

Title	Brand	Product/Service	Entrant Company	Location	Idea Creation Company	Location	Production Company	Location
A01 Consumer Goods								
WE'LL MEET AGAIN	HEINEKEN	WE'LL MEET AGAIN	PUBLICIS ITALY, Milan	ITALY	PUBLICIS ITALY Milan	ITALY	DIVISION Paris	FRANCE
THE NIGHT IS YOUNG	HEINEKEN	THE NIGHT IS YOUNG	PUBLICIS ITALY, Milan	ITALY	PUBLICIS ITALY Milan	ITALY	GOOD PEOPLE FILMS Cairo	EGYPT
THE LAND OF NEW FOOTBALL	NIKE	EC21	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	TRIM EDITING London PARLOPHONE RECORDS London STINK FILMS London	UNITED KINGDOM
THE DREAM CAR	VOLKSWAGEN	SUV RANGE	THE BOX FILMS, Milan	ITALY	DDB Milan	ITALY	THE BOX FILMS Milan	ITALY
REVERSE SELFIE	UNILEVER, DOVE	DOVE MASTERBRAND	OGILVY, London	UNITED KINGDOM	OGILVY London	UNITED KINGDOM	INDEPENDENT London	UNITED KINGDOM
A03 Travel, Leisure, Retail, Restaurants & Fast Food Chains								
ALEXA'S BODY	AMAZON	AMAZON	LUCKY GENERALS, London	UNITED KINGDOM	LUCKY GENERALS London	UNITED KINGDOM	HUNGRY MAN Los Angeles	USA
TITANIC SPEED DATE	FJORD LINE	FJORD FSTR	POL, Oslo	NORWAY	POL Oslo	NORWAY	TINAGENT Oslo	NORWAY
CONFUSING TIMES	BURGER KING	VEG BURGERS	DAVID, Madrid	SPAIN	DAVID Madrid	SPAIN	MJZ Los Angeles PICKLE MUSIC New York TRES SONIDO Buenos Aires	USA ARGENTINA
MCDO	MCDONALD'S	MCDONALD'S	NORD DDB, Stockholm	SWEDEN	NORD DDB Stockholm	SWEDEN	SWIM CLUB Stockholm	SWEDEN
A04 Media / Entertainment								
KISS	STUDIO BRUSSEL	RADIO STATION	MUTANT, Antwerp	BELGIUM	MUTANT Antwerp	BELGIUM	HAMLET Brussels	BELGIUM
TOILET	STUDIO BRUSSEL	RADIO STATION	MUTANT, Antwerp	BELGIUM	MUTANT Antwerp	BELGIUM	HAMLET Brussels	BELGIUM
A05 Consumer Services / Business to Business								
VICIOUS CIRCLE	HSBC UK	HSBC	WUNDERMAN THOMPSON, London	UNITED KINGDOM	WUNDERMAN THOMPSON London	UNITED KINGDOM	KNUCKLEHEAD London	UNITED KINGDOM
FREEDOM	CENTRAAL BEHEER	CENTRAAL BEHEER	DDB UNLIMITED, Amsterdam	THE NETHERLANDS	DDB UNLIMITED Amsterdam	THE NETHERLANDS	BONKERS Amsterdam	THE NETHERLANDS
A06 Not-for-profit / Charity / Government								
TWO MONSTERS IN MY STORY	FACE A L'INCESTE	CHARITY	JUNGLER, Paris	FRANCE	PUBLICIS CONSEIL Paris	FRANCE	JUNGLER Paris	FRANCE
STOP VEO - TALKS	STOP VEO	STRONGER	PUBLICIS CONSEIL, Paris	FRANCE	PUBLICIS CONSEIL Paris	FRANCE	ICONOCLAST Paris	FRANCE
B01 Consumer Goods								
