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SHORTLIST

# Brand Experience & Activation Lions

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 CANNES LIONS

Title	Brand	Product / Service	Entrant / Idea Creation	Location
<b>A01 (Food &amp; Drink)</b>				
PLASTIC FISHING TOURNAMENT	AB INBEV / CORONA	CORONA BEER	WE BELIEVERS, Brooklyn	USA
NATIVE SPORTSCASTERS	AB INBEV	CORONA	WE BELIEVERS, Brooklyn	USA
#FLUTWEIN - OUR WORST VINTAGE	AHR - A WINEREGION NEEDS HELP FOR REBUILDING E.V.	WINES FROM THE FLOODED WINEREGION "AHR"	SEVENONE ADFACTORY, Unterlohring	GERMANY
NATURAL BAR: THE BAR THAT LEAVES NO TRACE	ABINBEV	CORONA	DAVID, Madrid	COLOMBIA
APOLOGIZE THE RAINBOW	SKITTLES	SKITTLES LIME	DDB, New York	USA
<b>A02 (Consumer Goods)</b>				
FISHER-PRICE CHATTER TELEPHONE	FISHER-PRICE	CHATTER TELEPHONE	WIENEN+KENNEDY, Portland / FISHER-PRICE, East Aurora	USA
RESCUE DOODLES	PEDIGREE	PEDIGREE ADOPTION	BBDO, New York	USA
PLASTICOFF	WHIRLPOOL	WHIRLPOOL	VMLY&R MEXICO, Mexico City	MEXICO
HACK MARKET	BACK MARKET	MARKETPLACE FOR REFURBISHED ELECTRONIC GOODS	MARCEL, Paris	FRANCE
<b>A03 (Healthcare)</b>				
STAYBL	DEUTSCHE PARKINSON VEREINIGUNG E.V. (GERMAN PARKINSON ASSOCIATION)	BROWSER-APP FOR PEOPLE WITH PARKINSON'S DISEASE	HAVAS GERMANY, Düsseldorf / HAVAS, New York	GERMANY
HOPELINE19	FRONTLINE19	HOPELINE19	ADAM&EVEDDB, London	UNITED KINGDOM
EYEDAR	HORIZON THERAPEUTICS	EYEDAR APP FOR THE BLIND	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	USA
<b>A04 (Automotive)</b>				
BMW MUSEUM OF SOUND	BMW	BMW M	SERVICEPLAN MIDDLE EAST, Dubai	UNITED ARAB EMIRATES
RENAULT - PLUG-INN	RENAULT	PLUG-INN	PUBLICIS CONSEIL, Paris	FRANCE
SIGNS FROM BEYOND	GENERAL MOTORS / CHEVROLET	GENERAL MOTORS / CHEVROLET	COMMONWEALTH MCCANN, Mexico City	MEXICO
<b>A05 (Retail)</b>				
WHOPPER HEIST	BURGER KING	WHOPPER	WE BELIEVERS, Brooklyn	USA
DREAM TRANSFER	EBAY UK	EBAY	MCCANN, London	UNITED KINGDOM
THE IMPOSSIBLE COMBO	BURGER KING	WHOPPER	DAVID, Sao Paulo / ZUBI ADVERTISING, Miami	BRAZIL
BURGER GLITCH	BURGER KING	WHOPPER	DAVID, Sao Paulo	BRAZIL
<b>A06 (Travel / Leisure)</b>				
INVALUABLE FOOD	MADRID FUSIÓN	MADRID FUSIÓN	LEO BURNETT, Madrid	SPAIN
GAMER ASYLUM	ARTOTEL GROUP	HOTELS	OGILVY, Singapore	SINGAPORE
<b>A07 (Media / Entertainment)</b>				
DISCOVER THE ORIGINALS	VISIT SWEDEN	TRAVEL & TOURISM	FORSMAN & BODENFORS, Gothenburg	SWEDEN
