



Title	Advertiser/Client	Product/Service	Entrant Company	Country
A03 Online: Fiction & Non-Fiction				
MARRIAGE MARKET TAKEOVER	SK-II	SKINCARE	FORSMAN & BODENFORS, Gothenburg	SWEDEN
LOOK WHO'S DRIVING	VOLVO TRUCKS	TRUCKS	FORSMAN & BODENFORS, Gothenburg	SWEDEN
THE FAMILY	FORD	A WIDE RANGE OF FORD'S CAR PORTFOLIO	VERY AGENCY, Copenhagen	DENMARK
ROAD TRIP	H&M	H&M	ADAM&EVEDDB, London	UNITED KINGDOM
WHOPPER BLACKOUT	BURGER KING FRANCE	FAST FOOD	BUZZMAN, Paris	FRANCE
#NOTCOMINGSOON	REMY COINTREAU	LOUIS XIII COGNAC	FRED & FARID, New York	USA
NEVER ALONE	DIAGEO	GUINNESS	AMVBDO, London	UNITED KINGDOM
A04 Series: Fiction & Non-Fiction				
MODERN ESSENTIALS BY BECKHAM	H&M	H&M	ADAM&EVEDDB, London	UNITED KINGDOM
THE FAMILY	FORD	A WIDE RANGE OF FORD'S CAR PORTFOLIO	VERY AGENCY, Copenhagen	DENMARK
ERINOMANLAISET - A WORKPLACE COMEDY SITUATED IN A REAL ANTILLA DEPARTMENT STORE	ANTTILA	DEPARTMENT STORE CHAIN	TBWAHELSENKI	FINLAND
MAN CAVE	HORNBACK	DIY HOME IMPROVEMENTS SUPERSTORES	HEIMAT, Berlin	GERMANY
A05 Live Broadcast / Live Streaming				
BEATS1RUN	BEATS BY DR. DRE	BEATS BY DRE HEADPHONES	R/GA HUSTLE, London	UNITED KINGDOM
THE VILLAGE PHONE PROMOTION	GRAUBUENDEN FERIEEN	TOURISM BOARD FOR GRAUBUENDEN	JUNG von MATT/LIMMAT, Zürich	SWITZERLAND
WING OF LOVE	JANA WATER	JANA - WATER AS PURE AS LOVE	IMAGO OGILVY, Zagreb	CROATIA
SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM
A06 Audio Content				
ORGASM SOUND LIBRARY	BIJOUX INDISCRETS	EROTIC TOYS	PROXIMITY MADRID	SPAIN
A07 Talent				
BECOMING BECKHAM	H&M	H&M	ADAM&EVEDDB, London	UNITED KINGDOM
#NOTCOMINGSOON	REMY COINTREAU	LOUIS XIII COGNAC	FRED & FARID, New York	USA
A08 Sports Entertainment				
HCD RINK BINGO	HOCKEY CLUB DAVOS	HOCKEY CLUB DAVOS	FCB ZÜRICH	SWITZERLAND
THE DILEMMA	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan	ITALY
A09 Games & Gaming				
LOS SANTOS PRIDE	STOCKHOLM PRIDE	STOCKHOLM PRIDE	GARBERGS, Stockholm	SWEDEN
SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM
A10 Live Brand Experience				
THE VILLAGE PHONE PROMOTION	GRAUBUENDEN FERIEEN	TOURISM BOARD FOR GRAUBUENDEN	JUNG von MATT/LIMMAT, Zürich	SWITZERLAND
THE SWEDISH NUMBER	THE SWEDISH TOURIST ORGANISATION	TOURISM	INGO, Stockholm	SWEDEN
LEBON	LIDL	DISCOUNT FOOD	INGO, Stockholm	SWEDEN
SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM
THE DILEMMA	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan	ITALY
A11 Digital & Mobile Brand Experience				
THE END OF SOCIETY SIMULATOR	UBISOFT	UBISOFT	BETC, Paris	FRANCE
NIKE ON DEMAND	NIKE	PERSONALISED MESSAGING PLATFORM	R/GA LONDON	UNITED KINGDOM
SPEAK LIKE THE PATRÓN	NETFLIX	NARCOS SEASON 2	NETFLIX, Amsterdam	THE NETHERLANDS
STARDUST FOR BOWIE	STUDIO BRUSSEL	DIGITAL MOURNING PLACE FOR DAVID BOWIE	DDB BRUSSELS	BELGIUM
THE SWEDISH NUMBER	THE SWEDISH TOURIST ORGANISATION	TOURISM	INGO, Stockholm	SWEDEN
