

Shortlist (Film Lions)

Cat. No	Entry No	Title	Client	Product	Entrant Company	Country	Agency	Prize
A01 (Savoury Foods)								
A01/012	02677	WIENER STAMPEDE	HEINZ	HEINZ CONDIMENTS (KETCHUP VARIETY, MUSTARD, BBQ SAUCE)	DAVID Miami	USA	DAVID Miami	
A01/018	01218	THE RING	POT NOODLE	BRAND	LUCKY GENERALS London	UNITED KINGDOM	LUCKY GENERALS London	
A01/020	01675	FOOD FOR MEN	STRYHNS	STRYHNS LIVERPATÉ	M2FILM Århus	DENMARK	ANEW Copenhagen	
A02 (Sweet Foods & Snacks)								
A02/006	00461	MARILYN	MARS CHOCOLATE NORTH AMERICA	SNICKERS	BBDO New York	USA	BBDO New York	
A02/013	00484	FIGURE DRAWING	MARS CHOCOLATE NORTH AMERICA	SNICKERS CRISPER	BBDO New York	USA	BBDO New York	
A02/014	00492	CURFEW	MARS CHOCOLATE NORTH AMERICA	SNICKERS CRISPER	BBDO New York	USA	BBDO New York	
A02/015	00162	ULTRASOUND	DORITOS	DORITOS	CUMMINS & PARTNERS Melbourne	AUSTRALIA	CUMMINS & PARTNERS Melbourne	
A02/025	01020	"CAFETERIA"	GRANDMA'S COOKIES	GRANDMA'S COOKIES	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco	
A02/026	01021	"BREAK ROOM"	GRANDMA'S COOKIES	GRANDMA'S COOKIES	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco	
A02/036	02276	UNFAMOUS	MARS CHOCOLATE NORTH AMERICA	SNICKERS BITES	BBDO New York	USA	BBDO New York	
A02/044	01050	OJIGI	AKAGI NYUGYO CO.	ICE POPS "GARIGARIKUN"	DENTSU INC. KANSAI Osaka	JAPAN	DENTSU INC. KANSAI Osaka	
A02/047	02796	PORTRAIT	WILLIAM WRIGLEY JR. COMPANY	SKITTLES	DDB CHICAGO	USA	DDB CHICAGO	
A02/057	01460	LINEUP	CON AGRA	SLIM JIM	DDB SAN FRANCISCO	USA	DDB SAN FRANCISCO	

Shortlist (Film Lions)

A03 (Alcoholic Drinks)

A03/024	01785	TRIP	AB INBEV	ANDES BEER	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO SAATCHI & SAATCHI Buenos Aires
A03/025	01786	PARTY	AB INBEV	ANDES BEER	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO SAATCHI & SAATCHI Buenos Aires
A03/030	02611	THE RIGHT PATH TV	DIAGEO	GUINNESS	AMVBBDO London	UNITED KINGDOM	AMVBBDO London
A03/031	02598	NEVER ALONE TV	DIAGEO	GUINNESS	AMVBBDO London	UNITED KINGDOM	AMVBBDO London
A03/032	02383	BUD LIGHT PARTY	ANHEUSER BUSCH INBEV	BUD LIGHT	WIEDEN+KENNEDY New York	USA	WIEDEN+KENNEDY New York
A03/051	02468	THE CHORUS	HEINEKEN	BEER	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan

A04 (Non-Alcoholic Drinks)

A04/004	00462	PUPPYMONKEY BABY	PEPSICO	MOUNTAIN DEW KICKSTART	BBDO New York	USA	BBDO New York
A04/047	02860	TELEGRAPH	DR PEPPER SNAPPLE GROUP	SNAPPLE	DEUTSCH LA	USA	DEUTSCH LA
A04/048	02862	BEES	DR PEPPER SNAPPLE GROUP	SNAPPLE	DEUTSCH LA	USA	DEUTSCH LA
A04/049	02865	KING OF HEARTS	DR PEPPER SNAPPLE GROUP	SNAPPLE	DEUTSCH LA	USA	DEUTSCH LA

A05 (Cosmetics & Toiletries)

A05/008	00848	FIND YOUR MAGIC	AXE	MALE GROOMING	72ANDSUNNY AMSTERDAM	THE NETHERLANDS	72ANDSUNNY AMSTERDAM
A05/019	02365	AND SO IT BEGINS	OLD SPICE	MEN'S BODY CARE	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland
A05/020	02367	CHECKMATE	OLD SPICE	MEN'S BODY CARE	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland
A05/021	02369	TRUCE	OLD SPICE	MEN'S BODY CARE	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland
A05/022	02366	ROCKET CAR	OLD SPICE	MEN'S BODY CARE	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland
A05/023	02368	WHALE	OLD SPICE	MEN'S BODY CARE	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland
A05/026	02591	NOT JUST A PRETTY HAIRSTYLE	UNILEVER	AXE	PONCE Buenos Aires	ARGENTINA	PONCE Buenos Aires

Shortlist (Film Lions)

A05/029	02696	#DADDO	PANTENE	PANTENE HAIR CARE	GREY NEW YORK	USA	GREY NEW YORK
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A06 (Healthcare & Pharmacy)

A06/011	02707	ENVY	SVENSON	HAIR TREATMENT CLINIC	TAPSA Y&R Madrid	SPAIN	TAPSA Y&R Madrid
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A06/023	02285	BREAK UP	SAVANT	FABROGESIC	J. WALTER THOMPSON ARGENTINA Buenos Aires	ARGENTINA	J. WALTER THOMPSON ARGENTINA Buenos Aires
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A06/024	02289	MOVING	SAVANT	FABROGESIC	J. WALTER THOMPSON ARGENTINA Buenos Aires	ARGENTINA	J. WALTER THOMPSON ARGENTINA Buenos Aires
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A07 (Miscellaneous)

