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SHORTLIST

PR Lions

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 CANNES LIONS

In Partnership with **The B2B Institute**
A LinkedIn think tank

Title	Brand	Product / Service	Entrant / Idea Creation	Location	PR
A01 (Food & Drink)					
HEINZ HOT DOG PACT	KRAFT HEINZ	HEINZ KETCHUP	RETHINK, Toronto	CANADA	THE COLONY PROJECT, Toronto / MIDDLE CHILD, Toronto
#FLUTWEIN - OUR WORST VINTAGE	AHR - A WINEREGION NEEDS HELP FOR REBUILDING E.V.	WINES FROM THE FLOODED WINEREGION "AHR"	SEVENONE ADFACTORY, Unterföhring	GERMANY	SEVENONE ADFACTORY, Unterföhring
OREO THINS PROTECTION PROGRAM	OREO	OREO THINS	THE COMMUNITY, Miami	USA	WEBER SHANDWICK, New York
HEINZ MARZ EDITION	INSTITUTIONAL	HEINZ	AFRICA DDB, São Paulo	BRAZIL	
SUNBREW	CORONA	CORONA SUNBREW	DAVID, Miami	USA	ALLISON+PARTNERS, Chicago
BRIDE ARMOUR	ABINBEV	CARLING BLACK LABEL	OGILVY SOUTH AFRICA, Johannesburg	SOUTH AFRICA	OGILVY SOUTH AFRICA, Johannesburg
A02 (Consumer Goods)					
THE FRIENDLY BREAKUP COLLECTION	FC HOME & DECO	THE FRIENDLY BREAKUP COLLECTION	WUNDERMAN THOMPSON, Lima	PERU	TALKABILITY ARGENTINA, Buenos Aires
SEE EQUAL #SHARETHELOAD (INTEGRATED)	PROCTER & GAMBLE INDIA	ARIEL	BBDO INDIA, Mumbai	INDIA	KETCHUM SAMPARK, Mumbai
A04 (Automotive)					
REDUCE THE RIDE	D'IETEREN	HUSK	HAPPINESS, AN FCB ALLIANCE, Brussels	BELGIUM	
A05 (Retail)					
OUTLAW RUNNERS	DISTANCE	DISTANCE	BETC, Paris	FRANCE	
BLACK BEAUTY IS BEAUTY	SEPHORA	BLACK BEAUTY PRODUCTS	R/GA, New York	USA	DEVRIES GLOBAL, New York
MOUNT RECYCLEMORE	MUSICMAGPIE	RE-COMMERCE	FANCLUB PR, London	UNITED KINGDOM	FANCLUB PR, London
KFC DEGUSTATION	KFC AUSTRALIA	KFC	OGILVY AUSTRALIA, Sydney	AUSTRALIA	OGILVY AUSTRALIA, Sydney
A06 (Travel / Leisure)					
WELCOME TO THE ICELANDVERSE	INSPIRED BY ICELAND	ICELAND	SS+K, New York / PEEL ICELAND, Reykjavik	USA	M&C SAATCHI TALK, London
THE BVG HEMPTICKET – COME HOME, CALM DOWN.	BERLINER VERKEHRSBETRIEBE (BVG) - BVG	BVG	JUNG VON MATT AG, Hamburg	GERMANY	JUNG VON MATT AG, Hamburg
DISCOVER THE ORIGINALS	VISIT SWEDEN	TRAVEL & TOURISM	FORSMAN & BODENFORS, Gothenburg	SWEDEN	HILL+KNOWLTON STRATEGIES, Stockholm
INVALUABLE FOOD	MADRID FUSIÓN	MADRID FUSIÓN	LEO BURNETT, Madrid	SPAIN	LEO BURNETT, Madrid
