

Title	Brand	Product/Service	Entrant Company	Location	Media Placement	Location
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		
A05 Media / Entertainment						
THE CANCER COVER	KK	KK MAGAZINE	TRY REKLAME, Oslo *	NORWAY	TRY REKLAME, Oslo	NORWAY
THE LAST EVER ISSUE	GAZETA.PL, BNP PARIBAS, MASTERCARD	THE LAST EVER ISSUE	VMLY&R POLAND, Warsaw	POLAND	WAVEMAKER, Warsaw *	POLAND
A07 Not-for-profit / Charity / Government						
422 LIFESAVING FACEBOOK FILMS	NORWEGIAN RED CROSS	FIRST AID	TRY REKLAME, Oslo *	NORWAY	TRY REKLAME, Oslo	NORWAY
LET WHAT'S INSIDE OUT	CALM (CAMPAIGN AGAINST LIVING MISERABLY)	CHARITY	HAVAS LONDON *	UNITED KINGDOM	HAVAS MEDIA, London	UNITED KINGDOM
B01 Use of TV & Other Screens						
FONDATION POUR LA RECHERCHE MÉDICALE - A DAY TO REMEMBER	FONDATION POUR LA RECHERCHE MÉDICALE	CHARITY	CLM BBDO, Paris *	FRANCE	TF1, Boulogne-Billancourt	FRANCE
FINISH 'KADIN' INTEGRATION	RECKITT BENCKISER- FINISH	FINISH QUANTUM	HAVAS ISTANBUL, Istanbul	TURKEY	HAVAS ISTANBUL, Istanbul	TURKEY
B03 Use of Print / Outdoor						
THE CANCER COVER	KK	KK MAGAZINE	TRY REKLAME, Oslo *	NORWAY	TRY REKLAME, Oslo	NORWAY
THE NON-ISSUE	L'ORÉAL PARIS	AGE PERFECT	McCANN PARIS *	FRANCE	CONDÉ NAST INTERNATIONAL, London	UNITED KINGDOM
I (DIS)OWN MY CHILD	'DA SE ZNA' LGBT+NGO	'DA SE ZNA' LGBT+NGO	McCANN BELGRADE *	SERBIA	UM, Belgrade	SERBIA
THE CAR KEY TO PUBLIC TRANSPORT	BRUSSELS PUBLIC TRANSPORT	BRUSSELS PUBLIC TRANSPORT	MORTIERBRIGADE, Brussels *	BELGIUM	INITIATIVE MEDIA, Hoeilaart	BELGIUM
#FRANCEACCESSIBLE	FRANCE HANDICAP APF	Handicap accessibility awareness	BRAND STATION, Paris	FRANCE	BRAND STATION, Paris	FRANCE
B04 Use of Ambient Media: Small Scale						
SOUVENIRS DE PARIS	CENTRE POMPIDOU	CENTRE POMPIDOU	MARCEL, Paris *	FRANCE	BLUE 449, Paris	FRANCE
GLASSES OF DROUGHT	FINISH / RECKITT BENCKISER	FINISH QUANTUM	HAVAS ISTANBUL, Istanbul	TURKEY		
B05 Use of Ambient Media: Large Scale						
THE DEATH OF THE PALM	UN ENVIRONMENT PROTECTION/GRID-WARSAW CENTRE	UN WORLD ENVIRONMENT DAY	SYRENA COMMUNICATIONS, Warsaw *	POLAND	SYRENA COMMUNICATIONS, Warsaw	POLAND
KOSHOGO	KLOOP	NEWS MEDIA	LEO BURNETT MOSCOW *	RUSSIA		
B06 Use of Events / Stunts						
SOUVENIRS DE PARIS	CENTRE POMPIDOU	CENTRE POMPIDOU	MARCEL, Paris *	FRANCE	BLUE 449, Paris	FRANCE
CASH EPILEPSY	FONDATION FRANÇAISE POUR LA RECHERCHE SUR L'EPILEPSIE	ORGANIZATION DEDICATED TO EPILEPSY RESEARCH	SERVICEPLAN HEALTH FRANCE, Paris *	FRANCE	SERVICEPLAN HEALTH FRANCE, Paris	FRANCE
B07 Use of Digital Platforms						
BLACK FRIDAY WHOPPER SHOPPER	BURGER KING CORPORATION	WHOPPER	GRABARZ & PARTNER, Hamburg *	GERMANY		
B08 Use of Mobile & Devices						
TEXTS AGAINST LONELINESS	DUTCH GOVERNMENT / MINISTRY OF HEALTH, WELFARE AND SPORTS	THE FIGHT AGAINST LONELINESS	PUBLICIS, Amsterdam *	THE NETHERLANDS	PUBLICIS, Amsterdam	THE NETHERLANDS
B09 Use of Social Platforms						
NO NEED TO FLY – AROUND THE WORLD IN GERMANY	DEUTSCHE BAHN (GERMAN RAIL)	DEUTSCHE BAHN (GERMAN RAIL)	Ogilvy Germany, Frankfurt *	GERMANY		
REFURBISHED TWEETS	BACK MARKET	BACK MARKET	BETC, Paris *	FRANCE	BETC, Paris	FRANCE
