

Print & Publishing Lions shortlist

The Print & Publishing Lions shortlist has been released with South Africa seeing 25 entries make it to the final round at Cannes Lions 2016.

With 430 entries in total, local agencies featured strongly on this shortlist:

Print & Publishing Lions shortlist

Title	Client	Product	Agency	Country
A01 (Savoury Foods)				
BABY	BEL	MINI BABYBEL	YOUNG & RUBICAM PARIS	FRANCE
MILKMAN	BEL	MINI BABYBEL	YOUNG & RUBICAM PARIS	FRANCE
FISH	BEL	MINI BABYBEL	YOUNG & RUBICAM PARIS	FRANCE
CARDINAL	BEL	MINI BABYBEL	YOUNG & RUBICAM PARIS	FRANCE
WATERMELON	ORIGEN ORGÂNICOS	INSTITUTIONAL	Y&R SÃO PAULO	BRAZIL
STRAWBERRY	ORIGEN ORGÂNICOS	INSTITUTIONAL	Y&R SÃO PAULO	BRAZIL
LETTUCE	ORIGEN ORGÂNICOS	INSTITUTIONAL	Y&R SÃO PAULO	BRAZIL
PUG	CHEZ OSCAR	INSTITUTIONAL	Y&R SÃO PAULO	BRAZIL
LABRADOR	CHEZ OSCAR	INSTITUTIONAL	Y&R SÃO PAULO	BRAZIL
MUTT	CHEZ OSCAR	INSTITUTIONAL	Y&R SÃO PAULO	BRAZIL
A02 (Sweet Foods & Snacks)				
"MOBY-DICK"	WRIGLEY	WRIGLEY'S SPEARMINT	BBDO GROUP GERMANY Dusseldorf	GERMANY
"SHERLOCK HOLMES"	WRIGLEY	WRIGLEY'S SPEARMINT	BBDO GROUP GERMANY Dusseldorf	GERMANY
"LITTLE RED RIDING HOOD"	WRIGLEY	WRIGLEY'S SPEARMINT	BBDO GROUP GERMANY Dusseldorf	GERMANY
HUNGER TRAP 1	MARS	SNICKERS	IMPACT BBDO Dubai	UNITED ARAB EMIRATES
HUNGER TRAP 2	MARS	SNICKERS	IMPACT BBDO Dubai	UNITED ARAB EMIRATES
HUNGER TRAP 3	MARS	SNICKERS	IMPACT BBDO Dubai	UNITED ARAB EMIRATES
PIRANHA	DULCES ANÁHUAC	CHIPLETA LOLLIPOP	(ANÓNIMO) Mexico City	MEXICO
LIONS	DULCES ANÁHUAC	CHIPLETA LOLLIPOP	(ANÓNIMO) Mexico City	MEXICO
MARTIANS	DULCES ANÁHUAC	CHIPLETA LOLLIPOP	(ANÓNIMO) Mexico City	MEXICO
SKATE PARK	FERRERO ROCHER, ARGENTINA	TIC TAC	LA COMUNIDAD Buenos Aires	ARGENTINA
PINBALL	FERRERO ROCHER, ARGENTINA	TIC TAC	LA COMUNIDAD Buenos Aires	ARGENTINA
ROLLER COASTER	FERRERO ROCHER, ARGENTINA	TIC TAC	LA COMUNIDAD Buenos Aires	ARGENTINA
BROCCOLI	FREDDO	ICE CREAM	Y&R BUENOS AIRES	ARGENTINA
ARTICHOKE	FREDDO	ICE CREAM	Y&R BUENOS AIRES	ARGENTINA
CHOCOLATE	FREDDO	INSTITUTIONAL	Y&R SÃO PAULO	BRAZIL
MINT	FREDDO	INSTITUTIONAL	Y&R SÃO PAULO	BRAZIL
STRAWBERRY	FREDDO	INSTITUTIONAL	Y&R SÃO PAULO	BRAZIL
A03 (Alcoholic Drinks)				
DIMA	BCS BERGEDORFER BRAU GESELLSCHAFT MBH	BERGEDORFER BIER	JUNG von MATT Hamburg	GERMANY
JANNIS	BCS BERGEDORFER BRAU GESELLSCHAFT MBH	BERGEDORFER BIER	JUNG von MATT Hamburg	GERMANY
RENKE	BCS BERGEDORFER BRAU GESELLSCHAFT MBH	BERGEDORFER BIER	JUNG von MATT Hamburg	GERMANY
FISHERMEN	COOPERATIVA AGRICOLA PISQUERA ELQUI	FRANCISCO DE AGUIRRE SPARKLING WINE	PROLAM Y&R Santiago	CHILE
SOCCER	HUÛNEN	HUÛNEN	PROLAM Y&R Santiago	CHILE
PAINTBALL	HUÛNEN	HUÛNEN	PROLAM Y&R Santiago	CHILE

A04 (Non-Alcoholic Drinks)				
"BREAKDANCE"	PEPSICO DEUTSCHLAND	PEPSI LIGHT	BBDO GROUP GERMANY Dusseldorf	GERMANY
"PARKOUR"	PEPSICO DEUTSCHLAND	PEPSI LIGHT	BBDO GROUP GERMANY Dusseldorf	GERMANY
"SKATEBOARD"	PEPSICO DEUTSCHLAND	PEPSI LIGHT	BBDO GROUP GERMANY Dusseldorf	GERMANY
MAN	DUTCH MILL CO.	ARABUS 3 IN 1 COFFEE	MONDAY Bangkok	THAILAND
LADY	DUTCH MILL CO.	ARABUS 3 IN 1 COFFEE	MONDAY Bangkok	THAILAND
OFFICE	DUTCH MILL CO.	ARABUS 3 IN 1 COFFEE	MONDAY Bangkok	THAILAND
MANSION	CAFÉ CARIBE	CORP. CAFÉ CARIBE	PROLAM Y&R Santiago	CHILE
CHURCH	CAFÉ CARIBE	CORP. CAFÉ CARIBE	PROLAM Y&R Santiago	CHILE
RESTAURANT	CAFÉ CARIBE	CORP. CAFÉ CARIBE	PROLAM Y&R Santiago	CHILE
A05 (Cosmetics)				
FIRST LOVE	GARNIER SKIN ACTIVE	ANTIAGE CREAM	PUBLICIS MEXICO Mexico City / L'ORÉAL MÉXICO Mexico City	MEXICO
A06 (Toiletries)				
PENCIL	JOHNSON & JOHNSON	LISTERINE COOL MINT	J. WALTER THOMPSON London	UNITED KINGDOM
MONEY	JOHNSON & JOHNSON	LISTERINE COOL MINT	J. WALTER THOMPSON London	UNITED KINGDOM
KEYS	JOHNSON & JOHNSON	LISTERINE COOL MINT	J. WALTER THOMPSON London	UNITED KINGDOM
A07 (Healthcare & Pharmacy)				
SMOOTH TRAVEL 2	PHAPROS	ANTIMO	HAKUHODO INDONESIA Jakarta	INDONESIA
DATING	PT. ROHTO LABORATORIES INDONESIA	ACNES SEALING JELL	DENTSU SPARKS Jakarta	INDONESIA
BIRTHDAY	PT. ROHTO LABORATORIES INDONESIA	ACNES SEALING JELL	DENTSU SPARKS Jakarta	INDONESIA
BAND SHOW	PT. ROHTO LABORATORIES INDONESIA	ACNES SEALING JELL	DENTSU SPARKS Jakarta	INDONESIA
THE ROCKER	LEHNING	VOXPAX	HAVAS WORLDWIDE PARIS Puteaux	FRANCE
THE SUPPORTER	LEHNING	VOXPAX	HAVAS WORLDWIDE PARIS Puteaux	FRANCE
PUNK COUPLE	ID CONDOMS	CONDOMS	FITZGERALD & CO Atlanta	USA
HIPSTER COUPLE	ID CONDOMS	CONDOMS	FITZGERALD & CO Atlanta	USA
PREPPY COUPLE	ID CONDOMS	CONDOMS	FITZGERALD & CO Atlanta	USA
WOOD	JOHNSON'S	BAND AID	DDB BRASIL São Paulo	BRAZIL
JEANS	JOHNSON'S	BAND AID	DDB BRASIL São Paulo	BRAZIL
BOX	BAYER	ASPIRIN/CAFIASPIRIN	ALMAPBBDO São Paulo	BRAZIL
BALD	BAYER	ASPIRIN/CAFIASPIRIN	ALMAPBBDO São Paulo	BRAZIL
A08 (Household Cleaning Products)				
FREE THE KIDS 1	UNILEVER	PERSIL / OMO	MULLENLOWE GROUP London	UNITED KINGDOM
FREE THE KIDS 2	UNILEVER	PERSIL / OMO	MULLENLOWE GROUP London	UNITED KINGDOM
FREE THE KIDS 3	UNILEVER	PERSIL / OMO	MULLENLOWE GROUP London	UNITED KINGDOM
WOOL	UNILEVER (BREEZE)	BREEZE LIQUID DETERGENT	MULLENLOWE SINGAPORE	SINGAPORE
DENIM	UNILEVER (BREEZE)	BREEZE LIQUID DETERGENT	MULLENLOWE SINGAPORE	SINGAPORE
LINEN	UNILEVER (BREEZE)	BREEZE LIQUID DETERGENT	MULLENLOWE SINGAPORE	SINGAPORE
COTTON	UNILEVER (BREEZE)	BREEZE LIQUID DETERGENT	MULLENLOWE SINGAPORE	SINGAPORE
A09 (Other Household Goods)				
WOMAN	HEIMAOSHEN DAILY CHEMICAL CO.LTD	HEIMAOSHEN MOSQUITO- REPELLENT INCENSE	J. WALTER THOMPSON BEIJING	CHINA
MAN	HEIMAOSHEN DAILY CHEMICAL CO.LTD	HEIMAOSHEN MOSQUITO- REPELLENT INCENSE	J. WALTER THOMPSON BEIJING	CHINA