THE FIELD SYMBOL	FC BARCELONA	FC BARCELONA	DELIRIO & TWAIN, Madrid	SPAIN	FC BARCELONA
A07 (Media / Entertainment)					
MASTER PIECE	XBOX	HALO	EDELMAN, London	UNITED KINGDOM	EDELMAN, London
DYSLEXIC THINKING	VIRGIN GROUP	MADE BY DYSLEXIA	FCB INFERNO, London	UNITED KINGDOM	FCB INFERNO, London
THE ELECTIONS EDITION	ANNAHAR NEWSPAPER	ANNAHAR NEWSPAPER	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	IMPACT PORTER NOVELLI, Dubai
A08 (Consumer Services / Business to Business)					
YIDDISH FOR BAGEL	DUOLINGO	DUOLINGO YIDDISH	DUOLINGO, Pittsburgh	USA	DUOLINGO, Pittsburgh
BEHIND THE MOST IMPORTANT JOB	NAVENT	ZONAJOB	TOGETHERWITH, Buenos Aires	ARGENTINA	
MEET SARHA	STC	NETWORK SPEED & COVERAGE	WUNDERMAN THOMPSON, Riyadh	SAUDI ARABIA	WUNDERMAN THOMPSON, Riyadh
A09 (Not-for-profit / Charity / Government)					
NOW'S THE TIME TO STARE	PARALYMPIC TEAM BELGIUM	PARALYMPIC TEAM BELGIUM	MUTANT, Antwerp	BELGIUM	LEWIS, Antwerp
LONG LIVE THE PRINCE	KIYAN PRINCE FOUNDATION, EA SPORTS, QPR, MATCH ATTAX	KIYAN PRINCE FOUNDATION	ENGINE, London	UNITED KINGDOM	ENGINE, London / MISCHIEF, London
14 IS NOT OK	ESTONIAN SEXUAL HEALTH ASSOCIATION	NOT APPLICABLE	OPTIMIST CREATIVE, Tallinn	ESTONIA	OPTIMIST CREATIVE, Tallinn
DISABILITY RALLY	CONAPDIS	CONAPDIS	JOTABEQU GREY, San José	COSTA RICA	JOTABEQU GREY, San José
I DON'T REMEMBER	ALMA	ALMA	HOY, Buenos Aires	ARGENTINA	HOY, Buenos Aires
THE LOST CLASS	CHANGE THE REF INC.	GUN VIOLENCE AWARENESS	LEO BURNETT, Chicago	USA	TUSK STRATEGIES, New York, NY / MSL, Chicago
THE TRUTH WINS	RSF	RSF	DDB GERMANY, Berlin	GERMANY	
#MYNAMEIS FUH-NET-IC FILTER	RACE EQUALITY MATTERS	RACE EQUALITY MATTERS	EDELMAN, London	UNITED KINGDOM	EDELMAN, London
MORNING AFTER ISLAND	GRUPO ESTRATEGICO GE PAE	WOMEN RIGHTS	Ogilvy honduras, Tegucigalpa	HONDURAS	Ogilvy honduras, Tegucigalpa
BACKUP UKRAINE	POLYCAM X UNESCO	PRESERVE REGIONAL AND CULTURAL HISTORY, AND PROMOTE CULTURAL DIVERSITY	VIRTUE WORLDWIDE, New York	USA	VIRTUE WORLDWIDE, New York
B01 (Social Engagement)					
THE BREAKAWAY: THE FIRST RECYCLING TEAM FOR PRISONERS	DECATHLON	SPORTS EQUIPMENT	BBDO BELGIUM, Molenbeek-Saint-Jean	BELGIUM	WALKIE TALKIE, Gent
MY NAME IS PETER	WOMEN INC. AND BRANDEDU	GENDER EQUALITY AWARENESS	THE FAMILY AMSTERDAM	THE NETHERLANDS	THE FAMILY AMSTERDAM
