

Title	Brand	Product/Service	Entrant Company	Location	Idea Creation Company	Location	Production Company	Location
A04 Travel, Leisure, Retail, Restaurants & Fast Food Chains								
BLACK FRIDAY RE(SALE)	IKEA DENMARK	IKEA DENMARK	HJALTELIN STAHL, PART OF ACCENTURE INTERACTIVE, Copenhagen	DENMARK	HJALTELIN STAHL, PART OF ACCENTURE INTERACTIVE Copenhagen	DENMARK	HJALTELIN STAHL, PART OF ACCENTURE INTERACTIVE, Copenhagen	DENMARK
REMOTE TOURISM	VISIT FAROE ISLANDS	THE FAROE ISLANDS	MENSCH, Copenhagen	DENMARK	MENSCH Copenhagen	DENMARK	MENSCH, Copenhagen	DENMARK
A05 Media / Entertainment								
FACETOUCHERS	SNAP INC	SNAP CAMERA	HAPPINESS BRUSSELS / AN FCB ALLIANCE	BELGIUM	HAPPINESS BRUSSELS / AN FCB ALLIANCE	BELGIUM	BLISS INTERACTIVE, Ho Chi Minh City	VIETNAM
A07 Not-for-profit / Charity / Government								
-60% CULTURE	STATE OF THE ARTS	FLEMISH ART	BBDO BELGIUM, Brussels	BELGIUM	BBDO BELGIUM Brussels	BELGIUM	BBDO BELGIUM, Brussels	BELGIUM
B01 Websites / Microsites								
HEARTBEATS 4 SNEAKERS	KLARNA	KLARNA SHOPPING SERVICES	KLARNA, Stockholm	SWEDEN	KLARNA Stockholm	SWEDEN	KLARNA, Stockholm / DIKTATOR, Stockholm	SWEDEN
B02 Web Service / App								
.COMDOM	TELENET	COMMERCIAL PUBLIC SERVICES	WUNDERMAN THOMPSON, Antwerp	BELGIUM	WUNDERMAN THOMPSON Antwerp	BELGIUM	APPFOUNDRY, Kontich	BELGIUM
D01 Social Video								
BARILLA - THE ROOFTOP MATCH	BARILLA	PASTA BARILLA	WE ARE SOCIAL, Milan	ITALY	WE ARE SOCIAL Milan	ITALY	BRW FILMLAND, Milan	ITALY
PHYSICS	BRONTOSAURI V HIMALÁJICH	BRONTOSAURI V HIMALÁJICH	McCANN PRAGUE	CZECH REPUBLIC	McCANN PRAGUE	CZECH REPUBLIC	BISTRO FILMS, Prague	CZECH REPUBLIC
CABARET PREMIERE IS CHANGING LOOK	VIVIENNE SABÓ	CABARET PREMIERE MASCARA	SOCIALIST, Moscow	RUSSIA	SOCIALIST Moscow	RUSSIA	CHICKEN CURRY, Moscow	RUSSIA
D02 Interactive Video								
THE DARK SIDE OF MONEY	ABN AMRO	RECRUITMENT	N=5, Amsterdam	THE NETHERLANDS	N=5 Amsterdam	THE NETHERLANDS	TEBBER NEKKEL, Amsterdam	THE NETHERLANDS
REMOTE TOURISM	VISIT FAROE ISLANDS	THE FAROE ISLANDS	MENSCH, Copenhagen	DENMARK	MENSCH Copenhagen	DENMARK	MENSCH, Copenhagen	DENMARK
E02 Social Purpose								
-60% CULTURE	STATE OF THE ARTS	FLEMISH ART	BBDO BELGIUM, Brussels	BELGIUM	BBDO BELGIUM Brussels	BELGIUM	BBDO BELGIUM, Brussels	BELGIUM
THE FONT OF KINDNESS	CHARITY FOUNDATION "GIFT TO AN ANGEL" / ROSBANK	FONT OF KINDNESS	SMETANA, Moscow	RUSSIA	SMETANA Moscow	RUSSIA	SMETANA, Moscow	RUSSIA
THE REAL CHALLENGE	UNICEF	CHILDRIGHTS	MUTANT, Antwerp	BELGIUM	MUTANT Antwerp	BELGIUM	ROSES ARE BLUE, Mechelen	BELGIUM
