

Title	Brand	Product/Service	Entrant Company	Location	Idea Creation Company	Location	Media Placement	Location
A04 Travel, Leisure, Retail, Restaurants & Fast Food Chains								
VOICES OF BRUSSELS	STIB/MIVB	BRUSSELS PUBLIC TRANSPORT	MORTIERBRIGADE, Brussels	BELGIUM	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels	BELGIUM
A06 Consumer Services / Business to Business								
THE FUTURE OF MARKETING HAS FEELINGS	SAP	SAP EXPERIENCE MANAGEMENT	PHD GERMANY, Frankfurt	GERMANY	PHD GERMANY Frankfurt	GERMANY	PHD GERMANY Frankfurt	GERMANY
A07 Not-for-profit / Charity / Government								
#PLSCHALLENGE	FRENCH RED CROSS	FIRST AID TRAINING	KONBINI, Paris	FRANCE	KONBINI Paris	FRANCE	KONBINI Paris	FRANCE
B02 Use of Audio Platforms								
VOICES OF BRUSSELS	STIB/MIVB	BRUSSELS PUBLIC TRANSPORT	MORTIERBRIGADE, Brussels	BELGIUM	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels	BELGIUM
B03 Use of Print / Outdoor								
COURAGE IS BEAUTIFUL	DOVE	GLOBAL PERSONAL CARE BRAND	OGILVY, London	UNITED KINGDOM	OGILVY London OGILVY Toronto	UNITED KINGDOM CANADA	MINDSHARE New York	USA
B04 Use of Ambient Media: Small Scale								
LOTTO CHRISTMAS COLLECTION	THE DANISH NATIONAL LOTTERY	LOTTO	ROBERT/BOISEN & LIKE-MINDED, Copenhagen	DENMARK	ROBERT/BOISEN & LIKE-MINDED Copenhagen	DENMARK	ROBERT/BOISEN & LIKE-MINDED Copenhagen	DENMARK
CLIMATE PEN	HELSINGIN SANOMAT	NEWSPAPER	TBWA\HELSINKI	FINLAND	TBWA\HELSINKI Helsinki HELSINGIN SANOMAT	FINLAND	HELSINGIN SANOMAT Helsinki	FINLAND
B05 Use of Ambient Media: Large Scale								
CROCODILE FREE	LACOSTE	LACOSTE	BETC, Paris	FRANCE	BETC Paris	FRANCE		
B06 Use of Events / Stunts								
EURYTHENES PLASTICUS	WWF GERMANY	THE NEW SPECIES EURYTHENES PLASTICUS	BBDO, Düsseldorf	GERMANY	BBDO Düsseldorf	GERMANY	HEARTS & SCIENCE Düsseldorf	GERMANY
COBBLESTONE TRIBUTE	MEDIAHUIS	HET NIEUWBLAD	LDV UNITED, Antwerp	BELGIUM	LDV UNITED Antwerp	BELGIUM		
B07 Use of Digital Platforms								
AMAZON BINGE SHOPPING	AMAZON PRIME VIDEO	AMAZON PRIME VIDEO	HEREZIE, Paris	FRANCE	HEREZIE Paris	FRANCE		
B08 Use of Mobile & Devices								
UNDERGROUND PREMIER	13ÈME RUE	13ÈME RUE	BETC, Paris	FRANCE	BETC Paris	FRANCE		
B09 Use of Social Platforms								
THE STREAMING PREROLL	13ÈME RUE	13ÈME RUE	BETC, Paris	FRANCE	BETC Paris	FRANCE	YOUTUBE Paris	FRANCE
FANTA HALLOWEEN – HAUNTED BY THE DARK	FANTA	FANTA DARK ORANGE	OGILVY SOCIAL.LAB BELGIUM, Brussels	BELGIUM	OGILVY SOCIAL.LAB BELGIUM Brussels	BELGIUM	OGILVY SOCIAL.LAB BELGIUM Brussels	BELGIUM
