

Title	Brand	Product/Service	Entrant Company	Location	Idea Creation Company	Location
A01 Fast Moving Consumer Goods						
PEPSI RETRO STUDIO	PEPSICO	PEPSI BEVERAGE	DDB ROMANIA, Bucharest	ROMANIA	DDB ROMANIA Bucharest	ROMANIA
A02 Healthcare						
A HARD PILL TO SWALLOW	APOTEK HJÄRTAT	APOTEK HJÄRTAT	ÅKESTAM HOLST, Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm	SWEDEN
A03 Durable Consumer Goods including Automotive						
ETERNAL RUN	ASICS	ASICS GLIDERIDE	EDELMAN, London	UNITED KINGDOM	EDELMAN London	UNITED KINGDOM
THE (RE)COLLECTION	DIESEL	DIESEL	PUBLICIS ITALY, Milan	ITALY	PUBLICIS ITALY Milan	ITALY
A04 Travel, Leisure, Retail, Restaurants & Fast Food Chains						
BLACK FRIDAY RE(SALE)	IKEA DENMARK	IKEA DENMARK	HJALTEIN STAHL, PART OF ACCENTURE INTERACTIVE, Copenhagen	DENMARK	HJALTEIN STAHL, PART OF ACCENTURE INTERACTIVE Copenhagen	DENMARK
ACT FOR FOOD	CARREFOUR	CARREFOUR	MARCEL, Paris	FRANCE	MARCEL Paris PUBLICIS CONSEIL Paris	FRANCE
A07 Not-for-profit / Charity / Government						
-60% CULTURE	STATE OF THE ARTS	FLEMISH ART	BBDO BELGIUM, Brussels	BELGIUM	BBDO BELGIUM Brussels	BELGIUM
B01 Use of Ambient Media: Small Scale						
FORTUM CIRCO® HANDLE	FORTUM	FORTUM CIRCO® RECYCLED PLASTIC	TBWA/HELSINKI	FINLAND	TBWA/HELSINKI	FINLAND
N23. A FRAGRANCE BASED ON REAL EVENTS	NOVAYA GAZETA	THE BOYCOTT OF THE OPENING OF THE PERFUME BOUTIQUE IN THE "THE HOUSE OF EXECUTIO	ACTION, Moscow	RUSSIA	ACTION Moscow	RUSSIA
B02 Use of Ambient Media: Large Scale						
BIRDS WILL BE BACK	RECKITT BENCKISER TURKEY	FINISH	HAVAS ISTANBUL, Istanbul	TURKEY	HAVAS ISTANBUL Istanbul	TURKEY
C01 Guerrilla Marketing & Stunts						
EURYTHENES PLASTICUS	WWF GERMANY	THE NEW SPECIES EURYTHENES PLASTICUS	BBDO, Düsseldorf	GERMANY	BBDO Düsseldorf	GERMANY
C03 Exhibitions / Installations						
ZEROZEROZERO STORE	SKY ITALIA	TV SHOW ZEROZEROZERO BASED ON THE BOOK BY ROBERTO SAVIANO	M&C SAATCHI, Milan	ITALY	M&C SAATCHI Milan	ITALY
THE INVISIBLE STORE	BOTTEGA VENETA	BOTTEGA VENETA	PUBLICIS ITALY, Milan	ITALY	PUBLICIS ITALY Milan INDEPENDENT IDEAS Milan	ITALY
C04 Competitions & Promotional Games						
AMAZON BINGE SHOPPING	AMAZON PRIME VIDEO	AMAZON PRIME VIDEO	HEREZIE, Paris	FRANCE	HEREZIE Paris	FRANCE
FEEL THE FORCE MACHINE	THE COCA-COLA COMPANY	COCA-COLA ZERO SUGAR	INGO, Stockholm	SWEDEN	INGO Stockholm	SWEDEN
THE NO SHOW ROOM	VOLKSWAGEN	VOLKSWAGEN CAR	NORD DDB, Stockholm	SWEDEN	NORD DDB Stockholm	SWEDEN
C05 Customer Retail / In-Store Experience						
THE IN-BETWEEN WATER	ALKO	THE IN-BETWEEN WATER	TBWA/HELSINKI	FINLAND	TBWA/HELSINKI	FINLAND
AMAZON BINGE SHOPPING	AMAZON PRIME VIDEO	AMAZON PRIME VIDEO	HEREZIE, Paris	FRANCE	HEREZIE Paris	FRANCE
CROCODILE FREE	LACOSTE	LACOSTE	BETC, Paris	FRANCE	BETC Paris	FRANCE
TELCOLLECTION	PRISMA	TELCOLLECTION CLOTHING LINE	TBWA/HELSINKI	FINLAND	TBWA/HELSINKI	FINLAND
C06 360 integrated brand experience						
TELCOLLECTION	PRISMA	TELCOLLECTION CLOTHING LINE	TBWA/HELSINKI	FINLAND	TBWA/HELSINKI	FINLAND
C07 Customer Acquisition & Retention						
LOTTO CHRISTMAS COLLECTION	THE DANISH NATIONAL LOTTERY	LOTTO	ROBERT/BOISEN & LIKE-MINDED, Copenhagen	DENMARK	ROBERT/BOISEN & LIKE-MINDED Copenhagen	DENMARK
