

Shortlisted entries

CATEGORY	TITLE	ENTERING COMPANY	ENTERING COUNTRY	ADVERTISER/BRAND	OTHER CREDITS
B2B Campaign of the Year	Accenture Strategy	Accenture	United States	Accenture	
	Big Ambition: The Source Brand Re-Launch	Havas Media International	United Kingdom	Source ETF	PSI, FT, The Times, The Telegraph, City AM, Evening Standard, Tages Anzeiger, Finanz und Wirtschaft, Die Weltwoche
	Bitdefender by WSJ. Custom Studios	The Wall Street Journal	United Kingdom	Bitdefender	
	HPE: Accelerating progress through technology	OMD	United Kingdom	Hewlett Packard Enterprise	GMR, BBDO, Quartz, Fast Company, SXSW Interactive, Edelman, Magnetic
Best Communications Strategy	Lucy the Robot	Atomic 212	Australia	Double Robotics	Men at Work Communications
	Work Can Work Better	MEC Global Solutions	United Kingdom	Xerox	Atlantic/Quartz
	#LiveFearless	Zenith	United Arab Emirates	Nana	
	Free to Roam	MEC Global Solutions	United Kingdom	Vodafone	
Best Engagement Strategy	Girl Emojis	Starcom	UK & USA	Always	Leo Burnett Toronto & Chicago, MSL Group
	Love At First Taste	PHD Worldwide	United Kingdom	Knorr	MullenLowe, Mindshare, Edelman, IBM, Mavens of London, Google, Facebook, Twitter, Unruly, Tastemade, PlayBuzz
	Sea Hero Quest	MediaCom	Germany	Deutsche Telekom A.G.	Saatchi & Saatchi, Deutsche Telekom, GLITCHE.RS, University College London, University of East Anglia
	WATCH IT: THE CLASSIC DISNEY VILLAINS HAVE EVIL KIDS!	OMD	United Kingdom	Disney Descendants	
Best Local Execution of a Global Brand	Why just see a campaign when you can feel it!	OMD	United Kingdom	Inside Out	
	Call of Duty - Sharecasting	MEC Global Solutions	United Kingdom	Call of Duty	RED, AKQA, FivebyFive, 72 & Sunny
	Digitalisation Now!	OMD	United Kingdom	Cisco	IDG & IDC
	Lo Kar Lo Baat	PHD	India	Active Wheel	
	Love At First Taste	PHD Worldwide	United Kingdom	Knorr	MullenLowe, Mindshare, Edelman, IBM, Mavens of London, Google, Facebook, Twitter, Unruly, Tastemade, PlayBuzz
	San Andreas	MediaCom	Latin America	San Andreas	Warner Bros Pictures, Discovery Networks International
	Sea Hero Quest	MediaCom	Germany	Deutsche Telekom A.G.	Saatchi & Saatchi, Deutsche Telekom, GLITCHE.RS, University College London, University of East Anglia
	The FT's Great Paywall Pause	Essence	Global	Financial Times	
Virtually Dead	OMD	United Kingdom	HTC Vive	Noma Labs / Dojo App	
Best Local Execution of a Global Brand	#wimblewatch	MEC	United Kingdom	Evian	
	100% Kosher Head & Shoulders	Mediacom	Israel	Head & Shoulders	
	Being Bryce Harper: A Virtual Reality Experience	OMD	United States	Gatorade	VML
	Dream Goal	Vizeum	United Kingdom	Budweiser	Anomaly London, Sky Media

