

# Brand Experience & Activation Shortlist 2019



Title	Brand	Product/Service	Entrant Company	Location
<b>A01 Fast Moving Consumer Goods</b>				
THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE FEMALE COMPANY	THE TAMPON BOOK	SCHOLZ & FRIENDS, Berlin	GERMANY
CLEAR	DIAGEO	GUINNESS	AMVBDDO, London	UNITED KINGDOM
<b>A03 Durable Consumer Goods including Automotive</b>				
THE E.V.A. INITIATIVE	VOLVO CARS	CARS	FORSMAN & BODENFORS, Gothenburg	SWEDEN
ROAD TALES	VOLKSWAGEN	VOLKSWAGEN ROAD TALES	ISOBAR, Amsterdam	THE NETHERLANDS
<b>A04 Travel, Leisure, Retail, Restaurants &amp; Fast Food Chains</b>				
SOUVENIRS DE PARIS	CENTRE POMPIDOU	CENTRE POMPIDOU	MARCEL, Paris	FRANCE
MIND THE GAP	BERLINER VERKEHRSBETRIEBE	BVG-FRAUENTICKET (WOMEN'S TICKET)	SERVICEPLAN GERMANY, Munich	GERMANY
BLACK FRIDAY WHOPPER SHOPPER	BURGER KING CORPORATION	WHOPPER	GRABARZ & PARTNER, Hamburg	GERMANY
FAMILIARISED	IKEA	IKEA	McCANN SPAIN, Madrid	SPAIN
NO NEED TO FLY – AROUND THE WORLD IN GERMANY	DEUTSCHE BAHN (GERMAN RAIL)	DEUTSCHE BAHN (GERMAN RAIL)	Ogilvy GERMANY, Frankfurt	GERMANY
MY LIFE AS A NPC	UBISOFT	ASSASSIN'S CREED	DDB PARIS	FRANCE
GREEN DAWN	UBISOFT	THE DIVISION 2	DDB PARIS	FRANCE
50/50	BURGER KING	PLANBASED BURGERS	INGO, Stockholm	SWEDEN
THE GPS QUALITY LABEL	AUCHAN RETAIL FRANCE	RETAIL SHOPS	SERVICEPLAN FRANCE, Paris	FRANCE
<b>A05 Media / Entertainment</b>				
AI VERSUS	TV RAIN	TV RAIN SUBSCRIPTION	VOSKHOD, Ekaterinburg	RUSSIA
<b>A06 Consumer Services/Business to Business</b>				
UBERTOYS	UBER	UBER	DDB PARIS	FRANCE
<b>A07 Not-for-profit / Charity / Government</b>				
LIFEBOAT - THE EXPERIMENT	SEA-WATCH E.V.	HUMANITARIAN HELP	SERVICEPLAN GERMANY, Munich	GERMANY
WWF #NOBUILDCHALLENGE	WWF	NGO	WE ARE SOCIAL, Paris	FRANCE
<b>A08 Corporate Social Responsibility (CSR) / Corporate Image</b>				
#SAYYESTOEUROPE	LUFTHANSA	LUFTHANSA	KOLLE REBBE   ACCENTURE INTERACTIVE, Hamburg	GERMANY
ADDRESS POINT - POINTING A WAY BACK HOME FOR IRELAND'S HOMELESS	AN POST	ADDRESS POINT	WUNDERMAN THOMPSON, Dublin	IRELAND
<b>B01 Use of Ambient Media: Small Scale</b>				
ABBAY ROAD	VOLKSWAGEN	AUTOMOTIVE	NORD DDB, Stockholm	SWEDEN
<b>B03 Use of Broadcast</b>				
FONDATION POUR LA RECHERCHE MÉDICALE - A DAY TO REMEMBER	FONDATION POUR LA RECHERCHE MÉDICALE	CHARITY	CLM BBDO, Paris	FRANCE
<b>B04 Use of Print or Outdoor</b>				
VISIT XBOX: THE BIRTH OF GAMING TOURISM	MICROSOFT	XBOX ONE X ENHANCED	McCANN LONDON	UNITED KINGDOM
FONTS FOR FREEDOM	REPORTER WITHOUT BORDERS	INTERNATIONAL PRESS FREEDOM	SERVICEPLAN GERMANY, Munich	GERMANY
THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE FEMALE COMPANY	THE TAMPON BOOK	SCHOLZ & FRIENDS, Berlin	GERMANY
MEMORIALS OF AMSTERDAM	AMSTERDAM COMITÉ 4 EN 5 MEI	AMSTERDAM COMITÉ 4 EN 5 MEI	N=5, Amsterdam	THE NETHERLANDS
<b>C01 Guerrilla Marketing &amp; Stunts</b>				
SOUVENIRS DE PARIS	CENTRE POMPIDOU	CENTRE POMPIDOU	MARCEL, Paris	FRANCE
MIND THE GAP	BERLINER VERKEHRSBETRIEBE	BVG-FRAUENTICKET (WOMEN'S TICKET)	SERVICEPLAN GERMANY, Munich	GERMANY
UBERTOYS	UBER	UBER	DDB PARIS	FRANCE
CRAFT A WESTERN WHOPPER	BURGER KING	HAMBURGER	INGO, Stockholm	SWEDEN
<b>C02 Live Shows / Concerts / Festivals</b>				
THE LEGENDARY TOUR	PIAS RECORDS	CHANCE	MORTIERBRIGADE, Brussels	BELGIUM
<b>C03 Exhibitions / Installations</b>				
THE UNKNOWN FACE	HISTORIAL DE LA GRANDE GUERRE PÉRONNE	ART INSTALLATION AND A WEBSITE	FF PARIS	FRANCE
BUDWEISER RECUP ARENA	AB INBEV	BUDWEISER	BOOTLEG, Moscow	RUSSIA
<b>C04 Competitions &amp; Promotional Games</b>				
ON THE RUN CHALLENGE	13ÈME RUE UNIVERSAL	13ÈME RUE UNIVERSAL	BETC, Paris	FRANCE
<b>C05 Customer Retail / In-Store Experience</b>				
I AM TRASH, LES FLEURS DU DÉCHET	ETAT LIBRE D'ORANGE	PERFUME	Ogilvy, Paris	FRANCE
THE GPS QUALITY LABEL	AUCHAN RETAIL FRANCE	RETAIL SHOPS	SERVICEPLAN FRANCE, Paris	FRANCE
HOME FOR BOOKS	IKEA	BILLY	STV DDB, Milan	ITALY
<b>C06 360 integrated brand experience</b>				
THE E.V.A. INITIATIVE	VOLVO CARS	CARS	FORSMAN & BODENFORS, Gothenburg	SWEDEN
<b>C07 Customer Acquisition &amp; Retention</b>				
50/50	BURGER KING	PLANBASED BURGERS	INGO, Stockholm	SWEDEN
THISABLES	IKEA	DEMOCRATIZING HOME-FURNITURE FOR PEOPLE WITH DISABILITIES WITH 3D PRINTED ADD-ON	McCANN, Tel Aviv	ISRAEL
<b>D01 Touchpoint Technology &amp; Tech-led Brand Experience</b>				
SIGNS	GERMAN YOUTH ASSOCIATION OF PEOPLE WITH HEARING LOSS	SIGNS SMART TOOL	MRM/McCANN, Frankfurt	GERMANY
AI VERSUS	TV RAIN	TV RAIN SUBSCRIPTION	VOSKHOD, Ekaterinburg	RUSSIA
<b>D02 Use of Mobile &amp; Devices</b>				
STORYSIGN	HUAWEI	HUAWEI	FCB INFERNO, London	UNITED KINGDOM

