

Title	Brand	Product/Service	Entrant Company	Location	Idea Creation Company	Location	PR	Location
A02 Healthcare								
A HARD PILL TO SWALLOW	APOTEK HJÄRTAT	APOTEK HJÄRTAT	ÅKESTAM HOLST, Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm	SWEDEN
A03 Durable Consumer Goods including Automotive								
ETERNAL RUN	ASICS	ASICS GLIDERIDE	EDELMAN, London	UNITED KINGDOM	EDELMAN London	UNITED KINGDOM	EDELMAN London	UNITED KINGDOM
A04 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
A06 Consumer Services / Business to Business								
THE TOWER	VOLVO TRUCKS	TRUCKS	FORSMAN & BODENFORS, Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	SWEDEN
A07 Not-for-profit / Charity / Government								
3919	SIG (SERVICE D'INFORMATION DU GOUVERNEMENT)	SIG	BETC, Paris	FRANCE	BETC Paris	FRANCE	BETC Paris	FRANCE
B04 Content Creation & Production								
ETERNAL RUN	ASICS	ASICS GLIDERIDE	EDELMAN, London	UNITED KINGDOM	EDELMAN London	UNITED KINGDOM	EDELMAN London	UNITED KINGDOM
B06 Innovative Use of Influencers								
-60% CULTURE	STATE OF THE ARTS	FLEMISH ART	BBDO BELGIUM, Brussels	BELGIUM	BBDO BELGIUM Brussels	BELGIUM	BBDO BELGIUM Brussels	BELGIUM
C01 Research, Data & Analytics								
THE MOST CO2-FRIENDLY ROUTE	NESTE	NESTE FUELS	HASAN & PARTNERS, Helsinki	FINLAND	HASAN & PARTNERS Helsinki	FINLAND	HASAN & PARTNERS Helsinki	FINLAND
D02 Use of Events & Stunts								
ETERNAL RUN	ASICS	ASICS GLIDERIDE	EDELMAN, London	UNITED KINGDOM	EDELMAN London	UNITED KINGDOM	EDELMAN London	UNITED KINGDOM
CROCODILE FREE	LACOSTE	LACOSTE	BETC, Paris	FRANCE	BETC Paris	FRANCE	BETC Paris	FRANCE
EURYTHENES PLASTICUS	WWF GERMANY	THE NEW SPECIES EURYTHENES PLASTICUS	BBDO, Düsseldorf	GERMANY	BBDO Düsseldorf	GERMANY	BBDO Düsseldorf	GERMANY
D05 Use of Technology								
.COMDOM	TELENET	COMMERCIAL PUBLIC SERVICES	WUNDERMAN THOMPSON, Antwerp	BELGIUM	WUNDERMAN THOMPSON Antwerp	BELGIUM	WUNDERMAN THOMPSON Antwerp	BELGIUM
THE POLITE TYPE	TIETOEVRVY	IT SERVICES	TBWAIHELKINKI	FINLAND	TBWAIHELKINKI	FINLAND	TBWAIHELKINKI	FINLAND
E01 Corporate Image, Communication & Reputation Management								
BLACK FRIDAY RE(SALE)	IKEA DENMARK	IKEA DENMARK	HJALTELIN STAHL, PART OF ACCENTURE INTERACTIVE, Copenhagen	DENMARK	HJALTELIN STAHL, PART OF ACCENTURE INTERACTIVE Copenhagen	DENMARK	HJALTELIN STAHL, PART OF ACCENTURE INTERACTIVE Copenhagen	DENMARK
E02 Public Affairs & Lobbying								
WHAT'S YOUR NUMBER?	GERMAN MINISTRY	GENDERED VIOLENCE AWARENESS AND SUPPORT	EDELMAN, Berlin	GERMANY	EDELMAN Berlin	GERMANY	EDELMAN Berlin	GERMANY
E05 Sponsorship & Brand Partnership								
ZERO EXCLUSION	NESTE & MANTSINEN	MANTSINEN 300	KURIO, THE SOCIAL MEDIA AGENCY, Helsinki	FINLAND	KURIO, THE SOCIAL MEDIA AGENCY Helsinki	FINLAND	KURIO, THE SOCIAL MEDIA AGENCY Helsinki	FINLAND
F01 Integrated Campaign led by PR								
EURYTHENES PLASTICUS	WWF GERMANY	THE NEW SPECIES EURYTHENES PLASTICUS	BBDO, Düsseldorf	GERMANY	BBDO Düsseldorf	GERMANY	BBDO Düsseldorf	GERMANY
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
G01 Local Brand								
HELPHY HOUR	FEDCAFÉ	THE INDEPENDENT FEDERATION OF BELGIAN CAFE'S.	HAPPINESS BRUSSELS / AN FCB ALLIANCE	BELGIUM	HAPPINESS BRUSSELS / AN FCB ALLIANCE	BELGIUM	HAPPINESS BRUSSELS / AN FCB ALLIANCE	BELGIUM
G03 Single-market Campaign								
3919	SIG (SERVICE D'INFORMATION DU GOUVERNEMENT)	SIG	BETC, Paris	FRANCE	BETC Paris	FRANCE	BETC Paris	FRANCE
G05 Cultural Insight								
N23. A FRAGRANCE BASED ON REAL EVENTS	NOVAYA GAZETA	THE BOYCOTT OF THE OPENING OF THE PERFUME BOUTIQUE IN THE "THE HOUSE OF EXECUTIO	ACTION, Moscow	RUSSIA	ACTION Moscow	RUSSIA	ACTION Moscow	RUSSIA
ALL AT ONCE	TOCHKA BANK	TOCHKA'S BANKING SERVICES	VOSKHOD, Ekaterinburg	RUSSIA	VOSKHOD Ekaterinburg	RUSSIA	VOSKHOD Ekaterinburg	RUSSIA

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G06 Breakthrough on a Budget								
HELPHY HOUR	FEDCAFÉ	THE INDEPENDENT FEDERATION OF BELGIAN CAFE'S.	HAPPINESS BRUSSELS / AN FCB ALLIANCE	BELGIUM	HAPPINESS BRUSSELS / AN FCB ALLIANCE	BELGIUM	HAPPINESS BRUSSELS / AN FCB ALLIANCE	BELGIUM
G07 Corporate Purpose & Social Responsibility								
A HARD PILL TO SWALLOW	APOTEK HJÄRTAT	APOTEK HJÄRTAT	ÅKESTAM HOLST, Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm	SWEDEN
CROCODILE FREE	LACOSTE	LACOSTE	BETC, Paris	FRANCE	BETC Paris	FRANCE	BETC Paris	FRANCE
THE MOST CO2-FRIENDLY ROUTE	NESTE	NESTE FUELS	HASAN & PARTNERS, Helsinki	FINLAND	HASAN & PARTNERS Helsinki	FINLAND	HASAN & PARTNERS Helsinki	FINLAND
EURYTHENES PLASTICUS	WWF GERMANY	THE NEW SPECIES EURYTHENES PLASTICUS	BBDO, Düsseldorf	GERMANY	BBDO Düsseldorf	GERMANY	BBDO Düsseldorf	GERMANY
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