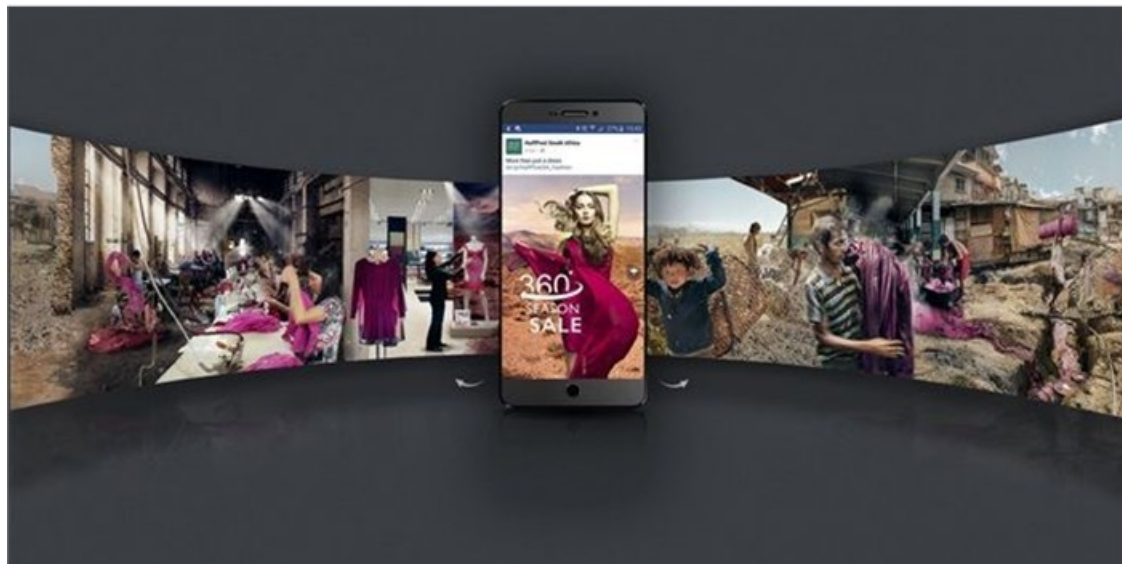


D&AD Awards Pencil winners - Day 2

Judging is now complete and all the winners have been announced but they will have to wait until the Awards Ceremony at the Truman Brewery London on 26 April to see what kind - wood, graphite, yellow or black.



VML's 'Stop the Cycle' campaign for *Huffington Post*.

527 Pencils were awarded on the final day, bringing the total for this year to 721 Pencils, decided by juries made up of over 250 of the world's top creatives. The results are announced as the D&AD Festival opens its doors to the public, with an exhibition of all winning entries. Highlights from the opening day of the festival include talks by Leila Fataar from Platform 13, Debbie Millman on her popular podcast *Design Matters*, and jury insight sessions where visitors can hear about some of the judges' views on this year's entries and what it takes to make Pencil-winning work.

South African winners

South African agencies, Grid Worldwide, Joe Public United, Ogilvy Johannesburg, VML South Africa, Grey SA and TBWA\Hunt\Lascaris were amongst the winners announced. Yesterday it was announced that Grid Worldwide won for its work on the 'Meat made luxury' campaign for client, Marble in the Illustration for Design category and Ogilvy Johannesburg won for their work on the 'Suppertime Stories' campaign for KFC in the Community Experience category.



D&AD Awards Pencil winners - Day 1

23 Apr 2018



Today it was announced that Joe Public United won in the Direct Mail category for its work on the 'Know Your Strength' campaign for Zazi. VML South Africa won in the Use of Online Advertising category for its work on the 'Stop the Cycle' campaign for *Huffington Post*. Grey SA won in the Radio Advertising Campaigns category for its work on the 'Duracell Duralock: Times Change' campaign for Duracell. TBWA\Hunt\Lascaris also won in the Radio Advertising Campaigns category for its work on the 'World Gone Mad' campaign for Flight Centre.

#NewCampaign: Stop the Cycle

25 May 2017





This year sees a total of 721 Pencils awarded, with the United States topping the country rankings with 194 Pencils and South Africa ranked at #16 with 6 Pencils in the bag. Top ranking countries by number of Pencils won are:

1. United States - 194 Pencils
2. United Kingdom - 165 Pencils
3. Japan - 49 Pencils
4. Germany - 46 Pencils
5. France - 37 Pencils

Agencies who have received the most Pencils are:

1. BBDO New York - 26 Pencils
2. Dentsu - 18 Pencils
3. David Miami, AMVBBDO - 15 Pencils
4. McCann New York - 13 Pencils

Categories

Film Advertising Crafts (85); Branded Content and Entertainment (46); Branding (42); Media (41); Direct (37); Graphic Design (37); Digital Marketing (34); Film Advertising (32); PR (30); Crafts for Advertising (30); Crafts for Design (28); Experiential (22); Press Advertising (22); Book design (22); Integrated (21); Art Direction (21); Spatial Design (20); Product Design (19); Magazine and Newspaper design (18); Digital Design (17); Creativity for Good (16); Packaging Design (16); Music videos (16); Writing for Advertising (14); Outdoor Advertising (14); Radio and Audio (9); Writing for Design (7); Collaborative (5)

All 721 Pencils will appear in the 56th *D&AD Annual* published later this year.

There are no quotas for awards at D&AD. Therefore, the number of awarded entries fluctuates year to year. Some years no Black Pencils are awarded: the record currently stands at seven. Traditionally the toughest of the awards shows, the judging process is famously rigorous, with the juries only selecting work they believe is truly exceptional.

The value of creativity to business

D&AD CEO Tim Lindsay commented: "The last few days of judging have been incredibly inspiring, and we're excited to

open our doors today for this year's Festival. All Pencil winning work is on show throughout the Truman Brewery, and will give visitors an insight into what creative excellence means today. It's great to see the range of work that creative minds all over the globe are producing. Long gone are the days when design and advertising operated in silos. The work being produced today touches many industries and is a testament to the value of creativity to business."

Country ranking by number of Pencils won:

| Ranking (by number of Pencils) | Country | Number of Pencils |
|--------------------------------|----------------------|-------------------|
| 1 | United States | 194 |
| 2 | United Kingdom | 165 |
| 3 | Japan | 49 |
| 4 | Germany | 46 |
| 5 | France | 37 |
| 6 | Australia | 31 |
| 7 | Brazil | 25 |
| 8 | New Zealand | 21 |
| 9 | Singapore | 15 |
| 10 | Sweden | 14 |
| 11 | Canada | 11 |
| 12 | Netherlands | 10 |
| =13 | China | 9 |
| =13 | India | 9 |
| 15 | United Arab Emirates | 8 |
| =16 | Norway | 6 |
| =16 | South Africa | 6 |
| =18 | Poland | 5 |
| =18 | Switzerland | 5 |
| =18 | Thailand | 5 |
| =21 | Argentina | 4 |
| =21 | Denmark | 4 |
| =21 | Hong Kong | 4 |
| =21 | Italy | 4 |
| =21 | Lithuania | 4 |
| =21 | Russian Federation | 4 |
| =21 | Spain | 4 |
| =28 | Egypt | 3 |
| =28 | Ireland | 3 |
| =30 | Belgium | 2 |
| =30 | Hungary | 2 |
| =30 | Korea, Republic of | 2 |
| =30 | Malaysia | 2 |
| =30 | Taiwan | 2 |
| =35 | Belarus | 1 |
| =35 | Colombia | 1 |
| =35 | Greece | 1 |
| =35 | Indonesia | 1 |
| =35 | Mexico | 1 |
| =35 | Portugal | 1 |

All the winners

| Category | Entry Name | Entrant Company | Primary Client | Country |
|-------------------------------------|-----------------------------------|---------------------|-----------------------|----------------|
| Art Direction for Digital Marketing | Free Democrats "The Dark Diaries" | Heimat, Berlin | Free Democratic Party | Germany |
| Art Direction for Digital Marketing | iPhone People Talking Pixel 2 | Google Creative Lab | Google | United Kingdom |

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|---|--|--|--|----------------------|
| Art Direction for Direct | Johnsonville - Made the Johnsonville Way (Guess the Price of that Food) | Droga5 | Johnsonville | United States |
| Art Direction for Direct | One Book for Peace | Y&R Dubai | Interreligious Council in Bosnia & Herzegovina | United Arab Emirates |
| Art Direction for Enhanced Poster Advertising | Game of Thrones "Tapestry" | Tourism Ireland | Tourism Ireland | United Kingdom |
| Art Direction for Film Advertising | Christie's - The Last da Vinci | Droga5 | Christie's | United States |
| Art Direction for Film Advertising | Label of Love | Rosapark | Monoprix | France |
| Art Direction for Film Advertising | New York Times - Dedicated Journalist | Droga5 | The New York Times | United States |
| Art Direction for Film Advertising | Original Is Never Finished | Johannes Leonardo | adidas Originals | United States |
| Art Direction for Film Advertising | The Fearless Are Here | Y&R London | BBC | United Kingdom |
| Art Direction for Film Advertising | The Great British Bake Off | 4creative | Channel 4 | United Kingdom |
| Art Direction for Film Advertising | The Lost Night | FCB New Zealand | Health Promotion Agency | New Zealand |
| Art Direction for Film Advertising | Welcome Home | TBWA\Media Arts Lab | Apple | United States |
| Art Direction for Poster Advertising | DTF | Wieden+Kennedy New York | OkCupid | United States |
| Art Direction for Poster Advertising | In the World of Play-Doh | DDB Paris | Hasbro | France |
| Art Direction for Poster Advertising | LISB-ON | Partners | LISB-ON | Portugal |
| Art Direction for Poster Advertising | Red Bull Music Festival Tokyo | Mori | Red Bull | Japan |
| Art Direction for Press Advertising | Block Out the Chaos: Babies / Dogs / Wife & Daughter | Cheil Worldwide, Hong Kong | JBL | Hong Kong |
| Art Direction for Press Advertising | Hostage of Memory | F\Nazca Saatchi & Saatchi | Leica | Brazil |
| Art Direction for Press Advertising | Now in Fruit Flavours | GreynJ United | Ferrero | Thailand |
| Art Direction for Press Advertising | Sumo Girls 82 Techniques | Dentsu | Hokkoku Shimbun | Japan |
| Children's & Young Adult Books | Penguin Frozen Storybook | TBWA\Shanghai | Penguin Books | China |
| Children's & Young Adult Books | The Folio Society edition of 'The Hundred and One Dalmatians' by Dodie Smith | The Folio Society | The Folio Society | United Kingdom |
| Culture, Art & Design Books | Balanciaga, l'œuvre au noir | Mucho | Paris Musées | France |
| Culture, Art & Design Books | NGV Triennial | National Gallery of Victoria | Public | Australia |
| Culture, Art & Design Books | Proud of Lithuania: A Fairy Tale by Sweet Root | Boy Creative Studio | Sweet Root | Lithuania |
| Culture, Art & Design Books | Talk about Kunqu | Qu Mnmin & Jiang Qian | Jiangsu Phoenix Fine Arts Publishing.Ltd | China |
| Culture, Art & Design Books | Terremoto | TOMO TOMO (Pietro Buffa, Davide Di Gennaro, Luca Pitoni, Giacomo Traldi) | Mondadori/Donna Moderna | Italy |
| Culture, Art & Design Books | The Most Beautiful Swiss Books 2016 | Hubertus Design | Federal Office of Culture, Bern, Switzerland | Switzerland |
| Culture, Art & Design Books | Unfettered ink: The Writings of Chen Chong Swee | Roots | National Gallery Singapore | Singapore |
| Culture, Art & Design Covers | The Art of the Erotic | Phaidon Press | Phaidon Press | United Kingdom |
| Illustrated Books & Graphic Novels | This Is Me, Full Stop. | Here Design | Particular Books | United Kingdom |
| Specialist & Limited Edition Books | For the unforgettable memory woodcuts | T-Change Design | Chunjie Liu Art Studio | China |
| Specialist & Limited Edition Books | HHH—Horses. Hippotherapy. Heroes | Bureau | Riding for the Disabled Association Singapore | Singapore |
| Specialist & Limited Edition Books | One Book For Peace | Y&R Dubai | Interreligious Council in Bosnia & Herzegovina | United Arab Emirates |

