

# M&MGLOBAL AWARDS 2015

# Shortlisted entries

CATEGORY	ENTRY TITLE	ENTERING COMPANY	ADVERTISER/BRAND	OTHER CREDITS
<b>B2B Campaign of the Year</b> NEW FOR 2015	BBC Advertising does smart business with Brother Conference Marathon	BBC Advertising OMD	Brother Business Smart HP	Havas Media International, Grey London Microsoft, Edelman
	IF WE... Virtual Realities	MediaCom Worldwide & BBC Worldwide	Dassault Systèmes	BBC Worldwide
	Stop the Breach	OMD	Cisco Security	
	Take IT Easy	MediaCom	DELL	NetPress
	The ZED Experience	OMD	HP	Future Publishing, Doremus, Nvidia
	Trina Solar Virtual Showroom	Trina Solar	Trina Solar	RE'FLEKT
	Zurich B2B Global Media Partnership	UM International	Zurich Insurance	Zurich, UM, WSJ, Bloomberg, LinkedIn
	<b>Best Communications Strategy</b>	Airbnb #NightAt	Starcom Mediavest Group	Airbnb
Big Hero 6 – making friends with a new franchise		OMD & The Walt Disney Company	Disney Animation Studio's Big Hero 6	
Cities of the World		Starcom MediaVest Group	Heineken	Wieden + Kennedy (Amsterdam, Brazil, Shanghai, New York), R/GA London, Ultra Super New Japan, Marcel-Publicis Mexico, DBOD Amsterdam, Postvisual Korea, RPM
Penny the Pirate		OMD	OPSM	Saatchi & Saatchi Sydney
Take IT Easy		MediaCom	DELL	NetPress
<b>Best Content Creation Award</b>	Credit Suisse Corporate Branding	Havas Media International	Credit Suisse	The New Republic, The Economist, CNBC
	Face to Face with the Arsenal Family by Europcar	Starcom MediaVest Group	Europcar	SPORTS at SMG, Liquid Thread
	Flavour your way	Starcom Mediavest Group	Schwartz, Kamis, Ducros	Eyebright Media
	Flight for the future: Pioneers in risk	A+E Networks UK	Swiss Re Corporate Solutions	A+E Networks, CCI Media, East City Films, DRAW Group
	Our Stage. Your Story.	OMD	Hilton	Spin Media, YouTube, Yahoo UK
	Power of Sport	MediaCom	Shell	JWT, Edelman, Possible
	See The Real Me®	J3	CLEAN & CLEAR®	Generate, Philymack, DDB, Rpr, Razorfish
	The Big Pick-Me Up	MEC	NESCAFÉ Arabiana	Myrkott, The Online Project, Publicis Middle East
	Travel & Surf	MediaCom Worldwide	Deutsche Telekom AG	DDB Tribal
	Whisper: #touchthepickle	MediaCom	Whisper Ultra	BBDO India, Madison PR, Quasar, Encompass, GloboSport, CAA Kwan
	<b>Best Digitally Integrated Campaign</b>	#allin or nothing	We Are Social	adidas
100 Years of Hair: Gillette BODY Launch		MediaCom Worldwide	Gillette	Grey London, Grey Shopper, Grey Possible
Bose #listenforyourself		MediaCom Worldwide	Bose	Vice, Spotify, Facebook
Get it out of the way		OMD	Disease awareness campaign	
Pledge for a Healthier Generation		MEC	NIDO	Publicis Middle East, Thampy
Sony Superiority Complex		MediaCom	Sony Mobile Z3	Xaxis
Talk to Google		OMD	Google	Essence, Talon
UEFA Champions and Europa League Partnership		OMD	HTC	
<b>Best Engagement Strategy</b>	#LikeAGirl	Starcom Mediavest Group	Always	Leo Burnett Group, MSL Group
	Nerf Toy Blaster – Nothing beats real life fun!	OMD	Nerf	Fuse, Tube One Networks
	Penny the Pirate	OMD	OPSM	Saatchi & Saatchi Sydney
	Star Wars: Rebels Wanted	OMD & The Walt Disney Company	Star Wars Rebels	
	Take IT Easy	MediaCom	DELL	NetPress
	Vodafone: Back to the Future	MEC - Team Red	#30YearsOfVodafone	MEC, AKQA, Ogilvy PR, Wasserman
<b>Best Entertainment Platform</b>	MAGGI Dairies	MEC	MAGGI	Publicis Middle East, Blue Cactus Films
	Penny the Pirate	OMD	OPSM	Saatchi & Saatchi Sydney
	Take IT Easy	MediaCom	DELL	NetPress
	Twist, Lick, Transform	Starcom Mediavest Group	Oreo	SMG (LATAM, NA and Eastern Europe, Middle East and Africa), PHD (UK), Madison (India), Aegis (Western Europe/ APAC)
<b>Best International Launch or Re-launch Campaign</b>	100 Years of Hair: Gillette BODY Launch	MediaCom Worldwide	Gillette	Grey London, Grey Shopper, Grey Possible
	AYGO. GO FUN YOURSELF.	ZenithOptimedia International	Toyota	Saatchi & Saatchi EMEA
	Bose #listenforyourself	MediaCom Worldwide	Bose	Vice, Spotify, Facebook
	Call of Duty: Re-Inventing an Icon	MEC	Call of Duty	
Lexus NX : Striking Angles	ZenithOptimedia International	Lexus Europe		

