

Promo & Activations Lions shortlist

The Promo & Activations Lions shortlist has been released with South Africa seeing two entries make it to the final round at Cannes Lions 2016...

There were 306 entries in total that made it through to the shortlist:

Promo & Activations Lions shortlist

Title	Client	Product	Agency	Country
A01 (Food & Drinks)				
BREWTROLEUM	HEINEKEN NEW ZEALAND	DB EXPORT	COLENZO BBDO Auckland	NEW ZEALAND
THE FAIREST NIGHT OF ALL	AB INBEV	ANDES BEER	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA
JOHNSONVILLE SAUSAGE NONNAS	JOHNSONVILLE	SAUSAGE	DROGA5 New York	USA
CARLSBERG BEER BEAUTY	CARLSBERG	CARLSBERG BEER	CP+B SCANDINAVIA Copenhagen / CP+B SCANDINAVIA Gothenburg	DENMARK
UPSIDE DOWN CAN	ORANGINA	ORANGINA	BETC Paris	FRANCE
SPARE CHAIR SUNDAY	PREMIER FOODS	BISTO BEST	McCANN LONDON	UNITED KINGDOM
PURITY TEST	VALVIS HOLDING	AQUA CARPATICA	COHNANDJANSEN J. WALTER THOMPSON Bucharest	ROMANIA
THE WORLD EXPIRATION DATE	GLOBAL EXPORT	AMERICAN GARDEN	Y&R DUBAI	UNITED ARAB EMIRATES
SIZZL	OSCAR MAYER	OSCAR MAYER BACON	360i New York	USA
FINDING LIGHT IN THE DARK	COCA-COLA MIDDLE EAST	COCA-COLA	MEMAC OGILVY Dubai / FP7/DXB Dubai	UNITED ARAB EMIRATES
FRONT PAGE PACK	CIA CACIQUE DE CAFÉ SOLUVEL	CAFÉ PELÉ	LEWLARA/TBWA São Paulo	BRAZIL
BEEBNB	TRUE FRUITS	TRUE FRUITS - SMOOTHIE SIXPACK	BBDO GROUP GERMANY Berlin	GERMANY
EDIBLE SIX PACK RINGS	SALTWATER BREWERY	SALTWATER BREWERY	WE BELIEVERS New York	USA
NOT COMING SOON	REMY MARTIN	LOUIS XIII	FRED & FARID GROUP New York	USA
HUNT OR BE HUNTED	JAGERMEISTER	JAGERMEISTER	McCANN WORLDGROUP Barcelona	SPAIN
A02 (Fast Moving Consumer Goods)				
ADVICE WIPES	TOMMEE TIPPEE	TOMMEE TIPPEE ADVICE WIPES		USA
#DADD0	PANTENE	PANTENE HAIR CARE	GREY NEW YORK	USA
ONE-DROP BOTTLE	HENKEL	PRIL	TBWA/RAAD Dubai	UNITED ARAB EMIRATES
AVENGERS	GILLETTE	PROSHIELD	GREY NEW YORK	USA
GO ASK DAD	PROCTER & GAMBLE	GILLETTE RAZORS	GREY NEW YORK	USA
A03 (Durable Consumer Goods)				
PUMA BEATBOT	PUMA	ATHLETIC WEAR	J. WALTER THOMPSON New York	USA
THE BABY STROLLER TEST-RIDE BY CONTOURS	CONTOURS STROLLERS	BABY STROLLERS	FCB CHICAGO	USA
+ MET PROJECT	TANIZAWA SEISAKUSHO,	+ MET PROJECT (POT/LAMP)	J. WALTER THOMPSON JAPAN Tokyo	JAPAN
MAKE YOU HAPPEN	PHILIPS NORELCO	PHILIPS NORELCO BRAND	OGILVY & MATHER New York	USA
STRAIGHT OUTTA	BEATS BY DRE.	BEATS BY DRE.	R/GA HUSTLE Los Angeles	USA
A04 (Cars & Automotive Products & Services)				

THE REVERSED TRAILER	HARALD A MØLLER/ VOLKSWAGEN NORWAY	VOLKSWAGEN TRAILER ASSIST	TRY Oslo	NORWAY
#SMARTEFFECT	MERCEDES-BENZ PORTUGAL	SMART FORTWO	BBDO PORTUGAL Lisbon	PORTUGAL
THE NAKED UTE	VOLKSWAGEN AUSTRALIA	AMAROK	DDB Sydney	AUSTRALIA
INTELLIGENT PARKIG CHAIR	NISSAN MOTOR CO.	INTELLIGENT PARKING ASSIST	TBWAHAKUHODO Tokyo / TYO INC Tokyo / BIRDMAN Tokyo	JAPAN
LANDCRUISER EMERGENCY NETWORK	TOYOTA MOTOR CORPORATION AUSTRALIA	LANDCRUISER	SAATCHI & SAATCHI Sydney	AUSTRALIA
AMAROK SOCIAL TEST DRIVE	VOLKSWAGEN SOUTH AFRICA	VOLKSWAGEN	OGILVY & MATHER CAPE TOWN	SOUTH AFRICA
MISSION TO THE MOON	AUDI	AUDI	THJNK Hamburg	GERMANY
BAJAJ V	BAJAJ	BAJAJ AUTOMOBILES	LEO BURNETT INDIA Mumbai	INDIA
HIGHWAY ROBBERY	VOLVO CAR USA	2016 VOLVO XC90 T8	GREY NEW YORK	USA
SILVERADO "CAGES"	CHEVROLET	CHEVROLET SILVERADO-AUTOMOTIVE	COMMONWEALTH/McCANN Detroit	USA
A05 (Retail, e-Commerce, Restaurants & Fast Food Chains)				
