

Title	Brand	Product/Service	Entrant Company	Location	Production Company	Location
A03 Durable Consumer Goods including Automotive						
THE OTHERS	VOLKSWAGEN	IQ.DRIVE	DDB PARIS *	FRANCE	WANDA PRODUCTIONS, Paris / MIKROS IMAGE, Paris	FRANCE
KEEP CHRISTMAS WONDERFUL	ORANGE	CHRISTMAS GIFTS COLLECTION	PUBLICIS CONSEIL, Paris *	FRANCE	ICONOCLAST, Paris / MATHEMATIC, Paris	FRANCE
A04 Travel, Leisure, Retail, Restaurants & Fast Food Chains						
THE LITTLE DUCK	DISNEYLAND PARIS	DISNEYLAND PARIS	BETC, Paris *	FRANCE	GENERAL POP, Pantin / GREEN UNITED MUSIC, Paris	FRANCE
SWITCH TO BAZARCHIC	BAZARCHIC	INTERNET SHOPPING	CHANGE, Paris	FRANCE	SOVAGE, Paris	FRANCE
GOTH LIFE	COPENHAGEN METRO	COPENHAGEN METRO	HJALTELIN STAHL PART OF ACCENTURE INTERACTIVE, Copenhagen *	DENMARK	PEGASUS PRODUCTION, Copenhagen	DENMARK
BUY SECOND-HAND. OR NOTHING AT ALL.	FINN.NO	ONLINE MARKETPLACE	MORGENSTERN, Oslo *	NORWAY	BACON OSLO, Oslo	NORWAY
THIS IS HOW IT FEELS	KOMPLETT	KOMPLETT	ANORAK, Oslo *	NORWAY	BACON OSLO, Oslo	NORWAY
C'EST MAGNIFIQUE	INTERMARCHÉ	INTERMARCHÉ	ROMANCE, Paris *	FRANCE	GRAND BAZAR, PARIS / THE, Paris	FRANCE
A05 Media / Entertainment						
MISSION REALLY IMPOSSIBLE	CANAL+	CANAL+	BETC, Paris *	FRANCE	LA PAC, Paris / SCHMOOZE, Paris	FRANCE
CONTENT BATTLE	ORANGE	ORANGE TV	PUBLICIS CONSEIL, Paris *	FRANCE	INSURRECTION, Paris / PRODIGIOUS, Paris	FRANCE
A06 Consumer Services/Business to Business						
TAKING CARE OF BUSINESS	ARBETSFÖRMEDLINGEN - THE SWEDISH PUBLIC EMPLOYMENT SERVICE	EMPLOYMENT SERVICE	LE BUREAU, Stockholm *	SWEDEN	COLONY, Stockholm / BACON FILM, Stockholm	SWEDEN
BOURSORAMA BANQUE - BRAD PITT	BOURSORAMA BANQUE	BANK	BUZZMAN, Paris *	FRANCE	INSURRECTION, Paris / THE, Paris	FRANCE
A07 Not-for-profit / Charity / Government						
MERRY CHRISTMAS	UNICEF	HELP ORGANIZATION	TBWA/STOCKHOLM *	SWEDEN	CAMP DAVID, Stockholm	SWEDEN
THE ROAD OF MY LIFE	DÉLÉGATION À LA SÉCURITÉ ROUTIÈRE	ROAD SECURITY	DDB PARIS *	FRANCE	SOLAB, Paris / FIRM STUDIO, Paris	FRANCE
WE ARE THE CHAMPIONS	FONDATION 30 MILLIONS D'AMIS	GREAT CAUSE	ALTMANN + PACREAU, Paris	FRANCE	ICONOCLAST, Paris	FRANCE
A08 Corporate Social Responsibility (CSR) / Corporate Image						