UNBOX ME	UNAIDS	UNAIDS	FCB INDIA, Delhi / FCB CHICAGO	INDIA	CUMULUS, Gurgaon
THE TATTOO DUO OVER	DUOLINGO	DUOLINGO	BETC, Paris	FRANCE	
REVERSE RENEGADE	CHAMPION	CHAMPION REVERSE WEAVE APPAREL	ENERGY BBDO, Chicago	USA	
THE TRUTH WINS	RSF	RSF	DDB GERMANY, Berlin	GERMANY	
MICHELOB ULTRA - SAVE IT SEE IT	MICHELOB ULTRA	MICHELOB ULTRA BEER	GUT, Miami	USA	3PM, Miami
THE NIGHT IS YOUNG	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan	ITALY	
BACKUP UKRAINE	POLYCAM X UNESCO	PRESERVE REGIONAL AND CULTURAL HISTORY, AND PROMOTE CULTURAL DIVERSITY	VIRTUE WORLDWIDE, New York	USA	VIRTUE WORLDWIDE, New York
#FREECUTHBERT	ALDI	CUTHBERT CATERPILLAR CAKE	McCANN, Manchester	UNITED KINGDOM	CLARION COMMUNICATIONS, London
B02 (Community Management)					
A PIECE OF AJAX	AFC AJAX	AFC AJAX	ONE:NIL, Amsterdam / AFC AJAX, Amsterdam / AFC AJAX, Amsterdam	THE NETHERLANDS	HET PR BUREAU, Amsterdam
NATIONAL ROAST DAY	WENDY'S	WENDY'S	VMLY&R, Kansas City	USA	KETCHUM, Chicago
B03 (Real-time Response)					

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BLESS YOUR F'ING COOCH	EOS	EOS	MISCHIEF @ NO FIXED ADDRESS, Brooklyn	USA	CMM, New York
#FLUTWEIN - OUR WORST VINTAGE	AHR - A WINEREGION NEEDS HELP FOR REBUILDING E.V.	WINES FROM THE FLOODED WINEREGION "AHR"	SEVENONE ADFACTORY, Unterfohring	GERMANY	SEVENONE ADFACTORY, Unterfohring
BACKUP UKRAINE	POLYCAM X UNESCO	PRESERVE REGIONAL AND CULTURAL HISTORY, AND PROMOTE CULTURAL DIVERSITY	VIRTUE WORLDWIDE, New York	USA	VIRTUE WORLDWIDE, New York
MORNING AFTER ISLAND	GRUPO ESTRATEGICO GE PAE	WOMEN RIGHTS	Ogilvy honduras, Tegucigalpa	HONDURAS	Ogilvy honduras, Tegucigalpa
B04 (Content Creation & Production)					
THE VULVA SPACESHIP	WER BRAUCHT FEMINISMUS	GENDER EQUALITY AWARENESS	INNOCEAN WORLDWIDE EUROPE, Berlin	GERMANY	BOT INC., Brighton
14 IS NOT OK	ESTONIAN SEXUAL HEALTH ASSOCIATION	NOT APPLICABLE	OPTIMIST CREATIVE, Tallinn	ESTONIA	OPTIMIST CREATIVE, Tallinn
GENDER SWAP	WOMEN IN GAMES	WOMEN IN GAMES	BETC, Paris	FRANCE	BETC, Paris
THE UNFILTERED HISTORY TOUR	VICE MEDIA	BRITISH MUSEUM	DENTSU CREATIVE, Gurgaon	INDIA	DENTSU CREATIVE, Bengaluru
13 MINUTES	CZECH INSURANCE ASSOCIATION	CZECH INSURANCE ASSOCIATION	McCANN, Prague	CZECH REPUBLIC	HERO & OUTLAW, Prague