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<b>Best International Launch or Re-launch Campaign</b>	The Gentlemen's Wager	PHD	Johnnie Walker Blue Label	Anomaly, Freuds, Unruly, YouTube
<b>Best Local Execution of a Global Brand</b>	#OreoEclipse	PHD	Oreo	News UK, FCB Inferno, Drum, Grand Visual
	Google Cardboard	OMD	Virgin Holidays	
	Heineken Newcastle Brown Ale: "If We Won"	Starcom MediaVest Group	Newcastle Brown Ale	Droga5, Fasthorse
	Horse Sells Nasal Strip to Humans	PHD	Breathe Right Nasal Strips	Weber Shandwick
	Nerf Toy Blaster – Nothing beats real life fun!	OMD	Hasbro	OMD Germany, OMG Fuse, Tube One Networks
	Share a Coke with Remzi	MediaCom	Coca-Cola	Channel 4
	Top Chef	OMD	Grand McExtrem	TBWA Spain, FCB
	Wall of Music	OMD	7UP	Impact BBDO
<b>Best Partnership Award NEW FOR 2015</b>	Bose #listenforyourself	MediaCom	Bose	Vice, Spotify, Facebook
	Cartier - CNN Ones to Watch	CNN International	Cartier	
	Check In	OMD	VISA	Discovery Networks
	Durex #Connect	Google	Durex	Reckitt Benckiser, Havas, Google
	Eco-Marathon: #makethefuture	MediaCom	Shell	NBCUniversal
	Power of Sport	MediaCom	Shell	JWT, Edelman, Possible
	The Gentlemen's Wager	PHD	Johnnie Walker Blue Label	Anomaly, Freuds, Unruly, YouTube
	Zurich's Global Media Partnership	UM International	Zurich Insurance	Zurich, UM, WSJ, Bloomberg, LinkedIn
<b>Best Targeted Campaign</b>	#NightAt	Starcom Mediavest Group	Airbnb	
	How Hilton leveraged insights to encourage travellers to Be a Weekender	OMD	OMD	Hilton
	Star Wars: Rebels Wanted	OMD & The Walt Disney Company	Star Wars Rebels	
	Street Art to Street Smart	OMD	Sony Pictures	FUSE, Graffiti Life, TWITCH, BeOn
	Take IT Easy	MediaCom	DELL	NetPress
	Targeting Hay Fever Sufferers When They Need Us Most		GroupM PRIMUS	Benadryl / Livostin
	Travel & Surf	MediaCom Worldwide	Deutsche Telekom AG	DDB Tribal
<b>Best Use of Content</b>	#Championthematch	Starcom MediaVest Group	Heineken	DDB & Tribal Worldwide, Amsterdam - Edelman, London
	#LikeAGirl	Starcom Mediavest Group	Always	Leo Burnett Group, MSL Group
	AYGO: GO FUN YOURSELF.	ZenithOptimedia International	Toyota	Saatchi & Saatchi EMEA
	Penny the Pirate	OMD	OPSM	Saatchi & Saatchi Sydney
	Power of Sport	MediaCom	Shell	JWT, Edelman, Possible
	See The Real Me®	J3	CLEAN & CLEAR®	Generate, Philymack, DDB, Rpr, Razorfish
<b>Best Use of Mobile NEW FOR 2015</b>	Local Feet, Global Footprint	Starcom MediaVest Group	Galaxy Tab S	Blis Media, Mobile 5
	Picture this... #Urbantips from Courtyard by Marriott	MEC	Courtyard	Instagram, Numbate, Blis Media, Brand New, SMA
	Selfie Swap	OMD	Canadian Tourism Commission	Accuen
	Superiority complex	MediaCom Worldwide	Xperia	Xaxis, Facebook, Twitter
	Twitter Radio	Starcom MediaVest Group	Suno FM	Pixelplus Media
<b>Best Use of Native Advertising NEW FOR 2015</b>	Data drives Quattro hire sampling	MediaCom Worldwide	Audi	Gingco
	Orange is the New Black: Breaking Down The Bars	MEC	Orange is the New Black	
	Pledge for a Healthier Generation	MEC	NIDO	Publicis Middle East, Thampy
	Talk to Google	OMD	Google	Essence, Talon
	Whisper: #touchthepickle	MediaCom	Whisper Ultra	BBDO India, Madison PR, Quasar, Encompass GloboSport, CAA Kwan
	Shell & Bloomberg Media	Bloomberg	Shell	Bloomberg New Energy Finance, MediaCom
<b>Best Use of Social Media</b>	#Championthematch	Starcom MediaVest Group	Heineken	DDB & Tribal Worldwide, Amsterdam - Edelman, London
	Airbnb #NightAt	Starcom Mediavest Group	Airbnb	
	Bose #listenforyourself	MediaCom Worldwide	Bose	Vice, Spotify, Facebook
	Brazuca	We Are Social	adidas	Carat, Twitter
	Street Art to Street Smart	OMD	Sony Pictures	FUSE, Graffiti Life, TWITCH, BeOn
	The 6 Friends Theory by Mercure	Accor	Mercure Hotels	Accor - Marketing Mercure

