

Shortlist (PR Lions)								
Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency	
<b>A01 (Food &amp; Nutrition)</b>								
A01013	0286	WAKE UP & SMELL THE RAIN	OSCAR MAYER BACON	OSCAR MAYER BACON	OLSON ENGAGE Chicago	USA	OLSON ENGAGE Chicago / 380 Chicago	
A01020	0682	WOTBROKEN	MONDELEZ INTERNATIONAL	MONDELEZ	DROGA5 New York	USA	DROGA5 New York / WEBER SHANDWICK New York	
A01037	01757	MYFAMILJAN	SPC ARDONONA	SPC CANNED FRUIT AND VEGETABLES	LEO BURNETT MELBOURNE	AUSTRALIA	LEO BURNETT MELBOURNE	
<b>A02 (Automotive and Transport)</b>								
A02004	0299	THE DANCING TRAFFIC LIGHT	DAMMLER AG / SMART MM	SMART	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin / KETCHUM PLEON Berlin	
A02017	01175	70 GUARDIANS OF WINTER	ŠKODA SPAIN	ŠKODA SCOUT4X4	PROXIMITY BARCELONA Barcelona	SPAIN	PROXIMITY BARCELONA Barcelona	
A02029	01880	INTERCEPTION	VOLVO	AUTOMOBILES	GREY NEW YORK	USA	GREY NEW YORK / WAGGENER EDSTROM New York	
<b>A03 (Healthcare &amp; Wellbeing)</b>								
A03008	01360	THE SALT YOU CARE	FUNDACION FIALARGO	FUNDACION FIALARGO	GREY ARGENTINA Buenos Aires	ARGENTINA	GREY ARGENTINA Buenos Aires / 380 Chicago	
A03020	01856	THE LUCKY IRON FISH PROJECT	WOLFF IRON FISH	FORTIFIED NUTRITION PRODUCT	GEOMETRY GLOBAL Dubai	UNITED ARAB EMIRATES	GEOMETRY GLOBAL Dubai / MEMAC OGLIVY Dubai	
A03022	01053	ROCCO SIFFREDDI'S VOYOF CHASTITY	RECKITT BENCKISER ITALIA	DUREX	HAVAS WORLDWIDE MILAN	ITALY	HAVAS WORLDWIDE MILAN / WAGNER PR MILAN	
A03023	01481	HURSE SELLS HIS STRIP TO HORNS	GSK	BREATHE RIGHT NASAL STRIPS	PHD New York	USA	WEBER SHANDWICK New York	
<b>A04 (Luxury goods, Fashion &amp; Beauty)</b>								
A04004	0488	CALL HER NAME	POLA	RED B.A	HAKUHODO Tokyo	JAPAN	HAKUHODO Tokyo / CYBERCASTING & PR (COPR) Tokyo	
A04010	01380	TRUE WETSUITS	QUIKSILVER JAPAN	WETSUITS	TBWAHAKUHODO Tokyo	JAPAN	TBWAHAKUHODO Tokyo / MATERIAL Tokyo	
A04023	01136	CATCALLING YOUR MIND	EVERLAST	EVERLAST	INDEPENDENCIA Lima	PERU	INDEPENDENCIA Lima	
A04026	01718	CHOOSE BEAUTIFUL	DOVE	PERSONAL CARE	EDELMAN London	UNITED KINGDOM	EDELMAN London / OGLIVY & MATHER Chicago	
<b>A05 (Other Consumer Products)</b>								
A05027	01150	KEEP THE FLAME ALIVE	DIAGEO LEBANON	JOHNNIE WALKER	LEO BURNETT BEIRUT	LEBANON	LEO BURNETT BEIRUT / LEOCOMM Beirut	
A05028	01336	COLOR FOR THE COLORFUL	VALSPAR	PAINT	FCB CHICAGO	USA	FCB CHICAGO	