THE ORGANIC EFFECT	COOP	RETAIL STORES	FORSMAN & BODENFORS Gothenburg	SWEDEN
#OPTOUTSIDE	REI	REI	VENABLES BELL & PARTNERS San Francisco	USA
CARREFOUR BABY NIGHT	CARREFOUR	BABIES' PRODUCTS		ITALY
LE BON	LIDL	DISCOUNT FOOD	INGO Stockholm	SWEDEN
BEEES CAN FIND SUGAR WHERE YOU LEAST SUSPECT IT	NÁŠ GRUNT	NÁŠ GRUNT - SHOPS WITH HONEST PRODUCTS FROM NATURAL INGREDIENTS	McCANN ERICKSON PRAGUE	CZECH REPUBLIC
DXP CAR	DOMINO'S	DOMINO'S PIZZA	CP+B Boulder	USA
BACKYARD BURGER KING	BURGER KING NEW ZEALAND	WHOPPER	COLENZO BBDO Auckland	NEW ZEALAND
THE "ALL-YOU-CAN'T-EAT" DOGGY BAG	FOOD PASSION	BAR-B-Q PLAZA	GREYnJ UNITED Bangkok	THAILAND
A06 (Travel, Transport & Leisure)				
THE SWEDISH NUMBER	SWEDISH TOURIST ASSOCIATION	TOURISM	INGO Stockholm	SWEDEN
REACH ACROSS THE AISLE	JETBLUE	JETBLUE	MULLENLOWE Boston	USA
VAN GOGH BNB	ART INSTITUTE OF CHICAGO	VAN GOGH "BEDROOMS" EXHIBIT	LEO BURNETT CHICAGO	USA
SUPER BOWL BABIES CHOIR	NATIONAL FOOTBALL LEAGUE	SUPER BOWL 50	GREY NEW YORK	USA
EVERY DAY A PLAY	KATONA JOZSEF THEATER	KATONA JOZSEF THEATER	Y&R BUDAPEST	HUNGARY
A07 (Media & Publications)				
MTV VMA GREEN-SCREENS	MTV	2015 MTV VIDEO MUSIC AWARDS	MTV New York	USA
GRAMMYCAM	THE GRAMMYS	THE 58TH GRAMMY AWARDS	TBWA CHIATDAY Los Angeles	USA
ANTI-RIVAL VACCINE	BANDSPORTS	CORPORATE IMAGE	OGILVY BRASIL São Paulo	BRAZIL
HATTRICK	BEIN SPORTS	CHAMPIONS LEAGUE CHANNEL	TAPSA Y&R Madrid	SPAIN
A08 (Financial Products & Services)				
SLOW DOWN GPS	IF INSURANCE	INSURANCE	FORSMAN & BODENFORS Gothenburg	SWEDEN
SLEEP ON IT	CBC	FINANCIAL SERVICES	TBWABELGIUM Brussels	BELGIUM
38 YEARS LATER	TRIPLE S	TRIPLE S ADVANTAGE	J. WALTER THOMPSON PUERTO RICO San Juan	PUERTO RICO
FAST FORWARD	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA
CLEVER KASH	ASB BANK	CLEVER KASH	SAATCHI & SAATCHI Auckland	NEW ZEALAND
GAYNZ	ANZ	ANZ BANK	TBWA MELBOURNE	AUSTRALIA
POCKET MONEY — EQUAL FUTURE	ANZ	ANZ BANK	TBWA MELBOURNE	AUSTRALIA
A10 (Commercial Public Services)				
"THE MOST DANGEROUS TOWN ON THE INTERNET" ORIGINAL DOCUMENTARY SERIES	NORTON BY SYMANTEC	NORTON	GREY SAN FRANCISCO	USA

SEAHERO QUEST	DEUTSCHE TELEKOM	DEUTSCHE TELEKOM	SAATCHI & SAATCHI London	UNITED KINGDOM
PIGEON AIR PATROL	PLUME LABS	PIGEON AIR PATROL	DIGITASLBI London	UNITED KINGDOM
WORDS TO WATCH	EASY WAY LANGUAGE CENTER	INSTITUTIONAL	LDC São Paulo	BRAZIL
WHATSGERMAN	PLAN.NET GROUP	WHATSGERMAN	SERVICEPLAN Munich / PLAN.NET Munich	GERMANY
A11 (Corporate Image)				
THE GENDER-FREE CHRISTMAS CATALOG	SYSTÈME U	RETAIL	TBWA/PARIS	FRANCE
THE FIELD TRIP TO MARS	LOCKHEED MARTIN	GENERATION BEYOND	McCANN NEW YORK New York	USA
GREENLIGHT A VET	WALMART	N/A	SAATCHI & SAATCHI New York	USA
WHAT FAMILY MEANS	HOUAISS DICTIONARY	DICTIONARY	NBS Rio de Janeiro	BRAZIL
TOUCHABLE INK	THAI SAMSUNG ELECTRONICS / THAI ASSOCIATION OF THE BLIND	TOUCHABLE INK	J. WALTER THOMPSON BANGKOK	THAILAND
THE BULLETPEN	MINISTRY OF NATIONAL EDUCATION COLOMBIA	MINISTRY OF NATIONAL EDUCATION	McCANN COLOMBIA Bogotá	COLOMBIA
A12 (Public Health & Safety)				
STRIKING LESSONS	BRISA HIGHWAY COMPANY	INSTITUTIONAL	LEO BURNETT LISBOA	PORTUGAL
PEPITO	GFR MEDIA	PRIMERA HORA	McCANN San Juan / HAROLD JESSURUN San Juan	PUERTO RICO
MANBOOBS	MACMA	BREAST CANCER AWARENESS	DAVD Buenos Aires	ARGENTINA
BRAINBAND	SAMSUNG AUSTRALIA	SAMSUNG BRAINBAND	LEO BURNETT SYDNEY Sydney	AUSTRALIA
A13 (Public Sector & Awareness Messages)				
