

Shortlist (Entertainment Lions)



Cat. No	Entry No	Title	Client	Product	Entrant Contact Firstname	Entrant Company	Entrant Country	Idea Creation	Production	Media	PR
A01 (Cinema & Theatrical: Fiction Film)											
A01/004	00003	GAME (LEXUS SHORT FILMS)	THE WEINSTEIN COMPANY, LEXUS	N/A	Zoe	LEXUS INTERNATIONAL Tokyo	JAPAN	LEXUS INTERNATIONAL Tokyo / THE WEINSTEIN COMPANY Los Angeles	THE WEINSTEIN COMPANY Los Angeles		
A01/025	01521	BEYOND MONEY	SANTANDER BANK	1 2 3 SMART ACCOUNT	Anixe	MRM//McCANN SPAIN Madrid	SPAIN	MRM//McCANN SPAIN Madrid	OXIGENO Barcelona		
A01/029	00459	HOME	UNDP Kosovo	Charity	Louise	BLACK SHEEP STUDIOS London	UNITED KINGDOM	BLACK SHEEP STUDIOS London	BLACK SHEEP STUDIOS London		
A02 (Cinema & Theatrical: Non-Fiction Film)											
A02/003	00149	KEEPERS OF THE GAME	DICK'S SPORTING GOODS	SPORTS MATTER	Valerie	TRIBECA DIGITAL STUDIOS New York	USA	THE DICK'S SPORTING GOODS FOUNDATION Coraopolis / TRIBECA DIGITAL STUDIOS New York	FLATBUSH PICTURES New York / TRIBECA DIGITAL STUDIOS New York		
A02/007	00626	LO & BEHOLD	NETSCOUT	APPLICATION AND NETWORK PERFORMANCE MANAGEMENT	Claire	PEREIRA & O'DELL New York	USA	PEREIRA & O'DELL New York			
A02/018	00390	SINGLE BELIEF	PERNOD RICARD TAIWAN	THE GLENLIVET	Nancy	DENTSU TAIWAN Taipei City	CHINESE TAIPEI	DENTSU TAIWAN Taipei City	HEMIGREEN FILMS Taipei City		
A03 (TV & VOD: Fiction under 15 minutes)											
A03/001	00047	WE'RE THE SUPERHUMANS	CHANNEL 4	THE PARALYMPICS	Lyle	4CREATIVE London	UNITED KINGDOM	4CREATIVE London	4CREATIVE London	4CREATIVE London	4CREATIVE London
A03/011	00927	CHRISTMAS WITH LOVE	MARKS AND SPENCER	MARKS AND SPENCER	Clara	Y&R LONDON	UNITED KINGDOM	Y&R LONDON	NATIVE London / SMUGGLER London / THE MILL London / THE QUARRY London / WAVE STUDIOS London	MINDSHARE London	
A03/012	01353	LABEL OF LOVE	MONOPRIX	MONOPRIX - 85 YEARS OF THE BRAND	Victoria	ROSAPARK Paris	FRANCE	ROSAPARK Paris	INSURRECTION Paris / MATHEMATIC Paris / SCHMOOZE Paris		
A03/014	00280	L'AMOUR, L'AMOUR.	INTERMARCHÉ	INTERMARCHÉ	Romana	ROMANCE Paris	FRANCE	ROMANCE Paris	CARNIBIRD Paris / NIGHTSHIFT Paris / THE Paris		
A03/023	01566	REINVENT GIVING	HEWLETT PACKARD	HEWLETT PACKARD	Linda	AMVBBDO London	UNITED KINGDOM	AMVBBDO London	ACADEMY FILMS London	PHD London	

Shortlist (Entertainment Lions)

A03/027	01252	MY MUTANT BRAIN	KENZO	KENZO PARFUMS	Darlene	MJZ Los Angeles	USA	BLACK FRAME New York	MJZ Los Angeles
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A04 (TV & VOD: Fiction 15 minutes or over)

A04/003	00915	FROM THE START	MONDELEZ INTERNATIONAL	LACTA	Panos	OGILVYONE WORLDWIDE ATHENS	GREECE	OGILVYONE WORLDWIDE ATHENS	FOSS PRODUCTIONS Athens
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A04/006	01522	BEYOND MONEY	SANTANDER BANK	1 2 3 SMART ACCOUNT	Anixe	MRM//McCANN SPAIN Madrid	SPAIN	MRM//McCANN SPAIN Madrid	OXIGENO Barcelona
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A05 (TV & VOD: Fiction Series)

A05/003	00726	RAD LANDS	CHIPOTLE MEXICAN GRILL	RAD LANDS / PAID STREAMING LIMITED SERIES FOR KIDS	Julie	CREATIVE ARTISTS AGENCY Los Angeles	USA	CHIPOTLE New York / CREATIVE ARTISTS AGENCY Los Angeles	THE MAGIC STORE Brea
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A06 (TV & VOD: Non-Fiction under 15 minutes)

A06/003	00503	ALL THAT WE SHARE - TVC	TV2	TV2	Mie	&Co./NoA Copenhagen	DENMARK	&Co./NoA Copenhagen	&Co./NoA Copenhagen / MOLAND FILM COMPANY Copenhagen
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A07 (TV & VOD: Non-Fiction 15 minutes or over)

A07/002	00627	LO & BEHOLD	NETSCOUT	APPLICATION AND NETWORK PERFORMANCE MANAGEMENT	Claire	PEREIRA & O'DELL New York	USA	PEREIRA & O'DELL New York	
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A09 (Online: Fiction under 15 minutes)

A09/012	00084	EVAN	SANDY HOOK PROMISE	SANDY HOOK PROMISE	Jayme	BBDO NEW YORK	USA	BBDO NEW YORK	SMUGGLER New York	DINI VON MUEFFLING COMMUNICATIONS New York
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A09/020	00312	MRS. CLAUD	MARKS & SPENCER	MARKS & SPENCER	Jacqueline	SMUGGLER London	UNITED KINGDOM	Y&R LONDON	SMUGGLER London / THE MILL London / THE QUARRY London	Y&R LONDON	Y&R LONDON
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A09/033	00598	RYAN REYNOLDS GETS ROASTED BY HIS TWIN BROTHER	GQ	GQ'S MAN OF THE YEAR	Dan	HUNGRY MAN Los Angeles	USA	HUNGRY MAN Los Angeles	HUNGRY MAN Los Angeles
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Shortlist (Entertainment Lions)



A09/035	00286	THE WORLD'S BIGGEST ASSHOLE	DONATE LIFE	ORGAN DONATION	Alexandra	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond	CUT + RUN Santa Monica / DUOTONE AUDIO GROUP New York / FURLINED Los Angeles / LIME STUDIOS Santa Monica / THE MILL Los Angeles	THE MARTIN AGENCY Richmond	THE MARTIN AGENCY Richmond
A09/042	00728	A LOVE STORY	CHIPOTLE MEXICAN GRILL, INC.	CHIPOTLE MEXICAN GRILL	Julie	CREATIVE ARTISTS AGENCY Los Angeles	USA	CHIPOTLE New York / CREATIVE ARTISTS AGENCY Los Angeles	PASSION PICTURES London		
A09/053	00796	THE TALE OF THOMAS BURBERRY	BURBERRY	BURBERRY RETAIL	Paul	BURBERRY London	UNITED KINGDOM	BURBERRY London	BURBERRY London	BURBERRY London	BURBERRY London
A09/055	00348	VOLVO ALICE'S WEDDING	VOLVO CARS	S90	Darice	HAVAS TAIWAN	CHINESE TAIPEI	HAVAS TAIWAN	BIG BANG & FUZZ TAIPEI CITY / GREATLAND FILMS Taipei / HAVAS TAIWAN / MINDBIZ POST Taipei / THEHONEYDRIPPERS TAIPEI CITY	HAVAS TAIWAN	
A09/056	00620	GRAVITY CAT	SONY INTERACTIVE ENTERTAINMENT	GRAVITY DAZE2	Akira	TOHOKUSHINSHA FILM CORPORATION Tokyo	JAPAN	HAKUHODO INC. Tokyo	TOHOKUSHINSHA FILM CORPORATION Tokyo		
A09/071	01519	ENGLISH FOR BEGINNERS	ALLEGRO	ALLEGRO.PL	Bartek	BARDZO. Warsaw	POLAND	BARDZO. Warsaw	CUT CUT Warsaw / STAGE 2 Warsaw / ZTUDIO Warsaw		
A09/097	01263	MY MUTANT BRAIN	KENZO	KENZO PARFUMS	Darlene	MJZ Los Angeles	USA	BLACK FRAME New York	MJZ Los Angeles		
A09/099	01264	OSTRICH	SAMSUNG	SAMSUNG	Darlene	MJZ Los Angeles	USA	LEO BURNETT CHICAGO	MJZ Los Angeles		

