

Shortlist (Entertainment Lions)

| Cat. No | En try No | Title | Client | Product | Entrant Company | Country | Agency | Production Company |
|---|------------------|--------------------------------|------------------------|-------------------------|-----------------------------|----------------|-----------------------------|---|
| <u>A01 (Cinema & Theatrical: Fiction Film)</u> | | | | | | | | |
| A01/002 | 00119 | CANDIES | TARJETA NARANJA | TARJETA NARANJA | BBDO ARGENTINA Buenos Aires | ARGENTINA | BBDO ARGENTINA Buenos Aires | |
| A01/007 | 01750 | CINERGÍA II | GAS NATURAL FENOSA | CINERGÍA II | ARENA MEDIA Madrid | SPAIN | ARENA MEDIA Madrid | EL TERRAT Barcelona |
| <u>A02 (Cinema & Theatrical: Non-Fiction Film)</u> | | | | | | | | |
| A02/003 | 01005 | FREE THE KIDS | UNILEVER | PERSIL / OMO | MULLENLOWE GROUP London | UNITED KINGDOM | MULLENLOWE GROUP London | RSA FILMS London |
| <u>A04 (TV & Broadcast: Fiction 15 minutes or under in Length)</u> | | | | | | | | |
| A04/008 | 00320 | ORANGEAID - LAST DAY OF SCHOOL | NTUC INCOME | ORANGEAID BURSARY AWARD | BBH SINGAPORE | SINGAPORE | BBH SINGAPORE | DOGHOUSE7 3 PICTURES Selangor |
| A04/013 | 01397 | MOG'S CALAMITY | SAINSBURY'S | SUPERMARKET | AMVBBDO London | UNITED KINGDOM | AMVBBDO London | OUTSIDER London |
| <u>A05 (TV & Broadcast: Fiction 15 minutes or over in Length)</u> | | | | | | | | |
| A05/001 | 00591 | LOVE LIKE THERE'S NO TOMORROW | MONDELÉZ INTERNATIONAL | LACTA | OGILVYONE WORLDWIDE ATHENS | GREECE | OGILVYONE WORLDWIDE ATHENS | FOSS PRODUCTIONS Athens |
| <u>A06 (TV & Broadcast: Non-Fiction Series)</u> | | | | | | | | |
| A06/005 | 00218 | RISE PHILIPPINES | NIKE BASKETBALL | NIKE RISE | AKQA London | UNITED KINGDOM | AKQA London | FIRECRACKER FILMS London / CENTRAL DIGITAL Makati |
| <u>A07 (TV & Broadcast: Non-Fiction 15 minutes or under in Length)</u> | | | | | | | | |

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| A07/ 002 | 01 62 2 | BEHIND THE T-SHIRT | IBCC | CORPORA TE IMAGE | OGILVY BRASIL São Paulo | BRAZIL | OGILVY BRASIL São Paulo | CONSPIRAÇ ÃO FILMES São Paulo / JAMUTE AUDIO Curitiba |
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A09 (Online: Fiction Series)

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| A09/ 008 | 01 41 7 | NIKEWOMEN : MARGOT VS LILY | NIKE | CLOTHIN G, FOOTWEA R AND ACCESSO RIES | WIEDEN +KENNEDY Portland | USA | WIEDEN +KENNEDY Portland | RSA FILMS New York City, NY |
| A09/ 021 | 01 82 1 | THE FAMILY | FORD MOTOR COMPANY | AUTOMOT IVES | VERY AGENCY Copenhagen | DENMAR K | VERY AGENCY Copenhagen / NEW LAND Copenhagen | NEW LAND Copenhagen |
| A09/ 024 | 00 18 2 | CARMILLA | KIMBERLY- CLARK | U BY KOTEX | SMOKEBOMB ENTERTAINME NT Toronto | CANADA | SMOKEBOM B ENTERTAINM ENT Toronto | SMOKEBOM B ENTERTAINM ENT Toronto |

A10 (Online: Fiction 15 minutes or under in Length)

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| A10/ 001 | 00 15 1 | CLOSE TO HOME | AT&T | AT&T | BBDO New York | USA | BBDO New York | ANONYMOU S CONTENT Culver City |
| A10/ 016 | 00 91 6 | BACKSTAGE | APPLE | APPLE WORLDWI DE DEVELOP ERS CONFERE NCE (WWDC) | TBWA/MEDIA ARTS LAB Los Angeles | USA | TBWA/MEDIA ARTS LAB Los Angeles | THE MILL Los Angeles |
| A10/ 022 | 01 45 1 | BECOMING BECKHAM | H&M | H&M | ADAM&EVEDD B London | UNITED KINGDO M | ADAM&EVED DB London | SONNY London |
| A10/ 028 | 01 28 2 | THE GAME STARTS HERE - NEW ZEALAND | BEATS BY DRE. | BEATS BY DRE | R/GA HUSTLE London | USA | R/GA LONDON | R/GA HUSTLE London |
| A10/ 036 | 01 39 0 | DADS#SHARE THELOAD | PROCTER & GAMBLE INDIA | ARIEL MATIC | BBDO INDIA Mumbai | INDIA | BBDO INDIA Mumbai | RED ICE FILMS Mumbai |
| A10/ 046 | 01 49 8 | NOT COMING SOON | REMY MARTIN | LOUIS XIII | FRED & FARID New York | USA | FRED & FARID New York | FRED & FARID New York |
| A10/ 048 | 01 34 3 | THE RAT | NETFLIX | NETFLIX | TBWA\CHIAT \DAY Los Angeles | USA | TBWA\CHIAT \DAY Los Angeles | FURLINED Santa Monica / CUT + RUN Santa Monica / FRAMESTOR E Los Angeles |
| A10/ 052 | 00 77 4 | MADDEN: THE MOVIE | EA SPORTS | MADDEN NFL 16 | HEAT San Francisco | USA | | HUNGRY MAN Los Angeles |

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| A10/076 | 00836 | OUT THERE | CANADA GOOSE | OUTDOOR APPAREL | CAA MARKETING LOS ANGELES | USA | CAA MARKETING LOS ANGELES / CANADA GOOSE Toronto | SAVILLE PRODUCTIONS Los Angeles, CA / CHEROKEE FILMS Auckland / SPOT WELDERS Los Angeles |
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A11 (Online: Fiction 15 minutes or over in Length)

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| A11/002 | 01822 | THE FAMILY | FORD MOTOR COMPANY | AUTOMOTIVES | VERY AGENCY Copenhagen | DENMARK | VERY AGENCY Copenhagen / NEW LAND Copenhagen | NEW LAND Copenhagen |
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A12 (Online: Non-Fiction Series)

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| A12/006 | 00351 | UNIMPOSSIBLE FILMS | GE | GE | BBDO New York | USA | BBDO New York | BULLITT Los Angeles |
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| A12/011 | 00785 | UNFAIRY TALES SERIES | UNICEF | HUMANITARIAN AID | 180LA Santa Monica | USA | 180LA Santa Monica | HOUSE OF COLORS Sao Paulo / CONSULADO São Paulo / BUBBA'S CHOP SHOP Burbank |
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| A12/015 | 00787 | "THE MOST DANGEROUS TOWN ON THE INTERNET" ORIGINAL DOCUMENTARY SERIES | NORTON BY SYMANTEC | NORTON | GREY SAN FRANCISCO | USA | GREY SAN FRANCISCO | HELO Venice |
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| A12/041 | 01485 | THE LAB | CANON AUSTRALIA | CANON CAMERA | LEO BURNETT SYDNEY | AUSTRALIA | LEO BURNETT SYDNEY | THE POOL COLLECTIVE Sydney / NYLON STUDIOS Sydney |
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| A12/047 | 00360 | COCAINE: NARCOS, SICARIOS AND PERU | NETFLIX | NARCOS | VICE MEDIA Brooklyn | USA | VICE MEDIA Brooklyn | VICE MEDIA Brooklyn |
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A13 (Online: Non-Fiction 15 minutes or under in Length)