WE'LL MEET AGAIN	HEINEKEN	WE'LL MEET AGAIN	PUBLICIS ITALY, Milan	ITALY	PUBLICIS ITALY Milan	ITALY	DIVISION Paris	FRANCE
THE NIGHT IS YOUNG	HEINEKEN	THE NIGHT IS YOUNG	PUBLICIS ITALY, Milan	ITALY	PUBLICIS ITALY Milan	ITALY	GOOD PEOPLE FILMS Cairo	EGYPT
THE LAND OF NEW FOOTBALL	NIKE	EC21	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	TRIM EDITING London PARLOPHONE RECORDS London STINK FILMS London	UNITED KINGDOM
B02 Healthcare								
KETTLEBELL	DOCMORRIS	DOCMORRIS	JUNG VON MATT, Hamburg	GERMANY	JUNG VON MATT Hamburg	GERMANY	MARKENFILM Hamburg	GERMANY
B03 Travel, Leisure, Retail, Restaurants & Fast Food Chains								
TWO BROTHERS	LA REDOUTE	BRAND	LA REDOUTE, Roubaix	FRANCE	FRED & FARID Paris	FRANCE	QUAD STORIES Paris	FRANCE
B04 Media / Entertainment								

Title	Brand	Product/Service	Entrant Company	Location	Idea Creation Company	Location	Production Company	Location
STORIES THAT SURPRISE	KION	KION ONLINE CINEMA	ZEBRA HERO, Moscow	RUSSIA	ZEBRA HERO Moscow	RUSSIA	ZEBRA HERO Moscow	RUSSIA
FAMILY DIARY	WHATSAPP INC.	WHATSAPP	BBDO, Berlin	GERMANY	BBDO Berlin ALMAPBBDO São Paulo	GERMANY BRAZIL	ANORAK Berlin	GERMANY
THE PLAYLIST SONG	TWINTOES	TWINTOES	MORTIERBRIGADE, Brussels	BELGIUM	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels	BELGIUM
B05 Consumer Services / Business to Business								
GET SMOOOTH AGAIN	KLARNA	KLARNA	NORD DDB, Stockholm	SWEDEN	NORD DDB Stockholm KLARNA Stockholm	SWEDEN	NORD DDB Stockholm KLARNA Stockholm CAVIAR London	SWEDEN UNITED KINGDOM
B06 Not-for-profit / Charity / Government								
WHATEVER IT TAKES	MACMILLAN CANCER SUPPORT	MACMILLAN CANCER SUPPORT	AMV BBDO, London	UNITED KINGDOM	AMV BBDO London	UNITED KINGDOM	ICONOCLAST London	UNITED KINGDOM
WE WILL BECOME BETTER	RUSSIAN LGBT+ NETWORK	LEGAL SUPPORT	VOSKHOD, Ekaterinburg	RUSSIA	VOSKHOD Ekaterinburg	RUSSIA	DADDY'S FILM Moscow SPOT Moscow	RUSSIA
HELMET HAS ALWAYS BEEN A GOOD IDEA	DANISH ROAD SAFETY COUNCIL	PSA	&CO, Copenhagen	DENMARK	&CO Copenhagen	DENMARK	NEW LAND Copenhagen	DENMARK
FACE A L'INCESTE - TWO MONSTERS IN MY STORY	FACE A L'INCESTE	TWO MONSTERS IN MY STORY	PUBLICIS CONSEIL, Paris	FRANCE	PUBLICIS CONSEIL Paris	FRANCE	JUNGLER Paris	FRANCE
STOP VEO - TALKS	STOP VEO	STRONGER	PUBLICIS CONSEIL, Paris	FRANCE	PUBLICIS CONSEIL Paris	FRANCE	ICONOCLAST Paris	FRANCE
