

Title	Brand	Product/Service	Entrant Company	Location	Idea Creation Company	Location
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						
ENJOY BEFORE RETURNING	DIESEL	DIESEL	PUBLICIS ITALY, Milan	ITALY	PUBLICIS ITALY Milan	ITALY
VAR DISCOUNT	ELKJØP	ELKJØP	NORD DDB, Stockholm	SWEDEN	NORD DDB Stockholm	SWEDEN
A06 Consumer Services / Business to Business						
THE DARK SIDE OF MONEY	ABN AMRO	RECRUITMENT	N=5, Amsterdam	THE NETHERLANDS	N=5 Amsterdam	THE NETHERLANDS
A07 Not-for-profit / Charity / Government						
THE DEMOTIVATION LETTER	INNOCENCE EN DANGER	CHILDREN PROTECTION	BABEL STRATEGIE ET COMMUNICATION, Paris	FRANCE	BABEL STRATEGIE ET COMMUNICATION Paris	FRANCE
B02 Use of Ambient Media: Small Scale						
LOTTO CHRISTMAS COLLECTION	THE DANISH NATIONAL LOTTERY	LOTTO	ROBERT/BOISEN & LIKE-MINDED, Copenhagen	DENMARK	ROBERT/BOISEN & LIKE-MINDED Copenhagen	DENMARK
B03 Use of Ambient Media: Large Scale						
CROCODILE FREE	LACOSTE	LACOSTE	BETC, Paris	FRANCE	BETC Paris	FRANCE
C01 Use of Social / Digital Platforms						
-60% CULTURE	STATE OF THE ARTS	FLEMISH ART	BBDO BELGIUM, Brussels	BELGIUM	BBDO BELGIUM Brussels	BELGIUM
THE QUARANTINE BURGERS	BURGER KING® FRANCE	FAST FOOD	BUZZMAN, Paris	FRANCE	BUZZMAN Paris	FRANCE
FACETOUCHERS	SNAP INC	SNAP CAMERA	HAPPINESS BRUSSELS / AN FCB ALLIANCE	BELGIUM	HAPPINESS BRUSSELS / AN FCB ALLIANCE	BELGIUM
C03 Real-time Response						
-60% CULTURE	STATE OF THE ARTS	FLEMISH ART	BBDO BELGIUM, Brussels	BELGIUM	BBDO BELGIUM Brussels	BELGIUM
VAR DISCOUNT	ELKJØP	ELKJØP	NORD DDB, Stockholm	SWEDEN	NORD DDB Stockholm	SWEDEN
F01 Integrated Campaign Led by Direct						
SUPERWEAR	AMAZON PRIME VIDEO	AMAZON PRIME VIDEO (THE BOYS)	HEREZIE, Paris	FRANCE	HEREZIE Paris	FRANCE
G05 Cultural Insight						
THE LEGALLY BINDING BEER CONTRACT	SPENDRUPS	NORRLANDS GULD	ÅKESTAM HOLST, Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm	SWEDEN
G06 Breakthrough on a Budget						
A SCREEN FOR HELP	AWEL	POINT OF CONTACT FOR CHILDREN AND YOUNG PEOPLE WITH QUESTIONS, PROBLEMS,...	WUNDERMAN THOMPSON, Antwerp	BELGIUM	WUNDERMAN THOMPSON Antwerp	BELGIUM
VAR DISCOUNT	ELKJØP	ELKJØP	NORD DDB, Stockholm	SWEDEN	NORD DDB Stockholm	SWEDEN
G07 Corporate Purpose & Social Responsibility						
A HARD PILL TO SWALLOW	APOTEK HJÄRTAT	APOTEK HJÄRTAT	ÅKESTAM HOLST, Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm	SWEDEN
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