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| A13/011 | 00023 | COCAINENOMICS | NETFLIX | NARCOS | WSJ. CUSTOM STUDIOS New York | USA | WSJ. CUSTOM STUDIOS New York | WSJ. CUSTOM STUDIOS New York |
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| A13/045 | 01038 | LOOK WHO'S DRIVING | VOLVO TRUCKS | VOLVO FMX | FORSMAN & BODENFORS Gothenburg | SWEDEN | FORSMAN & BODENFORS Gothenburg | NEW LAND Stockholm |
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| A13/046 | 01147 | MARRIAGE MARKET TAKEOVER | SK-II | SKINCAR | FORSMAN & BODENFORS Gothenburg | SWEDEN | FORSMAN & BODENFORS Gothenburg | TOOL Santa Monica |
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| A13/054 | 01 27 7 | DOPPELGÄNGER TOURISTS | MEXICAN TOURISM BOARD | MEXICO AS A TOURISTIC DESTINATION | LAPIZ Chicago | USA | LAPIZ Chicago | |
| A13/066 | 01 58 5 | NEVER ALONE | DIAGEO | GUINNESS | AMVBBDO London | UNITED KINGDOM | AMVBBDO London | TUBBY BROTHER London |
| A13/068 | 01 74 3 | MAGIC WORDS - THE DOCUMENTARY | HP | HP | ALMAPBBDO São Paulo | BRAZIL | ALMAPBBDO São Paulo | BANDO São Paulo |
| A13/080 | 01 67 4 | MAKE YOU HAPPEN | PHILIPS NORELCO | PHILIPS NORELCO BRAND | OGILVY & MATHER New York | USA | OGILVY & MATHER New York | H&O PRODUCTIONS NEW YORK |
| A13/087 | 01 05 0 | HAPPY TEARS | SCA | TEMPO | PROXIMITY ITALIA Milan | ITALY | PROXIMITY ITALIA Milan | SECTION 80 Milan |
| A13/092 | 00 86 8 | IVINE AND PILLOW | UNICEF | HUMANITARIAN AID | 180LA Santa Monica | USA | 180LA Santa Monica | CONSULADO São Paulo |
| A13/093 | 00 87 0 | MUSTAFA GOES FOR A WALK | UNICEF | HUMANITARIAN AID | 180LA Santa Monica | USA | 180LA Santa Monica | GILLES & CECILIE London / BUBBA'S CHOP SHOP Burbank / CIRCLE OF SOUND Pacific Palisades |
| A13/094 | 01 41 2 | CHAMKI: THE GIRL FROM THE FUTURE | UNILEVER GLOBAL | LIFEBUOY | MULLENLOWE SSP3 Bogotá D.C. | COLOMBIA | MULLENLOWE SSP3 Bogotá D.C. / MULLENLOWE LINTAS GROUP INDIA Mumbai | |
| A13/112 | 01 29 1 | THE DISPLACED | THE NEW YORK TIMES | NYT VR | VRSE.WORKS Los Angeles | USA | VRSE.WORKS Los Angeles | VRSE.WORKS Los Angeles |
| A13/113 | 01 29 3 | MY MOTHER'S WING | THE UNITED NATIONS | THE UNITED NATIONS | VRSE.WORKS Los Angeles | USA | VRSE.WORKS Los Angeles | VRSE.WORKS Los Angeles |
| A13/115 | 01 29 5 | WAVES OF GRACE | THE UNITED NATIONS | THE UNITED NATIONS | VRSE.WORKS Los Angeles | USA | VRSE.WORKS Los Angeles | VRSE.WORKS Los Angeles |

A14 (Online: Non-Fiction 15 minutes or over in Length)

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| A14/007 | 00 78 8 | "THE MOST DANGEROUS TOWN ON THE INTERNET" EPISODE 1: HACKERVILLE | NORTON BY SYMANTEC | NORTON | GREY SAN FRANCISCO | USA | GREY SAN FRANCISCO | HELO Venice |
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| A14/008 | 00789 | "THE MOST DANGEROUS TOWN ON THE INTERNET" EPISODE 2: WHERE CYBERCRIME GOES TO HI | NORTON BY SYMANTEC | NORTON | GREY SAN FRANCISCO | USA | GREY SAN FRANCISCO | HELO Venice |
| A14/021 | 01564 | UNFORGOTTEN | ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE | ANTI HANDGUN VIOLENCE | FCB CHICAGO | USA | FCB CHICAGO | LORD + THOMAS Chicago |

A15 (Live Broadcast/Live Streaming)

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| A15/001 | 00243 | DREAM ADVENTURES | EXPEDIA | TRAVEL | 180LA Santa Monica | USA | 180LA Santa Monica | WAYS & MEANS Los Angeles |
| A15/002 | 00152 | SWITCHEROO | MARS CHOCOLATE NORTH AMERICA | SNICKERS | BBDO New York | USA | BBDO New York | THE KITCHEN @ BBDO New York |
| A15/006 | 00697 | PARKING DRAMA | RENAULT DEUTSCHLAND | RENAULT: EASY PARK-ASSIST | PUBLICIS PIXELPARK Hamburg | GERMANY | PUBLICIS PIXELPARK Hamburg | STERNENBERG FILMS Köln |
| A15/014 | 01604 | SURVIVAL BILLBOARD | MICROSOFT | XBOX / TOMB RAIDER | McCANN LONDON | UNITED KINGDOM | McCANN LONDON | |
| A15/015 | 01727 | THE IVORY BURN | WILDAID | WILDLIFE CONSERVATION | GREY LONDON | UNITED KINGDOM | GREY LONDON | QUITE BRIGHT FILMS Nairobi |
| A15/016 | 01346 | GRAMMYCAM | THE GRAMMYS | THE 58TH GRAMMY AWARDS | TBWA\CHIAT \DAY Los Angeles | USA | TBWA\CHIAT \DAY Los Angeles | TBWA\CHIAT \DAY Los Angeles / STUDIO CARDENAS Los Angeles / STITCH EDITING Los Angeles |
| A15/018 | 00912 | WING OF LOVE | JANA | JANA NATURAL MINERAL WATER | IMAGO OGIILVY Zagreb | CROATIA | IMAGO OGIILVY Zagreb | ANTITALENT Zapresic |
| A15/023 | 01836 | TARGET CREATES FIRST EVER LIVE MUSIC VIDEO WITH GWEN STEFANI | TARGET | RETAIL | DEUTSCH LA | USA | DEUTSCH LA | WONDROS Los Angeles |
| A15/027 | 00460 | MR. ROBOT DEBT DELETION | NBCUNIVERSAL | MR. ROBOT | ISL Washington | USA | ISL Washington / USA NETWORK New York | ISL Washington |

A16 (User Generated Content in Visual Storytelling)