A10 (Online: Fiction 15 minutes or over)

A10/001	00022	LIFELINE	QUALCOMM	QUALCOMM SNAPDRAGON	Paula	OGILVY NEW YORK	USA	OGILVY NEW YORK	ANONYMOUS CONTENT Culver City / APRIL HARVEST PRODUCTIONS Shanghai / H&O PRODUCTIONS NEW YORK / OGILVY NEW YORK / PULSE MUSIC New York	NEO@OGILVY New York	BURSON MARSTELLER Beijing / DI GENNARO New York / NEO@OGILVY Beijing / OGILVY NEW YORK
A10/006	01523	BEYOND MONEY	SANTANDER BANK	1 2 3 SMART ACCOUNT	Anixe	MRM//McCANN SPAIN Madrid	SPAIN	MRM//McCANN SPAIN Madrid	OXIGENO Barcelona		

Shortlist (Entertainment Lions)



A11 (Online: Fiction Series)

A11/013	00916	FROM THE START	MONDELEZ INTERNATIONAL	LACTA	Panos	OGILVYONE WORLDWIDE ATHENS	GREECE	OGILVYONE WORLDWIDE ATHENS	FOSS PRODUCTIONS Athens	
A11/020	00662	THE WOLF SERIES	HP	PRINT AND PC SECURITY	Dominique	GIANT SPOON Los Angeles	USA	GIANT SPOON Los Angeles / HP Palo Alto	PARK PICTURES Santa Monica	HP Palo Alto
A11/023	01166	GROW UP	DAIMLER AG	MERCEDES-BENZ COMPACT CARS	Amelie	ANTONI Berlin	GERMANY	ANTONI Berlin	ICONOCLAST Berlin / ICONOCLAST Paris / NHB Berlin / RECOM ART Berlin	

A12 (Online: Non-Fiction under 15 minutes)

A12/003	00100	THE SHARED STORY OF HARRY AND AHMED	UNICEF	SUPPORT CHILD REFUGEES	Diana	180 AMSTERDAM Amsterdam	THE NETHERLANDS	180 AMSTERDAM Amsterdam	MPC CREATIVE London / SMUGGLER London / TRIM EDITING London / WAVE RECORDING STUDIOS Amsterdam	
A12/016	00268	ODE TO LESVOS	JOHNNIE WALKER	JOHNNIE WALKER	Lio	ANOMALY Amsterdam	THE NETHERLANDS	ANOMALY Amsterdam	JOUZOUR PRODUCTIONS Berlin	
A12/020	00504	ALL THAT WE SHARE	TV2	TV2	Mie	&Co./NoA Copenhagen	DENMARK	&Co./NoA Copenhagen	&Co./NoA Copenhagen / MOLAND FILM COMPANY Copenhagen	
A12/021	00809	HANDLE WITH CARE	PROCTER & GAMBLE	GILLETTE	Grady	GREY NEW YORK	USA	GREY NEW YORK / PROCTER & GAMBLE Boston	HUMBLE New York / POSSIBLE CINCINNATI / THE MILL New York / TOWNHOUSE New York	KETCHUM New York
A12/024	00505	THE DNA JOURNEY	MOMONDO	MOMONDO TRAVEL SEARCH ENGINE	Mie	&Co./NoA Copenhagen	DENMARK	&Co./NoA Copenhagen	BACON Copenhagen	BE ON Copenhagen
A12/038	00428	VICKS "TOUCH OF CARE"	VICKS	VICKS VAPORUB	Jessica	PUBLICIS SINGAPORE	SINGAPORE	PUBLICIS SINGAPORE	PUBLICIS SINGAPORE	PUBLICIS SINGAPORE

A13 (Online: Non-Fiction 15 minutes or over)

A13/001	00697	THE LICK-HIKER'S GUIDE TO INNER STRENGTH	VALIO OY	VALIO GEFILUS	Pia	HASAN & PARTNERS Helsinki	FINLAND	HASAN & PARTNERS Helsinki	COCOA MEDIAPRODUCTIONS Helsinki	DAGMAR Helsinki	THE HONEY PARTNERSHIP London
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A14 (Online: Non-Fiction Series)

Shortlist (Entertainment Lions)



A14/005	00506	THE DNA JOURNEY	MOMONDO	MOMONDO TRAVEL SEARCH ENGINE	Mie	&Co./NoA Copenhagen	DENMARK	&Co./NoA Copenhagen	BACON Copenhagen	BE ON Copenhagen	RADIUS KOMMUNIKATION Copenhagen
A14/017	01544	PITCHING FRENCH FILMS TO HOLLYWOOD	ALLIANCE FRANÇAISE DE SINGAPOUR	CINÉ CLUB	Rachel	OGILVY & MATHER SINGAPORE	SINGAPORE	OGILVY & MATHER SINGAPORE	OGILVY & MATHER SINGAPORE	OGILVY & MATHER SINGAPORE	OGILVY & MATHER SINGAPORE

A15 (VR, AR & Emerging Tech: Film or Series)

A15/005	00222	BEYOND THE FRAME	SAMSUNG ELECTRONICS AMERICA	SAMSUNG	Jessica	STARCOM Chicago	USA	STARCOM Chicago	VICELAND New York	STARCOM Chicago
A15/024	10091	PRIDE FOR EVERYONE	GOOGLE	GOOGLE	Coleman	GOOGLE Mountain View	USA	GOOGLE BRAND STUDIO San Francisco	GOOGLE BRAND STUDIO San Francisco / LONELY LEAP Brooklyn / MADE.FOR.DIGITAL Amsterdam / ROC NOIR Los Angeles	

A16 (Live Broadcast/Live Streaming)

A16/010	00593	GAME OF THRONES: ICE & FIRE	HBO	HBO	Hannah	360I New York	USA	360I New York	UNIT9 San Francisco	FACEBOOK New York	
A16/028	01118	DIVE BAR TOUR	BUD LIGHT	BUD LIGHT	Kristen	WIEDEN+KENNEDY NEW YORK	USA	WIEDEN+KENNEDY NEW YORK	JOINT EDITORIAL New York / LIVESTREAM PUBLIC New York	WEBER SHANDWICK New York	WEBER SHANDWICK New York
A16/037	01663	LIVE. FROM A DIFFERENT WORLD	VODAFONE	TELECOM	Carmen	McCANN WORLDGROUP ROMANIA Bucharest	ROMANIA	McCANN WORLDGROUP ROMANIA Bucharest			

A17 (Audio Content)

A17/004	00140	ESCOBAR FREQUENCY	NETFLIX	NARCOS SEASON 2	Jessica	AKQA London	UNITED KINGDOM	AKQA London	CAPITAO FOCA São Paulo / THE GOODFELLAS São Paulo	VML São Paulo	
A17/012	00771	ONE SOURCE: THE SONG	ONE SOURCE: THE SONG	BEVERAGES	Aloysius	VML Johannesburg	SOUTH AFRICA	VML Johannesburg	EGG FILMS Cape Town	VIZEUM CAPE TOWN	CAPACITY RELATIONS Johannesburg
A17/017	01333	A LOVE SONG WRITTEN BY A MURDERER	VIDA MUJER ORGANIZATION	VIDA MUJER	Carlos	CIRCUS GREY PERU Lima	PERU	CIRCUS GREY PERU Lima	AUDIO POST Lima / DIEGO DIBÓS SOUND LAB Lima / SANGRE Lima	CIRCUS GREY PERU Lima	CIRCUS GREY PERU Lima

