PR Shortlist 2019



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Title	Brand	Product/Service	Entrant Company	Location		
A02 Healthcare		LIFE LOLLI - A LOLLIPOP DESIGNED TO SAVE				
LIFE LOLLI	KMSZ (BONE MARROW DONATION CENTER)	LIVES	BBDO, Düsseldorf	GERMANY		
THE MISSING PAGE	LABORATOIRES IPRAD	SAFORELLE	SERVICEPLAN FRANCE, Paris	FRANCE		
A03 Durable Consumer Goods including Autor	notive					
THE E.V.A. INITIATIVE	VOLVO CARS	CARS	FORSMAN & BODENFORS, Gothenburg	SWEDEN		
A04 Travel, Leisure, Retail, Restaurants & Fast						
BIG BELL	TACO BELL	TACO BELL	EDELMAN, London	UNITED KINGDOM		
MIND THE GAP	BERLINER VERKEHRSBETRIEBE	BVG-FRAUENTICKET (WOMEN'S TICKET)	SERVICEPLAN GERMANY, Munich	GERMANY		
RENT A FINN	BUSINESS FINLAND / VISIT FINLAND	DESTINATION FINLAND	SEK PART OF GREY, Helsinki	FINLAND		
THE NOT BIG MACS CLOSED FOR MAINTENANCE	BURGER KING VISIT FAROE ISLANDS	HAMBURGER FAROE ISLANDS	INGO, Stockholm MENSCH, Copenhagen	SWEDEN DENMARK		
A06 Consumer Services/Business to Business		PAROE ISLANDS	меносп, сореннауен	DENWARK		
#GIRLSINVEST	DNB	INVESTMENT BANKING	TRY REKLAME, Oslo	NORWAY		
	DEUTSCHER SPARKASSEN - UND GIROVERBAND					
FAKE SELF-HELP BOOKS AGAINST AGE POVERTY	E.V.	RETIREMENT PROVISION	JUNG VON MATT, Hamburg	GERMANY		
A07 Not-for-profit / Charity / Governemt						
FAKE 4 GOOD	SOLIDARITÉ SIDA	TRUMP DEEPFAKE VIDÉO	SOLIDARITE SIDA, Paris	FRANCE		
RED RIBBONS PROJECT	KADAV / BAHCESEHIR UNIVERSITY	EDUCATION / SOCIAL RESPONSIBILITY	MULLENLOWE ISTANBUL	TURKEY		
THEIR STORY IS MY STORY	URGENCE HOMOPHOBIE	MUSIC VIDEO	FF PARIS	FRANCE		
B01 Corporate Image, Communication & Reput	<u> </u>					
THE E.V.A. INITIATIVE	VOLVO CARS	CARS	FORSMAN & BODENFORS, Gothenburg	SWEDEN		
THE MISSING PAGE	LABORATOIRES IPRAD	SAFORELLE	SERVICEPLAN FRANCE, Paris	FRANCE		
B02 Public Affairs & Lobbying						
THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE FEMALE COMPANY	THE TAMPON BOOK	SCHOLZ & FRIENDS, Berlin	GERMANY		
B04 Business Citizenship / Corporate Respons	sibility & Environmental					
#GIRLSINVEST	DNB	INVESTMENT BANKING	TRY REKLAME, Oslo	NORWAY		
THE NON-ISSUE	L'ORÉAL PARIS	AGE PERFECT	McCANN PARIS	FRANCE		
B06 Media Relations						
THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE FEMALE COMPANY	THE TAMPON BOOK	SCHOLZ & FRIENDS, Berlin	GERMANY		
B07 Use of Events & Stunts						
BIG BELL	TACO BELL	TACO BELL	EDELMAN, London	UNITED KINGDOM		
LIFEBOAT - THE EXPERIMENT	SEA-WATCH E.V.	HUMANITARIAN HELP	SERVICEPLAN GERMANY, Munich	GERMANY		
MIND THE GAP	BERLINER VERKEHRSBETRIEBE	BVG-FRAUENTICKET (WOMEN'S TICKET)	SERVICEPLAN GERMANY, Munich	GERMANY		
#FRANCEACCESSIBLE	FRANCE HANDICAP APF	Handicap accessibility awareness	APF FRANCE HANDICAP, Paris	FRANCE		
SIREN TEST	AMNESTY INTERNATIONAL	RADIO COMMERCIAL (AUDIO ONLY)	AMNESTY INTERNATIONAL, Zurich	SWITZERLAND		
RED RIBBONS PROJECT	KADAV / BAHCESEHIR UNIVERSITY	EDUCATION / SOCIAL RESPONSIBILITY	MULLENLOWE ISTANBUL	TURKEY		
CLOSED FOR MAINTENANCE	VISIT FAROE ISLANDS	FAROE ISLANDS	MENSCH, Copenhagen	DENMARK		
B08 Use of Celebrity, Influencers & Key Opinion Leaders						
Bus Use of Celebrity, Influencers & Key Opinio			BETC, Paris			
