

Title	Advertiser/Client	Product/Service	Entrant Company	Country
<b>A01 Fast Moving Consumer Goods</b>				
RESPONSIBLY THE BEER	UBREW	BEER	McCANN WORLDGROUP, Milan	ITALY
<b>A02 Durable Consumer Goods</b>				
FITTLE	RAVENSBURGER	FITTLE BRAILLE PUZZLE	SERVICEPLAN, München	GERMANY
<b>A04 Retail, e-Commerce, Restaurants &amp; Fast Food Chains</b>				
RETAIL THERAPY	IKEA	FURNITURE	ÅKESTAM HOLST, Stockholm	SWEDEN
THE RIGHT VEGETABLES	INTERMARCHÉ	VEGETABLES	ROMANCE, Paris	FRANCE
SKIP THE STORE	KOLONIAL.NO	ONLINE GROCERY STORE	ANORAK, Oslo	NORWAY
<b>A05 Travel, Transport &amp; Leisure</b>				
2H04	SNCF	TGV	BUZZMAN, Paris	FRANCE
<b>A06 Media &amp; Publications</b>				
A WORLD WITH NO HEROES	UBISOFT	GHOST RECON WILDLANDS	DDB PARIS	FRANCE
YOURNALIST	EITB - EUSKAL IRRATI TELEBISTA	YOURNALIST	THE CYRANOS/McCANN, Barcelona	SPAIN
<b>A07 Financial Products &amp; Services, Commercial Public Services, B2B Products &amp; Services</b>				
SBERBANK NEIGHBORHOODS	SBERBANK	LOANS FOR SMALL BUSINESSES	SBERBANK OF RUSSIA, Moscow	RUSSIA
SAFEST ROUTE	GROUPAMA	GROUPAMA	GROUPAMA, Paris	FRANCE
<b>A08 Corporate Image</b>				
THE HOUDINI MENU	HOUDINI SPORTSWEAR	SPORTSWEAR	McCANN STOCKHOLM	SWEDEN
<b>A09 Corporate Social Responsibility</b>				
1ST GRRRADE	MARS	PEDIGREE® PET FOOD	BBDO RUSSIA GROUP, Moscow	RUSSIA
<b>A10 Public Sector</b>				
THE VIRTUAL CRASH BILLBOARD	PARISIAN ROAD SAFETY AUTHORITY	PEDESTRIANS ROAD SAFETY	SERVICEPLAN FRANCE, Paris	FRANCE
ONE BOOK FOR PEACE	INTER-RELIGIOUS COUNCIL IN BOSNIA AND HERZEGOVINA	PUBLIC SERVICES	NEW MOMENT NEW IDEAS COMPANY Y&R, Belgrade	SERBIA
<b>A11 Charities &amp; Non-profit</b>				
HELP A DANE	DANISH CANCER SOCIETY & TRYGFONDEN	SUN SAFETY	&CO, Copenhagen	DENMARK
FAIL	NORWEGIAN RED CROSS	FIRST AID	TRY, Oslo	NORWAY
REALITY XMAS	DOCTORS OF THE WORLD	INTERNATIONAL MEDICAL CHARITY	McCANN LONDON	UNITED KINGDOM
<b>B01 Flat Mailing</b>				
REALITY XMAS	DOCTORS OF THE WORLD	INTERNATIONAL MEDICAL CHARITY	McCANN LONDON	UNITED KINGDOM
<b>B02 Dimensional Mailing</b>				
PORCELAIN BONES	OSTEOPOROSIS	OSTEOPOROSIS	LES GAULOIS, Paris	FRANCE
<b>B03 Use of Ambient Media: Small Scale</b>				
HEARTS	HANSAPLAST GLOBAL	KIDS BANDAGES	HAPPINESS BRUSSELS, AN FCB ALLIANCE, Brussels	BELGIUM
SKIN MEMORIES	EUROMELANOMA	SKIN CANCER PREVENTION	BBDO BELGIUM, Brussels	BELGIUM
THE HUMANIUM METAL INITIATIVE	IM	HUMANIUM METAL	ÅKESTAM HOLST, Stockholm	SWEDEN
MCCOINS	MCDONALD'S	FAST FOOD	NORD DDB	SWEDEN
<b>B04 Use of Ambient Media: Large Scale</b>				
THE VIRTUAL CRASH BILLBOARD	PARISIAN ROAD SAFETY AUTHORITY	PEDESTRIANS ROAD SAFETY	SERVICEPLAN FRANCE, Paris	FRANCE