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| A16/004 | 00459 | MUSIC VS GUN VIOLENCE | CHICAGO IDEAS | EVENTS | LEO BURNETT CHICAGO | USA | LEO BURNETT CHICAGO | CUTTERS Chicago / SEE MUSIC Chicago / CLUTCH STUDIOS Chicago |
| A16/010 | 01431 | HALO 5: GUARDIANS "VISUALIZER" | MICROSOFT / XBOX | HALO 5: GUARDIANS | TWOFIFTEEN McCANN San Francisco | USA | TWOFIFTEEN McCANN San Francisco | TWOFIFTEEN McCANN San Francisco |
| A16/014 | 01547 | MCWHOPPER | BURGER KING | MCWHOPPER | Y&R NZ Auckland | NEW ZEALAND | Y&R NZ Auckland / Y&R MEDIA NZ Auckland / DAVID Miami | FLYING FISH Auckland |

A17 (Use of Brand/Product Integration into Existing Content)

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| A17/004 | 01316 | 38 YEARS LATER | TRIPLE S | TRIPLE S ADVANTAGE | J. WALTER THOMPSON PUERTO RICO San Juan | PUERTO RICO | J. WALTER THOMPSON PUERTO RICO San Juan | LATITUDE 18 FILMS San Juan |
| A17/010 | 01556 | IKEA - BIG BROTHER UNBOXING | IKEA | IKEA HOME FURNISHINGS AND APPLIANCES | McCANN TEL AVIV | ISRAEL | McCANN TEL AVIV | |
| A17/019 | 00464 | PEPSI PERFECT | PEPSI | PEPSI | MARKETSHARE Los Angeles | USA | THE MARKETING ARM Los Angeles | THE MARKETING ARM Los Angeles / STUN CREATIVE Los Angeles |

A18 (Excellence in Partnerships between a Content Producer and a Brand/Product/Talent)

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| A18/003 | 00024 | COCAINENOMICS | NETFLIX | NARCOS | WSJ. CUSTOM STUDIOS New York | USA | WSJ. CUSTOM STUDIOS New York | WSJ. CUSTOM STUDIOS New York |
| A18/005 | 00088 | BATMAN V SUPERMAN | TURKISH AIRLINES | TURKISH AIRLINES | CP+B London | UNITED KINGDOM | CP+B London | SOMESUCH London / ELASTIC Santa Monica |
| A18/021 | 00767 | THE LADY GAGA + INTEL PERFORMANCE | INTEL | INTEL TECHNOLOGY | INTEL Santa Clara | USA | INTEL Santa Clara / GREENLIGHT MEDIA AND MARKETING Los Angeles, CA | PRETTYBIRD Culver City |
| A18/022 | 00458 | UPSIDE DOWN & INSIDE OUT (MUSIC VIDEO) | S7 / OK GO | S7 AIRLINES | BOB INDUSTRIES Santa Monica | USA | TUTKOVBUDEVOLGOGRAD | BOB INDUSTRIES Santa Monica / PRO FILMS Moscow |

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| A18/036 | 01663 | AVENGERS | GILLETTE | PROSHIELD | GREY NEW YORK | USA | GREY NEW YORK | GREY NEW YORK / IMAGINARY FORCES Los Angeles |
| A18/038 | 00793 | UNIVERSAL RIDE ALONG 2/CONAN REMOTE | UNIVERSAL STUDIOS | RIDE ALONG 2 | TURNER BROADCASTING New York | USA | CONACO Burbank | CONACO Burbank |
| A18/039 | 01678 | SHAVE FORTH | PROCTER & GAMBLE | GILLETTE BODY RAZOR | GREY NEW YORK | USA | GREY NEW YORK | NINJA ENTERTAINMENT Los Angeles, CA |
| A18/052 | 00839 | ARI GOLD IS BACK | GENERAL MOTORS | CADILLAC | CAA MARKETING LOS ANGELES | USA | CAA MARKETING LOS ANGELES | PRETTYBIRD Culver City / SHIPPING AND HANDLING Venice |

A19 (Excellence in Production & Distribution Strategy)

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| A19/007 | 00646 | HOUSE OF CARDS - FU 2016 | NETFLIX | HOUSE OF CARDS | BBH NEW YORK | USA | BBH NEW YORK | RESET Santa Monica / THE MILL New York / EXILE Santa Monica |
| A19/015 | 00915 | SNACK TIME CASE STUDY | MILK WEST | MILK | DDB CANADA Vancouver | CANADA | DDB CANADA Vancouver | WAVE PRODUCTIONS Vancouver / YETI FARM CREATIVE Kelowna |
| A19/018 | 01028 | THE STORYTELLE RS: NEW VOICES OF TWILIGHT | LIONSGATE AND TONGAL | THE TWILIGHT SAGA | TONGAL Los Angeles | USA | TONGAL Los Angeles / LIONSGATE ENTERTAINMENT Santa Monica | TONGAL Los Angeles |

A20 (Innovation in Visual Storytelling and Branded Entertainment)

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| A20/014 | 01605 | SURVIVAL BILLBOARD | MICROSOFT | XBOX / TOMB RAIDER | McCANN LONDON | UNITED KINGDOM | McCANN LONDON | |
| A20/017 | 01764 | SAMSUNG BEDTIME VR STORIES | SAMSUNG | SAMSUNG BEDTIME VR STORIES | BBH London | UNITED KINGDOM | BBH London | BLACKSHEEP STUDIOS London |
| A20/021 | 01093 | MOTO 21 IN 1 | MOTOROLA MOBILITY | MOTO X PURE EDITION | VML Kansas City | USA | VML New York | BLACKWATCH PRODUCTIONS INC. Hoboken / IMPOSSIBLE ACOUSTIC Seattle |
| A20/040 | 00533 | OK GO — UPSIDE DOWN & INSIDE OUT | S7 AIRLINES | S7 AIRLINES | TUTKOVBUKOV Volgograd | RUSSIA | TUTKOVBUKOV Volgograd | BOB INDUSTRIES Santa Monica / PROFILM Moscow |

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| A20/047 | 01298 | THE DISPLACED | THE NEW YORK TIMES | NYT VR | VRSE.WORKS Los Angeles | USA | VRSE.WORKS Los Angeles | VRSE.WORKS Los Angeles |
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A21 (Audio Content in Branded Entertainment)

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| A21/006 | 00389 | GE PODCAST THEATRE PRESENTS THE MESSAGE | GE | GE | BBDO New York | USA | BBDO New York | PANOPLY MEDIA New York |
| A21/033 | 01758 | SHOTTASOCO | SOUTHERN COMFORT | ALCOHOLIC BEVERAGE | WIEDEN +KENNEDY New York | USA | WIEDEN +KENNEDY New York | CAVIAR Los Angeles |
| A21/036 | 01851 | TRUTH DETECTOR | 89 FM | 89 FM | DDB BRASIL São Paulo | BRAZIL | DDB BRASIL São Paulo | |

B01 (Talent: Visual Storytelling)

