

We are pleased to announce the first shortlisted entries of the 2019 One Show. These are the entries from the 1st and 2nd Deadlines that have made it past the first round of judging and will be considered in the final round where winners will be determined.

Please note that not all shortlisted entries are guaranteed a Pencil or a Merit Award.

The Final Deadline to enter The One Show is Thursday, January 31.

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BRANDED ENTERTAINMENT

360i / New York	Gaming – Digital Games	HBO	Westworld: The Maze
360i / New York	Innovation in Branded Entertainment	HBO	Westworld: The Maze
Above+Beyond / London	User-Generated Content	OnePlus	The Never Settle Film
Anomaly / Berlin + RIMOWA / Paris	Short Form Video – Campaign / Series / Episodic	RIMOWA	RIMOWA Never Still
Anomaly / Toronto + ABInBev / Toronto	Live Webcast	ABInBev	Bud Light Game Over
Apple / Cupertino + Furlined / Los Angeles	Short Form Video – Single	Apple	A Little Company
BBDO / New York + BBDO Studios / New York	Use of Technology	IRC/ Getty Images	Change the Course of History
BBDO / New York + BBDO Studios / New York + Flyquest	Gaming – Digital Games	Mars Chocolate North America / Snickers	Snickering
BBDO / New York + BBDO Studios / New York + Flyquest	Live Webcast	Mars Chocolate North America / Snickers	Snickering

BRANDED ENTERTAINMENT (CONT.)

BBDO / New York + MTC	Short Form Video – Campaign / Series / Episodic	Foot Locker	The Sun and the Snake
BBDO / New York + O Positive	Short Form Video – Single	Monica Lewinsky/ Anti-Bullying	#DefyTheName
DDB Group Germany / Berlin + MediaMonks / Amsterdam + Le Tour Du Monde / São Paulo + DaHouse Audio / São Paulo	Audio	Reporters without Borders	The Uncensored Playlist
DDB Group Germany / Berlin + MediaMonks / Amsterdam + Le Tour Du Monde / São Paulo + DaHouse Audio / São Paulo	Innovation in Branded Entertainment	Reporters without Borders	The Uncensored Playlist
Dress Code / New York + Atlantic Re:think / New York	Long Form Video – Single	HPE	Moral Code: The Ethics Of AI
Driscoll's / Watsonville	Long Form Video – Campaign / Series / Episodic	Driscoll's	Driscoll's Pursuit of Flavor
Droga5 / New York	Short Form Video – Campaign / Series / Episodic	Tourism Australia	Dundee: The Son of a Legend Returns Home
Droga5 / New York	Short Form Video – Single	Tourism Australia	Dundee: The Son of a Legend Returns Home
Energy BBDO / Chicago	Short Form Video – Single	Mars	Martin's Regret
Energy BBDO / Chicago	Short Form Video – Single	Pearle Vision	Olivia
Feast Interactive / Toronto + Alter Ego Films / Toronto + Married to Giants / Toronto + Alter Ego Post / Toronto	Long Form Video – Single	bgon	Junkman
Fork Unstable Media / Hamburg	Music Videos	Merck KGaA	Ode to the future
Furlined / Los Angeles + T-Mobile / Bellevue	Long Form Video – Single	T-Mobile	Rainn Wilson Calls Customer Service
goodstory / Brooklyn + Poo~Pourri / Dallas	Short Form Video – Campaign / Series / Episodic	Poo~Pourri	#GirlsDoPoop
HuntSource / Charlotte + Nez&Pez Consulting / Charlotte	Audio	HuntSource	Cyber War of the World
INNORED / Seoul	Innovation in Branded Entertainment	Samsung Card	Balance Makers

BRANDED ENTERTAINMENT (CONT.)

Jungle Creations / London + OMD UK / London + Hasbro UK / London	Short Form Video – Single	Hasbro	If Monopoly was real life
LGA / Charlotte	Short Form Video – Single	Visit North Carolina	Firsts That Last - Jazmene & Peyton
McCann / London + Craft/McCann / London + Somesuch / London + Twentyfour Seven / Madrid	Experiential – Live Events	Microsoft / Xbox	Football Decoded
McCann / London + Craft/McCann / London + Somesuch / London + Twentyfour Seven / Madrid	Innovation in Branded Entertainment	Microsoft / Xbox	Football Decoded
McCann / Madrid + Ikea / Madrid	Experiential – Live Events	Ikea	Museum of Romanticism
McCann / New York	Audio	MGM Resorts International	Universal Love Songs
McCann / New York	Innovation in Branded Entertainment	MGM Resorts International	Universal Love Songs
McCann / New York	Augmented, Virtual and Mixed Reality (AR, VR, MR)	National Geographic	Astronaut Reality Helmet
McCann / New York	Experiential – Brand Installations	National Geographic	Astronaut Reality Helmet
McCann Paris / Neuilly sur Seine + Weber Shandwick France / Neuilly sur Seine	Innovation in Branded Entertainment	The Association of Journalists for the Environment	Bordeaux 2050
Net#work BBDO / Johannesburg + 7Films / Cape Town	Long Form Video – Single	Mercedes-Benz	Return to Chapman's Peak
Ogilvy / Panama + VFX / Panama + Contexto / Panama + La Tribu Performance / Panama	Experiential – Brand Installations	Franquicias Panamena	Blizzard Store
Ogilvy / Panama + VFX / Panama + Contexto / Panama + La Tribu Performance / Panama	Experiential – Live Events	Franquicias Panamenas	Blizzard Store

BRANDED ENTERTAINMENT (CONT.)

Ogilvy & Mather / Singapore + Ogilvy & Mather / Amsterdam + Ogilvy & Mather / London + We Film / Amsterdam	Experiential – Brand Installations	Philips	Dutch Masterjuices
Perfect Fools / Stockholm	User-Generated Content	Oddset Svenska Spel	The Janne Walk
Philipp und Keuntje / Hamburg + Goldeimer / Hamburg	Experiential – Live Events	Goldeimer gemeinnützige	Shitty Paper – Made from hate
Serviceplan Germany / Munich + Plan.net Germany / Munich	Experiential – Brand Installations	Beck's	Beck's Soundpils
Stash / New York	Gaming – Digital Games	Stash	Stash - The Vault
Tech and Soul / São Paulo + Uber / São Paulo	Experiential – Live Events	Uber	Distracted Goalkeeper
Turner Ignite / Los Angeles + Warner Bros / Los Angeles + CONACO / Burbank	Long Form Video – Single	TBS	Rampage "Body Double Conan Remote"
Wise Snacks / Berwick + Kastner / Los Angeles + JASH Production / Culver City	Long Form Video – Campaign / Series / Episodic	Wise Snacks	Cheez Doodles Creates a Cheesy Cult Life Coach
WMcCann / São Paulo + Hospital de Amor / Barretos + Zombie Studio / São Paulo + Loud / São Paulo	Short Form Video – Single	Hospital de Amor	The Fall
Young & Laramore / Indianapolis	Short Form Video – Single	Brizo	The Beauty of Concrete
Zulu Alpha Kilo / Toronto	Innovation in Branded Entertainment	Tim Hortons	The Away Game
Zulu Alpha Kilo / Toronto	Long Form Video – Single	Tim Hortons	The Away Game

CREATIVE USE OF DATA

Alma DDB / Miami	Targeting	Free Radicals	Search Responsibly
Alma DDB / Miami	Real-Time	Netflix	Spanish Lessons
BBDO / New York + Biscuit	Social Media	AT&T	The Face of Distracted Driving
BBDO / New York + Biscuit	Storytelling	AT&T	The Face of Distracted Driving
CP+B / Boulder + Smuggler / Los Angeles	Real-Time	Hotspots	Domino's Hotspots
Eleven / San Francisco + Google Cloud / San Francisco + Cloneless / Portland + Gentleman Scholar / Los Angeles	Real-Time	Google Cloud	Know What Your Data Knows
Eleven / San Francisco + Google Cloud / San Francisco + Cloneless / Portland + Gentleman Scholar / Los Angeles	Storytelling	Google Cloud	Know What Your Data Knows
Grain Group / New York + KOI IXS / San Juan	Targeting	Puerto Rico Tourism Company	Revitalizing Puerto Rico Tourism after Hurricane Maria
McCann / London + Craft/McCann / London + Somesuch / London + Twentyfour Seven / Madrid	Data Visualization	Microsoft / Xbox	Football Decoded
McCann / London + Craft/McCann / London + Somesuch / London + Twentyfour Seven / Madrid	Real-Time	Microsoft / Xbox	Football Decoded
McCann / New York + March For Our Lives / Florida	Real-Time	March for Our Lives	Price On Our Lives
McCann Italy / Milan + Think Cattley / Milan + Fondazione Serena Onlus, Centro Clinico Nemo / Milan + MRM//McCann / Milan	Storytelling	McCann Italy	The Voice of Voices
McCann Paris / Neuilly sur Seine + Weber Shandwick France / Neuilly sur Seine	Storytelling	The Association of Journalists for the Environment	Bordeaux 2050
Perfect Fools / Stockholm	Targeting	Kronans Apotek	The Jr. Forecast

CREATIVE USE OF DATA (CONT.)

Publicis Sapient / London	Data Visualization	Publicis Sapient	databloom
Rethink / Vancouver, Montreal, Toronto	Targeting	States United Against Gun Violence	Backfire
Serviceplan Germany / Munich	Real-Time	Sky Germany	Say it with Sky

DESIGN

Categories in this Discipline that accept physical entries will be judged after the Final One Show deadline.

BBDO / New York	Innovation in Design	Bacardi	"Jump" Limited Edition Vinyl
BBDO / New York + 10x Beta	Experiential / Environmental – Wayfinding	KLM	Care-E
BBDO / New York + 10x Beta	Innovation in Design	KLM	Care-E
BBDO / New York + BBDO Studios / New York + Ghost Experiential	Experiential / Environmental – Out of Home – Series	Bacardi - Bombay Sapphire	Art in Progress
Binder / Rio de Janeiro	Promotional – Posters – Extended Series	Armazém da Utopia	10 days that shook the world
denkwerk / Cologne	Digital Design	YOU Stiftung – Bildung für Kinder in Not	Art4GlobalGoals
HEIMAT / Berlin + HEIMAT active / Berlin	Experiential / Environmental – Out of Home – Single	Opel Automobile	Opel "7 meters - stroller"
HEIMAT / Berlin + HEIMAT active / Berlin	Experiential / Environmental – Out of Home – Series	Opel Automobile	Opel "7 meters"
i.d.e.a. / San Diego + JVG / Madrid + MPC / Los Angeles	Craft – Animation	Harrah's Ak-Chin Casino	Play For All TV
Ideum / Corrales	Experiential / Environmental – Indoor Spaces	Ideum	Exploring Pueblo Pottery

DESIGN (CONT.)