NEIGHBORHOOD EQUATION	TIGER BRANDS	PEACEFUL SLEEP ROOM SPRAY	TBWA\HUNT LASCARIS JOHANNESBURG	SOUTH AFRICA
TODDLER EQUATION	TIGER BRANDS	PEACEFUL SLEEP ROOM SPRAY	TBWA\HUNT LASCARIS JOHANNESBURG	SOUTH AFRICA
PEOPLE EQUATION	TIGER BRANDS	PEACEFUL SLEEP ROOM SPRAY	TBWA\HUNT LASCARIS JOHANNESBURG	SOUTH AFRICA
A10 (Miscellaneous)				
EAGLE	HASBRO COLOMBIA	PLAY DOH	DDB COLOMBIA Bogotá	COLOMBIA
SAILOR	HASBRO COLOMBIA	PLAY DOH	DDB COLOMBIA Bogotá	COLOMBIA
SOLDIER	HASBRO COLOMBIA	PLAY DOH	DDB COLOMBIA Bogotá	COLOMBIA
OLD ENGLISH SHEEPROSE	MARS PETCARE AUSTRALIA	DENTAFLEX	CLEMENGER BBDO MELBOURNE	AUSTRALIA
WHITE SAMOYED GERBERA	MARS PETCARE AUSTRALIA	DENTAFLEX	CLEMENGER BBDO MELBOURNE	AUSTRALIA
CHOW CHOW BLOSSOM	MARS PETCARE AUSTRALIA	DENTAFLEX	CLEMENGER BBDO MELBOURNE	AUSTRALIA
A11 (Clothing, Footwear & Accessories)				
BLOUSE	STUDIO	CLOTHES	Ig2 Québec	CANADA
SWEATER	STUDIO	CLOTHES	Ig2 Québec	CANADA
LEGGING	STUDIO	CLOTHES	Ig2 Québec	CANADA
THE FACE OF BERLIN	UNITED COLORS OF BENETTON	CAPSULE COLLECTION	180 AMSTERDAM Amsterdam	THE NETHERLANDS
THE FACE OF LONDON	UNITED COLORS OF BENETTON	CAPSULE COLLECTION	180 AMSTERDAM Amsterdam	THE NETHERLANDS
THE FACE OF NEW YORK	UNITED COLORS OF BENETTON	CAPSULE COLLECTION	180 AMSTERDAM Amsterdam	THE NETHERLANDS
DOVE	RAY-BAN	RAY-BAN	MARCEL Paris	FRANCE
BOXER	RAY-BAN	RAY-BAN	MARCEL Paris	FRANCE
SHARKS	RAY-BAN	RAY-BAN	MARCEL Paris	FRANCE
JUDGES	RAY-BAN	RAY-BAN	MARCEL Paris	FRANCE
A12 (Home Appliances & Furnishings)				
BATHROOM	SODIMAC HOMECENTER	SODIMAC.COM	McCANN LIMA	PERU
PORN	PENTÁGONO	PENTÁGONO SECURITY DOORS	DHÉLET Y&R LATAM Buenos Aires	ARGENTINA
CHEST WAXING	PENTÁGONO	PENTÁGONO SECURITY DOORS	DHÉLET Y&R LATAM Buenos Aires	ARGENTINA
BIRTHDAY	DISHA TEK CORPORATION	VAULT TEK BIOMETRIC SAFES	McCANN WORLDGROUP INDIA Mumbai	INDIA
BED	IKEA AUSTRIA	DELIVERY SERVICE	DDB GROUP GERMANY Berlin / DDB GROUP Hamburg / DDB GROUP DÜSSELDORF	GERMANY
SOFA	IKEA AUSTRIA	DELIVERY SERVICE	DDB GROUP GERMANY Berlin / DDB GROUP Hamburg / DDB GROUP DÜSSELDORF	GERMANY
GRILL	IKEA AUSTRIA	DELIVERY SERVICE	DDB GROUP GERMANY Berlin / DDB GROUP Hamburg / DDB GROUP DÜSSELDORF	GERMANY
0.1%	LG ELETRONICS DO BRASIL	WASHING MACHINE	Y&R SÃO PAULO	BRAZIL
DAYBED	LIGNE ROSET	PRODUCT DESIGN	LES GAULOIS Puteaux	FRANCE
PUMKIN	LIGNE ROSET	PRODUCT DESIGN	LES GAULOIS Puteaux	FRANCE
MODERN SINCE : ANDY	LIGNE ROSET	PRODUCT DESIGN	LES GAULOIS Puteaux	FRANCE
MODERN SINCE : ELYSÉE	LIGNE ROSET	PRODUCT DESIGN	LES GAULOIS Puteaux	FRANCE
A13 (Consumer Electronics & Technology)				
BRUCE	IMYTEC	OFFICIAL DISTRIBUTOR OF CANON CAMERAS	OGILVY & MATHER JAPAN Tokyo	JAPAN
CLOONEY	IMYTEC	OFFICIAL DISTRIBUTOR OF CANON CAMERAS	OGILVY & MATHER JAPAN Tokyo	JAPAN
TILDA	IMYTEC	OFFICIAL DISTRIBUTOR OF CANON CAMERAS	OGILVY & MATHER JAPAN Tokyo	JAPAN
COLORFUL	LEICA GALLERY SÃO PAULO	LEICA M-MONOCROM	F/NAZCA SAATCHI & SAATCHI São Paulo	BRAZIL
FUTURE	LEICA GALLERY SÃO PAULO	LEICA M-MONOCROM	F/NAZCA SAATCHI & SAATCHI São Paulo	BRAZIL