#NOTCOMINGHOME	NEWTOWN ACTION ALLIANCE	GUN VIOLENCE PREVENTION	SERVICEPLAN GERMANY, Munich	GERMANY	SERVICEPLAN GERMANY Munich	GERMANY	ICONOCLAST Berlin RUFFIAN New York NHB NEXT Hamburg	GERMANY USA
THE HIRING CHAIN	COORDOWN	THE HIRING CHAIN	INDIANA PRODUCTION COMPANY', Milan	ITALY	SMALL New York	USA	INDIANA PRODUCTION COMPANY Milan INDIANA PRODUCTION COMPANY Milan	ITALY
C01 Social Film								
CITÉS	AMAZON PRIME VIDEO	CITÉS - ORIGINAL PRIME VIDEO SERIES ON TIKTOK	HEREZIE, Paris	FRANCE	HEREZIE Paris	FRANCE	QUAD STORIES Paris	FRANCE
HELMET HAS ALWAYS BEEN A GOOD IDEA	DANISH ROAD SAFETY COUNCIL	PSA	&CO, Copenhagen	DENMARK	&CO Copenhagen	DENMARK	NEW LAND Copenhagen	DENMARK
WE'LL MEET AGAIN	HEINEKEN	WE'LL MEET AGAIN	PUBLICIS ITALY, Milan	ITALY	PUBLICIS ITALY Milan	ITALY	DIVISION Paris	FRANCE
#NOTCOMINGHOME	NEWTOWN ACTION ALLIANCE	GUN VIOLENCE PREVENTION	SERVICEPLAN GERMANY, Munich	GERMANY	SERVICEPLAN GERMANY Munich	GERMANY	ICONOCLAST Berlin RUFFIAN New York NHB NEXT Hamburg	GERMANY USA
THE PLAYLIST SONG	TWINTOES	TWINTOES	MORTIERBRIGADE, Brussels	BELGIUM	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels	BELGIUM
E03 Online: Fiction & Non-Fiction								
WE WILL BECOME BETTER	RUSSIAN LGBT+ NETWORK	LEGAL SUPPORT	VOSKHOD, Ekaterinburg	RUSSIA	VOSKHOD Ekaterinburg	RUSSIA	DADDY'S FILM Moscow SPOT Moscow	RUSSIA
HELMET HAS ALWAYS BEEN A GOOD IDEA	DANISH ROAD SAFETY COUNCIL	PSA	&CO, Copenhagen	DENMARK	&CO Copenhagen	DENMARK	NEW LAND Copenhagen	DENMARK
E04 Series: Fiction & Non-Fiction								
CITÉS	AMAZON PRIME VIDEO	CITÉS - ORIGINAL PRIME VIDEO SERIES ON TIKTOK	HEREZIE, Paris	FRANCE	HEREZIE Paris	FRANCE	QUAD STORIES Paris	FRANCE
F01 Use of Film								
EARTH DEFINITION – THE NEW STANDARD IN STREAMING	EARTHDAY.ORG	EARTHDAY.ORG	HJALTELIN STAHL, PART OF ACCENTURE INTERACTIVE, Copenhagen	DENMARK	HJALTELIN STAHL, PART OF ACCENTURE INTERACTIVE Copenhagen	DENMARK	MIGHTY NICE Sydney	AUSTRALIA
G02 Challenger Brand								
DON'T HATE. IMITATE. - THE SUPER BOWL CLAPBACK	AUDI NORWAY	AUDI E-TRON	POL, Oslo	NORWAY	POL Oslo	NORWAY	EINAR FILM & FORTELLINGER Oslo	NORWAY

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THE PLAYLIST SONG	TWINTOES	TWINTOES	MORTIERBRIGADE, Brussels	BELGIUM	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels	BELGIUM
G03 Single-market Campaign								
HELMET HAS ALWAYS BEEN A GOOD IDEA	DANISH ROAD SAFETY COUNCIL	PSA	&CO, Copenhagen	DENMARK	&CO Copenhagen	DENMARK	NEW LAND Copenhagen	DENMARK