UNFAIRY TALES INTEGRATED	UNICEF	HUMANITARIAN AID	180LA Santa Monica	USA
#COVERTHEATHLETE	COVERTHEATHLETE.COM	#COVERTHEATHLETE	JOHN ST. Toronto	CANADA
DON'T LOOK AWAY	USHER	INTERACTIVE MUSIC VIDEO	AKQA São Paulo	BRAZIL
SEARCH RACISM. FIND TRUTH.	REFUGEES WELCOME	NPO	FCB ZÜRICH	SWITZERLAND
#THEREAL10	AAUW	AAUW	RETHINK Toronto / WONGDOODY Los Angeles	CANADA
CHILDREN'S ELECTIONS	SAVE THE CHILDREN	AWARENESS CAMPAIGN	McCANN WORLDGROUP MADRID	SPAIN
CHECK IT BEFORE IT'S REMOVED: NAKED BREASTS ON FACEBOOK AGAINST BREAST CANCER.	PINK RIBBON GERMANY	BREAST CANCER AWARENESS	DDB GROUP GERMANY Berlin	GERMANY
ISEA APP	MIGRANT OFFSHORE AID STATION (MOAS)	ISEA APP	GREY GROUP Singapore	SINGAPORE
REWORD	HEADSPACE	REWORD WEB APPLICATION	LEO BURNETT MELBOURNE	AUSTRALIA
A14 (Charities & Appeals)				
THE UNCONVENTIONAL OVEN	KIDSAFE	PUBLIC SERVICE ANNOUNCEMENT	DDB GROUP MELBOURNE	AUSTRALIA
THE VOICE OF NATURE	NOÉ	NOÉ	MARCEL Paris	FRANCE
HOMELESS EXTRAS	DE VOLKSBOND	DDB	DDB & TRIBAL WORLDWIDE AMSTERDAM	THE NETHERLANDS
DONATE THE BARS	ATADOS	BLACK BARS	J. WALTER THOMPSON BRAZIL São Paulo	BRAZIL
AMNESTY INTERNATIONAL UNBLOCKER	AMNESTY INTERNATIONAL	WORLD DAY AGAINST CYBER CENSORSHIP	COLENSO BBDO Auckland	NEW ZEALAND
SECOND LIFE TOYS	GREEN RIBBON PROJECT COMMITTEE	ORGAN TRANSPLANT	DENTSU INC Tokyo	JAPAN
CHOCÓ TO DANCE	JPGC FOUNDATION	SCHOLARSHIPS FUND	MULLENLOWE SSP3 Bogotá D.C.	COLOMBIA
BRAILLE BRICKS	DORINA NOWILL FOUNDATION	INSTITUTIONAL	LEW LARA/TBWA São Paulo	BRAZIL
BEHIND THE LEATHER	PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS	PETA ASIA	OGILVY & MATHER Bangkok	THAILAND
B01 (Guerrilla Marketing & Stunts)				
UNFORGOTTEN SOLDIERS	SKY TELEVISION NEW ZEALAND	HISTORY CHANNEL	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND
WAITING LINES	RE-BORN TO BE ALIVE	ORGAN DONATION	DUVAL GUILLAUME Antwerp	BELGIUM

THE KICK-BAG JOURNEY	AMERICAN TOURISTER	AMERICAN TOURISTER VIVOLITE	CJ WORX Bangkok	THAILAND
THE FAIREST NIGHT OF ALL	AB INBEV	ANDES BEER	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA
E-MOBILITY - ENJOY THE SILENCE	VOLKSWAGEN	VOLKSWAGEN E-MODELS	GRABARZ & PARTNER Hamburg	GERMANY
HOMELESS BED COLLECTION	MEGAMAX / MOYAI	OUTLET FURNITURE WHOLESALE / NPO	OGILVY & MATHER JAPAN Tokyo	JAPAN
#SMARTEFFECT	MERCEDES-BENZ PORTUGAL	SMART FORTWO	BBDO PORTUGAL Lisbon	PORTUGAL
CHAMPIONS' BOSS	HEINEKEN	UEFA CHAMPIONS LEAGUE	LEO BURNETT Madrid	SPAIN
LE BON	LIDL	DISCOUNT FOOD	INGO Stockholm	SWEDEN
THE REAL ICE COLD COCA-COLA	COCA-COLA	COCA-COLA	OGILVY & MATHER COLOMBIA Bogotá	COLOMBIA
SEARCH RACISM. FIND TRUTH.	REFUGEES WELCOME	NPO	FCB ZÜRICH	SWITZERLAND
THE BABY STROLLER TEST-RIDE BY CONTOURS	CONTOURS STROLLERS	BABY STROLLERS	FCB CHICAGO	USA
ACTUAL REALITY	JAGUAR LAND ROVER NEW ZEALAND	JAGUAR F-TYPE	Y&R NZ Auckland	NEW ZEALAND
MOSCOW REAL GIRLS - INSTAPOSTERS	NIKE	NIKE	INSTINCT Moscow	RUSSIA
CHILDREN'S ELECTIONS	SAVE THE CHILDREN	AWARENESS CAMPAIGN	McCANN WORLDGROUP MADRID	SPAIN
#LEBIGSWIM	HEINEKEN	KRONENBOURG 1664	OGILVY & MATHER LONDON	UNITED KINGDOM
GUN CRAZY	STATES UNITED TO PREVENT GUN VIOLENCE	SENSIBLE GUN LAWS	GREY NEW YORK	USA
LEGALLY BRIDE	KAFA	WOMEN'S RIGHTS NGO	LEO BURNETT BEIRUT	LEBANON
HIGHWAY ROBBERY	VOLVO CAR USA	2016 VOLVO XC90 T8	GREY NEW YORK	USA
SILVERADO "CAGES"	CHEVROLET	CHEVROLET SILVERADO- AUTOMOTIVE	COMMONWEALTH/McCANN Detroit	USA
MCWHOPPER	BURGER KING	MCWHOPPER	Y&R NZ Auckland / Y&R MEDIANZ Auckland	NEW ZEALAND
