

Title	Brand	Product/Service	Entrant Company	Country	Media Placement Role	Country
A01 (Food & Drink)						
EXTRA REMINDER	WRIGLEY'S EXTRA	EXTRA CHEWING GUM	CLEMENGER BBDO SYDNEY	AUSTRALIA	<input type="checkbox"/>	<input type="checkbox"/>
UBER EATS AUSTRALIAN OPEN AMBUSH	UBER	UBER EATS	SPECIAL GROUP SYDNEY	AUSTRALIA	MEDIACOM SYDNEY	AUSTRALIA
FREEZER BEERBOARD	HEINEKEN	AMSTEL	WUNDERMAN THOMPSON SAO PAULO	BRAZIL	J. WALTER THOMPSON BRAZIL SAO PAULO	BRAZIL
A02 (Other FMCG)						
THE NON-ISSUE	L'ORÉAL PARIS	AGE PERFECT	MCCANN PARIS	FRANCE	CONDÉ NAST INTERNATIONAL LONDON	UNITED KINGDOM
THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE FEMALE COMPANY	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	SCHOLZ & FRIENDS BERLIN	GERMANY	SCHOLZ & FRIENDS BERLIN	GERMANY
SCENT BY GLADE	S.C JOHNSON	GLADE	OGILVY CHICAGO	USA	OGILVY CHICAGO	USA
SCENTING THE HOPE OF CHANGE	SC JOHNSON	GLADE	PHD NEW YORK	USA	PHD NEW YORK	USA
A03 (Healthcare)						
THERAFLU TRACKER	GSK - THERAFLU	THERAFLU	WUNDERMAN THOMPSON BOGOTÁ	COLOMBIA	MINDSHARE MEXICO CITY	MEXICO
A04 (Consumer Durables)						
AMAZON FIRE TV	AMAZON	FIRE TV	INITIATIVE LONDON	UNITED KINGDOM	INITIATIVE LONDON	UNITED KINGDOM
LEGO BUGATTI	LEGO	LEGO	INITIATIVE LONDON	UNITED KINGDOM	INITIATIVE LONDON	UNITED KINGDOM
A05 (Automotive)						
THE ELECTRIC HELPER	CHEVROLET	BOLT EV	COMMONWEALTH/MCCANN MEXICO CITY	MEXICO	<input type="checkbox"/>	<input type="checkbox"/>
THE UNAFFORDABLE CAMPAIGN	RENAULT	KANGOO	PUBLICIS BUENOS AIRES	ARGENTINA	<input type="checkbox"/>	<input type="checkbox"/>
COMPETITORS' SALE	VOLVO	VOLVO	GREY BRAZIL SAO PAULO	BRAZIL	GREY BRAZIL SAO PAULO	BRAZIL
A06 (Retail)						
KEEPING FORTNITE FRESH	WENDY'S	WENDY'S COMMUNITY MANAGEMENT	VMLY&R KANSAS CITY	USA	SPARK FOUNDRY NEW YORK	USA
THE WHOPPER DETOUR	BURGER KING	FOOD	FCB NEW YORK	USA	HORIZON MEDIA NEW YORK	USA
MUSEUM OF ROMANTICISM	IKEA	IKEA LIVING ROOMS	MCCANN SPAIN MADRID	SPAIN	<input type="checkbox"/>	<input type="checkbox"/>
A07 (Travel)						
NO NEED TO FLY - AROUND THE WORLD IN GERMANY	GERMAN RAIL	GERMAN RAIL	OGILVY GERMANY FRANKFURT	GERMANY	<input type="checkbox"/>	<input type="checkbox"/>
GO BACK TO AFRICA	BLACK & ABROAD	BLACK & ABROAD	FCB/SIX TORONTO	CANADA	INITIATIVE TORONTO	CANADA
A08 (Leisure)						
YOU SEEING THIS?	ESPN X NBA	ESPN X NBA	R/GA NEW YORK	USA	STARCOM CHICAGO	USA
A09 (Media / Entertainment)						
HOMELESS HOME SALE	EKSTRA BLADET	EKSTRA BLADET	HJALTELIN STAHL PART OF ACCENTURE INTERACTIVE COPENHAGEN	DENMARK	<input type="checkbox"/>	<input type="checkbox"/>
UNBOXING THE TRUTH	THOMSON REUTERS FOUNDATION	THOMSON REUTERS FOUNDATION	TBWA/CHIATDAY NEW YORK	USA	TBWA/CHIATDAY NEW YORK	USA
THE BLANK EDITION	AN-NAHAR	NEWSPAPER PUBLICATIONS & MEDIA	IMPACT BBDO DUBAI	UNITED ARAB EMIRATES	IMPACT PORTER NOVELLI DUBAI	UNITED ARAB EMIRATES
2018 WRAPPED	SPOTIFY	SPOTIFY	SPOTIFY IN-HOUSE NEW YORK	USA	UM NEW YORK	USA
FIGHTING FAKE NEWS IN REAL-TIME	CANADIAN BROADCAST CORPORATION	SOCIÉTÉ RADIO-CANADA	PHD MONTREAL	CANADA	PHD MONTREAL	CANADA
BREAST BUFFER	BALAJI TELEFILMS LTD.	ALTBALAJI	GREY INDIA MUMBAI	INDIA	ALTBALAJI MUMBAI	INDIA
MONTY'S WICKET WARNINGS	FOXTEL	FOXTEL	MINDSHARE SYDNEY	AUSTRALIA	MINDSHARE SYDNEY	AUSTRALIA
A10 (Consumer Services / Business to Business)						
FORTE FEMME	FORTEBANK	FINANCIAL SERVICE	VOSKHOD EKATERINBURG	RUSSIA	KOMBINAT ALMATY	KAZAKHSTAN
SIGNS OF LOVE	ANZ BANK	ANZ BRAND	TBWA/MELBOURNE	AUSTRALIA	PHD AUSTRALIA MELBOURNE	<input type="checkbox"/>
ALL THEY WANT FOR CHRISTMAS IS YOU	VISA	VISA	SAATCHI & SAATCHI LONDON	UNITED KINGDOM	STARCOM LONDON	UNITED KINGDOM
THE OUT OF HOME PROJECT	CLEAR CHANNEL	BILLBOARDS	PRIME WEBER SHANDWICK STOCKHOLM	SWEDEN	PRIME WEBER SHANDWICK STOCKHOLM	SWEDEN
A11 (Not-for-profit / Charity / Government)						
HUMAN HEART - OUT OF STOCK	STIFTUNG UEBER LEBEN	ORGAN DONATION	MEDIAPLUS MUNICH	GERMANY	MEDIAPLUS MUNICH	GERMANY
MEMO_O_KE	THE ALZHEIMER FOUNDATION OF THAILAND	THE ALZHEIMER FOUNDATION OF THAILAND	DENTSU ONE (BANGKOK)	THAILAND	<input type="checkbox"/>	<input type="checkbox"/>
100 WORDS PAIN_TING	SAVE THE CHILDREN KOREA	CHILDREN'S RIGHTS	OVERMAN SEOUL	SOUTH KOREA	OVERMAN SEOUL	SOUTH KOREA
HUNGRY PUFFS	FOODBANK WA	HUNGRY PUFFS	THE BRAND AGENCY PERTH	AUSTRALIA	THE BRAND AGENCY PERTH	AUSTRALIA
A DAY TO REMEMBER	FONDATION POUR LA RECHERCHE MÉDICALE (FRM)	NGO	CLM BBDO PARIS	FRANCE	<input type="checkbox"/>	<input type="checkbox"/>
THE LIFE SAVING SOAP OPERAS	PERUVIAN MINISTRY OF HEALTH	PERUVIAN MINISTRY OF HEALTH	CIRCUS GREY PERU LIMA	PERU	AMERICA TELEVISION LIMA	PERU
SECOND CHANCES	DONATE LIFE CALIFORNIA	DONATE LIFE CALIFORNIA	CASANOVA/MCCANN COSTA MESA	USA	<input type="checkbox"/>	<input type="checkbox"/>

