

Title	Advertiser/Client	Product/Service	Entrant Company	Country
A01 Fast Moving Consumer Goods				
CHILDREN OF UNDERSTANDING	CAMPOFRÍO	CAMPOFRÍO	McCANN MADRID	SPAIN
A03 Cars & Automotive Products & Services				
FROM FAT TO FUEL	FINNISH CHEMICAL INDUSTRY, NESTE, K-GROUP, LASSILA & TIKANOJA, RINKI, HONKAJOKI,	CIRCULAR ECONOMY, NESTE MY RENEWABLE DIESEL	MILTTON, Helsinki	FINLAND
THE SCANIA CLOCK	SCANIA	TRUCKS AND SERVICES	TBWAISTOCKHOLM	SWEDEN
#HONDANEXTDOOR	HONDA	CARS	SID LEE, Paris	FRANCE
A04 Retail, e-Commerce, Restaurants & Fast Food Chains				
LOVING IT*	BURGER KING DEUTSCHLAND GMBH	BURGER KING	GRABARZ & PARTNER, Hamburg	GERMANY
THE RIGHT VEGETABLES	INTERMARCHÉ	VEGETABLES	ROMANCE, Paris	FRANCE
EDEKA VIELFALT	EDEKA	VIELFALT KAMPAGNE	JUNG VON MATT, Hamburg	GERMANY
A05 Travel, Transport & Leisure				
DINNER WITH GEORGIA	GEORGIAN NATIONAL TOURISM ADMINISTRATION	GEORGIA	WINDFOR'S, Tbilisi	GEORGIA
A06 Media & Publications				
ALL THAT WE SHARE	TV2	TV2	&CO, Copenhagen	DENMARK
A07 Financial Products & Services, Commercial Public Services, B2B Products & Services				
GET THE FLOW	VODAFONE	VODAFONE	DDB & TRIBAL WORLDWIDE AMSTERDAM	THE NETHERLANDS
A08 Public Sector				
THE VIRTUAL CRASH BILLBOARD	PARISIAN ROAD SAFETY AUTHORITY	PEDESTRIANS ROAD SAFETY	SERVICEPLAN FRANCE, Paris	FRANCE
FREE THE SPEECH	SWEDISH MINISTRY FOR FOREIGN AFFAIRS	SWEDISH DEPARTMENT FOR FOREIGN AFFAIRS	KING, Stockholm	SWEDEN
A09 Charities & Non-profit				
I'M STILL HERE	ALZHEIMERLIGA	ALZHEIMER DISEASE	DDB BRUSSELS	BELGIUM
LAKDOORTIJN	STICHTING SEMMY	CHARITY	XXS AMSTERDAM	THE NETHERLANDS
REALITY XMAS	DOCTORS OF THE WORLD	INTERNATIONAL MEDICAL CHARITY	McCANN LONDON	UNITED KINGDOM
B01 Corporate Communication & Reputation Management				
THE REWELUTION	REWE	PAPERBAGS	THJNK, Hamburg	GERMANY
B02 Public Affairs & Lobbying				
LIBÉ DES RÉFUGIÉS	LIBÉRATION	LIBÉRATION NEWSPAPERS	FRED & FARID PARIS	FRANCE
TWO GUYS GO TO THE CINEMA	CINEMES TEXAS	DOS TIPOS VAN AL CINE	THE CYRANOS/McCANN, Barcelona	SPAIN
B04 Business Citizenship / Corporate Responsibility				
CONTRÔLE DE LA POITRINE	OM	CONTRÔLE DE LA POITRINE	McCANN PARIS	FRANCE
OPEN YOUR WORLD (WORLD'S APART)	HEINEKEN UK	HEINEKEN LAGER	EDELMAN, London	UNITED KINGDOM
B06 Internal Communications & Employee Engagement				
MADE BY ALL OF US	CAMPOFRÍO	CAMPOFRÍO	McCANN MADRID	SPAIN
B07 Media Relations				
MANFRAN	VIRGIN ATLANTIC	FLIGHT ROUTE	WEBER SHANDWICK, London	UNITED KINGDOM
B08 Events & Stunts				
PROBABLY TEDX	CARLSBERG GROUP	BEER	HAPPINESS BRUSSELS, AN FCB ALLIANCE, Brussels	BELGIUM
THE SCANIA CLOCK	SCANIA	TRUCKS AND SERVICES	TBWAISTOCKHOLM	SWEDEN
THE VIRTUAL CRASH BILLBOARD	PARISIAN ROAD SAFETY AUTHORITY	PEDESTRIANS ROAD SAFETY	SERVICEPLAN FRANCE, Paris	FRANCE
MUSIC IN SIGHT	HAMBURG MARKETING	ELBPHILHARMONIE HAMBURG	JUNG VON MATT, Hamburg	GERMANY
LOVING IT*	BURGER KING DEUTSCHLAND GMBH	BURGER KING	GRABARZ & PARTNER, Hamburg	GERMANY
EDEKA VIELFALT	EDEKA	VIELFALT KAMPAGNE	JUNG VON MATT, Hamburg	GERMANY
