

Title	Brand	Product/Service	Medium	Entrant Company	Location	Idea Creation Company	Location
A03 OTC Products / Devices							
LOVE CROSSINGS	BILLY BOY	BILLY BOY CONDOMS	Outdoor: Standard	SERVICEPLAN GERMANY, Munich	GERMANY	SERVICEPLAN GERMANY Munich	GERMANY
A05 Health & Wellness Tech							
SAYLISTS	WARNER MUSIC GROUP	PLAYLISTS	Use of Technology	ROTHCO, PART OF ACCENTURE INTERACTIVE, Dublin	IRELAND	ROTHCO, PART OF ACCENTURE INTERACTIVE Dublin	IRELAND
SAYLISTS	WARNER MUSIC GROUP	PLAYLISTS	Creative Data	ROTHCO, PART OF ACCENTURE INTERACTIVE, Dublin	IRELAND	ROTHCO, PART OF ACCENTURE INTERACTIVE Dublin	IRELAND
B01 Brand-led Education & Awareness							
THE BREAD EXAM	SPINNEYS AND THE LEBANESE BREAST CANCER FOUNDATION	SPINNEYS FLOUR	Direct	McCANN, Paris	FRANCE	McCANN Paris	FRANCE
THE BREAD EXAM	SPINNEYS AND THE LEBANESE BREAST CANCER FOUNDATION	SPINNEYS FLOUR	PR	McCANN, Paris	FRANCE	McCANN Paris	FRANCE
#WOMBPAINSTORIES	ESSITY	BODYFORM	Integrated	AMV BBDO, London	UNITED KINGDOM	AMV BBDO London	UNITED KINGDOM
#PAINSTORIES	ESSITY	BODYFORM	Digital Craft: User Experience (UX)	AMV BBDO, London	UNITED KINGDOM	AMV BBDO London	UNITED KINGDOM
AIR BUBBLE	OTRIVIN	OTRIVIN	Brand Experience & Activation	SAATCHI & SAATCHI, London	UNITED KINGDOM	SAATCHI & SAATCHI London	UNITED KINGDOM
B02 Non-profit / Foundation-led Education & Awareness							
14 IS NOT OK	ESTONIAN SEXUAL HEALTH ASSOCIATION	NOT APPLICABLE	Direct	OPTIMIST CREATIVE, Tallinn	ESTONIA	OPTIMIST CREATIVE Tallinn	ESTONIA
14 IS NOT OK	ESTONIAN SEXUAL HEALTH ASSOCIATION	NOT APPLICABLE	PR	OPTIMIST CREATIVE, Tallinn	ESTONIA	OPTIMIST CREATIVE Tallinn	ESTONIA
ADDRESSPOLLUTION.ORG-	COPI CENTRAL OFFICE OF PUBLIC INTEREST)	ADDRESSPOLLUTION.ORG	Integrated	AMV BBDO, London	UNITED KINGDOM	AMV BBDO London	UNITED KINGDOM
HELMET HAS ALWAYS BEEN A GOOD IDEA	DANISH ROAD SAFETY COUNCIL	DANISH ROAD SAFETY COUNCIL	Film Craft: Script	NEW LAND, Copenhagen	DENMARK	&CO Copenhagen	DENMARK
FACE A L'INCESTE - TWO MONSTERS IN MY STORY	FACE A L'INCESTE	TWO MONSTERS IN MY STORY	Film Craft: Script	PUBLICIS CONSEIL, Paris	FRANCE	PUBLICIS CONSEIL Paris	FRANCE
THE HIRING CHAIN	COORDOWN	THE HIRING CHAIN	Film Craft: Use of Music / Sound Design	INDIANA PRODUCTION COMPANY, Milan	ITALY	SMALL New York	USA
ANGEL'S SOULS	SAVE ONE PERSON	ORGAN DONATION	Branded Content & Entertainment: Live Experience	BBDO, Berlin	GERMANY	BBDO Berlin	GERMANY
ADDRESSPOLLUTION.ORG-	COPI CENTRAL OFFICE OF PUBLIC INTEREST)	ADDRESSPOLLUTION.ORG	Creative Data	AMV BBDO, London	UNITED KINGDOM	AMV BBDO London	UNITED KINGDOM
JUST A WALL	INNOCENCE EN DANGER	CHILD PROTECTION	Brand Experience & Activation	ROSA PARIS	FRANCE	ROSA PARIS	FRANCE
B03 Fundraising & Advocacy							
#ABOLISH219A	TERRE DES FEMMES MENSCHENRECHTE FÜR DIE FRAU E.V.	WOMEN RIGHTS	Branded Content & Entertainment: Digital & Social	GREY HAMBURG	GERMANY	GREY HAMBURG	GERMANY
#ABOLISH219A	TERRE DES FEMMES MENSCHENRECHTE FÜR DIE FRAU E.V.	WOMEN RIGHTS	Branded Content & Entertainment: Film, TV and Online Film Content	GREY HAMBURG	GERMANY	GREY HAMBURG	GERMANY
D01 Animal Health							
BEE_INFLUENCER	FONDATION DE FRANCE	BEE_INFLUENCER	Branded Content & Entertainment: Digital & Social	PUBLICIS CONSEIL, Paris	FRANCE	PUBLICIS CONSEIL Paris	FRANCE
E01 Direct to Patient							
THE BRAVE BELT	PFIZER	AWARENESS CAMPAIGN	Brand Experience & Activation	McCANN HEALTH, Milan	ITALY	McCANN HEALTH Milan	ITALY
E02 Direct to Healthcare Professional							
FINDING LIGHT	NOVARTIS	LUXTURNA	Film Craft: Animation / Visual Effects	WEBER SHANDWICK, London	UNITED KINGDOM	WEBER SHANDWICK London	UNITED KINGDOM
E03 Disease Awareness & Understanding							
PORTRAITS OF ISOLATION	SANOFI	SANOFI	Outdoor: Ambient	WEBER SHANDWICK, Munich	GERMANY	WEBER SHANDWICK Munich	GERMANY
E05 Patient Engagement							
TALK	SAMSUNG	SAMSUNG	Product Innovation	SAMSUNG ELECTRONICS IBERIA, Madrid	SPAIN	CHEIL WORLDWIDE Madrid	SPAIN