A12 (Corporate Social Responsibility (CSR) / Corporate Image)

DISTRACTED GOALKEEPER	UBER/ UBER	YELLOW MAY	TECH AND SOUL SÃO PAULO	BRAZIL	<input type="checkbox"/>	<input type="checkbox"/>
KRAFT NOW PAY LATER	KRAFT HEINZ	KRAFT HEINZ	LEO BURNETT CHICAGO	USA	<input type="checkbox"/>	<input type="checkbox"/>
BACK2LIFE	SAMSUNG	CORPORATE SOCIAL RESPONSIBILITY PROJECT (CPR)	CHEIL PENGTAI BEIJING	CHINA	CHEIL PENGTAI BEIJING	CHINA
THE ANIMALS' OWN EMERGENCY NUMBER	DNB	ANIMAL INSURANCE	TRY REKLAME OSLO	NORWAY	<input type="checkbox"/>	<input type="checkbox"/>
GUMSHOE: THE FIRST SHOE MADE FROM RECYCLED CHEWING GUM	AMSTERDAM METROPOLITAN AREA	GUMSHOE	PUBLICIS AMSTERDAM	THE NETHERLANDS	PUBLICIS AMSTERDAM	THE NETHERLANDS
THE LAST EVER ISSUE	GAZETA.PL / MASTERCARD / BNP PARIBAS	GAZETA.PL (A NEWS PORTAL)	VMLY&R POLAND WARSAW	POLAND	WAVEMAKER WARSAW	POLAND
DIRNK REPSNOSILBY	AB INBEV	AMBEV BRANDS - CERVEJARIA AMBEV (BRAHMA, BUDWEISER, STELLA ARTOIS, SKOL AND ORIGINAL)	SUNSETDDB SÃO PAULO	BRAZIL	SUNSETDDB SÃO PAULO	BRAZIL

B01 (Use of TV & Other Screens)

LIFE DIRECT - R.I.P SIMON	TRADE ME NZ	LIFE DIRECT	VMLY&R AUCKLAND	NEW ZEALAND	MBM NZ AUCKLAND	NEW ZEALAND
A DAY TO REMEMBER	FONDATION POUR LA RECHERCHE MÉDICALE (FRM)	NGO	CLM BBDO PARIS	FRANCE	<input type="checkbox"/>	<input type="checkbox"/>
THE MOVIE CREDITS HACK	CANAL+	CANAL+	BETC PARIS	FRANCE	MK2 AGENCY PARIS	FRANCE
NIKE DREAM CRAZIER	NIKE	NIKE	WIEDEN+KENNEDY PORTLAND	USA	PUBLICIS SAPIENT SEATTLE / WIEDEN+KENNEDY PORTLAND	USA
PAY PER BEER	AB INBEV	BRAHMA BEER	AFRICA SÃO PAULO	BRAZIL	<input type="checkbox"/>	<input type="checkbox"/>
THE LIFE SAVING SOAP OPERAS	PERUVIAN MINISTRY OF HEALTH	PERUVIAN MINISTRY OF HEALTH	CIRCUS GREY PERU LIMA	PERU	AMERICA TELEVISION LIMA	PERU
THE TEAM THAT WOULDN'T BE HERE	VERIZON	VERIZON	MCCANN NEW YORK	USA	VM1 NEW YORK	USA
DO WHAT YOU CAN'T JIMMY FALLON	SAMSUNG	GALAXY S10+	STARCOM CHICAGO	USA	STARCOM CHICAGO	USA
BLOODLESS SCREEN	SISTEMA BRASILEIRO DE TELEVISÃO	SBT	W/MCCANN SÃO PAULO	BRAZIL	W/MCCANN SÃO PAULO	BRAZIL

B02 (Use of Audio Platforms)