A07/002	01591	BARBIE: IMAGINE THE POSSIBILITIES	MATTEL	BARBIE	BBDO SAN FRANCISCO	USA	BBDO SAN FRANCISCO
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A08 (Clothing, Footwear & Accessories)

A08/002	00335	I HAVE SEEN	GANT	GANT	BETC Paris	FRANCE	BETC Paris / ALTER EGO Toronto
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A08/006	00785	WANT IT MORE	ASICS	SPORTSWEAR	180 AMSTERDAM Amsterdam	THE NETHERLANDS	180 AMSTERDAM Amsterdam
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A08/015	00547	UNDER ARMOUR FLASH	UNDER ARMOUR	UNDER ARMOUR	DROGA5 New York	USA	DROGA5 New York
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A08/017	01770	SNOW DAY	NIKE	CLOTHING, FOOTWEAR AND ACCESSORIES	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland
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A08/020	02093	TALCUM	PACIFIC BRANDS UNDERWEAR GROUP AUSTRALIA	BONDS	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE
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A08/021	02094	TRIM	PACIFIC BRANDS UNDERWEAR GROUP AUSTRALIA	BONDS	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE
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A08/022	02095	SHOWER	PACIFIC BRANDS UNDERWEAR GROUP AUSTRALIA	BONDS	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE
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Shortlist (Film Lions)

A08/023	02574	FASHION TO BE FREE	DAVID DELFIN	DAVIDELFIN	DDB SPAIN Madrid	SPAIN	DDB SPAIN Madrid
A08/032	01769	SHORT A GUY	NIKE	CLOTHING, FOOTWEAR AND ACCESSORIES	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland
A08/034	01792	THE CONDUCTOR	NIKE	NIKE	ANONYMOUS CONTENT Culver City	USA	ANONYMOUS CONTENT Culver City / WIEDEN+KENNEDY Portland
A08/038	00942	LAST	NIKE	CLOTHING, FOOTWEAR AND ACCESSORIES	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland

A09 (Household Goods, Home Appliances & Furnishings)

A09/003	00337	THE MECHANIC	RECKITT BENCKISER/ CILLIT BANG	CILLIT BANG	BETC Paris	FRANCE	BETC Paris
A09/017	01835	FREE THE KIDS	UNILEVER	PERSIL / OMO	MULLENLOWE GROUP London	UNITED KINGDOM	MULLENLOWE GROUP London
A09/020	02615	MONSTER STAINS	UNILEVER	PERSIL	OGILVY & MATHER LONDON	UNITED KINGDOM	OGILVY & MATHER LONDON
A09/023	02320	DADS#SHARETH ELOAD FILM (120 SECS)	PROCTER & GAMBLE INDIA	ARIEL MATIC	BBDO INDIA Mumbai	INDIA	BBDO INDIA Mumbai
A09/028	01832	CIRCLE	HENKEL	LOCTITE	HEIMAT Berlin	GERMANY	HEIMAT Berlin
A09/029	01833	CONFERENCE	HENKEL	LOCTITE	HEIMAT Berlin	GERMANY	HEIMAT Berlin
A09/032	00706	FIREFLY MAN	INDEPENDENT INCUBATOR	OCEDEL	NITTO Tokyo	JAPAN	DRILL Tokyo

A10 (Consumer Electronics & Technology)

A10/001	02657	FINGERPRINTS	GOOGLE ANDROID	ANDROID	DROGA5 New York	USA	DROGA5 New York
A10/002	02658	MONOTUNE	GOOGLE ANDROID	ANDROID	DROGA5 New York	USA	DROGA5 New York
A10/007	00338	THE STONE	CANAL+	CANAL+	BETC Paris	FRANCE	BETC Paris
A10/029	01772	WATER	SAMSUNG	ELECTRONICS	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland
A10/052	02901	BY HERBERT S.	APPLE	IPHONE 6	TBWA\MEDIA ARTS LAB Los Angeles	USA	TBWA\MEDIA ARTS LAB Los Angeles

Shortlist (Film Lions)

A11 (Cars & Automotive Products & Services)

A11/010	00208	SWEARING KIDS	DAIMLER AG, SMART MBD	SMART FORFOUR	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin
A11/011	00209	SHOCK	DAIMLER AG, SMART	SMART 453 FORFOUR	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin
A11/050	01854	"THE TEST"	ACURA	ACURA AUTOMOBILE SAFETY	MULLENLOWE U.S. EI Segundo	USA	MULLENLOWE U.S. EI Segundo
A11/051	00358	PORTRAITS	FIAT CHRYSLER AUTOMOBILES	JEEP	IRIS New York	USA	IRIS New York
A11/065	02300	SHOULDERS OF GIANTS	NISSAN NORTH AMERICA	NISSAN TITAN	TBWA\CHIAT\DAY Los Angeles	USA	TBWA\CHIAT\DAY Los Angeles
A11/070	02755	OPENING DOORS	VOLKSWAGEN DO BRASIL	HANDS-FREE OPEN TRUNK	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
A11/085	01154	STEPPING	HONDA	HONDA HR-V	McGARRYBOWEN London	UNITED KINGDOM	McGARRYBOWEN London
A11/096	01975	CO-WORKER	DAIMLER	MERCEDES-BENZ	BBDO MEXICO	MEXICO	BBDO MEXICO
A11/097	01976	SON'S FRIEND	DAIMLER	MERCEDES-BENZ	BBDO MEXICO	MEXICO	BBDO MEXICO
A11/099	01517	COMMANDER	AUDI OF AMERICA	R8	VENABLES BELL & PARTNERS San Francisco	USA	
A11/106	01780	THE LONGEST CHASE	TOYOTA MOTOR SALES, USA	PRIUS	SAATCHI & SAATCHI LA	USA	SAATCHI & SAATCHI LA
A11/120	01435	PAPER-60	AMERICAN HONDA MOTOR CO.	HONDA	RPA Santa Monica	USA	RPA Santa Monica