#HOLDYOURBREATH - HIJACKING THE EUROPEAN ELECTIONS	SEA WATCH E.V. / DIE PARTEI	TV SPOT	SCHOLZ & FRIENDS, Berlin *	GERMANY	MARKENFILM SCHWEIZ, Zürich	SWITZERLAND
B02 Healthcare						
VIVA LA VULVA	ESSITY	LIBRESSE/BODYFORM	AMVBBDO, London *	UNITED KINGDOM	SOMESUCH, London / TRIM EDITING, London	UNITED KINGDOM
B03 Durable Consumer Goods including Automotive						
MERCEDES-BENZ - BERTHA BENZ	DAIMLER AG	MERCEDES-BENZ	ANTONI, Berlin	GERMANY	ANORAK, Berlin *	GERMANY
CINDERELLA	VAUXHALL	OPEL ASTRA	MRM/McCANN MADRID *	SPAIN	VETOR ZERO / LOBO, São Paulo / MACH STUDIO, Madrid	BRAZIL / SPAIN
JACK & THE BEANSTALK	VAUXHALL	OPEL ASTRA	MRM/McCANN MADRID *	SPAIN	VETOR ZERO / LOBO, São Paulo / MACH STUDIO, Madrid	BRAZIL / SPAIN
THE LIFT	BIANCO FOOTWEAR	BIANCO FOOTWEAR	&CO, Copenhagen *	DENMARK	NEW LAND, Copenhagen	DENMARK
THE SMALL ESCAPE	BMW AG	BRAND COMMUNICATION	JUNG VON MATT, Hamburg *	GERMANY	TEMPOMEDIA, Hamburg	GERMANY
B04 Travel, Leisure, Retail, Restaurants & Fast Food Chains						
GOTH LIFE	COPENHAGEN METRO	COPENHAGEN METRO	HJALTELIN STAHL PART OF ACCENTURE INTERACTIVE, Copenhagen *	DENMARK	PEGASUS PRODUCTION, Copenhagen	DENMARK
ALAIN	BURGER KING FRANCE	FAST FOOD	BUZZMAN, Paris *	FRANCE	SOLAB, Paris / THE, Paris	FRANCE
JOAO	BURGER KING FRANCE	FAST FOOD	BUZZMAN, Paris *	FRANCE	SOLAB, Paris / THE, Paris	FRANCE
ALAIN & JOAO	BURGER KING FRANCE	FAST FOOD	BUZZMAN, Paris *	FRANCE	SOLAB, Paris / THE, Paris	FRANCE
CHRISTO	BURGER KING FRANCE	FAST FOOD	BUZZMAN, Paris *	FRANCE	SOLAB, Paris / THE, Paris	FRANCE
MELISSA	BURGER KING FRANCE	FAST FOOD	BUZZMAN, Paris *	FRANCE	SOLAB, Paris / THE, Paris	FRANCE
THIS IS HOW IT FEELS	KOMPLETT	KOMPLETT	ANORAK, Oslo *	NORWAY	BACON OSLO, Oslo	NORWAY
C'EST MAGNIFIQUE	INTERMARCHÉ	INTERMARCHÉ	ROMANCE, Paris *	FRANCE	GRAND BAZAR, PARIS / THE, Paris	FRANCE
B05 Media / Entertainment						
BIG BAD WOLVES	UBISOFT	GHOST RECON	DDB PARIS *	FRANCE	BRUNCH STUDIO, Paris / BLINKINK, London	FRANCE / UNITED KINGDOM
B06 Consumer Services/Business to Business						
SIDEBOOB	NORDEA	PENSION SAVING	PER HøJ, Oslo *	NORWAY	FUS, Oslo / SHORTCUT OSLO	NORWAY
WHITE WALKERS	NORDEA	PENSION SAVING	PER HøJ, Oslo *	NORWAY	FUS, Oslo / SHORTCUT OSLO	NORWAY
DAB	NORDEA	PENSION SAVING	PER HøJ, Oslo *	NORWAY	FUS, Oslo / SHORTCUT OSLO	NORWAY
B07 Not-for-profit / Charity / Government						