Shortlist (Entertainment Lions)



A17/021	01035	RESISTANCE RADIO	AMAZON	MAN IN THE HIGH CASTLE	Sonya	CAMPFIRE AT SAPIENTRAZORFISH New York	USA	CAMPFIRE AT SAPIENTRAZORFISH New York	30TH CENTURY RECORDS New York / DINAHMOE Stockholm / NVE Los Angeles / NYLON STUDIOS New York / SCOTT FREE PRODUCTIONS Los Angeles		
A17/022	00995	MORE THAN 70%	INSTITUTO AZMINA	INSTITUTO AZMINA	Giovanna	J. WALTER THOMPSON BRAZIL São Paulo	BRAZIL	J. WALTER THOMPSON BRAZIL São Paulo	SATELITE AUDIO São Paulo	J. WALTER THOMPSON BRAZIL São Paulo	J. WALTER THOMPSON BRAZIL São Paulo
A17/031	01359	ON HOLD MUSIC FESTIVAL	RECLAME AQUI	WORLD CONSUMER RIGHTS DAY	Renata	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo	GREY BRAZIL São Paulo / RECLAME AQUI São Paulo	CATRACA LIVRE São Paulo / ÉPOCA São Paulo / GREY BRAZIL São Paulo	GREY BRAZIL São Paulo

A18 (Co-creation & User Generated Content)

A18/002	00179	ART BEATS HATE	LEGACY BERLIN	NONE	Michelle	HEIMAT Berlin	GERMANY	HEIMAT Berlin	HEIMAT Berlin	HEIMAT Berlin	HEIMAT Berlin
A18/010	01354	LIBÉ DES RÉFUGIÉS	LIBÉRATION	NEWSPAPERS	Marie	FRED & FARID PARIS	FRANCE	FRED & FARID PARIS	FRED & FARID PARIS	FRED & FARID PARIS	FRED & FARID PARIS
A18/011	00911	SPAIN IN A DAY	CAMPOFRIO FOOD GROUP	CAMPOFRIO FOOD GROUP	Paola	ZENITH Madrid	SPAIN	ZENITH Madrid	MEDIAPRO Madrid	MEDIAPRO Madrid / ZENITH Madrid	

A19 (Excellence in Brand Integration into Existing Content)

A19/019	00996	MORE THAN 70%	INSTITUTO AZMINA	INSTITUTO AZMINA	Giovanna	J. WALTER THOMPSON BRAZIL São Paulo	BRAZIL	J. WALTER THOMPSON BRAZIL São Paulo	SATELITE AUDIO São Paulo	J. WALTER THOMPSON BRAZIL São Paulo	J. WALTER THOMPSON BRAZIL São Paulo
A19/021	01587	TWO GUYS GO TO THE CINEMA	CINEMES TEXAS	DOS TIPOS VAN AL CINE	NATALIA	THE CYRANOS//McCANN Barcelona	SPAIN	THE CYRANOS//McCANN Barcelona	LANDIA Madrid / THE CYRANOS//McCANN Barcelona	THE CYRANOS//McCANN N Barcelona	THE CYRANOS//McCANN Barcelona
A19/023	01154	BRUTAL CUT	ACTIONAID UK	FGM AWARENESS	James	WEBER SHANDWICK London	UNITED KINGDOM	WEBER SHANDWICK London	WEBER SHANDWICK London	CLEAR CHANNEL UK London / LATIMER London	WEBER SHANDWICK London

A20 (Excellence in Partnerships for Branded Content)

A20/007	00269	ODE TO LESVOS	JOHNNIE WALKER	JOHNNIE WALKER	Lio	ANOMALY Amsterdam	THE NETHERLANDS	ANOMALY Amsterdam	JOUZOUR PRODUCTIONS Berlin		
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Shortlist (Entertainment Lions)



A20/024	01360	OLYMPIC MOMS	P&G	P&G MASTERBRAND	Renata	GREY BRAZIL São Paulo	BRAZIL	GREY BRAZIL São Paulo	GREY BRAZIL São Paulo	GLOBO COMUNICAÇÃO E PARTICIPAÇÕES Sao Paulo / GREY BRAZIL São Paulo	GREY BRAZIL São Paulo / KETCHUM São Paulo
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A20/031	01245	PASS THE HEINZ	THE KRAFT HEINZ COMPANY	HEINZ	Florencia	DAVID Miami	USA	DAVID Miami / STERLING COOPER DRAPER PRYCE New York	DOMO PRODUCOES São Paulo		
A20/041	01105	CONTINUITY BAT	WARNER BROS.	THE LEGO BATMAN MOVIE	Emma	PHD London	UNITED KINGDOM	CHANNEL 4 London / DRUM London / PHD London	DRUM London / WARNER BROS. ENTERTAINMENT London	PHD London	

A21 (Excellence in Audience Engagement or Distribution Strategy for Branded Content)

A21/001	00152	SOUNDS OF CONQUEST	CAIXA ECONÔMICA FEDERAL	SPORTS SPONSORSHIP & PARTNERSHIP	Duda	NOVA/SB São Paulo	BRAZIL	NOVA/SB São Paulo	2MOBILE Brasília / BOSSA NOVA FILMS São Paulo / PILOTO TV São Paulo / SONIDO Rio De Janeiro		
A21/003	00088	EVAN	SANDY HOOK PROMISE	SANDY HOOK PROMISE	Jayne	BBDO NEW YORK	USA	BBDO NEW YORK	SMUGGLER New York		DINI VON MUEFFLING COMMUNICATIONS New York
A21/013	00629	LO & BEHOLD	NETSCOUT	APPLICATION AND NETWORK PERFORMANCE MANAGEMENT	Claire	PEREIRA & O'DELL New York	USA	PEREIRA & O'DELL New York			
A21/017	00819	A UNICORN- UCOPIA OF MARKETING WINS	FOX HOME ENTERTAINMENT	DEADPOOL	Meghan	ZENITH Los Angeles	USA	FOX NETWORKS Los Angeles / ZENITH Los Angeles	ARMED MIND Los Angeles	ZENITH Los Angeles	TWENTIETH CENTURY FOX HOME ENTERTAINMENT Los Angeles
A21/024	00917	FROM THE START	MONDELEZ INTERNATIONAL	LACTA	Panos	OGILVYONE WORLDWIDE ATHENS	GREECE	OGILVYONE WORLDWIDE ATHENS	FOSS PRODUCTIONS Athens		
A21/030	01661	THE DOLL THAT CHOSE TO DRIVE	AUDI SPAIN	CARS & AUTOMOTIVE	Carles	PROXIMITY BARCELONA	SPAIN	PROXIMITY BARCELONA	POST23 Barcelona / PROXIMITY BARCELONA	PROXIMITY BARCELONA	PROXIMITY BARCELONA
A21/040	01246	GOOGLE HOME OF THE WHOPPER	BURGER KING	WHOPPER	Florencia	DAVID Miami	USA	DAVID Miami	CAVIAR Los Angeles		

Shortlist (Entertainment Lions)



A21/042	01155	BRUTAL CUT	ACTIONAID UK	FGM AWARENESS	James	WEBER SHANDWICK London	UNITED KINGDOM	WEBER SHANDWICK London	WEBER SHANDWICK London	CLEAR CHANNEL UK London / LATIMER London	WEBER SHANDWICK London
A21/045	01534	JOURNALIST	EITB - EUSKAL IRRATI TELEBISTA	JOURNALIST - NEWS APP	NATALIA	THE CYRANOS/McCANN Barcelona	SPAIN	THE CYRANOS/McCANN Barcelona	GLASSWORKS Barcelona / OXIGENO Barcelona / THE CYRANOS/McCANN Barcelona	THE CYRANOS/McCANN N Barcelona	THE CYRANOS/McCANN Barcelona
A21/046	01707	SPEAK LIKE THE PATRÓN	NETFLIX / BABEL	NARCOS - SEASON 2	Ottavio	WE ARE SOCIAL Milan	ITALY	WE ARE SOCIAL Milan	WE ARE SOCIAL Milan	NETFLIX Amsterdam / THE BABEL MAGAZINE Berlin	NETFLIX Amsterdam / THE BABEL MAGAZINE Berlin