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| B01/019 | 01624 | BEHIND THE T-SHIRT | IBCC | CORPORATE IMAGE | OGILVY BRASIL São Paulo | BRAZIL | OGILVY BRASIL São Paulo | CONSPIRAÇÃO FILMES São Paulo / JAMUTE AUDIO Curitiba |
| B01/020 | 01347 | COMPTON | THE GRAMMYS | THE 58TH GRAMMY AWARDS | TBWA\CHIAT \DAY Los Angeles | USA | TBWA\CHIAT \DAY Los Angeles | TBWA\CHIAT \DAY Los Angeles |
| B01/024 | 01155 | PEPSI + EMPIRE PARTNERSHIP | PEPSICO | TM PEPSI | OMD New York | USA | OMD New York / PEPISCO White Plains / WASSERMAN Los Angeles | BBDO New York |
| B01/026 | 01586 | NEVER ALONE | DIAGEO | GUINNESS | AMVBBDO London | UNITED KINGDOM | AMVBBDO London | TUBBY BROTHER London |
| B01/027 | 01613 | BREATHLESS CHOIR | PHILIPS | SIMPLYGO MINI | OGILVY & MATHER LONDON | UNITED KINGDOM | OGILVY & MATHER LONDON | TOOL Santa Monica / UNIVERSAL PRODUCTION PARTNERS Prague |
| B01/039 | 01463 | GRILLED DOGS: THE WHOPPER OF HOT DOGS | BURGER KING CORPORATION | GRILLED DOGS | CODE AND THEORY New York | USA | CODE AND THEORY New York | GIFTED YOUTH Los Angeles |
| B01/043 | 01644 | UNDER ARMOUR PHELPS | UNDER ARMOUR | UNDER ARMOUR | DROGA5 New York | USA | DROGA5 New York | EPOCH FILMS New York |
| B01/046 | 00903 | READY FOR MORE | NO7 | LIFT & LUMINATE | MOTHER London | UNITED KINGDOM | MOTHER London | TOMBOY FILMS London / FINAL CUT London / MPC London |

B02 (Talent: Live Experience)

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| B02/ 010 | 01 48 9 | MA PLACE EST DANS LA SALLE | PRODISS | ENTERTAI NMENT | FRED & FARID PARIS | FRANCE | FRED & FARID PARIS | FRED & FARID PARIS |
| B02/ 015 | 01 73 3 | LET GIRLS BE GIRLS | PROCTER & GAMBLE | COVERGI RL | GREY ARGENTINA Buenos Aires | ARGENTI NA | GREY ARGENTINA Buenos Aires / GREY MELBOURNE | GLASSCASE PRODUCTIO NS Melbourne / ONE20 Melbourne |
| B02/ 022 | 01 66 4 | UNKNOWNNS | CANON U.S.A | CANON EOS REBEL T6I | GREY NEW YORK | USA | GREY NEW YORK | GREY NEW YORK |
| B02/ 029 | 01 08 5 | REAL TALK | SQUARESP ACE | SQUARES PACE WEBSITE S | ANOMALY New York | USA | ANOMALY New York | CAVIAR Los Angeles |
| B02/ 030 | 01 87 2 | A GUEST OF HONOR | FOX / CAUCASU S ONLINE | THE WALKING DEAD TV SERIES | WINDFOR'S Tbilisi | REPUBLI C OF GEORGIA | WINDFOR'S Tbilisi | WINDFOR'S Tbilisi |

B03 (Talent: Digital)

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| B03/ 006 | 00 97 2 | CELEBRITY TANTRUM | SAMSUNG AUSTRALI AN= | SAMSUNG TAB S2 | LEO BURNETT SYDNEY | AUSTRAL IA | LEO BURNETT SYDNEY | MINDS EYE London / FILAMENT POST PRODUCTIO N London |
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B04 (Talent: Social)

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| B04/ 003 | 00 23 6 | MTV VMA GREEN- SCREENS | MTV | 2015 MTV VIDEO MUSIC AWARDS | MTV New York | USA | MTV New York | MTV New York / JAM3 Toronto |
| B04/ 024 | 01 61 4 | #LEBIGSWIM | HEINEKEN | KRONENB OURG 1664 | OGILVY & MATHER LONDON | UNITED KINGDO M | OGILVY & MATHER LONDON | STINK London |
| B04/ 028 | 01 68 0 | SHAVE FORTH | PROCTER & GAMBLE | GILLETTE BODY RAZOR | GREY NEW YORK | USA | GREY NEW YORK | NINJA ENTERTAINM ENT Los Angeles, CA |
| B04/ 031 | 00 95 9 | THE WORLD'S MOST SATISFYING BISCUIT | AUSTRALI AN RED CROSS BLOOD SERVICE | AUSTRALI AN RED CROSS BLOOD SERVICE | CUMMINS & PARTNERS Melbourne | AUSTRAL IA | CUMMINS & PARTNERS Melbourne | THE SWEET SHOP Melbourne |

B05 (Talent: Games)

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| B05/ 001 | 00 15 7 | PLAY MY TWEET | FOOT LOCKER | FOOT LOCKER | BBDO New York | USA | BBDO New York | THE KITCHEN @ BBDO New York |
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B06 (Talent: Sports)

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| B06/ 007 | 01 68 1 | #DADDO | PANTENE | PANTENE HAIR CARE | GREY NEW YORK | USA | GREY NEW YORK | COMMUNITY FILMS Culver City |
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| B06/008 | 01682 | SUPER BOWL BABIES CHOIR | NATIONAL FOOTBALL LEAGUE | SUPER BOWL 50 | GREY NEW YORK | USA | GREY NEW YORK | TOWNHOUSE 23 New York / PARK PICTURES New York / EXILE Santa Monica |
| B06/009 | 01350 | FORGET ME | GATORADE | GATORADE | TBWA\CHIAT \DAY Los Angeles | USA | TBWA\CHIAT \DAY Los Angeles | SOCIETY Los Angeles / WHITEHOUSE POST Santa Monica / CARBON VFX Santa Monica |
| B06/020 | 00778 | MADDEN: THE MOVIE | EA SPORTS | MADDEN NFL 16 | HEAT San Francisco | USA | | HUNGRY MAN Los Angeles |
| B06/025 | 01645 | UNDER ARMOUR PHELPS | UNDER ARMOUR | UNDER ARMOUR | DROGA5 New York | USA | DROGA5 New York | EPOCH FILMS New York |

B07 (Talent: Cross Channel)

| | | | | | | | | |
|---------|-------|-----------------------|----------|-----------------------------|-----------------------------|-----|-----------------------------|--|
| B07/001 | 00237 | MTV VMA GREEN-SCREENS | MTV | 2015 MTV VIDEO MUSIC AWARDS | MTV New York | USA | MTV New York | MTV New York / JAM3 Toronto |
| B07/005 | 01351 | FORGET ME | GATORADE | GATORADE | TBWA\CHIAT \DAY Los Angeles | USA | TBWA\CHIAT \DAY Los Angeles | SOCIETY Los Angeles / WHITEHOUSE POST Santa Monica / CARBON VFX Santa Monica |

B08 (Use of Artist/Talent Integration into Existing Content)

| | | | | | | | | |
|---------|-------|----------------------------|---------|----------|--------------|-----|---|---------------|
| B08/008 | 01156 | PEPSI + EMPIRE PARTNERSHIP | PEPSICO | TM PEPSI | OMD New York | USA | OMD New York / PEPSICO White Plains / WASSERMAN Los Angeles | BBDO New York |
|---------|-------|----------------------------|---------|----------|--------------|-----|---|---------------|

B10 (Excellence in Artist/Talent Content Production & Distribution Strategy)

| | | | | | | | | |
|---------|-------|--------------------------|---------|----------------|---------------|-----|---------------|---|
| B10/001 | 00648 | HOUSE OF CARDS - FU 2016 | NETFLIX | HOUSE OF CARDS | BBH NEW YORK | USA | BBH NEW YORK | RESET Santa Monica / THE MILL New York / EXILE Santa Monica |
| B10/002 | 01269 | ANTIADIARY | SAMSUNG | SAMSUNG | R/GA New York | USA | R/GA New York | R/GA New York |

