

# Glass: The Lion for Change

## 2019 Shortlist

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Title	Brand	Product/Service	Entrant Company	Country
<b>A01 (Glass)</b>				
PROJECT BODY HAIR	BILLIE	BILLIE RAZORS	BILLIE NEW YORK	USA
THE GENDERLESS VOICE	COPENHAGEN PRIDE	Q, THE GENDERLESS VOICE	VIRTUE COPENHAGEN	DENMARK
BOYS DON'T CRY	WHITE RIBBON	WHITE RIBBON CAMPAIGN	BENSIMON BYRNE TORONTO	CANADA
JUST DO IT: CASTER SEMENYA	NIKE SOUTH AFRICA	NIKE SOUTH AFRICA	WIEDEN-KENNEDY AMSTERDAM	THE NETHERLANDS
CLOSER THAN YOU THINK	UN WOMEN ICELAND	HE4SHE GLOBAL SOLIDARITY MOVEMENT FOR GENDER EQUALITY	PIPAR/TBWA REYKJAVIK	ICELAND
#BODYPROUDMUMS	MOTHERCARE	MOTHERCARE	MCGARRYBOWEN LONDON	UNITED KINGDOM
THE E.V.A. INITIATIVE	VOLVO CARS	VOLVO CARS	FORSMAN & BODENFORS GOTHENBURG	SWEDEN
NEXT MINUTE SCENE	MINISTERIO PUBLICO AND ABAP	INSTITUTIONAL	Y&R SAO PAULO	BRAZIL
MISS AMERICA 2.0	MISS AMERICA ORGANIZATION	MISS AMERICA 2.0 REBRAND CAMPAIGN	VMLY&R NEW YORK	USA
MY FIRST BRA	ANTRA - NATIONAL ASSOCIATION OF TRANSSEXUALS AND TRANSSEXUALS	INSTITUTIONAL	MADRE MIA FILMES SAO PAULO	BRAZIL
LESSONS IN HERSTORY	DAUGHTERS OF THE EVOLUTION	EDUCATIONAL WOMEN'S HISTORY APP	GOODBY SILVERSTEIN & PARTNERS SAN FRANCISCO	USA
PROJECT #SHOWUS	UNILEVER - DOVE	BEAUTY PRODUCTS	PUBLICIS SAPIENT NEW YORK	USA
THE NOT SO BEAUTIFUL GAME	NATIONAL CENTRE FOR DOMESTIC VIOLENCE	NCDV	WUNDERMAN THOMPSON LONDON	UNITED KINGDOM
NIKE DREAM CRAZIER	NIKE	NIKE	NIKE PORTLAND	USA
WE BELIEVE: THE BEST MEN CAN BE	GILLETTE	GROOMING - BLADES & RAZORS	GREY NEW YORK	USA
FIRST SHAVE	PROCTOR & GAMBLE CANADA	GILLETTE	GREY CANADA TORONTO	CANADA
THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE FEMALE COMPANY	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	SCHOLZ & FRIENDS BERLIN	GERMANY
HAMAM WATERPROOF SAREE	UNILEVER HAMAM	HAMAM SOAP	OGLIVY MUMBAI	INDIA
VIVA LA VULVA	ESSITY	LIBRESSE/BODYFORM	AMVBBDO LONDON	UNITED KINGDOM
TOUR DES FEMMES	SKODA	SKODA	FALLON LONDON	UNITED KINGDOM
THE LAST EVER ISSUE	GAZETA.PL / MASTERCARD / BNP PARIBAS	GAZETA.PL (A NEWS PORTAL)	VMLY&R POLAND WARSAW	POLAND
THE NON-ISSUE	L'ORÉAL PARIS	AGE PERFECT	MCCANN PARIS	FRANCE
HERE TO CREATE CHANGE	ADIDAS	ADIDAS	TBWA/CHIATLDAY NEW YORK	USA