TRIBECA FILM FESTIVAL REACTOR	TRIBECA FILM FESTIVAL	FILM FESTIVAL	J. WALTER THOMPSON New York	USA
B02 (Live Shows / Concerts / Festivals)				
GRAMMYCAM	THE GRAMMYS	THE 58TH GRAMMY AWARDS	TBWA\CHIAT\DAY Los Angeles	USA
DACIA FAMILY PROJECT	RENAULT ITALIA	AUTOMOTIVE	PUBLICIS ITALY Milan	ITALY
THIS BIKE HAS MS	MS AUSTRALIA	MS	GREY MELBOURNE	AUSTRALIA
SL BENFICA SAFETY DEMONSTRATION	SL BENFICA EMIRATES	SL BENFICA SPONSORSHIP	O ESCRITORIO Estoril	PORTUGAL
THE SOUND SHIRT	JUNGE SYMPHONIKER HAMBURG	THE SOUND SHIRT	JUNG von MATT Hamburg	GERMANY
B03 (Use of Exhibitions / Installations)				
UNFORGOTTEN SOLDIERS	SKY TELEVISION NEW ZEALAND	HISTORY CHANNEL	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND
DREAMADVENTURES	EXPEDIA	TRAVEL	180LA Santa Monica	USA
RESTING HOUSE BILLBOARD	SODIMAC HOMECENTER	SODIMAC HOMECENTER	McCANN LIMA	PERU
MUSEUM OF FEELINGS	SC JOHNSON	GLADE	OGILVY & MATHER Chicago	USA
THE LAST WISH	SAMSUNG	SAMSUNG	CHEIL WORLDWIDE Seoul	SOUTH KOREA
VAN GOGH BNB	ART INSTITUTE OF CHICAGO	VAN GOGH "BEDROOMS" EXHIBIT	LEO BURNETT CHICAGO	USA
THE FIELD TRIP TO MARS	LOCKHEED MARTIN	GENERATION BEYOND	McCANN NEW YORK New York	USA
ACTUAL REALITY	JAGUAR LAND ROVER NEW ZEALAND	JAGUAR F-TYPE	Y&R NZ Auckland	NEW ZEALAND
SMS LAST WORDS	GLOBAL ROAD SAFETY PARTENERSHIP	GLOBAL ROAD SAFETY	HAVAS WORLDWIDE SHANGHAI	CHINA
UNKNOWNNS	CANON U.S.A	CANON EOS REBEL T6i	GREY NEW YORK	USA
B04 (Use of Ambient Media: Small Scale)				
INTELLIGENT PARKIG CHAIR	NISSAN MOTOR CO.	INTELLIGENT PARKING ASSIST	TBWA\HAKU\HODO Tokyo / TYO INC Tokyo / BIRDMAN Tokyo	JAPAN
MOUNTAIN DEW GOCAP	FRUCOR BEVERAGES	MOUNTAIN DEW	COLENSO BBDO Auckland	NEW ZEALAND

STÅL KMITTO	IKEA AUSTRIA	FREE 25-YEAR SELECTED WARRANTY	DDB GROUP Hamburg	GERMANY
PAPER GLASSES	SAVE THE CHILDREN AND SANTILLANA	CHILDREN EDUCATION	GREY MEXICO Mexico City	MEXICO
THE SAB SPIKE DETECTOR COASTER	SOUTH AFRICAN BREWERIES	DRINK RESPONSIBLY INITIATIVE	GEOMETRY GLOBAL JOHANNESBURG	SOUTH AFRICA
BEEES CAN FIND SUGAR WHERE YOU LEAST SUSPECT IT	NÁŠ GRUNT	NÁŠ GRUNT - SHOPS WITH HONEST PRODUCTS FROM NATURAL INGREDIENTS	McCANN ERICKSON PRAGUE	CZECH REPUBLIC
ONE-DROP BOTTLE	HENKEL	PRIL	TBWA/RAAD Dubai	UNITED ARAB EMIRATES
LOCK IN THE GERMS	GREEN CROSS VIETNAM	GREEN CROSS HAND SANITIZER	THE STORYLAB APAC Ho Chi Minh City / DENTSU ALPHA Ho Chi Minh City	VIETNAM
SUGAR DETOX	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE
LIFESAVER BACKPACK	LUKI	CHILDREN FRUIT SNACK	J. WALTER THOMPSON COLOMBIA Bogotá	COLOMBIA
EDIBLE SIX PACK RINGS	SALTWATER BREWERY	SALTWATER BREWERY	WE BELIEVERS New York	USA
SBERBANK STREETS	SBERBANK	P2P MONEY TRANSFERS VIA TEXT MESSAGES AND APP	GOOD Moscow	RUSSIA
MC TRAX	McDONALD'S	PLACEMET	TBWA/NEBOKO Amsterdam	THE NETHERLANDS
RAID® "ROACH RESTAURANTS"	S.C. JOHNSON	RAID® ROACH BAITS	ENERGY BBDO Chicago	USA
#NARCOS BILLS	NETFLIX FRANCE	NARCOS NETFLIX ORIGINAL SHOW	DAREWIN ENTERTAINMENT AGENCY Paris	FRANCE
B05 (Use of Ambient Media: Large Scale)				
AUDIBLE STREET-ART	URAL MUSIC NIGHT	URAL MUSIC NIGHT FESTIVAL	VOSKHOD Ekaterinburg	RUSSIA
UNFORGOTTEN SOLDIERS	SKY TELEVISION NEW ZEALAND	HISTORY CHANNEL	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND
LIVE VINES	LOWE'S	LOWE'S	BBDO New York	USA
THE REVERSED TRAILER	HARALD A. MØLLER/ VOLKSWAGEN NORWAY	VOLKSWAGEN TRAILER ASSIST	TRY Oslo	NORWAY
