

Direct Lions shortlist

The Direct Lions shortlist has been released with South Africa seeing four entries make it to the final round at Cannes Lions 2016...

There are 293 Direct Lions entries in total:

Direct 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
SKITTLES HOLIDAY PAWN SHOP	WRIGLEY CANADA	SKITTLES	BBDO TORONTO	CANADA
#MAKEDINNERTIMEMATTER	MARS FOOD	MASTERFOODS	CLEMINGER BBDO SYDNEY	AUSTRALIA
THE REAL ICE COLD COCA-COLA	COCA-COLA	COCA-COLA	OGILVY & MATHER COLOMBIA Bogotá	COLOMBIA
SPARE CHAIR SUNDAY	PREMIER FOODS	BISTO BEST	McCANN LONDON	UNITED KINGDOM
LEAVE ROOM	TIP TOP, FONTEERRA BRANDS NZ	MEMPHIS MELTDOWN	COLENZO BBDO Auckland	NEW ZEALAND
#LEBIGSWIM	HEINEKEN	KRONENBOURG 1664	OGILVY & MATHER LONDON	UNITED KINGDOM
CHEERS TO A LEGEND	DIAGEO AUSTRALIA	BUNDABERG RUM	LEO BURNETT SYDNEY Sydney	AUSTRALIA
A02 (Fast Moving Consumer Goods)				
ADVICE WIPES	TOMMEE TIPPEE	TOMMEE TIPPEE ADVICE WIPES		USA
#DADD0	PANTENE	PANTENE HAIR CARE	GREY NEW YORK	USA
DADS#SHARETHELOAD (CASE STUDY)	PROCTER & GAMBLE INDIA	ARIEL MATIC	BBDO INDIA Mumbai	INDIA
GIRL EMOJIS	PROCTER & GAMBLE	ALWAYS	LEO BURNETT CHICAGO	USA
FOOTBALL OR FATHER	REMED PHARMA	CONDOM	BBDO BELGIUM Brussels	BELGIUM
A03 (Durable Consumer Goods)				
ETON STYLE CAROUSEL	ETON SHIRTS	ETON SHIRTS	TILLSAMMANS STHLM Stockholm	SWEDEN
THE BABY STROLLER TEST-RIDE BY CONTOURS	CONTOURS STROLLERS	BABY STROLLERS	FCB CHICAGO	USA
EAT YOUR RUN	DECATHLON	KALENJI	ROSAPARK Paris	FRANCE
PINLIST	TOK&STOK	FURNITURE STORE	DDB BRASIL São Paulo	BRAZIL
THE 2 LITRE TOWEL	AUSTRALIAN WEAVING	2 LITRE TOWEL	M&C SAATCHI MELBOURNE Melbourne	AUSTRALIA
A04 (Cars & Automotive Products & Services)				
MOST OPEN TEST DRIVE	DAIMLER AG, SMART	SMART FORTWO CABRIO 453	BBDO GROUP GERMANY Berlin	GERMANY
E-MOBILITY - ENJOY THE SILENCE	VOLKSWAGEN	VOLKSWAGEN E-MODELS	GRABARZ & PARTNER Hamburg	GERMANY
ROAM DELIVERY	VOLVO CARS	IN CAR DELIVERY SERVICE		UNITED KINGDOM
HIGHWAY ROBBERY	VOLVO CAR USA	2016 VOLVO XC90 T8	GREY NEW YORK	USA
A05 (Retail, e-Commerce, Restaurants & Fast Food Chains)				
#OPTOUTSIDE	REI	REI	VENABLES BELL & PARTNERS San Francisco	USA
BETTY	CHICKEN TREAT	CHICKEN TREAT PRODUCTS	MARKETFORCE West Perth	AUSTRALIA
LE BON	LIDL	DISCOUNT FOOD	INGO Stockholm	SWEDEN

BEEES CAN FIND SUGAR WHERE YOU LEAST SUSPECT IT	NAŠ GRUNT	NAŠ GRUNT - SHOPS WITH HONEST PRODUCTS FROM NATURAL INGREDIENTS	McCANN ERICKSON PRAGUE	CZECH REPUBLIC
SUGAR DETOX	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE
THE DEVILISH NEWSLETTER	ARMEDANGELS	THE DEVILISH NEWSLETTER	OGILVY GERMANY Frankfurt	GERMANY
A06 (Travel, Transport & Leisure)				
GIGA SELFIE	TOURISMAUSTRALIA	SIGHTSEEING	TBWAHAKUHODO Tokyo	JAPAN
#COMEONIN	THE SYDNEY OPERA HOUSE	THE SYDNEY OPERA HOUSE	DDB Sydney	AUSTRALIA
THE SWEDISH NUMBER	SWEDISH TOURIST ASSOCIATION	TOURISM	INGO Stockholm	SWEDEN
VAN GOGH BNB	ART INSTITUTE OF CHICAGO	VAN GOGH "BEDROOMS" EXHIBIT	LEO BURNETT CHICAGO	USA
NO BORDERS	AIRBNB	AIRBNB	TBWAICHATDAY Los Angeles	USA
HOLIDAYS ON DEMAND	TRANSAVA	AIRLINE COMPANY	LES GAULOIS Puteaux	FRANCE
A07 (Media & Publications)				
UNFORGOTTEN SOLDIERS	SKY TELEVISION NEW ZEALAND	HISTORY CHANNEL	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND
SURVIVAL BILLBOARD	MICROSOFT	XBOX/ TOMB RAIDER	McCANN LONDON	UNITED KINGDOM
FOOTBALL MEMORIES FM	LIBERO	FOOTBALL MAGAZINE	LOLA MULLENLOWE Madrid	SPAIN
MASHIMACHINE	4PELAGATOS.COM	ONLINE JOURNAL	LEO BURNETT MÉXICO	MEXICO
A08 (Financial Products & Services)				
SLEEP ON IT	CBC	FINANCIAL SERVICES	TBWABELGIUM Brussels	BELGIUM
THE NEXT REMBRANDT	ING	ING	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS
MEMORIES FOR LIFE	HDFC	HDFC BANK	LEO BURNETT INDIA Mumbai	INDIA
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
POCKET MONEY — EQUAL FUTURE	ANZ	ANZ BANK	TBWA MELBOURNE	AUSTRALIA
A09 (Business Products & Services)				
ENDLESS POSSIBILITIES	GETTY IMAGES	GETTY IMAGES	ALMAPBBDO São Paulo	BRAZIL
EMERGENCY PIN CODE	SEKRON SECURITY SYSTEMS	SEKRON DIGITAL PROTECTION	GREY BRAZIL São Paulo	BRAZIL
A10 (Commercial Public Services)				
ACR STREET VIEW TEST	ACR (THE AUTOMOBILE CLUB OF ROMANIA)	DRIVING SCHOOL	PUBLICIS ROMANIA Bucharest	ROMANIA
PRIDESTREAM	KPN	TELECOM	N=5 Amsterdam	THE NETHERLANDS
THE GOLD MEDAL SIM CARDS	TELENOR	MOBILE NETWORK	TRY Oslo	NORWAY
SURGEON TRYOUTS	KURASHIKI CENTRAL HOSPITAL	RECRUITMENT	TBWAHAKUHODO Tokyo / HAKUHODO Tokyo	JAPAN
PAPER GLASSES	SAVE THE CHILDREN AND SANTILLANA	CHILDREN EDUCATION	GREY MÉXICO Mexico City	MEXICO
PIGEON AIR PATROL	PLUME LABS	PIGEON AIR PATROL	DIGITASLBI London	UNITED KINGDOM
The Happy Mom Deal / Call mommy. Save money.	O2 / TELEFÓNICA	O2	KOLLE REBBE Hamburg	GERMANY
A11 (Corporate Image)				
REACH ACROSS THE AISLE	JETBLUE	JETBLUE	MULLENLOWE Boston	USA
WONDERFUL HOLD MUSIC	MYER	MYER	CLEMENGER BBDO MELBOURNE	AUSTRALIA
THE FIELD TRIP TO MARS	LOCKHEED MARTIN	GENERATION BEYOND	McCANN NEW YORK New York	USA
THE DILEMMA	HEINEKEN	HEINEKEN	PUBLICIS ITALY Milan	ITALY
THE PAYBACK DINNER	RECLAME AQUI	RECLAME AQUI	GREY BRAZIL São Paulo	BRAZIL
LIFESAVER BACKPACK	LUKI	CHILDREN FRUIT SNACK	J. WALTER THOMPSON COLOMBIA Bogotá	COLOMBIA
TOUCHABLE INK	THAI SAMSUNG ELECTRONICS / THAI ASSOCIATION OF THE BLIND	TOUCHABLE INK	J. WALTER THOMPSON BANGKOK	THAILAND
LIFE IS ELECTRIC	PANASONIC	PANASONIC	DENTSU INC Tokyo	JAPAN

DONATE YOUR DATA	WAOO	FIBRE BROADBAND	UNCLE GREY Copenhagen	DENMARK
A12 (Public Health & Safety)				
TOY OR TOXIC	VEILIGHEIDNL (THE DUTCH GOVERNMENT'S HOME SAFETY PROMOTION ORGANIZATION) & NWWA	AWARENESS	LEMZ Amsterdam	THE NETHERLANDS
REMIND ME SOAP	FORD WARRIORS IN PINK	REMIND ME SOAP	ZUBI ADVERTISING Coral Gables	USA
CANCER UNCENSORED	GOLLO	GOLLO	McCANN SAN JOSE San Jose	COSTARICA
LIFE SAVING STICKERS	AUSTRALIAN ROAD SAFETY FOUNDATION	Australian Road Safety Foundation	GPY&R Brisbane	AUSTRALIA
BRICKS FROM MARIANA	TIJOLOS DE MARIANA	TIJOLOS DE MARIANA	GREY BRAZIL São Paulo	BRAZIL
STRIKING LESSONS	BRISA HIGHWAY COMPANY	INSTITUTIONAL	LEO BURNETT LISBOA	PORTUGAL
PEPITO	GFR MEDIA	PRIMERA HORA	McCANN San Juan / HAROLD JESSURUN San Juan	PUERTO RICO
SMS LAST WORDS	GLOBAL ROAD SAFETY PARTENERSHIP	GLOBAL ROAD SAFETY	HAVAS WORLDWIDE SHANGHAI	CHINA
MANBOOBS	MACMA	BREAST CANCER AWARENESS	DAMD Buenos Aires	ARGENTINA
LIVING MEMORIES	BRAKE NZ	ROAD SAFETY	Y&R NZ Auckland	NEW ZEALAND