THE ELECTIONS EDITION	ANNAHAR NEWSPAPER	ANNAHAR NEWSPAPER	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
FNAC - ALGORITHM	FNAC	ALGORITHM	PUBLICIS CONSEIL, Paris	FRANCE
<b>A08 (Consumer Services / Business to Business)</b>				
I WILL ALWAYS BE ME	DELL TECHNOLOGIES & INTEL	DELL TECHNOLOGIES & INTEL	VMLY&R, New York	USA
CHICKENSTOCK	KFC	FAST FOOD	TBWA/RAAD, Dubai	UNITED ARAB EMIRATES
THE EMANCIPATION LOAN	MIBANCO	MIBANCO	CIRCUS GREY, Lima	PERU
TOUCH CARD	MASTERCARD	TOUCH CARD	MCCANN, New York	USA
<b>A09 (Not-for-profit / Charity / Government )</b>				
THE BOOKCASE FOR TOLERANCE	ANNE FRANK HOUSE	THE BOOKCASE FOR TOLERANCE	INNOCEAN WORLDWIDE EUROPE, Berlin	GERMANY
THE BILLION DOLLAR COLLECTION	H&M FOUNDATION	SUSTAINABLE TRANSFORMATION OF THE FASHION INDUSTRY	PRIME WEBER SHANDWICK, Stockholm	SWEDEN
PARA EXPANSION PACK	CANADIAN PARALYMPIC COMMITTEE	TOKYO PARALYMPIC GAMES	BBDO, Toronto	CANADA
DOJACODE	GIRLS WHO CODE	DOJACODE	MOJO SUPERMARKET, New York / RCA RECORDS, New York	USA
HOMELESS IN THE METAVERSE	ENTOURAGE	ASSOCIATION FOR HOMELESS	TBWA, Paris	FRANCE
MORNING AFTER ISLAND	GRUPO ESTRATEGICO GE PAE	WOMEN RIGHTS	OGILVY HONDURAS, Tegucigalpa	HONDURAS
BACKUP UKRAINE	POLYCAM X UNESCO	PRESERVE REGIONAL AND CULTURAL HISTORY, AND PROMOTE CULTURAL DIVERSITY	VIRTUE WORLDWIDE, New York	USA
<b>B01 (Social Engagement &amp; Integration for Live Experience)</b>				
THE PIRATE MATCH	DIRECTVGO	IPTV STREAMING	MIRUM AGENCY BRAZIL, Curitiba	BRAZIL
THE TATTOO DUO OVER	DUOLINGO	DUOLINGO	BETC, Paris	FRANCE
BOYCOTT ADS	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan / PUBLICIS, Buenos Aires	ITALY
AMONG NUGGETS	BURGER KING	RESTAURANTS	DAVID, Madrid	SPAIN
HELMET KING	BURGER KING	RESTAURANTS	DAVID, Madrid	SPAIN
HOMELESS IN THE METAVERSE	ENTOURAGE	ASSOCIATION FOR HOMELESS	TBWA, Paris	FRANCE
HEINZ HIDDEN SPOTS	THE KRAFT HEINZ CO	KRAFT KETCHUP	GUT, Sao Paulo	BRAZIL
SINK THIS ISLAND	UN GLOBAL COMPACT	INSTITUTIONAL	ALMAPBBDO, São Paulo	BRAZIL
<b>B02 (Use of Mobile &amp; Devices)</b>				
THE AD BREAK CHAMPIONSHIP - GTI HIJACK	VOLKSWAGEN	VOLKSWAGEN GOLF GTI	DDB, Sydney	AUSTRALIA
THE UNFILTERED HISTORY TOUR	VICE MEDIA	BRITISH MUSEUM	DENTSU CREATIVE, Gurgaon	INDIA
WHOPPER HEIST	BURGER KING	WHOPPER	WE BELIEVERS, Brooklyn	USA
HEINEKEN JUKE	HEINEKEN	BEER	LEO BURNETT, Ho Chi Minh City	VIETNAM