CHATPAT	SOS CHILDREN'S VILLAGES INDIA	SOS CHILDREN'S VILLAGES INDIA	KINNECT, Mumbai / FCB INDIA, Delhi / FCB INDIA, Delhi / FCB CHICAGO	INDIA	CUMULUS, Gurgaon
NEW ICONIC KISSES	MERCADO LIVRE (EBAZAR)	MERCADO LIVRE	GUT, Sao Paulo	BRAZIL	GUT, Sao Paulo / FLEISHMANHILLARD BRAZIL, Sao Paulo
HAVE A WORD	MAYOR OF LONDON	CHALLENGE SEXIST ATTITUDES AND INAPPROPRIATE BEHAVIOUR	OGILVY, London	UNITED KINGDOM	OGILVY, London
B05 (Content Discovery & Amplification)					
THE TRUTH WINS	RSF	RSF	DDB GERMANY, Berlin	GERMANY	
MICHELOB ULTRA - SAVE IT SEE IT	MICHELOB ULTRA	MICHELOB ULTRA BEER	GUT, Miami	USA	3PM, Miami
HEINZ HIDDEN SPOTS	THE KRAFT HEINZ CO	KRAFT KETCHUP	GUT, Sao Paulo	BRAZIL	GUT, Sao Paulo
B06 (Innovative Use of Influencers)					
BLESS YOUR F'ING COOCH	EOS	EOS	MISCHIEF @ NO FIXED ADDRESS, Brooklyn	USA	CMM, New York
FAST + SLOW	SPORTS DIRECT	SPORTS DIRECT	THE ROMANS, London	UNITED KINGDOM	THE ROMANS, London
THE LEAGUE AMONG ALL LEAGUES	THE LEAGUE AGAINST CANCER	NATIONAL FUNDRAISING CAMPAIGN	VMLY&R, Lima	PERU	ORANGE 360, Lima
UNBOX ME	UNAIDS	UNAIDS	FCB INDIA, Delhi / FCB CHICAGO	INDIA	CUMULUS, Gurgaon
DAVID'S UNUSABLES	MOTOR NEURONE DISEASE ASSOCIATION NZ	CHARITY	SPECIAL, Auckland	NEW ZEALAND	SPECIAL, Auckland
THE FOAMY HAIRCUT	BRAHMA BEER	AB INBEV	AFRICA DDB, São Paulo	BRAZIL	
CHATPAT	SOS CHILDREN'S VILLAGES INDIA	SOS CHILDREN'S VILLAGES INDIA	KINNECT, Mumbai / FCB INDIA, Delhi / FCB INDIA, Delhi / FCB CHICAGO	INDIA	CUMULUS, Gurgaon
THE LEGACY OF TOMIII11	FUNDACION NUESTROS HIJOS	FUNDACION NUESTROS HIJOS	BBDO CHILE, Huechuraba	CHILE	TIRONI Y ASOCIADOS, Santiago
C02 (PR Effectiveness)					
TOY STRIKE	MINISTRY OF CONSUMPTION, GOVERNMENT OF SPAIN.	TOY STRIKE	MRM WORLDWIDE, Madrid	SPAIN	QMS COMUNICACION, Madrid
DYSLEXIC THINKING	VIRGIN GROUP	MADE BY DYSLEXIA	FCB INFERNO, London	UNITED KINGDOM	FCB INFERNO, London
D01 (Media Relations)					
MOUNT RECYCLEMORE	MUSICMAGPIE	RE-COMMERCE	FANCLUB PR, London	UNITED KINGDOM	FANCLUB PR, London
D02 (Use of Events & Stunts)					
VIENNA STRIPS ON ONLYFANS	VIENNA TOURIST BOARD	VIENNA TOURIST BOARD	JUNG von MATT DONAU, Vienna	AUSTRIA	JUNG von MATT DONAU, Vienna
BIHAR: CHOOSING TOMORROW	BBK FOUNDATION	CLIMATE CHANGE AND SUSTAINABILITY AWARENESS	LLYC, Madrid / BBK FOUNDATION, Bilbao (Bizkaia)	SPAIN	LLYC, Madrid
