

The full Cannes Lions Branded Content & Entertainment shortlist

The full Cannes Lions Branded Content & Entertainment shortlist has been released, with two finalists from one South African agency! The winners will be announced at an awards ceremony tomorrow evening...

Cannes Lions Branded Content & Entertainment shortlist

Title	Client	Product	Entrant Company
THE ELECTRIC SAGA	EDF	ENERGY	HAVAS WORLDWIDE PARIS
3-SECOND COOKING "SHRIMP FRYING CANNON" & "SUPER FRIED DUMPLING"	NTT DOCOMO	ADVANCED LTE NETWORK	TOKYU AGENCY Tokyo
WI FI DOGS	DEUTSCHE TELEKOM	TRAVEL & SURF	DDB GROUP GERMANY Berlin
ABORTION TUTORIALS	MILES CORPORATION	CAMPAIGN IN SUPPORT OF THERAPEUTIC ABORTION LAW	GREY CHILE Santiago
DIESEL OLD WIVES' TALES	VOLKSWAGEN	TDI® CLEAN DIESEL	DEUTSCH LA
THE WAITING GAME	KATE SPADE NEW YORK	LUXURY FASHION & LIFESTYLE	KATE SPADE NEW YORK New York
DE HUIZENPROMOTER	ABN AMRO	FINANCIAL SERVICES	RED URBAN Amsterdam
THE MONSTER-SMART LAUNCH	DAIMLER AG / SMART MM	SMART	BBDO GROUP GERMANY Berlin
ENHANCE YOUR LIGHTING	GE	GE	BBDO NEW YORK
STRUCK BY A RAINBOW	WRIGLEY CANADA	SKITTLES	BBDO Toronto
SAMSUNG HOLIDAY DREAMS	SAMSUNG TELECOMMUNICATIONS AMERICA	SAMSUNG	R/GA New York
NINJA HIGH SCHOOL GIRL	SUNTORY BEVERAGE & FOOD	C.C. LEMON	HAKUHODO Tokyo
BARELY LEGAL PAVN	AUDI OF AMERICA	BRAND	PMK*BNC New York City, NY
THE RETURN OF LASSO	NBC SPORTS	BARCLAYS PREMIER LEAGUE	THE BROOKLYN BROTHERS New York
THE GENTLEMAN'S WAGER	JOHNNIE WALKER	BLUE LABEL	RSA FILMS Los Angeles
MADDEN SEASON	EA SPORTS	MADDEN 15	HUNGRY MAN New York
MORTAL TIMELINE	INTOUCH INSURANCE	MOVEMENT FOR RESPONSIBLE DRIVING	BBDO RUSSIA GROUP Moscow
BLAH AIRLINES	VIRGIN AMERICA	AIRLINE	ELEVEN San Francisco
MATSUKO-ROID	NATURAL EIGHT	MATSUKO DELUXE	DENTSU INC. Tokyo
RABBIT RACE	MEDIA MARKT	MEDIA MARKT	OGILVY GERMANY Frankfurt
ONE RAND MAN	SANLAM	FINANCIAL SERVICES	KING JAMES GROUP Cape Town
RADIANT RETURN	PZ CUSSENS	RADIANT	DDB GROUP MELBOURNE
TUSVIK&TØNNE CUSTOMER SERVICE	NSB	NSB ENTERTAINMENT APP	BÂDE Oslo
SWEAT IT TO GET IT	GATORADE	GATORADE	TBWA\CHIAT\DAY Los Angeles
F1	RENAULT	AUTOMOTIVE	PUBLICIS CONSEIL Paris
UNBELIEVABLE CAMPAIGN	PEPSICO	PEPSI MAX	AMV BBDO London
THE SOFTTEST	UNILEVER	COMFORT PURE	OGILVY & MATHER SINGAPORE