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Title	Brand	Product / Service	Entrant / Idea Creation	Location
THE NOMINATE ME SELFIE	POLITICAL SHAKTI + THE TIMES OF INDIA	PUBLIC PRESSURE GROUP	FCB INDIA, Delhi / FCB CHICAGO,	INDIA
DOT GO. THE FIRST OBJECT INTERACTION APP FOR THE VISUALLY IMPAIRED.	DOT	DOT GO	SERVICEPLAN GERMANY, Munich	GERMANY
HACK MARKET	BACK MARKET	MARKETPLACE FOR REFURBISHED ELECTRONIC GOODS	MARCEL, Paris	FRANCE
BACKUP UKRAINE	POLYCAM X UNESCO	PRESERVE REGIONAL AND CULTURAL HISTORY, AND PROMOTE CULTURAL DIVERSITY	VIRTUE WORLDWIDE, New York	USA
<b>B03 (Use of Website / Microsites)</b>				
I WILL ALWAYS BE ME	DELL TECHNOLOGIES & INTEL	DELL TECHNOLOGIES & INTEL	VMLY&R, New York	USA
DOJACODE	GIRLS WHO CODE	DOJACODE	MOJO SUPERMARKET, New York / RCA RECORDS, New York	USA
NEW ICONIC KISSES	MERCADO LIVRE (EBAZAR)	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL
THE EYE TRACKER	SUPERMAX ONLINE	SUPERMAX SUPERMARKETS	DE LA CRUZ OGILVY, Guaynabo	PUERTO RICO
<b>B04 (New Realities &amp; Voice-activation)</b>				
HI TOILET	THE NIPPON FOUNDATION	PUBLIC RESTROOM	TBWA\HAKUHODO INC., Tokyo	JAPAN
THE UNFILTERED HISTORY TOUR	VICE MEDIA	BRITISH MUSEUM	DENTSU CREATIVE, Gurgaon	INDIA
<b>B05 (Branded Games)</b>				
MONOPOLY OF INEQUALITIES	L'OBSERVATOIRE DES INEGALITES	MONOPOLY OF INEQUALITIES	HEREZIE, Paris	FRANCE
AMAZING THAILAND. AMAZING DEEP CULTURE.	TOURISM AUTHORITY OF THAILAND XYGGDRAZIL	TOURISM AUTHORITY OF THAILAND XYGGDRAZIL	OGILVY, Bangkok	THAILAND
QUEST FOR DYSLEXIA	SAMSUNG	SAMSUNG MOBILE	CHEIL, Hong Kong / CHEIL WORLDWIDE, Beijing	CHINA
E-INTERPRETERS	PILSEN CALLAO	PILSEN CALLAO	FAHRENHEIT DDB, Lima	PERU
<b>B06 (Digital Installations)</b>				
THE BLUE PARADOX	SC JOHNSON	SC JOHNSON	OGILVY, Chicago	USA
<b>B07 (Tangible &amp; Spatial Technology)</b>				
THE ART OF SELF EXAMINATION	MACMA	BREAST CANCER PREVENTION	DAVID, Buenos Aires	ARGENTINA
<b>B08 (Interactive Brand Video)</b>				
DOJACODE	GIRLS WHO CODE	DOJACODE	MOJO SUPERMARKET, New York / RCA RECORDS, New York	USA
NOT YOUR SUMMER   A GOOGLE SLIDES EXPERIENCE	CAPITOL RECORDS	THE ACADEMIC	BBDO, New York	USA
<b>B09 (Tech-led Brand Experience)</b>				
THE BREAKAWAY: THE FIRST RECYCLING TEAM FOR PRISONERS	DECATHLON	SPORTS EQUIPMENT	BBDO BELGIUM, Molenbeek-saint-jean	BELGIUM
SHAH RUKH KHAN-MY-AD	CADBURY CELEBRATIONS	CADBURY CELEBRATIONS	OGILVY, Mumbai	INDIA
