

Title	Brand	Product/Service	Entrant Company	Location	Idea Creation Company	Location
A01 Consumer Goods						
UNFORGETTABLE DENIM	DIESEL	UNFORGETTABLE DENIM	PUBLICIS ITALY, Milan	ITALY	PUBLICIS ITALY Milan	ITALY
RESTOREY	CANON	CANON	HAPPINESS / AN FCB ALLIANCE, Brussels	BELGIUM	HAPPINESS / AN FCB ALLIANCE Brussels	BELGIUM
A02 Healthcare						
THE EYE OPENING TEST	DROIT DE REGARD	DROIT DE REGARD	BETC, Paris	FRANCE	BETC Paris	FRANCE
A03 Travel, Leisure, Retail, Restaurants & Fast Food Chains						
THE WHOPPER REPLY	BURGER KING	BURGER KING WHOPPER	UNCLE GREY, Copenhagen	DENMARK	UNCLE GREY Copenhagen	DENMARK
MCDO	MCDONALD'S	MCDONALD'S	NORD DDB, Stockholm	SWEDEN	NORD DDB Stockholm	SWEDEN
A06 Not-for-profit / Charity / Government						
BLACK PLAQUE PROJECT	NUBIAN JAK COMMUNITY TRUST	CHARITY	HAVAS, London	UNITED KINGDOM	HAVAS London	UNITED KINGDOM
THE UNCENSORED LIBRARY	REPORTERS WITHOUT BORDERS (RSF)	THE UNCENSORED LIBRARY	DDB GERMANY, Berlin	GERMANY	DDB GERMANY Berlin	GERMANY
BEE_INFLUENCER	FONDATION DE FRANCE	BEE_INFLUENCER	PUBLICIS CONSEIL, Paris	FRANCE	PUBLICIS CONSEIL Paris	FRANCE
B01 Mailing						
GIVE FOR GOOD	LACOSTE	LACOSTE	BETC, Paris	FRANCE	BETC Paris	FRANCE
B02 Use of Ambient Media: Small Scale						
NON-BOB	VIAS + OVK / PEVR (PARENTS OF ROAD VICTIMS)	PARENTS SAFETY AWARENESS ORGANISATION	HAPPINESS / AN FCB ALLIANCE, Brussels	BELGIUM	HAPPINESS / AN FCB ALLIANCE Brussels	BELGIUM
B03 Use of Ambient Media: Large Scale						
BLACK PLAQUE PROJECT	NUBIAN JAK COMMUNITY TRUST	CHARITY	HAVAS, London	UNITED KINGDOM	HAVAS London	UNITED KINGDOM
TRIVIAL PURSUIT HOTEL	HASBRO	BOARD GAME	HASBRO RUSSIA, Moscow	RUSSIA	LEO BURNETT Moscow	RUSSIA
B06 Use of Technology						
CRISPY SUBTITLES	LAYS	POTATO CHIPS	HAPPINESS / AN FCB ALLIANCE, Brussels	BELGIUM	HAPPINESS / AN FCB ALLIANCE Brussels	BELGIUM
C01 Use of Social / Digital Platforms						
CLEAN YOUR STREET VIEW	MOOIMAKERS	CAMPAIGN AGAINST LITTER	MORTIERBRIGADE, Brussels	BELGIUM	MORTIERBRIGADE Brussels	BELGIUM
THE UNCENSORED LIBRARY	REPORTERS WITHOUT BORDERS (RSF)	THE UNCENSORED LIBRARY	DDB GERMANY, Berlin	GERMANY	DDB GERMANY Berlin	GERMANY
THE WHOPPER REPLY	BURGER KING	BURGER KING WHOPPER	UNCLE GREY, Copenhagen	DENMARK	UNCLE GREY Copenhagen	DENMARK
CARREFOUR X FORTNITE: THE HEALTHY MAP	CARREFOUR	THE HEALTHY MAP	PUBLICIS CONSEIL, Paris	FRANCE	PUBLICIS CONSEIL Paris	FRANCE
BEE_INFLUENCER	FONDATION DE FRANCE	BEE_INFLUENCER	PUBLICIS CONSEIL, Paris	FRANCE	PUBLICIS CONSEIL Paris	FRANCE