B11 (Innovation in Talent Entertainment)

| | | | | | | | | |
|-------------|---------------|---|------------------|-------------------------|----------------------|-------|--|---|
| B11/ 002 | 00 07 1 | MATSUKO- ROID BUSINESS | NATURAL EIGHT | MATSUKO DELUXE | DENTSU INC Tokyo | JAPAN | DENTSU INC Tokyo | |
| B11/ 012 | 00 64 9 | HOUSE OF CARDS - FU 2016 | NETFLIX | HOUSE OF CARDS | BBH NEW YORK | USA | BBH NEW YORK | RESET Santa Monica / THE MILL New York / EXILE Santa Monica |
| B11/ 016 | 00 77 0 | THE LADY GAGA + INTEL PERFORMAN CE | INTEL | INTEL TECHNOL OGY | INTEL Santa Clara | USA | INTEL Santa Clara / GREENLIGHT MEDIA AND MARKETING Los Angeles, CA | PRETTYBIRD Culver City |

C01 (Live Brand Experience)

| | | | | | | | | |
|-------------|---------------|------------------------------|---|----------------------------------|--------------------------------------|------------------------|---|--|
| C01 /002 | 00 13 6 | UNFORGOTT EN SOLDIERS | SKY TELEVISIO N NEW ZEALAND | HISTORY CHANNEL | DDB GROUP NEW ZEALAND Auckland | NEW ZEALAND | DDB GROUP NEW ZEALAND Auckland | REVOLVER/ WILL O'ROURKE Sydney |
| C01 /028 | 01 06 8 | REACH ACROSS THE AISLE | JETBLUE | JETBLUE | MULLENLOWE Boston | USA | MULLENLOW E Boston | |
| C01 /029 | 01 07 0 | PAY WITH A CUPCAKE | ZAPPOS | ZAPPOS.C OM | MULLENLOWE Boston | USA | MULLENLOW E Boston | MULLENLOW E Boston |
| C01 /039 | 00 52 8 | MOST OPEN TEST DRIVE | DAIMLER AG, SMART | SMART FORTWO CABRIO 453 | BBDO GROUP GERMANY Berlin | GERMAN Y | BBDO GROUP GERMANY Berlin | MARKENFIL M CROSSING Hamburg |
| C01 /053 | 01 25 2 | MUSEUM OF FEELINGS | SC JOHNSON | GLADE | OGILVY & MATHER Chicago | USA | OGILVY & MATHER Chicago | RADICAL MEDIA New York |
| C01 /056 | 01 51 1 | LE BON | LIDL | DISCOUN T FOOD | INGO Stockholm | SWEDEN | INGO Stockholm | |
| C01 /060 | 01 60 6 | SURVIVAL BILLBOARD | MICROSOF T | XBOX / TOMB RAIDER | McCANN LONDON | UNITED KINGDO M | McCANN LONDON | |
| C01 /073 | 01 40 5 | THE DILEMMA | HEINEKEN | HEINEKE N | PUBLICIS ITALY Milan | ITALY | PUBLICIS ITALY Milan | BEDESCHI FILM Milan |
| C01 /080 | 01 66 0 | THE FIELD TRIP TO MARS | LOCKHEED MARTIN | GENERATI ON BEYOND | McCANN NEW YORK | USA | McCANN NEW YORK | FRAMESTOR E VR STUDIO New York |
| C01 /083 | 01 03 3 | ACTUAL REALITY | JAGUAR LAND ROVER NEW ZEALAND | JAGUAR F-TYPE | Y&R NZ Auckland | NEW ZEALAND | Y&R NZ Auckland | 8 Auckland |
| C01 /101 | 01 21 3 | THE NEXT REMBRANDT | ING | ING | J. WALTER THOMPSON AMSTERDAM | THE NETHERL ANDS | J. WALTER THOMPSON AMSTERDAM | NEW AMSTERDAM FILM COMPANY / KREUKVRIJ Amsterdam / SUPERHERO CHEESECAK E Amsterdam |

| | | | | | | | | |
|-------------|---------------|-------------------------|------|---------------|------------------------|------|------------------------|-----------------|
| C01 /133 | 00 89 9 | THE MUTE PERFORMANCE | BBVA | RADIO BBVA | FAHRENHEIT DDB Lima | PERU | FAHRENHEIT DDB Lima | SEÑOR Z Lima |
|-------------|---------------|-------------------------|------|---------------|------------------------|------|------------------------|-----------------|

C02 (Digital Brand Experience)

| | | | | | | | | |
|-------------|---------------|--------------------------|-------------------------------------|--|--|--------|---|--|
| C02 /008 | 00 94 1 | MADE BY PROFESSIONALS | PAGESJAUNES | PAGESJAUNES | SID LEE Paris | FRANCE | SID LEE Paris | |
| C02 /027 | 01 46 4 | AXE ONE SONG STAND | UNILEVER / AXE BLACK NIGHT | PERSONAL CARE / DEODORANT BODY SPRAY | J. WALTER THOMPSON MANAJANS Levent Istanbul | TURKEY | J. WALTER THOMPSON MANAJANS Levent Istanbul | |
| C02 /036 | 01 84 8 | MASHIMACHINE | 4PELAGATOS.COM | ONLINE JOURNAL | LEO BURNETT MÉXICO Mexico City | MEXICO | LEO BURNETT MÉXICO Mexico City | SPACEBOY Mexico City / LIBRE POST Mexico City |

C03 (Social Brand Experience)

| | | | | | | | | |
|-------------|---------------|--------------------------------------|---------------------------|----------------------------|---------------------------------------|--------|---------------------------------------|--|
| C03 /008 | 00 38 7 | THE SUPER BOWL DUNK | GATORADE | GATORADE | VML Kansas City | USA | VML Kansas City | |
| C03 /014 | 00 86 3 | GIRL EMOJIS | PROCTER & GAMBLE | ALWAYS | LEO BURNETT CHICAGO | USA | LEO BURNETT CHICAGO | PULSE FILMS Los Angeles / BEAST CHICAGO Chicago / METHOD STUDIOS Chicago |
| C03 /024 | 01 56 9 | THE TWEETING POTHOLE | MEDCOM | TELEMETRO REPORTA | P4 OGILVY&MATHER Panama City | PANAMA | P4 OGILVY&MATHER Panama City | VFX Panama / SAKE Buenos Aires |
| C03 /028 | 01 25 3 | MUSEUM OF FEELINGS | SC JOHNSON | GLADE | OGILVY & MATHER Chicago | USA | OGILVY & MATHER Chicago | RADICAL MEDIA New York |
| C03 /040 | 01 65 8 | WHOPPER SIGN | BURGER KING | FAST FOOD RESTAURANT | DAVID Miami | USA | DAVID Miami | BULLITT Los Angeles |
| C03 /041 | 01 43 4 | HALO 5: GUARDIANS "VISUALIZER" | MICROSOFT / XBOX | HALO 5: GUARDIANS | TWOFIFTEEN McCANN San Francisco | USA | TWOFIFTEEN McCANN San Francisco | TWOFIFTEEN McCANN San Francisco |
| C03 /044 | 01 03 0 | #CATCHDROGON | HBO/GAME OF THRONES | HBO GAME OF THRONES | 360i New York | USA | 360i New York | |
| C03 /069 | 01 85 2 | PINLIST | TOK&STOK | FURNITURE STORE | DDB BRASIL São Paulo | BRAZIL | DDB BRASIL São Paulo | ACADEMIA DE FILMES São Paulo |