A12 (Retail & e-Commerce)

A12/005	00594	CLIFF	LETGO	LETGO APP	CP+B Miami	USA	CP+B Miami
A12/006	00595	ESCAPE,	LETGO	LETGO APP	CP+B Miami	USA	CP+B Miami
A12/007	00596	SPACE	LETGO	LETGO APP	CP+B Miami	USA	CP+B Miami
A12/008	00325	THE MAN ON THE MOON	JOHN LEWIS	JOHN LEWIS	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London
A12/009	00464	FLY YOUR OWN WAY	FOOT LOCKER	FOOT LOCKER	BBDO New York	USA	BBDO New York
A12/015	21983	SLEEPOVER	KOHL'S	KOHL'S	ANOMALY New York	USA	ANOMALY New York
A12/022	00712	A KIND DRONE (TVC)	ENIGMO	BUYMA	DENTSU INC Tokyo	JAPAN	DENTSU INC Tokyo / DRILL Tokyo
A12/114	01945	25,915 DAYS	REEBOK	REEBOK	VENABLES BELL & PARTNERS San Francisco	USA	VENABLES BELL & PARTNERS San Francisco

Shortlist (Film Lions)

A12/115	02337	SPARE THE ACT- LAPTOP	DIXONS CARPHONE	CURRYS PC WORLD	AMVBBDO London	UNITED KINGDOM	AMVBBDO London
A12/116	02339	SPARE THE ACT- NESPRESSO	DIXONS CARPHONE	CURRYS PC WORLD	AMVBBDO London	UNITED KINGDOM	AMVBBDO London
A12/117	02341	SPARE THE ACT- COOKER	DIXONS CARPHONE	CURRYS PC WORLD	AMVBBDO London	UNITED KINGDOM	AMVBBDO London
A12/118	02342	SPARE THE ACT- TV	DIXONS CARPHONE	CURRYS PC WORLD	AMVBBDO London	UNITED KINGDOM	AMVBBDO London
A12/119	02333	SPARE THE ACT- CHROMECAST	DIXONS CARPHONE	CURRYS PC WORLD	AMVBBDO London	UNITED KINGDOM	AMVBBDO London

A13 (Restaurants & Fast Food Chains)

A13/014	00854	RHYTHM OF THE NIGHT	McDONALD'S	WE ARE AWAKE	LEO BURNETT LONDON	UNITED KINGDOM	LEO BURNETT LONDON
A13/037	02096	THE MOUTH BOGGLES	DOMINO'S	DOMINO'S PIZZA	IRIS WORLDWIDE London	UNITED KINGDOM	IRIS WORLDWIDE London
A13/051	01185	COLLISIONS	HEART IBIZA	RESTAURANT THAT JOINS GASTRONOMY, MUSIC AND ART	VCCP SPAIN Madrid	SPAIN	VCCP SPAIN Madrid

A14 (Travel & Transport)

A14/003	01087	HIDDEN POWERS OF ARTO SMEDS	HSL	HSL	358 Helsinki	FINLAND	358 Helsinki
A14/004	00868	IN LAWS	VIRGIN TRAINS	VIRGIN TRAINS	RATTLING STICK London	UNITED KINGDOM	KROW COMMUNICATIONS London
A14/032	01601	MAN	THOMAS COOK	HOLIDAY PACKAGES FOR SENIOR CITIZENS	LAW & KENNETH SAATCHI & SAATCHI Mumbai	INDIA	LAW & KENNETH SAATCHI & SAATCHI Mumbai
A14/038	00254	OFFICE	KAYAK EUROPE	TRAVEL/TOURISM	JUNG von MATT Berlin	GERMANY	JUNG von MATT Hamburg
A14/064	02926	BORDERS 1	AEROMÉXICO	AIRLINE	OGILVY & MATHER Mexico City	MEXICO	OGILVY & MATHER Mexico City

Shortlist (Film Lions)

A15 (Entertainment & Leisure)

A15/003	00022	ART MUSEUM KONSTRUKTIV «SECOND CHANCE»	ART MUSEUM KONSTRUKTIV, ZÜRICH	ART MUSEUM KONSTRUKTIV IN ZÜRICH IS THE ONLY INSTITUTION IN SWITZERLAND DEDICATED TO THE EXPLORATION OF CONCRETE ART. CONCRETE ART IS AN ART MOVEMENT WITH A STRONG EMPHASIS ON ABSTRACTION, BASED ON THE USE OF SQUARES, RECTANGLES AND CIRCLES.	RUF LANZ Zürich	SWITZERLAND	RUF LANZ Zürich
A15/056	02697	SUPER BOWL BABIES CHOIR	NATIONAL FOOTBALL LEAGUE	SUPER BOWL 50	GREY NEW YORK	USA	GREY NEW YORK
A15/059	02524	STAPLES	NEW YORK LOTTERY	NEW YORK LOTTERY	McCANN NEW YORK	USA	McCANN NEW YORK
A15/060	02525	WINE BATH	NEW YORK LOTTERY	NEW YORK LOTTERY	McCANN NEW YORK	USA	McCANN NEW YORK
A15/064	02068	JUSTINO	LOTERÍAS Y APUESTAS DEL ESTADO	CHRISTMAS LOTTERY	LEO BURNETT Madrid	SPAIN	LEO BURNETT Madrid
A15/070	02783	ANAGRAM CHRISTMAS	MATTEL	SCRABBLE	LOLA MULLENLOWE Madrid	SPAIN	LOLA MULLENLOWE Madrid
A15/073	00307	LILY & THE SNOWMAN	CINEPLEX	CINEPLEX	ZULU ALPHA KILO Toronto	CANADA	ZULU ALPHA KILO Toronto

A16 (Media & Publications)