THE WAR SIREN TEST	AMNESTY INTERNATIONAL SWITZERLAND	DONATIONS AND AWARENESS FOR THE FORGOTTEN WAR IN YEMEN	JUNG VON MATT/LIMMATT ZÜRICH	SWITZERLAND	<input type="checkbox"/>	<input type="checkbox"/>
SOUNDS OF FUTURE OCEAN	NATIONAL GEOGRAPHIC	PLANET OR PLASTIC?	NATIONAL GEOGRAPHIC SAO PAULO	BRAZIL	<input type="checkbox"/>	<input type="checkbox"/>
THE UNREACHABLES	TURKCELL	TURKCELL	TBWA/ISTANBUL	TURKEY	TURKCELL ISTANBUL	TURKEY
RADIO TINNITUS	CHIME	RADIO STATION	ROTHCO ACCENTURE INTERACTIVE DUBLIN	IRELAND	<input type="checkbox"/>	<input type="checkbox"/>
WARNING SPOTS	AAMI/SUNCORP	MOTOR INSURANCE	OGILVY AUSTRALIA MELBOURNE	AUSTRALIA	OMD SYDNEY	AUSTRALIA
IMMIGRANT SONGS	BRAVOMIC	IMMIGRANT SONGS	WING NEW YORK	USA	GREY NEW YORK	USA
ROAD RAGE RADIO	CHEVROLET MENA	CHEVROLET MENA	COMMONWEALTH/MCCANN DUBAI	UNITED ARAB EMIRATES	CARAT DUBAI	UNITED ARAB EMIRATES

B03 (Use of Print / Outdoor)

SHADOW POSTERS	MICROSOFT	SURFACE PRO 6	MCCANN LONDON	UNITED KINGDOM	MCCANN LONDON	UNITED KINGDOM
ABSOLUT STREET TREES	PERNOD RICARD MÉXICO	ABSOLUT	ANÓNIMO MEXICO CITY	MEXICO	SUMA MEXICO CITY	MEXICO
UNDERCOVER CROSSWORDS	MINISTRY OF SOCIAL DEVELOPMENT/OFFICE FOR SENIORS	ELDER ABUSE AWARENESS	FCB NEW ZEALAND AUCKLAND	NEW ZEALAND	FCB NEW ZEALAND AUCKLAND	NEW ZEALAND
THE HUNT IS ON	MONDELEZ	CRÈME EGG	CARAT LONDON	UNITED KINGDOM	CARAT LONDON	UNITED KINGDOM
THE BLANK EDITION	AN-NAHAR	NEWSPAPER PUBLICATIONS & MEDIA	IMPACT BBDO DUBAI	UNITED ARAB EMIRATES	IMPACT PORTER NOVELLI DUBAI	UNITED ARAB EMIRATES
THE GPS QUALITY LABEL	AUCHAN	GPS	SERVICEPLAN FRANCE PARIS	FRANCE	SERVICEPLAN FRANCE PARIS	FRANCE
THE BEER BEHIND SPORTS	AB INBEV	BUDWEISER	AFRICA SÃO PAULO	BRAZIL	<input type="checkbox"/>	<input type="checkbox"/>
MUTILATED WORDS	28 TOO MANY	(FGM) FEMALE GENITAL MUTILATION	IMPACT BBDO DUBAI	UNITED ARAB EMIRATES	<input type="checkbox"/>	<input type="checkbox"/>
THE LAND OF FREE PRESS	HELSINGIN SANOMAT	HELSINGIN SANOMAT NEWSPAPER	TBWA/HELSINKI	FINLAND	CLEAR CHANNEL HELSINKI / JCDECAUX FINLAND HELSINKI / TBWA/HELSINKI	FINLAND
THE LAST EVER ISSUE	GAZETA.PL / MASTERCARD / BNP PARIBAS	GAZETA.PL (A NEWS PORTAL)	VMLY&R POLAND WARSAW	POLAND	WAVEMAKER WARSAW	POLAND
THE NON-ISSUE	L'ORÉAL PARIS	AGE PERFECT	MCCANN PARIS	FRANCE	CONDÉ NAST INTERNATIONAL LONDON	UNITED KINGDOM
THE OUT OF HOME PROJECT	CLEAR CHANNEL	BILLBOARDS	PRIME WEBER SHANDWICK STOCKHOLM	SWEDEN	PRIME WEBER SHANDWICK STOCKHOLM	SWEDEN
POWERSHARE	SAMSUNG	SAMSUNG - GALAXY S10	LEO BURNETT SYDNEY	AUSTRALIA	STARCOM SYDNEY	AUSTRALIA
THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE FEMALE COMPANY	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	SCHOLZ & FRIENDS BERLIN	GERMANY	SCHOLZ & FRIENDS BERLIN	GERMANY
BURN THAT AD	BURGER KING	BURGER KING WHOPPER	DAVID SÃO PAULO SÃO PAULO	BRAZIL	DAVID SÃO PAULO SÃO PAULO	BRAZIL
THE REMARKABLE HEDY	STABILO INTERNATIONAL GMBH	STABILO BOSS HIGHLIGHTER PEN	DDB DÜSSELDORF	GERMANY	DDB DÜSSELDORF	GERMANY

B04 (Use of Ambient Media: Small Scale)

THE CLEFT COLLECTION	SMILE ASIA	SMILE ASIA	MCCANN HEALTH SINGAPORE	SINGAPORE	<input type="checkbox"/>	<input type="checkbox"/>
COLUMBIA. THE OFFICIAL SOCCER TEAM OF CONFUSIÓN.	MARS COLOMBIA	SNICKERS®	PROXIMITY COLOMBIA BOGOTÁ	COLOMBIA	MEDIACOM BOGOTA	COLOMBIA
THE BEER OF THE WORLD CUP	LALA	LALA WHOLE MILK	CIRCUS. MEXICO CITY	MEXICO	<input type="checkbox"/>	<input type="checkbox"/>
POKER CRASH CAPS	AB INBEV	POKER BEER	DDB COLOMBIA BOGOTA	COLOMBIA	ZENITH BOGOTÁ	COLOMBIA
OMO TAG	UNILEVER LEBANON	OMO	TBWA/RAAD DUBAI	UNITED ARAB EMIRATES	<input type="checkbox"/>	<input type="checkbox"/>
SCENT BY GLADE	S.C JOHNSON	GLADE	OGILVY CHICAGO	USA	OGILVY CHICAGO	USA
THE SORORITY PACKS	PEPSICO	EQLIBRI	BETC/HAVAS SÃO PAULO	BRAZIL	BETC/HAVAS SÃO PAULO	BRAZIL

B05 (Use of Ambient Media: Large Scale)