A PIECE OF AJAX	AFC AJAX	AFC AJAX	ONE/NIL, Amsterdam / AFC AJAX, Amsterdam / AFC AJAX, Amsterdam	THE NETHERLANDS	HET PR BUREAU, Amsterdam
CAN'T TOUCH THIS: MAKING NFTS TANGIBLE WITH NFT ATM ADEL	NEON	NFT ART	NEON, Seattle	USA	BOSPAR, San Francisco
INVALUABLE FOOD	MADRID FUSIÓN	MADRID FUSIÓN	VMLY&R, Mumbai	INDIA	VMLY&R, Mumbai / SIMULATIONS PUBLIC AFFAIRS MANAGEMENT SERVICES, Gujarat
THE LOST CLASS	CHANGE THE REF INC.	GUN VIOLENCE AWARENESS	LEO BURNETT, Chicago	USA	LEO BURNETT, Madrid
HACK MARKET	BACK MARKET	MARKETPLACE FOR REFURBISHED ELECTRONIC GOODS	MARCEL, Paris	FRANCE	TUSK STRATEGIES, New York, NY / MSL, Chicago
BRIDE ARMOUR	ABINBEV	CARLING BLACK LABEL	OGILVY SOUTH AFRICA, Johannesburg	SOUTH AFRICA	OGILVY SOUTH AFRICA, Johannesburg
D03 (Launch / Re-launch)					
YIDDISH FOR BAGEL	DUOLINGO	DUOLINGO YIDDISH	DUOLINGO, Pittsburgh	USA	DUOLINGO, Pittsburgh
ONE/SECOND/SUIT	H&M	RETAIL	UNCOMMON CREATIVE STUDIO, London	UNITED KINGDOM	UNCOMMON CREATIVE STUDIO, London
D04 (Brand Voice & Strategic Storytelling)					
BLACKED OUT HISTORY	ONTARIO BLACK HISTORY SOCIETY	NOT FOR PROFIT	DDB CANADA, Toronto	CANADA	DDB CANADA, Toronto
THE INHERITANCE PASS	YELLOWSTONE FOREVER	YELLOWSTONE NATIONAL PARK	HAVAS, Chicago	USA	HAVAS, Chicago
GENDER SWAP	WOMEN IN GAMES	WOMEN IN GAMES	BETC, Paris	FRANCE	BETC, Paris
DAVID'S UNUSABLES	MOTOR NEURONE DISEASE ASSOCIATION NZ	CHARITY	SPECIAL, Auckland	NEW ZEALAND	SPECIAL, Auckland
#FLUTWEIN - OUR WORST VINTAGE	AHR - A WINEREGION NEEDS HELP FOR REBUILDING E.V.	WINES FROM THE FLOODED WINEREGION "AHR"	SEVENONE ADFACTORY, Unterfohring	GERMANY	SEVENONE ADFACTORY, Unterfohring
TEENAGE DREAM	SANDY HOOK PROMISE	SANDY HOOK PROMISE GUN VIOLENCE PREVENTION NON-PROFIT	BBDO, New York	USA	DINI VON MUEFFLING COMMUNICATIONS, New York
SUNBREW	CORONA	CORONA SUNBREW	DAVID, Miami	USA	ALLISON+PARTNERS, Chicago
MORNING AFTER ISLAND	GRUPO ESTRATEGICO GE PAE	WOMEN RIGHTS	Ogilvy honduras, Tegucigalpa	HONDURAS	Ogilvy honduras, Tegucigalpa
D05 (Use of Technology)					
LONG LIVE THE PRINCE	KIYAN PRINCE FOUNDATION, EA SPORTS, QPR, MATCH ATTAX	KIYAN PRINCE FOUNDATION	ENGINE, London	UNITED KINGDOM	ENGINE, London / MISCHIEF, London