A16/005	00340	THE FAN	CANAL+	CANAL+	BETC Paris	FRANCE	BETC Paris
A16/046	00412	LANG LANG PLAYS THE F.A.Z.	FRANKFURTER ALLGEMEINE ZEITUNG	FR	SCHOLZ & FRIENDS Berlin	GERMANY	SCHOLZ & FRIENDS Berlin
A16/047	02286	LOVER	AGEA	IECO	J. WALTER THOMPSON ARGENTINA Buenos Aires	ARGENTINA	J. WALTER THOMPSON ARGENTINA Buenos Aires

Shortlist (Film Lions)

A16/048	02290	CLOSET	AGEA	IECO	J. WALTER THOMPSON ARGENTINA Buenos Aires	ARGENTINA	J. WALTER THOMPSON ARGENTINA Buenos Aires
A16/051	02732	SWIMMING POOL	VIACOM	PARAMOUNT CHANNEL	GREY ARGENTINA Buenos Aires	ARGENTINA	GREY ARGENTINA Buenos Aires
A16/052	02730	ACTORS	VIACOM	PARAMOUNT CHANNEL	GREY ARGENTINA Buenos Aires	ARGENTINA	GREY ARGENTINA Buenos Aires
A16/075	02785	SPRAY	LIBERO	FOOTBALL MAGAZINE	LOLA MULLENLOWE Madrid	SPAIN	LOLA MULLENLOWE Madrid
A16/100	02629	TRUMP	TYC SPORTS	TYC SPORTS / AMERICAN CUP	MERCADO MCCANN Buenos Aires	ARGENTINA	MERCADO MCCANN Buenos Aires
A16/136	01097	THE STAKEOUT	CANAL DIGITAL	CANAL DIGITAL – SATELLITE TV PROVIDER	TBWA\STOCKHOLM	SWEDEN	TBWA\STOCKHOLM
A16/137	01098	THE BOYSCOUTS	CANAL DIGITAL	CANAL DIGITAL – SATELLITE TV PROVIDER	TBWA\STOCKHOLM	SWEDEN	TBWA\STOCKHOLM

A17 (Financial Products & Services)

A17/011	00326	TINY DANCER	JOHN LEWIS INSURANCE	PREMIER HOME INSURANCE	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London
A17/012	00943	NEVER A SELLOUT	TURBOTAX	FINANCIAL PRODUCT	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland
A17/050	02345	THE SWIM	KLARNA	FINANCIAL PRODUCTS & SERVICES	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM
A17/051	02346	THE FISH	KLARNA	FINANCIAL PRODUCTS & SERVICES	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM
A17/058	01027	POCKET MONEY — EQUAL FUTURE	ANZ	ANZ BANK	TBWA MELBOURNE	AUSTRALIA	TBWA MELBOURNE
A17/073	02624	LIFT	HSBC	COMMERCIAL BANKING	GREY LONDON	UNITED KINGDOM	GREY LONDON
A17/077	01310	CHECK	GEICO	GEICO AUTO INSURANCE	HUNGRY MAN Los Angeles	USA	THE MARTIN AGENCY Richmond
A17/078	01311	REUNION	GEICO	GEICO AUTO INSURANCE	HUNGRY MAN Los Angeles	USA	THE MARTIN AGENCY Richmond
A17/079	01312	FISHERMAN	GEICO	GEICO AUTO INSURANCE	HUNGRY MAN Los Angeles	USA	THE MARTIN AGENCY Richmond
A17/080	01313	DIRECTIONS	GEICO	GEICO AUTO INSURANCE	HUNGRY MAN Los Angeles	USA	THE MARTIN AGENCY Richmond

Shortlist (Film Lions)

A17/091	02121	WHISPER	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY New York
A17/092	02125	SPY	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY New York
A17/093	02129	COUNTDOWN	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY New York
A17/103	02500	CBA RAPPER	CENTRAAL BEHEER	INSURANCE	DDB & TRIBAL WORLDWIDE AMSTERDAM	THE NETHERLANDS	DDB & TRIBAL WORLDWIDE AMSTERDAM
A17/116	02117	FLEXTACULAR	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond
A17/124	00702	FLEXTACULAR	GEICO	CAR INSURANCE	DUMMY FILMS Los Angeles	USA	THE MARTIN AGENCY Richmond

A18 (Business Products & Services)

A18/009	01879	A GIANT'S STORY	AMBUJA	AMBUJA CEMENT	PUBLICIS COMMUNICATIONS Mumbai	INDIA	PUBLICIS COMMUNICATIONS Mumbai
A18/035	02669	CALM ATTACK	STAPLES	OFFICE SUPPLIES	DAVID Buenos Aires	ARGENTINA	DAVID Buenos Aires

A19 (Commercial Public Services)

A19/021	01363	OUTSIDE MAN	ARENALINGUA	ARENALINGUA	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg
A19/025	00438	VERISIMILITUDE AT NOON	DU TELECOM	TELECOMMUNICA TIONS	LEO BURNETT DUBAI	UNITED ARAB EMIRATES	LEO BURNETT DUBAI
A19/027	01105	DENG ADUT	UNIVERSITY OF WESTERN SYDNEY	EDUCATION	FINCH Sydney	AUSTRALIA	VCD + WE.COLLECTIVE Sydney
A19/046	02592	CONVERSATION	TELECOM PERSONAL	PERSONAL	PONCE Buenos Aires	ARGENTINA	PONCE Buenos Aires

A20 (Corporate Image & Sponsorship)

A20/013	02671	DEAR PEYTON	GATORADE	GATORADE	TBWA\CHIAT\DAY Los Angeles	USA	TBWA\CHIAT\DAY Los Angeles
A20/025	02362	STRONG	PROCTER & GAMBLE	HOUSEHOLD PRODUCTS	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland
A20/027	02572	I AM YOUR FAN	SPECIAL OLYMPICS	SPECIAL OLYMPICS	Y&R MEXICO Mexico City	MEXICO	Y&R MEXICO Mexico City
A20/031	02687	600 POUNDS	SPECIAL OLYMPICS	NON-PROFIT	GREY CANADA Toronto	CANADA	GREY CANADA Toronto