Johnnie Walker / New York + Carat / New York + Anomaly / New York	Branding – Logo	Johnnie Walker	Jane Walker
Mary Barendsfeld Architecture / Pittsburgh	Experiential / Environmental – Outdoor Spaces	Mary Barendsfeld Architecture	Hilgard Garden
McCann / Tokyo + TYO, TYO drive / Tokyo + AC-bu / Tokyo	Moving Image – Single	Mondelez Japan	GO!! NEW.
Nicolo Bianchino / Brooklyn	Moving Image – Single	The New Yorker	The New Yorker Festival
Ogilvy / Panama + VFX / Panama + Contexto / Panama + La Tribu Performance / Panama	Experiential / Environmental – Outdoor Spaces	Franquicias Panamenas	Blizzard Store
Publicis LifeBrands / London + Paul Cocksedge Studio / London	Data Visualization – Static or Dynamic	Janssen	Make Blood Cancer Visible
Publicis LifeBrands / London + Paul Cocksedge Studio / London	Experiential / Environmental – Outdoor Spaces	Janssen	Make Blood Cancer Visible
Serviceplan Germany / Munich	Experiential / Environmental – Out of Home – Series	MINI	The Shortcut Billboards
Serviceplan Germany / Munich	Experiential / Environmental – Wayfinding	MINI	The Shortcut Billboards
Serviceplan Germany / Munich + Plan.net Germany / Munich	Digital Design	STROKE Art Fair	Scars of Democracy
Serviceplan Germany / Munich + Serviceplan Korea / Seoul + Dot Incorporation / Seoul + cloudandco / Seoul	Innovation in Design	Dot Incorporation	Dot Mini. The First Smart Media Device for the Visually Impaired.
Telecine Network / Rio de Janeiro + Beeld / Rio de Janeiro	Moving Image – Single	Telecine	Cinema Seat
TigerPan Packaging Design Lab. / Shenzhen	Branding – Logo	Trends Group	Logo of Trends Group
Turner Duckworth: / London, San Francisco, New York	Branding – Logo	Subway	Subway - Logo
Upstatement / Boston	Digital Design	MIT School of Science	MIT School of Science

DESIGN (CONT.)

WMcCann / São Paulo + Zombie Studios / São Paulo + Hospital de Amor / Barretos	Craft – Animation	Hospital de Amor	The Fall
Zulu Alpha Kilo / Toronto	Branding – Brand Installations	Association of Registered Graphic Designers (RGD)	Speak The Truth
Zulu Alpha Kilo / Toronto	Experiential / Environmental – Out of Home – Series	Consonant Skincare	Reskinning Queen Street West
Zulu Alpha Kilo / Toronto	Experiential / Environmental – Outdoor Spaces	Consonant Skincare	Reskinning Queen Street West
Zulu Alpha Kilo / Toronto	Promotional – Posters – Extended Series	Consonant Skincare	Reskinning Queen Street West

DIGITAL CRAFT

360i / New York	Use of Smart Devices & Platforms	HBO	Westworld: The Maze
360i / New York	Visual & Audio Craft – Sound	HBO	Westworld: The Maze
BBDO / New York + 10x Beta	Cross-Channel UX / UI – Digital / Physical	KLM	Care-E
BBDO / New York + 10x Beta	Innovation in Digital Craft	KLM	Care-E
BBDO / New York + BBDO Studios / New York	Innovation in Digital Craft	IRC/ Getty Images	Change the Course of History
BBDO / New York + BBDO Studios / New York	Mobile UX / UI – Utility	IRC/ Getty Images	Change the Course of History
BBDO / New York + MTC	Visual & Audio Craft – Animation	Foot Locker	The Sun and the Snake
Bonhomme / Paris + Made / Brussels + Paris Se Quema / Paris	Web UX / UI – User Experience	Duroc	Duroc

DIGITAL CRAFT (CONT.)

cccdi / Hong Kong	Mobile UX / UI – Interface Design	Bank of East Asia	BEA i-Planner
CP+B / Boulder + Smuggler / Los Angeles	Web UX / UI – Utility	Hotspots	Domino's Hotspots
DDB Group Germany / Berlin + MediaMonks / Amsterdam + Le Tour Du Monde / São Paulo + DaHouse Audio / São Paulo	Visual & Audio Craft – Music	Reporters without Borders	The Uncensored Playlist
denkwerk / Cologne	Web UX / UI – Interface Design	YOU Stiftung – Bildung für Kinder in Not	Art4GlobalGoals
denkwerk / Cologne	Web UX / UI – User Experience	YOU Stiftung – Bildung für Kinder in Not	Art4GlobalGoals
FCB Brasil / São Paulo	Web UX / UI – Interface Design	Estadão Newspaper	Warboard
Le Cube / Buenos Aires + Final Frontier / Shanghai	Visual & Audio Craft – Animation	Nike China	Road to HBL
Le Cube / Buenos Aires + Final Frontier / Shanghai	Visual & Audio Craft – Animation	The Ritz-Carlton	Back To The Stars
McCann / New York	Visual & Audio Craft – Music	MGM Resorts International	Universal Love Songs
Serviceplan Germany / Munich + Plan.net Germany / Munich	Web UX / UI – Interface Design	STROKE Art Fair	Scars of Democracy
VMLY&R / Sydney	Use of Smart Devices & Platforms	Partnership Against Domestic Violence (PADV)	Alexa Lifeline
WMcCann / São Paulo + Hospital de Amor / Barretos + Zombie Studio / São Paulo + Loud / São Paulo	Visual & Audio Craft – Animation	Hospital de Amor	The Fall
WMcCann / São Paulo + Hospital de Amor / Barretos + Zombie Studio / São Paulo + Loud / São Paulo	Visual & Audio Craft – Music	Hospital de Amor	The Fall

DIRECT MARKETING

Alma DDB / Miami	Non-traditional & Guerrilla Marketing	Miami-Dade Animal Services	Dog Carpet
Anomaly / Toronto + The Hershey Company / Toronto	Innovation in Direct Marketing	The Hershey Company	Oh Henry! 4:25
Area 23, An FCB Health Network Company / New York + FCB Global / New York	Integrated Campaign	National Organization for Victim Assistance (NOVA)	The Rape Tax
BBDO / New York	Physical Items	Bacardi	"Jump" Limited Edition Vinyl
BBDO / New York + 10x Beta	Craft – Use of Digital Technology	KLM	Care-E
BBDO / New York + BBDO Studios / New York	Digital & Online – Websites & Mobile	IRC/ Getty Images	Change the Course of History
BBDO / New York + JHF Productions + World War Seven	Craft – Writing	Mars Chocolate North America - Snickers	One for Two
BBDO / New York + JHF Productions + World War Seven	Digital & Online – Banners & Pop-ups	Mars Chocolate North America - Snickers	One for Two
BBDO / New York + O Positive	Social Media & Viral Marketing – Single	Monica Lewinsky/ Anti-Bullying	#DefyTheName
beIN SPORTS / Miami + VMLY&R / Miami	Social Media & Viral Marketing – Campaign	beIN SPORTS	The beIN BED Campaign
CP+B / Boulder	Social Media & Viral Marketing – Single	Fruit of the Loom	#PutAShirtOnIt
CP+B / Boulder + Smuggler / Los Angeles	Digital & Online – Websites & Mobile	Hotspots	Domino's Hotspots
DDB Group Germany / Berlin + MediaMonks / Amsterdam + Le Tour Du Monde / São Paulo + DaHouse Audio / São Paulo	Social Media & Viral Marketing – Single	Reporters without Borders	The Uncensored Playlist
Droga5 / New York	Social Media & Viral Marketing – Campaign	Kraft Heinz Ore-Ida	Potato Pay

DIRECT MARKETING (CONT.)

Droga5 / New York	Integrated Campaign	The New York Times, UNESCO and other participating publications	Read More. Listen More.
Droga5 / New York	Integrated Campaign	Tourism Australia	Dundee: The Son of a Legend Returns Home
Droga5 / New York + VMLY&R / Chicago + Alison Brod Marketing + Communications / New York + Starcom Worldwide / Chicago	Social Media & Viral Marketing – Campaign	Kraft Heinz Philadelphia	Bagelgate
Edelman / Chicago + Kellogg's / Battle Creek	Innovation in Direct Marketing	Kellogg Company	The New Sound Of Cereal
Energy BBDO / Chicago	Non-traditional & Guerrilla Marketing	Mars	The 85-Year-Old Regret
Energy BBDO / Chicago	Social Media & Viral Marketing – Single	Mars	The 85-Year-Old Regret
HOY / Buenos Aires	Non-traditional & Guerrilla Marketing	DDL&Co	Evita, Equality Bill
McCann / Bucharest + MRM//McCann / Bucharest + UM / Bucharest	Integrated Campaign	Beau Monde	Bihor Couture
McCann / Bucharest + MRM//McCann / Bucharest + UM / Bucharest	Non-traditional & Guerrilla Marketing	Beau Monde	Bihor Couture
McCann / London + Craft/McCann / London + Somesuch / London + Twentyfour Seven / Madrid	Experiential – Live Events	Microsoft / Xbox	Football Decoded
McCann / London + Craft/McCann / London + Somesuch / London + Twentyfour Seven / Madrid	Integrated Campaign	Microsoft / Xbox	Football Decoded
McCann / London + Craft/McCann / London + Somesuch / London + Twentyfour Seven / Madrid	Non-traditional & Guerrilla Marketing	Microsoft / Xbox	Football Decoded
McCann / Madrid + Ikea / Madrid	Experiential – Live Events	Ikea	Museum of Romanticism

DIRECT MARKETING (CONT.)