BLACK&WHITE	LEICA GALLERY SÃO PAULO	LEICA M-MONOCROM	F/NAZCA SAATCHI & SAATCHI São Paulo	BRAZIL
STORE-PRISON	GODREJ SECURITY PRODUCTS	SECURITY CAMERAS	J. WALTER THOMPSON INDIA New Delhi	INDIA
A14 (Cars)				
BONFIRE	VOLKSWAGEN	GOLF GTI	DDB GROUP GERMANY Berlin	GERMANY
SHOE STORE	VOLKSWAGEN	GOLF GTI	DDB GROUP GERMANY Berlin	GERMANY
GARAGE	RENAULT	RENAULT TWIZY	MARCEL Mexico City	MEXICO
ROBBERY	MERCEDES-BENZ ESPAÑA	SMART, CAR	CONTRAPUNTO BBDO Madrid	SPAIN
FIRE	MERCEDES-BENZ ESPAÑA	SMART, CAR	CONTRAPUNTO BBDO Madrid	SPAIN
EMERGENCY	MERCEDES-BENZ ESPAÑA	SMART, CAR	CONTRAPUNTO BBDO Madrid	SPAIN
AIRBAG CYCLIST	VOLVO MÉXICO	PEDESTRIAN AIRBAG	GREY MÉXICO Mexico City	MEXICO
AIRBAG PEDESTRIAN	VOLVO MÉXICO	PEDESTRIAN AIRBAG	GREY MÉXICO Mexico City	MEXICO
AIRBAG RUNNER	VOLVO MÉXICO	PEDESTRIAN AIRBAG	GREY MÉXICO Mexico City	MEXICO
GIRL	AUDI BRASIL	AUDI PRE SENSE	ALMAPBBDO São Paulo	BRAZIL
BOY	AUDI BRASIL	AUDI PRE SENSE	ALMAPBBDO São Paulo	BRAZIL
ROAD	MITSUBISHI MOTORS	L200	AFRICA São Paulo	BRAZIL
A15 (Other Vehicles, Automotive Products & Services)				
TECHNICALLY DANCING	VOLKSWAGEN SOUTH AFRICA	VOLKSWAGEN GENUINE PARTS	OGILVY & MATHER CAPE TOWN	SOUTH AFRICA
TOTE	VOLKSWAGEN	KEYLESS ACCESS	DDB GROUP DÜSSELDORF	GERMANY
CLUTCH	VOLKSWAGEN	KEYLESS ACCESS	DDB GROUP DÜSSELDORF	GERMANY
BUCKETBAG	VOLKSWAGEN	KEYLESS ACCESS	DDB GROUP DÜSSELDORF	GERMANY
DEER	GENERAL MOTORS	OPEL INTELLILUX	TAPSA Y&R Madrid	SPAIN
WARTHOG	GENERAL MOTORS	OPEL INTELLILUX	TAPSA Y&R Madrid	SPAIN
PEDESTRIAN	GENERAL MOTORS	OPEL INTELLILUX	TAPSA Y&R Madrid	SPAIN
PAINTER	FIAT PROFESSIONAL	FIAT DUCATO	LEO BURNETT FRANKFURT	GERMANY
LANDSCAPER	FIAT PROFESSIONAL	FIAT DUCATO	LEO BURNETT FRANKFURT	GERMANY
MARKET MAN	FIAT PROFESSIONAL	FIAT DUCATO	LEO BURNETT FRANKFURT	GERMANY
A16 (Retail & e-Commerce)				
VALENTINE'S DAY	INTERFLORA	FLOWER DELIVERY NETWORK	TAPSA Y&R Madrid	SPAIN
VACATION	INTERFLORA	FLOWER DELIVERY NETWORK	TAPSA Y&R Madrid	SPAIN
SEARCH HISTORY	INTERFLORA	FLOWER DELIVERY NETWORK	TAPSA Y&R Madrid	SPAIN
BRIDESMAID	INTERFLORA	FLOWER DELIVERY NETWORK	TAPSA Y&R Madrid	SPAIN
BED	IKEA - SAUDI ARABIA	IKEA SPECIAL OFFERS	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES
LAMP	IKEA - SAUDI ARABIA	IKEA SPECIAL OFFERS	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES
NIGHTSTAND	IKEA - SAUDI ARABIA	IKEA SPECIAL OFFERS	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES
TABLE	IKEA - SAUDI ARABIA	IKEA SPECIAL OFFERS	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES
A17 (Restaurants & Fast Food Chains)				
LOVING THE NIGHT 1	McDONALD'S	CORPORATE	TBWA/THAILAND Bangkok	THAILAND
LOVING THE NIGHT 2	McDONALD'S	CORPORATE	TBWA/THAILAND Bangkok	THAILAND
LOVING THE NIGHT 3	McDONALD'S	CORPORATE	TBWA/THAILAND Bangkok	THAILAND
BIG M	McDONALD'S SWITZERLAND	MCCAFE	TBWA/SHANGHAI	CHINA
MCWHOPPER	BURGER KING	MCWHOPPER	Y&R NZ Auckland / Y&R MEDIA NZ Auckland	NEW ZEALAND
A18 (Travel & Transport)				
COFFEE	FICOHSA/BCD TRAVEL	BCD TRAVEL	4AM SAATCHI & SAATCHI Tegucigalpa	HONDURAS
MATE	FICOHSA/BCD TRAVEL	BCD TRAVEL	4AM SAATCHI & SAATCHI Tegucigalpa	HONDURAS
DOG	CITY OF BUENOS AIRES	PUBLIC BIKE SYSTEM OF BUENOS AIRES	THE COMMUNITY Mami	USA
COFFEE	CITY OF BUENOS AIRES	PUBLIC BIKE SYSTEM OF BUENOS AIRES	THE COMMUNITY Mami	USA

STAFF	CITY LODGE HOTEL GROUP	ROAD LODGE	TBWA\HUNT LASCARIS JOHANNESBURG	SOUTH AFRICA
FAMILY	CITY LODGE HOTEL GROUP	ROAD LODGE	TBWA\HUNT LASCARIS JOHANNESBURG	SOUTH AFRICA
TEAM	CITY LODGE HOTEL GROUP	ROAD LODGE	TBWA\HUNT LASCARIS JOHANNESBURG	SOUTH AFRICA
BABE VS MOM	FLIGHT CENTRE	STUDENT FLIGHTS	TBWA\HUNT LASCARIS JOHANNESBURG	SOUTH AFRICA
DUDE VS PENSIONER	FLIGHT CENTRE	STUDENT FLIGHTS	TBWA\HUNT LASCARIS JOHANNESBURG	SOUTH AFRICA
MAKE-UP VS MEDS	FLIGHT CENTRE	STUDENT FLIGHTS	TBWA\HUNT LASCARIS JOHANNESBURG	SOUTH AFRICA
A19 (Entertainment & Leisure)				
TAN	LOTO	LOTO	BETC Paris	FRANCE
ISLAND	LOTO	LOTO	BETC Paris	FRANCE
WATCH	LOTO	LOTO	BETC Paris	FRANCE
WAR	TATE	BP DISPLAYS AT TATE BRITAIN	GREY LONDON	UNITED KINGDOM
GAY	TATE	BP DISPLAYS AT TATE BRITAIN	GREY LONDON	UNITED KINGDOM
GRIEF	TATE	BP DISPLAYS AT TATE BRITAIN	GREY LONDON	UNITED KINGDOM
SELFIE (500 YEARS OF STORIES)	TATE	TATE BRITAIN	GREY LONDON	UNITED KINGDOM
BED (500 YEARS OF STORIES)	TATE	TATE BRITAIN	GREY LONDON	UNITED KINGDOM
A20 (Media & Publications)				
THE ALCHEMIST AD	PAULO COELHO	THE ENTIRE TEXT OF THE NOVEL 'THE ALCHEMIST' IN A SINGLE AD.	LDC São Paulo	BRAZIL
MERKEL	JORNAL I	BI - WEEKEND SUPPLEMENT	Y&R LISBON	PORTUGAL
OBAMA	JORNAL I	BI - WEEKEND SUPPLEMENT	Y&R LISBON	PORTUGAL
POPE	JORNAL I	BI - WEEKEND SUPPLEMENT	Y&R LISBON	PORTUGAL
PUTIN	JORNAL I	BI - WEEKEND SUPPLEMENT	Y&R LISBON	PORTUGAL
JAWS SCENE REPETITION - VIDEO ON DEMAND	VTR - CABLE TV	VTR - VIDEO ON DEMAND	GREY CHILE Santiago	CHILE
THE SHINING SCENE REPETITION - VIDEO ON DEMAND	VTR - CABLE TV	VTR - VIDEO ON DEMAND	GREY CHILE Santiago	CHILE
CHILLING	THE TIMES	THE TIMES	TBWA\HUNT LASCARIS JOHANNESBURG	SOUTH AFRICA
SHOPPING	THE TIMES	THE TIMES	TBWA\HUNT LASCARIS JOHANNESBURG	SOUTH AFRICA
GULLIVER	PENGUIN COMPANHIA DAS LETRAS	BOOKS	Y&R SÃO PAULO	BRAZIL
SCARLET	PENGUIN COMPANHIA DAS LETRAS	BOOKS	Y&R SÃO PAULO	BRAZIL
GATSBY	PENGUIN COMPANHIA DAS LETRAS	BOOKS	Y&R SÃO PAULO	BRAZIL
DILMA	EL CRONISTA	EL CRONISTA	GREY ARGENTINA Buenos Aires	ARGENTINA
TRUMP	EL CRONISTA	EL CRONISTA	GREY ARGENTINA Buenos Aires	ARGENTINA
HILLARY	EL CRONISTA	EL CRONISTA	GREY ARGENTINA Buenos Aires	ARGENTINA
A21 (Financial Products & Services)				
HAPPY	POLLA CHILENA DE BENEFICENCIA	LOTO	DHÉLET Y&R LATAM Buenos Aires	ARGENTINA
SMART	POLLA CHILENA DE BENEFICENCIA	LOTO	DHÉLET Y&R LATAM Buenos Aires	ARGENTINA
STYLE	POLLA CHILENA DE BENEFICENCIA	LOTO	DHÉLET Y&R LATAM Buenos Aires	ARGENTINA
GERMANY/NETHERLANDS	VISA	VISA INFINITE	ALMAPBDO São Paulo	BRAZIL
SWEDEN/SWITZERLAND	VISA	VISA INFINITE	ALMAPBDO São Paulo	BRAZIL
A22 (Business Products & Services)				
CHARLES	GETTY IMAGES	GETTY IMAGES	ALMAPBDO São Paulo	BRAZIL