Shortlist (Film Lions)

A20/046	02109	ATM DAD	CCTV.COM	PUBLIC AWARENESS	CHEIL Beijing	CHINA	CHEIL Beijing
A20/052	02504	GENDER VIOLENCE	HEINEKEN MEXICO	TECATE BEER	NOMADES Mexico City	MEXICO	NOMADES Mexico City

A21 (Public Health & Safety)

A21/005	00909	BREATHE	SCOTTISH FIRE & RESCUE SERVICE	FIRE SAFETY	THE UNION Edinburgh	UNITED KINGDOM	THE UNION Edinburgh
A21/011	00440	SHOCKWAVE (ONDE DE CHOC)	DÉLÉGATION À LA SÉCURITÉ ET À LA CIRCULATION ROUTIÈRES	FRENCH ROAD SAFETY	LA CHOSE Paris	FRANCE	LA CHOSE Paris
A21/012	00441	LOSS OF CONTROL (PERTE DE CONTRÔLE)	DÉLÉGATION À LA SÉCURITÉ ET À LA CIRCULATION ROUTIÈRES	FRENCH ROAD SAFETY	LA CHOSE Paris	FRANCE	LA CHOSE Paris
A21/024	02090	THERE'S NO ONE SOMEONE WON'T MISS	TRANSPORT ACCIDENT COMMISSION VICTORIA	TRANSPORT ACCIDENT COMMISSION VICTORIA	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE
A21/030	02340	#UNPOPULAR BUT ALIVE BRENDAN	DEPARTMENT FOR TRANSPORT	THINK! DRINK DRIVE	AMVBBDO London	UNITED KINGDOM	AMVBBDO London
A21/035	02457	PREMONITION	CRUZ ROJA ARGENTINA	FIRST AID COURSES	DHÉLET Y&R LATAM Buenos Aires	ARGENTINA	DHÉLET Y&R LATAM Buenos Aires

A22 (Public Sector & Awareness Messages)

A22/019	02106	DOMESTIC VIOLENCE	FRANCE 5	MEDIA	PUBLICIS CONSEIL Paris	FRANCE	PUBLICIS CONSEIL Paris
A22/022	01995	UNFAIR NEWS PAY GAP	AAUW	PAY GAP	Y&R San Juan	PUERTO RICO	Y&R San Juan
A22/039	01651	DEVICES	UNITED COMMUNITIES OF SAN ANTONIO	CYBERBULLYING AWARENESS	SHOOTERS FILMS San Antonio	USA	SHOOTERS FILMS San Antonio

A23 (Charities & Appeals)

A23/018	02418	#THEMANWHODIEDTHEMOST	AGENCE DE LA BIOMÉDECINE	ORGAN DONATION	DDB PARIS	FRANCE	DDB PARIS
A23/019	02419	#MAKEACHILDCRY	DOCTORS OF THE WORLD	DOCTORS OF THE WORLD	DDB PARIS	FRANCE	DDB PARIS
A23/046	02417	#NOEXCUSES	DOCTORS OF THE WORLD	DOCTORS OF THE WORLD	DDB PARIS	FRANCE	DDB PARIS

Shortlist (Film Lions)

A23/047	02242	THE RESCUE	FUNDACION ARGENTINA DE TRASPLANTE HEPATICO	FOUNDATION	DDB BUENOS AIRES	ARGENTINA	DDB BUENOS AIRES
A23/050	01419	THE MISSION	FUNDACIÓN PERUANA DE CÁNCER	COLECTA ANUAL	FAHRENHEIT DDB Lima	PERU	FAHRENHEIT DDB Lima

B01 (Food & Drinks)

B01/014	00503	MUSIC VIDEO	MARS CHOCOLATE NORTH AMERICA	TWIX	BBDO New York	USA	BBDO New York
B01/018	01415	THE 92ND FLOOR: CRYSTAL PEPSI RETURNS	PEPSICO.	CRYSTAL PEPSI	THE BARBARIAN GROUP New York	USA	THE BARBARIAN GROUP New York
B01/019	00179	THE FAIREST NIGHT OF ALL	AB INBEV	ANDES BEER	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA	DEL CAMPO SAATCHI & SAATCHI Buenos Aires
B01/037	00385	MENTORS	PERFETTI VAN MELLE	MENTOS	BBH London	UNITED KINGDOM	BBH London
B01/041	01074	SHUCHU REGAIN: THE EXTREME MINUET WORLD'S FASTEST ORCHESTRA	SUNTORY	SHUCHU REGAIN	PARTY Tokyo	JAPAN	PARTY Tokyo
B01/053	01742	SHOCK TOP - BIG GAME AD REVIEW WITH T.J. MILLER: A PERFECTLY UNFILTERED PAIRING	AB INBEV	SHOCK TOP	ANOMALY Toronto, ON	CANADA	ANOMALY Toronto, ON
B01/075	02467	NOT COMING SOON	REMY MARTIN	LOUIS XIII	FRED & FARID New York	USA	FRED & FARID New York
B01/078	02303	UNMATCHED	GATORADE	GATORADE	TBWA\CHIAT\DAY Los Angeles	USA	TBWA\CHIAT\DAY Los Angeles / VML Kansas City

B02 (Fast Moving Consumer Goods)

B02/013	01342	THE STORY OF PHILIPPE	REMED PHARMA	CONDOM	BBDO BELGIUM Brussels	BELGIUM	BBDO BELGIUM Brussels
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Shortlist (Film Lions)

