

Title	Brand	Product/Service	Entrant Company	Location
A02 Healthcare				
LIFE LOLLI	KMSZ (BONE MARROW DONATION CENTER)	LIFE LOLLI - A LOLLIPOP DESIGNED TO SAVE LIVES	BBDO, Düsseldorf	GERMANY
THE MISSING PAGE	LABORATOIRES IPRAD	SAFORELLE	SERVICEPLAN FRANCE, Paris	FRANCE
A03 Durable Consumer Goods including Automotive				
THE E.V.A. INITIATIVE	VOLVO CARS	CARS	FORSMAN & BODENFORS, Gothenburg	SWEDEN
A04 Travel, Leisure, Retail, Restaurants & Fast Food Chains				
BIG BELL	TACO BELL	TACO BELL	EDELMAN, London	UNITED KINGDOM
MIND THE GAP	BERLINER VERKEHRSBETRIEBE	BVG-FRAUENTICKET (WOMEN'S TICKET)	SERVICEPLAN GERMANY, Munich	GERMANY
RENT A FINN	BUSINESS FINLAND / VISIT FINLAND	DESTINATION FINLAND	SEK PART OF GREY, Helsinki	FINLAND
THE NOT BIG MACS	BURGER KING	HAMBURGER	INGO, Stockholm	SWEDEN
CLOSED FOR MAINTENANCE	VISIT FAROE ISLANDS	FAROE ISLANDS	MENSCH, Copenhagen	DENMARK
A06 Consumer Services/Business to Business				
#GIRLSINVEST	DNB	INVESTMENT BANKING	TRY REKLAME, Oslo	NORWAY
FAKE SELF-HELP BOOKS AGAINST AGE POVERTY	DEUTSCHER SPARKASSEN - UND GIROVERBAND E.V.	RETIREMENT PROVISION	JUNG VON MATT, Hamburg	GERMANY
A07 Not-for-profit / Charity / Government				
FAKE 4 GOOD	SOLIDARITÉ SIDA	TRUMP DEEPFAKE VIDÉO	SOLIDARITE SIDA, Paris	FRANCE
RED RIBBONS PROJECT	KADAV / BAHCESEHIR UNIVERSITY	EDUCATION / SOCIAL RESPONSIBILITY	MULLENLOWE ISTANBUL	TURKEY
THEIR STORY IS MY STORY	URGENCE HOMOPHOBIE	MUSIC VIDEO	FF PARIS	FRANCE
B01 Corporate Image, Communication & Reputation Management				
THE E.V.A. INITIATIVE	VOLVO CARS	CARS	FORSMAN & BODENFORS, Gothenburg	SWEDEN
THE MISSING PAGE	LABORATOIRES IPRAD	SAFORELLE	SERVICEPLAN FRANCE, Paris	FRANCE
B02 Public Affairs & Lobbying				
THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE FEMALE COMPANY	THE TAMPON BOOK	SCHOLZ & FRIENDS, Berlin	GERMANY
B04 Business Citizenship / Corporate Responsibility & Environmental				
#GIRLSINVEST	DNB	INVESTMENT BANKING	TRY REKLAME, Oslo	NORWAY
THE NON-ISSUE	L'ORÉAL PARIS	AGE PERFECT	McCANN PARIS	FRANCE
B06 Media Relations				
THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE FEMALE COMPANY	THE TAMPON BOOK	SCHOLZ & FRIENDS, Berlin	GERMANY
B07 Use of Events & Stunts				
BIG BELL	TACO BELL	TACO BELL	EDELMAN, London	UNITED KINGDOM
LIFEBOAT - THE EXPERIMENT	SEA-WATCH E.V.	HUMANITARIAN HELP	SERVICEPLAN GERMANY, Munich	GERMANY
MIND THE GAP	BERLINER VERKEHRSBETRIEBE	BVG-FRAUENTICKET (WOMEN'S TICKET)	SERVICEPLAN GERMANY, Munich	GERMANY
#FRANCEACCESSIBLE	FRANCE HANDICAP APF	Handicap accessibility awareness	APF FRANCE HANDICAP, Paris	FRANCE
SIREN TEST	AMNESTY INTERNATIONAL	RADIO COMMERCIAL (AUDIO ONLY)	AMNESTY INTERNATIONAL, Zurich	SWITZERLAND
