

The full Cannes Lions Film Craft shortlist

The full Cannes Lions Film Craft shortlist has been released. The winners will be announced at an awards ceremony tomorrow evening...

Cannes Lions Film Craft shortlist

Title	Client	Product	Entrant Company
PROTOTYPE	CHANNEL 4	BORN RISKY	4creative London
UNBREAKABLE DRIVERS	TOYOTA MOTOR CORPORATION AUSTRALIA	HILUX	SAATCHI & SAATCHI Sydney
GOTH GIRL	HORNBAACH	DIY HOME IMPROVEMENT SUPERSTORES	HEIMAT Berlin
#VIOLENCEISVIOLENCE	MANKIND	CHARITY	DARE London
THIS GIRL CAN	SPORT ENGLAND	SPORT ENGLAND	SOMESUCH London
THE LAST GAME	NIKE FOOTBALL	FOOTBALL APPAREL	PASSION PICTURES London
WIN CHRISTMAS	MULBERRY	MULBERRY	RATTLING STICK London
MONTY'S CHRISTMAS	JOHN LEWIS PARTNERSHIP	CHRISTMAS	ADAM&EVEDDB London
FROM SCRIPT TO SCREEN	SONY	SONY	ANONYMOUS CONTENT Culver City
THE BOY WHO BEEPS	GE	GE	BBDO NEW YORK
EMILY'S OZ	COMCAST	COMMERCIAL/PUBLIC SERVICE	BISCUIT FILMWORKS Los Angeles
1914 TRUCE	SAINSBURY'S	SAINSBURY'S	AMV BBDO London
T-SHIRTS	IKEA	RETAIL	BLINK PRODUCTIONS London
100	LEICA GALLERY SÃO PAULO	CELEBRATING 100 YEARS OF LEICA PHOTOGRAPHY	STINK Sao Paulo
UNSKIPABLE: FAMILY LONG FORM	GEICO	INSURANCE	THE MARTIN AGENCY Richmond
HOTEL	UNILEVER	AXE	BBH NEW YORK
DADSONG	OLD SPICE	COMMERCIAL/TOILETRIES	BISCUIT FILMWORKS Los Angeles
THE WAVE	LAND ROVER USA	FIVE CAMERA SURROUND SYSTEM	Y&R NEW YORK
SILVERHAND	CANAL DIGITAL	PAY PER VIEW, CANALDIGITAL.NO	BACON OSL Oslo
MURMURATION	SKY	SKY ON DEMAND	THE SWEET SHOP Auckland
BIRTH	AUDI UK	AUDI SPORT/RS 3 SPORTBACK	BBH London
RIPPLE	NIKE	COMMERCIAL/CLOTHING & ACCESSORIES	BISCUIT FILMWORKS Los Angeles
FREESTYLE	ARLA FOODS	LURPAK SPREADABLE	MJZ LONDON
THE GENTLEMAN'S WAGER	JOHNNIE WALKER	ALCOHOL BEVERAGE	RSA FILMS Los Angeles
THE OTHER SIDE	HONDA	HONDA CMC TYPE R	SOMESUCH London
THE GUN	20TH CENTURY FOX	DAWN OF THE PLANET OF THE APES	PULSE FILMS London
IF YOU'RE HAPPY	WEIGHT WATCHERS	WEIGHT LOSS	EPOCH FILMS New York
THE WHITE RUSSIAN	KAHLÜA	KAHLÜA	LUCKY GENERALS London
MADE IN NY	GATORADE	GATORADE	TBWA/CHIAT/DAY Los Angeles
SETTLE IT	WM WRIGLEY JR. CO	SKITTLES	MJZ Los Angeles
WHAT LIVES INSIDE - EPISODE ONE	INTEL + DELL	DELL VENUE TABLET WITH INTEL INSIDE	PEREIRA & O'DELL San Francisco
WHAT LIVES INSIDE - EPISODE TWO	INTEL + DELL	DELL VENUE TABLET WITH INTEL INSIDE	PEREIRA & O'DELL San Francisco
