

Title	Advertiser/Client	Product/Service	Entrant Company	Country
<b>A01 Fast Moving Consumer Goods</b>				
ALI COLA. THE COLA IN SKIN COLORS.	ALI COLA	COLA	THJNK, Hamburg	GERMANY
<b>A02 Durable Consumer Goods</b>				
FITTLE	RAVENSBURGER	FITTLE BRAILLE PUZZLE	SERVICEPLAN, München	GERMANY
<b>A03 Cars &amp; Automotive Products &amp; Services</b>				
THE AUDI SANDBOX VR EXPERIENCE	AUDI	AUDI Q5 QUATTRO	POL, Oslo	NORWAY
<b>A04 Retail, e-Commerce, Restaurants &amp; Fast Food Chains</b>				
WINTER IS COMING	IKEA NORWAY	IKEA BRAND	SMFB, Oslo	NORWAY
RETAIL THERAPY	IKEA	FURNITURE	ÅKESTAM HOLST, Stockholm	SWEDEN
LOVING 'IT'	BURGER KING DEUTSCHLAND GMBH	BURGER KING	GRABARZ & PARTNER, Hamburg	GERMANY
WHOPPER GATE	BURGER KING BELGIUM	BURGER KING BELGIUM	BUZZMAN, Paris	FRANCE
EDEKA VIELFALT	EDEKA	VIELFALT KAMPAGNE	JUNG VON MATT, Hamburg	GERMANY
<b>A05 Travel, Transport &amp; Leisure</b>				
2H04	SNCF	TGV	BUZZMAN, Paris	FRANCE
<b>A06 Media &amp; Publications</b>				
ALL THAT WE SHARE	TV2	TV2	&CO, Copenhagen	DENMARK
LIKE WHAT YOU HATE	VICE MEDIA SCANDINAVIAN	BRANDING OF VICE.COM	VIRTUE SCANDINAVIA, Copenhagen	DENMARK
THE FANCHISE MODEL	MICROSOFT	XBOX DESIGN LAB	McCANN LONDON	UNITED KINGDOM
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>				
GET THE FLOW	VODAFONE	VODAFONE	DDB & TRIBAL WORLDWIDE AMSTERDAM	THE NETHERLANDS
BEYOND MONEY	SANTANDER BANK	1 2 3 SMART ACCOUNT	MRM/McCANN SPAIN, Madrid	SPAIN
<b>A09 Corporate Social Responsibility</b>				
CONTRÔLE DE LA POITRINE	OM	CONTRÔLE DE LA POITRINE	McCANN PARIS	FRANCE
WORLDS APART	HEINEKEN	BEER	HEINEKEN UK, London	UNITED KINGDOM
<b>A10 Public Sector</b>				
THE VIRTUAL CRASH BILLBOARD	PARISIAN ROAD SAFETY AUTHORITY	PEDESTRIANS ROAD SAFETY	SERVICEPLAN FRANCE, Paris	FRANCE
<b>A11 Charities &amp; Non-profit</b>				
LIKE MY ADDICTION	ADDICT AIDE	ADDICT AIDE	BETC, Paris	FRANCE
FAIL	NORWEGIAN RED CROSS	FIRST AID	TRY, Oslo	NORWAY
THE HUMANIUM METAL INITIATIVE	IM	HUMANIUM METAL	ÅKESTAM HOLST, Stockholm	SWEDEN
REALITY XMAS	DOCTORS OF THE WORLD	INTERNATIONAL MEDICAL CHARITY	McCANN LONDON	UNITED KINGDOM
SWAP MY SEAT FOR ALS	ALS LIGA BELGIUM	NON-PROFIT	ALS LEAGUE, Leuven	BELGIUM
<b>B01 Use of Ambient Media: small scale</b>				
SKIN MEMORIES	EUROMELANOMA	SKIN CANCER PREVENTION	BBDO BELGIUM, Brussels	BELGIUM
LOVING 'IT'	BURGER KING DEUTSCHLAND GMBH	BURGER KING	GRABARZ & PARTNER, Hamburg	GERMANY
THE HUMANIUM METAL INITIATIVE	IM	HUMANIUM METAL	ÅKESTAM HOLST, Stockholm	SWEDEN
<b>B02 Use of Ambient Media: large scale</b>				
THE VIRTUAL CRASH BILLBOARD	PARISIAN ROAD SAFETY AUTHORITY	PEDESTRIANS ROAD SAFETY	SERVICEPLAN FRANCE, Paris	FRANCE
<b>B04 Use of Print or Outdoor</b>				
REALITY XMAS	DOCTORS OF THE WORLD	INTERNATIONAL MEDICAL CHARITY	McCANN LONDON	UNITED KINGDOM
LIBÉ DES RÉFUGIÉS	LIBÉRATION	LIBÉRATION NEWSPAPERS	FRED & FARID PARIS	FRANCE
<b>B05 Use of Technology</b>				
THE MAGIC WALLPAPER	CASTORAMA	STORE TOOLS	TBWA/PARIS	FRANCE
THE AUDI SANDBOX VR EXPERIENCE	AUDI	AUDI Q5 QUATTRO	POL, Oslo	NORWAY
<b>C01 Guerrilla Marketing &amp; Stunts</b>				
SHANTI HOUSE- THE LOST CHILDREN	SHANTI HOUSE	SHANTI HOUSE	ACW GREY TEL AVIV	ISRAEL
LOVING 'IT'	BURGER KING DEUTSCHLAND GMBH	BURGER KING	GRABARZ & PARTNER, Hamburg	GERMANY
EDEKA VIELFALT	EDEKA	VIELFALT KAMPAGNE	JUNG VON MATT, Hamburg	GERMANY
<b>C02 Live Shows / Concerts / Festivals</b>				
PROBABLY TEDX	CARLSBERG GROUP	BEER	HAPPINESS BRUSSELS, AN FCB ALLIANCE, Brussels	BELGIUM
IKEA SLEEP CONCERT	IKEA SCHWEIZ	FURNITURE	WIRZ BBDO SWITZERLAND, Zürich	SWITZERLAND
<b>C03 Exhibitions / Installations</b>				
TAPESTRY	TOURISM IRELAND	TOURISM IRELAND	TOURISM IRELAND, Redmonds Hill	IRELAND
<b>C04 Competitions &amp; Promotional Games</b>				
CAR CURLING	SM POLIS INSURANCE	SMPOLIS.RU INSURANCE AGENCY	VOSKHOD, Ekaterinburg	RUSSIA
<b>C05 Customer Retail / In-Store Experience</b>				
MYSTERY BURGER	BURGER KING	MYSTERY BURGER	BUZZMAN, Paris	FRANCE
#HONDANEXTDOOR	HONDA	CARS	SID LEE, Paris	FRANCE
<b>C06 Immersive Customer Experience</b>				
THE AUDI SANDBOX VR EXPERIENCE	AUDI	AUDI Q5 QUATTRO	POL, Oslo	NORWAY
#IWELCOME - LIVE	AMNESTY INTERNATIONAL	#IWELCOME	DDB & TRIBAL, Warsaw	POLAND
LOTTO BUCKETLIST	SVENSKA SPEL	LOTTO	KING, Stockholm	SWEDEN
<b>D01 Use of Digital Platforms</b>				
NOTFAIRBNB	SOLIDARITÉ GRANDS FROIDS' ('BIG COLD SOLIDARITY')	FOR THE HOMELESS PEOPLE	TBWA/BELGIUM, Brussels	BELGIUM
A WORLD WITH NO HEROES	UBISOFT	GHOST RECON WILDLANDS	DDB PARIS	FRANCE
RETAIL THERAPY	IKEA	FURNITURE	ÅKESTAM HOLST, Stockholm	SWEDEN