ANGELA	GETTY IMAGES	GETTY IMAGES	ALMAPBDO São Paulo	BRAZIL
FRANCIS	GETTY IMAGES	GETTY IMAGES	ALMAPBDO São Paulo	BRAZIL
DALAI	GETTY IMAGES	GETTY IMAGES	ALMAPBDO São Paulo	BRAZIL
SALAD	GETTY IMAGES	GETTY IMAGES	OGILVY & MATHER CHILE Santiago	CHILE
PRODUCT	GETTY IMAGES	GETTY IMAGES	OGILVY & MATHER CHILE Santiago	CHILE
EXECUTIVE	GETTY IMAGES	GETTY IMAGES	OGILVY & MATHER CHILE Santiago	CHILE
A23 (Commercial Public Services)				
OLYMPIC	BERLITZ BANGKOK	BERLITZ	J. WALTER THOMPSON BANGKOK	THAILAND
TIME SQUARE	BERLITZ BANGKOK	BERLITZ	J. WALTER THOMPSON BANGKOK	THAILAND
TRENCH	POSTE ITALIANE	THE ITALIAN POSTAL SERVICE	McCANN WORLDGROUP Milan	ITALY
BONFIRE	POSTE ITALIANE	THE ITALIAN POSTAL SERVICE	McCANN WORLDGROUP Milan	ITALY
MOTHERHOUSE	POSTE ITALIANE	THE ITALIAN POSTAL SERVICE	McCANN WORLDGROUP Milan	ITALY
HOUSE	ESCOLA PANAMERICANA DE ARTE E DESIGN	ESCOLA PANAMERICANA DE ARTE E DESIGN	ALMAPBDO São Paulo	BRAZIL
BOX	ESCOLA PANAMERICANA DE ARTE E DESIGN	ESCOLA PANAMERICANA DE ARTE E DESIGN	ALMAPBDO São Paulo	BRAZIL
A24 (Corporate Image & Sponsorship)				
NATURAL DISASTER	HARVEY NICHOLS	BIRMINGHAM RECRUITMENT	ADAM&EVEDDB London	UNITED KINGDOM
DIVORCE	HARVEY NICHOLS	BIRMINGHAM RECRUITMENT	ADAM&EVEDDB London	UNITED KINGDOM
PRISON	HARVEY NICHOLS	BIRMINGHAM RECRUITMENT	ADAM&EVEDDB London	UNITED KINGDOM
TURN ON	HARVEY NICHOLS	BIRMINGHAM RECRUITMENT	ADAM&EVEDDB London	UNITED KINGDOM
POVERTY	FORBES	FORBES	Y&R PRAGUE	CZECH REPUBLIC
FORESTS	FORBES	FORBES	Y&R PRAGUE	CZECH REPUBLIC
ANIMALS	FORBES	FORBES	Y&R PRAGUE	CZECH REPUBLIC
A25 (Public Health & Safety, Public Sector & Awareness Messages)				
I AM AMERICAN	PASSOP	TBA	NATIVE VML Johannesburg	SOUTH AFRICA
I AM BRITISH	PASSOP	TBA	NATIVE VML Johannesburg	SOUTH AFRICA
I AM FRENCH	PASSOP	TBA	NATIVE VML Johannesburg	SOUTH AFRICA
I AM GERMAN	PASSOP	TBA	NATIVE VML Johannesburg	SOUTH AFRICA
I AM SOUTH AFRICAN	PASSOP	TBA	NATIVE VML Johannesburg	SOUTH AFRICA
TRUCK	SOCIÉTÉ DE L'ASSURANCE AUTOMOBILE DU QUÉBEC	ROAD SAFETY	Ig2 Québec	CANADA
CAR	SOCIÉTÉ DE L'ASSURANCE AUTOMOBILE DU QUÉBEC	ROAD SAFETY	Ig2 Québec	CANADA
GIRL	SAVE THE CHILDREN	PUBLIC MESSAGE	McCANN LIMA	PERU
BOY	SAVE THE CHILDREN	PUBLIC MESSAGE	McCANN LIMA	PERU
PROTEST	APARTHEID MUSEUM	BRAND	OPENCO – THE OPEN COLLABORATION Sandton, Johannesburg	SOUTH AFRICA
POLICE	APARTHEID MUSEUM	BRAND	OPENCO – THE OPEN COLLABORATION Sandton, Johannesburg	SOUTH AFRICA
MASSACRE	APARTHEID MUSEUM	BRAND	OPENCO – THE OPEN COLLABORATION Sandton, Johannesburg	SOUTH AFRICA
MOB	APARTHEID MUSEUM	BRAND	OPENCO – THE OPEN COLLABORATION Sandton, Johannesburg	SOUTH AFRICA

