



# .Lisbon

## International Advertising Festival



### 20 \_ Shortlist






### 16





**T**he following shortlist is the result of the Grand Jury's evaluation of the submitted work. The next and final round of the voting process will be done by the esteemed professionals of the Executive Jury in Lisbon, during the 12<sup>th</sup> and 13<sup>th</sup> of September. The winners of the first edition of the Lisbon International Advertising Festival will be announced on the 14<sup>th</sup> of September during the Award Ceremony. The submitted work will be awarded with Bronze, Silver, Gold, and Grand Prix. Taking into account the amount of awards attributed, during the event there will also be announced the Agency of the Year, Network of the Year and Production Company of the Year.

The list of winners will also be communicated by the organization on online platforms and through media partners. You can find out more about the festival's program at [www.lisbonadfestival.com](http://www.lisbonadfestival.com)

CATEGORIES	SUB-CATEGORIES	AGENCY	COUNTRY	TITLE	ADVERTISER	BRAND
BRANDED CONTENT	12.11. Electronic Equipment	VML Australia	Australia	Flubbles	Microsoft	Office 365
	12.12. Entertainment	Zulu Alpha Kilo	Canadá	Lily & The Snowman	Cineplex	Cineplex
	12.31. Other	BBDO Toronto	Canadá	iZombie's Guide to Surviving Among the Living	Rogers Communications	shomi
	12.14. Health	Newcom a New Way to Communicate SL	España	Win for meningitis	GSK	GSK
	12.07. Confections	Energy BBDO	Estados Unidos	"Extra Give Extra, get extra"	Energy BBDO	Wrigley, a Subsidiary of Mars, Incorporated
	12.24. Retail	BUZZMAN	Francia	Whopper Blackout	Burger King France	Burger King
	12.12. Entertainment	R/GA	Reino Unido	Beats1Run	R/GA London	Beats by Dre
	12.03. Banking/Financial/Insurance	Ogilvy & Mather Singapore	Singapur	Amateur Replay	Allianz	Allianz
	12.16. Household Products	Ogilvy & Mather Singapore	Singapur	The Softtest	Unilever	Comfort Pure
	12.22. Public Service	Ogilvy & Mather Singapore	Singapur	Mums And Maids	Transient Workers Count Too (TWC2)	TWC2
CAM PAIGN	05.07. Confections	BBDO Toronto	Canadá	The Skittles Holiday Pawn Shop	Wrigley Canada	Skittles
	05.02. Automotive	Proximity Barcelona, S.L.	España	70 Guardians of Winter	Volkswagen Audi España, S.A.	Skoda
	05.22. Public Service	Ogilvy & Mather Madrid	España	The world's most expensive objects	General traffic administration - DGT	General traffic administration - DGT
	05.07. Confections	Energy BBDO	Estados Unidos	"Extra Give Extra, get extra"	Energy BBDO	Wrigley, a Subsidiary of Mars, Incorporated
	05.18. Media Promotion	Young & Rubicam Portugal SA	Portugal	Even serious news deserve a weekend	Sol Weekly Newspaper	BI - Weekend Supplement
05.22. Public Service	Grey Doha	Qatar	Choose healthy eating habits	Grey Doha	Supreme Council of Health Qatar	

