

Title	Brand	Product/Service	Entrant Company	Location	Production Company	Location
<b>A03 Durable Consumer Goods including Automotive</b>						
THE E.V.A. INITIATIVE	VOLVO CARS	CARS	FORSMAN & BODENFORS, Gothenburg *	SWEDEN	NEW LAND, Stockholm	SWEDEN
<b>A04 Travel, Leisure, Retail, Restaurants &amp; Fast Food Chains</b>						
NO NEED TO FLY – AROUND THE WORLD IN GERMANY	DEUTSCHE BAHN (GERMAN RAIL)	DEUTSCHE BAHN (GERMAN RAIL)	Ogilvy Germany, Frankfurt *	GERMANY	SPIRABLE, London	UNITED KINGDOM
BLACK FRIDAY WHOPPER SHOPPER	BURGER KING CORPORATION	WHOPPER	GRABARZ & PARTNER, Hamburg *	GERMANY	RABBICORN FILMS, Hamburg / MITK MOTION IS THE KEY, Hamburg	GERMANY
<b>A05 Media / Entertainment</b>						
AI VERSUS	TV RAIN	TV RAIN SUBSCRIPTION	VOSKHOD, Ekaterinburg *	RUSSIA	VOSKHOD, Ekaterinburg / ISD GROUP, Kiev	RUSSIA / UKRAINE
<b>A06 Consumer Services/Business to Business</b>						
WHEN THE INTERNET IS DOWN	BOUYGUES TELECOM	BOUYGUES TELECOM	BETC, Paris *	FRANCE	GREEN UNITED MUSIC, Paris	FRANCE
<b>A07 Not-for-profit / Charity / Government</b>						
MY CARER	ALZHEIMER'S SOCIETY	ALZHEIMER'S SOCIETY	McCANN LONDON	UNITED KINGDOM	SKILLS.APP, London	UNITED KINGDOM
SIGNS	GERMAN YOUTH ASSOCIATION OF PEOPLE WITH HEARING LOSS	SIGNS SMART TOOL	MRM/McCANN, Frankfurt *	GERMANY	DROPOUT-FILMS, Mainz	GERMANY
<b>B01 Websites / Microsites</b>						
THE UNKNOWN FACE	HISTORIAL DE LA GRANDE GUERRE PÉRONNE	ART INSTALLATION AND A WEBSITE	FF PARIS *	FRANCE	MERCI-MICHEL, Paris	FRANCE
IKEA APARTMENTEKA	IKEA	IKEA PLATFORM FOR FREE READY-MADE INTERIOR DESIGN	INSTINCT, Moscow *	RUSSIA	INSTINCT, Moscow / ZBRSK, Chelyabinsk	RUSSIA
<b>D01 Social Video</b>						
THE LIFT	BIANCO FOOTWEAR	BIANCO FOOTWEAR	&CO, Copenhagen *	DENMARK	NEW LAND, Copenhagen	DENMARK
<b>E01 Social Business &amp; Commerce</b>						
SHOP LIKE A QUEEN.	KLARNA	KLARNA US PAYMENT AND SHOPPING APP	RIVER, Stockholm *	SWEDEN	LINK PRODUCTION, Stockholm / VOSS EVENTS, New York	SWEDEN / USA
<b>E02 Social Purpose</b>						
LIFE LOLLI	KMSZ (BONE MARROW DONATION CENTER)	LIFE LOLLI - A LOLLIPOP DESIGNED TO SAVE LIVES BBDO, Düsseldorf *		GERMANY	CRAFTWORK, Düsseldorf	GERMANY
WWF #NOBUILDCHALLENGE	WWF	NGO	WE ARE SOCIAL, Paris *	FRANCE	WE ARE SOCIAL, Paris	FRANCE
FONTS FOR FREEDOM	REPORTER WITHOUT BORDERS	INTERNATIONAL PRESS FREEDOM	SERVICEPLAN GERMANY, Munich *	GERMANY	INSTANT WAVES, Berlin / SUPREME MUSIC, Hamburg	GERMANY
<b>E03 Innovative Use of Social or Community</b>						
WWF #NOBUILDCHALLENGE	WWF	NGO	WE ARE SOCIAL, Paris *	FRANCE	WE ARE SOCIAL, Paris	FRANCE
#ARCTIC HOTSPOT	WWF	WWF SNAPCHAT MAP	FF PARIS *	FRANCE		
ABBAY ROAD	VOLKSWAGEN	AUTOMOTIVE	NORD DDB, Stockholm *	SWEDEN		
<b>E04 Real-time Response</b>						