McCann / Madrid + Ikea / Madrid	Non-traditional & Guerrilla Marketing	Ikea	Museum of Romanticism
McCann / New York	Physical Items	MGM Resorts International	Universal Love Songs
McCann / New York + March For Our Lives / Florida	Experiential – Live Events	March for Our Lives	Price On Our Lives
McCann / New York + March For Our Lives / Florida	Physical Items	March for Our Lives	Price On Our Lives
McCann / San José	Digital & Online – Websites & Mobile	Destinos Travel Agency	Fly Like A President
McCann Italy / Milan + Think Cattley / Milan + Fondazione Serena Onlus, Centro Clinico Nemo / Milan + MRM//McCann / Milan	Digital & Online – Websites & Mobile	McCann Italy	The Voice of Voices
McCann Paris / Neuilly sur Seine + Weber Shandwick France / Neuilly sur Seine	Innovation in Direct Marketing	The Association of Journalists for the Environment	Bordeaux 2050
McCann Paris / Neuilly sur Seine + Weber Shandwick France / Neuilly sur Seine	Non-traditional & Guerrilla Marketing	The Association of Journalists for the Environment	Bordeaux 2050
McCann Paris / Neuilly sur Seine + Weber Shandwick France / Neuilly sur Seine	Physical Items	The Association of Journalists for the Environment	Bordeaux 2050
Ogilvy & Mather / Singapore + Ogilvy & Mather / Amsterdam + Ogilvy & Mather / London + We Film / Amsterdam	Experiential – Brand Installations	Philips	Dutch Masterjuices
Ogilvy & Mather / Singapore + Ogilvy & Mather / Amsterdam + Ogilvy & Mather / London + We Film / Amsterdam	Non-traditional & Guerrilla Marketing	Philips	Dutch Masterjuices
Ogilvy & Mather / Singapore + Ogilvy & Mather / Amsterdam + Ogilvy & Mather / London + We Film / Amsterdam	Physical Items	Philips	Dutch Masterjuices
Perfect Fools / Stockholm	Social Media & Viral Marketing – Single	Oddset Svenska Spel	One Heart, Two Teams

DIRECT MARKETING (CONT.)

Philipp und Keuntje / Hamburg + Goldeimer / Hamburg	Non-traditional & Guerrilla Marketing	Goldeimer gemeinnützige	Shitty Paper – Made from hate
Philipp und Keuntje / Hamburg + Goldeimer / Hamburg	Physical Items	Goldeimer gemeinnützige	Shitty Paper – Made from hate
Rethink / Vancouver, Montreal, Toronto	Digital & Online – Websites & Mobile	States United Against Gun Violence	Backfire
Ruf Lanz / Zurich	Physical Items	Swiss Life (Insurance Group)	Customer for 100 years
Serviceplan Germany / Munich	Out of Home – Billboards & Transit	MINI	The Shortcut Billboards
Serviceplan Germany / Munich	Craft – Data-Driven Personalization	Sky Germany	Say it with Sky
Serviceplan Germany / Munich + Plan.net Germany / Munich	Experiential – Brand Installations	Beck's	Beck's Soundpils
Serviceplan Germany / Munich + Plan.net Germany / Munich	Non-traditional & Guerrilla Marketing	Beck's	Beck's Soundpils
Serviceplan Germany / Munich + Serviceplan Group / Munich + Mediaplus Germany / Munich	Craft – Printing / Production	BMW Corporate and Special Sales	Bulletproof Brochure
Tech and Soul / São Paulo + Uber / São Paulo	Non-traditional & Guerrilla Marketing	Uber	Distracted Goalkeeper

EXPERIENTIAL & IMMERSIVE

Anomaly / Toronto + ABInBev / Toronto	Spaces & Immersive – Brand-Owned Experiences	ABInBev	Bud Light House Party Tour
BBDO / New York + 10x Beta /	Innovation in Experiential	KLM	Care-E
BBDO / New York + 10x Beta /	Responsive Environments – User Activation	KLM	Care-E

EXPERIENTIAL & IMMERSIVE (CONT.)

Civic / New York + Red Paper Heart / Brooklyn	Responsive Environments – Architecture Enhancement	Ford	For Detroit
Droga5 / New York	Responsive Environments – User Activation	Prudential	The Prudential Escape Room: Experience 30 years in 30 minutes.
Havas / Madrid	Innovation in Experiential	Hyundai	Eco Parking
Havas / Madrid	Spaces & Immersive – Brand Installations	Hyundai	Eco Parking
McCann / London + Craft/McCann / London + Somesuch / London + Twentyfour Seven / Madrid	Craft – Dynamic Data Visualization	Microsoft / Xbox	Football Decoded
McCann / London + Craft/McCann / London + Somesuch / London + Twentyfour Seven / Madrid	Events & Competitions	Microsoft / Xbox	Football Decoded
McCann / Madrid + Ikea / Madrid	Innovation in Experiential	Ikea	Museum of Romanticism
McCann / Madrid + Ikea / Madrid	Spaces & Immersive – Brand Installations	Ikea	Museum of Romanticism
McCann / New York	Augmented, Virtual and Mixed Reality (AR, VR, MR)	National Geographic	Astronaut Reality Helmet
McCann / New York	Innovation in Experiential	National Geographic	Astronaut Reality Helmet
McCann / New York	Use of Technology	National Geographic	Astronaut Reality Helmet
Mercado McCann / Buenos Aires	Events & Competitions	Netflix	Don't watch Netflix
Ogilvy & Mather / Singapore + Ogilvy & Mather / Amsterdam + Ogilvy & Mather / London + We Film / Amsterdam	Spaces & Immersive – Brand Installations	Philips	Dutch Masterjuices
Publicis Sapient / Berlin	Augmented, Virtual and Mixed Reality (AR, VR, MR)	Deutsche Telekom	AR Sports: A Mixed Reality Football Experience

EXPERIENTIAL & IMMERSIVE (CONT.)

Publicis Sapient / Berlin	Spaces & Immersive – Brand-Owned Experiences	Deutsche Telekom	AR Sports: A Mixed Reality Football Experience
Serviceplan Germany / Munich	Spaces & Immersive – Brand Installations	MINI	The Shortcut Billboards
Thinkingbox / Vancouver	Spaces & Immersive – Brand Installations	Amazon Studios	Sneaky like Pete
Translation / New York	Responsive Environments – User Activation	State Farm	Get Inside James Harden's Head
Translation / New York	Spaces & Immersive – Brand Installations	State Farm	Get Inside James Harden's Head

FILM

//Thirteen & Co / Sydney + Cummins & Partners / Melbourne	Online Films & Video – Long Form – Single	Melbourne Advertising and Design Club	Meet Grant
180LA / Los Angeles	Television & VOD – Long Form – Single	University of Phoenix	Change the System
72andSunny / Los Angeles	Under 100K Budget	Allstate	Still Standing
ALTMANN + PACREAU / Paris + Fondation 30 millions d'Amis / Paris	Television & VOD – Long Form – Single	Fondation 30 Millions d'Amis	A dog's life
Anomaly / Berlin + RIMOWA / Paris	Online Films & Video – Long Form – Campaign	RIMOWA	RIMOWA Never Still
Apple / Cupertino	Television & VOD – Long Form – Single	Apple	Unlock
Apple / Cupertino + Furlined / Los Angeles	Online Films & Video – Long Form – Single	Apple	A Little Company
Apple / Cupertino + Furlined / Los Angeles	Television & VOD – Long Form – Single	Apple	A Little Company

FILM (CONT.)

Arnold Worldwide / Boston	Online Films & Video – Short Form – Single	Monster.com	Boxes
Arnold Worldwide / Boston	Online Films & Video – Short Form – Single	Monster.com	Cherry Picker
Arnold Worldwide / Boston	Online Films & Video – Short Form – Campaign	Monster.com	Find Better, Faster
Arnold Worldwide / Boston	Online Films & Video – Short Form – Single	Monster.com	Typing
Arnold Worldwide / Boston	Online Films & Video – Short Form – Single	National Association of Realtors	Floors
Arnold Worldwide / Boston	Online Films & Video – Short Form – Campaign	National Association of Realtors	Little Things
Arnold Worldwide / Boston	Online Films & Video – Short Form – Single	National Association of Realtors	Shower
Arnold Worldwide / Boston	Television & VOD – Short Form – Single	Progressive	Avian Adventure
BBDO / New York + BBDO Studios / New York	Online Films & Video – Long Form – Single	Mars Chocolate North America - Snickers	Apology
BBDO / New York + Biscuit	Innovation in Film	AT&T	The Face of Distracted Driving
BBDO / New York + Biscuit	Online Films & Video – Long Form – Single	AT&T	The Face of Distracted Driving: Forrest
BBDO / New York + Biscuit	Cinema Advertising	FedEx	Memories
BBDO / New York + Biscuit	Television & VOD – Long Form – Single	FedEx	Tortoise & The Hare
BBDO / New York + Epoch Films	Online Films & Video – Long Form – Single	Macy's	Space Station
BBDO / New York + MJZ	Television & VOD – Long Form – Single	Macy's	Remarkable You
BBDO / New York + MJZ	Television & VOD – Long Form – Single	Macy's	The Chase

FILM (CONT.)

BBDO / New York + O Positive	Television & VOD – Short Form – Single	Dunkin'	Gary
BBDO / New York + O Positive	Online Films & Video – Pre-Roll – Single	Mars Chocolate North America - Snickers	Grandma
BBDO / New York + O Positive	Online Films & Video – Long Form – Single	Monica Lewinsky/ Anti-Bullying	#DefyTheName
BBDO / New York + O Positive	Under 100K Budget	Monica Lewinsky/ Anti-Bullying	#DefyTheName
BBDO / New York + Radical Media	Television & VOD – Short Form – Single	Mars Chocolate North America / Snickers	Ahmend
BBDO / New York + Radical Media	Television & VOD – Short Form – Single	Mars Chocolate North America / Snickers	Confession
BBDO / New York + SomeSuch X Anonymous + biscuit filmworks	Cinema Advertising	AT&T	AT&T Cinema
BBDO / New York + Squad 47	Online Films & Video – Short Form – Campaign	Dunkin'	A Complete Waste of Hands
BBDO / New York + The Corner Shop	Online Films & Video – Long Form – Single	Macy's	Spotlight
BBDO / New York + World War Seven	Online Films & Video – Long Form – Single	Mars Chocolate North America - Snickers Ice Cream	Gold Chain
Billie / New York	Under 100K Budget	Billie	Project Body Hair
Campbell Ewald / Detroit	Cinema Advertising	OnStar	Horn :60
Campbell Ewald / Detroit	Television & VOD – Long Form – Single	OnStar	Horn :60
Common Ventures / Sydney	Under 100K Budget	The Australian Federal Police	Missing Persons Week
Cummins&Partners / Melbourne + Finch / Sydney	Online Films & Video – Long Form – Single	Australian Red Cross Blood Service	42

FILM (CONT.)