A22 (Innovation in Branded Content)

A22/004	00191	OUTCAST INTERACTIVE TRAILER: "POSSESSION BEGINS"	CINEMAX	OUTCAST	Sonya	CAMPFIRE AT SAPIENTRAZORFISH New York	USA	CAMPFIRE AT SAPIENTRAZORFISH New York	APOLLO STUDIOS Montréal / DINAHMOE Stockholm		
A22/007	00462	HOME	UNDP Kosovo	Charity	Louise	BLACK SHEEP STUDIOS London	UNITED KINGDOM	BLACK SHEEP STUDIOS London	BLACK SHEEP STUDIOS London		
A22/014	00558	UNCLE DREW PIZZA SHOP	PEPSI, CLS	PEPSI	David	PEPSICO DESIGN & INNOVATION CENTER New York	USA	PEPSICO CREATORS LEAGUE STUDIO New York	PEPSICO CREATORS LEAGUE STUDIO New York	PEPSICO CREATORS LEAGUE STUDIO New York	PEPSICO DESIGN & INNOVATION CENTER New York
A22/016	00630	LO & BEHOLD	NETSCOUT	APPLICATION AND NETWORK PERFORMANCE MANAGEMENT	Claire	PEREIRA & O'DELL New York	USA	PEREIRA & O'DELL New York			
A22/018	00398	THE HEARING TEST IN DISGUISE	COCHLEAR	COCHLEAR HEARING IMPLANT	Harry	CHE PROXIMITY Sydney	AUSTRALIA	CHE PROXIMITY Sydney	NOISE INTERNATIONAL Sydney / REVOLVER/WILL O'ROURKE Sydney	CHE PROXIMITY Sydney	CHE PROXIMITY Sydney
A22/024	01237	THE 9.7 MILLION-YARD TOUCHDOWN	HYUNDAI MOTOR AMERICA	HYUNDAI BRAND	Devondra	INNOCEAN USA Huntington Beach	USA	INNOCEAN USA Huntington Beach	FILM 45 Los Angeles / PONY SHOW ENTERTAINMENT Los Angeles / VRLIVE Los Angeles	CANVAS WORLDWIDE Los Angeles	KETCHUM Los Angeles
A22/026	01379	DOVE CHANGE THE RHYME	HINDUSTAN UNILEVER LTD.	DOVE	Zubin	MINDSHARE Mumbai	INDIA	MINDSHARE Mumbai	CULTURE MACHINE MEDIA Mumbai	MINDSHARE Mumbai	

Shortlist (Entertainment Lions)



A22/029	01323	G ACTIVE GATORADE	GATORADE	G ACTIVE	Erin	TBWA\CHIAT\DAY Los Angeles	USA	TBWA\CHIAT\DAY Los Angeles	LIME STUDIOS Santa Monica / MPC LA Culver City / TBWA\CHIAT\DAY Los Angeles / UNION EDITORIAL Los Angeles / UNIT 9 New York	OMD USA Chicago	
A22/042	12012	TIDE'S SUPER BOWL STAIN	PROCTER & GAMBLE	TIDE PODS PLUS DOWNY	Jason	HEARTS & SCIENCE New York	USA	SAATCHI & SAATCHI New York	SAATCHI & SAATCHI New York	HEARTS & SCIENCE New York	MARINA MAHER COMMUNICATIONS New York

B01 (Talent: Film, Series & Audio)

B01/016	00599	RYAN REYNOLDS GETS ROASTED BY HIS TWIN BROTHER	GQ	GQ'S MAN OF THE YEAR	Dan	HUNGRY MAN Los Angeles	USA	HUNGRY MAN Los Angeles	HUNGRY MAN Los Angeles		
B01/027	00772	ONE SOURCE: CAMPAIGN	ABSOLUT	BEVERAGES	Aloysius	VML Johannesburg	SOUTH AFRICA	VML Johannesburg	EGG FILMS Cape Town	VIZEUM CAPE TOWN	CAPACITY RELATIONS Johannesburg
B01/030	00732	A LOVE STORY	CHIPOTLE MEXICAN GRILL, INC.	CHIPOTLE MEXICAN GRILL	Julie	CREATIVE ARTISTS AGENCY Los Angeles	USA	CHIPOTLE New York / CREATIVE ARTISTS AGENCY Los Angeles	PASSION PICTURES London		
B01/032	01334	A LOVE SONG WRITTEN BY A MURDERER	VIDA MUJER ORGANIZATION	VIDA MUJER	Carlos	CIRCUS GREY PERU Lima	PERU	CIRCUS GREY PERU Lima	AUDIO POST Lima / DIEGO DIBÓS SOUND LAB Lima / SANGRE Lima	CIRCUS GREY PERU Lima	CIRCUS GREY PERU Lima
B01/039	00668	THE WOLF	HP	PRINT AND PC SECURITY	Dominique	GIANT SPOON Los Angeles	USA	GIANT SPOON Los Angeles / HP Palo Alto	PARK PICTURES Santa Monica		HP Palo Alto
B01/041	00797	THE TALE OF THOMAS BURBERRY	BURBERRY	BURBERRY RETAIL	Paul	BURBERRY London	UNITED KINGDOM	BURBERRY London	BURBERRY London	BURBERRY London	BURBERRY London
B01/043	00918	FROM THE START	MONDELEZ INTERNATIONAL	LACTA	Panos	OGILVYONE WORLDWIDE ATHENS	GREECE	OGILVYONE WORLDWIDE ATHENS	FOSS PRODUCTIONS Athens		
B01/060	01524	BEYOND MONEY	SANTANDER BANK	1 2 3 SMART ACCOUNT	Anixe	MRM/McCANN SPAIN Madrid	SPAIN	MRM/McCANN SPAIN Madrid	OXIGENO Barcelona		

B02 (Talent: Live Experience)

B02/006	01041	ASH TO ART	GLASGOW SCHOOL OF ART	GLASGOW SCHOOL OF ART	Marina	J. WALTER THOMPSON London	UNITED KINGDOM	J. WALTER THOMPSON London	J. WALTER THOMPSON London	J. WALTER THOMPSON London	J. WALTER THOMPSON London
B02/015	01626	GUARDIAN FANS	HEINEKEN	HEINEKEN	Diana	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan	BEDESCHI FILM Milan	MEDIAVEST SPAR K Milan	COHN & WOLFE Milan

Shortlist (Entertainment Lions)



B02/024	01588	TWO GUYS GO TO THE CINEMA	CINEMES TEXAS	DOS TIPOS VAN AL CINE	NATALIA	THE CYRANOS//McCANN Barcelona	SPAIN	THE CYRANOS//McCANN Barcelona	LANDIA Madrid / THE CYRANOS//McCANN Barcelona	THE CYRANOS//McCANN N Barcelona	THE CYRANOS//McCANN Barcelona
B02/026	01682	THE DEBUT	AB INBEV (BUDWEISER) / ESPN	INSTITUTIONAL	Fabiana	AFRICA São Paulo	BRAZIL	AFRICA São Paulo	BIG FOOTE São Paulo / SAIGON São Paulo		

B03 (Talent: Digital & Social)

B03/012	00792	011BEATS	VOLKSWAGEN SOUTH AFRICA	VOLKSWAGEN BRAND	Fagmeda	OGILVY & MATHER CAPE TOWN	SOUTH AFRICA	OGILVY & MATHER CAPE TOWN	2+3 POST PRODUCTIONS Cape Town / ARCADE Cape Town	HEY PAPA LEGEND Cape Town	OGILVY & MATHER CAPE TOWN
B03/018	00799	READ TO ME	"CHANGE ONE LIFE" CHARITABLE FOUNDATION	ONLINE CHANNELS WITH AUDIO BOOKS COLLECTION FOR ORPHANS AND OTHER KIDS	Gayane	Y&R Moscow	RUSSIA	Y&R Moscow	RODNYA Moscow		

B04 (Talent: Sports)

