Direct Shortlist 2019



## PAMER AND P	Title	Brand	Product/Service	Entrant Company	Location
Any or all and the property of	• • • • • • • • • • • • • • • • • • • •			,	
### 1989年の後の神性の情報を対すできまります。 ************************************		THE FEMALE COMPANY	THE TAMPON BOOK	SCHOLZ & FRIENDS, Berlin	GERMANY
Reference of the property of t	STREET-VET	PURINA	VETERINARY DIET	McCANN PARIS	FRANCE
Membrane Membrane Andrew Membr	A03 Durable Consumer Goods including Automotive				
### Part	VOLTS BY VOLVO	VOLVO	VOLVO	FAMOUSGREY BRUSSELS	BELGIUM
### 1800 ### 1900 #	SEEN BY TRÉCA	ADOVA	MATRESS	SID LEE, Paris	FRANCE
Service Servic	A04 Travel, Leisure, Retail, Restaurants & Fast Food	Chains			
전 1969	NO NEED TO FLY – AROUND THE WORLD IN GERMANY		DEUTSCHE BAHN (GERMAN RAIL)	OGILVY GERMANY, Frankfurt	GERMANY
Marie Mari	SOUVENIRS DE PARIS		CENTRE POMPIDOU	MARCEL, Paris	FRANCE
## Property of the Property o	MIND THE GAP		BVG-FRAUENTICKET (WOMEN'S TICKET)	SERVICEPLAN GERMANY, Munich	GERMANY
## Part	THISARI ES				ISRAFI
### 1845		INCA	3D PRINTED ADD-ON	Medium, Territo	IOIVIEE
### Part		LINES	unes.		
### 15		UBER	UBER	DDB PARIS	FRANCE
Fire Registry Fire Regis	Au/ Not-for-profit / Charity / Governemt				LINITED
### ### ### ### ### ### ### ### ### #	PAY IT FORWARD	THE BIG ISSUE	THE BIG ISSUE	FCB INFERNO, London	
### PRODUCTION NO. 1900 1900 1900 1900 1900 1900 1900 190	MY CARER	ALZHEIMER'S SOCIETY	ALZHEIMER'S SOCIETY	MRM//McCANN, Frankfurt	GERMANY
변변	A08 Corporate Social Responsibility (CSR) / Corpora	ite Image			
CHAND FOR THE MICHIGAN SHARE SH	#TAKEMEMEHOME	PEDIGREE® / MARS LLC	PEDIGREE® THE ADOPTION DRIVE	BBDO, Moscow	RUSSIA
### ### ### ### ### ### ### ### ### #	B01 Mailing				
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### Page	B02 Use of Ambient Media: Small Scale				
REFORM CERT MANAGE UREFORM CERT MANAGE CE	SOUVENIRS DE PARIS	CENTRE POMPIDOU	CENTRE POMPIDOU	MARCEL, Paris	FRANCE
SEAT PRINT STEAMURE PRINT ST	B03 Use of Ambient Media: Large Scale				
### 100	UBERTOYS	UBER	UBER		FRANCE
MCMAND MEMBRAND MCMOND MEMBRAND MCMOND MEMBRAND MEM	#SAYYESTOEUROPE	LUFTHANSA	LUFTHANSA		GERMANY
### PANCE HANDICAP APF Hendisge accessibility	B05 Use of Print / Outdoor				
MICROSOFT MICR	THE ESPORT MENU	MCDONALD'S	MCDONALD'S	NORD DDB, Copenhagen	DENMARK
SERS USE OF TECHNOR SURVINE METHOD SURVINE	#FRANCEACCESSIBLE	FRANCE HANDICAP APF	Handicap accessibility	APF FRANCE HANDICAP, Paris	FRANCE
### Description ### Descrip	VISIT XBOX: THE BIRTH OF GAMING TOURISM	MICROSOFT	XBOX ONE X ENHANCED	McCANN LONDON	
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REPUBLICATION BOOMERANG BITE BACK ANIMAL RIGHTS ORGANISATION FAMOUSCREY BRUSSELS BELGIUM NORWEGAN RED CROSS FIRST AID TRY RECLAME (DIGO NORWEGAN RED CROSS FIRST AID TRY RECLAME (DIGO NORWEGAN RED CROSS FIRST AID NORWEGAN RED CROSS NORWEGAN R	· · · · · · · · · · · · · · · · · · ·	LIDICOET	ACCACCINIC OPER	DDD DADIC	EDANICE
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LORE REAT'S SUICIDE VICE UK					
COZ LISE OF MOBILE & EVICEN UBER U				· · · · · · · · · · · · · · · · · · ·	
