

Title	Brand	Product/Service	Entrant Company	Location
A01 Fast Moving Consumer Goods				
THE REMARKABLE HEDY	STABILO INTERNATIONAL GMBH	STABILO BOSS HIGHLIGHTER PEN	DDB DÜSSELDORF	GERMANY
THE REMARKABLE BERTHA	STABILO INTERNATIONAL GMBH	STABILO BOSS HIGHLIGHTER PEN	DDB DÜSSELDORF	GERMANY
A03 Durable Consumer Goods including Automotive				
DEER	RENAULT	PURE VISION HEADLIGHTS	PUBLICIS ISTANBUL	TURKEY
BICYCLE	RENAULT	PURE VISION HEADLIGHTS	PUBLICIS ISTANBUL	TURKEY
WALKER	RENAULT	PURE VISION HEADLIGHTS	PUBLICIS ISTANBUL	TURKEY
A04 Travel, Leisure, Retail, Restaurants & Fast Food Chains				
CHAIR	IKEA	IKEA	HJALTELIN STAHL PART OF ACCENTURE INTERACTIVE, Copenhagen	DENMARK
KFC X SPOTIFY	KFC	FAST FOOD	SID LEE, Paris	FRANCE
A05 Media / Entertainment				
I WANT YOUR FINGERS ALL OVER MY APARTMENT KEYS	MATCH	MATCH	MARCEL, Paris	FRANCE
I LOVE THE WAY YOU PUT YOUR TOOTHBRUSH IN MY GLASS	MATCH	MATCH	MARCEL, Paris	FRANCE
MY FAVOURITE POSITION IS BY YOUR SIDE	MATCH	MATCH	MARCEL, Paris	FRANCE
A06 Consumer Services/Business to Business				
FRIDA KAHLO	WELTI-FURRER FINE ART TRANSPORT	FINE ART TRANSPORT	RUF LANZ, Zürich	SWITZERLAND
VINCENT VAN GOGH	WELTI-FURRER FINE ART TRANSPORT	FINE ART TRANSPORT	RUF LANZ, Zürich	SWITZERLAND
A07 Not-for-profit / Charity / Government				
FALL/WINTER	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	DDB PARIS	FRANCE
FASHION VICTIME	AMNESTY INTERNATIONAL	AMNESTY INTERNATIONAL	DDB PARIS	FRANCE
B04 Travel, Leisure, Retail, Restaurants & Fast Food Chains				
ARIZONA – RHINELAND	DEUTSCHE BAHN (GERMAN RAIL)	DEUTSCHE BAHN (GERMAN RAIL)	OGILVY GERMANY, Frankfurt	GERMANY
GUILIN - KROMLAU	DEUTSCHE BAHN (GERMAN RAIL)	DEUTSCHE BAHN (GERMAN RAIL)	OGILVY GERMANY, Frankfurt	GERMANY
SANTOS – BERLIN	DEUTSCHE BAHN (GERMAN RAIL)	DEUTSCHE BAHN (GERMAN RAIL)	OGILVY GERMANY, Frankfurt	GERMANY
VANCOUVER - BAVARIA	DEUTSCHE BAHN (GERMAN RAIL)	DEUTSCHE BAHN (GERMAN RAIL)	OGILVY GERMANY, Frankfurt	GERMANY
NEW YORK - FRANKFURT	DEUTSCHE BAHN (GERMAN RAIL)	DEUTSCHE BAHN (GERMAN RAIL)	OGILVY GERMANY, Frankfurt	GERMANY
OREGON – BAVARIA	DEUTSCHE BAHN (GERMAN RAIL)	DEUTSCHE BAHN (GERMAN RAIL)	OGILVY GERMANY, Frankfurt	GERMANY
THE NOT BIG MACS	BURGER KING	HAMBURGER	INGO, Stockholm	SWEDEN
MONA LISA OOH	MCDONALD'S	FAST FOOD RESTAURANT	MCDONALD'S SWEDEN, Värby	SWEDEN
AMERICAN GOTHIC OOH	MCDONALD'S	FAST FOOD RESTAURANT	MCDONALD'S SWEDEN, Värby	SWEDEN
VAN GOGH OOH	MCDONALD'S	FAST FOOD RESTAURANT	MCDONALD'S SWEDEN, Värby	SWEDEN
KFC X SPOTIFY	KFC	FAST FOOD	SID LEE, Paris	FRANCE
B05 Media / Entertainment				
REARRANGED	BERLINER PHILHARMONIKER	BERLINER PHILHARMONIKER	SCHOLZ & FRIENDS, Berlin	GERMANY
B06 Consumer Services/Business to Business				
VIDEO CALL ART 2	VOO TELECOM	VOO TELECOM / FASTEST INTERNET	HAPPINESS BRUSSELS / AN FCB ALLIANCE	BELGIUM
VIDEO CALL ART 3	VOO TELECOM	VOO TELECOM / FASTEST INTERNET	HAPPINESS BRUSSELS / AN FCB ALLIANCE	BELGIUM
VIDEO CALL ART 4	VOO TELECOM	VOO TELECOM / FASTEST INTERNET	HAPPINESS BRUSSELS / AN FCB ALLIANCE	BELGIUM