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|-------------------------------------|--|-------------------------------|--|----------------|
| Specialist & Limited Edition Books | The Invisibles | Walk | Fundacja Kapucyńska | Poland |
| Specialist & Limited Edition Books | Walking the Path to Eternal Fragrance | Hanqingtang Design | Phoenix Science Press | China |
| Specialist & Limited Edition Covers | Children and Families at the Centre: Radical Innovation 1938–2018 | Anikst Design | Anna Freud National Centre For Children and Families | United Kingdom |
| Trade Books | The Book of Broken Silence | McCann Vilnius | Arma Littera | Lithuania |
| Trade Books | The Sick Bag Song | Wei Design | Beijing United Press | China |
| Trade Books | When Lithuania Ruled the World | Agnė Dautartaitė-Krutulė | Aukso žuvis | Lithuania |
| Trade Covers | Pan 70 Anniversary Book Series | Pan Macmillan | Pan Macmillan | United Kingdom |
| Trade Covers | Why I'm No Longer Talking To White People About Race | Bloombury Publishing | Bloomsbury Publishing | United Kingdom |
| Fiction Film 5-30 mins | Friendshit | GreynJ United | KASIKORNBANK | Thailand |
| Fiction Film 5-30 mins | Gang Signs & Prayer | Somesuch | Youtube | United Kingdom |
| Fiction Film 5-30 mins | The Hearing Test in Disguise | CHE Proximity | Cochlear | Australia |
| Fiction Film up to 5 mins | Above The Noise / Beats by Dre | JohnXHannes New York | Beats by Dre | United States |
| Fiction Film up to 5 mins | CCXP Battle of the Geeks | Iconoclast | CCXP | Brazil |
| Fiction Film up to 5 mins | E.ON x Gorillaz A Solar Collaboration | Engine | E.ON | United Kingdom |
| Fiction Film up to 5 mins | John Malkovich's Journey | JohnXHannes New York | | United States |
| Fiction Film up to 5 mins | LGBTQA!pabet | Equinox | Equinox | United States |
| Fiction Film up to 5 mins | Nothing Beats a Londoner | Wieden + Kennedy | Nike | United Kingdom |
| Fiction Film up to 5 mins | Original is Never Finished | Johannes Leonardo | adidas Originals | United States |
| Fiction Film up to 5 mins | The Baptism | DDB Paris | Ubisoft | France |
| Fiction Film up to 5 mins | The Neighborhood | Goodby Silverstein & Partners | Xfinity | United States |
| Fiction Film up to 5 mins | The Talk | BBDO New York | P&G | United States |
| Fiction Film up to 5 mins | Welcome Home | TBWA\Media Arts Lab | Apple | United States |
| Gaming | La Forêt – Bet on a Murderer | France Télévisions | France Télévisions | France |
| Gaming | More Than A Game | adam&eveDDB | FIFA | United Kingdom |
| Gaming | The Baptism | DDB Paris | Ubisoft | France |
| Immersive | Echo Escape - The World's First Escape Experience Powered By Voice | AKQA | Amazon | United States |
| Immersive | Elton John Launch | Spinifex Group | Sir Elton John | United States |
| Immersive | Google Home of The Whopper | DAVD Mami | Burger King | United States |
| Immersive | Grammys Play the City | TBWA\Chiat\Day Los Angeles | The Recording Academy | United States |
| Immersive | VR Vaccine | Ogilvy Brasil | Hermes Pardini | Brazil |
| Live Broadcast | Live Looper | BBDO New York | Downtown Records | United States |
| Live Experience | Green Light Run | TBWA\Hakuhodo | Adidas Japan | Japan |
| Live Experience | Ikea Sleep Concert | Wirz / BBDO | IKEA | Switzerland |
| Live Experience | In Real Life | BBDO New York | Monica Lewinsky | United States |
| Live Experience | The most German supermarket | Jung von Matt | Edeka Zentrale AG & Co. KG | Germany |
| Non-Fiction Film 5-30 mins | Sister Hearts | Even/Odd Films | Square | United States |
| Non-Fiction Film up to 5 mins | bloodnormal | AM\BBDO | Essity | United Kingdom |
| Non-Fiction Film up to 5 mins | Cowboys of Compton | AM\BBDO | DIAGEO | United Kingdom |

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|----------------------------------|--|-----------------------------|--|----------------------|
| Non-Fiction Film up to 5 mins | Everyone's Welcome | Karmarama | CBeebies | United Kingdom |
| Non-Fiction Film up to 5 mins | Football Stories | AMMBDO | Diageo | United Kingdom |
| Non-Fiction Film up to 5 mins | Pitching French Film To Hollywood | Ogilvy & Mather Singapore | Alliance Française de Singapour | Singapore |
| Non-Fiction Film up to 5 mins | Pitching French Film To Hollywood | Ogilvy & Mather Singapore | Alliance Française de Singapour | Singapore |
| Sponsored | Intel Drone Light Show at The Olympics: "Team in Flight" | Intel | Intel | United States |
| Sponsored | Music Liberates Music | BBDO New York | Bacardi | United States |
| Sponsored | Obsession for Smoothness | SIX | Double A | Japan |
| Sponsored | The Talk | BBDO New York | P&G | United States |
| Tactical | #SheDrives | TBWAIKRAAD | Nissan Saudi Arabia | United Arab Emirates |
| Tactical | Pass The Heinz | David Mami | The Kraft Heinz Company | United States |
| Tactical | The most German supermarket | Jung von Matt | Edeka Zentrale AG & Co. KG | Germany |
| Tactical | Turning Their Tweets Against Them | MullenLowe Boston | Burger King | United States |
| User Generated | adidas Glitch Cliques | The Marketing Store, Europe | adidas | United Kingdom |
| User Generated | Fearless Girl | McCann New York | State Street Global Advisors | United States |
| User Generated | Go Balls Out | FCB New Zealand | Testicular Cancer New Zealand | New Zealand |
| User Generated | Live Moment of Silence | BBDO New York | Sandy Hook Promise | United States |
| Brand Experience & Environments | BVG x adidas – The ticket-shoe | Jung von Matt | Berliner Verkehrsbetriebe (BVG) | Germany |
| Brand Experience & Environments | Emergency Collectibles | Dentsu | Kobe Shimbun | Japan |
| Brand Experience & Environments | Fearless Girl | McCann New York | State Street Global Advisors | United States |
| Brand Experience & Environments | Game of Thrones Tapestry | Tourism Ireland | Tourism Ireland | United Kingdom |
| Brand Experience & Environments | Hotel Highway | Hakuhodo Kettle | TWO | Japan |
| Brand Experience & Environments | Mud Soldier | Ogilvy / Social.Lab Belgium | Visit Flanders | Belgium |
| Brand Experience & Environments | Nike Hyper Court | BBH Singapore | Nike | Singapore |
| Brand Experience & Environments | Safety Spokes | Ogilvy & Mather Japan GK | Eyes, Japan Co. Ltd. | Japan |
| Brand Experience & Environments | The Beauty In Motion | DDB & Tribal Amsterdam | KLM Royal Dutch Airlines | Netherlands |
| Brand Experience & Environments | The Flip | We Are Unlimited | McDonald's Corporation | United States |
| Brand Experience & Environments | Transformation of a Landmark | Jung von Matt | BMW | Germany |
| Brand Expression in Moving Image | GöteborgsOperan | Happy F&B | GöteborgsOperan | Sweden |
| Brand Expression in Moving Image | It's Your World | Superunion | IAG | United Kingdom |
| Brand Expression in Moving Image | Safety Spokes | Ogilvy & Mather Japan | Eyes, Japan Co. Ltd. | Japan |
| Brand Expression in Moving Image | Sydney Design Festival | Re | Museum of Applied Arts and Sciences | Australia |
| Brand Expression in Moving Image | The Gut Stuff | Jones Knowles Ritchie | The Gut Stuff | United Kingdom |
| Brand Expression in Moving Image | Whayo Soju Brand Film | Smörgåsbord | Nathalie Ji-Yun Kranenburg and WHAYO (Netherlands) | United Kingdom |