D03 Use of Social & Digital Platforms				
MY LIFE AS A NPC	UBISOFT	ASSASSIN'S CREED	DDB PARIS	FRANCE
D05 New Realities & Voice Activation				
IMMORTALS	SBERBANK	FINANCIAL SERVICES	GOOD, Moscow	RUSSIA
E01 Launch / Re-launch				
YOUR ORANGE AD	ORANGE	LOVE DUO	ORANGE, Brussels	BELGIUM
I AM TRASH, LES FLEURS DU DÉCHET	ETAT LIBRE D'ORANGE	PERFUME	OGILVY, Paris	FRANCE
GREEN DAWN	UBISOFT	THE DIVISION 2	DDB PARIS	FRANCE
50/50	BURGER KING	PLANBASED BURGERS	INGO, Stockholm	SWEDEN
E02 Sponsorship & Brand Partnership				
CLEAR	DIAGEO	GUINNESS	AMVBBDO, London	UNITED KINGDOM
RAGING BANNERS	VOO TELECOM	FASTEST INTERNET	HAPPINESS BRUSSELS / AN FCB ALLIANCE	BELGIUM
VISIT XBOX: THE BIRTH OF GAMING TOURISM	MICROSOFT	XBOX ONE X ENHANCED	McCANN LONDON	UNITED KINGDOM
F01 Integrated Campaign led by Brand Experience & Activation				
THE E.V.A. INITIATIVE	VOLVO CARS	CARS	FORSMAN & BODENFORS, Gothenburg	SWEDEN
THISABLES	IKEA	DEMOCRATIZING HOME-FURNITURE FOR PEOPLE WITH DISABILITIES WITH 3D PRINTED ADD-ON	McCANN, Tel Aviv	ISRAEL
G02 Challenger Brand				
I AM TRASH, LES FLEURS DU DÉCHET	ETAT LIBRE D'ORANGE	PERFUME	OGILVY, Paris	FRANCE
G03 Single Market Campaign				
THE NATIONAL DEBATE	LEFFE	LEFFE	BBDO BELGIUM, Brussels	BELGIUM
G04 Social Behaviour & Cultural Insight				
REFURBISHED TWEETS	BACK MARKET	BACK MARKET	BETC, Paris	FRANCE
MIND THE GAP	BERLINER VERKEHRSBETRIEBE	BVG-FRAUENTICKET (WOMEN'S TICKET)	SERVICEPLAN GERMANY, Munich	GERMANY
THISABLES	IKEA	DEMOCRATIZING HOME-FURNITURE FOR PEOPLE WITH DISABILITIES WITH 3D PRINTED ADD-ON	McCANN, Tel Aviv	ISRAEL
G05 Breakthrough on a Budget				
REFURBISHED TWEETS	BACK MARKET	BACK MARKET	BETC, Paris	FRANCE
PUTIN TURNS ON THE RAIN	TV RAIN	TV CHANNEL	VOSKHOD, Ekaterinburg	RUSSIA