NOTHINGCOIN	CADBURY 5 STAR	CADBURY 5 STAR CHOCOLATE	OGILVY, Mumbai	INDIA	WAVEMAKER INDIA, Mumbai
HETZJAEGER. ANTIFASCIST ALGORITHMS.	LAUT GEGEN NAZIS E.V.	HETZJAEGER	PHILIPP UND KEUNTJE, Hamburg	GERMANY	FISCHERAPPELT, Hamburg
GREEN LIGHT SIGNAL	NATIONAL GRID	NATIONAL GRID	EDELMAN, London	UNITED KINGDOM	EDELMAN, London

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BACKUP UKRAINE	POLYCAM X UNESCO	PRESERVE REGIONAL AND CULTURAL HISTORY, AND PROMOTE CULTURAL DIVERSITY	VIRTUE WORLDWIDE, New York	USA	VIRTUE WORLDWIDE, New York
E01 (Corporate Image, Communication & Reputation Management)					
HYDROGEN GARBAGE TRUCK	HYUNDAI MOTOR GROUP	HYUNDAI MOTOR GROUP	INNOCEAN WORLDWIDE, Seoul / HYUNDAI MOTOR COMPANY, Seoul	SOUTH KOREA	INNOCEAN WORLDWIDE, Seoul / HYUNDAI MOTOR COMPANY, Seoul
ONE HOUSE TO SAVE MANY	SUNCORP GROUP	WEATHER RESILIENT HOUSING	LEO BURNETT, Sydney	AUSTRALIA	
WHEN HARRY MET SANTA	POSTEN - THE NORWEGIAN POSTAL SERVICE	POSTEN - THE NORWEGIAN POSTAL SERVICE	POL, Oslo	NORWAY	POL, Oslo
E02 (Public Affairs & Lobbying)					
MONOPOLY OF INEQUALITIES	L'OBSERVATOIRE DES INEGALITES	MONOPOLY OF INEQUALITIES	HEREZIE, Paris	FRANCE	HEREZIE, Paris
REDUCE THE RIDE	D'IETEREN	HUSK	HAPPINESS, AN FCB ALLIANCE, Brussels	BELGIUM	
THE LOST CLASS	CHANGE THE REF INC.	GUN VIOLENCE AWARENESS	LEO BURNETT, Chicago	USA	TUSK STRATEGIES, New York, NY / MSL, Chicago
THE REFUGEE JATOBA	INSTITUTIONAL	ARTICULATION OF INDIGENOUS PEOPLES OF BRAZIL (APIB)	AFRICA DDB, São Paulo	BRAZIL	
LOOPHOLES	PERIOD., FREE THE PERIOD, NO MORE SECRETS. THE FLOW INITIATIVE, IGNITE, AUGUST.	PERIOD., FREE THE PERIOD, NO MORE SECRETS. THE FLOW INITIATIVE, IGNITE, AUGUST, OFF-LIMITS CEREAL	72ANDSUNNY, New York	USA	
E04 (Internal Communications & Employee Engagement)					
9/12 - THE UNTOLD STORY OF RECONNECTING NEW YORK	VERIZON	VERIZON	VERIZON, New York	USA	VERIZON, New York
E05 (Sponsorship & Brand Partnership)					
LONG LIVE THE PRINCE	KIYAN PRINCE FOUNDATION, EA SPORTS, QPR, MATCH ATTAX	KIYAN PRINCE FOUNDATION	ENGINE, London	UNITED KINGDOM	ENGINE, London / MISCHIEF, London
EMPTY ROOMS	PARENTS OF ROAD VICTIMS / BOOKING.COM	PARENTS OF ROAD VICTIMS / BOOKING.COM	HAPPINESS, AN FCB ALLIANCE, Brussels	BELGIUM	
THÉO CURIN X LACOSTE	LACOSTE	LACOSTE	BETC, Paris	FRANCE	
