

Creative Effectiveness Shortlist 2019



Title	Brand	Product/Service	Entrant Company	Location
A01 Creative Effectiveness				
BLACK SUPERMARKET	CARREFOUR	CARREFOUR	MARCEL, Paris	FRANCE
A02 Creative Effectiveness for Good				
SAVE OUR SPECIES	LACOSTE	LACOSTE	BETC, Paris	FRANCE
A04 Collaborative Creative Effectiveness				
BLACK SUPERMARKET	CARREFOUR	CARREFOUR	MARCEL, Paris	FRANCE
B01 Local Brand				
BLOCK WISH	HOK-ELANTO	ALEPA	HOK-ELANTO, Helsinki	FINLAND
B02 Challenger Brand				
BLOODNORMAL	ESSITY	BODYFORM/LIBRESSE	AMVBBDO, London	UNITED KINGDOM
B04 Social Behaviour & Cultural Insight				
LAND OF FREE PRESS	HELSINGIN SANOMAT	NEWSPAPER	HELSINGIN SANOMAT, Helsinki	FINLAND