B07 Not-for-profit / Charity / Government				
MARTIN	OFFERFONDEN	IDTYV.DK	HJALTELIN STAHL PART OF ACCENTURE INTERACTIVE, Copenhagen	DENMARK
THOMAS	OFFERFONDEN	IDTYV.DK	HJALTELIN STAHL PART OF ACCENTURE INTERACTIVE, Copenhagen	DENMARK
LIZ	OFFERFONDEN	IDTYV.DK	HJALTELIN STAHL PART OF ACCENTURE INTERACTIVE, Copenhagen	DENMARK
C03 Dynamic Digital Screens				
THE OUT OF HOME PROJECT	CLEAR CHANNEL	SHELTER FOR HOMELESS	PRIME WEBER SHANDWICK, Stockholm	SWEDEN
STREET-VET	PURINA	VETERINARY DIET	McCANN PARIS	FRANCE
D01 Displays				
KOSHOGO	KLOOP	NEWS MEDIA	LEO BURNETT MOSCOW	RUSSIA
D03 Limited Run Promotional Items & Printed Media				
SOUVENIRS DE PARIS	CENTRE POMPIDOU	CENTRE POMPIDOU	MARCEL, Paris	FRANCE
D04 Design for Promotional Items				
SOUVENIRS DE PARIS	CENTRE POMPIDOU	CENTRE POMPIDOU	MARCEL, Paris	FRANCE
D05 Special Build				
UBERTOYS	UBER	UBER	DDB PARIS	FRANCE
MIND THE GAP	BERLINER VERKEHRSBETRIEBE	BVG-FRAUENTICKET (WOMEN'S TICKET)	SERVICEPLAN GERMANY, Munich	GERMANY
VOTE FOR MEAL	LIDL	FRESH PRODUCTS (ALIMENTATION)	BBDO BELGIUM, Brussels	BELGIUM
IAMAZONIA	GREENPEACE	CLIMATE & BIODIVERSITY	DUVAL GUILLAUME, Brussels	BELGIUM
D06 Live Advertising & Events				
SOUVENIRS DE PARIS	CENTRE POMPIDOU	CENTRE POMPIDOU	MARCEL, Paris	FRANCE
SEEN BY TRÉCA	ADOVA	MATRESS	SID LEE, Paris	FRANCE
D07 Interactive Experiences				
FOCUS LINES	ECUADORIAN MINISTRY OF TRANSPORT AND PUBLIC WORKS	ROAD SAFETY	FAMOUSGREY BRUSSELS	BELGIUM
D08 Transit				

UBERTOYS	UBER	UBER	DDB PARIS	FRANCE
D09 Immersive Experiences				
UBERTOYS	UBER	UBER	DDB PARIS	FRANCE
E01 Standard Sites				
THE OUT OF HOME PROJECT	CLEAR CHANNEL	SHELTER FOR HOMELESS	PRIME WEBER SHANDWICK, Stockholm	SWEDEN
THE NOT BIG MACS	BURGER KING	HAMBURGER	INGO, Stockholm	SWEDEN
STREET-VET	PURINA	VETERINARY DIET	McCANN PARIS	FRANCE
E02 Ambient Outdoor				
UBERTOYS	UBER	UBER	DDB PARIS	FRANCE
SOUVENIRS DE PARIS	CENTRE POMPIDOU	CENTRE POMPIDOU	MARCEL, Paris	FRANCE
E03 Technology				
THE SENDING MACHINE	FIRST LOVE FOUNDATION	DIGITAL VENDING MACHINE	PUBLICIS SAPIENT, London	UNITED KINGDOM
STREET-VET	PURINA	VETERINARY DIET	McCANN PARIS	FRANCE
F01 Local Brand				
THE URBAN EYE TEST	OCO OPTOMETRISTS	OCO OPTOMETRISTS	McCANN HEALTH, London	UNITED KINGDOM
F02 Challenger Brand				
SOUVENIRS DE PARIS	CENTRE POMPIDOU	CENTRE POMPIDOU	MARCEL, Paris	FRANCE
F03 Single Market Campaign				
THIS IS A YOTA AD	SCARTEL LLC	YOTA - MOBILE OPERATOR	FRIENDS, Moscow	RUSSIA
F04 Social Behaviour & Cultural Insight				
IAMAZONIA	GREENPEACE	CLIMATE & BIODIVERSITY	DUVAL GUILLAUME, Brussels	BELGIUM
RED RIBBONS PROJECT	KADAV / BAHCESEHIR UNIVERSITY	EDUCATION / SOCIAL RESPONSIBILITY	MULLENLOWE ISTANBUL	TURKEY
STREET-VET	PURINA	VETERINARY DIET	McCANN PARIS	FRANCE
KOSHOGO	KLOOP	NEWS MEDIA	LEO BURNETT MOSCOW	RUSSIA
F05 Breakthrough on a Budget				
SOUVENIRS DE PARIS	CENTRE POMPIDOU	CENTRE POMPIDOU	MARCEL, Paris	FRANCE
IAMAZONIA	GREENPEACE	CLIMATE & BIODIVERSITY	DUVAL GUILLAUME, Brussels	BELGIUM
THE NOT BIG MACS	BURGER KING	HAMBURGER	INGO, Stockholm	SWEDEN