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<b>Best Use of Video</b> NEW FOR 2015	#LikeAGirl	Starcom Mediavest Group	Always	Leo Burnett Group, MSL Group
	100 Years of Hair: Gillette BODY Launch	MediaCom Worldwide	Gillette	Grey London, Grey Shopper, Grey Possible
	Face to Face with the Arsenal Family by Europcar	Starcom MediaVest Group	Europcar	SPORTS at SMG, Liquid Thread
	Fast & Furious 7	MediaCom Worldwide	Fast & Furious 7	
	Jameson First Shot	Vizeum Global Management	Jameson	iProspect, Google
	Knorr: Flavour of Home	PHD	Knorr	Google, Unruly, Facebook
	MAGGI Dairies	MEC	MAGGI	Publicis Middle East, Blue Cactus Films
	Ready, Set, Goooolf!	MediaCom	Volkswagen	Deutsch LA, Edelman Creative On Demand, Flashtalking
<b>International Creativity Award</b> NEW FOR 2015	Airbnb #NightAt	Starcom Mediavest Group	Airbnb	
	BBC Advertising and Brand USA - USA through film	BBC Advertising	Brand USA	Lonelyleap
	Power of Sport: #makethefutureio	MediaCom Worldwide	Shell	JWT, Edelman, Possible
	Talk to Google	OMD	Google	Essence, Talon
<b>The Effectiveness Award</b>	Cities of the World	Starcom MediaVest Group	Heineken	Wieden + Kennedy (Amsterdam, Brazil, Shanghai, New York), R/GA London, Ultra Super New Japan, Marcel-Publicis Mexico, DBOD Amsterdam, Postvisual Korea, RPM
	eCommerce Revival	OMD	Dockers	
	Financial Times - Avatar	Essence	Financial Times	
	MAGGI Dairies	MEC	MAGGI	Publicis Middle East, Blue Cactus Films
	Pledge for a Healthier Generation	MEC	NIDO	Publicis Middle East, Thampy
	Take IT Easy	MediaCom	DELL	NetPress
	Whisper: #touchthepickle	MediaCom	Whisper Ultra	BBDO India, Madison PR, Quasar, Encompass, GloboSport, CAA Kwan
	<b>The Smart Use of Data Award</b> NEW FOR 2015	Bose #listenforyourself	MediaCom	Bose
Festive Sale		OMD	Sony Entertainment Network	Accuen, Flash Talking, Exchange Labs, The Audience Store, Venatus
My McDonald's Approach		OMD	McDonald's	
The Economist - 'Real Time Advertising'		UM	The Economist	Proximity London - Creative Agency