THE UNBREAKABLE RAINBOW	UNILEVER - BEN&JERRY'S	CSR EVENT	180HEARTBEATS+JUNG V MATT WARSAW	POLAND	<input type="checkbox"/>	<input type="checkbox"/>
PROJECT SAVE	GOVERNMENT OF VALENZUELA CITY	PROJECT SAVE	HAVAS ORTEGA MAKATI CITY	THE PHILIPPINES	HAVAS ORTEGA MAKATI CITY	THE PHILIPPINES
SIGNS OF LOVE	ANZ BANK	ANZ BRAND	TBWA/MELBOURNE	AUSTRALIA	PHD AUSTRALIA MELBOURNE / TBWA/MELBOURNE	AUSTRALIA
WE ARE AN AIRLINE	KLM ROYAL DUTCH AIRLINES	AVIATION	DDB AMSTERDAM	THE NETHERLANDS	MEDIACOM DÜSSELDORF	GERMANY
THE DISCO2UNT BILLBOARD	RENAULT	RENAULT ZOE	PUBLICIS ROMANIA BUCHAREST	ROMANIA	OMD BUCHAREST	ROMANIA
TRUCK ART CHILDFINDER	BERGER PAINTS	BERGER PAINTS	BBDO PAKISTAN LAHORE	PAKISTAN	BBDO PAKISTAN LAHORE	PAKISTAN
THINK INSIDE THE BOX	LOCKHEED MARTIN	SPACE EXPLORATION	MCCANN NEW YORK	USA	<input type="checkbox"/>	<input type="checkbox"/>
KOSHOGO	KLOOP	MEDIA & PUBLICATIONS	LEO BURNETT MOSCOW	RUSSIA	<input type="checkbox"/>	<input type="checkbox"/>
STREET-VET	PURINA	PURINA VETERINARY DIETS	MCCANN PARIS	FRANCE	<input type="checkbox"/>	<input type="checkbox"/>
LIVESAVING BILLBOARDS	HIGH TRAFFIC / MAS VIDA	HIGH TRAFFIC DIGITAL BILLBOARDS / MAS VIDA MEDICAL TRANSFERS	P4 OGILVY PANAMA CITY	PANAMA	P4 OGILVY PANAMA CITY	PANAMA

B06 (Use of Events)

DISTRACTED GOALKEEPER	UBER/ UBER	YELLOW MAY	TECH AND SOUL SÃO PAULO	BRAZIL	<input type="checkbox"/>	<input type="checkbox"/>
UBER EATS AUSTRALIAN OPEN AMBUSH	UBER	UBER EATS	SPECIAL GROUP SYDNEY	AUSTRALIA	MEDIACOM SYDNEY	AUSTRALIA
MIDDLE SEAT LOUNGE	COCA-COLA	COKE	FITZCO ATLANTA	USA	<input type="checkbox"/>	<input type="checkbox"/>
PRICELESS JEWELRY	JOYERÍA AURUS	JOYERÍA AURUS	LOS QUILTROS SANTIAGO	CHILE	<input type="checkbox"/>	<input type="checkbox"/>
FAN OF THE MATCH	CLARO ECUADOR	CLARO	PARADAIS DDB GUAYAQUIL	ECUADOR	HAVAS MEDIA ECUADOR GUAYAQUIL	ECUADOR
HELLMANN'S REAL FOOD RESCUE	UNILEVER	HELLMANN'S	OGILVY CANADA TORONTO	CANADA	MINDSHARE TORONTO	CANADA
INDIA DEGA AASHIRVAD	INDIA GATE BASMATI RICE	BASMATI RICE	THE CLASSIC PARTNERSHIP DUBAI	UNITED ARAB EMIRATES	<input type="checkbox"/>	<input type="checkbox"/>

B07 (Use of Stunts)

THE HEALING HOUSE	CASEY HOUSE	HIV/AIDS AWARENESS	BENSIMON BYRNE TORONTO	CANADA	<input type="checkbox"/>	<input type="checkbox"/>
PAVING FOR PIZZA	DOMINO'S PIZZA	DOMINO'S PIZZA	DOMINO'S PIZZA ANN ARBOR	USA	CRISPIN PORTER BOGUSKY+ BOULDER	USA
THE UNBREAKABLE RAINBOW	UNILEVER - BEN&JERRY'S	CSR EVENT	180HEARTBEATS+JUNG V MATT WARSAW	POLAND	<input type="checkbox"/>	<input type="checkbox"/>
ECO PARKING	HYUNDAI	HYUNDAI KONA ELECTRIC	HAVAS PR MADRID	SPAIN	<input type="checkbox"/>	<input type="checkbox"/>
FRANCE ACCESSIBLE	APF FRANCE HANDICAP	FRANCE ACCESSIBLE	BRAND STATION PARIS	FRANCE	<input type="checkbox"/>	<input type="checkbox"/>
IHOB	IHOP	ULTIMATE STEAKBURGERS	INITIATIVE LOS ANGELES	USA	INITIATIVE LOS ANGELES	USA
YARMULKE SWITCH	P&G	HEAD & SHOULDERS	MEDIACOM CONNECTIONS TEL AVIV	ISRAEL	MEDIACOM CONNECTIONS TEL AVIV	ISRAEL
KRAFT NOW PAY LATER	KRAFT HEINZ	KRAFT HEINZ	LEO BURNETT CHICAGO	USA	<input type="checkbox"/>	<input type="checkbox"/>
THE NO MEANS NO ATM	HSBC	INSTITUTIONAL	DAVID BUENOS AIRES	ARGENTINA	<input type="checkbox"/>	<input type="checkbox"/>
SECOND CHANCES	DONATE LIFE CALIFORNIA	DONATE LIFE CALIFORNIA	CASANOVA//MCCANN COSTA MESA	USA	<input type="checkbox"/>	<input type="checkbox"/>
COLA TRUCE	PEPSI	BRAND PEPSI	TRACYLOCKE WILTON	USA	ACCELERATION NEW YORK / VAYNERMEDIA NEW YORK	USA
AIR MAX GRAFFITI STORES	NIKE	AIR MAX	AKQA SÃO PAULO	BRAZIL	WIEDEN+KENNEDY SÃO PAULO	BRAZIL
LIFEBOAT - THE EXPERIMENT	SEAWATCH	RECONNAISSANCE	MEDIAPLUS MUNICH	GERMANY	MEDIAPLUS MUNICH	GERMANY
PALESSI	PAYLESS	PAYLESS SHOE SOURCE	DCX GROWTH ACCELERATOR NEW YORK	USA	MARC USA BOSTON	USA