WHAT LIVES INSIDE - EPISODE THREE	INTEL + DELL	DELL VENUE TABLET WITH INTEL INSIDE	PEREIRA & O'DELL San Francisco
WHAT LIVES INSIDE - EPISODE FOUR	INTEL + DELL	DELL VENUE TABLET WITH INTEL INSIDE	PEREIRA & O'DELL San Francisco
UNICORNS	CANAL+	CANAL+	BETC Paris
DAD	WIND TELECOMUNICAZIONI	WIND	MERCURIO CINEMATOGRAFICA Milan
THE GAME BEFORE THE GAME	BEATS BY DR. DRE	BEATS SOLO2	R/GALONDON London
CLEANED OUT	HERTZ	HERTZ	SMUGGLER Los Angeles, CA

NOT IN THE SHAPE THEY USED TO BE	HILL'S PET NUTRITION	PERFECT WEIGHT PET FOOD	RED FUSE Prague
AIRPORT	NETFLIX	ENTERTAINMENT	DDB CANADA Vancouver
THE MONSTER-SMART LAUNCH	DAIMLER AG / SMART MM	SMART	BBDO GROUP GERMANY Berlin
WIN CHRISTMAS	MULBERRY	MULBERRY	ADAM&EVEDDB London
THE BOY WHO BEEPS	GE	GE	BBDO NEW YORK
EMILY'S OZ	COMCAST	COMMERCIAL/PUBLIC SERVICE	BISCUIT FILMWORKS Los Angeles
WOMEN'S RIGHTS	ROCK THE VOTE	COMMERCIAL/PUBLIC AWARENESS	BISCUIT FILMWORKS Los Angeles
PRICE OF PROGRESS	PRINCE EDWARD COUNTY	PRINCE EDWARD COUNTY	BBDO Toronto
UNSKIPPABLE: FAMILY LONG FORM	GEICO	INSURANCE	THE MARTIN AGENCY Richmond
1914 TRUCE	SAINSBURY'S	SAINSBURY'S	AMV BBDO London
SUPER CREEPY	DIRECTV	DIRECTV	MJZ Los Angeles
SCRAWNY ARMS	DIRECTV	DIRECTV	MJZ Los Angeles
DADHOOD	GENERAL MILLS	PEANUT BUTTER CHEERIOS	TRIBAL WORLDWIDE, A DIVISION OF DDB
THE WHITE RUSSIAN	KAHLUA	KAHLUA	LUCKY GENERALS London
MOTHER NATURE	CONSERVATION INTERNATIONAL	CONSERVATION INTERNATIONAL	TBWA MEDIA ARTS LAB Los Angeles
THE OCEAN	CONSERVATION INTERNATIONAL	CONSERVATION INTERNATIONAL	TBWA MEDIA ARTS LAB Los Angeles
CLEANED OUT	HERTZ	VAN RENTAL	ADAM&EVEDDB London
UNICORNS	CANAL+	CANAL+	BETC Paris
MY LAST DAY	AMNESTY INTERNATIONAL THE NETHERLANDS	DEATH PENALTY	OGILVY & MATHER AMSTERDAM
A MOTHER'S BODY	UNILEVER	DOVE	OGILVY & MATHER LONDON
CUSTOM-MADE COMMERCIAL	MAN LATIN AMERICA	VOLKSWAGEN DELIVERY TRUCKS	ALMAPBBDO São Paulo
MADE IN FRANCE	EDF	ENERGY	HAVAS WORLDWIDE PARIS
STEP OUT	EDF	ENERGY	HAVAS WORLDWIDE PARIS
TOO INFORMATIVE	DU	TELECOMMUNICATIONS	LEO BURNETT DUBAI
BRADY BUNCH	MARS CHOCOLATE NORTH AMERICA	SNICKERS	BBDO NEW YORK
#SORTA: RX	ESURANCE	INSURANCE	LEO BURNETT CHICAGO
UNSKIPPABLE: FAMILY LONG FORM	GEICO	INSURANCE	THE MARTIN AGENCY Richmond
BOOTYLICIOUS	MONEY SUPERMARKET	MONEY SUPERMARKET	SONNY London
LEARN THE HARD WAY	THE PRINCE'S TRUST	CHARITY	CHI & PARTNERS London
DADHOOD	GENERAL MILLS	PEANUT BUTTER CHEERIOS	TRIBAL WORLDWIDE, A DIVISION OF DDB