G04 Social Behaviour								
ROCKIN' MAMAS	WEB MAGAZINE MAKERS	ROLLING STONE ITALIA	VMLY&R ITALY, Milan	ITALY	VMLY&R ITALY Milan	ITALY	MOVIE MAGIC INTERNATIONAL Milan GOOD PEOPLE FILMS Cairo	ITALY EGYPT
WE WILL BECOME BETTER	RUSSIAN LGBT+ NETWORK	LEGAL SUPPORT	VOSKHOD, Ekaterinburg	RUSSIA	VOSKHOD Ekaterinburg	RUSSIA	DADDY'S FILM Moscow SPOT Moscow	RUSSIA
HELMET HAS ALWAYS BEEN A GOOD IDEA	DANISH ROAD SAFETY COUNCIL	PSA	&CO, Copenhagen	DENMARK	&CO Copenhagen	DENMARK	NEW LAND Copenhagen	DENMARK
WE'LL MEET AGAIN	HEINEKEN	WE'LL MEET AGAIN	PUBLICIS ITALY, Milan	ITALY	PUBLICIS ITALY Milan	ITALY	DIVISION Paris	FRANCE
G05 Cultural Insight								
ROCKIN' MAMAS	WEB MAGAZINE MAKERS	ROLLING STONE ITALIA	VMLY&R ITALY, Milan	ITALY	VMLY&R ITALY Milan	ITALY	MOVIE MAGIC INTERNATIONAL Milan GOOD PEOPLE FILMS Cairo	ITALY EGYPT
YOU CAN'T STOP US: VICTORY SWIM	NIKE	VICTORY SWIM	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	RATTLING STICK LTD London TRIM EDITING London KOM (KAY-OSKWAREK MUSIC) Manchester GETTY IMAGES London	UNITED KINGDOM
G06 Breakthrough on a Budget								
MCDO	MCDONALD'S	MCDONALD'S	NORD DDB, Stockholm	SWEDEN	NORD DDB Stockholm	SWEDEN	SWIM CLUB Stockholm	SWEDEN
FACE A L'INCESTE - TWO MONSTERS IN MY STORY	FACE A L'INCESTE	TWO MONSTERS IN MY STORY	PUBLICIS CONSEIL, Paris	FRANCE	PUBLICIS CONSEIL Paris	FRANCE	JUNGLER Paris	FRANCE
LICRA - FACES OF FEAR	LICRA	FACES OF FEAR	PUBLICIS CONSEIL, Paris	FRANCE	PUBLICIS CONSEIL Paris	FRANCE	PRODIGIOUS Paris	FRANCE
G07 Corporate Purpose & Social Responsibility								
THE GHOST	IKEA	IKEA FOR A SAFE HOME	TRIAD ADVERTISING, Prague	CZECH REPUBLIC	TRIAD ADVERTISING Prague IKEA CZECH REPUBLIC Prague	CZECH REPUBLIC	BISTRO FILMS Prague	CZECH REPUBLIC
STOP FEMICIDE!	CENTRUM PRAW KOBIET	WOMEN'S RIGHT CENTER	OTO FILM STUDIO, Warsaw	POLAND	OTO FILM STUDIO Warsaw	POLAND	OTO FILM STUDIO Warsaw	POLAND
REVERSE SELFIE	UNILEVER, DOVE	DOVE MASTERBRAND	OGILVY, London	UNITED KINGDOM	OGILVY London	UNITED KINGDOM	INDEPENDENT London	UNITED KINGDOM
G08 Market Disruption								
THE TRASH COLLECTION 2021	IKEA	IKEA FURNITURE	TRY REKLAME, Oslo	NORWAY	TRY REKLAME Oslo	NORWAY	TRY OPT Oslo APARENT Oslo	NORWAY
THE NIGHT IS YOUNG	HEINEKEN	THE NIGHT IS YOUNG	PUBLICIS ITALY, Milan	ITALY	PUBLICIS ITALY Milan	ITALY	GOOD PEOPLE FILMS Cairo	EGYPT