

SHORTLIST 2017

# CREATIVE EFFECTIVENESS

eurobest!

Title	Advertiser/Client	Product/Service	Entrant Company	Country
<b>A01 Creative Effectiveness</b>				
TINY DANCER	JOHN LEWIS	INSURANCE	adam&eveDDB, London	UNITED KINGDOM
MAN ON THE MOON	JOHN LEWIS	DEPARTMENT STORE	adam&eveDDB, London	UNITED KINGDOM
HOW CURRY'S PC WORLD FOUND ITS VOICE AT CHRISTMAS	DIXONS CARPHONE PLC	RETAIL	AMVBBDO, London	UNITED KINGDOM
HOW CHARACTER WON THE RUGBY WORLD CUP FOR GUINNESS	DIAGEO	GUINNESS UK & IRELAND	AMVBBDO, London	UNITED KINGDOM
PAY WITH BLOOD	UNTOLD FESTIVAL	MUSIC FESTIVAL	McCANN WORLDGROUP ROMANIA, Bucharest	ROMANIA
<b>A04 Creative Longer-Term Effectiveness</b>				
MAN ON THE MOON	JOHN LEWIS	DEPARTMENT STORE	adam&eveDDB, London	UNITED KINGDOM