WHAT LIVES INSIDE - EPISODE ONE	INTEL + DELL	DELL VENUE TABLET WITH INTEL INSIDE	PEREIRA & O'DELL San Francisco
WHAT LIVES INSIDE - EPISODE TWO	INTEL + DELL	DELL VENUE TABLET WITH INTEL INSIDE	PEREIRA & O'DELL San Francisco
WHAT LIVES INSIDE - EPISODE THREE	INTEL + DELL	DELL VENUE TABLET WITH INTEL INSIDE	PEREIRA & O'DELL San Francisco
WHAT LIVES INSIDE - EPISODE FOUR	INTEL + DELL	DELL VENUE TABLET WITH INTEL INSIDE	PEREIRA & O'DELL San Francisco
DREAMING OF YAMS	FOODSTUFFS NZ	NEW WORLD	FINCH Sydney
POO FACE	PROCTER & GAMBLE	WIPES	SAATCHI & SAATCHI London
NOT IN THE SHAPE THEY USED TO BE	HILL'S PET NUTRITION	PERFECT WEIGHT PET FOOD	RED FUSE Prague
WELCOME TO AIRBNB	AIRBNB	AIRBNB	CIRKUS Auckland
PROTOTYPE	CHANNEL 4	BORN RISKY	4creative London
LIFE MOVES FORWARD	BNP PARIBAS FORTIS	EASY BANKING	CZAR Brussels
TOO DISTRESSING	DU	TELECOMMUNICATIONS	LEO BURNETT DUBAI
TOO INFORMATIVE	DU	TELECOMMUNICATIONS	LEO BURNETT DUBAI
THE CITY	HEINEKEN	HEINEKEN	TRAKTOR Los Angeles
EMILY'S OZ	COMCAST/XFINITY	COMCAST/XFINITY	GOODBY SILVERSTEIN & PARTNERS NY New York
1914 TRUCE	SAINSBURY'S	SAINSBURY'S	AMV BBDO London
100	LEICA GALLERY SÃO PAULO	CELEBRATING 100 YEARS OF LEICA PHOTOGRAPHY	STINK Sao Paulo

HOTEL	UNILEVER	AXE	BBH NEW YORK
BIRTH	AUDI UK	AUDI SPORT/RS 3 SPORTBACK	BBH London
37 DAYS	ATLANTIC GROUP	HEATERS	LEO BURNETT FRANCE Paris
AHEAD OF THEIR TIME	DODGE	COMMERCIAL/AUTOMOBILE	BISCUIT FILMWORKS Los Angeles
FILM4 IDENTs	CHANNEL 4	FILM4 IDENTs	4creative London
MECHANICS	AUDI	AUDI SERVICE	THJNK Hamburg
SHAPE YOUR TIME	CARTIER	WATCHMAKING	PUBLICIS 133 Paris
EVERY DAY IS DAY ONE	SAMSUNG	ASP SURF SPONSORSHIP, SAMSUNG GS5	EXIT FILMS Melbourne
INTO THE WORLD	LAND ROVER GLOBAL	LAND ROVER VEHICLES	RKCR/Y&R London
1914 TRUCE	SAINSBURY'S	SAINSBURY'S	AMV BBDO London
100	LEICA GALLERY SÃO PAULO	CELEBRATING 100 YEARS OF LEICA PHOTOGRAPHY	STINK Sao Paulo
DRIVE	GAP	GAP	RESET Santa Monica
LEBRON JAMES TOGETHER	NIKE	FOOTWEAR, CLOTHING AND ACCESSORIES	WIEDEN+KENNEDY Portland
WINTER'S TALE	VOLVO CAR SWEDEN	VOLVO V70, XC70 AND XC60	FORSMAN & BODENFORS Gothenburg
BIRTH	AUDI UK	AUDI SPORT/RS 3 SPORTBACK	BBH London
FREESTYLE	ARLA FOODS	LURPAK	MJZ LONDON
BEDS	IKEA	BEDROOM HOME FURNISHINGS / RETAIL	MJZ LONDON
AFTERGLOW - A PHILIPS AMBLIGHT EXPERIENCE	PHILIPS TV (TP VISION)	TV	AHLSTRAND & WÄLLGREN Stockholm
THE WHITE RUSSIAN	KAHLÛA	KAHLÛA	LUCKY GENERALS London
