

Title	Brand	Product/Service	Entrant Company	Location	Idea Creation Company	Location	Production Company	Location
A01 Fast Moving Consumer Goods								
CONNECTIONS	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan	ITALY	PUBLICIS ITALY Milan	ITALY	SMUGGLER, London / SIZZER AMSTERDAM	UNITED KINGDOM / THE NETHERLANDS
BACK TO THE BARS	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan	ITALY	PUBLICIS ITALY Milan	ITALY	MJZ UK, London	UNITED KINGDOM
CHEERS TO ALL	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan	ITALY	PUBLICIS ITALY Milan	ITALY	ICONOCLAST, Paris	FRANCE
DANIEL CRAIG VS JAMES BOND	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan	ITALY	PUBLICIS ITALY Milan	ITALY	SMUGGLER, London	UNITED KINGDOM
COCA-COLA - OPEN LIKE NEVER BEFORE	THE COCA-COLA COMPANY	COCA-COLA	72ANDSUNNY, Amsterdam	THE NETHERLANDS	72ANDSUNNY Amsterdam	THE NETHERLANDS	NEW LAND, London	UNITED KINGDOM
COURAGE IS BEAUTIFUL	DOVE	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM	OGILVY London OGILVY Toronto	UNITED KINGDOM CANADA	OGILVY, London / OGILVY, Toronto	UNITED KINGDOM / CANADA
A03 Durable Consumer Goods including Automotive								
THE PARENTS	VOLVO CAR CORPORATION	VOLVO XC60 / XC90	FORSMAN & BODENFORS, Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	SWEDEN	NEW LAND, Stockholm	SWEDEN
THE FRENCH EXCHANGE	RENAULT UK	RENAULT CLIO	RENAULT UK, Rickmansworth	UNITED KINGDOM	PUBLICIS-POKE London	UNITED KINGDOM	ACADEMY FILMS, London	UNITED KINGDOM
FRANCESCA	DIESEL	DIESEL	PUBLICIS ITALY, Milan	ITALY	PUBLICIS ITALY Milan	ITALY	DIVISION, Paris / SIZZER AMSTERDAM	FRANCE / THE NETHERLANDS
A MILLION MORE	VOLVO CARS	CARS	FORSMAN & BODENFORS, Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	SWEDEN	NEW LAND, Stockholm	SWEDEN
A04 Travel, Leisure, Retail, Restaurants & Fast Food Chains								
REBUILD THE WORLD	LEGO	LEGO	BETC, Paris	FRANCE	BETC Paris	FRANCE	STINK STUDIOS, Paris / GREEN UNITED MUSIC, Paris	FRANCE
CROCODILE INSIDE	LACOSTE	LACOSTE	BETC, Paris	FRANCE	BETC Paris	FRANCE	GENERAL POP, Pantin / ICONOCLAST, Paris	FRANCE
THE MOLDY WHOPPER	BURGER KING	THE WHOPPER	INGO, Stockholm	SWEDEN	INGO Stockholm DAVID Miami PUBLICIS ROMANIA Bucharest	SWEDEN USA ROMANIA	INGO, Stockholm / DAVID, Miami	SWEDEN / USA
A05 Media / Entertainment								
EPISODE 1 - THE SHOOT	CANAL+	CANAL+	BETC, Paris	FRANCE	BETC Paris	FRANCE	HENRY, Paris / KOUZ PRODUCTION, Paris	FRANCE
EPISODE 2 - FAMILY DINNER	CANAL+	CANAL+	BETC, Paris	FRANCE	BETC Paris	FRANCE	HENRY, Paris / KOUZ PRODUCTION, Paris	FRANCE
EPISODE 3 - THE BIG SET	CANAL+	CANAL+	BETC, Paris	FRANCE	BETC Paris	FRANCE	HENRY, Paris / KOUZ PRODUCTION, Paris	FRANCE
