

Title	Brand	Product/Service	Entrant Company	Location	Idea Creation Company	Location
A01 Consumer Goods						
MESSI'S 644 TOAST TO THE GOALKEEPERS	AB INBEV	BUDWEISER	COPA90, London	UNITED KINGDOM	COPA90 London DEUTSCH New York	UNITED KINGDOM USA
DON'T DRINK AND START A LEAGUE	HEINEKEN	DON'T DRINK AND START A LEAGUE	PUBLICIS ITALY, Milan	ITALY	PUBLICIS ITALY Milan	ITALY
#FREECUTHBERT	ALDI	CUTHBERT CATERPILLAR CAKE	McCANN, Manchester	UNITED KINGDOM	McCANN Manchester	UNITED KINGDOM
A03 Travel, Leisure, Retail, Restaurants & Fast Food Chains						
THE WHOPPER REPLY	BURGER KING	BURGER KING WHOPPER	UNCLE GREY, Copenhagen	DENMARK	UNCLE GREY Copenhagen	DENMARK
A06 Not-for-profit / Charity / Government						
THE UNCENSORED LIBRARY	REPORTERS WITHOUT BORDERS (RSF)	THE UNCENSORED LIBRARY	DDB GERMANY, Berlin	GERMANY	DDB GERMANY Berlin	GERMANY
ANGEL'S SOULS	SAVE ONE PERSON	ORGAN DONATION	BBDO, Berlin	GERMANY	BBDO Berlin	GERMANY
BEE_INFLUENCER	FONDATION DE FRANCE	BEE_INFLUENCER	PUBLICIS CONSEIL, Paris	FRANCE	PUBLICIS CONSEIL Paris	FRANCE
B01 Community Management						
THE UNCENSORED LIBRARY	REPORTERS WITHOUT BORDERS (RSF)	THE UNCENSORED LIBRARY	DDB GERMANY, Berlin	GERMANY	DDB GERMANY Berlin	GERMANY
THE WHOPPER REPLY	BURGER KING	BURGER KING WHOPPER	UNCLE GREY, Copenhagen	DENMARK	UNCLE GREY Copenhagen	DENMARK
BEE_INFLUENCER	FONDATION DE FRANCE	BEE_INFLUENCER	PUBLICIS CONSEIL, Paris	FRANCE	PUBLICIS CONSEIL Paris	FRANCE
B02 Real-time Response						
DON'T DRINK AND START A LEAGUE	HEINEKEN	DON'T DRINK AND START A LEAGUE	PUBLICIS ITALY, Milan	ITALY	PUBLICIS ITALY Milan	ITALY
BEE_INFLUENCER	FONDATION DE FRANCE	BEE_INFLUENCER	PUBLICIS CONSEIL, Paris	FRANCE	PUBLICIS CONSEIL Paris	FRANCE
B04 Innovative Use of Community						
THE UNCENSORED LIBRARY	REPORTERS WITHOUT BORDERS (RSF)	THE UNCENSORED LIBRARY	DDB GERMANY, Berlin	GERMANY	DDB GERMANY Berlin	GERMANY
CITÉS	AMAZON PRIME VIDEO	CITÉS - ORIGINAL PRIME VIDEO SERIES ON TIKTOK	HEREZIE, Paris	FRANCE	HEREZIE Paris	FRANCE
THE BREAKAWAY: THE FIRST ECYCLING TEAM FOR PRISONERS	DECATHLON	SPORTS GEAR	BBDO BELGIUM, Brussels	BELGIUM	BBDO BELGIUM Brussels	BELGIUM
THE WHOPPER REPLY	BURGER KING	BURGER KING WHOPPER	UNCLE GREY, Copenhagen	DENMARK	UNCLE GREY Copenhagen	DENMARK
PLAYLIST TIMER	BARILLA	PLAYLIST TIMER	PUBLICIS ITALY, Milan	ITALY	PUBLICIS ITALY Milan	ITALY
BEE_INFLUENCER	FONDATION DE FRANCE	BEE_INFLUENCER	PUBLICIS CONSEIL, Paris	FRANCE	PUBLICIS CONSEIL Paris	FRANCE
C01 Content Placement						
THE UNCENSORED LIBRARY	REPORTERS WITHOUT BORDERS (RSF)	THE UNCENSORED LIBRARY	DDB GERMANY, Berlin	GERMANY	DDB GERMANY Berlin	GERMANY
C02 Innovative Use of Influencers						
MESSI'S 644 TOAST TO THE GOALKEEPERS	AB INBEV	BUDWEISER	COPA90, London	UNITED KINGDOM	COPA90 London DEUTSCH New York	UNITED KINGDOM USA
#STILLSPEAKINGUP DEEPTHUTH	PROPUESTA CIVICA	JOURNALIST PROTECTION	PUBLICIS LATVIA, Riga	LATVIA	PUBLICIS LATVIA Riga PUBLICIS MEXICO	LATVIA MEXICO
THE BREAD EXAM	SPINNEYS AND THE LEBANESE BREAST CANCER FOUNDATION	SPINNEYS FLOUR	McCANN, Paris	FRANCE	McCANN Paris	FRANCE
BEE_INFLUENCER	FONDATION DE FRANCE	BEE_INFLUENCER	PUBLICIS CONSEIL, Paris	FRANCE	PUBLICIS CONSEIL Paris	FRANCE
C05 Emerging Platforms						
THE UNCENSORED LIBRARY	REPORTERS WITHOUT BORDERS (RSF)	THE UNCENSORED LIBRARY	DDB GERMANY, Berlin	GERMANY	DDB GERMANY Berlin	GERMANY
CITÉS	AMAZON PRIME VIDEO	CITÉS - ORIGINAL PRIME VIDEO SERIES ON TIKTOK	HEREZIE, Paris	FRANCE	HEREZIE Paris	FRANCE
D02 Challenger Brand						
#FREECUTHBERT	ALDI	CUTHBERT CATERPILLAR CAKE	McCANN, Manchester	UNITED KINGDOM	McCANN Manchester	UNITED KINGDOM
D03 Single-market Campaign						
GEORGE FROM 1973	SBER	STATE-OWNED RUSSIAN BANK	SBER, Moscow	RUSSIA	LEO BURNETT Moscow	RUSSIA
D04 Social Behaviour						
WATCH US MOVE / BEYOND THE SURFACE	ADIDAS	ADIDAS SWIM	HAVAS MIDDLE EAST, Dubai	UNITED ARAB EMIRATES	HAVAS MIDDLE EAST Dubai	UNITED ARAB EMIRATES

Title	Brand	Product/Service	Entrant Company	Location	Idea Creation Company	Location
CAN I HELP?	IKEA	IKEA	WE ARE SOCIAL, Milan	ITALY	WE ARE SOCIAL Milan	ITALY
#FREECUTHBERT	ALDI	CUTHBERT CATERPILLAR CAKE	McCANN, Manchester	UNITED KINGDOM	McCANN Manchester	UNITED KINGDOM
D06 Breakthrough on a Budget						
THE WHOPPER REPLY	BURGER KING	BURGER KING WHOPPER	UNCLE GREY, Copenhagen	DENMARK	UNCLE GREY Copenhagen	DENMARK
D07 Corporate Purpose & Social Responsibility						
THE BREAKAWAY: THE FIRST ECYCLING TEAM FOR PRISONERS	DECATHLON	SPORTS GEAR	BBDO BELGIUM, Brussels	BELGIUM	BBDO BELGIUM Brussels	BELGIUM