A05037	01532	PRIDE OF WATER	COCA-COLA	ARWA	MEMAC OGLIVY Dubai	UNITED ARAB EMIRATES	MEMAC OGLIVY Dubai	
A05042	01505	PRICELESS PETS	PURINA / QUATRO PATINHAS NGO	ANIMAL ADOPTION	NBS Rio de Janeiro	BRAZIL	NBS Rio de Janeiro	
A05045	01640	BREATHE AGAIN	XIAO ZHANG	AIR PURIFIER	Y&R SHANGHAI	CHINA	Y&R SHANGHAI	
<b>A06 (Media, Arts &amp; Entertainment)</b>								
A06028	02888	TAMPS MUSEUM ON A TROLLEY	TAM MUSEUM	AIRCRAFT MUSEUM	WUNDERMAN BRAZIL São Paulo	BRAZIL	WUNDERMAN BRAZIL São Paulo	
A06043	01653	THE ROBB NEWS	ANTENA 1 OBSERVATOR	BLOOD DONATION	GEOMETRY GLOBAL Bucharest	ROMANIA	GEOMETRY GLOBAL Bucharest / SAATCHI & SAATCHI Bucharest	
A06048	01658	THE HRV+ ISSUE	VANGUARDIST MAGAZINE	MAGAZINE	SAATCHI & SAATCHI SWITZERLAND Geneva	SWITZERLAND	SAATCHI & SAATCHI SWITZERLAND Geneva / SWITZERLAND London	
A06050	01842	BLACK CATS ON HOLIDAY	LOTO LIBANAN	LOTO	IMPACT BBDO Dubai	UNITED ARAB EMIRATES	IMPACT BBDO Dubai	
<b>A07 (Travel, Tourism &amp; Leisure)</b>								
A07028	01493	SNACKHOLIDAYS	TRANSAVA	AIRLINE COMPANY	LES GAULOIS Puteaux	FRANCE	LES GAULOIS Puteaux / MARRIE-ANTOINETTE Paris	
A07041	01557	GREAT CHINESE NAMES FOR GREAT BRITAIN	VISITBRITAIN	TOURISM	OGLIVY BEIJING	CHINA	OGLIVY PUBLIC RELATIONS Beijing	
A07042	01748	SECRETARY MOMS	SPORT CLUB DO RECF	SOCCER TEAM	OGLIVY BRASIL São Paulo	BRAZIL	OGLIVY BRASIL São Paulo	
A07048	01862	BLIND TRIP	MINISTRY OF TRANSPORTATION AND TOURISM	PROMOTIONAL TOURISM CAMPAIGN	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil	
<b>A08 (Retail &amp; Restaurants)</b>								
A08004	01115	PHACIBETTER	MCDONALD'S	BIG MAC	DOB Sydney	AUSTRALIA	DOB Sydney	
A08011	01516	PROUD WHOPPER	BURGER KING	WHOPPER	DAVID Miami	USA	DAVID Miami / ALISON BROD PUBLIC RELATIONS New York	
<b>A09 (Financial Services)</b>								
A09006	02016	THE Z CONCERT NO ONE WAS WAITING FOR	BDVA	BDVA	FAHRENHEIT DOB Lima	PERU	FAHRENHEIT DOB Lima	
A09028	01754	VOLUNTEERING BILLBOARD	SEGODOS BOLIVAR	SEGODOS BOLIVAR	LEO BURNETT COLOMBIA Bogota	COLOMBIA	LEO BURNETT COLOMBIA Bogota / MB COMUNICACIONES Bogota	
<b>A10 (Technology &amp; Manufacturing)</b>								
A10004	00177	EVER BUOY	OPTUS	OPTUS NETWORK	FUEL COMMUNICATIONS Sydney	AUSTRALIA	FUEL COMMUNICATIONS Sydney / M&C SAATCHI Sydney	
A10028	01229	LIFELINE	SAMSUNG	GEAR VR	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY / EDELMAN Sydney	
