

Title	Advertiser/Client	Product/Service	Entrant Company	Country
A03 Cars & Automotive Products & Services				
THE SCANIA CLOCK	SCANIA	TRUCKS AND SERVICES	TBWA STOCKHOLM	SWEDEN
A04 Retail, e-Commerce, Restaurants & Fast Food Chains				
RETAIL THERAPY	IKEA	FURNITURE	ÅKESTAM HOLST, Stockholm	SWEDEN
A09 Corporate Social Responsibility				
SEARCHING FOR SYRIA	GOOGLE	GOOGLE	R/GA LONDON	UNITED KINGDOM
A11 Charities & Non-profit				
LIKE MY ADDICTION	ADDICT AIDE	ADDICT AIDE	BETC, Paris	FRANCE
DON'T TELL MARTTI	CRISIS MANAGEMENT INITIATIVE (CMI)	PEACE BROKERING	MILTTON, Helsinki	FINLAND
SEARCHING FOR SYRIA	GOOGLE	GOOGLE	R/GA LONDON	UNITED KINGDOM
B01 Website				
PREDICTIVE WORLD	UBISOFT	VIDEO GAMES	SID LEE, Paris	FRANCE
B02 Microsite				
A WORLD WITH NO HEROES	UBISOFT	GHOST RECON WILDLANDS	DDB PARIS	FRANCE
EVERT_45	KPN	TELCO	N=5, Amsterdam	THE NETHERLANDS
C01 Display Advertising				
THE TRUTH REVEALING BANNERS	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	AIR PARTNER OF McCANN, Brussels	BELGIUM
C02 Innovative Online Ad Solution				
THE PREROLL FOOTBALL MATCH	TELENET	PLAY SPORTS	TBWA BELGIUM, Brussels	BELGIUM
PAX IT	IKEA DEUTSCHLAND GMBH & CO. KG	PAX WARDROBE	GRABARZ & PARTNER, Hamburg	GERMANY
RETAIL THERAPY	IKEA	FURNITURE	ÅKESTAM HOLST, Stockholm	SWEDEN
C03 Native Advertising				
PAX IT	IKEA DEUTSCHLAND GMBH & CO. KG	PAX WARDROBE	GRABARZ & PARTNER, Hamburg	GERMANY
D01 Social Video				
FOREST OF FRIES	MCDONALD'S	PROMISE OF QUALITY	THJNK, Hamburg	GERMANY
ALL THAT WE SHARE	TV2	TV2	&CO, Copenhagen	DENMARK
WORLDS APART	HEINEKEN	BEER	HEINEKEN UK, London	UNITED KINGDOM
D02 Interactive Video				
FAIL	NORWEGIAN RED CROSS	FIRST AID	TRY, Oslo	NORWAY
D03 Webisodes / Series				
EVERT_45 (INTRODUCTION)	KPN	TELCO	N=5, Amsterdam	THE NETHERLANDS
EVERT_45 (GOT ROBBED)	KPN	TELCO	N=5, Amsterdam	THE NETHERLANDS
EVERT_45 (PLANE SHOT DOWN)	KPN	TELCO	N=5, Amsterdam	THE NETHERLANDS
D04 Brand / Product Video				
L'AMOUR, L'AMOUR	INTERMARCHÉ	INTERMARCHÉ	ROMANCE, Paris	FRANCE
E01 Social Business & Commerce				
THE FANCHISE MODEL	MICROSOFT	XBOX DESIGN LAB	McCANN LONDON	UNITED KINGDOM
E02 Social Purpose				
LIKE MY ADDICTION	ADDICT AIDE	ADDICT AIDE	BETC, Paris	FRANCE
GET THE FLOW	VODAFONE	VODAFONE	DDB & TRIBAL WORLDWIDE AMSTERDAM	THE NETHERLANDS
FAIL	NORWEGIAN RED CROSS	FIRST AID	TRY, Oslo	NORWAY
THE VIRTUAL CRASH BILLBOARD	PARISIAN ROAD SAFETY AUTHORITY	PEDESTRIANS ROAD SAFETY	SERVICEPLAN FRANCE, Paris	FRANCE
E03 Real-Time Response				
AIMEN	CANAL+	CANAL+	BETC, Paris	FRANCE
WHOPPER GATE	BURGER KING BELGIUM	BURGER KING BELGIUM	BUZZMAN, Paris	FRANCE
E05 Influencer / Talent				
PREROLL CONCERTS	STUDIO BRUSSEL	YOUNG MUSICAL TALENTS	DDB BRUSSELS	BELGIUM
E06 Innovative Use of Social or Community				
LIKE MY ADDICTION	ADDICT AIDE	ADDICT AIDE	BETC, Paris	FRANCE
DON'T TELL MARTTI	CRISIS MANAGEMENT INITIATIVE (CMI)	PEACE BROKERING	MILTTON, Helsinki	FINLAND
E07 Content Placement				
AIMEN	CANAL+	CANAL+	BETC, Paris	FRANCE
E09 Use of Social Data & Insight				
RETAIL THERAPY	IKEA	FURNITURE	ÅKESTAM HOLST, Stockholm	SWEDEN
PREDICTIVE WORLD	UBISOFT	VIDEO GAMES	SID LEE, Paris	FRANCE
F01 Branded Games				
A WORLD WITH NO HEROES	UBISOFT	GHOST RECON WILDLANDS	DDB PARIS	FRANCE
G01 Branded Tech Online				
RIMOWA ELECTRONIC TAG	RIMOWA	RIMOWA ELECTRONIC TAG	PHILIPP UND KEUNTJE, Hamburg	GERMANY
G02 Branded Tech Offline				
MOMENTS FT. BARBARA DAVIDSON	VOLVO CARS	THE NEW VOLVO XC60	FORSMAN & BODENFORS, Gothenburg	SWEDEN
H01 Integrated Multi-Platform Campaign (Online & Offline)				
THE SCANIA CLOCK	SCANIA	TRUCKS AND SERVICES	TBWA STOCKHOLM	SWEDEN
ADOBE - HOVERING ART DIRECTOR	ADOBE	ADOBE STOCK	ACHTUNG!mccgarrybowen-, Amsterdam	THE NETHERLANDS