LAY'S MAXX SUPERCLÁSICO	PEPSICO FOOD	LAY'S MAXX	BBDO ARGENTINA Buenos Aires	ARGENTINA
CALL BRUSSELS	VISIT BRUSSELS	VISIT BRUSSELS	AIR Brussels	BELGIUM
THE BABY STROLLER TEST-RIDE BY CONTOURS	CONTOURS STROLLERS	BABY STROLLERS	FCB CHICAGO	USA
HIGHWAY ROBBERY	VOLVO CAR USA	2016 VOLVO XC90 T8	GREY NEW YORK	USA
B06 (Use of Customer in-Store Experience)				
THE BLOQUET	MINOR DKL FOOD GROUP	RIBS AND RUMPS	Y&R GROUP BRISBANE Fortitude Valley	AUSTRALIA
THE BABY STROLLER TEST-RIDE BY CONTOURS	CONTOURS STROLLERS	BABY STROLLERS	FCB CHICAGO	USA
IKEA KÜSS	IKEA	CATALOGUE	DDB BRUSSELS	BELGIUM
ONE-DROP BOTTLE	HENKEL	PRIL	TBWA/RAAD Dubai	UNITED ARAB EMIRATES
SUGAR DETOX	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE
WHOPPER SIGN	BURGER KING	FAST FOOD RESTAURANT	DAVID Miami	USA
FRONT PAGE PACK	CIA CACIQUE DE CAFÉ SOLUVEL	CAFÉ PELÉ	LEW/LARA/TBWA São Paulo	BRAZIL
BITTERSWEET PIES	PAUL	RESTAURANTS	McCANN WORLDGROUP ROMANIA Bucharest / MRM/McCANN Bucharest	ROMANIA
MC TRAX	McDONALD'S	PLACEMET	TBWA/NEBOKO Amsterdam	THE NETHERLANDS
GAYNZ	ANZ	ANZ BANK	TBWA MELBOURNE	AUSTRALIA
B07 (Use of Competitions & Promotional Games)				
DESIGN YOUR TIME	SAMSUNG	SAMSUNG GEAR S2	LEO BURNETT FRANKFURT	GERMANY
MOST OPEN TEST DRIVE	DAIMLER AG, SMART	SMART FORTWO CABRIO 453	BBDO GROUP GERMANY Berlin	GERMANY
THE SHITTIEST CAMPAIGN OF THE YEAR	HELLY HANSEN WORKWEAR CENTER	OUTERWEAR	ADVICO Y&R Zürich	SWITZERLAND
B08 (Use of Broadcast)				
HOUSE OF CARDS - FU 2016	NETFLIX	HOUSE OF CARDS	BBH NEW YORK	USA

WE WERE THE REFUGEES ONCE CAMPAIGN	UNHCR PRAGUE	UNHCR	Y&R PRAGUE	CZECH REPUBLIC
VIRGIN AMERICA BLAH AIRLINES	VIRGIN AMERICA	TRAVEL & TRANSPORT	ELEVEN San Francisco	USA
PERISCOPE SIGN LANGUAGE	ICE	KÖLBI	PUBLIMARK LOWE San José	COSTARICA
#DADDO	PANTENE	PANTENE HAIR CARE	GREY NEW YORK	USA
SUPER BOWL BABIES CHOIR	NATIONAL FOOTBALL LEAGUE	SUPER BOWL 50	GREY NEW YORK	USA
GO MONO	RADIO XXI	RADIO STATION	McCANN WORLDGROUP ROMANIA Bucharest	ROMANIA
TRUTH DETECTOR	89 FM	89 FM	DDB BRASIL São Paulo	BRAZIL
#DONATEFORPRISCILA	CLUBE SANGUE BOM	INSTITUTIONAL	LEO BURNETT TAILOR MADE São Paulo	BRAZIL
HOLIDAYS ON DEMAND	TRANSAMA	AIRLINE COMPANY	LES GAULOIS Puteaux	FRANCE
B09 (Use of Print or Standard Outdoor)				
RESTING HOUSE BILLBOARD	SODIMAC HOMECENTER	SODIMAC HOMECENTER	McCANN LIMA	PERU
SURVIVAL BILLBOARD	MICROSOFT	XBOX/ TOMB RAIDER	McCANN LONDON	UNITED KINGDOM
THE TEAR-OFF-POSTERS FOR "MEIN KAMPF - AGAINST RACISM"	GESICHT ZEIGEN! AN ASSOCIATION ENCOURAGING PEOPLE TO STAND AGAINST RACISM IN GER	MEIN KAMPF – AGAINST RACISM	OGILVY GERMANY Frankfurt	GERMANY
SHOWROOM HOME DELIVERY	AUDI JAPAN KK	AUDI A3	DENTSU INC Tokyo	JAPAN
PEPITO	GFR MEDIA	PRIMERA HORA	McCANN San Juan / HAROLD JESSURUN San Juan	PUERTO RICO
C01 (Use of Digital Platforms)				
ACR STREET VIEW TEST	ACR (THE AUTOMOBILE CLUB OF ROMANIA)	DRIVING SCHOOL	PUBLICIS ROMANIA Bucharest	ROMANIA
THE SWEDISH NUMBER	SWEDISH TOURIST ASSOCIATION	TOURISM	INGO Stockholm	SWEDEN
THE BANNER THAT MAKES YOU LIKE BANNERS	3M	POST-IT® STICKY NOTES	BBDO RUSSIA GROUP Moscow	RUSSIA
AMNESTY INTERNATIONAL UNBLOCKER	AMNESTY INTERNATIONAL	WORLD DAY AGAINST CYBER CENSORSHIP	COLENSO BBDO Auckland	NEW ZEALAND
DON'T LOOK AWAY	USHER	INTERACTIVE MUSIC VIDEO	AKQA São Paulo	BRAZIL
SLEEP ON IT	CBC	FINANCIAL SERVICES	TBWA BELGIUM Brussels	BELGIUM
ANTI DIARY: VR + VIDEO EXPERIENCE	SAMSUNG	SAMSUNG	R/GA New York	USA
