

Title	Brand	Product/Service	Entrant Company	Location	Idea Creation Company	Location
<b>B01 Challenger Brand Strategy</b>						
DEMOCRATIZED DOLLARS	VARO	VARO	SERVICEPLAN GERMANY, Munich	GERMANY	SERVICEPLAN GERMANY Munich SERVICEPLAN US New York	GERMANY USA
CYCLE BY FRED A	FRED A	PERIOD CARE	McCANN SPAIN, Madrid	SPAIN	McCANN SPAIN Madrid	SPAIN
<b>B02 Breakthrough on a Budget</b>						
14 IS NOT OK	ESTONIAN SEXUAL HEALTH ASSOCIATION	NOT APPLICABLE	OPTIMIST CREATIVE, Tallinn	ESTONIA	OPTIMIST CREATIVE Tallinn	ESTONIA
<b>B05 Corporate Purpose &amp; Social Responsibility</b>						
THE BREAKAWAY: THE FIRST EYCYCLING TEAM FOR PRISONERS	DECATHLON	SPORTS GEAR	BBDO BELGIUM, Brussels	BELGIUM	BBDO BELGIUM Brussels	BELGIUM
VUB SAVING BUTTON	VUB BANK	VUB SAVINGS ACCOUNTS	TRIAD ADVERTISING, Bratislava	SLOVAK REPUBLIC	TRIAD ADVERTISING Bratislava	SLOVAK REPUBLIC
CANON TRUTHMARK	CANON	CANON R5 & R6	UNCLE GREY, Copenhagen	DENMARK	UNCLE GREY Copenhagen	DENMARK
VOLVO: BE SAFE BE LATE	VOLVO CARS BELUX	VOLVO CARS	FAMOUSGREY, Brussels	BELGIUM	FAMOUSGREY Brussels	BELGIUM
<b>C01 Brave Brands</b>						
THE BREAKAWAY: THE FIRST EYCYCLING TEAM FOR PRISONERS	DECATHLON	SPORTS GEAR	BBDO BELGIUM, Brussels	BELGIUM	BBDO BELGIUM Brussels	BELGIUM