B08 (Use of Digital Platforms)

BUFFER RAGE	VOO TELECOM	TELECOM PROVIDER	HAPPINESS BRUSSELS BRUSSELS	BELGIUM	VIZEUM BRUSSELS	BELGIUM
YOU SEEING THIS?	ESPN X NBA	ESPN X NBA	R/GA NEW YORK	USA	STARCOM CHICAGO	USA
PUTIN TURNS ON THE RAIN	TV RAIN	MEDIA SERVICE	VOSKHOD EKATERINBURG	RUSSIA	<input type="checkbox"/>	<input type="checkbox"/>
BLACK FRIDAY WHOPPER SHOPPER	BURGER KING CORPORATION	WHOPPER	GRABARZ & PARTNER HAMBURG	GERMANY	<input type="checkbox"/>	<input type="checkbox"/>
THE GPS QUALITY LABEL	AUCHAN	GPS	SERVICEPLAN FRANCE PARIS	FRANCE	SERVICEPLAN FRANCE PARIS	FRANCE
THE UNSTOPPABLE RÉSUMÉ	CANCER@WORK	CANCER@WORK	FAMOUS GREY PARIS PARIS	FRANCE	<input type="checkbox"/>	<input type="checkbox"/>
BREAST BUFFER	BALAJI TELEFILMS LTD.	ALTBALAJI	GREY INDIA MUMBAI	INDIA	ALTBALAJI MUMBAI	INDIA

OPERATION ENIGMA	EA GAMES	BATTLEFIELD V	DIGITAS AUSTRALIA SYDNEY	AUSTRALIA	<input type="checkbox"/>	<input type="checkbox"/>
B09 (Use of Mobile)						
WHAT'S IN IT ?	SYSTÈME U	SUPERMARKET	TBWA/PARIS	FRANCE	<input type="checkbox"/>	<input type="checkbox"/>
MARIA 'S MESSAGE	MOVISTAR	MOBILE TELEPHONE SERVICE	WUNDERMAN THOMPSON BUENOS AIRES	ARGENTINA	<input type="checkbox"/>	<input type="checkbox"/>
STORYTIME	TELEKOM ROMANIA	STORYTIME APP	LEO BURNETT BUCHAREST	ROMANIA	TELEKOM ROMANIA BUCHAREST	ROMANIA
THE WHOPPER DETOUR	BURGER KING	FOOD	FCB NEW YORK	USA	HORIZON MEDIA NEW YORK	USA
VEILED SNAPCHAT LENS	S.C JOHNSON	GLADE	OGILVY CHICAGO	USA	PHD CHICAGO	USA
B10 (Use of Social Platforms)						
NOT JUST ONE CREATOR	VF CORPORATION	VANS	STARCOM CHICAGO	USA	STARCOM CHICAGO	USA
#DEFYTHENAME	MONICA LEWINSKY	ANTI-BULLYING	BBDO NEW YORK	USA	<input type="checkbox"/>	<input type="checkbox"/>
WORLD RECORD EGG	WORLD RECORD EGG	HULU	EGG GANG LONDON	UNITED KINGDOM	EGG GANG LONDON / HULU SANTA MONICA	UNITED KINGDOM
UNBOXING THE TRUTH	THOMSON REUTERS FOUNDATION	THOMSON REUTERS FOUNDATION	TBWA/CHIAT/DAY NEW YORK	USA	TBWA/CHIAT/DAY NEW YORK	USA
THE EARNBASSADORS	VELOCITY FREQUENT FLYER	FREQUENT FLYER PROGRAM	CHE PROXIMITY MELBOURNE	AUSTRALIA	CHE PROXIMITY MELBOURNE	AUSTRALIA
SENSITIVE ROOMS	IKEA	CSR	WE ARE SOCIAL MILAN	ITALY	<input type="checkbox"/>	<input type="checkbox"/>
REFURBISHED TWEETS	BACK MARKET	BACK MARKET	BETC PARIS	FRANCE	<input type="checkbox"/>	<input type="checkbox"/>
KEEPING FORTNITE FRESH	WENDY'S	WENDY'S COMMUNITY MANAGEMENT	VMLY&R KANSAS CITY	USA	SPARK FOUNDRY NEW YORK	USA
NIKE TRAINING CLUB LIVE	NIKE	PERSONAL TRAINING	WIEDEN+KENNEDY LONDON	UNITED KINGDOM	<input type="checkbox"/>	<input type="checkbox"/>
#STILLSPEAKINGUP	PROPUESTA CÍVICA AC	LEGAL SPONSORSHIP FOR THE FAMILIES OF MURDERED JOURNALISTS IN MEXICO.	PUBLICIS MEXICO MEXICO CITY	MEXICO	STARCOM MEXICO CITY / TWITTER MEXICO CITY	MEXICO
POST RACISM	LICRA	LICRA	PUBLICIS CONSEIL PARIS	FRANCE	ZENITH PARIS	FRANCE
UNITED AGAINST ABUSE	DANNER	DANNER	MEDIACOM BEYOND ADVERTISING COPENHAGEN	DENMARK	MEDIACOM BEYOND ADVERTISING COPENHAGEN	DENMARK
THE RECYCLABLE TWEET	REXONA	AEROSOL DEODORANT CAN	MULLENLOWE LONDON	UNITED KINGDOM	<input type="checkbox"/>	<input type="checkbox"/>