CATEGORIES	SUB-CATEGORIES	AGENCY	COUNTRY	TITLE	ADVERTISER	BRAND
	15.07. Copywriting	FINCH	Australia	Every Second Counts	St Kilda Film Festival	St Kilda Film Festival
	15.08. Direction	FINCH	Australia	Deng Adut	University of Western Sydney	Unlimited
	15.08. Direction	FINCH	Australia	Date Night	FOXTEL	FOXTEL
	15.12. Typography	Newcom a New Way to Communicate SL	España	Wisdom Grains	Mundial Coffee	Mundial
	15.02. Animation	Buck	Estados Unidos	Seed Matters	Clif Bar Family Foundation	Seed Matters
	15.06. Cinematography	Energy BBDO	Estados Unidos	"Extra Gum Sarah & Juan"	Energy BBDO	Wrigley, a Subsidiary of Mars, Incorporated
	15.08. Direction	Fiat Lux, LLC	Estados Unidos	Withings x Penn Jillette	Fiat Lux	Withings
	15.13. Visual Effects	MATHEMATIC	Francia	Tom Clancy's Ghost Recon Wildlands	UBISOFT	Ghost Recon Wildlands
	15.15. Other	White Rabbit Budapest	Hungria	Nice Try!	Allee Shopping Mall	Dog-friendly Shopping Mall
	15.02. Animation	MAJOR WEST	Portugal	Compal Essencial +	Compal	Compal Essencial +
	15.03. Art Direction	Publicis LX	Portugal	Boss - Party - School	Renault	Renault
	15.04. Best Production Value	Krypton	Portugal	Hunger	Sonae	Continente
	15.08. Direction	MAJOR WEST	Portugal	Bad Barista	TEVA London	DuoResp Spiromax
	15.08. Direction	MAJOR WEST	Portugal	We Are Still Just Kids	Neopop Festival	Neopop Festival
	15.08. Direction	MAJOR WEST	Portugal	Make Your Life Difficult	Granada FC	GRANADA FC
	15.08. Direction	Krypton	Portugal	Hunger	Sonae	Continente
	15.08. Direction	Krypton	Portugal	Obscene	Janela Indiscreta	Queer Lisboa 19
	15.08. Direction	Krypton	Portugal	First Day	CGD	CGD
	15.08. Direction	Garage Films, S.A. Produtora Audiovisual	Portugal	Banco CTT	CTT	Banco CTT
	15.08. Direction	Garage Films, S.A. Produtora Audiovisual	Portugal	GALP Energy creates energy	GALP - Institutional repositioning	GALP
15.08. Direction	Garage Films, S.A. Produtora Audiovisual	Portugal	Federação Portuguesa de Futebol - Cachecol	Federação Portuguesa de Futebol	Federação Portuguesa de Futebol	
15.08. Direction	Garage Films, S.A. Produtora Audiovisual	Portugal	VIA VERDE - Colibri	Via Verde	Via Verde	
15.08. Direction	Yves Callewaert fotografia e filmes Lda	Portugal	The Hair Gardener	Lisb-ON	Lisb-ON	
15.10. Photography	Garage Films, S.A. Produtora Audiovisual	Portugal	Federação Portuguesa de Futebol - Cachecol	Federação Portuguesa de Futebol	Federação Portuguesa de Futebol	
15.10. Photography	Yves Callewaert fotografia e filmes Lda	Portugal	The Hair Gardener	Lisb-ON	Lisb-ON	
15.13. Visual Effects	Garage Films, S.A. Produtora Audiovisual	Portugal	VIA VERDE - Colibri	Via Verde	Via Verde	
15.14. Humor	MAJOR WEST	Portugal	BAD BARISTA	TEVA London	DuoResp Spiromax	
15.02. Animation	TBWA\Singapore	Singapur	A Different Paris	Airbnb	Airbnb	
15.03. Art Direction	Ogilvy & Mather Singapore	Singapur	First on Twitter - The 2008 China Earthquake - First on Twitter - The Osama Bin Laden Raid - First on Twitter - The Birth of the Royal Baby	Twitter	Twitter	
15.04. Best Production Value	TBWA\Singapore	Singapur	A Different Paris	Airbnb	Airbnb	
	13.31. Other	Newcom a New Way to Communicate SL	España	Comunidad Schindler	Schindler	Schindler
	13.32. Best Use of Media	exverus Media Inc.	Estados Unidos	How Do You Adventure? The World's First Interactive Outdoor Adventure Media Campaign	CLIF Bar & Co.	CLIF Bar
	13.09. Cosmetics	TORKE+CC	Portugal	Find Your Magic	Unilever	Axe
	16.02. Brochures	Back	Angola	Stories of Wines Brochure	Stories of Wines	Stories of Wines
	16.05. Corporate Identity	Back	Angola	Raposa (Fox) Identity	Quinta da Lagoalva	Quinta da Lagoalva
	16.15. Other	Back	Angola	Raposa (Fox) Illustration	Quinta da Lagoalva	Quinta da Lagoalva
	16.05. Corporate Identity	Enredo	Brasil	Active: generative logo system	Active	Active
	16.06. Direct Marketing	MullenLowe Brasil	Brasil	Stay-Awake Time Stories	Grupo 3Corações	3Corações Extra Strong Coffee
	16.08. Environmental	Ogilvy & Mather Madrid	España	BirdHouse Alarm	Generali Insurance	Generali Home Insurance
	16.11. Packaging	BULLET Inc.	Japan	Japanese sake KOI	Imayotsukasa Sake Brewery Co. Ltd.	Imayotsukasa
	16.06. Direct Marketing	FCB Lisboa	Portugal	Home	APAV	APAV
	16.11. Packaging	M&A Creative Agency	Portugal	Convento da Glória	M&A Creative Agency	Convento da Glória
	16.06. Direct Marketing	Ogilvy & Mather Singapore	Singapur	THE SHAPE OF IMAGINATION	LEGO	LEGO
	16.08. Environmental	Ogilvy & Mather Singapore	Singapur	THE SHAPE OF IMAGINATION	LEGO	LEGO