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Best Local Execution of a Global Brand	How we used programmatic to develop content and reach Millennials, resulting in the best performing KFC burger in ages.	UM	Malaysia	KFC	
	London Community Noticeboard	OMD	United Kingdom	Google	Talon, Grand Visual, R/GA London
	Pepsi + EMPIRE Partnership	OMD	United States	TM Pepsi	Wasserman, FOX Television Group, FOX Networks Group, EMPIRE, BBDO New York
	Red Cups: Let The Season Begin	OMD	United Kingdom	Red Cups	Mobile 5, JC Decaux, Twitter
	Sunday Grannies	UM	Romania	Vodafone	McCann Bucharest, MRM Romania
	The Awesome Job You Can't Apply For	SapientNitro	India	Grant's Whisky	
	Best Partnership Award	#18toWin	FOX Networks Group	United Kingdom	Bundesliga
A Monster Deal – Hotel Transylvania 2 & Goosebumps		OMD	United Kingdom	Sony	Rovio Entertainment
Can a burger sell a truck?		Initiative Media Middle East	United Arab Emirates	Chevrolet	Creative Yas, Commonwealth McCann
Conversation through provocation – Provocation goes mobile		Vizeum	United Kingdom	Calvin Klein	Calvin Klein, Match.com, Tinder
MTV Deadpool Takeover		Viacom Velocity International	United Kingdom	Deadpool	20th Century Fox, Vizeum LA
PC Does Whaaat?!		OMD	United States	Dell, HP, Intel, Lenovo, Microsoft	
Sea Hero Quest		MediaCom	Germany	Deutsche Telekom A.G.	Saatchi & Saatchi, Deutsche Telekom, GLITCHE.RS, University College London, University of East Anglia
Virtually Dead		OMD	United Kingdom	HTC Vive	Noma Labs / Dojo App
Best Targeted Campaign		#BackToLife with Panadol Cold + Flu	MediaCom	United Arab Emirates	Panadol Cold + Flu
	Avenger's Hero Up	OMD	United Kingdom	Marvel's Avengers	Feref, Marvel, Disney
	Nissan #GetMilanExcited UCL 360	OMD	France	Nissan	TBWA\G1, Kingsday, Google (YouTube), Facebook, Twitter, Adotmob
	Scuderia Ferrari Uncovered	MediaCom	United Kingdom	Shell Motorsports	Iris
	The Force is strong and excellent at targeting campaigns!	OMD	United Kingdom	Star Wars The Force Awakens	
Best Use of Content	#LiveFearless	Zenith	United Arab Emirates	Nana	
	Explore Canada	OMD	United Kingdom	Destination Canada	DDB Vancouver, Maker Studios, The Church of London, Google, Facebook, Instagram, Outbrain, The Guardian
	Girl Emojis	Starcom	UK & USA	Always	Leo Burnett Toronto & Chicago, MSL Group
	Narcos Cocainomics	MEC Global Solutions	United Kingdom	Narcos	Wall Street Journal, El Pais, LadBible
	Removing the stains of Social Inequality	MediaCom	India	Ariel	BBDO India, Times of India
	San Andreas	MediaCom	Latin America	San Andreas	Warner Bros Pictures, Discovery Networks International
	Sea Hero Quest	MediaCom	Germany	Deutsche Telekom A.G.	Saatchi & Saatchi, Deutsche Telekom, GLITCHE.RS, University College London, University of East Anglia

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Best Use of Social Media	#18toWin	FOX Networks Group	United Kingdom	Bundesliga	DFL Deutsche Fussball Liga GmbH, Kindred Agency
	#ChampionsSofa	MediaCom	United Kingdom	Xperia	HeyHuman, Twitter, SnappyTV
	#helloworldrelay	OMD	Australia	helloworld	Holysmoke Agency, Adshel
	Girl Emojis	Starcom	UK & USA	Always	Leo Burnett Toronto & Chicago, MSL Group
	Lucy the Robot	Atomic 212	Australia	Double Robotics	Men at Work Communications
	There Will Be Haters	Mediavest Spark	United Arab Emirates	Adidas	
	VW Trailer Assist	MediaCom	Norway	Volkswagen	Try/Apt, Bacon OSL, BeOn
Best Use of Video	All for You: How Mr Porter won the Holiday Season	Havas Media International	United Kingdom	Mr Porter	Blancowaechter
	Explore Canada	OMD	United Kingdom	Destination Canada	DDB Vancouver, Maker Studios, The Church of London, Google, Facebook, Instagram, Outbrain, The Guardian
	Love At First Taste	PHD Worldwide	United Kingdom	Knorr	MullenLowe, Mindshare, Edelman, IBM, Mavens of London, Google, Facebook, Twitter, Unruly, Tastemade, PlayBuzz
	MAGGI Diaries – A Journey of Women, Food & Change	MEC	United Arab Emirates	MAGGI	Publicis
	More Than TV - Delivering content in context	Vizeum	Singapore	BBC Earth	
	The name's chat, Snapchat	OMD	United Kingdom	Sony	Snapchat
B2C Campaign of the Year NEW	100% dandruff free with the H&S self-test strip	MediaCom	United Kingdom	Head & Shoulders	Pilot
	Girl Emojis	Starcom	UK & USA	Always	Leo Burnett Toronto & Chicago, MSL Group
	Lo Kar Lo Baat	PHD	India	Active Wheel	
	Lucy the Robot	Atomic 212	Australia	Double Robotics	Men at Work Communications
	Removing the stains of Social Inequality	MediaCom	India	Ariel	BBDO India, Times of India
	San Andreas	MediaCom	Latin America	San Andreas	Warner Bros Pictures, Discovery Networks International
Best Creative Use of Technology NEW	Joy Comes Out of the Blue	MEC Global Solutions	United Kingdom	Tiffany	
	Lo Kar Lo Baat	PHD	India	Active Wheel	
	Lucy the Robot	Atomic 212	Australia	Double Robotics	Men at Work Communications
	Sea Hero Quest	MediaCom	Germany	Deutsche Telekom A.G.	Saatchi & Saatchi, Deutsche Telekom, GLITCHE.RS, University College London, University of East Anglia
	SHARING DATA DRIVES 1 MILLION NEW SUBSCRIBERS FOR IFLIX IN LESS THAN 6 MONTHS!	RadiumOne	United Kingdom	iflix	
	The FT's Great Paywall Pause	Essence	Global	Financial Times	
	The Revenant	Yahoo EMEA	United Kingdom	20st Century Fox	
	Virtually Dead	OMD	United Kingdom	HTC Vive	Noma Labs / Dojo App