INSTA NOVELS	THE NEW YORK PUBLIC LIBRARY	LITERATURE	MOTHER NEW YORK	USA	<input type="checkbox"/>	<input type="checkbox"/>
CAR COMMERCIAL TO GO	CENTRAAL BEHEER	INSURANCE COMPANY	DDB AMSTERDAM	THE NETHERLANDS	MINDSHARE AMSTERDAM	THE NETHERLANDS
B11 (Use of Technology)						
PETA "EYE TO EYE"	PETA	PETA	KOLLE REBBE ACCENTURE INTERACTIVE HAMBURG	GERMANY	<input type="checkbox"/>	<input type="checkbox"/>
AI VERSUS	TV RAIN	MEDIA SERVICE	VOSKHOD EKATERINBURG	RUSSIA	<input type="checkbox"/>	<input type="checkbox"/>
RED LINE	VODAFONE TURKEY	RED LINE	MINDSHARE TURKEY ISTANBUL	TURKEY	MINDSHARE TURKEY ISTANBUL	TURKEY
SMART DEVICE	KELLOGG'S	PRINGLES	GREY NEW YORK	USA	STARCOM CHICAGO	USA
STREET-VET	PURINA	PURINA VETERINARY DIETS	MCCANN PARIS	FRANCE	<input type="checkbox"/>	<input type="checkbox"/>
02.38 AM	SNCF	SNCF RESEAU	TBWA/PARIS	FRANCE	<input type="checkbox"/>	<input type="checkbox"/>
C01 (Use of Data-driven Insight)						
RESCUE DOGZ	GUD	GUD	WUNDERMAN THOMPSON SAO PAULO	BRAZIL	J. WALTER THOMPSON BRAZIL SÃO PAULO	BRAZIL
GILLETTE DATABOARDS	PROCTER & GAMBLE	GILLETTE	GREY BRAZIL SÃO PAULO	BRAZIL	GREY BRAZIL SÃO PAULO / MEDIACOM MIAMI	BRAZIL
C02 (Use of Real-time Data)						
STREET-VET	PURINA	PURINA VETERINARY DIETS	MCCANN PARIS	FRANCE	<input type="checkbox"/>	<input type="checkbox"/>
POST RACISM	LICRA	LICRA	PUBLICIS CONSEIL PARIS	FRANCE	ZENITH PARIS	FRANCE
THE INFECTION ALERT SYSTEM	HINDUSTAN UNILEVER LIMITED	LIFEBUOY SOAP	MINDSHARE MUMBAI	INDIA	MINDSHARE MUMBAI	INDIA
REAL-TIME EXCEPTION SPOTTING	NEW BALANCE	FRESH FOAM CRUZ NUBUK	VMLY&R NEW YORK	USA	HYFN NEW YORK	USA
THE WHOPPER DETOUR	BURGER KING	FOOD	FCB NEW YORK	USA	HORIZON MEDIA NEW YORK	USA
THE DISCO2UNT BILLBOARD	RENAULT	RENAULT ZOE	PUBLICIS ROMANIA BUCHAREST	ROMANIA	OMD BUCHAREST	ROMANIA
C03 (Data-driven Targeting)						
EXTRA REMINDER	WRIGLEY'S EXTRA	EXTRA CHEWING GUM	CLEMENGER BBDO SYDNEY	AUSTRALIA	<input type="checkbox"/>	<input type="checkbox"/>
GO BACK TO AFRICA	BLACK & ABROAD	BLACK & ABROAD	FCB/SIX TORONTO	CANADA	INITIATIVE TORONTO	CANADA
THE MOST UNDISRUPTIVE RADIO ADS	P&G	FEBREZE	GREY MIDWEST CINCINNATI	USA	HEARTS & SCIENCE NEW YORK	USA
D01 (Use of Brand or Product Integration into a Programme or Platform)						
IT'S A THURSDAY NIGHT TIDE AD	PROCTER & GAMBLE	TIDE	SAATCHI & SAATCHI NEW YORK	USA	OPTIMUM SPORTS NEW YORK	USA
EXTRA SUPPORT ACTS	WRIGLEY'S	WRIGLEY'S EXTRA	CLEMENGER BBDO SYDNEY	AUSTRALIA	MEDIACOM SYDNEY	AUSTRALIA
MORE THAN LIKES	SOFTBANK CORP.	Y!MOBILE	HAKUHODO KETTLE INC TOKYO	JAPAN	HAKUHODO INC. TOKYO	JAPAN
A DAY TO REMEMBER	FONDATION POUR LA RECHERCHE MÉDICALE (FRM)	NGO	CLM BBDO PARIS	FRANCE	<input type="checkbox"/>	<input type="checkbox"/>
UBER EATS AUSTRALIAN OPEN AMBUSH	UBER	UBER EATS	SPECIAL GROUP SYDNEY	AUSTRALIA	MEDIACOM SYDNEY	AUSTRALIA
ANT-ADS - THE TINIEST PARTNERSHIP IN THE WORLD	HYUNDAI MOTOR AMERICA AND HYUNDAI MOTOR COMPANY	HYUNDAI VELOSTER, KONA AND SANTA FE	INNOCEAN USA HUNTINGTON BEACH	USA	CANVAS WORLDWIDE LOS ANGELES	USA