THE BITTER BOND	BORN FREE FOUNDATION	BORN FREE FOUNDATION	ENGINE, London *	UNITED KINGDOM	BLINKINK, London / ZOMBIE STUDIO, São Paulo	UNITED KINGDOM / BRAZIL
WE ARE THE CHAMPIONS	FONDATION 30 MILLIONS D'AMIS	GREAT CAUSE	ALTMANN + PACREAU, Paris	FRANCE	ICONOCLAST, Paris	FRANCE
COME GIVE ME LOVE	THE SWEDISH CANCER SOCIETY	PINK RIBBON	KING, Stockholm *	SWEDEN	INDIO, Stockholm	SWEDEN
VOICELESS WOMEN	NEW LIVES + 10 NGO'S	INFORMATIVE CAMPAIGN	NO SLEEP, Copenhagen	DENMARK	UITCH ISCRATCH, Copenhagen *	DENMARK
C01 Viral Film						
VIVA LA VULVA	ESSITY	LIBRESSE/BODYFORM	AMVBBDO, London *	UNITED KINGDOM	SOMESUCH, London / TRIM EDITING, London	UNITED KINGDOM
FREESTYLER: THE REBIRTH	TELENET	YUGO	TBWA/BELGIUM, Brussels *	BELGIUM	BOZON CONTENT, Antwerpen	BELGIUM
ALL THAT WE SHARE - CONNECTED	TV 2	TV 2	TV 2 DENMARK, Copenhagen *	DENMARK	NEW LAND, Copenhagen	DENMARK
E03 Online: Fiction & Non-Fiction						
MERCEDES-BENZ - BERTHA BENZ	DAIMLER AG	MERCEDES-BENZ	ANTONI, Berlin	GERMANY	ANORAK, Berlin *	GERMANY
THE LIFT	BIANCO FOOTWEAR	BIANCO FOOTWEAR	&CO, Copenhagen *	DENMARK	NEW LAND, Copenhagen	DENMARK
BEER HEROES	UBREW	UBREW	McCANN MILAN *	ITALY	THINK CATTLEYA, Milan	ITALY

G01 Local Brand						
CATAPULT AIR – NON-STOP TO SYLT.	SYLT MARKETING	THE ISLAND OF SYLT	PHILIPP UND KEUNTJE, Hamburg *	GERMANY	PHILIPP UND KEUNTJE, Hamburg	GERMANY
G02 Challenger Brand						
VIVA LA VULVA	ESSITY	LIBRESSE/BODYFORM	AMVBBDO, London *	UNITED KINGDOM	SOMESUCH, London / TRIM EDITING, London	UNITED KINGDOM
DEAR CONDOM	RFSU	RFSU CONDOMS	HOUSE OF RADON, Stockholm *	SWEDEN	HOUSE OF RADON, Stockholm	SWEDEN
G03 Single Market Campaign						
CLEAR	DIAGEO	GUINNESS	AMVBBDO, London *	UNITED KINGDOM	MJZ UK, London / WHITEHOUSE POST, London	UNITED KINGDOM
G04 Social Behaviour & Cultural Insight						
MILLENNIALS IN THE FUTURE	NORDEA	PENSION SAVING	PER H&J, Oslo *	NORWAY	FUS, Oslo / SHORTCUT OSLO	NORWAY
VIVA LA VULVA	ESSITY	LIBRESSE/BODYFORM	AMVBBDO, London *	UNITED KINGDOM	SOMESUCH, London / TRIM EDITING, London	UNITED KINGDOM
CLEAR	DIAGEO	GUINNESS	AMVBBDO, London *	UNITED KINGDOM	MJZ UK, London / WHITEHOUSE POST, London	UNITED KINGDOM
VOICELESS WOMEN	NEW LIVES + 10 NGO'S	INFORMATIVE CAMPAIGN	NO SLEEP, Copenhagen	DENMARK	UITCH ISCRATCH, Copenhagen *	DENMARK