FLOAT	ABS-CBN FOUNDATION	ABS-CBN FOUNDATION	TBWA/SANTIAGO MANGADA PUNO Makati City	THE PHILIPPINES
BOAT	ABS-CBN FOUNDATION	ABS-CBN FOUNDATION	TBWA/SANTIAGO MANGADA PUNO Makati City	THE PHILIPPINES
PORTRAITS - GAZING	THAI HEALTH PROMOTION FOUNDATION	PUBLIC SERVICE	SAATCHI & SAATCHI Singapore	SINGAPORE
THINKING	THAI HEALTH PROMOTION FOUNDATION	PUBLIC SERVICE	SAATCHI & SAATCHI Singapore	SINGAPORE
SMILING	THAI HEALTH PROMOTION FOUNDATION	PUBLIC SERVICE	SAATCHI & SAATCHI Singapore	SINGAPORE
WALLS	JORGE CASTAÑEDA	#IMPROUDTOBEMEXICAN	WING New York	USA
PROBLEMS	JORGE CASTAÑEDA	#IMPROUDTOBEMEXICAN	WING New York	USA
NOT YET - AFTER DEATH THERE 'S...	107	VICENTE LOPEZ	DON Buenos Aires	ARGENTINA
NOT YET - THE LIGHT AT THE END OF THE TÚNEL IS...	107	VICENTE LOPEZ	DON Buenos Aires	ARGENTINA
NOT YET - ON THE OTHER SIDE WE'LL HAVE...	107	VICENTE LOPEZ	DON Buenos Aires	ARGENTINA
1 FOR 7	HONG KONG TRANSPLANT SPORTS ASSOCIATION	ORGAN DONATION	DDB WORLDWIDE Hong Kong	HONG KONG
JOSÉ PACA	GESICHT ZEIGEN! AN ASSOCIATION ENCOURAGING PEOPLE TO STAND AGAINST RACISM IN GER	MEIN KAMPF – AGAINST RACISM	OGILVY GERMANY Frankfurt	GERMANY
WOMAN	JORDAN INSURANCE COMPANY	BIKER SAFETY	TEAM Y&R AMMAN	JORDAN
MAN-BOLD	JORDAN INSURANCE COMPANY	BIKER SAFETY	TEAM Y&R AMMAN	JORDAN
BILL TAYLOR	SANTA CASA DE MISERICÓRDIA DE SÃO PAULO	BLOOD DONATION	Y&R SÃO PAULO	BRAZIL
ELLEN MIDDLETON	SANTA CASA DE MISERICÓRDIA DE SÃO PAULO	BLOOD DONATION	Y&R SÃO PAULO	BRAZIL
BRAD OBAMA	SANTA CASA DE MISERICÓRDIA DE SÃO PAULO	BLOOD DONATION	Y&R SÃO PAULO	BRAZIL
EIERKOCHERIN	FRAUENZENTRALE ZÜRICH	AWARENESS FOR SOCIETAL PROBLEM (WAGE INEQUALITY)	PUBLICIS COMMUNICATIONS SCHWEIZ Zürich	SWITZERLAND
FERNSEHERIN	FRAUENZENTRALE ZÜRICH	AWARENESS FOR SOCIETAL PROBLEM (WAGE INEQUALITY)	PUBLICIS COMMUNICATIONS SCHWEIZ Zürich	SWITZERLAND
MIXERIN	FRAUENZENTRALE ZÜRICH	AWARENESS FOR SOCIETAL PROBLEM (WAGE INEQUALITY)	PUBLICIS COMMUNICATIONS SCHWEIZ Zürich	SWITZERLAND
STAUBSAUGERIN	FRAUENZENTRALE ZÜRICH	AWARENESS FOR SOCIETAL PROBLEM (WAGE INEQUALITY)	PUBLICIS COMMUNICATIONS SCHWEIZ Zürich	SWITZERLAND
ROTTERDAM	ACNUR/UNHCR - THE UN REFUGEE AGENCY	INSTITUTIONAL	AFRICA São Paulo	BRAZIL
PARIS	ACNUR/UNHCR - THE UN REFUGEE AGENCY	INSTITUTIONAL	AFRICA São Paulo	BRAZIL
HANG GLIDER	UNHCR PRAGUE	UNHCR	Y&R PRAGUE	CZECH REPUBLIC
COAL TRAIN	UNHCR PRAGUE	UNHCR	Y&R PRAGUE	CZECH REPUBLIC
ELECTRIC POLE	UNHCR PRAGUE	UNHCR	Y&R PRAGUE	CZECH REPUBLIC
A26 (Charities & Appeals)				
DISAPPEARING ANIMALS	ROBIN WOOD	ROBIN WOOD	GRABARZ & PARTNER Hamburg	GERMANY
DISAPPEARING ANIMALS	ROBIN WOOD	ROBIN WOOD	GRABARZ & PARTNER Hamburg	GERMANY
DISAPPEARING ANIMALS	ROBIN WOOD	ROBIN WOOD	GRABARZ & PARTNER Hamburg	GERMANY
WEDDING	ALZHEIMER'S AND RELATED DISORDERS SOCIETY OF INDIA (ARDSI)	ARDSI AWARENESS	DENTSU CREATIVE IMPACT Gurgaon	INDIA

FOOTBALL	ALZHEIMER'S AND RELATED DISORDERS SOCIETY OF INDIA (ARDSI)	ARDSI AWARENESS	DENTSU CREATIVE IMPACT Gurgaon	INDIA
CADET	ALZHEIMER'S AND RELATED DISORDERS SOCIETY OF INDIA (ARDSI)	ARDSI AWARENESS	DENTSU CREATIVE IMPACT Gurgaon	INDIA
HUNGARY	INTERNATIONAL AMNESTY	NGO	CONTRAPUNTO BBDO Madrid	SPAIN
EU	INTERNATIONAL AMNESTY	NGO	CONTRAPUNTO BBDO Madrid	SPAIN
DONG NAI RIVER	UNICEF GLOBAL	POLLUTED WATER	HAPPINESS Vilvoorde	BELGIUM
BEN NGHE RIVER	UNICEF GLOBAL	UNICEF GLOBAL	HAPPINESS Vilvoorde	BELGIUM
NGA BAY RIVER	UNICEF GLOBAL	UNICEF GLOBAL	HAPPINESS Vilvoorde	BELGIUM
SAIGON RIVER	UNICEF GLOBAL	UNICEF GLOBAL	HAPPINESS Vilvoorde	BELGIUM
KINGFISHER	THE WILDLIFE TRUSTS	EVERY CHILD WILD	OGILVY & MATHER LONDON	UNITED KINGDOM
MINNOW	THE WILDLIFE TRUSTS	EVERY CHILD WILD	OGILVY & MATHER LONDON	UNITED KINGDOM
ADDER	THE WILDLIFE TRUSTS	EVERY CHILD WILD	OGILVY & MATHER LONDON	UNITED KINGDOM
TREE 1	Seub Nakhasathien Foundation	Seub Nakhasathien Foundation	OGILVY & MATHER Bangkok	THAILAND
ENDANGERED LOVE	WILDLIFE CONSERVATION FILM FESTIVAL (WCFF)	NON-PROFIT CONSERVATION FILM FESTIVAL	DDB NEW YORK	USA
SLOTH SUTRA	WILDLIFE CONSERVATION FILM FESTIVAL (WCFF)	NON-PROFIT CONSERVATION FILM FESTIVAL	DDB NEW YORK	USA
RHINO SUTRA	WILDLIFE CONSERVATION FILM FESTIVAL (WCFF)	NON-PROFIT CONSERVATION FILM FESTIVAL	DDB NEW YORK	USA
GORILLA SUTRA	WILDLIFE CONSERVATION FILM FESTIVAL (WCFF)	NON-PROFIT CONSERVATION FILM FESTIVAL	DDB NEW YORK	USA
ELIZABETH WILLIAMS	DONATE LIFE AMERICA	ORGAN DONATION REGISTRATION	LEO BURNETT CHICAGO	USA
FREDERICK JONES	DONATE LIFE AMERICA	ORGAN DONATION REGISTRATION	LEO BURNETT CHICAGO	USA
PRISONER	HOSPITAL SÃO PAULO - BANCO DE OLHOS	INSTITUTIONAL	Y&R SÃO PAULO	BRAZIL
EBOLA	HOSPITAL SÃO PAULO - BANCO DE OLHOS	INSTITUTIONAL	Y&R SÃO PAULO	BRAZIL
B01 (Use of Print & Publishing: Offline)				
FRONT PAGE PACK	CIA CACIQUE DE CAFÉ SOLUVEL	CAFÉ PELÉ	LEWLARA TBWA São Paulo	BRAZIL
PAPER GLASSES	SAVE THE CHILDREN AND SANTILLANA	CHILDREN EDUCATION	GREY MÉXICO Mexico City	MEXICO
OPEL INTELLILUX	GENERAL MOTORS	OPEL INTELLILUX	TAPSA Y&R Madrid	SPAIN
RONALDO WITHOUT RONALDO	GO SPORT	GO SPORT	TBWARAAD Dubai	UNITED ARAB EMIRATES
PARADISE HILL	IT'S NOT OK	DOMESTIC VIOLENCE AWARENESS	FCB NEW ZEALAND Auckland	NEW ZEALAND
B02 (Use of Print & Publishing: Digital)				
RETOUCHER	MARS CHOCOLATE NORTH AMERICA	SNICKERS	BBDO New York	USA
THE FASHION MAG HIJACK	STYLIGHT	STYLIGHT	SERVICEPLAN Munich	GERMANY
GTI FONT FAMILY	VOLKSWAGEN ARGENTINA	VW GOLF GTI	TRIBAL ARGENTINA Buenos Aires / DDB BUENOS AIRES	ARGENTINA
MCTRAX	McDONALD'S	PLACEMET	TBWANEBOKO Amsterdam	THE NETHERLANDS
C01 (Original Print & Publishing: Content including Special or Limited Edition)				
SIMPLIFIED STORIES	ALZHEIMER LIGA VLAANDEREN	BOOKS FOR ALZHEIMER PATIENTS	DDB BRUSSELS	BELGIUM
DEER	GENERAL MOTORS	OPEL INTELLILUX	TAPSA Y&R Madrid	SPAIN
WARTHOG	GENERAL MOTORS	OPEL INTELLILUX	TAPSA Y&R Madrid	SPAIN
PEDESTRIAN	GENERAL MOTORS	OPEL INTELLILUX	TAPSA Y&R Madrid	SPAIN

