

Title	Brand	Product/Service	Entrant Company	Location	Idea Creation Company	Location
Creative Effectiveness Grand Prix						
A HARD PILL TO SWALLOW	APOTEK HJÄRTAT	SUSTAINABLE MEDICINES	ÅKESTAM HOLST, Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm	SWEDEN
Creative Effectiveness eurobest Award						
NO NEED TO FLY	GERMAN RAIL	GERMAN RAIL	OGILVY GERMANY, Frankfurt	GERMANY	OGILVY GERMANY Frankfurt	GERMANY
RENT A FINN	VISIT FINLAND	DESTINATION FINLAND	SEK PART OF GREY, Helsinki	FINLAND	SEK PART OF GREY Helsinki	FINLAND