B08 Use of Celebrity, Influencers & Key Opinio REFURBISHED TWEETS	BACK MARKET	BACK MARKET	BETC, Paris	FRANCE		
	BACK MARKET KMSZ (BONE MARROW DONATION CENTER)	LIFE LOLLI - A LOLLIPOP DESIGNED TO SAVE	BBDO, Düsseldorf	FRANCE GERMANY		
REFURBISHED TWEETS LIFE LOLLI	KMSZ (BONE MARROW DONATION CENTER)	LIFE LOLLI - A LOLLIPOP DESIGNED TO SAVE LIVES	BBDO, Düsseldorf	GERMANY		
REFURBISHED TWEETS		LIFE LOLLI - A LOLLIPOP DESIGNED TO SAVE	<u> </u>			
REFURBISHED TWEETS LIFE LOLLI FAKE ROMANI EXPERIMENT B09 Sponsorship & Brand Partnership	KMSZ (BONE MARROW DONATION CENTER) DIAK (DIACONIA UNIVERSITY OF APPLIED	LIFE LOLLI - A LOLLIPOP DESIGNED TO SAVE LIVES DIAK (DIACONIA UNIVERSITY OF APPLIED SCIENCE)	BBDO, Düsseldorf DIAK (DIACONIA UNIVERSITY OF APPLIED SCIENCE),	GERMANY		
REFURBISHED TWEETS LIFE LOLLI FAKE ROMANI EXPERIMENT B09 Sponsorship & Brand Partnership THE NON-ISSUE	KMSZ (BONE MARROW DONATION CENTER) DIAK (DIACONIA UNIVERSITY OF APPLIED	LIFE LOLLI - A LOLLIPOP DESIGNED TO SAVE LIVES DIAK (DIACONIA UNIVERSITY OF APPLIED	BBDO, Düsseldorf DIAK (DIACONIA UNIVERSITY OF APPLIED SCIENCE),	GERMANY		
REFURBISHED TWEETS LIFE LOLLI FAKE ROMANI EXPERIMENT B09 Sponsorship & Brand Partnership THE NON-ISSUE B10 Launch / Re-launch	KMSZ (BONE MARROW DONATION CENTER) DIAK (DIACONIA UNIVERSITY OF APPLIED SCIENCE) L'ORÉAL PARIS	LIFE LOLLI - A LOLLIPOP DESIGNED TO SAVE LIVES DIAK (DIACONIA UNIVERSITY OF APPLIED SCIENCE) AGE PERFECT	BBDO, Düsseldorf DIAK (DIACONIA UNIVERSITY OF APPLIED SCIENCE), Helsinki McCANN PARIS	GERMANY FINLAND FRANCE		
REFURBISHED TWEETS LIFE LOLLI FAKE ROMANI EXPERIMENT B09 Sponsorship & Brand Partnership THE NON-ISSUE B10 Launch / Re-launch BIG BELL	KMSZ (BONE MARROW DONATION CENTER) DIAK (DIACONIA UNIVERSITY OF APPLIED SCIENCE)	LIFE LOLLI - A LOLLIPOP DESIGNED TO SAVE LIVES DIAK (DIACONIA UNIVERSITY OF APPLIED SCIENCE)	BBDO, Düsseldorf DIAK (DIACONIA UNIVERSITY OF APPLIED SCIENCE), Helsinki	GERMANY		
REFURBISHED TWEETS LIFE LOLLI FAKE ROMANI EXPERIMENT B09 Sponsorship & Brand Partnership THE NON-ISSUE B10 Launch / Re-launch BIG BELL B11 Brand Voice & Strategic Storytelling	KMSZ (BONE MARROW DONATION CENTER) DIAK (DIACONIA UNIVERSITY OF APPLIED SCIENCE) L'ORÉAL PARIS TACO BELL	LIFE LOLLI - A LOLLIPOP DESIGNED TO SAVE LIVES DIAK (DIACONIA UNIVERSITY OF APPLIED SCIENCE) AGE PERFECT TACO BELL	BBDO, Düsseldorf DIAK (DIACONIA UNIVERSITY OF APPLIED SCIENCE), Helsinki McCANN PARIS EDELMAN, London	GERMANY FINLAND FRANCE UNITED KINGDOM		
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I AM TRASH, LES FLEURS DU DÉCHET	ETAT LIBRE D'ORANGE	PERFUME	OGILVY, Paris	FRANCE
F03 Single Market Campaign				
CATAPULT AIR - NON-STOP TO SYLT.	SYLT MARKETING	THE ISLAND OF SYLT	PHILIPP UND KEUNTJE, Hamburg	GERMANY
F04 Social Behaviour & Cultural Insight				
THE PRIDE FLIGHT	VIRGIN HOLIDAYS & VIRGIN ATLANTIC	AIRLINE FLIGHT	ONE GREEN BEAN LONDON	UNITED KINGDOM
UNQUIET VOICES	ANAIS ASSOCIATION	NGO	CENTRADE CHEIL, BUCHAREST	ROMANIA
RED RIBBONS PROJECT	KADAV / BAHCESEHIR UNIVERSITY	EDUCATION / SOCIAL RESPONSIBILITY	MULLENLOWE ISTANBUL	TURKEY
F05 Breakthrough on a Budget				
ECSTASY, A SMELLY BUSINESS	OPENBAAR MINISTERIE	PUBLIC AWARENESS	ROORDA RECLAMEBUREAU, Amsterdam	THE NETHERLANDS