CATEGORIES	SUB-CATEGORIES	AGENCY	COUNTRY	TITLE	ADVERTISER	BRAND
	09.05. Beverages - Non-Alcoholic	Plantage Agentur für Kommunikation GmbH & Co. KG	Alemania	Neuer Job	Plantage Agentur für Kommunikation GmbH & Co. KG	Coca-Cola zero
	09.14. Health	Havas Worldwide	Australia	ADF Active App	Australian Defence Force	Australian Defence Force
	09.25. Self-Promotion	Zulu Alpha Kilo	Canadá	Say no to spec	Zulu Alpha Kilo	Zulu Alpha Kilo
	09.13. Foods	BBDO and Proximity China	China	SnickStarter	Mars Food China	Snickers
	09.22. Public Service	Wunderman Shanghai	China	Holding Hands	Wunderman Shanghai	ShanghaiPRIDE
	09.07. Confections	Energy BBDO	Estados Unidos	"Extra Give Extra, get extra"	Energy BBDO	Wrigley, a Subsidiary of Mars, Incorporated
	09.11. Electronic Equipment	Energy BBDO	Estados Unidos	LG G5 & Friends Website	Energy BBDO	LG Electronics
	09.32. Best Use of Media	exverus Media Inc.	Estados Unidos	How Do You Adventure? The World's First Interactive Outdoor Adventure Media Campaign	CLIF Bar & Co.	CLIF Bar
	09.14. Health	DLVBBDO S.p.A.	Italia	First date	Alzheimer Portugal	Alzheimer Portugal
	09.04. Beverages - Alcoholic	Nossa	Portugal	The First Live Gif in the World	Somersby	Somersby
09.12. Entertainment	MAJOR WEST	Portugal	WE ARE STILL JUST KIDS	NEOPOP FESTIVAL	NEOPOP FESTIVAL	
09.22. Public Service	Havas WW Portugal	Portugal	Sorry I hit your car	AssociaçãoSalvador	ASSOCIAÇÃO O SALVADOR	
09.12. Entertainment	R/GA	Reino Unido	Beats1Run	R/GA London	Beats by Dre	
09.19. Pharmaceuticals	R/GA	Reino Unido	N.A.M VR	R/GA London	Stevanato Group S.p.A	
09.22. Public Service	Ogilvy & Mather Singapore	Singapur	Poems From the Womb Mobile Book	The Life Foundation	Campaign to stopthegendercide.com	
09.24. Retail	Ogilvy & Mather Singapore	Singapur	TASK FOR TOYS	"Toys \R\ Us"	"Toys \R\ Us"	
	07.32. Best Use of Media	Spark* Publinet	Emiratos Árabes Unidos	Young Masseur	Community Development Authority, Dubai	Child Protection Centre
	07.32. Best Use of Media	Newcom a New Way to Communicate SL	España	Folha de Rostos	ActionAid	ActionAid
	07.32. Best Use of Media	Proximity Madrid	España	#NoMoreEvictions	PAH (Plataforma de afectados por la hipoteca)	Stop Desahucios
	07.07. Confections	Energy BBDO	Estados Unidos	"Extra Give Extra, get extra"	Energy BBDO	Wrigley, a Subsidiary of Mars, Incorporated
	07.22. Public Service	Havas WW Portugal	Portugal	Unexpected Biography	APAV	APAV
	07.22. Public Service	FCB Lisboa	Portugal	Home	APAV	APAV
	07.14. Health	TBWA San Juan	Puerto Rico	The Life Soap	Hospitales HIMA San Pablo	Cancer Center
07.22. Public Service	Grey	Turquía	Amnesty Tear Gas Scented Candles	Amnesty International	Amnesty International	
	08.07. Confections	F/Malta Live Marketing & Digital	Brasil	Product Launching: Lauching Ppg Colection At C&A	TURNER	CARTOON NETWORK
	08.12. Entertainment	F/Malta Live Marketing & Digital	Brasil	#Twitter Grammy Viewing Party	TWITTER/ TURNER	TWITTER/ TNT
	08.30. Web Services	F/Malta Live Marketing & Digital	Brasil	TWITTER SPORTS LAB	TWITTER	TWITTER
	14.02. Creative Innovation	Ogilvy & Mather Madrid	España	BirdHouse Alarm	Generali Insurance	Generali Home Insurance
	14.02. Creative Innovation	J. Walter Thompson New York	Estados Unidos	PUMA BeatBot	J. Walter Thompson	PUMA
	14.02. Creative Innovation	FunnyHow?	Portugal	Ink Mapping	FunnyHow?	Desperados
	14.02. Creative Innovation	Nossa	Portugal	Zero - Spray Paint Against Malaria	Montana Lisbon	Montana Lisbon
	10.13. Foods	R/GA	Reino Unido	Happy Studio	R/GA	McDonalds
	10.03. Banking/Financial/Insurance	Ogilvy & Mather Singapore	Singapur	Amateur Replay	Allianz	Allianz
	10.22. Public Service	Ogilvy & Mather Singapore	Singapur	Snapchat From the Closet	OOGACHAGA	LGBT Counselling / Non-profit
	10.22. Public Service	Ogilvy & Mather Singapore	Singapur	POEMS FROM THE WOMB MOBILE BOOK	The Life Foundation	Campaign to stopthegendercide.com
	10.24. Retail	Ogilvy & Mather Singapore	Singapur	TASK FOR TOYS	"Toy\RU\Us"	"Toy\RU\Us"
	10.32. Best Use of Media	Ogilvy & Mather Singapore	Singapur	Snapchat From the Closet	OOGACHAGA	LGBT Counselling / Non-profit

