

| Title   | Brand          | Product/Service    | Entrant Company                 | Location       |
|---|----------------|--------------------|---------------------------------|----------------|
| <b>A01 Data &amp; Analytics &amp; Insight</b> |                |                    |                                 |                |
| THE E.V.A. INITIATIVE                         | VOLVO CARS     | CARS               | FORSMAN & BODENFORS, Gothenburg | SWEDEN         |
| <b>B01 Challenger Brand Strategy</b>          |                |                    |                                 |                |
| VIVA LA VULVA                                 | ESSITY         | LIBRESSE/BODYFORM  | AMVBBDO, London                 | UNITED KINGDOM |
| <b>B02 Breakthrough on a Budget</b>           |                |                    |                                 |                |
| CATAPULT AIR – NON-STOP TO SYLT.              | SYLT MARKETING | THE ISLAND OF SYLT | PHILIPP UND KEUNTJE, Hamburg    | GERMANY        |
| <b>B03 Multi-market Strategy</b>              |                |                    |                                 |                |
| THE E.V.A. INITIATIVE                         | VOLVO CARS     | CARS               | FORSMAN & BODENFORS, Gothenburg | SWEDEN         |
| <b>C01 Brave Brands</b>                       |                |                    |                                 |                |
| NEW BREW                                      | CARLSBERG      | DANISH PILSNER     | FOLD7, London                   | UNITED KINGDOM |
| VIVA LA VULVA                                 | ESSITY         | LIBRESSE/BODYFORM  | AMVBBDO, London                 | UNITED KINGDOM |