HETZJAEGER. ANTIFASCIST ALGORITHMS.	LAUT GEGEN NAZIS E.V.	HETZJAEGER	PHILIPP UND KEUNTJE, Hamburg	GERMANY
PROJECT CONVEY	COX COMMUNICATIONS	DIGITAL CABLE TELEVISION PROVIDER, TELECOMMUNICATIONS AND HOME AUTOMATION SERVICES	180LA, / COX COMMUNICATIONS, Atlanta	USA
E-INTERPRETERS	PILSEN CALLAO	PILSEN CALLAO	FAHRENHEIT DDB, Lima	PERU
DOJACODE	GIRLS WHO CODE	DOJACODE	MOJO SUPERMARKET, New York / RCA RECORDS, New York	USA
<b>B10 (Cross-platform Digital Experience)</b>				
CHICKENFLATION	ALPHA FOODS	ALPHA FOODS	MISCHIEF @ NO FIXED ADDRESS, Brooklyn	USA
ROYALTY FREE BOT	ABINBEV	BUDWEISER BUDXRECORDS	DAVID, Bogotá	COLOMBIA
APOLOGIZE THE RAINBOW	SKITTLES	SKITTLES LIME	DDB, New York	USA
<b>C01 (Customer Retail / In-store Experience)</b>				
LUNCHABUILDS	LUNCHABLES	KRAFT-HEINZ – 'LUNCHABLES'	GOODBY SILVERSTEIN & PARTNERS, San Francisco	USA
SMART FILL	UNILEVER	UNILEVER	VMLY&R COMMERCE INDIA, Mumbai	INDIA
BOTTEGA FOR BOTTEGAS	BOTTEGA VENETA	BOTTEGA VENETA	PUBLICIS ITALY, Milan	ITALY
HACK MARKET	BACK MARKET	MARKETPLACE FOR REFURBISHED ELECTRONIC GOODS	MARCEL, Paris	FRANCE
<b>C02 (Retail Promotions &amp; Competitions)</b>				
REJECTED ALES	MATILDA BAY	MATILDA BAY ORIGINAL ALE	HOWATSON + COMPANY, Sydney	AUSTRALIA
OREO STUF SCAN	OREO	OREO	VMLY&R COMMERCE, New York	USA
THE BILLION DOLLAR COLLECTION	H&M FOUNDATION	SUSTAINABLE TRANSFORMATION OF THE FASHION INDUSTRY	PRIME WEBER SHANDWICK, Stockholm	SWEDEN
STELLA ARTOIS 'STELLA PLEASE'	AB INBEV	STELLA ARTOIS	MOTHER, London	UNITED KINGDOM
CIRKULÄR	IKEA	RETAIL	HJALTELIN STAHL, PART OF ACCENTURE SONG, SWEDEN Copenhagen / IKEA DANMARK, Taastrup / MARKETSQUARE, Copenhagen	SWEDEN
KFC DEGUSTATION	KFC AUSTRALIA	KFC	OGILVY AUSTRALIA, Sydney	AUSTRALIA
<b>C03 (Customer Acquisition &amp; Retention)</b>				
REJECTED ALES	MATILDA BAY	MATILDA BAY ORIGINAL ALE	HOWATSON + COMPANY, Sydney	AUSTRALIA
THE PIRATE MATCH	DIRECTVGO	IPTV STREAMING	MIRUM AGENCY BRAZIL, Curitiba	BRAZIL
DREAM DROP	ONTARIO LOTTERY AND GAMING CORPORATION	LOTTO MAX	FCB CANADA, Toronto	CANADA
HUMAN MEAT BURGER	OUMPHI	PLANT BASED HUMAN MEAT BURGER	LOLA MULLENLOWE, Madrid	SPAIN
CIRKULÄR	IKEA	RETAIL	HJALTELIN STAHL, PART OF ACCENTURE SONG, SWEDEN Copenhagen / IKEA DANMARK, Taastrup / MARKETSQUARE, Copenhagen	SWEDEN
BURGER GLITCH	BURGER KING	WHOPPER	DAVID, Sao Paulo	BRAZIL
<b>D01 (Live Brand Experience or Activation)</b>				