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|--|---|------------------------------|---------------------------------------|--------------------|
| Brand Expression in Print | Palau Pledge | Host/Havas | Palau Legacy Project | Australia |
| Branding Schemes/Large Organisation | It's Your World | Superunion | IAG | United Kingdom |
| Branding Schemes/Large Organisation | Re-imagination of Chobani | Chobani | Chobani | United States |
| Branding Schemes/Large Organisation | Sydney Design Festival | Re | Museum of Applied Arts and Sciences | Australia |
| Branding Schemes/Large Organisation | The Guardian branding | The Guardian | The Guardian | United Kingdom |
| Branding Schemes/Medium Organisation | Lafayette Anticipations | Wolff Olins | Galleries Lafayette Foundation | United Kingdom |
| Branding Schemes/Small Organisation | Grut | Suprematika | Grut | Russian Federation |
| Branding Schemes/Small Organisation | The Ugly Truth | Jones Knowles Ritchie | Ugly Drinks | United Kingdom |
| Branding Schemes/Small Organisation | Vancouver Mural Festival | One Twenty Three West | Vancouver Mural Festival | Canada |
| Campaign Branding & Identity | Fete of the World | For The People | Australian Ethical | Australia |
| Campaign Branding & Identity | Geoff | Y&R New Zealand | Heinz Australia | New Zealand |
| Campaign Branding & Identity | Melbourne Fringe Festival Rebrand | J. Walter Thompson Melbourne | Melbourne Fringe Festival | Australia |
| Campaign Branding & Identity | Palau Pledge | Host/Havas | Palau Legacy Project | Australia |
| Campaign Branding & Identity | The Flip | We Are Unlimited | McDonald's Corporation | United States |
| Campaign Branding & Identity | The Gene Project | adam&eveDDB | Marmite | United Kingdom |
| Campaign Branding & Identity | Trash Isles | AMBBDO | LadBible / Plastic Oceans | United Kingdom |
| Campaign Branding & Identity | Type with Pride | Ogilvy New York | NewFest | United States |
| Digital Brand Expression | Election in the Dark | Dentsu | Yahoo Japan Corporation | Japan |
| Digital Brand Expression | Hitotoki Clock | Dentsu | KING JIM | Japan |
| Logos | Bandido Coffee — Disrupting the California coffee scene | Magpie Studio | Bandido Coffee | United Kingdom |
| Logos | Doga visual identity | Creuna Norway | Doga – Design and Architecture Norway | Norway |
| Logos | G'ay Mate | Interbrand Australia | Cotton On Group | Australia |
| Logos | Moonpig Rebrand | Moonpig | Moonpig | United Kingdom |
| Logos | Rijksmuseum Boerhaave | SILO | Rijksmuseum Boerhaave | Netherlands |
| Logos | The Flip | We Are Unlimited | McDonald's Corporation | United States |
| Agency - Client Collaboration | Burger King + David, 4 years of collaboration | DAM D Mami | Burger King | United States |
| Agency - Client Collaboration | NZ Police Recruitment | Ogilvy & Mather New Zealand | New Zealand Police | New Zealand |
| Agency - Client Collaboration | Six Years in Love | BBDO New York | Foot Locker | United States |
| Agency - Client Collaboration | Thinking Globally, Acting Locally | BBDO New York | Mars Chocolate | United States |
| Agency - Production Collaboration | Channel 4 + Blink Collaboration | 4creative | Channel 4 | United Kingdom |
| Animation & Illustration for Digital Marketing | Five Go On A Great Western Adventure | Friends Electric | adam&eveDDB | United Kingdom |
| Animation & Illustration for Digital Marketing | Gallery of emerging species | DDB Paris | Hasbro | France |
| Animation & Illustration for Digital Marketing | Get Mesmerized! | White Rabbit Budapest | Gastropolis Cooking School | Hungary |
| Animation & Illustration for Digital Marketing | iPhone people talking Pixel 2 | Google Creative Lab | Google | United Kingdom |
| Animation & Illustration for Digital Marketing | Stained Glass Interactive Music Video | Callen | Real Estate/Domino Records | United States |
| Animation & Illustration for Digital Marketing | Touch Yourself | Nice And Serious | Nice and Serious | United Kingdom |

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|--|--|---------------------------|---|----------------|
| Illustration for Advertising | Drought | Hakuhodo Malaysia | Greenpeace Malaysia | Malaysia |
| Illustration for Advertising | Hennessy Craft land | DDB Paris | Hennessy | France |
| Illustration for Advertising | Signal In The Noise | TBWA\Chiat\Day | Intel | United States |
| Illustration for Advertising | Slow Train, Slow Life. "Get Back, Tohoku." | Dentsu Inc. | East Japan Railway Company | Japan |
| Illustration for Advertising | The Soy Sauce Posters - Flounder Fish | Ogilvy & Mather Japan GK | Sagawa Shoyu Inc. | Japan |
| Photography for Advertising | Baby Dove Beautifully Real Moms | Ogilvy | Unilever | Canada |
| Photography for Advertising | DTF | Wieden+Kennedy New York | OkCupid | United States |
| Photography for Advertising | Earth - Shot on iPhone | TBWA\Media Arts Lab | Apple | United States |
| Photography for Advertising | Get Back, Tohoku. | Dentsu Inc. | East Japan Railway Company | Japan |
| Photography for Advertising | Hidden Kids | DDB Group Germany | Volkswagen AG | Germany |
| Photography for Advertising | Leave With A Story | 360i | New Orleans Tourism Marketing Corporation | United States |
| Photography for Advertising | Open your eyes | Grey Germany | Terre Des Femmes – Menschenrechte für die Frau e.V. | Germany |
| Photography for Advertising | Sumo Girls 82 Techniques | Dentsu Inc. | Hokkoku Shimbun Inc. | Japan |
| Photography for Advertising | The Curious Afterlife of a Tin | Energy BBDO | John Starkey | United States |
| Sound Design & Use of Music for Digital Marketing | i-D and Marc Jacobs: A-Z of Music | Vice | Marc Jacobs | United States |
| Sound Design & Use of Music for Digital Marketing | IKEA Sleep Concert | Wirz / BBSO | Ikea | Switzerland |
| Sound Design & Use of Music for Digital Marketing | Live Looper | BBDO New York | Downtown Records | United States |
| Sound Design & Use of Music for Digital Marketing | Share a Coke 1,000 Name Celebration | Fitzco//McCann | Coca-Cola | United States |
| Sound Design & Use of Music for Digital Marketing | Sounds of Concrete | 84.Paris | Comme des Garçons | France |
| Sound Design & Use of Music for Radio Advertising | The Fastest Spot | White Rabbit Budapest | FedEx Express / Latin America & Caribbean Division | Hungary |
| Typography for Advertising | Airport Codes | Wieden+Kennedy New York | Delta Air Lines | United States |
| Typography for Advertising | Re-born | FCB Brasil | Clube de Criação (Brazilian Creative Club) | Brazil |
| Typography for Advertising | Red Bull Music Festival Tokyo | Mori Inc. | Red Bull | Japan |
| Typography for Advertising | Type with Pride | Ogilvy New York | NewFest | United States |
| Animation & Illustration for Websites & Digital Design | Stained Glass Interactive Music Video | Callen | Real Estate/Domino Records | United States |
| Illustration for Design | "Mst"ery Train | Dentsu Inc. | Willer Trains | Japan |
| Illustration for Design | Addressing The Problem | Ogilvy London | What 3 Words | United Kingdom |
| Illustration for Design | Eating Kabuki with your fingers. | Dentsu Inc. | Shochiku co. ltd Minami-za | Japan |
| Illustration for Design | For the unforgettable memory woodcuts | T-Change Design Co., Ltd. | Chunjie Liu Art Studio | China |
| Illustration for Design | Marble - Meat made luxury | Grid Worldwide | Gary Kyriacou | South Africa |
| Illustration for Design | Odd Creatures | Kinetic Singapore | Holycrap.sg | Singapore |
| Illustration for Design | One plus One. | Dentsu.Inc | Ministry of Foreign Affairs of Japan | Japan |
| Illustration for Design | Study Opposite Styles | Dentsu Inc. | Tokai Polytechnic College | Japan |
| Illustration for Design | The Art of Cutouts | Dentsu Inc. | OLFA Corporation | Japan |
| Illustration for Design | The Soy Sauce Posters - Flounder Fish | Ogilvy & Mather Japan GK | Sagawa Shoyu Inc. | Japan |
| Photography for Design | Endangered | Tim Flach Photography | Blackwell&Ruth Limited | United Kingdom |
| Photography for Design | Makeup Tools | Shiseido Co., Ltd. | Shiseido Co., Ltd. | Japan |
| Photography for Design | Optical Odyssey | Dentsu.Inc | Jins Inc. | Japan |
| Photography for Design | Rebranding of Sotetsu | good design company | Sotetsu Holdings, Inc. | Japan |
| Photography for Design | Star Flyer | Hakuhodo | Star Flyer | Japan |
| Photography for Design | The Bottom 100 | Host/Havas | Fund for Peace | Australia |

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|---|--|---------------------------|---|----------------|
| Sound Design & Use of Music for Websites & Digital Design | JFK - Unsilenced | Rothco | The Times/News UK and Ireland | Ireland |
| Typefaces | Proudly Croation | Superunion | Plava Laguna | United Kingdom |
| Typefaces | The Guardian Headline and Titlepiece fonts | The Guardian | The Guardian | United Kingdom |
| Typography for Design | Elliptic find the truth in data | Superunion | Elliptic | Egypt |
| Typography for Design | Kinetic V6 | Kinetic Singapore | Kinetic Singapore | Singapore |
| Typography for Design | Lafayette Anticipations | Wolff Olins | Galleries Lafayette Foundation | United States |
| Typography for Design | Self-spelling Kanji | Dentsu Inc. | The Shizuoka Shimbun and Shizuoka Broadcasting System | Japan |
| Typography for Design | SmArt Basel | TBWA\Chiat\Day | BNY Mellon | United States |
| Typography for Design | Start-rite Shoes | Studio Sutherland | Start-rite Shoes | United Kingdom |
| Typography for Design | Type with Pride | Ogilvy New York | NewFest | United States |
| Typography for Design | Uncontrolled Types by Plotter Drawing | SHA inc. | SHA inc. | Japan |
| Advertising & Marketing Communications /Not for Profit | Ash to Art | J. Walter Thompson London | Glasgow School of Art | United Kingdom |
| Advertising & Marketing Communications /Not for Profit | Teddy Gun | FCB Chicago | Illinois Council Against Handgun Violence | United States |
| Advertising & Marketing Communications /Not for Profit | Trash Isles | AMMBDO | LADBible & Plastic Oceans | United Kingdom |
| Advertising & Marketing Communications/Brand | bloodnormal | AMMBDO | Essity | United Kingdom |
| Advertising & Marketing Communications/Brand | Bullying Jr. | DAVID Mami | Burger King | United States |
| Advertising & Marketing Communications/Brand | Fearless Girl | McCann New York | State Street Global Advisors | United States |
| Advertising & Marketing Communications/Brand | Palau Pledge | Host/Havas | Palau Legacy Project | Australia |
| Advertising & Marketing Communications/Brand | The Hearing Test in Disguise | CHE Proximity | Cochlear | Australia |
| Advertising & Marketing Communications/Brand | The most German supermarket | Jung von Matt AG | Edeka Zentrale AG & Co. KG | Germany |
| Advertising & Marketing Communications/Brand | Westpac Rescue Rashie | Saatchi & Saatchi Sydney | Westpac Banking Corporation | Australia |
| Design/Brands | Fearless Girl | McCann New York | State Street Global Advisors | United States |
| Design/Not for Profit | Ash to Art | J. Walter Thompson London | Glasgow School of Art | United Kingdom |
| Design/Not for Profit | The Immunity Charm | McCann Worldgroup India | Ministry of Public Health, Afghanistan | India |
| Design/Not for Profit | Type with Pride | Ogilvy New York | NewFest | United States |
| Service Design | VR Vaccine | Ogilvy Brasil | Hermes Pardini | Brazil |
| Service Innovations | The Colour of Corruption | Grey | Reclame Aqui | Brazil |
| Digital Design - Beta | Social Tools | denkwerk | Stanley Black & Decker Deutschland | Germany |
| Digital Design - Beta | The Good Vibes Project | Cheil Worldwide India | Sense International India | India |
| Digital Environments | Modigliani VR: The Ochre Atelier | Preloaded | Tate | United Kingdom |
| Digital Environments | Unseen Stars | BBDO New York | GE | United States |
| Platforms & Apps | Alder Play | ustwo | Alder Hey Children's Hospital | United Kingdom |
| Service Design | Flock | R/GA London | Flock | United Kingdom |