C02 Use of Mobile & Devices						
CITÉS	AMAZON PRIME VIDEO	CITÉS - ORIGINAL PRIME VIDEO SERIES ON TIKTOK	HEREZIE, Paris	FRANCE	HEREZIE Paris	FRANCE
THE POCKET DEALERSHIP	CITROEN	CITROEN	BETC, Paris	FRANCE	BETC Paris TRACTION Paris	FRANCE
C03 Real-time Response						
DON'T HATE. IMITATE. - THE SUPER BOWL CLAPBACK	AUDI NORWAY	AUDI E-TRON	POL, Oslo	NORWAY	POL Oslo	NORWAY
BURGER KING FRANCE - BURGER KING & FRIENDS	BURGER KING FRANCE	FAST FOOD	BUZZMAN, Paris	FRANCE	BUZZMAN Paris	FRANCE
BEE_INFLUENCER	FONDATION DE FRANCE	BEE_INFLUENCER	PUBLICIS CONSEIL, Paris	FRANCE	PUBLICIS CONSEIL Paris	FRANCE
C04 Co-creation & User Generated Content						
INDOOR ADS	AXE	LYNX	LOLA MULLENLOWE, Madrid	SPAIN	LOLA MULLENLOWE Madrid	SPAIN
F01 Integrated Campaign Led by Direct						
BURGER KING FRANCE - BURGER KING & FRIENDS	BURGER KING FRANCE	FAST FOOD	BUZZMAN, Paris	FRANCE	BUZZMAN Paris	FRANCE
G02 Challenger Brand						
THE EYE OPENING TEST	DROIT DE REGARD	DROIT DE REGARD	BETC, Paris	FRANCE	BETC Paris	FRANCE
UBER HEETCH	HEETCH	HEETCH	MARCEL, Paris	FRANCE	MARCEL Paris	FRANCE
G03 Single-market Campaign						

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THE POCKET DEALERSHIP	CITROEN	CITROEN	BETC, Paris	FRANCE	BETC Paris TRACTION Paris	FRANCE
RESTORY	CANON	CANON	HAPPINESS / AN FCB ALLIANCE, Brussels	BELGIUM	HAPPINESS / AN FCB ALLIANCE Brussels	BELGIUM
G04 Social Behaviour						
VOLVO: BE SAFE BE LATE	VOLVO CARS BELUX	VOLVO CARS	FAMOUSGREY, Brussels	BELGIUM	FAMOUSGREY Brussels	BELGIUM
CARREFOUR X FORTNITE: THE HEALTHY MAP	CARREFOUR	THE HEALTHY MAP	PUBLICIS CONSEIL, Paris	FRANCE	PUBLICIS CONSEIL Paris	FRANCE
KFCOPYPASTE	KFC	KFC	PS21, Madrid	SPAIN	PS21 Madrid	SPAIN
G05 Cultural Insight						
BLACK PLAQUE PROJECT	NUBIAN JAK COMMUNITY TRUST	CHARITY	HAVAS, London	UNITED KINGDOM	HAVAS London	UNITED KINGDOM
THE BREAD EXAM	SPINNEYS AND THE LEBANESE BREAST CANCER FOUNDATION	SPINNEYS FLOUR	McCANN, Paris	FRANCE	McCANN Paris	FRANCE
G06 Breakthrough on a Budget						
UBER HEETCH	HEETCH	HEETCH	MARCEL, Paris	FRANCE	MARCEL Paris	FRANCE
THE WHOPPER REPLY	BURGER KING	BURGER KING WHOPPER	UNCLE GREY, Copenhagen	DENMARK	UNCLE GREY Copenhagen	DENMARK
G07 Corporate Purpose & Social Responsibility						
GIVE FOR GOOD	LACOSTE	LACOSTE	BETC, Paris	FRANCE	BETC Paris	FRANCE
RESTORY	CANON	CANON	HAPPINESS / AN FCB ALLIANCE, Brussels	BELGIUM	HAPPINESS / AN FCB ALLIANCE Brussels	BELGIUM