B02/017	01818	ACT OF LOVE	SAGAMI RUBBER INDUSTRIES CO.	SAGAMI ORIGINAL	PROJECTOR New York	USA	PROJECTOR Tokyo / ROCK'N ROLL JAPAN Tokyo
B02/019	02091	HEARTS ALIGNED	MARS PETCARE AUSTRALIA	PEDIGREE	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE
B02/028	02510	BLOOD	SCA	LIBRESSE/ BODY FORM	AMVBBDO London	UNITED KINGDOM	AMVBBDO London

B03 (Durable Consumer Goods)

B03/001	00144	THE BOYS 'IMPACT'	PACIFIC BRANDS UNDERWEAR GROUP AUSTRALIA	BONDS	CLEMENGER BBDO MELBOURNE	AUSTRALIA	CLEMENGER BBDO MELBOURNE
B03/005	00328	THE MIRACLE OF MULBERRY	MULBERRY	MULBERRY	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London
B03/038	01560	THE RUNDEAD	BROOKS SPORTS	FOOTWEAR	LEO BURNETT CHICAGO	USA	LEO BURNETT CHICAGO
B03/060	02653	UNDER ARMOUR USA WOMENS GYMNASTICS	UNDER ARMOUR	UNDER ARMOUR	DROGA5 New York	USA	DROGA5 New York
B03/061	02654	UNDER ARMOUR PHELPS	UNDER ARMOUR	UNDER ARMOUR	DROGA5 New York	USA	DROGA5 New York

B04 (Cars & Automotive Products & Services)

B04/004	01377	THE REVERSED TRAILER	HARALD A. MØLLER/ VOLKSWAGEN NORWAY	VOLKSWAGEN TRAILER ASSIST	TRY Oslo	NORWAY	TRY Oslo
B04/007	01140	MOST OPEN TEST DRIVE	DAIMLER AG, SMART	SMART FORTWO CABRIO 453	BBDO GROUP GERMANY Berlin	GERMANY	BBDO GROUP GERMANY Berlin
B04/010	01141	#SMARTEFFECT	MERCEDES-BENZ PORTUGAL	SMART FORTWO	BBDO PORTUGAL Lisbon	PORTUGAL	BBDO PORTUGAL Lisbon
B04/071	00586	PAPER	AMERICAN HONDA MOTOR CO.	HONDA	RPA Santa Monica	USA	RPA Santa Monica

B05 (Retail, e-Commerce, Restaurants & Fast Food Chains)

B05/003	00320	ESSENTIALS FOR EVERYONE	H&M	H&M	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London
B05/004	00329	SHOPLIFTERS	HARVEY NICHOLS	LOYALTY APP	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London
B05/032	02336	MOG'S CALAMITY	SAINSBURY'S	SUPERMARKET	AMVBBDO London	UNITED KINGDOM	AMVBBDO London

Shortlist (Film Lions)

B05/034	02678	WHOPPER SIGN	BURGER KING	FAST FOOD RESTAURANT	DAVID Miami	USA	DAVID Miami
B05/036	01091	GIFT FACE	HARVEY NICHOLS	HARVEY NICHOLS DEPARTMENT STORE	SCOUNDREL Sydney	AUSTRALIA	ADAM&EVEDDB London
B05/043	02335	SPARE THE ACT-LAPTOP	DIXONS CARPHONE	CURRYS PC WORLD	AMVBBDO London	UNITED KINGDOM	AMVBBDO London

B06 (Travel, Transport & Leisure)

B06/025	02244	DOPPELGÄNGER TOURISTS	MEXICAN TOURISM BOARD	MEXICO AS A TOURISTIC DESTINATION	LAPIZ Chicago	USA	LAPIZ Chicago
B06/031	02698	SUPER BOWL BABIES CHOIR LONGFORM	NFL	NFL	GREY NEW YORK	USA	GREY NEW YORK
B06/038	00654	DREAM ADVENTURES FILM	EXPEDIA	TRAVEL	180LA Santa Monica	USA	180LA Santa Monica

B07 (Media & Publications)

B07/044	02299	THE RAT	NETFLIX	NETFLIX	TBWA\CHIAT\DAY Los Angeles	USA	TBWA\CHIAT\DAY Los Angeles
B07/049	02260	THE DISPLACED	THE NEW YORK TIMES	NYT VR	VRSE.WORKS Los Angeles	USA	VRSE.WORKS Los Angeles
B07/050	02261	WALKING NEW YORK	THE NEW YORK TIMES	THE NEW YORK TIMES MAGAZINE	VRSE.WORKS Los Angeles	USA	VRSE.WORKS Los Angeles

B08 (Financial Products & Services)

B08/050	02122	LAKE	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond
B08/051	02126	HIKE	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond
B08/052	02130	FOREST	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond
B08/053	02134	GOING UP	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA	THE MARTIN AGENCY Richmond

Shortlist (Film Lions)

B09 (Business Products & Services)

B09/042	02750	ENDLESS POSSIBILITIES	GETTY IMAGES	GETTY IMAGES	ALMAPBBDO São Paulo	BRAZIL	ALMAPBBDO São Paulo
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B11 (Corporate Image & Sponsorship)

B11/003	00291	CLOSE THE LOOP	H&M	CLOTHING, FOOTWEAR & ACCESSORIES	FORSMAN & BODENFORS Gothenburg	SWEDEN	H&M Stockholm
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B11/004	00474	CLOSE TO HOME	AT&T	AT&T	BBDO New York	USA	BBDO New York
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B12 (Public Health & Safety)

B12/009	01954	TEXTING VS. DRIVING	CLIENT	NATIONAL DISTRACED DRIVING MONTH	MULLENLOWE Boston	USA	MULLENLOWE Boston
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B12/013	00724	QUAND L'AMOUR SERA MORT	DÉLÉGATION À LA SÉCURITÉ ROUTIÈRE (DSCR)	ROAD SAFETY	MLS GROUP - PUBLICIS CONSULTANTS Paris	FRANCE	MLS GROUP - PUBLICIS CONSULTANTS Paris / OBVIOUS Paris
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B12/017	02667	MANBOOBS	MACMA	BREAST CANCER AWARENESS	DAVID Buenos Aires	ARGENTINA	DAVID Buenos Aires
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B13 (Public Sector & Awareness Messages)

