

Title	Brand	Product/Service	Medium	Entrant Company	Location
A03 OTC Products/Devices					
VIVA LA VULVA	ESSITY	LIBRESSE/BODYFORM	Film: Cinema, TV and Digital Film Content	AMVBBDO, London	UNITED KINGDOM
VIVA LA VULVA	ESSITY	LIBRESSE/BODYFORM	Integrated Campaign	AMVBBDO, London	UNITED KINGDOM
VIVA LA VULVA	ESSITY	LIBRESSE/BODYFORM	Branded Content & Entertainment: Film, TV and Online Film Content	AMVBBDO, London	UNITED KINGDOM
A05 Health & Wellness Tech					
DEALERBOT	RESET	REHABILITATION CENTRE	Mobile	HAPPINESS BRUSSELS / AN FCB ALLIANCE	BELGIUM
DOT TRANSLATE. THE FIRST BRAILLE TRANSLATOR BASED ON AI.	DOT INCORPORATION	DOT TRANSLATE	Use of Technology	SERVICEPLAN GERMANY, Munich	GERMANY
MADE IN FUKUSHIMA	METER GROUP INC	ENVIRONMENTAL TECHNOLOGY	Product Innovation	SERVICEPLAN GERMANY, Munich	GERMANY
B01 Brand-led Education & Awareness					
VIVA LA VULVA	ESSITY	LIBRESSE/BODYFORM	Film: Cinema, TV and Digital Film Content	AMVBBDO, London	UNITED KINGDOM
THE MISSING PAGE	SAFORELLE	FEMALE ANATOMY AWARENESS CAMPAIGN	PR	SERVICEPLAN FRANCE, Paris	FRANCE
LOFI BEATS SUICIDE	VICE UK	VICE UK	Digital	McCANN LONDON	UNITED KINGDOM
VIVA LA VULVA	ESSITY	LIBRESSE/BODYFORM	Integrated Campaign	AMVBBDO, London	UNITED KINGDOM
CLEAR	DIAGEO	GUINNESS	Integrated Campaign	AMVBBDO, London	UNITED KINGDOM
VIVA LA VULVA	ESSITY	LIBRESSE/BODYFORM	Branded Content & Entertainment: Film, TV and Online Film Content	AMVBBDO, London	UNITED KINGDOM
THE URBAN EYE TEST	OCO OPTOMETRISTS	OCO OPTOMETRISTS	Outdoor: Ambient	McCANN HEALTH, London	UNITED KINGDOM
MADE IN FUKUSHIMA	METER GROUP	ENVIRONMENTAL TECHNOLOGY	Print & Publishing: Print Collateral	SERVICEPLAN GERMANY, Munich	GERMANY
THISABLES	IKEA	DEMOCRATIZING HOME-FURNITURE FOR PEOPLE WITH DISABILITIES WITH 3D PRINTED ADD-ON	Product Innovation	McCANN, Tel Aviv	ISRAEL
B02 Non-profit / Foundation-led Education & Awareness					
VOICELESS WOMEN	NEW LIVES + 10 NGO'S	INFORMATIVE CAMPAIGN	Film: Cinema, TV and Digital Film Content	UITCH ISCRATCH, Copenhagen	DENMARK
422 LIFESAVING FACEBOOK FILMS	NORWEGIAN RED CROSS	FIRST AID	Digital	TRY REKLAME, Oslo	NORWAY
B03 Fundraising & Advocacy					
LIFE LOLLI	KMSZ (BONE MARROW DONATION CENTER)	LIFE LOLLI - A LOLLIPOP DESIGNED TO SAVE LIVES	PR	BBDO, Düsseldorf	GERMANY
LIFE LOLLI	KMSZ (BONE MARROW DONATION CENTER)	LIFE LOLLI - A LOLLIPOP DESIGNED TO SAVE LIVES	Integrated Campaign	BBDO, Düsseldorf	GERMANY
C01 Corporate Image & Communication					
MADE IN FUKUSHIMA	METER GROUP, INC.	MADE IN FUKUSHIMA IS A BOOK MADE OUT OF RICE STRAW FROM THE DECONTAMINATED FIELD	Brand Experience & Activation	SERVICEPLAN GERMANY, Munich	GERMANY
THISABLES	IKEA	DEMOCRATIZING HOME-FURNITURE FOR PEOPLE WITH DISABILITIES WITH 3D PRINTED ADD-ON	Product Innovation	McCANN, Tel Aviv	ISRAEL
D01 Animal Health					
STREET-VET	PURINA	VETERINARY DIET	Direct	McCANN PARIS	FRANCE
STREET-VET	PURINA	VETERINARY DIET	Brand Experience & Activation	McCANN PARIS	FRANCE
E02 Dierct to Healthcare Professional					
COMMITMENT TO HARMONY	JANSSEN	JANSSEN	Film Craft: Production Design / Art Direction	PUBLICIS LIFE BRANDS, London	UNITED KINGDOM
COMMITMENT TO HARMONY	JANSSEN	JANSSEN	Film Craft: Animation / Visual Effects	PUBLICIS LIFE BRANDS, London	UNITED KINGDOM
E03 Pharma: Disease Awareness & Understanding					
INSIDE HEART FAILURE	NOVARTIS	HEART FAILURE AWARENESS	PR	WEBER SHANDWICK, Paris	FRANCE
INSIDE HEART FAILURE	NOVARTIS	HEART FAILURE AWARENESS	Branded Content & Entertainment: Live Experience	WEBER SHANDWICK, Paris	FRANCE