PARADISE HILL	IT'S NOT OK	DOMESTIC VIOLENCE AWARENESS	FCB NEW ZEALAND Auckland	NEW ZEALAND
NEXT CHAPTER	WINSTON FLETCHER	WINSTON FETCHER	MULLENLOWE GROUP London	UNITED KINGDOM
POLITIBOOKS	EL CIUDADANO	CORPORATE	PROLAM Y&R Santiago	CHILE
C02 (Original Print & Publishing: Covers including Special or Limited Edition)				
BILD WITHOUT IMAGES	BILD	BILD NEWSPAPER	VCCP Berlin	GERMANY
MEIN KAMPF – AGAINST RACISM	GESICHT ZEIGEN! AN ASSOCIATION ENCOURAGING PEOPLE TO STAND AGAINST RACISM IN GER	MEIN KAMPF – AGAINST RACISM	OGILVY GERMANY Frankfurt	GERMANY
D01 (Copywriting)				
COLORFUL	LEICA GALLERY SÃO PAULO	LEICA M-MONOCROM	F/NAZCA SAATCHI & SAATCHI São Paulo	BRAZIL
FUTURE	LEICA GALLERY SÃO PAULO	LEICA M-MONOCROM	F/NAZCA SAATCHI & SAATCHI São Paulo	BRAZIL
BLACK&WHITE	LEICA GALLERY SÃO PAULO	LEICA M-MONOCROM	F/NAZCA SAATCHI & SAATCHI São Paulo	BRAZIL
GRIEF	TATE	BP DISPLAYS AT TATE BRITAIN	GREY LONDON	UNITED KINGDOM
SELFIE	TATE	BP DISPLAYS AT TATE BRITAIN	GREY LONDON	UNITED KINGDOM
BED	TATE	BP DISPLAYS AT TATE BRITAIN	GREY LONDON	UNITED KINGDOM
WAR (500 YEARS OF STORIES)	TATE	TATE BRITAIN	GREY LONDON	UNITED KINGDOM
GAY (500 YEARS OF STORIES)	TATE	TATE BRITAIN	GREY LONDON	UNITED KINGDOM
MCWHOPPER	BURGER KING	MCWHOPPER	Y&R NZ Auckland / Y&R MEDIA NZ Auckland	NEW ZEALAND
THE ONLY THING THAT SHOULD INFLUENCE THE NEWS IS THE NEWS	THE GUARDIAN	Newspaper	BBH London	UNITED KINGDOM
BUY A NEWSPAPER THAT CAN'T BE BOUGHT	THE GUARDIAN	Newspaper	BBH London	UNITED KINGDOM
WE'VE GOT ENEMIES IN HIGH PLACES	THE GUARDIAN	Newspaper	BBH London	UNITED KINGDOM
WHEN POLITICIANS DEFY BELIEF, YOU NEED A NEWSPAPER THAT DEFIES POLITICIANS	THE GUARDIAN	Newspaper	BBH London	UNITED KINGDOM
DOLPHIN	WILDLIFE CONSERVATION FILM FESTIVAL (WCFF)	NONPROFIT FILM FESTIVAL, CONSERVATION FOCUS	DDB NEW YORK	USA
ELEPHANT	WILDLIFE CONSERVATION FILM FESTIVAL (WCFF)	NONPROFIT FILM FESTIVAL, CONSERVATION FOCUS	DDB NEW YORK	USA
GORILLA	WILDLIFE CONSERVATION FILM FESTIVAL (WCFF)	NONPROFIT FILM FESTIVAL, CONSERVATION FOCUS	DDB NEW YORK	USA
PUFFIN	WILDLIFE CONSERVATION FILM FESTIVAL (WCFF)	NONPROFIT FILM FESTIVAL, CONSERVATION FOCUS	DDB NEW YORK	USA
D02 (Art Direction)				
"MOBY-DICK"	WRIGLEY	WRIGLEY'S SPEARMINT	BBDO GROUP GERMANY Dusseldorf	GERMANY
"SHERLOCK HOLMES"	WRIGLEY	WRIGLEY'S SPEARMINT	BBDO GROUP GERMANY Dusseldorf	GERMANY
"LITTLE RED RIDING HOOD"	WRIGLEY	WRIGLEY'S SPEARMINT	BBDO GROUP GERMANY Dusseldorf	GERMANY
"BREAKDANCE"	PEPSICO DEUTSCHLAND	PEPSI LIGHT	BBDO GROUP GERMANY Dusseldorf	GERMANY
"SKATEBOARD"	PEPSICO DEUTSCHLAND	PEPSI LIGHT	BBDO GROUP GERMANY Dusseldorf	GERMANY
LOVING THE NIGHT 1	McDONALD'S	CORPORATE	TBWA/THAILAND Bangkok	THAILAND
LOVING THE NIGHT 2	McDONALD'S	CORPORATE	TBWA/THAILAND Bangkok	THAILAND