B13/005	00388	THE REAL 10	AAUW	AAUW /	RETHINK Toronto	CANADA	RETHINK Toronto
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B13/007	00021	DEARDADDY	CARE NORWAY	DOMESTIC VIOLENCE AWARENESS	SCHJAERVEN REKLAMEBYRÅ Oslo	NORWAY	SCHJAERVEN REKLAMEBYRÅ Oslo
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B13/034	01837	THE UNACCEPTABLE ACCEPTANCE LETTERS	THE HUNTING GROUND	THE HUNTING GROUND	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco
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B13/035	01838	MS. ROBERT'S UNACCEPTABLE ACCEPTANCE LETTER	THE HUNTING GROUND	THE HUNTING GROUND	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco
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B13/039	02520	GIRLS CAN'T CODE	GIRLS WHO CODE	NON-PROFIT	McCANN NEW YORK	USA	
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Shortlist (Film Lions)

B13/046	02263	WAVES OF GRACE	THE UNITED NATIONS	THE UNITED NATIONS	VRSE.WORKS Los Angeles	USA	VRSE.WORKS Los Angeles
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B14 (Charities & Appeals)

B14/003	00364	WAITING LINES	RE-BORN TO BE ALIVE	ORGAN DONATION	DUVAL GUILLAUME Antwerp	BELGIUM	DUVAL GUILLAUME Antwerp
B14/034	00897	JUST ANOTHER DAY	SICK KIDS	HEALTH	J. WALTER THOMPSON CANADA Toronto	CANADA	J. WALTER THOMPSON CANADA Toronto
B14/055	02820	HOW TO GET PERFECT RED LIPS	MAKE LOVE NOT SCARS	ACID ATTACK	OGILVY & MATHER MUMBAI	INDIA	OGILVY & MATHER MUMBAI
B14/056	02821	HOW TO APPLY EYELINER	MAKE LOVE NOT SCARS	ACID ATTACK	OGILVY & MATHER MUMBAI	INDIA	OGILVY & MATHER MUMBAI
B14/059	01378	THE LANGUAGE BARRIER	RØDE KORS (THE NORWEGIAN RED CROSS)	CHARITY	TRY Oslo	NORWAY	TRY Oslo
B14/066	02884	DUTY OF CARE	WAR CHILD	PROTECTING CHILDREN IN WAR	OGILVYONE LONDON	UNITED KINGDOM	TOAD London / OGILVYONE LONDON

C01 (Viral Film)

C01/005	00872	#COVERTHEATHLETE	COVERTHEATHLETE.COM	#COVERTHEATHLETE	JOHN ST. Toronto	CANADA	JOHN ST. Toronto
C01/010	00097	LOOK WHO'S DRIVING	VOLVO TRUCKS	VOLVO FMX	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg
C01/018	01592	IMAGINE THE POSSIBILITIES	MATTEL	BARBIE	BBDO SAN FRANCISCO	USA	BBDO SAN FRANCISCO
C01/034	00428	HOME FOR CHRISTMAS	EDEKA ZENTRALE & CO. KG	EDEKA	JUNG von MATT Hamburg	GERMANY	JUNG von MATT Hamburg
C01/051	00248	HIGH SCHOOL GIRL?	SHISEIDO CO.,	SHISEIDO'S PRODUCTS (MAJOLICA MAJORCA / INTEGRATE)	WATTS OF TOKYO	JAPAN	WATTS OF TOKYO / SHISEIDO CO., LTD. Tokyo
C01/084	02347	THE DILEMMA	HEINEKEN	HEINEKEN	PUBLICIS ITALY Milan	ITALY	PUBLICIS ITALY Milan
C01/096	02873	ACTORS	UVK	MOVIE THEATERS	Y&R Lima	PERU	Y&R Lima
C01/101	01516	MADDEN: THE MOVIE	EA SPORTS	MADDEN NFL 16	HEAT San Francisco	USA	

Shortlist (Film Lions)

C01/113	01536	UNIVERSAL RIDE ALONG 2/CONAN REMOTE	UNIVERSAL STUDIOS	RIDE ALONG 2	TURNER BROADCASTING New York	USA	CONACO Burbank
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D02 (Private Screens & Events)

D02/002	00873	JANE ST.	JOHN ST.	JOHN ST.	JOHN ST. Toronto	CANADA	JOHN ST. Toronto
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D03 (Personal Screens)

D03/004	01800	CELEBRITY TANTRUM	SAMSUNG AUSTRALIAN=	SAMSUNG TAB S2	LEO BURNETT SYDNEY	AUSTRALIA	LEO BURNETT SYDNEY
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D04 (Micro-Film)

D04/042	01847	NIKE - SMALL SIDED - NIKE FOOTBALL VINE	NIKE	NIKE FOOTBALL	ICONOCLAST Culver City	USA	ICONOCLAST Culver City / WIEDEN +KENNEDY Portland
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E01 (Short Non-Fiction Film (under 10 minutes))

E01/007	00475	PLAY MY TWEET	FOOT LOCKER	FOOT LOCKER	BBDO New York	USA	BBDO New York
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E01/016	00066	EUROPEAN BIKE STEALING CHAMPIONSHIP 2015	ŠKODA AUTO A.S.	WE LOVE CYCLING	MUSTARD Prague	CZECH REPUBLIC	MUSTARD Prague
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E01/045	01414	DRONE 100	INTEL	INTEL DRONE TECHNOLOGY	VIMBY Van Nuys	USA	INTEL Santa Clara
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E01/056	02599	NEVER ALONE	DIAGEO	GUINNESS	AMVBBDO London	UNITED KINGDOM	AMVBBDO London
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E02 (Long Non-Fiction Film (over 10 minutes))