A06 Consumer Services / Business to Business								
MONEY CALM BULL	MONEYSUPERMARKET	INSURANCE	ENGINE, London	UNITED KINGDOM	ENGINE London	UNITED KINGDOM	BLINK PRODUCTIONS, London	UNITED KINGDOM
A07 Not-for-profit / Charity / Government								
THE PROBLEM SOLVERS	SOS CHILDREN'S VILLAGES	SPONSORSHIP	PER HøJ, Oslo	NORWAY	PER HøJ Oslo	NORWAY	TANGRYSTAN, Oslo	NORWAY
THE INNOCENT	FONDATION 30 MILLIONS D'AMIS	FONDATION 30 MILLIONS D'AMIS	ALTMANN + PACREAU, Paris	FRANCE	ALTMANN + PACREAU Paris	FRANCE	ALTMANN + PACREAU, Paris	FRANCE
THE STREET	NORWEGIAN DIRECTORATE OF HEALTH	WWW.DETFINNESHJELP.NO	PER HøJ, Oslo	NORWAY	PER HøJ Oslo	NORWAY	MADE IN HALMSTAD AB, Johannesburg	SWEDEN
THE CAFETERIA	NORWEGIAN DIRECTORATE OF HEALTH	WWW.DETFINNESHJELP.NO	PER HøJ, Oslo	NORWAY	PER HøJ Oslo	NORWAY	MADE IN HALMSTAD AB, Johannesburg	SWEDEN
BEING POOR IS EXPENSIVE	KIRKENS BYMISJON	AWARENESS FOR CHILD POVERTY	ANORAK, Oslo	NORWAY	ANORAK Oslo	NORWAY	BACON OSLO, Oslo	NORWAY
B01 Fast Moving Consumer Goods								
FANTA - IN THE NAME OF PLAY	THE COCA-COLA COMPANY	FANTA	72ANDSUNNY, Amsterdam	THE NETHERLANDS	72ANDSUNNY Amsterdam	THE NETHERLANDS	BISCUIT FILMWORKS, London / WORK EDITORIAL, London	UNITED KINGDOM
CONNECTIONS	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan	ITALY	PUBLICIS ITALY Milan	ITALY	SMUGGLER, London / SIZZER AMSTERDAM	UNITED KINGDOM / THE NETHERLANDS
BACK TO THE BARS	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan	ITALY	PUBLICIS ITALY Milan	ITALY	MJZ UK, London	UNITED KINGDOM
CHEERS TO ALL	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan	ITALY	PUBLICIS ITALY Milan	ITALY	ICONOCLAST, Paris	FRANCE
B03 Durable Consumer Goods including Automotive								
FRANCESCA	DIESEL	DIESEL	PUBLICIS ITALY, Milan	ITALY	PUBLICIS ITALY Milan	ITALY	DIVISION, Paris / SIZZER AMSTERDAM	FRANCE / THE NETHERLANDS
THE TOWER	VOLVO TRUCKS	TRUCKS	FORSMAN & BODENFORS, Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	SWEDEN	BACON, Copenhagen	DENMARK

Title	Brand	Product/Service	Entrant Company	Location	Idea Creation Company	Location	Production Company	Location
A MILLION MORE	VOLVO CARS	CARS	FORSMAN & BODENFORS, Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	SWEDEN	NEW LAND, Stockholm	SWEDEN
B04 Travel, Leisure, Retail, Restaurants & Fast Food Chains								
THE MOLDY WHOPPER	BURGER KING	THE WHOPPER	INGO, Stockholm	SWEDEN	INGO Stockholm DAVID Miami PUBLICIS ROMANIA Bucharest	SWEDEN USA ROMANIA	INGO, Stockholm / DAVID, Miami	SWEDEN / USA
B05 Media / Entertainment								