LOVING THE NIGHT 3	McDONALD'S	CORPORATE	TBWA\THAILAND Bangkok	THAILAND
GIRL	SAVE THE CHILDREN	PUBLIC MESSAGE	McCANN LIMA	PERU
BOY	SAVE THE CHILDREN	PUBLIC MESSAGE	McCANN LIMA	PERU
KIM	JORNAL I	BI - WEEKEND SUPPLEMENT	Y&R LISBON	PORTUGAL
MERKEL	JORNAL I	BI - WEEKEND SUPPLEMENT	Y&R LISBON	PORTUGAL
OBAMA	JORNAL I	BI - WEEKEND SUPPLEMENT	Y&R LISBON	PORTUGAL
POPE	JORNAL I	BI - WEEKEND SUPPLEMENT	Y&R LISBON	PORTUGAL
PUTIN	JORNAL I	BI - WEEKEND SUPPLEMENT	Y&R LISBON	PORTUGAL
PROTEST	APARTHEID MUSEUM	BRAND	OPENCO – THE OPEN COLLABORATION Sandton, Johannesburg	SOUTH AFRICA
POLICE	APARTHEID MUSEUM	BRAND	OPENCO – THE OPEN COLLABORATION Sandton, Johannesburg	SOUTH AFRICA
MASSACRE	APARTHEID MUSEUM	BRAND	OPENCO – THE OPEN COLLABORATION Sandton, Johannesburg	SOUTH AFRICA
MOB	APARTHEID MUSEUM	BRAND	OPENCO – THE OPEN COLLABORATION Sandton, Johannesburg	SOUTH AFRICA
COLORFUL	LEICA GALLERY SÃO PAULO	LEICA M-MONOCHROM	F/NAZCA SAATCHI & SAATCHI São Paulo	BRAZIL
FUTURE	LEICA GALLERY SÃO PAULO	LEICA M-MONOCHROM	F/NAZCA SAATCHI & SAATCHI São Paulo	BRAZIL
BLACK&WHITE	LEICA GALLERY SÃO PAULO	LEICA M-MONOCHROM	F/NAZCA SAATCHI & SAATCHI São Paulo	BRAZIL
1 FOR 7	HONG KONG TRANSPLANT SPORTS ASSOCIATION	ORGAN DONATION	DDB WORLDWIDE Hong Kong	HONG KONG
NUJOOM	QATAR ISLAMIC BANK	PUBLIC SAFETY AWARENESS	MEMAC OGILVY & MATHER Doha / MEMAC OGILVY Dubai	QATAR
MAATAHA	QATAR ISLAMIC BANK	PUBLIC SAFETY AWARENESS	MEMAC OGILVY & MATHER Doha / MEMAC OGILVY Dubai	QATAR
SHAMS	QATAR ISLAMIC BANK	PUBLIC SAFETY AWARENESS	MEMAC OGILVY & MATHER Doha / MEMAC OGILVY Dubai	QATAR
NEMESIS	DANONE	BENEGASTRO	Y&R MEXICO	MEXICO
BEREAVEMENT	THE SAMARITANS	THE SAMARITANS	Y&R SHANGHAI	CHINA
OLD AGE	THE SAMARITANS	THE SAMARITANS	Y&R SHANGHAI	CHINA
TRANSGENDER	THE SAMARITANS	THE SAMARITANS	Y&R SHANGHAI	CHINA
SCHOOL BULLY	THE SAMARITANS	THE SAMARITANS	Y&R SHANGHAI	CHINA
STUDY STRESS	THE SAMARITANS	THE SAMARITANS	Y&R SHANGHAI	CHINA
BIG M	McDONALD'S SWITZERLAND	MCCAFE	TBWA\SHANGHAI	CHINA
TREE 1	Seub Nakhasathien Foundation	Seub Nakhasathien Foundation	OGILVY & MATHER Bangkok	THAILAND
TREE 2	Seub Nakhasathien Foundation	Seub Nakhasathien Foundation	OGILVY & MATHER Bangkok	THAILAND
TREE 3	Seub Nakhasathien Foundation	Seub Nakhasathien Foundation	OGILVY & MATHER Bangkok	THAILAND
DAVID/JULIO	KISS FM	KISS FM	ALMAPBBDO São Paulo	BRAZIL
CHARLES	GETTY IMAGES	GETTY IMAGES	ALMAPBBDO São Paulo	BRAZIL
POPE	GETTY IMAGES	GETTY IMAGES	ALMAPBBDO São Paulo	BRAZIL
BONDINHO	SÃO PAULO ALPARGATAS	HAVA/ANAS	ALMAPBBDO São Paulo	BRAZIL
BOSSA NOVA	SÃO PAULO ALPARGATAS	HAVA/ANAS	ALMAPBBDO São Paulo	BRAZIL
SAMBA	SÃO PAULO ALPARGATAS	HAVA/ANAS	ALMAPBBDO São Paulo	BRAZIL
ARARA	SÃO PAULO ALPARGATAS	HAVA/ANAS	ALMAPBBDO São Paulo	BRAZIL
TIMES CLASSIFIEDS	BENNETT COLEMAN AND	TIMES CLASSIFIEDS	TAPROOT DENTSU Mumbai	INDIA
BED	IKEA - SAUDI ARABIA	IKEA SPECIAL OFFERS	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES

LAMP	IKEA - SAUDI ARABIA	IKEA SPECIAL OFFERS	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES
NIGHTSTAND	IKEA - SAUDI ARABIA	IKEA SPECIAL OFFERS	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES
TABLE	IKEA - SAUDI ARABIA	IKEA SPECIAL OFFERS	MEMAC OGILVY Dubai	UNITED ARAB EMIRATES
MANSION	CAFÉ CARIBE	CORP. CAFÉ CARIBE	PROLAM Y&R Santiago	CHILE
CHURCH	CAFÉ CARIBE	CORP. CAFÉ CARIBE	PROLAM Y&R Santiago	CHILE
RESTAURANT	CAFÉ CARIBE	CORP. CAFÉ CARIBE	PROLAM Y&R Santiago	CHILE
TEACHING	GRUPO PETRÓPOLIS	TNT	Y&R SÃO PAULO	BRAZIL
SINGING	GRUPO PETRÓPOLIS	TNT	Y&R SÃO PAULO	BRAZIL
CLUBBING	GRUPO PETRÓPOLIS	TNT	Y&R SÃO PAULO	BRAZIL
MANAGING	GRUPO PETRÓPOLIS	TNT	Y&R SÃO PAULO	BRAZIL
SQUID	UNILEVER (SUNLIGHT)	SUNLIGHT DISH WASHING DETERGENT	MULLENLOWE SINGAPORE	SINGAPORE
PIG	UNILEVER (SUNLIGHT)	SUNLIGHT DISH WASHING DETERGENT	MULLENLOWE SINGAPORE	SINGAPORE
DUCK	UNILEVER (SUNLIGHT)	SUNLIGHT DISH WASHING DETERGENT	MULLENLOWE SINGAPORE	SINGAPORE
CANCER	FORBES	FORBES	Y&R PRAGUE	CZECH REPUBLIC
OCEANS	FORBES	FORBES	Y&R PRAGUE	CZECH REPUBLIC
POVERTY	FORBES	FORBES	Y&R PRAGUE	CZECH REPUBLIC
FORESTS	FORBES	FORBES	Y&R PRAGUE	CZECH REPUBLIC
ANIMALS	FORBES	FORBES	Y&R PRAGUE	CZECH REPUBLIC
HANG GLIDER	UNHCR PRAGUE	UNHCR	Y&R PRAGUE	CZECH REPUBLIC
COAL TRAIN	UNHCR PRAGUE	UNHCR	Y&R PRAGUE	CZECH REPUBLIC
ELECTRIC POLE	UNHCR PRAGUE	UNHCR	Y&R PRAGUE	CZECH REPUBLIC
WAY BETTER RICH PERSON	NEW YORK LOTTERY	NEW YORK LOTTERY	McCANN NEW YORK New York	USA
D03 (Illustration)				
THE ROCKER	LEHNING	VOXPAX	HAVAS WORLDWIDE PARIS Puteaux	FRANCE
THE SUPPORTER	LEHNING	VOXPAX	HAVAS WORLDWIDE PARIS Puteaux	FRANCE
FISH	NEWSPLEX	JORNAL I	Y&R LISBON	PORTUGAL
PIER	NEWSPLEX	JORNAL I	Y&R LISBON	PORTUGAL
SEA	NEWSPLEX	JORNAL I	Y&R LISBON	PORTUGAL
KIM	JORNAL I	BI - WEEKEND SUPPLEMENT	Y&R LISBON	PORTUGAL
MERKEL	JORNAL I	BI - WEEKEND SUPPLEMENT	Y&R LISBON	PORTUGAL
OBAMA	JORNAL I	BI - WEEKEND SUPPLEMENT	Y&R LISBON	PORTUGAL
POPE	JORNAL I	BI - WEEKEND SUPPLEMENT	Y&R LISBON	PORTUGAL
PUTIN	JORNAL I	BI - WEEKEND SUPPLEMENT	Y&R LISBON	PORTUGAL
TREE 1	Seub Nakhasathien Foundation	Seub Nakhasathien Foundation	OGILVY & MATHER Bangkok	THAILAND
TREE 2	Seub Nakhasathien Foundation	Seub Nakhasathien Foundation	OGILVY & MATHER Bangkok	THAILAND
TREE 3	Seub Nakhasathien Foundation	Seub Nakhasathien Foundation	OGILVY & MATHER Bangkok	THAILAND
BABY	BEL	MINI BABYBEL	YOUNG & RUBICAM PARIS	FRANCE
MILKMAN	BEL	MINI BABYBEL	YOUNG & RUBICAM PARIS	FRANCE
FISH	BEL	MINI BABYBEL	YOUNG & RUBICAM PARIS	FRANCE

