

Title	Brand	Product/Service	Medium	Entrant Company	Location	Idea Creation Company	Location
A01 OTC Medicines							
MIDNIGHT TORTURE	SD PHARMA	DOSPINOX	Film: Cinema, TV and Digital Film Content	WIKTOR LEO BURNETT, Bratislava	SLOVAK REPUBLIC	WIKTOR LEO BURNETT Bratislava	SLOVAK REPUBLIC
A03 OTC Products / Devices							
SKIN FOR SKIN	APOTEK HJÄRTAT	SPOT STOP	Digital	WENDERFALCK, Stockholm	SWEDEN	WENDERFALCK Stockholm	SWEDEN
PHILIPS AED	PHILIPS	AED	Creative Data	OGILVY SOCIAL LAB AMSTERDAM	THE NETHERLANDS	OGILVY AMSTERDAM	THE NETHERLANDS
A05 Health & Wellness Tech							
VOLVO LIFESAVER	VOLVO CAR NEDERLAND	PUBLIC AWARENESS - CAR / AED	Brand Experience & Activation	OGILVY SOCIAL LAB AMSTERDAM	THE NETHERLANDS	OGILVY SOCIAL LAB AMSTERDAM	THE NETHERLANDS
B01 Brand-led Education & Awareness							
SUPERWEAR	AMAZON PRIME VIDEO	AMAZON PRIME VIDEO (THE BOYS)	Direct	HEREZIE, Paris	FRANCE	HEREZIE Paris	FRANCE
A HARD PILL TO SWALLOW	APOTEK HJÄRTAT	APOTEK HJÄRTAT	PR	ÅKESTAM HOLST, Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm	SWEDEN
PARENTAL CONTROL	AMAZON PRIME VIDEO	AMAZON PRIME VIDEO	Branded Content & Entertainment: Film, TV and Online Film Content	HEREZIE, Paris	FRANCE	HEREZIE Paris	FRANCE
PHILIPS AED	PHILIPS	AED	Creative Data	OGILVY SOCIAL LAB AMSTERDAM	THE NETHERLANDS	OGILVY AMSTERDAM	THE NETHERLANDS
B02 Non-profit / Foundation-led Education & Awareness							
LAME PARENTS	AV OG TIL	ALCOHOL AWARENESS	Direct	AV-OG-TIL, Oslo	NORWAY	ANORAK Oslo	NORWAY
PREEMPTIVE STRIKE	THE COUNTY ADMINISTRATIVE BOARD	HELP LINE	PR	PRIME WEBER SHANDWICK, Stockholm	SWEDEN	PRIME WEBER SHANDWICK Stockholm	SWEDEN
PRINTED BY PARKINSON'S	CHARITÉ BERLIN UNIVERSITY HOSPITAL	PARKINSON'S AWARENESS	Use of Technology	INNOCEAN WORLDWIDE EUROPE, Berlin	GERMANY	INNOCEAN WORLDWIDE EUROPE Berlin	GERMANY
CRYING STATUE	AIDSFONDS	NON PROFIT ORGANISATION	Outdoor: Ambient	N=5, Amsterdam	THE NETHERLANDS	N=5 Amsterdam	THE NETHERLANDS
1 OUT OF 9	PINK RIBBON	PINK RIBBON	Print & Publishing: Standard	MORTIERBRIGADE, Brussels	BELGIUM	MORTIERBRIGADE Brussels	BELGIUM
PRINTED BY PARKINSON'S	CHARITÉ BERLIN UNIVERSITY HOSPITAL	PARKINSON'S AWARENESS	Creative Data	INNOCEAN WORLDWIDE EUROPE, Berlin	GERMANY	INNOCEAN WORLDWIDE EUROPE Berlin	GERMANY
B03 Fundraising & Advocacy							
THE WORLD'S MOST PRECIOUS STONE	AGAINST BREAST CANCER	AGAINST BREAST CANCER	PR	BETC, Paris	FRANCE	BETC Paris	FRANCE
PRINTED BY PARKINSON'S	CHARITÉ BERLIN UNIVERSITY HOSPITAL	PARKINSON'S AWARENESS	Use of Technology	INNOCEAN WORLDWIDE EUROPE, Berlin	GERMANY	INNOCEAN WORLDWIDE EUROPE Berlin	GERMANY
THE FONT OF KINDNESS	CHARITY FOUNDATION 'GIFT TO AN ANGEL' / ROSBANK	FONT OF KINDNESS	Integrated	SMETANA, Moscow	RUSSIA	SMETANA Moscow	RUSSIA
DANTE'S HEARTBEATS	HJÄRTEBARNFONDEN	CHARITY FOR CONGENITAL HEART DISEASE	Film Craft: Use of Music / Sound Design	ABBY PRIEST, Stockholm	SWEDEN	ABBY PRIEST Stockholm	SWEDEN
PKU: PROTEIN KILLS US	FUNDACIÓN PKU	BIOSENSOR / HOME PHE MONITOR	Branded Content & Entertainment: Film, TV and Online Film Content	VMLY&Rx, Madrid	SPAIN	VMLY&Rx Madrid VMLY&Rx Barcelona	SPAIN
PRINTED BY PARKINSON'S	CHARITÉ BERLIN UNIVERSITY HOSPITAL	PARKINSON'S AWARENESS	Creative Data	INNOCEAN WORLDWIDE EUROPE, Berlin	GERMANY	INNOCEAN WORLDWIDE EUROPE Berlin	GERMANY