VOICES OF BRUSSELS	STIB/MIVB	BRUSSELS PUBLIC TRANSPORT	MORTIERBRIGADE, Brussels	BELGIUM	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE, Brussels	BELGIUM
E03 Innovative Use of Social or Community								
AMAZON BINGE SHOPPING	AMAZON PRIME VIDEO	AMAZON PRIME VIDEO	HEREZIE, Paris	FRANCE	HEREZIE Paris	FRANCE	DINER AU MOTEL, Paris	FRANCE
SKIN FOR SKIN	APOTEK HJÄRTAT	SPOT STOP	WENDERFALCK, Stockholm	SWEDEN	WENDERFALCK Stockholm	SWEDEN	WENDERFALCK, Stockholm	SWEDEN
FACETOUCHERS	SNAP INC	SNAP CAMERA	HAPPINESS BRUSSELS / AN FCB ALLIANCE	BELGIUM	HAPPINESS BRUSSELS / AN FCB ALLIANCE	BELGIUM	BLISS INTERACTIVE, Ho Chi Minh City	VIETNAM
E05 Influencer / Talent								
CHILD PORN RE-ENACTMENT	CHILD FOCUS	BELGIAN FOUNDATION THAT SUPPORTS PREVENTION AND INVESTIGATION OF MISSING CHILDRE	WUNDERMAN THOMPSON, Antwerp	BELGIUM	WUNDERMAN THOMPSON Antwerp	BELGIUM	WUNDERMAN THOMPSON, Antwerp / ADULT IMAGE, Brussels	BELGIUM
WHAT WE DO NEXT	DEUTSCHE TELEKOM	DEUTSCHE TELEKOM	SAATCHI & SAATCHI, London	UNITED KINGDOM	SAATCHI & SAATCHI London	UNITED KINGDOM	SOMESUCH, London / FACTORY, London	UNITED KINGDOM
F01 Branded Games								
THE ROAR MAP	CEREAL PARTNERS FRANCE	LION CEREALS	HURRAH.AGENCY, Paris	FRANCE	HURRAH.AGENCY Paris	FRANCE	HURRAH.AGENCY, Paris	FRANCE
I02 Challenger Brand								
FACE THE HIDDEN FACTS	TRADERA	TRADERA	NORD DDB, Stockholm	SWEDEN	NORD DDB Stockholm	SWEDEN	NORD DDB, Stockholm	SWEDEN
I04 Social Behaviour								
ARTTINDER	UKRAINIAN CULTURAL FOUNDATION	UKRAINIAN ART & CULTURE	POSTMEN, Kyiv	UKRAINE	POSTMEN Kyiv	UKRAINE	POSTMEN, Kyiv	UKRAINE
STORIES BY SIGN	SINOSZ	INSTAGRAM AND FACEBOOK STICKERS	FEAT. KFT., Budapest	HUNGARY	FEAT. KFT. Budapest	HUNGARY	OCKTO STUDIO, Budapest	HUNGARY
I05 Cultural Insight								
THE ENDLESS LETTER ON INSTAGRAM STORIES	RT	SOCIAL MEDIA PROJECT	RT, Moscow	RUSSIA	RT Moscow	RUSSIA	RANEPА SCHOOL OF DESIGN, Moscow	RUSSIA

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I06 Breakthrough on a Budget								
-60% CULTURE	STATE OF THE ARTS	FLEMISH ART	BBDO BELGIUM, Brussels	BELGIUM	BBDO BELGIUM Brussels	BELGIUM	BBDO BELGIUM, Brussels	BELGIUM
FACE THE HIDDEN FACTS	TRADERA	TRADERA	NORD DDB, Stockholm	SWEDEN	NORD DDB Stockholm	SWEDEN	NORD DDB, Stockholm	SWEDEN
I07 Corporate Purpose & Social Responsibility								
BLACK FRIDAY RE(SALE)	IKEA DENMARK	IKEA DENMARK	HJALTELIN STAHL, PART OF ACCENTURE INTERACTIVE, Copenhagen	DENMARK	HJALTELIN STAHL, PART OF ACCENTURE INTERACTIVE Copenhagen	DENMARK	HJALTELIN STAHL, PART OF ACCENTURE INTERACTIVE, Copenhagen	DENMARK