B04/001	00153	SOUNDS OF CONQUEST	CAIXA ECONÔMICA FEDERAL	SPORTS SPONSORSHIP & PARTNERSHIP	Duda	NOVA/SB São Paulo	BRAZIL	NOVA/SB São Paulo	2MOBILE Brasília / BOSSA NOVA FILMS São Paulo / PILOTO TV São Paulo / SONIDO Rio De Janeiro		
B04/008	00489	KJETIL VS SARA	TINE	MILK	Cathrine	TRY Oslo	NORWAY	TRY Oslo	PRAVDA Oslo		
B04/028	01683	THE DEBUT	AB INBEV (BUDWEISER) / ESPN	INSTITUTIONAL	Fabiana	AFRICA São Paulo	BRAZIL	AFRICA São Paulo	BIG FOOTE São Paulo / SAIGON São Paulo		

B05 (Talent: Integrated)

B05/007	00964	ORIGINAL IS NEVER FINISHED	ADIDAS ORIGINALS	ORIGINALS	Carrie	JOHANNES LEONARDO New York	USA	JOHANNES LEONARDO New York	BLACKSMITH New York / EGG FILMS Cape Town / EXILE New York / HUMAN New York / RSA FILMS Los Angeles		
B05/011	00951	BRADSHAW STAIN	P&G	TIDE	Melanie	SAATCHI & SAATCHI New York	USA	SAATCHI & SAATCHI New York	ARCADE EDIT New York / COMPANY 3 New York / NYLON STUDIOS New York / RATTLING STICK Santa Monica / THE MILL Los Angeles	HEARTS & SCIENCE New York	MMK New York / TAYLOR New York

Shortlist (Entertainment Lions)



B05/017	01647	TV DOCTORS OF AMERICA	CIGNA	HEALTH INSURANCE	Daisy	McCANN NEW YORK	USA	McCANN NEW YORK	MRM/McCANN New York / UNTITLED Santa Monica	OMD USA New York	EDELMAN New York
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B06 (Excellence in Partnerships with a Talent)

B06/006	00166	REAL COLOR STORIES: TRACEY NORMAN	CLAIROL	CPG, NICE 'N EASY HAIR COLOR	Grady	GREY NEW YORK	USA	GREY NEW YORK	TOWNHOUSE New York	ZENITH New York	MARINA MAHER COMMUNICATIONS New York
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B06/009	00314	JOHN MALKOVICH	SQUARESPACE	SQUARESPACE	Jacqueline	SMUGGLER Los Angeles	USA	JOHN X HANNES NEW YORK / SQUARESPACE New York	ARTJAIL New York / NO6 New York / Q DEPARTMENT New York / SMUGGLER Los Angeles / WORK EDITORIAL New York	JOHN X HANNES NEW YORK / SQUARESPACE New York	JOHN X HANNES NEW YORK / SQUARESPACE New York
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B06/015	00561	UNCLE DREW PIZZA SHOP	PEPSI, CLS	PEPSI	David	PEPSICO DESIGN & INNOVATION CENTER New York	USA	PEPSICO CREATORS LEAGUE STUDIO New York	PEPSICO CREATORS LEAGUE STUDIO New York	PEPSICO CREATORS LEAGUE STUDIO New York	PEPSICO DESIGN & INNOVATION CENTER New York
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B06/019	01042	ASH TO ART	GLASGOW SCHOOL OF ART	GLASGOW SCHOOL OF ART	Marina	J. WALTER THOMPSON London	UNITED KINGDOM	J. WALTER THOMPSON London	J. WALTER THOMPSON London	J. WALTER THOMPSON London	J. WALTER THOMPSON London
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B06/029	00456	XUXA AND THE MISSING CHILD	NETFLIX	STRANGER THINGS	Felipe	SOKO São Paulo	BRAZIL	SOKO São Paulo	THE KUMITE São Paulo		SOKO São Paulo
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B06/039	00998	MORE THAN 70%	INSTITUTO AZMINA	INSTITUTO AZMINA	Giovanna	J. WALTER THOMPSON BRAZIL São Paulo	BRAZIL	J. WALTER THOMPSON BRAZIL São Paulo	SATELITE AUDIO São Paulo	J. WALTER THOMPSON BRAZIL São Paulo	J. WALTER THOMPSON BRAZIL São Paulo
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B06/044	00641	UNDERCOVER LYFT	LYFT	LYFT	Anoushka	LYFT HQ San Francisco	USA	LYFT HQ San Francisco	ALLDAYEVERYDAY Los Angeles	LYFT HQ San Francisco	LYFT HQ San Francisco
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B06/045	00965	ADIDAS ORIGINALS X ALEXANDER WANG	ADIDAS ORIGINALS	ADIDAS ORIGINALS X ALEXANDER WANG COLLECTION	Carrie	JOHANNES LEONARDO New York	USA	JOHANNES LEONARDO New York	BABY PANTHER New York / CLM UK London / PONY PROJECTS New York / SUP New York / THE 88 New York		JOHANNES LEONARDO New York
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B06/060	01034	TIDE'S SUPER BOWL STAIN	PROCTER & GAMBLE	TIDE PODS PLUS DOWNY	Jason	HEARTS & SCIENCE New York	USA	PROCTER & GAMBLE Cincinnati / SAATCHI & SAATCHI New York	SAATCHI & SAATCHI New York	HEARTS & SCIENCE New York	MARINA MAHER COMMUNICATIONS New York
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B07 (Innovation in Talent Entertainment)

B07/003	00562	UNCLE DREW PIZZA SHOP	PEPSI, CLS	PEPSI	David	PEPSICO DESIGN & INNOVATION CENTER New York	USA	PEPSICO CREATORS LEAGUE STUDIO New York	PEPSICO CREATORS LEAGUE STUDIO New York	PEPSICO CREATORS LEAGUE STUDIO New York	PEPSICO DESIGN & INNOVATION CENTER New York
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Shortlist (Entertainment Lions)



B07/004	00631	LO & BEHOLD	NETSCOUT	APPLICATION AND NETWORK PERFORMANCE MANAGEMENT	Claire	PEREIRA & O'DELL New York	USA	PEREIRA & O'DELL New York		
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C01 (Live Brand Experience)

C01/003	00137	TITANS BOOTCAMP	STEP AHEAD FITNESS STUDIOS	STEP AHEAD FITNESS STUDIOS	Alejandro	McCANN COLOMBIA Bogotá	COLOMBIA	McCANN COLOMBIA Bogotá	AKIRA CINE Bogotá / DIREKTOR FILMS Bogotá		
C01/008	00242	THE BREAST CANCER SCREENINGS	RIALTO CHANNEL	THE BREAST CANCER SCREENINGS	Annjanette	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND	DDB GROUP NEW ZEALAND Auckland	DDB GROUP NEW ZEALAND Auckland	DDB GROUP NEW ZEALAND Auckland	
C01/023	01046	ASH TO ART	GLASGOW SCHOOL OF ART	GLASGOW SCHOOL OF ART	Marina	J. WALTER THOMPSON London	UNITED KINGDOM	J. WALTER THOMPSON London	J. WALTER THOMPSON London	J. WALTER THOMPSON London	
C01/037	01464	ZOMBIE CHRISTMAS: THE REAL-WORLD TRAILER	MICROSOFT / XBOX	DEAD RISING 4	Debbie	McCANN LONDON	UNITED KINGDOM	McCANN LONDON	CRAFT WORLDWIDE London / FLUX BROADCAST London / HELIX 3D London / MOMENTUM WORLDWIDE London	CARAT London	EDELMAN London
C01/057	01552	TRAVEL AGENCY FOR THE IMAGINATION	RADIO FLYER, INC.	RADIO FLYER WAGONS	Jenna	FCB CHICAGO	USA	FCB CHICAGO	DUCK POND CREATIVE Los Angeles / LORD + THOMAS Chicago		CURRENT MARKETING Chicago
C01/065	00829	RIO 2016 PARALYMPIC OPENING CEREMONY	RIO 2016 ORGANIZING COMMITTEE	PARALYMPIC OPENING CEREMONY	luciana	SRCOM Rio De Janeiro	BRAZIL	FILMMASTER Milan / SRCOM Rio De Janeiro	FILMMASTER Milan / SRCOM Rio De Janeiro		
C01/070	01664	LIVE. FROM A DIFFERENT WORLD	VODAFONE	TELECOM	Carmen	McCANN WORLDGROUP ROMANIA Bucharest	ROMANIA	McCANN WORLDGROUP ROMANIA Bucharest			