A10040	01621	PERU TE LLAMA	MOVISTAR	COMMUNICATION SERVICES	Y&R Lima	PERU	Y&R Lima	
A10053	01981	TU PATROL	MYTEKSI	MYTEKSI APP	OGLIVY MALAYSIA Kuala Lumpur	MALAYSIA	OGLIVY MALAYSIA Kuala Lumpur	
A10054	01851	SUNDAY GRANNIES	VODAFONE ROMANIA	TELECOMMUNICATIONS	McCANN ERICKSON ROMANIA Bucharest	ROMANIA	McCANN ERICKSON ROMANIA Bucharest	
<b>A11 (Charity &amp; not for Profit)</b>								
A11001	00014	GUILD TRIP SUNDAY	SOS CHILDREN'S VILLAGES SWEDEN	MOTHER'S DAY	RIVER Stockholm	SWEDEN	RIVER Stockholm	
A11024	00848	MORE THAN A COSTUME	DOCTORS OF THE WORLD	DOCTORS OF THE WORLD	PUBLICIS KAPLAN THALER New York	USA	PUBLICIS KAPLAN THALER New York	
A11034	01353	LOVE HAS NO LABELS	ADDCOUNCIL	LOVE HAS NO LABELS	R/GA New York	USA	R/GA New York	
A11041	00603	A HAIR RAISING COUREUSE	BARNCANCERFONDE	NON PROFIT ORGANIZATION	GARBERGS Stockholm	SWEDEN	GARBERGS Stockholm	
A11049	00479	PROJECT AKHAR (ALPHABETS) - GRADUATING BLUE COLLAR TO WHITE-COLLAR	SMARTLIFE	GET SMART PROGRAM	FP7/DXB Dubai	UNITED ARAB EMIRATES	FP7/DXB Dubai	
A11058	00769	NAZIS AGAINST NAZIS SCROGGY'S MOST INVOLUNTARY CHARITY WALK	ZDK GESELLSCHAFT DEMOKRATISCHE KULTUR	EXIT-DEUTSCHLAND	GGH LOWE Hamburg	GERMANY	GGH LOWE Hamburg / GRABARZ & PARTNER Hamburg	
A11065	01179	THE UNFOGOTTEN	ILLINOIS COUNCIL AGAINST HANGGUN VIOLENCE	GUN VIOLENCE EDUCATION AWARENESS AND LOBBYING	FCB CHICAGO	USA	FCB CHICAGO / CURRENT Chicago	
A11067	01534	COME AND VOTE!	ASOCIATA PRO CROMANIA	PRO VOTING CAMPAIGN	LEO BURNETT GROUP Bucharest	ROMANIA	LEO BURNETT GROUP Bucharest / THE PRACTICE Bucharest	
A11070	01577	UNPAID SPOKESPERSON	LEGACY	NATIONAL PUBLIC HEALTH FOUNDATION (TODAGOO) PREVENTION & CREATION	KETCHUM New York	USA	KETCHUM New York / 72ANDSUNNY Playa Vista	
A11092	01936	SINGING SAILOR NAMES	THE SWEDISH PEACE AND AMBITION SOCIETY	SUSTAINABLE DEVELOPMENT AND HUMAN RIGHTS	AKESTAM HOLST Stockholm	SWEDEN	AKESTAM HOLST Stockholm	
A11103	01862	THE GUN SHOP	STATES UNITED TO PREVENT GUN VIOLENCE	ANTI-GUN VIOLENCE	GREY NEW YORK	USA	GREY NEW YORK / GREY ACTIVATION & PR New York	
A11106	01098	805 MILLION NAMES	UNITED NATIONS WORKING GROUP PROGRAMME	FIGHTING HUNGER WORLDWIDE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	