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|-----------------------------------|--|------------------------------------|---------------------------------|--------------------|
| Service Design | Re:scam | DDB Group New Zealand | Netsafe | New Zealand |
| User Experience Design (UX) | IKEA Place | Space10 | Ikea | Denmark |
| User Experience Design (UX) | Speak to Go | Google Creative Lab | Google | United Kingdom |
| User Interface Design (UI) | Johnson Banks website | Johnson Banks / Bong International | Johnson Banks | United Kingdom |
| User Interface Design (UI) | Nosferatu | AlmapBBDO | Getty Images | Brazil |
| User Interface Design (UI) | The History of the Mausoleum of Augustus | Havas Milan | Fondazione TIM | Italy |
| Websites | A Message From Earth | WeTransfer | WeTransfer | Netherlands |
| Websites | ESPN Body Issue | Ueno | ESPN | United States |
| Websites | Evert_45 | N=5 | KPN | Netherlands |
| Websites | Re:scam | DDB Group New Zealand | Netsafe | New Zealand |
| Websites | Ueno 3D Interview | Ueno | Ueno | United States |
| Branded Apps & Games | Get The Flow | DDB & Tribal Amsterdam | Vodafone Netherlands | Netherlands |
| Branded Apps & Games | Scrabble Keyboard | Cheil Worldwide, Hong Kong | Scrabble Club HK | Hong Kong |
| Digital Adverts | Sberbank. Neighborhoods | Good Moscow | Sberbank of Russia | Russian Federation |
| Digital Tools & Utilities | Destination Pride | FCB/SIX | PFLAG Canada | Canada |
| Digital Tools & Utilities | SelfieStix | Colenso BBDO | Mars NZ | New Zealand |
| Digital Tools & Utilities | The Magic Wallpaper | TBWA\Paris and Dan Paris | Castorama | France |
| Digital Tools & Utilities | The Right Search | J. Walter Thompson Paris | Libération | France |
| Innovative Use of Beta Technology | Safe Cap | GTB Brasil | Ford Motor Company | Brazil |
| Innovative Use of Beta Technology | The Getty Pen Project | AlmapBBDO | Getty Images | Brazil |
| Innovative Use of Technology | Google Home of The Whopper | David Miami | Burger King | United States |
| Innovative Use of Technology | Green Light Run | TBWA\Hakuhodo | adidas Japan | Japan |
| Innovative Use of Technology | Live Looper | BBDO New York | Downtown Records | United States |
| Integrated Digital Campaigns | Exclusive the Rainbow case study | DDB Chicago | Mars Wrigley Confectionery | United States |
| Integrated Digital Campaigns | Google Home of The Whopper | David Miami | Burger King | United States |
| Integrated Digital Campaigns | Magenta Unleashed | Saatchi & Saatchi | Deutsche Telecom | United Kingdom |
| Integrated Digital Campaigns | Make Your Next Move / Squarespace | JohnXHannes New York | Squarespace | United States |
| Integrated Digital Campaigns | Sberbank. Neighborhoods | Good Moscow | Sberbank of Russia | Russian Federation |
| Online Video Adverts | Capture | McCann Worldgroup | Verena International Co. | Thailand |
| Online Video Adverts | Exclusive the Rainbow case study | DDB Chicago | Mars Wrigley Confectionery | United States |
| Online Video Adverts | Halo Top "Eat The Ice Cream" | Lord Danger | Halo Top Creamery | United States |
| Online Video Adverts | Irresistibly pointless true view ads | Akestam Holst NOA | Ikea Sweden | Sweden |
| Online Video Adverts | JohnMalkovich.com | JohnXHannes New York | Squarespace | United States |
| Online Video Adverts | Pitching French Film To Hollywood | Ogilvy & Mather Singapore | Alliance Française de Singapour | Singapore |
| Social Video | Fail | TRY | Norwegian Red Cross | Norway |
| Tactical Digital Marketing | Ikea's response to Balenciaga | Acne | Ikea | Sweden |
| Tactical Digital Marketing | The Right Search | J. Walter Thompson Paris | Libération | France |
| Use of Social Media | #BackedByAxe | WP Narrative_ | Showtime Networks | United States |
| Use of Social Media | KFC 11 Herbs & Spices | Wieden + Kennedy | KFC | United States |

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| Use of Social Media | Live Looper | BBDO New York | Downtown Records | United States |
| Use of Social Media | Not A Target - Teleprompter | VML | United Nations | United States |
| Use of Social Media | Paywith Views | J. Walter Thompson Amsterdam | Opel | Netherlands |
| Use of Social Media | StackeRTweet | DAMD Mami | Burger King | United States |
| Use of Social Media | To The Last Tree Standing | Ogilvy & Mather Poland | Greenpeace Poland | Poland |
| Websites | Nosferatu | AmapBBDO | Getty Images | Brazil |
| Direct Acquisition & Retention | Exclusive the Rainbow case study | DDB Chicago | Mars Wrigley Confectionery | United States |
| Direct Acquisition & Retention | The Child Replacement Programme | Colenso BBDO | Mars NZ | New Zealand |
| Direct Acquisition & Retention | To The Last Tree Standing | Ogilvy & Mather Poland | Greenpeace Poland | Poland |
| Direct Integrated Campaigns | Pitching French Film To Hollywood | Ogilvy & Mather Singapore | Alliance Française de Singapour | Singapore |
| Direct Integrated Campaigns | The Child Replacement Programme | Colenso BBDO | Mars NZ | New Zealand |
| Direct Integrated Campaigns | Xbox Design Lab Originals: The Fanchise Model | McCann London | Microsoft | United Kingdom |
| Direct Mail | One Book For Peace | Y&R Dubai | Interreligious Council in Bosnia & Herzegovina | United Arab Emirates |
| Direct Mail | The Gene Project | adam&eveDDB | Marmite | United Kingdom |
| Direct Mail | Zazi. Know Your Strength. | Joe Public United | CCI Centre for Communication Impact | South Africa |
| Direct Product & Service | Fittle - The first 3D printed Braille puzzle | Serviceplan Germany / Serviceplan Health & Life | LV Prasad Eye Institute | Germany |
| Direct Product & Service | Penny Give-Bag | Serviceplan Germany | Penny | Germany |
| Direct Product & Service | Re:scam | DDB Group New Zealand | Netsafe | New Zealand |
| Direct Product & Service | The Colour of Corruption | Grey | Reclame Aqui | Brazil |
| Direct Product & Service | The Gene Project | adam&eveDDB | Marmite | United Kingdom |
| Direct Product & Service | The Immunity Charm | McCann Worldgroup India | Ministry of Public Health Afghanistan | India |
| Direct Product & Service | Xbox Design Lab Originals: The Fanchise Model | McCann London | Microsoft | United Kingdom |
| Direct Response/Ambient | Ash to Art | J. Walter Thompson London | Glasgow School of Art | United Kingdom |
| Direct Response/Ambient | Black Supermarket | Carrefour | Carrefour | France |
| Direct Response/Ambient | Footnote For The Breast | The Classic Partnership Advertising | Medcare Women & Children Hospital | United Arab Emirates |
| Direct Response/Ambient | Lotto Bucketlist | King | Svenska Spel | Sweden |
| Direct Response/Ambient | On Hold Music Festival | Grey Brazil | Reclame Aqui | Brazil |
| Direct Response/Ambient | Palau Pledge | Host/Havas | Palau Legacy Project | Australia |
| Direct Response/Ambient | The most German supermarket | Jung von Matt | Edeka Zentrale AG & Co. KG | Germany |
| Direct Response/Ambient | The Virtual Crash Billboard | Serviceplan France | DRIEA/ Parisian Road Safety Authority | France |
| Direct Response/Digital | Canon - Local Business Never Looked so Good | UncleGrey | Canon | Denmark |
| Direct Response/Digital | Google Home of The Whopper | David Miami | Burger King | United States |
| Direct Response/Digital | Live Moment of Silence | BBDO New York | Sandy Hook Promise | United States |
| Direct Response/Digital | Making the List | CHE Proximity | Lego Australia | Australia |
| Direct Response/Digital | Re:scam | DDB Group New Zealand | Netsafe | New Zealand |
| Direct Response/Digital | The Colour of Corruption | Grey | Reclame Aqui | Brazil |
| Direct Response/Digital | The Ikea Human Catalogue | BBH | Ikea | United Kingdom |
| Direct Response/Digital | Trash Isles | AMBBDO | LadBible & Plastic Oceans | United Kingdom |

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| Direct Response/Film Advertising | Fail | Try | Norwegian Red Cross | Norway |
| Direct Response/Film Advertising | Google Home of The Whopper | David Miami | Burger King | United States |
| Direct Response/Film Advertising | The Hearing Test in Disguise | CHE Proximity | Cochlear | Australia |
| Direct Response/Press & Poster | Emergency Collectibles | Dentsu | Kobe Shimbun | Japan |
| Direct Response/Press & Poster | Ikea Pee Ad | Åkestam Holst NoA | Ikea Sweden | Sweden |
| Community Experience | Break Bread Smash Stigma | Bensimon Byrne | Casey House | Canada |
| Community Experience | Fearless Girl | McCann New York | State Street Global Advisors | United States |
| Community Experience | KFC Supertime Stories | Ogilvy Johannesburg | KFC | South Africa |
| Community Experience | No Conditions Apply - Sindoor Khela | FCB India | The Times of India | India |
| In-Store | Chameleon | Contrapunto BBDO | Mercedes Benz Espana, S.A | Spain |
| Live Shows | Ash to Art | J. Walter Thompson London | Glasgow School of Art | United Kingdom |
| Live Shows | The Bridal Uniform | BBDO Pakistan | UN Women | United Arab Emirates |
| Out-of-Home | #hondanextdoor | Sid Lee Paris | Honda | France |
| Out-of-Home | Dyslexic Sperm Bank | Y&R London | Kate Griggs | United Kingdom |
| Out-of-Home | Fearless Girl | McCann New York | State Street Global Advisors | United States |
| Out-of-Home | Fight for Territory | DDB Group New Zealand | Lion | New Zealand |
| Out-of-Home | Go With The Fake | Diesel | Diesel | United Kingdom |
| Public Environments | Bischöfliches Hilfswerk MISEREOR "Misereor Micro Meals" | Kolle Rebbe GmbH | Bischöfliches Hilfswerk MISEREOR e. V. | Germany |
| Public Environments | Fearless Girl | McCann New York | State Street Global Advisors | United States |
| Public Environments | Prescribed to Death | Energy BBDO | Kathy Lane | United States |
| Tech Led | BVG x adidas – The ticket-shoe | Jung von Matt AG | Berliner Verkehrsbetriebe (BVG) | Germany |
| Tech Led | Fight for Territory | DDB Group New Zealand | Lion | New Zealand |
| Tech Led | Google Home of The Whopper | David Miami | Burger King | United States |
| Tech Led | Green Light Run | TBWA\Hakuhodo Inc. | adidas Japan | Japan |
| Tech Led | The Way Back | Thomas Thomas/Grey London | The Wayback | United Kingdom |
| Tech Led | VR Vaccine | Ogilvy Brasil | Hermes Pardini | Brazil |
| Trade Show | Echo Escape | AKQA | Amazon | United States |
| Cinema Commercial Campaigns | Pitching French Film To Hollywood | Ogilvy & Mather Singapore | Alliance Française de Singapour | Singapore |
| Cinema Commercials 121-240 seconds | Love Story | Y&R Mexico | Movistar MX | Mexico |
| Cinema Commercials 121-240 seconds | Nothing Beats a Londoner | Wieden + Kennedy | Nike | United Kingdom |
| Cinema Commercials 61-120 seconds | Audi Clowns | Audi | Audi | United Kingdom |
| Cinema Commercials 61-120 seconds | Diesel - Go with the flaw | Division | Diesel | France |
| Cinema Commercials 61-120 seconds | Life's adventure | BETC | Leroy Merlin | France |
| Cinema Commercials 61-120 seconds | Original is Never Finished | Johannes Leonardo | adidas Originals | United States |
| Cinema Commercials over 240 seconds | Beyond Money | MRM/MCCANN Madrid | Banco Santander | Spain |
| Interactive Film Advertising | La Forêt– Bet on a Murderer | France Télévisions | France Télévisions | France |