F01 (Local Brand)					
THE UNIFORM THAT NEVER EXISTED	CENTAURO	THE UNIFORM THAT NEVER EXISTED	TRACYLOCKE BRASIL, São Paulo	BRAZIL	TRACYLOCKE BRASIL, São Paulo
UNLUCKY SPONSOR	CRIS-SAL	SALT	PARADAIS DDB, Guayaquil	ECUADOR	
THE ELECTIONS EDITION	ANNAHAR NEWSPAPER	ANNAHAR NEWSPAPER	IMPACT BBDO, Dubai	UNITED ARAB EMIRATES	IMPACT PORTER NOVELLI, Dubai
F02 (Challenger Brand)					
CHICKENFLATION	ALPHA FOODS	ALPHA FOODS	MISCHIEF @ NO FIXED ADDRESS, Brooklyn	USA	JCONNELLY, New York
STUCK IN THE 80S	ABINBEV - GUARANÁ ANTARCTICA	GUARANÁ ANTARCTICA	SOKO, São Paulo	BRAZIL	SOKO, São Paulo
#FREECUTHBERT	ALDI	CUTHBERT CATERPILLAR CAKE	McCANN, Manchester	UNITED KINGDOM	CLARION COMMUNICATIONS, London
F03 (Single-market Campaign)					
OUTLAW RUNNERS	DISTANCE	DISTANCE	BETC, Paris	FRANCE	
SEE EQUAL #SHARETHELOAD (INTEGRATED)	PROCTER & GAMBLE INDIA	ARIEL	BBDO INDIA, Mumbai	INDIA	KETCHUM SAMPARK, Mumbai
F04 (Social Behaviour)					
VIENNA STRIPS ON ONLYFANS	VIENNA TOURIST BOARD	VIENNA TOURIST BOARD	JUNG von MATT DONAU, Vienna	AUSTRIA	JUNG von MATT DONAU, Vienna
ANTI LOOK - THE LIFE-SAVING QR DESIGN	JOHANNITER	JOHANNITER UNFALL-HILFE	SCHOLZ & FRIENDS, Berlin	GERMANY	SCHOLZ & FRIENDS, Berlin
NOWS THE TIME TO STARE	PARALYMPIC TEAM BELGIUM	PARALYMPIC TEAM BELGIUM	MUTANT, Antwerp	BELGIUM	LEWIS, Antwerp
ADELI	UNIPADS	UNIPADS REUSABLE SANITARY PADS	VMLY&R, Mumbai	INDIA	VMLY&R, Mumbai / SIMULATIONS PUBLIC AFFAIRS MANAGEMENT SERVICES, Gujarat
TOUGH TURBAN	PFUFF HARLEY-DAVIDSON	PFUFF HARLEY-DAVIDSON	ZULU ALPHA KILO, Toronto	CANADA	NELSON CONNECTS, Toronto / SELECT PR, Toronto
DYSLEXIC THINKING	VIRGIN GROUP	MADE BY DYSLEXIA	FCB INFERNO, London	UNITED KINGDOM	FCB INFERNO, London
F05 (Cultural Insight)					
MONOPOLY OF INEQUALITIES	L'OBSERVATOIRE DES INEGALITES	MONOPOLY OF INEQUALITIES	HEREZIE, Paris	FRANCE	HEREZIE, Paris
GREETING MILK	MAEIL DAIRIES CO. LTD	MAEIL SOJAL(LACTOSE-FREE) MILK	INNORED, Seoul	SOUTH KOREA	INNORED, Seoul
UNBOX ME	UNAIDS	UNAIDS	FCB INDIA, Delhi / FCB CHICAGO	INDIA	CUMULUS, Gurgaon
THE LOST CLASS	CHANGE THE REF INC.	GUN VIOLENCE AWARENESS	LEO BURNETT, Chicago	USA	TUSK STRATEGIES, New York, NY / MSL, Chicago
AS EARLY AS FIVE	DOVE UNILEVER	THE CROWN ACT	OGILVY, London / SWIFT, Portland	UNITED KINGDOM	EDELMAN, New York