C02 (Brand Experience: Digital)

C02/004	00302	A WORLD WITH NO HEROES	UBISOFT	TOM CLANCY'S GHOST RECON WILDLANDS	Romana	DDB PARIS	FRANCE	DDB PARIS	MAKE ME PULSE Paris	
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C03 (Brand Experience: Social)

C03/004	00187	PONLE ACENTO	MAJOR LEAGUE BASEBALL	MAJOR LEAGUE BASEBALL	Carmen	LATINWORKS Austin	USA	LATINWORKS Austin	UNION EDITORIAL AUSTIN	JOE AGENCY Los Angeles
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Shortlist (Entertainment Lions)



C03/007	00093	EVAN	SANDY HOOK PROMISE	SANDY HOOK PROMISE	Jayne	BBDO NEW YORK	USA	BBDO NEW YORK	SMUGGLER New York	DINI VON MUEFFLING COMMUNICATIONS New York	
C03/011	00241	OUT OF OFFICE TRAVELOGUE	QANTAS	OUT OF OFFICE TRAVELOGUE	Shiki	THE MONKEYS, PART OF ACCENTURE INTERACTIVE Sydney	AUSTRALIA	THE MONKEYS Sydney	THE MONKEYS Sydney		
C03/031	00440	REWORD	HEADSPACE	REWORD	Joanne	LEO BURNETT MELBOURNE	AUSTRALIA	LEO BURNETT MELBOURNE	STUDIO PANTO Melbourne	STARCOM Melbourne	

C04 (Brand Experience: Mobile)

C04/013	00849	QUEST TO LEGOLAND	LEGOLAND FLORIDA RESORT	LEGOLAND	Ashley	VML New York	USA	VML New York	MEDIAMONKS New York	VML New York	
C04/023	00982	SPEED CONTROL	TELEFÓNICA DEL PERÚ	MOVISTAR	Ricardo	FAHRENHEIT DDB Lima	PERU	FAHRENHEIT DDB Lima			
C04/036	00650	THE DAILY 360	THE NEW YORK TIMES	THE NEW YORK TIMES	Blair	THE NEW YORK TIMES New York	USA	DROGA5 New York / SAMSUNG ELECTRONICS AMERICA Ridgefield Park / THE NEW YORK TIMES New York	THE NEW YORK TIMES New York	THE NEW YORK TIMES New York	THE NEW YORK TIMES New York
C04/051	01535	JOURNALIST	EITB - EUSKAL IRRATI TELEBISTA	JOURNALIST - NEWS APP	NATALIA	THE CYRANOS//McCANN Barcelona	SPAIN	THE CYRANOS//McCANN Barcelona	GLASSWORKS Barcelona / OXIGENO Barcelona / THE CYRANOS//McCANN Barcelona	THE CYRANOS//McCANN Barcelona	THE CYRANOS//McCANN Barcelona

C05 (Brand Experience: Emerging Tech)

C05/006	00065	SAMSUNG X PUNCHDRUNK THEATRICAL VR EXPERIENCE	SAMSUNG ELECTRONICS AMERICA	SAMSUNG GEAR VR + SAMSUNG GS7	Jaime	PMK*BNC Los Angeles	USA	PUNCHDRUNK London / SAMSUNG New York	PMK*BNC Los Angeles / PUNCHDRUNK London	PMK*BNC Los Angeles	PMK*BNC Los Angeles
C05/022	01275	HIJACKED HIGHWAY	SODIMAC	SODIMAC HOMECENTER	Mauricio	McCANN LIMA	PERU	McCANN LIMA	HIGH END Lima / PLAN B Lima / SATURNO Lima / SIN ANESTESIA Lima	STARCOM Lima	
C05/023	01281	THE WHOLE STORY	UN COMMON GROUND	UN GENDER EQUALITY GOAL	Ruby	Y&R NEW YORK	USA	Y&R NEW YORK	CURRENT STUDIOS Halifax		MISTER SWEAT Los Angeles

C06 (Brand Experience: Integrated)

C06/012	01078	#UNDRESS522	ABAAD RESOURCE CENTER FOR GENDER EQUALITY	GENDER EQUALITY NGO	Pino	LEO BURNETT BEIRUT	LEBANON	LEO BURNETT BEIRUT			LEO BURNETT BEIRUT
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Shortlist (Entertainment Lions)



C06/017	01047	ASH TO ART	GLASGOW SCHOOL OF ART	GLASGOW SCHOOL OF ART	Marina	J. WALTER THOMPSON London	UNITED KINGDOM	J. WALTER THOMPSON London	J. WALTER THOMPSON London	J. WALTER THOMPSON London	J. WALTER THOMPSON London
C06/023	01287	HUMAN BY DESIGN	SQUARE ENIX	DEUS EX: MANKIND DIVIDED VIDEO GAME	Nouzha	TURNER INTERNATIONAL Atlanta	USA	COURAGEOUS New York	COURAGEOUS New York	LIQUID San José	TURNER INTERNATIONAL Atlanta
C06/031	00638	BOOST YOUR VOICE	BOOST MOBILE	PROMOTE BOOST STORES AS POLLING STATIONS	Eduardo	180LA Santa Monica	USA	180LA Santa Monica	180LA Santa Monica / ATOMICA MUSIC Texas / THE CORNER SHOP Santa Monica / THERAPY STUDIOS Los Angeles		
C06/053	01691	A UNICORN-UCOPIA OF MARKETING WINS	FOX HOME ENTERTAINMENT	DEADPOOL	Meghan	ZENITH Los Angeles	USA	TWENTIETH CENTURY FOX HOME ENTERTAINMENT Los Angeles / ZENITH Los Angeles	ARMED MIND Los Angeles	ZENITH Los Angeles	TWENTIETH CENTURY FOX HOME ENTERTAINMENT Los Angeles

C07 (Brand Experience: Co-creation & User Generated Content)

C07/006	01079	#UNDRESS522	ABAAD RESOURCE CENTER FOR GENDER EQUALITY	GENDER EQUALITY NGO	Pino	LEO BURNETT BEIRUT	LEBANON	LEO BURNETT BEIRUT			LEO BURNETT BEIRUT
C07/017	00441	REWORD	HEADSPACE	REWORD	Joanne	LEO BURNETT MELBOURNE	AUSTRALIA	LEO BURNETT MELBOURNE	STUDIO PANTO Melbourne	STARCOM Melbourne	
C07/018	00801	READ TO ME	"CHANGE ONE LIFE" CHARITABLE FOUNDATION	ONLINE CHANNELS WITH AUDIO BOOKS COLLECTION FOR ORPHANS AND OTHER KIDS	Gayane	Y&R Moscow	RUSSIA	Y&R Moscow			RODNYA Moscow
C07/023	01087	FAVELAGRAFIA	APPLE	IPHONE	Alejandra	NBS Rio De Janeiro	BRAZIL	NBS Rio De Janeiro	BR CINEMA Rio De Janeiro / NBS Rio De Janeiro / STUDIO NOVA ONDA Rio De Janeiro / TUNDRA STUDIOS Rio De Janeiro		
C07/024	00795	SECOND LIFE TOYS	GREEN RIBBON PROJECT COMMITTEE	ORGAN TRANSPLANT	Togo	DENTSU INC. Tokyo	JAPAN	DENTSU INC. Tokyo	AMANA Tokyo / CLIVER Tokyo / TAKI CORPORATION Tokyo		DENTSU PUBLIC RELATIONS Tokyo
C07/025	00415	PITER BY BUSHE BAKERY	BUSHE	BAKERY CHAIN	Danil	RED PEPPER FILM Moscow	RUSSIA	RED PEPPER FILM Moscow / VGNC New York	RED PEPPER FILM Moscow / VGNC New York	RED PEPPER FILM Moscow	RED PEPPER FILM Moscow