A13 (Public Sector & Awareness Messages)				
ZERO MINUTES OF FAME	THE BRADY CAMPAIGN	THE BRADY CAMPAIGN	OGILVY & MATHER Chicago	USA
#IMMIGRANT	REFUGEES UNITED (REFUNITE)	INSTITUTIONAL	LDC São Paulo	BRAZIL
UNFAIRY TALES INTEGRATED	UNICEF	HUMANITARIAN AID	180LA Santa Monica	USA
COMING SOON	RAISING THE ROOF	RAISING THE ROOF	LEO BURNETT TORONTO	CANADA
#THEREAL10	AAUW	AAUW	RETHINK Toronto / WONGDOODY Los Angeles	CANADA
THE INVISIBLE CHILDREN YEARBOOK	REINSERTA	REINSERTA	LEO BURNETT MÉXICO	MEXICO
GHOST VOTE	STATES UNITED TO PREVENT GUN VIOLENCE	PROMOTING SMART GUN LAWS	GREY NEW YORK	USA
MIRRORS OF RACISM	NGO CRIOLA	NGO	W3HAUS São Paulo	BRAZIL
CHECK IT BEFORE IT'S REMOVED: NAKED BREASTS ON FACEBOOK AGAINST BREAST CANCER.	PINK RIBBON GERMANY	BREAST CANCER AWARENESS	DDB GROUP GERMANY Berlin	GERMANY
REWORD	HEADSPACE	REWORD WEB APPLICATION	LEO BURNETT MELBOURNE	AUSTRALIA
A14 (Charities & Appeals)				
WAITING LINES	RE-BORN TO BE ALIVE	ORGAN DONATION	DUVAL GUILLAUME Antwerp	BELGIUM
FIRST PHOTO LAST PHOTO	JOY OF LIFE	JOY OF LIFE	GREY GROUP HONG KONG / GREY GROUP Shanghai	HONG KONG
MISSING TYPE	NHS BLOOD AND TRANSPLANT	NATIONAL BLOOD WEEK	ENGINE London	UNITED KINGDOM
DONATION ICONS	OXFAM	DONATION ICONS	RKCR/Y&R London	UNITED KINGDOM
AMNESTY INTERNATIONAL UNBLOCKER	AMNESTY INTERNATIONAL	WORLD DAY AGAINST CYBER CENSORSHIP	COLENZO BBDO Auckland	NEW ZEALAND
THE GOOD NOTE	BOU KHALIL SUPERMARCHÉ	THE GOOD NOTE	J. WALTER THOMPSON BEIRUT	LEBANON
THE LAST MASK	NATALIA PONCE DE LEON FOUNDATION	NATALIA PONCE DE LEON FOUNDATION	J. WALTER THOMPSON COLOMBIA Bogotá	COLOMBIA
BEAUTY TIPS BY RESHMA	MAKE LOVE NOT SCARS	ACID ATTACK	OGILVY & MATHER MUMBAI	INDIA
BREAST MLK	BREAST CANCER CURE	BREAST MLK	Y&R NZ Auckland	NEW ZEALAND
THIS BIKE HAS MS	MS AUSTRALIA	MS	GREY MELBOURNE	AUSTRALIA
REVERSE DELIVERY	BANCO DE ALIMENTOS	BANCO DE ALIMENTOS	GREY BRAZIL São Paulo	BRAZIL
LEGALLY BRIDE	KAFA	WOMEN'S RIGHTS NGO	LEO BURNETT BEIRUT	LEBANON
BEHIND THE LEATHER	PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS	PETA ASIA	OGILVY & MATHER Bangkok	THAILAND
THE ART HEIST FOR GOOD	WATERISLIFE	CHARITY	DEUTSCH New York	USA
HELP KENYA NOT KANYE	CROWDRISE	FUNDRAISING FOR KENYAN CHARITIES	ALMA DDB Mami	USA
#DONATEFORPRISCILA	CLUBE SANGUE BOM	INSTITUTIONAL	LEO BURNETT TAILOR MADE São Paulo	BRAZIL

SAVING AFRICA'S LAST WLD RHINOS, BY POISONING THEM	RHINO RESCUE PROJECT	WILDLIFE CONSERVATION	OGILVY & MATHER VIETNAM Ho Chi Minh City / RHINO RESCUE PROJECT Gauteng	VIETNAM
B01 (Flat Mailing)				
TESTIMONIES	FUNDACIÓN HUÉSPED	INSTITUTIONAL FUNDRAISING	WUNDERMAN BUENOS AIRES	ARGENTINA
UNFOLDING GREAT CONSEQUENCES	GLOBAL EXPORT	AMERICAN GARDEN HABANERO	Y&R DUBAI	UNITED ARAB EMIRATES
B02 (Dimensional Mailing)				
FARGO WOOLLENS	SKY TELEVISION NEW ZEALAND	NEON	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND
HATTRICK	BEIN SPORTS	CHAMPIONS LEAGUE CHANNEL	TAPSA Y&R Madrid	SPAIN
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
BRICKS FROM MARIANA	TIJOLOS DE MARIANA	TIJOLOS DE MARIANA	GREY BRAZIL São Paulo	BRAZIL
THE TEAR-OPEN-MAILING 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