CATEGORIES	SUB-CATEGORIES	AGENCY	COUNTRY	TITLE	ADVERTISER	BRAND	
	04.22. Public Service	Ogilvy & Mather Madrid	España	The Breathing billboard	General traffic administration - DGT	General traffic administration - DGT	
	04.32. Best Use of Media	White Rabbit Budapest	Hungría	Nature is Cool	WWF Hungary	Designed by Nature Skateboards	
	04.15. Home Furnishings/Appliances	FCB Milan SRL	Italia	Save a Wall - plumber - Save a Wall - fanatic - Save a Wall - interior decorator	FCB Milan	TesaE	
	04.09. Cosmetics	TORKE+CC	Portugal	FIND YOUR MAGIC	UNILEVER	AXE	
	04.22. Public Service	FCB Lisboa	Portugal	The Moving Food Truck	ADEXO	ADEXO	
	11.02. Automotive	Proximity Barcelona, S.L.	España	70 Guardians of Winter	Volkswagen Audi España, S.A.	Skoda	
	11.03. Banking/Finacial/Insurance	Ogilvy & Mather Madrid	España	BirdHouse Alarm	Generali Insurance	Generali Home Insurance	
	11.18. Media Promotion	Proximity Madrid	España	#NoMoreEvictions	PAH (Plataforma de afectados por la hipoteca)	Stop Desahucios	
	11.22. Public Service	Ogilvy & Mather Madrid	España	Merry little Cars	Ford	Ford	
	11.24. Retail	BUZZMAN	Francia	#WHOISTHEKING	BURGER KING France	BURGER KING	
	11.22. Public Service	White Rabbit Budapest	Hungría	Nature is Cool	WWF Hungary	Designed by Nature Skateboards	
	11.22. Public Service	Grey	Turquía	Amnesty Tear Gas Scented Candles	Amnesty International	Amnesty International	
	02.05. Beverages - Non-Alcoholic	MullenLowe Brasil	Brasil	Gymnastic - Olympic Rings	Ducoco	Ducoco Sport	
	02.02. Automotive	CONTRAPUNTO BBDO	España	"Park at the Front Door - \Emergency!" "- Park at the Front Door - \Fire!" "- Park at the Front Door - \Robbery!"	Mercedes-Benz España, S.A.	SMART	
	02.20. Personal Items	Newcom a New Way to Communicate SL	España	New Stories	Compactor	Compactor	
	02.20. Personal Items	Newcom a New Way to Communicate SL	España	Silent Screams	ActionAid	ActionAid	
	02.20. Personal Items	Newcom a New Way to Communicate SL	España	The impossible is possible	Compactor 07 Pen	Compactor	
	02.22. Public Service	Contrapunto BBDO	España	"Flags - \Hungary!" - Flags - \" "Spain!" - Flags - \EU"	AMNISTÍA INTERNACIONAL	AMNISTÍA	
	02.02. Automotive	Publicis LX	Portugal	Boss - Party - School	Renault	Renault	
	02.20. Personal Items	FCB Lisboa	Portugal	Kitten	Universal Stationery	Stabilo	
	02.27. Toiletries	FCB Lisboa	Portugal	Hourglass	Beiersdorf	Harmony Long Pleasure	
	02.27. Toiletries	FCB Lisboa	Portugal	Epic Performance	Beiersdorf	Harmony	
	02.27. Toiletries	FCB Lisboa	Portugal	Oh My God	Beiersdorf	Harmony Long Pleasure	
	02.08. Corporate Image	Y&R Prague	Rep'blica Checa	Poverty - Forests - Animals	Forbes	Forbes	
	02.30. Web Services	Ogilvy & Mather Singapore	Singapur	First On Twitter - The 2008 China Earthquake - First On Twitter - The Osama Bin Laden Raid - First On Twitter - The Birth Of The Royal Baby	Twitter	Twitter	
		06.13. Foods	MullenLowe Brasil	Brasil	Valentine's Day	Unilever	Knorr
		06.13. Foods	BBDO Toronto	Canadá	Doritos Ketchup Roses	PepsiCo Foods Canada	Doritos
06.02. Automotive		Ogilvy & Mather Madrid	España	The Sound of Glory	Ford	Ford	
06.02. Automotive		Proximity Barcelona, S.L.	España	70 Guardians of Winter - Spot - 70 Guardians of Winter - Web - 70 Guardians of Winter - Documentary	Volkswagen Audi España, S.A.	Skoda	
06.03. Banking/Finacial/Insurance		Ogilvy & Mather Madrid	España	BirdHouse Alarm	Generali Insurance	Generali Home Insurance	
06.12. Entertainment		J. Walter Thompson New York	Estados Unidos	Tribeca ReActor	J. Walter Thompson	Tribeca Film Festival	
06.24. Retail		BUZZMAN	Francia	#Whoistheking	Burger King France	Burger King	
06.04. Beverages - Alcoholic		Leavingstone	Georgia	100% Real Virtual Reality	Leavingstone	Old Irish	
06.22. Public Service		White Rabbit Budapest	Hungría	Nature is Cool	WWF Hungary	Designed by Nature Skateboards	
06.22. Public Service		FCB Lisboa	Portugal	Home	APAV	APAV	
06.23. Recreational		FCB Lisboa	Portugal	The Most Difficult Sport	CPP	CPP	
06.22. Public Service		Grey	Turquía	Amnesty Tear Gas Scented Candles	Amnesty International	Amnesty International	

CATEGORIES	SUB-CATEGORIES	AGENCY	COUNTRY	TITLE	ADVERTISER	BRAND
	03.31. Other	MullenLowe Brasil	Brasil	Captivity	Sea Shepherd	Sea Shepherd
	03.07. Confections	BBDO Toronto	Canadá	Hungry Reporter	Mars Canada	Snickers
	03.32. Best Use of Media	Ogilvy & Mather Madrid	España	The Sound Of Glory	Ford	Ford
	03.07. Confections	Energy BBDO	Estados Unidos	5 Truth or Dare Stereo Challenge	Energy BBDO	5 Gum, Wrigley, a Subsidiary of Mars, Incorporated
	03.22. Public Service	Ogilvy & Mather Singapore	Singapur	Mummy Buy Me a Teddy Bear	The Life Foundation	Campaign to stopthegendercide.com
	03.22. Public Service	Ogilvy & Mather Singapore	Singapur	In Her Womb, There is a Door	The Life Foundation	Campaign to stopthegendercide.com
	01.28. Travel	Havas Worldwide	Australia	Hug - Flames - Fabulousness	Lastminute.com.au	Wotif
	01.02. Automotive	Barry Company	Brasil	Bolt vs Flame	Nissan	Institutional
	01.05. Beverages - Non-Alcoholic	Barry Company	Brasil	Bolt's life	Ambev	Gatorade
	01.10. Culture	Barry Company	Brasil	The Steves	Rolling Stone Magazine	Institutional
	01.22. Public Service	Ogilvy & Mather Madrid	España	The world's most expensive sunglasses - The world's most expensive joint - The world's most expensive song	DGT - trafic general department SPAIN	DGT - trafic general department SPAIN
	01.07. Confections	Energy BBDO	Estados Unidos	"Extra Gum Sarah & Juan"	Energy BBDO	Wrigley, a Subsidiary of Mars, Incorporated
	01.11. Electronic Equipment	Energy BBDO	Estados Unidos	"LG Electronics \World of Play"	Energy BBDO	LG Electronics
	01.22. Public Service	BUZZMAN	Francia	#Donotabandon	30 Millions d'Amis Foundation	30 Millions d'Amis Foundation
	01.22. Public Service	Garage Films, S.A. Produtora Audiovisual	Portugal	SOS Racism - STOP	SOS Racismo	SOS Racismo
	01.16. Household Products	Ogilvy & Mather Singapore	Singapur	The Softtest	Unilever	Comfort Pure
	01.22. Public Service	Ogilvy & Mather Singapore	Singapur	Mums And Maids	Transient Workers Count Too (Twc2)	Twc2

# 20 16 — Local Lisbons Shortlist

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art of the mission of the Lisbon International Advertising Festival is to not only award the best work on a global scale, but also to recognize the best work done on a regional level, thus creating the Local Lisbons.

The following shortlist is the result of the Grand Jury's evaluation of the submitted work.