FIRST AID FOR HUMANITY	BNP PARIBAS & THE POLISH RED CROSS	FIRST AID FOR HUMANITY	VMLY&R POLAND, Warsaw	POLAND
DICTATOR OF SWEDEN	CIVIL RIGHTS DEFENDERS	DICTATOR OF SWEDEN BOARD GAME	PRIME WEBER SHANDWICK, Stockholm	SWEDEN

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CHICAGO NOT IN CHICAGO	CITY OF CHICAGO	CHICAGO TOURISM	ENERGY BBDO, Chicago	USA
BOYCOTT ADS	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan / PUBLICIS, Buenos Aires	ITALY
DREAM TRANSFER	EBAY UK	EBAY	MCCANN, London	UNITED KINGDOM
<b>D02 (Guerrilla Marketing &amp; Stunts)</b>				
OUTLAW RUNNERS	DISTANCE	DISTANCE	BETC, Paris	FRANCE
GERRY'S PARTISAN PIZZA	REPRESENT US	REPRESENT US	MISCHIEF @ NO FIXED ADDRESS, Brooklyn	USA
BIHAR: CHOOSING TOMORROW	BBK FOUNDATION	CLIMATE CHANGE AND SUSTAINABILITY AWARENESS	LLYC, Madrid / BBK FOUNDATION, Bilbao (bizkaia)	SPAIN
STUCK IN THE 80S	ABINBEV - GUARANÁ ANTARCTICA	GUARANÁ ANTARCTICA	SOKO, São Paulo	BRAZIL
THE NOMINATE ME SELFIE	POLITICAL SHAKTI + THE TIMES OF INDIA	PUBLIC PRESSURE GROUP	FCB INDIA, Delhi / FCB CHICAGO,	INDIA
INVALUABLE FOOD	MADRID FUSION	MADRID FUSIÓN	LEO BURNETT, Madrid	SPAIN
THE REFUGEE JATOBA	INSTITUTIONAL	ARTICULATION OF INDIGENOUS PEOPLES OF BRAZIL (APIB)	AFRICA DDB, São Paulo	BRAZIL
THE FOAMY HAIRCUT	BRAHMA BEER	AB INBEV	AFRICA DDB, São Paulo	BRAZIL
THE DELAY DAY	COMMON GOAL	CORPORATE SOCIAL RESPONSIBILITY (CSR)	DDB SPAIN, Madrid	SPAIN
<b>D03 (Brand-owned Experiences)</b>				
BERLIN'S HEART STANDS STILL.	BERLINER VERKEHRSBETRIEBE (BVG) - AÖR	BVG	JUNG VON MATT AG, Hamburg	GERMANY
LIQUID BILLBOARD	ADIDAS	SWIMWEAR	HAVAS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES
BOTTEGA FOR BOTTEGAS	BOTTEGA VENETA	BOTTEGA VENETA	PUBLICIS ITALY, Milan	ITALY
THE UNWASTED BEER	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan / PUBLICIS, Dublin	ITALY
KFC DEGUSTATION	KFC AUSTRALIA	KFC	OGILVY AUSTRALIA, Sydney	AUSTRALIA
<b>D04 (Sponsorship &amp; Brand Partnership)</b>				
PERFORMANCE ENHANCING MUSIC	SAMSUNG	SAMSUNG GALAXY	CHEP NETWORK, Walsh Bay	AUSTRALIA
WHOPPER HEIST	BURGER KING	WHOPPER	WE BELIEVERS, Brooklyn	USA
PLASTIC FISHING TOURNAMENT	AB INBEV / CORONA	CORONA BEER	WE BELIEVERS, Brooklyn	USA
TOUCH YOUR ANCESTORS' BALLS	FUNDACION	.	FAHRENHEIT DDB, Lima	PERU
SIR, THIS WENDY'S IS A MORTY'S!	WENDY'S	WENDY'S BREAKFAST & BEVERAGES	SPARK FOUNDRY, New York / ADULT SWIM, Atlanta / THE MARKETING ARM, Dallas / GREEN PORTAL PRODUCTIONS, Burbank	USA