Cummins&Partners / Melbourne + Thirteen & Co / Sydney	Online Films & Video – Short Form – Single	MADC	Meet Grant
Driscoll's / Watsonville	Under 100K Budget	Driscoll's	Driscoll's Pursuit of Flavor
Droga5 / New York	Online Films & Video – Long Form – Single	Chase	Mama Said Knock You Out
Droga5 / New York	Online Films & Video – Long Form – Single	COVERGIRL	Shade for Shade
Droga5 / New York	Online Films & Video – Long Form – Single	Dos Equis	Comeback
Droga5 / New York	Cinema Advertising	Hennessy	Major
Droga5 / New York	Television & VOD – Long Form – Single	Hennessy	Major
Droga5 / New York	Online Films & Video – Long Form – Single	Kraft Heinz Ore-Ida	Potato Pay
Droga5 / New York	Online Films & Video – Long Form – Single	Sprint	Evelyn
Droga5 / New York	Television & VOD – Long Form – Single	Sprint	Evelyn
Droga5 / New York	Online Films & Video – Long Form – Single	Sprint	Super Intelligent Mission
Droga5 / New York	Television & VOD – Long Form – Single	Sprint	Super Intelligent Mission
Droga5 / New York	Online Films & Video – Varying Length Campaign	Tourism Australia	Dundee: The Son of a Legend Returns Home
Droga5 / New York	Television & VOD – Long Form – Single	Tourism Australia	Dundee: The Son of a Legend Returns Home
Eleven / San Francisco + Google Cloud / San Francisco + Cloneless / Portland + Gentleman Scholar / Los Angeles	Innovation in Film	Google Cloud	Know What Your Data Knows
Energy BBDO / Chicago	Online Films & Video – Short Form – Single	Mars	Martin's Regret

FILM (CONT.)

Energy BBDO / Chicago	User-Generated Content	Mars	The 85-Year-Old Regret
Engine / London	Television & VOD – Long Form – Single	CNR: Royal Navy and Royal Marines	Spider
FCB West / San Francisco	Online Films & Video – Long Form – Single	Levi Strauss & Co	Use Your Vote
Feast Interactive / Toronto + Alter Ego Films / Toronto + Alter Ego Post / Toronto + Married to Giants / Toronto	Under 100K Budget	bgon	bgon: Junkman
Furlined / Los Angeles	Under 100K Budget	Open Labs / Future Forward USA	Happy
GIGIL / Manila	Under 100K Budget	Levi's	Studs
HEIMAT / Berlin + CZAR / Berlin + Paul Schwabe / Berlin	Online Films & Video – Short Form – Single	HORNBACH Baumarkt	HORNBACH "Sweet it out."
HEIMAT / Berlin + CZAR / Berlin + Paul Schwabe / Berlin	Television & VOD – Long Form – Single	HORNBACH Baumarkt	HORNBACH "Sweet it out."
HEIMAT / Berlin + CZAR / Berlin + Paul Schwabe / Berlin	Television & VOD – Short Form – Single	HORNBACH Baumarkt	HORNBACH "Sweet it out."
Huge / Detroit + Quicken Loans / Detroit	Television & VOD – Long Form – Single	Quicken Loans	The Translator
King / Stockholm + Acne / Stockholm + Swiss / Stockholm	Cinema Advertising	Clas Ohlson	Are you really home when you're home?
King / Stockholm + Acne / Stockholm + Swiss / Stockholm	Television & VOD – Long Form – Single	Clas Ohlson	Are you really home when you're home?
King / Stockholm + B-reel / Stockholm	Online Films & Video – Long Form – Single	Clas Ohlson	The Dumb Wallpaper Experiment
King / Stockholm + Giants & Toys / Stockholm + Swiss / Stockholm	Television & VOD – Short Form – Single	Clas Ohlson	Living Sleepers

FILM (CONT.)

McCann / Madrid + IB Women / Madrid	Location-Specific Video	IB Women	Obscene Gap
McCann / Madrid + Ikea / Madrid	Television & VOD – Short Form – Single	Ikea	Clock
McCann / Madrid + Ikea / Madrid	Television & VOD – Short Form – Single	Ikea	Jewel
McCann / New York	Online Films & Video – Short Form – Single	New York Lottery	Odds Of Love
McCann / New York	Television & VOD – Long Form – Single	New York Lottery	Odds Of Love
McCann / New York	Online Films & Video – Long Form – Single	New York Lottery	Spy Mission
McCann / New York	Television & VOD – Long Form – Single	New York Lottery	Spy Mission
McCann / New York + March for our Lives / Parkland	Online Films & Video – Long Form – Single	March for our Lives	The Most Vicious Cycle
McCann Canada / Toronto	Online Films & Video – Long Form – Single	Prostate Cancer Canada	Famous Fingers
Net#work BBDO / Johannesburg + 7Films / Cape Town	Cinema Advertising	Mercedes-Benz	Return to Chapman's Peak
Net#work BBDO / Johannesburg + 7Films / Cape Town	Online Films & Video – Long Form – Single	Mercedes-Benz	Return to Chapman's Peak
Net#work BBDO / Johannesburg + 7Films / Cape Town	Under 100K Budget	Mercedes-Benz	Return to Chapman's Peak
Ogilvy & Mather / Singapore + Stink Films / Shanghai + Chimney / Singapore + Fuse Adventures in Audio / Singapore	Online Films & Video – Long Form – Single	Pond's	Bodybuilder
Ogilvy & Mather / Singapore + Stink Films / Shanghai + Chimney / Singapore + Fuse Adventures in Audio / Singapore	Television & VOD – Long Form – Single	Pond's	Bodybuilder
Rethink / Toronto, Montreal, Vancouver	Online Films & Video – Long Form – Single	IKEA	Lamp 2

FILM (CONT.)

Rethink / Toronto, Montreal, Vancouver	Television & VOD – Long Form – Single	IKEA	Lamp 2
Rethink / Toronto, Montreal, Vancouver	User-Generated Content	Scotts Canada / Weed B Gon	Real People. Real Slogans.
Sid Lee / Toronto	Television & VOD – Short Form – Single	H & R Block Canada	Father-In-Law
Sid Lee / Toronto	Television & VOD – Short Form – Campaign	H & R Block Canada	Trust the Experts
Sra Rushmore SA / Madrid + Blur Films / Madrid	Television & VOD – Long Form – Single	International Committee of the Red Cross	Hope
Sra Rushmore SA / Madrid + Blur Films / Madrid	Under 100K Budget	International Committee of the Red Cross	Hope
SUN-AD / Tokyo	Online Films & Video – Short Form – Single	NTTdocomo	Enjoy School Days !
TBWA / Stockholm	Television & VOD – Short Form – Single	SJ - Swedish Railways	Hannah's Journey
TOFU Studio / Gdansk	Under 100K Budget	National Museum in Gdansk	The Last Judgement by Hans Memling
WMcCann / São Paulo + Hospital de Amor / Barretos + Zombie Studio / São Paulo + Loud / São Paulo	Online Films & Video – Long Form – Single	Hospital de Amor	The Fall
WMcCann / São Paulo + Hospital de Amor / Barretos + Zombie Studio / São Paulo + Loud / São Paulo	Television & VOD – Long Form – Single	Hospital de Amor	The Fall
Zulu Alpha Kilo / Toronto	Online Films & Video – Long Form – Single	Tim Hortons	The Away Game
Zulu Alpha Kilo / Toronto	Television & VOD – Long Form – Single	Tim Hortons	The Away Game
Zulu Alpha Kilo / Toronto	Online Films & Video – Long Form – Single	Zulu Alpha Kilo	World's Worst RFP

HEALTH, WELLNESS & PHARMA

Alma DDB / Miami + Vapor Post / Miami + Animal Music / Miami	Branded Content	Tobacco Free Florida	Hit Song
Alma DDB / Miami + Vapor Post / Miami + Animal Music / Miami	Radio & Audio	Tobacco Free Florida	Hit Song
Amélie Company / Denver	Experiential / Immersive / Events	Colorado Department of Human Services, Office of Behavioral Health	Lift The Label
Animal / Pittsburgh + Crispin Porter Bogusky / Boulder + American Heart Association / Dallas	Branded Content	American Heart Association	Angie Aparo "I Will Again"
Anomaly / Toronto + dosist / Toronto	Integrated Branding	dosist	dosist Not Available In Canada
Anomaly / Toronto + dosist / Toronto	Out of Home – Health & Wellness	dosist	dosist Not Available In Canada
Area 23 On Hudson, An FCB Health Network Company / New York + Studio Rx / New York	Experiential / Immersive / Events	Sunovion Pharmaceuticals	Parkinson's House Call
Area 23, An FCB Health Network Company(self / New York + FCB Global / New York	Direct Marketing	National Organization for Victim Assistance (NOVA)	The Rape Tax
BBDO / New York + Biscuit	Branded Content	AT&T	The Face of Distracted Driving: Forrest
BBDO / New York + EG+ / New York	Radio & Audio	CVS	432Hz
BBDO / New York + EG+ / New York	Radio & Audio	CVS	Proper Order
BBDO / New York + MJZ	Film – Health & Wellness	Johnson & Johnson	A History of Caring
BBDO / New York + O Positive	Digital – Social Media	Monica Lewinsky/ Anti-Bullying	#DefyTheName
BBDO / New York + O Positive	Film – Health & Wellness	Monica Lewinsky/ Anti-Bullying	#DefyTheName

HEALTH, WELLNESS & PHARMA (CONT.)

Colle McVoy / Minneapolis + Pixel Farm / Minneapolis	Experiential / Immersive / Events	Align Technology	Invisalign® VR Soccer Challenge
Cummins&Partners / Melbourne + Finch / Sydney	Film – Health & Wellness	Australian Red Cross Blood Service	42
Cummins&Partners / Melbourne + Specsavers / Melbourne + Scoundrel Films / Sydney	Branded Content	Specsavers	The Error Ridden Ad
Cummins&Partners / Melbourne + Specsavers / Melbourne + Scoundrel Films / Sydney	Digital – Web & Mobile	Specsavers	The Error Ridden Ad
FCB Health, An FCB Health Network Company / New York + L&A Artist / New York + Boehringer Ingelheim Pharmaceuticals / Ridgefield	Print – Pharma	Boehringer Ingelheim Pharmaceuticals	5 Million Puffs
FCB Health, An FCB Health Network Company / New York + Zombie Studio / São Paulo	Out of Home – Health & Wellness	GMHC	Blood Equality: Blood Flags
FCB Health, An FCB Health Network Company / New York + Zombie Studio / São Paulo	Public Relations	GMHC	Blood Equality: Blood Flags
Flux Animation / Auckland + Liquid Studios / Auckland + Saatchi and Saatchi / Auckland	Film – Health & Wellness	Bau Audiology	Bring Your Life To Life
GIGIL / Manila	Film – Health & Wellness	KonsultaMD	Dr. Internet
GREY Canada / Toronto	Out of Home – Health & Wellness	Workplace Safety and Insurance Board	Typefaces of the Fallen
GSW / New York + Illusion / Bangkok	Print – Health & Wellness	NYC Botanics	Get Well Not High
GSW / New York + Illusion / Bangkok	Print – Health & Wellness	NYC Botanics	Mostly Good
HS Ad / Seoul	Out of Home – Health & Wellness	Kwangdong Pharmaceutical	Digest Food Faster
Le Bureau AB / Stockholm + Arbetsförmedlingen – Swedish Public Employment / Stockholm + Camp David / Stockholm + Colony / Stockholm	Film – Health & Wellness	Arbetsförmedlingen – Swedish public employment	Make Room

HEALTH, WELLNESS & PHARMA (CONT.)