The Jury has awarded the best work in each region with bronze, silver and gold medals. The winners of the first edition of the Lisbon International Advertising Festival Local Lisbons awards will be announced on the 14<sup>th</sup> of September during the Award Ceremony.

The list of winners will also be communicated by the organization on online platforms and through media partners.

You can find out more about the festival's program at [www.lisbonadfestival.com](http://www.lisbonadfestival.com)

CATEGORIES	SUB-CATEGORIES	AGENCY	COUNTRY	TITLE	ADVERTISER	BRAND
Design	16.02. Brochures	Back	Angola	Stories of Wines Brochure	Stories of Wines	Stories of Wines
Design	16.05. Corporate Identity	Back	Angola	Raposa (Fox) Identity	Quinta da Lagoalva	Quinta da Lagoalva
Design	16.15. Other	Back	Angola	Raposa (Fox) Illustration	Quinta da Lagoalva	Quinta da Lagoalva

## Africa

## Eastern Europe

Craft	15.15. Other	White Rabbit Budapest	Hungría	Nice Try!	Allee Shopping Mall	Dog-friendly Shopping Mall
Outdoor	04.32. Best Use of Media	White Rabbit Budapest	Hungría	Nature is Cool	WWF Hungary	Designed by Nature Skateboards
PR	11.22. Public Service	White Rabbit Budapest	Hungría	Nature is Cool	WWF Hungary	Designed by Nature Skateboards
Promo and Activation	06.22. Public Service	White Rabbit Budapest	Hungría	Nature is Cool	WWF Hungary	Designed by Nature Skateboards
Direct	07.22. Public Service	Grey	Turquía	Amnesty Tear Gas Scented Candles	Amnesty International	Amnesty International
PR	11.22. Public Service	Grey	Turquía	Amnesty Tear Gas Scented Candles	Amnesty International	Amnesty International
Promo and Activation	06.22. Public Service	Grey	Turquía	Amnesty Tear Gas Scented Candles	Amnesty International	Amnesty International
Promo and Activation	06.04. Beverages - Alcoholic	Leavingstone	Georgia	100% Real Virtual Reality	Leavingstone	Old Irish

## Mena Region

Direct	07.32. Best Use of Media	Spark* Publinet	Emiratos Árabes Unidos	Young Masseur	Community Development Authority, Dubai	Child Protection Centre
Campaign	05.22. Public Service	Grey Doha	Qatar	Choose healthy eating habits	Grey Doha	Supreme Council of Health Qatar

CATEGORIES	SUB-CATEGORIES	AGENCY	COUNTRY	TITLE	ADVERTISER	BRAND
Branded Content	12.12. Entertainment	Zulu Alpha Kilo	Canadá	Lily & The Snowman	Cineplex	Cineplex
Branded Content	12.31. Other	BBDO Toronto	Canadá	iZombie's Guide to Surviving Among the Living	Rogers Communications	shomi
Campaign	05.07. Confections	BBDO Toronto	Canadá	The Skittles Holiday Pawn Shop	Wrigley Canada	Skittles
Digital	09.25. Self-Promotion	Zulu Alpha Kilo	Canadá	Say no to spec	Zulu Alpha Kilo	Zulu Alpha Kilo
Promo and Activation	06.13. Foods	BBDO Toronto	Canadá	Doritos Ketchup Roses	PepsiCo Foods Canada	Doritos
Radio	03.07. Confections	BBDO Toronto	Canadá	Hungry Reporter	Mars Canada	Snickers
Branded Content	12.07. Confections	Energy BBDO	Estados Unidos	"Extra Give Extra, get extra"	Energy BBDO	Wrigley, a Subsidiary of Mars, Incorporated
Campaign	05.07. Confections	Energy BBDO	Estados Unidos	"Extra Give Extra, get extra"	Energy BBDO	Wrigley, a Subsidiary of Mars, Incorporated
Craft	15.02. Animation	Buck	Estados Unidos	Seed Matters	Clif Bar Family Foundation	Seed Matters
Craft	15.06. Cinematography	Energy BBDO	Estados Unidos	"Extra Gum Sarah & Juan"	Energy BBDO	Wrigley, a Subsidiary of Mars, Incorporated
Craft	15.08. Direction	Fiat Lux, LLC	Estados Unidos	Withings x Penn Jillette	Fiat Lux	Withings
Creative Effectiveness	13.32. Best Use of Media	exverus Media Inc.	Estados Unidos	How Do You Adventure? The World's First Interactive Outdoor Adventure Media Campaign	CLIF Bar & Co.	CLIF Bar
Digital	09.07. Confections	Energy BBDO	Estados Unidos	"Extra Give Extra, get extra"	Energy BBDO	Wrigley, a Subsidiary of Mars, Incorporated
Digital	09.11. Electronic Equipment	Energy BBDO	Estados Unidos	LG G5 & Friends Website	Energy BBDO	LG Electronics
Digital	09.32. Best Use of Media	exverus Media Inc.	Estados Unidos	How Do You Adventure? The World's First Interactive Outdoor Adventure Media Campaign	CLIF Bar & Co.	CLIF Bar
Direct	07.07. Confections	Energy BBDO	Estados Unidos	"Extra Give Extra, get extra"	Energy BBDO	Wrigley, a Subsidiary of Mars, Incorporated
Innovation	14.02. Creative Innovation	J. Walter Thompson New York	Estados Unidos	PUMA BeatBot	J. Walter Thompson	PUMA
Promo and Activation	06.12. Entertainment	J. Walter Thompson New York	Estados Unidos	Tribeca ReActor	J. Walter Thompson	Tribeca Film Festival
Radio	03.07. Confections	Energy BBDO	Estados Unidos	5 Truth or Dare Stereo Challenge	Energy BBDO	5 Gum, Wrigley, a Subsidiary of Mars, Incorporated
TV	01.07. Confections	Energy BBDO	Estados Unidos	"Extra Gum Sarah & Juan"	Energy BBDO	Wrigley, a Subsidiary of Mars, Incorporated
TV	01.11. Electronic Equipment	Energy BBDO	Estados Unidos	"LG Electronics \World of Play\"	Energy BBDO	LG Electronics