STARDUST FOR BOWIE	STUDIO BRUSSEL	STARDUST FOR BOWIE	DDB BRUSSELS	BELGIUM
WORDS TO WATCH	EASY WAY LANGUAGE CENTER	INSTITUTIONAL	LDC São Paulo	BRAZIL
GIFT BUDDY	ZALORA	ZALORA ONLINE RETAIL PORTAL	GREY GROUP Singapore	SINGAPORE
THE BIG DATA TAKEDOWN	ACTIONEARTH.ORG	ORGANIZATION	CIRCUS GREY Lima	PERU
COLOR MAPS	PPG COMEX	COMEX	J. WALTER THOMPSON MEXICO Mexico City / GOOGLE THE ZOO Mexico City	MEXICO
HOLIDAYS ON DEMAND	TRANSAMA	AIRLINE COMPANY	LES GAULOIS Puteaux	FRANCE
C02 (Use of Mobile)				
THE SUPER BOWL DUNK	GATORADE	GATORADE	VML Kansas City	USA
LANDCRUISER EMERGENCY NETWORK	TOYOTA MOTOR CORPORATION AUSTRALIA	LANDCRUISER	SAATCHI & SAATCHI Sydney	AUSTRALIA
SEA HERO QUEST	DEUTSCHE TELEKOM	DEUTSCHE TELEKOM	SAATCHI & SAATCHI London	UNITED KINGDOM
SIZZL	OSCAR MAYER	OSCAR MAYER BACON	360i New York	USA
SAMSUNG SAFETY SCREEN	SAMSUNG	SAMSUNG APP	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
WHO ART YOU	ALIBABA/ALIPAY	ONLINE AND MOBILE COMMERCE	DDB SHANGHAI	CHINA
ISEA APP	MIGRANT OFFSHORE AID STATION (MOAS)	ISEA APP	GREY GROUP Singapore	SINGAPORE
THE COLOR ALPHABET	COLORADD	-	McCANN WORLDGROUP MADRID	SPAIN
MAGIC HOUR POP-UP SHOPS	PEAK PERFORMANCE	PEAK PERFORMANCE SS-15 COLLECTION	PERFECT FOOLS Stockholm	SWEDEN

SIGNEMOJI	CHINA ASSOCIATION OF THE DEAF AND HARD OF HEARING	CHINA ASSOCIATION OF THE DEAF AND HARD OF HEARING	TBWA SHANGHAI	CHINA
CELEBRITY TANTRUM	SAMSUNG AUSTRALIAN=	SAMSUNG TAB S2	LEO BURNETT SYDNEY Sydney	AUSTRALIA
CALL CENTER	ANHEUSER-BUSCH INBEV MEXICO	VICTORIA BEER	J. WALTER THOMPSON MEXICO Mexico City	MEXICO
VGILANT WALLPAPERS	JEEP	INSTITUTIONAL	LEO BURNETT TAILOR MADE São Paulo	BRAZIL
C03 (Use of Social Platforms)				
THE GUY WHO CUT EVERYTHING IN HALF	DEUTSCHER ANWALT VEREIN	LEGAL ADVICE (GERMAN BAR ASSOCIATION)	SERVICEPLAN Munich	GERMANY
VAN GOGH BNB	ART INSTITUTE OF CHICAGO	VAN GOGH "BEDROOMS" EXHIBIT	LEO BURNETT CHICAGO	USA
THE SUPER BOWL DUNK	GATORADE	GATORADE	VML Kansas City	USA
IN-A-SNAP	LOWE'S	LOWE'S	BBDO New York	USA
RAINBOWS	DORITOS	DORITOS	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA
YOU'RE ACCEPTED	MINUS 18	LGBT YOUTH SUPPORT	GPY&R Melbourne	AUSTRALIA
HOW DO YOU SEE ME	COORDOWN	COORDOWN	SAATCHI & SAATCHI New York	USA
#LEBIGSWIM	HEINEKEN	KRONENBOURG 1664	OGILVY & MATHER LONDON	UNITED KINGDOM
FAST FORWARD	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA
THE POPCORN STORY	BREAKTHROUGH	BREAKTHROUGH	OGILVY & MATHER MUMBAI	INDIA
GHOST VOTE	STATES UNITED TO PREVENT GUN VIOLENCE	PROMOTING SMART GUN LAWS	GREY NEW YORK	USA
SHARE HUMANITY	UNITED NATIONS OFFICE FOR COORDINATION OF HUMANITARIAN AID (UNOCHA)	NON PROFIT	OGILVY ONE NEW YORK	USA
FREEDOM VOICES	AMNESTY INTERNATIONAL	FREEDOM OF EXPRESSION	OGILVY & MATHER New York	USA
POLICE VS DELIVERIES	JÓVENES CONTRA LA VIOLENCIA	AWARENESS MESSAGES	OGILVY GUATEMALA	GUATEMALA
CHECK IT BEFORE IT'S REMOVED: NAKED BREASTS ON FACEBOOK AGAINST BREAST CANCER.	PINK RIBBON GERMANY	BREAST CANCER AWARENESS	DDB GROUP GERMANY Berlin	GERMANY
MANBOOBS	MACMA	BREAST CANCER AWARENESS	DAMD Buenos Aires	ARGENTINA
#SQUARESHAKES	SONIC DRIVE-IN	SONIC DRIVE-IN	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA
POCKET MONEY — EQUAL FUTURE	ANZ	ANZ BANK	TBWA MELBOURNE	AUSTRALIA
SAMSUNG GALAXY SURFBOARD	SAMSUNG	INSTITUTIONAL	LEO BURNETT TAILOR MADE São Paulo	BRAZIL