MORNING AFTER ISLAND	GRUPO ESTRATEGICO GE PAE	WOMEN RIGHTS	Ogilvy honduras, Tegucigalpa	HONDURAS	Ogilvy honduras, Tegucigalpa
F06 (Breakthrough on a Budget)					
VIENNA STRIPS ON ONLYFANS	VIENNA TOURIST BOARD	VIENNA TOURIST BOARD	JUNG von MATT DONAU, Vienna	AUSTRIA	JUNG von MATT DONAU, Vienna
MIX4BOOBS	NRJ BELGIUM & PINK RIBBON	NRJ BELGIUM & PINK RIBBON	OGILVY, Brussels	BELGIUM	OGILVY, Brussels
CHATPAT	SOS CHILDREN'S VILLAGES INDIA	SOS CHILDREN'S VILLAGES INDIA	KINNECT, Mumbai / FCB INDIA, Delhi / FCB INDIA, Delhi / FCB CHICAGO	INDIA	CUMULUS, Gurgaon
AUDIO GUIDES OF THE TRUTH	YANKUIK ANAHUAK FOUNDATION FOR THE RESCUE OF MEXICAN HERITAGE.	YANKUIK ANAHUAK FOUNDATION.	MADE, Mexico City / RAINBOW LOBSTER, MEXICO Loa Angeles		
LOVE THE WORK MORE	SELF-PROMO	SELF-PROMO	LOVE THE WORK MORE, Berlin	GERMANY	
F07 (Corporate Purpose & Social Responsibility)					
MALNUTRITION LABELS	DOLE SUNSHINE COMPANY	DOLE SUNSHINE COMPANY	L&C, New York	USA	PEPPERCOMM, New York
#REMEMORY	WANT SHOW LAUNDRY	LAUNDRY	OGILVY TAIWAN, Taipei City	CHINESE TAIPEI	
LONG LIVE THE PRINCE	KIYAN PRINCE FOUNDATION, EA SPORTS, QPR, MATCH ATTAX	KIYAN PRINCE FOUNDATION	ENGINE, London	UNITED KINGDOM	ENGINE, London / MISCHIEF, London
HETZJAEGER. ANTIFASCIST ALGORITHMS.	LAUT GEGEN NAZIS E.V.	HETZJAEGER	PHILIPP UND KEUNTJE, Hamburg	GERMANY	FISCHERAPPELT, Hamburg
BEHIND THE MOST IMPORTANT JOB	NAVENT	ZONAJOBS	TOGETHERWITH, Buenos Aires	ARGENTINA	
ADELI	UNIPADS	UNIPADS REUSABLE SANITARY PADS	VMLY&R, Mumbai	INDIA	VMLY&R, Mumbai / SIMULATIONS PUBLIC AFFAIRS MANAGEMENT SERVICES, Gujarat
DYSLEXIA UNETIDED	GRUNER + JAHR DEUTSCHLAND / STERN	DYSLEXIA AWARENESS	SERVICEPLAN GERMANY, Munich / GRUNER + JAHR DEUTSCHLAND / STERN, Hamburg	GERMANY	SERVICEPLAN GERMANY, Munich

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MICHELOB ULTRA - SAVE IT SEE IT	MICHELOB ULTRA	MICHELOB ULTRA BEER	GUT, Miami	USA	3PM, Miami
HACK MARKET	BACK MARKET	MARKETPLACE FOR REFURBISHED ELECTRONIC GOODS	MARCEL, Paris	FRANCE	
AS EARLY AS FIVE	DOVE UNILEVER	THE CROWN ACT	OGILVY, London / SWIFT, Portland	UNITED KINGDOM	EDELMAN, New York
MORNING AFTER ISLAND	GRUPO ESTRATEGICO GE PAE	WOMEN RIGHTS	Ogilvy honduras, Tegucigalpa	HONDURAS	Ogilvy honduras, Tegucigalpa