

Title	Brand	Product/Service	Entrant Company	Location	Idea Creation Company	Location	Production Company	Location
A01 Activation by Location								
CLEAN YOUR STREET VIEW	MOOIMAKERS	CAMPAIGN AGAINST LITTER	MORTIERBRIGADE, Brussels	BELGIUM	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels	BELGIUM
A02 AR								
PROUD PITCH	COPENHAGEN PRIDE	INSTAGRAM RAINBOW FLAG FILTER	WORTH YOUR WHILE AGENCY, Copenhagen	DENMARK	WORTH YOUR WHILE AGENCY Copenhagen	DENMARK	WORTH YOUR WHILE AGENCY Copenhagen	DENMARK
A05 Data / Insight								
SAYLISTS	WARNER MUSIC GROUP	PLAYLISTS	ROTHCO, PART OF ACCENTURE INTERACTIVE, Dublin	IRELAND	ROTHCO, PART OF ACCENTURE INTERACTIVE Dublin	IRELAND	ROTHCO, PART OF ACCENTURE INTERACTIVE Dublin	IRELAND
YOUR DATA IS YOUR DATA	S-GROUP	S-MOBILE APP	S-GROUP, Helsinki	FINLAND	S-GROUP Helsinki	FINLAND	S-GROUP Helsinki SOLITA OY Helsinki	FINLAND
A06 Innovative use of Technology								
SAMSUNG FASTFRAME	SAMSUNG	SAMSUNG FASTFRAME	CHEIL BENELUX, Amsterdam	THE NETHERLANDS	CHEIL BENELUX Amsterdam	THE NETHERLANDS	MARIO PIEPENBRINK Alkmaar PIRKE PRODUCTIONS Amsterdam	THE NETHERLANDS
TALK	SAMSUNG	SAMSUNG	SAMSUNG ELECTRONICS IBERIA, Madrid	SPAIN	CHEIL WORLDWIDE Madrid	SPAIN	CHEIL WORLDWIDE Madrid SOMOS 5 Madrid	SPAIN
A07 Advanced Learning Technologies								
Smart Forest	VODAFONE	VODAFONE	McCANN, Bucharest	ROMANIA	McCANN Bucharest MRM Bucharest	ROMANIA		
B03 Social Content for User Engagement								
CITÉS	AMAZON PRIME VIDEO	CITÉS - ORIGINAL PRIME VIDEO SERIES ON TIKTOK	HEREZIE, Paris	FRANCE	HEREZIE Paris	FRANCE	QUAD STORIES Paris	FRANCE
THE PLAYLIST SONG	TWINTOES	TWINTOES	MORTIERBRIGADE, Brussels	BELGIUM	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels	BELGIUM
#REALVOICESOFFRIDE	FELGTB	FELGTB	EDELMAN, Madrid	SPAIN	EDELMAN Madrid	SPAIN		
MESSI MESSAGES	PEPSICO	LAYS CRISPS	PEPSICO, Reading	UNITED KINGDOM	180 AMSTERDAM	THE NETHERLANDS	UNIT9 London	UNITED KINGDOM
B06 Targeted Communication								
THE POCKET DEALERSHIP	CITROEN	CITROEN	BETC, Paris	FRANCE	BETC Paris TRACTION Paris	FRANCE	SOLDATS FILMS Paris BETC DIGITAL Paris START-REC Paris	FRANCE
MESSI MESSAGES	PEPSICO	LAYS CRISPS	PEPSICO, Reading	UNITED KINGDOM	180 AMSTERDAM	THE NETHERLANDS	UNIT9 London	UNITED KINGDOM
C02 Messaging Campaign								
MESSI MESSAGES	LAY'S	LAY'S SAVOURY SNACK	180 AMSTERDAM	THE NETHERLANDS	180 AMSTERDAM	THE NETHERLANDS	UNIT9 London	UNITED KINGDOM