McCann / New York + March for our Lives / Parkland	Film – Health & Wellness	March for our Lives	The Most Vicious Cycle
McCann / New York + Reckitt Benckiser / New York	Public Relations	Mucinex	Super Sick Monday
McCann Canada / Toronto	Film – Health & Wellness	Prostate Cancer Canada	Famous Fingers
McCann Canada / Toronto	Print – Health & Wellness	Prostate Cancer Canada	Famous Fingers
McCann Canada / Toronto	Radio & Audio	Prostate Cancer Canada	Famous Fingers
McCann Health / São Paulo + Lightfarm Brasil / Rio de Janeiro	Print – Health & Wellness	hospital moinhos de vento	Valuable Inheritance
McCann Health / São Paulo + Lightfarm Brasil / Rio de Janeiro	Print – Pharma	hospital moinhos de vento	Valuable Inheritance
McCann Health / Shanghai	Direct Marketing	GSK (Glaxo Smith Kline)	A Warning from the Future
McCann Health / Shanghai	Integrated Branding	GSK (Glaxo Smith Kline)	A Warning from the Future
McCann Health / Shanghai	Out of Home – Pharma	GSK (Glaxo Smith Kline)	A Warning from the Future
McCann Italy / Milan + Think Cattley / Milan + Fondazione Serena Onlus, Centro Clinico Nemo / Milan + MRM//McCann / Milan	Digital – Use of Technology	McCann Italy	The Voice of Voices
McCann Italy / Milan + Think Cattley / Milan + Fondazione Serena Onlus, Centro Clinico Nemo / Milan + MRM//McCann / Milan	Digital – Web & Mobile	McCann Italy	The Voice of Voices
McCann Italy / Milan + Think Cattley / Milan + Fondazione Serena Onlus, Centro Clinico Nemo / Milan + MRM//McCann / Milan	Public Relations	McCann Italy	The Voice of Voices

HEALTH, WELLNESS & PHARMA (CONT.)

Ogilvy & Mather / Singapore + Ogilvy & Mather / Amsterdam + Ogilvy & Mather / London + We Film / Amsterdam	Out of Home – Health & Wellness	Philips	Dutch Masterjuices
Ogilvy & Mather / Singapore + Ogilvy & Mather / Amsterdam + Ogilvy & Mather / London + We Film / Amsterdam	Products	Philips	Dutch Masterjuices
Ogilvy & Mather / Singapore + Ogilvy & Mather / Amsterdam + Ogilvy & Mather / London + We Film / Amsterdam	Public Relations	Philips	Dutch Masterjuices
Ogilvy & Mather / Singapore + Stink Films / Shanghai + Chimney / Singapore + Fuse Adventures in Audio / Singapore	Film – Health & Wellness	Pond's	Bodybuilder
Perfect Fools / Stockholm	Digital – Social Media	Kronans Apotek	The Jr. Forecast
Publicis LifeBrands / London + Paul Cocksedge Studio / London	Experiential / Immersive / Events	Janssen	Make Blood Cancer Visible
Publicis LifeBrands / London + Paul Cocksedge Studio / London	Out of Home – Pharma	Janssen	Make Blood Cancer Visible
Publicis LifeBrands / London + Paul Cocksedge Studio / London	Public Relations	Janssen	Make Blood Cancer Visible
Serviceplan France / Courbevoie + Trinity Films / Courbevoie	Public Relations	Andros	Autism Can Work
Serviceplan France / Courbevoie + Trinity Films / Courbevoie + Comptoir du Son / Paris	Digital – Web & Mobile	Andros	Autism Can Work
Serviceplan Germany / Munich + Serviceplan Korea / Seoul + Dot Incorporation / Seoul + cloudandco / Seoul	Digital – Use of Technology	Dot Incorporation	Dot Mini. The First Smart Media Device for the Visually Impaired.
Serviceplan Germany / Munich + Serviceplan Korea / Seoul + Dot Incorporation / Seoul + cloudandco / Seoul	Innovation in Health & Wellness	Dot Incorporation	Dot Mini. The First Smart Media Device for the Visually Impaired.

HEALTH, WELLNESS & PHARMA (CONT.)

Serviceplan Germany / Munich + Serviceplan Korea / Seoul + Dot Incorporation / Seoul + cloudandco / Seoul	Products	Dot Incorporation	Dot Mini. The First Smart Media Device for the Visually Impaired.
The Nation of Artists / Los Angeles + Aflac / Columbus + Carol Cone on Purpose / New York + Sproutel / Providence	Branded Content	Aflac	My Special Aflac Duck
The Nation of Artists / Los Angeles + Aflac / Columbus + Carol Cone on Purpose / New York + Sproutel / Providence	Film – Health & Wellness	Aflac	My Special Aflac Duck
The Nation of Artists / Los Angeles + Aflac / Columbus + Carol Cone on Purpose / New York + Sproutel / Providence	Innovation in Health & Wellness	Aflac	My Special Aflac Duck
VMLY&R / Sydney	Innovation in Health & Wellness	Partnership Against Domestic Violence (PADV)	Alexa Lifeline
Walrus / New York	Integrated Branding	Avrio Health	Feats of Middle Age
Walrus / New York	Print – Health & Wellness	Avrio Health	Feats of Middle Age Print
Walrus / New York	Film – Health & Wellness	Avrio Health	Feats of Middle Age Spots
WMcCann / São Paulo + Hospital de Amor / Barretos + Zombie Studio / São Paulo + Loud / São Paulo	Branded Content	Hospital de Amor	The Fall
WMcCann / São Paulo + Hospital de Amor / Barretos + Zombie Studio / São Paulo + Loud / São Paulo	Film – Health & Wellness	Hospital de Amor	The Fall
WMcCann / São Paulo + Hospital de Amor / Barretos + Zombie Studio / São Paulo + Loud / São Paulo	Radio & Audio	Hospital de Amor	The Fall
Zulu Alpha Kilo / Toronto	Branded Content	CAMH	A Battle On Two Fronts

INTEGRATED

Anomaly / Toronto + The Hershey Company / Toronto	Innovation in Integrated Branding	The Hershey Company	Oh Henry! 4:25
BBDO / New York + 10x Beta	Innovation in Integrated Branding	KLM	Care-E
BBDO / New York + 360i / New York	Co-Promotions	Dunkin'	Freaky Tuesday
BBDO / New York + BBDO Studios / New York	Integrated Branding Campaign	Mars Chocolate North America - Snickers	Corporate Apology
Clean / Raleigh	Brand Transformation	Charlottesville Albemarle Convention & Visitors Bureau	Joined In Strength
DDB Group Germany / Berlin + MediaMonks / Amsterdam + Le Tour Du Monde / São Paulo + DaHouse Audio / São Paulo	Integrated Campaigns – Online	Reporters without Borders	The Uncensored Playlist
Droga5 / New York	Integrated Campaigns – Online	Kraft Heinz Ore-Ida	Potato Pay
Droga5 / New York	Co-Promotions	The New York Times, UNESCO and other participating publications	Read More. Listen More.
Droga5 / New York	Innovation in Integrated Branding	The New York Times, UNESCO and other participating publications	Read More. Listen More.
Droga5 / New York	Integrated Campaigns – Online	Tourism Australia	Dundee: The Son of a Legend Returns Home
Havas Germany / Düsseldorf	Integrated Campaigns – Online	Getty Images Deutschland / fiftfifty (magazine from homeless people)	Repicturing Homeless
HEIMAT / Berlin + CROSSMEDIA / Berlin + HEIMAT, active / Berlin + ARRI Media / Berlin	Integrated Branding Campaign	Share Foods	Share "1 for you. 1 for the world."
McCann / Bucharest + MRM//McCann / Bucharest + UM / Bucharest	Integrated Branding Campaign	Beau Monde	Bihor Couture

INTEGRATED (CONT.)

McCann / London + Craft/McCann / London + Somesuch / London + Twentyfour Seven / Madrid	Integrated Branding Campaign	Microsoft / Xbox	Football Decoded
Zulu Alpha Kilo / Toronto	Integrated Branding Campaign	Association of Registered Graphic Designers (RGD)	Speak The Truth

INTELLECTUAL PROPERTY

Anomaly / Toronto + The Hershey Company / Toronto	Physical Product	The Hershey Company	Oh Henry! 4:25
BBDO / New York + 10x Beta	Integrated Digital & Physical Product	KLM	Care-E
Havas / Madrid	Physical Product	Hyundai	Eco Parking
HEIMAT / Berlin + CROSSMEDIA / Berlin + HEIMAT, active / Berlin + ARRI Media / Berlin	Physical Product	Share Foods	Share "1 for you. 1 for the world."
McCann / New York	Digital Product	MGM Resorts International	Universal Love Songs
McCann / New York	Physical Product	MGM Resorts International	Universal Love Songs
Ogilvy Mexico / Mexico City + VR3 / Mexico City	Experimental / Internal Projects / R&D	Tracking Systems Mexico	Streetguard
Serviceplan Germany / Munich + Serviceplan Korea / Seoul + Dot Incorporation / Seoul + cloudandco / Seoul	Integrated Digital & Physical Product	Dot Incorporation	Dot Mini. The First Smart Media Device for the Visually Impaired.

INTERACTIVE & ONLINE

BBDO / New York + 10x Beta	Innovation in Interactive	KLM	Care-E
BBDO / New York + 10x Beta	Interactive Digital Installations	KLM	Care-E
BBDO / New York + BBDO Studios / New York	Online Advertising – Native Ads	Bacardi	Live Moves
BBDO / New York + BBDO Studios / New York	Online Video – Interactive Video	Bacardi	Live Moves
BBDO / New York + BBDO Studios / New York	Websites	IRC/ Getty Images	Change the Course of History
BBDO / New York + JHF Productions + World War Seven	Craft – Writing	Mars Chocolate North America - Snickers	One for Two
BBDO / New York + JHF Productions + World War Seven	Online Advertising – Display Ads	Mars Chocolate North America/ Snickers	One for Two
BBDO / New York + MTC	Websites – E-Commerce	Foot Locker	The Sun and the Snake
BBDO / New York + Radical Media	Craft – Writing	Mars Chocolate North America - Snickers Almond	Overexplain
BBDO / New York + Taylor James	Online Advertising – Native Ads	Mars Petcare/ Pedigree	Fetch Across the Internet
Billie / New York	Online Video – Online-only Video – Single	Billie	Project Body Hair
Bonhomme / Paris + Made / Brussels + Paris Se Quema / Paris	Craft – Art Direction	Duroc	Duroc
Cummins&Partners / Melbourne + Specsavers / Melbourne + Scoundrel Films / Sydney	Online Video – Interactive Video	Specsavers	The Error Ridden Ad
DDB Group Germany / Berlin + MediaMonks / Amsterdam + Le Tour Du Monde / São Paulo + DaHouse Audio / São Paulo	Innovation in Interactive	Reporters without Borders	The Uncensored Playlist

INTERACTIVE & ONLINE (CONT.)

