

Title	Brand	Product/Service	Entrant Company	Country	PR Role	Country	Prize
A01 (Food & Drink)							
NEW AUSTRALIA-LAND	MEAT AND LIVESTOCK AUSTRALIA	LAMB	THE MONKEYS PART OF ACCENTURE INTERACTIVE SYDNEY	AUSTRALIA	ONE GREEN BEAN SYDNEY	AUSTRALIA	BRONZE LION
WIND NEVER FELT BETTER	ABINBEV	BUDWEISER	DAVID MIAMI	USA	3PM AGENCY NEW YORK	USA	GOLD LION
A02 (Other FMCG)							
THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE FEMALE COMPANY	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	SCHOLZ & FRIENDS BERLIN	GERMANY	SCHOLZ & FRIENDS BERLIN	GERMANY	GRAND PRIX
A03 (Healthcare)							
LIFE LOLLI	KMSZ (BONE MARROW DONATION CENTER)	LIFE LOLLI - A LOLLIPOP DESIGNED TO SAVE LIVES	BBDO DÜSSELDORF	GERMANY	KETCHUM PLEON DÜSSELDORF	GERMANY	SILVER LION
INTERNET'S RESIDENCY EXAM	REGINA MARIA HEALTHCARE NETWORK	PRIVATE HEALTHCARE	MCCANN BUCHAREST	ROMANIA	MCCANN PR BUCHAREST	ROMANIA	SILVER LION
A04 (Consumer Durables)							
HARMLESS GUNS	DAGOMA	3D PRINTING	TBWA/PARIS	FRANCE			BRONZE LION
A05 (Automotive)							
COMPETITORS' SALE	VOLVO	VOLVO	GREY BRAZIL SÃO PAULO	BRAZIL	GREY BRAZIL SÃO PAULO	BRAZIL	BRONZE LION
A06 (Retail)							
IHOP: THE DAY IHOP FLIPPED THE SCRIPT	IHOP	IHOP STEAKBURGERS	DEVRIES GLOBAL NEW YORK	USA	DEVRIES GLOBAL NEW YORK	USA	SILVER LION
A07 (Travel)							
THE SOCIAL MEDIA SITTER	IBIS/ACCOR HOTELS	DIGITAL DETOX SERVICE	JUNG VON MATT/LIMMAT ZÜRICH	SWITZERLAND	KINGFLUENCERS ZURICH	SWITZERLAND	BRONZE LION
A09 (Media / Entertainment)							
CODE NAME: URI	URI: THE SURGICAL STRIKE	MOTION PICTURE/ MOVIE	DENTSU WEBCHUTNEY MUMBAI	INDIA	DENTSU WEBCHUTNEY MUMBAI	INDIA	BRONZE LION
A10 (Consumer Services / Business to Business)							
SANS FORGETICA	RMIT UNIVERSITY	RMIT UNIVERSITY EDUCATION	NAKED COMMUNICATIONS SYDNEY	AUSTRALIA	NAKED COMMUNICATIONS SYDNEY / RMIT UNIVERSITY MELBOURNE	AUSTRALIA	SILVER LION
A11 (Not-for-profit / Charity / Government)							
SLEEPING FLAGS	O.N.E.	CHARITY DONATION	ROTHCO ACCENTURE INTERACTIVE DUBLIN	IRELAND	ROTHCO ACCENTURE INTERACTIVE DUBLIN	IRELAND	SILVER LION
THE PEOPLE'S SEAT	UNITED NATIONS	CLIMATE CHANGE	GREY LONDON	UNITED KINGDOM	WHALAR LONDON	UNITED KINGDOM	SILVER LION
THE COLOR EXPERIMENT	SOM	SAMEN ONDERWIJS MAKEN	TBWA/BELGIUM BRUSSELS	BELGIUM	TBWA/BELGIUM BRUSSELS	BELGIUM	BRONZE LION
SECOND CHANCES	DONATE LIFE CALIFORNIA	DONATE LIFE CALIFORNIA	CASANOVA/MCCANN COSTA MESA	USA	MCCANN NEW YORK	USA	GOLD LION
B02 (Social Community Building & Management)							
DISTRACTED GOALKEEPER	UBER/ UBER	YELLOW MAY	TECH AND SOUL SÃO PAULO	BRAZIL			BRONZE LION
THE PEOPLE'S SEAT	UNITED NATIONS	CLIMATE CHANGE	GREY LONDON	UNITED KINGDOM	WHALAR LONDON	UNITED KINGDOM	GOLD LION
