

Title	Brand	Product/Service	Entrant Company	Location	Idea Creation Company	Location
A03 Durable Consumer Goods including Automotive						
VAR DISCOUNT	ELKJØP	ELKJØP	NORD DDB, Stockholm	SWEDEN	NORD DDB Stockholm	SWEDEN
B01 Cross-channel Digital Technology						
AMAZON BINGE SHOPPING	AMAZON PRIME VIDEO	AMAZON PRIME VIDEO	HEREZIE, Paris	FRANCE	HEREZIE Paris	FRANCE
C04 Social Behaviour						
BLACK FRIDAY RE(SALE)	IKEA DENMARK	IKEA DENMARK	HJALTELIN STAHL, PART OF ACCENTURE INTERACTIVE, Copenhagen	DENMARK	HJALTELIN STAHL, PART OF ACCENTURE INTERACTIVE Copenhagen	DENMARK
C05 Cultural Insight						
HEARTBEATS 4 SNEAKERS	KLARNA	KLARNA SHOPPING SERVICES	KLARNA, Stockholm	SWEDEN	KLARNA Stockholm	SWEDEN
C06 Breakthrough on a Budget						
VAR DISCOUNT	ELKJØP	ELKJØP	NORD DDB, Stockholm	SWEDEN	NORD DDB Stockholm	SWEDEN