Energy BBDO / Chicago	Online Video – Online-only Video – Single	Mars	Martin's Regret
Energy BBDO / Chicago	Craft – Writing	Mars	The 85-Year-Old Regret
FCB Brasil / São Paulo	Craft – Art Direction	Estadão Newspaper	Warboard
GLOW / New York + TBS / Atlanta	Innovation in Interactive	TBS	Final Space - Facebook Live: Cards With Gary
HEIMAT / Berlin	Craft – Art Direction	Free Democrats	Free Democrats "Made of Defeat – A Photographic Tale."
HEIMAT / Berlin + E + P Films / Hamburg + Pirates n Paradise / Düsseldorf	Craft – Art Direction	Henkel Adhesive Technologies	Loctite "Kintsuglue"
McCann / Bucharest + MRM//McCann / Bucharest + UM / Bucharest	Websites – E-Commerce	Beau Monde	Bihor Couture
McCann Canada / Toronto	Craft – Writing	Prostate Cancer Canada	Famous Fingers
Perfect Fools / Stockholm	Interactive Digital Installations	Oddset Svenska Spel	The Janne Walk
Periscope / Minneapolis	Websites	Ferrara Candy Company	Trolli Tiny Hands Anti-SEO
Publicis Sapient / London	Interactive Digital Installations	Publicis Sapient	databloom
Rethink / Vancouver, Montreal, Toronto	Websites – Utility	States United Against Gun Violence	Backfire
Serviceplan Germany / Munich	Websites – Utility	Sky Germany	Say it with Sky
Serviceplan Germany / Munich + Plan.net Germany / Munich	Websites	STROKE Art Fair	Scars of Democracy
Serviceplan Germany / Munich + Too Many T's / London	Innovation in Interactive	Too Many T's	Featuring Alexa
Smirnoff / Global + Carat / Global	Websites – Utility	Smirnoff	Smirnoff Equalizer
VMLY&R / Sydney	Innovation in Interactive	Unicef Australia	Hope Page
VMLY&R / Sydney	Websites – Utility	Unicef Australia	Hope Page

MOBILE

BBDO / New York + 10x Beta	Physical Product & Mobile Integration	KLM	Care-E
BBDO / New York + BBDO Studios / New York	Utility – E-Commerce	Macy's	Live Looks
BBDO / New York + BBDO Studios / New York	Mobile Advertising	Macy's	Remarkable Shot
BBDO / New York + Radical Media	Mobile-First Video – Over 15 Seconds	Mars Chocolate North America - Snickers Almond	Overexplain
BBDO / New York + Taylor James	Innovation in Mobile	Mars Petcare/ Pedigree	Fetch Across the Internet
BBDO / New York + Taylor James	Mobile Advertising	Mars Petcare/ Pedigree	Fetch Across the Internet
CP+B / Boulder	Gaming	Domino's	Piece of the Pie Pursuit
Gleb Kuznetsov and Milkinside / San Francisco	Applications	Airbus	Airbus IFLY A380 iOS app
Great Apes & HiQ / Helsinki	Innovation in Mobile	Trafi (Finnish Transport Safety Agency)	Digital ID & Driving Licence
Havas Germany / Duesseldorf	Physical Product & Mobile Integration	radio.de	Footballpen
HEIMAT active / Berlin + HEIMAT / Berlin + Bigfish Filmproduktion / Berlin	Mobile-First Video – Under 6 Seconds	BiFi / Jack Link's	BiFi "The 6-seconds- BiFi-ads"
McCann / New York	Use of Technology	National Geographic	Astronaut Reality Helmet
McCann Italy / Milan + Think Cattley / Milan + Fondazione Serena Onlus, Centro Clinico Nemo / Milan + MRM//McCann / Milan	Use of Technology	McCann Italy	The Voice of Voices
Tencent / Shenzhen	Applications	Tencent	We Remit
VMLY&R / Sydney	Websites	Unicef Australia	Hope Page

MOVING IMAGE CRAFT

72andSunny / Los Angeles	Writing – Single	Allstate	Still Standing
72andSunny / New York + Comcast / Philadelphia	Editing – Single	Comcast	3am in Afton
Anomaly / Berlin + RIMOWA / Paris	Writing – Campaign	RIMOWA	RIMOWA Never Still
Anomaly / Berlin + RIMOWA / Paris	Editing – Single	RIMOWA	RIMOWA Never Still Ft. Adwoa Aboah
Apple / Cupertino + Furlined / Los Angeles	Direction – Single	Apple	A Little Company
Apple / Cupertino + Furlined / Los Angeles	Direction – Single	Apple	Unlock
BBDO / New York + Biscuit	Visual Effects – Single	AT&T	Caleb
BBDO / New York + Biscuit	Innovation in Moving Image Craft	AT&T	The Face of Distracted Driving
BBDO / New York + Biscuit	Direction – Single	FedEx	Memories
BBDO / New York + Biscuit	Use of Music – Original Music	FedEx	Tortoise & The Hare
BBDO / New York + biscuit filmworks	Direction – Single	AT&T	The Shot
BBDO / New York + biscuit filmworks	Visual Effects – Single	AT&T	The Shot
BBDO / New York + Epoch Films	Cinematography – Single	Macy's	Space Station
BBDO / New York + Epoch Films	Direction – Single	Macy's	Space Station
BBDO / New York + Epoch Films	Use of Music – Original Music	Macy's	Space Station
BBDO / New York + Epoch Films	Visual Effects – Single	Macy's	Space Station
BBDO / New York + Lobo	Animation – Single	Day One	Sunshine

MOVING IMAGE CRAFT (CONT.)

BBDO / New York + MJZ	Use of Music – Licensed / Adapted Music	Bacardi	Dance Floor
BBDO / New York + MJZ	Cinematography – Single	Johnson & Johnson	A History of Caring
BBDO / New York + MJZ	Editing – Single	Johnson & Johnson	A History of Caring
BBDO / New York + MJZ	Use of Music – Licensed / Adapted Music	Macy's	Remarkable You
BBDO / New York + MJZ	Use of Music – Licensed / Adapted Music	Macy's	The Chase
BBDO / New York + Radical Media	Writing – Single	Mars Chocolate North America / Snickers	Ahmend
BBDO / New York + SomeSuch X Anonymous	Visual Effects – Single	AT&T	Bus
BBDO / New York + SomeSuch X Anonymous	Direction – Single	AT&T	Surprise
BBDO / New York + SomeSuch X Anonymous + biscuit filmworks	Cinematography – Campaign	AT&T	AT&T Cinema
BBDO / New York + SomeSuch X Anonymous + biscuit filmworks	Use of Music – Original Music	AT&T	AT&T Cinema
Beacon Street Studios / Venice + 180LA / Los Angeles	Use of Music – Licensed / Adapted Music	University of Phoenix	Change the System
Big Sky Edit / New York + McCann / New York + Untitled / Santa Monica	Editing – Single	Nespresso	The Quest
Big Sky Edit / New York + McCann / New York + Untitled / Santa Monica	Sound Design – Single	Nespresso	The Quest
Blur / Madrid + Sra. Rushmore / Madrid + ICRC / Geneve	Direction – Single	International Committee of the Red Cross	Hope

MOVING IMAGE CRAFT (CONT.)

Blur / Madrid + Sra. Rushmore / Madrid + ICRC / Geneva	Editing – Single	International Committee of the Red Cross	Hope
Droga5 / New York	Use of Music – Licensed / Adapted Music	Chase	Mama Said Knock You Out
Droga5 / New York	Writing – Single	COVERGIRL	Shade for Shade
Droga5 / New York	Cinematography – Single	Hennessy	Major
Eleven / San Francisco + Google Cloud / San Francisco + Cloneless / Portland + Gentleman Scholar / Los Angeles	Animation – Single	Google Cloud	Know What Your Data Knows
Energy BBDO / Chicago	Cinematography – Single	Home Instead Senior Care	The Third Stair
Engine / London	Visual Effects – Single	CNR: Royal Navy and Royal Marines	Spider
Engine / London	Writing – Single	CNR: Royal Navy and Royal Marines	Spider
FCB West / San Francisco	Use of Music – Licensed / Adapted Music	Levi Strauss & Co	Use Your Vote
Flux Animation / Auckland	Animation – Single	Bay Audiology	Bring Your Life To Life
HEIMAT / Berlin + CZAR / Berlin + Paul Schwabe / Berlin	Cinematography – Single	HORNBACH Baumarkt	HORNBACH "Sweat it out."
HEIMAT / Berlin + CZAR / Berlin + Paul Schwabe / Berlin	Sound Design – Single	HORNBACH Baumarkt	HORNBACH "Sweat it out."
HEIMAT / Berlin + KANU FILM / Berlin + Mediplus / München	Direction – Single	HORNBACH Baumarkt	HORNBACH "In your corner."
HEIMAT / Berlin + KANU FILM / Berlin + Mediplus / München	Writing – Single	HORNBACH Baumarkt	HORNBACH "In your corner."
Le Cube / São Paulo	Animation – Single	Cartoon Network	25 Years

MOVING IMAGE CRAFT (CONT.)

Mandalay Sports Media / Studio City	Direction – Campaign	FIFA	Legends Made Here
Mandalay Sports Media / Studio City	Editing – Campaign	FIFA	Legends Made Here
McCann / Barcelona	Editing – Single	Gran Teatre del Liceu	Unknown is not strange
McCann / Barcelona	Sound Design – Single	Gran Teatre del Liceu	Unknown is not strange
McCann / New York	Writing – Single	New York Lottery	Odds Of Love
McCann / New York + March for our Lives / Parkland	Cinematography – Single	March for our Lives	The Most Vicious Cycle
McCann / Tokyo + TYO, TYO drive / Tokyo + AC-bu / Tokyo	Animation – Single	Mondelez Japan	GO!! NEW.
McCann Canada / Toronto	Writing – Single	Prostate Cancer Canada	Famous Fingers
NBA / New York + Translation / New York	Use of Music – Licensed / Adapted Music	National Basketball Association	NBA x Translation "Finally Mine"
Net#work BBDO / Johannesburg + 7Films / Cape Town	Editing – Single	Mercedes-Benz	Return to Chapman's Peak
Net#work BBDO / Johannesburg + 7Films / Cape Town	Sound Design – Single	Mercedes-Benz	Return to Chapman's Peak
Ogilvy & Mather / Singapore + Stink Films / Shanghai + Chimney / Singapore + Fuse Adventures in Audio / Singapore	Use of Music – Licensed / Adapted Music	Pond's	Bodybuilder
Sra Rushmore SA / Madrid + Blur Films / Madrid	Writing – Single	International Committee of the Red Cross	Hope
Terri & Sandy / New York + Iconoclast / Los Angeles	Use of Music – Licensed / Adapted Music	SunnyD - Harvest Hill	Drink to Your Own Beat
The Hallway / Sydney + Uncanny Valley / Sydney	Direction – Single	Royal Far West	Tin Can Telephone
Translation / New York	Editing – Single	Nike	Rise Grind Shine Again

MOVING IMAGE CRAFT (CONT.)