B10 Use of Technology								
RABBI-BOT	P&G	ALWAYS FEMININE CARE	MEDIACOM CONNECTIONS, Tel Aviv	ISRAEL	ACW GREY TEL-AVIV Netanya GO DIGITAL MARKETING Tel Aviv MEDIACOM CONNECTIONS	ISRAEL	MEDIACOM CONNECTIONS Tel Aviv	ISRAEL
D01 Use of Brand or Product Integration into a Programme or Platform								
CONCRETE GREEN WITH LOYLE CARNER	TIMBERLAND UK	EUROSPRINT TREKKER	PHD, London	UNITED KINGDOM	PHD London	UNITED KINGDOM	PHD London	UNITED KINGDOM
F01 Media Insights & Strategy								
SONGS WITHOUT MUSIC	BELGIAN MUSIC FUND	BELGIAN MUSICIANS	BBDO BELGIUM, Brussels	BELGIUM	BBDO BELGIUM Brussels	BELGIUM	BBDO BELGIUM Brussels	BELGIUM
G03 Single-market Campaign								
#UNHATEWOMEN	TERRE DES FEMMES	WOMEN'S RIGHTS	PHILIPP UND KEUNTJE, Hamburg	GERMANY	PHILIPP UND KEUNTJE Hamburg	GERMANY		
ALWAYS BAT-MITZVAH	P&G	ALWAYS FEMININE CARE	MEDIACOM CONNECTIONS, Tel Aviv	ISRAEL	MEDIACOM CONNECTIONS Tel Aviv SHAVOT Ramat Gan	ISRAEL	MEDIACOM CONNECTIONS Tel Aviv	ISRAEL
G04 Social Behaviour								
#UNHATEWOMEN	TERRE DES FEMMES	WOMEN'S RIGHTS	PHILIPP UND KEUNTJE, Hamburg	GERMANY	PHILIPP UND KEUNTJE Hamburg	GERMANY		
TRYBLUESKY	AEROSPACE CENTER KPCY	SKYDIVING COURSES	MEX ADVERTISING, Kiev	UKRAINE	MEX ADVERTISING Kiev	UKRAINE	MEX ADVERTISING Kiev	UKRAINE
G05 Cultural Insight								
ALWAYS BAT-MITZVAH	P&G	ALWAYS FEMININE CARE	MEDIACOM CONNECTIONS, Tel Aviv	ISRAEL	MEDIACOM CONNECTIONS Tel Aviv SHAVOT Ramat Gan	ISRAEL	MEDIACOM CONNECTIONS Tel Aviv	ISRAEL

Title	Brand	Product/Service	Entrant Company	Location	Idea Creation Company	Location	Media Placement	Location
G06 Breakthrough on a Budget								
THE STREAMING PREROLL	13ÈME RUE	13ÈME RUE	BETC, Paris	FRANCE	BETC Paris	FRANCE	YOUTUBE Paris	FRANCE
KAK TEBE TAKOE, ELON MUSK?	THE BUSINESS FORUM DELO ZA MALIM	THE BUSINESS FORUM DELO ZA MALIM	RUPORT, Krasnodar	RUSSIA	RUPORT Krasnodar	RUSSIA	RUPORT Krasnodar	RUSSIA
LIFESAVING PEA SOUP	MINISTRY OF HEALTH OF SLOVAK REPUBLIC IN COOPERATION WITH LIDL SLOVAKIA	BREAST CANCER CAMPAIGN	WIKTOR LEO BURNETT, Bratislava	SLOVAK REPUBLIC	WIKTOR LEO BURNETT Bratislava	SLOVAK REPUBLIC	STARMEDIA Bratislava	SLOVAK REPUBLIC
G07 Corporate Purpose & Social Responsibility								
DRIVE RESPONSIBLY	JUPILER	BEER	BBDO BELGIUM, Brussels	BELGIUM	BBDO BELGIUM Brussels	BELGIUM	VIZEUM Brussels	BELGIUM
CROCODILE FREE	LACOSTE	LACOSTE	BETC, Paris	FRANCE	BETC Paris	FRANCE		