CARDINAL	BEL	MINI BABYBEL	YOUNG & RUBICAM PARIS	FRANCE
SKATE PARK	FERRERO ROCHER, ARGENTINA	TIC TAC	LA COMUNIDAD Buenos Aires	ARGENTINA
PINBALL	FERRERO ROCHER, ARGENTINA	TIC TAC	LA COMUNIDAD Buenos Aires	ARGENTINA
ROLLER COASTER	FERRERO ROCHER, ARGENTINA	TIC TAC	LA COMUNIDAD Buenos Aires	ARGENTINA
DOG	CITY OF BUENOS AIRES	PUBLIC BIKE SYSTEM OF BUENOS AIRES	THE COMMUNITY Mami	USA
COFFEE	CITY OF BUENOS AIRES	PUBLIC BIKE SYSTEM OF BUENOS AIRES	THE COMMUNITY Mami	USA
MUSIC	CITY OF BUENOS AIRES	PUBLIC BIKE SYSTEM OF BUENOS AIRES	THE COMMUNITY Mami	USA
KINGFISHER	THE WILDLIFE TRUSTS	EVERY CHILD WILD	OGILVY & MATHER LONDON	UNITED KINGDOM
MINNOW	THE WILDLIFE TRUSTS	EVERY CHILD WILD	OGILVY & MATHER LONDON	UNITED KINGDOM
ADDER	THE WILDLIFE TRUSTS	EVERY CHILD WILD	OGILVY & MATHER LONDON	UNITED KINGDOM
BIG M	McDONALD'S SWITZERLAND	MCCAFE	TBWA\SHANGHAI	CHINA
WAR	BAYER	DR. SCHOLL'S	ALMAPBDO São Paulo	BRAZIL
GLOBAL WARMING	BAYER	DR. SCHOLL'S	ALMAPBDO São Paulo	BRAZIL
RESTAURANT	CAFÉ CARIBE	CORP. CAFÉ CARIBE	PROLAM Y&R Santiago	CHILE
BOY BAND HIT	UNILEVER VIETNAM	CLEAR ANTI DANDRUFF SHAMPOO	MULLENLOWE VIETNAM Ho Chi Minh City	VIETNAM
PROSTATE CHECK	UNILEVER VIETNAM	CLEAR ANTI DANDRUFF SHAMPOO	MULLENLOWE VIETNAM Ho Chi Minh City	VIETNAM
NAKED DAD	UNILEVER VIETNAM	CLEAR ANTI DANDRUFF SHAMPOO	MULLENLOWE VIETNAM Ho Chi Minh City	VIETNAM
D04 (Typography)				
WOOL	UNILEVER (BREEZE)	BREEZE LIQUID DETERGENT	MULLENLOWE SINGAPORE	SINGAPORE
DENIM	UNILEVER (BREEZE)	BREEZE LIQUID DETERGENT	MULLENLOWE SINGAPORE	SINGAPORE
LINEN	UNILEVER (BREEZE)	BREEZE LIQUID DETERGENT	MULLENLOWE SINGAPORE	SINGAPORE
COTTON	UNILEVER (BREEZE)	BREEZE LIQUID DETERGENT	MULLENLOWE SINGAPORE	SINGAPORE
D05 (Photography)				
CLOONEY	IMYTEC	OFFICIAL DISTRIBUTOR OF CANON CAMERAS	OGILVY & MATHER JAPAN Tokyo	JAPAN
"BREAKDANCE"	PEPSICO DEUTSCHLAND	PEPSI LIGHT	BBDO GROUP GERMANY Dusseldorf	GERMANY
"PARKOUR"	PEPSICO DEUTSCHLAND	PEPSI LIGHT	BBDO GROUP GERMANY Dusseldorf	GERMANY
"SKATEBOARD"	PEPSICO DEUTSCHLAND	PEPSI LIGHT	BBDO GROUP GERMANY Dusseldorf	GERMANY
LOVING THE NIGHT 1	McDONALD'S	CORPORATE	TBWA\THAILAND Bangkok	THAILAND
LOVING THE NIGHT 2	McDONALD'S	CORPORATE	TBWA\THAILAND Bangkok	THAILAND
LOVING THE NIGHT 3	McDONALD'S	CORPORATE	TBWA\THAILAND Bangkok	THAILAND
PENCIL	JOHNSON & JOHNSON	LISTERINE COOL MINT	J. WALTER THOMPSON London	UNITED KINGDOM
MONEY	JOHNSON & JOHNSON	LISTERINE COOL MINT	J. WALTER THOMPSON London	UNITED KINGDOM
KEYS	JOHNSON & JOHNSON	LISTERINE COOL MINT	J. WALTER THOMPSON London	UNITED KINGDOM
DONG NAI RIVER	UNICEF GLOBAL	UNICEF GLOBAL	HAPPINESS Vilvoorde	BELGIUM
BEN NGHE RIVER	UNICEF GLOBAL	UNICEF GLOBAL	HAPPINESS Vilvoorde	BELGIUM
SAIGON RIVER	UNICEF GLOBAL	UNICEF GLOBAL	HAPPINESS Vilvoorde	BELGIUM
NIGHT KILLS DAY - FISHERWOMAN	SLEEP APNOEA INDIA	NEUROLOGY SLEEP CENTRE - SLEEP CLINIC	J. WALTER THOMPSON INDIA New Delhi	INDIA
NIGHT KILLS DAY - MECHANIC	SLEEP APNOEA INDIA	NEUROLOGY SLEEP CENTRE - SLEEP CLINIC	J. WALTER THOMPSON INDIA New Delhi	INDIA
NIGHT KILLS DAY - MILKMAN	SLEEP APNOEA INDIA	NEUROLOGY SLEEP CENTRE - SLEEP CLINIC	J. WALTER THOMPSON INDIA New Delhi	INDIA

TRENCH	POSTE ITALIANE	THE ITALIAN POSTAL SERVICE	McCANN WORLDGROUP Milan	ITALY
MOTHERHOUSE	POSTE ITALIANE	THE ITALIAN POSTAL SERVICE	McCANN WORLDGROUP Milan	ITALY
JAWS SCENE REPETITION - VIDEO ON DEMAND	VTR - CABLE TV	VTR - VIDEO ON DEMAND	GREY CHILE Santiago	CHILE
THE SHINING SCENE REPETITION - VIDEO ON DEMAND	VTR - CABLE TV	VTR - VIDEO ON DEMAND	GREY CHILE Santiago	CHILE
RADIO WORKS BEST IN OUTDOOR	INDIAN OUTDOOR ADVERTISING ASSOCIATION	INDIAN OUTDOOR ADVERTISING ASSOCIATION	TAPROOT DENTSU Mumbai	INDIA
NEWSPAPER WORKS BEST IN OUTDOOR	INDIAN OUTDOOR ADVERTISING ASSOCIATION	INDIAN OUTDOOR ADVERTISING ASSOCIATION	TAPROOT DENTSU Mumbai	INDIA
MOHAMMAD	AMNISTIA	AMNISTIA	PROLAM Y&R Santiago	CHILE
SAYID	AMNISTIA	AMNISTIA	PROLAM Y&R Santiago	CHILE
AHMED	AMNISTIA	AMNISTIA	PROLAM Y&R Santiago	CHILE
CHOCOLATE	FREDDO	INSTITUTIONAL	Y&R SÃO PAULO	BRAZIL
MINT	FREDDO	INSTITUTIONAL	Y&R SÃO PAULO	BRAZIL
STRAWBERRY	FREDDO	INSTITUTIONAL	Y&R SÃO PAULO	BRAZIL

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