THE TIMES UNQUIET - FILM SERIES	NEWS UK	THE TIMES/THE SUNDAY TIMES	GREY LONDON
ZEITGEIST 2014	ALZHEIMER NEDERLAND	FUNDRAISER	N=5 Amsterdam
LIVING WITH LAG	UMEÅ ENERGI / UME.NET	FIBER BROADBAND PROVIDER	ANR BBDO Stockholm
THE SNICKERS WRITE-OFF	MARS CHOCOLATE NORTH AMERICA	SNICKERS	BBDO NEW YORK
A HAIR RAISING MESSAGE	BARNCANCERFONDEN	NON PROFIT ORGANIZATION	GARBERGS Stockholm
HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid
THE UNFORGOTTEN	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	GUN VIOLENCE EDUCATION, AWARENESS AND LOBBYING	FCB CHICAGO
RADIANT RETURN	PZ CUSSENS	RADIANT	DDB GROUP MELBOURNE

MEETING MURILO	KIMBERLY-CLARK	HUGGIES	MOOD\TBWA São Paulo
805 MILLION NAMES	UNITED NATIONS WORLD FOOD PROGRAMME	FIGHTING HUNGER WORLDWIDE	FORSMAN & BODENFORS Gothenburg
FORTUNE MOTHER EXCHANGE	ADANI WILMAR	EDIBLE OILS AND FOODS	OGILVY & MATHER MUMBAI
THE GUN SHOP	STATES UNITED TO PREVENT GUN VIOLENCE	ANTI-GUN VIOLENCE	GREY NEW YORK
PEPPER HACKER	MARS FOOD AUSTRALIA	DOLMO	CLEMENGER BBDO SYDNEY
PROUD WHOPPER	BURGER KING	WHOPPER	DAVID Mami
SUPERPOWER FOR HIRE: RISE OF THE PRIVATE MILITARY	ACTIVISION	CALL OF DUTY: BLACKSMITH	VICE MEDIA
THE GAME BEFORE THE GAME	BEATS BY DR. DRE	BEATS SOLO2	R/GA LONDON London
FIRST DAYS OUT	MARS	PEDIGREE ADOPTION	ALMAPBBDO São Paulo
BEER TOOTH IMPLANT	CCU	CERVEZA SALTA	OGILVY & MATHER ARGENTINA Buenos Aires
KIDS READ MEAN TWEETS	CANADIAN SAFE SCHOOL NETWORK	SERVICE	JOHN ST. Toronto
REVIVEAPHONE	REVIVEAPHONE	REVIVEAPHONE	lg2 Montréal
THE ELECTRIC SAGA	EDF	ENERGY	HAVAS WORLDWIDE PARIS
THE BERLIN WALL OF SOUND	SOUNDCLOUD	SOUNDCLOUD	GREY GERMANY Düsseldorf
MODERN FAMILY	TOYOTA MOTOR SALES USA	AUTOMOBILES	BRAND ARC Los Angeles, CA
WATCH PORN, SAVE YOUR LIFE	PORNHUB NETWORK	PORNHUB	McCANN LIMA
THE LULLABY MATCH	FOX SPORTS	FOX SPORTS	FOX INTERNATIONAL CHANNELS LATAM Rio De Janeiro
TINNYVISION	NZ TRANSPORT AGENCY	DRUG DRIVING	CLEMENGER BBDO WELLINGTON Wellington
805 MILLION NAMES	UNITED NATIONS WORLD FOOD PROGRAMME	FIGHTING HUNGER WORLDWIDE	FORSMAN & BODENFORS Gothenburg
SOCCER FATIGUE SENSOR	VOLKSWAGEN DO BRASIL	FATIGUE SENSOR	ALMAPBBDO São Paulo
RADIO PRIDE PARADE	BILLBOARD BRASIL	BILLBOARD MAGAZINE	OGILVY BRASIL São Paulo
CARTOON HELPLINE	GRAACC	CORPORATE	OGILVY BRASIL São Paulo