THE BULLETPEN	MINISTRY OF NATIONAL EDUCATION COLOMBIA	MINISTRY OF NATIONAL EDUCATION	McCANN COLOMBIA Bogotá	COLOMBIA
B03 (Use of Ambient Media: Small Scale)				
DONATE FOR AFRICA YOUR MONEY HAS NEVER BEEN MORE VALUABLE.	DFC DEUTSCHE FUNDRAISING COMPANY	UNITED FOR AFRICA	SCHOLZ & FRIENDS Berlin	GERMANY
LEGOLAND DOLLARS	LEGOLAND FLORIDA RESORT	ENTERTAINMENT/TRAVEL & LEISURE	VML New York	USA
ROLLING PARCELS	POST CH	POST CH	JUNG von MATT/LIMMAT Zürich	SWITZERLAND
THE BLOODY SOAP	NETFLIX	NETFLIX - ONLINE SVOD PLATFORM	OGILVY & MATHER Paris	FRANCE
PROTECTIVE BUCKET	LA FABRIL	PERLA SOFT	GREY BRAZIL São Paulo	BRAZIL
AMNESTY TEAR GAS SCENTED CANDLES	AMNESTY INTERNATIONAL	SOCIAL RESPONSIBILITY	4129GREY Istanbul	TURKEY
X-RAY CASTS	FONTERRA BRANDS NEW ZEALAND, ANCHOR	ANCHOR MILK	COLENZO BBDO Auckland	NEW ZEALAND
LEAVE ROOM	TIP TOP, FONTERRA BRANDS NZ	MEMPHIS MELTDOWN	COLENZO BBDO Auckland	NEW ZEALAND
THE SAB SPIKE DETECTOR COASTER	SOUTH AFRICAN BREWERIES	DRINK RESPONSIBLY INITIATIVE	GEOMETRY GLOBAL JOHANNESBURG	SOUTH AFRICA
LIFE SAVING STICKERS	AUSTRALIAN ROAD SAFETY FOUNDATION	Australian Road Safety Foundation	GPY&R Brisbane	AUSTRALIA
PAY WITH BLOOD	UNTOLD FESTIVAL AND NATIONAL INSTITUTE FOR BLOOD DONATIONS	EVENTS	McCANN WORLDGROUP ROMANIA Bucharest	ROMANIA
PAPER GLASSES	SAVE THE CHILDREN AND SANTILLANA	CHILDREN EDUCATION	GREY MEXICO Mexico City	MEXICO
WHERE IS MY OTORONGO?	BACKUS SABMILLER	SAN JUAN BEER	FCB MAYO Lima	PERU
SUGAR DETOX	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE
PEDAL PURE	WATERAID	THE PEDAL POWERED WATER FILTER	GREY BANGLADESH Dhaka	BANGLADESH
CLEVER KASH	ASB BANK	CLEVER KASH	SAATCHI & SAATCHI Auckland	NEW ZEALAND
SAVING AFRICA'S LAST WLD RHINOS, BY POISONING THEM	RHINO RESCUE PROJECT	WILDLIFE CONSERVATION	OGILVY & MATHER VIETNAM Ho Chi Minh City / RHINO RESCUE PROJECT Gauteng	VIETNAM
#WOMENNOTOBJECTS	BADGER & WINTERS	ADVERTISING INDUSTRY MESSAGE	BADGER AND WINTERS New York	USA
B04 (Use of Ambient Media: Large Scale)				
UNFORGOTTEN SOLDIERS	SKY TELEVISION NEW ZEALAND	HISTORY CHANNEL	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND
GIGA SELFIE	TOURISMAUSTRALIA	SIGHTSEEING	TBWA\HAKUHODO Tokyo	JAPAN

MOST OPEN TEST DRIVE	DAIMLER AG, SMART	SMART FORTWO CABRIO 453	BBDO GROUP GERMANY Berlin	GERMANY
LE BON	LIDL	DISCOUNT FOOD	INGO Stockholm	SWEDEN
VAN GOGH BNB	ART INSTITUTE OF CHICAGO	VAN GOGH "BEDROOMS" EXHIBIT	LEO BURNETT CHICAGO	USA
E-MOBILITY - ENJOY THE SILENCE	VOLKSWAGEN	VOLKSWAGEN E-MODELS	GRABARZ & PARTNER Hamburg	GERMANY
SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM
THE BABY STROLLER TEST-RIDE BY CONTOURS	CONTOURS STROLLERS	BABY STROLLERS	FCB CHICAGO	USA
THE NEXT REMBRANDT	ING	ING	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS
MAGIC WORDS - THE BOOTH	HP	HP	ALMAPBBDO São Paulo	BRAZIL
CALL BRUSSELS	VISIT BRUSSELS	VISIT BRUSSELS	AIR Brussels	BELGIUM
GUN CRAZY	STATES UNITED TO PREVENT GUN VIOLENCE	SENSIBLE GUN LAWS	GREY NEW YORK	USA
THIS BIKE HAS MS	MS AUSTRALIA	MS	GREY MELBOURNE	AUSTRALIA
LEGALLY BRIDE	KAFA	WOMEN'S RIGHTS NGO	LEO BURNETT BEIRUT	LEBANON
BEHIND THE LEATHER	PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS	PETA ASIA	OGILVY & MATHER Bangkok	THAILAND
