SWIMWEAR	HAVAS MIDDLE EAST, Dubai / RED HAVAS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES
THE TRASH COLLECTION 2021	IKEA	IKEA FURNITURE	TRY, Oslo	NORWAY
MCDONALD'S CLASSROOM	MCDONALD'S	MCDONALD'S	LEO BURNETT, Manila	THE PHILIPPINES
FLAGS OF GENEROSITY	CADBURY	CADBURY DAIRY MILK	OGILVY, Singapore / OGILVY MALAYSIA, Kuala Lumpur	SINGAPORE
SIGNS FROM BEYOND	GENERAL MOTORS / CHEVROLET	GENERAL MOTORS / CHEVROLET	COMMONWEALTH MCCANN, Mexico City	MEXICO
PLASTIC FISHING TOURNAMENT	AB INBEV / CORONA	CORONA BEER	WE BELIEVERS, Brooklyn	USA
HOPE REEF	MARS PETCARE	SHEBA PET	AMV BBDO, London	UNITED KINGDOM
THE REFUGEE JATOBA	INSTITUTIONAL	ARTICULATION OF INDIGENOUS PEOPLES OF BRAZIL (APIB)	AFRICA DDB, SAEo Paulo	BRAZIL
UNBREAKABLE COURTS	INSTITUTIONAL	BUDWEISER	AFRICA DDB, SAEo Paulo	BRAZIL
THE UNWASTED BEER	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan / PUBLICIS, Dublin	ITALY
CHILLBOARDS	COORS LIGHT	COORS LIGHT	DDB, Chicago / NORD DDB, Copenhagen / ADAM&EVEDDB, London	USA
REVERSE SELFIE	DOVE UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM
F08 (Market Disruption)				
THE TRASH COLLECTION 2021	IKEA	IKEA FURNITURE	TRY, Oslo	NORWAY
HEINZ HOT DOG PACT	KRAFT HEINZ	HEINZ KETCHUP	RETHINK, Toronto	CANADA