ENJOY BEFORE RETURNING	DIESEL	DIESEL	PUBLICIS ITALY, Milan	ITALY	PUBLICIS ITALY Milan	ITALY
D01 Tech-led Brand Experience						
FEEL THE FORCE MACHINE	THE COCA-COLA COMPANY	COCA-COLA ZERO SUGAR	INGO, Stockholm	SWEDEN	INGO Stockholm	SWEDEN
D02 Use of Mobile & Devices						
.COMDOM	TELENET	COMMERCIAL PUBLIC SERVICES	WUNDERMAN THOMPSON, Antwerp	BELGIUM	WUNDERMAN THOMPSON Antwerp	BELGIUM
D03 Use of Social & Digital Platforms						
-60% CULTURE	STATE OF THE ARTS	FLEMISH ART	BBDO BELGIUM, Brussels	BELGIUM	BBDO BELGIUM Brussels	BELGIUM

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AMAZON BINGE SHOPPING	AMAZON PRIME VIDEO	AMAZON PRIME VIDEO	HEREZIE, Paris	FRANCE	HEREZIE Paris	FRANCE
IKEA PETUNES	IKEA BELGIUM	ALL	OGILVY SOCIAL.LAB BELGIUM, Brussels	BELGIUM	OGILVY SOCIAL.LAB BELGIUM Brussels	BELGIUM
D04 Digital Installations						
SPACEBUZZ: VR EDUCATION PROGRAMME FOR CHILDREN CREATING EARTH'S AMBASSADORS	SPACEBUZZ	SPACEBUZZ: EXPERIENTIAL EDUCATION PROGRAMME	MEDIAMONKS, Hilversum	THE NETHERLANDS	MEDIAMONKS Hilversum SPACEBUZZ Amsterdam	THE NETHERLANDS
TEAR DOWN THIS WALL	THE DDR MUSUEM	TEAR DOWN THIS WALL	THE DDR MUSEUM, Berlin	GERMANY	VIRTUE Copenhagen NO SLEEP Copenhagen	DENMARK
D05 New Realities & Voice Activation						
SPACEBUZZ: VR EDUCATION PROGRAMME FOR CHILDREN CREATING EARTH'S AMBASSADORS	SPACEBUZZ	SPACEBUZZ: EXPERIENTIAL EDUCATION PROGRAMME	MEDIAMONKS, Hilversum	THE NETHERLANDS	MEDIAMONKS Hilversum SPACEBUZZ Amsterdam	THE NETHERLANDS
E01 Launch / Re-launch						
SUPERWEAR	AMAZON PRIME VIDEO	AMAZON PRIME VIDEO (THE BOYS)	HEREZIE, Paris	FRANCE	HEREZIE Paris	FRANCE
E02 Sponsorship & Brand Partnership						
BLACK FRIDAY RE(SALE)	IKEA DENMARK	IKEA DENMARK	HJALTELIN STAHL, PART OF ACCENTURE INTERACTIVE, Copenhagen	DENMARK	HJALTELIN STAHL, PART OF ACCENTURE INTERACTIVE Copenhagen	DENMARK
F01 Integrated Campaign led by Brand Experience & Activation						
THE NO SHOW ROOM	VOLKSWAGEN	VOLKSWAGEN CAR	NORD DDB, Stockholm	SWEDEN	NORD DDB Stockholm	SWEDEN
G04 Social Behaviour						
TELCOLLECTION	PRISMA	TELCOLLECTION CLOTHING LINE	TBWA HELSINKI	FINLAND	TBWA HELSINKI	FINLAND
HELPHY HOUR	FEDCAFÉ	THE INDEPENDENT FEDERATION OF BELGIAN CAFE'S.	HAPPINESS BRUSSELS / AN FCB ALLIANCE	BELGIUM	HAPPINESS BRUSSELS / AN FCB ALLIANCE	BELGIUM
G05 Cultural Insight						
-60% CULTURE	STATE OF THE ARTS	FLEMISH ART	BBDO BELGIUM, Brussels	BELGIUM	BBDO BELGIUM Brussels	BELGIUM
G06 Breakthrough on a Budget						
KAK TEBE TAKOE, ELON MUSK?	THE BUSINESS FORUM DELO ZA MALIM	THE BUSINESS FORUM DELO ZA MALIM	RUPORT, Krasnodar	RUSSIA	RUPORT Krasnodar	RUSSIA
VOLVO LIFESAVER	VOLVO CAR NEDERLAND	PUBLIC AWARENESS - CAR / AED	OGILVY SOCIAL LAB AMSTERDAM	THE NETHERLANDS	OGILVY SOCIAL LAB AMSTERDAM	THE NETHERLANDS
G07 Corporate Purpose & Social Responsibility						
THE DARK SIDE OF MONEY	ABN AMRO	RECRUITMENT	N=5, Amsterdam	THE NETHERLANDS	N=5 Amsterdam	THE NETHERLANDS
CROCODILE FREE	LACOSTE	LACOSTE	BETC, Paris	FRANCE	BETC Paris	FRANCE
EURYTHENES PLASTICUS	WWF GERMANY	THE NEW SPECIES EURYTHENES PLASTICUS	BBDO, Düsseldorf	GERMANY	BBDO Düsseldorf	GERMANY