A11114	01398	THE 2 EURO T-SHIRT A SOCIAL EXPERIMENT	FASHION REVOLUTION (NGO)	SOCIAL ACTIVATION	KETCHUM PLEON Berlin	GERMANY	KETCHUM PLEON Berlin / BROD PUBLIC RELATIONS Berlin	
A11144	01897	BROWN AND MAIDS TOO (TWOC2)	TRANSIENT WOMEN'S COUNT TOO (TWOC2)	TWOC2	OGLIVY & MATHER SINGAPORE	SINGAPORE	OGLIVY & MATHER SINGAPORE	
<b>A12 (Public Sector)</b>								
A12003	00107	THE SAD BUS	THE CENTER FOR INFORMATION TECHNOLOGY AT THE MINISTRY OF THE INTERIOR	BEZPIECZNYAUTOBUS S.GOV.PL	K2 Warsaw	POLAND	K2 Warsaw	
A12011	00830	ANTI-ROBBERY COURSE	NATIONAL POLICE	NATIONAL POLICE	McCANN WORLDGROUP COLOMBIA Bogota	COLOMBIA	McCANN WORLDGROUP COLOMBIA Bogota	
<b>B01 (Corporate Reputation &amp; Communication)</b>								
B01006	00178	CLEVER BUOY	OPTUS	OPTUS NETWORK	FUEL COMMUNICATIONS Sydney	AUSTRALIA	FUEL COMMUNICATIONS Sydney / M&C SAATCHI Sydney	
B01028	00927	THE DAVOS CHALLENGE WALK FOR CLIMATE	UBS	CORPORATE SOCIAL RESPONSIBILITY	PUBLICIS PIXELPAR Berlin	GERMANY	PUBLICIS HAMBURG	
B01031	01362	TUVALU	LG ELECTRONICS	SMART TV	GREY ARGENTINA Buenos Aires	ARGENTINA	GREY ARGENTINA Buenos Aires	
B01032	01381	TRUE WETSUITS	QUIKSILVER JAPAN	WETSUITS	TBWAHAKUHODO Tokyo	JAPAN	TBWAHAKUHODO Tokyo / MATERIAL Tokyo	
B01042	01494	SNACKHOLIDAYS	TRANSAVA	AIRLINE COMPANY	LES GAULOIS Puteaux	FRANCE	LES GAULOIS Puteaux / MARRIE-ANTOINETTE Paris	
B01045	01657	TYN POWER	SIXONIE CO.	FOOTWEAR	DENTSU YOUNG & RUBICAM Thailand	THAILAND	DENTSU YOUNG & RUBICAM Thailand	
B01059	01274	INFREQUENT FLYERS CLUB	TIGERAIR	INFREQUENT FLYERS CLUB	McCANN MELBOURNE	AUSTRALIA	McCANN MELBOURNE	
B01064	01922	PERU TE LLAMA	MOVISTAR	COMMUNICATION SERVICES	Y&R Lima	PERU	Y&R Lima	
B01071	01392	RELOCKLOVE	ORANGE	ORANGE FRANCE	MARCEL Paris	FRANCE	MARCEL Paris	
B01090	01134	THE ART OF WAITING	RECLAME AQUI	INSTITUTIONAL	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo	
B01092	01682	TAXIPATROL	MYTEKSI	MYTEKSI APP	OGLIVY MALAYSIA Kuala Lumpur	MALAYSIA	OGLIVY MALAYSIA Kuala Lumpur	
<b>B02 (Public Affairs &amp; Lobbying)</b>								
B02003	00124	VOTE FOR US WELL VOTE FOR YOU	KAFIA	WOMEN'S RIGHTS NGO	LEO BURNETT BEIRUT	LEBANON	LEO BURNETT BEIRUT / LEOCOMM Beirut	
B02016	00999	GROCERIES NOT GUNS	MOMS DEMAND ACTION FOR GUN SAFETY AMERICA	PUBLIC AWARENESS - GUN CONTROL	GREY CANADA Toronto	CANADA	GREY CANADA Toronto	
B02018	01121	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DOB SPAIN Madrid	SPAIN	DOB SPAIN Madrid	
