

Title	Brand	Product/Service	Entrant Company	Location
A01 Fast Moving Consumer Goods				
THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE FEMALE COMPANY	THE TAMPON BOOK	SCHOLZ & FRIENDS, Berlin	GERMANY
STREET-VET	PURINA	VETERINARY DIET	McCANN PARIS	FRANCE
A03 Durable Consumer Goods including Automotive				
VOLTS BY VOLVO	VOLVO	VOLVO	FAMOUSGREY BRUSSELS	BELGIUM
SEEN BY TRÉCA	ADOVA	MATRESS	SID LEE, Paris	FRANCE
A04 Travel, Leisure, Retail, Restaurants & Fast Food Chains				
NO NEED TO FLY – AROUND THE WORLD IN GERMANY	DEUTSCHE BAHN (GERMAN RAIL)	DEUTSCHE BAHN (GERMAN RAIL)	OGILVY GERMANY, Frankfurt	GERMANY
SOUVENIRS DE PARIS	CENTRE POMPIDOU	CENTRE POMPIDOU	MARCEL, 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
A06 Consumer Services/Business to Business				
UBERTOYS	UBER	UBER	DDB PARIS	FRANCE
A07 Not-for-profit / Charity / Government				
PAY IT FORWARD	THE BIG ISSUE	THE BIG ISSUE	FCB INFERNO, London	UNITED KINGDOM
MY CARER	ALZHEIMER'S SOCIETY	ALZHEIMER'S SOCIETY	MRM/McCANN, Frankfurt	GERMANY
A08 Corporate Social Responsibility (CSR) / Corporate Image				
#TAKEMEMEHOME	PEDIGREE® / MARS LLC	PEDIGREE® THE ADOPTION DRIVE	BBDO, Moscow	RUSSIA
B01 Mailing				
ABBAY ROAD	VOLKSWAGEN	AUTOMOTIVE	NORD DDB, Stockholm	SWEDEN
B02 Use of Ambient Media: Small Scale				
SOUVENIRS DE PARIS	CENTRE POMPIDOU	CENTRE POMPIDOU	MARCEL, Paris	FRANCE
B03 Use of Ambient Media: Large Scale				
UBERTOYS	UBER	UBER	DDB PARIS	FRANCE
#SAYYESTOEUROPE	LUFTHANSA	LUFTHANSA	KOLLE REBBE ACCENTURE INTERACTIVE, Hamburg	GERMANY
B05 Use of Print / Outdoor				
THE ESPORT MENU	MCDONALD'S	MCDONALD'S	NORD DDB, Copenhagen	DENMARK
#FRANCEACCESSIBLE	FRANCE HANDICAP APF	Handicap accessibility	APF FRANCE HANDICAP, Paris	FRANCE
VISIT XBOX: THE BIRTH OF GAMING TOURISM	MICROSOFT	XBOX ONE X ENHANCED	McCANN LONDON	UNITED KINGDOM
B06 Use of Technology				
MY CARER	ALZHEIMER'S SOCIETY	ALZHEIMER'S SOCIETY	MRM/McCANN, Frankfurt	GERMANY
C01 Use of Social/ Digital Platforms				
MY LIFE AS A NPC	UBISOFT	ASSASSIN'S CREED	DDB PARIS	FRANCE
NOT A BOOMERANG	BITE BACK	ANIMAL RIGHTS ORGANISATION	FAMOUSGREY BRUSSELS	BELGIUM
422 LIFESAVING FACEBOOK FILMS	NORWEGIAN RED CROSS	FIRST AID	TRY REKLAME, Oslo	NORWAY
LOFI BEATS SUICIDE	VICE UK	VICE UK	McCANN LONDON	UNITED KINGDOM
C02 Use of Mobile & Devices				
UBERTOYS	UBER	UBER	DDB PARIS	FRANCE
MY CARER	ALZHEIMER'S SOCIETY	ALZHEIMER'S SOCIETY	MRM/McCANN, Frankfurt	GERMANY
C03 Real-time Response				
NO NEED TO FLY – AROUND THE WORLD IN GERMANY	DEUTSCHE BAHN (GERMAN RAIL)	DEUTSCHE BAHN (GERMAN RAIL)	OGILVY GERMANY, Frankfurt	GERMANY
C04 Co-creation & User Generated Content				
#ALL41	DAZN	DAZN	KOLLE REBBE ACCENTURE INTERACTIVE, Hamburg	GERMANY
CRAFT A WESTERN WHOPPER	BURGER KING	HAMBURGER	INGO, Stockholm	SWEDEN
D02 Data-driven Targeting				
NO NEED TO FLY – AROUND THE WORLD IN GERMANY	DEUTSCHE BAHN (GERMAN RAIL)	DEUTSCHE BAHN (GERMAN RAIL)	OGILVY GERMANY, Frankfurt	GERMANY
422 LIFESAVING FACEBOOK FILMS	NORWEGIAN RED CROSS	FIRST AID	TRY REKLAME, Oslo	NORWAY
E02 Launch / Re-launch				
REFURBISHED TWEETS	BACK MARKET	BACK MARKET	BETC, Paris	FRANCE
MY LIFE AS A NPC	UBISOFT	ASSASSIN'S CREED	DDB PARIS	FRANCE
F01 Integrated Campaign Led by Direct				
THISABLES	IKEA	DEMOCRATIZING HOME-FURNITURE FOR PEOPLE WITH DISABILITIES WITH 3D PRINTED ADD-ON	McCANN, Tel Aviv	ISRAEL
G02 Challenger Brand				
SOUVENIRS DE PARIS	CENTRE POMPIDOU	CENTRE POMPIDOU	MARCEL, Paris	FRANCE
VOLTS BY VOLVO	VOLVO	VOLVO	FAMOUSGREY BRUSSELS	BELGIUM
I AM TRASH, LES FLEURS DU DÉCHET	ETAT LIBRE D'ORANGE	PERFUME	OGILVY, Paris	FRANCE
G04 Social Behaviour & Cultural Insight				
REFURBISHED TWEETS	BACK MARKET	BACK MARKET	BETC, Paris	FRANCE
DZE_GEORGIAN PROJECT	AMERICAN FRIENDS OF GEORGIA	DZEGVI SHELTER	WINDFOR'S, Tbilisi	GEORGIA
THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE FEMALE COMPANY	THE TAMPON BOOK	SCHOLZ & FRIENDS, Berlin	GERMANY

ADDRESS POINT - POINTING A WAY BACK HOME FOR IRELAND'S HOMELESS	AN POST	ADDRESS POINT	WUNDERMAN THOMPSON, Dublin	IRELAND
I (DIS)OWN MY CHILD	'DA SE ZNA' LGBT+NGO	'DA SE ZNA' LGBT+NGO	McCANN BELGRADE	SERBIA
LOFI BEATS SUICIDE	VICE UK	VICE UK	McCANN LONDON	UNITED KINGDOM
50/50	BURGER KING	PLANBASED BURGERS	INGO, Stockholm	SWEDEN
G05 Breakthrough on a Budget				
CARDS OF ACKNOWLEDGEMENT	MISCARRIAGE ASSOCIATION	MISCARRIAGE ASSOCIATION CARDS OF ACKNOWLEDGEMENT	MRM/McCANN, London	UNITED KINGDOM
SEEN BY TRÉCA	ADOVA	MATRESS	SID LEE, Paris	FRANCE