RED RIBBONS PROJECT	KADAV / BAHCESEHIR UNIVERSITY	EDUCATION / SOCIAL RESPONSIBILITY	MULLENLOWE ISTANBUL	TURKEY
CLOSED FOR MAINTENANCE	VISIT FAROE ISLANDS	FAROE ISLANDS	MENSCH, Copenhagen	DENMARK
B08 Use of Celebrity, Influencers & Key Opinion Leaders				
REFURBISHED TWEETS	BACK MARKET	BACK MARKET	BETC, Paris	FRANCE
LIFE LOLLI	KMSZ (BONE MARROW DONATION CENTER)	LIFE LOLLI - A LOLLIPOP DESIGNED TO SAVE LIVES	BBDO, Düsseldorf	GERMANY
FAKE ROMANI EXPERIMENT	DIAK (DIACONIA UNIVERSITY OF APPLIED SCIENCE)	DIAK (DIACONIA UNIVERSITY OF APPLIED SCIENCE)	DIAK (DIACONIA UNIVERSITY OF APPLIED SCIENCE), Helsinki	FINLAND
B09 Sponsorship & Brand Partnership				
THE NON-ISSUE	L'ORÉAL PARIS	AGE PERFECT	McCANN PARIS	FRANCE
B10 Launch / Re-launch				
BIG BELL	TACO BELL	TACO BELL	EDELMAN, London	UNITED KINGDOM
B11 Brand Voice & Strategic Storytelling				
CLOSED FOR MAINTENANCE	VISIT FAROE ISLANDS	FAROE ISLANDS	MENSCH, Copenhagen	DENMARK
THE MISSING PAGE	SAFORELLE	FEMALE ANATOMY AWARENESS CAMPAIGN	SERVICEPLAN FRANCE, Paris	FRANCE
B12 Content-led Engagement & Marketing				
VIVA LA VULVA	LIBRESSE/ESSITY	INTIMATE CARE PRODUCTS	KETCHUM, London	UNITED KINGDOM
C02 Use of Social in a PR campaign				
LIFE LOLLI	KMSZ (BONE MARROW DONATION CENTER)	LIFE LOLLI - A LOLLIPOP DESIGNED TO SAVE LIVES	BBDO, Düsseldorf	GERMANY
THEIR STORY IS MY STORY	URGENCE HOMOPHOBIE	MUSIC VIDEO	FF PARIS	FRANCE
C07 Use of Technology				
FAKE 4 GOOD	SOLIDARITÉ SIDA	TRUMP DEEPFAKE VIDÉO	SOLIDARITE SIDA, Paris	FRANCE
THE SOUND OF DROWNING	TRYGG-HANSA	TRYGG-HANSA	BCW, Stockholm	SWEDEN
D02 PR Effectiveness				
THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE FEMALE COMPANY	THE TAMPON BOOK	SCHOLZ & FRIENDS, Berlin	GERMANY
E01 Integrated Campaign led by PR				
THE E.V.A. INITIATIVE	VOLVO CARS	CARS	FORSMAN & BODENFORS, Gothenburg	SWEDEN
F01 Local Brand				
CATAPULT AIR – NON-STOP TO SYLT.	SYLT MARKETING	THE ISLAND OF SYLT	PHILIPP UND KEUNTJE, Hamburg	GERMANY
F02 Challenger Brand				

I AM TRASH, LES FLEURS DU DÉCHET	ETAT LIBRE D'ORANGE	PERFUME	OGILVY, Paris	FRANCE
F03 Single Market Campaign				
CATAPULT AIR – NON-STOP TO SYLT.	SYLT MARKETING	THE ISLAND OF SYLT	PHILIPP UND KEUNTJE, Hamburg	GERMANY
F04 Social Behaviour & Cultural Insight				
THE PRIDE FLIGHT	VIRGIN HOLIDAYS & VIRGIN ATLANTIC	AIRLINE FLIGHT	ONE GREEN BEAN LONDON	UNITED KINGDOM
UNQUIET VOICES	ANAIS ASSOCIATION	NGO	CENTRADE CHEIL, BUCHAREST	ROMANIA
RED RIBBONS PROJECT	KADAV / BAHCESEHIR UNIVERSITY	EDUCATION / SOCIAL RESPONSIBILITY	MULLENLOWE ISTANBUL	TURKEY
F05 Breakthrough on a Budget				
ECSTASY, A SMELLY BUSINESS	OPENBAAR MINISTERIE	PUBLIC AWARENESS	ROORDA RECLAMEBUREAU, Amsterdam	THE NETHERLANDS