TIPPING POINT	UBISOFT	WATCH DOGS	DDB PARIS	FRANCE	DDB PARIS	FRANCE	PINKMAN.TV, Madrid	SPAIN
B06 Consumer Services / Business to Business								
THIS GENERATION	DEUTSCHE TELEKOM	DEUTSCHE TELEKOM	SAATCHI & SAATCHI, London	UNITED KINGDOM	SAATCHI & SAATCHI London	UNITED KINGDOM	SOMESUCH, London / FACTORY, London	UNITED KINGDOM
B07 Not-for-profit / Charity / Government								
CREATURE DISCOMFORTS: LIFE IN LOCKDOWN	BORN FREE FOUNDATION	CHARITY	ENGINE, London	UNITED KINGDOM	ENGINE London	UNITED KINGDOM	AARDMAN ANIMATIONS, Bristol / JUNGLE STUDIOS, London	UNITED KINGDOM
BEING POOR IS EXPENSIVE	KIRKENS BYMISJON	AWARENESS FOR CHILD POVERTY	ANORAK, Oslo	NORWAY	ANORAK Oslo	NORWAY	BACON OSLO, Oslo	NORWAY
SHALLOW WATER	AV OG TIL	ALCOHOL AWARENESS	AV-OG-TIL, Oslo	NORWAY	ANORAK Oslo	NORWAY	BACON OSLO, Oslo	NORWAY
BOOZE CAB	AV OG TIL	ALCOHOL AWARENESS	AV-OG-TIL, Oslo	NORWAY	ANORAK Oslo	NORWAY	BACON OSLO, Oslo	NORWAY
C01 Viral Film								
BARILLA - THE ROOFTOP MATCH	BARILLA	PASTA BARILLA	WE ARE SOCIAL, Milan	ITALY	WE ARE SOCIAL Milan	ITALY	BRW FILMLAND, Milan	ITALY
COURAGE IS BEAUTIFUL	DOVE	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM	OGILVY London OGILVY Toronto	UNITED KINGDOM CANADA	OGILVY, London / OGILVY, Toronto	UNITED KINGDOM / CANADA
E01 Use of Film								
THE EARLY END	SECTOR ALARM	SECTOR ALARM	ÅKESTAM HOLST, Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST, Stockholm	SWEDEN
F02 Challenger Brand								
THE PROBLEM SOLVERS	SOS CHILDREN'S VILLAGES	SPONSORSHIP	PER Høj, Oslo	NORWAY	PER Høj Oslo	NORWAY	TANGRYSTAN, Oslo	NORWAY
GRANNY GOT PANTS	SLOGGI	SLOGGI '79	MULLENLOWE LONDON	UNITED KINGDOM	MULLENLOWE LONDON	UNITED KINGDOM	ODELAY FILMS, London	UNITED KINGDOM
F04 Social Behaviour								
THIS GENERATION	DEUTSCHE TELEKOM	DEUTSCHE TELEKOM	SAATCHI & SAATCHI, London	UNITED KINGDOM	SAATCHI & SAATCHI London	UNITED KINGDOM	SOMESUCH, London / FACTORY, London	UNITED KINGDOM
F05 Cultural Insight								
BACK TO THE BARS	HEINEKEN	HEINEKEN	PUBLICIS ITALY, Milan	ITALY	PUBLICIS ITALY Milan	ITALY	MJZ UK, London	UNITED KINGDOM
F06 Breakthrough on a Budget								
VOKA SMARTFAKE	UNITARY ENTERPRISE A1	VOKA CINEMA SMARTFILM INTERNATIONAL MOBILE FILM FESTIVAL	TDI GLOBAL, Minsk	BELARUS	TDI GLOBAL Minsk	BELARUS	EVAN LEVI, Ratomka	BELARUS
F07 Corporate Purpose & Social Responsibility								
WHAT'S YOUR NAME	STARBUCKS	STARBUCKS COFFEE SHOPS	IRIS, London	UNITED KINGDOM	IRIS London	UNITED KINGDOM	SWEETSHOP, London	UNITED KINGDOM
ETERNAL PREGNANCY	EQUAL PAY DAY	EQUAL PAY DAY	MORTIERBRIGADE, Brussels	BELGIUM	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE, Brussels	BELGIUM