37 DAYS	ATLANTIC GROUP	HEATERS	LEO BURNETT FRANCE Paris
MECHANICS	AUDI	AUDI SERVICE	THJNK Hamburg
ORIGINAL SUPERSTAR	ADIDAS ORIGINALS	SNEAKERS	JOHANNES LEONARDO New York
THE GAME BEFORE THE GAME	BEATS BY DR. DRE	BEATS SOLO2	R/GAL LONDON London
SHAPE YOUR TIME	CARTIER	WATCHES	QUAD PRODUCTIONS Clichy
THIS GIRL CAN	SPORT ENGLAND	SPORT ENGLAND	FCB INFERNO London
MADE OF BLACK	DIAGEO	GUINNESS	AMV BBDO London
100	LEICA GALLERY SÃO PAULO	CELEBRATING 100 YEARS OF LEICA PHOTOGRAPHY	STINK Sao Paulo
CONVERSE: MADE BY YOU	CONVERSE	FASHION/APPAREL	ANOMALY New York
FREESTYLE	ARLA FOODS	LURPAK SPREADABLE	MJZ LONDON
THE PEOPLE'S FILM, 60 YEARS TOGETHER	VOLKSWAGEN	VOLKSWAGEN	FINCH Sydney
37 DAYS	ATLANTIC GROUP	HEATERS	LEO BURNETT FRANCE Paris
CUSTOM-MADE COMMERCIAL	MAN LATIN AMERICA	VOLKSWAGEN DELIVERY TRUCKS	ALMAPBBDO São Paulo
POO FACE	PROCTER & GAMBLE	WIPES	SAATCHI & SAATCHI London
BEAUTY GREW ALL AROUND	REGENCY BEAUTY INSTITUTE	BEAUTY INSTITUTE	COLLE + McVOY Minneapolis, MN
HOTEL	AXE	AXE WHITE LABEL	WOODWORK MUSIC Salford
100	LEICA GALLERY SÃO PAULO	CELEBRATING 100 YEARS OF LEICA PHOTOGRAPHY	STINK Sao Paulo
DADSONG	OLD SPICE	BODY SPRAY	WALKER Portland
I SKIP LEG DAY	MERCEDES-BENZ CARS VERTRIEB DEUTSCHLAND	SMART EBIKE	BBDO GROUP GERMANY Berlin
37 DAYS	ATLANTIC GROUP	HEATERS	LEO BURNETT FRANCE Paris
THE BOY RAISED BY GOATS	PROCTER & GAMBLE	PEPTO-BISMOL	PUBLICIS KAPLAN THALER New York
FREESTYLE	LURPAK	SPREADABLE	WIEDEN+KENNEDY London
WELCOME BACK	ENERGIZER	SCHICK HYDRO GROOMER	J. WALTER THOMPSON NEW YORK
POPOV, THE CLOWN	McDONALD'S GERMANY	McDONALD'S GERMANY	THJNK Hamburg
SHAPE YOUR TIME	CARTIER	WATCHMAKING	PUBLICIS 133 Paris
AMERICA START YOUR ENGINES	NBC SPORTS	NASCAR	HUNGRY MAN New York
EVERY DAY IS DAY ONE	SAMSUNG	ASP SURF SPONSORSHIP, SAMSUNG GS5	72ANDSUNNY AMSTERDAM
THIS GIRL CAN	SPORT ENGLAND	SPORT ENGLAND	SOUNDTREE MUSIC London
THE CITY	HEINEKEN	HEINEKEN	750MPH London
WITH DAD	NISSAN	BRAND	TBWA\CHIAT\DAY Los Angeles

IF YOU'RE HAPPY	WEIGHT WATCHERS	WEIGHT LOSS	WIEDEN+KENNEDY Portland
LIGHTS	ADOT.COM	NPO	OGILVY & MATHER JAPAN Tokyo
MADE OF BLACK	DIAGEO	GUINNESS	AMV BBDO London
1914 TRUCE	SAINSBURYS	SAINSBURYS	AMV BBDO London
THE WHITE RUSSIAN	PERNOD RICARD	KAHLUA	WAVE STUDIOS London
OUR SONG	UNITEDHEALTHCARE	VIRTUAL DOCTOR VISITS	LEO BURNETT CHICAGO
PIANO	DIAGEO	BUCHANAN'S	PAPAMUSIC Buenos Aires