FLIGHTS	EL CRONISTA COMERCIAL	EL CRONISTA COMERCIAL	GREY ARGENTINA Buenos Aires	ARGENTINA
HIGHWAY ROBBERY	VOLVO CAR USA	2016 VOLVO XC90 T8	GREY NEW YORK	USA
DOPPELGÄNGER TOURISTS	MEXICAN TOURISM BOARD	MEXICO AS A TOURISTIC DESTINATION	LAPIZ Chicago	USA
WHOPPER SIGN	BURGER KING	FAST FOOD RESTAURANT	DAVD Mami	USA
B05 (Use of Broadcast)				
WONDERFUL HOLD MUSIC	MYER	MYER	CLEMENGER BBDO MELBOURNE	AUSTRALIA
LE BON	LIDL	DISCOUNT FOOD	INGO Stockholm	SWEDEN
#DADD0	PANTENE	PANTENE HAIR CARE	GREY NEW YORK	USA
#LETSTALKCOLOUR	VIACOM/ MTV	MTV AFRICA	OGILVY & MATHER JOHANNESBURG	SOUTH AFRICA
OP45	OPERATION SMILE	CHARITY	Y&R SOUTH AFRICA Cape Town	SOUTH AFRICA
GUN CRAZY	STATES UNITED TO PREVENT GUN VIOLENCE	SENSIBLE GUN LAWS	GREY NEW YORK	USA
TRUTH DETECTOR	89 FM	89 FM	DDB BRASIL São Paulo	BRAZIL
B06 (Use of Print or Standard Outdoor)				
COMING SOON	RAISING THE ROOF	RAISING THE ROOF	LEO BURNETT TORONTO	CANADA
HOPE FOR SALE	FUNDACIÓN INTHEOS	FUNDACIÓN INTHEOS	TAPSA Y&R Madrid	SPAIN
SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM
THE DAILY CATCH	METRO	THE DAILY CATCH	SERVICEPLAN Munich	GERMANY
MCWHOPPER	BURGER KING	MCWHOPPER	Y&R NZ Auckland / Y&R MEDIANZ Auckland	NEW ZEALAND
C01 (Use of Digital Platforms)				
ZERO MINUTES OF FAME	THE BRADY CAMPAIGN	THE BRADY CAMPAIGN	OGILVY & MATHER Chicago	USA
DONATION ICONS	OXFAM	DONATION ICONS	RKCR/Y&R London	UNITED KINGDOM
AMNESTY INTERNATIONAL UNBLOCKER	AMNESTY INTERNATIONAL	WORLD DAY AGAINST CYBER CENSORSHIP	COLENZO BBDO Auckland	NEW ZEALAND
DON'T LOOK AWAY	USHER	INTERACTIVE MUSIC VIDEO	AKQA São Paulo	BRAZIL
MASHIMACHINE	4PELAGATOS.COM	ONLINE JOURNAL	LEO BURNETT MÉXICO	MEXICO
CALL BRUSSELS	VISIT BRUSSELS	VISIT BRUSSELS	AIR Brussels	BELGIUM
HOLIDAYS ON DEMAND	TRANSAMIA	AIRLINE COMPANY	LES GAULOIS Puteaux	FRANCE
VOLKSWAGEN UNLEASH YOUR RRRR: GOLF R LAUNCH	VOLKSWAGEN GROUP OF AMERICA	GOLF R	DEUTSCH LA	USA
C02 (Use of Mobile)				
PEDIGREE FOUND	MARS	PEDIGREE	COLENZO BBDO Auckland	NEW ZEALAND
SLOW DOWN GPS	IF INSURANCE	INSURANCE	FORSMAN & BODENFORS Gothenburg	SWEDEN

GIGA SELFIE	TOURISMAUSTRALIA	SIGHTSEEING	TBWA HAKUHODO Tokyo	JAPAN
THE SWEDISH NUMBER	SWEDISH TOURIST ASSOCIATION	TOURISM	INGO Stockholm	SWEDEN
DONATE THE BARS	ATADOS	BLACK BARS	J. WALTER THOMPSON BRAZIL São Paulo	BRAZIL
LIFE SIGNAL	UNACEM	UNACEM	CIRCUS GREY Lima	PERU
IN-A-SNAP	LOWE'S	LOWE'S	BBDO New York	USA
HCD RINK BINGO	HOCKEY CLUB DAVOS	HCD MERCHANDISE	FCB ZÜRICH	SWITZERLAND
AMATEUR REPLAY	ALLIANZ	INSURANCE	OGILVY & MATHER SINGAPORE	SINGAPORE
LANDCRUISER EMERGENCY NETWORK	TOYOTA MOTOR CORPORATION AUSTRALIA	LANDCRUISER	SAATCHI & SAATCHI Sydney	AUSTRALIA
THE FASHION MAG HIJACK	STYLIGHT	STYLIGHT	SERVICEPLAN Munich	GERMANY
CELEBRITY TANTRUM	SAMSUNG AUSTRALIAN=	SAMSUNG TAB S2	LEO BURNETT SYDNEY Sydney	AUSTRALIA
SAMSUNG GALAXY SURFBOARD	SAMSUNG	INSTITUTIONAL	LEO BURNETT TAILOR MADE São Paulo	BRAZIL
C03 (Use of Social Platforms)				
SWITCHEROO	MARS CHOCOLATE NORTH AMERICA	SNICKERS	BBDO New York	USA
THE GUY WHO CUT EVERYTHING IN HALF	DEUTSCHER ANWALT VEREIN	LEGAL ADVICE (GERMAN BAR ASSOCIATION)	SERVICEPLAN Munich	GERMANY