Travel Oregon / Portland + Wieden + Kennedy / Portland	Animation – Single	Travel Oregon / Psyop and Wieden + Kennedy	Travel Oregon "Only Slightly Exaggerated"
WMcCann / São Paulo + Hospital de Amor / Barretos + Zombie Studio / São Paulo + Loud / São Paulo	Animation – Single	Hospital de Amor	The Fall
WMcCann / São Paulo + Hospital de Amor / Barretos + Zombie Studio / São Paulo + Loud / São Paulo	Use of Music – Original Music	Hospital de Amor	The Fall

PRINT & OUTDOOR

Categories in this Discipline that accept physical entries will be judged after the Final One Show deadline.

Area 23, An FCB Health Network Company / New York + FCB Global / New York	User-Generated Campaign	National Organization for Victim Assistance (NOVA)	The Rape Tax
BBDO / New York + BBDO Studios / New York + Ghost Experiential	Out-of-Home – Billboards & Transit – Campaign	Bacardi - Bombay Sapphire	Art in Progress
DDB Group Germany / Düsseldorf	Out-of-Home – Billboards & Transit – Campaign	STABILO International	Highlight the Remarkable
Havas / Madrid	Experiential & Installations – Single	Hyundai	Eco Parking
healingbrush / Yongin-si	Experiential & Installations – Single	Greenpeace	Global warming, Our future is disappearing
HEIMAT / Berlin + HEIMAT active / Berlin	Out-of-Home – Billboards & Transit – Single	Opel Automobile	Opel "7 meters - stroller"
HOY / Buenos Aires + Mu Films / Buenos Aires	User-Generated Campaign	LG Electronics	Hidden City
HS Ad / Seoul	Out-of-Home – Billboards & Transit – Campaign	Kwangdong Pharmaceutical	Digest Food Faster
Ig2 / Toronto + Makers / Toronto + Mile Inn / Toronto	Innovation in Print & Outdoor	Responsible Gambling Council	The Isolated Campaign

PRINT & OUTDOOR (CONT.)

McCann / London + Craft/McCann / London + Somesuch / London + Twentyfour Seven / Madrid	Out-of-Home – Dynamic Billboards & Transit	Microsoft / Xbox	Football Decoded
McCann / New York	Craft – Use of Digital Technology	National Geographic	Astronaut Reality Helmet
McCann / New York	Experiential & Installations – Single	National Geographic	Astronaut Reality Helmet
McCann / New York	Innovation in Print & Outdoor	National Geographic	Astronaut Reality Helmet
McCann / New York + March For Our Lives / Florida	Experiential & Installations – Single	March for Our Lives	Price On Our Lives
McCann / New York + March For Our Lives / Florida	Innovation in Print & Outdoor	March for Our Lives	Price On Our Lives
McCann Spain / Madrid, Barcelona + Aldi / Barcelona	Innovation in Print & Outdoor	Aldi	Fresh Prints
Mercado McCann / Buenos Aires	Innovation in Print & Outdoor	Netflix	Don't watch Netflix
Ogilvy / Panama + Geometry / Panama	Experiential & Installations – Single	Franquicias Panamenas	Blizzard Store
Ogilvy & Mather / Singapore + Ogilvy & Mather / Amsterdam + Ogilvy & Mather / London + We Film / Amsterdam	Experiential & Installations – Single	Philips	Dutch Masterjuices
Ogilvy & Mather / Singapore + Ogilvy & Mather / Amsterdam + Ogilvy & Mather / London + We Film / Amsterdam	Innovation in Print & Outdoor	Philips	Dutch Masterjuices
Publicis LifeBrands / London + Paul Cocksedge Studio / London	Experiential & Installations – Single	Janssen	Make Blood Cancer Visible
Ruf Lanz / Zurich	Innovation in Print & Outdoor	Swiss Life (Insurance Group)	Customer for 100 years
Ruf Lanz / Zurich	Out-of-Home – Billboards & Transit – Campaign	Welti-Furrer	Fine Art Transports
Serviceplan Germany / Munich	Experiential & Installations – Campaign	MINI	The Shortcut Billboards

PRINT & OUTDOOR (CONT.)

Serviceplan Germany / Munich	Out-of-Home – Billboards & Transit – Campaign	MINI	The Shortcut Billboards
Serviceplan Germany / Munich + Plan.net Germany / Munich	Experiential & Installations – Single	Beck's	Beck's Soundpils

PUBLIC RELATIONS

Alma DDB / Miami	Community Building	Miami-Dade Animal Services	Dog Carpet
BBDO / New York + O Positive	Current Event Response	Foot Locker	One and Done
BBDO / New York + O Positive	Community Building	Monica Lewinsky/ Anti-Bullying	#DefyTheName
Billie / New York	Media Relations	Billie	Project Body Hair
Colle McVoy / Minneapolis	Events & Experiential	Land O'Lakes	The Food Effect
DDB Group Germany / Berlin + MediaMonks / Amsterdam + Le Tour Du Monde / São Paulo + DaHouse Audio / São Paulo	Community Building	Reporters without Borders	The Uncensored Playlist
Droga5 / New York	Events & Experiential	IHOP	IHO b
Droga5 / New York	Integrated PR Campaign	IHOP	IHO b
Droga5 / New York	Events & Experiential	IHOP	IHO PS
Droga5 / New York	Media Relations	The New York Times, UNESCO and other participating publications	Read More. Listen More.
Droga5 / New York	Integrated PR Campaign	Tourism Australia	Dundee: The Son of a Legend Returns Home
Edelman / Chicago + Kellogg's / Battle Creek	Innovation in Public Relations	Kellogg Company	The New Sound Of Cereal

PUBLIC RELATIONS (CONT.)

Edelman / Chicago + Kellogg's / Battle Creek	Integrated PR Campaign	Kellogg Company	The New Sound Of Cereal
Havas Germany / Düsseldorf	Reputation Management	Getty Images Deutschland / fiftfifty (magazine from homeless people)	Repicturing Homeless
HEIMAT / Berlin + CROSSMEDIA / Berlin + HEIMAT, active / Berlin + ARRI Media / Berlin	Brand Voice	Share Foods	Share "1 for you. 1 for the world."
Isobar / South Melbourne	Media Relations	Zoos Victoria and RSPCA	Cat VR
McCann / Bucharest + MRM//McCann / Bucharest + UM / Bucharest	Brand Voice	Beau Monde	Bihor Couture
McCann / Bucharest + MRM//McCann / Bucharest + UM / Bucharest	Integrated PR Campaign	Beau Monde	Bihor Couture
McCann / London + Craft/McCann / London + Somesuch / London + Twentyfour Seven / Madrid	Brand Voice	Microsoft / Xbox	Football Decoded
McCann / New York	Brand Voice	MGM Resorts International	Universal Love Songs
McCann / New York	Community Building	MGM Resorts International	Universal Love Songs
McCann / New York	Media Relations	MGM Resorts International	Universal Love Songs
McCann / New York	Integrated PR Campaign	National Walkout Day	#excuseme
McCann / New York + March For Our Lives / Florida	Community Building	March for Our Lives	Price On Our Lives
McCann / New York + March For Our Lives / Florida	Current Event Response	March for Our Lives	Price On Our Lives
McCann / New York + March For Our Lives / Florida	Events & Experiential	March for Our Lives	Price On Our Lives
McCann / New York + Reckitt Benckiser / New York	Media Relations	Mucinex	Super Sick Monday

PUBLIC RELATIONS (CONT.)

McCann Italy / Milan + Think Cattley / Milan + Fondazione Serena Onlus, Centro Clinico Nemo / Milan + MRM//McCann / Milan	Brand Voice	McCann Italy	The Voice of Voices
McCann Italy / Milan + Think Cattley / Milan + Fondazione Serena Onlus, Centro Clinico Nemo / Milan + MRM//McCann / Milan	Community Building	McCann Italy	The Voice of Voices
McCann Paris / Neuilly sur Seine + Weber Shandwick France / Neuilly sur Seine	Events & Experiential	The Association of Journalists for the Environment	Bordeaux 2050
McCann Paris / Neuilly sur Seine + Weber Shandwick France / Neuilly sur Seine	Innovation in Public Relations	The Association of Journalists for the Environment	Bordeaux 2050
Ogilvy & Mather / Singapore + Ogilvy & Mather / Amsterdam + Ogilvy & Mather / London + We Film / Amsterdam	Brand Voice	Philips	Dutch Masterjuices
Ogilvy & Mather / Singapore + Ogilvy & Mather / Amsterdam + Ogilvy & Mather / London + We Film / Amsterdam	Events & Experiential	Philips	Dutch Masterjuices
OPEN Brand Consulting / Sydney + Royal Australian Mint / Canberra	Events & Experiential	Royal Australian Mint	Thunderstruck
Philipp und Keuntje / Hamburg + Goldeimer / Hamburg	Current Event Response	Goldeimer gemeinnützige	Shitty Paper – Made from hate
Philipp und Keuntje / Hamburg + Goldeimer / Hamburg	Events & Experiential	Goldeimer gemeinnützige	Shitty Paper – Made from hate
Serviceplan France / Courbevoie + Trinity Films / Courbevoie	Media Relations	Andros	Autism Can Work
Serviceplan France / Courbevoie + Trinity Films / Courbevoie	Reputation Management	Andros	Autism Can Work
Serviceplan Germany / Munich + Plan.net Germany / Munich	Events & Experiential	Beck's	Beck's Soundpils
Tech and Soul / São Paulo + Uber / São Paulo	Brand Voice	Uber	Distracted Goalkeeper

PUBLIC RELATIONS (CONT.)