MILES FOR THE PEOPLE	RECLAME AQUI	RECLAME AQUI	GREY BRAZIL SÃO PAULO	BRAZIL	GREY BRAZIL SÃO PAULO	BRAZIL	BRONZE LION
B03 (Real-time Response)							
BAGELGATE	KRAFT-HEINZ	PHILADELPHIA CREAM CHEESE	DROGA5 NEW YORK	USA	ALISON BROD MARKETING + COMMUNICATIONS NEW YORK	USA	BRONZE LION
HAMBERDERS	BURGER KING	FAST FOOD	MULLENLOWE BOSTON	USA	MULLENLOWE BOSTON	USA	SILVER LION
B04 (Co-creation & User Generated Content)							
HARMLESS GUNS	DAGOMA	3D PRINTING	TBWA/PARIS	FRANCE			GOLD LION
I LOVE MY BALLS	LIGA CONTRA EL CANCER	CLINICAL CHECK-UP	WUNDERMAN THOMPSON LIMA	PERU	ORANGE 360 LIMA	PERU	BRONZE LION
C02 (PR Effectiveness)							
BIG MAC 50TH ANNIVERSARY	MCDONALD'S	BIG MAC	GOLIN CHICAGO	USA	GOLIN CHICAGO / MCDONALD'S CHICAGO	USA	SILVER LION
RANG-TAN	ICELAND FOODS LTD	GROCERIES	WEBER SHANDWICK MANCHESTER	UNITED KINGDOM	TAYLOR HERRING LONDON / WEBER SHANDWICK MANCHESTER	UNITED KINGDOM	BRONZE LION
D01 (Media Relations)							
#COVERTHEPROGRESS	DISCOVER PUERTO RICO	TRAVEL & TOURISM	KETCHUM NEW YORK	USA	KETCHUM NEW YORK	USA	SILVER LION
THE LAND OF FREE PRESS	HELSINGIN SANOMAT	HELSINGIN SANOMAT NEWSPAPER	TBWA/HELSINKI	FINLAND	SANOMA MEDIA FINLAND HELSINKI / TBWA/HELSINKI	FINLAND	SILVER LION
D02 (Use of Events & Stunts)							
HIDDEN FLAG	FELGTB/ELDIARIO.ES	FELGTB	LOLA MULLENLOWE MADRID	SPAIN			SILVER LION
PAVING FOR PIZZA	DOMINO'S PIZZA	DOMINO'S PIZZA	DOMINO'S PIZZA ANN ARBOR	USA	CRISPIN PORTER BOGUSKY+ BOULDER / DOMINO'S PIZZA ANN ARBOR	USA	BRONZE LION
THE UNBREAKABLE RAINBOW	UNILEVER - BEN&JERRY'S	CSR EVENT	180HEARTBEATS+JUNG V MATT WARSAW	POLAND	180HEARTBEATS+JUNG V MATT WARSAW	POLAND	BRONZE LION
D03 (Use of Celebrity, Influencers & Key Opinion Leaders)							
CHOOSE THE MOUSTACHE	PESCANOVA	SHRIMPS	LOLA MULLENLOWE MADRID	SPAIN	PORTER NOVELLI MADRID	SPAIN	BRONZE LION

REFURBISHED TWEETS	BACK MARKET	BACK MARKET	BETC PARIS	FRANCE	□	□	BRONZE LION
#STOPMITHANI	HDFC BANK	HDFC BLOOD DONATION CAMPS	LEO BURNETT INDIA MUMBAI	INDIA	□	□	SILVER LION
D04 (Launch / Re-launch)							
LIFE LOLLI	KMSZ (BONE MARROW DONATION CENTER)	LIFE LOLLI - A LOLLIPOP DESIGNED TO SAVE LIVES	BBDO DÜSSELDORF	GERMANY	KETCHUM PLEON DÜSSELDORF	GERMANY	BRONZE LION
LEGAL-ADE	KRAFT HEINZ	COUNTRY TIME LEMONADE	LEO BURNETT CHICAGO	USA	□	□	BRONZE LION
D05 (Brand Voice & Strategic Storytelling)							
KRAFT NOW PAY LATER	KRAFT HEINZ	KRAFT HEINZ	LEO BURNETT CHICAGO	USA	□	□	SILVER LION
D06 (Content-led Engagement & Marketing)							
TRUCK ART CHILDFINDER	BERGER PAINTS	BERGER PAINTS	BBDO PAKISTAN LAHORE	PAKISTAN	BBDO PAKISTAN LAHORE	PAKISTAN	SILVER LION