#IMMIGRANT	REFUGEES UNITED (REFUNITE)	INSTITUTIONAL	LDC São Paulo	BRAZIL
WHO THE F*CK WANTS TO FOLLOW PEPTO ON TWITTER?	PROCTER & GAMBLE	PEPTO-BISMOL	PUBLICIS NORTH AMERICA New York	USA
WESTPAC GET CASH TUTORIALS	WESTPAC BANKING CORPORATION	WESTPAC TRANSACTIONAL BANKING	DDB GROUP MELBOURNE	AUSTRALIA
#COMEONIN	THE SYDNEY OPERA HOUSE	THE SYDNEY OPERA HOUSE	DDB Sydney	AUSTRALIA
VAN GOGH BNB	ART INSTITUTE OF CHICAGO	VAN GOGH "BEDROOMS" EXHIBIT	LEO BURNETT CHICAGO	USA
JUSTINO	LOTERÍAS Y APUESTAS DEL ESTADO	CHRISTMAS LOTTERY	LEO BURNETT Madrid	SPAIN
THE HASHTAG 500	NASCAR	MOTOR SPORTS/AUTO RACING	OGILVYONE NEW YORK	USA
RAINBOWS	DORITOS	DORITOS	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA
#THEREAL10	AAUW	AAUW	RETHINK Toronto / WONGDOODY Los Angeles	CANADA
#DADD0	PANTENE	PANTENE HAIR CARE	GREY NEW YORK	USA
BEAUTY TIPS BY RESHMA	MAKE LOVE NOT SCARS	ACID ATTACK	OGILVY & MATHER MUMBAI	INDIA
FAST FORWARD.	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA
FLIGHTS	EL CRONISTA COMERCIAL	EL CRONISTA COMERCIAL	GREY ARGENTINA Buenos Aires	ARGENTINA
HELLO	NZ TRANSPORT AGENCY	ROAD SAFETY	CLEMINGER BBDO	NEW ZEALAND
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	DAVD Buenos Aires	ARGENTINA
POCKET MONEY — EQUAL FUTURE	ANZ	ANZ BANK	TBWA MELBOURNE	AUSTRALIA
C04 (Response / Real-time Activity)				
PEDIGREE FOUND	MARS	PEDIGREE	COLENZO BBDO Auckland	NEW ZEALAND
PLAY MY TWEET	FOOT LOCKER	FOOT LOCKER	BBDO New York	USA
#COMEONIN	THE SYDNEY OPERA HOUSE	THE SYDNEY OPERA HOUSE	DDB Sydney	AUSTRALIA
THE DIADORA DELIVERY	DIADORA SPORT	DIADORA RUNNING SHOES AND APPAREL	SMFB Oslo	NORWAY
#COVERTHEATHLETE	COVERTHEATHLETE.COM	#COVERTHEATHLETE	JOHN ST. Toronto	CANADA
HCD RINK BINGO	HOCKEY CLUB DAVOS	HCD MERCHANDISE	FCB ZÜRICH	SWITZERLAND
SEARCH RACISM. FIND TRUTH.	REFUGEES WELCOME	NPO	FCB ZÜRICH	SWITZERLAND
END THE SILENCE	LA SIRENA	LA SIRENA	PAGÉS BBDO Santo Domingo	DOMINICAN REPUBLIC
#WHOISTHEKING	BURGER KING FRANCE	FOOD	BUZZMAN Paris	FRANCE

#THEDUDEWITHTHECRATES	CERVECERÍA Y MALTERÍA QUILMES	QUILMES CRISTAL	CIRCUS BA Buenos Aires	MEXICO
C05 (Co-Creation & User Generated Content)				
PLAY MY TWEET	FOOT LOCKER	FOOT LOCKER	BBDO New York	USA
STRAIGHT OUTTA	BEATS BY DRE.	BEATS BY DRE.	R/GA HUSTLE Los Angeles	USA
DONATE THE BARS	ATADOS	BLACK BARS	J. WALTER THOMPSON BRAZIL São Paulo	BRAZIL
MARC OR NOTHING	MARC DORCEL	MARC DORCEL	MARCEL Paris	FRANCE
LET GIRLS BE GIRLS	PROCTER & GAMBLE	COVERGIRL	GREY ARGENTINA Buenos Aires / GREY MELBOURNE	ARGENTINA
MASHIMACHINE	4PELAGATOS.COM	ONLINE JOURNAL	LEO BURNETT MÉXICO	MEXICO
MCWHOPPER	BURGER KING	MCWHOPPER	Y&R NZ Auckland / Y&R MEDIANZ Auckland	NEW ZEALAND
DIY MAYHEM	ALLSTATE INSURANCE COMPANY	HOME INSURANCE	LEO BURNETT CHICAGO	USA
SPECIAL SPONSORS	SPECIAL OLYMPICS	SPECIAL OLYMPICS COLOMBIA	LEO BURNETT COLOMBIA Bogotá	COLOMBIA
WHOPPER SIGN	BURGER KING	FAST FOOD RESTAURANT	DAMD Miami	USA
GOOGLE TRANSLATE FOR REFUGEES	GOOGLE	GOOGLE TRANSLATE	GOOGLE New York	USA
C06 (Use of New Technology)				
INTELLIGENT PARKIG CHAIR	NISSAN MOTOR CO.	INTELLIGENT PARKING ASSIST	TBWAHAKUHODO Tokyo / TYO INC Tokyo / BIRDMAN Tokyo	JAPAN
DONATION ICONS	OXFAM	DONATION ICONS	RKCR/Y&R London	UNITED KINGDOM