C04 (Mobile/Device Brand Experience)

| | | | | | | | | |
|-------------|---------------|-----------------------|-----------------------------------|---------|-------------------|--------|-------------------|-------------------|
| C04 /018 | 01 51 2 | THE SWEDISH NUMBER | SWEDISH TOURIST ASSOCIATION | TOURISM | INGO Stockholm | SWEDEN | INGO Stockholm | INGO Stockholm |
|-------------|---------------|-----------------------|-----------------------------------|---------|-------------------|--------|-------------------|-------------------|

| | | | | | | | | |
|---|---------|--|--|--|---|----------------------|--|---|
| C04 /021 | 01 37 3 | IN-A-SNAP | LOWE'S | LOWE'S | BBDO New York | USA | BBDO New York | HUMBLE New York |
| C04 /022 | 01 73 9 | A DOG'S STORY | MARS | PEDIGREE | COLENZO BBDO Auckland | NEW ZEALAND | COLENZO BBDO Auckland | COLENZO BBDO Auckland |
| C04 /024 | 00 80 4 | LIGHTSABER ESCAPE: A CHROME EXPERIMENT | GOOGLE, DISNEY, INDUSTRIAL LIGHT & MAGIC, LUCAS FILM | GOOGLE CHROME | 72ANDSUNNY Playa Vista | USA | | UNIT9 London |
| C04 /025 | 01 63 9 | THE LES PAUL SKILL CHECK | GIBSON GUITAR | EPIPHON E LES PAUL BJÖRN GELOTTE SIGNATURE EDITION | SERVICEPLAN Munich | GERMANY | SERVICEPLAN Munich | |
| C04 /034 | 01 42 7 | SAMSUNG SAFETY SCREEN | SAMSUNG | SAMSUNG APP | LEO BURNETT DUBAI | UNITED ARAB EMIRATES | LEO BURNETT DUBAI | |
| <u>C05 (New Technology Brand Experience)</u> | | | | | | | | |
| C05 /001 | 00 24 5 | DREAM ADVENTURES | EXPEDIA | TRAVEL | 180LA Santa Monica | USA | 180LA Santa Monica | WAYS & MEANS Los Angeles |
| C05 /003 | 00 22 4 | DREAMS OF DALÍ | THE DALÍ MUSEUM | THE DALÍ MUSEUM | GOODBY SILVERSTEIN & PARTNERS San Francisco | USA | GOODBY SILVERSTEIN & PARTNERS San Francisco | GOODBY SILVERSTEIN & PARTNERS San Francisco |
| C05 /020 | 01 25 5 | MUSEUM OF FEELINGS | SC JOHNSON | GLADE | OGILVY & MATHER Chicago | USA | OGILVY & MATHER Chicago | RADICAL MEDIA New York |
| C05 /023 | 00 77 2 | THE LADY GAGA + INTEL PERFORMANCE | INTEL | INTEL TECHNOLOGY | INTEL Santa Clara | USA | INTEL Santa Clara / GREENLIGHT MEDIA AND MARKETING Los Angeles, CA | PRETTYBIRD Culver City |
| C05 /035 | 01 66 1 | THE FIELD TRIP TO MARS | LOCKHEED MARTIN | GENERATION BEYOND | McCANN NEW YORK | USA | McCANN NEW YORK | FRAMESTORE VR STUDIO New York |
| C05 /044 | 01 21 4 | THE NEXT REMBRANDT | ING | ING | J. WALTER THOMPSON AMSTERDAM | THE NETHERLANDS | J. WALTER THOMPSON AMSTERDAM | NEW AMSTERDAM FILM COMPANY / KREUKVRIJ Amsterdam / SUPERHERO CHEESECAKE Amsterdam |
| C05 /068 | 01 30 4 | THE DISPLACED | THE NEW YORK TIMES | NYT VR | VRSE.WORKS Los Angeles | USA | VRSE.WORKS Los Angeles | VRSE.WORKS Los Angeles |

C06 (Cross Channel Brand Experience)

| | | | | | | | | |
|----------|---------|---------------------------------|--|-----------------------------|---------------------------------|----------------|---------------------------------|---|
| C06 /001 | 00 21 5 | HOUSE OF LITTLE MOMENTS | UNI PRESIDENTS | UNI NOODLE | ADK TAIWAN | CHINESE TAIPEI | ADK TAIWAN | INNOVATION FILMS Tapei City |
| C06 /003 | 00 23 5 | MTV VMA GREEN-SCREENS | MTV | 2015 MTV VIDEO MUSIC AWARDS | MTV New York | USA | MTV New York | MTV New York / JAM3 Toronto |
| C06 /009 | 00 65 0 | HOUSE OF CARDS - FU 2016 | NETFLIX | HOUSE OF CARDS | BBH NEW YORK | USA | BBH NEW YORK | RESET Santa Monica / THE MILL New York / EXILE Santa Monica |
| C06 /018 | 01 60 7 | SURVIVAL BILLBOARD | MICROSOFT | XBOX / TOMB RAIDER | McCANN LONDON | UNITED KINGDOM | McCANN LONDON | |
| C06 /026 | 01 43 5 | HALO 5: GUARDIANS #HUNTTHE RUTH | MICROSOFT / XBOX | HALO 5: GUARDIANS | TWOFIFTEEN McCANN San Francisco | USA | TWOFIFTEEN McCANN San Francisco | FURLINED Santa Monica |
| C06 /048 | 00 82 7 | GIVE EXTRA, GET EXTRA | WRIGLEY, A SUBSIDIARY OF MARSORPORATED | EXTRA GUM | ENERGY BBDO Chicago | USA | ENERGY BBDO Chicago | RATTLING STICK Santa Monica |

C07 (Use of Brand/Product Integration into an Existing Brand Experience)

| | | | | | | | | |
|----------|---------|----------------------------|------------|----------------------------|---------------------|-------------|--|---------------------|
| C07 /006 | 00 74 2 | HACK IN BLACK | ACTIVISION | CALL OF DUTY : BLACK OPS 3 | EDELMAN Los Angeles | USA | EDELMAN Los Angeles | EDELMAN Los Angeles |
| C07 /008 | 01 49 0 | MA PLACE EST DANS LA SALLE | PRODISS | ENTERTAINMENT | FRED & FARID PARIS | FRANCE | FRED & FARID PARIS | FRED & FARID PARIS |
| C07 /027 | 01 36 8 | PEPITO | GFR MEDIA | PRIMERA HORA | McCANN San Juan | PUERTO RICO | McCANN San Juan / HAROLD JESSURUN San Juan | |

C08 (Use of User Generated Content in a Brand Experience)

| | | | | | | | | |
|----------|---------|-----------------------|-----------------------------|---|----------------|----------------|----------------|-----------------------------|
| C08 /003 | 00 23 9 | MTV VMA GREEN-SCREENS | MTV | 2015 MTV VIDEO MUSIC AWARDS | MTV New York | USA | MTV New York | MTV New York / JAM3 Toronto |
| C08 /022 | 01 51 4 | THE SWEDISH NUMBER | SWEDISH TOURIST ASSOCIATION | TOURISM | INGO Stockholm | SWEDEN | INGO Stockholm | INGO Stockholm |
| C08 /023 | 01 60 8 | THE OFFICIAL COVER | MASTERCARD UK | MASTERCARD UK - SPONSORSHIP OF THE BRIT AWARDS 2016 | McCANN LONDON | UNITED KINGDOM | McCANN LONDON | CRAFT WORLDWIDE London |

| | | | | | | | | |
|-------------|---------------|-----------------|----------------|--------------------------------|-------------|-----|-------------|------------------------|
| C08 /026 | 01 65 9 | WHOPPER SIGN | BURGER KING | FAST FOOD RESTAUR ANT | DAVID Miami | USA | DAVID Miami | BULLITT Los Angeles |
|-------------|---------------|-----------------|----------------|--------------------------------|-------------|-----|-------------|------------------------|

