

# The full Cannes Lions Creative Effectiveness shortlist

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

## Cannes Creative Effectiveness shortlist

Title	Client	Product	Entrant Company
HAPPY ID	COCA-COLA	COCA-COLA	McCANN LIMA
PENNY THE PIRATE	LUXOTTICA	OPSM	SAATCHI & SAATCHI Sydney
THE SMART PHONE LINE	SAMSUNG	GALAXY S4	COLENSO BBDO Auckland
GRAZED ON GREATNESS	MJ BALE	MJ BALE	WHYBINTBWA GROUP SYDNEY
DILL	LIDL	LIDL	INGO Stockholm
FARMED AND DANGEROUS	CHIPOTLE MEXICAN GRILL	CHIPOTLE	PIRO New York
BALD CARTOONS	GRAACC	NGO	OGILVY BRASIL São Paulo
THE BEAR AND THE HARE	JOHN LEWIS	DEPARTMENT STORE	ADAM&EVEDDB London
BENTLEY BURIAL	ABTO (BRAZILIAN ASSOCIATION OF ORGAN TRANSPLANTATION)	INSTITUTIONAL	LEO BURNETT TAILOR MADE São Paulo
IF WE MADE IT	HEINEKEN USA	NEWCASTLE	DROGA5 New York
THIS IS WHOLESOME	MONDELÉZ INTERNATIONAL	HONEYMAID	DROGA5 New York
WENDY'S PRETZEL BACON CHEESEBURGER LOVE SONGS	WENDY'S	QSR	VML Kansas City
CABLE EFFECTS	DIRECTV	PAY TV	GREY NEW YORK
2014 TACO BELL BREAKFAST LAUNCH (RONALD McDONALD LAUNCH)	TACO BELL	TACO BELL BREAKFAST MENU	DEUTSCH LA
KOMBI LAST WISHES	VOLKSWAGEN DO BRASIL	VOLKSWAGEN BUS	ALMAPBBDO São Paulo
THE WORLD'S TOUGHEST JOB	AMERICAN GREETINGS	CARDSTORE	MULLEN Boston
THE LAUNCH OF PS4	PLAYSTATION	GAMES CONSOLE	BBH NEW YORK
LIVE TEST SERIES	VOLVO TRUCKS	THE NEW VOLVO FMX, THE NEW VOLVO FL, THE NEW VOLVO FM	FORSMAN & BODENFORS Gothenburg
OFFROAD	DAIMLER AG / SMART	SMART FORTWO	BBDO GROUP GERMANY Berlin
MISTAKES	NZ TRANSPORT AGENCY	SPEED	CLEMENGER BBDO WELLINGTON Wellington
GHITA, THE SOCIAL SHEPHERD	VODAFONE	VODAFONE	McCANN ERICKSON ROMANIA Bucharest
AUSSIE BUILDERS	MARS	SNICKERS	CLEMENGER BBDO MELBOURNE
KAN KHAJURA TESAN STATION	UNILEVER INDIA	UNILEVER	LOWE AND PARTNERS WORLDWIDE London
INGLORIOUS FRUITS AND VEGETABLES	INTERMARCHÉ	FOOD RETAIL	MARCEL Paris
SPEAKING EXCHANGE	CNA	CNA	FCB BRASIL São Paulo
THE AUTOCOMPLETE TRUTH	UN WOMEN	GENDER EQUALITY	MEMAC OGILVY Dubai
WHY WAIT UNTIL IT'S TOO LATE?	FUNERAL INSURANCE COMPANY DELA	BRAND	OGILVY & MATHER AMSTERDAM