THE FIELD TRIP TO MARS	LOCKHEED MARTIN	GENERATION BEYOND	McCANN NEW YORK New York	USA
ROAM DELIVERY	VOLVO CARS	IN CAR DELIVERY SERVICE		UNITED KINGDOM
LANDCRUISER EMERGENCY NETWORK	TOYOTA MOTOR CORPORATION AUSTRALIA	LANDCRUISER	SAATCHI & SAATCHI Sydney	AUSTRALIA
D01 (Use of Data)				
LIFE SIGNAL	UNACEM	UNACEM	CIRCUS GREY Lima	PERU
SEA HERO QUEST	DEUTSCHE TELEKOM	DEUTSCHE TELEKOM	SAATCHI & SAATCHI London	UNITED KINGDOM
THE NEXT REMBRANDT	ING	ING	J. WALTER THOMPSON AMSTERDAM	THE NETHERLANDS
ISEA APP	MIGRANT OFFSHORE AID STATION (MOAS)	ISEA APP	GREY GROUP Singapore	SINGAPORE
MIRRORS OF RACISM	NGO CRIOLA	NGO	W3HAUS São Paulo	BRAZIL
DONATE YOUR DATA	WAOO	FIBRE BROADBAND	UNCLE GREY Copenhagen	DENMARK
E01 (Acquisitions)				
BREWTROLEUM	HEINEKEN NEW ZEALAND	DB EXPORT	COLENSO BBDO Auckland	NEW ZEALAND
38 YEARS LATER	TRIPLE S	TRIPLE S ADVANTAGE	J. WALTER THOMPSON PUERTO RICO San Juan	PUERTO RICO
WESTPAC GET CASH TUTORIALS	WESTPAC BANKING CORPORATION	WESTPAC TRANSACTIONAL BANKING	DDB GROUP MELBOURNE	AUSTRALIA
THE SWEDISH NUMBER	SWEDISH TOURIST ASSOCIATION	TOURISM	INGO Stockholm	SWEDEN
HCD RINK BINGO	HOCKEY CLUB DAVOS	HCD MERCHANDISE	FCB ZÜRICH	SWITZERLAND
THE BABY STROLLER TEST-RIDE BY CONTOURS	CONTOURS STROLLERS	BABY STROLLERS	FCB CHICAGO	USA
FAST FORWARD.	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA
THE VOLVO SELF CONFIDENCE CHALLENGE	VOLVO NORTH MIAMI	VOLVO	WE BELIEVERS New York	USA
E02 (Retention)				
THE FAIREST NIGHT OF ALL	AB INBEV	ANDES BEER	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA
GASCALE	MABE	DOMESTIC GAS SCALE	MARURI GREY Guayaquil	ECUADOR
HAGGLERS	AB INBEV	ANDES BEER	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA
BLAME IT ON INTERFLORA	INTERFLORA	FLOWERS	BRANDHOUSE Copenhagen	DENMARK
E03 (Launch / Re-launch)				

THE DIADORA DELIVERY	DIADORA SPORT	DIADORA RUNNING SHOES AND APPAREL	SMFB Oslo	NORWAY
ADVICE WIPES	TOMMEE TIPPEE	TOMMEE TIPPEE ADVICE WIPES		USA
SURVIVAL BILLBOARD	MICROSOFT	XBOX/ TOMB RAIDER	McCANN LONDON	UNITED KINGDOM
RAINBOWS	DORITOS	DORITOS	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA
MA PLACE EST DANS LA SALLE	PRODISS	ENTERTAINMENT	FRED & FARID PARIS	FRANCE
SUGAR DETOX	INTERMARCHÉ	INTERMARCHÉ	MARCEL Paris	FRANCE
MCWHOPPER	BURGER KING	MCWHOPPER	Y&R NZ Auckland / Y&R MEDIANZ Auckland	NEW ZEALAND
LANDCRUISER EMERGENCY NETWORK	TOYOTA MOTOR CORPORATION AUSTRALIA	LANDCRUISER	SAATCHI & SAATCHI Sydney	AUSTRALIA
HIGHWAY ROBBERY	VOLVO CAR USA	2016 VOLVO XC90 T8	GREY NEW YORK	USA
F02 (Art Direction / Design)				
LIVE VINES	LOWE'S	LOWE'S	BBDO New York	USA
UNFORGOTTEN SOLDIERS	SKY TELEVISION NEW ZEALAND	HISTORY CHANNEL	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND
500 YEARS OF STORIES	TATE	BP DISPLAYS AT TATE BRITAIN	GREY LONDON	UNITED KINGDOM
LIFE IS ELECTRIC	PANASONIC	PANASONIC	DENTSU INC Tokyo	JAPAN
FAIR	PROCTER & GAMBLE	FAIRY LIQUID	GREY LONDON	UNITED KINGDOM
F03 (Experience Design)				
UNFORGOTTEN SOLDIERS	SKY TELEVISION NEW ZEALAND	HISTORY CHANNEL	DDB GROUP NEW ZEALAND Auckland	NEW ZEALAND
THE UNCRASHABLE TOYCARS	DAIMLER	BRAKE ASSIST SYSTEM PLUS	JUNG von MATT Hamburg	GERMANY