C09 (Excellence in Partnerships between a Content Producer and a Brand/Product/Talent in a Brand Experience)

| | | | | | | | | |
|-------------|---------------|------------------|---------------------------|-------------------------------|---------------------------|-----|----------------------------|--|
| C09 /001 | 00 16 5 | PLAY MY TWEET | FOOT LOCKER | FOOT LOCKER | BBDO New York | USA | BBDO New York | THE KITCHEN @ BBDO New York |
| C09 /021 | 01 66 5 | AVENGERS | GILLETTE | PROSHIEL D | GREY NEW YORK | USA | GREY NEW YORK | GREY NEW YORK / IMAGINARY FORCES Los Angeles |
| C09 /035 | 10 97 2 | ANALOG | AMERICAN GREETING S | AMERICA N GREETIN GS | MULLENLOWE Boston | USA | MULLENLOW E Boston | MULLENLOW E Boston |
| C09 /037 | 01 30 5 | THE DISPLACED | THE NEW YORK TIMES | NYT VR | VRSE.WORKS Los Angeles | USA | VRSE.WORK S Los Angeles | VRSE.WORK S Los Angeles |

C10 (Excellence in Production & Distribution Strategy in a Brand Experience)

| | | | | | | | | |
|-------------|---------------|--------------------------------|--------------------------|----------------------|---------------------------|-----|----------------------------|---|
| C10 /004 | 00 65 1 | HOUSE OF CARDS - FU 2016 | NETFLIX | HOUSE OF CARDS | BBH NEW YORK | USA | BBH NEW YORK | RESET Santa Monica / THE MILL New York / EXILE Santa Monica |
| C10 /016 | 01 30 7 | THE DISPLACED | THE NEW YORK TIMES | NYT VR | VRSE.WORKS Los Angeles | USA | VRSE.WORK S Los Angeles | VRSE.WORK S Los Angeles |

C11 (Innovation in Brand Experience)

| | | | | | | | | |
|-------------|---------------|--------------------------------|---------------------------------------|--|------------------------|-----------------------|---------------------------|---|
| C11/ 009 | 00 86 6 | VAN GOGH BNB | ART INSTITUTE OF CHICAGO | VAN GOGH "BEDROO MS" EXHIBIT | LEO BURNETT CHICAGO | USA | LEO BURNETT CHICAGO | |
| C11/ 013 | 00 65 2 | HOUSE OF CARDS - FU 2016 | NETFLIX | HOUSE OF CARDS | BBH NEW YORK | USA | BBH NEW YORK | RESET Santa Monica / THE MILL New York / EXILE Santa Monica |
| C11/ 017 | 00 65 6 | DISCOVER WEEKLY | SPOTIFY | SPOTIFY | SPOTIFY New York | USA | SPOTIFY New York | SPOTIFY New York |
| C11/ 021 | 01 51 5 | THE SWEDISH NUMBER | SWEDISH TOURIST ASSOCIATI ON | TOURISM | INGO Stockholm | SWEDEN | INGO Stockholm | INGO Stockholm |
| C11/ 024 | 01 60 9 | SURVIVAL BILLBOARD | MICROSOFT | XBOX / TOMB RAIDER | McCANN LONDON | UNITED KINGDO M | McCANN LONDON | |

| | | | | | | | | |
|-------------|---------------|------------------------------|--------------------------|--------------------------|---------------------------|---------------|----------------------------|--|
| C11/ 040 | 01 66 2 | THE FIELD TRIP TO MARS | LOCKHEED MARTIN | GENERATI ON BEYOND | McCANN NEW YORK | USA | McCANN NEW YORK | FRAMESTOR E VR STUDIO New York |
| C11/ 075 | 01 48 6 | THE LAB | CANON AUSTRALI A | CANON CAMERA | LEO BURNETT SYDNEY | AUSTRAL IA | LEO BURNETT SYDNEY | THE POOL COLLECTIVE Sydney / NYLON STUDIOS Sydney |
| C11/ 081 | 01 30 8 | THE DISPLACED | THE NEW YORK TIMES | NYT VR | VRSE.WORKS Los Angeles | USA | VRSE.WORK S Los Angeles | VRSE.WORK S Los Angeles |

D02 (Live Experience Games)

| | | | | | | | | |
|-------------|---------------|-----------------------|-----------|--------------------------|------------------|-----------------------|------------------|--|
| D02 /008 | 01 61 0 | SURVIVAL BILLBOARD | MICROSOFT | XBOX / TOMB RAIDER | McCANN LONDON | UNITED KINGDO M | McCANN LONDON | |
|-------------|---------------|-----------------------|-----------|--------------------------|------------------|-----------------------|------------------|--|

D04 (Mobile/Device Games)

| | | | | | | | | |
|-------------|---------------|-------------------|---------------------|-------------------------|--------------------------------|-----------------------|--------------------------------|---|
| D04 /010 | 01 80 4 | SEA HERO QUEST | DEUTSCHE TELEKOM | DEUTSCH E TELEKOM | SAATCHI & SAATCHI London | UNITED KINGDO M | SAATCHI & SAATCHI London | BUF Paris / GRAND CENTRAL SOUND STUDIOS London / UNIT MEDIA London |
|-------------|---------------|-------------------|---------------------|-------------------------|--------------------------------|-----------------------|--------------------------------|---|

D07 (Use of Brand/Product Integration into an Existing Game or Gaming Platform)

| | | | | | | | | |
|-------------|---------------|------------------------------------|-----------------|-------------------------------------|------------------------|-----|------------------------|------------------------|
| D07 /004 | 00 74 3 | HACK IN BLACK | ACTIVISION | CALL OF DUTY : BLACK OPS 3 | EDELMAN Los Angeles | USA | EDELMAN Los Angeles | EDELMAN Los Angeles |
| D07 /011 | 01 64 7 | UNDER ARMOUR GAME CHANGER | UNDER ARMOUR | BASKETB ALL | DROGA5 New York | USA | DROGA5 New York | THE MILL New York |

D11 (Innovation in Branded Games)

| | | | | | | | | |
|-------------|---------------|---------------------------------------|---------------------|--|--------------------------------|-----------------------|--------------------------------|---|
| D11/ 001 | 00 26 6 | RICK AND MORTY RICKSTAVERS E | ADULT SWIM | THE ADULT SWIM TV SHOW "RICK AND MORTY" | CARROT CREATIVE Brooklyn | USA | CARROT CREATIVE Brooklyn | |
| D11/ 006 | 01 46 2 | THE END OF SOCIETY SIMULATOR | UBISOFT | UBISOFT | BETC Paris | FRANCE | BETC Paris | MAKE ME PULSE Paris / BETC DIGITAL Paris |
| D11/ 011 | 01 80 5 | SEA HERO QUEST | DEUTSCHE TELEKOM | DEUTSCH E TELEKOM | SAATCHI & SAATCHI London | UNITED KINGDO M | SAATCHI & SAATCHI London | BUF Paris / GRAND CENTRAL SOUND STUDIOS London / UNIT MEDIA London |