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| Interactive Film Advertising | Stop The Horror | Cummins&Partners Sydney | Go Gentle Australia | Australia |
| Public Service Commercials | Every Parent's Worst Nightmare | adam&eveDDB | Red Cross | United Kingdom |
| Public Service Commercials | Sounds of Trauma | Herezie Group | David Lynch Foundation | France |
| Public Service Commercials | Tomorrow's News | BBDO New York | Sandy Hook Promise | United States |
| Tactical Film Advertising | It's a Tide Ad Campaign | Saatchi & Saatchi NY | Procter & Gamble | United States |
| Tactical Film Advertising | The Talk | BBDO New York | P&G | United States |
| Tactical Film Advertising | Together Forever | Droga5 London | Ancestry | United Kingdom |
| TV Commercial Campaigns | It's a Tide Ad Campaign | Saatchi & Saatchi NY | Procter & Gamble | United States |
| TV Commercial Campaigns | New York Times - Dedicated Journalist | Droga5 | Amy Weisenbach | United States |
| TV Commercial Campaigns | The Child Replacement Programme | Colenso BBDO | Mars NZ | New Zealand |
| TV Commercials 1-20 seconds | General Mills " I Love My Fruit by the Foot " Campaign_ Tongue | Erich & Kallman | General Mills | United States |
| TV Commercials 1-20 seconds | Old Spice - We Make Scents for Men - Mask | Sony Corporation Creative Center | P&G | Japan |
| TV Commercials 121-240 seconds | Butt and Trunks | Mercado McCann | TyC Sports | Argentina |
| TV Commercials 121-240 seconds | P&G - "The Talk" | The Corner Shop | P&G | United States |
| TV Commercials 21-40 seconds | Dinner | Spotify In-House | Spotify | United States |
| TV Commercials 21-40 seconds | Recovery Room | BBDO New York | Mars Chocolate North America | United States |
| TV Commercials 41-60 seconds | Cadbury | VCCP | Ben Wicks | United Kingdom |
| TV Commercials 41-60 seconds | Johnsonville - Made the Johnsonville Way (Guess the Price of that Food) | Droga5 | Johnsonville | United States |
| TV Commercials 61-120 seconds | "Ostrich" - Samsung | MJZ | Samsung | United States |
| TV Commercials 61-120 seconds | Clowns | Rattling Stick & BBH London | Audi | United Kingdom |
| TV Commercials 61-120 seconds | Kid's Dreams | Grabarz & Partner | Volkswagen AG | Germany |
| TV Commercials 61-120 seconds | Piano | Cossette | Banff Centre for Arts and Creativity | Canada |
| TV Commercials 61-120 seconds | The Gene Project | adam&eveDDB | Marmite | United Kingdom |
| Animation for Film Advertising | AIME "Cogs" | M&C Saatchi, Sydney | AIME | Australia |
| Animation for Film Advertising | Artis Lives | Part of a Bigger Plan | Natura Artis Magistra | Netherlands |
| Animation for Film Advertising | Edeka, 2117 | MPC | Edeka | United Kingdom |
| Animation for Film Advertising | Geoff | Assembly | Y&R NZ | New Zealand |
| Animation for Film Advertising | Invention of Together | Buck | Tinder | United States |
| Animation for Film Advertising | MoneySuperMarket.com "Epic Action Man" | Mother London | MoneySuperMarket.com | United Kingdom |
| Animation for Film Advertising | The Great British Bake Off | Blinkink @ Blink | Channel 4 | United Kingdom |
| Animation for Film Advertising | The Supporting Act | Blinkink @ Blink | BBC One | United Kingdom |
| Animation for Film Advertising | Tile - Lost Panda | Alt.vfx | Tile | Australia |
| Casting for Film Advertising | Alice's Wedding | Havas Taiwan | Volvo Cars Taiwan | Taiwan |
| Casting for Film Advertising | Cadbury | VCCP | Cadbury | United Kingdom |
| Casting for Film Advertising | Intermarché - J'ai tant rêvé | Camibird | Intermarché | France |

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| Casting for Film Advertising | Levi's Circles :90 | FCB West | Clorox | United States |
| Casting for Film Advertising | Nothing to Hide | Somesuch | Absolut | United Kingdom |
| Casting for Film Advertising | Now or Never | FP7/CAI | Orange | Egypt |
| Casting for Film Advertising | Stop the Horror | Revolver/Will O'Rourke | Go Gentle Australia | Australia |
| Casting for Film Advertising | The Talk | BBDO New York | P&G | United States |
| Cinematography for Film Advertising | Antropophagy | F/Nazca Saatchi & Saatchi | Pinacoteca do Estado de São Paulo | Brazil |
| Cinematography for Film Advertising | Diesel - Go with the Flaw | Division | Diesel | France |
| Cinematography for Film Advertising | Equal Love | Somesuch | Absolut | United Kingdom |
| Cinematography for Film Advertising | Lufthansa #LifeChangingPlaces - Lofoten | Kolle Rebbe | Lufthansa | Germany |
| Cinematography for Film Advertising | Moments | Forsman & Bodenfors | Volvo Cars | Sweden |
| Cinematography for Film Advertising | Things | Forsman & Bodenfors | Volvo Cars | Sweden |
| Cinematography for Film Advertising | Tile "Lost Panda" | Smuggler | Tile | United States |
| Cinematography for Film Advertising | Timeless | Wanda Productions | Lacoste | France |
| Cinematography for Film Advertising | Welcome Home | TBWA\Media Arts Lab | Apple | United States |
| Direction for Film Advertising | Appocalypse - Apple | MJZ | Apple | United States |
| Direction for Film Advertising | Barbers | Furlined | Apple | United States |
| Direction for Film Advertising | Clowns | Rattling Stick & BBH London | Audi | United Kingdom |
| Direction for Film Advertising | Diesel - Go with the Flaw | Division | Diesel | France |
| Direction for Film Advertising | Equal Love | Somesuch | Absolut | United Kingdom |
| Direction for Film Advertising | Friendshit | GreynJ United | Kasikornbank | Thailand |
| Direction for Film Advertising | Lost Panda Together We Find | Deutsch | Tile | United States |
| Direction for Film Advertising | Mini JCW TV | Anorak Film | BMW Group MINI Brand Management | Germany |
| Direction for Film Advertising | Moments | Forsman & Bodenfors | Volvo Cars | Sweden |
| Direction for Film Advertising | Nike "LDNR" | Riff Raff | Nike | United Kingdom |
| Direction for Film Advertising | Nothing to Hide | Somesuch | Absolut | United Kingdom |
| Direction for Film Advertising | Obsession for Smoothness | Sixinc | Double A | Japan |
| Direction for Film Advertising | Rivalry | Hungry Man Productions | Playstation | United States |
| Direction for Film Advertising | Stop the Horror | Revolver/Will O'Rourke | Go Gentle Australia | Australia |
| Direction for Film Advertising | The Heist No One Is Talking About | Stink Films | Oxfam GB | United Kingdom |
| Direction for Film Advertising | The Talk | BBDO New York | P&G | United States |
| Direction for Film Advertising | Timeless | Wanda Productions | Lacoste | France |
| Direction for Film Advertising | Welcome Home | TBWA\Media Arts Lab | Apple | United States |
| Editing for Film Advertising | Absolut - Equal Love | Final Cut | Absolut | United Kingdom |
| Editing for Film Advertising | Barbers | Apple | Apple | United States |
| Editing for Film Advertising | Lacoste - Timeless | Whitehouse Post | Lacoste | United States |
| Editing for Film Advertising | Lufthansa #LifeChangingPlaces - Lofoten | Kolle Rebbe | Lufthansa | Germany |

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| Editing for Film Advertising | New York Times - Dedicated Journalist | Droga5 | The New York Times | United States |
| Editing for Film Advertising | Nike - Nothing Beats a Londoner | Final Cut | Nike | United Kingdom |
| Editing for Film Advertising | Nike Canada - Play Less Nice | Wieden + Kennedy | Nike Canada | United States |
| Editing for Film Advertising | Oxfam - The Heist No One Is Talking About | Whitehouse Post | Oxfam | United Kingdom |
| Production Design for Film Advertising | Christmas 2117 | Jung von Matt | Edeka Zentrale AG & Co. KG | Germany |
| Production Design for Film Advertising | Eatkarus | Jung von Matt | Edeka Zentrale AG & Co. KG | Germany |
| Production Design for Film Advertising | Lidl - The Cheapest Christmas Ad | Proximity Worldwide | Lidl Dienstleistung & Co. | Germany |
| Production Design for Film Advertising | Mini JCW TV | Anorak Film | BMW Group Mini Brand Management | Germany |
| Production Design for Film Advertising | Obsession for Smoothness | Sixinc | Double A | Japan |
| Production Design for Film Advertising | Original Is Never Finished | RSA Films | adidas | United States |
| Production Design for Film Advertising | The Button | adam&eveDDB | Volkswagen | United Kingdom |
| Production Design for Film Advertising | Timeless | Academy Films | Lacoste | United Kingdom |
| Sound Design for Film Advertising | Dream Makers | 750mph | Honda | United Kingdom |
| Sound Design for Film Advertising | Hornbach Sweat it out. | Heimat Werbeagentur | Hornbach | Germany |
| Sound Design for Film Advertising | JFK - Unsilenced | Rothco | The Times / News UK and Ireland | Ireland |
| Sound Design for Film Advertising | Nothing Beats a Londoner | 750mph | Nike | United Kingdom |
| Sound Design for Film Advertising | Sounds of Trauma | Herezie Group | David Lynch Foundation | France |
| Special Effects for Film Advertising | Edeka, 2117 | MPC | Edeka | United Kingdom |
| Special Effects for Film Advertising | Honda 'Dream Makers' | Time Based Arts | Honda | United Kingdom |
| Special Effects for Film Advertising | Machines | The Mill | StubHub | United States |
| Special Effects for Film Advertising | Playstation 'Skyrim: Claws' | The Mill | Playstation | United States |
| Special Effects for Film Advertising | Samsung, Ostrich | MPC | Samsung | United Kingdom |
| Special Effects for Film Advertising | Welcome Home | TBWA\Media Arts Lab | Apple | United States |
| Use of Music for Film Advertising | "Ostrich" - Samsung | MJZ London | Samsung | United Kingdom |
| Use of Music for Film Advertising | Audi Clowns | Audi | Audi | United Kingdom |
| Use of Music for Film Advertising | Don't Get Mad, Get E*Trade | MullenLowe U.S. | E*Trade | United States |
| Use of Music for Film Advertising | Human Made Stories/Music of the Mind | Grey London | Volvo UK | United Kingdom |
| Use of Music for Film Advertising | i-D and Marc Jacobs: A-Z of Music | MCE | Marc Jacobs | United States |
| Use of Music for Film Advertising | Levi's Circles :90 | FCB West | Clorox | United States |
| Use of Music for Film Advertising | Live for the story - Boundaries | VCCP | Canon | United Kingdom |
| Use of Music for Film Advertising | MP Tourism - Toys | Ogilvy & Mather | MP Tourism Development Corporation | India |
| Use of Music for Film Advertising | Nothing Beats a Londoner | Mr. Pape | Nike | United Kingdom |