**D02 Use of Mobile**

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

**D03 Use of Social Platforms**

LIKE MY ADDICTION	ADDICT AIDE	ADDICT AIDE	BETC, Paris	FRANCE
AIMEN	CANAL+	CANAL+	BETC, Paris	FRANCE
FAIL	NORWEGIAN RED CROSS	FIRST AID	TRY, Oslo	NORWAY
SAY IT TO MY FACE - AN INITIATIVE FROM TAGESSCHAU	ARD-AKTUELL/TAGESSCHAU.DE	TAGESSCHAU.DE	LA RED, Hamburg	GERMANY
RESPONSIBLY THE BEER	UBREW	BEER	McCANN WORLDGROUP, Milan	ITALY

**D04 Co-Creation & User Generated Content**

CONTRÔLE DE LA POITRINE	OM	CONTRÔLE DE LA POITRINE	McCANN PARIS	FRANCE
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**D05 Real-time Response**

IKEA RESPONDS TO BALENCIAGA	IKEA	FRAKTA BAG	ACNE, Stockholm	SWEDEN
WINTER IS COMING	IKEA NORWAY	IKEA BRAND	SMFB, Oslo	NORWAY

**E01 Launch / Re-launch**

A WORLD WITH NO HEROES	UBISOFT	GHOST RECON WILDLANDS	DDB PARIS	FRANCE
WHOPPER GATE	BURGER KING BELGIUM	BURGER KING BELGIUM	BUZZMAN, Paris	FRANCE
RESPONSIBLY THE BEER	UBREW	BEER	McCANN WORLDGROUP, Milan	ITALY

**E02 Sponsorship & Partnership**

THEY CALL US LEEUWINNEN	NIKE	NIKE WOMENS FOOTBAL	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS
PROBABLY TEDX	CARLSBERG GROUP	BEER	HAPPINESS BRUSSELS, AN FCB ALLIANCE, Brussels	BELGIUM

**F01 Integrated Campaign led by Promo & Activation**

THE FANCHISE MODEL	MICROSOFT	XBOX DESIGN LAB	McCANN LONDON	UNITED KINGDOM
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**F02 Low Budget / High Impact Campaign**

CAR CURLING	SM POLIS INSURANCE	SMPOLIS.RU INSURANCE AGENCY	VOSKHOD, Ekaterinburg	RUSSIA
RETAIL THERAPY	IKEA	FURNITURE	ÅKESTAM HOLST, Stockholm	SWEDEN
LIBÉ DES RÉFUGIÉS	LIBÉRATION	LIBÉRATION NEWSPAPERS	FRED & FARID PARIS	FRANCE