LIFE LOLLI	KMSZ (BONE MARROW DONATION CENTER)	LIFE LOLLI - A LOLLIPOP DESIGNED TO SAVE LIVES	BBDO, Düsseldorf *	GERMANY	FUSE, Düsseldorf	GERMANY
RAGING BANNERS	VOO TELECOM	FASTEST INTERNET	HAPPINESS BRUSSELS / AN FCB ALLIANCE *	BELGIUM		
422 LIFESAVING FACEBOOK FILMS	NORWEGIAN RED CROSS	FIRST AID	TRY REKLAME, Oslo *	NORWAY	TRY REKLAME, Oslo	NORWAY
C03 Data Driven Targeting						
422 LIFESAVING FACEBOOK FILMS	NORWEGIAN RED CROSS	FIRST AID	TRY REKLAME, Oslo *	NORWAY	TRY REKLAME, Oslo	NORWAY
D01 Use of Brand or Product Integration into a Programme or Platform						
FONDATION POUR LA RECHERCHE MÉDICALE - A DAY TO REMEMBER	FONDATION POUR LA RECHERCHE MÉDICALE	CHARITY	CLM BBDO, Paris *	FRANCE	TF1, Boulogne-Billancourt	FRANCE
FINISH KADIN SERIES INTEGRATION CAMPAIGN	FINISH / RECKITT BENCKISER	DISHWASHING DETERGENT	HAVAS MEDIA TURKEY, Istanbul *	TURKEY	HAVAS MEDIA TURKEY, Istanbul	TURKEY
THE NON-ISSUE	L'ORÉAL PARIS	AGE PERFECT	McCANN PARIS *	FRANCE	CONDÉ NAST INTERNATIONAL, London	UNITED KINGDOM
D02 Use of Branded Content created for Digital or Social						
HEROES OF THE NIGHT	ANHEUSER-BUSCH INBEV GERMANY HOLDING GMBH	BECK'S	SERVICEPLAN GERMANY, Munich *	GERMANY	SERVICEPLAN GERMANY, Munich	GERMANY
THE ARRIVALS	SAS	SAS	&CO, Copenhagen *	DENMARK	MINDSHARE, Copenhagen	DENMARK
E01 Use of Integrated Media						
WE ARE SIBERIA	S7 AIRLINES	S7 AIRLINES	TUTKOVBUKOV, Volgograd *	RUSSIA	TUTKOVBUKOV, Volgograd	RUSSIA
AWESOME WEEK	WARNER BROS.	THE LEGO MOVIE 2	PHD, London *	UNITED KINGDOM	PHD, London	UNITED KINGDOM
F01 Excellence in Media Insights & Strategy						
GREEN DAWN	UBISOFT	THE DIVISION 2	DDB PARIS *	FRANCE		
F03 Excellence in Media Execution						
FONDATION POUR LA RECHERCHE MÉDICALE - A DAY TO REMEMBER	FONDATION POUR LA RECHERCHE MÉDICALE	CHARITY	CLM BBDO, Paris *	FRANCE	TF1, Boulogne-Billancourt	FRANCE
THE CANCER COVER	KK	KK MAGAZINE	TRY REKLAME, Oslo *	NORWAY	TRY REKLAME, Oslo	NORWAY
G02 Challenger Brand						
SOUVENIRS DE PARIS	CENTRE POMPIDOU	CENTRE POMPIDOU	MARCEL, Paris *	FRANCE	BLUE 449, Paris	FRANCE
G04 Social Behaviour & Cultural Insight						
MIND THE GAP	BERLINER VERKEHRSBETRIEBE	BVG-FRAUENTICKET (WOMEN'S TICKET)	SERVICEPLAN GERMANY, Munich *	GERMANY	MEDIAPLUS, Munich	GERMANY

FORTE FEMME	FORTE BANK	BANKING SERVICES	VOSKHOD, Ekaterinburg *	RUSSIA	KOMBINAT, Almaty	KAZAKHSTAN
LOFI BEATS SUICIDE	VICE UK	VICE UK	McCANN LONDON *	UNITED KINGDOM	VICE, London	UNITED KINGDOM
KOSHOGO	KLOOP	NEWS MEDIA	LEO BURNETT MOSCOW *	RUSSIA		
G05 Breakthrough on a Budget						
TEXTS AGAINST LONELINESS	DUTCH GOVERNMENT / MINISTRY OF HEALTH, WELFARE AND SPORTS	THE FIGHT AGAINST LONELINESS	PUBLICIS, Amsterdam *	THE NETHERLANDS	PUBLICIS, Amsterdam	THE NETHERLANDS
RED RIBBONS PROJECT	KADAV / BAHCESEHIR UNIVERSITY	EDUCATION / SOCIAL RESPONSIBILITY	MULLENLOWE ISTANBUL *	TURKEY	MULLENLOWE ISTANBUL	TURKEY
THE NOT BIG MACS	BURGER KING	HAMBURGER	INGO, Stockholm *	SWEDEN		
LET WHAT'S INSIDE OUT	CALM (CAMPAIGN AGAINST LIVING MISERABLY)	CHARITY	HAVAS LONDON *	UNITED KINGDOM	HAVAS MEDIA, London	UNITED KINGDOM
KOSHOGO	KLOOP	NEWS MEDIA	LEO BURNETT MOSCOW *	RUSSIA		