IKEA RESPONSES	IKEA	IKEA	ACNE, Stockholm *	SWEDEN	ACNE, Stockholm	SWEDEN
<b>E05 Influencer / Talent</b>						
REFURBISHED TWEETS	BACK MARKET	BACK MARKET	BETC, Paris *	FRANCE	GENERAL POP, Pantin	FRANCE
SHOP LIKE A QUEEN.	KLARNA	KLARNA US PAYMENT AND SHOPPING APP	RIVER, Stockholm *	SWEDEN	LINK PRODUCTION, Stockholm / VOSS EVENTS, New York	SWEDEN / USA
BEER HEROES	UBREW	UBREW	McCANN MILAN *	ITALY	THINK CATTLEYA, Milan	ITALY
THE KEYS OF THE RIJKSMUSEUM	RIJKSMUSEUM	ART	N=CONTENT, Amsterdam *	THE NETHERLANDS	N=CONTENT, Amsterdam	THE NETHERLANDS
<b>E06 Co-Creation &amp; User Generated Content</b>						
YOUR ORANGE AD	ORANGE	LOVE DUO	PUBLICIS BRUSSELS	BELGIUM	PUBLICIS BRUSSELS / ADULT IMAGE, Brussels	BELGIUM
NULLA PUO FERMARCI (STOP AT NOTHING)	NIKE	NIKE	ANALOGFOLK, London *	UNITED KINGDOM	CANADA, London	UNITED KINGDOM
CRAFT A WESTERN WHOPPER	BURGER KING	HAMBURGER	INGO, Stockholm *	SWEDEN	INGO, Stockholm	SWEDEN
<b>E08 Community Building &amp; Management</b>						
DRAGIBUS BLACK FORTUNE	HARIBO	HARIBO	MARCEL, Paris *	FRANCE		
MY LIFE AS A NPC	UBISOFT	ASSASSIN'S CREED	DDB PARIS *	FRANCE	MAKEMEPULSE, Paris / PRESS PLAY ON TAPE, Paris	FRANCE
<b>E09 Social Data &amp; Insight</b>						
NO NEED TO FLY – AROUND THE WORLD IN GERMANY	DEUTSCHE BAHN (GERMAN RAIL)	DEUTSCHE BAHN (GERMAN RAIL)	Ogilvy Germany, Frankfurt *	GERMANY	SPIRABLE, London	UNITED KINGDOM
<b>G01 Tangible Tech</b>						
ADDRESS THE FUTURE	CARLINGS	THE DIGITAL COLLECTION	VIRTUE, Copenhagen *	DENMARK	VIRTUE, Copenhagen	DENMARK
THISABLES	IKEA	DEMOCRATIZING HOME-FURNITURE FOR PEOPLE WITH DISABILITIES WITH 3D PRINTED ADD-ON	McCANN, Tel Aviv *	ISRAEL	McCANN, Tel Aviv	ISRAEL
<b>H01 Integrated Campaign Led by Digital</b>						
THE E.V.A. INITIATIVE	VOLVO CARS	CARS	FORSMAN & BODENFORS, Gothenburg *	SWEDEN	NEW LAND, Stockholm	SWEDEN
<b>I02 Challenger Brand</b>						
REFURBISHED TWEETS	BACK MARKET	BACK MARKET	BETC, Paris *	FRANCE	GENERAL POP, Pantin	FRANCE
<b>I04 Social Behaviour &amp; Cultural Insight</b>						
MY LIFE AS A NPC	UBISOFT	ASSASSIN'S CREED	DDB PARIS *	FRANCE	MAKEMEPULSE, Paris / PRESS PLAY ON TAPE, Paris	FRANCE
IMMORTALS	SBERBANK	FINANCIAL SERVICES	GOOD, Moscow *	RUSSIA	GOOD, Moscow	RUSSIA
ABBAY ROAD	VOLKSWAGEN	AUTOMOTIVE	NORD DDB, Stockholm *	SWEDEN		
<b>I05 Breakthrough on a Budget</b>						

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BLACK FRIDAY WHOPPER SHOPPER	BURGER KING CORPORATION	WHOPPER	GRABARZ & PARTNER, Hamburg *	GERMANY	RABBICORN FILMS, Hamburg / MITK MOTION IS THE KEY, Hamburg	GERMANY
PUTIN TURNS ON THE RAIN	TV RAIN	TV CHANNEL	VOSKHOD, Ekaterinburg *	RUSSIA	VOSKHOD, Ekaterinburg	RUSSIA

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