## North East Asia

Design	16.11. Packaging	BULLET Inc.	Japan	Japanese sake KOI	Imayotsukasa Sake Brewery Co. Ltd.	Imayotsukasa
Digital	09.13. Foods	BBDO and Proximity China	China	SnickStarter	Mars Food China	Snickers
Digital	09.22. Public Service	Wunderman Shanghai	China	Holding Hands	Wunderman Shanghai	ShanghaiPRIDE

## Oceania

Branded Content	12.11. Electronic Equipment	VML Australia	Australia	Flubbles	Microsoft	Office 365
Craft	15.07. Copywriting	FINCH	Australia	Every Second Counts	St Kilda Film Festival	St Kilda Film Festival
Craft	15.08. Direction	FINCH	Australia	Deng Adut	University of Western Sydney	Unlimited
Craft	15.08. Direction	FINCH	Australia	Date Night	FOXTEL	FOXTEL
Digital	09.14. Health	Havas Worldwide	Australia	ADF Active App	Australian Defence Force	Australian Defence Force
TV	01.28. Travel	Havas Worldwide	Australia	Hug - Flames - Fabulousness	Lastminute.com.au	Wotif

CATEGORIES	SUB-CATEGORIES	AGENCY	COUNTRY	TITLE	ADVERTISER	BRAND
Design	16.05. Corporate Identity	Enredo	Brasil	Active: generative logo system	Active	Active
Design	16.06. Direct Marketing	MullenLowe Brasil	Brasil	Stay-Awake Time Stories	Grupo 3Corações	3Corações Extra Strong Coffee
Events	08.07. Confections	F/Malta Live Marketing & Digital	Brasil	Product Launching: Lauching Ppg Colecion At C&A	TURNER	CARTOON NETWORK
Events	08.12. Entertainment	F/Malta Live Marketing & Digital	Brasil	#Twitter Grammy Viewing Party	TWITTER/ TURNER	TWITTER/ TNT
Events	08.30. Web Services	F/Malta Live Marketing & Digital	Brasil	TWITTER SPORTS LAB	TWITTER	TWITTER
Press	02.05. Beverages - Non-Alcoholic	MullenLowe Brasil	Brasil	Gymnastic - Olympic Rings	Ducoco	Ducoco Sport
Promo and Activation	06.13. Foods	MullenLowe Brasil	Brasil	Valentine's Day	Unilever	Knorr
Radio	03.31. Other	MullenLowe Brasil	Brasil	Captivity	Sea Shepherd	Sea Shepherd
TV	01.02. Automotive	Barry Company	Brasil	Bolt vs Flame	Nissan	Institutional
TV	01.05. Beverages - Non-Alcoholic	Barry Company	Brasil	Bolt's life	Ambev	Gatorade
TV	01.10. Culture	Barry Company	Brasil	The Steves	Rolling Stone Magazine	Institutional
Direct	07.14. Health	TBWA San Juan	Puerto Rico	The Life Soap	Hospitales HIMA San Pablo	Cancer Center

## South East Asia

Branded Content	12.03. Banking/Financial/Insurance	Ogilvy & Mather Singapore	Singapur	Amateur Replay	Allianz	Allianz
Branded Content	12.16. Household Products	Ogilvy & Mather Singapore	Singapur	The Softtest	Unilever	Comfort Pure
Branded Content	12.22. Public Service	Ogilvy & Mather Singapore	Singapur	Mums And Maids	Transient Workers Count Too (Twc2)	Twc2
Craft	15.02. Animation	TBWA\Singapore	Singapur	A Different Paris	Airbnb	Airbnb
Craft	15.03. Art Direction	Ogilvy & Mather Singapore	Singapur	First On Twitter - The 2008 China Earthquake - First On Twitter - The Osama Bin Laden Raid - First On Twitter - The Birth Of The Royal Baby	Twitter	Twitter
Craft	15.04. Best Production Value	TBWA\Singapore	Singapur	A Different Paris	Airbnb	Airbnb
Design	16.06. Direct Marketing	Ogilvy & Mather Singapore	Singapur	The Shape Of Imagination	Lego	Lego
Design	16.08. Environmental	Ogilvy & Mather Singapore	Singapur	The Shape Of Imagination	Lego	Lego
Digital	09.22. Public Service	Ogilvy & Mather Singapore	Singapur	Poems From The Womb Mobile Book	The Life Foundation	Campaign to stopthegendercide.com
Digital	09.24. Retail	Ogilvy & Mather Singapore	Singapur	Task For Toys	"Toys \R\ Us"	"Toys \R\ Us"
Mobile	10.03. Banking/Financial/Insurance	Ogilvy & Mather Singapore	Singapur	Amateur Replay	Allianz	Allianz
Mobile	10.22. Public Service	Ogilvy & Mather Singapore	Singapur	Snapchat From the Closet	OOGACHAGA	LGBT Counselling / Non-profit
Mobile	10.22. Public Service	Ogilvy & Mather Singapore	Singapur	Poems From The Womb Mobile Book	The Life Foundation	Campaign to stopthegendercide.com
Mobile	10.24. Retail	Ogilvy & Mather Singapore	Singapur	Task For Toys	"Toy \R\ Us"	"Toy \R\ Us"
Mobile	10.32. Best Use of Media	Ogilvy & Mather Singapore	Singapur	Snapchat From the Closet	Oogachaga	LGBT Counselling / Non-profit
Press	02.30. Web Services	Ogilvy & Mather Singapore	Singapur	First on Twitter - The 2008 China Earthquake - First On Twitter - The Osama Bin Laden Raid - First On Twitter - The Birth Of The Royal Baby	Twitter	Twitter
Radio	03.22. Public Service	Ogilvy & Mather Singapore	Singapur	Mummy Buy Me a Teddy Bear	The Life Foundation	Campaign to stopthegendercide.com
Radio	03.22. Public Service	Ogilvy & Mather Singapore	Singapur	In Her Womb, There is a Door	The Life Foundation	Campaign to stopthegendercide.com
TV	01.16. Household Products	Ogilvy & Mather Singapore	Singapur	The Softtest	Unilever	Comfort Pure
TV	01.22. Public Service	Ogilvy & Mather Singapore	Singapur	Mums And Maids	Transient Workers Count Too (Twc2)	Twc2