GUARDIAN FANS	HEINEKEN	HEINEKEN	HEINEKEN, Milan	ITALY
B09 Live Shows / Concerts / Festivals				
THE IMPOSSIBLE SIGNING SESSIONS	BOL.COM	ONLINE BOOKSTORE	DDB BRUSSELS	BELGIUM
B11 Sponsorship & Partnership				
THEY CALL US LEEUWINNEN	NIKE	NIKE WOMENS FOOTBAL	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS
#INYOURNAME	ADIDAS AND THE SWEDISH FOOTBALL ASSOCIATION (SVFF)	SWEDISH WOMEN NATIONAL FOOTBALL TEAM JERSEY	EDELMAN DEPORTIVO, Stockholm	SWEDEN
B12 Launch / Re-launch				
MANFRAN	VIRGIN ATLANTIC	FLIGHT ROUTE	WEBER SHANDWICK, London	UNITED KINGDOM
WHOPPER GATE	BURGER KING BELGIUM	BURGER KING BELGIUM	BUZZMAN, Paris	FRANCE
B13 Brand Voice & Strategic Storytelling				
I'M STILL HERE	ALZHEIMERLIGA	ALZHEIMER DISEASE	DDB BRUSSELS	BELGIUM
OPEN YOUR WORLD (WORLD'S APART)	HEINEKEN UK	HEINEKEN LAGER	EDELMAN, London	UNITED KINGDOM
B14 Content-led Engagement & Marketing				
THE ORIGINAL BRUSHES OF EDVARD MUNCH	ADOBE	PHOTOSHOP/CREATIVE CLOUD	ABBY PRIEST, Stockholm	SWEDEN
C01 Use of Digital in a PR campaign				
NOTFAIRBNB	SOLIDARITÉ GRANDS FROIDS* ('BIG COLD SOLIDARITY')	FOR THE HOMELESS PEOPLE	TBWAIBELGIUM, Brussels	BELGIUM
C02 Use of Social in a PR campaign				
DARK DIARIES	FREE DEMOCRATIC PARTY	-	HEIMAT, Berlin	GERMANY
LIVE. FROM A DIFFERENT WORLD	VODAFONE	TELECOMMUNICATIONS	McCANN WORLDGROUP ROMANIA, Bucharest	ROMANIA
C03 Social Community Building / Management				

LIKE MY ADDICTION	ADDICT AIDE	ADDICT AIDE	BETC, Paris	FRANCE
C04 Audience Targeting / Engagement Strategies				
THE TRUCK DRIVER'S MOTHER	THE NORWEGIAN LABOUR INSPECTION AUTHORITY WITH SOCIAL PARTNERS WITHIN THE TRANSP	ROAD SAFETY AND COUNTRY-SPECIFIC RULES AND REGULATIONS	GEELMUYDEN KIESE, Oslo	NORWAY
C06 Real-time Response				
IKEA RESPONDS TO BALENCIAGA	IKEA	FRAKTA BAG	ACNE, Stockholm	SWEDEN
WINTER IS COMING	IKEA NORWAY	IKEA BRAND	SMFB, Oslo	NORWAY
C07 Co-Creation & User Generated Content				
LAND OF EMOJIS	SAMSUNG	SAMSUNG GALAXY	CHEIL WORLDWIDE, Frankfurt	GERMANY
C08 Innovative Use of Social Media				
LIKE MY ADDICTION	ADDICT AIDE	ADDICT AIDE	BETC, Paris	FRANCE
SOCIAL CRIME SHOPPING	EBAY CORPORATE SERVICES GMBH	EBAY.DE	ACHTUNG!, Hamburg	GERMANY
C09 Use of Technology				
THE IMPOSSIBLE SIGNING SESSIONS	BOL.COM	ONLINE BOOKSTORE	DDB BRUSSELS	BELGIUM
GET THE FLOW	VODAFONE	VODAFONE	DDB & TRIBAL WORLDWIDE AMSTERDAM	THE NETHERLANDS
D01 Research, Data Analytics & Insight Generation				
SHELL DRIVES YOU	SHELL	ENERGY	EDELMAN, London	UNITED KINGDOM
F01 Integrated Campaign led by PR				
THE ELBPHILHARMONIE TURNAROUND	HAMBURG MARKETING	ELBPHILHARMONIE HAMBURG	JUNG VON MATT, Hamburg	GERMANY
OPEN YOUR WORLD (WORLD'S APART)	HEINEKEN UK	HEINEKEN LAGER	EDELMAN, London	UNITED KINGDOM
F02 Costs / Creative Performance PR Campaign				
FREE THE SPEECH	SWEDISH MINISTRY FOR FOREIGN AFFAIRS	SWEDISH DEPARTMENT FOR FOREIGN AFFAIRS	KING, Stockholm	SWEDEN
RESPONSIBLY THE BEER	UBREW	BEER	McCANN WORLDGROUP, Milan	ITALY