LOVING 'IT'	BURGER KING DEUTSCHLAND GMBH	BURGER KING	GRABARZ & PARTNER, Hamburg	GERMANY
<b>B05 Use of Broadcast</b>				
I'M STILL HERE	ALZHEIMERLIGA	ALZHEIMER DISEASE	DDB BRUSSELS	BELGIUM
<b>B06 Use of Print or Outdoor</b>				
ELECTION CAMPAIGN	THE ECONOMIST	THE ECONOMIST MAGAZINE	PROXIMITY LONDON	UNITED KINGDOM
LIBÉ DES RÉFUGIÉS	LIBÉRATION	LIBÉRATION NEWSPAPERS	FRED & FARID PARIS	FRANCE
<b>B07 Use of Technology</b>				
THE MAGIC WALLPAPER	CASTORAMA	STORE TOOLS	TBWA/PARIS	FRANCE
<b>C01 Use of Digital Platforms</b>				
A WORLD WITH NO HEROES	UBISOFT	GHOST RECON WILDLANDS	DDB PARIS	FRANCE
RETAIL THERAPY	IKEA	FURNITURE	ÅKESTAM HOLST, Stockholm	SWEDEN
<b>C02 Use of Mobile</b>				
LIKE MY ADDICTION	ADDICT AIDE	ADDICT AIDE	BETC, Paris	FRANCE
THE MAGIC WALLPAPER	CASTORAMA	STORE TOOLS	TBWA/PARIS	FRANCE
GET THE FLOW	VODAFONE	VODAFONE	DDB & TRIBAL WORLDWIDE AMSTERDAM	THE NETHERLANDS
<b>C03 Use of Social Platforms</b>				
LIKE MY ADDICTION	ADDICT AIDE	ADDICT AIDE	BETC, Paris	FRANCE
HELP A DANE	DANISH CANCER SOCIETY & TRYGFONDEN	SUN SAFETY	&CO, Copenhagen	DENMARK
FAIL	NORWEGIAN RED CROSS	FIRST AID	TRY, Oslo	NORWAY
WORLDS APART	HEINEKEN	BEER	HEINEKEN UK, London	UNITED KINGDOM
<b>C04 Real-Time Response</b>				
IKEA RESPONDS TO BALENCIAGA	IKEA	FRAKTA BAG	ACNE, Stockholm	SWEDEN
WINTER IS COMING	IKEA NORWAY	IKEA BRAND	SMFB, Oslo	NORWAY
<b>C05 Co-Creation &amp; User Generated Content</b>				
CONTRÔLE DE LA POITRINE	OM	CONTRÔLE DE LA POITRINE	McCANN PARIS	FRANCE
THE FANCHISE MODEL	MICROSOFT	XBOX DESIGN LAB	McCANN LONDON	UNITED KINGDOM
<b>D01 Data Strategy</b>				
RETAIL THERAPY	IKEA	FURNITURE	ÅKESTAM HOLST, Stockholm	SWEDEN
SAFEST ROUTE	GROUPAMA	GROUPAMA	GROUPAMA, Paris	FRANCE

**D02 Data-Driven Targeting**

SBERBANK NEIGHBORHOODS	SBERBANK	LOANS FOR SMALL BUSINESSES	SBERBANK OF RUSSIA, Moscow	RUSSIA
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**E02 Retention**

LIVE. FROM A DIFFERENT WORLD	VODAFONE	TELECOMMUNICATIONS	McCANN WORLDGROUP ROMANIA, Bucharest	ROMANIA
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**E03 Launch / Re-launch**

RESPONSIBLY THE BEER	UBREW	BEER	McCANN WORLDGROUP, Milan	ITALY
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**G02 Low Budget / High Impact Campaign**

LOVING IT'	BURGER KING DEUTSCHLAND GMBH	BURGER KING	GRABARZ & PARTNER, Hamburg	GERMANY
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SWEDEN ON AIRBNB	VISITSWEDEN	VISITSWEDEN	FORSMAN & BODENFORS, Gothenburg	SWEDEN
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