C08 (Excellence in Brand Integration into an Existing Experience)

Shortlist (Entertainment Lions)



C08/003	00057	SPEAK LIKE THE PATRÓN	NETFLIX / BABEL	NARCOS - SEASON 2	Ottavio	WE ARE SOCIAL Milan	ITALY	WE ARE SOCIAL Milan	WE ARE SOCIAL Milan	NETFLIX Amsterdam / THE BABEL MAGAZINE Berlin	NETFLIX Amsterdam / THE BABEL MAGAZINE Berlin
C08/015	00953	BRADSHAW STAIN P&G		TIDE	Melanie	SAATCHI & SAATCHI New York	USA	SAATCHI & SAATCHI New York	ARCADE EDIT New York / COMPANY 3 New York / NYLON STUDIOS New York / RATTILING STICK Santa Monica / THE MILL Los Angeles	HEARTS & SCIENCE New York	MMK New York / TAYLOR New York

C09 (Excellence in Partnerships in a Brand Experience)

C09/001	00058	SPEAK LIKE THE PATRÓN	NETFLIX / BABEL	NARCOS - SEASON 2	Ottavio	WE ARE SOCIAL Milan	ITALY	WE ARE SOCIAL Milan	WE ARE SOCIAL Milan	NETFLIX Amsterdam / THE BABEL MAGAZINE Berlin	NETFLIX Amsterdam / THE BABEL MAGAZINE Berlin
C09/004	00323	CARE COUNTS	WHIRLPOOL	HOUSEHOLD APPLIANCE	Nadine	DIGITASLBI Chicago	USA	DIGITASLBI Chicago	C41 MEDIA New York / CUTTERS Chicago / GOODSTORY FILMS New York	DIGITASLBI Chicago	KETCHUM Chicago
C09/008	00843	QUEST TO LEGOLAND	LEGOLAND FLORIDA RESORT	LEGOLAND	Ashley	VML New York	USA	VML New York	MEDIAMONKS New York	VML New York	
C09/013	01049	ASH TO ART	GLASGOW SCHOOL OF ART	GLASGOW SCHOOL OF ART	Marina	J. WALTER THOMPSON London	UNITED KINGDOM	J. WALTER THOMPSON London	J. WALTER THOMPSON London	J. WALTER THOMPSON London	J. WALTER THOMPSON London
C09/018	01356	LIBÉ DES RÉFUGIÉS	LIBÉRATION	NEWSPAPERS	Marie	FRED & FARID PARIS	FRANCE	FRED & FARID PARIS	FRED & FARID PARIS	FRED & FARID PARIS	FRED & FARID PARIS

C10 (Excellence in Audience Engagement or Distribution Strategy for Brand Experience)

C10/005	00146	SEARCH FOR GREATNESS	SONY PLAYSTATION	SONY PLAYSTATION	Christopher	BBH New York	USA	BBH New York	EPOCH FILMS New York / ROCK PAPER SCISSORS New York / STILLKING FILMS Prague / THE MILL New York / THE SLAUGHTERHOUSE AT BBH New York	MEDIACOM New York	
C10/007	00234	THE UNUSUAL FOOTBALL FIELD	AP (THAILAND) PUBLIC COMPANY LIMITED.	PROPERTY DEVELOPMENT	Saharath	AP THAILAND Bangkok	THAILAND	CJ WORX Bangkok	MEOUR Bangkok	CJ WORX Bangkok	
C10/012	00909	CHRISTMAS FLIGHT	LATAM AIRLINES	LATAM AIRLINES FLIGHTS	Lourdes	McCANN BUENOS AIRES	ARGENTINA	McCANN BUENOS AIRES	INDIGO MUSIC DESIGN Buenos Aires / KETAMA Buenos Aires		

Shortlist (Entertainment Lions)



C10/016	00850	WRITING OUR RIGHTS: THE EMPOWERMENT WORKBOOK	IGNITE	IGNITE	Molly	PEREIRA & O'DELL San Francisco	USA	PEREIRA & O'DELL San Francisco	CALITHO Concord / NTROPIC San Francisco / XYZ San Francisco
C10/034	01525	BEYOND MONEY	SANTANDER BANK	1 2 3 SMART ACCOUNT	Anixe	MRM//McCANN SPAIN Madrid	SPAIN	MRM//McCANN SPAIN Madrid	OXIGENO Barcelona

C11 (Innovation in Brand Experience)

C11/001	00173	BOOST YOUR VOICE	BOOST MOBILE	PROMOTE BOOST STORES AS POLLING STATIONS	Eduardo	180LA Santa Monica	USA	180LA Santa Monica	180LA Santa Monica / ATOMICA MUSIC Texas / THE CORNER SHOP Santa Monica / THERAPY STUDIOS Los Angeles		
C11/004	00136	EPISODE LEAK	NETFLIX	NARCOS	Tatiana	ALMA DDB Miami	USA	ALMA DDB Miami			
C11/017	00963	PENGUIN FROZEN STORYBOOK	PENGUIN BOOKS	PENGUIN FROZEN STORYBOOK	Anny	TBWA\SHANGHAI	CHINA	TBWA\SHANGHAI	AU79 COMMUNICATIONS Shanghai / DOINGFILMS Shanghai / RR DONNELLEY ASIA Shanghai		
C11/024	01278	HIJACKED HIGHWAY	SODIMAC	SODIMAC HOMECENTER	Mauricio	McCANN LIMA	PERU	McCANN LIMA	HIGH END Lima / PLAN B Lima / SATURNO Lima / SIN ANESTESIA Lima		
C11/036	00886	QUEST TO LEGOLAND	LEGOLAND FLORIDA RESORT	LEGOLAND	Ashley	VML New York	USA	VML New York	MEDIAMONKS New York VML New York		
C11/042	01376	YMCA PLAYNASIUM	YMCA	PLAYNASIUM	Rosa	McCANN MELBOURNE	AUSTRALIA	McCANN MELBOURNE	TREEHOUSE STUDIOS Melbourne		
C11/053	01251	SCARIEST BK	BURGER KING	BURGER KING	Florencia	DAVID Miami	USA	DAVID Miami	CRANE.TV New York		
C11/062	01708	SPEAK LIKE THE PATRÓN	NETFLIX / BABEL	NARCOS - SEASON 2	Ottavio	WE ARE SOCIAL Milan	ITALY	WE ARE SOCIAL Milan	WE ARE SOCIAL Milan	NETFLIX Amsterdam / THE BABEL MAGAZINE Berlin	NETFLIX Amsterdam / THE BABEL MAGAZINE Berlin

D01 (Live Experience Games)

D01/005	00974	REINVENTING THE ATHLETE TOUR	NIKE	NIKE BASKETBALL	Benjamin	MINDSHARE CHINA Shanghai	CHINA	MINDSHARE CHINA Shanghai	TENCENT Shenzhen	MINDSHARE CHINA Shanghai
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D02 (Digital & Mobile Games)

Shortlist (Entertainment Lions)



D02/001	00304	A WORLD WITH NO HEROES	UBISOFT	TOM CLANCY'S GHOST RECON WILDLANDS	Romana	DDB PARIS	FRANCE	DDB PARIS	MAKE ME PULSE Paris
D02/004	00827	QUEST TO LEGOLAND	LEGOLAND FLORIDA RESORT	LEGOLAND	Ashley	VML New York	USA	VML New York	MEDIAMONKS New York VML New York

D04 (Co-creation & User Generated Content for Games)

D04/001	00472	LOS SANTOS PRIDE	STOCKHOLM PRIDE	NON-PROFIT ORGANIZATION THAT WORKS TO HIGHLIGHT LGBT ISSUES AND CREATE A FREE ZONE FOR GAY, BISEXUAL, TRANSGENDER AND QUEER PEOPLE AND GENDER EXPRESSION CONTAINED WITHIN LGBT SOCIAL MOVEMENTS.	Anna	GARBERGS Stockholm	SWEDEN	GARBERGS Stockholm	GARBERGS Stockholm	GARBERGS Stockholm	GARBERGS Stockholm
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D05 (Excellence in Brand Integration into an Existing Game or Gaming Platform)

