

Title	Brand	Product/Service	Entrant Company	Location	Idea Creation Company	Location
A01 Fast Moving Consumer Goods						
COURAGE IS BEAUTIFUL	DOVE	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM	OGILVY London OGILVY Toronto	UNITED KINGDOM CANADA
A03 Durable Consumer Goods including Automotive						
WRONG PLACE WRONG TIME	HONDA MOTO	AFRICA TWIN	DDB PARIS	FRANCE	DDB PARIS	FRANCE
A04 Travel, Leisure, Retail, Restaurants & Fast Food Chains						
DAY 28	BURGER KING	THE WHOPPER	INGO, Stockholm	SWEDEN	INGO Stockholm DAVID Miami PUBLICIS ROMANIA Bucharest	SWEDEN USA ROMANIA
DAY 32	BURGER KING	THE WHOPPER	INGO, Stockholm	SWEDEN	INGO Stockholm DAVID Miami PUBLICIS ROMANIA Bucharest	SWEDEN USA ROMANIA
DAY 33	BURGER KING	THE WHOPPER	INGO, Stockholm	SWEDEN	INGO Stockholm DAVID Miami PUBLICIS ROMANIA Bucharest	SWEDEN USA ROMANIA
DAY 35	BURGER KING	THE WHOPPER	INGO, Stockholm	SWEDEN	INGO Stockholm DAVID Miami PUBLICIS ROMANIA Bucharest	SWEDEN USA ROMANIA
ORDER FROM MCDONALD'S	BURGER KING FRANCE	FAST FOOD	BUZZMAN, Paris	FRANCE	BUZZMAN Paris	FRANCE
A07 Not-for-profit / Charity / Government						
XI JINPING	REPORTERS WITHOUT BORDERS	PRESS FREEDOM	AKESTAM HOLST, Stockholm	SWEDEN	AKESTAM HOLST Stockholm	SWEDEN
PUTIN	REPORTERS WITHOUT BORDERS	PRESS FREEDOM	AKESTAM HOLST, Stockholm	SWEDEN	AKESTAM HOLST Stockholm	SWEDEN
TRUMP	REPORTERS WITHOUT BORDERS	PRESS FREEDOM	AKESTAM HOLST, Stockholm	SWEDEN	AKESTAM HOLST Stockholm	SWEDEN
KIM JONG-UN	REPORTERS WITHOUT BORDERS	PRESS FREEDOM	AKESTAM HOLST, Stockholm	SWEDEN	AKESTAM HOLST Stockholm	SWEDEN
ASSAD	REPORTERS WITHOUT BORDERS	PRESS FREEDOM	AKESTAM HOLST, Stockholm	SWEDEN	AKESTAM HOLST Stockholm	SWEDEN
D04 Social Behaviour						
KEEPING IT SAFE. FROM A DISTANCE.	HOK-ELANTO	HOK-ELANTO	TBWA\HELSINKI	FINLAND	TBWA\HELSINKI	FINLAND
D05 Cultural Insight						
PERSONAL SPACE	NISSAN	NISSAN AUTOMATIC DISTANCE CONTROL	TBWA\HELSINKI	FINLAND	TBWA\HELSINKI	FINLAND