E02/004	00095	COCAINENOMICS	NETFLIX	NARCOS	WSJ. CUSTOM STUDIOS New York	USA	WSJ. CUSTOM STUDIOS New York
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E02/011	02455	SONS OF VIKRANT	BAJAJ	BAJAJ AUTOMOBILES	LEO BURNETT INDIA Mumbai	INDIA	LEO BURNETT INDIA Mumbai
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Shortlist (Film Lions)

E02/019	02554	UNFORGOTTEN	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ANTI HANDGUN VIOLENCE	FCB CHICAGO	USA	FCB CHICAGO
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E03 (Non-Fiction Series)

E03/005	00646	LEVI'S® PRESENTS THE 501® JEAN: STORIES OF AN ORIGINAL	LEVI'S	LEVI'S 501® JEAN	WAYS & MEANS Los Angeles	USA	IMPRINT PROJECTS Los Angeles
E03/017	01530	UNFAIRY TALES SERIES	UNICEF	HUMANITARIAN AID	180LA Santa Monica	USA	180LA Santa Monica
E03/025	01534	UNCHARTED: THE POWER OF DREAMS	AMERICAN HONDA MOTOR CO.	HONDA STAGE	WOVEN DIGITAL Culver City	USA	WOVEN DIGITAL Culver City

E04 (Short Fiction Film (under 10 minutes))

E04/002	00321	BECOMING BECKHAM	H&M	H&M	ADAM&EVEDDB London	UNITED KINGDOM	ADAM&EVEDDB London
E04/007	00545	THE RIGHT STUFF	20TH CENTURY FOX	THE MARTIAN	3AM New York	USA	3AM Culver City / RSA FILMS Los Angeles
E04/028	02321	DADS #SHARETHELOAD (60 SECS)	PROCTER & GAMBLE INDIA	ARIEL MATIC	BBDO INDIA Mumbai	INDIA	BBDO INDIA Mumbai
E04/039	02656	TOYOTA FUELED BY EVERYTHING (BACK TO THE FUTURE)	TOYOTA	MIRAI	DROGA5 New York	USA	DROGA5 New York

E05 (Long Fiction Film (over 10 minutes))

E05/006	01994	GENTLEMAN'S WAGER II	JOHNNIE WALKER - DIAGEO	JOHNNIE WALKER - BLUE LABEL	RSA FILMS Los Angeles	USA	ANOMALY New York / ANOMALY Amsterdam
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E06 (Fiction Film Series)

E06/006	01722	SNACK TIME CASE STUDY	MILK WEST	MILK	DDB CANADA Vancouver	CANADA	DDB CANADA Vancouver
E06/007	01794	THE TOUGH SELL	VOLKSWAGEN AUSTRALIA	GOLF	DDB Sydney	AUSTRALIA	DDB Sydney

Shortlist (Film Lions)

E06/009	02361	NIKEWOMEN : MARGOT VS LILY	NIKE	CLOTHING, FOOTWEAR AND ACCESSORIES	WIEDEN+KENNEDY Portland	USA	WIEDEN+KENNEDY Portland
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E07 (Music Video)

E07/015	00404	OK GO — UPSIDE DOWN & INSIDE OUT	S7 AIRLINES	S7 AIRLINES	TUTKOVBUKOV Volgograd	RUSSIA	TUTKOVBUKOV Volgograd
E07/018	02530	VOODOO IN MY BLOOD	VIGIN RECORDS	MASSIVE ATTACK FT. YOUNG FATHERS	RATTLING STICK London	UNITED KINGDOM	RATTLING STICK London
E07/024	02858	TARGET CREATES FIRST EVER LIVE MUSIC VIDEO WITH GWEN STEFANI	TARGET	RETAIL	DEUTSCH LA	USA	DEUTSCH LA
E07/026	01273	WIDE OPEN	VIRGIN EMI RECORDS	THE CHEMICAL BROTHERS	OUTSIDER London	UNITED KINGDOM	OUTSIDER London

F01 (Use of TV/Cinema Film)

F01/012	02694	GUN CRAZY	STATES UNITED TO PREVENT GUN VIOLENCE	SENSIBLE GUN LAWS	GREY NEW YORK	USA	GREY NEW YORK
F01/020	01332	HOUSE OF CARDS - FU 2016	NETFLIX	HOUSE OF CARDS	BBH NEW YORK	USA	BBH NEW YORK

F02 (Use of Online Film)

F02/002	00452	PREROLL PETITIONS	PUBLICIS CANADA	PREROLL PETITION	PUBLICIS CANADA Toronto	CANADA	PUBLICIS CANADA Toronto
F02/018	02099	SEARCH RACISM. FIND TRUTH.	REFUGEES WELCOME	NPO	FCB ZÜRICH	SWITZERLAND	FCB ZÜRICH
F02/029	01324	DON'T LOOK AWAY	USHER	INTERACTIVE MUSIC VIDEO	AKQA São Paulo	BRAZIL	AKQA São Paulo
F02/031	01269	SOUND OF CHANGE – SUPPORTING BUSKERS BEYOND THE STREETS	SOUND OF CHANGE	MUSIC LABEL SOUND OF CHANGE	POSSIBLE Seattle	USA	POSSIBLE Seattle

Shortlist (Film Lions)

F02/041	01340	THE FASTEST SOAP	PROXIMUS	MOBILE NETWORK	BBDO BELGIUM Brussels	BELGIUM	BBDO BELGIUM Brussels
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F03 (Use of Other Film Content)

F03/005	02308	IN-A-SNAP	LOWE'S	LOWE'S	BBDO New York	USA	BBDO New York
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Total Entries: **247**