B02020	00770	NAZIS AGAINST NAZIS SCROGGY'S MOST INVOLUNTARY CHARITY WALK	ZDK GESELLSCHAFT DEMOKRATISCHE KULTUR	EXIT-DEUTSCHLAND	GRABARZ & PARTNER Hamburg	GERMANY	GRABARZ & PARTNER Hamburg / GGH LOWE Hamburg	
B02022	00994	TOYS IN MOURNING	UNICEF	INSTITUTIONAL	ONIRIA/TBWA Asuncion	PARAGUAY	ONIRIA/TBWA Asuncion / VIENTO SUR/URBAN GRUPO DE COMUNICACION Asuncion	
B02032	01885	THE GUN SHOP	STATES UNITED TO PREVENT GUN VIOLENCE	ANTI-GUN VIOLENCE	GREY NEW YORK	USA	GREY NEW YORK / GREY ACTIVATION & PR New York	
<b>B03 (Crisis Communications &amp; Issue Management)</b>								
B03002	00325	ITECNOLOGIA YAN DISTUFE: RAPID INTEGRATION TURNS PR CRISIS INTO SOCIAL CURRENCY	GENERAL MOTORS	CHEVROLET TRUCKS	FLEISHMANHILLARD St. Louis	USA	FLEISHMANHILLARD DALLAS	
B03016	01541	SHEEDY OF DECENCY	DANTRIE PAPER	MARRIAGE EQUALITY	ROTHCO Dublin	IRELAND	ROTHCO Dublin	
<b>B04 (Corporate Responsibility)</b>								
B04010	01020	LIFE SAVING DOT	TALWAR BINDI	BINDI	GREY GROUP Singapore	SINGAPORE	GREY GROUP Singapore	
B04018	00980	TOUCH THE PROCTER & GAMBLE	PROCTER & GAMBLE	WIPSPER SANITARY NAPKINS	BBDO INDIA Mumbai	INDIA	BBDO INDIA Mumbai	
B04023	01517	PROUD WHOPPER	BURGER KING	WHOPPER	DAVID Miami	USA	DAVID Miami / ALISON BROD PUBLIC RELATIONS New York	
B04024	01623	MARCH OF TOYS	KASPERLE	KASPERLE	BBDO GUATEMALA	GUATEMALA	BBDO GUATEMALA	
B04035	00537	THE RAMP LESSON	DRIVER'S SCHOOL	DRIVING SCHOOL	VLM Mexico	MEXICO	VLM Mexico	
B04036	00853	SIDE BY SIDE	SPORT CLUB INTERNACIONAL	GRENAL	SPORT CLUB INTERNACIONAL Porto Alegre	BRAZIL	SPORT CLUB INTERNACIONAL Porto Alegre	
B04045	01934	COFFEE VS. CANNELI	MONDELEZ	KENCO	J. WALKER THOMPSON London	UNITED KINGDOM	J. WALKER THOMPSON London	
B04052	01316	THE WORLD'S FIRST BILLED	MOLTYFOAM	MATTRESSES	BALISTAN Lahore	PAKISTAN	BALISTAN Lahore	
<b>B05 (Environmental (incl. Sustainability))</b>								
B05004	00179	CLEVER BUOY	OPTUS	OPTUS NETWORK	FUEL COMMUNICATIONS Sydney	AUSTRALIA	FUEL COMMUNICATIONS Sydney / M&C SAATCHI Sydney	
B05021	00501	TREE BOOK TREE	PEQUEÑO EDITOR	TREE BOOK TREE	FCB BUENOS AIRES	ARGENTINA	FCB BUENOS AIRES / NV PRENSA Buenos Aires	
<b>B06 (Internal Communications (incl. employee engagement))</b>								
B06003	00314	THE VERY GOOD WISHES	PUBLICIS GROUPE	PUBLICIS 2015 ANNUAL WISHES	DIGITASLB FRANCE Paris	FRANCE	DIGITASLB FRANCE Paris	