BERTOYS UBER UBER UBER DEB PARIS FRANCE WY CARER ALZHEMER'S SOCIETY ALZHEMER'S SOCIETY MRM/MCCANN, Frankfurt GERMANY CO3 Real-time Response BUTSCHE BAHN (GERMAN) DEUTSCHE BAHN (GERMAN PAILL) OGILLY GERMANY, Frankfurt GERMANY MO NEED TO FLY – AROUND THE WORLD IN GERMAN BUSICE BAHN (GERMAN) DEUTSCHE BAHN (GERMAN PAILL) MOLLE REBBE ACCENTURE INTERACTIVE GERMANY MEL41 DAZN DAZN MABBURGER INGO, Stockholm SWEDED CRAPT A WEIST WHOOPER BURGER KING HAMBURGER INGO, Stockholm SWEDED CRAPT A WEIST WHOOPER BURGER KING HAMBURGER INGO, Stockholm SWEDED CRAPT A WEIST WHOOPER BURGER KING HAMBURGER INGO, Stockholm SWED CRAPT A WEIST WHOOPER BURGER KING DAZN MERCHANT MERCHANT SWEDT	LOFI BEATS SUICIDE	VICE UK	VICE UK	McCANN LONDON	
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COA Real-time Response NO NEED TO FLY - AROUND THE WORLD IN GERMANY RALLY NO NEED TO FLY - AROUND THE WORLD IN GERMANY RALLY AND ADAY	UBERTOYS	UBER	UBER	DDB PARIS	FRANCE
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CO4 Co-creation & User Generated Content WALL41	C03 Real-time Response				
COLOR Co-creation & User Generated Content MALL41 MA	NO NEED TO FLY – AROUND THE WORLD IN GERMANY		DEUTSCHE BAHN (GERMAN RAIL)	OGILVY GERMANY, Frankfurt	GERMANY
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RAIL) DEUTSCHE BATHIN (SERMAN RAIL) DEUTSCHE BATHIN (SERMAN RAIL) DEUTSCHE BATHIN (SERMAN RAIL) DEUTSCHE BATHIN (SERMAN RAIL) TRY REKLAME, Oslo NORWAY BEQL Launch / Re-launch REFURBISHED TWEETS BACK MARKET BACK MARKET BECK MARKET BETC, Paris FRANCE WY LIFE AS A NPC UBISOFT ASSASSIN'S CREED DEW PARIS FRANCE FOI Integrated Campaign Led by Direct THISABLES KEA DEW CENTRE POMPIDOU SENTRE POMPIDOU SENTRE POMPIDOU MARCEL, Paris FRANCE SOUVENIRS DE PARIS CENTRE POMPIDOU CENTRE POMPIDOU MARCEL, Paris FRANCE WOLVO VOLVO VOLVO FAMOUSGREY BRUSSELS BELGIUM TAM TRASH, LES FLEURS DU DÉCHET ETAT LIBRE D'ORANGE PERFUME OGILVY, Paris FRANCE GO4 Social Behaviour & Cultural Insight REFURBISHED TWEETS BACK MARKET BACK MARKET BACK MARKET BECK MARKET BE	D02 Data-driven Targeting				
REFURBISHED TWEETS BACK MARKET	NO NEED TO FLY – AROUND THE WORLD IN GERMANY		DEUTSCHE BAHN (GERMAN RAIL)	OGILVY GERMANY, Frankfurt	GERMANY
REFURBISHED TWEETS BACK MARKET	422 LIFESAVING FACEBOOK FILMS	NORWEGIAN RED CROSS	FIRST AID	TRY REKLAME, Oslo	NORWAY
MY LIFE AS A NPC UBISOFT ASSASSIN'S CREED DEMOCRATIZING HOME-FURNITURE FOR PEOPLE WITH DISABILITIES WITH MCANN, Tel Aviv BEACANN, Tel Aviv BE	E02 Launch / Re-launch				
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DZE_GEORGIAN PROJECT GEORGIA DZEGVI SHELTER WINDFORS, Tbilisi GEORGIA		AMERICAN FRIENDS OF			
THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION THE FEMALE COMPANY THE TAMPON BOOK SCHOLZ & FRIENDS, Berlin GERMANY		GEORGIA			
	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE FEMALE COMPANY	THE TAMPON BOOK	SCHOLZ & FRIENDS, Berlin	GERMANY

ADDRESS POINT - POINTING A WAY BACK HOME FOR IRELAND'S HOMELESS	AN POST	ADDRESS POINT	WUNDERMAN THOMPSON, Dublin	IRELAND
I (DIS)OWN MY CHILD	'DA SE ZNA' LGBT+NGO	'DA SE ZNA' LGBT+NGO	McCANN BELGRADE	SERBIA
LOFI BEATS SUICIDE	VICE UK	VICE UK	McCANN LONDON	UNITED KINGDOM
50/50	BURGER KING	PLANBASED BURGERS	INGO, Stockholm	SWEDEN
G05 Breakthrough on a Budget				
CARDS OF ACKNOWLEDGEMENT	MISCARRIAGE ASSOCIATION	MISCARRIAGE ASSOCIATION CARDS OF ACKNOWLEDGEMENT	MRM//McCANN, London	UNITED KINGDOM
SEEN BY TRÉCA	ADOVA	MATRESS	SID LEE, Paris	FRANCE