INVALUABLE FOOD	MADRID FUSION	MADRID FUSIÓN	LEO BURNETT, Madrid	SPAIN
OREO X POKÉMON	OREO	OREO COOKIES	360L, New York / OREO, East Hanover	USA
OREO THINS PROTECTION PROGRAM	OREO	OREO THINS	THE COMMUNITY, Miami	USA
GOOGLE PIXEL: PICTURE PROGRESS	GOOGLE	GOOGLE PIXEL 6	GOOGLE, Mountain View / T BRAND STUDIO, New York	USA
NEW ICONIC KISSES	MERCADO LIVRE (EBAZAR)	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL
<b>D05 (Launch / Re-launch)</b>				
THE EMANCIPATION LOAN	MIBANCO	MIBANCO	CIRCUS GREY, Lima	PERU
SCRATCHBOARDS	ACTIVISION	GAMES	DAVID, Madrid	SPAIN
HOPELINE19	FRONTLINE19	HOPELINE19	ADAM&EVEDDB, London	UNITED KINGDOM
DUET DELIVERY	BURGER KING	BURGER KING DELIVERY	DAVID, Sao Paulo	BRAZIL
VERTICAL BIKE	HONDA	HONDA MOTORS	OGILVY PERU, Lima	PERU
<b>D06 (360 Integrated Brand Experience )</b>				
HANDS FREE	CHEETOS	CHEETOS	GOODBY SILVERSTEIN & PARTNERS, San Francisco	USA
LUNCHABUILDS	LUNCHABLES	KRAFT-HEINZ -- "LUNCHABLES"	GOODBY SILVERSTEIN & PARTNERS, San Francisco	USA
THE VIRTUAL HEINEKEN SILVER	HEINEKEN	HEINEKEN SILVER	PUBLICIS ITALY, Milan	ITALY
CIRKULÄR	IKEA	RETAIL	HJALTÉLIN STAHL, PART OF ACCENTURE SONG, SWEDEN Copenhagen / IKEA DANMARK, Taastrup / MARKETSSQUARE, Copenhagen	
<b>E01 (Local Brand )</b>				
THE INEVITABLE NEWS	THE INEVITABLE NEWS	THE INEVITABLE NEWS	AREA 23, AN IPG HEALTH NETWORK COMPANY, New York	USA
THE FRIENDLY BREAKUP COLLECTION	FC HOME & DECO	THE FRIENDLY BREAKUP COLLECTION	WUNDERMAN THOMPSON, Lima	PERU
THE FOAMY HAIRCUT	BRAHMA BEER	AB INBEV	AFRICA DDB, São Paulo	BRAZIL
THE ELECTIONS EDITION	ANNAHAR NEWSPAPER	ANNAHAR NEWSPAPER	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES
<b>E02 (Challenger Brand)</b>				
KETCHUP TO THE RESCUE	CURTICE BROTHERS	CURTICE BROTHERS KETCHUP	OGILVY GERMANY, Frankfurt	GERMANY
KEEP IT REAL MEALS	BURGER KING	RESTAURANTS	DAVID, Miami	SPAIN
HACK MARKET	BACK MARKET	MARKETPLACE FOR REFURBISHED ELECTRONIC GOODS	MARCEL, Paris	FRANCE
BEER DROPS	MILLER LITE	MILLER LITE	DDB, Chicago	USA
<b>E03 (Single-market Campaign)</b>				
OUTLAW RUNNERS	DISTANCE	DISTANCE	BETC, Paris	FRANCE
BURN THE BILLBOARD	NETFLIX	NETFLIX	LEO BURNETT, Bangkok	THAILAND
RESTORY	CANON BELGIUM	CANON	HAPPINESS, AN FCB ALLIANCE, Brussels	BELGIUM
BOTTEGA FOR BOTTEGAS	BOTTEGA VENETA	BOTTEGA VENETA	PUBLICIS ITALY, Milan	ITALY
NO SPOILER HEIST	NETFLIX	NETFLIX	PUBLICIS ITALY, Milan	ITALY