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| Use of Music for Film Advertising | Now or Never | FP7/CAI | Orange | Egypt |
| Use of Music for Film Advertising | OVO Energy "Get Mad" | Uncommon Creative Studio | OVO Energy | United Kingdom |
| Use of Music for Film Advertising | The Baptism | DDB Paris | Ubisoft | France |
| Use of Music for Film Advertising | Together Forever | Droga5 London | Ancestry | United Kingdom |
| Use of Music for Film Advertising | Welcome Home | TBWA\Media Arts Lab | Apple | United States |
| Annual Reports | Cellmark Annual Report | C52 Graphic Design | Cellmark | Sweden |
| Annual Reports | HRC Annual Report | Design Army | Human Rights Campaign | United States |
| Applied Print Graphics | Bandido Coffee — Disrupting the California Coffee Scene | Magpie Studio | Bandido Coffee | United Kingdom |
| Applied Print Graphics | Brunch Your Way | Leo Burnett, Toronto | Smith Restaurant & Bar | Canada |
| Applied Print Graphics | Pan & The Dream Magazine #1, The Emperor's New Clothes | Paul Belford | Pan & The Dream | United Kingdom |
| Catalogues & Brochures | Back, Book or Cook? Word Games on Dyslexia | Sputnik & Linakis Digital | Onaji Translation Services | Greece |
| Catalogues & Brochures | Kingston School of Art Prospectus | Bond & Coyne | Kingston School of Art | United Kingdom |
| Catalogues & Brochures | Virgin Voyages. A Display Typeface for the Next Generation of Ocean Travel. | Magpie Studio | Virgin Voyages | United Kingdom |
| Digital & Mobile | Banco Bradesco: Next Bank | R/GA Sao Paulo | Banco Bradesco | Brazil |
| Digital & Mobile | Quest to Legoland | VML | Legoland Florida Resort | United States |
| Digital & Mobile | Safety Spokes | Ogilvy & Mather Japan | Eyes, Japan Co. Ltd. | Japan |
| Digital & Mobile | The Never-Ending Forest App | David São Paulo | Faber-Castell | Brazil |
| Integrated Graphics | Integrated 2017 | Mirror Mirror | St. Lucas School of Arts Antwerp | Belgium |
| Integrated Graphics | Laforet Grand Bazar 2017 Summer | Wieden+Kennedy Tokyo | Laforet Harajuko | Japan |
| Integrated Graphics | Sesc Dance Biennial 2017 | Jorge Romanos & Naima Almeida | SESC | Brazil |
| Moving Image (Graphic Design) | 3Dimensional Unpacked | Cheil Worldwide | Samsung Electronics | Korea, Republic of |
| Moving Image (Graphic Design) | North Korea | Vice News | Vice News | United States |
| Moving Image (Graphic Design) | The Fearless Are Here | Y&R London | James Parry | United Kingdom |
| Moving Image (Graphic Design) | Uber and Waymo | Vice News | Vice News | United States |
| Point of Sale | The Flip | We Are Unlimited | McDonald's | United States |
| Posters | Agatha Christie Ltd | Studio Sutherland | Agatha Christie | United Kingdom |
| Posters | Eating kabuki with your fingers | Dentsu | Shochiku Mnamiza | Japan |
| Posters | Fossette | Knot | Fossette Hair Ginza | Japan |
| Posters | G'ay Mate Campaign | Interbrand Australia | Cotton On Group | Australia |
| Posters | Jardins de Métis 2017 | Principal | Jardins de Métis | Canada |
| Posters | Open Your Eyes | Grey Germany | Terre Des Femme – Menschenrechte für die Frau | Germany |
| Posters | Shakespeare's Globe: The Old and New Collide | Superunion | Shakespeare's Globe | United Kingdom |
| Posters | Staatstheater Mainz – Concerts for Young Audience | Neue Gestaltung | Staatstheater Mainz | Germany |
| Posters | The Beauty of Food Logistics | Dentsu | Toyota | Japan |
| Posters | The Soy Sauce Posters | Ogilvy & Mather Japan | Sagawa Shoyu | Japan |
| Posters | Theatre Bielefeld: Season posters | beierarbeit | Theatre Bielefeld | Germany |
| Posters | Uncontrolled Types by Plotter Drawing | SHA | SHA | Japan |
| Stationery | Agatha Christie Ltd | Studio Sutherland | Agatha Christie | United Kingdom |
| Stationery | The Office of Hon Kenneth Leung | Tomorrow Design Office | Office of the Hon Kenneth Leung | Hong Kong |

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| Stationery | Turner Duckworth Moving Card | Turner Duckworth: London, San Francisco & New York | Turner Duckworth: London, San Francisco & New York | United Kingdom |
| Wayfinding & Environmental Graphics | Apple Kärntner Straße: A New Workshop in Vienna | Apple | Apple | United States |
| Wayfinding & Environmental Graphics | Musée d'Arts de Nantes | Cartlidge Levene | Musée d'Arts de Nantes | United Kingdom |
| Earned Media/Large Business (over 500 employees) | bloodnormal | AMBBDO | Essity | United Kingdom |
| Earned Media/Large Business (over 500 employees) | Exclusive the Rainbow case study | DDB Chicago | Mars Wrigley Confectionery | United States |
| Earned Media/Large Business (over 500 employees) | Fearless Girl | McCann New York | State Street Global Advisors | United States |
| Earned Media/Large Business (over 500 employees) | It's a Tide Ad Campaign | Saatchi & Saatchi NY | Procter & Gamble | United States |
| Earned Media/Large Business (over 500 employees) | More Than A Game | adam&eveDDB | Fifa | United Kingdom |
| Earned Media/Large Business (over 500 employees) | Scary Clown Night | Lola MullenLowe | Burger King | Spain |
| Earned Media/Large Business (over 500 employees) | The Ikea Human Catalogue | BBH | Ikea | United Kingdom |
| Earned Media/Small Business (under 50 employees) | Don't Get Sextorted, Send a Naked Mole Rat | No Fixed Address | Canadian Centre for Child Protection | Canada |
| Innovative Media | Air-Ink Innovation | Heineken Asia Pacific | Heineken Asia Pacific | Australia |
| Innovative Media | Google Home of The Whopper | DAMD Mami | Burger King | United States |
| Innovative Media | Palau Pledge | Host/Havas | Palau Legacy Project | Australia |
| Innovative Media | School for Justice | J. Walter Thompson Amsterdam | Free a Girl | Netherlands |
| Innovative Media | The Virtual Crash Billboard | Serviceplan France | DRIEA/ Parisian Road Safety Authority | France |
| Integrated/Large Business (over 500 employees) | HeroSmiths | Energy BBDO | | United States |
| Integrated/Large Business (over 500 employees) | KFC Brand Integrated | Wieden + Kennedy | KFC | United States |
| Integrated/Large Business (over 500 employees) | Nothing Beats a Londoner | Wieden + Kennedy | Nike | United Kingdom |
| Integrated/Large Business (over 500 employees) | Swear Like a Mother | CP+B | Kraft Heinz | United States |
| Integrated/Large Business (over 500 employees) | The Gene Project | adam&eveDDB | Marmite | United Kingdom |
| Integrated/Medium Business (50-500 employees) | The Child Replacement Programme | Colenso BBDO | Mars NZ | New Zealand |
| Integrated/Small Business (under 50 employees) | Trash Isles | AMBBDO | LadBible & Plastic Oceans | United Kingdom |
| Integrated/Small Business (under 50 employees) | Until We All Belong | Clemenger BBDO Melbourne | AirBnB | Australia |
| Consumer Magazines | Mushpit | Mushpit | Mushpit | United Kingdom |
| Consumer Magazines | New York Stories | The New York Times Magazine | The New York Times Magazine | United States |
| Consumer Magazines | Wired | Wired | Wired | United States |
| Consumer Magazines | Wired Italia | Pitis & Associati | Condé Nast Italia | Italy |
| Entire Newspapers | la Repubblica | la Repubblica | la Repubblica | Italy |
| Independent Magazines | Buffalo Zine No. 6 | Buffalo Zine | Buffalo Zine | United Kingdom |

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| Independent Magazines | Rubbish Famzine Issue No.6 An Emojious Odyssey of the Gluttonous Omnivores | Kinetic Singapore | holycrap.sg | Singapore |
| Independent Magazines | Yes & No Magazine | Pentagram Design | Yes & No Magazine | United Kingdom |
| Magazine Front Covers | America First: Der Spiegel magazine cover | Der Spiegel - Verlag Rudolf Augstein | Klaus Brinkbäumer | Germany |
| Magazine Front Covers | Cover Designs for Harper's Bazaar UK | Hearst | Harper's Bazaar UK | United Kingdom |
| Magazine Front Covers | Donald Trump Cover Series Der Spiegel magazine | Der Spiegel - Verlag Rudolf Augstein | Klaus Brinkbäumer | Germany |
| Magazine Front Covers | Eye Magazine Issue 94 Cover | Eye Magazine | Eye Magazine | United Kingdom |
| Magazine Front Covers | The New York Times Magazine Cover Series | The New York Times Magazine | The New York Times Magazine | United States |
| Newspaper Sections & Supplements | Good Trouble | Good Trouble | Good Trouble | United States |
| Newspaper Sections & Supplements | The Guardian Journal section | The Guardian | The Guardian | United Kingdom |
| Newspaper Sections & Supplements | The Guardian Sport section | The Guardian | The Guardian | United Kingdom |
| Newspaper Sections & Supplements | The New York Times Special Sections | The New York Times Magazine | The New York Times Magazine | United States |
| Trade Magazines | Pulp | Eye magazine | Fedrigoni | United Kingdom |
| Use of Branded Content | Tomorrow's News | BBDO New York | Sandy Hook Promise | United States |
| Use of Collaboration | Trash Isles | AM/BBDO | LadBible & Plastic Oceans | United Kingdom |
| Use of Direct | Palau Pledge | Host/Havas | Palau Legacy Project | Australia |
| Use of Direct | The Immunity Charm | McCann Worldgroup India | Ministry of Public Health Afghanistan | India |
| Use of Direct | Trash Isles | AM/BBDO | LadBible & Plastic Oceans | United Kingdom |
| Use of Events | ANZ #Holdtight | TBWA Melbourne | ANZ | Australia |
| Use of Events | Fearless Girl | McCann New York | State Street Global Advisors | United States |
| Use of Events | Intel Drone Light Show at The Olympics | Intel | Intel | United States |
| Use of Events | Prescribed to Death | Energy BBDO | National Safety Council | United States |
| Use of Events | Scary Clown Night | Lola MullenLowe | Burger King | Spain |
| Use of Integrated | More Than A Game | adam&eveDDB | Fifa | United Kingdom |
| Use of Integrated | Netflix is a Joke | Battery | Netflix | United States |
| Use of Interaction | Fail | Try | Norwegian Red Cross | Norway |
| Use of Interaction | Fight for Territory | DDB Group New Zealand | Lion | New Zealand |
| Use of Interaction | Google Home of The Whopper | David Mami | Burger King | United States |
| Use of Interaction | Make it Metal | Ogilvy & Mather Japan GK | Sony Music Labels (Japan) | Japan |
| Use of Interaction | Reimagine Zahra's World | Memac Ogilvy Dubai | UNHCR | United Arab Emirates |
| Use of Mobile | Converticals | BBDO New York | Lowe's | United States |
| Use of Mobile | Get The Flow | DDB & Tribal Amsterdam | Vodafone Netherlands | Netherlands |
| Use of Mobile | Magenta Unleashed | Saatchi & Saatchi | Deutsche Telekom | United Kingdom |
| Use of Mobile | The quattro coaster | POL | Audi | Norway |
| Use of Online Advertising | The Huffington Post Stop The Cycle | VML South Africa | Huffington Post South Africa | South Africa |
| Use of Outdoor | Fearless Girl | McCann New York | State Street Global Advisors | United States |
| Use of Outdoor | It was this high | Hakuhodo Kettle/Hakuhodo | Yahoo Japan Corporation | Japan |

