

Title	Brand	Product/Service	Entrant Company	Location	Idea Creation Company	Location	Production Company	Location
A01 Fiction & Non-Fiction Films up to 5 minutes								
WHAT'S YOUR NAME	STARBUCKS	STARBUCKS COFFEE SHOPS	IRIS, London	UNITED KINGDOM	IRIS London	UNITED KINGDOM	SWEETSHOP, London	UNITED KINGDOM
A02 Fiction & Non-Fiction Films: 5-30 minutes								
STORIES FROM THE OUTLANDS – THE OLD WAYS	ELECTRONIC ARTS	GAMES	ELECTRONIC ARTS, Redwood City	USA	ELECTRONIC ARTS Redwood City	USA	PLATIGE IMAGE, Warsaw / ELECTRONIC ARTS, Redwood City	POLAND / USA
A07 Excellence in Brand Integration & Sponsorships / Partnerships for Branded Content								
VAR DISCOUNT	ELKJØP	ELKJØP	NORD DDB, Stockholm	SWEDEN	NORD DDB Stockholm	SWEDEN	NORD DDB, Stockholm / HOUSE AGENCY, Stockholm	SWEDEN
A08 Excellence in Audience Engagement or Distribution Strategy for Branded Content								
FEEL THE FORCE MACHINE	THE COCA-COLA COMPANY	COCA-COLA ZERO SUGAR	INGO, Stockholm	SWEDEN	INGO Stockholm	SWEDEN	INGO, Stockholm / MADHOUSE STUDIO, Alcobendas	SWEDEN / SPAIN
B01 Talent: Film, Series & Audio								
STORIES FROM THE OUTLANDS – THE OLD WAYS	ELECTRONIC ARTS	GAMES	ELECTRONIC ARTS, Redwood City	USA	ELECTRONIC ARTS Redwood City	USA	PLATIGE IMAGE, Warsaw / ELECTRONIC ARTS, Redwood City	POLAND / USA
B03 Talent: Digital & Social								
-60% CULTURE	STATE OF THE ARTS	FLEMISH ART	BBDO BELGIUM, Brussels	BELGIUM	BBDO BELGIUM Brussels	BELGIUM	BBDO BELGIUM, 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
B04 Excellence in Partnerships in Talent								
-60% CULTURE	STATE OF THE ARTS	FLEMISH ART	BBDO BELGIUM, Brussels	BELGIUM	BBDO BELGIUM Brussels	BELGIUM	BBDO BELGIUM, Brussels	BELGIUM
D02 Sports: Live Experience								
EPLAYOFFS	TELIA	TELIA ESPORTS	TBWA HELSINKI	FINLAND	TBWA HELSINKI Helsinki TELIA Helsinki FINNISH HOCKEY LEAGUE Helsinki ASSEMBLY ORGANISING OY Helsinki MTV	FINLAND	TBWA HELSINKI / FINNISH HOCKEY LEAGUE, Helsinki	FINLAND
VAR DISCOUNT	ELKJØP	ELKJØP	NORD DDB, Stockholm	SWEDEN	NORD DDB Stockholm	SWEDEN	NORD DDB, Stockholm / HOUSE AGENCY, Stockholm	SWEDEN
D04 Brand Integration & Sponsorship / Partnership								
LIFE OF ELLA	SPECIAL OLYMPICS BELGIUM	CHARITY	LDV UNITED, Antwerp	BELGIUM	LDV UNITED Antwerp	BELGIUM		
E04 Use of Original Composition								
THE CLIENT SAID NO	DAHOUSE AUDIO	THE CLIENT SAID NO	INNOCEAN WORLDWIDE EUROPE, Berlin	GERMANY	INNOCEAN WORLDWIDE EUROPE Berlin	GERMANY	DAHOUSE AUDIO, São Paulo / LE TOUR DU MONDE, São Paulo	BRAZIL
E05 Use of Licenced or Adapted Music								
DANTE'S HEARTBEATS	HJÄRTEBARNFONDEN	CHARITY FOR CONGENITAL HEART DISEASE	ABBY PRIEST, Stockholm	SWEDEN	ABBY PRIEST Stockholm	SWEDEN	NEW LAND, Stockholm	SWEDEN
E12 Brand Partnership / Endorsement								
E(MERCH)ING	THE NORWEGIAN POSTAL SERVICE - POSTEN	POSTAL SERVICES	POL, Oslo	NORWAY	POL Oslo ALSO KNOWN AS Oslo	NORWAY	ALSO KNOWN AS, Oslo	NORWAY