DADDYTOONS NEWS	GENERAL MOTORS, OPEL	CARS	TAPSA Y&R Madrid
COKE THIRST	COCA-COLA	COCA-COLA	J. WALTER THOMPSON BRAZIL São Paulo
HORSE WITH HARDEN	FOOT LOCKER	FOOT LOCKER	BBDO NEW YORK
THE ICE BUCKET CHALLENGE	THE ALS ASSOCIATION	THE ALS ASSOCIATION	THE ALS ASSOCIATION Washington
WHAT LIVES INSIDE	INTEL + DELL	DELL VENUE TABLET WITH INTEL INSIDE	PEREIRA & O'DELL San Francisco
INVERSE GOAL CELEBRATION	FUNDACIÓN LIGA DE FÚTBOL PROFESIONAL AND UNICEF	CHARITY MATCH	VCCP SPAIN Madrid
SHINE	CANON	CANON CAMERAS	LEO BURNETT SYDNEY
THE NORTH FACE KOREA: NEVER STOP EXPLORING CAMPAIGN	THE NORTH FACE KOREA	APPAREL	INNORED Seoul
LIVING HISTORY AT UNION STATION	UNION STATION	NON PROFIT ORGANIZATION	VML Kansas City
WAIT-BOT-5000	COMCAST/XFINITY	COMCAST/XFINITY	GOODBY SILVERSTEIN & PARTNERS San Francisco
THE CONCERT NO ONE WAS WAITING FOR	BBVA	BBVA	FAHRENHEIT DDB Lima
THE DANCING TRAFFIC LIGHT	DAIMLER AG / SMART MM	SMART	BBDO GROUP GERMANY Berlin
SAMSUNG SLIDELINER	SAMSUNG AUSTRALIA	SAMSUNG CURVED TV RANGE	TRAFFIK Sydney
ADIDAS PREDATOR INSTINCT: THE GAME	ADIDAS	ADIDAS PREDATOR	TBWA LONDON
LEBANON4SALE	SAKKER EL DEKKENE (STOP THE SHOP)	ANTI-CORRUPTION ORGANIZATION	LEO BURNETT BEIRUT
HOUSE OF MAMBA	NIKE	NIKE BASKETBALL CHINA	AKQA London
BIGGEST ASSEMBLY EVER	PROCTER & GAMBLE SECRET	DEODORANT / ANTI-PERSPIRANT	LEO BURNETT CHICAGO
BUMPER CAR	VOLKSWAGEN NORWAY	VOLKSWAGEN CITY EMERGENCY BRAKES	TRY Oslo
DRINK UP FOUNTAIN	PARTNERSHIP FOR A HEALTHIER AMERICA	NON PROFIT ORGANIZATION	VML New York
THE SELF-LESS MIRROR	HEINEKEN BROUWERIJEN B.V. TAIWAN BRANCH	HEINEKEN	LEO BURNETT TAIWAN Taipei
BUD LIGHT WHATEVER, USA LAUNCH 2014	AB-INBEV	BUD LIGHT	ENERGY BBDO Chicago

CANON GIG APP	CANON	CANON DSLR	UNCLE GREY Copenhagen
NAZIS AGAINST NAZIS - GERMANY'S MOST INVOLUNTARY CHARITY WALK	ZDK GESELLSCHAFT DEMOKRATISCHE KULTUR	EXIT-DEUTSCHLAND	GGH LOWE Hamburg
THE LAST SHOT	JORDAN BRAND	FOOTWEAR	AKQA San Francisco
XPERIA UNDERWATER STORE	SONY MOBILE COMMUNICATIONS	MOBILE	FP7/DXB Dubai
HOLOGRAMS FOR FREEDOM	NO SOMOS DELITO (WE ARE NOT CRIME)	NGO	DDB SPAIN Madrid
THE UNFORGOTTEN	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	GUN VIOLENCE EDUCATION, AWARENESS AND LOBBYING	FCB CHICAGO
THE MARATHON WALKER	WATER FOR AFRICA	CHARITY	OGILVY PARIS