CATEGORIES	SUB-CATEGORIES	AGENCY	COUNTRY	TITLE	ADVERTISER	BRAND
	Digital 09.05. Beverages - Non-Alcoholic	Plantage Agentur für Kommunikation GmbH & Co. KG	Alemania	Neuer Job	Plantage Agentur für Kommunikation GmbH & Co. KG	Coca-Cola zero
Branded Content	12.14. Health	Newcom A New Way To Communicate SL	España	Win for meningitis	GSK	GSK
Campaign	05.02. Automotive	Proximity Barcelona, S.L.	España	70 Guardians of Winter	Volkswagen Audi España, S.A.	Skoda
Campaign	05.22. Public Service	Ogilvy & Mather Madrid	España	The world's most expensive objects	General traffic administration - DGT	General traffic administration - DGT
Craft	15.12. Typography	Newcom A New Way To Communicate SL	España	Wisdom Grains	Mundial Coffee	Mundial
Creative Effectiveness	13.31. Other	Newcom A New Way To Communicate SL	España	COMUNIDAD SCHINDLER	SCHINDLER	SCHINDLER
Design	16.08. Environmental	Ogilvy & Mather Madrid	España	BirdHouse Alarm	Generali Insurance	Generali Home Insurance
Direct	07.32. Best Use of Media	Newcom A New Way To Communicate SL	España	Folha de Rostos	ActionAid	ActionAid
Direct	07.32. Best Use of Media	Proximity Madrid	España	#NoMoreEvictions	PAH (Plataforma de afectados por la hipoteca)	Stop Desahucios
Innovation	14.02. Creative Innovation	Ogilvy & Mather Madrid	España	BirdHouse Alarm	Generali Insurance	Generali Home Insurance
Outdoor	04.22. Public Service	Ogilvy & Mather Madrid	España	The Breathing billboard	General traffic administration - DGT	General traffic administration - DGT
PR	11.02. Automotive	Proximity Barcelona, S.L.	España	70 Guardians of Winter	Volkswagen Audi España, S.A.	Skoda
PR	11.03. Banking/Financial/Insurance	Ogilvy & Mather Madrid	España	BirdHouse Alarm	Generali Insurance	Generali Home Insurance
PR	11.18. Media Promotion	Proximity Madrid	España	#NoMoreEvictions	PAH (Plataforma de afectados por la hipoteca)	Stop Desahucios
PR	11.22. Public Service	Ogilvy & Mather Madrid	España	Merry little Cars	Ford	Ford
Press	02.02. Automotive	Contrapunto Bbdo	España	"Park At The Front Door - \Emergency" " - Park At The Front Door - \Fire" " - Park At The Front Door - \Robbery"	Mercedes-Benz España, S.A.	Smart
Press	02.20. Personal Items	Newcom A New Way To Communicate SL	España	New Stories	Compactor	Compactor
Press	02.20. Personal Items	Newcom A New Way To Communicate SL	España	Silent Screams	ActionAid	ActionAid
Press	02.20. Personal Items	Newcom A New Way To Communicate SL	España	The impossible is possible	Compactor 07 Pen	Compactor
Press	02.22. Public Service	Contrapunto BBDO	España	"Flags - \Hungary" " - Flags - \Spain" - Flags - \EU"	Amnistía Internacional	Amnistía
Promo and Activation	06.02. Automotive	Ogilvy & Mather Madrid	España	The Sound of Glory	Ford	Ford
Promo and Activation	06.02. Automotive	Proximity Barcelona, S.L.	España	70 Guardians of Winter - Spot - 70 Guardians of Winter - Web - 70 Guardians of Winter - Documentary	Volkswagen Audi España, S.A.	Skoda
Promo and Activation	06.03. Banking/Financial/Insurance	Ogilvy & Mather Madrid	España	BirdHouse Alarm	Generali Insurance	Generali Home Insurance
Radio	03.32. Best Use of Media	Ogilvy & Mather Madrid	España	The Sound Of Glory	Ford	Ford
TV	01.22. Public Service	Ogilvy & Mather Madrid	España	The world's most expensive sunglasses - The world's most expensive joint - The world's most expensive song	DGT - traffic general department SPAIN	DGT - traffic general department SPAIN
Branded Content	12.24. Retail	BUZZMAN	Francia	WHOPPER BLACKOUT	BURGER KING France	BURGER KING
Craft	15.13. Visual Effects	MATHEMATIC	Francia	Tom Clancy's Ghost Recon Wildlands	UBISOFT	Ghost Recon Wildlands
PR	11.24. Retail	BUZZMAN	Francia	#WHOISTHEKING	BURGER KING France	BURGER KING
Promo and Activation	06.24. Retail	BUZZMAN	Francia	#WHOISTHEKING	BURGER KING France	BURGER KING
TV	01.22. Public Service	BUZZMAN	Francia	#DONOTABANDON	30 Millions d'Amis Foundation	30 Millions d'Amis Foundation
Digital	09.14. Health	DLVBDDO S.p.A.	Italia	First date	Alzheimer Portugal	Alzheimer Portugal
Outdoor	04.15. Home Furnishings/Appliances	FCB Milan SRL	Italia	Save a Wall - plumber - Save a Wall - fanatic - Save a Wall - interior decorator	FCB Milan	TesaE