B06009	01802	ASHES	CAMPOFRIO	INSTITUTIONAL FIRE LA BUREBA FACTORY	McCANN MADRID	SPAIN	McCANN MADRID	
<b>B07 (Media Relations)</b>								
B07018	00468	THE 30TH ANNIVERSARY OF THE UK'S FIRST MOBILE PHONE CALL	VODAFONE	30TH ANNIVERSARY OF THE UK'S FIRST MOBILE PHONE CALL ON THE VODAFONE NETWORK	VODAFONE GROUP LONDON	UNITED KINGDOM	GOLDEN GOOSE PR London	
B07053	01061	THE WORLD'S TOUGHEST JOB	AMERICAN GREETINGS	CARDSTORE.COM	MULLEN Boston	USA	MULLEN Boston	
B07054	01198	VITTEL COUCH CONVERTER SERVICE	VITTEL - NESTLE WATERS	MINERAL WATER	OGLIVY PARIS	FRANCE	OGLIVY PARIS / CEST DIT CEST ECRT Paris	
<b>B08 (Events &amp; Experiential (incl. stunts))</b>								
B08025	00300	THE DANCING TRAFFIC LIGHT	DAMMLER AG / SMART MM	SMART	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin / KETCHUM PLEON Berlin	
B08043	00278	LICHTRENZE	THE CITY OF BERLIN (KULTURPROJEKT BERLIN)	CITY WIDE PARTICIPATION LIGHT INSTALLATION AND LIVE EVENT	WHITEVOID Berlin	GERMANY	WHITEVOID Berlin	
B08044	00297	STAY WITH PRIDE	AIRBNB	TRAVEL & ACCOMMODATION	WHYBIN/TBWA GROUP SYDNEY	AUSTRALIA	WHYBIN/TBWA GROUP SYDNEY / NZN COMMUNICATIONS Sydney	
B08052	00732	HEARING HANDS	SAMSUNG ELECTRONICS TURKEY	SAMSUNG	LEO BURNETT ISTANBUL	TURKEY	LEO BURNETT ISTANBUL	
B08061	01354	LOVE HAS NO LABELS	ADDCOUNCIL	LOVE HAS NO LABELS	R/GA New York	USA	R/GA New York	
B08062	01122	HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DOB SPAIN Madrid	SPAIN	DOB SPAIN Madrid	
B08093	01192	THE MARATHON WALKER	WATER FOR AFRICA	CHARITY	OGLIVY PARIS	FRANCE	OGLIVY PARIS	
B08122	01591	PAY PER LOVE	TEATRENU	PAY PER LOVE	THE CYRANOS/McCANN Barcelona	SPAIN	THE CYRANOS/McCANN Barcelona	
B08137	00771	NAZIS AGAINST NAZIS SCROGGY'S MOST INVOLUNTARY CHARITY WALK	ZDK GESELLSCHAFT DEMOKRATISCHE KULTUR	EXIT-DEUTSCHLAND	GGH LOWE Hamburg	GERMANY	GGH LOWE Hamburg / GRABARZ & PARTNER Hamburg	
B08139	00824	THE HEARING TEST CONCERT	NEUROTH	HEARING AID	FCB ZÜRICH	SWITZERLAND	FCB ZÜRICH	
B08146	00574	THE RAMP LESSON	DRIVER'S SCHOOL	DRIVING SCHOOL	VLM Mexico	MEXICO	VLM Mexico	
B08166	01889	THE GUN SHOP	STATES UNITED TO PREVENT GUN VIOLENCE	ANTI-GUN VIOLENCE	GREY NEW YORK	USA	GREY NEW YORK / GREY ACTIVATION & PR New York	
B08174	01390	A KISS IS A STAMP	POSTNL	POSTAL SERVICES	JOE PUBLIC TAKE-AWAY ADVERTISING Amsterdam	THE NETHERLANDS	JOE PUBLIC TAKE-AWAY ADVERTISING Amsterdam	
