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SHORTLIST

Creative Effectiveness Lions

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 CANNES LIONS

In Partnership with



Title	Brand	Product / Service	Entrant / Idea Creation	Location
A01 (Food & Drink)				
CONTRACT FOR CHANGE	MICHELOB ULTRA	MICHELOB ULTRA PURE GOLD	FCB CHICAGO, / FCB NEW YORK,	USA
CAN'T TOUCH THIS	CHEETOS	CHEETOS CRUNCHY	GOODYBY SILVERSTEIN & PARTNERS, San Francisco	USA
MICHELOB ULTRA COURTSIDE	ANHEUSER-BUSCH INBEV	MICHELOB ULTRA	FCB NEW YORK,	USA
A03 (Healthcare)				
THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE FEMALE COMPANY	THE TAMPON BOOK	SCHOLZ & FRIENDS, Berlin	GERMANY
A04 (Automotive)				
RENAULT - VILLAGE ELECTRIQUE	RENAULT	APPY, VILLAGE ELECTRIQUE	PUBLICIS CONSEIL, Paris	FRANCE
A05 (Retail)				
MOLDY WHOPPER	BURGER KING	WHOPPER	INGO, Stockholm / DAVID, Miami / PUBLICIS ROMANIA, Bucharest	SWEDEN
MCDONALD'S: THE TRAVIS SCOTT MEAL	MCDONALD'S	MCDONALD'S X THE TRAVIS SCOTT MEAL	WIEDEN+KENNEDY NEW YORK,	USA
A08 (Consumer Services / Business to Business)				
THE ISLAND	THREE	THREE BUSINESS	BOYS + GIRLS, Dublin	IRELAND
A09 (Not-for-profit / Charity / Government)				
UNDERCOVER AVATAR	ASSOCIATION L'ENFANT BLEU	UNDERCOVER AVATAR	HAVAS PLAY, Paris	FRANCE
SIGNAL FOR HELP	CANADIAN WOMEN'S FOUNDATION	SIGNAL FOR HELP	JUNIPER PARK TBWA, Toronto	CANADA
#STILLSPEAKINGUP DEEPTRUETH	PROPUESTA CIVICA AC	PROPUESTA CIVICA AC/ MEXICAN JOURNALISTS PROTECTION	PUBLICIS MEXICO, Mexico City / PUBLICIS WW RIGA, Riga	MEXICO
B01 (Single Market)				
CONTRACT FOR CHANGE	MICHELOB ULTRA	MICHELOB ULTRA PURE GOLD	FCB CHICAGO, / FCB NEW YORK,	USA
THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE FEMALE COMPANY	THE TAMPON BOOK	SCHOLZ & FRIENDS, Berlin	GERMANY
MICHELOB ULTRA COURTSIDE	ANHEUSER-BUSCH INBEV	MICHELOB ULTRA	FCB NEW YORK,	USA
B02 (Multi Market)				
MOLDY WHOPPER	BURGER KING	WHOPPER	INGO, Stockholm / DAVID, Miami / PUBLICIS ROMANIA, Bucharest	SWEDEN
B03 (Global Market)				
SIGNAL FOR HELP	CANADIAN WOMEN'S FOUNDATION	SIGNAL FOR HELP	JUNIPER PARK TBWA, Toronto	CANADA
COURAGE IS BEAUTIFUL	DOVE UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, Toronto	UNITED KINGDOM
B04 (Creative Effectiveness for Good)				
STAYFREE PROJECT FREE PERIOD	JOHNSON & JOHNSON	STAYFREE SANITARY PADS	DDB MUDRA, Mumbai	INDIA
UNDERCOVER AVATAR	ASSOCIATION L'ENFANT BLEU	UNDERCOVER AVATAR	HAVAS PLAY, Paris	FRANCE
CONTRACT FOR CHANGE	MICHELOB ULTRA	MICHELOB ULTRA PURE GOLD	FCB CHICAGO, / FCB NEW YORK,	USA
PROJECT UNDERSTOOD	CANADIAN DOWN SYNDROME SOCIETY	CANADIAN DOWN SYNDROME SOCIETY	FCB CANADA, Toronto	CANADA
SIGNAL FOR HELP	CANADIAN WOMEN'S FOUNDATION	SIGNAL FOR HELP	JUNIPER PARK TBWA, Toronto	CANADA
#STILLSPEAKINGUP DEEPTRUETH	PROPUESTA CIVICA AC	PROPUESTA CIVICA AC/ MEXICAN JOURNALISTS PROTECTION	PUBLICIS MEXICO, Mexico City / PUBLICIS WW RIGA, Riga	MEXICO
C03 (Acquisition)				
THE ISLAND	THREE	THREE BUSINESS	BOYS + GIRLS, Dublin	IRELAND
C05 (Real-time Response)				
SIGNAL FOR HELP	CANADIAN WOMEN'S FOUNDATION	SIGNAL FOR HELP	JUNIPER PARK TBWA, Toronto	CANADA
COURAGE IS BEAUTIFUL	DOVE UNILEVER	GLOBAL PERSONAL CARE BRAND	OGILVY, Toronto	UNITED KINGDOM
C07 (Collaboration)				
PROJECT UNDERSTOOD	CANADIAN DOWN SYNDROME SOCIETY	CANADIAN DOWN SYNDROME SOCIETY	FCB CANADA, Toronto	CANADA
MICHELOB ULTRA COURTSIDE	ANHEUSER-BUSCH INBEV	MICHELOB ULTRA	FCB NEW YORK,	USA
C08 (Breakthrough on a Budget)				
UNDERCOVER AVATAR	ASSOCIATION L'ENFANT BLEU	UNDERCOVER AVATAR	HAVAS PLAY, Paris	FRANCE
THE MATCH OF AGES	ABINBEV	CORONA	WE BELIEVERS, Brooklyn	USA
C10 (Market Disruption)				
MOLDY WHOPPER	BURGER KING	WHOPPER	INGO, Stockholm / DAVID, Miami / PUBLICIS ROMANIA, Bucharest	SWEDEN
THE ISLAND	THREE	THREE BUSINESS	BOYS + GIRLS, Dublin	IRELAND
CONTRACT FOR CHANGE	MICHELOB ULTRA	MICHELOB ULTRA PURE GOLD	FCB CHICAGO, / FCB NEW YORK,	USA