

SHORTLIST 2017

INTEGRATED

eurobest!

Title	Advertiser/Client	Product/Service	Entrant Company	Country
BUSTER THE BOXER	JOHN LEWIS	JOHN LEWIS	adam&eveDDB, London	UNITED KINGDOM
NETTO - EASTER SUPRISE	NETTO	SUPERMARKET	JUNG VON MATT, Hamburg	GERMANY
MATERNITY WEAR FOR A 12-YEAR-OLD	PLAN INTERNATIONAL FINLAND	PLAN INTERNATIONAL FINLAND	HASAN & PARTNERS, Helsinki	FINLAND
THE HUMANIUM METAL INITIATIVE	IM	HUMANIUM METAL	AKESTAM HOLST, Stockholm	SWEDEN
GENOCIDE IN BURUNDI - #STOPTHISMOVIE	FIDH	FIDH	WE ARE SOCIAL, Paris	FRANCE
THE RIGHT VEGETABLES	INTERMARCHÉ	VEGETABLES	ROMANCE, Paris	FRANCE
RESPONSIBLY THE BEER	UBREW	BEER	McCANN WORLDGROUP, Milan	ITALY
EVERT_45	KPN	TELCO	N=5, Amsterdam	THE NETHERLANDS
ZZ TOURS	ZELTA ZIVTINA	ZZ POSTPAID TARIFF PLAN	NOT PERFECT Y&R RIGA	LATVIA
BEYOND MONEY	SANTANDER BANK	1 2 3 SMART ACCOUNT	MRM/McCANN SPAIN, Madrid	SPAIN
ONE BOOK FOR PEACE	INTER-RELIGIOUS COUNCIL IN BOSNIA AND HERZEGOVINA	PUBLIC SERVICES	NEW MOMENT NEW IDEAS COMPANY Y&R, Belgrade	SERBIA
MAGENTA UNLEASHED	DEUTSCHE TELEKOM	DEUTSCHE TELEKOM	SAATCHI & SAATCHI, London	UNITED KINGDOM
THE FIFTH SENSE	CHANEL	CHANEL FRAGRANCE	VIRTUE WORLDWIDE, London	UNITED KINGDOM