LOVE HAS NO LABELS	ADCOUNCIL	LOVE HAS NO LABELS	R/GA New York
PROJECT AKSHAR (ALPHABETS) - GRADUATING BLUE-COLLAR TO WHITE-COLLAR	SMARTLIFE	GET SMART PROGRAM	FP7/DXB Dubai
THE 2 EURO T-SHIRT - A SOCIAL EXPERIMENT	FASHION REVOLUTION (NGO)	SOCIAL ACTIVATION	BBDO GROUP GERMANY Berlin
SECURITY MOMS	SPORT CLUBE DO RECIFE	SOCCER TEAM	OGILVY BRASIL São Paulo
THE GUN SHOP	STATES UNITED TO PREVENT GUN VIOLENCE	ANTI-GUN VIOLENCE	GREY NEW YORK
805 MILLION NAMES	UNITED NATIONS WORLD FOOD PROGRAMME	FIGHTING HUNGER WORLDWIDE	FORSMAN & BODENFORS Gothenburg
ZOOLANDER RETURNS TO THE RUNWAY	PARAMOUNT PICTURES	ZOOLANDER 2	WME IMG New York
BLIND TRIP	MINISTRY OF TRANSPORTATION AND TOURISM	PROMOTIONAL TOURISM CAMPAIGN	MARURI GREY Guayaquil
PRETZEL BACON CHEESEBURGER - YES, YES, YES	WENDY'S	QUICK SERVICE RESTAURANT	VML Kansas City
THE BERLIN WALL OF SOUND	SOUNDCLOUD	SOUNDCLOUD	GREY GERMANY Düsseldorf
MADDEN SEASON	EASPORTS	MADDEN NFL 15	HEAT San Francisco
SEASTARS	WWF THE NETHERLANDS	THE OCEANS	OGILVY & MATHER AMSTERDAM
THE LULLABY MATCH	FOX SPORTS	FOX SPORTS	FOX INTERNATIONAL CHANNELS LATAM Rio De Janeiro
TRUTH - LEFT SWIPE DAT	AMERICAN LEGACY FOUNDATION	TRUTH	72ANDSUNNY Playa Vista
SKIP AD FESTIVAL	SONY ENTERTAINMENT TELEVISION	THE VOICE TV SHOW	PUBLICIS BRASIL São Paulo
VROOMRING BOOM	CLARO	CORPORATE	OGILVY GUATEMALA
JEFF BRIDGES SLEEPING TAPES	SQUARESPACE	SQUARESPACE	WIEDEN+KENNEDY New York
SOUNDS FROM TORTURE	AMNESTY INTERNATIONAL PORTUGAL	STOP TORTURE	LEO BURNETT LISBOA
COKE THIRST	COCA-COLA	COCA-COLA	J. WALTER THOMPSON BRAZIL São Paulo
MY FUTURE FOOTBALL STAR	LIBERO	FOOTBALL MAGAZINE	LOLA LOWE & PARTNERS Madrid
PROJECT AKSHAR (ALPHABETS) - GRADUATING BLUE-COLLAR TO WHITE-COLLAR	SMARTLIFE	GET SMART PROGRAM	FP7/DXB Dubai
DON'T DIE FOR ME	NGO VIDA MUJER	ORGANIZATION	CIRCUS GREY Lima
THE EVEREADY BOOK OF PLAY	ENERGIZER MALAYSIA	BATTERY AND TORCHLIGHTS	TBWA GROUP KUALA LUMPUR
THE HIV+ ISSUE	VANGARDIST MAGAZINE	MAGAZINE	SAATCHI & SAATCHI SWITZERLAND Geneva
PROJECT ARCHITEUTHIS	U.S. NAVY	RECRUITMENT	LOWE CAMPBELL EWALD Detroit, MI
FANHANSABORED TO BRAZIL	DEUTSCHE LUFTHANSA	LUFTHANSA	KOLLE REBBE Hamburg
DUMB WAYS TO DIE: THE GAMES	METRO TRAINS MELBOURNE	PUBLIC TRANSPORTATION	McCANN MELBOURNE
FIRST PERSON LOVER	BJÖRN BORG	SPORTSWEAR	GARBERGS Stockholm