THE SONG	APPLE	APPLE	TBWA\ MEDIA ARTS LAB Los Angeles
INFREQUENT FLYERS CLUB	TIGERAIR	INFREQUENT FLYERS CLUB	McCANN MELBOURNE
THE GAME BEFORE THE GAME	BEATS BY DR. DRE	BEATS SOLO2	R/GA LONDON London
EVERYONE IS GAY	MIX BRAZIL CULTURAL AND DIVERSITY ASSOCIATION	22° MIX BRASIL FESTIVAL OF CULTURE AND DIVERSITY	NEOGAMA BBH São Paulo
I'M A DRIFTER, AGAIN	SPOTIFY	STREAMING MUSIC SERVICE	OGILVY NEW YORK
VACUUM LOVE	VORWERK INTERNATIONAL STRECKER & CO.	VORWERK KOBOLD VR200	SAATCHI & SAATCHI DÜSSELDORF
POO FACE	PROCTER & GAMBLE	WIPES	SAATCHI & SAATCHI London
THE ROAD TO TWICKENHAM	BMW	BMW - SPONSORSHIP OF ENGLAND RUGBY	FCB INFERNO London
THIS GIRL CAN	SPORT ENGLAND	SPORT ENGLAND	WAVE STUDIOS London
NORMAL DAY	ARMY	ARMY	750MPH London
THE BATTLE	CANALSAT	CANALSAT	KOUZ PRODUCTION Paris
LISTEN	NATIONAL FOOTBALL LEAGUE	PUBLIC SERVICE ANNOUNCEMENT	GREY NEW YORK
THE OTHER SIDE	HONDA	HONDA CMC TYPE R	FACTORY London
LEBRON JAMES TOGETHER	NIKE	NIKE	BARKING OWL Los Angeles
THE LAST GAME	NIKE FOOTBALL	FOOTBALL APPAREL	PASSION PICTURES London
THE LAST ROAD TRIP	AB INBEV	STELLA ARTOIS	MOTHER London
BIRTH	AUDI	AUDI RS3	MILL+ London
MAYA	SSE	SSE	THE MILL London
THE LEFT BEHINDS	FREEVIEW	FREEVIEW	LEO BURNETT LONDON
VACUUM LOVE	VORWERK INTERNATIONAL STRECKER & CO.	VORWERK KOBOLD VR200	SAATCHI & SAATCHI DÜSSELDORF
WAR ON DRUGO	INSTITUTO IGARAPÉ	GLOBAL COMMISSION ON DRUG POLICY	ALMAP BBDO São Paulo
ASSASSIN'S CREED UNITY	UBISOFT	VIDEO GAME	SID LEE Paris
BREAKDANCE	JOHNSON & JOHNSON	JOHNSON'S BABY, INSECT REPELLENT	DDB BRASIL São Paulo
T-SHIRTS	IKEA	RETAIL	MPC London
MONTY'S CHRISTMAS	JOHN LEWIS	CHRISTMAS	MPC London
BIRTH	AUDI	AUDI RS3	MILL+ London
MAYA	SSE	SSE	THE MILL London
ALL-POWERLESS	MOPHIE	MOPHIE	DEUTSCH LA
WAR	THE HUMAN RIGHTS FOUNDATION	INSTITUTIONAL	GREY BRAZIL São Paulo
SHAPE YOUR TIME	CARTIER	WATCHES	QUAD PRODUCTIONS Clichy
BEDS	IKEA	BEDROOM HOME FURNISHINGS / RETAIL	MOTHER London
3-SECOND COOKING "SHRIMP FRYING CANNON"	NTT DOCOMO	EXPANDED LTE NETWORK	AOI PRO. Tokyo
3-SECOND COOKING "SUPER FRIED DUMPLING"	NTT DOCOMO	LTE ADVANCED (PREMIUM 4G)	AOI PRO. Tokyo
37 DAYS	ATLANTIC GROUP	HEATERS	LEO BURNETT FRANCE Paris
SAMSUNG HOLIDAY DREAMS	SAMSUNG TELECOMMUNICATIONS AMERICA	SAMSUNG	R/GA New York
TRUE LOVE	3 MOBILE	MOBILE SERVICE PROVIDER	INGO Stockholm
A MESSAGE TO SPACE	HYUNDAI MOTOR COMPANY	BRAND CAMPAIGN	INNOCEAN WORLDWIDE Seoul