► CONT. Local Lisbon Shortlist

CATEGORIES	SUB-CATEGORIES	AGENCY	COUNTRY	TITLE	ADVERTISER	BRAND
	Craft 15.08. Direction	MAJOR WEST	Portugal	BAD BARISTA	TEVA London	DuoResp Spiromax
	Craft 15.08. Direction	MAJOR WEST	Portugal	WE ARE STILL JUST KIDS	NEOPOP FESTIVAL	NEOPOP FESTIVAL
	Craft 15.08. Direction	MAJOR WEST	Portugal	MAKE YOUR LIFE DIFFICULT	GRANADA FC	GRANADA FC
	Craft 15.08. Direction	Krypton	Portugal	Hunger	Sonae	Continente
	Craft 15.08. Direction	Krypton	Portugal	Obscene	Janela Indiscreta	Queer Lisboa 19
	Craft 15.08. Direction	Krypton	Portugal	First Day	CGD	CGD
	Craft 15.08. Direction	Garage Films, S.A. Produtora Audiovisual	Portugal	Banco CTT	CTT	Banco CTT
	Craft 15.08. Direction	Garage Films, S.A. Produtora Audiovisual	Portugal	GALP Energy creates energy - Institutional repositioning	GALP	GALP
	Craft 15.08. Direction	Garage Films, S.A. Produtora Audiovisual	Portugal	Federação Portuguesa de Futebol - Cachecol	Federação Portuguesa de Futebol	Federação Portuguesa de Futebol
	Craft 15.08. Direction	Garage Films, S.A. Produtora Audiovisual	Portugal	VIA VERDE - Colibri	Via Verde	Via Verde
	Craft 15.08. Direction	Yves Callewaert fotografia e filmes Lda	Portugal	The Hair Gardener	Lisb-ON	Lisb-ON
	Craft 15.10. Photography	Garage Films, S.A. Produtora Audiovisual	Portugal	Federação Portuguesa de Futebol - Cachecol	Federação Portuguesa de Futebol	Federação Portuguesa de Futebol
	Craft 15.10. Photography	Yves Callewaert fotografia e filmes Lda	Portugal	The Hair Gardener	Lisb-ON	Lisb-ON
	Craft 15.13. Visual Effects	Garage Films, S.A. Produtora Audiovisual	Portugal	VIA VERDE - Colibri	Via Verde	Via Verde
	Craft 15.14. Humor	MAJOR WEST	Portugal	BAD BARISTA	TEVA London	DuoResp Spiromax
Creative Effectiveness	13.09. Cosmetics	TORKE+CC	Portugal	FIND YOUR MAGIC	UNILEVER	AXE
Design	16.06. Direct Marketing	FCB Lisboa	Portugal	Home	APAV	APAV
Design	16.11. Packaging	M&A Creative Agency	Portugal	Convento da Glória	M&A Creative Agency	Convento da Glória
Digital	09.04. Beverages - Alcoholic	Nossa	Portugal	The First Live Gif in the World	Somersby	Somersby
Digital	09.12. Entertainment	MAJOR WEST	Portugal	WE ARE STILL JUST KIDS	NEOPOP FESTIVAL	NEOPOP FESTIVAL
Digital	09.22. Public Service	Havas WW Portugal	Portugal	Sorry I hit your car	AssociaçãoSalvador	ASSOCIAÇÃO O SALVADOR
Direct	07.22. Public Service	Havas WW Portugal	Portugal	Unexpected Biography	APAV	APAV
Direct	07.22. Public Service	FCB Lisboa	Portugal	Home	APAV	APAV
Innovation	14.02. Creative Innovation	FunnyHow?	Portugal	Ink Mapping	FunnyHow?	Desperados
Innovation	14.02. Creative Innovation	Nossa	Portugal	Zero - Spray Paint Against Malaria	Montana Lisbon	Montana Lisbon
Outdoor	04.09. Cosmetics	TORKE+CC	Portugal	FIND YOUR MAGIC	UNILEVER	AXE
Outdoor	04.22. Public Service	FCB Lisboa	Portugal	The Moving Food Truck	ADEXO	ADEXO
Press	02.02. Automotive	Publicis LX	Portugal	Boss - Party - School	Renault	Renault
Press	02.20. Personal Items	FCB Lisboa	Portugal	Kitten	Universal Stationery	Stabilo
Press	02.27. Toiletries	FCB Lisboa	Portugal	Hourglass	Beiersdorf	Harmony Long Pleasure
Press	02.27. Toiletries	FCB Lisboa	Portugal	Epic Performance	Beiersdorf	Harmony
Press	02.27. Toiletries	FCB Lisboa	Portugal	Oh My God	Beiersdorf	Harmony Long Pleasure
Promo and Activation	06.22. Public Service	FCB Lisboa	Portugal	Home	APAV	APAV
Promo and Activation	06.23. Recreational	FCB Lisboa	Portugal	The Most Difficult Sport	CPP	CPP
TV	01.22. Public Service	Garage Films, S.A. Produtora Audiovisual	Portugal	SOS Racism - STOP	SOS Racismo	SOS Racismo
Branded Content	12.12. Entertainment	R/GA	Reino Unido	Beats1Run	R/GA London	Beats by Dre
Digital	09.12. Entertainment	R/GA	Reino Unido	Beats1Run	R/GA London	Beats by Dre
Digital	09.19. Pharmaceuticals	R/GA	Reino Unido	N.A.M VR	R/GA London	Stevanato Group S.p.A
Mobile	10.13. Foods	R/GA	Reino Unido	Happy Studio	R/GA	McDonalds
Press	02.08. Corporate Image	Y&R Prague	Rep'blica Checa	Poverty - Forests - Animals	Forbes	Forbes