E01 (Visual Storytelling in Sports Entertainment)

| | | | | | | | | |
|-------------|---------------|----------------------|---------------|--------------------------------|-----------------------------------|-----------------------|-----------------------------------|---|
| E01/ 012 | 01 68 5 | #DADD0 | PANTENE | PANTENE HAIR CARE | GREY NEW YORK | USA | GREY NEW YORK | COMMUNITY FILMS Culver City |
| E01/ 013 | 01 35 6 | FORGET ME | GATORADE | GATORAD E | TBWA\CHIAT \DAY Los Angeles | USA | TBWA\CHIAT \DAY Los Angeles | SOCIETY Los Angeles / WHITEHOUS E POST Santa Monica / CARBON VFX Santa Monica |
| E01/ 029 | 01 57 4 | CONVERSOS | TYC SPORTS | TYC SPORTS CORPORA TE | MERCADO MCCANN Buenos Aires | ARGENTI NA | MERCADO MCCANN Buenos Aires | LA DOBLE A Buenos Aires |
| E01/ 042 | 00 85 0 | THE LEAP OF FAITH | FORMULA E | FORMULA E | LITTLE DOT STUDIOS London | UNITED KINGDO M | LITTLE DOT STUDIOS London | LITTLE DOT STUDIOS London |

E02 (Brand Experience in Sports Entertainment)

| | | | | | | | | |
|-------------|---------------|--------------------------------|---------------------|---------------------|-------------------------|-----------------|-------------------------|--|
| E02/ 001 | 00 17 0 | PLAY MY TWEET | FOOT LOCKER | FOOT LOCKER | BBDO New York | USA | BBDO New York | THE KITCHEN @ BBDO New York |
| E02/ 008 | 00 32 7 | SWISSCOM TV PLAYOFF HACK | SWISSCO M | SWISSCO M TV 2.0 | REPUBLICA Bern | SWITZER LAND | REPUBLICA Bern | CLOUDSCAP E Zürich / MELVYN BUSS Bern / TOPFUEL MEDIA |
| E02/ 018 | 01 57 7 | THIS BIKE HAS MS | MS AUSTRALI A | MS | GREY MELBOURNE | AUSTRAL IA | GREY MELBOURNE | GREY MELBOURNE / GLASSCASE PRODUCTIO NS Melbourne / RISK SOUND Melbourne |
| E02/ 022 | 01 40 6 | THE DILEMMA | HEINEKEN | HEINEKE N | PUBLICIS ITALY Milan | ITALY | PUBLICIS ITALY Milan | BEDESCHI FILM Milan |

E04 (Social in Sports Entertainment)

| | | | | | | | | |
|-------------|---------------|-------------------|---------------------------------------|-------------------------------------|-----------------------|---------------|--------------------------|--|
| E04/ 007 | 00 47 9 | #AIRLINEWAG ER | AIR NEW ZEALAND AND QANTAS | AIR NEW ZEALAND AND QANTAS | HOST SYDNEY Sydney | AUSTRAL IA | HOST SYDNEY Sydney | |
| E04/ 011 | 00 97 8 | FUEL THE FIRE | GIO INSURANC E AUSTRALI A | GIO INSURAN CE | LEO BURNETT SYDNEY | AUSTRAL IA | LEO BURNETT SYDNEY | BRIGHTWOR KS PRODUCTIO N Sydney |
| E04/ 012 | 01 68 6 | #DADD0 | PANTENE | PANTENE HAIR CARE | GREY NEW YORK | USA | GREY NEW YORK | COMMUNITY FILMS Culver City |

| | | | | | | | | |
|-------------|---------------|--------------------|---------------|------------------------------------|--------------------------------------|--------|--------------------------------------|--|
| E04/ 021 | 00 88 0 | THE HASHTAG 500 | NASCAR | MOTOR SPORTS/ AUTO RACING | OGILVYONE NEW YORK | USA | OGILVYONE NEW YORK | REPUBLIC CONTENT South Pasadena / BEAST EDITORIAL New York |
| E04/ 031 | 01 55 5 | THE FIGHT BOOK | UFC BRAZIL | SPORTS INDUSTRY | PEREIRA & O'DELL San Francisco | USA | PEREIRA & O'DELL San Francisco | |
| E04/ 033 | 01 73 0 | ETO'O | TWITTER | TWITTER | WIEDEN + KENNEDY São Paulo | BRAZIL | WIEDEN + KENNEDY São Paulo | SATELITE AUDIO São Paulo |

E05 (Mobile/Device in Sports Entertainment)

| | | | | | | | | |
|-------------|---------------|------------------------|-------------------------|------------------------|--------------------|-----------------|--------------------|------------|
| E05/ 002 | 00 53 1 | THE SUPER BOWL DUNK | GATORADE | GATORAD E | VML Kansas City | USA | VML Kansas City | |
| E05/ 008 | 01 20 7 | HCD RINK BINGO | HOCKEY CLUB DAVOS | HCD MERCHAN DISE | FCB ZÜRICH | SWITZER LAND | FCB ZÜRICH | FCB ZÜRICH |

E06 (Cross Channel Sports Entertainment)

| | | | | | | | | |
|-------------|---------------|----------------------|---------|--|---------------------|--------|---------------------|-----------------------------------|
| E06/ 002 | 01 68 7 | #DADDO | PANTENE | PANTENE HAIR CARE | GREY NEW YORK | USA | GREY NEW YORK | COMMUNITY FILMS Culver City |
| E06/ 017 | 01 86 3 | INVISIBLE PLAYERS | ESPN | ESPNW - WOMEN'S SPORTS PORTAL | AFRICA São Paulo | BRAZIL | AFRICA São Paulo | BANDO São Paulo |

E07 (Use of Brand/Product Integration into Existing Content/Channel in Sports Entertainment)

| | | | | | | | | |
|-------------|---------------|------------------|----------|------|-------------------------|-------|-------------------------|-------------------------|
| E07/ 008 | 01 59 2 | THE LIVE TUBE | HEINEKEN | BEER | PUBLICIS ITALY Milan | ITALY | PUBLICIS ITALY Milan | PUBLITALIA '80 Milan |
|-------------|---------------|------------------|----------|------|-------------------------|-------|-------------------------|-------------------------|

E08 (Use of User Generated Content in Sports Entertainment)

| | | | | | | | | |
|-------------|---------------|------------------|----------------|----------------|------------------|-----|------------------|--------------------------------------|
| E08/ 001 | 00 17 3 | PLAY MY TWEET | FOOT LOCKER | FOOT LOCKER | BBDO New York | USA | BBDO New York | THE KITCHEN @ BBDO New York |
|-------------|---------------|------------------|----------------|----------------|------------------|-----|------------------|--------------------------------------|

E11 (Innovation in Branded Sports Entertainment)

| | | | | | | | | |
|-------------|---------------|-------------------|----------------------------|------------------------|---------------------|-----------------------|-----------------------------|---------------------|
| E11/ 012 | 01 20 8 | HCD RINK BINGO | HOCKEY CLUB DAVOS | HCD MERCHAN DISE | FCB ZÜRICH | SWITZER LAND | FCB ZÜRICH | FCB ZÜRICH |
| E11/ 020 | 00 56 7 | KALEIDOSCO PE | RED BULL MEDIA HOUSE | RED BULL | RSA FILMS London | UNITED KINGDO M | RED BULL MEDIA London | RSA FILMS London |

| | | | | | | | | |
|-------------|---------------|------------------------------------|-----------------|----------------|--------------------|-----|--------------------|----------------------|
| E11/ 022 | 01 65 1 | UNDER ARMOUR GAME CHANGER | UNDER ARMOUR | BASKETB ALL | DROGA5 New York | USA | DROGA5 New York | THE MILL New York |
|-------------|---------------|------------------------------------|-----------------|----------------|--------------------|-----|--------------------|----------------------|

**Total
Entries:** **202**