

Title	Advertiser/Client	Product/Service	Entrant Company	Country
A02 Drinks				
OVERSIZE 2	EVIAN	EVIAN	BETC, Paris	FRANCE
OVERSIZE 5	EVIAN	EVIAN	BETC, Paris	FRANCE
A05 Miscellaneous				
PEOPLE OF ALL COLORS	HASBRO	PLAY-DOH	DDB PARIS	FRANCE
A07 Home Appliances, Furnishings, Consumer Electronics & Technology				
LAUNDRY BASKET	IKEA	FRAKTA, IKEAS VERSATILY	THJNK, Hamburg	GERMANY
RAINCAPE	IKEA	FRAKTA, IKEAS VERSATILY	THJNK, Hamburg	GERMANY
PARACHUTE	IKEA	FRAKTA, IKEAS VERSATILY	THJNK, Hamburg	GERMANY
A08 Cars & Automotive Products & Services				
AVA	VOLKSWAGEN AG	VOLKSWAGEN CAR-NET LAST PARKING POSITION	DDB GROUP GERMANY, Berlin	GERMANY
FELIX	VOLKSWAGEN AG	VOLKSWAGEN CAR-NET LAST PARKING POSITION	DDB GROUP GERMANY, Berlin	GERMANY
ROBIN	VOLKSWAGEN AG	VOLKSWAGEN CAR-NET LAST PARKING POSITION	DDB GROUP GERMANY, Berlin	GERMANY
A09 Retail, e-Commerce, Restaurants & Fast Food Chains				
BIG MAC	MCDONALD'S	FAST FOOD RESTAURANT	TBWA/PARIS	FRANCE
FRENCH FRIES	MCDONALD'S	FAST FOOD RESTAURANT	TBWA/PARIS	FRANCE
A11 Media & Publications				
NEWSPAPER STACK - REFUGEES	DER TAGESSPIEGEL	DER TAGESSPIEGEL	SCHOLZ & FRIENDS, Berlin	GERMANY
NEWSPAPER STACK - SOCCER	DER TAGESSPIEGEL	DER TAGESSPIEGEL	SCHOLZ & FRIENDS, Berlin	GERMANY
NEWSPAPER STACK - TRUMP	DER TAGESSPIEGEL	DER TAGESSPIEGEL	SCHOLZ & FRIENDS, Berlin	GERMANY
A18 Charities & Non-profit				
JONATHAN	CALM	CALM	adam&eveDDB, London	UNITED KINGDOM
BOBBY	CALM	CALM	adam&eveDDB, London	UNITED KINGDOM
RONNIE	CALM	CALM	adam&eveDDB, London	UNITED KINGDOM
CARE HUNGER	CARE AUSTRIA	HELP PACKAGES FOR ALL OVER THE WORLD	WIEN NORD, Vienna	AUSTRIA
B02 Drinks				
STIEGL BEARDS 1	STIEGLBRAUEREI ZU SALZBURG GMBH	CRAFTED WITH PATIENCE	DEMNER, MERLICEK & BERGMANN, Vienna	AUSTRIA
STIEGL BEARDS 2	STIEGLBRAUEREI ZU SALZBURG GMBH	CRAFTED WITH PATIENCE	DEMNER, MERLICEK & BERGMANN, Vienna	AUSTRIA
B08 Cars & Automotive Products & Services				
PAPER CLIP	VOLKSWAGEN AG	VOLKSWAGEN SUVs	DDB GROUP GERMANY, Berlin	GERMANY
LIGHTER	VOLKSWAGEN AG	VOLKSWAGEN SUVs	DDB GROUP GERMANY, Berlin	GERMANY
B09 Retail, e-Commerce, Restaurants & Fast Food Chains				
HOLIDAY	MCDONALD'S	APPETITE	THJNK, Hamburg	GERMANY
B11 Media & Publications				
NEWSPAPER STACK - TRUMP	DER TAGESSPIEGEL	DER TAGESSPIEGEL	SCHOLZ & FRIENDS, Berlin	GERMANY
NEWSPAPER STACK - REFUGEES	DER TAGESSPIEGEL	DER TAGESSPIEGEL	SCHOLZ & FRIENDS, Berlin	GERMANY
NEWSPAPER STACK - SOCCER	DER TAGESSPIEGEL	DER TAGESSPIEGEL	SCHOLZ & FRIENDS, Berlin	GERMANY
C04 Ambient Use of Digital Technology				
THE AUDI SANDBOX VR EXPERIENCE	AUDI	AUDI Q5 QUATTRO	POL, Oslo	NORWAY