LOFI BEATS SUICIDE	VICE UK	SUICIDE PREVENTION	MCCANN LONDON	UNITED KINGDOM	COLLEGE MUSIC BERKSHIRE / VICE LONDON	UNITED KINGDOM
TOHUM AUTISM FOUNDATION - AUTISM SCHOOL ON MINECRAFT	TOHUM AUTISM FOUNDATION	TOHUM AUTISM EDUCATION / SCHOOLS	4129GREY ISTANBUL	TURKEY		
ONE LEAVES	FOOD AND DRUG ADMINISTRATION, UNITED STATES (FDA)	ANTI-SMOKING	INITIATIVE NEW YORK	USA	INITIATIVE NEW YORK	USA
THE NON-ISSUE	L'ORÉAL PARIS	AGE PERFECT	MCCANN PARIS	FRANCE	CONDÉ NAST INTERNATIONAL LONDON	UNITED KINGDOM
PAY PER BEER	AB INBEV	BRAHMA BEER	AFRICA SÃO PAULO	BRAZIL		
D02 (Use of Branded Content Created for Digital or Social)						
DISTRACTED GOALKEEPER	UBER/ UBER	YELLOW MAY	TECH AND SOUL SÃO PAULO	BRAZIL		
#ROMANOV5100: 4,000 PHOTOS. 4 SOCIAL NETWORKS. 1 FAMILY.	RT	ONLINE DOCUMENTARY	RT MOSCOW	RUSSIA	RT MOSCOW	RUSSIA
100 WORDS PAIN_TING	SAVE THE CHILDREN KOREA	CHILDREN'S RIGHTS	OVERMAN SEOUL	SOUTH KOREA	OVERMAN SEOUL	SOUTH KOREA
MY LIFE AS A NPC	UBIOSFT	ASSASSINS CREED ODYSSEY	DDB PARIS	FRANCE		
BACK2LIFE	SAMSUNG	CORPORATE SOCIAL RESPONSIBILITY PROJECT (CPR)	CHEIL PENGTAI BEIJING	CHINA	CHEIL PENGTAI BEIJING	CHINA
HEROES OF TODAY	HEROES OF TODAY PLATFORM (IBERIA, CORREOS, TELEPIZZA, LALIGA, 11811, BAVIERA)	CORPORATE SOCIAL RESPONSIBILITY (CSR)	DDB SPAIN MADRID	SPAIN		
THE SPOILER BLONDE	NETFLIX	HALLOWEEN	DPZ&T SÃO PAULO	BRAZIL	NETFLIX BARUERI	BRAZIL
MASSIRA PROJECT	PLAYSTATION TALENTS	MASSIRA GAME (PLAYSTATION)	TBWAIESPAÑA MADRID	SPAIN	TBWAIESPAÑA MADRID	SPAIN
E01 (Excellence in Media Insights & Strategy)						
BUFFER RAGE	VOO TELECOM	TELECOM PROVIDER	HAPPINESS BRUSSELS BRUSSELS	BELGIUM	VIZEUM BRUSSELS	BELGIUM
NIKE DREAM CRAZIER	NIKE	NIKE	WIEDEN+KENNEDY PORTLAND	USA	PUBLICIS SAPIENT SEATTLE / WIEDEN+KENNEDY PORTLAND	USA
IKEA BEDTIME	IKEA	IKEA	RETHINK TORONTO	CANADA		
BURN THAT AD	BURGER KING	BURGER KING WHOPPER	DAVID SÃO PAULO SÃO PAULO	BRAZIL	DAVID SÃO PAULO SÃO PAULO	BRAZIL
E03 (Excellence in Media Execution)						
IT'S A THURSDAY NIGHT TIDE AD	PROCTER & GAMBLE	TIDE	SAATCHI & SAATCHI NEW YORK	USA	OPTIMUM SPORTS NEW YORK	USA
AR DROPS	ADIDAS	ULTRABOOST19	MOJO SUPERMARKET NEW YORK	USA	MOJO SUPERMARKET NEW YORK	USA
UBER EATS AUSTRALIAN OPEN AMBUSH	UBER	UBER EATS	SPECIAL GROUP SYDNEY	AUSTRALIA	MEDIACOM SYDNEY	AUSTRALIA
TRUCK ART CHILDFINDER	BERGER PAINTS	BERGER PAINTS	BBDO PAKISTAN LAHORE	PAKISTAN	BBDO PAKISTAN LAHORE	PAKISTAN
THE LIFE SAVING SOAP OPERAS	PERUVIAN MINISTRY OF HEALTH	PERUVIAN MINISTRY OF HEALTH	CIRCUS GREY PERU LIMA	PERU	AMERICA TELEVISION LIMA	PERU
HACKING PRIME DAY	GENERAL MILLS	HONEY NUT CHEERIOS	MINDSHARE CHICAGO	USA	MINDSHARE CHICAGO	USA
E04 (Use of Integrated Media)						
YOU SEEING THIS?	ESPN X NBA	ESPN X NBA	R/GA NEW YORK	USA	STARCOM CHICAGO	USA
RED RESTAURANTS LIST	TAKASAKI CITY	TAKASAKI CITY	HAKUHODO KETTLE INC TOKYO	JAPAN		
HEY GOOGLE, ASK NIKE	NIKE	NIKE	R/GA NEW YORK	USA		
#WORKFORALS	ALS LEAGUE BELGIUM	A CURE FOR ALS	PUBLICIS BRUSSELS	BELGIUM	ZENITH BELGIUM BRUSSELS	BELGIUM
2018 WRAPPED	SPOTIFY	SPOTIFY	SPOTIFY IN-HOUSE NEW YORK	USA	UM NEW YORK	USA
GLOBAL MGDI	GOOGLE	GOOGLE	ARTS & LETTERS CREATIVE CO. RICHMOND	USA		
IT'S COMING HOME	BRITISH AIRWAYS	FLIGHTS & DESTINATIONS	OGILVY & WAVEMAKER WPP TEAM HORIZON LONDON	UNITED KINGDOM	WAVEMAKER LONDON	UNITED KINGDOM
F01 (Local Brand)						
POSTABLE FUKUSHIMA LOCAL PAPER	FUKUSHIMA-MINPO CO.	FUKUSHIMA-MINPO	DENTSU INC. TOKYO	JAPAN	DENTSU EAST JAPAN TOKYO	JAPAN
THE DEVK SELFIESCARF	DEVK VERSICHERUNG	DEVK INSURANCE (IMAGE)	GRABARZ & PARTNER HAMBURG	GERMANY	PILOT BERLIN / UNRULY GROUP HAMBURG	GERMANY
F02 (Challenger Brand)						
GO BACK TO AFRICA	BLACK & ABROAD	BLACK & ABROAD	FCB/SIX TORONTO	CANADA	INITIATIVE TORONTO	CANADA
SOUVENIRS DE PARIS	CENTRE POMPIDOU	CENTRE POMPIDOU	MARCEL PARIS	FRANCE	BLUE 449 PARIS	FRANCE
THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE FEMALE COMPANY	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	SCHOLZ & FRIENDS BERLIN	GERMANY	SCHOLZ & FRIENDS BERLIN	GERMANY
THE WHOPPER DETOUR	BURGER KING	FOOD	FCB NEW YORK	USA	HORIZON MEDIA NEW YORK	USA
F03 (Single-market Campaign)						
TAKE AN EXTRA DAY OFF	SEDRIN	SEDRIN BEER	STARCOM SHANGHAI	CHINA	STARCOM SHANGHAI	CHINA
THE TOXIC FLAG	WASTE MANAGEMENT COALITION	WASTE MANAGEMENT	IMPACT BBDO DUBAI	UNITED ARAB EMIRATES		
GENEROSITY BAR	CADBURY	CADBURY DAIRY MILK	OGILVY SINGAPORE	SINGAPORE	OGILVY SINGAPORE	SINGAPORE
GUMSHOE: THE FIRST SHOE MADE FROM RECYCLED CHEWING GUM	AMSTERDAM METROPOLITAN AREA	GUMSHOE	PUBLICIS AMSTERDAM	THE NETHERLANDS	PUBLICIS AMSTERDAM	THE NETHERLANDS