RAILROAD TIES	ANCESTRY	HISTORICAL RECORDS/DATABASE	WEBER SHANDWICK NEW YORK	USA	WEBER SHANDWICK NEW YORK	USA	BRONZE LION
D07 (Use of Technology)							
MY SPECIAL AFLAC DUCK	AFLAC	MY SPECIAL AFLAC DUCK	AFLAC COLUMBUS	USA	FLEISHMANHILLARD ATLANTA / KWI COMMUNICATIONS ATLANTA / MARINA MAHER COMMUNICATIONS NEW YORK	USA	SILVER LION
E01 (Corporate Image, Communication & Reputation Management)							
MY SPECIAL AFLAC DUCK	AFLAC	MY SPECIAL AFLAC DUCK	AFLAC COLUMBUS	USA	FLEISHMANHILLARD ATLANTA / KWI COMMUNICATIONS ATLANTA / MARINA MAHER COMMUNICATIONS NEW YORK	USA	SILVER LION
OLD MILK	COOP	COOP	EDELMAN LONDON	UNITED KINGDOM	EDELMAN LONDON	UNITED KINGDOM	BRONZE LION
DELIVERING HOPE	UNITED STATES POSTAL SERVICE	OPERATION SANTA	MRM/MCCANN NEW YORK	USA	□	□	BRONZE LION
MISS AMERICA 2.0	MISS AMERICA ORGANIZATION	MISS AMERICA 2.0 REBRAND CAMPAIGN	VMLY&R NEW YORK	USA	Y&R NEW YORK	USA	BRONZE LION
SONOS NASDAQ BELL	SONOS	SONOS	EDELMAN LOS ANGELES	USA	EDELMAN LOS ANGELES	USA	BRONZE LION
E02 (Public Affairs & Lobbying)							
A TEAM OF ONE	TENCENT FOUNDATION, CHINA ORGAN DONATION ADMINISTRATIVE CENTER	ORGAN DONATION	LOONG BEIJING	CHINA	TENCENT MARKETING SOLUTION SHENZHEN	CHINA	SILVER LION
E04 (Corporate Social Responsibility)							
THISABLES	IKEA	IKEA THISABLES	MCCANN TEL AVIV	ISRAEL	MCCANN TEL AVIV	ISRAEL	SILVER LION
E05 (Internal Communications & Employee Engagement)							
LENDLEASE MUMS FOR SAFETY	LENDLEASE	PROPERTY	LENDLEASE SYDNEY	AUSTRALIA	□	□	SILVER LION
E06 (Sponsorship & Brand Partnership)							
VICTORY FRIDGE	AB INBEV	BUD LIGHT	3PM AGENCY NEW YORK	USA	3PM AGENCY NEW YORK	USA	BRONZE LION
E07 (Multi-market Campaign)							
BIG MAC 50TH ANNIVERSARY	MCDONALD'S	BIG MAC	GOLIN CHICAGO	USA	GOLIN CHICAGO / MCDONALDS CHICAGO	USA	GOLD LION
F02 (Challenger Brand)							
THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE FEMALE COMPANY	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	SCHOLZ & FRIENDS BERLIN	GERMANY	SCHOLZ & FRIENDS BERLIN	GERMANY	SILVER LION
F03 (Single-market Campaign)							
GENERATION LOCKDOWN	MARCH FOR OUR LIVES	MARCH FOR OUR LIVES	MCCANN NEW YORK	USA	PRECISION STRATEGIES NEW YORK	USA	SILVER LION
F04 (Social Behaviour & Cultural Insight)							
PERUSSIAN PRICES	PLAZA VEA	RUSIA	FAHRENHEIT DDB LIMA	PERU	□	□	GOLD LION
YOUNG BRIDE	RDFL	RDFL	WUNDERMAN THOMPSON BEIRUT	LEBANON	J. WALTER THOMPSON BEIRUT	LEBANON	SILVER LION
KOSHOGO	KLOOP	MEDIA & PUBLICATIONS	LEO BURNETT MOSCOW	RUSSIA	□	□	BRONZE LION
SUBSTITUTE WORKERS	LAIVE	LAIVE	SIN ANESTESIA LIMA	PERU	SR. BURNS LIMA	PERU	BRONZE LION
FLOWER OF LIFE	HERMES PARDINI	DIAGNOSIS LAB	OGILVY SÃO PAULO	BRAZIL	OGILVY SÃO PAULO	BRAZIL	BRONZE LION