RUNTOScroll	ADIDAS	ALPHABOUNCE RUNNING SHOES	FRIENDS, Moscow	RUSSIA
C05 Ambient Experiential & Immersive Digital				
MAGENTA UNLEASHED	DEUTSCHE TELEKOM	DEUTSCHE TELEKOM	SAATCHI & SAATCHI, London	UNITED KINGDOM
THE VIRTUAL CRASH BILLBOARD	PARISIAN ROAD SAFETY AUTHORITY	PEDESTRIANS ROAD SAFETY	SERVICEPLAN FRANCE, Paris	FRANCE
D01 Non-Standard Indoor Advertising				
LOVING 'IT'	BURGER KING DEUTSCHLAND GMBH	BURGER KING	GRABARZ & PARTNER, Hamburg	GERMANY
NO MORE BLACK TARGETS	NEW YORK SOCIETY FOR ETHICAL CULTURE	NO MORE BLACK TARGETS	FRED & FARID PARIS	FRANCE
D02 Small Scale Special Solutions				
HEARTS	HANSAPLAST GLOBAL	KIDS BANDAGES	HAPPINESS BRUSSELS, AN FCB ALLIANCE, Brussels	BELGIUM
ULTIMATE GIVING PLEASURE	BMW GROUP RUSSIA	BMW AUTOMOBILE	FCB MOSCOW	RUSSIA
FITTLE	RAVENSBURGER	FITTLE BRAILLE PUZZLE	SERVICEPLAN, München	GERMANY
D03 Special Build				
BRUISE AUTOMAT	TERRES DES FEMMES	AWARENESS FOR DOMESTIC VIOLENCE AGAINST WOMEN	DDB GROUP GERMANY, Berlin	GERMANY
#HONDANEXTDOOR	HONDA	CARS	SID LEE, Paris	FRANCE
TAPESTRY	TOURISM IRELAND	TOURISM IRELAND	TOURISM IRELAND, Redmonds Hill	IRELAND
D04 Live Advertising and Events				
THE IMPOSSIBLE SIGNING SESSIONS	BOL.COM	ONLINE BOOKSTORE	DDB BRUSSELS	BELGIUM
PROBABLY TEDX	CARLSBERG GROUP	BEER	HAPPINESS BRUSSELS, AN FCB ALLIANCE, Brussels	BELGIUM
SHANTI HOUSE- THE LOST CHILDREN	SHANTI HOUSE	SHANTI HOUSE	ACW GREY TEL AVIV	ISRAEL
GUARDIAN FANS	HEINEKEN	HEINEKEN	HEINEKEN, Milan	ITALY
D06 Transit				
VW FLOATING PASSENGERS	VOLKSWAGEN	VW FLOATING PASSENGERS	DDB & TRIBAL WORLDWIDE AMSTERDAM	THE NETHERLANDS
E01 Use of Adapted Billboards / Posters				
NARCOS 3 - THE WHITE COUNTDOWN	NETFLIX	NARCOS ORIGINAL SERIES - SEASON 3	UBI BENE, Paris	FRANCE
NO MORE BLACK TARGETS	NEW YORK SOCIETY FOR ETHICAL CULTURE	NO MORE BLACK TARGETS	FRED & FARID PARIS	FRANCE
E02 Use of Ambient Outdoor				
THE HUMAN BILLBOARD	LE CRAN	ANTI RACISM ORGANISATION	BLACKTOOL, Paris	FRANCE
LOVING 'IT'	BURGER KING DEUTSCHLAND GMBH	BURGER KING	GRABARZ & PARTNER, Hamburg	GERMANY

#HONDANEXTDOOR	HONDA	CARS	SID LEE, Paris	FRANCE
E03 Use of Digital Outdoor				
MAGENTA UNLEASHED	DEUTSCHE TELEKOM	DEUTSCHE TELEKOM	SAATCHI & SAATCHI, London	UNITED KINGDOM
THE VIRTUAL CRASH BILLBOARD	PARISIAN ROAD SAFETY AUTHORITY	PEDESTRIANS ROAD SAFETY	SERVICEPLAN FRANCE, Paris	FRANCE
F01 Integrated Campaign led by Outdoor				
THE VIRTUAL CRASH BILLBOARD	PARISIAN ROAD SAFETY AUTHORITY	PEDESTRIANS ROAD SAFETY	SERVICEPLAN FRANCE, Paris	FRANCE
NO MORE BLACK TARGETS	NEW YORK SOCIETY FOR ETHICAL CULTURE	NO MORE BLACK TARGETS	FRED & FARID PARIS	FRANCE