MADE BY PROFESSIONALS	PAGESJAUNES	SERVICE	SID LEE, Paris	FRANCE
A12 Social Brand Experience				
MARRIAGE MARKET TAKEOVER	SK-II	SKINCARE	FORSMAN & BODENFORS, Gothenburg	SWEDEN
#THEFUCKINGGIF	ARRELS FUNDACIÓ	#THEFUCKINGGIF	THE CYRANOS/McCANN, Barcelona	SPAIN
A13 User Generated Content				
THE SWEDISH NUMBER	THE SWEDISH TOURIST ORGANISATION	TOURISM	INGO, Stockholm	SWEDEN
A14 Brand or Product Integration into Existing Content				
LOS SANTOS PRIDE	STOCKHOLM PRIDE	STOCKHOLM PRIDE	GARBERGS, Stockholm	SWEDEN
A15 Excellence in Production & Distribution Strategy				
MEIN KAMPF - AGAINST RACISM	GESICHT ZEIGEN! AN ASSOCIATION ENCOURAGING PEOPLE TO STAND AGAINST RACISM IN GER	MEIN KAMPF - AGAINST RACISM	OGILVY & MATHER BERLIN	GERMANY
DOORS OF THRONES	TOURISM IRELAND	TOURISM	PUBLICIS LONDON	UNITED KINGDOM
MA PLACE EST DANS LA SALLE	PRODISS	ENTERTAINMENT	FRED & FARID PARIS	FRANCE
A16 Excellence in Partnerships between a Content Producer and a Brand/Product/Talent				
DOORS OF THRONES	TOURISM IRELAND	TOURISM	PUBLICIS LONDON	UNITED KINGDOM
BATMAN V SUPERMAN: FLY TO GOTHAM / FLY TO METROPOLIS	TURKISH AIRLINES	TURKISH AIRLINES	CP+B, London	UNITED KINGDOM
A17 Innovation in Entertainment				
SPEAK LIKE THE PATRÓN	NETFLIX	NARCOS SEASON 2	NETFLIX, Amsterdam	THE NETHERLANDS
NOSULUS RIFT	UBISOFT	VIDEO GAME DEVELOPER AND PUBLISHER	BUZZMAN, Paris	FRANCE

SURVIVAL BILLBOARD	MICROSOFT	XBOX / TOMB RAIDER	McCANN LONDON	UNITED KINGDOM
B02 Fan Engagement/Community Building				
THE WALKERS	ALAN WALKER	FADED	SONY MUSIC SWEDEN, Stockholm	SWEDEN
B03 Use of Licenced or Remastered Music for a Brand or Campaign				
YOU WILL NEVER WALK ALONE	DCA MINE ACTION	LANDMINE AWARENESS	GREAT GUNS, London	UNITED KINGDOM
SHE'S A LADY	H&M	CLOTHING	FORSMAN & BODENFORS, Gothenburg	SWEDEN
THE HERO	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan	ITALY
B04 Use of Original Composition for a Brand or Campaign				
HOME FOR CHRISTMAS	EDEKA ZENTRALE AG & CO. KG	EDEKA	JUNG von MATT, Hamburg	GERMANY
INFECTED	AB INBEV	TOMORROWLAND	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS
B05 Use of Music Streaming Platform/Video Hosting Service/App				
AXE ONE SONG STAND	UNILEVER / TURKEY	BODY SPRAY DEODORANT	MANAJANS/J. WALTER THOMPSON, Istanbul	TURKEY
B06 Use of Music Technology and/or Innovation				
MCTRAX	McDONALD'S	RESTAURANTS	TBWAINEBOKO, Amsterdam	THE NETHERLANDS
THE SOUNDLOUNGE POSTER	CRAFTWORK - A BRAND OF AD AGENCYSERVICES	SOUNDLOUNGE	BBDO GROUP GERMANY, Düsseldorf	GERMANY
B07 Excellence in Music Video				
OK GO — UPSIDE DOWN & INSIDE OUT #GRAVITYSJUSTAHABIT	S7 AIRLINES	S7 AIRLINES	TUTKOVBUĐKOV, Volgograd	RUSSIA
B08 Music Content Production & Distribution Strategy				
THE WORLD OF ALAN WALKER	ALAN WALKER	FADED	SONY MUSIC SWEDEN, Stockholm	SWEDEN