

Title	Brand	Product/Service	Entrant Company	Location
A01 Creation of a new Brand Identity				
AMSTELDOK - A WPP CAMPUS	WPP	AMSTELDOK - A WPP CAMPUS	VBAT, Amsterdam	THE NETHERLANDS
A02 Rebrand / Refresh of an existing Brand				
BUSHE	BUSHE	CAFE NETWORK	SUPREMATIKA, Moscow	RUSSIA
AN IDENTITY THAT UNITES OSLO	CITY OF OSLO	BRAND IDENTITY	CREUNA, Oslo	NORWAY
LAYERED	URAL MUSIC NIGHT	MUSIC FESTIVAL	VOSKHOD, Ekaterinburg	RUSSIA
CARE WHILE YOU CARE	PINK RIBBON	CARE WHILE YOU CARE SHOWER AND BODY LOTION LINE	MEDIAMONKS, Hilversum	THE NETHERLANDS
B01 Books				
THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE FEMALE COMPANY	THE TAMPON BOOK	SCHOLZ & FRIENDS, Berlin	GERMANY
VISIT XBOX: THE BIRTH OF GAMING TOURISM	MICROSOFT	XBOX ONE X ENHANCED	McCANN LONDON	UNITED KINGDOM
MADE IN FUKUSHIMA	METER GROUP	ENVIRONMENTAL TECHNOLOGY	SERVICEPLAN GERMANY, Munich	GERMANY
B02 Brand Collateral				
SOUVENIRS DE PARIS	CENTRE POMPIDOU	CENTRE POMPIDOU	MARCEL, Paris	FRANCE
ABBAY ROAD	VOLKSWAGEN	AUTOMOTIVE	NORD DDB, Stockholm	SWEDEN
B03 Posters				
BUSHE	BUSHE	CAFE NETWORK	SUPREMATIKA, Moscow	RUSSIA
KEEPLIVINGCORAL	WWF HUNGARY	WWF	WHITE RABBIT, Budapest	HUNGARY
HIGHLIGHT THE REMARKABLE	STABILO INTERNATIONAL GMBH	STABILO BOSS HIGHLIGHTER PEN	DDB DÜSSELDORF	GERMANY
B04 Publications				
THE NON-ISSUE	L'ORÉAL PARIS	AGE PERFECT	McCANN PARIS	FRANCE
C01 Digital & Interactive Design				
9.58 SECONDS - THE WORLD'S FASTEST ANNUAL REPORT	PUMA	PUMA ANNUAL REPORT	PUBLICIS PIXELPARK, Hamburg	GERMANY
THE UNKNOWN FACE	HISTORIAL DE LA GRANDE GUERRE PÉRONNE	ART INSTALLATION AND A WEBSITE	FF PARIS	FRANCE
#ROMANOV100: AR PHOTO ALBUM	RT	EDUCATIONAL AR BOOK	RT, Moscow	RUSSIA
D01 Live Events				
LIFEBOAT - THE EXPERIMENT	SEA-WATCH E.V.	HUMANITARIAN HELP	SERVICEPLAN GERMANY, Munich	GERMANY
D02 Multi Channel Experience				
THISABLES	IKEA	DEMOCRATIZING HOME-FURNITURE FOR PEOPLE WITH DISABILITIES WITH 3D PRINTED ADD-ON	McCANN, Tel Aviv	ISRAEL
E01 Beauty / Healthcare				
CARE WHILE YOU CARE	PINK RIBBON DEUTSCHLAND	PINK RIBBON CARE WHILE YOU CARE SHOWER GEL & BODY LOTION	DDB DÜSSELDORF	GERMANY
THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE FEMALE COMPANY	THE TAMPON BOOK	SCHOLZ & FRIENDS, Berlin	GERMANY
E03 Food / Drink				
GIVE THEM A FACE	ACTION AGAINST HUNGER	FRITZ-KOLA'S HUMAN RIGHTS EDITION	DDB BERLIN	GERMANY
BUSHE	BUSHE	CAFE NETWORK	SUPREMATIKA, Moscow	RUSSIA
THE 'GEGEN BRAUNE FLASCHEN'-BOTTLE	BECK'S	BECK'S	SERVICEPLAN GERMANY, Munich	GERMANY
GREATNESS SINCE 1998	MOËT & CHANDON	CHAMPAGNE	SID LEE, Paris	FRANCE
F02 Environmental / Social Impact				
FOCUS LINES	ECUADORIAN MINISTRY OF TRANSPORT AND PUBLIC WORKS	ROAD SAFETY	FAMOUSGREY BRUSSELS	BELGIUM
RECYCLED PROPAGANDA	VLUCHTELINGENWERK	REFUGEE HELP	MORTIERBRIGADE, Brussels	BELGIUM
THISABLES	IKEA	DEMOCRATIZING HOME-FURNITURE FOR PEOPLE WITH DISABILITIES WITH 3D PRINTED ADD-ON	McCANN, Tel Aviv	ISRAEL
F03 Innovation & Solution				
FOCUS LINES	ECUADORIAN MINISTRY OF TRANSPORT AND PUBLIC WORKS	ROAD SAFETY	FAMOUSGREY BRUSSELS	BELGIUM