Tech and Soul / São Paulo + Uber / São Paulo	Community Building	Uber	Distracted Goalkeeper
Tech and Soul / São Paulo + Uber / São Paulo	Events & Experiential	Uber	Distracted Goalkeeper
X-Line (Dentsu Group) / Taipei	Events & Experiential	Taiwan Star Telecom	Black Spots Campaign
X-Line (Dentsu Group) / Taipei	Integrated PR Campaign	Taiwan Star Telecom	Black Spots Campaign

RADIO & AUDIO

Alma DDB / Miami + Animal Music / Miami	Broadcast – Campaign	Pure Touch Filters	Conclusions
Alma DDB / Miami + Animal Music / Miami	Craft – Writing – Campaign	Pure Touch Filters	Conclusions
Arnold Worldwide / Boston	Broadcast – Single	Progressive	Elk Country
BBDO / New York + EG+ / New York	Craft – Use of Music	CVS	432Hz
BBDO / New York + iHeart Media	Broadcast – Campaign	Mars Chocolate North America / Snickers	3PM Brainstorms
BBDO / New York + iHeart Media	Craft – Writing – Campaign	Mars Chocolate North America / Snickers	3PM Brainstorms
BBDO / New York + Margarita Mix	Broadcast – Single	AT&T/ DirecTV	Boring Cowboys
BBDO / New York + Margarita Mix	Broadcast – Single	AT&T/ DirecTV	Boring Victorians
Clemenger BBDO / Brisbane	Broadcast – Single	Tabcorp	Fun Money - Barbershop

RADIO & AUDIO (CONT.)

DDB Group Germany / Berlin + MediaMonks / Amsterdam + Le Tour Du Monde / São Paulo + DaHouse Audio / São Paulo	Craft – Use of Music	Reporters without Borders	The Uncensored Playlist
DDB Group Germany / Berlin + MediaMonks / Amsterdam + Le Tour Du Monde / São Paulo + DaHouse Audio / São Paulo	Experiential Radio & Audio	Reporters without Borders	The Uncensored Playlist
DDB Group Germany / Berlin + MediaMonks / Amsterdam + Le Tour Du Monde / São Paulo + DaHouse Audio / São Paulo	Online – Streaming Audio	Reporters without Borders	The Uncensored Playlist
Global Media and Entertainment / Birmingham	Craft – Sound Design	West Midlands Police	Life or knife 3D
Havas Germany / Duesseldorf	Innovation in Radio & Audio	radio.de	Footballpen
HuntSource / Charlotte + Nez&Pez Consulting / Charlotte	Custom Content	HuntSource	Cyber War of the World
HuntSource / Charlotte + Nez&Pez Consulting / Charlotte	Online – Branded Podcast	HuntSource	Cyber War of the World
Made / Mexico City	Broadcast – Single	Heineken CCM	Censored Ads
Made / Mexico City	Broadcast – Single	STABILO	1492
McCann / New York	Custom Content	MGM Resorts International	Universal Love Songs
McCann / New York + Verizon / New York	Broadcast – Single	Verizon	Cedrika
McCann / New York + Verizon / New York	Broadcast – Campaign	Verizon	First Responders
McCann / New York + Verizon / New York	Broadcast – Single	Verizon	Jose
McCann / New York + Verizon / New York	Broadcast – Single	Verizon	Laura
McCann / New York + Verizon / New York	Broadcast – Single	Verizon	The Raglands
McCann Canada / Toronto	Broadcast – Single	Prostate Cancer Canada	Famous Fingers

RADIO & AUDIO (CONT.)

McCann Worldgroup Philippines / Taguig + Just Add Water / Makati + Hit Productions / Makati	Broadcast – Single	Fully Booked	LIVES - Ed
McCann Worldgroup Philippines / Taguig + Just Add Water / Makati + Hit Productions / Makati	Broadcast – Single	Fully Booked	LIVES - Moe
Serviceplan Germany / Munich + Too Many T's / London	Innovation in Radio & Audio	Too Many T's	Featuring Alexa
TBWA / Stockholm	Broadcast – Campaign	Mind	What Do You Hear?
TBWA / Stockholm	Craft – Use of Music	Mind	What Do You Hear?
VMLY&R / Sydney	Innovation in Radio & Audio	Partnership Against Domestic Violence (PADV)	Alexa Lifeline
Walrus / New York	Craft – Use of Music	Sprout Organics	Sophie Sprout Songs to eat by.

SOCIAL INFLUENCER MARKETING

Anomaly / Berlin + RIMOWA / Paris	Influencer Marketing – Episodic	RIMOWA	RIMOWA Never Still
BBDO / New York + BBDO Studios / New York	Influencer Marketing – Single Channel	Bacardi	Live Moves
BBDO / New York + BBDO Studios / New York	Influencer Marketing – Single Channel	Macy's	Live Looks
BBDO / New York + BBDO Studios / New York + Flyquest	Influencer Marketing – Single Channel	Mars Chocolate North America / Snickers	Snickering
BBDO / New York + MTC	Influencer Marketing – Episodic	Foot Locker	The Sun and the Snake
BBDO / New York + O Positive	Influencer Marketing – Multi-Channel	Monica Lewinsky/ Anti-Bullying	#DefyTheName

SOCIAL INFLUENCER MARKETING (CONT.)

Droga5 / New York	Influencer Marketing – Multi-Channel	Tourism Australia	Dundee: The Son of a Legend Returns Home
Energy BBDO / Chicago	Influencer Marketing – Multi-Channel	Mars	The 85-Year-Old Regret
Periscope / Minneapolis	Influencer Marketing – Multi-Channel	Ferrara Candy Company	Trolli Sour Brite Sneaks Campaign
Periscope / Minneapolis	Influencer Marketing – Single Channel	Ferrara Candy Company	Unboxing Sneak Attack
Stash / New York	Influencer Marketing – Multi-Channel	Stash	Retire Like A Baddie

SOCIAL MEDIA

72andSunny / Los Angeles	Social Engagement – Stunts & Activations	Carl's Jr.	SpielBurgers
Anomaly / Toronto + ABInBev / Toronto	Livestream	ABInBev	Bud Light Game Over
BBDO / New York + 360i / New York	Innovation in Social Media	Dunkin'	Freaky Tuesday
BBDO / New York + 360i / New York	Social Engagement – Community Building	Dunkin'	Freaky Tuesday
BBDO / New York + 360i / New York	Social Post – Campaign	Dunkin'	Freaky Tuesday
BBDO / New York + BBDO Studios / New York	Livestream	Macy's	Live Looks
BBDO / New York + BBDO Studios / New York	Social Engagement – User-Generated Content	Macy's	Live Looks
BBDO / New York + BBDO Studios / New York + Flyquest	Social Engagement – Stunts & Activations	Mars Chocolate North America / Snickers	Snickering

SOCIAL MEDIA (CONT.)

BBDO / New York + MTC	Social Post – Campaign	Foot Locker	The Sun and the Snake
BBDO / New York + O Positive	Social Engagement – Community Building	Monica Lewinsky/ Anti-Bullying	#DefyTheName
BBDO / New York + O Positive	Social Engagement – Stunts & Activations	Monica Lewinsky/ Anti-Bullying	#DefyTheName
BBDO / New York + Taylor James	Social Post – Campaign	Mars Petcare/ Pedigree	Fetch Across the Internet
beIN SPORTS / Miami + Y&R / Miami	Social Engagement – Community Building	beIN SPORTS	The beIN BED Campaign
Camp Pacific / Vancouver	Social Engagement – User-Generated Content	Destination BC	BC Explorer
Camp Pacific / Vancouver	Social Post – Real-time Response	The Royal Canadian Legion - BC/Yukon Command	Online Moment of Silence
CP+B / Boulder	Social Engagement – Community Building	Fruit of the Loom	#PutAShirtOnIt
DDB Group Germany / Berlin + MediaMonks / Amsterdam + Le Tour Du Monde / São Paulo + DaHouse Audio / São Paulo	Innovation in Social Media	Reporters without Borders	The Uncensored Playlist
DDB Group Germany / Berlin + MediaMonks / Amsterdam + Le Tour Du Monde / São Paulo + DaHouse Audio / São Paulo	Social Channel	Reporters without Borders	The Uncensored Playlist
Droga5 / New York	Social Engagement – Stunts & Activations	IHOP	IHO b
Droga5 / New York	Social Post – Single	IHOP	IHO b
Droga5 / New York	Social Engagement – Stunts & Activations	Tourism Australia	Dundee: The Son of a Legend Returns Home
Droga5 / New York + Starcom Worldwide / Chicago + VMLY&R / Chicago + Alison Brod Marketing + Communications / New York	Social Post – Real-time Response	Kraft Heinz Philadelphia	Bagelgate

SOCIAL MEDIA (CONT.)

Droga5 / New York + VMLY&R / Chicago + Alison Brod Marketing + Communications / New York + Starcom Worldwide / Chicago	Social Engagement – Stunts & Activations	Kraft Heinz Philadelphia	Bagelgate
Energy BBDO / Chicago	Social Engagement – User-Generated Content	Mars	The 85-Year-Old Regret
GLOW / New York + IFC / New York	Social Channel	IFC	IFC - Portlandia
GREY Canada / Toronto	Social Post – Campaign	Salvation Army	Taste Of Poverty
HEIMAT / Berlin	Craft – Use of Visuals	Free Democrats	Free Democrats "Made of Defeat – A Photographic Tale."
Huge / Detroit + Quicken Loans / Detroit	Social Post – Real-time Response	Quicken Loans	Translating The Big Game.
i.d.e.a. / San Diego	Craft – Use of Visuals	Harrah's Ak-Chin Casino	Play For All Social Visuals
Isobar / South Melbourne	Social Engagement – Community Building	Roadshow Films	Tomb Raider
Le Cube / São Paulo + DM9DDB / São Paulo	Craft – Use of Visuals	McDonald's	World Car-Free Day
McCann / New York	Social Engagement – Community Building	MGM Resorts International	Universal Love Songs
McCann / New York	Social Engagement – Stunts & Activations	MGM Resorts International	Universal Love Songs
McCann / New York + March For Our Lives / Florida	Craft – Use of Visuals	March for Our Lives	Price On Our Lives
McCann / New York + March For Our Lives / Florida	Social Engagement – Community Building	March for Our Lives	Price On Our Lives
Mexico Tourism Board / Mexico City	Social Post – Campaign	Mexico Tourism Board	Dear Country
Periscope / Minneapolis	Social Engagement – Community Building	Ferrara Candy Company	Trolli Sour Brite Sneaks and Stock X
Rethink / Vancouver, Montreal, Toronto	Social Post – Real-time Response	States United Against Gun Violence	Backfire

SOCIAL MEDIA (CONT.)

Tech and Soul / São Paulo + Uber / São Paulo	Social Engagement – Stunts & Activations	Uber	Distracted Goalkeeper
Young & Laramore / Indianapolis	Craft – Use of Visuals	Brizo	Beauty of Concrete Social Campaign