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| Use of Outdoor | The virtual crash billboard | Serviceplan France | DRIEA/ Parisian Road Safety Authority | France |
| Use of PR | Fearless Girl | McCann New York | State Street Global Advisors | United States |
| Use of PR | Teddy Gun | FCB Chicago | Illinois Council Against Handgun Violence | United States |
| Use of PR | The Flip | We Are Unlimited | McDonald's Corporation | United States |
| Use of PR | Tomorrow's News | BBDO New York | Sandy Hook Promise | United States |
| Use of PR | Trash Isles | AMBBDO | LadBible & Plastic Oceans | United Kingdom |
| Use of Radio & Audio | Share a Coke 1,000 Name Celebration | Fitzco/McCann | Coca-Cola | United States |
| Use of Retail | Black Supermarket | Carrefour | Carrefour | France |
| Use of Retail | Bullying Jr. | David Miami | Burger King | United States |
| Use of Retail | Sweet Change | McCann Worldgroup India | Paytm | India |
| Use of Retail | The Flip | We Are Unlimited | McDonald's Corporation | United States |
| Use of Social | Go Balls Out | FCB New Zealand | Testicular Cancer New Zealand | New Zealand |
| Use of Social | To The Last Tree Standing | Ogilvy & Mather Poland | Greenpeace Poland | Poland |
| Use of Talent | L'eau de Chris | BMB | Campaign Against Living Miserably | United Kingdom |
| Use of Talent | Nothing Beats a Londoner | Wieden + Kennedy | Nike | United Kingdom |
| Use of Talent | The Debut | Africa | AB InBev | Brazil |
| Use of TV & Cinema | It's a Tide Ad Campaign | Saatchi & Saatchi NY | Procter & Gamble | United States |
| Animation for Music Videos | The Story of O.J. | The Mill | JAY-Z | United States |
| Cinematography for Music Videos | alt-J - 3WW | Pulse Films | alt-J | United Kingdom |
| Cinematography for Music Videos | Jay-Z "Smile" | Smuggler | Jay-Z | United States |
| Cinematography for Music Videos | Kendrick Lamar - Element | Iconoclast | Top Dawg Entertainment | Germany |
| Cinematography for Music Videos | Sonder - Too Fast | Pulse Films | Sonder | United Kingdom |
| Direction for Music Videos | Dua Lipa - New Rules | Caviar | Warner Brothers Records | United Kingdom |
| Direction for Music Videos | Kendrick Lamar - Element | Iconoclast / TDE FILMS | Top Dawg Entertainment | France |
| Direction for Music Videos | Obsession for Smoothness | Sixinc | Double A | Japan |
| Editing for Music Videos | If The Car Beside You Moves Ahead | The Sweet Shop | Polydor (Record Label) | United States |
| Editing for Music Videos | Kendrick Lamar - Element | Iconoclast | Top Dawg Entertainment | Germany |
| Interactive Music Videos | Naive New Beaters - Words Hurt | Solab Pictures | Capitol Music France | France |
| Music Videos | HUMBLE. | Freenjoy | TDE | United States |
| Music Videos | Kendrick Lamar - Element | Iconoclast | Top Dawg Entertainment | Germany |
| Music Videos | The Story of O.J. | The Mill | Jay-Z | United States |
| Production Design for Music Videos | After the Storm | Anonymous Content | Universal Music Group | United States |
| Production Design for Music Videos | Naive New Beaters - Words Hurt | Solab Pictures | Capitol Music France | France |
| Outdoor Advertising/Tactical | 2018 Goals | Spotify In-House | Spotify | United States |
| Outdoor Advertising/Tactical | Fearless Girl | McCann New York | State Street Global Advisors | United States |
| Outdoor Advertising/Tactical | The most German supermarket | Jung von Matt AG | Edeka Zentrale AG & Co. KG | Germany |
| Poster Advertising Campaigns | Drawing of Abuse | Africa | Disque Denuncia | Brazil |

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| Poster Advertising Campaigns | Hot & Spicy | Ogilvy & Mather Group HK | KFC - Birdland (Hong Kong) Ltd | Hong Kong |
| Poster Advertising Campaigns | Kiwi Portraits Completed | Ogilvy & Mather | SC Johnson | United States |
| Poster Advertising Campaigns | Make them listen. | Counsel | Musicbed | United States |
| Poster Advertising Campaigns | Modern Slavery | Jung von Matt AG | Internationale Gesellschaft für Menschenrechte (IGFM) | Germany |
| Poster Advertising Campaigns | Pass The Heinz | David Miami | The Kraft Heinz Company | United States |
| Poster Advertising Campaigns | The Soy Sauce Posters | Ogilvy & Mather Japan GK | Sagawa Shoyu Inc. | Japan |
| Poster Advertising/Existing Sites | DTF | Wieden+Kennedy New York | OkCupid | United States |
| Poster Advertising/Existing Sites | Follow The Arches | Cossette | McDonald's Restaurants of Canada Ltd. | Canada |
| Poster Advertising/Existing Sites | Women | Ogilvy Brasil | Forbes Brasil | Brazil |
| Poster Advertising/Interactive Sites | The Virtual Crash Billboard | Serviceplan France | DRIEA/ Parisian Road Safety Authorityr | France |
| Consumer Packaging Design | Chapel Down Spirits | Jones Knowles Ritchie | Chapel Down | United Kingdom |
| Consumer Packaging Design | CS Light Bulbs | Angelina Pischikova | Crazyservice | Belarus |
| Consumer Packaging Design | Disappearing Tiger | Jones Knowles Ritchie | Tiger Beer | Singapore |
| Consumer Packaging Design | End Embarrassment | Interbrand Japan | Matsumotokiyoshi Holdings | Japan |
| Consumer Packaging Design | iPad Pro Packaging Design | Apple | Apple Inc. | United States |
| Consumer Packaging Design | Krone (Crown) Beer | Creuna Norway | NorBrew – Krone Beer | Norway |
| Consumer Packaging Design | LoneWolf | B&B studio | Brewdog | United Kingdom |
| Innovative Packaging Design | Every One the Same, Every One Different | Silas Amos / Yarza Twins | HP | United Kingdom |
| Luxury Packaging Design | Beanz Meanz Heinz | Jones Knowles Ritchie | Heinz | United Kingdom |
| Luxury Packaging Design | Carpos Par Excellence | Panos Tsakiris | Carpos Ioannis Stoliaros | United Kingdom |
| Luxury Packaging Design | Clicquot Journey | Servaire&Co | Veuve Clicquot | France |
| Luxury Packaging Design | H2O of G20: Watercannon -Water for Africa | Jung von Matt | Viva con Agua de Sankt Pauli | Germany |
| Luxury Packaging Design | Stella McCartney Kids Collection | Blink Art | Stella McCartney | United Kingdom |
| Structural Packaging Design | 360° Book | Seigensha Art Publishing, Inc. | Seigensha Art Publishing, Inc. | Japan |
| Structural Packaging Design | Butterfly Twists | Jones Knowles Ritchie | Butterfly Twists | United Kingdom |
| Sustainable Packaging Design | FeeditBag | Cheil Germany | FeeditBag | Germany |
| Creative B2C Campaign | Pitching French Film To Hollywood | Ogilvy & Mather Singapore | Alliance Française de Singapour | Singapore |
| Creative B2C Campaign | The Ikea Human Catalogue | BBH | Ikea | United Kingdom |
| Creative Use of Media | Dyslexic Sperm Bank | Y&R London | Kate Griggs | United Kingdom |
| Creative Use of Media | HeroSmiths | Energy BBDO | Laurie Hekmat | United States |
| Creative Use of Media | Ikea Pee Ad | Åkestam Holst NoA | Ikea Sweden | Sweden |
| Creative Use of Media | Loving "It" | Grabarz & Partner | Burger King Deutschland GmbH | Germany |
| In-Market Campaign | BVG x adidas – The ticket-shoe | Jung von Matt AG | Berliner Verkehrsbetriebe (BVG) | Germany |
| In-Market Campaign | The Immunity Charm | McCann Worldgroup India | Ministry of Public Health, Afghanistan | India |
| Integrated Campaign | Christie's - The Last da Vinci | Droga5 | Christie's | United States |