THE LAST EVER ISSUE	GAZETA.PL / MASTERCARD / BNP PARIBAS	GAZETA.PL (A NEWS PORTAL)	VMLY&R POLAND WARSAW	POLAND	WAVEMAKER WARSAW	POLAND
CORRUPTION DETECTOR	RECLAME AQUI	RECLAME AQUI	GREY BRAZIL SÃO PAULO	BRAZIL	GREY BRAZIL SÃO PAULO	BRAZIL
HAGGLEBOT	FLIPKART INTERNET PVT LTD	SALE EVENT - FLIPKART'S THE BIG BILLION DAYS	DENTSU WEBCHUTNEY BANGALORE	INDIA	☐	☐
02.38 AM	SNCF	SNCF RESEAU	TBWA/PARIS	FRANCE	☐	☐
SCENTING THE HOPE OF CHANGE	SC JOHNSON	GLADE	PHD NEW YORK	USA	PHD NEW YORK	USA
F04 (Social Behaviour & Cultural Insight)						
GENDER NEUTRAL SUBTITLES	FOX PREMIUM	FOX APP	FOX NETWORKS GROUP LATIN AMERICA BUENOS AIRES	ARGENTINA	☐	☐
THE UNBREAKABLE RAINBOW	UNILEVER - BEN&JERRY'S	CSR EVENT	180HEARTBEATS+JUNG V MATT WARSAW	POLAND	☐	☐
SIGNS OF LOVE	ANZ BANK	ANZ BRAND	TBWA/MELBOURNE	AUSTRALIA	PHD AUSTRALIA MELBOURNE	☐
DOING NOTHING DOES HARM	OUR WATCH	BEHAVIOURAL CHANGE INTERVENTION	THINKERBELL MELBOURNE	AUSTRALIA	☐	☐
THE HEALING HOUSE	CASEY HOUSE	HIV/AIDS AWARENESS	BENSIMON BYRNE TORONTO	CANADA	☐	☐
THE HALF BISCUIT	LEGACY / RSA	LEGACY / RSA	VMLY&R MELBOURNE	AUSTRALIA	WAVEMAKER MELBOURNE	AUSTRALIA
SHE-I-O	LAND O'LAKES	LAND O'LAKES DAIRY FOODS DIVISION	THE MARTIN AGENCY RICHMOND	USA	THE MARTIN AGENCY RICHMOND	USA
REFURBISHED TWEETS	BACK MARKET	BACK MARKET	BETC PARIS	FRANCE	☐	☐
GO BACK TO AFRICA	BLACK & ABROAD	BLACK & ABROAD	FCB/SIX TORONTO	CANADA	INITIATIVE TORONTO	CANADA
THE PEOPLE'S SEAT	UNITED NATIONS	CLIMATE CHANGE	GREY LONDON	UNITED KINGDOM	MEDIACOM LONDON	UNITED KINGDOM
PRESIDENTIAL BROADCAST	NETFLIX	HOUSE OF CARDS	CIRCUS. BUENOS AIRES	ARGENTINA	WAVEMAKER BUENOS AIRES	ARGENTINA
POKER CRASH CAPS	AB INBEV	POKER BEER	DDB COLOMBIA BOGOTA	COLOMBIA	ZENITH BOGOTÁ	COLOMBIA
KOSHOGO	KLOOP	MEDIA & PUBLICATIONS	LEO BURNETT MOSCOW	RUSSIA	☐	☐
THE ANIMALS' OWN EMERGENCY NUMBER	DNB	ANIMAL INSURANCE	TRY REKLAME OSLO	NORWAY	☐	☐
LIBERTY COINS	AUKIN	NEWSPAPER	PEDRO JUAN & DIEGO SANTIAGO	CHILE	PEDRO JUAN & DIEGO SANTIAGO	CHILE
THE INFECTION ALERT SYSTEM	HINDUSTAN UNILEVER LIMITED	LIFEBUOY SOAP	MINDSHARE MUMBAI	INDIA	MINDSHARE MUMBAI	INDIA
THE LAST EVER ISSUE	GAZETA.PL / MASTERCARD / BNP PARIBAS	GAZETA.PL (A NEWS PORTAL)	VMLY&R POLAND WARSAW	POLAND	WAVEMAKER WARSAW	POLAND
AIR MAX GRAFFITI STORES	NIKE	AIR MAX	AKQA SÃO PAULO	BRAZIL	WIEDEN+KENNEDY SÃO PAULO	BRAZIL
THE NON-ISSUE	L'ORÉAL PARIS	AGE PERFECT	MCCANN PARIS	FRANCE	CONDÉ NAST INTERNATIONAL LONDON	UNITED KINGDOM
PAY PER BEER	AB INBEV	BRAHMA BEER	AFRICA SÃO PAULO	BRAZIL	☐	☐
SCENTING THE HOPE OF CHANGE	SC JOHNSON	GLADE	PHD NEW YORK	USA	PHD NEW YORK	USA
F05 (Breakthrough on a Budget)						
FAKE ROMANI EXPERIMENT	DIAK (DIACONIA UNIVERSITY OF APPLIED SCIENCE)	NEVO TIINA PROJECT	TBWA/HELSINKI	FINLAND	IUM FINLAND HELSINKI	FINLAND
HUNGRY PUFFS	FOODBANK WA	HUNGRY PUFFS	THE BRAND AGENCY PERTH	AUSTRALIA	THE BRAND AGENCY PERTH	AUSTRALIA
THE PARISIAN RENDEZ-VOUS	...LE DRUGSTORE PARISIEN	...LE DRUGSTORE PARISIEN	WUNDERMAN THOMPSON BOULOGNE-BILLANCOURT	FRANCE	☐	☐
KOSHOGO	KLOOP	MEDIA & PUBLICATIONS	LEO BURNETT MOSCOW	RUSSIA	☐	☐
THE NO MEANS NO ATM	HSBC	INSTITUTIONAL	DAVID BUENOS AIRES	ARGENTINA	☐	☐
OPEN SHELVES	WRITER'S BOOKSTORE	BOOKS	WAVEMAKER HUNGARY BUDAPEST	HUNGARY	☐	☐