DESIGN YOUR TIME	SAMSUNG	SAMSUNG GEAR S2	LEO BURNETT FRANKFURT	GERMANY
ANALOG	AMERICAN GREETINGS	AMERICAN GREETINGS	MULLENLOWE Boston	USA
THE FIELD TRIP TO MARS	LOCKHEED MARTIN	GENERATION BEYOND	McCANN NEW YORK New York	USA
VAN GOGH BNB	ART INSTITUTE OF CHICAGO	VAN GOGH "BEDROOMS" EXHIBIT	LEO BURNETT CHICAGO	USA
THE REAL ICE COLD COCA-COLA	COCA-COLA	COCA-COLA	OGILVY & MATHER COLOMBIA Bogotá	COLOMBIA
THE BABY STROLLER TEST-RIDE BY CONTOURS	CONTOURS STROLLERS	BABY STROLLERS	FCB CHICAGO	USA
ONE-DROP BOTTLE	HENKEL	PRIL	TBWARAAD Dubai	UNITED ARAB EMIRATES
STARDUST FOR BOWIE	STUDIO BRUSSEL	STARDUST FOR BOWIE	DDB BRUSSELS	BELGIUM
LIFESAVER BACKPACK	LUKI	CHILDREN FRUIT SNACK	J. WALTER THOMPSON COLOMBIA Bogotá	COLOMBIA
TYPEVOICE	THE WEBBY AWARDS	AWARDS	OGILVYONE NEW YORK	USA
THE GIFT BOTTLE	COCA-COLA	COCA-COLA	OGILVY & MATHER COLOMBIA Bogotá	COLOMBIA
LIFE UNPAUSED	SICKKIDS FOUNDATION	SICKKIDS	COSSETTE Toronto / SICKKIDS FOUNDATION Toronto	CANADA
THIS BIKE HAS MS	MS AUSTRALIA	MS	GREY MELBOURNE	AUSTRALIA
REVERSE DELIVERY	BANCO DE ALIMENTOS	BANCO DE ALIMENTOS	GREY BRAZIL São Paulo	BRAZIL
G01 (Integrated Campaign led by Direct)				
#OPTOUTSIDE	REI	REI	VENABLES BELL & PARTNERS San Francisco	USA
THE NAKED UTE	VOLKSWAGEN AUSTRALIA	AMAROK	DDB Sydney	AUSTRALIA
MISSING TYPE	NHS BLOOD AND TRANSPLANT	NATIONAL BLOOD WEEK	ENGINE London	UNITED KINGDOM
#MAKEDINNERTIMEMATTER	MARS FOOD	MASTERFOODS	CLEMINGER BBDO SYDNEY	AUSTRALIA
THE SWEDISH NUMBER	SWEDISH TOURIST ASSOCIATION	TOURISM	INGO Stockholm	SWEDEN
CHAMPIONS' BOSS	HEINEKEN	UEFA CHAMPIONS LEAGUE	LEO BURNETT Madrid	SPAIN
THE FIRST EVER PINTEREST YARD SALE	SHERWIN WILLIAMS	KRYLON	DEUTSCH New York	USA

NO BORDERS	AIRBNB	AIRBNB	TBWA\CHIAT\DAY Los Angeles	USA
MCWHOPPER	BURGER KING	MCWHOPPER	Y&R NZ Auckland / Y&R MEDIANZ Auckland	NEW ZEALAND
STRIKING LESSONS	BRISA HIGHWAY COMPANY	INSTITUTIONAL	LEO BURNETT LISBOA	PORTUGAL
GIRL EMOJIS	PROCTER & GAMBLE	ALWAYS	LEO BURNETT CHICAGO	USA
G02 (Low Budget Campaign)				
PAY WITH A CUPCAKE	ZAPPOS	ZAPPOS.COM	MULLENLOWE Boston	USA
HOLY WATER	MINISTERIO DEL MEDIO AMBIENTE	WATER SAVING	SANCHO BBDO Bogotá	COLOMBIA
TWITTER REFUGEES	PASSOP	AWARENESS MESSAGE	NATIVE VML Johannesburg	SOUTH AFRICA
GAY TURTLE	AMNESTY INTERNATIONAL TURKEY	NON-GOVERNMENTAL ORGANISATION	TBWA\ISTANBUL	TURKEY
LIFE UNPAUSED	SICKKIDS FOUNDATION	SICKKIDS	COSSETTE Toronto / SICKKIDS FOUNDATION Toronto	CANADA
BREAST MILK	BREAST CANCER CURE	BREAST MILK	Y&R NZ Auckland	NEW ZEALAND
BEAUTY IN DIRT	JEEP	JEEP TERRITORY (TEST DRIVE AREA)	LEO BURNETT MOSCOW	RUSSIA
SUBLIMINAL LEARNING	LANGENSCHIEDT	LANGENSCHIEDT SUBLIMINAL LEARNING	GREY GERMANY Düsseldorf	GERMANY
UNACCEPTABLE ACCEPTANCE LETTERS	THE HUNTING GROUND	THE HUNTING GROUND	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA
CHECK IT BEFORE IT'S REMOVED: NAKED BREASTS ON FACEBOOK AGAINST BREAST CANCER.	PINK RIBBON GERMANY	BREAST CANCER AWARENESS	DDB GROUP GERMANY Berlin	GERMANY
SAVING AFRICA'S LAST WILD RHINOS, BY POISONING THEM	RHINO RESCUE PROJECT	WILDLIFE CONSERVATION	OGILVY & MATHER VIETNAM Ho Chi Min City / RHINO RESCUE PROJECT Gauteng	VIETNAM

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