<b>E04 (Social Behaviour)</b>				

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Title	Brand	Product / Service	Entrant / Idea Creation	Location
MONOPOLY OF INEQUALITIES	L'OBSERVATOIRE DES INEGALITES	MONOPOLY OF INEQUALITIES	HEREZIE, Paris	FRANCE
HATE TO PROTECT	GUIDES TAO	TRAVEL GUIDES	TBWA, Paris	FRANCE
NAVERSE	LES NARCOTIQUES ANONYMES	LES NARCOTIQUES ANONYMES	SOCIALYSE PARIS, Paris / HAVAS PLAY, Paris	FRANCE
A CODA STORY	GOOGLE	LIVE CAPTIONS	GOOGLE BRAND STUDIO, San Francisco / GOOGLE, Mountain View	USA
HEINZ HOT DOG PACT	KRAFT HEINZ	HEINZ KETCHUP	RETHINK, Toronto	CANADA
PROJECT CONVEY	COX COMMUNICATIONS	DIGITAL CABLE TELEVISION PROVIDER, TELECOMMUNICATIONS AND HOME AUTOMATION SERVICES	180LA, / COX COMMUNICATIONS, Atlanta	USA
ADELI	UNIPADS	UNIPADS REUSABLE SANITARY PADS	VMLY&R, Mumbai	INDIA
CHILD MARRIAGE PREVENTION LOAN	IPDC FINANCE LTD. & AMAL FOUNDATION	SERVICE	GREY BANGLADESH, Dhaka	BANGLADESH
RENAULT - PLUG-INN	RENAULT	PLUG-INN	PUBLICIS CONSEIL, Paris	FRANCE
GUN SURVIVOR REVIEWS	GUNS DOWN AMERICA	NON-PROFIT COMBATING GUN VIOLENCE	ENERGY BBDO, Chicago	USA
VERTICAL BIKE	HONDA	HONDA MOTORS	OGILVY PERU, Lima	PERU
<b>E05 (Cultural Insight)</b>				
LIQUID BILLBOARD	ADIDAS	SWIMWEAR	HAVAS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES
GREETING MILK	MAEIL DAIRIES CO. ,LTD	MAEIL SOJAL(LACTOSE-FREE)MILK	INNORED, Seoul	SOUTH KOREA
NON UNIFORM CODE	PANTENE	THE PROCTER & GAMBLE COMPANY	GREY, Tokyo	JAPAN
FIRST AID FOR HUMANITY	BNP PARIBAS & THE POLISH RED CROSS	FIRST AID FOR HUMANITY	VMLY&R POLAND, Warsaw	POLAND
THE EMANCIPATION LOAN	MIBANCO	MIBANCO	CIRCUS GREY, Lima	PERU
GUN SURVIVOR REVIEWS	GUNS DOWN AMERICA	NON-PROFIT COMBATING GUN VIOLENCE	ENERGY BBDO, Chicago	USA
HOPELINE19	FRONTLINE19	HOPELINE19	ADAM&EVEDDB, London	UNITED KINGDOM
TOUGH TURBAN	PFAFF HARLEY-DAVIDSON	PFAFF HARLEY-DAVIDSON	ZULU ALPHA KILO, Toronto	CANADA
THE EYE TRACKER	SUPERMAX ONLINE	SUPERMAX SUPERMARKETS	DE LA CRUZ OGILVY, Guaynabo	PUERTO RICO
VERTICAL BIKE	HONDA	HONDA MOTORS	OGILVY PERU, Lima	PERU
MORNING AFTER ISLAND	GRUPO ESTRATEGIGO GE PAE	WOMEN RIGHTS	OGILVY HONDURAS, Tegucigalpa	HONDURAS
BACKUP UKRAINE	POLYCAM X UNESCO	PRESERVE REGIONAL AND CULTURAL HISTORY, AND PROMOTE CULTURAL DIVERSITY	VIRTUE WORLDWIDE, New York	USA
<b>E06 (Breakthrough on a Budget)</b>				