FAVOURITE CHILD DETECTOR	PRIME TV	TELEVISION PROGRAMME ADVERTISING	FCB NEW ZEALAND Auckland
ADOPTABLE TRENDS	DPA	PET ADOPTION	DIESTE Dallas
PRETZEL BACON CHEESEBURGER - YES, YES, YES	WENDY'S	QUICK SERVICE RESTAURANT	VML Kansas City

PROJECT ARCHITEUTHIS	U.S. NAVY	RECRUITMENT	LOWE CAMPBELL EWALD Detroit, MI
THE BERLIN WALL OF SOUND	SOUNDCLOUD	SOUNDCLOUD	GREY GERMANY Düsseldorf
GISELE BÜNDCHEN - I WILL WHAT I WANT	UNDER ARMOUR	WOMEN'S APPAREL	DROGA5 New York
EVERY MAN REMEMBERED	ROYAL BRITISH LEGION	ROYAL BRITISH LEGION	RKCR/Y&R London
THE ICE BUCKET CHALLENGE	THE ALS ASSOCIATION	THE ALS ASSOCIATION	THE ALS ASSOCIATION Washington
TAP THRU	LOWE'S	LOWE'S	BBDO NEW YORK
#THANKSFORBEINGLATE	EDITIONS POINTS	EPOINTS.FR	MARCEL Paris
MAKEUP GENIUS	L'ORÉAL PARIS	MAKEUP PRODUCTS / VIRTUAL MIRROR	McCANN PARIS
RELOCKLOVE	ORANGE	ORANGE FRANCE	MARCEL Paris
UNSKIPABLE	GEICO	INSURANCE	THE MARTIN AGENCY Richmond
YOUTUBE ARRELS	ARRELS FUNDACIÓ	NGO	THE CYRANOS/McCANN Barcelona
#LIKEAGIRL	PROCTER & GAMBLE	ALWAYS	LEO BURNETT TORONTO
THE SOFTTEST	UNILEVER	COMFORT PURE	OGILVY & MATHER SINGAPORE
EVOLUTION OF VERSE	GOOGLE	GOOGLE CARDBOARD	VRSE.WORKS Los Angeles
CLOUDS OVER SIDRA	UNITED NATIONS	UN MILLENIUMPROJECT	VRSE.WORKS Los Angeles
MONTY'S CHRISTMAS	JOHN LEWIS PARTNERSHIP	CHRISTMAS	ADAM&EVEDDB London
GRAN TURISMO 6 LAUNCH CAMPAIGN	SONY COMPUTER ENTERTAINMENT AMERICA	PLAYSTATION, GRAN TURISMO 6	SPY FILMS Toronto
ONE RAND MAN	SANLAM	FINANCIAL SERVICES	KING JAMES GROUP Cape Town
GISELE BÜNDCHEN - I WILL WHAT I WANT	UNDER ARMOUR	WOMEN'S APPAREL	DROGA5 New York
LIVE DIVE	LION	BEER	DDB GROUP NEW ZEALAND Auckland
NAZIS AGAINST NAZIS - GERMANY'S MOST INVOLUNTARY CHARITY WALK	ZDK GESELLSCHAFT DEMOKRATISCHE KULTUR	EXIT	GRABARZ & PARTNER Hamburg
HALO 5 GUARDIANS INTEGRATED CAMPAIGN	MICROSOFT/XBOX	HALO 5 GUARDIANS	TWOFIFTEENMcCANN San Francisco
PROJECT AKSHAR (ALPHABETS) - GRADUATING BLUE-COLLAR TO WHITE- COLLAR	SMARTLIFE	GET SMART PROGRAM	FP7/DXB Dubai
RISK EVERYTHING	NIKE	NIKE	WIEDEN+KENNEDY Portland
JASMINE	TV5	TELEVISION ENTERTAINMENT	ACE SAATCHI & SAATCHI Manila
THE GAME BEFORE THE GAME	BEATS BY DR. DRE	BEATS SOLO2	R/GALONDON London
RABBIT RACE	MEDIA MARKT	MEDIA MARKT	OGILVY GERMANY Frankfurt

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