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Best International Growth Strategy NEW	Explore Canada	OMD	United Kingdom	Destination Canada	DDB Vancouver, Maker Studios, The Church of London, Google, Facebook, Instagram, Outbrain, The Guardian
	Free to Roam	MEC Global Solutions	United Kingdom	Vodafone	
	Infiniti EMEA Q30 Launch	OMD	United Kingdom	Q30	Crispen Porter & Bogusky
	Johnnie Walker Blue Label - Driving growth in 11 minutes	PHD Singapore	Singapore	Johnnie Walker Blue Label	Anomaly, Freuds, Unruly Networks, Google (YouTube)
	Lucy the Robot	Atomic 212	Australia	Double Robotics	Men at Work Communications
	San Andreas	MediaCom	United States	San Andreas	Warner Bros Pictures, Discovery Networks International
Best Multiplatform Campaign NEW	Free to Roam	MEC Global Solutions	United Kingdom	Vodafone	
	Love is On	MediaCom	United States	Revlon	AR New York, Lippe Taylor New York
	Lucy the Robot	Atomic 212	Australia	Double Robotics	Men at Work Communications
	Removing the stains of Social Inequality	MediaCom	India	Ariel	BBDO India, Times of India
	Stop Clicking Around	OMD	United Kingdom	Hilton Worldwide Portfolio	
	Uncharted 4: A Thief's End	OMD	United Kingdom	PlayStation	
Best Use of an Influencer NEW	Call of Duty - Sharecasting	MEC Global Solutions	United Kingdom	Call of Duty	RED, AKQA, FivebyFive, 72 & Sunny
	Free to Roam	MEC Global Solutions	United Kingdom	Vodafone	
	Mandarin Oriental - He's/She's A Fan	LONDON Advertising	United Kingdom	Mandarin Oriental Hotel Group	
	San Andreas	MediaCom	Latin America	San Andreas	Warner Bros Pictures, Discovery Networks International
	Shell #makethefuture: The Power of Music	MediaCom	United Kingdom	Shell	Edelman, POSSIBLE, JWT, MediaCom US
Innovative Use of Publishing Platform NEW	Headstart	MediaCom	Denmark	Danske Bank	
	HSBC Expat - The World Is My Oyster	Mindshare WW	United Kingdom	HSBC Expat	BBC WW
	The name's chat, Snapchat	OMD	United Kingdom	Sony	Snapchat
	The Piggies get Goosebumps!	OMD	United Kingdom	Sony	Rovio Entertainment
	Trial Blazing - Ambi Pur	MediaCom	Singapore	Ambi Pur	
	United For Healthier Kids	MEC MENA	United Arab Emirates	United For Healthier Kids	MBC Group, Choueiri Group
The International Effectiveness Award	100% dandruff free with the H&S self-test strip	MediaCom	United Kingdom	Head & Shoulders	Pilot
	Avenger's Hero Up	OMD	United Kingdom	Marvel's Avengers	Feref, Marvel, Disney
	Johnnie Walker Blue Label - Driving growth in 11 minutes	PHD	Singapore	Johnnie Walker Blue Label	Anomaly, Freuds, Unruly Networks, Google (YouTube)
	Lucy the Robot	Atomic 212	Australia	Double Robotics	Men at Work Communications
	M9 One Launch	OMD	United Kingdom	HTC	
	PC Does Whaaat?!	OMD	United States	Dell, HP, Intel, Lenovo, Microsoft	
	Removing the stains of Social Inequality	MediaCom	India	Ariel	BBDO India, Times of India
	Uncharted 4: A Thief's End	OMD	United Kingdom	PlayStation	

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The Smart Use of Data Award	Explore Canada	OMD	United Kingdom	Destination Canada	DDB Vancouver, Maker Studios, The Church of London, Google, Facebook, Instagram, Outbrain, The Guardian
	Joy Comes Out of the Blue	MEC Global Solutions	United Kingdom	Tiffany	
	M9 One Launch	OMD	United Kingdom	HTC	
	Marriott InstRgram	MEC Global Solutions	United Kingdom	Courtyard, Marriott	
	Sea Hero Quest	MediaCom	Germany	Deutsche Telekom A.G.	Saatchi & Saatchi, Deutsche Telekom, GLITCHE.RS, University College London, University of East Anglia
The Talent Award	Battle of Brains	OMD	Germany	Image, Employer Branding	
	Disrupting the Talent Paradigm	MEC	Global	MEC Global	
	FastForward	OMD	United Kingdom	OMD	Citizens UK, Teads
	International Ninjas	OMD	United Kingdom	OMD	
	Recruitment Is A Team Sport	GroupM	Singapore	GroupM APAC	

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