D05/001	00473	LOS SANTOS PRIDE	STOCKHOLM PRIDE	NON-PROFIT ORGANIZATION THAT WORKS TO HIGHLIGHT LGBT ISSUES AND CREATE A FREE ZONE FOR GAY, BISEXUAL, TRANSGENDER AND QUEER PEOPLE AND GENDER EXPRESSION CONTAINED WITHIN LGBT SOCIAL MOVEMENTS.	Anna	GARBERGS Stockholm	SWEDEN	GARBERGS Stockholm	GARBERGS Stockholm	GARBERGS Stockholm	GARBERGS Stockholm
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Shortlist (Entertainment Lions)



E01 (Sports: Film, Series & Audio)

E01/005	00048	WE'RE THE SUPERHUMANS	CHANNEL 4	THE PARALYMPICS	Lyle	4CREATIVE London	UNITED KINGDOM	4CREATIVE London	4CREATIVE London	4CREATIVE London	4CREATIVE London
E01/033	01429	THE RUGBY BOYS OF MEMPHIS	PEPSICO	GATORADE	David	PEPSICO BEVERAGES INTERNATIONAL New York	USA	PEPSICO CREATORS LEAGUE STUDIO New York	PEPSICO CREATORS LEAGUE STUDIO New York	PEPSICO BEVERAGES INTERNATIONAL New York	PEPSICO CREATORS LEAGUE STUDIO New York
E01/035	01679	THE DEBUT - DOCUMENTARY	AB INBEV (BUDWEISER)/ ESPN	INSTITUTIONAL	Fabiana	AFRICA São Paulo	BRAZIL	AFRICA São Paulo	CASA DA SOGRA São Paulo / GULLANE São Paulo		

E02 (Sports: Live Experience)

E02/003	00009	UNLIMITED STADIUM	NIKE	NIKE LUNAR EPIC	Catherine	BBH Singapore	SINGAPORE	BBH Singapore	BBH Singapore		
E02/008	00352	SAMSUNG GAMING MARATHON	SAMSUNG	SAMSUNG BRAND	Adam	LEO BURNETT ISRAEL Bnei-Brak	ISRAEL	LEO BURNETT ISRAEL Bnei-Brak			
E02/013	00235	THE UNUSUAL FOOTBALL FIELD	AP (THAILAND) PUBLIC COMPANY LIMITED.	PROPERTY DEVELOPMENT	Saharath	AP THAILAND Bangkok	THAILAND	CJ WORX Bangkok	MEOUR Bangkok	CJ WORX Bangkok	
E02/018	00767	INSTABILIA	NRL	NRL STATE OF ORIGIN	Jennifer	VML Sydney	AUSTRALIA	VML Sydney	VML Sydney		

E03 (Sports: Digital & Social)

E03/002	00010	UNLIMITED STADIUM	NIKE	NIKE LUNAR EPIC	Catherine	BBH Singapore	SINGAPORE	BBH Singapore	BBH Singapore		
E03/016	01470	THE LINE UP SONG	COCA COLA	COKE RED FMCG	Ingy	FP7/CAI Cairo	EGYPT	FP7/CAI Cairo	BIG FOOT FILMS Cairo	UM MENA Giza	INFLEUNCE Cairo

E05 (Sports: Co-creation & User Generated Content)

E05/001	00139	TITANS BOOTCAMP	STEP AHEAD FITNESS STUDIOS	STEP AHEAD FITNESS STUDIOS	Alejandro	McCANN COLOMBIA Bogotá	COLOMBIA	McCANN COLOMBIA Bogotá	AKIRA CINE Bogotá / DIREKTOR FILMS Bogotá		
E05/006	01434	SPECIAL SPONSORS	SPECIAL OLYMPICS	SPECIAL OLYMPICS	Lukas	LEO BURNETT COLOMBIA Bogotá	COLOMBIA	LEO BURNETT COLOMBIA Bogotá		STARCOM COLOMBIA Bogotá	STARCOM COLOMBIA Bogotá
E05/008	01357	Motivational Tweetspeech	SOCIÉTÉ GÉNÉRALE RUGBY	SPONSORING RUGBY	Marie	FRED & FARID PARIS	FRANCE	FRED & FARID PARIS	FRED & FARID PARIS	FRED & FARID PARIS	FRED & FARID PARIS

E06 (Sports: Integrated)

E06/001	00189	PONLE ACENTO	MAJOR LEAGUE BASEBALL	MAJOR LEAGUE BASEBALL	Carmen	LATINWORKS Austin	USA	LATINWORKS Austin	UNION EDITORIAL AUSTIN		JOE AGENCY Los Angeles
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Shortlist (Entertainment Lions)



E06/002	00157	SOUNDS OF CONQUEST	CAIXA ECONÔMICA FEDERAL	SPORTS SPONSORSHIP & PARTNERSHIP	Duda	NOVA/SB São Paulo	BRAZIL	NOVA/SB São Paulo	2MOBILE Brasília / BOSSA NOVA FILMS São Paulo / PILOTO TV São Paulo / SONIDO Rio De Janeiro
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E07 (Excellence in Use of Brand Integration into Existing Sports Entertainment)

E07/012	00955	BRADSHAW STAIN	P&G	TIDE	Melanie	SAATCHI & SAATCHI New York	USA	SAATCHI & SAATCHI New York	ARCADE EDIT New York / COMPANY 3 New York / NYLON STUDIOS New York / RATTLING STICK Santa Monica / THE MILL Los Angeles	HEARTS & SCIENCE New York	MMK New York / TAYLOR New York
E07/021	01685	THE DEBUT	AB INBEV (BUDWEISER) / ESPN	INSTITUTIONAL	Fabiana	AFRICA São Paulo	BRAZIL	AFRICA São Paulo	BIG FOOTE São Paulo / SAIGON São Paulo		

E08 (Excellence in Sponsorship or Partnerships in Sports Entertainment)

E08/001	00178	PHOTO WITHOUT BORDERS	CORONA	CORONA	Ruth	LEO BURNETT MÉXICO Mexico City	MEXICO	LEO BURNETT MÉXICO Mexico City	SPACEBOY Mexico City		
E08/007	10218	WE'RE THE SUPERHUMANS	CHANNEL 4	THE PARALYMPICS	Lyle	4CREATIVE London	UNITED KINGDOM	4CREATIVE London	4CREATIVE London	4CREATIVE London	4CREATIVE London
E08/015	01348	THE CLICHÉ	HEINEKEN	INSTITUTIONAL	Selma	PUBLICIS BRASIL São Paulo	BRAZIL	PUBLICIS BRASIL São Paulo	PUBLICIS BRASIL São Paulo	PUBLICIS BRASIL São Paulo	PUBLICIS BRASIL São Paulo
E08/018	01435	SPECIAL SPONSORS	SPECIAL OLYMPICS	SPECIAL OLYMPICS	Lukas	LEO BURNETT COLOMBIA Bogotá	COLOMBIA	LEO BURNETT COLOMBIA Bogotá	STARCOM COLOMBIA Bogotá	STARCOM COLOMBIA Bogotá	

E09 (Excellence in Audience Engagement or Distribution Strategy for Sports Entertainment)

E09/003	00049	WE'RE THE SUPERHUMANS	CHANNEL 4	THE PARALYMPICS	Lyle	4CREATIVE London	UNITED KINGDOM	4CREATIVE London	4CREATIVE London	4CREATIVE London	4CREATIVE London
E09/016	21676	TIDE'S SUPER BOWL STAIN	PROCTER & GAMBLE	TIDE PODS PLUS DOWNY	Jason	HEARTS & SCIENCE New York	USA	SAATCHI & SAATCHI New York	SAATCHI & SAATCHI New York	HEARTS & SCIENCE New York	MARINA MAHER COMMUNICATIONS New York

E10 (Innovation in Sports Entertainment)

E10/010	01352	COBBLESTONE RIDERS	FUEL TV	FUEL TV	Maria	FCB Lisbon	PORTUGAL	FCB Lisbon	BRO Lisbon
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Total Entries: 191