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| Integrated Campaign | The Gene Project | adam&eveDDB | Marmite | United Kingdom |
| Multi-Market Campaign | Faroe Islands Translate | Mensch | Visit Faroe Islands & Atlantic Airways | Denmark |
| Product Launch | La Forêt - Bet on a Murderer | France Télévisions | France Télévisions | France |
| Product Launch | Putting the Roid in Android | BMF | Sportsbet | Australia |
| Public Affairs Campaign | Black Supermarket | Carrefour | Carrefour | France |
| Public Affairs Campaign | Prescribed to Death | Ketchum & Energy BBDO | National Safety Council | United States |
| Public Affairs Campaign | Teddy Gun | FCB Chicago | Illinois Council Against Handgun Violence | United States |
| Public Affairs Campaign | The most German supermarket | Jung von Matt AG | Edeka Zentrale AG & Co. KG | Germany |
| Public Affairs Campaign | Trash Isles | AMBBDO | LAD Bible & Plastic Oceans | United Kingdom |
| Reactive Response | Ikea's response to Balenciaga | Acne | Ikea | Sweden |
| Reactive Response | KFC 'FCK' | Mother London | KFC | United Kingdom |
| Use of Digital & Social Media | Go Balls Out | FCB New Zealand | Testicular Cancer New Zealand | New Zealand |
| Use of Digital & Social Media | KFC 11 Herbs & Spices | Wieden + Kennedy | KFC | United States |
| Use of Digital & Social Media | Live Looper | BBDO New York | Downtown Records | United States |
| Use of Digital & Social Media | To The Last Tree Standing | Ogilvy & Mather Poland | Greenpeace Poland | Poland |
| Use of Digital & Social Media | Trash Isles | AMBBDO | Lad Bible & Plastic Oceans | United Kingdom |
| Use of Events | A Day Without Whopper | David Buenos Aires | Burger King | Argentina |
| Use of Events | Car Curling | Voskhod | SMPolis Insurance | Russian Federation |
| Use of Media Relations | Potatoes on Mars | Memac Ogilvy Dubai | CIP - The International Potato Center | United Arab Emirates |
| Use of Media Relations | Tomorrow's News | BBDO New York | Sandy Hook Promise | United States |
| Use of Media Relations | Trash Isles | AMBBDO | Lad Bible & Plastic Oceans | United Kingdom |
| Press Advertising (Local) | Sumo Girls 82 Techniques | Dentsu | Hokkoku Shimbun | Japan |
| Press Advertising (National) | Ikea Pee Ad | Åkestam Holst | Ikea Sweden | Sweden |
| Press Advertising Campaigns (International) | Chop-Chop Campaign 2.0 | Amber China / Shanghai | ASD | China |
| Press Advertising Campaigns (International) | Made of Brazilian Summer | Almap BBDO | Alpargatas | Brazil |
| Press Advertising Campaigns (International) | The Worst Photos | DDB Argentina | Getty Images | Argentina |
| Press Advertising Campaigns (Local) | Coming Of Age | DDB Group Singapore | Breast Cancer Foundation | Singapore |
| Press Advertising Campaigns (Local) | Don't Blame the Clothes | J. Walter Thompson Brazil | The Womanity Foundation | Brazil |
| Press Advertising Campaigns (Local) | Hostage of Memory | F/Nazca Saatchi & Saatchi | Leica | Brazil |
| Press Advertising Campaigns (Local) | Stay Connected | Publicis Shanghai | XiaoM Technology | China |
| Press Advertising Campaigns (National) | Another Busy Year | Pulse Creative London | The Times and The Sunday Times | United Kingdom |
| Press Advertising Campaigns (National) | Distance | DDB Argentina | Volkswagen | Argentina |
| Press Advertising Campaigns (National) | Hidden Kids | DDB Group Germany | Volkswagen | Germany |
| Press Advertising Campaigns (National) | Lives Way More Interesting Than Yours | DDB Group Germany | Volkswagen | Germany |
| Press Advertising Campaigns (National) | Loving Bangkok Night | TBWA\\Thailand | Phomphan Madhurapojanakul | Thailand |
| Press Advertising Campaigns (National) | Scars of Msery | Hakuhodo Indonesia | Livy Prathevi | Indonesia |

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| Press Advertising Campaigns (National) | The Child Replacement Programme | Colenso BBDO | Mars NZ | New Zealand |
| Press Advertising Campaigns (National) | The Soy Sauce Prints | Ogilvy & Mather Japan GK | Sagawa Shoyu | Japan |
| Public Service Press Advertising | Drought | Hakuhodo Malaysia | Greenpeace Malaysia | Malaysia |
| Public Service Press Advertising | German Cancer Aid - Melanoma Campaign | Heimat Berlin | German Cancer Aid | Germany |
| Tactical Press Advertising | KFC 'FCK' | Mother London | KFC | United Kingdom |
| Tactical Press Advertising | Silverado Then and Now Print Campaign (1 2 3) | Commonwealth/McCann | General Motors | United States |
| Tactical Press Advertising | Trump's Next Move | walker | Kein & Aber | Switzerland |
| Consumer & Industrial Product Design | Daydream View | Google | Google | United States |
| Consumer & Industrial Product Design | flowtech tripod | Vitec Production Solutions | Vitec Production Solutions | United Kingdom |
| Consumer & Industrial Product Design | Google Pixel 2 XL | Google | Google | United States |
| Consumer & Industrial Product Design | Google Pixel Buds | Google | Google | United States |
| Consumer & Industrial Product Design | Google Pixelbook & Pixelbook Pen | Google | Google | United States |
| Consumer & Industrial Product Design | HomePod | Apple | Apple | United States |
| Consumer & Industrial Product Design | iMac Pro | Apple | Apple | United States |
| Consumer & Industrial Product Design | iPhone X | Apple | Apple | United States |
| Consumer & Industrial Product Design | Nest Secure | Nest | Nest | United States |
| Consumer & Industrial Product Design | Nest Thermostat E | Nest | Consumers | United States |
| Consumer & Industrial Product Design | Nokia 8 | HMD Global | HMD Global | United Kingdom |
| Consumer & Industrial Product Design | PullClean hand sanitizing door handle | The Agency of Design | Altitude Medical | United Kingdom |
| Consumer & Industrial Product Design | The Angle Razor | Morrarna | Morrarna | United Kingdom |
| Consumer & Industrial Product Design | Westpac Rescue Rashie | Saatchi & Saatchi Sydney | Westpac Banking Corporation | Australia |
| Innovative Product Design | Cogy Wheelchair | TBWA/ Hakuhoda | Tess | Japan |
| Innovative Product Design | Rimowa Electronic Tag | Philipp und Keuntje | Rimowa | Germany |
| Innovative Product Design | Roads That Honk | Hindustan Petroleum | Hindustan Petroleum | India |
| Interactive Design for Products | NSynth Super | Google Creative Lab | Google | United Kingdom |
| Prototypes | KPN Safe Lock | N=5 | KPN | Netherlands |
| Innovative Use of Radio & Audio | Google Home of The Whopper | DAMD Mami | Burger King | United States |
| Radio Advertising Campaigns | Disclaimer | The Martin Agency | Geico | United States |
| Radio Advertising Campaigns | Duracell Duralock: Times Change | Grey SA | Benjamin Ungvari | South Africa |
| Radio Advertising Campaigns | Not Sure | Jung von Matt | Sparkasse – public Bank of Germany | Germany |
| Radio Advertising Campaigns | What Do You Hear? | TBWA Stockholm | Mind | Sweden |
| Radio Advertising Campaigns | World Gone Mad | TBWA Hunt Lascaris | Flight Centre | South Africa |
| Radio Advertising over 30 seconds | Not Sure | Jung von Matt | Sparkasse | Germany |
| Radio Advertising over 30 seconds | The Voice of Change | Åkestam Holst | EuroPride 2018 | Sweden |
| Use of Branded Audio Content | JFK - Unsilenced | Rothco | The Times/News UK and Ireland | Ireland |
| Design for Public Spaces | Fearless Girl | McCann New York | State Street Global Advisors | United States |

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| Design for Public Spaces | Inequality Courts | Africa | ESPN | Brazil |
| Design for Public Spaces | The Voyage | BCALandscape & Smiling Wolf | Liverpool City Council | United Kingdom |
| Exhibition Design | Deforest Bones | Havas Creative Colombia | National University of Colombia - Natural History Museum | Colombia |
| Exhibition Design | Hintze Hall | Casson Mann | Natural History Museum | United Kingdom |
| Exhibition Design | Hyundai Motorstudio Goyang | Atelier Bruckner | Hyundai Motor Company | Germany |
| Exhibition Design | London Mithraeum | Local Projects | Bloomberg | United States |
| Hospitality & Workplace interiors | Hotel Mono | Spacedge Designs | Eighteen | Singapore |
| Installation Design | A Thread of Hope | TBWA Shanghai | Bao Bei Hui Jia - NGO for Missing Children | China |
| Installation Design | Archive Dreaming | Refik Anadol Studio | SALT | United States |
| Installation Design | Dulwich Pavilion | IF_DO | Dulwich Picture Gallery | United Kingdom |
| Installation Design | Kinetic Generative Music Installation that Turns TELE2 4G Data Into Sounds | Some Films | Tele 2 Lithuania | Lithuania |
| Installation Design | Prescribed to Death | Energy BBDO | Kathy Lane | United States |
| Installation Design | Rhythm of Love Wall | ADK Taiwan | 7-Eleven Taiwan | Taiwan |
| Installation Design | Robots Exhibition Soundscape | Coda to Coda | Science Museum, London | United Kingdom |
| Installation Design | Samsung Galaxy S8: Times Square Takeover | R/GA New York | Samsung | United States |
| Installation Design | Unseen Stars | BBDO New York | GE | United States |
| Set & Stage Design | 3Dimensional Unpacked | Cheil Worldwide | Samsung Electronics | Korea, Republic of |
| Set & Stage Design | Autobiography | Ben Cullen Williams | Studio Wayne McGregor | United Kingdom |
| Set & Stage Design | G70 Festival Seoul | Blackspace | Genesis Motors | Germany |
| Writing for Digital Marketing | The Talk | BBDO New York | P&G | United States |
| Writing for Digital Marketing | Tomorrow's News | BBDO New York | Sandy Hook Promise | United States |
| Writing for Direct | Palau Pledge | Host/Havas | Palau Legacy Project | Australia |
| Writing for Film Advertising | Exclusive the Rainbow Case Study | DDB Chicago | Mars Wrigley Confectionery | United States |
| Writing for Film Advertising | It's a Tide Ad Campaign | Saatchi & Saatchi | Procter & Gamble | United States |
| Writing for Film Advertising | Nothing Beats a Londoner | Wieden + Kennedy | Nike | United Kingdom |
| Writing for Film Advertising | The Gene Project | adam&eveDDB | Marmite | United Kingdom |
| Writing for Poster Advertising | Warhead | Hjaltelin Stahl | Greenpeace | Denmark |
| Writing for Press Advertising | KFC 'FCK' | Mother London | KFC | United Kingdom |
| Writing for Press Advertising | Tentacled Brain Sacs | Ogilvy London | Unilever | United Kingdom |
| Writing for Press Advertising | Thank You All | DDB Paris | Marie-Claire | France |
| Writing for Press Advertising | Trump's Next Move | walker | Kein & Aber | Switzerland |
| Writing for Radio & Audio | Tentacled Brain Sacs | Ogilvy London | Unilever | United Kingdom |
| Writing for Radio & Audio | The Alternatives | McCann Canada | Prostate Cancer Canada | Canada |
| Writing for Brands | Brighton Women's Centre | Baxter and Bailey | Brighton Women's Centre | United Kingdom |
| Writing for Poster Design | All the World's a Song | Rodgers Townsend DDB | pianosforpeople.org | United States |

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| Writing for Printed Materials & Graphic Communications | Ford Ranger Direct Mailer | J. Walter Thompson New Zealand | Ford of New Zealand | New Zealand |
| Writing for Printed Materials & Graphic Communications | Go Etiquette Book | DDB Canada, Toronto | Go Transit | Canada |
| Writing for Printed Materials & Graphic Communications | How Words Work | Verbal Identity Ltd | Self Promotion | United Kingdom |
| Writing for Printed Materials & Graphic Communications | Palau Pledge | Host/Havas | Palau Legacy Project | Australia |
| Writing for Printed Materials & Graphic Communications | Paper Wraps Stone | Build | Arjowiggins | United Kingdom |

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