B08175	01650	THE BILLBOARD WITH NOTHING TO HIDE	FARM PRIDE FOODS	FREE RANGE EGGS	GP1&R Melbourne	AUSTRALIA	GP1&R Melbourne	
B08179	01752	SECURITY MOMS	SPORT CLUB DO RECF	SOCCER TEAM	OGLIVY BRASIL São Paulo	BRAZIL	OGLIVY BRASIL São Paulo	
B08182	01399	THE 2 EURO T-SHIRT A SOCIAL EXPERIMENT	FASHION REVOLUTION (NGO)	SOCIAL ACTIVATION	KETCHUM PLEON Berlin	GERMANY	KETCHUM PLEON Berlin / BBDO GROUP GERMANY Berlin	
B08191	00834	ZOO LANDER RETURNS TO THE RURAL	PARAMOUNT PICTURES	ZOO LANDER 2	WME/IMG New York	USA	CATALYST PUBLIC RELATIONS New York	
B08199	01869	BLIND TRIP	MINISTRY OF TRANSPORTATION AND TOURISM	PROMOTIONAL TOURISM CAMPAIGN	MARURI GREY Guayaquil	ECUADOR	MARURI GREY Guayaquil	
B08204	00996	TOYS IN MOURNING	UNICEF	INSTITUTIONAL	ONIRIA/TBWA Asuncion	PARAGUAY	ONIRIA/TBWA Asuncion / VIENTO SUR/URBAN GRUPO DE COMUNICACION Asuncion	
B08205	01124	THE VALENTINE EXPERIMENT	ANTHON BERG	ANTHON BERG CREATION	ROBERTS (BOISEN & LIKE-MINDED) Copenhagen	DENMARK	ROBERTS (BOISEN & LIKE-MINDED) Copenhagen / ESSENCIOUS Copenhagen	
B08209	01608	MORE THAN A SIGN	DISLIFE	DISABILITY RIGHTS AWARENESS	Y&R Moscow	RUSSIA	Y&R Moscow / PROSTOR Moscow	
<b>B09 (Celebrity Endorsement)</b>								
B09007	00371	PRETZEL BACON CHEESEBURGER - YES, YES, YES	WENDY'S	QUICK SERVICE RESTAURANT	VLM Kansas City	USA	VLM Kansas City / KETCHUM New York	
B09014	01282	THE WEATHER CHALLENGE	TOYOTA MOTOR EUROPE	EGGS	DEL CAMPO SAATCHI & SAATCHI MADRID Madrid	SPAIN	DEL CAMPO SAATCHI & SAATCHI MADRID Madrid	
B09021	01187	WALK WITH BACON	MARS PET CARE BOARD	EGGS	EDELMAN Chicago	USA	EDELMAN Chicago / GREY NEW YORK	
B09029	00931	SUPPORTING GREATNESS WITH JOCKEY MEDIUM UNDERWEAR	JOCKEY	APPAREL	EDELMAN International Kenosha	USA	ZENO GROUP New York	
B09038	01716	CELIBACY CHALLENGE	GLAAD, GAY MEN'S HEALTH CRISIS	PUBLIC SERVICE	SAATCHI & SAATCHI New York	USA	SAATCHI & SAATCHI New York / SWENEVESTY New York	
B09040	01099	805 MILLION NAMES	UNITED NATIONS WORKING GROUP PROGRAMME	FIGHTING HUNGER WORLDWIDE	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	
<b>B10 (Sponsorship)</b>								
B10005	00298	STAY WITH PRIDE	AIRBNB	TRAVEL & ACCOMMODATION	WHYBIN/TBWA GROUP SYDNEY	AUSTRALIA	WHYBIN/TBWA GROUP SYDNEY / NZN COMMUNICATIONS Sydney	
B10012	00941							