THE BUMPY ROAD MUSIC BOX	NAF - THE NORWEGIAN AUTOMOBILE FEDERATION	POLITICAL INFLUENCE TO IMPROVE THE NORWEGIAN ROAD STANDARD	ANTI, Oslo	NORWAY
THE NOMINATE ME SELFIE	POLITICAL SHAKTI + THE TIMES OF INDIA	PUBLIC PRESSURE GROUP	FCB INDIA, Delhi / FCB CHICAGO,	INDIA
MORNING AFTER ISLAND	GRUPO ESTRATEGIGO GE PAE	WOMEN RIGHTS	OGILVY HONDURAS, Tegucigalpa	HONDURAS
<b>E07 (Corporate Purpose &amp; Social Responsibility)</b>				
THE BREAKAWAY: THE FIRST RECYCLING TEAM FOR PRISONERS	DECATHLON	SPORTS EQUIPMENT	BBDO BELGIUM, Molenbeek-saint-jean	BELGIUM
MONOPOLY OF INEQUALITIES	L'OBSERVATOIRE DES INEGALITES	MONOPOLY OF INEQUALITIES	HEREZIE, Paris	FRANCE
HATE TO PROTECT	GUIDES TAO	TRAVEL GUIDES	TBWA, Paris	FRANCE
FLAGS OF GENEROSITY	CADBURY	CADBURY DAIRY MILK	OGILVY, Singapore / OGILVY MALAYSIA, Kuala Lumpur	SINGAPORE
PROJECT CONVEY	COX COMMUNICATIONS	DIGITAL CABLE TELEVISION PROVIDER, TELECOMMUNICATIONS AND HOME AUTOMATION SERVICES	180LA, / COX COMMUNICATIONS, Atlanta	USA
THE UNFILTERED HISTORY TOUR	VICE MEDIA	BRITISH MUSEUM	DENTSU CREATIVE, Gurgaon	INDIA
PLASTIC FISHING TOURNAMENT	AB INBEV / CORONA	CORONA BEER	WE BELIEVERS, Brooklyn	USA
COOKIE FACTORY	UNESCO	UNESCO	DDB, Paris	FRANCE
DOT GO, THE FIRST OBJECT INTERACTION APP FOR THE VISUALLY IMPAIRED.	DOT	DOT GO	SERVICEPLAN GERMANY, Munich	GERMANY
BOYCOTT ADS	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan / PUBLICIS, Buenos Aires	ITALY
DYSLEXIC THINKING	VIRGIN GROUP	MADE BY DYSLEXIA	FCB INFERNO, London	UNITED KINGDOM
I WILL ALWAYS BE ME	DELL TECHNOLOGIES & INTEL	DELL TECHNOLOGIES & INTEL	VMLY&R, New York	USA
NEW ICONIC KISSES	MERCADO LIVRE (EBAZAR)	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL
VERTICAL BIKE	HONDA	HONDA MOTORS	OGILVY PERU, Lima	PERU
MORNING AFTER ISLAND	GRUPO ESTRATEGIGO GE PAE	WOMEN RIGHTS	OGILVY HONDURAS, Tegucigalpa	HONDURAS
<b>E08 (Market Disruption)</b>				
SHAH RUKH KHAN-MY-AD	CADBURY CELEBRATIONS	CADBURY CELEBRATIONS	OGILVY, Mumbai	INDIA
PROJECT CONVEY	COX COMMUNICATIONS	DIGITAL CABLE TELEVISION PROVIDER, TELECOMMUNICATIONS AND HOME AUTOMATION SERVICES	180LA, / COX COMMUNICATIONS, Atlanta	USA
RENAULT - PLUG-INN	RENAULT	PLUG-INN	PUBLICIS CONSEIL, Paris	FRANCE
THE UNWASTED BEER	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan / PUBLICIS, Dublin	ITALY
COPYRIGHTER	COPYRIGHTER BY INDIEFRAME	COPY	UNCLE GREY, Copenhagen	SWEDEN
FNAC - ALGORITHM	FNAC	ALGORITHM	PUBLICIS CONSEIL, Paris	FRANCE