HEARTS ALIGNED	MARS PETCARE AUSTRALIA	PEDIGREE	CLEMINGER BBDO MELBOURNE	AUSTRALIA
C04 (Co-Creation & User Generated Content)				
SLOW DOWN GPS	IF INSURANCE	INSURANCE	FORSMAN & BODENFORS Gothenburg	SWEDEN
PLAY MY TWEET	FOOT LOCKER	FOOT LOCKER	BBDO New York	USA
MTV VMA GREEN-SCREENS	MTV	2015 MTV VIDEO MUSIC AWARDS	MTV New York	USA
DESIGN YOUR TIME	SAMSUNG	SAMSUNG GEAR S2	LEO BURNETT FRANKFURT	GERMANY
THE LAZIEST COMPETITION EVER	CARLTON UNITED BREWERIES	LAZY YAK PALE ALE	CLEMINGER BBDO MELBOURNE	AUSTRALIA
THE SUPER BOWL DUNK	GATORADE	GATORADE	VML Kansas City	USA
THE LIVE TUBE	HEINEKEN	BEER	PUBLICIS ITALY Milan	ITALY
SEA HERO QUEST	DEUTSCHE TELEKOM	DEUTSCHE TELEKOM	SAATCHI & SAATCHI London	UNITED KINGDOM
FUEL THE FIRE	GIO INSURANCE AUSTRALIA	GIO INSURANCE	LEO BURNETT SYDNEY Sydney	AUSTRALIA
GIRL EMOJIS	PROCTER & GAMBLE	ALWAYS	LEO BURNETT CHICAGO	USA
WHAT FAMILY MEANS	HOUAISS DICTIONARY	DICTIONARY	NBS Rio de Janeiro	BRAZIL

MASHIMACHINE	4PELAGATOS.COM	ONLINE JOURNAL	LEO BURNETT MÉXICO	MEXICO
MCWHOPPER	BURGER KING	MCWHOPPER	Y&R NZ Auckland / Y&R MEDIANZ Auckland	NEW ZEALAND
STRAIGHT OUTTA	BEATS BY DRE.	BEATS BY DRE.	R/GA HUSTLE Los Angeles	USA
ISEA APP	MIGRANT OFFSHORE AID STATION (MOAS)	ISEA APP	GREY GROUP Singapore	SINGAPORE
SNAP KING	BURGER KING ARGENTINA	GRILL HERITAGE	DAMD Buenos Aires	ARGENTINA
EPICGRAM	B CLASSIC	APP	DDB BRUSSELS	BELGIUM
REWORD	HEADSPACE	REWORD WEB APPLICATION	LEO BURNETT MELBOURNE	AUSTRALIA
C05 (Response / Real-time Activity)				
THE SWEDISH NUMBER	SWEDISH TOURIST ASSOCIATION	TOURISM	INGO Stockholm	SWEDEN
HOUSE OF CARDS - FU 2016	NETFLIX	HOUSE OF CARDS	BBH NEW YORK	USA
#COMEONIN	THE SYDNEY OPERA HOUSE	THE SYDNEY OPERA HOUSE	DDB Sydney	AUSTRALIA
#COVERTHEATHLETE	COVERTHEATHLETE.COM	#COVERTHEATHLETE	JOHN ST. Toronto	CANADA
SEARCH RACISM. FIND TRUTH.	REFUGEES WELCOME	NPO	FCB ZÜRICH	SWITZERLAND
STARDUST FOR BOWIE	STUDIO BRUSSEL	STARDUST FOR BOWIE	DDB BRUSSELS	BELGIUM
GIRL EMOJIS	PROCTER & GAMBLE	ALWAYS	LEO BURNETT CHICAGO	USA
#WHOISTHEKING	BURGER KING FRANCE	FOOD	BUZZMAN Paris	FRANCE
HELP KENYA NOT KANYE	CROWDRISE	FUNDRAISING FOR KENYAN CHARITIES	ALMA DDB Miami	USA
WIN A BREAST RECONSTRUCTION	BENETIET	BENETIET	LDV UNITED Antwerp	BELGIUM
CURRY M/P ACTIVATION	UNDER ARMOUR	BASKETBALL	DROGA5 New York	USA
REAL TALK	SQUARESPACE	SQUARESPACE WEBSITES	ANOMALY New York	USA
C06 (Use of New Technology)				
THE FIELD TRIP TO MARS	LOCKHEED MARTIN	GENERATION BEYOND	McCANN NEW YORK New York	USA
PUMA BEATBOT	PUMA	ATHLETIC WEAR	J. WALTER THOMPSON New York	USA
LANDCRUISER EMERGENCY NETWORK	TOYOTA MOTOR CORPORATION AUSTRALIA	LANDCRUISER	SAATCHI & SAATCHI Sydney	AUSTRALIA
REAL VIEWS	RENAULT	RENAULT MÉGANE	PUBLICIS BRUSSELS	BELGIUM
ISEA APP	MIGRANT OFFSHORE AID STATION (MOAS)	ISEA APP	GREY GROUP Singapore	SINGAPORE
BRAINBAND	SAMSUNG AUSTRALIA	SAMSUNG BRAINBAND	LEO BURNETT SYDNEY Sydney	AUSTRALIA
D01 (Launch / Re-launch)				
BREWTROLEUM	HEINEKEN NEW ZEALAND	DB EXPORT	COLENSO BBDO Auckland	NEW ZEALAND
THE DIADORA DELIVERY	DIADORA SPORT	DIADORA RUNNING SHOES AND APPAREL	SMFB Oslo	NORWAY
HOUSE OF CARDS - FU 2016	NETFLIX	HOUSE OF CARDS	BBH NEW YORK	USA
SHOPLIFTERS	HARVEY NICHOLS	LOYALTY APP	ADAM&EVEDDB London	UNITED KINGDOM
CARLSBERG BEER BEAUTY	CARLSBERG	CARLSBERG BEER	CP+B SCANDINAVIA Copenhagen / CP+B SCANDINAVIA Gothenburg	DENMARK
RAINBOWS	DORITOS	DORITOS	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA
LANDCRUISER EMERGENCY NETWORK	TOYOTA MOTOR CORPORATION AUSTRALIA	LANDCRUISER	SAATCHI & SAATCHI Sydney	AUSTRALIA
SUGAR DETOX	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE
MAX 67	McDONALD'S	FAST FOOD	COSSETTE Montreal	CANADA
HIGHWAY ROBBERY	VOLVO CAR USA	2016 VOLVO XC90 T8	GREY NEW YORK	USA
NOT COMING SOON	REMY MARTIN	LOUIS XIII	FRED & FARID GROUP New York	USA
D02 (Sponsorship & Partnership)				
UNFORGOTTEN SOLDIERS	SKY TELEVISION NEW ZEALAND	HISTORY CHANNEL	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND
SEABAY	AUSTRALIAN VOLUNTEER COAST GUARD	VOLUNTEER RESCUE SERVICE	TBWA MELBOURNE	AUSTRALIA
IKEA - BIG BROTHER UNBOXING	IKEA	IKEA HOME FURNISHINGS AND APPLIANCES	McCANN TEL AMV	ISRAEL
THE DILEMMA	HEINEKEN	HEINEKEN	PUBLICIS ITALY Milan	ITALY

#DADD0	PANTENE	PANTENE HAIR CARE	GREY NEW YORK	USA
THE NEXT REMBRANDT	ING	ING	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS
SUPER BOWL BABIES CHOIR	NATIONAL FOOTBALL LEAGUE	SUPER BOWL 50	GREY NEW YORK	USA
THIS BIKE HAS MS	MS AUSTRALIA	MS	GREY MELBOURNE	AUSTRALIA
BREAST MLK	BREAST CANCER CURE	BREAST MLK	Y&R NZ Auckland	NEW ZEALAND
AVENGERS	GILLETTE	PROSHIELD	GREY NEW YORK	USA
E01 (Integrated Campaign led by Promo & Activation)				
BREWTROLEUM	HEINEKEN NEW ZEALAND	DB EXPORT	COLENZO BBDO Auckland	NEW ZEALAND
#OPTOUTSIDE	REI	REI	VENABLES BELL & PARTNERS San Francisco	USA
HOUSE OF CARDS - FU 2016	NETFLIX	HOUSE OF CARDS	BBH NEW YORK	USA
#DADD0	PANTENE	PANTENE HAIR CARE	GREY NEW YORK	USA
WHOPPER SIGN	BURGER KING	FAST FOOD RESTAURANT	DAVID Miami	USA
THE LUCK OF BEING CHILEAN	POLLA CHILENA DE BENEFICIENCIA	POLLA CHILENA DE BENEFICIENCIA	PROLAM Y&R Santiago	CHILE
BAJAJ V	BAJAJ	BAJAJ AUTOMOBILES	LEO BURNETT INDIA Mumbai	INDIA
NOT COMING SOON	REMY MARTIN	LOUIS XIII	FRED & FARID GROUP New York	USA
DIY MAYHEM	ALLSTATE INSURANCE COMPANY	HOME INSURANCE	LEO BURNETT CHICAGO	USA
MCWHOPPER	BURGER KING	MCWHOPPER	Y&R NZ Auckland / Y&R MEDIANZ Auckland	NEW ZEALAND
SAMSUNG "ANTI DIARY"	SAMSUNG ELECTRONICS AMERICA	GALAXY S6	72ANDSUNNY New York / PUNCHDRUNK London	USA
E02 (Low Budget Campaign)				
HUNTSMAN CONDOMS - PETA PRANKS HUNTERS	PETA	PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS (PETA)	MULLENLOWE SINGAPORE	SINGAPORE
ONEMI RADIO	CHILE'S MINISTRY OF INTERNAL AFFAIRS	GOVERNMENT	SHACKLETON Madrid	SPAIN
BREAST MLK	BREAST CANCER CURE	BREAST MLK	Y&R NZ Auckland	NEW ZEALAND
BITTERSWEET PIES	PAUL	RESTAURANTS	McCANN WORLDGROUP ROMANIA Bucharest / MRM/McCANN Bucharest	ROMANIA
HELP KENYA NOT KANYE	CROWDRISE	FUNDRAISING FOR KENYAN CHARITIES	ALMADDB Miami	USA
MA PLACE EST DANS LA SALLE	PRODISS	ENTERTAINMENT	FRED & FARID PARIS	FRANCE
CHECK IT BEFORE IT'S REMOVED: NAKED BREASTS ON FACEBOOK AGAINST BREAST CANCER.	PINK RIBBON GERMANY	BREAST CANCER AWARENESS	DDB GROUP GERMANY Berlin	GERMANY
SNAP KING	BURGER KING ARGENTINA	GRILL HERITAGE	DAVID Buenos Aires	ARGENTINA
THE BULLETPEN	MINISTRY OF NATIONAL EDUCATION COLOMBIA	MINISTRY OF NATIONAL EDUCATION	McCANN COLOMBIA Bogotá	COLOMBIA
TO RUSSIA WITH LOVE	MELBOURNE QUEER FILM FESTIVAL	MELBOURNE QUEER FILM FESTIVAL	MELBOURNE QUEER FILM FESTIVAL / J. WALTER THOMPSON Melbourne	AUSTRALIA
#JESSESPRICEDOUT	JESSE'S DELI	DELI	DCX GROWTH ACCELERATOR New York	USA
VIRGIN AMERICA BLAH AIRLINES	VIRGIN AMERICA	TRAVEL & TRANSPORT	ELEVEN San Francisco	USA

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